ATJ JSP SIG Newsletter: Issue no. 22, March 28, 2017

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 in October 2017. Information received by September 30 will be included in this issue.

(1) JSP SIG Announcements

February 2017 marked the 10-year anniversary of the Japanese Specific Purposes Special Interest Group!!!!! Thank you to all of the teachers who have joined and supported the group along the way.

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 via an email, so that I can share it in the JSP –SIG newsletter, email, and/or on the JSP Facebook page, and 2) helping with the writing and composing of the JSP-SIG newsletters.

The issue includes information about BLRT awards and the upcoming International Symposium of Language for Specific Purposes/ CIBER conference. The *JSP Class in the Spotlight* is written by Setsue Shibata-sensei of California State University, Fullerton. The *Member in the Spotlight* is written by Noriko Taira Yasohama-sensei of Northwestern University.

I hope you enjoy reading their articles.

Tomoko Takami, JSP-SIG Chair

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(2) Conferences and Workshops

International Symposium of Language for Specific Purposes/CIBER Business Language Conference February 22-24, 2018

Call for papers due: 6/15/2017
http://www.latam.ufl.edu/outreach/services/islspciber-business-language-conference/

(3) Grants and Awards Opportunities

BLRT Awards

Title VI CIBER- Business Language Research and Teaching (BLRT) Awards (Applicants must be U.S. Based). ---One grant of $3,000 will be awarded to a project in a critical or less commonly taught foreign language and two awards of $2,000 will be awarded to research or teaching projects in other foreign languages (excluding ESL and ASL). 2017 BLRT winners will present their research findings at the 2018 International Symposium on Language for Specific Purposes to be hosted by the University of Florida. Recipients will also receive a travel stipend of up to $500 to cover costs associated with presenting at this conference.

All proposals should be submitted via email to IU CIBER (ciber@indiana.edu) by April 2, 2017
Proposal Guidelines
Each of the following sections must be included in the proposal submission:
1. Facts for applicant:
• Name
• Title
• Institutional Affiliation
• E-Mail Address
• Phone Number
• Address
• City, State, Zip Code
2. Project Title
3. Target Language
4. Project Description (250-350 words)
5. Proposed Timeline
6. Proposed Budget
7. Applicant CV
Note: Doctoral students must submit a letter of support from their advisor along with the proposal.

(4) Other Information (no updates)

(5) JSP Class in the Spotlight: Setsue Shibata-sensei

B.A. in International Business, concentration in Japanese
California State University, Fullerton

In Southern California, where the university located, many companies exist expanding internationally through export, joint ventures, strategic alliances and other marketplace avenues. The greater Los Angeles-Orange County region provides access to two of the nation's largest ports, superb infrastructure that serves a hub for some of the world's largest logistics companies, a strong banking, and financial sector, and an impressive manufacturing base including high-tech industries, medical devices, and pharmaceuticals, among others. Southern California is extremely well positioned to increase its global presence and boost its exports due to its favorable demographics and strategic location. Therefore, developing international business acumen is a necessary skill for all future business leaders, not just those that live and work overseas, for our students. As for Japanese and/or Japan-related, there are more than 700 Japanese companies in Southern California.

The Department of Modern Languages and Literatures at California State University, Fullerton offers language concentrations in Chinese, French, German, Japanese, Portuguese, Spanish, and Vietnamese. To communicate effectively, you'll need to know a foreign language and how it's used in business. This component of the B.A. in International Business consists of 15 units of upper-division language study (including an internship). These courses, as well as the prerequisites, must be completed with a grade of "C" or better. For description of the international business program, please see the International Business Program and Center for Internship and Service Learning.

Required Courses of Concentration in Japanese:

JAPN 310 – Japanese for Business (3 units): Practical vocabulary and structure of business language, as well as the cultural background of business procedures in the Japanese business world. Conducted in Japanese.
JAPN 311 – Japanese for International Business (3 units): Vocabulary and language structures for Japanese in the international business world and related economic situations. Comprehension of business terminology through conversation, reading and writing. Conducted in Japanese.
JAPN 315 – Introduction to Japanese Civilization (3 unis): Readings and lectures in Japanese literature, arts and institutions from earliest history to 1868, to develop insights into Japanese culture while strengthening facility in the language. Conducted primarily in Japanese.
JAPN 316 – Modern Japan (3 units): Readings and lectures in Japanese literature, arts and institutions from 1868 to the present, to develop insights into Japanese culture while strengthening facility in the language. Conducted primarily in Japanese.
MLNG 495 – Internship (3 units): Supervised field experience in multinational businesses locally or abroad. Daily use of a foreign language on the job and concurrent

enrollment in the College of Business and Economics internship are required. Credit/No Credit Course.

The Department of Modern Languages and Literatures, collaborating with the College of Business and Economics as well as Career Center, offers career advisement for the students. We build relationships with alumni, employers, and graduate schools to optimize internship, job, and career opportunities to deal with a diverse and competitive global society.

Website:
College of Business and Economics:
http://catalog.fullerton.edu/preview_entity.php?catoid=1&ent_oid=82&returnto=53
Department of Modern Languages and Literatures:
http://catalog.fullerton.edu/preview_entity.php?catoid=1&ent_oid=61&returnto=51

(6) Member in the Spotlight: Noriko Taira Yasohama- sensei

Noriko Taira Yasohama is Professor of Instruction of Japanese and Director of Language Programs in the Department of Asian Languages and Cultures at Northwestern University. She has undergraduate training in formal linguistics and graduate training in curricular organization and foreign/second language pedagogy at the University of Massachusetts at Amherst. During her time at UMass-Amherst, she took classes on linguistics with Emeritus Professor Chisato Kitagawa and on analysis of second language acquisition research designs with Professor Yukie Horiba. She also taught various Japanese language courses as a teaching assistant to Professor Yukie Horiba and the late Professor Yoshinori Sasaki.

Noriko has been teaching Japanese at Northwestern University for more than 20 years. Since Emeritus Professor Phyllis Lyons founded the Japanese program in 1978, Northwestern has been offering Japanese language and literature courses, and many students had graduated with the minor in Japanese language and culture since 1999. Now, the Japanese program is housed in a brand new department, launched in Fall 2013. As the director of language programs in the new department, Noriko works closely with the program coordinators of the Chinese, the Hindi-Urdu, Japanese and Korean language programs. While curricular organization and pedagogical issues are handled by faculty members in each language program, she works with the program coordinators to streamline curricular standards and policies and discuss common issues and challenges across the four Asian language programs. Perhaps, it is unusual for faculty in different language programs to work together so closely, and she enjoys the opportunity.

In the Japanese program, Noriko works with four colleagues – two, teaching Japanese language, and two, teaching Japanese literature and film. Taking turns with her two language colleagues, she teaches all levels of Japanese.

Her goal is to bring students' proficiency to the advanced-level as efficiently as possible in the four-year curriculum, and accordingly she introduces advanced-level practices from the beginning courses. Daily teaching and course preparation require a lot of time and energy, but she enjoys teaching and interactions with her students. Noriko is currently working on a project to expand internship programs for students of Japanese in order to increase experiential learning opportunities and to create incentives to continue Japanese language study beyond the beginning-level. In the fall of 2015, Noriko launched the project by organizing an information session for member corporations of the Japanese Chambers of Commerce and Industry of Chicago (JCCC). This academic year, she is organizing a guest lecture series on intercultural communication in the Japanese work place. She is planning to explore opportunities to establish internship programs for students of Japanese with Chicago area Japanese corporations. It is her long-term goal to examine how the Japanese language and cultural proficiency of student interns help their interaction with the Japanese in the work place.

Photo: Summer 2016, on *Ibusuki Tamatebako-go* (a.k.a. "*Ibutama*") with her son and her husband (photographer)

Outside her work, she enjoys weekly *Shotokan karate* classes with her son. So far, they are moving up ranks at the same time -- Let's see how far she can go along with her son! In the last few years, Noriko has been taking her son to Japan during the summer to enroll him in a local elementary school so that her American-born son will gain Japanese language and cultural proficiency. During her stay in Japan, she enjoys *karaoke* with her son and three nephews as well as a family trip to various places in Japan. It is too bad that JR no longer offers JR passes to Japanese permanent residents overseas...

JSP SIG Newsletter No. 22

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