

FOR IMMEDIATE RELEASE
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Nelson Mandela and Sadako Ogata regarded as model ‘Global Jinzai’*

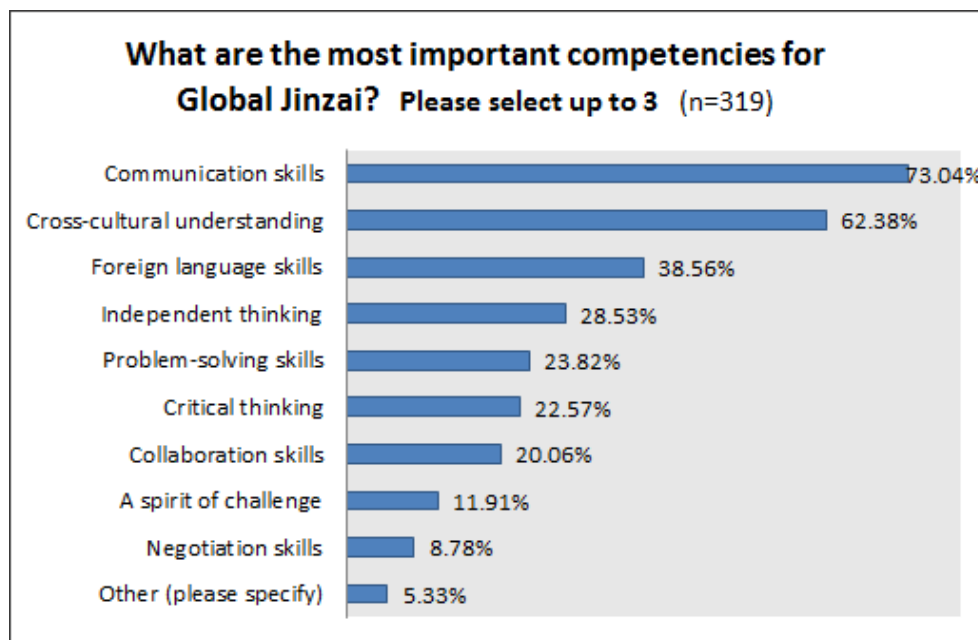
Research shows Nelson Mandela and Sadako Ogata are regarded as model Global Citizens, and communication skills are the key to succeed globally -- Opinion Survey conducted by Oxford University Press

Oxford University Press (located in Minato-ku, Tokyo; represented by Managing Director Kiyokazu Nakamura) recently conducted an Opinion Survey on 'Fostering Global Jinzai'. (Global Jinzai: Human resources who can meet challenges and succeed on the global stage, a key for improving Japan's global competitiveness and enhancing ties between nations.) The survey had over 300 responses, mainly from educators in Japan.

As Japan continues to position itself on the global stage, discussions around English education have expanded and a variety of measures have been introduced to reform the education system. Questions arise around what it means to develop a global mindset and participate at a global level. In order to explore current issues surrounding the future of English education in Japan, Oxford University Press will hold 'Oxford Day 2015: Forum on Globalization and Education' on November 29, 2015 at Kyoto University. In the run up to this event, Oxford University Press conducted this opinion survey to find out what educators and learners think about Global Jinzai.

□ Communication Skills are Essential for Global Jinzai

On a question around skillsets necessary to succeed as a Global Jinzai, 73% of respondents identified 'Communication skills' followed by 'Cross-cultural understanding' as most important. 'Foreign language skills' was ranked 3rd.



□ Cross-cultural Communication Helps Develop a Foundation for Successful Global Jinzai

In an open-response question around finding effective ways to foster Global Jinzai, a majority of respondents answered that it is important to understand 'cross-cultural communication or collaboration' in developing a foundation for success. 'Studying or living abroad' was also listed as an effective way to build up the necessary skills.

While these two proactive skills were identified as developing a successful foundation, some respondents felt that having knowledge on global issues was another important factor.

[] Why Global Jinzai is Essential

When asked why Global Jinzai is important, 25% of respondents answered that because the world is now more connected, it is essential to have a wider view, to welcome diversity and to adapt to increasing globalization. Also, respondents see that Global Jinzai will play an important role in accelerating world peace and in solving international issues.

10% of respondents felt that taking on a view of Global Jinzai is also important for personal development as it widens one's perspective which leads to a more fulfilling life.

[] Nelson Mandela, Mahatma Gandhi and Sadako Ogata regarded as model Global Jinzai*

A majority of non-Japanese native speaker respondents identified Nelson Mandela, Mahatma Gandhi and the Dalai Lama as figures who most closely model the idea of Global Jinzai. Among Japanese native speakers, Sadako Ogata, United Nations High Commissioner for Refugees, and Inazo Nitobe, educator, agricultural economist and author of *Bushido: The Soul of Japan* were the most popular.

Broken down into categories, activists and entrepreneurs were at the top followed by educators and religious leaders. Some respondents also named actors, actresses, athletes and astronauts as playing important roles on the global stage.

Who is the best example of a 'Global Jinzai' to you?

-10 popular figures

1	Sadako Ogata
2	Inazo Nitobe
3	Mother Teresa
4	Ryoma Sakamoto
5	Dalai Lama
	Mahatma Gandhi
7	Nelson Mandela
	Masayoshi Son
9	Chiune Sugihara
	John Manjiro

Popular figures named by Japanese native speakers

1	Sadako Ogata
2	Inazo Nitobe
3	Ryoma Sakamoto

Popular figures named by Non-Japanese native speakers

1	Nelson Mandela
2	Mahatma Gandhi
3	Dalai Lama

[About this Survey]

This Opinion Survey on 'Fostering Global Jinzai' was conducted by Oxford University Press (OUP) between September 18 and October 15, 2015. 319 people based in Japan participated in this survey via an online survey produced by OUP. All respondents were over 20 years old; 68% were educators; 56% were Japanese native speakers.

* When quoting or reproducing the results of this survey, please include the credit line as below:
Opinion Survey on 'Fostering Global Jinzai' by Oxford University Press, 2015.

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[About Oxford Day 2015 - Forum on Globalization and Education]

Date: Sunday, 29 November 2015

Time:

10:00-16:30 Presentations and Panel Discussions

16:45-18:30 Networking reception

Venue: Building #1, Kyoto University Yoshida Minami (South) Campus

Admission fee:

Admission only: 1,000yen (Students: 500yen)

Admission + reception: 3,000yen (Students: 2,500yen)

Organized by Oxford University Press

Partnership with JALT (The Japan Association for Language Teaching)

Details and pre-registration: www.oupjapan.co.jp/events/od2015/

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About Oxford University Press

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In 1957 Oxford University Press opened its branch office in Tokyo and continues to work in partnership with teaching professionals in Japan to provide educational support services that meet the changing needs of educators and learners. With satellite offices in Osaka and Fukuoka, Oxford University Press strives to improve language education nationwide through consultation, the selection of teaching materials, building curricula and teacher training. It is proud to work with the finest authors and educators, sponsoring speakers to present at conferences and arranging teacher-training workshops across the country.

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