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THOM JONES



SPEAKER: DOROTHY ZEMACH



DATE 18 Mar, 2026 TIME 18:00 - 19:00 GMT

TOO GOOD TO BE BAD; TOO BAD TO BE GOOD

Abstract

This session grew out of a question someone asked me when I complained that it was harder to edit AI-generated text than text from a human being, even if the latter contained more of what we would consider “mistakes” with the language. Why would it be harder to work with more correct language? I’ll share that answer with you, and then take you along with my further explorations, which started small (“Can you always tell if a text is AI-generated?”) and ended large (“Why do humans use language?”). And yes, there will be direct implications for your classroom—and yourself.

Biography

Dorothy Zemach taught ESL and other foreign languages for over 20 years, in Asia, Africa, and the US. She holds an MA in TESL from the School for International Training in Vermont, USA. Now she concentrates on writing, editing, and publishing ELT materials and textbooks and conducting teacher training workshops. A frequent plenary speaker at international conferences, her areas of specialty and interest are teaching writing, teaching reading, academic English, testing, and humor. In 2012, Dorothy launched Wayzgoose Press, a small independent publishing imprint for fiction, non-fiction, and educational materials.