

ATJ JSP SIG Newsletter: Issue no. 19, September 30, 2015

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 any notices in these categories that you would like posted, please send them to Tomoko Takami at ttakami@sas.upenn.edu . The next newsletter is scheduled to be published on January 31, 2016. Information received by January 20 will be included in the next issue.

(1) JSP SIG Announcements

I hope you all enjoyed the summer break and had a great start to the new school year.

I would like to continuously ask for your participation and help other JSP members by 1) sending any information that you think could help other JSP members to me by an email, so that I can share it in the JSP –SIG newsletter, email, and/or on the JSP Facebook. 2) helping with writing and composing for the JSP-SIG newsletters.

The JSP Class in the Spotlight is Atsuko Neely-sensei of Utah State University. The Member in the Spotlight is Masako Hamada-sensei from Villanova University. I hope you enjoy reading their articles.

Tomoko Takami, JSP-SIG Chair

(2) Conferences and Workshops

2015 AATJ Fall Conference

The 2015 American Association of Teachers of Japanese (AATJ) Annual Fall Conference will be held November 20-22 in San Diego, CA, in conjunction with the American Council on the Teaching of Foreign Languages (ACTFL) Annual Convention and World Languages Expo.

2016 International Symposium on Language for Specific Purposes/CIBER Business Language Conference

The Third International Symposium on Language for Specific Purposes will be held March 17-19, 2016 at Arizona State University Downtown Phoenix Campus. The U.S. Department of Education is co-sponsoring this event through its seventeen Centers for International Business Education and Research (CIBERs), an initiative that incorporates what were previously CIBER Business Language Conferences.

<https://cls.asu.edu/lsp2016/registration>

2016 AATJ Spring Conference

The 2016 American Association of Teachers of Japanese (AATJ) Annual Spring Conference will

held March 31 in Seattle, WA, in conjunction with Annual Meeting of the Association for Asian Studies (AAS). Deadline for submitting all proposals is 9 p.m., October 30, 2015.

(3) Grants and Awards Opportunities (no updates)

(4) Other Information (no updates)

(5) JSP Class in the Spotlight: Atsuko Neely-sensei

Japanese for Business Environment (JAPN3510), Utah State University

This course has evolved over the last two decades, accommodating the needs of students involved in the Japanese language program at Utah State University. It was originally born of the necessity back in the 1990's at the height of Japanese economic boom. Students from three universities in Utah were regularly invited as interns by a number of Japanese companies. The US-Japan Center of Utah, an organization that facilitated many of these internship opportunities, in co-operation with Brigham Young University's Center for International Business Education and Research (CIBER) made an effort to streamline and co-ordinate the curriculum across the state. Faculty members from three universities, BYU, University of Utah and Utah State University, created the framework for an internship preparation course. The internships ranged from three to six months in length and the participating students were expected to be able to handle normal work place situations in Japan. Spearheaded by Prof. Robert Russell at BYU, we came up with goals and guidelines for a course to be called Japanese for Business Environment. Since the target students had language skills characterized as "high intermediated" or "low-advanced," we decided that we should focus on teaching students to "behave like educated adults in Japan." The decision was made to stay away from repetitive role play style exercise often found in business language textbooks. The main goals were that students should:

- be able to carry on meaningful conversations with peers in the workplace with an awareness of current issues
- be able to read newspapers and glean relevant information with little need for dictionaries (this, of course, predated the availability of internet media resource)
- be able to use appropriate honorific/humble speech (待遇表現) in the work place
- be able to learn professional terminology as needed
- gain familiarity with the large numbers necessary in business situations

Because the boom in Japanese long-term internships has evaporated over the last decade, the course has slowly become simply one of the roster of upper division language course at Utah State University. While the business orientation of the course has remained largely the same, the profile of students enrolled in the course has changed dramatically over the years. The number of business majors (in large measure, those who might have participated in internships in the past) has dropped precipitously. Additionally, because proficiency levels vary widely, course content must be adjusted for each new cohort. Throughout the years, a number of textbooks have

been adopted:

- ビジネス日本語 (東照二 三本木 亮, Georgetown U)
- 新装版 実用ビジネス日本語新装版 実用ビジネス日本語(アルク)
- BJTビジネス日本語能力テスト 体験テストと解説 (日本漢字能力検定協会)

Since 2014, 中級から伸ばす:ビジネスケースで学ぶ日本語(高見智子, 筒井通雄 The Japan Times) has been used and the current course is designed around a variety of case studies. Additionally, short student presentations on current topics using online newspaper sources have been included. As a final project, students choose to present either on an influential Japanese business figure or a case study of a particular Japanese business. The focus has shifted from preparing students for the workplace to making them more aware of Japan's role in international economic and political issues.

(6) JSP Member in the Spotlight: Masako Hamada-sensei

Masako Hamada is currently Associate Professor of Japanese Language and Cultural Studies, Institute for Global Interdisciplinary Studies, at Villanova University. She graduated from Shirayuri Women's College in Tokyo, majoring in American and English Literature and Language and Cultures. She received a Master of Science degree (with an emphasis in Inter-Cultural Communication) from the Graduate School of Education at the University of Pennsylvania in Philadelphia, and later she received a Doctor of Education degree from Columbia University, Teacher College, Dept. of International and Transcultural Studies (focusing on international educational development including inter-cultural communication and conflict resolution, second language acquisition, and gender issues.)

For a while, she worked for Simpson International. Inc. (a cross-cultural consulting company) where she led workshops and seminars giving cross-cultural training to American and Japanese business people who had about learned business Japanese language and English language practices and business cultures, business customs and manners, etc. in theory but needed more training in actual person-to-person cross-cultural interactions.

In 1989 she opened a new Japanese Language and Culture Studies program at Villanova. In the past 25 years, many of her students have gone to Japan through Study Abroad Programs and the JET program as cultural ambassador for both nations.

She has also contributed to the local community: First, for the past ten years she has helped host the Philadelphia Nihongo Contest among high school students who study Japanese and culture, as a sharing and exchange gathering which has been supported by the Japan America Society of Greater Philadelphia (JASGP) where she has been one of the volunteer Directors. Third, she has hosted and run a Japan Exchange Teaching (JET) Workshop, inviting a JET coordinator from the Japan Information Center, Consulate General of Japan NY to Villanova annually to help explain the program to Villanova students and students at local colleges. Fourth, for the last five years she has been in charge of hosting the Japanese Language Proficiency Test (JLPT), which is sponsored by the American Association of Teachers of Japanese and the Japan Foundation. Fifth, she has been one of the volunteer members running the Delaware Valley of Teachers of Japanese (DVTJ) which

has conducted various lecture series for the members to enhance and to improve their teaching skills and knowledge over those years.

On top of her teaching and cultural events schedule, her published books include:

Phila-Nipponica: An Historic Guide to Philadelphia & Japan (as an editor and writer), *The JASGP* (2015); *Japanese Male Professors on American College Campuses: A Comparative Study of Conflict Management*, the Mellen Press, New York (2012); *Father Thomas Purcell's Lifelong Devotion to Japan and Its People: A Book to Honor Villanova's Augustinian Missionary Priest*, translated into English (with M. Sugiura.), chief editor, translator and contributor. Diane Publishing, Philadelphia, PA (2009); *Intercultural Communication and Conflict Resolution Styles: A Study of Japanese Female Professors in the U.S.* the Mellen Press, New York (2005), as well as contributing chapters and articles to various journals. One of them is "How to Work with International Professionals: A Guidebook for Business Executives and Human Resource Professional" (with M. C. Hewitt), International Professional Relations, Inc.

She loves traveling to not only Asian nations but also Europe, and she has presented her papers at the international conferences in England, Ireland, Germany, Belgium, and other countries.



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