

ATJ JSP SIG Newsletter: Issue no. 15, October 15th, 2013

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 30th, 2014. Information received by January 20th will be included in this issue.

(1) JSP SIG Announcements

I hope you all are enjoying the beginning of the new academic year. The upcoming 2014 CIBER Business Foreign Language Conference will be held at Brigham Young University CIBER in Park City, Utah from April 24th, 2014 to April 26th, 2014.

This issue of the SIG JSP Newsletter includes information about the upcoming 2013 AATJ Fall Conference and 2014 AATJ Spring 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 Kyoko Matsui Loetscher-sensei's Business Japanese course. The *Member in the Spotlight* is Jim Davis-sensei of University of Wisconsin Madison.

Have a great academic year!

Keiko Kuriyama, Editor, JSP-SIG Newsletter

I hope everyone is having a wonderful school year.

I would like to highlight two pieces of information in this issue. First, I would like to touch on the topic of Business Language Research and Teaching (BLRT) grants. Including this year, I have received this grant twice and have found it to be very helpful. From my experience, I especially appreciate the fact that they support innovative ideas as well as practical endeavors. Their support covers a wide range of expenses, as well. They are, in my opinion, especially supportive to less commonly taught languages including Japanese. Staff members from Illinois CIBER are also very helpful in answering every question you may have. Because there is limited support for business language teaching and research, this grant is especially a wonderful opportunity. I highly recommend this grant, and I hope that people from our SIG will apply. Secondly, I would like to highlight the Symposium on Language for Specific Purposes. This is fairly new conference, being held for the second time next year, and I believe it is currently the only conference that specialized in Language for Specific Purposes in USA. Although I have yet

to attend one, the conference looks very interesting and promising, judging from the website. I also recommend you to check this conference.

Tomoko Takami, JSP Chair

(2) Conferences and Workshops

The 2013 AATJ FALL CONFERENCE

The 2012 American Association of Teachers of Japanese (AATJ) Annual Fall Conference will take place in Orlando, Florida from November 22nd through the 24th. 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/> or <http://www.aatj.org/conferences-fall>. Atsuko Suga Borgmann-sensei of University of Wisconsin Milwaukee will be presenting a paper titled “Classroom to the Real World: Backward Design in Business Japanese” on Saturday from 11:15 to 12:15.

The 2014 AATJ SPRING CONFERENCE

The 2014 American Association of Teachers of Japanese (AATJ) Spring Conference will be held in Philadelphia, Pennsylvania on March 27th. The submission deadline for proposals is 9 pm Eastern time, Friday, November 1, 2013. 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>

Symposium on Language for Specific Purposes

The Department of Spanish and Portuguese, Anderson Languages and Technologies Center (ALTEC), The Department of Germanic and Slavic Languages and Literatures, the Program on International Affairs and Leeds Global Initiatives at the University of Colorado Boulder along with the University of Colorado Denver CIBER invite proposals from educators, scholars, publishers and language policy makers and leaders worldwide for individual papers, panels, round table discussions, interactive workshops, posters and technological tools showcases to be presented at the Second International Symposium on Languages for Specific Purposes (LSP-2014).

- The deadline for receipt of proposals is Monday, October 31, 2013.
- Proposals will be accepted through the online submission system at lsp@colorado.edu.

Successful proposals will clearly indicate the relationship of the presentation to the core symposium themes. Presentations should provide an opportunity for symposium participants to engage with some of the challenging and fundamental questions at the intersection of scholarship and the teaching and learning of LSP. <http://altec.colorado.edu/lsp/papercall.shtml>

2014 CIBER Business Language Conference

The 2014 CIBER Business Foreign Language Conference will be held at Brigham Young University CIBER in Park City, Utah from April 24th, 2014 to April 26th, 2014. Additional information is not available yet. So please stay tuned.

(3) Grants and Awards Opportunities

2014 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 2014 Business Language Research and Teaching (BLRT) grants. The application deadline is December 1, 2013. 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 2014 BLRT awards will be announced at the 2014 CIBER Business Language Conference, which will be held at the Brigham Young University on April 24 - 26. **All BLRT applicants are encouraged to register for the conference.** 2014 BLRT winners will present their research findings at the 2015 CIBER Business Foreign Language Conference (location to be announced).

(4) Other Information

N/A

(5) JSP Class in the Spotlight:

Kyoko Matsui-Loetscher-sensei's Business Japanese Course at Columbia University

Business Japanese Course at Columbia University
Kyoko Matsui Loetscher

The Japanese program at Columbia University offered a new business Japanese course in spring, 2013. The course was developed with the support and cooperation of the Columbia Business School. It was offered as a fourth year (advanced level) Japanese course and was designed for anyone who is interested in working for or with Japanese businesses. The enrolled students included both continuing advanced undergraduate students as well as graduate students from outside the program.

The main objective of this course is to help students acquire the necessary skills to communicate effectively in a globalized society. As Tohsaku-sensei claims, foreign language education for the 21st century should include abilities and skills such as higher thinking skills, ability to work as a group, technological literacy, decision-making ability, and problem solving skills in addition to communicative competence. Business Japanese is not an exception. Students need to acquire not only practical business language and corporate cultures, but also abilities and skills to work in a global society full of challenging problems.

For this reason, the course was designed with two specific objectives in mind. One is to help students to learn Japanese business culture and acquire effective communication skills necessary to work for or with Japanese companies. The second is to help students develop necessary abilities and skills mentioned above.

To acquire practical business Japanese and gain knowledge of Japanese corporate culture, students practice business conversations through role-plays, “taiguu hyoogen”, learning business etiquette, reading business documents and making presentations. Students also had a chance to practice some of the samples from Business Japanese Proficiency Test.

Two units designed by CBI were dedicated to help students acquire “21st century skills”. In one unit, two case studies on Coca Cola and Nintendo were taken from Tomoko Takami-sensei’s soon to be published textbook. Students also read related newspaper articles and wrote a short newspaper report. Debates were then held on those topics. In the other unit, NHK’s documentary film called “Kokusai-ji ga Nippon o sukuu” was used as the primary material. Students learned about current issues in Japan and their causes and the efforts to find solutions. Students also read related materials from books and ended with writing a composition on what it means to be “kokusaijin” and what is required of “kokusaijin”.

Students in Business Japanese together with the students in a regular advanced Japanese class also engaged in a project called “Shakai Sanka”. This project is designed to help students acquire the skills mentioned above as well as increase opportunities for students to communicate outside of the classroom. Students researched a social problem of their interest and sought possible solutions. This project emphasizes participating in the problem solving process. Students determined a further step to contribute to the solution and take action as a student of Columbia University and a member of the diverse NY community. Working together as a group, they presented their result as either a newspaper article, a movie, or a power point presentation. These were then posted on their blogs, or broadcast through YouTube and Facebook, so that they could exchange their opinions outside the classroom.

The topics included “ijime”-bullying at school, decreasing birth rate in Japan, and English Education in Japan. They made a presentation at the Japanese Language Program’s annual spring festival where they had the opportunity to interact with native Japanese from the Japanese Counsel and from Japanese companies who were present. They also had a chance to have a discussion on the topics at the chat club, where Japanese students mingle with native Japanese in the Columbia community. After the course, one student received an internship from the Business School and had an opportunity to interact with members from Japanese Ministry of Finance and Professors in Business field.

An essential element to the success of this initiative is a strong relationship between the Japanese Language Program and the Business School. Further development will extend to the wider community inside and outside of school.

(6) Member in the Spotlight: Jim Davis sensei

Jim Davis followed an unusual path to his present position as Professor and Director of the Technical Japanese Program in the College of Engineering at the University of Wisconsin-Madison. As an undergraduate at the University of Rochester, Jim majored in chemical engineering. He is a licensed Professional Engineer in New York and Wisconsin. After working as an engineer in a chemical plant and a paper mill, Jim entered the Department of Forestry at the University of Wisconsin-Madison, where he received his M.S. and Ph.D. in wood chemistry. While attending the UW-Madison Jim took First Semester Japanese from Professor Naomi McGloin “just for fun.” He was hooked.

Over the next few years Jim took additional courses in Japanese from Professor McGloin and Emeritus Professor Akira Miura, as well as courses in technical Japanese from Emeritus Professor Edward Daub. He received a Fulbright Graduate Fellowship to do research in wood chemistry at Kyoto University for several years, and then returned to the UW-Madison to continue his research as a postdoctoral fellow. In 1990 he joined the faculty of the Department of Engineering Professional Development in the College of Engineering at the UW-Madison. Jim directs the Certificate in Japanese Studies for Engineering Majors, the Certificate in International Engineering (also for undergraduate engineering students), and the Master of Engineering in Technical Japanese (METJ) degree program. His two-volume textbook (Intermediate Technical Japanese) was published by the University of Wisconsin Press.

Most of Jim’s courses focus on technical Japanese at the basic, intermediate or advanced level. He also offers “Japanese for Business and Industry” and “Japanese for Politics and Government” for intermediate or advanced learners who do not have a technical background. All of the courses in the Technical Japanese Program emphasize Japanese-into-English translation. These courses complement—both in content and in methodology—the Japanese courses that are offered in the Dept. of East Asian Languages and Literature at the UW-Madison. Roughly half of the students in the Technical Japanese Program are professionals who work full-time and take courses toward the METJ degree on a part-time basis via the Internet. In addition to professionals from various parts of the U.S. (including Hawaii), engineers from Canada, the U.K., Australia, Japan and China have participated in this program.

Jim believes that students who are studying Japanese need field-specific knowledge, in combination with the essential communication skills, in order to make effective use of their Japanese language ability in the world of business or in government service. Jim also thinks that translation skills are undervalued in many academic programs in the U.S., in comparison with programs in Europe and some other countries. Through the Technical Japanese Program Jim tries to instill in his students an appreciation for the complexity and the richness of the Japanese

language, while the students broaden their knowledge base, enhance their linguistic ability and hone their translation skills.



(Davis-sensei with his wife and their daughter in Italy)

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