



Connecting LSP Research to Broader Research Communities

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Context

- The survey which informed the book chapter “New Directions in LSP Research in US Higher Education” by Sánchez-López, Long, & Lafford in *Language for Specific Purposes: Trends in Curriculum Development*. Washington (2017)
- Table 1.9 of this chapter which shows strong interest among LSP faculty for pursuing research in the areas of Domain Content, History, Cultural Perspectives, and Interactions with the United States.

Table 1.9 Domain Content, History, Cultural Perspective and Interactions with the United States

Topic Subcategory	Engaged in Research (number of responses; 28 total responses)	Interested in Engaging in Research (number of responses; 21 total responses)
Cultural perspective (of any variety)	17 (61%)	13 (62%)
Contemporary view of domain content and practice in general target language culture	8 (29%)	12 (57%)
Comparative study of domain content and practices between target and native culture workplace setting	7 (25%)	12 (57%)
Perception of the English dominant culture in the United States from the perspective of target language culture in the United States	7 (25%)	9 (43%)
Perceptions of US involvement/impact in the affairs of the target language culture abroad from the perspective of that culture	4 (14%)	10 (48%)
History of the US involvement/impact in the domain in the target language culture abroad	3 (11%)	8 (38%)
History of domain content	1 (4%)	6 (29%)
Other	3 (11%)	2 (10%)

Goals of the presentation

- Affirm need for research and consider institutional frames
- Provide examples: to find synergies beyond the LSP research communities in areas such as Business History, Business (and other) Case Studies, Business Communication, Digital Humanities, Environmental Humanities and Medical Humanities.
- Point the way for LSP practitioners to have access to new communities:
 - Are keenly interested in their expertise.
 - Provide a rich body of examples of interdisciplinary research practices
 - Indicate established publication venues with an interest in achieving applied goals for the body of knowledge produced.

How is research different for interdisciplinary LSP and non-tenure track faculty?

- Interdisciplinary work does not fit easily into traditional definitions of academic expertise.
 - Connection across areas of specialization and connecting to areas of research into the applied “needs” of work make evaluation norms more complex and often incompatible across areas.
- Non-tenure track research is often undercompensated & underrecognized or even erased;
 - by institutional job descriptions/contracts that refuse to recognize research and focus only on teaching and service
- Negatives: Future of higher education in jeopardy; individual careers and health impacts BUT
- Positives: Freedom: to explore, create, and contribute to students and the world
- I will focus on the adventure of the positives

You are not alone.

- Remember that others are doing research too and that there is a conversation to participate in.
- First step: Hear your own questions/curiosity/; heed institutional questions and mandates.
- Second step: Formulate questions and search terms
- **Third step: due diligence—look for existing research.**
- Fourth step: Find the holes/add to the whole

But I don't have the training.

- Yes, you do!
 - Re-examine/re-invent your research skills away from strict disciplinary/content definitions.
- And ok, you may not, but you can learn!
 - Identify type of research principles that will respond to the questions you have
 - Learn new research tools.
- Find and create the synergies

History: Business

Organizations

- The Business History Conference:
- <https://thebhc.org/2023-bhc-meeting>

Examples to follow

- Cerutti, Mario ed. (2006) *Empresas y grupos empresariales en America Latina, Espana y Portugal* Universidad Autonoma de Nuevo

History and Current Practices Media

Clues in the careers of others

- Diverse Media options
- <https://www.linkedin.com/in/alanalbarran/>

Examples to follow

- Leon Albarran, Alan. (2009) *The Handbook of Spanish Language Media*. Routledge.
- -Cepeda, M. and D. Casillas. (2017) *The Routledge Companion to Latina/o Media*. Routledge. (available in readings section of Canvas)
- -Goggin, G.; McLelland, M. (2017) *The Routledge Companion to Global Internet Histories*. Routledge, 2017. (Available on-line through U of Colorado library, Chinook)
- Dávila, A. (2012). *Latinos Inc. The marketing and making of a people*. Berkley and Los Angeles CA: Universidad de California Press. (available on-line through U of Colorado library, Chinook)
- Ávila, R. ed. (2011) *Variación del español en los medios*. México, D.F., Colegio de México, 2011 (Available on-line through U of Colorado library, Chinook)
- -Kutchera, Joe. *Latino Link. Building Brands with Hispanic Communities and online content*. Paramount Market Publishing, Inc. (available on-line through U of Colorado library, Chinook)

Business Communication

- Association for Business Communication
<https://www.businesscommunication.org/>
- Global Advances in Business Communication Journal
<https://commons.emich.edu/gabc/>
- <http://press.georgetown.edu/book/languages/seven-keys-communicating-mexico>
- Orlando Kelm
- David Victor
- Olivia Hernandez-Pozas



Global Business Languages

- <https://gbl.digital.library.gwu.edu/>

Communication and Cross-Cultural Understanding

Guiding the questions of students and following their curiosity

The shaping texts

- Vega, G. (2017). *The Case Writing Workbook: A Self-Guided Workshop* (2nd ed.). Routledge. <https://doi-org.colorado.idm.oclc.org/10.4324/9781315455891>
- Paul, S., & David, S. (Eds.). (2017). *Managing Organizations in the Creative Economy: Organizational Behaviour for the Cultural Sector* (1st ed.). Routledge. <https://doi-org.colorado.idm.oclc.org/10.4324/9781315645032>

Joanne E. Kenton/Student Thesis

- **Un estudio de las demandas específicas de la gestión en organizaciones creativas y interculturales con casos prácticos para la enseñanza**
A study of the specific demands of management in creative and intercultural organizations with case studies for teaching

Environmental Humanities

Diverse organizations

- Humanities for the environment:
<https://hfe-observatories.org/>
- Association of the Study of Literature and the Environment
<https://www.asle.org/>
- Environmental Humanities Network
<https://beneluxenvironmentalhumanities.wordpress.com/organisations/>

Example

**Education for Sustainable Development in Foreign Language Learning
Content-Based Instruction in College-Level Curricula**
Edited By
[María de la Fuente](#)
Routledge, 2022

Medical Humanities

- Medical Humanities
- <https://mh.bmj.com/>
- ***Medical Humanities***
- is an international journal from BMJ and IME publishing studies on the history of medicine, cultures of medicine, disability, gender, bioethics & medical education
-
- McKnight & Kunheim. Para Vivir con salud: Leyendo la salud y la literatura
- <https://opentext.ku.edu/paravivir/>
- Munoz Sanchez & Santamaira Laorden. *Natalia Spanish for Health and Human Services* Cognella
- <https://titles.cognella.com/spanish-for-health-care-and-human-services-9781793554529>

Medical

- National Association of Medical Spanish
- <https://www.namspanish.org/>
- Martínez, Glenn A. *Spanish in Health Care: Policy, Practice and Pedagogy in Latino Health* Routledge, 2020

Digital Humanities:

- Alliance of Digital Humanities organizations <https://adho.org/>
- Sample articles approaching social media from different angles:
- Long, Mary K. “‘Yo soy’:Public Protest, Private expression: Contestatory uses of social media by Contemporary Mexican Youth.” in Chacon, Hilda ed. *Online Activism in Latin America*. Routledge, 2019
- Long, Mary K. “Social Media: New Directions in Localization and Language Services between Spanish and English.” *Cuadernos de ALDEEU*. Número especial: Español para las profesiones y otros usos específicos. Volumen 28, otoño 2014: 171-189.
- Both projects informed the creation of the *Spanish for 21st Century Media Professions* course.