UNIT 1 An international project

WAGENDA

- ▶ Tense review
- ▶ Present Simple and Present Continuous
- Action and state verbs
- Personal information file. Learning vocabulary
- National branding
- Introductions and greetings.Welcoming a visitor

Language focus



Read the home page of the company website and the email.

- 1 What is NMP?
- 2 What services does NMP offer?
- 3 What project are Piet and Rosa working on now?
- 4 Who is Eric Carlin?

NETWORK MULTIMEDIA PRODUCTIONS

home

≡ staff ≡ FAQ

site plan

company history

NMP is an independent multimedia production company which has won several media awards. It is owned and run by Piet van Els and Rosa Lanson.

NMP specializes in the travel and cultural sector, providing:

Video – from training and marketing videos to programmes for international television audiences

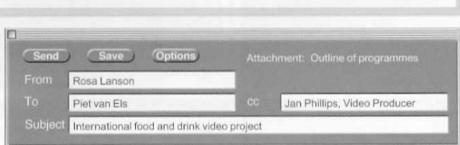
Web design, consultancy, and management – to help your company get the most out of the Internet

Media presentations – everything you need for a successful conference, seminar, or product launch.

Management training – videos and e-learning products on a variety of subjects







Piet

Here are a few more details on the International food and drink project. The project will consist of ten programmes, each focusing on the food and drink of a different country. At the moment, we want to look at Spain, Italy, France, India, China, Japan, Lebanon, Thailand, Mexico, and the USA. The programmes will include interviews with well-known chefs in each country. There will be information on the food and drink in each country, and some typical recipes.

As you know, the chef Eric Carlin has agreed to be our new presenter and interviewer. He's very interested in the food of different countries and fortunately he loves travelling, because the project will involve a lot of travel.

I've arranged for Eric to meet us for lunch on Monday to discuss some preliminary ideas. I hope that's OK with you.

Rosa

- 2 1.1 Eric Carlin is meeting Piet van Els for lunch. Listen to part of their conversation and answer the questions.
 - 1 When did Piet and Rosa set up the company?
 - 2 How long have they known each other?
 - 3 What are their different responsibilities at NMP?
 - 4 What do the new managers do?
 - 5 Do Piet and Rosa's jobs involve a lot of travelling?

Grammar quiz

Read the following sentences from the conversation in 2. Answer the questions below.

- a Rosa and I set up the company fifteen years ago.
- b We've known each other since we were at university.
- c We've been NMP for two years.
- d Paul, our new Financial Manager, deals with the financial aspects.
- e We both travel a lot.
- f At the moment Rosa's travelling even more than usual.
- 1 In which sentence(s) is the speaker talking about
 - the past?
 - · the present?
 - a time from the past to the present?
- 2 Match the verbs with the tense: Present Simple, Present Continuous, Past Simple, or Present Perfect Simple.

Present Simple and Present Continuous

Match the sentences in A with the categories in B.

A

- 1 We usually meet at least once a day.
- 2 She's leaving the office now.
- 3 You're meeting her this afternoon.
- 4 She knows the market very well.
- 5 She's working on two big launches at the moment.
- 6 He deals with all the financial aspects of the business.

B

- a an action happening at the moment of speaking
- b a regular or habitual activity
- a temporary activity happening around now, but perhaps not at the moment of speaking
- d a future arrangement
- e a long-term activity
- f a long-term state



Pocket Book p. 11

Action and state verbs

Read the examples and complete the rules. Write *simple* or *continuous*.

Action verbs

- Louise works on promotions. She's working on two big launches at the moment.
- Rosa and Piet travel a lot. At present, Rosa is travelling even more than usual.
- Piet often has business lunches. He's having lunch with Eric at the moment.

State verbs

- Rosa understands what the customers want. Rosa is understanding what the customers are wanting.
- She knows the market very well. She's knowing the market very well.
- Louise has a lot of work at the moment. Louise is having a lot of work at the moment.
- Verbs which express an action or activity, e.g. bring, arrive, manage, travel, work, are used in both simple and _______tenses. They are called action verbs.
- Verbs which express a state, e.g. understand, believe, know, want, be, like, are not normally used in tenses. They are called state verbs.
- Some verbs, e.g. have, see, look, taste, think, are used in both _____ and ____ tenses. They express either an action or a state.



Pocket Book p. 2

Practice	 Complete the sentences. Use the Present Simple or Present Continuenthe verb in brackets.
	1 I to work by train this week - my car's broken
	2 He's Swedish. He from a town just outside Stoc
	3 They German, but they actua (look)/(be)
	4 This wine awful. Let's speak to the waiter. (taste
	5 Sorry, I a film on Friday. How about Saturday? (s
	6 I a word of Japanese – it's so embarrassing! (not t
	7 She of changing cities because she here. (think)/(not be)
	8 Why the sauce? Is it too spicy? (you, taste)
	9 Heeight weeks' holiday a year. Lucky thing! (have)
	10 I his point, but I don't agree. (see)
	11 for the newspaper? I it's in the kitc (you, look)/(think)
	12 I abroad quite a lot. Almost every month, in fact. (tra
	13 I'm afraid they a meeting. Can I take a message? (have
	14 lunch to work on Fridays too? (you, bring)
	Read the answers Eric Carlin gave in an interview with Louise, the Promoti Manager for NMP. What questions do you think Louise asked?
	Example 1 Where were you born?
	I was born in Cornwall, in a small seaside town, but my parents moved to London when I was four. Yes, I grew up in London and went to school there.
	3 I went to college to study for a diploma in Cookery, Catering, and Hospital Management. I'd been interested in cookery since I was fourteen. My moth went out to work then and I had to cook for my younger brother and sister. 4 After the course I started working as a shelin London. I worked at two
	4 After the course, I started working as a chef in London. I worked at two restaurants, the Hilton and the Buckingham, where I was Head Chef.

about cooking and partly to learn the language.

although I'm not so good at writing.

5 After the Buckingham, I went to France and then to Italy. Partly to learn more

6 I speak English, French, and Italian. I really enjoy speaking other languages -

8 Apart from cookery, I enjoy playing tennis in the summer and skiing in winter.

7 I've had my own restaurant since 1999. It's hard work, but I love it.

9 Yes, I do. My ambition is to open my own cookery school.

n	0	1.2	Listen to the interview	. Write Louise's actual	questions.
•	4.2	41.00	Transferr of the miteration	. HILLE Exception 2 morning	el mentioners



- Work in pairs. Interview your partner to find out about his/her background, studies, past and present work, interests, and future plans. Then tell the class about your partner.
- Work in groups. Read the questions and discuss your ideas.
 - 1 Eric Carlin speaks three languages and enjoys learning other languages. How many languages do you speak? Do you enjoy learning other languages?
 - 2 What makes a good language learner?
 - 3 How can you become a better language learner?

Wordpower

Personal information file. Learning vocabulary

- Read the suggestions for learning vocabulary.
 - 1 Which suggestions do you agree with?
 - 2 Which methods do you already use?
 - 3 Which new suggestions would you like to try?
 - 4 Which other methods of your own do you use?
 - When you read something in English, don't stop to look up every new word in the dictionary. Try to guess the meaning of a new word before you look it up in a dictionary.
 - Don't learn every new word you meet. Learn the words that are most useful to you and your situation.
 - With a problem word, or a word with no easy translation, write it in your notebook in an English sentence which shows the meaning.
 - Test yourself regularly by covering the translation of English words in your notebook.
 - · Use both English-English and bilingual dictionaries.
 - Try to put words into topic groups when you write them down. For example, words connected with travel, entertainment, work, etc.
 - Carry your notebook round with you and try to learn 5–10 new words a day. (It helps if the notebook is small and portable!)
 - Use a new word as soon as you can. This is always the final step in learning vocabulary.
- You have two minutes. Learn the words in the box. Then cover the box and write the words you remember.
- Work in pairs. Compare the words you managed to write down. Did your partner remember any words which you forgot?

Organizing vocabulary

- Divide the words in the box into four topic groups and give each group a heading. Add two more words to each group.
- Work in pairs. Choose six of the words and use them to give information about yourself to your partner.
- 3 Complete the following groups with suitable words. Compare groups with a partner.

to make	an offer a mistake		project general	manager
home frame	work	book place		

4 Complete the word family table.

Verb	Noun (thing)	Adjective	Noun (person)
employ			employer/employee
	_ negotiation	negotiable	
operate		operational	
	tour/tourism		tourist

centre surfing subject flat full-time exercise degree garden colleagues course salary college commute holiday suburbs evening class

A	
home	college
public	TV
working	gap
dress	family
health	

0

6 Work in pairs. Ask each other questions using the compound nouns in 5.

Example Do you go to work by public transport?

Combine the words in boxes A and B to make compound nouns. More than one

B club pet programme hours year code cooking friends transport

Recording vocabulary

combination may be possible.

Example public transport

- What information is important to record when you learn a new word? Example correct spelling
- 2 Look at the 'word frame' for specialize. Which of these items are used?

Word (and stress)	specialize (to specialize in something)
Sentence/context	NMP specializes in the travel and cultural sector.
Definition	(Verb) – to give most of your attention to one subject or product
Word family (and stress)	(noun) = speciality (the thing) (noun) = specialist (the person)
Grammar	Verb + in + noun/gerund He specializes in giving financial advice.

- 1 correct spelling
- 2 part of speech (noun, verb, adjective, adverb, etc.)
- 3 pronunciation and stress
- 4 use in a sentence
- 5 a definition in English
- 6 a translation
- 7 grammatical information, e.g. preposition used with word
- 8 similar or related words, e.g. specialist

3 Choose two of the words below, and write a similar word frame for each. Use a dictionary to help you.

to apply keen to manage responsible

Reviewing vocabulary

Answer the questions and then exchange ideas with a partner.

- 1 How important is it for you to review vocabulary?
- 2 How often do you do it?
- 3 Which methods do you find work best?

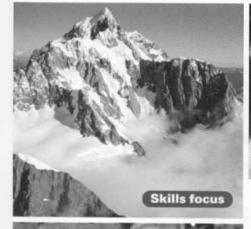
Asking for help with vocabulary

Match the situations in A with an appropriate question in B.

- A
- 1 You don't understand the meaning of a word.
- 2 You didn't hear what the teacher said.
- 3 You want to translate a word in your language into English.
- 4 You don't know how to spell a word.
- 5 You want to borrow your partner's dictionary.
- 6 The teacher is speaking too quickly.

E

- a Sorry, can you repeat that?
- b What's the English for ...?
- c Can you speak a little slower?
- d What does ... mean?
- e How do you spell it?
- f Can I borrow your dictionary?
- Write alternative questions for the situations in A above.







National branding



- 1 What is a 'brand'? Can you think of any well-known brands? Can countries be brands?
- 2 Look at the pictures. Which countries do you associate with them? Is the image of each country positive, negative, or neutral?
- 3 What adjectives would you use to describe each country in the pictures and its people?
- Work in pairs. Look at the list of countries. Which of the adjectives in A and which of the nouns in B do you associate with them?



Brazil
Germany
Italy
Ireland
Jamaica
Japan
New Zealand
Scotland
Singapore
Switzerland

A fun-loving practical traditional adventurous stylish high-tech authentic fashion-conscious rational relaxed B carnival technology football Guinness the outdoor life heritage efficiency reggae music engineering precision

- 3 Compare your answers with other students. Discuss your reasons.
- 4 Read the article Selling your country national branding to check your answers to 2. Then answer the questions.
 - 1 What difficulties can a country have as a result of national branding?
 - 2 Which countries have been successful at national branding?
 - 3 How did Scotland actually 'sell itself' and promote its brand?

Selling your country — national

Most countries have an image. If someone says 'Jamaica', you think of beaches, reggae music, and people with a relaxed approach to life. If they say 'Brazil', you might think of carnival or football, and people who love to have fun. Other images probably come to mind when you think of Italy, Germany, or New Zealand. Ask different people what their image of these places is and you'll probably find they have a similar picture. Italians are seen as stylish and fashion-conscious, Germans as practical and rational, and New Zealanders as adventurous and loving the outdoor life.

These images are often the result of stereotypes, but they are also used in a positive way as a 'national brand', just like company brands such as Coca-Cola, Swatch, or Gucci. Several countries have realised that emphasizing this image or brand can be used to promote trade, tourism, and investment.

A national brand is generally a positive thing, but sometimes a country becomes trapped by its image – technology brands from Japan, heritage brands from Britain, engineering brands from Germany, efficiency and precision from

- Work in pairs or groups. Think of a country not your own and not one mentioned in the article. Make lists of
 - 1 the adjectives you associate with it.
 - 2 the products and services you associate with it.
- 6 Use your lists to interview other students and find out if they have the same image of the country.
- Think about your own country. What associations do people of other nationalities have about your country and its people?
 - 1 Are they true? Are they positive?
 - 2 How would you 'brand' your country?
 - 3 How is the brand different from neighbouring countries?
- Work in groups.
 - 1 What problems and misunderstandings can you have when you meet or work with people from other countries and cultures?
 - Examples language difficulties, different ways of greeting
 - 2 What problems can you have the first time you visit another country?
 Example not knowing the system of ordering and paying in a bar or café
 - 3 Suggest what you can do to avoid or overcome these kinds of problems.
- Make a list of cultural tips for foreign visitors to your country. Include some of the topics below and add topics of your own.
 - · Introductions and greetings
 - Queuing
 - · Ordering and paying in cafés, bars, and restaurants
 - · Using public transport
 - Invitations
 - Tipping
 - Eye contact and gestures

Switzerland, and so on. This can make it difficult for people to accept 'non-typical' brands. For example, Italy's brand image as a fashion and style producer made it difficult for Olivetti, a computer manufacturer, to create a successful export business.

As with companies and products, there is also the problem of competition. How do you choose between 'Malaysia, Truly Asia' and 'Amazing Thailand'? In Singapore, for example, you can see TV adverts for the high-tech hub of Asia, trying to attract foreign professionals who usually make their home in Hong Kong, Japan, or South Korea.

But there have been many successes in national branding. Countries such as New Zealand, Ireland, and Spain have all developed successful brands, not just for tourism but for other products and exports as well. In every major city in the world there is sure to be a Lord of the Rings fan who is drinking Guinness in an Irish pub, watching Real Madrid on TV!

Scotland is another country which has actively and successfully launched its brand. In 1994 the economic development agency created a special project called 'Scotland the Brand'. They defined the positive image of Scotland as one of quality, tradition, and authenticity. They held marketing events and promotions, and recruited companies who were able to promote this brand. The result was an immediate 200% rise in food, drink, and cultural exports. The success is continuing today.

The Scottish success showed that even small countries - perhaps especially small countries - can benefit from selling themselves with their national brand.

Focus on functions

Introductions and greetings. Welcoming a visitor

Introductions and greetings



- 1.3 Eric arrives at NMP to meet Piet. Listen to the conversation.
 - 1 What does Piet say when he greets Eric?
 - 2 How does Piet introduce Eric to Claire?
 - 3 What do Eric and Claire say when they are introduced?
- Work in pairs. Write what you would say in the following situations.
 - 1 You are at a conference. Introduce yourself to the person sitting next to you.
 - 2 You are meeting a visitor you have never met before in a hotel lobby. You see someone you think might be your visitor. Speak to her.
 - 3 Introduce a person visiting your organization to a colleague.
 - 4 You arrive at a new company. Introduce yourself to the receptionist.
 - 5 Introduce two friends of yours at a party.
- 3 Read the introductions below. Match them with the situations in 2 above.
 - a Signor Butani, I'd like to introduce you to a colleague of mine, Michelle Johns.
 - b Good morning. My name is Giles Truro. I have an appointment at 10.30.
 - c Can I introduce myself? I'm Javier Corzon from Global Auto, Madrid.
 - d Excuse me. Is your name Karen Miles?
 - e I don't think you know each other, do you? Julia, this is Claude.
- Write F (formal), N (neutral), or I (informal) next to each of the introductions in 3.
- 6 Match the phrases in A with appropriate responses in B.

Δ

- 1 How's work?
- 2 How are you?
- 3 Pleased to meet you.
- 4 I haven't seen you for ages!
- 5 How are things going?
- 6 How do you do.
- 7 Nice to see you again!
- 8 You must be Marco.

B

- a Pleased to meet you, too.
- b Not too bad thanks. A bit busy.
- c How do you do.
- d Yes, that's right.
- e Very well, thanks. And you?
- f It's good to see you again, too.
- g No, I've been away a lot recently.
- h Everything's going fine, thanks. What about you?
- 6 Which of the phrases in 6 would you use
 - a when you meet someone for the first time?
 - b when you meet someone you already know?
- Walk around the class. Practise introducing yourself and others, and greeting people.

Welcoming a visitor



- Work in pairs. List four topics which people often talk about when they meet professionally for the first time. Write a question on each topic to ask a visitor.
- Piet van Els is welcoming Bob Wyatt, a visitor from Toronto, Canada. Read the conversation.
 - 1 What topics do they talk about?
 - 2 What questions do you think they asked?
 - So, did you have any problems finding us?
 - No, none at all. I walked here. My hotel is only a few minutes away.
 - Piet Oh really? Which
 - I'm staying at the Garrick. It's in King Street. Do you know it? Mr W
 - I know the name. What Piet Oh, it's very pleasant. I always stay there when I come to London. Mr W
 - 35 Piet How often
 - 45 Mr W Four or five times a year. What about you?
 - Yes, I do quite a lot of travelling mostly in Europe, but I go to Canada Piet and the States as well - about two or three times a year.
 - Mr W Canada? That's interesting.
 - Piet No, I've never been to Toronto, but I had a wonderful holiday on Vancouver Island not long ago.
- 1.4 Listen to the conversation. Write the questions.
- Read later extracts from the conversation between Piet and Mr Wyatt. What questions do you think they asked?
 - 1 Piet Just three days. I'm flying back the day after tomorrow. Mr W
 - 2 Piet
 - Mr W I've been with Star TV for four years now. 3 Mr W
 - Piet Yes, it is. We do get good weather in London sometimes!
 - 4 Piet Mr W I went to New Zealand with my wife and our two daughters.
 - Mr W Yes, I play ice-hockey in winter and I do some sailing in summer.
 - 1.5 Listen to the extracts from the conversation. Write the questions.
- Study conversations 1.4 and 1.5 between Piet and Mr Wyatt.
 - 1 Who asks questions? The host (Piet) only, or both the host and the visitor?
 - 2 Do they give Yes or No answers only?
 - 3 How do they show interest in what the other person is saying?
- Role-play. Work in pairs.
 - Student A You are Piet van Els or Rosa Lanson.
 - Student B You work for a multimedia company in your country. It's your first visit to NMP.
 - 1 Student A welcomes Student B to NMP. Speak for three minutes.
 - 2 Change roles.

How good were you at building a conversation? How could you improve?



Pocket Book p. 27