



**IEEE Professional Communication Society,
Japan Chapter (PCSJ) 2017 2nd Technical Meeting**

Guest Lecture

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School of Computer Science and Engineering**

***“Developing the Concept of Globalization
in an English Language Teaching
Context”***

**December 2, 2017 (Sat.) 1:00 p.m.
Shibaura Institute of Technology – Omiya Campus
Building No. 2, Room 2203**

Abstract

Japanese universities are in a difficult situation as they struggle to enroll more foreigners and internationalize the student body and the campus environment (JapanTimes, 2010). One important aspect of such internationalization is to prepare students for a global workplace with adequate corporate awareness and exposure. Numerous universities in a worldwide context developed their own internship program to provide students with real-world experience of the products and the workplace environment. But, as has been experienced in this Japanese context for a prefectural computer science university, student motivation is lacking when it comes to venturing out to a foreign land to explore the unknown, and there are only a handful of students taking part in the Silicon Valley internship program. The idea then is to develop a pedagogical structure and plan for instructional design in a language classroom that promotes the culture of corporate exposure on campus for those students who are still not ready with a mindset that will likely take them to headquarters of world famous companies and start-ups such as Facebook, Google, Apple, Tesla etc., among other lesser known entities. This presentation will discuss the plan outline for developing a series of undergraduate elective courses in a computer science English language research center that addresses the issue of “exposure and corporate mindset” from the perspective of both product based knowledge dissemination, and intercultural and organizational communication. The presentation will discuss how the courses have been laid out to teach both business and technical communication while making students aware of different organizations such as Apple, Tesla, Uber, Airbnb, the Tokyo start-up ecosystem, and the mindset that leads to the development of an entrepreneurial culture. The first semester electives have been designed to teach soft communication skills in a business communication and text mining environment. The second semester electives have been developed to teach product design and analysis in a technical writing and usability environment and cultivate how products and ideas take shape in the Silicon Valley companies. Preliminary data for student reactions and course performance will be discussed. The data will show that students were able to understand and write with a positive intent to reflect initial reactions to the idea of and working in the Silicon Valley. This is still a work in progress to be developed over 2017-2019 academic periods.

Speaker Bio

Dr. Debopriyo Roy is a Professor at the Center for Language Research, University of Aizu, Japan. He is a technical communication specialist and his research deals with information design, visual communication and usability for computer-assisted language learning in an EFL context. He obtained his Ph.D. in Technical Communication from Rensselaer Polytechnic Institute, New York, and MA degrees in Communication and Economics. He is an active board member and current chair of the ACM chapter on Elearning and Technical Communication, a former chair of the IEEE PCS Japan Chapter, directs his own laboratory in technical communication, supervises research projects, and has numerous publications in leading journals and conference proceedings.

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