Title: **Easy embedding: improving internationalisation and academic success through email**

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Session Learning Outcomes

By the end of this session, delegates will be able to:

- understand key cultural elements affecting student email (home and international)
- recognize ways student/staff email can impact academic success
- devise methods to apply this understanding and recognition in their own institutions

Session Outline

This interactive workshop will allow participants to explore the possibilities inherent in academic email as a means to improve internationalization and student success. Email is already an embedded element of most HE courses, making it an easy tool to leverage for further benefit. Research has shown that international students may be disadvantaged by their use or underuse of email in a Western HE context (Biesenbach-Lucas 2005; Biesenbach-Lucas 2007; Economidou-Kogetsidis 2011; Chang & Hsu 1998; Robbins 2011), but 'western' home students also encounter difficulty with the genre (Robbins 2011). In other words, email issues appear to be culturally situated, while successful academic emails (written in English) show an internationalized awareness. Teaching students how to write academically appropriate emails and raising staff awareness and tolerance of cultural elements within email can therefore be a simple way to achieve a more internationalized curriculum.

A further benefit of focusing on explicit email training is the possibility of improving not only students' integration into their academic community, but also their academic achievement: my dissertation research found that students with good academic email skills were more likely to get the help they need and therefore succeed academically. This session will look at possible ways to practically apply email training, pulling on documented methods from the field of English for Academic Purposes and from participant discussion.

Session Activities and Approximate Timings

The outline of the workshop is a follows;

Intro / Session overview (5 min)

Discussion 1(10 min)
-participant reactions to email cultural elements

-synthesize key points and research

Discussion 2(10 min)
-participant reactions to email success elements
- synthesize key points and research

Practical Application (20 min)
-EAP suggestions
-group brainstorming

References

Biesenbach-Lucas, S., 2005. Communication topics and strategies in e-mail consultation: Comparison between American and international university students. *Language Learning*, 9(2), pp.24–46. Available at: http://llt.msu.edu/vol9num2/biesenbachlucas/default.html.

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