GREETINGS FROM GEORGETOWN LANGUAGES!

We are pleased to share with you our new titles for fall/winter 2018 and spring/summer 2019.

This year we will publish two new Russian textbooks: *Faces of Contemporary Russia: Advanced Russian Language and Culture* by Olga M. Mesropova helps students reach an advanced level by exploring contemporary Russian culture through twelve people in the arts, sports, journalism, and business, among others. *Rodnaya Rech': An Introductory Course for Heritage Learners of Russian* by Irina Dubinina and Olesya Kisselev addresses the unique needs of heritage learners, helping them build literacy, grammar, and vocabulary as they learn to use their linguistic intuition.

We are excited to bring you Darcy Lear’s *Integrating Career Preparation into Language Courses*, as well. This book helps teachers understand how to guide their students to learn core skills they will need in their careers to a traditional foreign language curriculum. Lots of practical and useful ideas here.

We love hearing from you. Please be in touch with your teaching and learning ideas!

Sincerely,
Hope LeGro
Director, Georgetown Languages
gupress@georgetown.edu

SLAVIC & ASIAN LANGUAGES
2018—2019

GEORGETOWN LANGUAGES ADVISORY BOARD

Robert Blake
University of California, Davis; Director, University of California Language Consortium

Betty Lou Leaver
Defense Language Institute

Scott McGinnis
Defense Language Institute

Benjamin Rifkin
Hofstra University

Karin C. Ryding
Georgetown University

TABLE OF CONTENTS

NEW TITLES

Russian .......................................... 1

BEST-SELLING BACKLIST

Mastering Language through Global Debate ............................... 5

Central Asian Languages ............. 6

South Asian Languages ............. 11

East Asian Languages ............. 12

Career Preparation ..................... 13

Intercultural Communication......13
Faces of Contemporary Russia is a one-semester textbook for high-intermediate to advanced level Russian students that aims to develop students’ linguistic proficiency by examining significant personalities in current Russian culture. In addition to introductory and concluding chapters, the book features twelve individuals (one per chapter), drawing from a range of areas such as arts, sports, journalism, and business. While upper-level Russian textbooks tend to emphasize grammar and reading more traditional works of Russian literature, this book instead seeks to primarily engage students in learning about and discussing the breadth of contemporary Russian culture while weaving the study of grammar and vocabulary into those discussions. In addition to readings and in-class communicative activities, the book also features guided research assignments that encourage students to make use of the many personality interviews and YouTube clips available online.

NEW TITLES • RUSSIAN LANGUAGE

PANORAMA
Intermediate Russian Language and Culture
Benjamin Rifkin, Evgeny Dengub, and Susanna Nazarova

Panorama moves intermediate-level students of Russian into advanced proficiency by integrating a systematic and comprehensive approach to Russian grammar with Russian texts, proverbs, and contemporary culture.

By reading and listening to Russian literary classics and contemporary nonfiction texts, students develop a contextual understanding of Russian culture and forms of expression that grow with their command of vocabulary, grammar, and complex syntax.

The textbook includes comprehensive in-class vocabulary and grammar exercises and discussion topics as well as the reading texts (for work in class and at home), summative oral and written exercises, and compelling color photos.

The Electronic Workbook (a companion website) contains homework exercises, including vocabulary, grammar, listening, and oral exercises for students.

A free online Teacher’s Manual is also available and features supplementary activities and texts, including ideas for group activities, research projects, songs and video clips for each chapter, audio files of native speakers reading the literary classics from each chapter, and guidance to create a syllabus and exam, with a sample syllabus and sample chapter test. Available at press.georgetown.edu.

Features of Panorama:

- Content can be used in one semester/two terms or for a full year.
- Modular structure allows instructors flexibility to assign chapters in their own sequence.
- Authentic photos prompt discussion exercises for each chapter topic.
- Summative exercises for each chapter test student mastery of the grammar topics, vocabulary, and thinking on the chapter theme in a written essay format.
- Most examples come from the Russian National Corpus.
- Readings include blogs, blog comments, articles, and interviews, exposing students to the current Russian culture and language.

“Panorama addresses the critical intermediate level of language instruction, when students often choose to continue study or not. The authors skillfully combine a strong proficiency orientation with the ACTFL World-Readiness Standards, creating engaging materials that are both content-based and student-centered. Such an approach effectively moves students toward advanced competence in Russian.”

—Thomas J. Garza, Associate Professor of Slavic Studies, University of Texas–Austin

512 pp. July 2017

For Students:
ISBN 978-1-62616-417-8, paper, $89.95 / £67.50

*Save when you purchase the textbook and Electronic Workbook together in our student’s bundle. Student’s bundle includes one copy of the textbook and one Electronic Workbook access key for students.

For Teachers:

*See page 3 for free teacher access to the Electronic Workbook.
ELECTRONIC WORKBOOK FOR PANORAMA

The Electronic Workbook for *Panorama: Intermediate Russian Language and Culture* enriches the experience of students and teachers, improving learning outcomes and providing ample opportunities for students to practice and reinforce course material.

Designed to mirror the structure and exercises found in the textbook, it gives students their homework on a convenient and easy-to-use website. Self-correcting exercises test understanding of verb tense and other points of grammar, as well as vocabulary lists and general composition knowledge.

Instructors can connect their students into one online class and track each student’s progress through the instructor’s workstation, enabling customized lessons to address knowledge gaps.

Features of the *Panorama* Electronic Workbook:

- Consists of almost 330 homework exercises
- Includes vocabulary and grammar exercises
- Offers 1–2 listening exercises per chapter (many from Ekho Moskvy), 1–2 proverbs exercises per chapter, and a record yourself exercise
- Includes automatically graded and teacher-graded exercises, including fill-ins, drop-downs, and sentence writing

Teacher Access to the Electronic Workbook:

- Go to books.quia.com and click Bookstore.
- Search for *Panorama*.
- Select “Instructor Trials and Adoptions.”
- Select either “I am ready to adopt this book” or “I would like an instructor trial before I make my decision” and then fill out the form.
- Get access and explore!

Two Ways for Students to Purchase Access to the Electronic Workbook:

- Purchase the printed Electronic Workbook as part of a bundle that includes a textbook and website access (see page 2).
- Purchase immediate access to the Electronic Workbook at books.quia.com.

Visit books.quia.com/demo/54161.html to sample the Electronic Workbook.
NEW!

RODNAYA RECH’
An Introductory Course for Heritage Learners of Russian
Irina Dubinina and Olesya Kisselev

Rodnaya rech’, an introductory textbook for heritage learners, addresses the unique needs of students who have at least intermediate-level listening and speaking skills on the ACTFL scale but who have underdeveloped or nonexistent literacy skills. With an emphasis on conceptual understanding of vocabulary and grammar, Rodnaya rech’ builds students’ literacy skills and teaches them to strategically use the linguistic intuition they have gained as heritage speakers while strengthening all four skill areas.

With a textbook designed for in-class work and an electronic workbook containing all homework activities and texts for reading comprehension, Rodnaya rech’ can be used as the main course material either in an intensive one-semester class or at a more measured pace over two semesters. This book is flexible enough to be used in specialized heritage or in mixed classes. It can also support independent study and learning in less formal settings, such as community schools.

“Dubinina and Kisselev are at the top of their game: applying modern, innovative teaching methods, bringing to the fore the rich culture behind modern spoken Russian, and engaging their students in a sophisticated dialogue. This textbook will be a gold standard for future textbooks designed for heritage speakers of different languages.”

—Maria Polinsky, Department of Linguistics and Language Science Center, University of Maryland, College Park

320 pp. April 2019
ISBN 978-1-62616-641-7, multimedia textbook*, $119.95 / £30.00

* Multimedia textbook includes paperback textbook and online access key to the Electronic Workbook
MASTERING RUSSIAN THROUGH GLOBAL DEBATE
Tony Brown, Tatiana Balykhina, Ekaterina Talalakina, Jennifer Bown, and Viktoria Kurilenko
Foreword by Vitali Grigorevich Kostomarov

Mastering Russian through Global Debate brings together the rhetorical traditions of the communications field and the best practices of adult second language instruction to facilitate superior-level proficiency in the Russian language. Each chapter addresses a rich topic of debate, providing students with a set of prereading activities, texts covering both sides of a debate topic, and postreading exercises—all of which foster the language and critical thinking skills needed for successful debates.

216 pp. 2014
ISBN 978-1-62616-088-0, paper, $39.95 / £30.00

MASTERING CHINESE THROUGH GLOBAL DEBATE
Dana Scott Bourgerie, Rachel Yu Liu, and Lin Qi
Tony Brown and Jennifer Bown, Consulting Editors
Foreword by Cornelius Kubler

While language instructors recognize the value of debate as a means of facilitating Advanced- and Superior-level skills, no single advanced Chinese textbook exists that provides level-specific scaffolded language exercises, rhetorical strategies, and topic-specific texts within the context of debate. Mastering Chinese through Global Debate, designed to meet the ACTFL proficiency guidelines and featuring content written by a professional Chinese journalist, offers learners the means to develop sophisticated language skills with the goal of achieving Superior-level proficiency.

192 pp. June 2016
ISBN 978-1-62616-305-8, paper, $39.95 / £30.00

TEACHER RESOURCES
An Audio Companion and Answer Key for Mastering Russian through Global Debate and Mastering Chinese through Global Debate are available at http://press.georgetown.edu/languages/instructors_manuals.

TEACHING ADVANCED LANGUAGE SKILLS THROUGH GLOBAL DEBATE
Theory and Practice
Tony Brown and Jennifer Bown

Through debate, students learn how to make hypotheses, support their conclusions with evidence, and deploy the rhetoric of persuasion in the target language. Though this method provides an exciting pedagogy for moving students from the advanced to the superior level, there is a paucity of materials available for instructors who wish to plan a curriculum focused on debate. Teaching Advanced Language Skills through Global Debate: Theory and Practice provides teachers with both the theoretical underpinnings for using debate in the foreign language classroom as well as practical advice for developing reading, listening, writing, and speaking skills through debate. It discusses task-based language learning and helps instructors design debate-related tasks for the classroom.

106 pp. October 2016
ISBN 978-1-62616-430-7, paper, $16.95 / £12.50
ISBN 978-1-62616-144-3, ebook, $9.95 / £7.50
DARI
An Intermediate Textbook
Rahman Arman

Dari is the most used language in Afghanistan; in fact, all official documents are written in it. This textbook, designed to cover one year of instruction, offers intermediate learners a communicative approach to the Dari language that develops the four language skills—speaking, listening, reading, and writing—through culturally relevant activities. It is accompanied by a CD-ROM with extensive authentic materials to help learners perform tasks and functions in both colloquial and standard forms.

This textbook offers a thematically organized approach to the Dari language for intermediate students. The topics discussed include travel, microloans for businesses, shopping, and meetings with officials. Innovations include the functional approach to grammar, an emphasis on integrated skills development, and the use of various authentic materials, especially the videos filmed in the different regions of Afghanistan.

574 pp. July 2017
ISBN 978-1-62616-223-5, paper, 1 CD-ROM, $94.95 / £71.00

DARI
An Elementary Textbook
Rahman Arman

“Without a doubt, this is simply the best Dari textbook ever developed. Anyone can use it—be it a new language learner, heritage speaker, or a language instructor. This book not only uses interesting and relevant daily life topics in each chapter, but also seeks to develop the most needed skills, (e.g., speaking, listening, reading, and writing). Grammar and cultural notes make the book very comprehensible and easy to follow. For those interested in working for the government or interested in taking language proficiency exams, Dari: An Elementary Textbook will provide the skills needed to meet their goals. Dr. Arman’s book is what language learners have been missing all along—it’s a complete, all-in-one language textbook.”

—Behnaz Zamani, Dari language instructor, Indiana University

640 pp. 2014
ISBN 978-1-62616-109-2, paper, 1 CD-ROM, $74.95 / £56.00
Central Asian Languages

PASHTO

An Intermediate Textbook

Rahmon Inomkhojayev

Designated a critical language by the US Department of Defense, Pashto is one of the two official languages of Afghanistan and is commonly spoken in parts of Pakistan. This intermediate-level textbook, which follows *Pashto: An Elementary Textbook, Volumes 1 and 2*, is designed to bring students from high-introductory to intermediate proficiency and covers one year of instruction.

Features include:

- A CD-ROM featuring more than a hundred audio files. Vocabulary lists allow readers to hover over a written word or phrase and hear it in both eastern and western dialects.
- Themes that focus on practical survival language skills and present rich descriptions of the Pashtun code of honor and wedding customs in order to help students learn the language within its cultural context.
- Grammar points that help students quickly master the essential function of the structural elements used in the texts.
- Pashto–English and English–Pashto glossaries that provide information regarding the gender and number of nouns, adjectives, and various forms of verbs.
- Attractive four-color, user-friendly design with integrated audio and written exercises and cultural notes to provide students with necessary background.

“*Pashto: An Intermediate Textbook* is an easy-to-follow content-based language book that focuses on building proficiency in all language skills in a variety of cultural scenarios of life in Afghanistan.”

—Faroq Babrakzai, Academic Specialist, Defense Language Institute

496 pp. 2015
ISBN 978-1-62616-224-2, paper, $94.95 / £71.00

PASHTO

An Elementary Textbook, Volumes 1 and 2

Rahmon Inomkhojayev

“*Pashto: An Elementary Textbook* combines language and culture into a four-skills approach for learning Pashto that is sorely needed. Its versatility is its strength, and it appeals to students in both traditional language classrooms and independent language programs.”

—Elizabeth H. D. Mazzocco, Director, Five College Center for the Study of World Languages

Volume 1 (one semester)
390 pp. 2011
ISBN 978-1-58901-773-3, paper, 1 CD-ROM, $74.95 / £56.00

Volume 2 (one semester)
336 pp. 2011
ISBN 978-1-58901-774-0, paper, 1 CD-ROM, $74.95 / £56.00

SAVE WITH A BUNDLE!
Volume 1 and Volume 2 (one year)
726 pp. 2011
ISBN 978-1-62616-175-7, multimedia, 2 CD-ROMs, $104.95 / £78.50
TAJIKI REFERENCE GRAMMAR FOR BEGINNERS
Nasrullo Khojayori and Mikael Thompson
This handy reference grammar is designed for beginning-level language students. Although keyed to both volumes of *Tajiki: An Elementary Textbook* and a natural resource for students using those textbooks, it is also useful to scholars and students of Central Asian languages and linguistics who wish to learn more about Tajiki.
172 pp. 2009
ISBN 978-1-58901-269-1, paper, $24.95 / £18.50

TAJIKI
An Elementary Textbook: Volumes 1 and 2
Nasrullo Khojayori
Tajiki, a variety of modern Persian spoken in Central Asia, is the official language of Tajikistan. Volumes 1 and 2 of *Tajiki: An Elementary Textbook*—now available in a specially priced bundle—cover one year of introductory-level instruction. *Tajiki* uses the latest pedagogical thinking to teach basic communication skills and linguistic forms in their cultural context. Tested in the classroom, *Tajiki* provides authentic video and audio on a CD-ROM. Each book also includes an extensive glossary, maps of the world labeled in Tajiki, and four-color illustrations and photographs throughout.

“In visual appeal, realistic language situations, authentic texts, and up-to-date methodology, and with its illustrations and audio and video materials, *Tajiki: An Elementary Textbook* is the most engaging, rich, and efficient classroom textbook yet for beginning students of Dari, Farsi, and Tajiki dialects of Persian.”
—Michael C. Hillman, Professor of Persian Studies, University of Texas

Volume 1 (one semester)
360 pp. 2009
ISBN 978-1-58901-263-9, paper, 1 CD-ROM, $74.95 / £56.00

Volume 2 (one semester)
328 pp. 2009
ISBN 978-1-58901-264-6, paper, 1 CD-ROM, $74.95 / £56.00

SAVE WITH A BUNDLE!
Volume 1 and Volume 2 (one year)
688 pp. 2009
ISBN 978-1-62616-176-4, multimedia, 2 CD-ROMs, $104.95 / £78.50
UYGHUR
An Intermediate Textbook
Gulnisa Nazarova and Kurban Niyaz

*Uyghur: An Intermediate Textbook* offers students, professionals, and travelers alike the preeminent tool for expanding their knowledge of the Uyghur language and culture. Combining innovative language learning methodology with authentic audio and video materials, this textbook develops the four primary language skills—speaking, listening, reading, and writing—by integrating them into a clear, balanced whole.

*Uyghur: An Intermediate Textbook* prepares learners to perform at level 1+/2 or 2+ on the ILR scale and at the Intermediate High to Advanced Mid/High levels on the ACTFL scale.

Features include:

- A multimedia CD-ROM that contains videos filmed on location as well as both authentic and scripted audio segments, all highlighting key elements of Uyghur culture.
- Authentic original and modified reading passages ranging from short stories to news articles to menus.
- Abundant cultural notes to reinforce reading, grammar, and vocabulary skills.
- Easy-to-understand examples and exercises on points of Uyghur grammar.
- Chapter themes that facilitate immersion in daily Uyghur life and culture.

Designed for both classroom and on-the-ground learners, and developed in accordance with the latest ideas in performance-based principles and methodology, *Uyghur: An Intermediate Textbook* guides readers on a journey to the heart of a fascinating culture.

600 pp. December 2016
ISBN 978-1-62616-364-5, paper, 1 CD-ROM, $94.95 / £71.50

UYGHUR
An Elementary Textbook
Gulnisa Nazarova and Kurban Niyaz

“This is the Uyghur textbook I wished for when I began studying the language years ago. The lessons have been carefully crafted with the needs of English speakers in mind and deftly organized so as to motivate students but not overwhelm them. Each chapter is beautifully illustrated with pictures and line drawings, and the exercises will hold students’ interest while sharpening their skills. The grammatical explanations are clear and the examples well chosen. An excellent text, and very highly recommended.”

—Gardner Bovingdon, Associate Professor and Director of Graduate Studies, Central Eurasian Studies, Indiana University

560 pp. 2013
ISBN 978-1-58901-684-2, paper, $74.95 / £56.00
UZBEK
An Intermediate Textbook
Nigora Azimova

Designed to help adult professional and higher education learners deepen their understanding of the Uzbek language, culture, and its people, Uzbek: An Intermediate Textbook uses a wide selection of materials and task-oriented activities drawn from realistic situations and contexts to develop the four language skills—listening, reading, speaking, and writing. With special attention to grammatical accuracy, a variety of texts, audio clips, videos, and activities encourage learners to explore Uzbek culture and to compare and contrast it with their own.

Uzbek: An Intermediate Textbook prepares learners to perform at level 1+ or 2 on the ILR scale and at the Intermediate-High or Advanced-Low level on the ACTFL scale.

Features include:
• An accompanying CD-ROM that provides audio and video files complementing activities in the book.
• Use of the Cyrillic alphabet—the alphabet used in current government reports and the mass media as well as in archival material from the Soviet era.
• A useful appendix that compares the Cyrillic alphabet with the Latin alphabet.
• Uzbek–English and English–Uzbek glossaries that facilitate vocabulary acquisition.

420 pp. May 2016
ISBN 978-1-62616-316-4, paper, 1 CD-ROM, $94.95 / £71.00

UZBEK
An Elementary Textbook
Nigora Azimova

“This long-awaited textbook is quite special. It is one of the first published books on a Turkic language that uses the communicative approach. It teaches the culture as well as the language. It is user friendly with lots of colorful pictures. It familiarizes students to the spoken language by presenting real-life dialogues and video clips. It has clear and precise grammar explanations and provides the student with exercises and situations for using the language in context. Overall, it is fun to use. I would recommend it to all teachers of Uzbek. Not only will they have an interesting time and experience, their students will as well.”

—Güliz Kurooğlu, University of California–Los Angeles

520 pp. 2010
ISBN 978-1-58901-706-1, paper, 1 CD-ROM, $74.95 / £56.00
BEGINNING HINDI and BEGINNING URDU

Beginning Hindi and Beginning Urdu are complete first-year language textbooks that help learners acquire the language by actively using them in realistic situations. Designed to bring learners to the ACTFL proficiency level of Mid- to High-Intermediate, the books and their accompanying audio files on CD-ROMs contain all that is needed to complete one full year of study in either language, including clear explanations of language structures; useful, fun, and engaging activities; and an organization format that makes it easy to chart student progress.

The structure and pedagogy of Beginning Hindi and Beginning Urdu support parallel instruction and can be used side-by-side in classrooms that teach both languages in the same course.

Features include:

- A wide range of tasks and activities, including role play games, and short conversations.
- Can be used as first-year, class-based textbooks or tools for independent study.
- A review for each unit that includes review activities, tips for increasing fluency, and sets of questions to help personalize learning.
- A straightforward and practical introduction to grammar that is integrated with practical uses.

BEGINNING HINDI
A Complete Course
Joshua H. Pien and Fauzia Farooqui

Additional features:

- Includes an English–Hindi and Hindi–English glossary.
- Contains an appendix of advanced grammar.
- Includes common idiomatic expressions and proverbs in each unit.
- A list of Bollywood film songs to go with each unit is also included on the press’s website.

696 pp. 2014
ISBN 978-1-62616-022-4, paper, 1 CD MP3, $74.95 / £56.00

BEGINNING URDU
A Complete Course
Joshua H. Pien and Fauzia Farooqui

Additional features:

- Develops all four skills—listening, speaking, reading, writing—through a wide range of tasks and activities, including role plays, games, and short conversations.
- Introduces the sound system and script of Urdu.
- Contains Urdu–English and English–Urdu glossaries.
- Includes three appendices—Urdu numbers, additional grammatical structures for moving to advanced levels of proficiency, and a suggested syllabus.

688 pp. 2012
ISBN 978-1-58901-778-8, paper, 1 CD MP3, $74.95 / £56.00
WORKING MANDARIN FOR BEGINNERS
Student’s Edition
Yi Zhou with M. Lynne Gerber

*Working Mandarin for Beginners* is designed to enable English-speaking business students and professionals with no prior knowledge of Chinese to develop the basic communication skills necessary for a business trip to China or another work environment in which Mandarin is spoken.

“*Working Mandarin for Beginners* addresses specific business situations and is perfect for the MBA student, busy executive, or professional like myself who wants to be able to communicate with Chinese colleagues in a business setting.”

—Noel P. Greis, Director, Center for Logistics and Global Strategy, Kenan-Flagler Business School, University of North Carolina–Chapel Hill

352 pp. 2007
ISBN 978-1-58901-137-3, paper, 1 CD MP3, $49.95 / £37.50

CULTURAL CHINESE
Readings in Art, Literature, and History
Zu-yan Chen and Hong Zhang

*Cultural Chinese: Readings in Art, Literature, and History* is an advanced language textbook with a new approach to cultural integration and immersion. In this unique book, culture becomes the very core of language learning, transitioning its role from context to text.

“This textbook is ideal for courses in advanced Chinese and Chinese culture. Third- and fourth-year students and instructors will find themselves deeply immersed in the very fabric of Chinese culture that governs personal behavior and directs social dynamics.”

—Chinese Language Teachers Association Newsletter

224 pp. 2012
ISBN 978-1-58901-882-2, paper, $54.95 / £41.00

CONFUCIUS’S ANALECTS
An Advanced Reader of Chinese Language and Culture
Zu-yan Chen

*Confucius’s Analects* is an innovative textbook for teaching and learning Chinese language and culture at the advanced level. It combines classical and modern Chinese language skills, Chinese culture, and expository and narrative writing practice.

“*Confucius’s Analects* is an excellent textbook that fills a critical gap. It is culturally rich and provides a useful approach to teaching Chinese with the combination of modern and classical Chinese.”

—Kai Li, East Asian Studies Program, Oberlin College

312 pp. 2010
ISBN 978-1-58901-635-4, paper, $39.95 / £30.00
NEW!

INTEGRATING CAREER PREPARATION INTO LANGUAGE COURSES

Darcy Lear

Integrating Career Preparation into Language Courses provides foreign and second language teachers with easy and practical additions they can make to their existing curricula to help their students develop real-world professional skills and prepare to use the target language successfully in the workplace. The book is organized into six chapters, each addressing a different professional skill and opening with an explanation of how content typically included in a foreign language curriculum can be tied to this skill. Each chapter closes with class activities or lesson plans that include suggested materials and assessments that teachers can easily add to their language courses. Lear’s book is an accessible and practical guide designed to be adaptable for any language, offering exciting new possibilities to help teachers and students of foreign languages bring their language skills into the workplace.

“Lear’s integration of professional workplace skills with foreign language methodology resolves the conflict we have all experienced for years, that of falling short in our attempt to teach foreign language for professional purposes. Her recommended structure of gatekeeping, networking, correspondence, presentation and digital literacy provide, language instructors with a practical way to adjust foreign language learning to the needs of adult language learners. Additionally, the beauty of this approach is its flexible adaption by level and by professional area. Integrating Career Preparation into Language Courses will serve as a resource for all foreign language professionals who desire to make in impact in their teaching.”
—Orlando Kelm, Associate Professor of Hispanic Linguistics, University of Texas–Austin

68 pp. Available November 2018
ISBN 978-1-62616-644-8, paper, $14.95 / £11.50
ISBN 978-1-62616-645-5, ebook, $9.95 / £7.50

THE SEVEN KEYS TO COMMUNICATING IN JAPAN
An Intercultural Approach

Haru Yamada, Orlando R. Kelm, and David A. Victor

The key to professional success in Japan is understanding Japanese people. The authors, seasoned cross-cultural trainers for businesspeople, provide a practical set of guidelines for understanding Japanese people and culture through David A. Victor’s LESCANT approach of evaluating a culture’s language, environment, social organization, context, authority, nonverbal communication, and time conception. Each chapter addresses one of these topics and shows effective strategies to overcoming cultural barriers and demonstrates how to evaluate the differences between Japan and North America to help avoid common communication mistakes. The book is generously peppered with photographs to provide visual examples. Exploring language and communication topics, international relations, and the business community, this book is an excellent intercultural overview for anyone traveling to or working in Japan.

“Based on an extraordinary understanding of the Japanese and English languages, the authors define issues with great clarity and outline useful approaches to cross-cultural understanding and communication.”
—William Breer, Retired US Diplomat

“Offers insight for professionals who hope to have a deeper interaction with the Japanese. Highly recommended for newcomers as well as seasoned professionals.”
—Yoshiko Koike, President, The Kitano Hotel

280 pp. 2017
ISBN 978-1-62616-477-2, paper, $29.95 / £22.50
ISBN 978-1-62616-476-5, cloth, $89.95 / £67.50
ISBN 978-1-62616-478-9, ebook, $29.95 / £22.50
Order Online • Request Exam Copies

www.press.georgetown.edu

Save 30% on your order! Use discount code on your mailing label

GEORGETOWN UNIVERSITY
GEORGETOWN UNIVERSITY PRESS
3700 O Street, NW
Washington DC 20057-0003
SLAVIC AND ASIAN LANGUAGES

GEORGETOWN UNIVERSITY PRESS

2018 – 2019

Save 30% on your order • Use discount code TTSB