杏林大学

Building Vocabulary and Mindset Necessary for EMI

Faculty of Social Sciences
総合政策学部

Michele Joel, Lecturer, English Program Coordinator
joel@ks.kyorin-u.ac.jp

---

杏林大学

Faculty of Social Sciences
総合政策学部

Controlling Vocabulary to Cover a Diverse Class

Michele Joel, Lecturer, English Program Coordinator
joel@ks.kyorin-u.ac.jp

杏林大学

Faculty of Social Sciences
総合政策学部

Manipulating Materials to Make CONTENT Accessible to ALL Learners

Michele Joel, Lecturer, English Program Coordinator
joel@ks.kyorin-u.ac.jp

Language is DYNAMIC,

Language is for NEGOTIATION!

$6+1 = \cancel{6.8}$

7.3

Slide 1
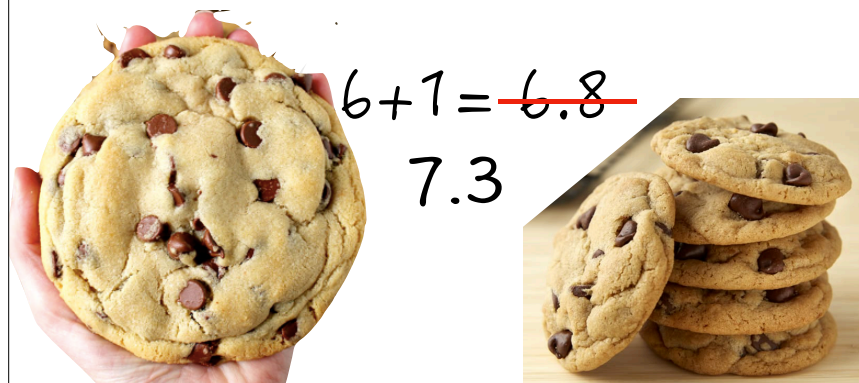
REFOCUSED MINDSET AND VOCABULARY

Slide 2

GCP GLOBAL CAREER PROGRAM

Current Level →

International Communication

- Management
- Economics
- Law
- Finance
- International Relations
- Marketing
- Global Health

Slide 3

- Management
- Economics
- Law
- Finance
- International Relations
- Marketing
- Global Health

| 科目	履修可能時期	単位
Introduction to Business	2後〜	2
Introduction to Economics	2後〜	2
Introduction to Global Health Issues	2後〜	2
Introduction to International Relations	2後〜	2

科目	履修可能時期	単位
Monetary Policy and Financial System	2後〜	2
Fiscal Policy and Tax System in Japan	2後〜	2
Culture and Business	2後〜	2
Global Health and Social Justice	2後〜	2
Marketing	2後〜	2
History of Innovation & Science	2後〜	2

Slide 4

Original Program Design

- **Intensive English Language Study**

- **Basic Content Classes in Japanese**

  - **Academic English Study**

  - **Basic Content in Japanese**

  - **Study Abroad**

    - **EMI Classes**

    - **Some Content Classes in Japanese**

- 経営の授業で。。。

- In English class, I …

- In Business Management class taught in English, I…

- What do you study?

Mindset
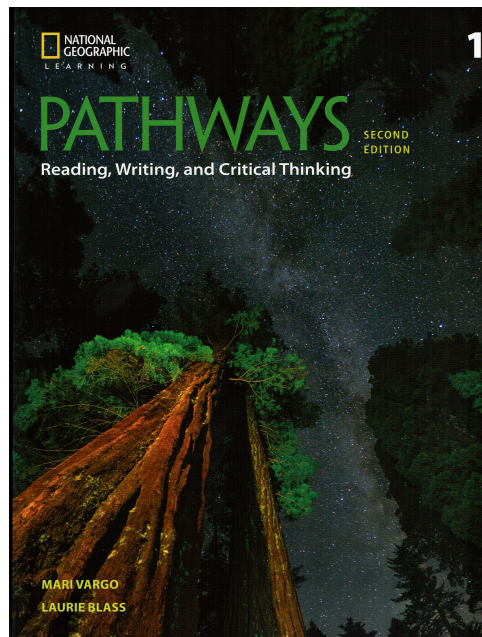
Select Level:
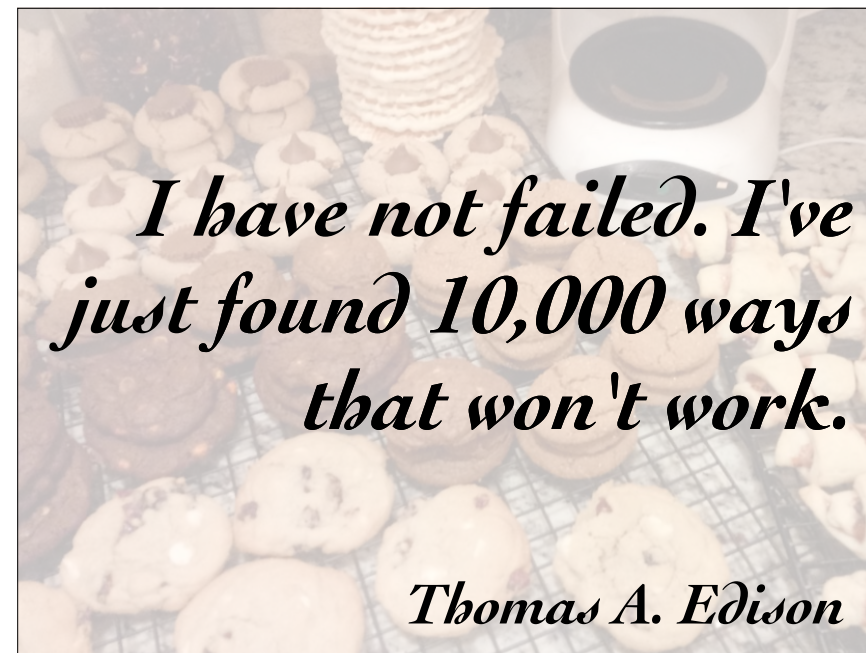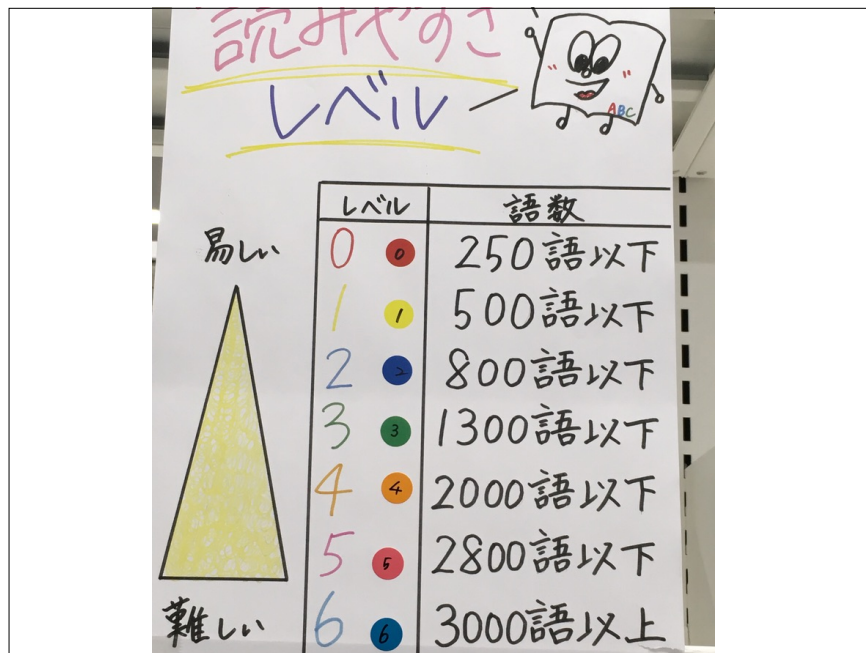
NGSL Level 1 (1 word - 564 words)
Level 2 (565 words - 1128 words)
Level 3 (1129 words - 1692 words)
Level 4 (1693 words - 2256 words)
Level 5 (2257 words - 2818 words)

読みやすさ レベル

レベル	語数
0 ●	250語以下
1 ●	500語以下
2 ●	800語以下
3 ●	1300語以下
4 ●	2000語以下
5 ●	2800語以下
6 ●	3000語以上

易しい

難しい

I have not failed. I've just found 10,000 ways that won't work.

Thomas A. Edison

What are we reading?

Why?

Entertainment?

Education?

What do you see?

children - staircase - footprints - concrete

After Learning the NGSL, What's Next?
Special Purpose Vocabulary:
Creating the fastest road(s) to comprehension
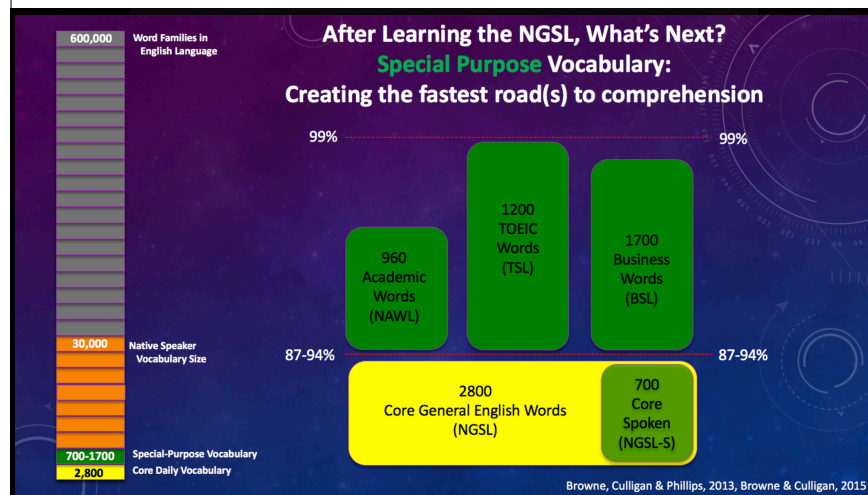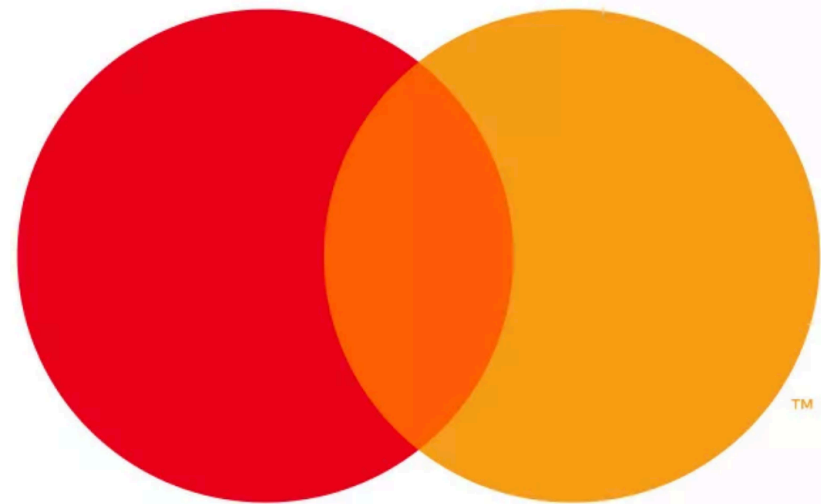
What are we reading?

Why?

Controlling Vocabulary
without
Sacrificing Content

Breaking News English

Home | Help This Site

1,000 Ideas e-Book

Sean's 9 Other Sites

Mastercard removes its name from its logo
11th January - "Harder"
The world-famous credit card company Mastercard is removing its name from its company logo.

253 / 205 / 162
685

THE ONLINE GRADED TEXT EDITOR
Another ER-Central free service for the EFL community

FAQ about OGT

Register as a **Student** , or **Teacher / Institution** , or **Contributor** | How to Register? | Forgot Password

Mary | Login

WORDS IN THE CURRENT LIST		WORDS OUT OF CURRENT LIST			COVERAGE	
A 76.31% up to the selected level	**B** 12.05% out of selected level	**C** 2.41% Proper nouns	**D** 0.00% Ignored	**E** 9.24% other	**A** + **C** + **D**	78.72%

SELECT WORDLIST: New GSL, New AWL | SELECT LEVEL: NGSL Level 1 (words 1-564) | GO! | Ignore this word | Export Text | TEXT Small | Refresh | Help | Hide Stat

The world-famous credit card company Mastercard is removing its name from its company logo. It will follow the likes of Apple and Nike to have a logo that has a symbol only and no writing. Mastercard had traditionally used a logo that had overlapping yellow and red circles with the word "Mastercard" written over the top. The company has decided to drop the word "Mastercard" and use just the two intersecting circles as a wordless logo. The new logo will be used as the brand's symbol on credit cards and in stores, as well as on advertising at sports and other events. The company's marketing officer said over 80 percent of people spontaneously recognized the new symbol without the word "Mastercard".

Mastercard conducted extensive research for more than 20 months on how recognizable the new [+] logo would be without its name being on it. The new logo is part of a wider strategy to transition from being a credit card company to a digital payments and financial services company. The world is now full of instantly recognizable logos that contain no words. Apple's bitten apple logo and Nike's swoosh are prime examples. Most of the logos of apps on people's smartphones are just symbols. A design expert spoke about maximizing the effect of a small logo on a phone or watch. He said: "You're trying to optimize for a very small piece of real estate on a very small piece of glass....A 10-letter name is kind of a monster."

BNE Level 4 has 77.5% coverage at NGSL Level 1

Select statistics here

Out of Level | Export

Word	Level	Frequency
credit	2	3
card	2	3
removing	2	1
apple	2	2
symbol	3	3
traditionally	3	1
overlapping	3	1
brand's	3	1
cards	2	1

THE ONLINE GRADED TEXT EDITOR
Another ER-Central free service for the EFL community

FAQ about OGT

Register as a **Student** , or **Teacher / Institution** , or **Contributor** | How to Register? | Forgot Password

Mary | Login

WORDS IN THE CURRENT LIST		WORDS OUT OF CURRENT LIST			COVERAGE	
A 83.13% up to the selected level	**B** 5.22% out of selected level	**C** 2.41% Proper nouns	**D** 0.00% Ignored	**E** 9.24% other	**A** + **C** + **D**	85.54%

SELECT WORDLIST: New GSL, New AWL | SELECT LEVEL: NGSL Level 2 (words 565-112 | GO! | Ignore this word | Export Text | TEXT Small | Refresh | Help | Hide Stats

The world-famous credit card company Mastercard is removing its name from its company logo. It will follow the likes of Apple and Nike to have a logo that has a symbol only and no writing. Mastercard had traditionally used a logo that had overlapping yellow and red circles with the word "Mastercard" written over the top. The company has decided to drop the word "Mastercard" and use just the two intersecting circles as a wordless logo. The new logo will be used as the brand's symbol on credit cards and in stores, as well as on advertising at sports and other events. The company's marketing officer said over 80 percent of people spontaneously recognized the new symbol without the word "Mastercard".

Mastercard conducted extensive research for more than 20 months on how recognizable the new [+] logo would be without its name being on it. The new logo is part of a wider strategy to transition from being a credit card company to a digital payments and financial services company. The world is now full of instantly recognizable logos that contain no words. Apple's bitten apple logo and Nike's swoosh are prime examples. Most of the logos of apps on people's smartphones are just symbols. A design expert spoke about maximizing the effect of a small logo on a phone or watch. He said: "You're trying to optimize for a very small piece of real estate on a very small piece of glass....A 10-letter name is kind of a monster."

BNE Level 4 has 84.3% coverage at NGSL Level 2

Select statistics here

Out of Level | Export

Word	Level	Frequency
symbol	3	3
traditionally	3	1
overlapping	3	1
brand's	3	1
transition	3	1
digital	4	1
prime	3	1
symbols	3	1
expert	3	1
maximizing	3	1

THE ONLINE GRADED TEXT EDITOR
Another ER-Central free service for the EFL community

FAQ about OGT

Register as a **Student** , or **Teacher / Institution** , or **Contributor** | How to Register? | Forgot Password

Mary | Login

WORDS IN THE CURRENT LIST		WORDS OUT OF CURRENT LIST			COVERAGE	
A 87.95% up to the selected level	**B** 0.40% out of selected level	**C** 2.41% Proper nouns	**D** 0.00% Ignored	**E** 9.24% other	**A** + **C** + **D**	90.36%

SELECT WORDLIST: New GSL, New AWL | SELECT LEVEL: NGSL Level 3 (words 1129-16 | GO! | Ignore this word | Export Text | TEXT Small | Refresh | Help | Hide Stats

The world-famous credit card company Mastercard is removing its name from its company logo. It will follow the likes of Apple and Nike to have a logo that has a symbol only and no writing. Mastercard had traditionally used a logo that had overlapping yellow and red circles with the word "Mastercard" written over the top. The company has decided to drop the word "Mastercard" and use just the two intersecting circles as a wordless logo. The new logo will be used as the brand's symbol on credit cards and in stores, as well as on advertising at sports and other events. The company's marketing officer said over 80 percent of people spontaneously recognized the new symbol without the word "Mastercard".

Mastercard conducted extensive research for more than 20 months on how recognizable the new [+] logo would be without its name being on it. The new logo is part of a wider strategy to transition from being a credit card company to a digital payments and financial services company. The world is now full of instantly recognizable logos that contain no words. Apple's bitten apple logo and Nike's swoosh are prime examples. Most of the logos of apps on people's smartphones are just symbols. A design expert spoke about maximizing the effect of a small logo on a phone or watch. He said: "You're trying to optimize for a very small piece of real estate on a very small piece of glass....A 10-letter name is kind of a monster."

BNE Level 4 has 87.5% coverage at NGSL Level 3

Select statistics here

Out of Level | Export

Word	Level	Frequency
digital	4	1
TOTAL		1

Word Count

253 / 205 / 162

685

Original Article VOX.com	Level Coverage	Unknown Words per 100 Words	Unknown Words per 10 Words
NGSL Level 1:	72.87% (BNE 6: 78.72%)	27.13	2.7 (2.2)
NGSL Level 2:	82.55% (BNE 6: 85.54%)	17.45	1.7 (1.4)
NGSL Level 3:	86.51% (BNE 6: 90.36%)	13.49	1.3 (0.9)
NGSL Level 4:	89.73%	10.27	1
NGSL Level 5:	91.2%	8.8	1/11 words

Limiting Word Count

≠

Controlling Vocabulary

Developing Program Design

- *Intensive Academic English Language Study*
  - *Paired Classes Focusing on the High Frequency Vocabulary associated with Content Fields*
- *Basic Content Classes in Japanese*

  - *Academic English Study*
  - *Basic Content in Japanese*
  - *Study Abroad: Content Classes over Language Classes*

    - *EMI Classes*
      - *Paired Discussion Classes focusing on EMI Content*
    - *Some Content Classes in Japanese*

Tools to Go Deeper

- *First Contact with Content Specific Vocabulary before actual EMI classes*
- *English Language Classes: "Harder CLIL"*
- *More Students Able to Study Content while Abroad*
- *EMI class content Reinforced*