

国際ビジネスコミュニケーション学会

Japan Business Communication Association, September 2011

関西支部

2011年度 第3回 支部例会

- PROGRAM -

【日時】

2011年9月11日(日曜日) 13:00 ~ 17:10

【会場】

関西学院大学 大阪梅田キャンパス (KGハブスクエア大阪) 1408 教室

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| 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 ~ 14:10 | オープニング講演
China: From the “World Factory” to the “World Market”
- Dr. Jian Zhao (常磐会学園大学 教授) |
| 14:20 ~ 15:00 | 研究発表 1
Russian Communication Style
- Kiselev Evgeny 院生会員 (関西学院大学 大学院) |
| 15:10 ~ 15:50 | 研究発表 2
オバマ大統領、スティーブ・ジョブズの英語表現とビジネス英語
- 平岡豊文 会員 (関西外国語大学 短期大学部) |
| 16:00 ~ 16:40 | 研究発表 3
Business English Across Cultures: To be Westernized or Easternized?
- 亀田尚己 会員 (同志社大学) |
| 16:50 ~ 17:10 | 支部総会 |
| 17:30 ~ 19:30 | 懇親会 |
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■ **講演者プロフィール**

Dr. Jian Zhao (常磐会学園大学 教授)

Dr. Jian Zhao is a professor of Chinese studies at Tokiwakai Gakuen University and a research fellow at the Center for Japanese Studies, Fudan University in China. He also teaches at the Graduate School, Kansai University. Dr. Zhao obtained his doctoral degree in 1997 from University of Toronto. He is now working on comparative studies between Japan and China.

■ **演題**

China: From the “World Factory” to the “World Market”

■ **要旨**

China's economy started its high-speed development in 1978 after coming out of the shadow of the disastrous Cultural Revolution. Till 1991, its total export-import volume grew from \$20.6 billion to \$135.6 billion, with an average annual growth rate of 16.6% for export and 14.6% for import. From 1992 to 2001, China's foreign trade grew even faster, jumping from \$165.6 billion to \$509.5 billion with a huge surplus of \$22.4 billion. Chinese commodities were exported to every corner in the world and China started to become the “world factory”. After gaining access to the WTO, China's foreign trade has entered a new stage, and its trade surplus has been rising sharply year by year, reaching \$295.4 billion in 2008. In 2009, China surpassed Germany as the world's largest exporter, with a global share of 9.6%, and reached its peak as the “world factory”. Meanwhile, its trade balance began to change, as its surplus decreased by \$100 billion, compared to the previous year. This trend continued with a further decrease of \$12.6 billion in 2010. A trade deficit of more than \$1 billion (even) occurred in the first quarter of this year (2011). China imported goods worth \$1.39 trillion in 2010, behind only the United States' \$1.9 trillion, to become the second largest importer in the world. China's imports during its last Five-Year Economic Development Plan (2006 - 2010) totaled \$5.28 trillion, including \$584.4 billion from Japan, and provided the world with more than 50 million job opportunities. With the implementation of the 12th Five-Year Economic Development Plan (2011-2015), China has started its strategic economic transformation from an export-oriented economy to a new model driven by ever-increasing domestic consumption through readjusting income distribution. China is now surely heading along the road to become a “world market” while still maintaining its leading manufacturing capacity. Upon completion of its transformation into a “world market” and thus the formation of a balanced trade pattern, China will exert a continuing, more positive impact on the world economy.

(講演 45 分間、質疑応答 15 分間)

***Presentations* 14:20 ~ 16:40**

■ 研究発表1 / 14:20 – 15:00 (発表 30 分間、質疑応答 10 分間)

Russian Communication Style

EVGENY, Kiselev 院生会員 (Kwansei Gakuin University, Graduate School)

Abstract

Russia is often characterized as authoritarian, sentimental, turbulent, hard drinking and a tragic country. Rapid changes in Russian environment make foreigners regard Russian people as unpredictable and hard to deal with. In my presentation, I would like to show some aspects of Russian communication. Language is one of the most frustrating issues for foreigners. But problems in communicating with Russians aren't restricted to language only. Russians address and refer to one another in a way that is markedly different from Japanese or even European usages. Some other features of Russian communication style include quality of Russian conversation, compulsive undercommunication, Russians' use of proverbs. Even without knowing a single word in Russian language, foreigners who understand such characteristics of Russian communication can use them to their advantage to develop and maintain appropriate relationships with Russians.

■ 研究発表2 / 15:10 – 15:50 (発表 30 分間、質疑応答 10 分間)

オバマ大統領、スティーブ・ジョブズの英語表現とビジネス英語

平岡豊文 会員 (関西外国語大学 短期大学部)

Abstract

演説のうまさでは定評のあるオバマ大統領のスピーチや聴衆を引き込む天才的なテクニックを持つカリスマ経営者であるアップル社スティーブ・ジョブズ CEO のプレゼンの極意の一端を知ることが、ビジネスコミュニケーションのレベルアップのための大きなヒントになるのではないかと考える。片や政治家の頂点に立つ大統領、片や次々とヒット商品を出し業績の記録更新を続ける経営者と活躍の舞台は全く異なるが、両氏のスピーチ・プレゼンの英語表現・手法を分析してみると意外に共通点が多いことに改めて気づかされる。その共通点にこそまさにビジネスコミュニケーションのためのエッセンスが凝縮されているのではないかと思う。なぜ両氏が米国のみならず世界の多くの人々の心に訴え、感動や共感を呼ぶのかを英語表現という切り口に絞って今一度見つめ直し、そのテクニックを私たちの「ビジネス英語」における表現能力にどうつなげていくことができるか、その可能性を探りたい。

■ 研究発表3 / 16:00 - 16:40 (発表 30 分間、質疑応答 10 分間)

Business English Across Cultures: To be Westernized or Easternized?

KAMEDA, Naoki 会員 (Doshisha University)

Abstract

While the number of native speakers of English (NS) is estimated 320 to 370 million, one quarter of the world's population, or 1.8 billion, are said to be able to communicate in English. About eighty percent of the interactions in English take place among non-native speakers (NNS). Far more than a half of them are living in the East. In such an era it may be questionable to divide the people into the NS and the NNS with the notion of simple binary opposition. Possible reasons are (1) NS can be subdivided into many different groups with different varieties of English, (2) NNS's English levels are also different, and (3) the level of English used by NNS can be shifted from EFL to ESL, and from EFL to ENL statuses. The global trend of using English as a lingua franca makes people wonder which English should be used, Westernized or Easternized. Considering the fact that globalizing business activities and using English as a lingua franca are real challenges to Japan, I will discuss BELF (Business English as a Lingua Franca) from the cross-cultural perspectives and wish to propose a new way of studying Business English for the Japanese people.



2011 年度 第 3 回 関西支部例会 (研究発表会) プログラム

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