ICIC’S FIRST ANNUAL INSTITUTE
ON CONTRASTIVE AND INTERCULTURAL RHETORIC

July 26-31, 2004
Sponsored by the Indiana Center for Intercultural Communication and
Indiana University Purdue University Indianapolis (IUPUI)

Audience
Graduate students and practicing teachers interested in scholarly work on L2 writing from
around the world. The institute consists of 20 contact hours and opportunities for individual
consultation with the instructors. The institute may be worth one graduate credit and
requires a written product completed by the participants. A one-day conference follows the
institute.

Institute Goals and Curriculum
The goals of the institute will be to review the basics of contrastive rhetoric research, from
the initial finding of the topic to publishing and applying the research in practice. The focus
will be on research methods as well as on the presentation and publication of results. The
learners will be able to work on their own selected topics during the week and will prepare
presentations for a one-day conference which will culminate the week’s learning.

The courses will be held in classrooms and computer laboratories on the IUPUI campus.
The participants will be able to stay in dormitories on campus or choose nearby hotel
accommodation. There will be social occasions in the evenings and during meals to
encourage interaction among the faculty and participants. This model comes from the
Summer TESOL institutes in the 1980s and early 1990s, in places like Bratislava, Slovakia,
and San Bernardino, California, when most of the faculty and students were rooming in the
same dormitories and eating meals together, etc.

1st Annual Conference on Written Discourse and Contrastive Rhetoric
The institute will culminate in a public contrastive rhetoric conference at IUPUI on July 31,
2004 following the institute. All participants will be encouraged to present their work at
this conference.
Course Synopses for the ICIC Summer Institute on Contrastive and Intercultural Rhetoric

Dr. Dwight Atkinson:
"Examining the Practice and Expanding the Scope of Contrastive Rhetoric in the 21st Century"

In this session (8 contact hours) we will look at three basic issues: 1) What CR is; 2) How it has been critiqued; and 3) What to do about it. The overall focus of the course will be on research methods--ways in which CR has been studied in the past, ways it is being studied in the present, and ways to update and enrich its study in the future. Methodology, however, does not proceed apart from the social purposes and assumptions (both theoretical and practical) underlying its development and application, or apart from the content to which it is applied. The study of methodology in CR must therefore proceed hand in hand with more comprehensive study of the content of the theory itself.

Dr. Ed Nagelhout:
“An Overview of Qualitative Research Methods”

This 4 hour interactive session will explore a variety of qualitative research forms and methods. We will begin with an examination of the value of qualitative research, especially in contrastive and intercultural rhetoric. We will continue with a general overview of primary qualitative research forms (such as ethnography, case study, life history, and ethnomethodology), qualitative research methods (such as discourse analysis, conversation analysis, interviewing, surveying, and participant observation), and qualitative research design strategies. This discussion will also include the kinds of documents necessary for a successful study. The workshop will conclude with a sample project that will give participants hands-on experience with qualitative research design.

Dr. Ulla Connor:
“Designing and Conducting Intercultural Studies”

The session (8 contact hours) will explain the steps in cross-cultural research from design to analysis, interpretation, and writing up of results. The focus will be on research methodologies as this field of intercultural rhetoric currently expands its topics (professional as well as academic discourse), approaches writing as socially situated, and views culture as less static. A variety of analyses, including text analysis, genre analysis, corpus linguistics, and ethnographic/observational analysis, will be examined as they are shown to document and explain major intercultural variation in preferences in different national, academic, and professional discourses. The session will underscore the importance of using a good design that includes topics, concepts, methods, and linguistic variables with common platforms for comparison so that they are comparable. Sample published studies will be used as examples, and participants will also be able to practice analyses with authentic data.
Institute Faculty

Dwight Atkinson, Ph.D.

Dwight Atkinson teaches in the Graduate College of Education at Temple University Japan. His research interests include L2 writing, qualitative research methods, culture, and sociocognitive approaches to learning and teaching. Recent publications include "L2 Writing in the Post-Process Era" and "Writing and Culture in the Post-Process Era," both in *Journal of Second Language Writing* (12, 2003); "Writing for Publication/Writing for Public Execution: On the (Personally) Vexing Notion of (Personal) Voice" (C. Casanave & S. Vandrick (eds.), *Writing for Scholarly Publication*, 2003); "Language Socialization and Dys-socialization in a South Indian College" (B. Bayley & S. Schecter (eds.) *Language Socialization in Bilingual and Multilingual Societies*, 2003); and "Toward a Sociocognitive Approach to Second Language Acquisition" (*Modern Language Journal*, 86, 2002).

Ulla Connor, Ph.D.

Dr. Ulla Connor is the Barbara E. and Karl R. Zimmer Chair in Intercultural Communication and Director of the Indiana Center for Intercultural Communication at IUPUI. Recipient of many research grants, she is most recently co-editor of *Reflections on Multiliterate Lives* (2001) and author of *Contrastive Rhetoric: Crosscultural Aspects of Second Language Writing* (1996). She has taught and lectured in many countries including England, Finland, Egypt, Hong Kong, Israel, Japan, Malaysia, Slovakia, Sweden, and Venezuela. Her current research interests are on the cross-cultural study of promotional discourse such as research grant proposals and fundraising discourse.

Ed Nagelhout, Ph.D.

Dr. Nagelhout is an assistant professor of rhetoric and writing at IUPUI. His current research interests include literacy studies and the visual design of fundraising documents. His qualitative research has focused on graduate student writing practices in biology labs, the publishing processes of scientists in academic settings, and the use of multiple literacies in undergraduate technical writing classrooms. He recently co-edited *Classroom Spaces and Writing Instruction*, and he has published articles in *Technical Communication Quarterly*, the *Journal of Technical Writing and Communication*, and *Business Communication Quarterly*. 
REGISTRATION INFORMATION
for ESP Institute – T600 (3 credits) and /or G541 (4 credits) and
Contrastive and Intercultural Rhetoric Institute – W609 (Individual Writing Projects – 1 credit)

IUPUI/IU students can register via the internet at http://insite.indiana.edu/ or (317) 274-1501 for T600 (section X516) and/or G541 (section X425). Please send a confirmation of your registration to Alicia Añino at alscampb@iupui.edu.

IUPUI/IU students who would like to register for W609 (section X947) will need to send their name and identification number (social security or international 999 number) to Alicia Añino at alscampb@iupui.edu.

Non-IUPUI/IU students should contact the Graduate Non-Degree Program at http://www.iupui.edu/~resgrad/grad/non/gnd-opening.htm or (317) 274-1577.

REGISTRATION FEES
for those not seeking IUPUI course credit

Contrastive and Intercultural Rhetoric Institute – July 26-30, 2004
$500 (price includes registration for Written Discourse and Contrastive Rhetoric Conference the following day)
On-site registration: $505

Written Discourse and Contrastive Rhetoric Conference – July 31, 2004
$70 ($35 for students)
On-site registration: $75 ($40 for students)

ICIC accepts international money orders, business and personal checks, and major credit cards (MasterCard, Visa, Discover, and American Express). A 2% service fee will be included in all credit card transactions.

Any check or money order should be made out to “Indiana University/Indiana Center for Intercultural Communication,” and sent to: Indiana Center for Intercultural Communication, Indiana University Purdue University Indianapolis, 620 Union Drive, Room 407, Indianapolis, Indiana 46202, U.S.A.

If you would like to pay by credit card please send the following information to ICIC:
   1) credit card number
   2) credit card expiration date
   3) full name as shown on the credit card
   4) amount in U.S. dollars.

Full payment should be received by July 1, 2004. A registration confirmation will be e-mailed or faxed to you after a completed registration form and full payment has been made.