



**HOW and WHY
LANGUAGE LEARNING is USEFUL
in CHINA CAREERS**

A CONFERENCE SPONSORED BY PRINCETON IN BEIJING

OCTOBER 22-23
10 GUYOT HALL

How and Why Language Learning is Useful in China Careers

There is wide agreement that language is the gateway to culture; that the better one is at a second language, the more natural, and effective, communication in it will be; and that the more two languages differ, the more important it is to cross the divide. But exactly why is this so? Exactly what are the benefits, in various kinds of cross-cultural work, of getting good at a language? These questions have not, at least for the case of Chinese, been carefully studied, and may also not have been adequately appreciated. The professional journals in the Chinese language teaching field contain much about how to analyze language, how to teach it, and how to test results, but almost nothing on why language learning matters later on in life. The purpose of this conference is to address this question, for academics, as well as for people in business, journalism, government work, and elsewhere.

Presenters:

Julia Andrews, Art History, The Ohio State University

Ira Belkin, New York University

Bill Bikales, United Nations (retired)

Donald Clarke, George Washington University

Owen Fletcher, US State Department

James Gadsden, US State Department (retired)

Gregory Gilligan, Managing Director PGA Tour (Professional Golf Association) for Greater China

Thomas Gorman, Chair and Editor-in-Chief, FORTUNE China

James Hargett, Literature, SUNY Albany

Peter Hessler, The New Yorker

Ian Johnson, The New York Times

Perry Link, Literature, University of California, Riverside

Melinda Liu, Newsweek

Mary Kay Magistad, NPR

Anna Shields, Literature, Princeton University

Julian Smisek, US State Department

Rory Truex, Princeton University

Geoff Ziebart, former President, China for Crane Company

Commenters:

Liu Lening, Columbia University

Sun Chao-fen, Stanford University

Zhu Yongping, Notre Dame University

Organizers:

Chou Chih-ping, Princeton University

Perry Link, University of California Riverside

Henry Zhao, Princeton in Beijing

Conference Program

Saturday, October 22

10 Guyot Hall

- 9:00 AM-9:05 AM Welcome
- 9:05 AM-9:55 AM **Panel One: Academic Humanities**
Chair and Commenter: Chou Chih-ping, Princeton University
- Presenters:
Julia Andrews, Art History, The Ohio State University
James Hargett, Literature, SUNY Albany
Perry Link, Literature, University of California, Riverside
Anna Shields, Literature, Princeton University
- 9:55AM -10:45 AM Moderated Discussion
- 10:45 AM-11:00 AM Coffee Break
- 11:00 AM-11:30 AM **Panel Two: Business**
Chair and Commenter: Perry Link, University of California Riverside
- Presenters:
Gregory Gilligan, Managing Director PGA Tour (Professional Golf Association) for Greater China
Thomas Gorman, Chair and Editor-in-Chief, FORTUNE China [*paper summarized by Perry Link*]
Geoff Ziebart, former President, China for Crane Company
- 11:30 AM-12:00 PM Moderated Discussion
- 12:00 PM-1:30 PM Lunch
- 1:30 PM – 2:20PM **Panel Three: Journalism**
Chair and Commenter: Sun Chao-fen, Stanford University
- Presenters:
Peter Hessler, The New Yorker
Ian Johnson, The New York Times
Melinda Liu, Newsweek
Mary Kay Magistad, NPR
- 2:20 PM-2:30 PM Comments by Edward Wong, The New York Times
- 2:30 PM-3:20 PM Moderated Discussion
- 3:20 PM-3:35 PM Coffee Break
- 3:35 PM-4:15 PM **Panel Four: Law and Political Science**
Chair and Commenter: Zhu Yongping, Notre Dame University
- Presenters:
Ira Belkin, New York University
Donald Clarke, George Washington University
Rory Truex, Princeton University

4:15 PM-5:00 PM Moderated Discussion

5:00 PM-6:30 PM Reception

**Sunday, October 23
10 Guyot Hall**

9:00 AM-9:50 AM **Panel Five: Government Work**
Chair and Commenter: Liu Lening, Columbia University

Presenters:
Bill Bikales, United Nations (retired)
Owen Fletcher, US State Department
James Gadsden, US State Department (retired)
Julian Smisek, US State Department

9:50 AM-10:30 AM Moderated Discussion

10:30 AM-10:45 AM Coffee Break

10:45 AM-11:15 AM **Panel Six: Professional Language Teachers Reflect**
Chih-ping Chou (Chair), Liu Lening, Sun Chao-fen, Zhu Yongping

11:15 AM-12:15 PM **Open Discussion**
Moderators: Chih-ping Chou and Perry Link