

Incorporating Japan Studies into Professional Writing Courses

I am planning to incorporate several assignments based on the information we have received during the Institute into three courses that I teach and into one course that I have just proposed and am hoping to teach in 2018.

ENG 3100 Business Writing

This is the most popular course offered by our department. Its key element is the focus on audiences, purposes, and contexts in which various business communication artifacts are created. Unfortunately, the textbooks we are using are US-centered even though we always emphasize the importance of international communication in today's business world. I am planning to create several assignments that would introduce my students to business communication in Japan. For example, I will ask my students to read about written business communication in Japan, write a business document for a US audience, and then adjust it to a Japanese audience based on the reading. Similarly, I will assign a reading on oral business communication in Japan and ask the students to present for a US audience first and then for a Japanese audience. For these audience awareness assignments, I will use chapters from "Doing Business with the Japanese: A Guide to Successful Communication, Management, and Diplomacy" by Alan Goldman and several sections of www.japan-guide.com.

ENG 3700 Technical Writing

I have been teaching this course every semester since 2007 and have used many textbooks, but again, they are US-centered. I am planning to ask my students to watch several videos about technology in Japan and analyze them (a) as *technical descriptions*, which is a technical communication genre that we discuss in class and (b) as rhetorical artifacts that introduce science and technology in a certain way. I will use <http://web-japan.org/index.html> for this assignment. Additionally, I will create an assignment based on woodblock prints and old photographs of Japan, in which I will ask my students to analyze how technology is shown in those visuals.

ENG 3090 Introduction to Professional Writing

Because we always emphasize the importance of audience in professional writing, I will create an assignment that would ask students to analyze how several websites of Japanese universities are adjusted to foreign audiences and compare those strategies to the ones used for US universities' websites. Also, I am planning to teach a section of this course that would be focused on writing about disasters and will use documents about disasters in Japan as samples.

ENG 3XXX/4XXX Grant Writing

The course proposal for this class has just been submitted. The major semester-long project for the course is writing a grant proposal, which could be an individual or a group assignment. I am planning to ask my students to write a proposal for one of the grants offered by the Japan Foundation.