

Academic articles: a genre analysis

Academic Presentations: Principles and Practices

April 20, 2017

Today's agenda

1. Warm up discussion: *eikaiwa* as a social phenomenon in Japan
2. Group work: discussing the first 4 pages of Kubota's article
3. The structure and content of academic journal articles
4. In-class writing and group work: strategically reading the remainder of Kubota's article

Warm-up discussion

► Discuss the following questions:

1. Have you ever studied at an *eikaiwa*? If so, what were your experiences there like? If not, why weren't you interested?
2. In your opinion, what are some of the reasons that Japanese people attend *eikaiwa* classes? Why do you think so?
3. The next slide shows several *eikaiwa* advertisements. Based on the ads, what strategies do *eikaiwa* companies use to market their services?



Warm-up discussion

Experiences at eikaiwa	
Reasons Japanese people study at eikaiwa	
Eikaiwa marketing strategies	

Group work

- ▶ For homework, you read the first 4 pages of *Learning a foreign language as leisure and consumption: enjoyment, desire, and the business of eikaiwa* by Ryuko Kubota. Work together to answer the following questions in groups:
 1. According to Kubota, how are the concepts of **leisure** and *akogare* connected to *eikaiwa*?
 2. Which parts of this text were **difficult to understand**? Each group member should identify one part, and then your group members should work together to try and figure out the author's meaning.
 3. Select **one quote** from the article that you felt was **important** and explain why. What is your **response** to the quote (**agree, partially agree, disagree**), and why?

Class discussion

Connections among *eikaiwa*, leisure, and *akogare*

Difficult parts of the text

Important quotes

Academic articles: structure and content

- ▶ Kubota's article uses a **traditional 5-part structure**
 1. **Introduction**
 2. **Literature Review**
 3. **Methodology**
 4. **Results**
 5. **Conclusion**
- ▶ This structure is standard in most academic fields, but you may encounter some exceptions

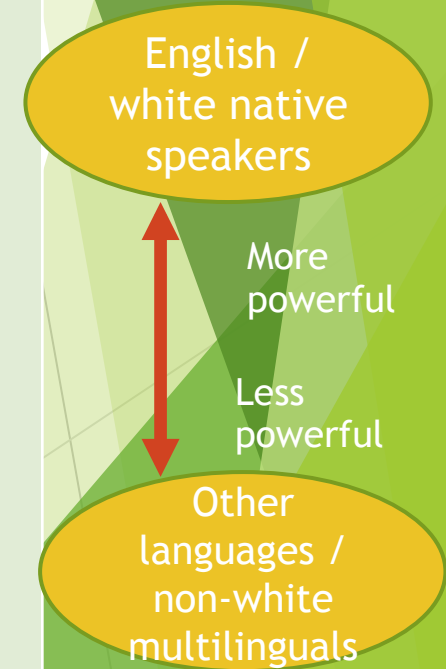
Introduction: content and function

Generally	Kubota (2011)
<ul style="list-style-type: none">• State the topic• Provide relevant background information<ul style="list-style-type: none">• Definitions of key concepts• Explain why investigating the topic is important<ul style="list-style-type: none">• Connect the topic to larger social issues or concerns• Briefly summarize the overall purpose of the study and the main argument (thesis)	<ul style="list-style-type: none">• Eikaiwa are connected to social inclusion—the communities that learners want to belong to• For many, the imagined community of “English users” is dominated by images of white native speakers• “I will demonstrate how learning eikaiwa as a way of seeking inclusion in an English-speaking imagined community can be best understood as a form of leisure and consumption.” (p. 474)



Literature Review: content and function

Generally	Kubota (2011)
<ul style="list-style-type: none">• Examine what others have written about the topic<ul style="list-style-type: none">• Summary• Synthesis (making comparisons between sources)• Identify limitations of previous studies• Make an argument for why the current study is necessary	<ul style="list-style-type: none">• Ways of understanding reasons for language learning<ul style="list-style-type: none">• Motivation (psychological)• Investment (social/political)• Leisure / consumption (personal enjoyment and pleasure)• <i>Eikaiwa</i> companies use images of white men to provoke <i>akogare</i> and support unequal power relationships• “Viewing language learning as leisure and consumption provides second language research with a new conceptual dimension...” (p.476)



Methodology: content and function

- ▶ State the **specific goals** for the research project, often in the form of **research questions**
- ▶ Explain **how research was designed and conducted**
 - ▶ Studies on humans: number of participants, participant characteristics (age, gender, etc.)
 - ▶ Laboratory studies: variables and control, number of trials
 - ▶ Studies on texts: number and type of texts included

Methodology: content and function

- ▶ **Explain what type of data was obtained**
 - ▶ Studies on humans: interview, survey, focus group, psychological test, etc., etc.
 - ▶ Note: in some studies, the author does not obtain original data but rather constructs an argument on the basis of previous research

Results: content and function

- ▶ **Report** research findings
- ▶ **Analyze** findings in order to **answer the research questions**
 - ▶ **Qualitative** studies: report themes, patterns, and trends in the data
 - ▶ **Quantitative** studies: frequencies, percentages, and statistical analysis

Discussion: content and function

- ▶ **Compare** the results of the present study to results of previous studies
- ▶ Discuss the **larger implications** of the present study's findings
 - ▶ What the results suggest about other **situations and contexts**
- ▶ Make **suggestions for future research**

In-class writing

- ▶ **Skim / strategically read** parts of Kubota's text to answer the following questions. It is not necessary to write in complete sentences.

Section / page numbers	Question
Method (pp. 476-478)	What was Kubota's main purpose for investigating <i>eikaiwa</i> , and how did she conduct her research?
Language learning as a hobby (pp. 479-480)	How does Kubota support her claim that studying English is a hobby for Akio and Tae?
Language learning as romantic <i>akogare</i> (pp. 481-482)	According to Kubota, how is <i>akogare</i> connected to Yayoi and Miki's reasons for attending <i>eikaiwa</i> ?

Pair work

- ▶ Make pairs and compare your answers to the previous questions.
- ▶ Then, discuss the following question:
- ▶ How convincing did you find Kubota's analysis of the data? Please explain your response.

Final discussion question

- ▶ These are some photos of recent eikaiwa ads. Do you feel that they use the same marketing strategies as those we saw at the beginning of class or different ones? Please explain your response.

Homework

- ▶ Finish answering the questions on the worksheet
- ▶ Read the discussion section of Kubota's text (pp. 486-487) and be prepared to discuss it at the beginning of our next class!