

Azusa 1st Project

The Outline of the Project

You are required to produce a multimedia project entitled 'Teach me something new'. You will discuss, research, create and present a pair or individual project. Your project will be **associated** with one or more university subject as will have discussed in class.

Your project will be marked by a **panel** of teachers on three main areas:

- Quality of information
- Project design
- Quality of English Language

'Teach me something new'

The **concept** is very simple. All you have to do is find a topic that you think your audience don't know much about or are **naive** about, research it in your group and tell everyone about it. You can choose any topic you like as long as it is new and interesting for you and your audience.

Topic Area Ideas

- How natural events happen – for example, a Tsunami (Environmental Science)
- Present a product or business and how it works and it's success or failure– (Business Administration, Marketing)
- Global events – make a news **bulletin** about a recent event with background information – (International Relations)
- Explain a disease or illness that affects the body – for example, how a virus attacks the body – (Biology, Nursing)
- Explain about an **innovation** of technology, how it works and will change lives or has changed peoples lives – (Technology, Marketing, Economics)
- A **sub-cultural group** from a society – (Sociology, Social studies)

Of course, you can choose anything you like – BUT IT MUST BE RELATED TO A UNIVERSITY SUBJECT!

You must think about your idea and turn in a project proposal to be **assessed** by me.

How do we start?

- Find a partner or yourself
- Discuss a topic with the help of the Internet
- Write a project **proposal**
- Discuss your idea with me
- Start your research

Ideas for your research – Rikiya and Karin

Marketing

1. What is the history of your brand?
2. Which country developed your brand?
3. What are the various types of your brand?
4. What ways does your brand advertise to customers?
5. Where is your brand manufactured?
6. How is your brand's company run?
7. How much does your brand pay its workers?
8. How much does your brand cost in different countries?
9. What is the future for your brands?

Research Methods

Internet research, Telephone interviews, Customer Interviews, Graphs and charts

Ideas for your research – Kaori

Hospitality

1. What is the history of your company?
2. Where does your business operate?
3. What is the philosophy of your company?
4. Who are the managers of the company?
5. Who are the customers of your business?
6. Why does your business need to make new projects?
7. How does your company make people happy?
8. What kinds of jobs do your company's workers have?

Research Methods

Internet research, Telephone interviews, Customer Interviews, Graphs and charts

Ideas for your research – Yuki and Asami

Science

1. What are the main aims of your research?

2. What experiments are you going to do?
3. Who has tried similar experiments in the past?
4. Who will be tested and how will you do it?
5. How will you record your results?
6. What safety rules do you have to protect you?
7. What future experiments would you like to do?

Research Methods

Internet research, Experiments on each other, Experiments using other people, Graphs and charts

Ideas for your research – Yuhei

Social Studies, International Relations, Law

1. What is the focus of your topic?
2. What is the democratic structure of the Japanese political system?
3. What is the history of this system?
4. What main differences are there with other countries?
5. How could the Political system be changed?
6. What do other people think about the Japanese system?

Research Methods

Internet research, Interviewers with experts, TV and Newspaper reports, Graphs and Charts

Ideas for your research – Eri and Hiroko

Media Studies, Social Studies

1. What is the main question for your project?
2. How will you discover more about your idea?
3. What will you make?
4. How will you test your ideas?
5. Who will you test your ideas on?
6. How will you record your ideas?
7. How will you present your data?

Research Methods

Internet research, Cooking experiments, Interviews, Graphs and charts

Project Proposal Form

Project Members:

Project Title:

Outline of the Project:

University subject relating to your project:

Approved by _____

Questionnaires and Data Recording

Open Questions

These are questions that you ask to get long answers from your interviewee.

For example,

1. "Why do you think Tokyo needs a new Disney Hotel?"

Now the interviewee can give you a long answer.

If you ask "Do you think Tokyo needs a new Disney Hotel?" The interviewee can give you a short answer – Yes or No. This is not good enough for your project.

The Likert Scale

Use these questions to get data for graphs and charts. You can ask many people the same question.

2. "Do you think the Japanese Government System should be more like the USA?"
3. "Would you buy this Pizza in the Shop?"
4. "Do you think poor countries should make sneakers?"

Definitely No	Maybe No	I don't know	Maybe Yes	Definitely Yes
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Time Scale Data Recording

If you are doing an experiment you can check the progress of your research by using this method.

For a "No eating" experiment,

5. "Right now, how do you feel?"

At 9:00 pm	At 7:00am	At 1:00pm	At 4:00pm	At 8:59pm
I feel OK	I still feel fine			

Telephone Interviews

You should try to ask "open questions" but short YES/NO questions - called "closed questions" are ok.

"Do you think.....?", "Are you happy about...?"

Why? – because people are busy and they may not want to give you a lot of time.

If you make tick boxes style questions you can ask many very quickly.

Project Progress Report Form

Project Members:

Project Title:

Research Done

1.

2.

3.

Video Done?

Yes, we have.

No, we haven't yet.

What do you plan to do next?

1.

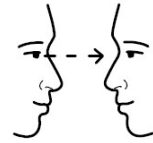
2.

3.

Approved by _____

Presentation Techniques

- Choose who will talk first and who will be second
- Use short sentences on your slides and explain them
- Keep your audience interested
- Try to be confident and comfortable
- Make good eye contact
- Vary your volume and don't speak too quickly
- Use friendly body language
- Don't talk for too long or too short



UK Grading System

Pass Grades

A grades (A+, A, A-) Excellent

B grades (B+, B, B-) Very Good, Good

C grades (C+, C, C-) Satisfactory, OK

Failure Grades

D grades (D+, D, D-) Unsatisfactory,
Poor

E grades (E+, E, E-) Incomplete

U grade (U) Not turned in

Marking Criteria Example	Group X
<p>Quality of information</p> <ol style="list-style-type: none"> 1. Did you understand the Project? 2. Was the information clear? 3. Did the research seem thorough? 	A
<p>Project design</p> <ol style="list-style-type: none"> 1. Could you see the information clearly? 2. Was the information displayed in an interesting way? 	B+
<p>Quality of English Language</p> <ol style="list-style-type: none"> 1. Was the language clear to understand? 2. How was the English level for 3 year High School students? 	A-
Overall Grade	A-