shaping tomorrow with you

Information and communication technology (ICT) has given shape to the visions of many. The role of ICT in our society, businesses, and our personal lives continues to grow. At Fujitsu, we recognize that our role and responsibilities must also continue to grow as we strive to meet the expectations of our customers. Guided by our corporate vision, the constant pursuit of innovation, we are working with customers to support their success and shape a prosperous tomorrow for society. This will be achieved through Fujitsu's development of technological innovation across the many different fields of ICT.

Our corporate values emphasize the importance of striving to be a valued and trusted partner to our customers. Based on those values, we approach business by thinking about our customers' customers. Therefore we continue to strengthen our global structure to ensure we can support our customers wherever they do business. Additionally, we see ICT as a powerful tool in reducing our customers' burden on the environment, and we will continue to create a prosperous society.

Fujitsu aims at continually improving ourselves to ensure we are a company that our customers, shareholders, business partners, and our employees take great pride in.

FUJITSU's Guide to Japanese いろいろに 富士通

いろいろに are the first 4 characters of ancient Japanese, similar to ABC in English. The first few characters often prove to be crucial in the progress of learners as it can sometimes determine their level of interest in the language. This generally depends on their ability to become familiar with it.

FUJITSU's Guide to Japanese is targeted at those looking to acquire beginner-level Japanese language skills. The guide offers a fun and interactive way to learn Japanese while at the same time developing a greater understanding of Fujitsu and our product portfolio.

Lead by marketing representative Kanako Sato, while investigating Fujitsu's comprehensive products, participants will learn 45 Japanese grammatical items over the course of 8 lessons.

For participants new to the Fujitsu brand, this is a great opportunity to become familiar with our products while learning a foreign language at the same time.
Explanatory Notes
—The Structure of This Book—

1. Preparatory Study
   Please read the following before starting to study with this book:
   ② Japanese Gojuon
   ③ Greetings and Set Phrases
   ④ Main Characters

2. Main Text
   There are eight lessons in total, each of which is composed of the following:
   ② Grammar notes: When this book is finished, learners will have virtually mastered beginner-level Japanese grammar.
   ③ In Practice A, you will practice basic conversation patterns through substitution drills.
      In Practice B, referring to the example and/or illustration, you will put the conversations into practical use. Finally, you can use the conversation to talk about yourself.
   ④ Related words & expressions: Useful words and information in each lesson.
   ⑤ Column: Introduction to the Fujitsu Group.

3. Appendices
   These include eight items such as Numbers, Dates, Time, Interrogative words, Adjectives, Adverbs (degree and amount), Verb conjugation & usage of different forms and The Syllabus. These are useful both for self-study and reviewing.

4. Index
   All the words in this book are listed at the end of the volume. New words in each lesson are listed at the bottom of the page in which they appear.

* Abbreviations
  N  Noun
  A  i-adjective
  Na na-adjective
  V  Verb
Features of Japanese

I. Features of Japanese Grammar

1. Parts of speech
   The Japanese language is composed of nouns, adjectives, verbs, conjunctions, particles, etc.

2. Word order
   In Japanese the predicate is always placed at the end of the sentence. Also, modifiers come before the word to be modified.

3. Predicate and conjugation
   In Japanese, the predicate can be a noun, adjective or verb. You change the form of the predicate (conjugate it) to indicate tense and whether the sentence is affirmative or not. There are two types of adjectives in Japanese, i-adjectives and na-adjectives, and they conjugate differently.
   In Japanese, words do not change to indicate person, gender or number.

4. Particles
   Particles are attached to words and phrases. Within a sentence, particles are used to indicate the relationship between words, to add various meanings and to show the speaker’s intention.

5. Omission
   If the subject or object of the sentence is understood from the context, it is frequently omitted.

II. Japanese Characters

There are three types of characters in Japanese: hiragana, katakana and kanji. Kanji and hiragana are used to write Japanese. Katakana is used to write foreign place names, foreign names, foreign cultural expressions, and foreign loan words used in Japanese.

Other than these three types of characters, Romanized letters are also used. These are used to depict Japanese sounds in an easily understood alphabetical form for foreigners, so while they are often used on such things as station signs, etc., they are not found in ordinary usage.

The core Japanese alphabet consists of 50 key hiragana and katakana characters. In Japanese these are referred to as "Gojuon."
Example:

1) にほんご  hiragana (hiragana) ○
    ニホンゴ  katakana (katakana) △
    日本語  kanji (Chinese characters/kanji) □
    Nihongo  Romaji (Romanized letters) ★

2) キム・ミヨン さんは  タクシー で  ありがた駅 まで  行きました。

Kim Miyoung-san wa takushii de Shinagawa-eki made ikimashita.

Ms. Kim Miyoung went to Shinagawa Station by taxi.

III. Japanese Sounds and Writing System

Japanese characters can be found on page 10. The Japanese language is made up of single vowels or a consonant plus a vowel. All sounds basically have the same length (the length of one handclap) when spoken. This unit of sound is called a 'mora.'

1. Vowels

1) Short vowels
   あ a  い i  う u  え e  お o

Example:  あい ai  love  いぬ inu  dog  うま uma  horse
         えき eki  station  おと oto  sound

How to write kana (1)
Kana is used to denote Japanese sounds.

2) Long vowels

If the pronunciation of a vowel in Japanese is lengthened it becomes a long vowel. As the length of the vowel may change the meaning of the word, attention needs to be paid to this when listening to people speak and pronouncing words.

Example:  おばさん obasan  aunt  おばあさん obaasan  grandmother
         おじさん ojisan  uncle  おじいさん ojiiSan  grandfather
         ゆき yuki  snow  ゆうき yuuki  courage
         へや heya  room  へいや heeya  plain
         ここ koko  here  こうこう kookoo  high school
How to write kana (2)
(In this textbook Romanized letters are written as shown on the previous page.)

How to write long vowels in hiragana
To denote a long vowel ending with an 'a,' 'i' or 'u,' an extra 'a(あ),' 'i(い),' or 'u(う)' is added.

Example: おかあさん お母さん おにいさん お兄さん おねえさん お姉さん ゆうべ ずうべ ずうべ

To denote a long vowel ending with an 'e,' an 'e(え)' is added.*

Example: とけい ですよ かしこ せんせい せいせい せんせい てんしほ せいせい せいせい

Exceptions: おねえさん お姉さん ええ ええ ええ えい えい ええ ええ ええ

To denote a long vowel ending with an 'o,' an 'o(お)' is added.*

Example: いもうと いもうと おうえん お公園 おおきい お大きい おおい おおい おおい おおい

Exceptions: おおきい おおきい おおきい

The written forms of the names of a person, place, company, etc., use English.

Example: さとう Satō とうきょう Tokyo きょうと Kyoto こうべ Kobe ふじつうu Fujitsu

* In hiragana, to denote a long vowel ending with an 「い」 or 「う」, an 「い」 or 「う」 is added, but as these are pronounced as 'e' and 'o' respectively, in Romanized letters they are written as 'e' and 'o.'

How to write long vowels in katakana
To denote a long vowel in katakana, 'ー' is used.

Example: チーム Chiimu チーム team コーヒー Koohii コーヒー coffee

2. Consonants
1) Voiceless, voiced and 'pa' sounds
In Japanese, words can be pronounced with a voiceless sound (the 'ka,' 'sa,' 'ta' and 'ha' rows), a voiced sound (the 'ga,' 'za,' 'da' and 'ba' rows) or a 'pa' sound (the 'pa' row). Note that whichever one of these is used will alter the meaning of the word.

Example: また Mada again だれか Dare ka someone ぼろぼろ Boroboro tattered
2) Pronunciation of 'n'

'n' is a consonant, but pronounced the length of one mora. How it is pronounced depends on the sound coming after it. Though the pronunciation differs, it is always written as 'n' in Romanized letters.

■ When it comes before an 'n,' 'd' or 't,' it is pronounced 'n.'

Example: おんな onna woman うんどう undoo exercise あんてい antei stability

■ When it comes before a 'p,' 'b' or 'm,' it is pronounced 'm.'

Example: さんぽ sanpo walk しんぶん shinbun newspaper ぶんめい bunmei civilization

■ When it comes before a 'k' or 'g,' it is pronounced as a nasal 'ⓜ.'

Example: てんき tenki weather せんげつ sengetsu last month

3) Pronunciation of 'ga'

When the consonant 'ga' comes at the beginning of a word, it is pronounced 'g,' but in the middle of the word it is pronounced as a nasal '/gin.'

Example: がっこう gakkoo school おんがく ongaku music

However, in recent years, many people use 'g' even when it is in the middle of a word.

4) Diphthongs (consonant + 'ya,' 'yu,' 'yo')

Diphthongs (きゃ kya, きゅ kyu, きょ kyo, ぎゃ gya, ぎゅ gyu, ぎょ gyo, etc.) are pronounced the length of one mora.

Example: じゆう jiyuu liberty (じ ゆう : 3 moras) じゅう juu gun (じゅう : 2 moras)

How to write kana（3）

To denote a diphthong, a small kana '－や,' '－ゅ,' '－yo' or '－よ' is used.

5) Double consonants

Some consonants have a 'k,' 't,' 's' or 'p' placed in front of them, making them double consonants. Double consonant '-kk,' '-tt,' '-ss,' and '-pp' are plosives, with the speaker pausing after pronouncing the consonant. The length of the pause is one mora.

Example: もと moto former (2 moras) もっと motto more (3 moras) いか ika squid (2 moras) いっぱい ikka whole family (3 moras)

Note that when a consonant is doubled, the meaning of the word changes.

Example: して (います) shite (imasu) doing しゅって shitte (imasu) know
How to write kana (4)
A small '－' is used in front of the 'か ka,' 'さ sa,' 'た ta' and 'は ha' rows to denote a double consonant.

6) Devoicing of vowels
The vowels 'i' and 'u' are whispered when they come between such consonants as 'k,' 's,' 't,' 'p' and 'h.'
Example: すき suki like くすり kusuri medicine
Also, in a standard accent the 'u' in 「です desu」 and 「ます masu」 at the end of a sentence is also whispered.
Example: 9じです ku-ji desu It's 9 o'clock.
ききます kikimasu listen

3. Accent
Unlike English, which has stress accent, Japanese has pitch accent (high/low).
In a standard accent, the pitch between the first and second moras must be different.
Example: でんわ denwa telephone
Fujitsu Fujitsu
しんぽ shinpō progress
Note that if the pitch is changed, the word changes meaning.
Example: はし hashi bridge はし hashi chopsticks
め ame candy/sweet あめ ame rain

4. Intonation
Basically, the end of a declarative sentence has a flat (→) or falling (↙) intonation, while the end of an interrogative sentence has a rising (↗) intonation.
Example: ライアン 富士通 TCS には サーバや ストレージが あります。[→ flat]
Fujitsu TCS ni wa saaba ya sutoreeji ga arimasu.
いっしょに 行きませんか。[↗ rising]
Issho ni ikimasen ka.
キム ええ、ぜひ。[↙ falling]
Ee, zehi.
Mr. Ryan: There are servers and storage systems at Fujitsu TCS.
Shall we go together?
Ms. Kim: Yes, definitely.
Japanese Gojuon

| a | a | ア | i | い | イ | u | う | ウ | e | え | エ | o | お | オ |
| k | ka | か | KA | ki | き | キ | ku | く | ク | ke | け | ケ | ko | こ | ク |
| s | sa | さ | サ | shi | し | シ | su | す | ス | se | せ | セ | so | そ | ソ |
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| n | na | な | ナ | ni | に | ニ | nu | ぬ | ヌ | ne | ね | ネ | no | の | ノ |
| h | ha | は | ハ | hi | ひ | ヒ | fu | ふ | フ | he | へ | ヘ | ho | ほ | ホ |
| m | ma | ま | マ | mi | み | ミ | mu | む | ム | me | め | メ | mo | も | モ |
| y | ya | や | ヤ | (i) | (イ) | (イ) | yu | ゆ | ユ | (e) | (エ) | (エ) | yo | よ | ヨ |
| r | ra | ら | ラ | ri | り | リ | ru | る | ル | re | れ | レ | ro | ろ | ロ |
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Greetings and Set Phrases

おはようございます。Ohayoo gozaimasu.
Good morning.

こんにちは。Konnichiwa.
Hello.

こんばんは。Konbanwa.
Good evening.

お元気ですか。Ogenki desu ka.
Are you well?

はい、おかげさまで。Hai, okage-sama de.
Yes, thank you.

お疲れさまでした。Otsukare-sama deshita.
You have worked hard.
(Set phrase when finishing work)

お先に失礼します。Osaki ni shitsuree-shimasu.
Excuse me for leaving first.
(Set phrase when leaving work)

ありがとう。Arigatoo [gozaimasu].
Thank you very much.

どういたしまして。Doo itashimashite.
You're welcome.

いいえ。lie.
Not at all.

Excuse me.
こんにちは。ごめんなさい。
Gomennasai. I'm sorry.
Preliminaries

乾杯！
Kanpai!
Cheers!

いただきます。Itadakimasu.
I shall start/eat.
（Set phrase before eating）

ごちそうさま [でした]。
Gochisoo-sama [deshita].
Thank you for the food.

おめでとう [ございます]。
Omedetto [gozaimasu].
Congratulations.

ありがとうございます [ございます]。
Arigato [gozaimasu].
Thank you (very much).

失礼します。Shitsuree-shimasu.
Excuse me.

はい、どうぞ。
Hai, doozo.
Yes, come in.

また、会いましょう。お元気で。
Mata, aimashoo. Ogenki de.
Let's meet again. Look after yourself.

さようなら。
Sayoonara.
Goodbye.
Main Characters

ロルフ・シュミット
Rolf Schmidt
Fujitsu Technology Solutions
Male, German

キム・ミヨン
Kim Miyoung
Fujitsu Korea Limited
Female, Korean

ハセグワ・イチロウ
Hasegawa Ichiro
General Manager
Fujitsu Head Office
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マイケル・チン
Michael Chin
Fujitsu Hong Kong Limited
Male, Chinese

キャシー・チェン
Kathy Chen
Lawyer
Female, Singaporean
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Female, Korean

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Global Marketing Division
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Suzuki Sachiyo
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Female, Australian