

## Case 1

### Case briefing

#### Scripts

*(Chen Ming is busy doing his paperwork. The phone rings.)*

**Chen Ming:** Hello, this is Chen Ming speaking.

**Anne Megan:** Hello, Chen Ming. This is Anne calling.

**Chen Ming:** Oh! Hi, Anne.

**Anne Megan:** You've been working at the financial program group since last month. And I guess you've become familiar with your work now.

**Chen Ming:** Yes, I think so.

**Anne Megan:** Great! We've got a new task now.

**Chen Ming:** Umm ... what's it about?

**Anne Megan:** We're going to launch a new financial program – "Money Matters". It focuses on money management and investment. Three financial companies have applied for being the sponsor of our program. They are Zhijin Finance, a newly established yet fast-growing company; OutLook Group, a trusted and powerful domestic company; and the big-name – Capitogo. We must get to know the three potential sponsors and choose one company to do a field trip. So I want you to gather more information about them.

**Chen Ming:** I see. Any requirements?

**Anne Megan:** Yes. First, we should get a good understanding of what the companies do, their missions, development prospects, sponsorship experience and so on. Keep track of all the information about the three potential sponsors. Then make comparisons between them. Let me see ... on Thursday in a week's time. How does that sound to you?

**Chen Ming:** That sounds OK! I'll hand it in next Thursday.

**Anne Megan:** Good. And after we choose one company, you'll need to schedule a field trip.

**Chen Ming:** So ... I'll first gather information about the three companies: Zhijin Finance, OutLook Group, Capitogo. Then after the decision has been made, I'll schedule a field trip. Is that right?

**Anne Megan:** That's quite right.

**Chen Ming:** Anything else?

**Anne Megan:** Umm ... no. I think that's everything.

**Chen Ming:** OK. I'll get on with it. Bye.

**Anne Megan:** OK. Bye.

## Unit 1

#### Scripts

*(Jack Wang, Vice President of Zhijin Finance, gives an interview to Ash Zhang.)*

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**Ash Zhang:** So Jack, what exactly does your company do?

**Jack Wang:** Our company, Zhijin Finance, provides financial solutions to different customer groups in Hong Kong.

**Ash Zhang:** Tell us more about your company.

**Jack Wang:** Well, as a strong financial company in the industry, we are dedicated to having the highest level of ethical standards. We commit ourselves to meeting customers' expectations.

**Ash Zhang:** How do you do that?

**Jack Wang:** We offer a wide range of financial products and services in many areas.

**Ash Zhang:** A wide range of financial products and services! That sounds great!

**Jack Wang:** We've been building up the services since 2014. It's not quite a long time but we still keep working on that.

**Ash Zhang:** You're doing really a great job! By the way, I heard you were part of EasiPay once for a while, weren't you?

**Jack Wang:** Actually, our company was officially founded in 2014. It originated from EasiPay which was established in 2004. Our company in Hong Kong has been in operation for several years. And we are now listed on the Hong Kong Stock Exchange.

**Ash Zhang:** Wow, that's fast!

**Jack Wang:** We're very proud of our achievements! Because our mission is to provide one-stop solutions to all the financial needs of customers, our highly motivated, professional and efficient team is continuously innovating and keeping up with the changes.

**Ash Zhang:** A powerful team is always the best guarantee.

**Jack Wang:** You are right! And we are also trying to satisfy all the investors, customers and regulators we serve. Our goal is to be one of the leading financial companies in the world!

## Unit 2

### Scripts

*(Chen Ming and Anne have a conversation talking about Anne's decision and the field trip.)*

**Anne Megan:** Of the three companies, Zhijin Finance seems the most likely to be our sponsor.

**Chen Ming:** But it's not a big name, and it is new in the field.

**Anne Megan:** Yes. Zhijin Finance is a relatively small brand, but their target customers match perfectly with our audience. Besides, we need to explore and expand our fame in Hong Kong. So it's a win-win situation.

**Chen Ming:** I see. That sounds great!

**Anne Megan:** Now I want to schedule a field trip to Zhijin Finance. Could you tell me my schedule for the week, please?

**Chen Ming:** No problem. This is your schedule for this week. Umm ... today is Monday, and at four o'clock this afternoon you'll meet Frank to go over the audience ratings of the last quarter.

**Anne Megan:** That'll be interesting. He's got such keen insights.

**Chen Ming:** Tomorrow morning, you'll have a meeting at 10 o'clock with Mr. Smith to deal with an audience complaint. And ... a press conference tomorrow afternoon.

**Anne Megan:** Those are both really important.

**Chen Ming:** As for the day after tomorrow, on Wednesday, there's a meeting with Mr. Liu at three o'clock in the afternoon for a new program discussion.

**Anne Megan:** Umm ... how about Thursday and Friday?

**Chen Ming:** Umm ... you'll fly to Shenzhen for an international television conference. The flight is at 7:30 in the morning on Thursday, and you have to spend three days in Shenzhen.

**Anne Megan:** I think we can schedule a one-day field trip to Zhijin Finance on Wednesday. The sponsorship is much more urgent. Please tell Mr. Liu we will reschedule the appointment when I come back from the international television conference.

**Chen Ming:** OK.

**Anne Megan:** Make the arrangements for the field trip to Zhijin Finance. We need to learn more about our sponsor and find out how they do it.

**Chen Ming:** Sure. I'll contact them to arrange a field trip and create an agenda for you.

**Anne Megan:** Great! Thank you.

**Chen Ming:** My pleasure.

## Case 2

### Case briefing

#### Scripts

*(Chen Ming is watching a video with his colleagues. Anne comes up to him and assigns him a new task.)*

**Anne Megan:** Hi Chen Ming!

**Chen Ming:** Yes.

**Anne Megan:** Have you got a moment? I've got a new task.

**Chen Ming:** Sure!

**Anne Megan:** Let's talk about it.

*(Chen Ming follows Anne into the negotiation room.)*

**Anne Megan:** Have a seat, please.

**Chen Ming:** Oh! Thanks.

**Anne Megan:** Here is the thing. You know that we have launched a travel program – "Eyes Open".

**Chen Ming:** Yes! It's a program focusing on introducing different tourist attractions all over the world. As far as I know, it has just completed its first season.

**Anne Megan:** Right. And we have conducted a group interview and an online survey with the audience for their feedback.

**Chen Ming:** That's great!

**Anne Megan:** Now your task is to get feedback from the group interview and comments from the online survey. And then you need to categorize all the information and write a summary.

**Chen Ming:** How should I categorize the information?

**Anne Megan:** Well, as you know, our purpose is to improve our program. So you need to sort out the information relevant to that purpose. For example, you may use the audience's attitudes to create a T-chart when organizing the information, thus we could find out whether we need to make some adjustments in certain aspects.

**Chen Ming:** OK! Any requirements for the summary?

**Anne Megan:** Umm ... nothing special. Just make sure you cover all the categorized information and analyze the data clearly. Any other questions?

**Chen Ming:** No. I'll do it right away! See you.

**Anne Megan:** Goodbye.

## Unit 3

### Scripts

*(The program group conducts a group interview for the audience's feedback on "Eyes Open". Three audience representatives take part in the interview.)*

**Interviewer:** Welcome to our audience interview about the show – "Eyes Open". It's really nice to have you all here today to share your opinions to help us improve the show. Let's begin with the content. Miss Liu, what do you think of the content?

**Miss Liu:** Well, I like the content. I was impressed and amazed by the great historical adventures in "Eyes Open". It explores stories, people and landscapes, and it's very attractive for tourists.

**Interviewer:** Thank you, Miss Liu. Umm ... any other thoughts?

**Miss Li:** Well, generally speaking, the program is good, but, to tell the truth, I think this program should look at (the) distinctive features of different countries. I mean, not just a quick look at everything, but something deeper like the cultural features.

**Mr. Green:** Hi, I'm David Green. I'm not sure I agree. I feel the content is interesting and it helps me understand different cultures. I live next door to a Chinese family. They own a Chinese restaurant. They are nice but they don't talk to me that often. Sometimes I feel they don't like us. After watching the episode about China, I feel like I can understand them better.

**Interviewer:** Thank you for sharing. Now, let's move on to the program's host. What do you think of the program's host?

**Miss Liu:** I'm not keen on the host. He's kind of old-fashioned.

**Mr. Green:** Really? I'm a fan of him. He knows a lot, and I love his unique comments.

**Miss Li:** I don't find the host old-fashioned either. He doesn't give me a bad impression anyway. What rather bothers me is the product placement.

**Interviewer:** Really? In what way?

**Miss Li:** It is really annoying that the show advertises so many holidays and related products. Also, sometimes they provide unreliable information. Once, after being impressed by the stories and landscapes the program introduced, I booked one of the travel tours the program recommended, but I was completely disappointed with (the) outdated hotel rooms and the trips.

**Miss Liu:** Sorry to hear that. My brother likes traveling around. He has always said that the advertisements in the program gave him a lot of useful advice.

**Interviewer:** That's interesting. Mr. Green, what do you think of the product placement?

**Mr. Green:** I'm OK with it. I work in an advertisement company. I find some of the advertisements in the program are quite interesting and creative.

**Interviewer:** OK. I think that's all for today. Thank you all. I'm sure we will have a better return in the next season.

## Unit 4

### Scripts

*(Chen Ming meets Anne in the lounge. He asks Anne about the feedback summary he's going to write.)*

**Chen Ming:** Good morning, Anne. Do you have a few minutes?

**Anne Megan:** Sure!

**Chen Ming:** I have finished categorizing all the comments, and I know that I'm going to write a summary of it. However, I'm not quite sure how I should summarize the results.

**Anne Megan:** Well, the main purpose of the interview and survey is to improve our program in the future. The summary of the audience's feedback is especially important for us to get the evidence and make further improvement.

**Chen Ming:** So what aspects should I pay special attention to?

**Anne Megan:** Your summary should be based on the T-chart you've already made. Since the data may not be enough, you can use the data collected by another department. Pay special attention to some information such as which parts of the program are the audience's preferences, which aspects the audience complained about the most and suggestions from our audience that are feasible.

**Chen Ming:** Oh, I see.

**Anne Megan:** There is one other thing you need to pay attention to.

**Chen Ming:** What's that?

**Anne Megan:** The summary that you will make should focus only on the facts, I mean, the comments collected from the audience. Your personal opinion should be avoided.

**Chen Ming:** That's very helpful. Thanks a lot, Anne.

**Anne Megan:** I will email you the data collected by another department. Remember to include that in your final summary as well.

**Chen Ming:** No problem. I'll get started.

**Anne Megan:** Bye.

**Chen Ming:** Goodbye.

## Case 3

### Case briefing

#### Scripts

*(Chen Ming is preparing the documents and background information for the talk show – "Culture Focus". The phone rings.)*

**Chen Ming:** Hello.

**Mary Jones:** Hi, Chen Ming. This is Mary. Could you come to my office for a moment, please?

**Chen Ming:** Sure.

*(Chen Ming comes to Mary's office. He knocks at the door.)*

**Mary Jones:** Come in, please.

**Chen Ming:** Hi, Mary.

**Mary Jones:** Hi, Chen Ming. Please take a seat.

**Chen Ming:** Thanks.

**Mary Jones:** We have a bit of an emergency. David Johnson, the guest we invited before, just

emailed me to say he can't come for the show. Something is wrong with his work visa. We have to find a new guest.

**Chen Ming:** Oh! What a shame! So, what do I need to do?

**Mary Jones:** You need to search for a prospective person who you think is active in the art field and fits our show. Then send me an email with a brief introduction and give your reasons why you propose the person. After the decision has been made, you need to contact the person and make a deal.

**Chen Ming:** Any requirements for the new guest?

**Mary Jones:** Yes. First, popularity. Our show is about folk culture around the world. So, the guest should be a practitioner and have some accomplishments in a particular art field. Second, appropriateness. You should consider whether the guest is suitable or not. As it is a talk show, the guest has to be communicative. In addition, you should think about what benefits the guest can bring to us.

**Chen Ming:** OK. I get it. Anything else?

**Mary Jones:** Yeah, one more thing. After we make the decision, do remember to introduce the show to the new guest. The introduction should include its basic information, aims and benefits provided by the show.

**Chen Ming:** OK. I'll get on with it.

**Mary Jones:** Great!

**Chen Ming:** Goodbye.

**Mary Jones:** Bye.

## Unit 5

### Scripts

*(Wang Zhiguo, a young Peking opera artist, gives an interview to Ash Zhang.)*

**Ash Zhang:** Recently a new type of Peking opera show has swept across the younger generation. Who has created it? On today's show, we are talking to the young Peking opera artist, Wang Zhiguo.

**Ash Zhang:** Hi, Mr. Wang. It is known to all that you are one of the most famous Peking opera artists in China. We are all very curious about when you were first introduced to Peking opera.

**Wang Zhiguo:** It all comes from my mum. When I was about five years old, she gave me a cassette sung by Yu Shuyan, the founder of Yu School. That was the starting point. Then at the age of 13, I went to the National Academy of Theater Arts to study the role of laosheng. After four years of study, I won the appreciation from an elderly master in the performance of Wenzhao Pass. From then on, I entered into the public eye.

**Ash Zhang:** It was, indeed, your mum who formed a close bond between you and Peking opera. But to be honest, people's attitudes toward Peking opera have changed quite a lot. What is your opinion of Peking opera in modern times?

**Wang Zhiguo:** In modern times, the environment for Peking opera is not favorable and it faces big challenges from pop culture. In these circumstances, Peking opera performers must produce some unconventional and excellent shows to attract audience.

**Ash Zhang:** Yeah. You've done quite a lot when faced with this problem, haven't you?

**Wang Zhiguo:** Not so much. I just created a new stage show, which combined Peking opera with other traditional art forms – cross talk and storytelling. Frankly speaking, I was surprised when it

turned out to be a huge hit. I held three performances in the Grand Theater. All the 15,000 tickets were sold out. Recently I have also appeared on hit TV shows and popular Internet shows to promote my new stage show and Peking opera. They all have the highest audience ratings among the shows broadcast over the same time period. These successes give me the confidence to continue the career. What I have put my effort into is to raise young people's awareness of the traditional Chinese art form, Peking opera.

## Unit 6

### Scripts

*(Chen Ming meets Mary in the lobby. She assigns him a new task.)*

**Chen Ming:** Hi, Mary! You wanted to see me?

**Mary Jones:** Yes. Please take a seat.

**Chen Ming:** Thanks.

**Mary Jones:** About the talk show, we've decided to invite Mr. Wang Zhiguo, the Peking opera artist, as the guest speaker. I'd like you to contact him and introduce our show to him.

**Chen Ming:** OK. Going back to what you just said, you mean generally telling him what the show is?

**Mary Jones:** Not exactly. I mean that several things should be mentioned. First, present some basic information about the show.

**Chen Ming:** I see. I'll tell him the specific arrangements of our show. Is that right?

**Mary Jones:** That's not exactly what I mean. You should present some convincing facts to get his attention and arouse his interest like the scale, development, audience ratings, prospects of our show, etc.

**Chen Ming:** OK, I get it. I can tell him that our show has been attracting a large audience since it started and has been nominated for this year's Popular Show Awards. For every single episode, it has received positive reviews and enjoyed huge popularity among the audience.

**Mary Jones:** Sure. Second, you need to mention the aims of our talk show, especially those that are likely to appeal to him.

**Chen Ming:** OK. Here's my understanding. Correct me if I'm wrong. I should tell him our show focuses on introducing folk culture around the world and promoting people's understanding of the unique cultural heritage. This is exactly in line with what he is doing right now.

**Mary Jones:** That's exactly what I mean.

**Chen Ming:** Should I tell him that our show has been a model in the industry in terms of audience ratings and viewer feedback? Umm ... it can help promote his new stage show and his presence can help to raise young people's awareness of traditional Chinese folk art. It will be a win-win outcome for both of us.

**Mary Jones:** Fantastic.

**Chen Ming:** OK. I'll get to doing it. Anything else?

**Mary Jones:** No. That's all.

**Chen Ming:** OK. How about drafting the introduction before I contact him?

**Mary Jones:** Great idea! It can help you organize your thoughts.

**Chen Ming:** OK. Thank you. Bye.

**Mary Jones:** Bye.

## Case 4

### Case briefing

#### Scripts

*(Chen Ming meets Mary in the office. He asks about how to deal with the new program proposal.)*

**Chen Ming:** Hi, Mary.

**Mary Jones:** Hi, Chen Ming.

**Chen Ming:** Do you have a moment?

**Mary Jones:** Sure!

**Chen Ming:** About the program proposal from Monument Mass Media Enterprises you sent me yesterday, I'm wondering how I should deal with it.

**Mary Jones:** Oh that! I want you to read it carefully and get some basic ideas.

**Chen Ming:** So, what aspects should I focus on?

**Mary Jones:** You should get the big picture of the program and its originality and uniqueness like: Has it been seen before? Is it different enough to stand on its own among all the similar programs? And its proposed cost: Does it fit our program budget? Oh, and its format: Does it follow the current trends in TV programs?

**Chen Ming:** OK.

**Mary Jones:** Also, we're going to have a meeting next week to discuss it. I expect you to share your opinions and reasons during our discussion. That's the most important part of your task.

**Chen Ming:** OK. I'll get prepared.

**Mary Jones:** Good! After the meeting, you need to email Monument Mass Media Enterprises our feedback.

**Chen Ming:** Sure. Thanks Mary.

**Mary Jones:** My pleasure.

**Chen Ming:** Bye.

**Mary Jones:** Bye.

## Unit 7

#### Scripts

*(The day before the meeting, Chen Ming briefs Mary on the proposal to make sure he has not neglected any important information.)*

**Chen Ming:** Hi, Mary. Can you spare me a few minutes?

**Mary Jones:** Sure! Is something the matter?

**Chen Ming:** It's about the new program proposal. I've read it through, and there are several things that you might want to know.

**Mary Jones:** OK. Please go ahead.

**Chen Ming:** Firstly, the genre. Its title is "Science Non-Fiction", which is basically a documentary series about the hottest issues of modern science and technology.

**Mary Jones:** Well, documentary ... I figure it's not easy to make a very engaging scientific



documentary program.

**Chen Ming:** Usually, yes. But it seems that this one doesn't have such problems. It involves lab visits and discussions to take a close look at the most advanced scientific discoveries and achievements. The program also brings in some talk show features, which I think is a pretty clever move.

**Mary Jones:** Brings in some talk show features .... Interesting! But how? Can you explain a bit more?

**Chen Ming:** Sure. To be more specific, it is supposed to have a host for the whole series, while different guests will be invited for each individual episode; all of them have shot scientific movies before. Hopefully their discussions and interactions could make the technical terms easier to understand.

**Mary Jones:** Sounds like a fresh idea. Has any TV program done such a thing before?

**Chen Ming:** Not in the field of science and technology, according to a recent survey. And that's the second thing I wanna tell you – this program shows great originality.

**Mary Jones:** Umm ... that's good. I wonder who the host would be.

**Chen Ming:** Well, the program group has already reached a preliminary agreement on Gao Shan.

**Mary Jones:** Oh, him! He's famous enough, serious in appearance but humorous. Who else can it be? He must demand a lot for an appearance. How about the budget?

**Chen Ming:** The proposed budget is three million RMB, which is right within our program budget.

**Mary Jones:** Are the expenses of inviting the host and guests taken into account?

**Chen Ming:** Umm ... they're not mentioned in the proposal. I don't think they are because there is no final guest list.

**Mary Jones:** OK. I see.

**Chen Ming:** Umm ... are there any other things I should notice?

**Mary Jones:** No. You've done quite a good job so far. Keep it up! Organize your thoughts well and express your opinions in the meeting later on.

**Chen Ming:** I will. Thank you.

**Mary Jones:** OK, then. Bye.

**Chen Ming:** Bye.

## Unit 8

### Scripts

*(During the discussion, Julie Wang and Linda Morgan have a heated discussion.)*

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**Linda Morgan:** I don't think this is going to work. The plan calls for as many as six of the most welcomed actors and actresses to join the program and I think that's too ambitious. I don't see how they all agree to come.

**Mary Jones:** Right. Although it does seem an attractive selling point to invite those popular entertainers, will they really come? I sort of worry about that, too.

**Julie Wang:** I understand your concern. There was a moment when I had doubt about that, too. But then I got to know that (the) executive producer of this program is a very well-respected professor at X Film Academy, and most of the actors and actresses on the list were his students. Perhaps he could get their promises to come.

**Chen Ming:** Excuse me, talking about the well-respected professor, you are actually referring to ...

**Julie Wang:** Yang Junjie.

**Mary Jones:** Oh, him! Then I feel much more confident.

**Linda Morgan:** That may be, but don't forget to consider the problem of timing. The program is proposed to finish by the end of July. While these six actors and actresses are always traveling all over the world, I cannot see how they can fit in our timetable. Besides, it may be way over the budget.

**Julie Wang:** That's not how I see it. I think the cooperation should not be a problem, because technically they do not have to shoot at the same time and in the same place. Editing can help, you know. As for the budget, the host and guests are all very influential, and they can bring a large audience and profits, therefore it should not be a problem.

**Linda Morgan:** That would be too risky! I think we need to go back to the drawing board on this.

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