

The Analysis of the Spread of ESP by Diffusion Theory of Innovation



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Abstract

The development of ESP at Japanese universities in the recent years can be considered to be a new phenomenon that spreads new beliefs, practices and research in the area of EFL. In this study, the presenters report the findings of the analysis of the development of ESP at Japanese universities as an innovation based on the Diffusion Theory of Innovation. Specific results of the investigation on the ESP courses or programs offered at multiple top universities in Japan and summaries of research articles on various branches of ESP (e.g. EST, English for Business, English for Medicine, and English for Law) published in representative research journals (e.g. JACET ESP SIG Annual Reports, JALT OnCue Journals) from 2003 till 2013 are reported. These findings indicate that the development of ESP at Japanese universities contains strong innovativeness in terms of conception, spread patterns and practices that are identical with innovations in other areas.

Introduction

- Definition of "innovation":** Replacing an old version but the product itself is unlike anything that has existed before (Ronald & Gordon, 2003, p. 322)
- Characteristics of innovation:** Changing the individual's lifestyle, an organization's strategy and a society's culture (Smith, 2003, p. 348)
- Types of innovation:** (1) Replication (2) Redefinition (3) Forward Incrementation (4) Advance forward Incrementation (5) Redirection (6) Reconstruction (7) Reinitiation (8) Integration (Robert, Jean, & James, 2003, p. 159)
- Definition of "Diffusion":** The process in which an innovation is communicated through certain channels over time among the members of a social system (Rogers, 2003, p. 5)
- Spreading of ESP** at Japanese universities not only in English education programs but also in non-English major areas (Shi, 2012)

Research Purpose

To reports the findings of the analysis of the development of ESP at Japanese universities as an innovation based on the Diffusion Theory of Innovation.

Methodology

- Investigation on innovation theories, high education theories, ESP theories and programs
- Investigation on ESP-related publications in leading academic publications of higher education and English education in Japan
- Investigation on representative case studies of EST programs at UEC
- Comparison of innovation theories and ESP phenomenon to determine the innovativeness of ESP education in Japan

Results & Findings (1)

1. ESP courses offered at 25 Japanese universities (in 2014)

Subject categories	No. of Courses
Common core	184
Selective common core	30
Elective	18
Closely-packed series of lectures	2
Total Courses	234

2. Numbers of ESP-related publications in Annual Reports of JACET ESP SIG

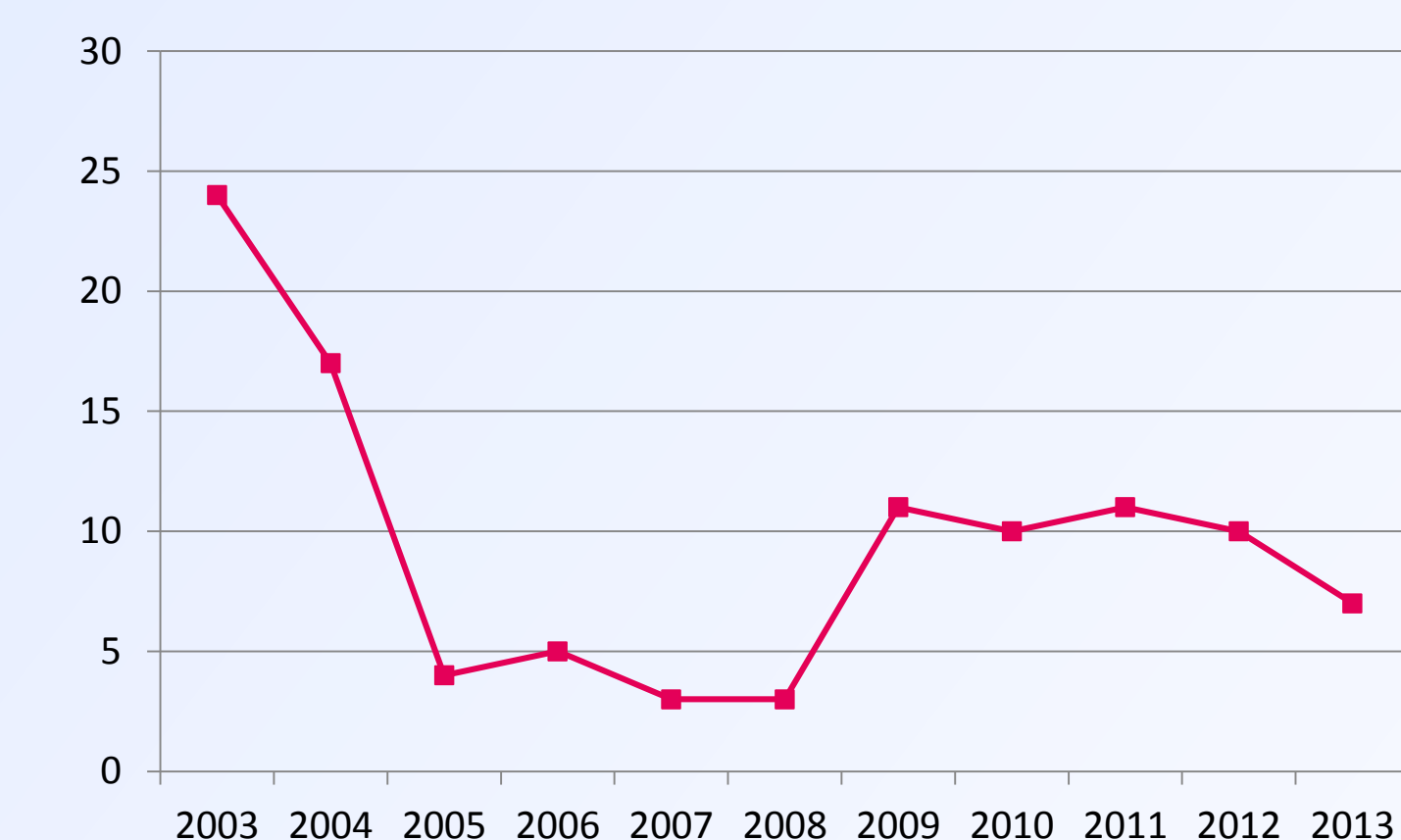
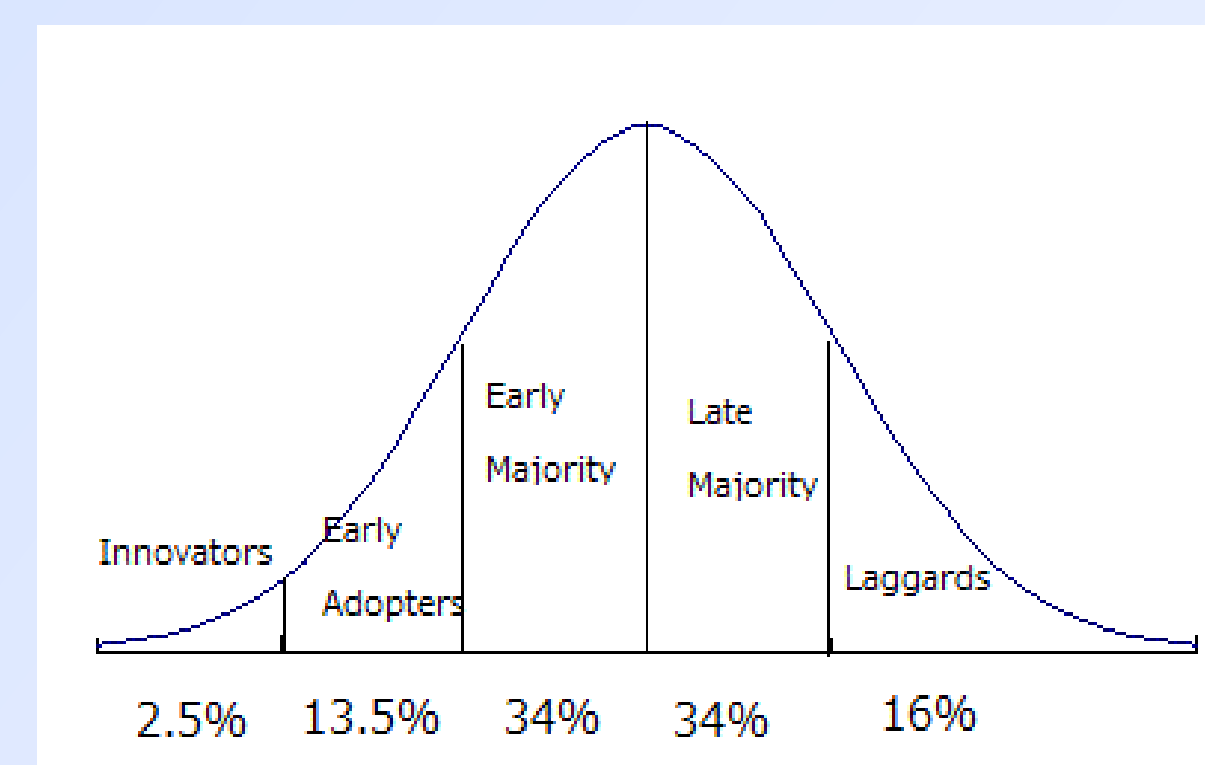
Types	No. of ESP-Related Themes	Year	No. of ESP-Related Themes
Article	26	2003	24
Conference	1	2004	15
Paper	9	2005	4
Preface	1	2006	4
Presentation	9	2007	2
Report	21	2008	3
Research report	13	2009	10
Review	1	2010	4
Technical note	1	2011	5
		2012	4
		2013	7

Results & Findings (2)

3. Numbers of ESP-related publications in JALT OnCue Journals

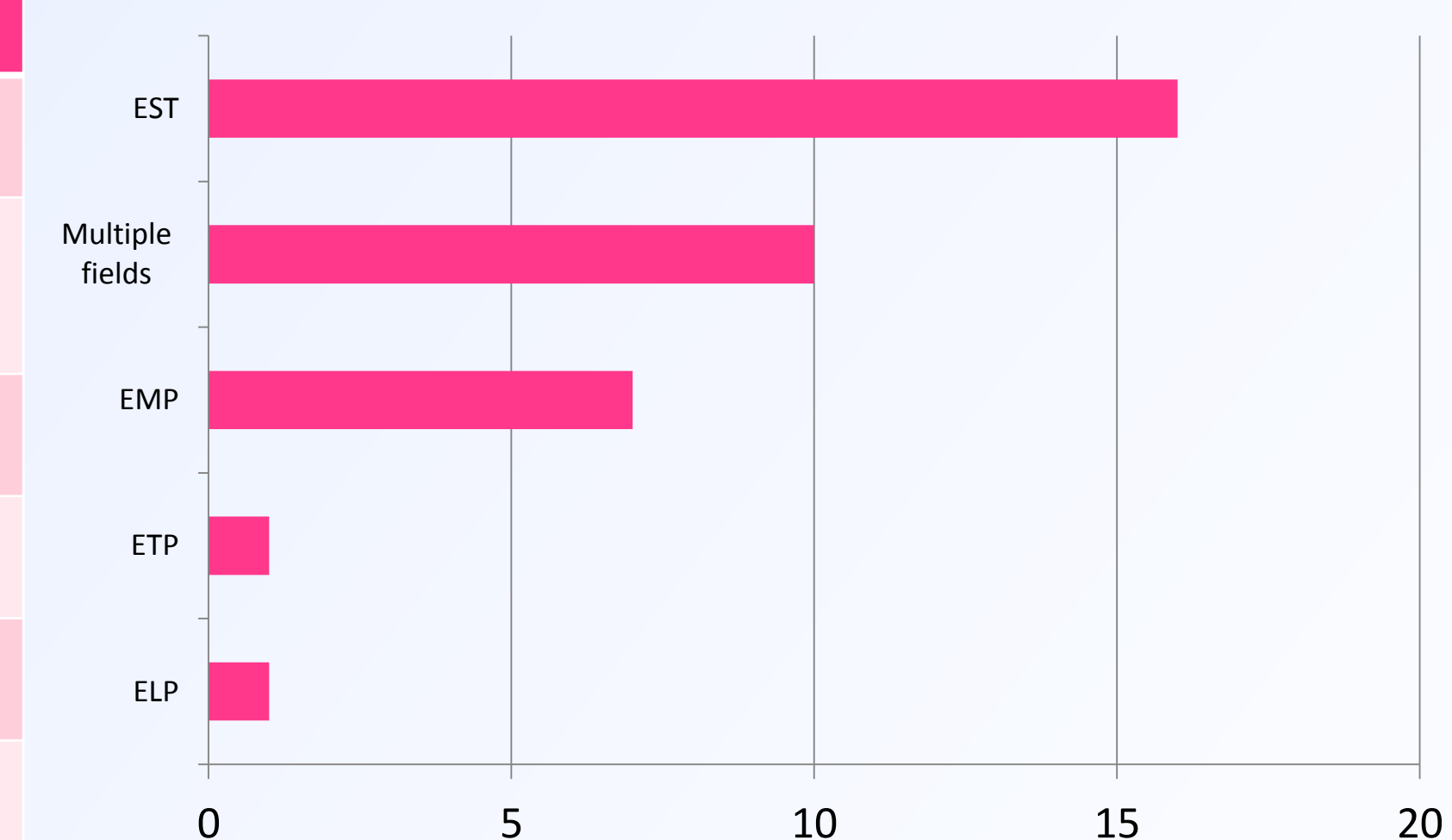
Types	No. of ESP-Related Themes	Year	No. of ESP-Related Themes
Article	1	2003	0
Book review	1	2004	2
Conference	1	2005	0
Feature	5	2006	0
interview	2	2007	1
Opinion & Perspective	1	2008	0
		2009	1
		2010	4
		2011	1
		2012	2
		2013	0

4. Adopter Categorization of Innovation & Total ESP-related themes



5. Innovation Development Processes & Total number of ESP-related articles from CiNii (1999-2014)

No	Innovation Development Processes
(1)	Recognizing a Problem
(2)	Basic and Applied Research
(3)	Development
(4)	Commercialization
(5)	Diffusion and Adoption
(6)	Consequences



Conclusion

- Reports the trend of ESP education at Japanese universities by analyzing ESP courses and programs offered at Japanese universities
- Interpreting development of ESP by analyzing the data of ESP-related publications by leading academic journals in Japan
- Assesses the innovativeness of ESP development in Japan by applying the Diffusion Theory of Innovation
- Identifies the ESP education in Japan to be an innovative phenomenon based on its developmental features

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