

ATJ JSP SIG Newsletter: Issue no. 6, December 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 April 30, 2010. Information given by April 21st will appear in the next issue.

(1) JSP SIG Announcements

The 2010 ATJ Annual Conference will take place on March 25, 2010 in Philadelphia. The JSP-SIG's proposed panel was accepted and will be presented on that day. The title of the panel is "Curriculum and Material Development for Japanese for Specific Purposes", and the presenters are:

Akiko Murata and Yuko Sugaya (The University of Tokyo)

"Making Teaching and Learning Materials from Spoken Language Corpus: Focusing on Q & A Sessions in the Graduate Seminar in Engineering."

Tomoko Takami (University of Pennsylvania)

"Infusing National Standards into Business Japanese Curriculum"

Toshiko Kishimoto (Clemson University)

"Autonomous Learning in the Business Japanese Program"

Yuki Matsuda (University of Memphis): Discussant

An updated JSP-SIG Member Directory was distributed in January. If you would like to make changes in your entry, please notify Tomoko Takami. After this updated version, the membership directory will be distributed once a year.

The membership of JSP SIG is now 54 people. When the JSP-SIG was created two years ago, I did not imagine that the SIG would become such a big group. The fields of members' interests in JSP are now widely spread. With that situation, I would like to ask you to send me any information which you think could help other JSP members, as I cannot cover everything myself.

It has been such a joy to meet colleagues who share the same interests, mission, and passion. I thank everyone for his/her participation and contributions to the group and look forward to your support in the years ahead.

“Member in the Spotlight” section of this issue features Mr. Teruaki Muto from the University of Illinois at Urbana-Champaign. He is a young and innovative business Japanese teacher and represents a new generation of leaders this field. He is a very fun person to talk to about many topics, but he has a special passion for history. I am sure he will enjoy visiting historic areas in Philadelphia.

I wish you all a happy, healthy, and productive New Year. I am looking forward to seeing many of you at the ATJ Annual Conference/AAS Annual Meeting and the **special JSP Symposium on March 26 (see below)** in Philadelphia!

Tomoko Takami, JSP SIG coordinator

(2) Conferences and Workshops

January 23, 2010 K-12 LANGUAGE FOR BUSINESS CONFERENCE: Technologies and Tools for a New Language for Business Course Florida International University

<http://ciber.fiu.edu/k-12.htm>

Florida International University's CIBER is proud to announce the 2nd Annual KLanguage for Business Conference: K-12 and Community College, Technologies and Tools for a New Language for Business Course. The day conference will be held in Miami, January 23rd at the Sofitel Hotel. The Conference has the support of consulates, language associations and cultural organizations. We have chosen four language tracks—Spanish, Portuguese, Chinese and Japanese—concentrating on the most relevant languages taught in the classroom today. The program will serve to instruct high school teachers and junior community college professors on the importance and necessity of incorporating aspects of Language for Business into the standard curricula. It will provide teachers and professors with materials and practical lessons on how to incorporate and develop a course in the K-12 curricula on Language for Business.

Japanese Track: Tomoko Takami (University of Pennsylvania) and Yasuo Uotate (University of Florida)

February 18-20, 2010 Business Language Workshop for Foreign Language Educators in Spanish, French, German and Japanese University of Memphis

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.

Japanese Track: Robert Russell (Brigham Young University) and Yuki Matsuda (University of Memphis)

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

A half-day symposium specifically focusing on teaching Japanese for Professional Purposes will be held on March 26th, 2010, at the University of Pennsylvania, which is located 10 minutes away by subway from Center City (downtown), Philadelphia. This symposium aims to offer an opportunity for both new comers and experienced teachers in the field of Japanese for Professional Purposes to engage in vigorous discussions and build a network. The further announcement will be given in the symposium conference in Mid-January (the information will be given to JSP-SIG members soon, too!)

Keynote speakers:

- Prof. Motoko Tabuse (Eastern Michigan University)
- Prof. Yuki Matsuda (University of Memphis)

Invited speakers:

- Prof. Toshiko Kishimoto (Clemson University)
- Prof. Michio Tsutsui (University of Washington)

-Prof. Jim Davis (University of Wisconsin at Madison)
-Prof. Eiko Ushita (University of San Diego):
-Prof. Junko Kondo (University of Michigan)

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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). Please send inquiries to Tomoko Takami.

(4) Other information

a) As I reported in the last issue of JSP SIG newsletter, Mr. Muneo Takashi, Executive Director of JETRO Chicago, offered his support to business Japanese education. JETRO Chicago invited Dr. Motoko Tabuse to write an article in their newsletter, which is a great opportunity to reach business people and solicit their understanding of and support to our field. Her article entitled "Advocating Business Japanese Language Education in the United States" appeared in their November issue at http://www.jetro.org/documents/JETRO_Midwest_Dec09.pdf

b) Recommended site on Japan-US business (オススメサイト)

You can find what kind of industry and business in US try to advance in the Japanese market

US Department of Commerce

<http://www.buyusa.gov/japan/ja/>

(Acknowledgement: Maki Watanabe Isoyama)

(5)Member in the Spotlight: Mr. Teruaki Muto

Teruaki Muto is a Ph.D. candidate in Linguistics at the University of Illinois at Urbana-Champaign. His areas of academic interest are syntax and sociolinguistics of bilingualism, specializing in the formal and functional properties of code-switching. In his dissertation project, he is working on intrasentential Japanese/English code-switching with emphasis on morphosyntactic interaction between two different grammars, aiming to capture the nature of bilinguality within the theoretical framework of Optimality Theory. He is also involved in sociolinguistic studies of code-switching and investigates what social/functional factors motivate bilingual speakers to switch their codes. In addition, he has a keen interest in critical discourse analysis as well, exploring how language is intertwined with a particular ideological viewpoint. His recent research findings were presented as papers titled

'Functional motivations of English mixing in Japanese advertisements (AAAL 2009),' 'Language, racism, and symbolic power: The ideological construction of "eikaiwa" in Japan (ISLS 2009),' and 'Code-switching, constraint competition, and sympathy: An optimal account of intrasentential Japanese/English code-switching (MALC 2009).'



After teaching elementary/intermediate Japanese for several years, Muto has been in charge of Workplace Japanese at UIUC since 2007. His courses are organized on the basis of Yoneda *et al.*'s textbooks *Bijinesu-no tame-no nihongo* and *Shoodan-no tame-no nihongo*. Though a little obsolete, he also makes use of ITRI's video material *Working with Japan* (1992). Putting a high value on the differences in business culture and etiquette, he developed a course project that enabled students to get practical experience of the Japanese business culture, which was presented at the 2008 CIBER Business Language Conference. He is currently developing teaching materials that incorporate business accounting into business Japanese.

In his free time, Muto enjoys traveling, walking, and appreciating music. He especially enjoys driving throughout the U.S., strolling around the destination, and tasting local specialties with his girlfriend Junko. He loves classical music—massive, orchestral sounds like Berlioz and Sibelius—and smooth jazz. Also, he is fond of digital novelty, fiddling with digital gadgets such as PDA, GPS, digital pen, etc. Besides, he takes delight in playing board games like Scrabble with his friends during long winter nights.

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