



SEMINARS IN
ENGLISH
AS AN
INTERNATIONAL
LANGUAGE:

Training
For Effective
Communication
in
International
Business

September 11-17, 1983
Language Institute of Japan

Sponsored by:

East-West Center
Honolulu, U.S.A.

Language Institute of Japan
Odawara, Japan



LIOJ

Businessmen who find it necessary to interact with individuals from other countries through the medium of English often find themselves misunderstood, even though they may be native or near-native speakers of the language. They see their intentions misread while at the same time find it difficult to predict the reactions of others. Although English is the language being used, different cultures use different ways to convey information, and wrong inferences are likely to be drawn, which result in a breakdown of communication. Such instances of cultural miscommunication can result in lost business opportunities, decreased productivity, personal frustration, and an early return of employees from abroad. In addition, they may create a poor image of the organization to host nationals.

The **EIL: Training for Effective Communication in International Business Seminar** has been designed specifically to assist businessmen in developing techniques of clarifying misunderstanding and avoiding or resolving cultural miscommunication. It is scheduled to be held at the Language Institute of Japan (LIOJ) in Odawara, Japan, September 11–17, 1983.

PARTICIPANTS: The seminar is limited to fifteen native and non-native speakers of English who are involved in international business. Particularly valuable to those who:

- manage or train foreigners within their company;
- negotiate for their company with foreigners;
- sell their company's products to foreign buyers/suppliers.

OBJECTIVES:

- To identify and interpret problems which arise when using EIL in business situations;
- To clarify the role of ethics in international communication;
- Devise effective communication strategies for the international businessman.

STAFF: A team of trainers from Europe, Japan, and the United States with a particular interest in cross-cultural interaction and the use of English as an international language.

COST:

Seminar Fee	\$750.00
Room (Double Occupancy) and Board	\$200.00
Room (Single Occupancy) and Board	\$250.00

The total cost of seminar fee plus room and board is to be paid at the time of registration. There is a \$50.00 discount in the tuition fee if registration is made before July 1. One half of the total fee is refundable if cancellation is made before July 15, 1983.

REGISTRATION

DEADLINE: August 1, 1983

FORMAT: Many of the sessions will involve simulations which will be video-taped for analysis and discussion. These simulations will follow presentations of the topic.

TOPICS:

Miscommunications Caused by Differences in Cultural Values and Perceptions

Objective: To demonstrate how individual perceptions and cultural assumptions often create confusion and miscommunication.

The Role of Ethics in International Business

Objective: To increase understanding of the dynamics underlying moral reasoning.

Using English as an International Language in Business

Objective: To familiarize participants with several varieties of English and examine the status and functions of English in business.

Conduct of Meetings

Objective: To increase awareness of how business meetings (formal and non-formal) are conducted in different cultures.

Managing Foreigners

Objective: To demonstrate techniques which have been used successfully by companies in the management of foreigners.

The Role of Interpreters in International Business

Objective: To demonstrate how to use interpreters more effectively.

DAILY SCHEDULE

8:00–8:30	Breakfast
8:45–10:00	Morning Session (1)
10:00–10:30	Break
10:30–Noon	Morning Session (2)
Noon–1:00	Lunch
1:10–3:00	Afternoon Session (1)
3:00–3:45	Break
3:45–5:45	Afternoon Session (2)
6:00	Dinner
7:00–8:00/8:30	Evening Program

APPLICATION FORM

Please complete and return with check or money order (made payable to the East-West Center) by August 1, 1983 to Director, Culture Learning Institute, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848.

PLEASE PRINT

Name: _____ Organization: _____
last first middle

Present Position and Job Description _____

Mailing Address: _____
street number city country

Date of Birth: _____ City and Country of Birth: _____

Country of Citizenship: _____ Sex: Male _____ Female _____

Signature of Applicant _____ Date _____

THE EAST-WEST CENTER is a national educational institution established in Hawaii by the U.S. Congress in 1960 to promote better relations and understanding between the United States and the nations of Asia and the Pacific through cooperative study, training, and research. Each year more than 1,500 men and women from the many nations and cultures work together in problem-oriented institutes or on "open" grants as they seek solutions to problems of mutual consequence to East and West. For each Center participant from the United States, two participants are sought from the Asian and Pacific area. The U.S. Congress provides basic funding for programs and a variety of awards, and the Center is administered by a public, nonprofit corporation with an international Board of Governors.

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