

# LIVING LANGUAGE

ICIC's TRI-ANNUAL NEWSLETTER  
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SCHOOL OF LIBERAL ARTS

INDIANA UNIVERSITY  
Indiana Center for Intercultural Communication  
IUPUI

## ICIC Co-Sponsors Intercultural Rhetoric Conference

ICIC is co-sponsoring, with the Ohio State University, the [Third Biennial Conference on Intercultural Rhetoric and Discourse: Multiple Literacies Across Cultures](#), June 15-16, 2007 on OSU campus in Columbus, Ohio.

The conference will address issues in second language writing and intercultural communication. Topics will include theoretical and empirical investigations, practical applications, teaching and classroom practices, orality and literacy connections, language- and culture-specific studies, changing methodologies for research, and writing in school and college.

Plenary speakers are Diane Belcher, Georgia State University, Jun Liu, University of Arizona, Anna Soter, The Ohio State University, and Eija Ventola, University of Helsinki.

ICIC is offering registration scholarships to IUPUI and Purdue graduate students. Please contact [Alicia Añino](#) at ICIC for requirements.

Papers for the conference are invited, on topics including (but not limited to):

- Theoretical and Empirical Investigations
- Language- and Culture-Specific Studies
- Changing Methodologies for Research
- Practical Applications
- Teaching and Classroom Practices
- Writing in School and College
- Writing in Business and Professional Settings
- Orality and Literacy Connections
- Critical Approaches to Contrastive Rhetoric

For more information on the conference and/or submitting a paper, contact [Professor Alan Hirvela](#) at the Ohio State University or go to the "Conference" page of the [ICIC Web site](#).

## ICIC Health Literacy Medical Labeling Project Update

At the Health Literacy Research Team's January 9, 2007, meeting, the latest member, Heidi Hamilton, was introduced. Dr. Hamilton, an Associate Professor of Linguistics at Georgetown University, is an expert in Discourse and Medicine who has spent her life in linguistics exploring the interrelationships between language and a variety of health care issues and contexts.

The Research Team, formed in 2005, is currently following three lines of inquiry:

1) *Contrastive analysis of Spanish and U.S. Patient Medical Information* – A corpus of 30 Patient Information Leaflets (generated by U.S. pharmacies) and 30 Patient Package Inserts (for the same medications in Spain) was gathered in spring of 2006 and analyzed. The findings, "[Intercultural Study of Patient-directed Medicine Labeling: Text Differences between the United States and Spain](#)" were presented at the Communication, Medicine & Ethics Conference (COMET) in Cardiff, Wales, on July 2, 2006, and were submitted on January 8, 2007 to the journal *Communication & Medicine* ([manuscript abstract](#))

2) *Identifying the process by which diabetes patients gain medical information from a range of potential sources (e.g., written information, doctors, nurses, family, friends, Internet) and how this interacts with adherence* – An Institutional Review Board at IUPUI approved the protocol for interviews on December 13, 2006. Interviews of 20 patients has provided preliminary data for a longer, funded patient...

## Spotlight

### **New Board Member**

Mr. Karl R. Zimmer III is the newest member of the ICIC Advisory Board.

Mr. Zimmer, CEO of Zimmer Advisory Group International Incorporated, is an advisor to business owners and leaders and a Senior Executive Associate accredited by the Institute for Independent Business International.

### **Intercultural Communication Award**

The winners of the Joan & Larry Cimino Award for Excellence in Intercultural Communication have been announced.

Thesis category:

- Mary Ann Cohen, *Dear Birthmother*

Paper category:

- Alan Williams, *Logging in, blogging "out": LGBTQ students' public queer identities in the blogosphere*
- Regan Zwald, *Culture in ESL textbooks: A textual analysis*

### **Moore Symposium**

On March 2, 2007, Ulla Connor and Bill Rozycki presented "[Small Cultures in the classroom: Applying a new model of culture](#)" at the Moore Symposium, IUPUI.

## Upcoming Programs/Events

[ESP Institute](#), July 9-20

[2007 Postdoctoral Course](#)

ICIC training workshops for Internal Medicine residents, July 07.

[Tsuda English and American culture program](#), Aug. 1-23.

## Recent Publications

A paper, "To err is human: Patient

Board at IUPUI approved the protocol for interviews on December 13, 2006. Interviews of 20 patients has provided preliminary data for a larger, funded patient project. These interviews have identified information about medication adherence issues in relation to information access and comprehension among the interviewed subjects and collectively serve as a model protocol for such in-depth investigation of the communication processes in medicine. The preliminary findings and implications will be presented at [COMET conference](#) in Switzerland in June 2007 by Ulla Connor, Beth Goering, Heidi Hamilton, and Bob Mac Neill.

- 3) *Text manipulation of medicine instructions* – In collaboration with Michael Wolf's groundbreaking research at Northwestern University's Medical School on low comprehension of common medical dosage instructions, ICIC has a project to manipulate the text of medicine instructions to find the most comprehensible presentation of dosage instructions. The long term goal is to identify the best way to present written information for patients with low or marginal literacy.

The Health Literacy Research Team's next meeting is scheduled for April 16, 2007 at ICIC.



(l-r) Research Team members Beth Goering, Heidi Hamilton, Ulla Connor, and Bill Rozycki

## Immigration in Indiana

On November 17, ICIC hosted *Immigration in Indiana: Real Life Diversity* at IUPUI's University Library. Dr. William Plater, Director of the Workshop on International Community Development at IUPUI & former Executive Vice Chancellor and Dean of the Faculties of IUPUI, moderated the panel, which included presentations about fostering immigrant business ownership, by Charles Sim; the economic impact of immigrants in Indiana, by John Clark; language, culture and education issues in school and professional settings, by Thom Upton, Laurie Pylitt, and Ulla Connor; and immigration laws, by Angela Iza.

The panel concluded with several real life stories from Hoosier immigrants, including Tatiana Melnichak, co-owner of Slaviansky's Bazaar; Mehdi Tahsini, M.D., an IU Family Practice medical resident, Walle Mafolosire, the president of Conqar Solutions, LLC; and IUPUI student Javier Barrera.

Video and photos of the event are available [at the ICIC Web site](#).

A paper, "To err is human: Patient misinterpretation of prescription drug label instructions," has been submitted to *Patient Education & Counseling*. Ulla Connor is co-author of the article, along with Michael Wolf and others.

Connor, U., Rozycki, W., & McIntosh. (2006). Culture in an English-language training program. *Asian Journal of English Language Teaching*, 16, 89-112.

## Visitors

### **Srikant Sarangi**

Dr. Sarangi of the [Health Communication Research Centre](#) at Cardiff University will visit ICIC April 10-14, 2007.

### **Eija Ventola**

Dr. Ventola of the [University of Helsinki](#) will visit ICIC June 16-20, 2007 after the IR Conference.

### **Kenichi Namai**

Dr. Namai of [Waseda University](#), Japan, was an ICIC visiting scholar for the Fall semester of 2006. He came to ICIC, in his own words, "with two missions: to observe how ESL is taught and try out my approach to EFL grammar instruction in an ESL setting, and to conduct research on native speakers' grammaticality judgment." Besides accomplishing these missions, Dr. Namai gave presentations at IUPUI and across the country, and lent his expertise to ICIC projects during his stay.



Kenichi Namai, Bill Rozycki, Ulla Connor