


Personal Profile					
Given Name	Judith	Mid Name			
Family Name	Ainsworth	Gender	Female		
Nationality	Canada	Date of birth	1955-05-09		
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Zip Code	H3S 1X5	Phone No.	1-7059283737		
Fax No.		Email Address	judith.ainsworth2@mcgill.ca		
Academic Title	Lecturer or equivalent	Current Working University/Institute	McGill University		
Education Background	Duration	University/Institute	Major	Degree	
	2008-09-01--2012-04-27	University of Montreal	Education, Applied Linguistics	PhD	
	1982-09-01--1984-04-27	University of New Brunswick	Linguistics	Master	
	1974-09-02--1978-04-28	Wilfrid Laurier University	French and Spanish	Bachelor	
Working Experience	Duration	University/Institute	School/Department	Academic Title	Course Title
	2012-09-01--2013-12-31	Université of Montréal	Education/Didactique, Administration et fondements de l'éducation; Lettres/Linguistique et traduction	Lecturer or equivalent	Didactique de la grammaire en FLS, valuation de l'apprentissage des langues secondes, Acquisition des langues secondes
			Didactique des langues	Lecturer or equivalent	Didactique de la grammaire

Universit é

2013-09-01--2013-12-31	du Qu é bec à Montr é al			
2014-01-12--2014-06-15	McGill University	School of Continuing Studies	Lecturer or equivalent	Professiona l Writing in Business, Fundamenta l s of Workplace C ommunicatio n
2014-08-15--2016-07-31	University of Florida	Warrington College of Business/Center for Management Communication	Lecturer or equivalent	Professiona l Writing, Professiona l Communica tion, Professiona l Communica tion for Accountants
2017-07-03--2017-07-15	Beijing Foreign Studies University	International Summer School	Lecturer or equivalent	The Basics of Leadership and Management
2019-07-15--2019-07-27	Beijing Foreign Studies University	International Summer School	Lecturer or equivalent	The Basics of Leadership and Management
		Fox School of Business/Marketing and Supply Chain Management	Lecturer or equivalent	Business Co mmunication ,

		University			Professional Skills Development
	2016-08-01--2020-06-30 2020-09-01--2020-12-30	Temple McGill University	School of Continuing Studies	Lecturer or equivalent	Professional Writing in Business
Research Field	Applied Linguistics International Business Discourse Analysis				
Publications	<p>Selected Refereed Journal Articles 2021 Ainsworth, J. (forthcoming) An ecolinguistic discourse approach to teaching environmental sustainability: CEO letters to shareholders, Business and Professional Communication Quarterly. 2020 Ainsworth, J. Team-Based Learning in Professional Writing for Accounting Graduates: Positive Impact on Student Engagement, Accountability and Satisfaction. Journal of Accounting Education. (under review) 2019 Ainsworth, J. LSP in Canadian higher education: what we can learn from program reviews, Global Advances in Business Communication, 8 (Article 4), https://commons.emich.edu/gabc/vol8/iss1/4 2016 Ainsworth, J. Student-led Project Teams: significance of regulation strategies in high- and low-performing teams. Journal of Management Education, 40(4), 453-477. DOI: 10.1177/1052562916630575. 2014 Ainsworth, J. The "why" and "how" of task-based language learning for an advanced Business French course. Global Business Languages, 19, Article 9. Available at: http://docs.lib.purdue.edu/gbl/vol19/iss1/9/. 2013 Ainsworth, J. Business languages for intercultural and international business communication: a Canadian case study. Business and Professional Communication Quarterly, 76(1), 28-50. DOI: 10.1177/1080569912471186. 2012 Ainsworth, J. Integrating methods and strategies from language teaching and business studies in Languages for Specific Business Purposes courses. Global Advances in Business Communication, 1(1), Article 7. Available at: http://commons.emich.edu/gabc/vol1/iss1/7. 2008 Ainsworth, J. Video excerpts, classroom games and an online double auction experiment: integrating "supply and demand" in the business language classroom. Global Business Languages, 13, 109-127. 2005 Ainsworth, J. H tel Renaissance: using a project case study to teach Business French. The Journal of Language for International Business, 16(1), 43-59. Book Chapters 2020 Ainsworth, J. Un/ethical leadership: a Critical Discourse Analysis of a CEO' s email to team members. In J. S. Fernández-Vázquez, R. C. lvarez-Delgado, & . Sancho-Rodríguez (Eds.), Ethics in Business Communication: New Perspectives and Challenges (pp. 197-232). Bern: Peter Lang. https://emrbi.org/wp-content/uploads/2020/10/EuroMed-13-2020.pdf 2012 Ainsworth, J. The competitive advantage of learning Languages for Specific Business Purposes. In P. Heynderickx, S. Dieltjens, G. Jacobs, P. Gillaerts, & E. de Groot (Eds.), The Language Factor in International Business: New Perspectives on Research, Teaching and Practice (pp. 91-111). Bern: Peter Lang Linguistic Insights, Studies in Language and Communication. 1993 Ainsworth, J. Pour un enseignement du français assisté par ordinateur en première année universitaire. In J. A. Ainsworth, J. Jewinski, D. John et R. Ryan (Eds.), Second Language Dynamics: Essays for Teachers/Pour une meilleure pédagogie des langues secondes (pp. 69-75). Waterloo, ON: University of Waterloo.</p>				
Other Achievements	<p>Awards and Honours 2018-19 Temple University Internationalization Grant, Office of International Affairs Project Title: Temple in Australia: Faculty Research, Student Cultural Enrichment, Overseas Cooperation with the University of Queensland (\$3,970). 2018 Most Valuable Professor, Temple University Athletics Field Hockey 2009-12 Social Sciences and Humanities Research Council of Canada (SSHRC) Joseph-Armand Bombardier Scholarship (\$105,000). 2009 Award for Best Paper Integrating Methods and Strategies from Language Teaching and Business Studies in Languages for Specific Business Purposes Courses. First Tricontinental Conference on Global Advances in Business Communication</p>				

(GABC).

Course Information	
Course Title	The Basics of Leadership and Management Communication
Teaching Language	English
Teaching Methods	Combines lecturing, seminar and tutorial work
Type of Class Arrangement (A–H)	A2
Course Description	<p>The Basics of Leadership and Management Communication is an interdisciplinary, interactive module designed to raise critical awareness of the crucial role of language and communication in leadership and management. The main aim of the module is to equip students with theories from both leadership and management, communication and discourse theory, and provide them with opportunities to link language-focussed theoretical knowledge to business contexts. The module focuses on the role language plays in organisations: both as constitutive of organisational processes and reality, as well as a “technical skill” in leadership and management. In this sense this unique module provides students with an opportunity to go beyond the traditional communication training materials, question do and don’ t lists and critically observe how language works in leadership and management. Throughout the course, we will combine findings from academic disciplines in language and discourse studies as well as business and organisational studies. The module is therefore recommended for students interested in language and discourse, as well as students of business and management who would like to develop an awareness of the importance of language and communication for business success.</p>
Course Syllabus	<p>Course objectives Upon the successful completion of the module, students will be able to demonstrate a knowledge and increased awareness of: the role of language and communication in a range of leadership and management contexts theories and models of discourse analysis by which to analyse authentic leadership and management texts a range of leadership communication skills Upon the successful completion of the unit, students will be able to: notice and critically evaluate a range of spoken, written, computer-mediated and multimodal leadership and management texts carry out independent research show awareness of the special demands and complexities of international leadership communication connect their theoretical and practical work to your own performance experience corporate connections by engaging with authentic research data gathered from leadership settings. Course Schedule To read before coming to class Topics for Each Session Who is a Leader? 1) Language and Communication in Leadership and Management Main aims of the session: define the sources of power define and identify leadership and management communication genres distinguish between transactional and relational communication /Agentic and communal behaviour, and understand the role of both in leadership and management Analysis: email communication, The Call Centre (UK reality show) Practice: Crisis situation in a shopping centre Chapter 11A Chapter 13B Managing and Leading People 2) Leading and Managing People Main aims of the session: get familiar with “Leader-Member exchange theory” appreciate the role of language in employee branding learn ways of exploring the hidden meaning in corporate documents through critical</p>

	<p>discourse analysis Analysis: mission statements, superordinate-subordinate interaction Chapter 13A & 13C Chapter 13B Leading and Managing Groups 3) Language and Organisational Culture I Main aims of the session: get familiar with Tuckman's stages of group development understand the Elements of Organisational Culture like stories, metaphors, ways of communicating Analysis: problematic email interaction, Interview from a workplace Chapter 9A & B Conversations: opposing opinions, opposing interests 4) Language and Organisational Culture II Main aims of the session: define Communities of Practice understand linguistic politeness think about the role of swearing, teasing and humour in leadership and management communication Analysis: Interaction extracts Practice: Role play: meeting or similar (if possible these could be recorded and used as data for analysis in the next session) Chapter 9C Chapter 14B Transformational Leadership: The role of non-verbal communication 5) Negotiations Main aims of the session: understand the concepts and assess verbal and non-verbal immediacy make a difference between personal and instrumental goals in negotiation learn compliance gaining strategies appreciate the role of non-verbal communication Analysis: if available, watch recording from previous session, note down and analyse non-verbal communication, feed back to participants Practice: Either do or analyse a negotiation. Chapter 7B Article: Getting Sí, Ja... The Language of Negotiation 6) Speaking and Writing for the Public Main aims of the session: become familiar with basic concepts of Aristotelian rhetoric appreciate the role of metaphors and stories Analysis: Letter to shareholders Practice: produce an improved version of an organisational text Chapter 7C Chapter 4A, B & C Leading Virtual Teams 7) Leading in the digital age: Instant messaging and email Main aim of the session: appreciate the complexity of virtual work think about the problems caused by the lack of non-verbal communication Analysis: email and instant message interactions Practice: how to write an effective email See document on final session. Final Session and Review 8) Consolidation and revision Main aims of the session: revise leadership and management theories revise linguistic and discourse theories and draw attention to the links between them identify a range of leadership and management texts and explore them by applying the theories covered in class discuss assessment criteria and essay topics</p>
Course Assessment	<p>Attendance and Participation 10% Written Assignment 90% (1500 words excluding bibliography and appendices) Summative feedback will be given through written comments on assessed work. Specific marking criteria can be found at the end of each assignment. Marking is based on – attendance in class (based on class register) – attendance and work in study groups (based on study group register, see Appendix 1) – evidence of individual work (online tests, work submitted in class as requested) – active participation (active participation means that you are positively involved in both group work and full class discussion, making comments or asking questions that contribute to the learning process. We are more interested in quality than sheer quantity of contributions.) Assessment 2 BRIEF 1500 word essay 90% The essay is based on the analysis of a chosen text, related to the topics covered in the class. Possible texts include, but are not limited to: spoken interactions involving a leader/manager from TV shows, such as The Apprentice, The Call Centre or similar mission statements company visions company web pages email interactions CEO's letters Leader/Commencement speeches The assessment is aimed to provide evidence that you can: identify a genre of leadership/management discourse and formulate a meaningful question about its effectiveness or purpose take a</p>

	<p>communication or discourse analytic viewpoint to address your question, but discuss your findings in the light of the business/organisational/management purpose of the text provide evidence of background reading and familiarity of aspects of your chosen topic, both from a professional/business/management as well as from a language-focussed perspective demonstrate that you understand the applicability of your chosen language-focussed approach to business contexts incorporate and respond to peer feedback from presentation session communicate findings effectively</p> <p>Formal requirements</p> <p>Cover page: title, student name and ID number, professor' s name, submission date</p> <p>Clearly identify the word count (chosen text appended and references are NOT part of the word count)</p> <p>point 12 size letters of a commonly used font 1.5 line spacing</p> <p>clearly structured with page numbers, subheadings, and separate page for references</p> <p>Proofread!</p> <p>Suggested structure of the essay</p> <p>1) COVER PAGE (not in word count)</p> <p>2) Introduction Background for or context of the text chosen text Reason for your choice. Why is this text important? What does academic literature say about similar texts from a business/organisational/ management/discourse or linguistic viewpoint</p> <p>3) Research question and method of analysis What would you like to explore? Why does the text warrant attention? How will you go about answering your question – what is your chosen method of analysis? Why do you think the method chosen will allow you to answer your questions? What methods did other scholars use to explore similar questions? Has scholarship looked at similar texts but using different methods? How will yours be different?</p> <p>4) Analysis and discussion Sum up findings and show how these findings answer your research questions How do your findings relate to previous research?</p> <p>5) Conclusion Were you able to answer the question? How can the findings be applied in leadership/management or corporate communication? What did you learn from the findings? How did this knowledge affect your leadership and management communication skills? Give specific examples.</p> <p>6) Back matter (not in word count) Bibliography</p> <p>Appendix 1: Original text Appendix 2: Grading Rubric for Essay</p>
Course Books and Recommended Reading	<p>Required reading list</p> <p>Darics, E., & Koller, V. (2018). Language in business, Language at work. Palgrave .</p> <p>Campbell, K. S. (2015). Thinking and interacting like a leader. The TILL system for leadership communication (2nd ed.). Hilton Head, South Carolina: Parlay Press.</p> <p>Recommended readings</p> <p>Darics, E. (2016). Writing Online: A guide to effective digital communication at work. New York: Business Expert Press.</p> <p>Driskill, G. W., & Brenton, A. L. (2011). Organizational culture in action. A cultural analysis workbook (2nd ed.). Thousand Oaks, California: Sage.</p> <p>Holmes, J., & Stubbe, M. (2003). Power and politeness in the workplace: a sociolinguistic analysis of talk at work. London: Longman.</p> <p>Koller, Veronika (2011). 'Hard-working, team-oriented individuals' : Constructing Professional Identities in Corporate Mission Statements. in Angouri, J., & Marra, M. Constructing identities at work. Basingstoke: Palgrave Macmillan. pp 103–126.</p> <p>Mautner, G. (2016). Discourse and management. Hampshire, England: Palgrave Macmillan .</p> <p>Northouse, P. G. (2016). Leadership: theory and practice. Los Angeles: SAGE</p> <p>Schnurr, S. (2009). Leadership discourse at work. interactions of humour, gender and workplace culture. Basingstoke: New York: Palgrave Macmillan.</p> <p>Walker, R., & Aritz, J. (2014). Leadership talk: A discourse approach to leader emergence. New York, NY: Business Expert Press.</p>