

**DAVID LAM CENTRE FOR INTERNATIONAL
COMMUNICATION - SIMON FRASER UNIVERSITY**

The David Lam Centre places a strong emphasis on teaching, training and research in Asian languages and cross-cultural communication. The Canada Program delivers situation-based training in language and behavioral skills for business and professionals. The Centre also offers related courses, seminars and forums on cross-cultural management and communication.

The Canada Program in East Asian Languages and Cross-cultural Communication offers intensive and non-intensive training in Japanese, Mandarin, Cantonese and Korean as well as cross-cultural communication in 25 - to - 30 common situations. The combining of language with cross-cultural communication reflects the importance of understanding first WHAT the other side EXPECTS will be said in a particular situation in institutional and cultural contexts, then HOW the other side expects it will be said. Understanding what should be said and why such a thing should be said in different situations helps the business person to avoid using the right pronunciation and the right grammar to say the wrong thing.

Specially packaged courses of varying length and intensity are set up and delivered in response to specific requests from corporations or organizations with particular needs. Teaching methodology in an intensive course emphasizes an audio-visual, interactive, context-sensitive and situational approach, with special attention paid to the social and business dynamics of the chosen society.