

Technical Meeting and General Assembly

# Annual Conference 2017

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IEEE Professional Communication  
Society - Japan Chapter

## Program

June 3, 2017 (Saturday) 13:00



Shinshu University, Nagano-Engineering Campus  
W1 Bldg. 1F Room 115

4-17-1 Wakasato, Nagano-shi, Nagano-ken 380-8553



# CONFERENCE TIMETABLE

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## Greetings and Registration (13:00)

### Keynote talk

*Cultural Space in an Era of Globalization*

Mordecai G. Sheftall (Shizuoka University, Faculty of Informatics)

*Break*

## Technical Presentations

### Presentation #1

*The measurement of students' English communication skills before and after  
Kakehashi project with CEFR-J*

(Norifumi Tanaka, Akimi Fujita, Mami Onuma)

### Presentation #2

*Let me tell you about my research: An evaluation & feedback plan*

(Roderick Lange)

**Closing Address**

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## Abstracts

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### **Keynote talk:** *Cultural Space in an Era of Globalization*

**Mordecai G. Sheftall (Shizuoka University, Faculty of Informatics)**

**Abstract:** Since the Industrial Revolution, the pace of modern history has been driven by rapid advances in humankind's ability to radically compress and shorten – and in the case of communications technology, even to ignore – the once formidable barrier to human movement posed by physical, geographical distance. However, the cultural software through which we human beings create meaning and "tribal" identity and within which we pursue meaningful lives has, in terms of basic structure and function, changed very little – if at all – since the days of our prehistoric ancestors. The greatest political, economic, and psychological stresses – and dangers – of our era of globalization are a direct result of the ever-widening gap forming between these two increasingly divergent human evolutionary paths. In this lecture, these topics will be discussed from both theoretical and educational/pedagogical perspectives, with emphasis on Japan's situation in the modern era.

**Speaker Bio:** M.G. Sheftall is a professor of Modern Japanese Cultural History and Communications at the Faculty of Informatics, Shizuoka University in Hamamatsu, Japan. His research focuses on the cultural history of the formation of Japanese national identity in the modern era. He was born in Boston, Massachusetts in 1962, but raised in New York City from the age of seven. He has lived and worked in Japan continuously since 1987. He earned his doctorate in International Studies from the Graduate School of Asia-Pacific Studies at Waseda University.

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**Presentation #1: *The Measurement of Students' English Communication Skills Before and After Kakehashi Project with CEFR-J***

**Norifumi Tanaka, Akimi Fujita, and Mami Onuma (Shinshu University, Faculty of Engineering)**

**Abstract:** We used the CEFR-J framework to measure the improvement of 23 Shinshu University students' English communication skills before and after participating in the Kakehashi project, a people to people exchange program between Japan and North America, funded by the Ministry of Foreign Affairs of Japan. The students in the study went to Seattle, U.S. in February 2017 for 1 week to give presentations about Japan and its culture to American students. Our results show that although the average self-evaluated CEFR level of the students is A before the project and remains the same even after the project, we observed noticeable increases in can-do scores in the fields of "Formal Discussion and Meeting" and "Goal-Oriented Cooperation". We suggest two reasons for the increases: 1) the students worked on *real-world problems*, which are to present Japan effectively to different groups of American students every day in Seattle, and 2) the students worked on the problems through discussion and cooperation by *communicating* with peers, although communication was done in Japanese. With this survey, we realize that in Japanese schools and universities, students do not seem to have opportunities to learn English through solving real-world, open-ended problems and communicating with their peers. Project based learning like the Kakehashi project seems effective in helping students acquire English communication skills that can readily be used in the real world.

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**Presentation #2: *Let me tell you about my research: An evaluation & feedback plan***

**Roderick Lange (Nihon University)**

**Abstract:** Evaluating speaking skills while providing useful and easy to understand feedback is always a struggle of balancing what is doable with what is pedagogically appropriate. This presentation considers a pilot evaluation and feedback plan incorporated into a graduate-level ESP course to help students to informally and formally talk about their research projects. Specifics of using formative & summative assessment, IC recorders, video recorders, YouTube, a learning management system (LMS), and self-reflection will be explained. Logistical and technological elements of the plan, along with a review of successes and failures of the plan will be presented. The goal is to present a balanced mix of pedagogical, technological, and actionable ideas for participants to incorporate into their portfolio of evaluation and feedback strategies.

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### Access Map



### Address:

**Shinshu University, Nagano-Engineering  
Campus, W1 Bldg. 1F Room 115  
Nagano-ken Nagano-shi Wakasato 4-17-1**

### Campus Map

