ATJ JSP SIG Newsletter: Issue no. 9, December 31, 2010

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, 2011. Information given by April 21st will appear in the next issue.

(1) JSP SIG Announcements

I wish you all a happy New Year, 2011! 本年もどうぞよろしくお願いします。

I hope 2011 will be another productive and fun year for JSP-SIG. Let me start with two pieces of happy news!

1) Two JSP-SIG panels will be given at ATJ conference in 2011 (please see the details below)

2) Several JSP members are going to offer new JSP classes (all are business Japanese) at their institutions, including, Keiko Kuriyama sensei (Indiana University Bloomington), Shinji Sato sensei (Columbia University), and Hideko Shimizu sensei (University of Colorado at Boulder).

An updated JSP-SIG Member Directory was distributed in December. If you would like to make changes, please notify Tomoko Takami.

The membership of JSP SIG is now 72 people. With the increasing number of members and wide range of member’s interests in JSP, I would like to continue to ask for your help. You can help the JSP-SIG in several ways:

1) Send any information which you think could help other JSP members to me so that we can share in JSP-SIG newsletters.
2) Join in writing and composing JSP-SIG newsletters.
3) Join JSP-SIG Advocacy Committee. We need to think of ways to have JSP-SIG grow as a more valuable group and resource, both academically and professionally, to its members.
This issue starts a new article: JSP Class in the Spotlight. It introduces a JSP class which a JSP-SIG member has developed, teaches, enjoys, and has a passion about. The first presenter is Dr. Masahiko Minami from San Francisco State University.

This issue features Dr. Keiko Kuriyama in the Member in the Spotlight. She is a super professor and also a super Mom. Enjoy!

Tomoko Takami, JSP SIG Coordinator

The 2011 ATJ Conference will take place on April 2 at the University of Hawai‘i’s Manoa Campus, in Honolulu, HI. Very excitingly, TWO JSP-SIG panels were accepted and will be presented. The title of the panels and presenters are:

PANEL (1)  「専門日本語教育から新しい日本語教育のカリキュラムの可能性を考える」
"Thinking Possibilities for New Japanese Language Curricula through Japanese for Professionals"
Panel Chair: Shigeru Osuka (Seton Hall University)

Kayoko Tazawa (Phillips Exeter Academy), Noriko Okimoto (Kamehameha School) and Shigeru Osuka (Seton Hall University)
「自立的・主体的な日本語学習カリキュラムをめざして—専門日本語教育からの提言」
"Suggestions to Develop Initiatives and Self-reliance in Japanese Language Curricula through a Professionals’ Perspective"

Yasuyo Tokuhiro and Are Hajikano (Nagoya University)
「専門講義受講準備のための日本語教材の開発」
"Development of Japanese Teaching Materials for Preparing to Learn the Specialized Subjects"

Shigeru Osuka (Seton Hall University)
「医療関係従事者のための日本語教材の開発」
"Development of Japanese Teaching Materials for Healthcare Professionals"

Maki Watanabe Isoyama (The Japan Foundation, Los Angeles): Discussant

PANEL (2)  「ビジネス日本語コースのためのカリキュラム開発」
"Curriculum Development for Business Japanese"
Panel Chair: Yuki Matsuda (University of Memphis)

Motoko Tabuse (Eastern Michigan University) and Yoshiko Saito-Abbott (California State University, Monterey Bay)
「効果的なビジネスの日本語カリキュラムを目指して」
"Toward More Effective Business Japanese Curriculum"
Yuki Matsuda (University of Memphis)
「ニーズ分析に基づいた仕事の日本語カリキュラム」
Needs Analysis and Curriculum Development in Business Japanese Language

Toshiko Kishimoto (Clemson University)
「ビジネス日本語コースで時事問題を料理する」
“Current Topics in Business Japanese Program”

Masahiko Minami (San Francisco State University)

(2) Conferences and Workshops

Florida International University

http://casgroup.fiu.edu/pages/docs/2582/1292511692_Program.pdf

Florida International University’s CIBER is proud to announce the 3rd K-12 Annual Language 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 15 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: Masako Kubota (Florida International University), Mina Mori (Athens High School) and Tomoko Takami (University of Pennsylvania)

February 17-19, 2011  Business Language Workshop for Foreign Language Educators in Spanish, French, German and Japanese
University of Memphis
https://umdrive.memphis.edu/g-wangcenter/www/pages/for_lang_wksp.htm

This Workshop offers participants valuable insights into the relationship between foreign language and international business, discusses how to develop a business language curriculum, and explores the resources available to the foreign language educator interested
in this new and exciting field. Above all, this workshop will serve as a unique forum for the exchange of ideas among participants.

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

**March 23-26, 2011  2011 CIBER Business Language Conference  University of South Carolina**

http://ciberweb.msu.edu/activitydetail.asp?ViewID=1&SectionRecordID=2041

Annual CIBER Business Language Conference focuses on bringing together foreign language faculty to present ideas and to discuss best practices and new ideas to teach foreign language to business students and to teach business foreign language to non-business students. Conference venue will be the Doubletree Suites Hotel in Charleston, SC.

**Location:** Charleston, SC

---

(4) Other Information

(新生) 日本ビジネス日本語能力試験New Business Japanese Proficiency Test

http://www.kanken.or.jp/bjt/info.html

日本漢字能力検定協会（Nihon Kanji Noryoku Kentei Kyokai）announced that they would start the new Business Japanese Proficiency Test in 2012. More information will be given later.

---

(5) JSP Class in the Spotlight:

**Business Japanese Courses at San Francisco State University**

**Dr. Masahiko Minami**

In a world where most economic transactions have been fully globalized, we consistently need to promote internationalism for not only the current but also the future interests of the United States. More specifically, as today’s society increasingly involves global interdependency, the need for increased cross-cultural understanding becomes imperative. In particular, there is a need to enhance the international business education and therefore international competitiveness of the northern California region.

Two business-related Japanese courses are currently offered at San Francisco State University. The first one is “Business Japanese” (JAPN 390), which is designed for those who have completed some upper-division Japanese courses, enables those students to master conversational expressions that are useful in business environments. The course specifically provides intensive training in Business Japanese, focusing on the forms of “oral” communication frequently encountered in the business world. The goals of the course include (1) learning expressions and vocabulary that are essential to business, (2) acquiring verbal...
and nonverbal communication strategies for better interaction with Japanese business associates, (3) learning how to deal with Japanese business people both in formal and informal settings, and (4) reading business-related articles.

As the political and economic relationship increasingly strengthens between the United States and Japan, we also need to develop highly skilled professionals in the field of business writing. Business writing is crucial for formal communications in various business situations. To begin with, writing up such things as requirements on business activities, new plans, and ideas in a document form not only prevents us from overlooking critical issues, but it also helps us organize our thoughts in succinct and straightforward ways. Business letters furthermore help us reduce the risk of miscommunications with others, while word-of-mouth and telephone conversations, in which the pertinent information is not documented, may lead to future problems. In “Advanced Business Japanese: Business Writing” (JAPN 395), therefore, students are introduced to most of the areas associated with business writing. The course also provides intensive training in reading and writing business documents in Japanese.

To summarize, the pedagogical orientations of these two courses are based on the three concepts that have become features of recent developments in language learning and teaching: (I) the notion of “learner-centered” in the context of material development, (II) the concept of “task,” and (III) learning independence (i.e., students learn by themselves). Responding to the aforementioned pedagogical orientations, the current two courses are designed to enhance the student’s ability to: (a) effectively communicate in different sociolinguistic milieus such as formal business presentations, (b) build cultural and stylistic elements into their business communications, and (c) effectively recognize culture-specific modes of behavior, as well as sociocultural patterns of Japanese-speaking society. Students are offered numerous opportunities for listening and speaking as well as reading and writing in the target language (i.e., Japanese) for use either in the near or distant future. The web site of these courses shows course materials that have been developed for use in international business.

http://www.sfsu.edu/~collhum/business-japanese/

(6) Member in the Spotlight: Dr. Keiko Kuriyama

Keiko Kuriyama is the coordinator of the Japanese Program and an assistant professor in the East Asian Languages and Cultures Department at Indiana University Bloomington. She received her Ph.D. in Linguistics from University at Buffalo (SUNY/Buffalo) in 2007. Before coming to IU in the fall of 2008, she taught Japanese at Princeton University as a lecturer and was the coordinator of the Japanese program at Randolph College (formerly known as Randolph-Macon Women’s College).

Kuriyama’s research interests are in linguistics and second language pedagogy, and her current research in pedagogy is closely connected to her approach to teaching. She is currently developing a content- and task-based model for teaching foreign language to beginning and lower-intermediate level postsecondary students. Her current linguistics research is on spoken language processing in Japanese. In her study, she uses elicited
speech errors both to challenge the view that the *mora* is the fundamental rhythmic unit of spoken language processing in Japanese and to support the view that there are universal, underlying cognitive mechanisms for speech production planning.

In addition to teaching beginning, intermediate and advanced Japanese, Kuriyama teaches Japanese Pedagogy and Business Japanese. She is currently developing an upper level Business Japanese course that will utilize interactive e-learning software. She has also developed an online Japanese placement test that assesses all 4 language skills for the IU and UIUC Japanese programs and an online Business Japanese course for the University at Buffalo.

In her spare time, Kuriyama enjoys cooking Thai food, meditating, and watching HGTV. Her favorite thing to do is to spend time with her daughter, Mika, and her husband, Andrew.

In front of the Japanese house exhibition at Kids Commons, Columbus’ community children’s museum in Columbus, Indiana