

# 国際ビジネスコミュニケーション学会

*Japan Business Communication Association, September 2013*

## 関西支部

### 2013年度 第3回 支部例会 プログラム

【日時】

2013年9月29日(日曜日) 13:00 ~ 16:30

【会場】

同志社大学 今出川キャンパス 扶桑館4階 F413 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 ~ 14:10 オープニング講演

- Glenn Michael Brown 氏 (神戸ビジネススクール 代表)
- “New Zealand - The Country, The People, The Culture”

14:25 ~ 16:00 研究発表

The Present Situation and Challenges of the Business English Skills Test administered by the Japan Chamber of Commerce and Industry — From the Standpoint of Japan as a Trading Nation

関根 幸雄 会員 (広島修道大学)

Apologetic discourse revisited

Yeonkwon Jung 会員 (関西外国語大学)

16:10 ~ 16:30 関西支部 総会

16:45 ~ 19:30 頃 関西支部 懇親会 (情報交換会)

■ **講演者**

**Glenn Michael Brown** 氏 (神戸ビジネススクール 代表)

I started teaching English with the now defunct Nova Group, and went on to become a regional manager where I was responsible for day to day HR management of a multi-national staff, which encompassed recruiting, evaluating, and training the staff under my supervision. After the collapse of Nova I began specializing in teaching business English and I have worked in both Japanese and multi-national corporations in the Kansai area including Nomura Securities Co., Ltd., Takeda Pharmaceutical Company Limited, Dentsu Inc., Mitsubishi Heavy Industries, Ltd., Nippon Becton Dickinson Co., Ltd., Suntory Holdings Ltd., Nihon Medi-Physics Co., Ltd., Sumitomo Shoji Machinex Co., Novartis, Nestle Japan Ltd., etc.

It was during this time I decided to start my own company and in 2011 Kobe Business School KK was officially established with the goal of providing the best business English education service for people interested in expanding both their Business knowledge and English ability. I am enjoying the challenge of starting-up a business in Japan and the opportunities it gives me. In addition to this corporate training and teaching I also have had the opportunity to teach at academic institutes such as Konan Girls Junior High School, Kobe University School of Medicine, and Kyoto University. I also am currently teaching part time at Osaka University of Economics and Law.

■ **演題**

**“New Zealand - The Country, The People, The Culture”**

■ **要旨**

The first section of the presentation will cover New Zealand's history, which is quite short in comparison to Japan. I will also look at the geography and climate of New Zealand which in some ways are very similar to those of Japan, but in others completely different.

In the second section I will take a look at just who are modern day New Zealanders—and look how our history has led to this multi-cultural society. I will also introduce some New Zealander's, both past and present, who have achieved fame on the world stage via their various pursuits.

Then in the third section I will focus on the contrasting nature of New Zealand—both in the landscape and how people live their lives. While the hustle and bustle of big city life is attractive to many Kiwis, the quite rural lifestyle is still pursued as the “Quarter Acre Dream”.

Finally I will introduce how the NZ economy has dramatically altered in my life time, and how the traditional primary industries, once the mainstay of the economy are now being joined by newer more innovative businesses.

As island nations, both NZ and Japan have many points in common and I hope to be able to introduce some ideas and thoughts about what New Zealand and Japan can learn from each other for a better future.

■ **研究発表1 14:25 – 15:05** (発表 30 分間、質疑応答 10 分間)

**The Present Situation and Challenges of the Business English Skills Test administered by the Japan Chamber of Commerce and Industry — From the Standpoint of Japan as a Trading Nation**

Yukio Sekine (Hiroshima Shudo University)

(Abstract)

Between April, 2004 and March, 2010, the total number of examinees for the Business English Skills Test was only 4,280. This is in sharp contrast to the 11,102 examinees for the Proficiency Test in Trading Business in 2012 alone. In view of Japan's position as a trading nation, it is of vital importance to foster the development of businesspersons with expertise in international transactions. We should do more to promote the Business English Skills Test, addressing issues and problems towards this end and for the betterment of the test.

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■ **研究発表2 15:20 – 16:00** (発表 30 分間、質疑応答 10 分間)

**Apologetic discourse revisited**

Yeonkwon Jung (Kansai Gaidai University)

(Abstract)

This study aims to explicate apologetic discourse, systematic argumentative discourse in defense (of corporate image) in response to the accuser's criticism and accusation. Special attention is paid to the articulation of the strategies that apologists draw from the letter of apology in order to neutralize the argumentative force of the charges of organizational wrongdoing. Since the fullest form of the apologetic strategies may come from Benoit's (1995, 1997) work articulated through image repair theory, the primary theoretical basis for the study is Benoit's theory of image restoration. Though his work provides the main theory basis for data analysis, I shall where necessary draw in other approaches (e.g. the Hearit's (1994, 2006) notion of 'scapegoating' (transfer guilt to another)). Other approaches may to some extent explain the cases that Benoit's patterns of apologetic discourse strategy distribution are not consistent with the data of the study.

Since the apologist should take the accuser's needs into account when producing apologetic discourse, the mental state of the accuser must be taken into account. This claim raises the issue of relative or relational nature of apologetic discourse. In this respect, this study exemplifies the claim that the proper understanding of the nature of accusation is a key to apologetic discourse.