



# JACET News

大学英語教育学会

June 2001

The Japan Association of College English Teachers

No. 128

[FOREWORD]

## Are We Swimming Upstream?

**Shuzo Yamanaka**

We will soon be marking the fortieth anniversary of our association's organization. Our fundamental principle is to upgrade the EFL teaching environment by applying various academic expertise to the classroom interaction between teachers and students, particularly at the college level. Thanks to a national economic boom from the late 1970s to early 1990s, the quality of various aspects of higher education improved. However, only a few national leaders realized that the powerful economic activity was transitory, neither lasting nor permanent. I am, of course, referring to the economic bubble. Every bubble is destined to vanish. The very beginning of the 1990s witnessed its bursting and combined with it was our society's rapid aging. Never before in history had another human community experienced such a rapidly aging society. This societal change is bringing about transformations in our population structure and distribution. One change follows another. What is foreseeable in a decade or so is that the

number of college-bound high school graduates will decrease to 1.2 million, 40% less than its peak number.

A series of regulatory reforms have come about as a reaction to this paradigm shift. These reforms make no exceptions for institutions of higher education. The greatest phase of educational change was removal of bureaucratic regulations and controls. Deregulation of the Ministry of Education, Culture, Sports, Science and Technology's codes was a reaction to changing social realities, and national aging. These factors will surely result in an educational market characterized by excess supply.

How should we cope with these changing social dynamics? Do you think that it's a "sink or swim" situation? Do you feel as though you can't go on, but can only stand still, crest-fallen? I admit we are now swimming upstream. However, it is of crucial significance to take advantage of the current situation we are in. Even carp can swim up waterfalls. What really

matters is, first of all, awareness of needs of English learners. If a teacher knows why his or her students need English, that understanding will influence what is acceptable as reasonable contents in the English course. Secondly, many university classes still have as many as 50 students. This class size is far from appropriate. This is far too many students for a teacher to maintain proper communication practice or to react smartly to feedback from students.

Furthermore, the entrance examination system is now multifarious. Universities select students by a variety of methods and this makes it difficult to assess freshmen's English proficiency solely by entrance exam scores. In reality, there is often a wide range of language ability in one class. If the students were streamed, then classes would be more homogeneous in terms of proficiency. This would enable teachers to teach more efficiently. I would like to conclude this article with a personal comment. JACET's system of organization, which is supposed to link the central office in Tokyo with its six chapters, does not work properly. One remedial step would be to advance the transparency of the office of personnel affairs.

(Chairperson, Chubu Chapter & Nagoya Women's University)

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*Starting with this issue, the JACET Newsletter will carry a column on the activities of KATE (Korea Association of Teachers of English) twice a year in the English-language issues of the newsletter? Ed.*

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## **KATE NEWS**

Oh Jun-il

Secretary General, KATE  
Pukyong National University, Pusan

Summer 2001 International Conference

KATE held its summer international conference on June 29-30, 2001. Distinguished scholars from home and abroad made plenary and concurrent presentations at Ewha Women's University in Seoul. The two-day conference focused on the theme "Teaching English as a Global Language in the Asian Context." For further details, please contact Prof. Han Sang-ho (Conference Chair, Kyongju Univ.) by email at <singhap@chollian.net> or Prof. Oh Jun-il (Secretary General, Pukyong National Univ.) at <juniloh@pine.pknu.ac.kr>.

### KATE Representatives Attend International Events

Prof. Lee Young-Shik (Vice President, Hannam Univ.) and Prof. Kim Jin-Wan (Editor, Seoul National Univ.) represented KATE at the International Association of Teachers of English as a Foreign Language (IATEFL) meeting in Britain on April 14-19, 2001. KATE, an affiliate of the IATEFL, is expected to send at least one delegate to annual IATEFL meetings.

### What's Happening in KATE? English-Only Journal

The spring issue of our Association's journal, English Teaching, was an English-only publication. In an effort to step up its globalization, the spring and fall issues of the KATE journal will continue to carry only English-language articles. This action reflects the Association's determination to reach beyond Korea and to establish a global link of scholarship and cooperation.

### KATE Website

The wait for KATE's new website is almost over! It is under construction with generous support from Korea Education Media Co., Ltd. Prof. Lee Byungmin (Editor, Sookmyung Women's Univ.) and Prof. Kim Hyun-Sook (Editor, Sejong Univ.) are currently putting the finishing touches on its

webpages, which can be accessed by members and non-members alike. The address is:

<http://www.kate.or.kr>

## **News from the JACET OFFICE**

Hiromi Kobayashi,  
Secretary General

As part of our effort to upgrade our service to the members, we are now asking the NACSIS-Electronic Library Service to keep the JACET Bulletins as well as Annual Convention Program Books for public showing. Issues that are more than three years old can be browsed through the Electronic Library free of charge if you are a JACET member. For non-members, there will be a nominal charge.

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If you need extra copies of the recent Bulletins, please purchase them through the Business Center for Academic Societies Japan. Non-members are also requested to get in touch with the Center.

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Email: [sub@bcasj.or.jp](mailto:sub@bcasj.or.jp)  
Website:

<http://www.bcasj.or.jp/bcasj/sub/>

We are also trying to make our website for the news from the JACET Office entirely bilingual. We put the JACET calendar in English this year. However, this process takes time and we ask you to wait a little longer for more information in English.

[Personnel Changes] Ms. Shizuko Kuwata, who has been in charge of the JACET convention affairs, will be leaving the office in June. She is expecting a baby. I am sure we all wish her congratulations. Ms. Akiko Arakawa and Runako Oka will be replacing Ms. Kuwata. If you have inquiries about the annual convention, please direct them to these two people.

## **Chapter News**

### **[Hokkaido Chapter Report]** Annual Chapter Convention

The 2001 Hokkaido Chapter Convention was held on June 16 at Fuji Women's College. Approved in the general meeting were the financial report for the 2000 fiscal year, the budget and the annual schedule for 2001, as well as the withdrawal and the appointment of steering committee members. Following the general meeting was a symposium entitled "English Education in the 21st Century and the Role of JACET" chaired by Takehiko Kurihara (Hokkaido Univ.). Views and opinions on the issue were presented by three panelists: Osamu Takai (Otaru Univ. of Commerce), Yoshiaki Yokoyama (Hokkaido Univ. of Education, Iwamizawa), and Kayoko Machida (Hokkaido Tokai Univ.).

### Meetings & Publications

A study meeting was held on February 10 at the Hokkaido Study Center of the University of the Air. Two speakers presented papers: "Theoretical

Hypothesis and EFL Reading” by Nobuaki Hayashi (Iwamizawa Higashi High School), and “It Shouldn’ t Have to be Trachelodynia: Teaching Greek Root Based English Medical Vocabulary” by Mark Irwin (Hokkaido Univ.).

On March 31, the fourteenth issue of the JACET Hokkaido Chapter Newsletter was published. The issue included greetings by Takehiko Kurihara (Chapter President) and Yoshio Arai (Fuji Women’ s College, the site of the 2001 JACET National Annual Convention), as well as a report on the 2000 JACET Hokkaido Chapter Convention.

A lecture meeting is scheduled for August 15 at the International Student Center, Hokkaido Univ. Dr. Rebecca L. Oxford (the University of Maryland) will deliver a lecture entitled “Research on Language Learning Strategies: Crucial Concepts, Methods, and Findings.” Table discussions will follow the lecture. Those who wish to participate are requested to contact me at [kawai@ilcs.hokudai.ac.jp](mailto:kawai@ilcs.hokudai.ac.jp) in advance.

(Yasushi Kawai, Hokkaido Univ.)

### **[Tohoku Chapter Report]**

#### Annual Chapter Convention

The annual convention of 2001 was held at Tohoku Gakuin University on June 9. At the general meeting, accounts for the 2000 fiscal year and the budget for 2001 were proposed and approved.

After the meeting there was a special lecture entitled “Paradoxes in Vocabulary Instruction” by Prof. Hideo Oka (Univ. of Tokyo, Deputy Secretary-General, JACET). Another special lecture entitled “Learning English and Vocabulary” was given by Prof. Masaaki Ohsugi (Seisen Univ.). Eighty participants enjoyed the stimulating special lectures.

Next on the agenda, Prof. Tsuneo Takanashi (Hirosaki Univ.) organized a symposium on vocabulary teaching. Four panelists discussed this issue from different perspectives. The panelists

were Tsuneo Takanashi (Hirosaki Univ.), Satoshi Takada (Tohoku Gakuin Univ.), Jun Takeda (Miyagi National College of Technology) and Toru Yoshikawa (ALC Education Inc.)

#### The First Study Meeting

Presenter: Kiyoshi Takahashi (Miyagi Univ. of Education)

Title: The Japanese “Yoroshiku (onegaishimasu)” and its Corresponding English Expressions: Its Meaning and Culture Seen from the Wierzbickan Semantic Point of View. (April 14 at Tohoku Gakuin Univ.)

The Tohoku Chapter will organize a special lecture given by Prof. Thiraboon Somboontakerng (Chulalongkorn Univ., Thailand) on Monday, August 6 at Akita Univ., a study meeting on Saturday, November 10 at Tohoku Gakuin Univ., and a symposium on teaching English to children on Saturday, December 8 at Tohoku Gakuin Univ.

(Hitoshi Muranoi, Tohoku Gakuin Univ.)

### **[Kansai Chapter Report]**

The Seventh Two-year Cycle of Research Project has just started. There are eleven SIGs belonging to the Kansai Chapter, all of which are/will be as active in their research in this new cycle as in the past. Their research topics/areas cover various studies of the language, language study methodology and language education, such as listening, reading, writing, spoken English, English grammar, discourse analysis, literature education, SLA, ESP, material development and foreign language education home and abroad. See more details in the activity reports of each SIG.

The Kansai Chapter events since the new cycle started and in the future were/will be as follows: [A] The events already held:

1. The Oxford-British Council Spring Forum, co-sponsored by the Kansai Chapter of JACET

Date: May 12, 2001

Place: British Council in Osaka

The speakers and the topics:  
Prof. Tom McArthur (Univ. of Exeter):  
World English: A Blessing or A Curse?  
Prof. Masanori Toyota (Kansai Gaigo  
Univ.): World English: A Japanese  
Perspective  
2. Annual Kansai Chapter Spring  
Convention

Date: June 9, 2001

Place: Kobe Jogakuin University

Six paper presentations and  
Workshop:

Theme: Various Aspects of Discourse  
Analysis;

Chair: Takuo Hayashi  
(Momoyama Gakuin Univ.);

Presenters: Reiko Hayashi (Konan  
Women's Univ.), T. Hayashi, and  
Osamu Takahara (Kobe City Univ.  
of Foreign Studies)

Symposium:

Theme: A new perspective on college  
English education in the 21st  
Century (ESP);

Chair: Judy Noguchi (Mukogawa  
Women's Univ.);

Panelists: J. Noguchi, Yoji Shibuya  
(Osaka Univ.), Eiko Kawagoe  
(Kobe City Nursing Univ.) and  
Hajime Terauchi (Takachiho Univ.)

Meetings (Plenary, SIG representa  
tives and Study Planning Committee)

### 3. Steering Committee Meeting

Date: June 17, 2001

Place: Kyoto Univ. of Foreign  
Studies

[B] Events to be held:

1. Meetings of Study Planning  
Committee: August & October, 2001,  
and March, 2002

2. Lecture Meeting (Speaker: Prof. V.J.  
Cook): September, 2001

3. Annual Kansai Chapter Autumn  
Convention:

Date: October 13, 2001

Place: Kyoto Prefectural University

4. JACET Kyoto Seminar (Speaker:  
TBA): November, 2001

5. Meetings of Steering Committee &  
several other study meetings to be

expected

(Yukari Tokioka, Osaka Sangyo Univ.  
/Masumi Azuma, Kobe Geijutsu Koka  
Univ.)

### [Chugoku-Shikoku Chapter]

The Annual Chapter Convention of the  
year was held on June 3, 2001 at Seno  
campus of Hiroshima Kokusai Gakuin  
University. Under the general theme  
of "Multimedia and English Educa  
tion," a little over fifty persons at  
tended and enjoyed the conference.  
Among those present were JACET  
members in the local universities in  
Hiroshima and adjoining Okayama and  
Yamaguchi prefectures. One distinc  
tive feature of the convention was that  
JALT Hiroshima chapter joined JACET  
as its monthly meeting, and so 14 na  
tive speakers of English attended in all.  
The conference featured English edu  
cation using a computer both at the  
workshop and the symposium, and in  
some papers presented. Many attended  
the workshop entitled "CALL? Our  
Ideas and Yours," and participated  
actively as they compared what was  
presented with their own experience  
and tried to enlarge their scope. In the  
symposium followed were panelists of  
experienced CALL educators, a spe  
cialist of distance lecture system by a  
satellite, and Professor Iwasaki, a  
skilled CALL facilitator in German lan  
guage at Hiroshima University. The  
line-up served to create a stimulus of  
some note and provided meaningful  
insights, otherwise not gained easily.

*College English Education in Asia*

Despite some difficulties, the group  
managed to publish its fifth volume of  
collected papers, *English in Asia and  
English Education* compiled by  
Professor Ikadatsu of Tottori  
University in May, 2001. It includes a  
preliminary working paper, "Foresee  
able Affect of Consonant-Ending  
Syllables in Korean, Cantonese, and  
Vietnamese to the Acquisition of  
English Pronunciation" by Jiro  
Numano of Hiroshima Kokusai Gakuin,

a report of "The Training System of English Instructors at Jili Sheng Education Institute" in China by Professor Ikadatsu of Tottori University, and a somewhat critical review of "The Language Policy of the Philippines and English," which appears to be the first of its kind and authored by Nobuyoshi Onohara at Kagawa University. (Jiro Numano, Hiroshima Kokusai Gakuin Univ.)

## **[Kyushu-Okinawa Chapter Report]**

### Executive Committee Meetings

1. January 8, 2001, Nagasaki Junshin Catholic University, 15:00-17:00:

Discussed plans for the Chapter's annual conference and for the annual Spring Lecture, and discussed the process of reviewing papers for publication in the Chapter's annual journal.

2. March 20, 2001, Nagasaki Junshin Catholic University, 13:00-17:00:

Discussed plan of Chapter activities for 2001 academic year, reviewed the annual budget, reviewed plans for the Chapter conference, which is to be held at Nagasaki Junshin Catholic University on October 13, and finalized plans for the annual Spring Lecture.

3. May 12, 2001, Seinan Gakuin University, 13:40-14:10:

Discussed report to JACET headquarters, the Chapter-wide business meeting (which followed executive committee meeting), and issues related to Chapter conference and journal publication.

### Recent Chapter Activities

1. The annual Spring Lecture was held on May 12, 2001 at Seinan Gakuin University. The theme of Lecture was "University Reform and Systematic English Education." The first speaker was Suiko Masanori (Kyoto University) who presented a paper entitled "The Shape of Reform of English Education at Kyoto University." This was followed by Takafuta Yukio (Bunkyo Women's University) who presented a

paper entitled "CALL English Education in a Three-Round System: Learning from Shinkansen, Jumbo Jets, and Iwasaki Kyoko."

2. As part of the continuing exchange between the Chapter and Yongnam English Teachers Association (YETA) in Korea, Takei Takayoshi (Seinan Gakuin University) and Higuchi Akihiko (Kagoshima University) were invited to speak at YETA's spring conference at Ulsan University on May 26, 2001. Prof. Takei gave a plenary paper entitled "Some Essentials for Japan to Develop Good EFL Teachers for the 21st Century" and Prof. Higuchi gave a paper entitled "A Comparison of Structural Patterns in Reading Passages between the National Center University Entrance Examination in Japan and the College Scholastic Ability Test in Korea." The Chapter will send at least one representative to YETA's fall conference in November.

3. The Chapter's 17th Newsletter was published on March, 2001.

4. From the beginning of this calendar year, the Chapter's Executive Committee has been using a mailing list to exchange information. The Chapter plans to continue digitalization by publishing the Newsletter electronically from 2002.

### News from Chapter SIGs

1. ESP: As reported in the January issue (No. 126) of JACET News, two members of this group, Yamauchi Hisako (Kurume University of Science and Technology) and Yokoyama Shozo (National Aviation College), participated in a symposium on the status of ESP in Japan at the 39th Annual National JACET Conference in Okinawa last year. In the 2001 academic year, the group is planning to sponsor a symposium at the 40th National JACET Conference in Hokkaido entitled "ESP Materials Development: Specific and General." The group plans to open a Website this year. For further information, please contact Yokoyama Shozo: [yoko@kouku-dai.ac.jp](mailto:yoko@kouku-dai.ac.jp)

2. Computers and English: This group conducts much of its business using e-mail. The members exchange information on the use of computers in English education and comment on each other's research. Members of the group have presented papers at local and national conferences.

3. English Education in East Asia: A report on the activities of this group appeared in the January issue (No. 126) of JACET News. Since that report, the group has conducted five more meetings. Recent presentations have covered the following topics: changes in university-level English education in Japan, reforms in high-school English education in Japan, English education in Malaysia, Singapore, Indonesia, and junior high school textbooks in China, elementary and junior high school classroom observations in Korea, and analysis of new junior high school textbooks in Korea. More information on the group's activities is available on the Web at: <http://www.yuldo.net/asian-eng/index.htm>. For further information, please contact Kiyonaga Katsumi at: [kiyonaga@bronze.con.ne.jp](mailto:kiyonaga@bronze.con.ne.jp). The group also runs a mailing list to exchange information on English education in East Asia. To join the mailing list, please contact Robert J. Fouser at: [rjfouser@msg.biglobe.ne.jp](mailto:rjfouser@msg.biglobe.ne.jp).

Erratum: Dr. Lee Hyo-woong of Korea Maritime University is currently president of the Korea Association of Teachers of English (KATE), not YETA, as was mentioned in the previous article on Kyushu-Okinawa Chapter activities in JACET News (No. 127). He is a former president of YETA.

(Robert J. Fouser, Kagoshima Univ.)

## 月例研究会報告

2001年2月

「小学校からの英語教育の可能性を考える」

2002年度から全国の公立小学校に導入される「総合的な学習の時間」では、国際理解に関する学習の一環として英会話などを教えることができるようになる。文部省（当時）は1992年から実験的な研究開発を行うことを目的とした研究開発学校を指定してきたが、実際の導入を目前に控え、英語教育の訓練を受けていない小学校の教育現場ではとまどいも見られるようだ。書店の店頭には具体的な実践例などを紹介する書籍が数多く並べられ、各地で関連の研究会なども開催されている。2月例研究会では、1996年から文部省の研究開発学校の指定を受けて3年間研究を行い、その後も引き続き実践に取り組んでいる神奈川県相模原市立相模台小学校長の中島先生から、その取り組みを実際の授業のビデオを交えてご紹介いただいた。これに続いて伊藤先生が、小学生の学習上の特徴を言語学習理論の観点から論じられ、その後塚本が英語教育の位置付けと枠組み、目的について述べた。

中島善彦 相模台小学校  
「自ら学ぶ子の育成—国際教育を通し、自らの課題に取り組み、生きる力を育む」を研究主題として掲げる同小学校は、在日米軍の住宅施設に隣接しており、基地内のアーンエレメンタリースクールとも年間10数回の交流をもち、米軍住宅から通学する子どもなども含めると、各クラス平均2名の外国籍児童が在籍する。国際理解や国際交流が日常的に行われている同校では、英会話を各学年週1回（低学年20分間、中学年30分間、高学年45分間）行なっている。同校では、「英語」ではなく「英会話」、「聞く」「話す」を中心に、総合と関連した内容—必然性が感じられる内容、相模台小のオリジナルな活動計画、文法的、段階的な指導は行わない、コミュニケーションを図ることが大切、わからない時は何度でも聞く、言語以外のジェスチャーや絵等も使って表現する、英

会話が楽しい、英語嫌いにしない、といった点を教員間の共通理解事項としながら授業を実践している。

ビデオで紹介されたのは中学年の「虹色とんぼを作って遊ぼう」と題する英会話授業で、白衣を着たサイエンティストを演じるALTと担任が、紙工作を指導してクラスで楽しむものである。授業は色紙を使ってトンボを作ることから、挨拶や色・数の英語に加えて、count down, make a rainbow dragonfly, open, come, cut the wings and the body, glue the wings to the body, fold the head, balance it on something, let's try等の表現が使われていた。「作ったトンボを鉛筆の上でまわしてみよう」とのALTの呼びかけに、「そうか、dragonflyがspinか」とつぶやく声も聞こえる中、子どもたちが楽しんで授業に参加している様子が映し出されていた。また戸惑っている子どもには、「あれ？何て言うんだっけ？そうだよ、聞けばいいんだよ」と担任から働きかけがおこなわれ、その都度、子どもたちの”How do you say ( ) in English”との元気な声が教室に響いた。授業での質問はなかなかしづらいものだが、英語で質問することは授業への積極的な参加と位置づけられることもあって、子どもたちが喜々として英語を話している姿が印象的であった。

伊藤克敏 神奈川大  
アメリカで小学校の指導書として広く利用されているCurtain, H. & Pesola, C.A.B. 1994. Languages and Children: Making the match, New York: Longman (伊藤克敏他訳『児童外国語ハンドブック』大修館書店)の内容を紹介しながら、小学生の学習上の特徴について述べられた。小学校段階では、低学年(1-3年)と中・高学年(4-6年)では興味や精神的・認知的発達の違いがあることから、分けて考える必要がある。低学年は無邪気で、事物、動作や具体的な体験を中心にした学習に興味を示すことから、歌やゲームなどを繰り返すことによって英語のリズム感をつける。8歳までは聞くことに興味を示すことから、韓国

では絵本などの読み聞かせ(story telling)や紙芝居などによって豊富なインプットを与えて効果をあげており、音声を中心に定型表現を多用し、ことばをため込む事を中心に据えた授業展開が有効だ。中・高学年からは知的好奇心が旺盛になり、単純なゲーム中心の活動では飽き足らなくなることが報告されている。従って「総合的な学習」の一環として社会や理科などの教科で習った内容を教材に取り入れたり、地域や他の地方や国での出来事や事情に関する情報を教材に取り入れる工夫をする。まず、図書館や公民館などで資料を収集し、それを、ALTなどの助けを借りて英語に直すなどして、子どもたち自身に教材を作らせる工夫もあっても良いだろう。この年齢になると、文字にも興味を示すようになるので、適宜、文字に慣らす指導も考えて良いのではないだろうか。韓国でも意味のかたまりとして模写(copy)させたり、易しい読み物を与えるなどしている。基本的には低学年では「音慣らし」、中高年は「文字慣らし」と考え、中学での英語学習の基礎作りとすることが、小学校での英語教育の課題と考えられる。

塚本美恵子 駿河台大  
これまで実践が行なわれてきた研究開発学校での成果と提起された問題を整理すると、その根底には、英語の定義と教育目的の不明確さが指摘できる。

今回小学校に導入される英語は、「総合的な学習の時間」の中の「国際理解教育」の一環として実施される。これらの関係性を整理すると、「英語」の定義は、「ネイティブの話す英語」ではなく、「国際コミュニケーションのための英語」とする必要がある。英語の母語話者を中心に、非母語話者を周辺に捉える考え方は、教師の意図は別にして、子どもたちが母語話者の英語がより価値のあるものと受取る可能性もあり、人類の平等を目指す国際理解教育の枠組みに矛盾を生じるからだ。

小学校の英語教育では、子どもたちの将来を見据えた「何のために英語を教えるのか」を明確にする必要がある。小学校段階



の子どもたちが、人間形成途上の時期である、思考のための言語習得時期である、等を考えると、単にことばの教育にとどまらない全人的な教育を担う必要がある。そこで「総合的な学習の時間」、「国際理解教育」、「英語」の枠組みを貫く教育の基軸を「多様なものの見方や視点に気づかせること」とし、子どもたちには「英語の窓」を通して世界を見る機会を与え、世界には多様なものの見方・価値観があること、更に外から自らを相対的に見る視点を獲得させることを目的とすべきだろう。

英語教育導入のもう一つのメリットは、英語が論理的な思考や説明能力を養成するのに役立つと考えられる点だ。理由を述べながら自分の意見を相手に伝える方法は、表面的な意見の違いではなく、その背景となる理由を検討することによって、相互の合意点や妥協点をさぐりながら世界の人々と共生する道を開く。

会ではフロアーの方から、教員資格、西欧と日本の思考などについての質問・意見などが出され、発表者にとっても意義深い研究会であった。

(塚本美恵子,駿河台大)

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2001年6月

Reading Multi-Modal Texts:映像と言葉の文法

大山 るみこ  
上智大学非常勤講師

当論文は日本の文化圏における映像記号学の研究です。映像分析はあらゆる分野でされてきましたが、当論文ではその“映像言語構造”(visual syntax)に絞って研究しました。言語にlexisとsyntaxがあるように映像にもある一定の構造がみられます。言語学と記号学の結びつきはもともと(ソシユールの音声学研究からもみられるように)深く、記号構成体系(semiotic modes)の中で言語学が最も確立されたもの

といえます。一方、映像の方は言語における“文法”のように確立された体系はまだまだなく、映像分析の方法論はこれまで主に意味内容つまり“content”中心であり、映像構造主体の研究はほとんどされていません。この点に着眼し、この論文ではハリデーの“社会記号としての言語”又は、その概念をもとにした“機能体系文法”の理論を日本の映像構造の分析に応用しました。つまり、もともと言語用に作られた文法の礎となる基礎概念を映像レベルに拡張、応用したものです。しかしそれは単なる構造分析の為の映像分析に終わるのではなく、日本の映像がある特定の構造をもつ場合、それはその源泉となる日本文化にどのように関連性があるのか、又、それは西洋圏のもの(ここでは英国)とどのように関連性があるのか、といった点について考察してみました。言い換えれば、映像構造と文化構造の関連性です。

研究の具体的な対象としては現代の広告〔印刷広告〕を選びました。その理由は広告はそれが創造される文化圏の価値構造等のある程度反映し、映像の占める割合も多いため、映像分析、映像コミュニケーション分析に適しているためです。これまでの言語学の立場からの広告分析は(広告が言語のみならず映像からも成り立っているにも拘らず)映像をある程度無視したものが多く、その意味でも言語にも映像にも応用できる記号理論を応用した当研究が今後の文化における記号、文化としての記号、記号の中の文化についての研究に貢献できることを期待します。多種多様な映像をはじめとする言語以外の要素をも含むMULTI-MODAL TEXTSの導入、考察は英語教育場においても有効ではないかと思えます。

### Announcements

JACET Monthly Meetings Oct.-Jan.  
Fee: ¥500 (Members and Students),  
¥1,000 (Non-Members)

Oct. 6 (Sat) 2:30-5:00  
Place: Tokyo Denki Univ. 7th Bldg.  
Room 7401 near JR Ochanomizu  
Joseph Benson (Tokai Univ.)  
"Flexible Teaching through  
Computers"  
Joan McConnell (Textbook Writer)  
"World English and English Education  
for the 21st Century"

Nov. 17(Sat) 4:00-6:00  
(Presentations in Japanese)  
Place: Waseda Univ. 16th Bldg.  
Conference Hall  
H. Nagata (Nihon Univ.) and  
Y. Hamaoka (Waseda Univ.)  
"Qualitative Analysis of College  
Entrance Exams Centering on Reading  
Questions"

Dec. 8 (Sat) Special Lecture 2:30-4:30  
Place: Tokyo Denki Univ. (the same as  
in October)  
Rod Ellis (Showa Women's Univ.)  
"Task-based Language Teaching and  
Learning-A Sociocultural Perspec-  
tive"

Jan. 26 (Sat.) 2:30-5:00  
(Presentations in Japanese)  
Place: Tokyo Denki Univ. (the same as  
in October)  
Y. Tohno (Meikai Univ.) "Recent  
Trends in the Study of Corpuses for  
Learners of English"  
M. Aoki (Lancaster Univ.) "Analysis  
of Developmental Processes in Noun  
Phrases"

[Another Meeting Information]  
JALT Learner Development Special  
Interest Group Retreat 2001  
Explorations in Learner Autonomy and  
Development At Mount Rokko YMCA,  
Kobe  
October 13th and 14th  
See <[http://www.miyazaki-  
mu.ac.jp/~hnicoll/learnerdev/retreat/](http://www.miyazaki-mu.ac.jp/~hnicoll/learnerdev/retreat/)

## Position Available

Chuo University Law Faculty seeks a  
tenure-track Lecturer/Associate  
Professor for its English Department,  
starting April 2002. The successful  
applicant will teach English classes,  
including English for Academic  
Purposes and courses in their own ac-  
ademic speciality, and will have  
university teaching experience, an  
M.A. or higher in Humanities/Social  
Sciences, experience in curriculum de-  
velopment and administration, and  
Japanese ability. Salary and benefits  
are competitive with similar private  
universities in Japan. Please send an  
English resume, a list of  
publications, contacts for references,  
and an essay (approx. 750 words)  
explaining your approach to teaching  
English, by September 14 to: Hiring  
Committee, Law Faculty, Chuo  
University, 742-1, Higashinakano,  
Hachioji, Tokyo, 192-0393.

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