

# SHOWCASE

Professional, Scholarly & Creative Activity

# Bruce McCormack

## English Language Development Department

### BIOGRAPHY

#### BRUCE MCCORMACK AND CLAUDIA ESTIMA, BRAZIL


As a life-long educator who has taught in B.C., Quebec, the U.K., Iran, Japan and Brazil, Bruce McCormack has developed a firm belief in the magic of intercultural exchange. When 'the other' becomes known, the divisiveness of 'us and them' starts to dissipate and give way to the power of 'us'. Together, we are stronger and can work more effectively for the common good.

Cláudia Estima teaches English as a Foreign Language in Brazil at the Instituto Federal do Rio Grande do Sul (IFRS) for technical and undergraduate-level students. Since 2013, she has been engaged in the Film Project/Camosun-IFRS with Bruce McCormack in order to narrow distances between cultures. Professor Estima believes that learning must go beyond the geographical and cultural walls of everyday classrooms, offering students an opportunity to shape and express their beliefs and to learn about others' points of view.



### An Intercultural and International Exchange: Instituto Federal do Rio Grande do Sul, Brazil and Camosun College, Canada

Technology has made Marshall McLuhan's 'global village' and – by extension – the 'global classroom' an everyday reality. It has recently led to my professional involvement with two Brazilian post-secondary institutions. On 15 occasions since 2013, my advanced second-language students at Camosun College in Victoria, B.C. and I have worked online in real time with



the students of Professor Claudia Estima—who teaches at the Instituto Federal do Rio Grande do Sul (IFRS)—in Porto Alegre, in southern Brazil.

Together, we have watched entire films or clips from films such as 'Gandhi' which engage students with themes such as racism or civil disobedience. The students have then listened to a follow-up lecture—given by an instructor in Canada or in Brazil—and participated in a question / answer discussion.

The upshot is that students from upwards of 15 different countries of origin have taken part in international discussions in English—their lingua franca—learning to converse on challenging topics and extending their intercultural competence while situated in two classrooms that are over 11,000 kilometres apart! Simply put, this multicultural and transcontinental learning environment is something our grandparents could not have imagined.

In addition to working with Professor Estima on this film project, I have also been part of a 'voice narration' project, working with a small team of Camosun colleagues in collaboration with a team from another Brazilian college in Pelotas, the Instituto Federal Sul-Rio-Grandense (IFSul), also in southern Brazil.

Our Canadian team has provided English-speaking 'voices' for animated cartoon characters in ESL scripts written and produced with animation in Brazil, for the purpose of teaching English to Brazilian college students. Clearly, Marshall McLuhan was right—we now live in a global village, and our 21st century students fully understand this.