

# **English Communication 2**

**영어 커뮤니케이션 2**

**Midterm Review**

# Test Information

Date and Time - Thursday Oct 20<sup>th</sup> in classroom 2105 at 10.20am

There will be a **two-hour** time limit.

However, when you have finished, bring me your paper and leave.

## **Question types**

- Choose the best answer (A,B,C,D)
- Matching
- Short written answers
- Email writing

# Dictionary

In this test you can use a paper or an electronic dictionary.

However, no cell phones are allowed.

# **Week 1**

### Activity 3 – WOOP

WOOP is a science-based mental strategy that people can use achieve something or fulfil their wishes. WOOP can used for many things, but today we use it to think about a job or career that you are interested in.

WOOP means – **w**ish, **o**utcome, **o**bstacle, **p**lan

Do a WOOP now about a job you are interested in.

<b>Wish</b>	<b>Outcome</b>
<b>Obstacle</b>	<b>Plan</b>

**Wish**

What job do you want to have? Think of something that feels exciting, but feasible.

**Outcome**

What's the biggest benefit you could experience as a result of achieving this wish?

**Obstacle**

What things will get in your way?  
How will you get in your own way?

**Plan**

What will you do about those obstacles when they arise?



# **Week 2**

## **Small talk topics**

When you have an opportunity to engage in small talk with other people, it's important to choose a good topic. Some of the most common small talk topics include:

- Weather
- Your surroundings
- Your commute
- Sports/athletes
- Music/movies/books
- Travel/tourism
- Food/restaurants

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## **Topics to avoid**

It's best to keep away from some topics. Don't ask about salary, private questions, or talk about your personal problems

When making small talk look at the person's body language. If the person or people you are talking to look uncomfortable – they probably are. Therefore, you should probably change the topic.

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## **Different cultures**

The type of small talk that you make is affected by culture. Depending on the country or culture, certain topics may be preferred or avoided. Although a generalization, some examples are:

- In Italy and Spain sport is a common topic
- In the UK the weather is commonly spoken about
- In Russia more in-depth topics are preferred
- In France politics is often spoke about (This is a topic usually avoided in most other cultures.)

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## Length of small talk

The length of small talk often also depends on the culture.

- In Germany there is often very little small talk
- In America and Brazil long periods of small talk often happen.

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## **How to make small talk**

Imagine you are at a meeting or conference and you don't know many people.

### **Start the conversation**

Hello, good morning, afternoon, evening

My name's \_\_\_\_\_ and I work for \_\_\_\_\_. (What's your name?)

It's nice to meet you \_\_\_\_\_.

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## Choose a topic

How did you get here today?

Is this your first time here?

The weather is great/terrible today/this week, isn't it?

Are you from around here?

## Listen and respond

Oh really?                      Uh huh

That's interesting              Wow!

That sounds great              Oh, no

## Ask others in the group

And how about you, \_\_\_\_\_?

Etc.

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## **Close the conversation**

It was great to meet you.

It was a pleasure to meet you.

I look forward to seeing you again.



# **Week 3**

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## **Activity 2 – Continuing the conversation**

Look at the statements below. What follow up questions could you ask to keep the conversation going?

1. I visited my best friend last weekend.
2. I'm going on vacation next month.
3. I watched (movie name) last night. I thought it was good.

# **Week 4**

Dealing with complaints

Put these phrases into the correct column:

I expect an apology

It seems that you forgot to...

We're really very sorry

I'm afraid there's a problem

Sorry for the inconvenience

Please accept our apologies

It won't happen again

I'll look into it immediately

I'm afraid it was our mistake

I'm sorry to bother you, but...

Excuse me if I'm out of line, but...

I'm sorry to say this, but...

Complaints	Dealing with complaints

Dealing with complaints

Put these phrases into the correct column:

- I expect an apology
- It seems that you forgot to...
- We're really very sorry
- I'm afraid there's a problem
- Sorry for the inconvenience.
- Please accept our apologies
- It won't happen again
- I'll look into it immediately
- I'm afraid it was our mistake
- I'm sorry to bother you, but...
- Excuse me if I'm out of line, but...
- I'm sorry to say this, but...

Complaints	Dealing with complaints
I expect an apology It seems that you forgot to... I'm afraid there is a problem I'm sorry to bother you, but... Excuse me if I am out of line, but... I'm sorry to say this, but....	We are really very sorry Sorry for the inconvenience Please accept our apologies It won't happen again I'll look into it immediately I'm afraid it was our mistake

## Dealing with a customer problem

Here are some ways to handle a customer complaint in English.

### 1. Acknowledge the customer's emotions

Show that you understand how they feel

- *I understand that you are upset/unhappy about your + purchase/order/item*
- *I appreciate how you must feel about + problem*

### 2. Collect information about the problem

Before you can solve the customer's problem, you need to understand the background information.

- *Please tell me the problem you're having with your + purchase/order/item*
- *Could you please tell me exactly what happened when you...*

3. Apologize to the customer

If the customer is unhappy, you should apologize. (It doesn't matter whose fault it is.)

- *I'm so sorry for your inconvenience*
- *I'm very sorry to hear about your experience*
- *Please accept my apologies*

#### 4. Offer a solution

If you can offer a solution to the customer's problem right away, you should do so.

- *I + will/am going to + give you + a replacement/refund*

Some problems cannot be resolved immediately. You might need to investigate the problem.

- *I will look into + this/what is causing....*

If the investigation will take some time. Tell the customer when you will update them

- *I will + contact you/get in touch with you + tomorrow/when I have more information.*
- *Let me find out what happened to your + order/item + and I will get back to you + shortly/later today/as soon as I can*



5. Keep the customer updated

If the problem will take some time to resolve, don't keep the customer waiting for long periods of time

- *I have an update for you regarding your + purchase/order/item*
- *Right now, we're working on your +order/item*
- *We're checking to see when new stock will arrive.*

6. Follow up after the problem has been solved

Ensure that the customer is satisfied with the outcome

- *I wanted to check if you received the help you needed*
- *Did everything work out to your satisfaction?*
- *Is there anything else I can help you with?*

# **Week 5**

## **How to make a good business telephone call**

### Before the call

Think about what you are going to say

Make sure you have all the important information in front of you

### Beginning the call

Greet the speaker and introduce yourself

\*Small talk – only in some countries

Say why you are calling

### During the call

Be positive

Communicate clearly

Listen carefully

### Ending the call

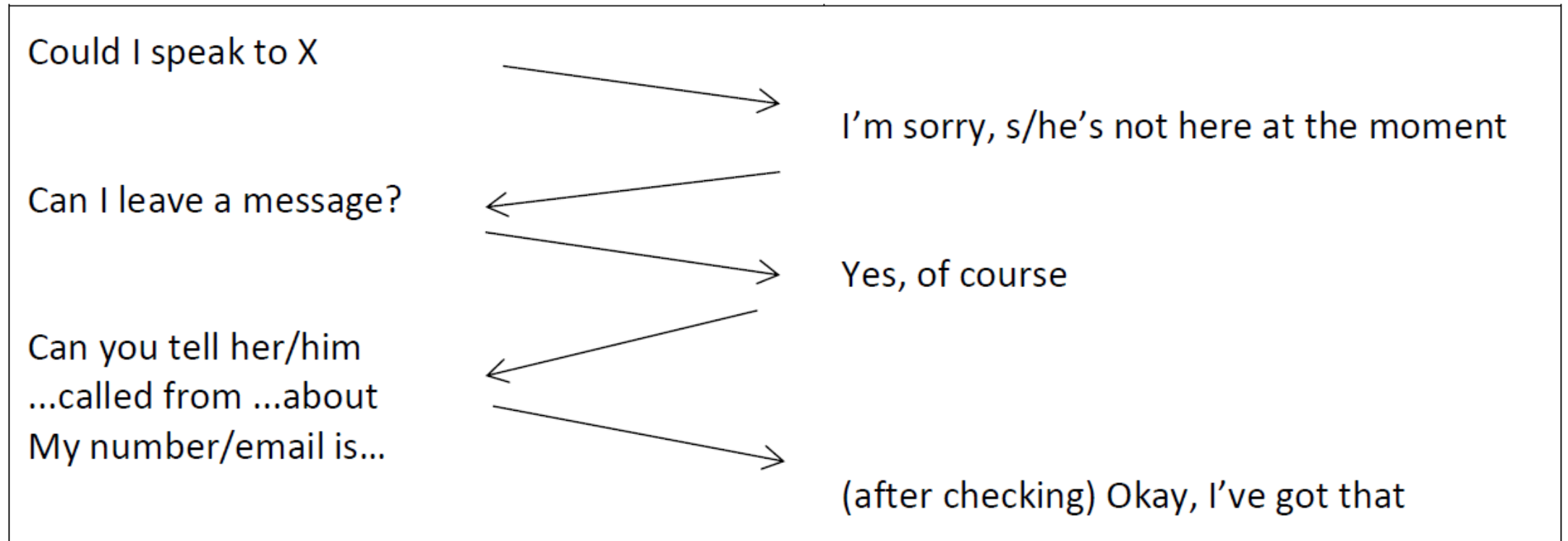
Confirm the result of the call

End politely and positively

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## Activity – How to take a phone message

Practice taking phone messages using the prompts given by the teacher and your own ideas.



# **Week 6**

## **Activity 1 – Giving advice to a foreign business person**

If someone from a very different culture were to visit your country on business, what advice would you give them?

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Here are some things to think about:

**Etiquette:** 'Dos and Don'ts', traditional greetings, expectations of dress, manner and comportment  
behavior

**Surprises:** The importance of being prepared to spontaneously give a speech (or, in one memorable case, sing a song for a large audience), go to a lavish but unexpected dinner, participate in drinking games, or meet a VIP without much in the way of preparation.

**Expectations:** Gift-giving; useful common phrases in Korean, the local attitude to time and punctuality.

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# Email Writing

Emails can be organized into four different sections

1. Subject Line

2. Greeting

3. Email Text

4. Closing

## **1. Subject Line**

Subject Lines need to be brief, clear, and direct. When writing subject lines, capital the content words but not the prepositions. This is the same way as we would write media titles such as movies and television programs.

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- **Brief**

It is often recommended that subject lines should be 50 characters or less (5-7 words), but due to many people using mobile devices to check emails, 25-30 characters (3-5 words) is better.

- **Clear**

Include key words related to your topic in the subject line. Put important words at the beginning.

If you are sending an email to apply for a job, make sure that the reader knows it.

✓ Job application – John Smith

x Hello!

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- Direct

If you have specific information, use it

Job applications – Some companies have identification numbers or letters connected with the positions. So if you know the exact job ID, include that.

✓ Assistant researcher, No. 1234 – John Smith

## 2. Greeting

Your greeting should be formal and not too familiar

If you are not sure about who the email recipient will be, use titles that are gender non-specific.

- Dear Professor Smith, Dear Director Smith
- Dear Sir/Madam
- To Whom It May Concern (this can be used when writing to a large company)
- Dear Members of the Committee, Dear Sales Team (use when addressing groups)

## **3. Email Text (body of the email)**

This is the actual message that you are sending, which is the most important part of writing an email.

Your email should be made up of three main parts

- The Introduction
- The Development
- The Conclusion

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## The Introduction

The introduction shows the reader who is writing and what the email is about. It is expressed in the first sentence of your message. This first sentence is important.

Part 1 – Writing the author - There are two ways to write the author.

- Write the name, position, or organization – **always use in the first email.**

*My name is John Smith, and I am the general manager at Best Property Services.*

- Using a pronoun (I, we, etc.) – pronouns can be used when all parties are familiar.

*I am writing to tell you that...*



## Part 2 – The controlling idea

The controlling idea of your introduction expresses the purpose of your email.

*I am delighted to inform you that we are now offering a 15% discount on all of our rental properties.*

### **Email Text Development**

This section of the email develops the main idea of your message.

Do not write long emails – only include the essential information. Keep the body of the email to one or two paragraphs, and no paragraph should be longer than four sentences.

An excellent way to organize your email text is by asking ‘wh’ questions (who, what, where, why, when, how).

By using ‘wh’ questions can fully consider what information you will need to include in your email. We will discuss this in more detail later.

## Email Conclusion

The conclusion of an email is normally one sentence. The content is usually a show of appreciation or positivity.

Some verbs that you can use

Appreciation	Positive wish
Thank, appreciate, be glad about	Hope, wish, look forward to

I appreciate your interest in our products

I look forward to hearing from you in the near future.

- Appreciation and positivity can also be combined

I appreciate your interest in our products and look forward to hearing from you in the near future.

## 4. Closing

Keep it short and simple

Yours sincerely – if you know the recipient's name

Your faithfully – if you do not know the recipient's name

Regards or Best regards

Write your first name and last name

You can also include additional contact information, such as telephone and fax numbers

Best regards,

John Smith

010-1234-9876

## Request Emails

When writing request emails, we need to use respectful and polite language.

Use words and phrases such as

- Please
- Could/Would? (To make it more polite as please – Could you please....?)
- Would you mind \_\_\_\_\_ing (A gerund follows this phrase)
- Would like (This is the polite form of want)

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In a request email do not make too many requests. Some experts think two requests should be the maximum.

The requests can be made by numbering them.

1. Please send a copy of your passport
2. Please provide three passport-sized photographs

Requests can also be made by using the word 'also'.

Could you please send a copy of your passport? Would you also provide three passport-sized photographs?

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Concluding your request email

Add your thanks or words of appreciation

Simple conclusion	More polite conclusion (give reasons)
Thank you.	Thank you for your <u>time and effort.</u>
Sincere thanks.	Sincere thanks for <u>your time and effort.</u>
I appreciate it.	I appreciate your <u>interest in our company.</u>

## Page 38 – Cultural Differences

### **Cultural Differences and formality**

Due to globalization people around the world are now more connected than ever. It is important to remember, however, that cultural differences can affect the way we communicate. This is especially important in professional communication as upsetting a client or customer could cost you or your company money.

While it is important to not overgeneralize, a useful way to think about communication is low and high contexts.

## **Low Context Communication**

Location: North America, Western Europe

Traits: straight forward, concise, efficient, logic, facts, directness

## **High Context Communication**

Location: The Middle East, Asia, Africa, South America

Traits: non-explicit, descriptive, longer emails,



## Some things to think about

Low context writers interacting with high context readers should be aware that:

- status and identity require appropriate acknowledgment
- building a good relationship can contribute to effectiveness over time.

High context writers interacting with low context readers should be aware that:

- efficiency and effectiveness is achieved through focusing on tasks
- direct questions and observations are not necessarily meant to offend, but to clarify and advance shared goals.

The relationship that you have with the reader of your emails is likely to affect how you write the most.

What differences can you see between the emails above? Discuss your ideas with your partners.

Hey David,

How are you doing? I wanted to touch base with you about the meeting we had last week. You mentioned your boss might be interested in purchasing our new product, and I wanted to know if you talked with him about it. Let me know the latest.

Talk to you soon,

Sally

Dear Mr. Kim,

How are you? How is the weather in Seoul these days? It is getting very cold here in New York. We even had our first snow fall yesterday.

I would like to discuss with you about the meeting we had last week. It was a very good meeting, and we were able to go over many important points. I remember that you mentioned your boss, Mr. Lee, may be interested in purchasing our new product, and I would like to know if you had a chance to talk to him about it. Would you mind letting me know the latest news? I would really appreciate it.

Best regards,

Sally Hunter