

ATJ JSP SIG Newsletter: Issue no. 5, August 31, 2009

The ATJ JSP SIG Newsletter quarterly notifies events and opportunities of interest. Notices appear under five headings:

- 1. JSP SIG Announcements**
- 2. Conferences and Workshops**
- 3. Grants and Awards Opportunities**
- 4. Other information**
- 5. Member in the Spotlight**

If you have notices in these categories that you would like posted here, please send them to Tomoko Takami at ttakami@sas.upenn.edu

The next newsletter is planned to be issued December 31, 2009. Information given by December 21 will appear in the next issue.

(1) JSP SIG Announcements

JSP-SIG Panel in 2010 ATJ seminar

After seeing the success of JSP SIG panel and increasing interest in JSP at the ATJ Seminar last year, I would like to suggest that we form another panel at the next ATJ seminar. The 2010 ATJ Seminar will take place on March 25th in Philadelphia, PA. The guidelines for the SIG-sponsored session proposal are the same as last year, which are:

- The SIG proposal should be submitted at the same time as the individual and other panel proposals.
- The SIG proposal will be reviewed by the Seminar committee at the same time as the regular proposals. (This implies that the SIG-sponsored panel does not receive priority over other regular proposals. It is possible that the SIG-sponsored panel may be rejected.)

Under these conditions, I would like to set up the procedures for preparing a proposal for the JSP-SIG panel as follows. This is the same process we followed last year.

1) Call for Papers within JSP-SIG in advance.

2) JSP-SIG Panel selection committee, comprised of JSP-SIG members who do not submit paper proposals in JSP-SIG panel, will select papers for the panel by October 11 and notify the authors as soon as they can, no later than within a week. (This way, those who may not be a part of JSP-SIG panel can submit their proposal as a regular paper to ATJ Seminar directly).

3) JSP-SIG Panel selection committee members, selected panelists, and the coordinator of JSP SIG work together to write a proposal for JSP SIG Panel and submit it to ATJ.

Obviously, this is a collaborative effort that requires members' active involvement. Thank you in advance for being a part of this operation.

Call for Papers for JSP-SIG Sponsored panel in 2010 Seminar

- **The due date is Sunday, October 4.**
- **Please ensure that the format of a proposal conforms to the guidelines given in ATJ Seminar's "Call for Papers" (<http://www.aatj.org/seminar.html>)**
- **Please send inquires and proposal to Tomoko Takami, ttakami@sas.upenn.edu**

Call for JSP-SIG Panel Selecting Committee (2 or 3 people)

- **Have to be JSP-SIG members who do not submit proposal for JSP SIG panel.**
- **Please contact Tomoko Takami, ttakami@sas.upenn.edu by September 30.**

Update JSP-SIG member directory

If you have not done so, please check the current JSP-SIG member directory that you received in August, and notify me if you have any changes by September 15. The updated version is going to be distributed among JSP-SIG members, hopefully, by the end of September.

Updated Survey Report

I am sure many of you remember Dr. Motoko Tabuse (Eastern Michigan University) 's research on current status quo of business Japanese education. The result of her research, "Business Japanese Programs in the United States: 2009 Survey Report," is posted in Breeze 38, Spring 2009, issued by Japan Foundation, Los Angeles. Please find her article at <http://www.jflalc.org/?act=breeze>

Symposium on Teaching Japanese for Professional Purposes

A symposium on teaching Japanese for professional purposes at the University of Pennsylvania, the day after ATJ seminar next year is definitely happening! I would like to express my deepest gratitude to colleagues for their input and suggestions. Please check for more information in Section (2) of the newsletter.

Last, but certainly not least, the “Member in the Spotlight” section is back! We have got Dr. Robert Russell, one of the pioneers of the field. Did you know he plays tennis and learns more languages? See more about Dr. Russell in Section (5)!

I wish you all another productive year and look forward to working with you.

Tomoko Takami, JSP SIG coordinator

(2) Conferences and Workshops

***October 8-10, 2009 CIBER Doctoral Symposium on Foreign Language Pedagogy for Business and the Professions
Purdue University***

<http://ciberweb.msu.edu/language/>

This program will be the first symposium of its type especially for Ph.D. students in business languages to encourage greater long-term focus on business language research and teaching among future language faculty and leadership (deans, department heads, etc.). The conference will focus on three themes: Current environment for business language education; Career Development; and Instructional Design. This is a unique event that will influence future language education leaders early in their careers to recognize the importance of business language and culture in their academic preparation.

Location: West Lafayette, IN

***March 24-26, 2010, 2010 CIBER Business Language Conference: Global Literacies: Integrated Approaches to Cross-Cultural Training
University of Pennsylvania***

http://lauder.wharton.upenn.edu/2010ciberblc/about_plc.htm

The CIBER Business Language Conference provides the opportunity for teachers, scholars, policy makers and business leaders to discuss business language education. The conference responds to the overarching mission of the U.S. Department of Education’s CIBER grant program to enhance the competitiveness of U.S. business globally by linking the human capital and information needs of the U.S. business community with the international education, language training, and research capacity of universities across the United States. The conference ties into the larger national discourse about the ways that language education must keep pace and meet future challenges for applied language programs in light of research, trends, and needs of the changing economic environment. Through the lens of literacy as a critical construct in the fields of second language acquisition and education, participants will be invited to share ideas and charter new directions for language and cross-cultural training. The notion of literacy frames the

discussion of cross-cultural training as situating appropriate understandings and meanings in proper contexts.

Location: Houston Hall, University of Pennsylvania

March 26, 2010 *Symposium on Teaching Japanese for Professional Purposes*
University of Pennsylvania

An one-day symposium specifically focusing on business Japanese education will be held on March 26, 2010, at the University of Pennsylvania, which is located 10 minutes by subway from Center City (downtown), Philadelphia. This symposium aims to offer an opportunity for both newcomers and experienced teachers in the field of Japanese for Professional Purposes to engage in vigorous discussions and build a network.

Keynote speakers:

* Prof. Motoko Tabuse (Eastern Michigan University)

* Prof. Yuki Matsuda (University of Memphis)

Other invited speakers will be listed later

More detailed information and updates about the symposium are to be announced. For inquiries, please send an email to: Tomoko Takami (ttakami@sas.upenn.edu)

Note: The symposium attendees will receive a special discount for registration for the 12th annual CIBER Business Language Conference on March 24-26, hosted by PennLauder CIBER, held at the University of Pennsylvania (see above). Details of this arrangement will be announced later.

(4) Other information

As I reported in the ast issue of the JSP SIG newsletter, Mr. MuneoTakashi, Executive Director of JETRO Chicago, offered support for business Japanese education. JETRO Chicago invited me and Dr. Motoko Tabuse to write an article in their newsletter, which is a great opportunity to reach businesspeople and solicit their understanding of and support for our field. My article, entitled "Business Japanese Education Moving Forward," appeared in their August issue at http://www.jetro.org/documents/JETRO_Midwest_Aug09.pdf. Dr. Tabuse's article will be published in the November issue.

(5)Member in the Spotlight: Dr. Robert A. Russell

Robert Russell is an Associate Professor of Japanese at Brigham Young University in Provo, Utah. He recently completed his second term as Chair of BYU's Asian and Near Eastern Languages Department, and is looking forward to spending more time in teaching and research after a much-needed sabbatical leave.

In addition to general Japanese skills courses, Russell teaches courses in Business Japanese, as well as in Japanese linguistics and language teaching methodology. Most of his scholarly research has been concentrated in Japanese second language acquisition and attrition, and in CALL materials design and development. He has also recently begun an applied research project in the area of Japanese for business and other special



purposes, and has begun to develop case studies for use in advanced Business Japanese classes. Most of his recently published work is in the area of JSL attrition, including, among other publications, "Lexical Maintenance and Attrition in Japanese as a Second Language," in Lynne Hansen, ed., *Second Language Attrition in Japanese Contexts*, pp. 114-141, Oxford University Press (1999); "L2 Japanese Syntactic Attrition," in Ritva Laury, Gerald McMenemy, Shigeko Okamoto, Vida Samiian, and Karumuri V. Subbarao, eds., *Perspectives in Linguistics: Papers in Honor of P. J. Mistry*, pp. 311-326, Indian Institute of Language Studies (2003); and "Functional Analyses of the Acquisition and Attrition of -wa and -ga in Japanese as a Second Language," in S. Kuno, S. Makino, and S. Strauss, eds., *Aspects of Linguistics: In Honor of Noriko Akatsuka*, pp. 311-339, Kurosio Shuppan (2007).

Over the years, Russell has enjoyed serving with wonderful colleagues in the profession, having served two terms on the ATJ Board of Directors, for a period of time as Linguistics Editor of the *Journal of the Association of Teachers of Japanese* (now *Japanese Language and Literature*), and as a member of the ATJ-US-Japan Foundation Fellowship Committee, among other assignments. He has served as Director of the Japan Internship and Study Abroad Program at BYU, has been involved in needs analysis and curriculum design for Business Japanese, and has given numerous presentations and workshops for teachers of Business Japanese, most recently as part of a series of national CIBER business language workshops co-presented with Dr. Yuki Matsuda (University of Memphis) and hosted by the Wang Center for International Business at the University of Memphis. He has also been the Principal Investigator of large materials development grants from the U.S. Department of Education, the Nippon Television Network Cultural Society together with Fujitsu Ltd., and the Air Force Office of Scientific Research.

In his personal life, Russell enjoys traveling and spending time with his wife, Candy, and their five children and 13 grandchildren. Although none of his children has followed in his academic footsteps, one of his sons is currently a T-38 jet instructor pilot (an assignment his father held

swhile in the U.S. Air Force many years ago) and will soon be flying F-16s in East Asia. For fun, Russell is an avid tennis player, tries to stave off attrition in his golf, chess, and Arabic language skills, and is eagerly trying to acquire Spanish as a second language (demonstrating the truth of the adage that 'it's tough to teach an old dog new tricks').

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