

# The Process of Changing Everyday Language: How society changes a language

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- ▶ **2013:** Invited Professor, University of Milan, Bicocca, and University of Tokyo
- ▶ **2007:** Visiting Researcher at Nottingham Trent University: ICON
- ▶ **2003:** Ed. D. Temple University
- ▶ **1990s:** Managing Consultant, SANNO Institute of Management,
- ▶ **1980s:** Consulting & Training Company
- 1970s:** An Exchange Student in the UK



# Major Recent publication



- ▶ Trust and Discourse: Organizational perspectives. (John Benjamin, 2014)
- ▶ The mutual gaze: Japan, the West and business management and training (Palgrave- MacMillan, 2012)
- ▶ Qualitative Critical Research (New Age Publication, 2011)
- ▶ Language and Life in Japan (Routledge, 2010)
- ▶ The Handbook of Business Discourse (Edinburg University Press, 2009)
- ▶ International Management and Language (Routledge, 2008)



Speak  
moderate  
ly

Speak  
little

Speak  
well

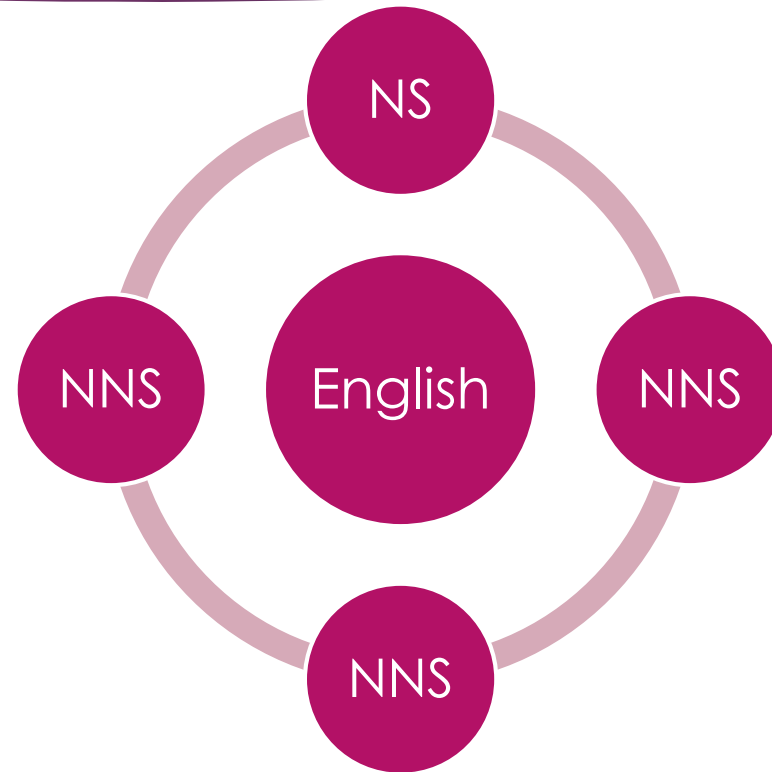


# English as Lingua Franca

- ▶ A variation of World Englishes?
  - ▶ Phonology (Jenkins, 2000)
  - ▶ Lexico Grammar (Seidlhofer, 2004)
- ▶ A dynamic and co-constructed linguistic resource (Mauranen and Ranta, 2009)

English

Englishes



# Globalization Factors in Japan

- ▶ Everyday Language
  - ▶ International Tourism
  - ▶ Summer Olympic Games 2020
  - ▶ International Students (Inbound-outbound)
- ▶ Business
  - ▶ Increase of Direct Investment
  - ▶ International Supply Chain



# Everyday Language Change



Assorted Sushi  
 assorted sushi  
 ¥X,XXX

## 外国語 メニューで おもてなし



※写真はイメージです。  
Shaomai 焼売 シュウマイ  
(Steamed dumplings) 蒸餃子 ¥X,XXX



※写真はイメージです。  
Tempura  
 ¥X,XXX



ピザ  
 ¥X,XXX  
 Pizza  
 比萨饼  
 匹匹



※写真はイメージです。  
Shrimp Tempura  
 ¥X,XXX



マンゴータルト  
 ¥X,XXX  
 Mango Tart  
 芒果派  
 芒芒 吋吋



※写真はイメージです。  
Tomato Sauce Spaghetti  
 ¥X,XXX  
 Spaghetti with Tomato Sauce  
 意大利面  
 吋吋 吋吋



※写真はイメージです。  
Shrimp with Chili Sauce  
 ¥X,XXX  
 照り焼きエビ  
 照り 照り 吋吋

書品御堂食階五越三

稲	五	毒	お好み	茶	茶	親	鳥	茶	御	御	御	御	日	鰻	鰻	カ	ビ	
荷	も	も	ま	碗	め	子	の	の	子	手	手	手	本	本	め	レ	フ	
す	く	く	ご	む	し	め	御	御	身	井	井	井	食	食	し	テ	テ	
し	す	す	ろ	し	お	お	お	お	お	お	お	お	お	お	お	お	お	お
し	す	す	司	し	て	て	て	て	て	て	て	て	て	て	て	て	て	て
金	金	金	金	金	金	金	金	金	金	金	金	金	金	金	金	金	金	金
十	十	十	十	十	十	十	十	十	十	十	十	十	十	十	十	十	十	十
五	五	五	五	五	五	五	五	五	五	五	五	五	五	五	五	五	五	五
銭	銭	銭	銭	銭	銭	銭	銭	銭	銭	銭	銭	銭	銭	銭	銭	銭	銭	銭

(裏面を御覧下さい)

# Measuring, Teaching, and Learning

1

Measuring:  
Testing what?

2

Teaching  
what?

3

Teaching How?

# Measuring Business English Communication

- Test of English for International Communication

# TOEIC test



Measures the everyday English skills of people in an international workplace



Two hour multiple choice test consists of 200 questions



Listening Section and Reading Section



Scaled score range from 10 to 990 (Listening 5-450/Reading 5-450)



Norm referenced test



Over 2,200,000 test takers in Japan in 2012.

# TOEIC test administration

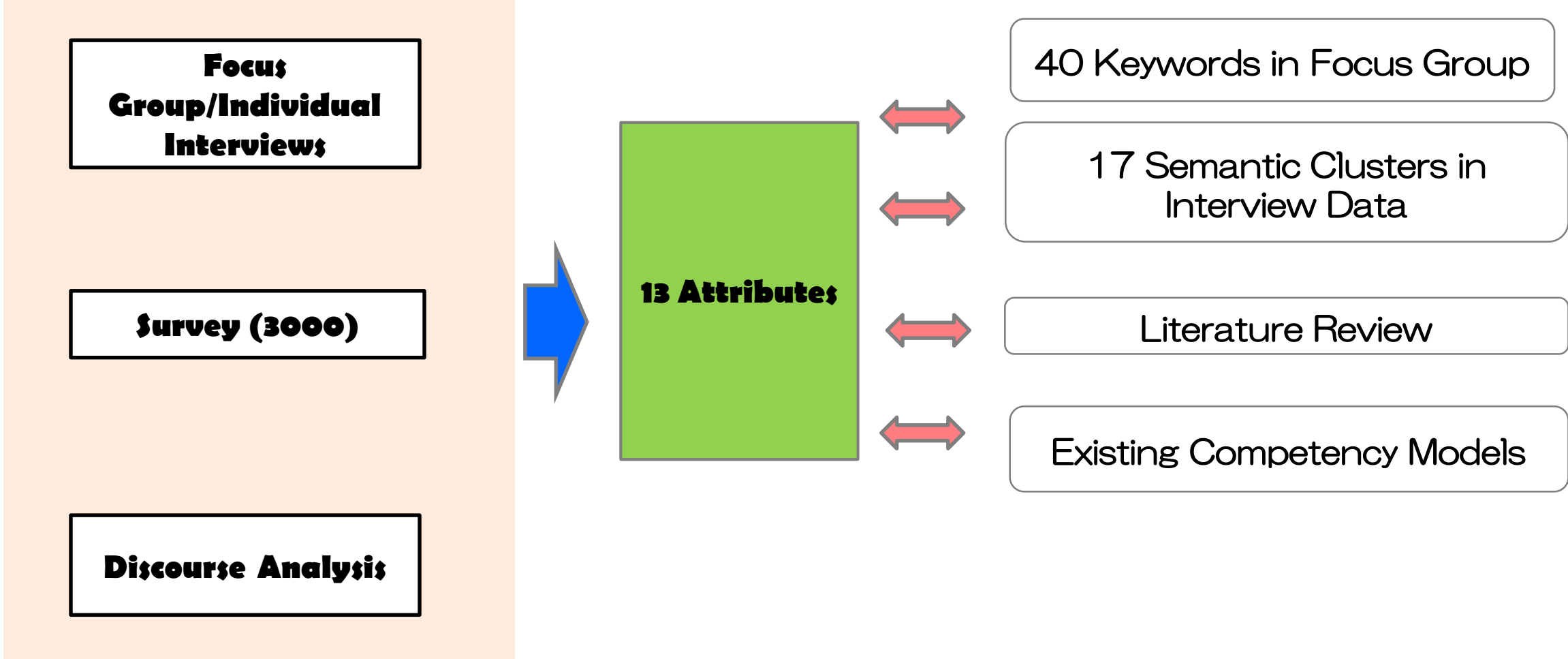
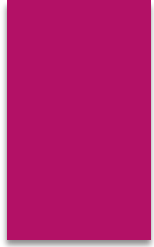
- ✓ ETS (Educational Testing Service),  
Non profit research based organization  
located in NJ, Princeton, USA,  
develops the test.
- ✓ IIBC  
(The institute for International Business  
Communication)  
Lacated in Tokyo Japan, administers the  
test.

# Testing What?

- ▶ Language and Cultural abilities (Du-Babcock and Du-Babcock, 2008; Yao, 2019)
- ▶ Languaging Ability (Tanaka, forthcoming)  
languaging' in business integrates not only management, power, and technology, but also biology, affect, social practices, strategies, and culture (Tiboult 2011).

# Functioning in English as Lingua Franca

Strong capability or competence in English, as measured by standard English tests, is only one aspect of business communication competence (Ngaha, Radzuanb, Fauzic, Azlinda and Abidin, 2011).





# In-Depth Interview

- ▶ 24 Constructs
  - ▶ Analytical Ability
  - ▶ Extended Attention
- ▶ English language and strategies

# Embodied Discursivity: Introducing Sensory Pragmatics (Bargiela- Chiappini, 2013)

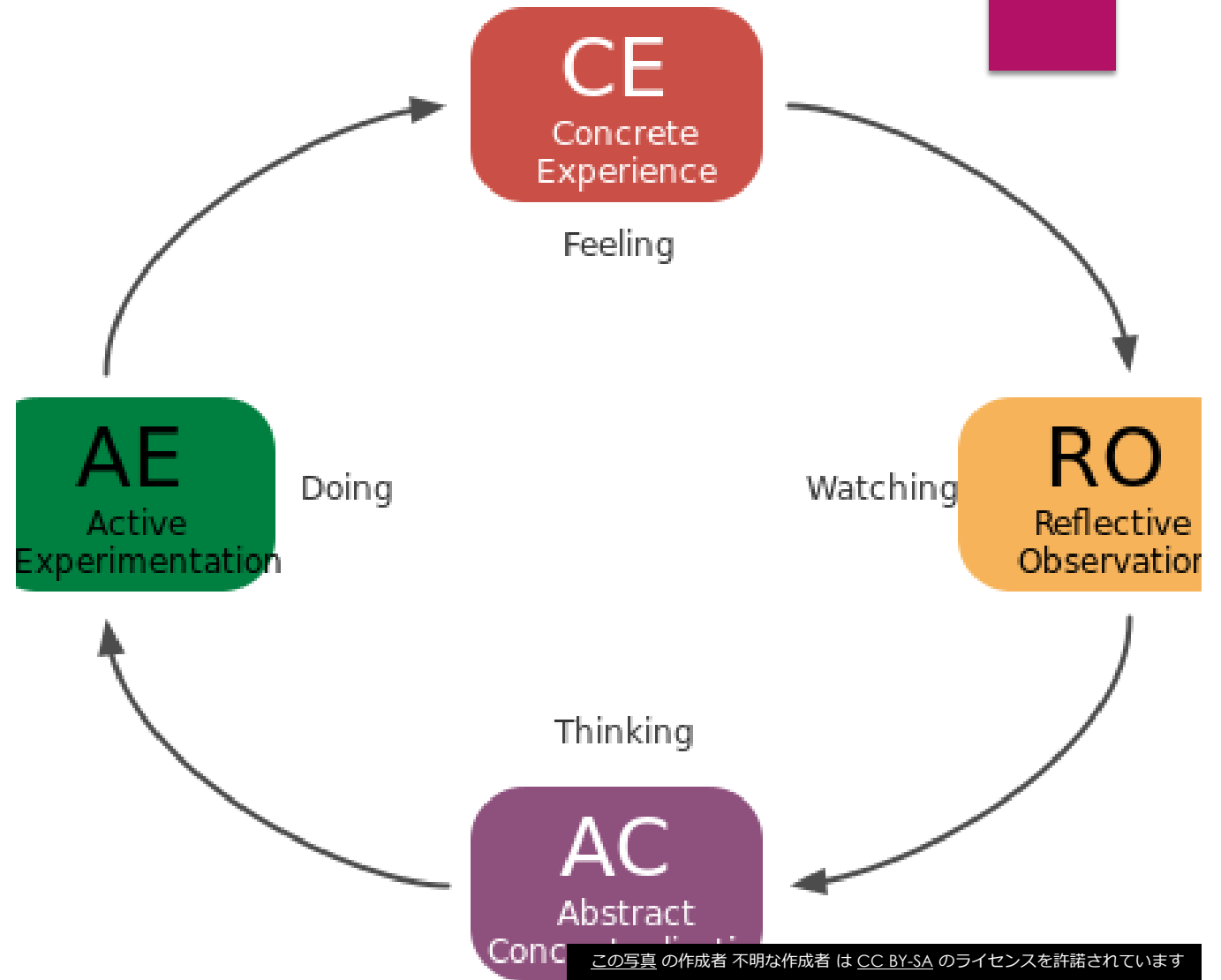
- ▶ The ways in which context contributes to meaning in interactional contexts.
  - ✓ An individual may say words clearly and use long, complex sentences with correct grammar, but still have a communication problem - if he or she has not mastered the rules for social language known as pragmatics.

# What is the problem

- ▶ Language Competence?
- ▶ Personality?
- ▶ Value?
- ▶ Culture?

# What's wrong

- ▶ Learning Style Difference (Kolb, 1983)



# Teaching What?



Language



Entailment  
(Strategies)

Communication  
Strategies  
Politeness  
Strategies



Meta-theoretical  
Awareness

# communication

- ▶ Transactional
- ▶ Relational
  
- ▶ Relational Sequence (Koester, 2006)

# Back Channel Function

**1. Facilitates  
interaction**

**2. Shows  
understanding**

**3. Slows down**

# Back Channels

## Non-verbal

- eye contact, nods

## Verbal

- Level 1 exactly, uh ha, really
- Level 2 Repetition: Oh, the French restaurant.
- Level 3 Repetition: Oh. You did!
- Level 4 Empathy
- Level 5 Question