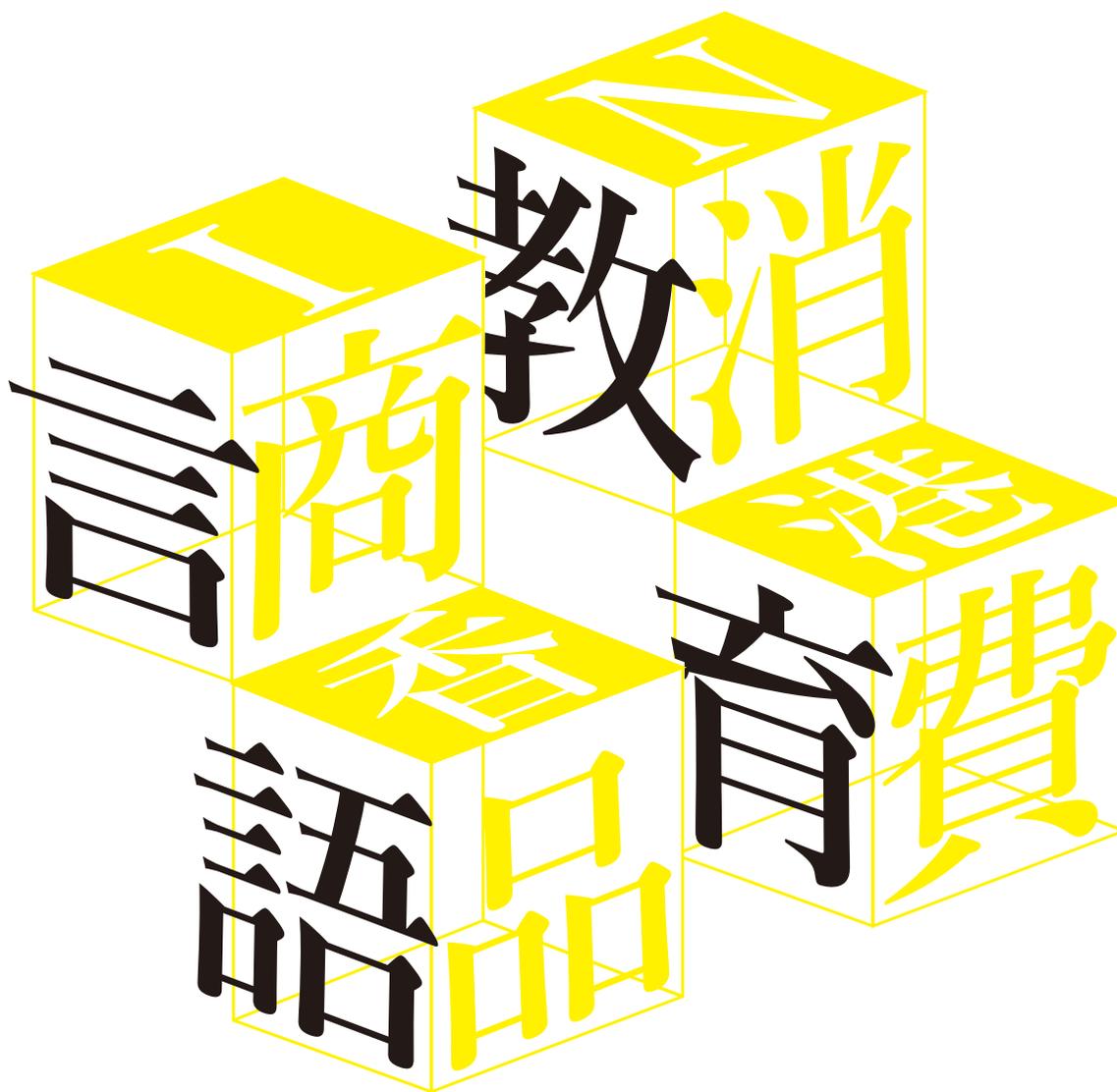


Symposium on Commodification and Consumption of Language Education



Saturday, July 16-Sunday, July 17, 2016

Venue: The University of Hong Kong

Keynote Lectures

12:50-13:50 Saturday, July 16

Ryuko Kubota (The University of British Columbia)

Learning as consumption: Questioning the frame of language learning

10:00-11:00 Sunday, July 17

Uichi Kamiyoshi (Musashino University)

Japanese language education in a commercializing world: From "language learning" to "education"

Websites:

<https://sites.google.com/site/researchseminar03/>

<http://alce.jp/meeting/>

Organizers:

Association for Language and Cultural Education

Japanese Language Programme,

Department of Japanese Studies,

School of Modern Languages and Cultures,

The University of Hong Kong

tsunagaro.net

Cooperative Institutions : Department of Japanese Studies, The Chinese University of Hong Kong/ Dai-ichi Japanese Language and Culture School/ Hong Kong Community College/ The Japan Foundation, Beijing/ The Japan Society of Hong Kong/ J-POINT Japanese Language School/ Leung's Institute/ Centre for English & Additional Languages, Lingnan University/ The Open University of Hong Kong/ Pasona Education Co. Limited (HK)/ Society of Japanese Language Education Hong Kong/ TAMAGO Language Centre/ Todaimae Japanese/ The University Alliance for Japanese Studies in HK Macau & GDP/ School of Professional and Continuing Education, The University of Hong Kong
Supporter : Consulate-General of Japan in Hong Kong
Sponsors : Bonjinsha/ Coco Publishing/ Kurosio Publishers *All institutions/names are listed in alphabetical order.

Symposium on Commodification and Consumption of Language Education

About the Symposium:

Commodification and Consumption

We define:

"commodification" as the attachment of value to certain goods and activities by tying them to economic acts, and "consumption" as paying for these goods and activities and obtaining them in order to satisfy one's desire or construct one's identity.

Although language education and economic acts are inseparable, researchers and educators have neglected to address issues that revolve around the commodification of language education and its consumption. We will address this critical issue and its ramifications for language educators and learners at this symposium in Hong Kong. We look forward to your participation.

14:00-17:20 Saturday, July 16

Featured Session:

Roslyn Appleby

University of Technology Sydney

The commodification and consumption of white Western men in English conversation schools in Japan

Hakyoon Lee

Georgia State University

"We are forever English learners" :

Elderly ESL students' learning English as a leisure activity

Jian Tao & Ruriko Otomo

The University of Hong Kong

The complexity of teacher identity in a private English language school: A case of a Japanese teacher

Gavin Furukawa

University of Tokyo

Code ambiguity and the commodification of English on Japanese television

17:30-18:30 Saturday, July 16

Special Session:

Koji Oikawa

A teaching method to effectively improve Japanese learners' pronunciation and speaking ability

How to Register:

1. Please send us an email message with following information to meeting@alce.jp (Symposium Committee).

Subject: Registration for the Symposium in Hong Kong

Content:

Your Name

Your Affiliation (if applicable)

Whether you are a member of the Association for Language and Cultural Education (ALCE) or not

2. Please pay the registration fee by one of the following methods.

ALCE Member *: 5,000 Japanese yen

ALCE Non-Member: 6,000 Japanese yen

*If you have not paid the membership fee for ALCE this year and would like to pay together with the registration fee, please let us know in your e-mail message.

[a.Overseas Payment-Outside of Japan]

You can pay with your credit card (Visa, AMEX, JCB, Master Card, and Discover) through the PayPal system. If you would like to use this system (only for those who live outside of Japan), please let us know that you would like to pay from overseas (outside of Japan). We will send you the procedures of the payment.

[b.Paying at the Japan Post Bank]

Code Number: 00110-9

Account Number: 450275

Name of Payee Account Holder: *Gengo Bunka Kyoiku Kenkyu Gakkai*

[c.Paying at the bank in Japan-other than the Japan Post Bank]

Bank Name: Japan Post Bank (Financial Institution Code: 9900)

Branch Name: 019 (zero ichi kyu, Branch Code 019)

Account Type: Current Account

Account Number: 0450275

Name of Payee Account Holder: *Gengo Bunka Kyoiku Kenkyu Gakkai*

[d.Remittance from overseas to Japan Post Bank account]

If you would like to remit the money from overseas to Japan Post Bank Account, please visit the website of the Japan Post Bank (http://www.jp-bank.japanpost.jp/en/djp/en_djp_index.html)

Registration Deadline: Friday, July 8, 2016

You can also register at the symposium site on the day of the event.

The on-site registration fees are:

ALCE Member: 500 Hong Kong dollars

ALCE Non-Member: 600 Hong Kong dollars

Contact: meeting@alce.jp