

Writing Clearly (1)

Dean Reid: Good morning, Ben. You look like you're like a bit (            )(            )(            ). Anything wrong?

Ben Walker: No, no, I was just reviewing the writing samples of (            ) for the secretarial position. There are some exceptions fortunately, but (            ) just (            ) (            ) the generally poor quality of writing by the young (            )(            ). Their writing is in a sort of e-mail (            ) like the cell phone messages that high-schoolers post to each other.

Susan Caruso: 本当に、明快さよりも簡潔さを重視するテクノロジーが台頭している世の中ですよ。But business writing, especially in our profession, should be both (            )(            )(            ). 昨今の小学校のカリキュラムは読み、書き、計算を軽んじていますから、若い人たちが筋の通った文章の読み書きができないのも無理がありません。

Tahakashi Shuzo: 近頃のアメリカでは、学校教育は文学の勉強など多方面にわたる一般教育よりも、職業訓練のほうをはるかに重視しているようですね。 Good literature (            ) the imagination. If you're not reading good writing, then how will you know what good writing is?

Walker: Hey, look at this. The applicant says in her cover letter that she's a real (            )(            ) grammar and spelling. And she can't spell "grammar". Can you believe that?

Reid: People aren't reading much either three days. If they want news, they depend on TV newscasts or Internet headlines.

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設問 1 . 本文中の空所に適語を入れてください .

設問 2 . ~ を英語で表現して下さい .

Writing Clearly (2)

Reid: When they read, it's mainly lifestyle magazines and ( ) rather than books.

Walker: 文書による伝達能力の貧困には、もっとやっかいな問題である思考力の貧困が反映されていますね。 Today's kids will grow up to be ( ) communicators.

Caruso: Actually, business people must write more frequently on the job than previously now that e-mail has replaced the phone for much workplace communication.

Reid: We do need to demand more of ourselves. 陳腐で古くさい生活はやめにしようではありませんか。 That's attitude we need to ( ) in our junior employees. All of us need to know that clear writing is ( ). It's also a skill that needs to be constantly upgraded.

Takahashi: That can be an ( )( ) against people who live in a visual society. ( )( ) visual news media and visual technologies. Too many people are too busy or too impatient to do any reading. What they feed on is ( )( ) and video clips.

Reid: That's right. This is the digital age. Digital language ( )( ) ( ) and ( ) much too much ( )( ) and emoticons. Does anybody write "real" letters anymore? That seems to be a lost art.

Walker: When it comes to writing e-mail, English teachers are ( )( ). I read a recent survey that said one-third of the workers in major companies do not write clearly.

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Writing Clearly (3)

Walker: そのために、米国企業は年に 30 億ドルというとてつもない額を、再教育に費やしているのです。

Takahashi: You've heard of the ( ) education business that teaches remedial writing to ( ). Hundreds of colleges, other schools and ( ) teachers ( ) ( ) evening classes.

Reid: There are also workshops, video classes and ( ) ( ) for business and technical writing. Even in high-tech companies, where most employees have ( ) ( ), there's a crisis of poor writing.

Walker: On the other hand, some companies are ( ) by senior executives who don't write concisely. 彼らの仰々しい言葉遣いは、簡潔な言い方に改める必要があります。 But who's going to say so? How do you tell a top executive in your company that he or she needs better writing skills?

Caruso: We've also got clients who think that the more ( ) ( ) they throw in, the more ( ) their messages will be. 勘弁して欲しいですよ。 It's just ( ), more like junior high school kids than thinking adults.

Reid: I just read in a ( ) ( ) that our closest competitor has set up an ( ) professional writers ( ) ( ).

Caruso: What does that mean? Aren't we all supposed to be professional writers?

Reid: その記事は、この業界全般について文章の質が落ちていると言っています。 Each of us is supposed to be good at writing, but what if something really special comes up?

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Writing Clearly (4)

Reid: もしクライアントが役員のスピーチ原稿や一流紙向けの署名入り記事の書き手を必要としていたら、どうしますか。

Caruso: I see. Well, how many people do we have in-house who can ( ) ( ) high-quality speeches, for example? A ( ) speechwriter knows how to organize ideas and ( ) them ( ) effectively in a ( ) style.

Takahashi: それだけではありません。 The speech needs to reflect the speaking style of the person who gives the speech.

Walker: Sure. In the past, we focused on creating ( ) in various ( ), such as ( ) ( ), ( ) ( ) or ( ) ( ). As a result, the public relations business has ( ) people who many ( ) ( ) certain areas but lack skills in other areas, such as writing.

Caruso: You're right, Ben. It is rare to find good writers who are also good at strategy and can ( ) a financial statement, ( ) clients and talk to the media or investors.

Takahashi: We don't need Hemingways or Steinbecks, but we do need ( ) writers because excellent writing is something that must be part of our ( ) ( ).

Walker: We have to get beyond the view that writing is a ( ) ( ). But since the problem is much bigger than the public relations business, the answer will have to come from society ( ) ( ). The long-term solution must start in the elementary schools.

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