



Brazilian Association of Applied Linguistics



WORLD CONGRESS
RIO2017

**THE 18TH WORLD CONGRESS OF
APPLIED LINGUISTICS**

Innovation and challenges in Applied Linguistics

Rio de Janeiro, Brazil, Bid
July, 2011

TABLE OF CONTENTS	
1. Official Letter of Candidacy	3
2. An Overview of Applied Linguistics in Brazil	4
3. Budget forecast and potential funding	14
4. Proposed theme and format	15
5. The Venue	16
6. The Congress Team and Committee	19
7. Rio de Janeiro, Brazil	22
8. Some Reasons to choose Rio de Janeiro	23
9. Letters of Support	24
References	24
Credits	24
Attachment 1 – Budget Forecast	
Attachment 2 – Rio de Janeiro book	

1. Official Letter of Candidacy

Prof. Dr. Daniel Perrin
Secretary General of AILA

RE: Letter of candidacy to host **AILA 2017 – the 18th World Congress of Applied Linguistics**

Dear Prof. Daniel Perrin,

Taking into consideration that our initial bid to host **AILA 2017 – the 18th World Congress of Applied Linguistics** was acknowledged by the members of AILA Executive Board during the meeting in Brisbane, Australia, in July 2010, **the Brazilian Association of Applied Linguistics (ALAB)** restates its commitment to hosting the conference in Rio de Janeiro, Brazil, in July 2017.

As previously stated in the first letter of intent, it is a consensus among Brazilian applied linguists that the research exchange resulting from an event of this scope will bring unquestionable benefits to all involved parties as well as impacts on research and publications.

After submitting several possibilities to careful scrutiny, the local team who will be involved in the conference organization selected the Federal University of Rio de Janeiro (UFRJ) as the venue for the event since the campus offers adequate infrastructure concerning auditoriums, classrooms, multimedia equipment, technical staff and catering, which allow considerable reduction of costs. Since there is no availability of large numbers of classrooms in August, the conference will have to be held during the holidays in July. We, therefore, propose the end of July, from the 25th to the 29th as a possible period.

In spite of the fact that talking about funding is premature, it is possible to foresee that a relevant conference such as the AILA World Congress will very likely get funds from Brazilian federal and state research agencies, namely CNPq (National Council for Technology and Research Development), CAPES (National Council for Improving Post Graduate Education) and FAPERJ (Rio de Janeiro State Foundation for Research Development), which have a record of supplying funding for Applied Linguistics events held by ALAB and advanced Brazilian researchers and institutions.

In closing, I would like to thank AILA for considering the **Brazilian Association of Applied Linguistics** a possible partner to host **AILA 2017 – the 18th World Congress of Applied Linguistics** and once more emphasize our enthusiasm to meet all necessary requirements for such an important project.

Sincerely,



Paula Tatianne Carréra Szundy
ALAB President, 2009 - 2011

2. An Overview of Applied Linguistics in Brazil

2.1. Origins, development and political representation

In Brazil, similarly to what happened in other parts of the globe, the initial focus of Applied Linguistics was mainly related to second language teaching/learning, having as their main scope the application of linguistic studies in the development and testing of methodologies, especially for teaching English as a Foreign Language. Such was the focus of the first research center dedicated to the area in Brazil - Centro de Linguística Aplicada (Applied Linguistics Center), known as CLA, and idealized by Professor Francisco Gomes de Matos. Founded in 1966, CLA had as its main purpose the research on new methodologies so as to inform the material development and teacher education at Yázigi, a well-known Brazilian language school.

This connection to language teaching is also found in the name of the first postgraduate program in Applied Linguistics – Postgraduate Program in Applied Linguistics to Language Teaching (LAEL), created three years later, in 1969, in the Pontifícia Universidade Católica de São Paulo (Catholic University of São Paulo). LAEL remained the only program to offer master and doctoral degrees specifically in Applied Linguistics until the 80's, when another program in Applied Linguistics was created at Universidade de Campinas (State University of Campinas), also in São Paulo.

In 1990, when The Brazilian Association of Applied Linguistics (ALAB), was founded, the number of postgraduate programs that developed research in Applied Linguistics had increased considerably and so had the scope of Applied Linguistics. By this time, there was a relative consensus among Brazilian applied linguists that Applied Linguistics was not *linguistics applied* (Widdowson, 1980), but an area defined mainly by its transdisciplinarity and whose research object is all situated language uses in a diversity of social contexts.

ALAB was born within the fruitful, but not less polemic, debate of the 90's following the question '*What is applied linguistics?*' as a result of the area growth and necessity to be politically represented. Since then, Applied Linguistics in Brazil and ALAB have been constantly reconfigured.

Because we believe that ALAB's trajectory may present both an overview of the field in Brazil and illustrate our capacity to host the AILA World Congress, we briefly historicize the Association origin, structure, growth and research actions in the next section.

2.2. Brazilian Association of Applied Linguistics (ALAB)

2.2.1. A brief history

ALAB was founded in 1990 by a group of thirty-nine applied linguists, who were at that occasion members of a Research Group in Applied Linguistics at the Postgraduate National Association of Letters and Linguistics (ANPOLL), during a meeting held at the Federal University of Pernambuco, Recife, a state in the northeast of Brazil. At that occasion ALAB's bylaws were discussed and approved.

In addition to creating a locus for reflection and discussion of studies carried out in the scope of Applied Linguistics, ALAB's foundation was connected to the necessity felt by Brazilian applied linguists to become politically organized so that their "voice could be heard by research funding bodies on equal terms with other research groups" (Moita Lopes, 1996, p. 27, 28).

In its twenty-one years of existence, ALAB has played a fundamental role in the political representation of the area and in the creation of debate and research forums in Applied Linguistics. This role has been continuously consolidated through the organization of conferences, publications and research exchange with other national (ABRALIN – Brazilian Association of Linguistics and ANPOLL) and international associations (AILA, American Association of Applied Linguistics, British Association of Applied Linguistics etc.). Additionally, the frequent participation of ALAB members in national and international conferences, inter-institutional projects and research network has publicized the knowledge produced by Brazilian applied linguists in books, journals, annals, conferences, courses etc.

2.2.2. Mission

Construct a dynamic and reflective academic-scientific locus to foster studies and reflections in the area of Applied Linguistics, not conceived as the application of linguistic theory, but as a field for the investigation of language situated uses in diverse spheres of the social world.

2.2.3. Purposes

1. Foster research and teaching in Applied Linguistics.
2. Promote research and publication in Applied Linguistics.
3. Support the creation and improvement of undergraduate and postgraduate courses in Applied Linguistics.
4. Promote collaborative exchange between postgraduate programs in Applied Linguistics both among professors and students.

5. Support its members' initiatives when applying for grants from national and international research funding bodies.
6. Establish research exchange and professional contact with other associations interested in Applied Linguistics.

2.2.4. Present structure

ALAB executive board is elected every two years. For the 2009-2011 period, the Federal University of Rio de Janeiro hosts the Association since its current president and treasurer are professors at this university.

ALAB'S Executive Board



President
Prof. Paula Tatianne Carréra Szundy
Federal University of Rio de Janeiro



Vice-President
Prof. Julio Cesar Rosa de Araújo
Federal University of Ceará



Treasurer
Prof. Christine Siqueira Nicolaidis
Federal University of Rio de Janeiro



Secretary
Prof. Kleber Aparecido da Silva
Federal University of Brasília

ALAB'S Advisory Committee

Prof. Désirée Motta Roth, Federal University of Santa Maria
Prof. Edleise Mendes, Federal University of Bahia
Prof. Hilário Bohn, Catholic University of Pelotas
Prof. José Carlos de Almeida Filho, University of Brasília

Prof. José Carlos Chaves da Cunha, Federal University of Pará

Prof. Maria Luiza Ortiz Alvarez, University of Brasilia

Prof. Vera Lúcia Lopes Cristóvão, State University of Londrina

In May 2010, a new site – www.alab.org.br - was inaugurated and since then most management processes such as new membership, payment, ALAB Congress proposal submission and evaluation, access to restricted documents etc. are available in the site. The homepage has also become an important channel to circulate news on events, publications, job opportunities and to trigger the debate about polemic issues in the area.



Print screen of ALAB's homepage

2.2.5. Members' Profile

ALAB has 1347 currently registered members whose profiles are specified in the table below:

PROFILE	NR.
Undergraduate and postgraduate students	714
Full Members	632
Honorable Members	1
TOTAL	1347

For a more precise picture of members, it is relevant to indicate that the great majority of student members are postgraduates developing their master or doctoral research in the field of Applied Linguistics; a considerable part of full members are professors teaching at both undergraduate and postgraduate levels in public and private universities all over the country; the only honorable member is Emeritus Professor Maria Antonieta Alba Celani, who was

appointed in the General Assembly held during the VI Brazilian Congress of Applied Linguistics in 2001.

The current number of members portrays Applied Linguistics as a field in full expansion in Brazil, congregating more experienced and new scholars. Moreover, the number of people affiliated to the area indicates the potential target public to participate in the 18th World Congress of Applied Linguistics if it is held in Brazil.

2.2.6. CNPq Level One Researchers

It is important to note that these researchers' level is not an attribute determined by ALAB, but by the National Council of Research and Technology (CNPq), a sixty-year old research funding body, that provides grants for prominent researchers based on the relevance of their research projects and publication and on their impact both on the national and international scenarios.

Additionally, it is equally crucial to state that this kind of list cannot be representative of the whole dimension of knowledge production in the area since a considerable number of well-known researchers, who are also ALAB members, are not included. The intention of listing five members who are level one CNPq researchers is merely to show that Applied Linguistics in Brazil is a mature, consolidated and institutionally recognized area whose discussions echo much beyond national frontiers.



Prof. Maria Antonieta Alba Celani – PUC-SP

Emeritus Professor. Founded the first Postgraduate Program in Applied Linguistics in the country in 1970. She coordinated the National English for Specific Purposes Teaching Project and is the coordinator of the Continuing English Teacher Education Program, a partnership between São Paulo English Culture Association, PUC-SP and São Paulo Secretary of Education. Research interests include EFL teaching, public school education and reflective teacher education.

Source: <http://lattes.cnpq.br/2608857566154452>



Prof. Kanavillil Rajagopalan (Rajan) – UNICAMP –SP

Full Professor at Campinas State University. He has published five books: *Por uma Lingüística Crítica* (Parábola, 2003), *A Lingüística que Nos Faz Falhar* (Parábola, 2004), *Políticas em Linguagem: Perspectivas Identitárias* (Editora da Mackenzie, 2005) and *Applied Linguistics in Latin America* (John Benjamins, 2006), *Nova Pragmática: Fases e Feições de um Fazer* (Parábola, 2010) and more than 400 texts including articles in national and international journals, reviews, summaries, book chapters and texts in congress annals. Contributed with entries and chapters to several encyclopedias such as *Encyclopedia of Pragmatics* (Elsevier, 1998), *Encyclopedia of Sociolinguistics* (Elsevier, 2001), *Handbook of Applied Linguistics* (Blackwell, 2003) etc.

Source: <http://lattes.cnpq.br/6104206257770278>



Prof. Marilda do Couto Cavalcanti – UNICAMP-SP

First ALAB president in 1990-1992. Former AILA Vice-President. Full Professor at Campinas State University. She develops ethnographic research in sociolinguistic and culturally complex scenarios. In these scenarios her research interests include reading, literacy, identities, diversity/difference and teacher education.

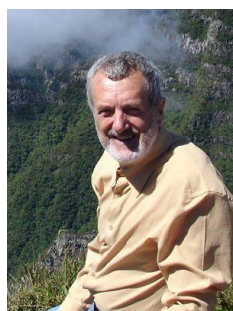
Source: <http://lattes.cnpq.br/9070842006204240>



Prof. Luiz Paulo da Moita Lopes – UFRJ

Second ALAB president in 1992-1994. Full Professor at the Federal University of Rio de Janeiro. He has published eight books in Brazil: *Oficina de Linguística Aplicada*, *Identidades Fragmentadas*, *Discursos de Identidades*, *Identidades - Recortes Multi- e Interdisciplinares*, *Por uma Linguística Aplicada INdisciplinar*, *Performances*, *Para além da identidade: fluxos, movimentos e trânsitos* and *Estudos de identidade: entre saberes e práticas*. He has also published articles in journals and book chapters in Brazil, Mexico, the United States, the Netherlands and England. His research interests include issues related to discourse and social practices, with emphasis on school and media literacies as sites for social identity construction (gender, sexuality and race).

Source: <http://lattes.cnpq.br/9443575304118422>



Prof. Vilson Jose Leffa – Universidade Católica de Pelotas

ALAB president in 1996-1998 and in 1998-2000. Retired Associate Professor from Federal University of Rio Grande do Sul and Associate Professor at the Catholic University of Pelotas. Research interests include reading, textual production, foreign language teaching policies, new technologies in language teaching and distance education. He has articles published in Brazilian and foreign journals. In Brazil he published the book *Aspectos da Leitura: Uma Perspectiva Psicolinguística* (1996) and organized several others: *Autonomy in Language Learning* (1994), *O ensino da leitura e produção textual: alternativas de renovação* (1999), *As palavras e sua companhia: o léxico na aprendizagem* (2000), *O professor de línguas estrangeiras: construindo a profissão* (2001 and 2006), *A interação na aprendizagem das línguas* (n 2003 and 2006), *Produção de materiais de ensino: teoria e prática* (in 2003 and 2008) and *Pesquisa em Linguística Aplicada: temas e métodos* (2006).

Source: <http://lattes.cnpq.br/7239316228662609>

2.2.7. Journals and books

ALAB has organized two books: *Linguística Aplicada e Contemporaneidade* (Freire; Abrahão; Barcelos, 2005) and *Linguística Aplicada e Sociedade: o ensino e aprendizagem de línguas no contexto brasileiro*¹ (Szundy; Araújo; Nicolaides; Silva, 2011), the first one related to the theme of the VII Brazilian Congress of Applied Linguistics and the second one to the theme of the ninth edition of the same congress.

We also support the publication of the Brazilian Journal of Applied Linguistics (RBLA). RBLA is published every trimester by the Postgraduate Program in Linguistic Studies of Federal University of Minas Gerais with the financial support of CNPq and FAPEMIG (Minas Gerais State Research Funding Body) and is distributed to all ALAB full members. The journal was created by Professor Vera Menezes in 2001 while she was ALAB president (2000-2002) and

¹ Applied Linguistics and Contemporaneity and Applied Linguistics and Society: language learning and teaching in the Brazilian Context.

publishes original articles related to real life language problems and language in use in different contexts. The journal also publishes reviews, interviews and two thematic numbers every year.



Source:

<http://www.periodicos.letras.ufmg.br/rbla/index.php?l>

2.2.8. Congresses organized by ALAB

Three different kinds of conferences have been regularly organized by ALAB:

1. Regional Colloquium of Applied Linguistics (CRLA)

This regional conference started to be organized by ALAB in 2010 as part of the current administration proposed platform. CRLA is organized in partnership with local state research funding bodies and postgraduate programs whose research focuses are related to the scope of Applied Linguistics. It is a medium size event with an average of three hundred participants and its main purpose is to contribute to the consolidation of new postgraduate programs and provide equal knowledge exchange opportunities for researchers far from big centers like São Paulo, Rio de Janeiro and Minas Gerais. The 1st CRLA was held at Federal University of Acre, in the west Brazilian Amazon, in September 2010, and had as its theme *Language and identity practices*. There are a 2nd and 3rd CRLA planned to happen at the State University of Mato Grosso, in Sinop, Mato Grosso and at the Federal University of Rio Grande do Norte, in Natal, Rio Grande do Norte, in October 2011 and in the first semester of 2012.

2. National Symposium of Language Teaching Policies (ENPLE)

ENPLE was idealized during the administration of Vilson José Leffa (1996-1998 and 1998-2000); the first one took place in Florianópolis, Santa Catarina, and the second in Pelotas, Rio Grande do Sul. Given the fundamental role of Applied linguists in the definition of language teaching policies, the main purpose of the conference is to problematize issues related to first and second language teaching policies in the field of language variation, global x local issues, lingua franca English, language and citizenship, social inclusion/exclusion, national curricular parameters etc. An important outcome of this congress has been '*Florianópolis and Pelotas Letters*', documents that restate the rights of

every Brazilian student to have access to contextualized meaningful foreign language teaching as a *sine qua non* condition to the fully exercise of citizenship, understood as social engagement and active participation in the global world as a means to value local cultures and identities. The 3rd ENPLE was held in Brasília in 2009 and there will be a fourth one in Rio de Janeiro in 2012 or 2013.

3. Brazilian Congress of Applied Linguistics (CBLA)

This is the biggest and most traditional conference organized by our Association. Before ALAB foundation in 1990, the conference was held by the Department of Applied Linguistics and the Postgraduate Program in Applied Linguistics from Campinas State University (UNICAMP). The first, second and third editions of the event happened in 1986, 1989 and 1992 at UNICAMP, being the 3rd CBLA the first one to be organized by ALAB under the coordination of Marilda do Couto Cavalcanti. Since then the Congress has been organized every three years and it traditionally takes place in the university where the Association presidency and treasury are based. Despite a majority of Brazilian participants, CBLA has also attracted overseas scholars from Latin American, North-American and European universities. It has frequently received funding from federal and state research agencies, different Brazilian universities, publishers as well as language institutes, which indicates the relevance of the congress in the national scenario.

Because we believe that the organization of CBLA demonstrates our ability to host AILA World Congress, we dedicate a section to briefly describe the structure of the 9th Brazilian Congress of Applied Linguistics, to be held at UFRJ, Rio de Janeiro, from July 25th -28th, 2011.

2.2.9. The 9th Brazilian Congress of Applied Linguistics: Applied Linguistics and Society (9th CBLA)

2.2.9.1. Themes and General Programme

The 9th CBLA focuses on the roles played by applied linguists in different discursive domains in the social world. It also aims – within the scope of the theme *Applied Linguistics and society* – to foster the discussion on how studies in the area have contributed to comprehend and address social problems.

Taking into consideration the heterogeneity of situated language uses, the transdisciplinary character of Applied Linguistics and, therefore, applied linguists' vast range of action, the congress scientific committee selected around eight hundred paper and poster proposals (out of more than a thousand) related to thirty-one themes:

1. Conversation Analysis
2. Discourse Analysis and Pragmatics
3. Additional Language Acquisition
4. First language Acquisition
5. Oral Discourse
6. Autonomy in Language Teaching
7. Beliefs in language teaching and learning
8. Mother tongue teaching and learning processes
9. Foreign language teaching and learning processes
10. Language for specific purposes
11. Narrative Research
12. Phonetics and Phonology
13. Teacher Education
14. Discursive/Textual Genres
15. Literacy
16. Language and Gender
17. Language and Identity
18. Language and Literature
19. Language and Media
20. Language and Technology
21. Language and Work
22. Language in Special Needs Contexts
23. Minority Language
24. Corpus Linguistics
25. Research on Pedagogic Textbooks
26. Multilingualism and Multiculturalism
27. Multimodality in Text and Discourse
28. Linguistic Policies
29. Psycholinguistics
30. Sociolinguistics
31. Translation

These themes will be discussed in four conferences, six round-tables, twenty-one invited symposium, papers and posters. An overview of the conference is depicted in the table below.

The 9th Brazilian Congress of Applied Linguistics Applied Linguistics and Society Rio de Janeiro, July 25, 26, 27 and 28, 2011				
	MONDAY 25.07	TUESDAY 26.07	WEDNESDAY 27.07	THURSDAY 28.07
7:30 – 09:00		Registration	Poster Sessions	Poster Sessions
9:00 – 10:00		Plenary Address 1 <i>Claire Kramsch</i> (University of California)	Plenary Address 2 <i>Barbara Seidlhofer</i> (University of Vienna)	Plenary Address 4 <i>Pedro Garcez</i> (UFRGS)
10:00 – 10:30		Coffee Break	Coffee Break	Coffee Break
10:30 – 12:30		Symposia 1-7	Symposia 8-14	Symposia 15-21
12:30 – 14:00		Lunch	Lunch	Lunch
14:00 – 16:00		Thematic papers	Thematic papers	Thematic papers
16:00 – 16:30		Coffee Break	Coffee Break	Coffee Break
16:30 – 18:00		Round-table 1, 2 & 3	Round-table 4 & 5	Round-table 6
18:00 – 19:30	Opening Ceremony and Opening Address <i>Inês Signorini</i> (UNICAMP)	ANPOLL Research Groups Meetings	ALAB General Assembly	Closing Ceremony
19:30	Musical Group - Juriti			
20:00 – 21:30	Cocktail and book launch	Congress Dinner <i>Rio Scenarium</i>		

2.2.9.2. The 9th CBLA in numbers

The table below lists the numbers of the 9th CBLA, which provides a picture of the potential Brazilian participation in a World Congress of Applied Linguistics if it is held in our country.

PARTICIPATION PROFILE	NR.
Congress Team	15
Scientific Committee	29
Plenary Address Guest speakers	4
Guest speakers in round-tables discussions	12
Invited Coordinators of Symposium	21
Undergraduate students	170
Postgraduate students	583
Professors/Other Professionals	677
TOTAL	1511

It is important to note that the total number presented above must be reduced to a range of a thousand participants taking into consideration the proposals refused by the scientific committee, participants presenting more than one paper in co-authorship and those who will not come for varied circumstances. Additionally, it is worth to mention that the enrollment for the congress ended in February since we could not take the risk of having more than a thousand people due to auditorium infra-structures.

3. Budget Forecast and Potential Funding

3.1. Budget Forecast

A spreadsheet with a detailed budget forecast, displaying the values both in Brazilian Reais and Euros, is attached to this bid (cf. attachment 1). Although this forecast is based on our very recent experience and knowledge about prices in Rio de Janeiro acquired through the organization and financial management of the 9th CBLA, it is necessary to point out the challenge it is to foresee the costs of an event that will take place six years from now.

Nevertheless, taking into consideration that predicted expenses have been considerably increased estimating an inflation index of 5% a year², the total positive income of R\$ 144.275,00 (€64.761, 20) forecasted in the budget after the subtraction **income – total amount of expenses** can be regarded as a quite realistic picture of the financial viability of the conference.

Total amount of expenses				R\$	855.725,00	€ 384.112,13
INCOME		Unit	Cost unit	Total amount		Total amount
1. ENROLLMENTS	2500	persons	R\$ 400,00	R\$	1.000.000,00	€ 448.873,33
TOTAL 1. ENROLLMENTS				R\$	1.000.000,00	€ 448.873,33
TOTAL INCOME				R\$	144.275,00	€ 64.761,20

As it is illustrated in the print screen of the spreadsheet above, the only source of income predicted was in enrollments calculating an average fee of R\$ 400 multiplied by 2500 participants. While the number of participants is a very likely one considering that events like CBLA and others in the field of Applied Linguistics³ have easily attracted more than a thousand participants, the exclusive income source in enrollments represents an unrealistic prediction since the potential to get public and private funding for a high profile and historically established conference such as AILA World Congress is large.

² The target index predicted by Central Bank of Brazil is 4,5% a year and it is worth mentioning that Brazilian currency has been stable for almost two decades.

³ InPLA (Research Exchange in Applied Linguistics), SIGET (International Symposium of Textual Genre) and CLAFPL (Latin American Congress of Language Teacher Education).

3.2. Potential Funding

Since the funding concession, especially from public institutions, depends on budget availability, deadlines and complex application processes, we cannot count on or predict the value of these financial resources six years in advance. However, given the fact that events in the area of Applied Linguistics and Linguistics, including the three ones regularly organized by ALAB mentioned in section 2.2.8, have often been contemplated with financial resources from federal and state research agency, it is possible to foresee that an 18th World Congress of Applied Linguistics held in Rio de Janeiro would very likely get funding from:



Federal research funding body responsible for promoting the development of postgraduate studies in Brazil. It also provides resources for financing projects in undergraduate levels seeking to strengthen the relationship between senior and junior researchers. It is part of the Ministry of Education (MEC).

Website: www.capes.gov.br



Federal research funding body related to the Ministry of Science and Technology. It provides financial resources for postgraduate, undergraduate and other institutional projects so as to foster the scientific and technological development of the country.

Website: www.cnpq.br



State research funding body of Rio de Janeiro. It provides financial resources for postgraduate and undergraduate projects from institutions located in the state of Rio de Janeiro.

Website: www.cnpq.br

In addition to these research agencies, other institutions that may provide financial resources for the congress are: Petrobrás, Banco do Brasil, public and private universities in the state of Rio de Janeiro as well as publishers.

4. Proposed theme and format

4.1. Theme

Framed on the conception that the search for innovative research agendas to address social practices both mediated and constructed by language has been a vital concern of applied linguists in the 21st century, the proposed theme for a possible **18th World Congress of Applied Linguistic** in Rio de Janeiro, Brazil, is ***Innovation and epistemological challenges in Applied Linguistics.***

Having in mind that innovation in any area poses challenges to the ways we comprehend, produce and transform knowledge, the debates triggered by this theme may contribute both to comprehend and to problematize knowledge construction processes in Applied Linguistics, creating, through a more critical look into itself, possibilities to innovate these processes.

4.2. Format

As the result of an initial reflection, we propose the following conference format:

18th World Congress of Applied Linguistics: Innovation and Epistemological Challenges in Applied Linguistics Federal University of Rio de Janeiro July 25th – 29th, 2017			
PARTICIPATION MODALITY	PARTICIPATION PROFILE	NUMBER	PARTICIPANTS NR.
Plenary sessions	Guests	5	30
Parallel Round table discussions		8	
Invited symposia convenors		10	
Invited workshops		10	
Symposium	Participants	2000	2000
Thematic paper presentations			
Poster sessions			
Workshops			
No Presentation	Participants	400	400
	Students' Assistance	100	100
TOTAL			2530

- ✓ A total number of 30 guests: 15 Brazilians and 15 foreigners.
- ✓ Participation of some guests in more than one modality.
- ✓ Participation restricted as specified below:
 - Workshops: doctors
 - Symposium: doctors and doctorate students
 - Thematic paper presentation: doctors and doctorate students
 - Poster sessions: doctors, masters and postgraduate students.
- ✓ Maximum of five presentations per session and 50 consecutive strands.

5. The Venue

The proposed venue for the **18th World Congress of Applied Linguistics** is the campus of Federal University of Rio de Janeiro (UFRJ), located at University City Campus, known as Fundão Island Campus.

With a total area of 5.238.337,82m², the campus is located in an island near Governador Island with easy access by bus, taxi or road subway⁴ through three main highways: Linha Vermelha, Linha Amarela and Avenida Brasil⁵. It is a huge campus with 41 buildings including different colleges, students housing, university hospital, administration buildings, research centers, including Petrobrás Research Center (CENPES), fire station, health center etc. Given the long distances, there are internal and external buses circulating in the campus to provide access to different buildings. Among these buildings, there is a City Hall, which is in charge of security and campus administration.

If the conference is held at UFRJ, the specific buildings in the campus where the activities will likely happen are Mathematics and Natural Sciences Center (CCMN) and Technological Center (CT), which are shown in the map below:



Map – Fundão Island

Source: <http://www.cos.ufrj.br/~lucio/?page=fundao><http://www.cos.ufrj.br/~lucio/?page=fundao>

In these centers there are two auditoriums (for around 700 people at CT and 400 at CCMN), around 10 mini-auditoriums (from 200 to 100 people) and different size classrooms (from 75 to 45 people). The auditoriums can be used for round-tables, symposium and workshops and the classrooms for the consecutive presentations.

Some pictures of the spaces are provided below:



⁴ A bus line integrated with subway stations.

⁵ Red Line, Yellow Line and Brazil Avenue.

Technological Center (CT): Front view, air view and auditorium



Mathematics and Natural Sciences Center (CCMN): Front night view and auditorium
Source: <http://www.imagem.ufrj.br/>

5.1. Tent structure for plenary sessions

Considering the fact that there is no auditorium at UFRJ where an average number of 2000 people would fit at this moment⁶, we plan to hire a climatized tent in the campus green area . These tents are commonly and safely used in sports events, fairs and congresses around the world; the hiring cost including multimedia and acoustic equipment is predicted in the budget forecast (cf. attachment 1).

Merely illustrative images of a similar tent structure used at Paraty International Literary Fair 2011 (FLIP 2011)⁷ is provided below.



Tent structure and assembly, FLIP 2011.
Source: <http://colunas.globolivros.globo.com/flip2011/2011/06/30/a-montagem-das-tendas-da-flip-em-paraty/>

⁶ Although a Convention Center is predicted in the university pilot plan (2010-2020), it is difficult to predict if it will be ready by 2017.

⁷ FLIP is one of the most famous literary fairs in the world. It is held in Paraty, a city in the state of Rio de Janeiro, every year in July.

5.2. A Fact File about UFRJ

Foundation	Founded on September 07 th 1920 with the name University of Rio de Janeiro as the result of a political policy to join three institutions: Medicine College, Polytechnic College and Law College.
Restructuring	In 1937 the federal government defines a new structure for the institution, whose name becomes University of Brazil. New colleges, including the National College of Philosophy, Letters (Language and Literature) and Science are created. In 1964, there is another expansion, mainly involving postgraduate studies. The university name becomes Federal University of Rio de Janeiro (UFRJ) in 1965.
Total Area	University City Island: 5.238.337,82m ² Praia Vermelha Campus: 100.976,90 m ² Law School: 4.117,68 m ²
UFRJ IN NUMBERS (2010 data)	
Undergraduate Students	35.789
Master degree students	5.510
Doctorate students	4.454
Professors	3467

Sources: http://www.ufrj.br/pr/conteudo_pr.php?sigla=HISTORIA
<http://www.ufrj.br/90anos/historia/ufrjemnumeros.html>

6. The Congress Team

In this section we present Brazilian applied linguists who will be involved in the local organization of the conference as well as a list of thirty researchers, all of them postgraduate professors in master and doctorate courses related to Applied Linguistics, who are highly supporting this bid and willing to integrate the scientific committee.

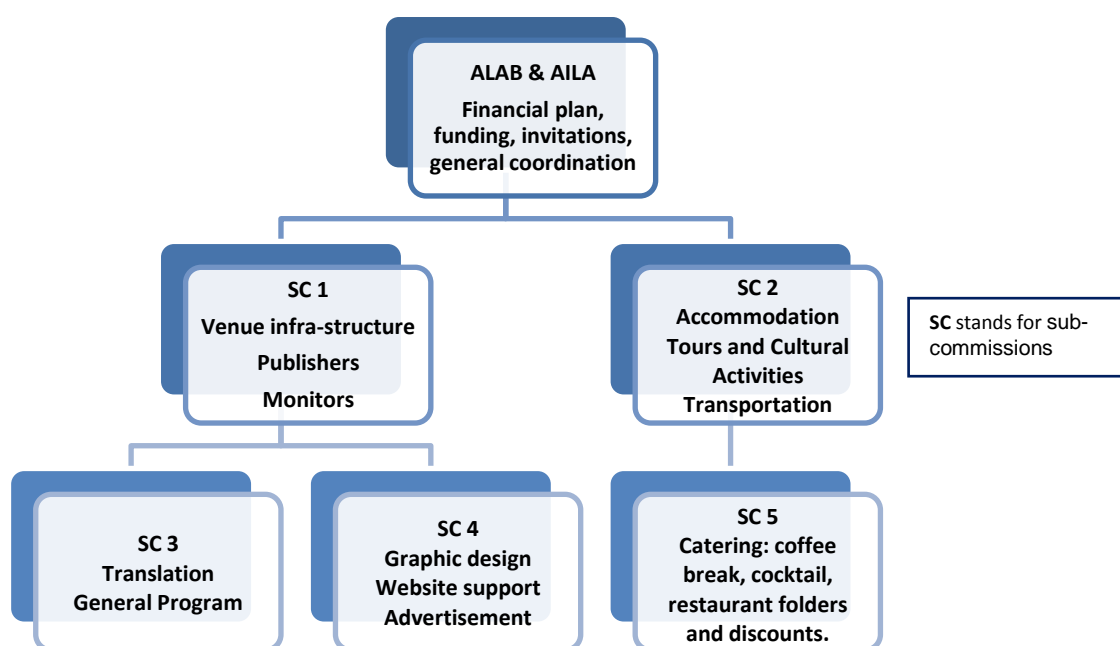
Other new and more experienced researchers will certainly join the local team and committee once the Rio de Janeiro proposal is selected. Given the number of ALAB students' members (714), the fact that there are four postgraduate programs related to Applied Linguistics only in the city of Rio de Janeiro and the potential growth of Brazilian universities, the number of researchers interested in participating in the organization of such an important conference will be huge.

6.1. The local team

Based on the experience we have accumulated in the organization of conferences, especially the 9th Brazilian Congress of Applied Linguistics, we know that the success and organization of an event depends largely on the engagement and enthusiasm of the local team.

This very recent experience with 9th CBLA has also taught us that the many details involved in a conference organization demand effective use of sub-commissions, which may be autonomous to take decisions and hire services within the limits of a careful budgeted plan.

The diagram below, inspired in a successful organization experience, may be employed in the 18th World Congress of Applied Linguistics:



A local team willing to deal with the demands above and others to appear in the organizational process is:

Álvaro Monteiro Carvalho, UFRJ

Ana Flávia L. M. Gerhardt, UFRJ

Ana Paula Marques Beato-Canato, UFRJ

Christine Siqueira Nicolaidese, UFRJ

Claudia Lopes, CEFET/RJ

Claudio Paiva Franco, UFRJ/Colégio Pedro II

Inês Kayon de Miller, PUC – RJ

Luciana Nunes Viter, UFRJ

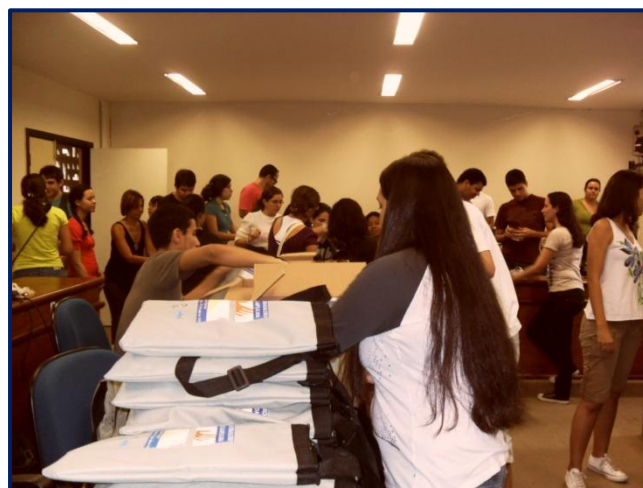
Marcel Alvaro de Amorim, Centro Universitário de Volta Redonda

Maria del Carmen Fátima González Daher, UFF

Michela Rosa Di Candia, UFRJ

Paula Tatianne Carréra Szundy, UFRJ
Rodrigo Borba, UFRJ
Rogério Casanovas Tílio, UFRJ
Sílvia Beatriz Alexandra Becher Costa, UFRJ/PUC-Rio
Sylvia Frota, UFRJ
Solange Coelho Vereza, UFF
Fernanda Neres, UFRJ

Pictures of this team coordinating student's assistance in the process of organizing a thousand kits for the 9th CBLA are provided below:



6.2. The scientific committee

At the 9th CBLA we had a committee of thirty prominent Brazilian applied linguists working on diverse theoretical and methodological perspectives to evaluate an average of 1000 contributions.

For a congress like the AILA World Congress, in which more than 2500 submissions may be received, the number of researchers for selecting the proposals should be considerably increased. We understand that this selection may be subject to careful negotiation between AILA and ALAB. Besides, it is fundamental to have a balance between Brazilian and foreign applied linguists, including other Latin American partners.

Thus, the list below represents just an indication of ALAB members who may contribute to this important task.

Ana Cristina Ostermann, UNISINOS
Ana Maria Ferreira Barcelos, UFV

Antônia Dilamar Araújo, UECE
Áurea Suely Zavam, UFC
Branca Falabella Fabricio, UFRJ
Carla Viana Coscarella, UFMG
Carla Lynn Reichmann, UFPB
Désirée Motta Roth, UFSM
Douglas Altamiro Cônsolo, Unesp – São José do Rio Preto
Hilário Inácio Bohn, UCPel
Inês Kayon de Miller, PUC – RJ
Inês Signorini, UNICAMP
Kanavillil Rajagopalan, UNICAMP
Leila Barbara, PUC–SP
Liliana Cabral Bastos, PUC-Rio
Luiz Paulo da Moita Lopes, UFRJ
Marcelo El Khouri Buzato, Unicamp
Maria Antonieta Alba Celani, PUC–SP
Maria Cecília Perez de Souza e Silva, PUC-SP
Maria de Fátima Fonseca Guilherme de Castro, UFU
Marilda do Couto Cavalcanti, UNICAMP
Nukácia Meyre Araújo, UECE
Orlando Vian Júnior, UFRN
Pedro de Moraes Garcez, UFRGS
Roxane Helena Rodrigues Roxo, UNICAMP
Solange Teresinha Ricardo de Castro, UNITAU
Telma Nunes Gimenez, UEL
Vera Lúcia Lopes Cristóvão, UEL
Vera Menezes de Oliveira Paiva, UFMG
Vilson Leffa, UCPel

Both the local team and the scientific committee must be negotiated, increased and changed in case the project becomes a reality.

7. Rio de Janeiro, Brazil

ALAB's bid to host the 18th World Congress of Applied Linguistics in Rio de Janeiro is supported by the Rio Convention & Visitors Bureau – RC&VB, a private non-profit foundation aimed at promoting the city, offering support to bring congresses, conventions, meetings,

and leisure travelers to Rio de Janeiro, one of the most popular tourist destinations in the world.

RC&VB was founded in 1984 by the initiative of public institutions and private companies linked to the travel and tourism sector following a world trend, especially in the United States and Europe, to create specialized offices to promote their tourist destinations so as to make them attractive sites for congresses and events, especially in low season.

With the support of RC&VB, a separate book with information concerning infrastructure, transportation, security and attractions is added to this proposal (cf. attachment 2). We hope the detailed pieces of information provided as well as the images of the gorgeous blue sea and Corcovado, from where Christ the Redeemer opens his arms to Guanabara Bay, will add strength to our bid, persuading both the Executive Board and International Committee that Rio is a wonderful academic and tourist spot.

8. Some reasons to choose Rio the Janeiro

Based on the arguments presented, we finalize the bid arguing for ten reasons to choose Rio de Janeiro Brazil as the host of The 18th World Congress of Applied Linguistics.

1. ALAB is a twenty-one year old solid Association with accumulated experience in organizing conferences.
2. ALAB has 1347 members, all of them potential participants of an AILA Word Congress held in Brazil.
3. In spite of ALAB's board participation in AILA Congresses and EBIC meetings, there has never been a congress in Brazil or Latin America.
4. It represents a unique opportunity for Brazilian postgraduate students to share knowledge produced worldwide in the field.
5. Applied Linguistics in Brazil is a consolidated and recognized area with a considerable number of prominent researchers whose mature epistemological reflections reverberate both in the national and international scenarios.
6. We have presented a careful budget forecast based on our very recent experience in the organization of the 9th CBLA and the potential funding for a high profile event like AILA is large.
7. The Federal University of Rio de Janeiro, the venue, is acknowledged as an excellence research center, offering the necessary conditions to host the 18th World Congress of Applied Linguistics.
8. Even six years in advance we have a whole team of junior and senior researchers willing to face the challenge of organizing such a huge conference.

9. Rio is one of the most popular sites for events and it would offer the necessary infrastructure to host AILA World Congress at this very moment. Six years from now, it will have hosted both the World Cup (2014) and the Olympic Games (2016), which means billions invested in security, transportation and accommodation.
10. Just take a look at the pictures provided by RC&VB to be completely convinced that the place does deserve the title of wonderful city!

9. Letters of Support

ALAB has required letters of support from different Brazilian universities, associations, research funding bodies, to the city hall and other tourism departments besides Rio Convention & Visitors Bureau. Most letters from academia will be delivered during the 9th CBLA, which starts this Monday, July 25th. The letters of support will be attached to the bid book to be handed in during the EBIC meeting in Beijing, China, this coming August.

References

MOITA LOPES, L. P. 1996. *Oficina de Lingüística Aplicada: a natureza social e educacional dos processos de ensino-aprendizagem de línguas*. Campinas: Mercado das Letras, 1996/2000.

Widdowson, H.G. 1980. 'Models and fictions'. *Applied Linguistics* 1/2, 165-70.

CREDITS	
Text	Paula Tatianne Carréra Szundy
Budget	Christine Nicolaides
Forecast	
Peer Reviews	Christine Nicolaides
	Luiz Paulo da Moita Lopes