
Mutual Understanding and Good Will through Business Communication

by Seizo Murakami

FORWARD

Man's way of living and thinking and the works through which he expresses his thoughts have never changed so remarkably as they have today. Though Britain is said to value its tradition than any other nation, its commercial English in the 19th century is for the most part out of vogue now. In the U.S.A. the change has been far more radical. Those countries, which were under the influence of the 19th century Britain, still observe British tradition considerably and among them are the countries in the South-Eastern Asia. Even European countries follow British tradition to some extent.

So far as international trade is concerned, Japan is doing the most active business with the U.S.A. yet many countries in the South-Eastern Asia, Britain, and European nations are also good customers of Japan. So in order to succeed in business transaction in English for Japanese, they must learn both ways of writing and speaking.

The new mode of American-English expressions and usage in business communication, however, has gradually influenced other countries, so we here would like only to refer to modern American way of business communication.

Yet those Japanese who want to study the modern usage of American business communication have to meet with a bottleneck, that is, most of the books on commercial English published in this country are chiefly related to British expressions which are rather out of date. Though many have been revised while going through editions, yet modern ways of

American expressions or usage are not so often found in the revised editions. In such a general tendency, Professor Sukeo Kitazawa's "Advanced Course in Business English" is outstanding, so far as I know.

The U.S.A. is, however, a large country. The Eastern expressions do not always correspond to the south or to the west. Therefore the so-called modern American usage cannot be limited to one definite way of expressions. The hackneyed expressions such as "Enclosed you will find..." or "You may rest assured that..." often appear in the most excellent business letters.

One of the other difficulties experienced by a student living in Shimonoseki, a local town, is to get good reference books on business English. We found a list of business English books in some of the Business English Series issued by Kenkyusha Company. We ordered several of them from Tokyo but most of them were out of stock in Japan, besides they were published nearly ten years ago.

Under such unfavorable condition of business English in Japan, the writer fortunately found "Business Communication for Better Human Relations" by Prof. Charles C. Parkhurst of Boston University. Though it was first edited in 1955, it was published as a new Asian Edition enlarged and improved in 1961. It has about 580 pages, each page having 530 small words or so. In this rather extensive volume we find all phases of business communication explained in detail. Therefore it is certainly a highly recommended book for anyone interested in this subject. So this thesis owes much to this book. Only recently we got "Communicating through Letters and Reports" by J. H. Menning and C. W. Wilkinson published in May this year. It seems interesting and beneficial. But we have not read it, so its real value is yet to be known.

文の書きかた

1. (a) 各 sentence は成るべく短かくする。複雑、冗長のものは不可。但し、単

調さを避けるため同型の文をくり返さないで文型をかえたり、文の長短を織りまぜて変化をもたせる。

例 × We have received your order. We very much appreciated it. We assure you that it will be filled promptly.

○ We very much appreciate your order, and will fill it promptly.
また内容では言訳や釈明は後まわしにして相手が最も求めていることに先づ答えること。

(b) 文案が出来たら、2, 3回読み直してすることが必要。spelling や punctuation の誤りはないか。特に相手の名前の misspelling は非常に失礼なことになる。又、Alfred C. Morgan と署名せず、A. Cecil Morgan と Christian name を短縮して本人が書く場合、それに従うのが礼儀。相手の会社名も The のある場合とない場合があるから注意を要する。

例えば、東京銀行は The Bank of Tokyo である。

(c) 商業通信の Basic 5 C's の必要性は、すべての専門家の言うところであるが、5 C's のうち courteous (礼儀正しい、丁寧な) は、相手の good will を retain するため特に必要である。

blunt : We are surprised that you were not satisfied even with our adjustment.

courteous : We are sorry that the quality of our goods sent to you in other shipment was not quite satisfactory.

blunt : Judging from your present condition of your business, we cannot but hesitate to extend your credit. We shall, however, welcome your cash orders.

courteous : Thank you for your order. Of course, we are glad to do business with you. But in the light of present market conditions, it would be better for you to place a smaller order and take advantage of our cash discount.

(d) effective writing のその他の要件

人間性の理解、相手の感受性、欲求の理解、特に日本人にはかけているユーモアのあること。また相手のためにならうとする誠意が相手に通じる時、相手の

信頼と好意をかちうることになる。

次の文は19世紀英国の文豪 Charles Dickens の humorous な名文

My dear Sir,

Since my hall clock was sent to your establishment to be cleaned, it has gone (as indeed it always has) perfectly well, but has struck the hours with great reluctance, and after enduring internal agonies of a most distressing nature, it has now ceased striking altogether. Though a happy release for the clock, this is not convenient to the household. If you can send down any confidential person with whom the clock can confer, I think it may have something on its works that it would be glad to make a clean breast of.

Faithfully yours,

Gentlemen :

I am writing with a prxtty good typxwritxr. It has only onx thing wrong -- onx of thx lxttxrs is missing. I fxxl surx you can makx out what I am saying, but I rxalizx it is a bit aggravating.

(上記2文とも Parkhurst 教授著書230頁より humorous ではあるが少しも sarcastic ではない。)

嘗て筆者の父が新義州で中国人を相手にマッチを製造・販売していたが、一旦当方の固い正直な人間であることが理解されてからは、売買契約後にも生産費が下れば契約値段以下で売ってやるかわりに、反対に生産費が上った場合も、事情を書いて契約以上の価格で引取方を要請すると、快くその値段で買ってくれたと言っていた。これは相互の信用が取引に如何に大切であるかを雄弁に語っている証拠。

- © 返事は早く出すこと、少くとも24時間以内に書くこと。手紙受領の日時と、先方の指示に従って事務上の処理を完了する日時を先方に知らせること。筆者の見聞するところによると相手が実際のな米人でも当方が受益者である場合はなかなか返事のない場合が近頃多いようである。これは感心できない。

(f) 要求が不明瞭である場合

要求事項が正確に述べてないために迅速・正確な返事が出来ないような場合でも相手を不快にさせる返事は書かないこと。内容不明瞭な問合せや注文に対しても親切なサービス精神にみちた返事を書くこと。

例一 We have just received your letter of August 10, asking for information on hosiery in our market.

I am pleased to send you several kinds of printed matters which will be of interest to you.

I wonder if you want to know about particular kinds of hosiery. If you do, please let me know it. I shall be glad to send you all the information concerning the goods you are especially interested in.

(8) 断り状は余程注意して町重に書かないと相手の感情を害する。要求を断らねばならぬ時は、手紙に対する感謝と要求に応じられない事情を正直、丁寧に、しかし簡潔に述べること。

Dear Mr. Johnson,

We should like to accept your proposal of March 15 for serving as one of our agents in your country. Unfortunately the market is so dull that we have no intention of increasing the export of our goods to your country at present.

Should there be a favorable turn and an increase of the order for our goods, we shall be glad to talk with you. (ここで下線部の文の代りに We may gladly accept your proposal. とか We may call for your help. とすると将来当方が束縛されるような意味にとられるから慎しむ方が賢明である。

This is not a dun (支払の督促) but an explanation of how we can help your profits. の書き出しで、速く支払った方が現金割引の得策や将来信用取引の恩典に浴す機会のあることを述べて、実は支払の督促状にする上手な書き出し法もある。

2. 手紙の中での強調点は書き出しの文と結びの文であるというのが商業英語の常識である。初めと終りは短い文の方が却てそれだけ力強くなる。

弱い手紙の書き出し、

× We have your letter of July 4 and in answer we will ship to you twenty sewing machines on July 12.

簡単で要を尽した書き出し、

Your order for twenty sawing machines will be shipped to you
July 12.

有力な書き出し,

Probably you have the same hope and aspiration that most fathers
have to see their youngsters graduating from high school and then college.

But at times you may wonder where the money will come from, you
would feel much better and more confident if there was a fund accumu-
lating which would be available when needed. こうして子供のための教育貯
金をすすめる。

冬屋外で働く職人への手紙

Don't suffer through another bone-chilling winter this year. Don't let
frigid weather freeze your profits. Drop the enclosed card in the mail to-
day and get all the information on master's B100 heater and larger models
by return mail. No obligation, of course.

有力な手紙の結び

次の三文は共に簡潔で相手に行動を促す効果のあるもの

- Just mail the enclosed self addressed card.
- Why not send us a check for at least a portion of your account?
- Whenever you need our facilities, a letter, phone call, or telegram,
will bring our representative to your firm for consultation.

3. Service と Good will

近時価格競争が激しくなった結果、安売りは長続きせず、結局どこの会社の売値も
標準化してくる傾向が強い。此の場合、買手に他社以上に好感を与えるのは ser-
vice のちがいである。出来る限りの service を提供することが得意先と長い取引
の出来る秘訣である。従って service を強調する文が効果的である。結局実務英
文の良否は service appeal の強弱できまると言っても過言ではない。その例文
として次の二文は適切ではないかも知れないが参考にはなる。

It is almost three months since we last serviced you. Although our
service customers have grown constantly, we are human and it is quite
possible that we may have erred. If it is the reason for your absence, we

would much appreciate a line from you.

We are much disappointed that your account has been inactive for quite a while. We have greatly valued this account of yours, so we are much disturbed about your long absence.

Won't you help us in increasing our good will by answering to the questions on the enclosed blank and mailing it to us in the stamped envelope?

We believe that an active charge account is the best evidence a store can prosper. How we wish to have your name on our list of active charge accounts!

4. Salutation ぬきの手紙が近頃アメリカでは時々見られる。かかる書き出しは直接的、個人的で親しみが感じられる。しかし未だ一般化するまでには至っていない。

Your letter, Mr. Brown,

was on my desk when I returned from abroad this morning.

You are to be congratulated on the successful publication of your new book.

Enclosed, Gentlemen, is your check for \$89.00, together with your corrected invoice covering order 1243.

5. Inside Address には近頃敬称を省略する傾向がある。

“Messrs” “Mmes” 等は printed letterhead にある通りに書いて省略する傾向にある。

Reverend, Honorable などの敬称は省略して Rev. Hon. と書くことは出来るが the の後へ書く時は省略してはならない。× the Rev. × the Right Rev. × the Hon.

○ the Reverend ○ the Right Reverend ○ the Honorable

Reverend を名前の前につける時は Mr. はつけない方が正しいと言われるが, Reverend Mr. John C. Grubbers など書いてもよい。

6. Letters of Recommendation 推薦状

a formal letter の例

To Whom It May Concern :

It is my privilege and pleasure to recommend for study in your in-

stitution a former pupil Mr. _____ whose ability and strength of character have proved him worthy of advanced work. His special interest is in _____ .

I do not hesitate to recommend him, without qualifying statement, to your good favor and concern.

Sincerely yours,

Parkhurst 氏によると To Whom It May Concern letters は全く個性を欠き、極めて一般的、漠然としていて推薦状としての価値は殆んどないと言っているが、書類の一つとして形式でも推薦状の必要なことがある。次の場合は、文部省当局が教員組織の調査に来た時、偶々 furlough 帰米等で不在中の米人教師の在職証明書の働きをした。

November 13, 1966

To Whom It May Concern :

This is to certify that Miss Alice Elzinga has served Baiko Jo Gakuin as missionary teacher of English since April 1, 1963.

She returned to U. S. A. in March 1965 on regular furlough, returning to Japan last September in order to continue to serve Baiko Jo Gakuin. But before returning to Baiko Jo Gakuin, she wanted to improve her ability in Japanese and is now studying the language in Tokyo. At the beginning of the new school year — spring 1967 — she will return to Baiko Jo Gakuin to continue her teaching.

The Mission Board of _____

Glenn Bruggers

Director of Baiko Jo Gakuin

筆者の draft には return の代りに go back, come back; Baiko Jo Gakuin の代りに the school としてあったが、此のような正式書類には上記の方がよいと訂正された。

採用させるような意欲を起させる個性的な正直な教授の推薦状の例。

Mr. So-and-so, applicant for the position of _____ has been a student of mine during the past three years.

He has always shown himself to be quiet, reliable, persistent; not brilliant, but industrious and painstaking.

In appearance, manners, and speech, he is likewise quietly behaved; he is not aggressive, yet he is attractive. My acquaintance with him limits me to these general items.

以下は筆者が依頼された海外への広告，工事報告書の一部など。

Flat Vacuum Table with a Desk

Characteristics in its use.

- 1) Vacuum Pressing Table means a pressing machine with a vacuum apparatus.
- 2) The strong vacuum apparatus absorbs steam and dries wet articles so quickly, that you can give finishing touches very soon.
- 3) With the revival of the Original Starch on the clothes, you can make the finishing touches more beautifully than ever. You need not be afraid of the disagreeable traces due to the use of the old method.
- 4) Most suitable for pressing wet shirts and sheets.
- 5) No matter what weather may be, the work is guaranteed. Whether cloudy or rainy, the same good finishing touches with no "turning black" nor "shrinkage" whatever.

Characteristics in its Structure

- 1) Because of this special motor solely for the National Vacuum, no noise is made even under heavy duty. Its absorption is highly efficient, the cloth stretches well and the finishing touches are very beautiful. Especially you can make the crease in trousers as neatly as if out of a bandbox at a single pressing.
- 2) With the manual transfer-device, you can easily replace a flat table,

a big horse, or a shoulder-horse at your will. (patented)

- 3) Taking advantage of the weight of the iron, it works out as "automatic absorption device", so you need not do absorption operation with your hand or foot. (patented)

According to the type of clothes, you can jointly use a treadle absorption device.

- 4) It is highly convenient as you can freely turn the surface to be pressed to a shoulder horse or to a big horse.

Types

As you see in the pictures on this cover, we sell the Vacuum Pressing Table with a desk in addition, the one to be fixed to the work-table you are using. The motor solely for the National Vacuum having the greatest absorption, one motor supplies sufficient power for two men at two tables.

○ Our machine has four patent rights. May we remind you not to abuse these patent rights ?

○ You can find our machines in first-class firms trading mechanical materials. Please designate the Vacuum Table with "Lion Mark".

As soon as we receive your request for information, we shall gladly call on you.

Labor is cut in half while efficiency rises to five times its former performance.

For wonderful finishing touches use

THE VACUUM PRESSING TABLE.

- (1) No longer short of hands. (This vacuum will drive away short-handedness.)
- (2) This superman does not demand wages.
- (3) So, please employ it to its fullest extent without fail.

MINE POCKET

Seamless Pocket

Characteristics of Mine Pocket

Quite different from the pockets heretofore in use, it is a Seamless Pocket produced by an original design. It is a pocket weaved in bag style for trousers or coats. Since it is made according to definite measurement, it is not only profitable in the production of clothing but it has also these characteristics.

- (1) It requires little time in cutting cloth. You can more economically use cloth and deal it in a simpler way.
- (2) Because of the pre-arranged definite measurement the pocket cloth is fixed by the first sewing, therefore the opening of the pocket is easily put in the right position.
- (3) As it is seamless, therefore one does not feel rough edges on the surface. (The pockets hithertofore have had four-fold cloth at the seams.)
- (4) It is labor-saving as there is no need in bag-sewing.
- (5) You need no longer be afraid of a seam opening or of a thread breaking. The final check is made simpler by reducing seams.
- (6) It looks very beautiful due to a special weaving without any thread fraying.

About Roof-Floor Concrete

屋上コンクリート舗装工事

1. Concrete Mixture

Without specially changing the ratio of concrete-mixture, just mixed the following materials as used to :--

Cement	1.0
Sand	2.3

Ratio of water and cement 60%

2. Way of Operation

We paid special attention to the ratio of water and cement and in order to get each material of the mixture fully coherent, we were especially careful in revolving the concrete-mixer. After filling the board-frames with the mixture, we used a vibrator.

3. Concrete Joint-Work

It is idealistic to finish cementing the roof-floor in one day; yet in the case of the roof of our main building, at least one week is necessary for the work. Therefore we must have joints between seven partitions. We have taken the greatest care of those joints, where leakage might be probable. As a warning against this probability, we cut perpendicularly the edge of each cemented partition by the frame the next day we cemented it. We scraped off the rough surface of the concrete from the place where the next partition was to be continued. Moreover we cleaned the surface and put liquid cement or mortar over it, so that the next concrete partition might adhere closely to it.

昔のアメリカの同僚（女性）からの手紙，米国の変り方が教会にまで及んでいる現状を見ての elderly lady の感想が面白い。

Dear Mr. Murakami,

What a thrill I got out of receiving your letter. I've often wondered who of the teachers I know are still at Baiko.

I surely would like to visit Japan again before I get too old. We are nearer and nearer retirement age. A great many people retire here when they are 65, but with the life span increasing constantly it leaves a number of years without a routined life. It always seems a great pity to me for these people to go to Florida and just amuse themselves, when they have developed skills that should still be used. With our Social Security program and pensions that become more and more adequate, people take advantage of them.

We have a larger percentage of people in the upper age brackets now than we had 25 years ago, so there is a great deal of planning for it in the opening of Retirement Homes with nursing care, and Golden Age Clubs for persons over 65. There was a time when families took care of the older members, but now with people living in apartments and smaller homes in cities there isn't room for them. Also more women work, so there is no one at home to look after them. Times have surely changed. Sometimes I'm glad I won't be living 50 years from now.

American Ass'n of University Women, Woman's Club and church activities keep me busy. We have a church of 2000 members. The building is new and modern, with fine facilities in the Christian Education part of it. The S. S. rooms are well equipped. Sometimes I think we stress too much the physical plant. Children have so many more opportunities now than I had, but I doubt if they know the Bible as well. I guess this is a sure sign of getting old, to look back on the past as better. Life is getting more and more complicated, so that the soul doesn't seem to have time to commune with its Maker.

A farewell letter to the graduates from a missionary teacher who left the school to America before the commencement. She was such a stylist as rarely seen among the English-speaking people I have ever known, some of which you may appreciate even in this little piece of her writing.

Dear Graduates of 19-- :

I am too far away to see you except in my memory, too far away to hear you speak; yet I know that since I left you there has been a time of growth for you which has given you more beauty and more wisdom in preparing you for the experience of meeting what we call "the world". While I have been traveling and talking with many persons I have been

wishing that you could speak for Japan instead of me and that you might hear American friends speaking direct to you instead of through me. Some day, in one way or another, you will have a chance to speak for Japan since every individual expresses something of his country whether for good or for evil; I have faith to believe that Baiko graduates will always represent the best of Japan's interests. It may be that you will also have a chance to meet some Americans in direct conversation: I am hoping that no influence from anyone will ever tarnish the pure gleam of Christian idealism even in the realm of our realistic world. At this critical time in your young lives there are, among many, two friends whom I wish I could introduce to you in person, realizing that their very presence would carry the message of which I can but write imperfectly.

One of these I met unexpectedly. I had been asked to share in a "Devotional retreat" not far from New York City in a beautiful old house where about thirty women from all over America were gathering in preparation for the new year planning in church-work for women. I was surprised to find there were two men there too: recently arrived from Africa, two Negro gentlemen, one a minister, the other a doctor. The minister, young and vigorous, is studying in a New York university but at this time he was caring for his friend who, because of an injured leg, sat in a wheel-chair and had to be carried wherever the chair could not be wheeled. Singing for us, laughing with us, teaching us how the African jungle call-drums are played, both men seemed equally joyous and eager to be active as Christian leaders. It was hard for me to believe that the doctor in the wheel-chair was facing death and knowing the ordeal ahead of him — his smile was so genuine, his voice so strong, his hand-shake so confident, his hope of opportunity for service in Africa so great! What we were quietly told was what he did not himself know — the surgeons examining him had said there would be no hope of stopping the spread of disease even with the amputation of the injured leg. The life he wanted so much to expend

Mutual Understanding and Good Will through Business Communication

for Christ in Africa would be cut short. Knowing this, we who sat with him feeling his calm faith and self-forgetting spirit, though we had been strangers, were like close friends, inspired by him to a deeper assurance of being at all times in God's hands. Growth in beauty sometimes comes like that!

The other I would have you meet is a woman who had faced death many times and come out of many trials during four years of imprisonment in China, now beginning to live once more in freedom, with friends and family. Captured and kept in prison, for more than two years in solitary confinement, in a room that allowed her to walk only five steps in one direction, six steps in the other, watched over by a Communist guard, her days and nights were long and lonely indeed. Fed the poorest of food, questioned for hours at a time, refused the comfort of her Bible, she was tested in all the ways of endurance; yet, on being released, she had no bitterness of spirit: her story is all of the answer to prayer, the confidence she holds in God's promises, the continuing assurance of God's presence. She asks no pity for herself; her voice is calm, deep, strong; her repeated message to all Christians is simply, "Pray without ceasing for God's answer comes in God's time." So you can understand why I would have you hear her voice as the voice of one speaking with experience. Growth in wisdom sometimes comes like that!

An ocean separates America from Africa; another ocean separates China from Japan but the truth of God in Christ unites us all, "always, unto the end of the world". Times of testing are sometimes times of joy as well as times of pain, times of sharing with friends instead of loneliness, times of celebrating success instead of times of failure. It is good to know that at all times our faith in Christ may provide the growth in beauty and wisdom we long for. So, even at this distance, I seem to hear your voices singing as we have often sung together, "Masase tamae" while I too sing and make this prayer for you, apart yet not divided.

Reference Words & Sentences

a collect phone call 料金先払いの電話

in transit 輸送中に

skyrocketing price 凄く高騰する値段

past due account 期限切れの勘定

a charge account 掛売勘定

a charge customer 信用取引先

to get full value for my money 私のお金の値打を最高度に發揮する。

to make a down payment 即金で払う

to do business with them と取引をする

to give him a call 彼に電話をかける

to assume a responsibility 責任をとる (or to take)

to refund you your purchase price 貴店の購入代金を払戻す

to stand on our head to serve you あなたにできる限りのサービスをする

We don't want to carry them over. その品を持ちこしたくない。

We solicit favor (or custom) of (or from) you. お引立てをお願い申します。

Here's one that could mean dollars to you. あなたにとってお金になる話がありますよ。

The cash discount period expired 10 days ago. 現金割引期限はもう十日前に切れました。

We hope you will excuse the unavoidable delay in replying to your letter.

止むをえずお返事が遅れた事をお許し下さるようお願い申し上げます。

We were very much disturbed by your August 10 letter, telling us that...

— It was with a great deal of concern that I learned from Mr. --- of the imperfection in the last lot of ---.

……のお手紙を拝見して (……を聞いて) 大変案じて居ります。

We certainly are not above reproach. 当方にもたしかに欠点なしとはいえませんが。

to tide you over until the matter may be cleared up 問題がハッキリするまで

の切り抜け策として

the enclosed postage-paid envelope — Mail the post-paid envelope today.

The enclosed prepaid card is for your convenience. —

Mail the enclosed stamped envelope with the blank filled.

返信料付の同封の封筒。

This item, with its graceful silhouette, has exciting new color combinations with rich luxurious interiors that will thrill you.

此の品は見かけも美しく、新しい色彩の配合も素晴しく、内容もびっくりする程豪華なものです。

If the budget's a bit tight this month ---

もし今月はお金の都合がつかなければ

How long a wait may be expected from the time the order is placed to the date of delivery?

注文してから配達日までどの位お待ちしたらよいでしょうか。

What a grand lot of surprises there are in store for you!

何とすばらしい事ばかり、あなたのためにとってあることでしょう。

Promptness in meeting your obligations with us

弊社あての債務の返済が早いこと。