

国際ビジネスコミュニケーション学会

Japan Business Communication Association, September 2014

関西支部

2014年度 第2回 支部例会 プログラム

【 日 時 】

2014年9月27日(土曜日) 13:00 ~ 16:20

【 会 場 】

同志社大学 今出川校地 扶桑館 F307 教室

Conference Program

- 13:00 ~ 13:10 関西支部 支部長 挨拶
Alex M. Hayashi (常磐会学園大学)
- 13:10 ~ 13:50 研究発表
The Past and Present of Business English and Communication
- 亀田尚己 会員(同志社大学商学部名誉教授)
- 14:00 ~ 14:40 研究発表
The Present and Future of Business English and Communication
- 佐藤研一 会員(同志社大学商学部准教授)
- 14:50 ~ 15:30 研究発表
Students Motivating Students: Project Work that Works
- Ryan SMITHERS 会員(佛教大学非常勤講師)
- 15:40 ~ 16:00 関西支部総会
支部会終了後、懇親会を開催いたします(会費4,000円程度)。

The Past and Present of Business English and Communication

Naoki Kameda, Ph.D.
Professor Emeritus
Doshisha University

Japan is a country unable to feed itself because of the scarcity of natural resources. We have to import resources to survive, and to import we have to export to get money enough to buy the goods for people. To facilitate these transactions the Japanese companies and people needed business English. It was an indispensable tool of international trade—a matter of life and death for Japan.

Business English in Japan or probably in the UK have dealt with the dyad relations of the two opposing parties such as the seller-buyer, claimant-respondent, creditor-debtor, and manufacturer-distributor across borders. This particular English was referred to “Commercial English,” while “Business English” was the term for the domestic business in the US, developed in a unique way for the benefits of mail order houses and their businesses.

In the modern world, however, the arena of international management has also become an important object of our study. The management and the local staff having different cultural backgrounds work together and share business ideas under the same management system. Either Commercial English or Business English explained above is unable to cover this new field of study.

This presentation deals with the issues of the business English and business communication focusing on the development of these studies. The old problems of business communication issues will be discussed from a new angle. The major point will be the paradigm shift from Business English to Business Communication in terms of sender, message, medium, and receiver.

The Present and Future of Business English and Communication

Kenichi Sato

Associate Professor

The Faculty of Commerce, Doshisha University

English is often referred to as a global business language in recent years. Indeed, the language is now spoken in various business scenes, even where nobody speaks it as his/her mother tongue. Chosen and used as a common language among people whose first languages are different, English seems to have secured its position as *the* global language in the 21st century.

What does it mean to be a global language, though? There are political, economic, and social factors to make a language global. Moreover, in today's culturally diverse world, English is constrained to be multi-faceted. English as a Lingua Franca, World Englishes, and Globish are a few of such facets. Despite the enthusiasm supporting it, issues and criticisms against it are also becoming obvious. So it is now important to critically examine the concept of English as a global language.

Business English as a Lingua Franca ('BELF') embodies multiple noteworthy features, and one of such is, as mentioned above, that it is used where nobody speaks it as the first language. Businesses in non-English-speaking countries have begun to make English the official language for their internal/external communication. This recent endeavour by non-Anglophone organisations is worth close attention.

BELF is a developing phenomenon, so its future is yet to be known. But it will surely have its rise and fall, as did any historical global languages, i.e. Latin and Classical Chinese. This presentation, discussing the current status of BELF as outlined above, will also try to address BELF's future prospects.

Students Motivating Students: Project Work that Works

Ryan W. SMITHERS

Lecturer of Bukkyo University, Osaka Institute of Technology,
Otani University and Doshisha University.

Knowing how to motivate students so that learning English is a fun and rewarding experience for all is an issue that many in academia face. This issue becomes even more complicated when EFL educators are tasked with the responsibility of combining the knowledge of key business concepts, manners, and theory, such as is common to Business English classes, with competency in English communication. This presentation will show how best to use project work in conjunction with a good Business English textbook to increase student motivation, improve student learning and advance competence in thinking. Specifically, this presentation will demonstrate how important technology is to today's twenty-first century L2 learners, and how it can be effectively utilized to turn student presentations into classroom events whereby students inspire other students through their presentations. One of the underlying themes of this presentation is to use projects to modernize teaching practices and promote autonomous learning.

2014 年度 第 2 回 関西支部例会（研究発表会）プログラム

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