SYLLABUS

EFSLANG 689S – Exploring Silicon Valley Language and Culture
Stanford University
Building TBD, Room TBD
W 9:00 – 10:50
Summer 2014

Instructor: Kristopher Geda  Office: Building 260, Room 217
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Description
This course focuses on the language and culture specific to Northern California’s Silicon Valley. Characterized by a relatively casual professional climate as well as an ambitious start-up culture, Silicon Valley is recognized as the heart of technological and business innovation for the United States.

Via exposure to authentic language such as blogs, magazine articles, presentations, and personal interactions with Silicon Valley professionals, this course offers students an opportunity to gain familiarity with communicative practices specific to the region. We will focus on the vocabulary, verbal expressions, and interactional norms that mark successful students, entrepreneurs, and professionals as members of the Silicon Valley atmosphere.

Graduate students will closely examine authentic exemplars of common Silicon Valley texts, such as feasibility reports, business profiles, product demonstrations and announcements, as well as oral pitches introducing a business idea or product. They will then develop their own projects, such as a written business profile report, an oral presentation of a product, or an elevator pitch for a start-up.

Requirements
Attendance: You must attend every class meeting and arrive prepared and ready to participate. The Language Center has a strict 90% attendance policy, which means that you can miss no more than two classes. Tardiness in excess of 10 minutes constitutes an absence. Because the majority of learning takes place in class, it is essential that you participate in class and prepare thoroughly at home.

Assignments: Assignments will vary based on the skills and needs of the class, but will likely include: practicing verbal strategies, small and large group discussions, and collaborative work with new material. We will practice extensively in class.

Homework: In order to prepare for in-class activities and assessments, you may be required to read short texts as preparation for the discussion, prepare research for group work, and practice the skills we learn and implement in class. You may also be asked to practice what we have learned in class on your own or with other English speakers.

Late homework or assignments will not be accepted. Plan ahead.
**Students with Disabilities**

Students who may need an academic accommodation based on the impact of a disability must initiate the request with the Student Disability Resource Center (SDRC) located within the Office of Accessible Education (OAE). SDRC staff will evaluate the request with required documentation, recommend reasonable accommodations, and prepare an *Accommodation Letter* for faculty dated in the current quarter in which the request is being made. Students should contact the SDRC as soon as possible since timely notice is needed to coordinate accommodations. The OAE is located at 563 Salvatierra Walk. Phone: (650) 723-1066