

LIVING LANGUAGE

ICIC Tri-annual Newsletter

ICIC Health Literacy Project

A meeting of the ICIC Health Literacy-Medical Labeling Project Research Team was held on June 15, 2006. This meeting was preceded by a public presentation, "Intercultural Study of Health Literacy and Medicine Labels," given by Drs. Ulla Connor, Bill Rozycki, and Miguel Ruiz Garrido; this presentation was also given at the American Association for Applied Linguistics (AAAL) 2006 conference in Montreal, Canada. During the meeting, Professor Eleanor Kinney presented research on international drug regulations and Dr. Bill Rozycki presented about possible funding approaches ICIC will be using for the project's second stage. Project members used this meeting to discuss the impact of FDA rulings on medicine labeling, potential sources of funding, and ideas for writing effective grant proposals.

ICIC is continuing to expand its corpus of medical labeling, collecting informational medicine leaflets distributed by pharmacies as well as medicine labeling documents produced by drug manufacturers. ICIC plans to build a corpus of these informative documents which can later be analyzed. This corpus can be used to investigate topics including document readability, the impact of documents' visual layout, textual differences in documents from different countries, and many others. The medical labeling corpus will be an invaluable research tool for linguistics and medical studies alike.

International Postdoctoral Training



Professor Harikrishna Nakshatri, Marian J. Morrison Chair in Breast Cancer Research, one of the guest lectures and mentors for ICIC Spring 2006 postdoc course

The pilot International Postdoc ESP Class of 2005-2006, was a smashing success. The strength of the postdoc program was individualized help and a clear expectation of what each student needed for success in his/her professional career. Additionally, the curriculum provided information about the social and cultural world of professionals. They learned what appropriate small talk at social gatherings was, learned what is expected at professional conventions and symposiums, learned when to arrive at parties, and learned what subjects were either acceptable or unacceptable at dinners and cocktail parties. Several students commented, "Now I feel like I can go to a party and not feel so awkward. I have been here three years, but nobody told me these things before." To assist postdocs with professional development, guest speakers provided excellent information for writing

grant proposals and they provided specific how-to instruction that was very easy to follow. Students had the opportunity to ask follow-up questions and rethink how they could structure their grant proposals to meet the funders' requirements. One of the speakers not only had experience writing grants, but was also a judge, who read hundreds of grants a year. Specialized speakers were only one example of individualized, relevant, and meaningful help students received for their professional development. One student commented, "This was the best help I was ever given. No one had ever explained it that way before. Now, I understand what I need to do."

Since there is always pressure to publish research, the postdoc curriculum included writing research papers for publication in professional, genre specific journals. Students learned strategies to write articles with the appropriate moves, to meet the genre expectations, and how to write an abstract. A student stated, "This really helps me to think about how to write my research article. It is very different here than in my country."

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IU SCHOOL OF LIBERAL ARTS
INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS

Newsletter Spotlight

On May 15, 2006 ICIC's former Advisory Board Chair, Karl Zimmer, received an honorary IU Doctor of Humane Letters degree.



Ulla Connor with Honorary Doctorate Recipient Karl Zimmer, May 2006

ICIC welcomes Dr. Charles M. Clark, Jr., Associate Dean of Continuing Medical Education at IU School of Medicine and Mr. Robert S. Mac Neill, Jr., a retired Eli Lilly & Co. executive as new ICIC Advisory Board members.

Good luck to Molly Anthony and her new position as English instructor with [Shantou University](#) in China.

Upcoming Events

[ESP Institute](#), July 31-Aug. 11

[2006-2007 Postdoctoral Course](#)

Professional career development included asking students to bring their CV's, after which they received individualized help to edit and revise the CV's. Writing a cover letter and learning what and how much to say, or not to say, was another example of individualized help. Students were excited about learning how to prepare their CV's and an appropriate cover letter that meets professional expectations in the US. One of the students commented, "There really isn't time for me to research all of this information. You have really helped me make my CV much better." Another student stated, "I never understood, why a cover letter. Now, I understand and I can write one."

Immigration in Indiana: Research, Law, & Real Life
panel open to the public, sponsored by ICIC and International Center of Indianapolis
Friday, November 17, 2006
IUPUI University Library Lilly

IU School of Medicine Workshops

On June 22nd and July 12th, ICIC conducted two workshops on intercultural communication for new medical residents in the Internal Medicine Department of the IU School of Medicine. ICIC's first workshop presented new residents (international and US-trained) with an intercultural simulation, critical incidents in the medical field, doctor-patient dialogs, and recommendations for effective communication. In the second workshop, international residents received further instruction on communication strategies in U.S. medical settings.



Bill Rozycki facilitating workshop #1 for medical residents at IU School of Medicine, June 22, 2006

Visitors

ICIC encourages "home hospitality" to our international visitors. Contact Alicia at 274-2555 or icic@iupui.edu to offer our guests a lunch or dinner invite, outing with your family, etc.

Dr. Kenichi Namai, 2006 Visiting Scholar from [Waseda University](http://www.waseda.ac.jp), Japan (Aug. 25-Dec. 18)

Marie Eriksson, summer intern from [Åbo Akademi University](http://www.abo.fi), Finland (June 24-Aug. 19)

COP Fund Raising Workshop

On April 23-24, 2006, Drs. Ulla Connor and Beth Goering (2006 Scholar in Residence) organized and presented *Writing direct mail letters that work*, a fund raising workshop with the I.U. Center on Philanthropy using data from the ICIC corpus. The workshop was attended by established fund raisers, whose positive feedback encouraged the two centers to make plans to offer the workshop on a regular basis.



Ulla Connor (fourth from the left) with faculty at Guangzhou University in China, on a June 2006 conference trip hosted by Professor Jun Liu, President of the International TESOL and Professor at the University of Arizona and Shantou University (fourth from the right)

Tsuda/ICIC Summer Program

For the twelfth consecutive year, undergraduate students from the all-female school, Tsuda College, in Tokyo, Japan will attend [ICIC's summer English program](http://www.icic.org). Twelve students will arrive to Indianapolis on August 1st and stay until August 23rd.

Kyle McIntosh, English instructor at Shantou University in China, will be the instructor in this year's program. In 2003, when he was working on his master's degree in English from IUPUI, Kyle completed his teaching practicum as an assistant instructor for the Tsuda/ICIC summer program. Kyle says, "It was truly a wonderful experience working with so many interesting and enthusiastic students from Japan, and I anticipate an even better experience this year."

This year's extracurricular activities include meeting IUPUI Japanese-language students; touring the Eiteljorg, Canal Walk, Circle Centre Mall, and downtown area; and enjoying their time with their homestay families.

To discontinue receiving ICIC announcements please send an e-mail to icic@iupui.edu