

ATJ JSP SIG Newsletter: Issue no. 11, January 1, 2012

The ATJ JSP SIG Newsletter tri-annually highlights upcoming 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. **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 planned to be issued April 30, 2012. Information given by April 21st will appear in the next issue.

(1) JSP SIG Announcements

Happy Holidays to all the members of JSP SIG!

This issue highlights Junko Kondo-sensei's Business Japanese course, which is offered at the University of Michigan. In the "JSP Class in the Spotlight" section, Kondo-sensei discusses different aspect of her course, including how she specifically designed it to meet the needs of University of Michigan students.

This issue's Member in the Spotlight is Junko Fujimoto-sensei. For more than a decade, Fujimoto-sensei was actively involved in Japanese Language Education in the U.S. She recently began a new adventure at Nanzan University in Nagoya, Japan. We wish her the best of luck and every success at her new school.

A member of ATJ JSP SIG, Osuka-sensei from Seton Hall University recently published a book on Japanese for Specific Purposes by Tuttle Publishing. The title of the book is *Japanese for Healthcare Professionals: An Introduction to Medical Japanese*. The book information is in this issue's Other Information section.

Keiko Kuriyama, Editor, JSP-SIG Newsletter

I wish you all a happy new year! 新年明けましておめでとうございます。本年もどうぞよろしく願い申し上げます。

If you have not done so, please check the current JSP-SIG member directory that you received in the fall semester, and notify me if you have any changes. The updated version is going to be distributed among JSP-SIG members, hopefully, by the end of January.

The AATJ conference will take place on March 15th, in Toronto, Canada. The conference program is not released yet. If you are presenting JSP-SIG panels or paper, please let me know so that I can forward the information to JSP-SIG members.

Tomoko Takami, JSP SIG coordinator

(2) Conferences and Workshops

January 14, 2012 K-12 Language for Business Conference, Florida International University

<http://ciber.fiu.edu/k12language.php>

Florida International University's CIBER is proud to announce the 4th Annual K-12 Language for Business Conference: Technologies and Tools for a New Language for Business Course. This one day conference will be held in Miami on January 14, 2012 at Florida International University. With the support of consulates, language associations, and cultural organizations, we have selected six language tracks concentrating on the most relevant languages taught in the classroom today: Spanish, Portuguese, Chinese, Italian, Japanese, and French. This program will serve to instruct K-12 teachers and junior community college professors on the importance and necessity of incorporating aspects of Language for Business into the standard curricula. In addition, this conference will help provide teachers and professors with materials and practical lessons on how to incorporate and develop a course in the K-12 circular on Language for Business.

April 18 - 20, 2012 NSBITE International Conference, Temple University

<http://nasbite.org/conference-info/single-entry/the-annual-nasbite-international-conference-april-18th-20th-2012-in-portlan#>

The conference brings together trade practitioners, university faculty and staff, trade service providers, & government professionals for multiple days of training workshops, break-out sessions, networking opportunities, and special events. *Location:* Portland, Oregon

March 21-23, 2012 2012 CIBER Business Language Conference, Chapel Hill, North Carolina

<http://www.ciber.unc.edu/cblc/>

The theme of the 2012 conference is "Building bridges from business languages to business communities." The conference will challenge participating scholars and instructors (from universities, colleges, K-12, businesses and governmental organizations) to inspire new lines of research, rethink teaching techniques, and create links between language classrooms and real businesses. Special plenary sessions will

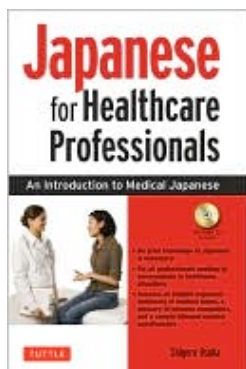
consider how applied professional language instruction and research is advancing, discuss perspectives from academia and industry, as well as showcase exciting examples and best practices of experiential learning.

(3) Grants and Awards Opportunities (no updates)

(4) Other Information

- ***Japanese for Healthcare Professionals: An Introduction to Medical Japanese* [Hardcover with MP3 CD] 526 pages, Tuttle Publishing, 2011, by Shigeru Osuka (Seton Hall University). Regular Price: \$49.50.**

The only book of its kind in English, *Japanese for Healthcare Professionals* is a proficiency-based conversation textbook offering a complete language course that teaches Japanese grammar along with the vocabulary of medical care. With nearly three million Japanese tourists visiting the United States last year, and another five hundred thousand expatriates residing in the US and other English-speaking countries, it is inevitable that many Japanese speakers find themselves in need of healthcare but unable to communicate. This groundbreaking book provides a language course - for classroom use or for self-study - that will enable medical professionals to prepare themselves to assist patients from Japan. Covering every step of a patient's interaction with care providers, from appointments and admissions to the physical examination, symptoms and illnesses, diagnosis, treatment and follow-up, *Japanese for Healthcare Professionals* fills a vital niche for medical workers and Japanese speakers alike.



- **Business Japanese Proficiency Test 2012 BJT** ビジネス日本語能力検定試験 schedule is available at <http://www.kanken.or.jp/bjt/>

(5) JSP Class in the Spotlight: Business Japanese Course at the University of Michigan Junko Kondo

At the University of Michigan, Business Japanese is offered as one of the fourth-year level Japanese language courses, the other courses being Media Japanese, Academic Japanese, and Practicum in Japanese Translation. Target students for Business Japanese are those who plan to work in Japan or work in a Japanese environment in their own countries. In reality, however, students from mid-intermediate to high-

advanced wanting to increase their Japanese proficiency through business content take Business Japanese. The three-credit course presents a series of tasks throughout the semesters geared toward improving students' general Japanese proficiency in the context of business-related activities.

Upon completing this course, students will have achieved these goals: 1) to read business-related materials from authentic publications, 2) to hold conversations and make presentations on selected business topics with correct business vocabulary and in a culturally appropriate manner, 3) to write simple, yet effective business correspondence such as job applications, emails, and business article summaries, 4) to use basic formal expressions in various professional/business situations, and 5) to have a basic knowledge of Japan's socio-cultural values and current political and economic situation.

The course uses authentic materials and deals with various topics including job-hunting, current affairs, cross-cultural and inter-personal communication, and business culture. Students develop communicative competence through group discussions, interviews, presentations, and special group projects. They also learn formal functional expressions through role-plays such as self-introductions, greetings, making appointments, making requests, apologies, refusals, and transferring calls. We invite Japanese businesspersons as guest speakers to have them share their experiences and address topics related to the class curriculum and the actual business world. Students tend to take an interest in the speaker's career history and job particulars.

As this course is content-based and focused on business communication skills, it utilizes a task-based approach. This helps reduce the proficiency gap between intermediate and advanced students in the class. Also, to help students develop the thinking and collaboration skills required in the workplace, I use project-based learning in which students tackle a real-world problem, one project being to solve a problem that Japan currently faces, which is finding the best way to increase the number of Japanese students studying abroad. This allows students to practice language skills while at the same time fostering effective collaboration, problem solving skills, and self-directed learning.

Given the maturing domestic market and recent economic uncertainties, Japanese companies are increasingly globalizing their operations. As a result, more and more companies are proactively sending employees overseas, giving our students greater opportunities to use Japanese in the workplace. Although the number of students who want to work in Japan seem to be decreasing, I think business Japanese courses can still enable students to bridge cultural gaps through instruction that inculcates a better understanding of and sensitivity to language barriers and cultural differences.

(6) Member in the Spotlight: Junko Fujimoto-sensei

Junko Fujimoto started to teach Japanese for the Center of Japanese Studies at Nanzan University in Nagoya, Japan, from Fall 2011. Fujimoto taught in the United States for twelve years at the University of Oklahoma (2008-2011), University of Colorado at Boulder (2007-2008), University of Denver (2001-2007), and University of

Idaho (1999-2001). Wherever she teaches, she always enjoys meeting her wonderful colleagues and learning from them to improve her teaching.

Fujimoto's interests include teaching materials development using computer technology and application of authentic multimedia materials to proficiency-oriented language instruction. In the summer of 2009 she participated in "Journey to the Interior," a US Department of Education Fulbright-Hays Group Project Abroad Seminar, and developed a thematic unit, "Matsuo Basho and Haiku," which has been published on the Association of Teachers of Japanese website at <http://www.aatj.org/classroom/index.html>. Prior to that, she worked on a project to utilize multimedia authentic materials in teaching to enhance students' language and culture learning, a project she often presented at local and national conferences to share successful language activities and projects.

While teaching in Colorado, Fujimoto collaborated with local K-16 Japanese language and literature educators to promote Japanese language and culture education in the community. She initiated and organized various projects such as the Online Teaching Materials Database, the Rocky Mountain Japanese Language Education Symposium 2006, Japan Cup 2008 (previously Japan Bowl) K-16 Articulation Project and others. After moving to Oklahoma, she served as a board member of the National Council of Japanese Language Teaching and directed the Japanese National Honor Society and Teachers Awards (2009-2011).

In addition to teaching, Fujimoto likes knitting and hiking. Currently she has a long list of activities that she has wanted to do with her husband, Chad Nilep. Each activity is just a part of ordinary Japanese life, but for her everything is special as she has missed life in Japan for a long time.

