

ATJ JSP SIG Newsletter: Issue no. 3, December 31, 2008

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 April 30, 2009. Information submitted by April 20th will appear in the next issue.

(1) JSP SIG Announcements

As 2008 comes to an end, I would like to thank everyone for his or her participation in, support of, and contribution to JSP SIG. It was a wonderful year for our SIG; we held our first business meeting, had a SIG “birth” announcement at the ATJ seminar in Atlanta in April, and, as of December, we have increased membership to 35 people!

We also started a number of SIG activities, and many people have been dedicated to helping our SIG go forward. The next ATJ-sponsored roundtable at the AAS conference will be on the topic of business Japanese (Please see below for details). I would like to express my deepest gratitude to Dr. Motoko Tabuse (Eastern Michigan University) for taking the initiative, working on the proposal, and assembling presenters. With presenters from both academic and business fields, the roundtable should provide very interesting and meaningful insights. This presentation will be held on Saturday, March 28, 2009.

We will also have the first SIG panel at the 2009 ATJ Seminar on March 26, 2009. I would like to thank those who submitted paper proposals. Dr. Michio Tsutsui (University of Washington) and Dr. Lindsay Amthor Yotsukura (University of Maryland) served as screening committee members; they selected papers and helped write the panel proposal. I appreciate their expertise and generous help. Please see the information below.

One of the papers presented at the JSP SIG panel will be Dr. Motoko Tabuse’s research on the present status quo of business Japanese education. You have received the survey she developed through SIG emails that I sent in December. Your participation will be extremely important so that this research becomes meaningful and valid. Since there has been no comprehensive research conducted recently to illustrate the baseline of the business Japanese field, this research will be an important initiative for the field. Please see the (4) other information section.

Dr. Tabuse is featured in the “Member in the Spotlight” section of this issue. Although many people know her as an experienced and distinguished scholar and active leader in Business Japanese, it is still nice to learn more about her and see her beautiful family in the photo!

I wish you all a happy, healthy, and productive New Year. I am looking forward to seeing many members at the ATJ seminar/AAS conference in Chicago!

Tomoko Takami, JSP SIG coordinator

ATJ sponsored Roundtable: “Language for Many Purposes: Teaching and Learning Japanese for Use in Business and Society” AAS conference, 8:30-10:30am, March 28th, 2009

Panel Chair: Tomoko Takami, University of Pennsylvania

Panelists: Muneo Takashi, JETRO Chicago

Ken Masumoto, Michigan Economic Development Corporation

Motoko Tabuse, Eastern Michigan University

Setsue Shibata, California State University Fullerton

Michio Tsutsui, University of Washington

JSP SIG PANEL: ビジネス日本語：現在そして未来へ(Business Japanese: Present and Future) ATJ Seminar, March 26th, 2009

Chair: Tomoko Takami (University of Pennsylvania)

Discussant: Michio Tsutsui (University of Washington)

Presenters:

Motoko Tabuse (Eastern Michigan University)

“Data and Strategies for Business Japanese Programs”

Tomoko Takami (University of Pennsylvania)

“Application of the Case Method to Business Japanese Instruction”

Yuki Matsuda (University of Memphis)

Method to Teach Business Culture through Humor in Japanese Language Usages”

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(2) Conferences and Workshops

January/February 2009 Online Course: Content-Based Instruction for Advanced Japanese, the Alliance of Associations of Teachers of Japanese

<http://www.aatj.org/joint/CBICourse.html>

The Alliance of Associations of Teachers of Japanese will offer the second session of the first course in its JOINT online professional development program in January and February 2009. This pilot course, entitled "Content-Based Instruction for Advanced Japanese: Course Development and Language Training," is open to both native and non-native-speaking teachers of Japanese. During the one-month course participants will learn about and create content-based instruction (CBI) lessons that develop both advanced reading skills and cultural knowledge of students. The course will enhance both the language proficiency and the pedagogy repertoire of the participating teachers.

Description: The course will consist of four parts: (1) principles of CBI, (2) curriculum development in CBI, (3) instructional strategies in CBI, and (4) assessment. The course will utilize existing materials as examples, but hands-on experience will be emphasized, and course participants will be required to create their own materials to be used in their classes. Participants will work on assigned readings and lectures independently and also will engage in collaborative learning, working in pairs or groups that include both native and non-native-speaking teachers. Assignments and evaluations will be individualized to accommodate the differing needs of the participants. Participants will be asked for permission to share the materials they create (via the Alliance website) with the broader Japanese language education community after the end of the course.

Faculty: Dr. Eiko Ushida, University of California, San Diego; Dr. Masako O. Douglas, California State University, Long Beach.

Schedule: The course begins Monday, January 12, and continues for four weeks, ending on Sunday, February 22. Participants will be expected to spend about five hours a week on coursework: one hour for reading, one hour listening to a lecture, one hour in discussion, and two hours on materials development.

February 19-21, 2009 Business Language Workshop for Foreign Language Educators in Spanish, French, German and Japanese University of Memphis

<http://ciberweb.msu.edu/activitydetail.asp?ViewID=1&SectionRecordID=1461>

The workshops will serve as a unique forum for the exchange of ideas among the participants. The workshop leaders offer:

- numerous insights into the relationship between foreign language, culture and international business;
- discussions on how to develop and teach a business

language curriculum; • exploration of the resources available in this new and fast-changing field; • introductions to the business language examinations (i.e., Prüfung Wirtschaftsdeutsch International (PWDP)); • ways to structure a business language program for varying needs; and • instruction in the use of the internet

Cost: 550.00 (\$150 scholarships) Contact: Amelia Cole (abcole@memphis.edu)

April 2–4, 2009 2009 CIBER Business Language Conference: Navigating the World of Business through Language and Culture University of Kansas

<http://www.2009ciberblc.ku.edu>

Whether managers are finding markets in Asia, Africa, Europe, or Latin America, speaking the local languages and knowing the cultural terrain can make or break a deal. But how do we teach these skills, especially to adult learners? Come to Kansas City to chart new directions in research and share ideas and best practices for teaching language and culture to business professionals.

April 11-12, 2009 21st Annual Meeting of the Central Association of Teachers of Japanese Michigan State University

<https://www.msu.edu/~catj09/>

CATJ annual conferences provide a forum for discussion of major issues relating to the quality and future of Japanese language instruction in the U.S., as well as problems unique to our setting. One of the major issues to be discussed at this year's conference is the preparation of students for entry into business communities.

(3) Grants and Awards Opportunities

The CIBER Business Language Research and Teaching Grant Awards

<http://blrt.business.ku.edu/>

The CIBER Business Language Research & Teaching (BLRT) Consortium provides incentives for language faculty to teach and do research in a business context.

The members of the BLRT Consortium have pledged a portion of their Title VI CIBER grant funding to establish the BLRT Research Awards, in order to encourage faculty and graduate students in foreign language departments to add a business-language dimension to their research and teaching. The program is organized by the University of Kansas Center for International Business Education and Research (KU CIBER)

2009 BLRT Research Grant Awards

The Consortium invites applications from faculty, graduate students, and language professionals for this year's BLRT Research Grants.

Grants to researchers in three categories:

\$5,000 Grant to tenured faculty or tenure track

\$2,500 Grant to a Ph.D. candidate

\$2,500 Grant for research on business language pedagogy

All applicants should submit a research proposal with: Covers sheet, project description timeline budget, Curriculum Vita

Deadline for Application: February 2nd, 2009

(4) Other information

Business Japanese Language Survey ビジネスの日本語教育アンケート

Please contact Dr. Motoko Tabuse, if you need the questionnaire or have any questions.

Dr. Tabuse states on the survey:

"The purpose of this survey is to establish base-line data of Business Japanese programs/courses as well as promote Business Japanese Language education in the United States. I am currently involved in the collaborative efforts of Japanese Business sector (e.g., JETRO and Michigan Economic Development Corporation), Government sector (e.g., Japanese Consulate General of Japan in Detroit) and Japanese Language Education field (e.g., Japanese Teachers Association of Michigan). The idea of the AAS-sponsored ATJ Business Japanese panel came as a part of our joint effort.

As you may already know, only a few of the data on Business Japanese programs/courses are available and thus I am asking you to participate in this endeavor. The collected data will be made public in the form of publications or web site information. At present, the plan is to disseminate the collected information by means of conference presentation, article and website information. The Japan Foundation kindly agreed to post the program information on their site.

I'd greatly appreciate it if you could respond and return the questionnaire to me (mtabuse@emich.edu) by February 15, 2009. If you have any questions, please contact me at this email address."

(5)Member in the Spotlight : Dr. Motoko Tabuse

Motoko Tabuse is a professor at the Department of World Languages at Eastern Michigan University. She is the advisor for both Japanese and International Trade and K-12 Japanese teacher certification programs. She received a half-time appointment as the EMU Honors College Faculty Associate where she works with faculty and staff members from other Departments and Colleges including Colleges of Business, Education, and Technology.



Tabuse is serving as a board member of the Association of Teachers of Japanese, a member of the AATJ's field organization task force, a member of the Advanced Placement Japanese Language and Culture Examination Development Committee, and a consultant for the College Board, among others. Recently Tabuse taught AP Japanese Summer Institutes at Northwestern University in IL and Manhattan College in NY; served as a test item reviewer for the new Defense Language Proficiency Test (Japanese) 5; and served as the content reader for scoring the 2008 AP Japanese language and culture examination.

Tabuse has been teaching Business Japanese since 1992 at EMU. She incorporates instructional technology into her teaching and all her Business Japanese courses include the Internet portion where students conduct research and present their ideas online using the real-time classroom discussion tool.

Her recent Business Japanese projects include a survey project conducted in 2005 with Y. Fujiwara. The results are posted on the following site: www.emich.edu/public/foreignlanguages/jpne/tabuse.htm. Tabuse is currently working on a collaborative project with the Business, Government and Japanese language education sectors, and planning joint events to promote Japanese language and culture with them. Future presentations of the projects include: "Data and Strategies for Business Japanese Programs," as a panel presenter at the 2009 AAS/ATJ conference, "Language for Many Purposes: Teaching and Learning Japanese for Use of Business and Society," as a panel presenter at the 2009 AAS/ATJ conference, and "Articulation in and outside Japanese Language Education," (to be presented as) a joint presentation with Honorable Tamotsu Shinotsuka, Consul General of Japan in Detroit, at the 2009 CATJ conference.

Tabuse treasures spending time with her family. She and her husband, Charles Couasnon, have a daughter, Mari (茉莉), who attends Syracuse University in New York.

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