Go Global

English for Global Business

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音声ファイルのダウンロード

CD マーク表示がある箇所は、音声を弊社 HP より無料でダウンロードすることができます。トップページのバナーをクリックし、書籍検索してください。書籍詳細ページに音声ダウンロードアイコンがございますのでそちらから自習用音声としてご活用ください。

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Go Global

Preface

Most leading Japanese companies are trying to expand their business overseas. In order to do so, their employees need to be able to communicate with their business partners, including coworkers, customers and suppliers, in these countries. This generally means that employees need to be able to use English for work. However, just being able to communicate in English is not enough. To be successful in business, it is very important to be able to communicate in an appropriate way – using formal, semi-formal, or casual language in both speaking and writing.

After training thousands of business professionals with Global Bridge (one of Japan's leading corporate training companies), we know the language that employees need to work in a global company. We wrote "Go Global" to teach you how to communicate professionally and build better relationships with your business partners all over the world.

Good luck in your future career.

Garry Pearson
Graham Skerritt
Hiroshi YOSHIZUKA

The Structure of a Business Email

A good business email typically has seven parts. Using this structure will ensure your email is professional and easy to understand. In this course, you will learn how to write the different parts of a good business email.

To:	carolharper@abcnewyork.com
Subject:	❶ Request for appointment to discuss exhibition

❷ Dear Ms. Harper,

❸ I hope that all is well with you. I am writing to request an appointment to discuss the planned exhibition in New York.

❹ As you know, the deadline for product selection is soon, so we would appreciate it if you could meet us to discuss the layout of the exhibition. In particular, we would like to reach a final decision on which products you want to display. If possible, we would like to meet with you before the end of this month.

❺ Thank you very much for your consideration. I am looking forward to your response.

❻ Best regards,
❼ Robert Holly

❶ *Subject Line*
The subject line should give the reader a clear idea of the contents of the email before they actually open the mail, but it needs to be short. (See page 42 for more information.)

❷ *Salutation*
The salutation is a greeting that needs to be appropriate for the level of formality of the email. (See pages 11 and 53 for more information.)

❸ *Opening Paragraph*
The opening paragraph includes a friendly comment and the explains purpose of the email. (See pages 17 and 84 for more information.)

❹ *Body*
The body is the main content of the email. It can be divided into paragraphs, but should not include too much information. (See pages 29 and 36 for more information.)

❺ *Closing Paragraph*
The closing paragraph contains another friendly comment and may suggest next actions. (See pages 48 and 78 for more information.)

❻ *Valediction*
The valediction is the words we use to end the email, and they should be appropriate to the level of formality. (See page 23 for more information.)

❼ *Your Name*
There are different ways to write your name depending on the level of formality. (See page 5 for more information.)

Level of Formality: Choosing between Formal, Semi-Formal and Casual

When communicating in business, it is important to consider the level of formality. Using very casual language with a senior member of staff can make you sound unprofessional, whereas using very formal language with a coworker can make you sound unfriendly. So how can you choose the correct level of formality?

Business writing can be divided into three types:

- **FORMAL WRITING**: This is very polite and respectful, but can seem unfriendly if we are communicating with people we are close with.
- **CASUAL WRITING**: This is very natural and friendly and sometimes resembles spoken English, but can seem disrespectful if we are communicating with very senior or important people.
- **SEMI-FORMAL WRITING**: This is a balance between the two and is most commonly used in business situations. It is polite and respectful, but at the same time friendly.

To choose the correct level of formality, think about these two questions:

1. *What is your relationship with the other person?*
How well do you know them? If you know each other well, you have a "close relationship." If you have never met or you barely know each other, you have a "distant relationship."

2. *What is the position of the other person?*
Is the person junior or senior to you, or at the same level as you?
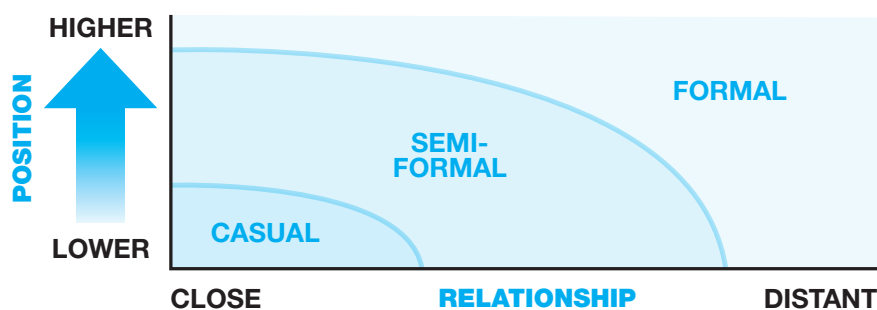
If you are ever unsure which level to use, it is safer to use a semi-formal tone, because this is appropriate for most business situations. However, think carefully about the content of your message. For example, if you are discussing a very serious topic or making a difficult request, you may want to use a more formal tone.

In this course, you will learn formal, semi-formal and casual expressions for many types of email. However, remember to choose an appropriate level of formality <u>before</u> writing your email.

EnglishCentralのご案内

EnglishCentral

本テキスト各ユニットの「Conversation」と「Supplementary Worksheet」で学習した会話音声は、オンライン学習システム「EnglishCentral」で学習することができます。
EnglishCentralでは動画の視聴や単語のディクテーションのほか、動画のセリフを音読し録音すると、コンピュータが発音を判定します。PCだけでなく、スマートフォンのアプリからも学習できます。リスニング、スピーキング、語彙力向上のため、ぜひ活用してください。
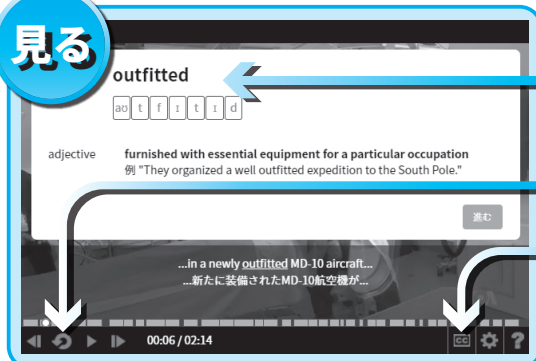EnglishCentralの利用にはアカウントとアクセスコードの登録が必要です。登録方法については下記ページにアクセスしてください。

（画像はすべてサンプルで、実際の教材とは異なります）

https://www.seibido.co.jp/np/englishcentral/blended.html

見る

outfitted

adjective　furnished with essential equipment for a particular occupation
例 "They organized a well outfitted expedition to the South Pole."

進む

...in a newly outfitted MD-10 aircraft...
...新たに装備されたMD-10航空機が...

00:06 / 02:14

本文内でわからなかった単語は1クリックでその場で意味を確認

スロー再生

日英字幕（ON/OFF可）

学ぶ

再生

単語の穴埋めにチャレンジ

Eighty percent of visual ____ problems can be prevented or cured.
視覚悪化の問題の80%は、予防もしくは治療できるものです。

01:08 / 02:14

音声を聴いて空欄の単語をタイピング。
ゲーム感覚で楽しく単語を覚える

動画のセリフを音読し録音、
コンピュータが発音を判定。

話す

88%

発話を比較

このセリフをとばす

You can be there needing to scrub your hands for the surgery...
そこでは、手術のために手をこすり合わせる必要が出てくることもあります...

00:26 / 02:14

日本人向けに専門開発された音声認識によってスピーキング力を%で判定

ネイティブと自分が録音した発音を聞き比べ練習に生かすことができます

苦手な発音記号を的確に判断し、
単語を緑、黄、赤の3色で表示

CONTENTS

Introducing Yourself

Learn how to introduce yourself to coworkers and business contacts

1 *Vocabulary*

Match the underlined words to the meanings.

1. I majored in English literature at university. (   )

2. I started a new job and my new coworkers bought me lunch. (   )

3. She recently started working in the IT Department. (   )

4. I have been assigned to the Sales Team. (   )

5. "Nice to meet you." "Same here." (   )

    A. the people you work with   **B.** part of a company   **C.** studied

    D. give someone a job or position   **E.** I feel the same way

2 *Listening*

🎧 02

Listen to the conversation and choose the correct answer to each question.

1. Who is Tom?

    A. Miyuki's manager   **B.** Miyuki's coworker   **C.** Miyuki's friend   **D.** Miyuki's professor

2. Which area does Tom work in?

    A. Recruitment   **B.** Manufacturing   **C.** Finance   **D.** Computing

3. When did Miyuki graduate?

    A. Three years ago   **B.** Two years ago   **C.** Last year   **D.** This year

4. What was Miyuki's major?

    A. Marketing   **B.** Media   **C.** Accounting   **D.** Business Administration

3 | *Conversation*

EC CD 02

Practice the conversation with your partner.

Tom: Hello. Are you new?

Miyuki: Yes, <u>my name is</u> Miyuki Hara.

Tom: <u>It's nice to meet you</u>. <u>I'm</u> Thomas Davies, but <u>please call me</u> Tom.

Miyuki: Nice to meet you, too, Tom. Which department do you work in?

Tom: <u>I belong to</u> the Accounting Division. How about you?

Miyuki: <u>I work in</u> the Marketing Department. <u>I have been assigned to</u> the Social Media Team.

Tom: Sounds interesting. So did you graduate this spring?

Miyuki: Yes, <u>I graduated from</u> Florida State University.

Tom: What did you study?

Miyuki: <u>I majored in</u> Business Administration.

Tom: Great. Well, I'd better get back to work. My coworkers are waiting for me. It was nice talking with you.

Miyuki: Same here.

4 | *Useful Expressions*

Complete the expressions with words from the conversation.

Telling people your name	Greeting someone for the first time
• **My name is** Miyuki Hara. • **I'm** Thomas Davies. • **Please (1)** _____ **me** Tom.	• **F**: It's a pleasure to meet you. • **S**: It's **(2)** _____ to meet you. • **C**: Good to meet you.
Telling people about your job	Telling people about your university
• **I (3)** _____ **to** the Accounting Division. • **I work in** the Marketing Department. • **I have been (4)** _____ **to** the Social Media Team.	• **I (5)** _____ **from** Florida State University. • **I studied** Business Administration. • **I majored in** Economics.

F=formal   **S**=semi-formal   **C**=casual

5 | *Speaking*

Make conversations for the people in the chart below. Use the conversation above to help you.

	Conversation 1	Conversation 2	Conversation 3
A	• Elizabeth Brown (Liz) • HR Department	• Jonathan Thompson (John) • Sales Division	• Katherine Black (Kate) • R&D Department
B	• Hiroshi Tanaka • IT Department • Database Team	• Mikiko Hashimoto • Legal Department • Contracts Team	• Nozomi Kagawa • Sales Department • Online Sales Team

6 | *Reading*

Read the article and choose the correct answers to the questions.

My first week at Google

So I am officially a "Noogler," a new hire at Google!

On Monday, I arrived at the campus and went to the orientation to create my login details and have my photo taken for my employee ID. There was a long line of people waiting, but it was fine because there were some musicians playing for us! I introduced myself to some other new recruits. Some had just graduated from college like me, but others were moving to Google from other jobs.

We had two days of orientation on Tuesday and Wednesday, where we learned all about working for Google – and we also got to eat at some of the great restaurants on campus. After orientation, I was assigned a mentor – a senior coworker from my department. She took me to my desk and introduced me to the rest of our team. They were all really friendly. I'm really looking forward to working with them.

1. What is the article mainly about?
   A. Looking for a new job
   B. Applying for a new job
   C. Starting a new job
   D. Helping a new recruit

2. What did the writer NOT do on her first day?
   A. Talk with other new employees
   B. Set up her username and password
   C. Get a picture taken
   D. Meet her team members

3. What did the writer do before working at Google?
   A. She worked for another company.
   B. She was a university student.
   C. She was a musician.
   D. She worked in a restaurant.

4. In the article, the word "hire" in paragraph 1, line 1 is closest in meaning to
   A. manager
   B. recruit
   C. mentor
   D. training

7 | *Example Business Email*

Read the **SEMI-FORMAL** email that Miyuki sent to introduce herself to her new coworkers.
Check (✓) the topics she includes.

☐ age   ☐ department   ☐ hobbies   ☐ hometown   ☐ team   ☐ university course

To:	allstaff@pc-news.com
Subject:	Nice to meet you all!

SEMI-FORMAL

Hello everyone,

I hope you are well.

My name is Miyuki Hara. I recently joined the Marketing Department, and I have been
assigned to the Social Media Team. Let me tell you about myself. Prior to joining PC News, I
graduated from college with a degree in Business Administration. Outside of work, I enjoy
playing tennis and watching movies. I am really excited to be working here and I will try my
best to learn quickly!

Please let me know if there is anything I can do for you. I am looking forward to working
with you all.

Best regards,
Miyuki

8 | *Essential Email Expressions*

Write **F** (formal), **S** (semi-formal), or **C** (casual) next to each expression in the chart.

Greeting people	Opening pleasantry
1. ( ) **Hello** everyone,	**4.** ( ) How's it going?
2. ( ) **Dear** all,	**5.** ( ) I hope you are well.
3. ( ) **Hi** guys,	**6.** ( ) I hope this email finds you well.
Introducing yourself	**Offering help**
7. ( ) Let me tell you about myself.	**10.** ( ) Please do not hesitate to contact me if...
8. ( ) Please allow me to introduce myself.	**11.** ( ) Please let me know if...
9. ( ) Here's a little about me.	**12.** ( ) Please feel free to ask if...

9 | *Writing Task 1*

Choose the correct words and expressions to complete this **FORMAL** email from Miyuki to James Edwards, manager of the Sales Department.

To: j.edwards@pc-news.com

Subject: Introduction

FORMAL

❶ Dear James / Dear Mr. Edwards,

❷ I hope you are / I hope this email finds you well.

My name is Miyuki Hara. I recently joined the Marketing Department, and I have been assigned to the Social Media Team. ❸ Please allow me to introduce myself / Let me tell you about myself. Prior to joining PC News, I graduated with a degree in Business Administration. Outside of work, I enjoy playing tennis and watching movies.

❹ Please do not hesitate to contact me / Please feel free to ask if there is anything I can do for you. I am looking forward to working with you.

Sincerely,
Miyuki Hara

Business Writing Tip

Writing your name

You should always write your first name at the end of an email. It is not natural to only write your family name.

Contacting people for the first time:

Formal, Semi-Formal: ➡ Takashi Sato (first name then family name)

Casual: ➡ Takashi (first name only)

Contacting people you already know:

Formal: ➡ Takashi Sato (first name then family name)

Semi-Formal, Casual: ➡ Takashi (first name only)

10 | *Writing Task 2*

Choose the correct words and expressions to complete this **CASUAL** email from Miyuki to some coworkers that joined the company at the same time as she did.

To:	j.smith@pc-news.com, v.braun@pc-news.com, r.tanaka@pc-news.com
Subject:	Nice to meet you!

CASUAL

❶ Dear all / Hi guys,

❷ I hope this email finds you well. / How's it going?

My name's Miyuki Hara. I recently joined the Marketing Department and I've been assigned to the Social Media Team. ❸ Let me tell you about myself / Here's a little about me. Before I joined PC News, I graduated with a degree in Business Administration. Outside of work, I enjoy playing tennis and watching movies.

❹ Please let me know / Please feel free to ask if there's anything I can do for you. I'm looking forward to working with you.

Best,
Miyuki

11 | *Writing Task 3*

Imagine that you just joined the Marketing Department at PC News. Write a **SEMI-FORMAL** email to introduce yourself to your new coworkers.

To:	allstaff@pc-news.com
Subject:	Nice to meet you all!

SEMI-FORMAL

❶ _____ _____,

I hope ❷ _____ _____ _____.

My name is ❸ _____ _____. I recently joined the Marketing Department, and I have been assigned to the Social Media Team. Let me ❹ _____ _____ _____ myself. Prior to joining PC News, I ❺ _____ _____ _____ with a degree in ❻ _____. Outside of work, I enjoy ❼ _____ and ❽ _____. I am really excited to be working here and I will try my best to learn quickly!

Please ❾ _____ _____ _____ if there is anything I can do for you. I am looking forward to working with you all.

Best regards,
❿ _____ _____