Workshop and Technical Meeting

Annual Conference 2018

IEEE Professional Communication Society - Japan Chapter

Program

July 7, 2018 (Saturday) 13:00

**Shibaura Institute of Technology, Toyosu Campus
Classroom Building, Room 502**

3-7-5 Toyosu, Koto-ku, Tokyo 135-8548

◆IEEE

CONFERENCE TIMETABLE

Greetings and Registration (13:00)

Keynote talk
Kyogen theatre - the art of laughter - connects the world

   Tokuro Miyake the 10th (十世三宅藤九郎)

Break

Technical Presentations

Presentation #1
Brain Imaging Techniques for Communication Research: Some Examples
   Muhammad Nur Adilin Bin Mohd Anuardi (Shibaura Institute of Technology)

Presentation #2
Pictogram Communication for Safety Measures at Manufacturing Sites
   Suopor Hiranchiracheep (Shibaura Institute of Technology)

Presentation #3
Pathways towards authentic communication in English
   Kim Rockell (University of Aizu, Centre for Language Research)

Break

Presentation #4
A Comparative Study on Attitudes toward Cultural Diversity among Engineering Students
   Sayoko Oda (Shibaura Institute of Technology)

Presentation #5
Global Engagement Through Real-World Problem Solving: Leadership and Communication Skills
   Akimi Fujita, Akimi Fujita, Elyas Ashenafi Abadi, Perrera Marca Yuri, Ernesto Orlando Rodriguez Alas, Amit Batajoo, Sawako Shiohara, Kenta Nakayachi ,Hassan Arafat S. A., Solvi Arnold, Chandani Shrestha, Sohei, Katori, Luis Antonio Peralta Miranda (Shinshu University)

PCSJ General Assembly – open to all participants
(2018 board members, activities and budget reports, PCS developments, membership recruiting strategies)

Closing Address

Abstracts

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Keynote talk: *Kyogen theatre - the art of laughter - connects the world*

Tokuro Miyake the 10th (十世三宅藤九郎)

Abstract: Kyogen, said to be the source of all Japanese theatre, was born 600 years ago. It's also called the art of laughter, and is sole example of comedy among the traditional Japanese theatre. Tokuro Miyake shows unique expression of Kyogen, forceful utterance and action derived from "Kata"; traditional forms or patterns transmitted through the centuries. Kyogen has been polished over a long history and years of tradition and has enchanted the people of every age, at its heart depicting universal of humor that overcomes time and place to resonate with its audiences. It may safely be said that if the kata are learned properly, the feeling will communicate itself to the audience. Even if the words cannot get across, Kyogen still has a dramatic power that enables it to appeal directly to people's hearts. You will know there is more to Kyogen than funny stories that are simply played for entertainment through this talk.

Speaker Bio: Tokuro Miyake the 10th is the second daughter of the 19th-generation head master of one of the two traditional schools of Kyogen, the Izumi school, which has 580 year history. She is the second woman to perform Kyogen professionally in Japan, following her elder sister Junko Izumi. She first appeared on stage at the age of three. In 1989 she inherited her grandfather's stage name Tokuro Miyake also received a letter of appreciation from the Minister of Education. She regularly performs on stage and holds educational workshops for students throughout Japan. She has performed in more than 14 countries and 30 cities. In 2012, she was invited from North Dakota State University as an Artist-in-residence to teach Kyogen to American students and directed 7times performances for the English Kyogen project "Wokashi". Toured in the U.S. as part of a Japanese government delegation in 2014 and 2016.

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Presentation #1: *Brain Imaging Techniques for Communication Research: Some Examples*

Muhammad Nur Adilin Bin Mohd Anuardi (Shibaura Institute of Technology)

Abstract: Brain imaging is an advance technology to understand the brain functions and it also plays an important role in enhancing communication. A number of brain imaging techniques are available for the brain activity measurement such as EEG, MRI, NIRS, and others. In our studies, we used NIRS in order to observe the effects of emotions induced in Malay and Japanese sentences in relation to brain functions. Our findings showed that brain areas related to the working memory were activated while listening to the emotional Japanese sounds. However, findings from experiments using Malay sentences showed contradict results: the working memory areas were more activated for non-emotional sentences. The authors also conducted a study regarding the effects of background colours of tablet screens on CCT and RST tasks towards brain functions. The results suggested that bluish background colours tended to more activate the working memory areas of the brain and induced better performance for both CCT and RST tasks.

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Presentation #2: *Pictogram Communication for Safety Measures at Manufacturing Sites*

Suopor Hiranchiracheep (Shibaura Institute of Technology)

Abstract: Pictograms are very useful for communication, not only with those who speak different languages but also with an environment in different job ranks. In many manufacturing settings, companies have implemented warning pictograms to ensure they don't get any accidents or/and to get much higher production efficiency. Therefore, Comprehension of warning pictograms has become an important indicator of safety measures. We designed coloured pictograms for such manufacturing tasks as push, step, and turn and then present them to factory workers having different cultural and educational backgrounds. A questionnaire survey was conducted to identify the behaviour patterns of subjects viewing seven differently coloured pictograms: white, black, red, yellow, green, blue, and pink. Coloured pictograms were expressed in their native languages from three different countries: Thailand, Myanmar, and Cambodia. Results in our study show that differences in the interpretation of the meanings of coloured pictograms were more affected by educational backgrounds than by cultural differences.

Presentation #3: *Pathways towards authentic communication in English*

Kim Rockell (University of Aizu, Centre for Language Research)

Abstract: Based on a hermeneutic understanding of professional communication, the presentation offers a sociolinguistic perspective on professional communicative practice in the context of teaching English as a foreign language (EFL). Specifically, an intercultural setting at a higher educational institution in contemporary Japan is the locus of activity considered. Given the constraints and exigencies of this context, the presentation considers ways that can help Japanese students learn to express themselves more effectively by encouraging the reduction 'self monitoring' and aiming towards more honest, open and authentic communication. The importance of 'heightened speech' within the spoken domain of professional communication is also considered in the presentation.

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Presentation #4:   A Comparative Study on Attitudes toward Cultural Diversity among Engineering Students

Sayoko Oda (Shibaura Institute of Technology)

Abstract: Discussions on restructuring of engineering education has increased to enhance students' ability to thrive in a global society. Previous studies have proposed varying definitions of global competency for engineering, and its dimension has been expanded from skill and knowledge to attitudes and mindsets including the perceptions of cultural diversity. Although there has been an accumulation of studies on the assessment of engineering student's cultural competency in the U.S. and Europe, little cross-cultural research in this context has been done including Japan, the U.S., and Europe. In this study, a survey was conducted to measure and to compare the perceptions of cultural diversity among different groups: (1) Japanese students who participated in international programs, (2) students without international experiences, (3) technical professionals who have engaged in global business, and (4) American and European engineering students. The Millville-Guzman Universality Diversity Scale short form was selected for this survey, which contains 15 items to assess behavioral, cognitive and emotional dimensions of "universal-diverse orientation". The study result indicated that the scores for the students who participated in international programs were higher and close to the professionals, while those for the students with the experience of sightseeing were roughly at the same lower level as ones for the students without any international experience, particularly in the behavioral dimension. The behavioral and cognitive scores of the experienced students were also reached at the same level as ones for American and European students. These results show that the experience of studying or working in global environments can change students' perceptions toward cultural diversity. These findings can contribute to developing and improving educational programs for future global engineers.

Presentation #5:   *Global Engagement Through Real-World Problem Solving: Leadership and Communication Skills*

Akimi Fujita, Elyas Ashenafi Abadi, Perrera Marca Yuri, Ernesto Orlando Rodriguez Alas, Amit Batajoo, Sawako Shiohara, Kenta Nakayachi, Hassan Arafat S. A., Solvi Arnold, Chandani Shrestha, Sohei, Katori, Luis Antonio Peralta Miranda (Shinshu University)

Abstract: Global Café engages students on a real-world global problem with an attempt to foster global leadership and communication skills. Students discuss and work together to solve the problem with students from all over the world, motivating themselves to become global leaders. Global Café evolved from our previous English Café (Dec 2013-2017) as we realise what a global leader needs is an effective, cross-cultural communication skill, not necessarily an English skill. Thus, a dual language system is employed. To become global leaders, Global Café states three simple steps: 1) We have our opinions., 2) We want to express our opinions, and 3) We know ways to express our opinions to others. Global Café also differs from English Café with an emphasis on action, not just discussion, as we believe that students learn global leadership and communication skills in the process of solving a real-world problem. In 2018-2019, we chose "gender inequality and bias" as a global problem and focus on solving it in a small village, Wejerat, Ethiopia where many girls are deprived of educational opportunities due to poverty and traditional values. We will make a progress report on our new Global Café.

Access Map
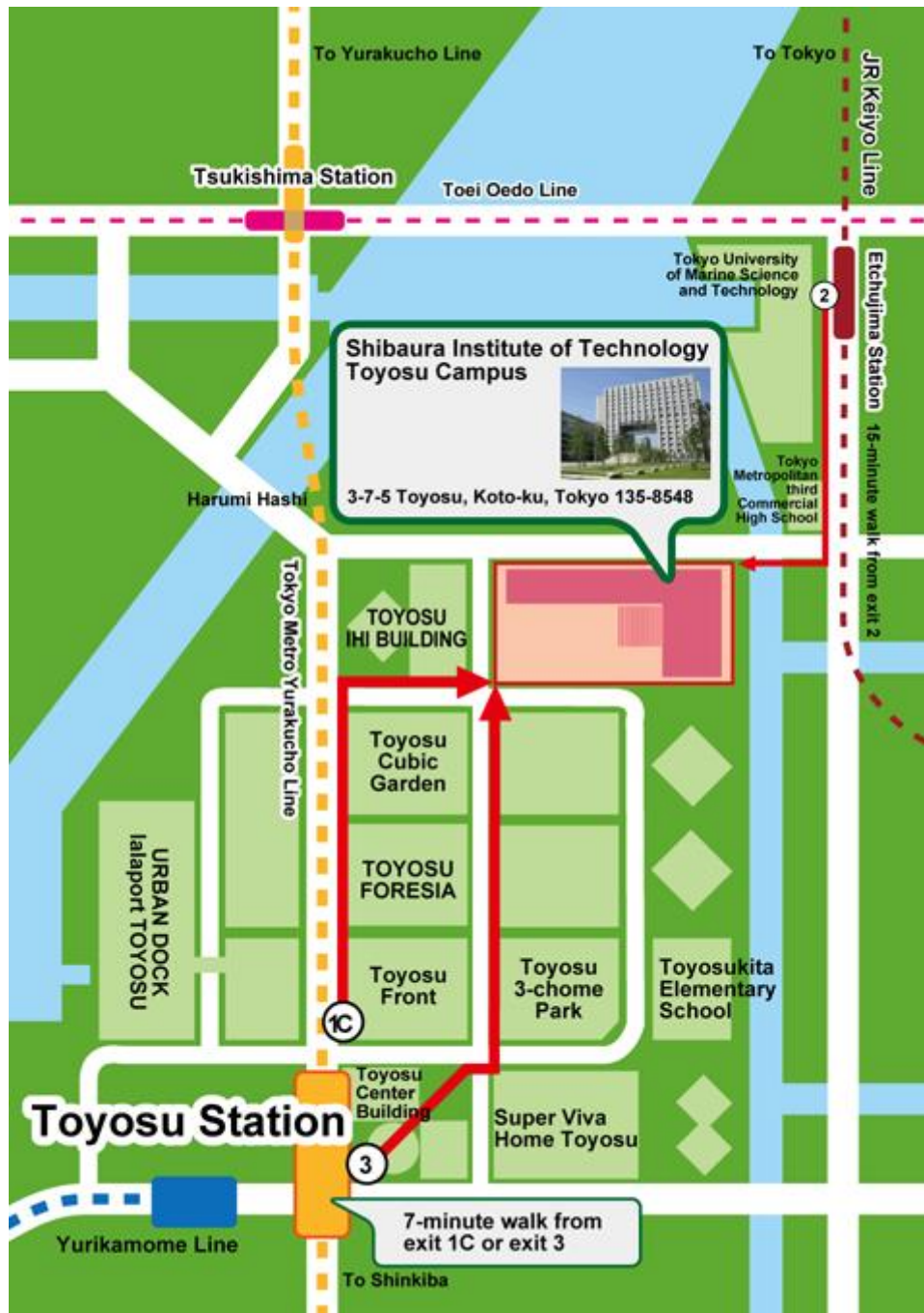
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