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 September 30th, 2013. Information received by September 20th will be included in this issue.

(1) **JSP SIG Announcements**

I hope you all are having a great start to the new year. The upcoming 2013 CIBER Business Japanese Conference will be held at my home institution, Indiana University Bloomington, on April 4-6. I hope to see many JSP-SIG members at the CIBER conference this spring.

This issue of the SIG JSP Newsletter includes information about the upcoming 2013 AATJ Spring Conference and the 15th Annual CIBER Business Language Conference. JSP-SIG will have two panels at this year’s AATJ conference (please see the details below). The *JSP Class in the Spotlight* is my Business Japanese course, which was offered for the first time during the spring of 2012. The *Member in the Spotlight* is Dr. Priya Ananth of Middle Tennessee State University.

Have an enjoyable and productive winter and spring!

Keiko Kuriyama, Editor, JSP-SIG Newsletter

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Belated Happy New Year! I wish everyone another healthy and productive year. The 2013 AATJ Spring conference will take place in San Diego, and I hope to see many people there.

Including the Business Japanese course taught by Kuriyama sensei at Indiana University, which is featured in this issue, I am very excited that several universities have started to offer Business Japanese courses in the past few years. I would like to send my best wishes to those teachers who have started to teach such new courses, and I hope that JSP-SIG will continue to support teachers of JSP.

Tomoko Takami, JSP-SIG Chair

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(2) **Conferences and Workshops**

The **2013 AATJ SPRING CONFERENCE**

The 2013 American Association of Teachers of Japanese (AATJ) Spring Conference will be held in San
Diego, California on March 21. The conference will be held in conjunction with the Association for Asian Studies (AAS). For more detailed information visit: http://www.aatj.org/conferences/spring/index.html. A JSP-SIG panel was accepted and will be presented. The title of the panels and presenters are:

Session 2-D (10:50 a.m.-12:30 p.m.): Language for Specific Purposes (JSP) Special Interest Group Papers
Chair: TBA
「日本語弁論大会の開催：地域社会に根差した日本語科を目指して」(A Japanese speech contest held for building a Japanese program rooted in the local Japanese community)
Ayako Nagai, University of California Irvine
「キャリアに繋がる日本語専攻プログラムを目指して」(Connecting a Japanese major program to student’ careers)
Yoshiko Saito-Abbott, California State University Monterey Bay; Motoko Tabuse, Eastern Michigan University
「企業向け異文化トレーニングの研究とビジネス日本語教育への提言」(Intercultural training for business sectors and its lessons for Business Japanese instruction)
Tomoko Takami, University of Pennsylvania
「ビジネス日本語コースにおけるプロジェクト型学習の効果と教師の役割」
Investigating the effects of project-based learning and the teacher’s role
Junko Kondo, University of Michigan

The panel below led by Yoshiko Higurashi-sensei may be of interest to many JSP-SIG members

Session 1-F (9:00 a.m.-10:40 a.m.): Language and Culture Special Interest Group Panel
Chair: Yoshiko Higurashi, San Diego State University
Panel Title: Issues of internships in the U.S. and Japan: One year later
“Cultural deviation issues at the sites of internships in the U.S.”
Yoshiko Higurashi, Sand Diego State University
“Intercultural communication in the workplace and the pedagogical implication for Japanese language classrooms”
Yuki Matsuda, University of Memphis
“Following a moving target: Evaluating overseas internships from the perspective of students and host organizations in changing times”
Yoshiko Matsumoto, Stanford University, Andrew Horvat, Stanford Japan Center (Kyoto)
“Summer internships in Japan: The Harvard experience”
Wesley M. Jacobsen, Harvard University

The 15th Annual CIBER Business Language Conference
The Business of Language: Educating the Next Generation of Global Professionals

Indiana University’s Center for International Business Education and Research (CIBER) is hosting the 2013 CIBER Business Language Conference in Bloomington, Indiana, April 4-6. The conference is entitled, The Business of Language: Educating the Next Generation of Global Professionals. One of
the main goals of the conference is to generate an exchange of ideas about how to make the teaching of business language and culture more of a priority in academic settings. Additional information about the conference, including registration and hotel information, can be found on the conference website:
http://kelley.iu.edu/cblc/index.html

(3) Grants and Awards Opportunities (no updates)

(4) Other Information

Business Japanese Proficiency Test 2013 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:
Role-playing and Case-studies in Upper Level Business Japanese Classes
Keiko Kuriyama, Indiana University

In the spring semester of 2012, the Japanese program at IU Bloomington offered a new upper level course entitled Business Japanese (EALC-J 313). The course was developed primarily for Business Majors who have studied Japanese for at least two years. However, Japanese Program faculty encouraged, and did in fact draw, students from other departments who were planning on entering fields in which they would likely work with or for Japanese businesses. The course was offered twice a week for 75 minutes.

The Japanese program faculty-members felt the course would be an important addition to the program because Japanese-language students who are either business majors or planning on working in the business world often discontinue their Japanese language studies after their second year because upper-level Japanese classes tend to focus on content that is not related to the business world. Hence, the course was offered in part to encourage such students to continue to study Japanese.

One of the innovative aspects of the class was its overall focus on the nuances of language use (nuances of intonation, rhythm, timing, gesture, etc.). Effective and sophisticated communication in Japanese business contexts (and other socio-cultural contexts) requires a mastery of such nuances. The linguistic norms that govern them are embedded in and partially constitute Japanese business culture. For this reason, such nuances need to be taught and learned in conjunction with Japanese business culture. In other words, to be able to communicate in sophisticated and sensitive ways within the Japanese business world, students must not only be exposed to Japanese business culture, but also actively engage it through the linguistic practices that make up its fabric.

In J313 such engagement was made possible through content-based instruction (CBI), a visit to a local Japanese owned business, and what Professor Sadatoshi Tomizawa calls task-talk presentations. Task-talk presentations involve role-playing activities that simulate real-world socio-linguistic contexts. In addition to specific role-plays that students presented in class, students participated in a mock job interview project. For the project, students produced their own resume in both Japanese and English, prepared for an interview using a Japanese interview-practice web-site, and were actually interviewed by two local Japanese businesses professionals.

CBI is an instructional approach that uses content to teach a foreign language, but more than that it is an approach that motivates students to produce the target language in sophisticated, creative and challenging ways by offering content and tasks that are intellectually engaging. For CBI to be effective
content must be tailored to the needs and interests of students; hence, in J313 content consisted primarily of case studies of well-known Japanese companies with operations in the U.S. and American companies with operations in Japan; for example, Coca Cola, Toyota’s Nummi Factory, Wal-Mart, Nintendo, and Coach. Case studies were taken from a new and unique Japanese language textbook by Tomoko Takami-sensei. Her textbook will be published soon by Japan Times. Students also had an opportunity to visit a local Japanese owned company called Mirwec Film, Inc, which manufactures capacitor grade films. After taking a tour of the facilities and meeting with Mirwec employees, students listened to a presentation by company CEO and president, Yoshinari Yasui.

(6) Member in the Spotlight: Dr. Priya Ananth

Priya Ananth is the coordinator of the Japanese Program and an assistant professor in the Foreign Languages and Literatures department at Middle Tennessee State University (MTSU) in Murfreesboro, Tennessee. Murfreesboro is about 35 miles southeast of Nashville. She received her Ph.D. in East Asian Languages and Literatures with concentration in Japanese Pedagogy and Applied Linguistics from The Ohio State University in Columbus, Ohio.


At MTSU, Ananth teaches Japanese language courses at the intermediate and advanced levels, including a course on Business Japanese at the low-intermediate level. Before creating this course, she attended several business language workshops, such as AATJ’s JOINT online course for designing a business Japanese curriculum (led by Drs. Yoshiko Saito-Abbott and Motoko Tabuse); Foreign language workshop for teaching business languages (led by Drs. Yuki Matsuda and Robert Russell, at University of Memphis); Symposium on teaching Japanese for professional purposes (led by Dr. Tomoko Takami, at University of Pennsylvania). All of these workshops were immensely useful in gaining knowledge and tools to teach business Japanese at the college level.

In her free time, Ananth likes to travel with her husband and they enjoy trying out the local restaurants. Her favorite Indian restaurant in the Nashville area is “Woodlands” that offers south Indian vegetarian cuisine. She thinks the taste in Woodlands is pretty close to home.
At Miami's Everglade Alligator National Park with her husband, Bala.