

Conducting Business in Japanese: Enhancing Business Japanese Pedagogy: How to Conduct Oral and Written Communications

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Abstract

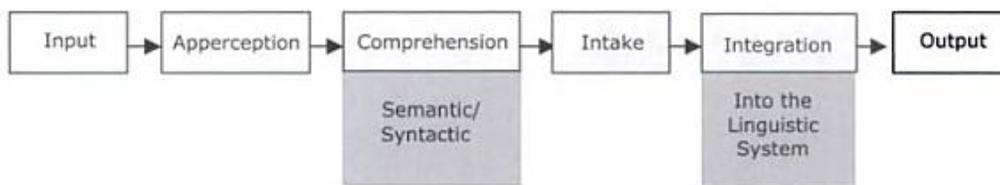
ビジネス日本語コースのための「会話表現（話し言葉）」「ビジネス文書（書き言葉）」教材開発プロジェクトの中間報告で、本プロジェクトがいかにかに学習者のコミュニケーションスキル向上に貢献できるかについて論じる。

In a world where most economic transactions have been fully globalized, we consistently need to promote internationalism for the Nation's not only current but also future interests. More specifically, as today's society increasingly involves global interdependency, the need for increased cross-cultural understanding becomes imperative. In this context, recent years have witnessed a renewed interest in language education and language learning/acquisition due in part to increasing economic globalization. In particular, there is a need to enhance the international business education and international competitiveness of the northern California region. This presentation reports an on-going curricular project, "Enhancing Business Japanese Pedagogy" at San Francisco State University. In the two classrooms "Business Japanese" and "Advanced Business Japanese: Business Writing," students are offered numerous opportunities for listening and speaking as well as reading and writing in the target language (i.e., Japanese) for use either in the near or distant future. The presentation will show course materials that have been developed for use in international business.

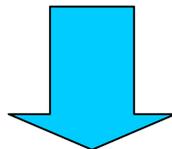
Project's Goals

This presentation reports an on-going curricular project, "Enhancing Business Japanese Pedagogy" at San Francisco State University. In the two classrooms "Business Japanese" and "Business Writing," students are offered numerous opportunities for listening and speaking as well as reading and writing in the target language (i.e., Japanese) for use either in the near or distant future. The presentation will show course materials that have been developed for use in international business.

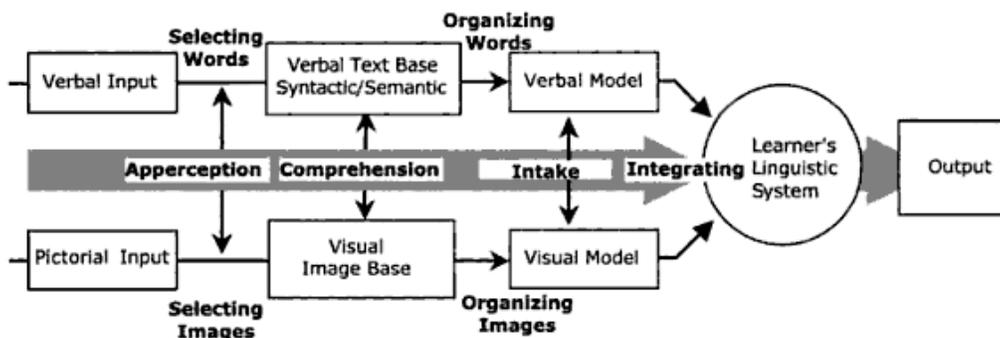
- ❖ 2009 U.S. Department of Education "Business and International Education" (BIE) grant award (Masahiko Minami as a co-writer).
- ❖ The project allows restructuring SF State University's Japanese Program's business related modules.
- ❖ The modules are integrated into two business-related Japanese courses:
 - *Business Japanese* (mainly focusing on oral communication)
 - *Advanced Business Japanese: Business Writing* (mainly focusing on written communication)



Interactionist model of basic components in the second-language acquisition process adopted from Chapelle (1998).



MULTIMEDIA LEARNING IN SECOND LANGUAGE ACQUISITION



Integrated model of second-language acquisition with multimedia.

1. *Business Japanese*

❖ *Business Japanese* is organized based on several thematic units:

- *Business Japanese* is designed for those who have completed some upper-division Japanese courses; the course enables those students to master conversational expressions that are useful in business environments; the course specifically provides intensive training in business Japanese; the course focuses on the forms of communication frequently encountered in the business world.
- The goals of *Business Japanese* include: learning expressions and vocabularies that are essential to business; acquiring verbal and nonverbal communication strategies for better interaction with Japanese business associates; learning how to deal with Japanese business people in both formal and informal settings; reading business-related articles.

❖ Course Organization

- The course includes: lectures, discussions, reading and writing exercises, vocabulary quizzes, assignments, final examination.
- The course basically follows the textbook ビジネスのための日本語 (スリーエーネットワーク) , with supplementary materials; focuses on

conversational expressions that are immediately useful in a business environment; the course provides a collection of useful conversations for business people.

- ❖ Progression of Stages
 - *Stage 1* provides students with practical conversational expressions that include practical expressions (mainly through substitution drills).
 - *Stage 2* is intended for students to grasp those expressions in particular scenes and situations (mainly through listening comprehension drills).
 - *Stage 3* provides students with opportunities to practice the expressions that they have learned in the previous stages.
 - Students create role-plays, on their own, that simulate actual business situations, and they perform those self-created role-plays in class.
 - *Stage 4* includes a section of business articles students have an opportunity to read.
 - Those articles further explain the topic's Japanese business practices.
- ❖ Class Evaluations
 - This class was a lot of fun and will be very useful in the future.
 - Super fun class. Learned lots of useful expressions.
 - You're good enough.
 - Very energetic and fun teacher, GTM!
 - It was a great semester! You seem much more cheerful and happier compared to 309! That's great. Thanks very much! I enjoyed the class very much!
 - I was very impressed with this class. I thought it would be hard to learn in this course, but the repetition of saying the learned material in class was extremely effective. Thank you.

2. *Advanced Business Japanese: Business Writing*

- ❖ While *Business Japanese* mainly handles oral communication, *Advanced Business Japanese*, as its subtitle indicates, mainly deals with written communication. These should not be interpreted as a dichotomy, however. Orality and literacy form a continuum, instead. These are mutually complementary.
 - Business letters are basically divided into two types:
 - External documents (e.g., external letters/e-mails) that are prepared for customers and others outside the company.
 - Internal documents (e.g., internal letters/e-mails) that are submitted to managers and colleagues in one's own company.
 - Business letters perform communication in order to ensure smooth operation not only internally but also with business partners outside the company.
 - Courtesy is essential in business, particularly in Japanese business.
 - This is not limited to business letters. Courtesy letters, such as greetings and invitations, play a vital role in running one's business smoothly.
 - Business letters serve as a communication tool that conforms to rules of courtesy.
 - Business letters are written for such purposes as: (1) inquiry, (2) apology, (3) notification or information, (4) reply, and (5) request for payment or collection

notice. *Advanced Business Japanese: Business Writing* is designed to fully cover these different types of business letters.

- A letter of *inquiry* is a letter for asking something.
 - A letter of *apology* is sent for the purpose of admitting one's mistake when a problem or miscommunication has arisen.
 - A letter of *notification* or *information* is used for the purpose of informing the recipient of a shipment or remittance.
 - A letter of *reply* is used when there is a necessity to respond to a recipient's request, negotiation, or inquiry.
 - A letter of *request* is prepared when an invoice, in which the price and other details are written, needs to be sent out.
- The course amply covers these different types of business letters.
 - E-mails are also adequately included in the course because they have recently been used more often than ever before although business letters still play a pivotal role.
 - While e-mails are convenient, recipients at times may feel that they are not being treated in a polite manner. This is because, unlike business letters, formal rules for business e-mails have not yet been established although there are some basic manners for writing e-mails.
 - Since mastery of how to write good business e-mails is equally important nowadays, the issue of how to write easy-to-understand and well-mannered e-mail messages was thoroughly discussed in the course.
 - To support all of these activities, a great number of visual teaching modules (PowerPoint materials) have been created.
- ❖ Guest Speakers
- Guest Speaker Series I October 15, 2010: Ms. Dana Lewis, President, Japan Society of Northern California <http://www.usajapan.org/index.html>, has worked for the *Asahi Evening News*, *Kyodo News Service*, *Newsweek*, and most recently with *Newsweek Japan* magazine, writing on Japanese politics, society and culture, U.S.-Japan relations, and the rapidly evolving political landscape in East Asia.
 - Students' comments on Guest Speaker I:
 - "Thank you for organizing the guest speaker today. Ms. Lewis was very interesting and it was good to hear from someone like her about her experiences working in Japan. I hope you have a chance to bring in more guest lecturers before the end of the semester."
 - "I very much enjoyed the guest speaker you planned for the class. I only wish that we had more time with Dana Lewis as I am sure she has many more stories to share with such an audience as your JAPN 395 class. Her presence and skill as a speaker was very inspirational for me."
 - Guest Speaker Series II November 5, 2010: Mr. Naoyuki Hasegawa, Chief Executive Director, Japan External Trade Organization (JETRO) San Francisco, <http://www.jetro.org/content/792/#Hasegawa>
 - Students' comments on Guest Speaker II:

- “Thank you for arranging today’s speaker, Mr. Hasegawa. I thought he was very engaging and interesting. I very much appreciated his reinforcing the notion that the work we are doing in your class is important in the real world. It was great to have that reiterated by someone of Mr. Hasegawa’s status. I found his clarity and humor to be valuable lessons not only in business but also for language learners in general. Thank you again for arranging another beneficial guest speaker. I hope we are able to have at least one more before the semester ends.”
- ❖ Class Evaluations
 - This class exposed me to lots of customs in the Japanese business environment and allowed me to meet many people in the field. I enjoyed this class greatly.
 - Everything I learned in this class is what I plan to take with me when I begin my career. Professor Minami was a very helpful teacher.
 - Minami Sensei is a wonderful instructor. He does an excellent job at encouraging class participation and keeps class very interesting.
 - Minami makes class really enjoyable. He is one of the best Japanese teachers I have ever had. I look forward to going to class because it is fun and I learn a lot.
 - Miami 先生 is a great teacher. His enthusiasm rubs off on the students.

For further information, please visit:

<http://www.sfsu.edu/~collhum/business-japanese/>

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Business Japanese College of Humanities

Home

- Business Japanese Curriculum Project
- Masahiko Minami, Project Director
- Masahiko Minami's Main Publications
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Business Japanese (JAPN 390)

Advanced Business Japanese: Business Writing (JAPN 395)

mminami

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Welcome

Welcome to the “Enhancing Business Japanese Pedagogy” project at San Francisco State University (SFSU). In a world where all economic transactions have been fully globalized, we consistently need to promote internationalism for the Nation’s not only current but also future interest. More specifically, as today’s society increasingly involves global interdependency, the need for increased cross-cultural understanding becomes imperative. In particular, there are needs to enhance the international business education and international competitiveness in the northern California region. This is a report of an on-going curricular project at SFSU. Students are offered numerous opportunities for listening and speaking as well as reading and writing in the target language (i.e., Japanese) for use either in the near or distant future. This web site shows course materials that have been developed for use in international business.

Business Japanese News and Events

Consul General Inomata to visit San Francisco State University

On Friday, December 3, Consul General Hiroshi Inomata visited San Francisco State University (SFSU) to meet with President Robert Corrigan. The meeting was joined by Dr. Yenbo Wu, Associate Vice President for International Education and Professor Masahiko Minami to provide CG Inomata with an opportunity to discuss matters of mutual interest including the University’s International Program. SFSU not only offers Japanese Language as major and minor, but also provides a program to study in Japan. While many SFSU students go to Japan on this program, SFSU receives students from Japan also. There are over 200 Japanese faculty members and students on the campus. The Consulate General will continue to strengthen ties and collaborate with SFSU to promote vigorous exchanges between SFSU and Japanese universities

Quick Links

- Business and International Education Grant
- Masahiko Minami's Home Page
- Masahiko Minami's Publications

Masahiko Minami's Essays on Linguistics 日本語

- Masahiko Minami's Essay on Linguistics 1 (RE: prescriptive grammar 規範文法)
- Masahiko Minami's Essay on Linguistics 2 (RE: youth language 若者ことば)
- Masahiko Minami's Essay on Linguistics 3 (RE: language change 誤用と言語変化)

Masahiko Minami's Special Lectures

- Masahiko Minami's Special Lecture: Kobe University, June 2009 神戸大学大学院特別講演
- Masahiko Minami's Special Lecture: National Institute for Japanese Language & Linguistics, June 2010 国立国語研究所特別講義

Masahiko Minami's Blogs

- Masahiko Minami's Japanese blog 日本語ブログ
- Masahiko Minami's English blog

Information About Masahiko