

English Indicator 4

Upper Intermediate

英語総合インディケーター

〈中上級〉

Vital Business Rules

知っておきたいビジネスルール

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はじめに

今日、大学では学生の多様化が進み、英語力に応じた学習を望む声が多くなっています。その対応として、英語力に合った科目を開講したり、習熟度別クラス編成をしたりして、学生の英語力に応じた指導をする大学が増えています。その利点は英語の理解度を深め、学習意欲を高め、英語力を向上させることが挙げられます。

習熟度別クラスに合った難易度の教材を使用することで、学生は難易度がより適切であると感じ、満足度も高まります。このテキストは、英語の総合的な運用能力を向上させることを目的とした、**中上級レベル**の英語総合教材です。

本書は、知っておきたい基本的なビジネスルールを、著者キツマン氏が鋭い感性と視点で書き下ろしたエッセイをコアにしています。ビジネス界で活躍するために必要な、コミュニケーションと文化、会議と交渉、ソーシャルメディアと情報支援、オフィス外の社交、の4つのジャンルから学生に役立つトピックを選んでいきます。そして、学生が自ら考え、判断し、課題を解決できる思考力を養えるような形式にしています。主体的に英語に慣れ親しむことができるような学習活動を盛り込み、楽しく無理なく英語に向き合っていただけるように配慮しています。

本書の5つの特長

1. **400語**程度のビジネスルールに関するエッセイを読むことで、リーディング力を強化できます。適切な難易度の英文は速読にも精読にも適しています。
2. 語彙の意味、T/F問題、応答問題、**80語**程度の要約文で、本文の内容理解度を確認できます。
3. 英文を完成させることで、ライティング力を補強できます。
4. **100語**程度のTOEIC形式の長文空所補充問題で、リーディングの基本的な文法や表現を確認できます。
5. **100語**程度の会話文により、リスニング力を強化できます。

本書での学習を通して、基本的なビジネスルールについての知識を深めつつ、中上級レベルの総合的な英語力をさらに向上させることを願っています。

2018年1月
著者

本書の使い方

全体で15ユニット。各ユニットはリーディング、ライティング、リスニングで構成しています。リーディングはエッセイの内容理解を確認するため、4つのパターンの問題。ライティングは2つのパターンの問題。TOEIC形式の長文空所補充問題。リスニングは会話文の完成と応答問題から成っています。

1 Reading

エッセイの内容を理解してください。

Comprehension

A Vocabulary

本文中の単語について、その意味に合う語句を a ~ g から1つ選んでください。

B True or False

適切なボールド体の語句を選んで英文を完成させてください。次にその英文が本文の内容に合っていれば T (True)、違っていれば F (False) を選んでください。

C Choosing

本文の内容について、質問に対する正しい答えを (A) ~ (D) から1つ選んでください。

D Summary

要約文を完成させるため、空所に入る適切な語を語群より選んでください。

2 Writing

日本文に合うように、英文を完成させてください。

問題1~3は()内の語句を並べ替えてください。

問題4,5は空所に適切な単語を書いてください。

3 Text Completion

長文を完成させるため、空所に入る適切な表現を (A) ~ (D) から1つ選んでください。

4 Conversation

A Listen and Write

CDを聞いて空所に単語を書き、会話を完成させてください。

B Q&A

CDを聞いて質問文の空所に単語を書き、次に **A** の会話の内容について、質問に対する適切な答えを (A) ~ (D) から1つ選んでください。

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ビジネスの成否は第一印象で決まると言っても過言ではありません。初めて会う人に好印象を与えるには、どのようなビジネスルールに注意を払えばよいでしょうか。

1 Reading

02

Read this essay and then do the exercises that follow.

Whether it's a handshake or a bow, the way we greet people is usually the first impression they have of us. It is what they remember most about us, so we have to do it right. This is even more important in business, where mistakes can—literally—cost you business.

In most international business situations, we greet each other with a handshake and an exchange of business cards—but it's not that simple. There's a lot going on “behind the scenes.” Europeans and North Americans use a firm, 2-3 second, right-handed handshake and look directly into the other person's eyes while doing it. To Americans, a strong handshake implies a good, trustworthy businessperson. A weak one is said to feel like a “dead fish” and indicate just the opposite. In Asia, however, handshakes are softer, and looking at someone directly can be disrespectful.

There are other cultural values to be dealt with, too. Many countries, for example, have strict social and business hierarchies. Senior members of the staff are usually introduced first. In Islamic countries, men and women who are not related are not supposed to touch. In other places, a man should only shake a woman's hand if she puts her hand out first.

Offering business cards also has its rules. The card itself should be easy to read and make it a clear what your position in your company is. In India, the

card must also have your academic degree printed on it. In Japan and China, exchanging cards is done with two hands, but in most other places, just one hand is allowed. Everyone everywhere agrees, though, that you should never write on a business card.

Outside of business there are several less formal ways of greeting. In Thailand or Laos, respect is shown with a “wai,” the prayer-like gesture that you make under your chin. In the freezing Arctic or hot UAE, you can see people greeting each other by rubbing noses. High-fives, hugs, and kisses on the cheek are common with good friends in many places around the world. Keep in mind that greetings do not just make a first impression; they also help to show how strong a relationship is.

After living and working in Japan for some time, I revisited Russia to attend a conference. I was taken aback to be greeted with hugs by my old colleagues. One of them noticed that I had backed away out of embarrassment and thought I was angry at her. I explained to her that Japanese people don't touch much, and that I had become used to that way of doing things. Nevertheless, our relationship was damaged and further business became difficult. So it's important to remember, “When in Rome, do as the Romans do.” Before you travel anywhere, find out all you can about the countries you will visit—their culture, language, ways of thinking.

NOTES

business card 「名刺」 behind the scenes 「水面下で」 be not supposed to 「～してはいけないことになっている」 put ... out 「(手)を差し出す」 academic degree 「学位」 UAE=United Arab Emirates 「アラブ首長国連邦」 high-five 「ハイタッチ」 take aback 「～に驚く」 back away 「～から後ずさりする」

Comprehension

A Vocabulary

Match the words (1-7) with their meanings (a-g). Write the letters on the lines.

- | | | |
|------------------|-------|--|
| 1. imply | _____ | a. a feeling of being ashamed or nervous |
| 2. trustworthy | _____ | b. a system for ranking things according to importance |
| 3. hierarchy | _____ | c. honest, reliable, or dependable |
| 4. Arctic | _____ | d. the state of being connected to other people |
| 5. rub | _____ | e. the very cold area around the North Pole |
| 6. relationship | _____ | f. to mean or to express indirectly |
| 7. embarrassment | _____ | g. to press against and move over a surface |

B True or False

Choose the word in bold that best completes each sentence. Then circle T if the sentence is true or F if it is false.

- European and North American handshakes (**are** / **is**) stronger than most Asian ones. T F
- It is a good idea (**write** / **to write**) notes on the back of a business card. T F
- The author lost a business relationship because her way of greeting (**is** / **was**) culturally wrong. T F

C Choosing

Choose the best answer for each question.

- In line 4, what does the phrase “cost you business” mean?
 (A) Admit your business mistakes (B) Do business after greeting
 (C) Make business connections (D) Lose business partners or money
- In places with strict hierarchies, who is usually introduced first?
 (A) Europeans (B) Islamic men (C) Senior staff (D) Women
- Which of the following caused some embarrassment to the author?
 (A) A gesture called “wai” (B) A high-five
 (C) A hug (D) A kiss on the cheek

D Summary

Fill in each blank below with a word from the box.

avoid as has make making local lose than

Both handshakes and business cards are important not only for use 1() a greeting, but also for 2() good first impressions. Every country 3() its own greeting rules. These rules are more formal for business 4() for personal relationships, but they must be followed regardless. If you don't follow these rules or 5() a bad first impression, you might 6() a business relationship. Before you travel anywhere, learn the 7() rules of the places you will visit. In this way, you can 8() problems and make long-lasting business partners.

2

Writing

Rearrange the words in the parentheses in sentences 1-3. Then, in sentences 4 and 5, fill in each gap with one word.

- 良い第一印象を与えることは、たいていのビジネス状況できわめて重要です。
 Making (in / essential / first impression / is / most / a good) business situations.

- アメリカでは、顧客と固い握手をすることが期待されています。
 In the U.S.A., we're (a / expected / firm / offer / handshake / to) to our clients.

- アメリカ文化では、直接目を合わせることは話している人を尊敬していることを示します。
 In American culture, making direct eye contact (respect / shows / that / the person / who / you) is speaking.

- 名刺は強力なビジネスツールとして役立ち、あなたが誰であり、何を申し出ているのかを人々に早く覚えてもらえます。
 A business card can serve () a powerful business () and allow people to () remember () you are and () you are offering.
- すべての国には独自の習慣があるので、世界でビジネスを行うとき、文化の違いを認め尊重することが重要です。
 Every country () unique customs, so () you are conducting () around the world, () is important to recognize and respect cultural ().

3 Text Completion

Select the answers that best complete the text.

Proxemics is the study of the space people put between themselves and others. Different social situations require different distances between people. For example, teachers in front of their classes -----^{1.} three to four meters away from their students, a “public” distance. A “social” distance, with people you do not know, -----^{2.} about two meters. In a “personal” situation, you are close enough to shake hands. Different cultures have different distances, too. People from Northern Europe -----^{3.} a one-arm distance from another person when talking, but people from Southern Europe prefer a half-arm distance. -----^{4.}

1. (A) stand (B) stands (C) are stood (D) is standing
2. (A) are (B) be (C) being (D) is
3. (A) approaching (B) pretend (C) need (D) justifies
4. (A) Japan, in fact, is one of the countries in the Far East. (B) Japan, by the way, is the farthest, at one and a half arms away. (C) Japanese, as you know, do not talk while walking down the street. (D) Japanese, on the other hand, consider crossing arms very polite.

NOTES

proxemics 「近接学」 the Far East 「極東」

GRAMMAR

1 現在の動作

Noah always **starts** work at 9 am. (ノアはいつも午前9時に仕事を始めます)
Emma often **jogs** along a greenbelt trail. (エマはよく緑地帯の遊歩道をジョギングします)

2 現在の状態

Sarah **lives** in a beautiful condo. (サラはきれいなマンションに住んでいます)
Jordan **likes** to watch baseball games. (ジョーダン野球の試合を見るのが好きです)

4 Conversation

A Listen and Write

As you listen to the dialog, fill in the blanks.

at the reception desk

- HEATHER: Good morning. I have an ¹() with Mr. Silvers.
LEE: I'm Lee Silvers. You must be Heather Davis. We ²() on the phone.
HEATHER: Yes, it's a ³() to meet you. I'm very excited to start ⁴() for you.
LEE: I hope you had a nice flight from Los Angeles. May I take your ⁵()?
HEATHER: Thank you. The flight was very comfortable, but I am a little ⁶().
LEE: Well, this ⁷() take long. Let's go upstairs and meet the other new recruits.

B Q&A

Listen and fill in the blanks in each question. Then choose the best answer.

1. _____ Heather and Lee _____ before?
(A) On the flight from Portland (B) On the phone
(C) In the morning (D) In person
2. _____ Lee _____ Heather do?
(A) Begin working immediately (B) Make another appointment
(C) Meet her new colleagues (D) Take a rest at a hotel

new recruit 「新入社員」 in person 「直接に」