

18.09.24

COMMUNICATION

I-COMMUNICATION: STARTING UP

What forms of written and oral communication do you know?

- Emails, Letters of motivation, Texting, Books, Reports, Press, Agenda, Minutes
- Phone calls, Presentations, Small talk, Voicemail, Interviews, Brainstorming sessions

What makes a good communicator?

- Confidence, Articulate, Not a strong accent, Fluent, Extensive vocabulary, Body language

Think of a good communicator. Explain why he / she is good at communicating.

- Mussolini

Explain the meanings of the following words. Which of these adjectives apply to good communicators and which apply to bad ones?

<u>articulate</u>	<u>responsive</u>	<u>extrovert</u>
<u>focused</u>	<u>eloquent</u>	<u>persuasive</u>
<u>reserved</u>	<u>inhibited</u>	<u>succinct</u>
<u>coherent</u>	<u>sensitive</u>	<u>fluent</u>
<u>hesitant</u>	<u>sensible</u>	<u>rambling</u>

Which of the words in exercise A have these meanings?

Concise : succinct
Reluctant to speak : inhibited, reserved
Talking in a confused way : rambling
Able to express ideas well : fluent, articulate, eloquent
Clear and easy to understand : coherent
Good at influencing people : persuasive
Outgoing : extrovert
Eager to communicate : responsive

Complete the extract below from a talk by a communication expert with the following verbs: *clarify, confuse, digress, engage, explain, interrupt, ramble, listen.*

"Good communicators really **listen** to people and take in what is said. They maintain eye contact and have a relaxed body language, but they seldom

interrupt and stop people talking. If they don't understand and want to **clarify** something, they wait for a suitable opportunity.

When speaking, effective communicators are good at giving information. They do not **confuse** their listener. They make their points clearly. They will avoid technical terms, abbreviations or jargon. If they do need to use unfamiliar terminology, they **explain** by giving an easy-to-understand example. Furthermore, although they may **digress** in order to elaborate a point and give additional details where appropriate, they will not **ramble** and lose sight of their main message. Really, effective communicators who have the ability to **engage** with colleagues, employees, customers and suppliers are a valuable asset for any business. »

Idioms are expressions that have a figurative meaning different from their literal meaning. Complete the idioms below with the following words.

*bush grapevine loop mouth nutshell date picture point purposes
ice stick tail wall wavelength words ~~halfway~~*

0 - To meet someone **halfway**

8 - Can't make head nor/or **tail** of it

1 - To put it in a **nutshell**

9 - To talk at cross **purposes**

2 - To get straight to the **point**

10 - To beat about the **bush**

3 - To hear it on the **grapevine**

11 - To get it straight from the horse's **mouth**

4 - To put someone in the **picture**

12 - To be like talking to a brick **wall**

5 - To get the wrong end of the **stick**

13 - To keep someone in the **loop**

6 - To be on the same **wavelength**

14 - to keep up to **date**

7 - To be at a loss for **words**

15 - to break the ice

Listening BEC Vantage 2 Test 4 – part 3

You will hear a discussion between two consultants, Christina Shaw and David Yates, about a management training programme for a company called Sandfords. For each question, mark ONE letter (A, B or C) for the correct answer.

• **The senior management team at Sandfords believe staff training is important because**

- the company is performing badly
- it will enhance the company's reputation
- investing in training promotes staff loyalty

• **What did the senior managers say about previous training programmes?**

- they became too difficult to organise
- the trainers lacked sufficient expertise
- there was negative feedback on the content

• **Christina Shaw believes the attitude of middle managers is that training**

- is of limited value to them
- is only necessary for new staff
- is less necessary for junior staff than for them

• **One manager interviewed by Christina said that many of his management colleagues are**

- critical of the new programme
- delighted by the new programme
- doubtful about the new programme

• **The training programme will include sessions on**

- presentation techniques
- customer care
- negotiating skills

• **David and Christina agree that the training programme should consist of**

- early morning sessions
- one-day events
- residential weekends

• **According to Sandfords, the best time to start the training programme is**

- March
- April
- May
- **What do Christina and David need to do first?**
- prepare a draft training schedule
- submit an estimate for their charges
- design a questionnaire

Complete the text below with the correct form of an idiom. Use the same idiom only once!

- Fortunately, my supplier and I
were.....so it was easy to strike a
compromise.
- Sometimes, I wish my boss would stop
beating.....and tell me the truth about a
possible promotion.
- If you think you can deliver a good presentation without being fully-
prepared, I'm afraid you've got
.....
.....
- Not official yet, but it seems we're going to relocate, just heard
.....
(rumor)
- Here's the list of all the product features but to
.....
(to summarise) it works exactly like a traditional laptop.
- Ok Mike, as I don't want to waste time, I'll
.....point, you cannot be appointed to this
post.
- Paul is stubborn, he never listens. It's like talking
.....
- Jenny's success was so surprising and unexpected that she was at a
.....
(speechless) when she heard she had passed her exam.
- Very important decisions were taken at yesterday's meeting, let me
put you.....
- I'll need regular updates about the progress of the project. I'll also
need to know what's going on when I'm away. Please,
keep.....
.....

ROLE PLAY

Prepare your role for 10 mn. Then role play with your partner for about 15 mn. Develop each bullet point and add personal ideas

You are managers of a retail fashion chain called *Space*, which has clothes stores in most major European cities. You are holding your regular management meeting. Use the Managing Director's notes below as an agenda for your discussion.

Manager A

Dress code:

Following complaints from customers, you need to discuss a dress code for all employees and guidelines on personal appearance: suggest ideas. You want a very formal appearance. Justify your choice.

Policy for smokers

Non-smoking staff complain that staff who smoke take frequent "cigarette breaks" outside the store.

Smokers should work extra time to make up for the time lost. Develop your point of view.

Customer service

Suggest ideas to improve customer service

You think staff should meet once a month to improve customer service.

First you disagree with your colleague then you manage to reach agreement.

Manager B

Dress code:

You disagree with the suggestions the other manager makes. You want the workers to feel well and have a casual appearance. Suggest ideas.

Policy for smokers

You are a smoker. A cigarette break is not a waste of time. Workers are more efficient afterwards (show figures to justify your point of view).

Customer service

Suggest ideas to improve the customer service.

Staff should meet at the end of each quarter to improve customer service

Ask your colleague if he agrees with your suggestions then manage to reach agreement.

TELEPHONE VOCABULARY

Making contact :

- Hello / Good morning / Good afternoon ...
- This is John Brown speaking

- Could I speak to please?
- I'd like to speak to
- I'm trying to contact

Giving more information:

- I'm calling from Tokyo / Paris / New York / Sydney ...
- I'm calling on behalf of Mr. X ...

Taking a call :

- X speaking.
- Can I help you?

Asking for a name / information :

- Who's calling please?
- Who's speaking?
- Where are you calling from?
- Are you sure you have the right number / name?

Asking the caller to wait :

- Hold the line / **Hold on** a second please
- Could you hold on please?
- Just a moment please.

Connecting :

- Thank you for holding.
- The line's free now ... I'll **put** you **through**.
- I'll connect you now / I'm connecting you now.

Giving negative information :

- I'm afraid the line's engaged. Could you **call back** later?
- I'm afraid he's in a meeting at the moment.
- I'm sorry. He's out of the office today. /

He isn't in at the moment.

- I'm afraid we don't have a Mr./Mrs./Ms/Miss. ... here
- I'm sorry. There's nobody here by that name.
- Sorry. I think you've dialled the wrong number./

I'm afraid you've got the wrong number.

Telephone problems :

- The line is very bad ... Could you **speak up** please?
- Could you repeat that please?
- I'm afraid I can't hear you.
- Sorry. I didn't catch that. Could you say it again please?

Leaving /

Taking a message :

- Would you like to leave a message?
- Could you give him/her a message?
- Could you ask him/her to call me back?
- Could I **read** that **back** to you?
- Could you spell that please?
- I will **pass on** your message
- Sorry, I'm not with you / I don't follow you

- Could you be more specific please?

PRACTICE

Complete the sentences below by choosing the correct verbs and prepositions from the 2 boxes.

*call- pass - get- got- hang- hold- look- pick-put- speak
- through- through- on- on -up- up- up- up- back- back*

1-If you don't know a number you can alwaysitin the directory.

2-a minute please, I'll see if she's available.

3- It took a long time but finally
I.....to him.

4- The receptionistme.....to the manager's office.

5- This is a terrible line. I can't hear you very well. Can you please.....?

6- I don't have the figures. I'll have toto you tomorrow.

7- I can't talk now. I'llyou
.....later.

8- I'm afraid Mr. Newell is not available but I willyour message.

9- When you finish a call, you
.....

10- It's been ringing for ages. I wish she'd
.....

0-To meet someone...halfway.....	8- Can't make head nor/or of it
1 - To p u t i t i n a.....	9 - To t a l k a t cross.....

2 - To get straight to the.....	10 - To beat about the.....
3 - To hear it on the.....	11 - To get it straight from the horse's
4 - To put someone in the.....	12 - To be like talking to a brick
5 - To get the wrong end of the.....	13 - To keep someone in the
6 - To be on the same.....	14 - to keep up to.....
7 - To be at a loss for.....	15 - to break the.....
Making contact :	<ul style="list-style-type: none"> • Hello / Good morning / Good afternoon ... • This is John Brown speaking • Could I speak to please? • I'd like to speak to • I'm trying to contact
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Connecting :	<ul style="list-style-type: none"> • Thank you for holding. <ul style="list-style-type: none"> • The line's free now ... I'll put you through. • I'll connect you now / I'm connecting you now.
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Leaving / Taking a message :	<ul style="list-style-type: none"> • Would you like to leave a message? <ul style="list-style-type: none"> • Could you give him/her a message? • Could you ask him/her to call me back? • Could I read that back to you? • Could you spell that please? • I will pass on your message • Sorry, I'm not with you / I don't follow you • Could you be more specific please?

<i>call- pass - get- got- hang- hold- look- pick-put- speak</i>	<i>- through- through- on- on -up- up- up- up- back- back</i>
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WRITING E-MAILS: BASICS

	Formal / neutral	Informal
Name	Dear Mr/Mrs/Mrs Hawley Dear Mary	Hi / Hello Mary
Previous contact	Thank you for your mail of... Further to your last mail...., I apologize for not getting in contact with you before now	Thanks for your email Sorry I haven't written for ages but I've been really busy
Reason for writing	I am writing in connection with. I am writing with regard to.... In reply to your e-mail, here are..... Your mail was given to me by.... We would like to point out that....	Just a short note about I'm writing about... Here's the... you wanted I got your name from.... Please note that....
Giving information	I am writing to let you know that.... I am delighted to tell you that... We regret to inform you that....	Just a note to say... Good news!!! Unfortunately....
Attachments	Please find attached my report I am sending you....	I've attached... Here is the...you wanted
Asking for information	Could you give me some information about... I am interested in receiving....	Can you tell me a little more about... Please send me...

Requests	I would be grateful if you could I wonder if you could Thank you in advance for your help in this matter	Please could you.... Could you I'd appreciate your help on this
Promising action	I will... I'll investigate the matter I will contact you again shortly	I'll.... I'll look into it. I'll get back to you soon.
Offering help	Would you like me to... If you wish, I would be happy to	Do you want me to... Shall I...
Final comments	Thank you for your help Do not hesitate to contact us for any further information. Please feel free to contact me if you have any questions.	Thanks again for... Let me know if you need anything else. Just give me a call if you have any questions.
Close	I am looking forward to (+ ing) Give my regards to Best wishes Regards, Kind regards	Looking forward to (+ verb ing) Best wishes to... See you soon All the best

Mail : practice

Mail A)

You have to change the date of a marketing meeting that was scheduled for next Friday.

Write an email to all members of the marketing team:

- *Giving the new date of the meeting*
- *Explaining why the date of the meeting has been changed*
- *Providing details of an additional point for the agenda*

Write 50 words.

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Mail B)

You work for a large company. You are going to be transferred from the Sales department to the Marketing department in your company.
Write an email to all staff.

- *Telling them which department you are moving to*
- *Saying why and when you will be moving department*
- *Explaining what your new responsibilities will be.*

Write 50 words.

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BRANDS

II- BRANDS: STARTING UP

- **What is the meaning behind the above logo?**

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- **Would you buy any of the following brands? Why? Why not?**

Coca-Cola	Google	Nokia
H&M	Mercedes-Benz	Samsung
Toyota	Apple	Marlboro
McDonald's	Disney	Chanel
Ikea	Migros	Kellogg's

- **Pick some of the brands above which interest you. What image and qualities does each one have? Use these words and phrases to help you.**

Value for money	sexy	well-made
durable	timeless	reliable
fashionable, trendy	eco-friendly	fun
upmarket, luxury	cool	classic
inexpensive	sophisticated	stylish

• **Discussion**

- How loyal are you to the brands you have chosen? For example, when you buy jeans, do you always buy Levi's? Why do people buy brands? Why do you think some people dislike brands?
- What are the advantages and disadvantages for companies of product endorsements?
- Can you give examples of successful brand stretching?

Role play

Bingola, a well-known brand of pasta, produces many kinds of pasta, and is the world's leading pasta maker with 40–45% of the Italian market and 35% of the US market. It produces pasta in over 160 shapes and sizes. In the last 2 years, its market share has declined by almost 15% because of brand loyalty, price and brand image.

You are members of Bingola's marketing team. Hold a meeting to discuss the problems. Decide what actions are necessary to halt the decline in the product's market share and to increase profits.

Manager A

- Give an overview of the problems
- Try to find possible solutions:
- Suggest a new packaging
- Pricing : reduce the price to be more competitive.
- Advertising: suggest a new advertising campaign.
- Suggest to bring out a new product
- Reach agreement and set up a new meeting

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You are members of Bingola's marketing team. Hold a meeting to discuss the problems. Decide what actions are necessary to halt the decline in the product's market share and to increase profits.

Manager B

- Listen to your colleague
- Try to find possible solutions:
- Suggest a new packaging
- Pricing : reduce the price to be more competitive.
- Advertising: suggest a new advertising campaign.
- Suggest to bring out a new product
- Reach agreement and set up a new meeting

Sony Robot Entertainment

- What are the key features of the AIBO brand?
- How important is marketing?
- How does Sony develop its marketing plans?

- What techniques do you employ to implement the marketing plans?
- How does marketing into different countries affect the marketing mix?
- How do you use e-marketing?
- How do you use relationship marketing?
- How do you gauge the success of your marketing plan?

INTERNATIONAL MARKETING

III-INTERNATIONAL MARKETING: STARTING UP

- **What brands do you know that are marketed internationally?**
- **Groupwork: using your cell phones, think of one brand in each of these categories which is marketed internationally, then present it to the class.**

<i>cars</i> <i>clothing</i> <i>cosmetics</i> <i>electrical equipment</i> <i>soft drinks</i>

- Brief history of the brand, background
- Slogan evolution, latest ad slogan. Analyse.
- Logo evolution
- Brand image (current view of the customers about the brand).
- Target market/segment (To whom?)
- Sorts of advertising campaigns used by the brand. Are they standardised or adapted to local markets? Show 1 commercial in English and explain the message it conveys.

Visuals: Short PowerPoint presentation (5 or 6 slides). NO SENTENCES on the slides. Only key information. DO NOT READ A TEXT. Use small cards, slides or mind maps.

- **Cross out the word in each group which does not make a**

compound noun

- **Marketing** campaign / budget / leader / strategy
- **Market** leader / survey / check / sector
- **Product** market / range / features / launch
- **Advertising** campaign / exchange / agency / slogan
- **Brand** awareness / loyalty / image / contract
- **Sales** figures / conditions / forecast / targets
- **Complete each group of word partnerships with the correct word from the box**

<i>brand customer market marketing product</i>
--

-mix / strategy / plan / department
-adaptation / segmentation / research / share
-placement / portfolio / feature / endorsement / stretching
- profile / retention / base / loyalty / service
-positioning / identity / extension / name / awareness
- **Choose the correct word partnership from each group in the previous exercise to complete these definitions.**
- When entering a new market, a SWOT (Strengths/Weaknesses/ Opportunities/ Threats) analysis is conducted on a product, service or company before deciding on a
- It may also be necessary to carry out a STEP analysis (sociological/ technical/ economic/ political) of a new geographical market in order to decide if changes are to be made for
- The USP (Unique Selling Point) is the..... which makes it different from its competitors.
- Part of building up a is analysing the buying habits of consumers.
- is how a product is placed (up-market,

mid-market, budget) in relation to rival products.

- **Write the words in each of these noun phrases in the correct order. Do not add words.**

- advertising impressive campaign really
- customer department new relations
- competitive mobile highly market phone
- successful product incredibly launch
- customer base loyal
- thorough extremely report sales
- brilliant absolutely campaign global
- competitive increasingly marketing environment

A compound noun is two nouns together. Compound nouns are common in business because they are shorter and more convenient than noun phrases. Ex: a market survey rather than a survey into the market.

Longer noun phrases are also common. This pattern is typical:

Adverb	adjective/ -ing participle	noun	head noun
Incredibly	successful	product	launch

- **Discussion: first in groups and then with the whole class**
- What are some of the problems companies may face when they try to internationalise a brand?

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.....

- What are some of the advantages /drawbacks of standardised advertising?

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- What Swiss products do you know that rely on their cultural background?

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- In a recession, do you think luxury goods companies should manufacture in low-cost countries rather than at home?

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.....

- Would you ever buy fake luxury products? Why do people buy fakes? Impact on companies?

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ROLE PLAY

Prepare your role for 10 mn. Then role play with your partner for about 15 mn. Develop each bullet point and add personal ideas.

Manager A: leads

Jeanne de Brion is a jewellery company in Boston, USA. A year ago, it launched a line of jewellery with the brand name "Cecile". This is the name of the French designer who created the collection. Unfortunately, the Cecile line has not achieved its sales targets. Two directors of the company meet to discuss how to improve sales.

In your opinion, the Cecile products have sales potential, but the marketing strategy is wrong. You want :

- A new brand name. 'Cecile' does not suit this beautiful jewellery for sophisticated women. Justify.
- A new logo. The present logo (three wavy lines) is boring. Suggest one and draw it.
- Advertising is essential but more important is a much wider range of products and designs – at present there are only five in the collection. Suggest ideas
- The jewellery should be sold everywhere. Suggest retail outlets.
- Reach agreement

Manager B: sums up

Jeanne de Brion is a jewellery company in Boston, USA. A year ago, it launched a line of jewellery with the brand name "Cecile". This is the name of the French designer who created the collection. Unfortunately, the Cecile line has not achieved its sales targets. Two directors of the company meet to discuss how to improve sales.

In your opinion, the Cecile line has a lot of sales potential. You think the brand name and the products are excellent. However you believe that the products are not promoted in the right way and not sold in places that reflect the high status of the jewellery. You want:

- To change the brand name "Cecile" + pay a famous film star to endorse the jewellery. Suggest ideas.
- A new logo would be a good idea. To spend a lot of money on a creative television commercial to advertise the jewellery. Suggest one.
- A top designer to create a new range, the present range is too limited. Suggest ideas.
- To sell the jewellery only in a limited number of luxury department stores

BUILDING CUSTOMER RELATIONSHIPS

III-BUILDING RELATIONSHIPS: STARTING UP

- How can companies build strong relationships with their customers to attract and retain them? Do you think they do enough to keep customers loyal to their brand?

.....

.....

.....

.....

.....

.....

.....

- Find synonyms to explain the following words to describe relations.

*break off build up cement cultivate cut off damage develop
disrupt
encourage establish foster improve jeopardise maintain promote
restore resume sever sour strengthen undermine strain
endanger*

- **CIRCLE** the correct verb in each sentence. **DO NOT CHANGE** the form of the verb.
- We've just signed the contract and now we're going to have dinner together to **sever / cement / strain** our new business relationship.
- We need to **restore / jeopardise / develop** our reputation after the disastrous publicity last month.
- Talks with the workers have **undermined / resumed / cultivated** this morning after the 3-day strike.
- I've been **promoting / breaking off / building up** relations with the purchasing manager of EXO inc. for several months in the hope that he will give us a big order.
- The strike severely **fostered / resumed / disrupted** the flow of orders leaving the factory last week.
- Poor service seriously **establishes / strengthens / undermines** our customer relations so we must give all our staff regular training.
- After the manager lost his temper with his staff, relations **soured /**

cemented / disrupted considerably and now nobody has any respect for him at all.

- Your actions have **endangered / promoted / broken off** the whole project. It may have to be closed down now.
- Sales staff who are impolite to customers **disrupt / damage / maintain** the reputation of a company.
- By merging with a US company, we greatly **strengthened / maintained / soured** our sales force.

- **Multi-word verbs:**

They are particularly common in spoken English. A phrasal verb is a combination of a verb and a preposition such as at, away, down, off, up.... etc, which together have a particular meaning.

Read the following conversation and underline all the multi-word verbs.

- So, how's the relationship with Toyota going?
- It's fine now, but at the start of the year it was disastrous.
- Oh, what went wrong?
- Well, I went over my contact's head and went directly to his boss at Toyota Motors Europe. I was really trying to clinch a deal.
- Was he annoyed?
- They were both annoyed. My contact thought I had let him down, and his boss simply decided not to turn up at the meeting. We 'd set up a meeting in Brussels by e-mail, but he called it off at the last minute. I'd really checked in at the hotel.
- How did you turn it round?
- Well, I had to build up my relationship with my original contact again. At first, he kept putting me off. But eventually, we met up and focused on our relationship, not the next sale.
- Now we get on really well and sometimes play golf together.
- Glad it worked out. Anyway, are you free for a drink later?
- Well, I'm going to carry on working until about six. We could meet after that.

- **Find phrasal verbs in the previous exercise having a similar meaning to each of these verb phrases.**

have a friendly relationship.....	appear / arrive somewhere.....
register..... ...	disappoint.....
make stronger.....	arrange.....
change sth into sth successful.....	continue.....
postpone/ delay.....	cancel.....

ADVERTISING

V-ADVERTISING: STARTING UP

- In pairs, try to find a definition of advertising. What's the purpose of advertisements?

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.....
.....
.....

- Billboards are one example of an advertising medium; can you think of others?

.....
.....
.....
.....

- Discuss the advantages and drawbacks of different types of advertising.

word of mouth	mailshots	TV commercials	spam	banners
	newspaper adverts	brochures	sample	

- Choose the most suitable words to complete these sentences.
- A lot of cosmetics companies give away **leaflets / commercials / free samples** so that customers can try the product before they buy.
- Advertising companies spend a lot of money on creating clever **slogans / posters / exhibitions** that are short and memorable, such as the message for Nike: "Just do it".

- Celebrity **exhibition / research / endorsement** is a technique that is very popular in advertising at the moment.
- If news about a product comes to you by **word of mouth/ the press / the Internet**, someone tells you about it rather than you seeing an advert.
- Many companies use post and electronic **slogans / mailshots/ posters** because they can target a particular group of consumers all at the same time.
- **Give examples of**
 - any viral campaigns you have read about
 - clever slogans that you remember from advertising campaigns
 - sponsorship of any sporting or cultural events
- **What makes a good advertisement? Think about ones you have seen. Use some of these words.**

*clever interesting funny hilarious inspiring provocative
informative eye-catching*

powerful shocking sexy controversial

- **Do you think that these advertising practices are acceptable?**
 - Using children in advertisements
 - Using actors who pretend to be experts
 - Using nudity in advertisements
 - Using "shock tactics" in advertisements
 - Comparing your products to your competitors' products (Find an example online)
 - An image flashed onto a screen very quickly so that people are influenced without noticing it (subliminal advertising)
 - Exploiting people's fears and worries
- **Discussion**

- People remember advertisements not products
- Advertising has a bad influence on children
- Advertising tells you a lot about the culture of a particular society
- **Alone or in pairs, find a commercial in English you like, show it to the whole class and analyse it.**
- **What is the product or service being sold?**
- Who is the target audience?
- **How does the commercial try to get your attention?**
- Analyse the language used in the ad.
- What sort of mood does the commercial seek to create?
- How does the soundtrack affect your reaction?
- How do the actors chosen to star in the commercial influence you?
- CHOOSE the best word to fill each gap from A, B, C or D.

The dictionary defines *advertise* as "to make (something for sale, services offered, etc) known to the public". Advertising can therefore be considered as a form of(1), the ultimate aim of which is to persuade consumers to choose a specific product or service.

Every company tries to differentiate its products from those of the (2) and a key element here is the strategy of branding.

A(3) can be defined as "the name attached to a product or service, how that name is visually expressed through a(4) and how that name and logo are developed through a company's communication policy."

However, a brand is much more than just a name. It also represents some intangible aspects of a product since it is how the product or often even the whole(5) is perceived by its.....(6). It is a nexus of ideas, feelings, and perceptions about lifestyle and status, image and quality. Creating a powerful brand identity is essential if you want to.....(7) a strong competitive(8).

1	• retail	• wholesale	• commercial	• communication
2	• rival	• competition	• globalisation	• wealth
3	• brand	• label	• invoice	• slogan
4	• visual	• logo	• advertisement	• commercial
5	• association	• headquarters	• company	• subsidiaries
6	• retailers	• customers	• regulars	• visitors
7	• gain	• succeed	• award	• realise
8	• surplus	• profit	• advantage	• bonus

A- Discuss these questions

- Who is in charge of consumer spending in household you know well?
- Do you think female consumers behave differently from male consumers? How?
- How could you make stores appeal across genders, e.g showrooms?

B-Discuss these questions with the information from both articles.

- What percentage of consumer spending would you say is controlled by women?
- Do you think the difference in salaries between men and women will narrow or widen?
- Which retail sectors would you consider traditionally "male"?
- Can you name 2 companies that have successfully marketed their products for women?

C-Complete these marketing expressions from both articles.

Article 1

- c..... spending
- make stores more a..... to women
- l..... a range of home products
- based on a market

Article 2

- women are less likely to be i..... by a
- ways of communicating such as w.....-of-m.....

marketing and v..... marketing

- a marketing h..... to t..... women
- accommodate the i.....r..... of each customer

Taking part in meetings

Opening a meeting

- Thank you for coming
- Let's make a start, shall we?
- Shall we begin ?
- You've received a copy of the agenda.
- The first item on the agenda is...
- James, would you like to start?

Stating the purpose of a meeting

- The aim of this meeting is to discuss...
- What we are here to talk about is...
- We need to reach a decision on...

Beginning the discussion

- The first point that needs mentioning is...

Calling on a speaker

- Would you like to comment?
- Paula, what do you feel?
- Janet, do you have anything to add?

Moving to another topic ?

- I'd like to move on to...
- The next item on the agenda is...
- Can we go on to think about...?
- The next thing we have to discuss is...

Checking everyone agrees

- Do we all agree ?
- Is that unanimous ?
- Are we all happy about that?
- Is that decided then ?

Summarising decisions taken

- To recap...
- So, to sum up...

Concluding the meeting

- Is there any other business?
- I think we've covered everything.
- That's it then.

Idioms: To put it in a nutshell / Great, I think we're on the same wavelength! / I'm afraid you got the wrong end of the stick! / How about getting straight to the point? / Don't beat about the bush! / Please keep me in the loop!

Negotiating

1- Stating aims

What we need to decide is....

Can we agree on an overall procedure?

We would like to reach agreement on....

What we hope to achieve is...

We'd also like to discuss...

2- Imposing conditions

We couldn't order that quantity unless you were prepared to...

We can place a firm order only on condition that you pay within a week.

We can do business with you provided that you give us...

3- Focusing the discussion

The key issue here is...

One thing I want to look at is...

What we need to talk about now is....

We now come to the most important part of our discussion...

4- Asking for repetition

I didn't quite catch that.

Could you speak up please?

5- Asking for clarification

Could/would you spell that, please?

Could you give me some more details, please?

Could you be more specific, please?

6- Rejecting suggestions

That really isn't on.

I can't go along with that.

That's out of the question.

I'm afraid that's not acceptable.

7- Bargaining

Do you increase the size of the order if we give you extra discount?

We might be able to make a concession if you do the same.

8- Summarising

Have I got this right?

As we agreed, you will take care of... and we will...

Let me go over what we've agreed.

Can I read that back to you?

I think we've covered everything.