

AATJ JSP-SIG Newsletter: Issue no. 13, September 30th, 2012

The ATJ JSP SIG Newsletter bi-annually highlights upcoming events and opportunities of interest. Notices appear under six headings:

- 1. JSP SIG Announcements**
- 2. Conferences and Workshops**
- 3. Grants and Awards Opportunities**
- 4. Other Information**
- 5. JSP Class in the Spotlight**
- 6. 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 scheduled to be published on January 31, 2013. Information received by December 21 will be included in this issue.

(1) JSP SIG Announcements

I hope you all had a productive yet relaxing summer and are enjoying the beginning of the new academic year. The upcoming 2013 CIBER Business Japanese Conference will be held at my home institution, Indiana University Bloomington! I hope to see many JSP-SIG members in Bloomington in April 2013 for the conference.

This issue of the SIG JSP Newsletter includes information about the upcoming 2013 AATJ Spring Conference, the 2013 CIBER Business Language Conference, an announcement about Business Language Research and Teaching (BLRT) grants, and other useful information for ATJ JSP SIG members. The *JSP Class in the Spotlight* is Toshiko Kishimoto-sensei's Business Japanese course. The *Member in the Spotlight* is Shinji Sato-sensei of Princeton University.

Have a great beginning of the year!

Keiko Kuriyama, Editor, JSP-SIG Newsletter



I hope every one is having another wonderful semester. The fall has begun in Philadelphia; no wonder I am always hungry (食欲の秋です)! 2012 AATJ Fall conference will take place in Philadelphia, and I hope to see many people there.

Starting this issue, Kuriyama-sensei and I decided to issue the newsletters bi-annually. Please continue to send her and/or me any information that you would like to include in the newsletter. If the information needs to be passed along quickly, however, please send it to me at ttakami@sas.upenn.edu, so I can send it to the members by email.

This is the time of the year again to update JSP member directory. Please email me by October 31st for any changes you would like to make.

Tomoko Takami, JSP-SIG Chair

(2) Conferences and Workshops

The 2012 AATJ FALL CONFERENCE

The 2012 American Association of Teachers of Japanese (AATJ) Annual Fall Conference will take place in Philadelphia from November 15th through the 18th. The conference will be held in conjunction with the American Council on the Teaching of Foreign Languages (ACTFL) Annual Convention and World Languages Expo. For more information please visit:
<http://www.actfl.org/>

The 2013 AATJ SPRING CONFERENCE

The 2013 American Association of Teachers of Japanese (AATJ) Spring Conference will be held in San Diego, California on March 21. The submission deadline for proposals is 5 pm Pacific time, Friday, November 2, 2012. Individuals may submit only one proposal as presenters, co-presenters, or panel members. This includes participation in SIG panels and presentations. Only AATJ members may submit proposals. If your membership has expired, you will be contacted and asked to renew. For more detailed information visit:
<http://www.aatj.org/conferences/spring/index.html>

2013 CIBER Business Language Conference

The Business of Language: Educating the Next Generation of Global Professionals

Indiana University's Center for International Business Education and Research (CIBER) is hosting the 2013 CIBER Business Language Conference in Bloomington, Indiana, April 4-6. The conference is entitled, ***The Business of Language: Educating the Next Generation of Global Professionals***. One of the main goals of the conference is to generate an exchange of ideas about how to make the teaching of business language and culture more of a priority in academic settings. The 2013 CIBER Business Language Conference invites proposals for presentations. Proposal submissions are due on November 8, 2012. Submission guidelines can be found at <http://kelley.iu.edu/cblc/>. Additional information about the conference, including registration and hotel information can be found on the conference website.

(3) Grants and Awards Opportunities

2013 BLRT Grants

Providing incentives for foreign language faculty to teach and do research in a business context.

Faculty members, doctoral students, and language professionals are invited to apply for 2013 Business Language Research and Teaching (BLRT) grants. The application deadline is December 1, 2012. The online application form and a list of questions is available at:
<http://www.ciber.illinois.edu/events/BLRT/>. Three grants will be awarded.

- One \$3,000 grant for a project in a less commonly taught foreign language or in a critical language.
- Two \$2,500 grants for projects in any foreign language (ESL and ASL are not applicable).

The winners of the 2013 BLRT awards will be announced at the 2013 CIBER Business Language Conference, which will be held at Indiana University Bloomington on April 2-5. **All BLRT applicants are encouraged to register for the conference.** 2013 BLRT winners will present their research findings at the 2014 CIBER Business Foreign Language Conference (location to be announced).

(4) Other Information

The following web-sites might be useful to ATJ JSP SIG members.

Colleagues,

I am happy to announce that a new collection, the Japanese extensive reading collection (日本語多読文庫), is now available from the East Asian Library's Reading Room in Doheny Library. This collection provides reading materials for Japanese language learners at all levels from starter to advanced. All items of this collection are available for checkout, except a journal, Juniaera (ジュニアエラ). In addition, you can practice your business Japanese at anytime from home via Business Japanese in DVD: 映像で学ぶビジネス日本語 (Eizō de manabu bijinesu Nihongo). (Follow the electronic access link, which takes you to the USCnet login page to access this resource.)

See for more information at:

<http://libguides.usc.edu/content.php?pid=38436&sid=1779074>

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(5) JSP Class in the Spotlight: Toshiko Kishimoto-sensei's Business Japanese Course at Clemson University

Business Japanese is a part of Clemson's Language & International Trade Program. L&IT was founded in 1987 as a practical option for students who chose to major in foreign languages. Japanese was added to L&IT in 1992, as the demand for graduates with fluency in Japanese language and/or international experience increased. Clemson's L&IT program helps students develop the necessary skills to compete in the marketplace. Most of the students who register for L&IT Business Japanese courses (Japn 316 & Japn 416) have already completed 210 hours of Japanese language instruction. This means they have finished beginner and intermediate levels of Japanese. More over the majority have completed their study abroad requirement in Japan.

Our goal is to help students develop the necessary skills of international business, foreign language, culture, and liberal arts to compete in the marketplace. Both Japn 316 and Japn 416 are designed as content based language instruction; where Japanese language is used to learn

Japanese business management style, Japanese way of thinking and Japanese corporate culture and language development. The language level is set at intermediate high or higher, since they have already finished the intermediate levels. To fill in the knowledge gap of American business practices, students are encouraged to get American corporate information to compare with the Japanese counterparts. Critical thinking skills will be developed through this process.

The course description in the catalogue is as follows: Spoken and written Japanese of Japanese-speaking business and industry with emphasis on business practices, writing, translating business letters and professional reports. Cross-cultural references for comparative and contrastive analysis of American and Japanese cultural patterns in business settings. Each course has 45 classes in 15 weeks. One class lasts 50 minutes. Japn 316 covers the introduction of Japanese business in general, with a mock job interview as a special project. Japn 416 covers Japanese business actual activities. Students are required to research Japanese investment in South Carolina. Recently I developed a new course for exchange students from Japan. They are required to attend Japn 316 or Japn 416 for the joint research projects. It is challenging to have both Japanese and American students in one class, but it is a rewarding experience. Japanese students learn English and American ways of business while Clemson students learn first hand information regarding Japanese business and society and also gain higher Japanese speaking proficiency. This joint research project will be revised and will be implemented in 2012-2013 again.

The sixth Clemson University Annual L&IT Conference will take place in the spring of 2013. It is a one-day campus wide conference composed of morning lectures, afternoon discussions and a round table session with corporate representatives. Every year we invite world-class keynote speakers, such as a former board member of Toyota Automobile in Japan and an executive member of the Disney Theme Parks & Resort. We have conducted telephone conferences between Clemson alumni in China, Mexico and Japan and Clemson students in the auditorium. Every year 18-20 corporations participate in the round table session to talk to students intimately. Over 220 students participated at the 2012 conference. It is a great opportunity for students to be exposed to the real international business world and do some worldwide networking.

(6) Member in the Spotlight: Shinji Sato sensei

Shinji Sato is the senior language lecturer and director of the Japanese Language Program at Princeton University and will be the field director of Princeton in Ishikawa. Currently he serves as an editorial board member for *literacies* (Kuroshio shuppan) and as an advisory board member for the Inter-University Center for Japanese Language Studies. He has also acted as Chair and Panel Organizer for six panel presentations at annual AATJ conferences since 2007.

Dr. Sato completed his Ph.D. in anthropology and education from Teachers College, Columbia University and specializes in educational anthropology. His works critically examine self-evident notions in Japanese language education including learning, culture, communication, competence, and creativity. Currently he is interested in 1) cooperation, coordination, and articulation among different fields in language education, 2) critical examination of “communicative approach and communicative language teaching” and 3) language learning and learners’ subject position.

He not only examines self-evident notions but also proposes alternative classroom practices, often using technology. He is also a blogger (*Sato Shinji no kotoba/bunka kyoiku o kangaeru*: <http://ss903.at.webry.info/>) and likes connecting people (i.e., schools, teachers and students). He maintains the site to connect teachers and students of Japanese, “*tomodachi o tsukuro*” (<http://tomodachiotukuro2009.blogspot.com/>).

Dr. Sato is the co-author of several publications, including *Bunka, kotoba, kyoiku: Nihongo/nihon no 'hyojun' o koete* [Culture, Language, and Education: Beyond Japanese “Standard”] (Akashi shoten, 2008), *Asesumento to nihongokyoiku* [Assessment and Japanese Language Education] (Kuroshio syuppan, 2010), *Syakaisanka o mezasu nihongo kyoiku* [Japanese Language Education for the Global Citizens] (Hituzi shobo, 2011), *Communication as Intersubjective Activity: When Native/Non-Native Speaker’s Identity Appears in Computer-Mediated Communication in Native Speakers Effects: Standardization, Hybridity, and Power in Language Politics* (Mouton de Gruyter, 2009), and *The Regime of Governmentality in Language Education: A Case of Blog Activities in Japanese-as-a-Foreign-Language Classroom* (Learning, Media and Technology, 2011). He is currently editing books on reexamination of “intercultural communicative competence” in language education as well as critical content-based Japanese instruction.

Whenever he has time, he likes traveling, cooking, going to the gym, listening to classical music, collecting antiques and crafts, or going to a nice café.



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