

Shall We Promote Japanese for Business Communication Globally?

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Let's Use Our Mother Tongue!

- École Normale Supérieure
 - A petition in 2007 – French as a Teaching Language!
 - Unacceptable that native French professors teach in English
- Former President Chirac (in 2006)
 - Walked out of an European Union summit when asked to speak a *common* language at the meeting, i.e., English

What Is the Issue?

Is the Issue about...

- National pride
- Cultural superiority or relativism
- Economic/political/demographic power games
- Efficiency

World's Most Populous Countries

Rank	Country	Population (million)	World's Share (%)
1	P.R. China	1,338	19.6
2	India	1,182	17.31
3	United States	309	4.53
4	Indonesia	231	3.39
5	Brazil	193	2.82
6	Pakistan	170	2.49
7	Bangladesh	162	2.38
8	Nigeria	154	2.27
9	Russia	142	2.08
10	Japan	128	1.87

World's Most Popular Languages

<i>Language</i>	<i>Speakers (in Millions)</i>	<i>Official Language in</i>	<i>Official Language of the United Nations?</i>
Chinese	1,200+	China, Taiwan, Singapore	Yes
English	500+	58 countries	Yes
Hindi	430+	India	
Spanish	300+	21 countries	Yes
Malay-Indonesian	300+	Malaysia, Indonesia	
Arabic	250+	25 countries	
Portuguese	170+	7 countries	
Russian	130+	Russia and Belarus	Yes
Japanese	125+	Japan	
Bengali	120+	Bangladesh	
German	115+	6 European countries (Germany, Austria, Switzerland, Luxembourg, Liechtenstein and Belgium)	
French	80+	32 countries	Yes

Skipper and Kwon (2007)

World's Most Popular Languages – Summary

- More individuals speak Chinese than any other languages worldwide
- English is the official language of more countries (58) than any other languages.
- English is the most common business language worldwide, with it often being the *lingua franca*.

Lingua Franca

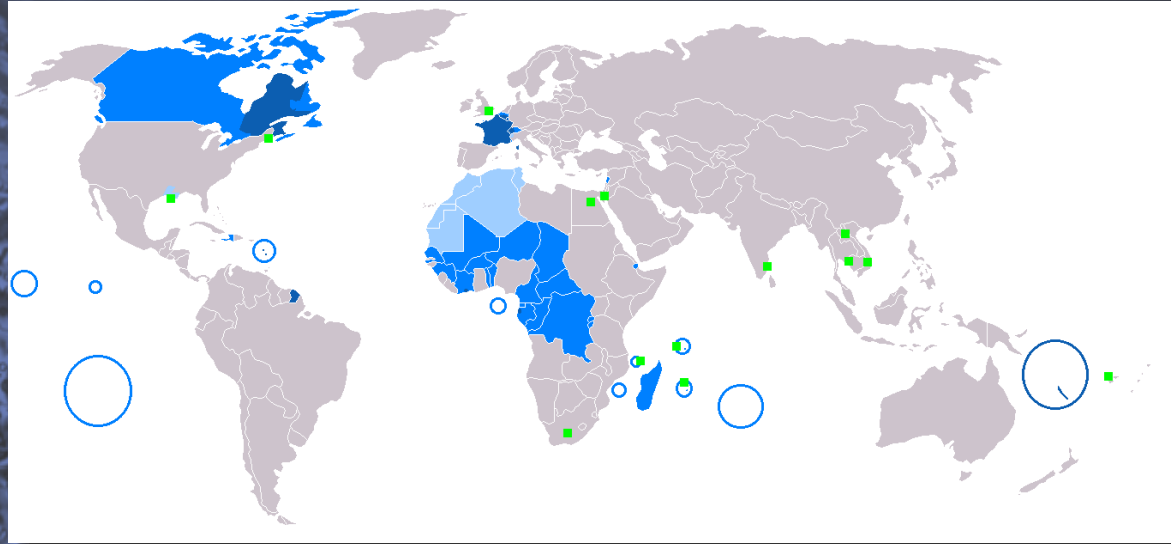
- A language systematically used to communicate between persons not sharing a mother tongue
 - Often (but not necessarily) a third language
- Original lingua franca
 - Italian plus Turkish, French, Spanish, Greek and Arabic
 - Language of commerce and diplomacy
- French until World War II
- English today
- Challengers in the modern economy
 - Spanish!
 - Chinese!
 - Arabic especially among Muslims

English

- Currently lingua franca of business, science and diplomacy
- Countries using it as a major language
 - The United States
 - The United Kingdom
 - Commonwealth States

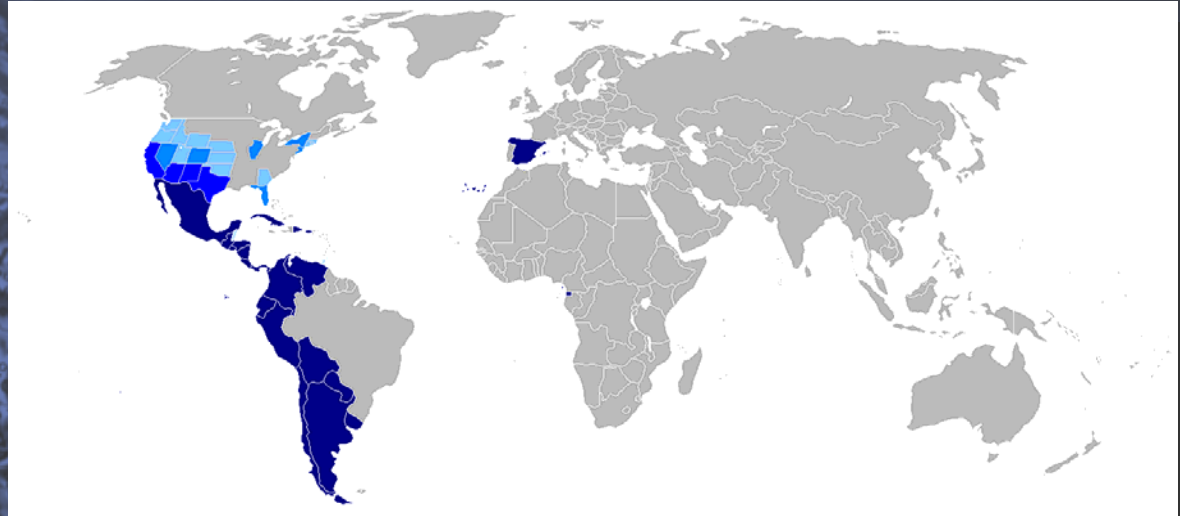
French (32 Countries)

- Native speakers
 - 68 million
- Total speakers
 - 200 million



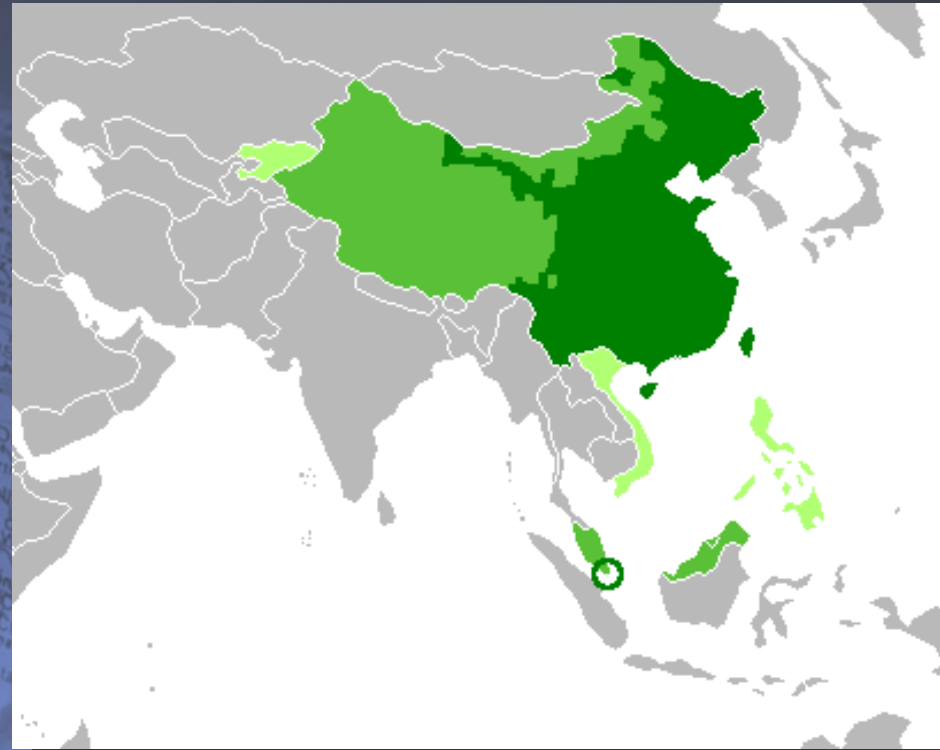
Spanish (21 Countries)

- Native speakers
 - 329 million
- Total speakers
 - 495 million



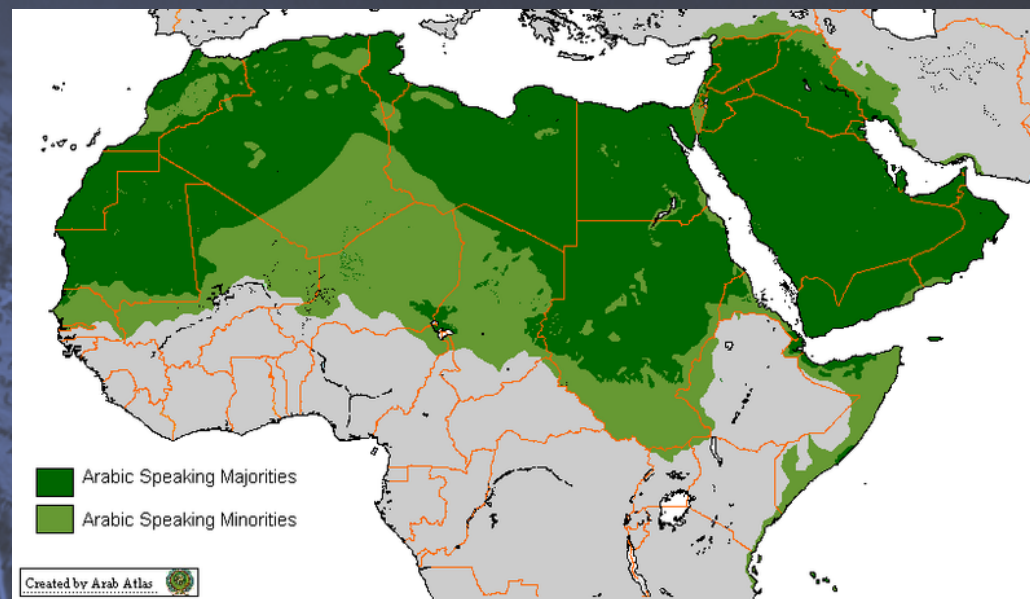
Chinese (Few Countries)

- Native speakers
 - 845 million
- Total speakers
 - 1,345 million



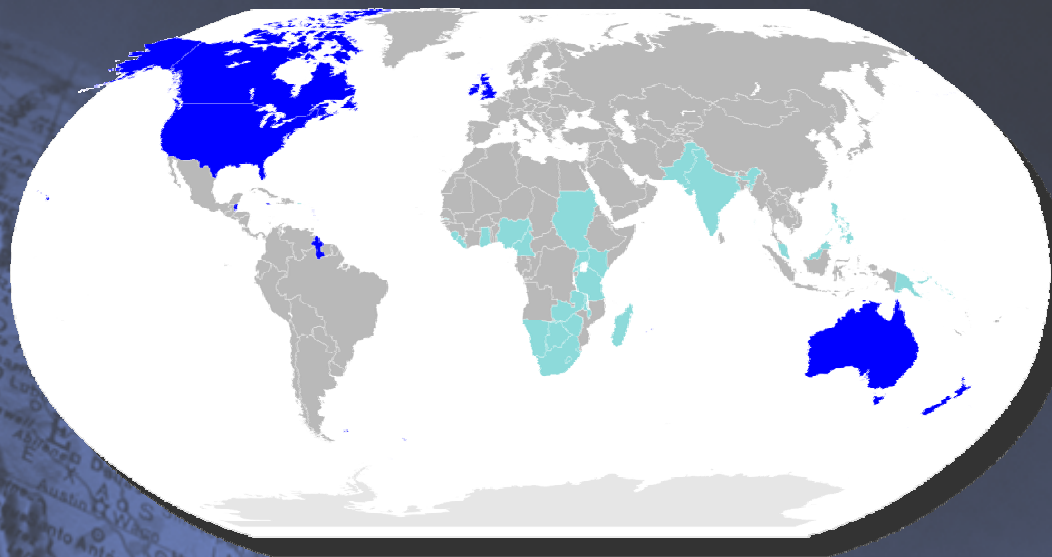
Arabic (25 Countries)

- Native speakers
 - 221 million
- Total speakers
 - 325 million



English (58 countries)

- Native speakers
 - 328 million
- Total speakers
 - 1,800 million



A blue-tinted topographic map of North America, showing state and national boundaries, major cities, and elevation contours. The map is viewed from a slightly elevated perspective, showing the western and central parts of the continent. Overlaid on the map is the text "Shall We Promote Japanese for Business Communication Globally?" in a white, sans-serif font. The text is centered horizontally and vertically on the map. The background is a dark blue gradient with some faint, circular light effects in the upper left corner.

Shall We Promote Japanese for Business Communication Globally?

English is Common in Business Schools

- World's top business schools push to make English the teaching tongue
 - Instituto de Empresa (Spain) offers admission tests in English as well.
 - Korea University attempted to raise courses in English from 30% to 60%.
 - Lille School of Management (France) stopped considering English as a second language in 1999. It has been the major language.
- Graduate Management Admission Council reports
 - Master's programs "also" using English increased from 1,700 in 2004 to 3,300 in 2007.

English is Common in Japan, too!

- More in applied, medical, agricultural political science programs
- Business schools as well
 - Keio – Japan/World Bank Graduate Program in Taxation Policy and Management, Graduate School of Business & Commerce (established in 1996)
 - Tokyo International – Graduate School of Economics
 - Hitotsubashi – Graduate School of International Corporate Strategy
 - Tokyo – Executive Management Program

Challenges to Japan

- Establishing basis
 - Economic power
 - Population power
- Cost of educating Japanese to global citizens
 - Expense-wise
 - Time-wise

Does not Make Economic Sense!
For Now

It Makes More Sense If

- We accept that the lingua franca is English in this era.
- We become more active in the global business community.
- We understand that it is not about culture or national pride.
- More Japanese use this lingua franca to promote Japan's interests to others as well as to attract foreigners to be part of the Japanese economic activity.

A blue-tinted topographic map of North America, showing state and national boundaries, major cities, and terrain features. The map is overlaid with white and yellow text. The text is centered and reads: "Learning how to Communicate in English Is: Making the First Step To Learn 58 Cultures and Markets To Let Them Learn about Japan and Japanese".

Learning how to Communicate in English Is:

Making the First Step

To Learn 58 Cultures and Markets

To Let Them Learn about Japan and Japanese

