Languages, Cultures and Creative Economy: Crafting the Bridge

CARLA Lecture
Olaf Kuhlke and Michael Mullins 21st April 2014
Today’s Game Plan:
Introduction to Cultural Entrepreneurship
Role of Languages and Cultures

Language without context is oftentimes meaningless.

It’s about communicating meaning, stupid!
How important is context?
Try ordering scotch in L2 Culture!

http://vimeo.com/26173031
The Cultural Entrepreneurship Concept

What is CUE and why is it innovative?
THE RISE OF THE
CREATIVE CLASS
Revisited
RICHARD FLORIDA
10th ANNIVERSARY EDITION
Traditional Entrepreneurship

Path to business ownership that includes an idea, a business plan, financing, scaling and building up a for-profit enterprise.

Can be in any sector of the economy.
Cultural Entrepreneurship

Begins with the observation that there is value in culture.

Culture as commodity
Culture of commodity
Cultural Entrepreneurship

Cultural entrepreneurship is about turning culture into an opportunity, for individuals and communities, for profit and for communal benefit.

Economic
Social
Institutional
Cultural Entrepreneurship

Focuses on capacity building in the creative and cultural industries (CCIs), preparing students for launching their own ventures, campaigns or companies - straight out of college.
Cultural Entrepreneurship

Breaks the paradigm that entrepreneurship is the business of business schools.

Democratizes and expands access to entrepreneurship education.

Adds creativity training and foreign language skills to the programming.
It’s about “ambidexterity”
BA CUE Program Description

https://webapps-prd.oit.umn.edu/pcas/viewCatalogProgram.do?programID=10160&strm=1143&campus=UMNDL
Our Education System

FOR A FAIR SELECTION EVERYBODY HAS TO TAKE THE SAME EXAM: PLEASE CLIMB THAT TREE
The US Workforce Is More Creative Than Ever

Source: Richard Florida, Who’s Your City?
Revolution from within and disruption from outside
Kaos Pilots: An Alternative Educational Approach

https://www.smore.com/kq13-kaospilot-masterclass
Creative Enterprises Create Integrated, Blended Value
The World is flat and to be successful entrepreneurs/students/citizens need to expand beyond the traditional classroom.
The Language and Culture Piece
The Language and Culture Connection
Neuroscience is on our side

It is literally the case that learning languages makes you smarter. The neural networks in the brain strengthen as a result of language learning.

Michael Gove
Content-Based Second Language Instruction:

What is it? Why do it? With whom do we talk?

COBaLTT

http://www.carla.umn.edu/cobaltt/cbi.html
Second Language Research

Natural language acquisition occurs in context; natural language is never learned divorced from meaning, and content-based instruction provides a context for meaningful communication to occur (Curtain, 1995; Met, 1991); second language acquisition increases with content-based language instruction, because students learn language best when there is an emphasis on relevant, meaningful content rather than on the language itself; "People do not learn languages and then use them, but learn languages by using them" (GUGD website) [see Georgetown stats]; however, both form and meaning are important and are not readily separable in language learning (e.g., Lightbown & Spada, 1993; Met, 1991; Wells, 1994).
4 Examples of Content based L2 Instruction

1. German classroom sustainability
2. French classroom cuisine
3. (Business) German
4. Digital Humanities
German Sustainability
Charlotte Melin: UMN TC

http://gsd.umn.edu/language/greenproject/
The shared meal, as Michael Pollen has pointed out, elevates eating from a mechanical process of fueling the body to a ritual of family and community, from the mere animal biology to an act of culture.”
French Cuisine continued

Why three meals? Why seven courses? Why the shared meal? What role do foreign foods play in French cuisine? And conversely, how does McDonalds, the very idea of which is anathema to French cuisine, do so well in France? The students in this course will cook, taste, and dine together to explore and better understand French cuisine and its role in French culture.
German 1201/1202 @ UMD: Business German enriched
Michael Mullins: UMD

Content:
Writing a resume
Job interview rollplay
World of work in German-speaking world

In addition to learning not just about the very different cultural practice of writing a “Lebenslauf,” students will consider formal language register while role playing a job interview. However, perhaps of most interest, will be their involvement in presenting first (Ger1201) about a specific German province teaching the class about such concepts as quality of life measures, population densities, geographic descriptors and economic indicators of success and failure.
German Studies 1202 continued:

In German Studies 1202 students will apply much of the same learnings about how to talk about and interpret economic measures they learned in Ger 1201, but this while learning now about the European Union (EU), the history and development of that body, reasons for its founding and the role the EU plays economically and politically in the World today
The runet is characterized both by richness and complexity, as well as intrigue and a broad array of significant dangers. By augmenting our digital skills, students will be better prepared to learn about, navigate, and contribute to the culture we encounter in the digital form of the Russian world. Doing so allows us to draw on an important set of discourses from the emerging field of the Digital Humanities, while increasing our ability to use the Russian internet as a tool for further language learning. Students learn first to speak about computer hardware and software in Russian. We then discuss, in Russian, how computers and networks can allow us to get to know Russian culture better while still here in the US.
Conclusions about L2 in curricular design:
Content-based
Communicative
Connected
Cognitively Conceived
Caveats
The Heart of the Matter

http://vimeo.com/68662447