

UNIT 3

Language focus

1 Articles

- 1 Read the text about emoticons and complete the gaps with *the, a, an, their*, or nothing.

Happy in the East (^_^) Or Smiling :-)) in the West

By Andrew Pollack

US networks

:-) regular smile
:-(sad
;-) wink
:-)) very happy
:-o wow
:-| grim
:-|| anger
8-) smile/glasses
:^) happy
:^(unhappy

Japanese networks

(^_^) regular smile
(^o^>) excuse me
(^^;) cold sweat
(^o^) happy
(*^o^*) exciting
(_o_) I'm sorry
(^.^) woman's smile
(*^o^;) sorry
(;_;) weeping
(^_^)/ bonzai smiley



In ____¹ latest example of ____² Japan seizing upon ____³ Western idea, adapting it to ____⁴ culture and improving upon it, ____⁵ Japanese computer users have evolved ____⁶ unique set of emoticons. ____⁷ Japanese smileys are intricate in ____⁸ design, somewhat ambiguous in ____⁹ expression, and, in what many here would argue is ____¹⁰ big advance, are right side up instead of sideways.

____¹¹ basic smiley in Japan, (^_^), is much easier to recognize as ____¹² face than ____¹³ Western version, but since ____¹⁴ mouth

doesn't curve upward (no character on ____¹⁵ keyboard can do that), ____¹⁶ Japanese smiley is somewhat harder to understand without knowing ____¹⁷ context.

Other emoticons are more clearly specific to Japanese culture. ____¹⁸ girl's smile, (^.^), with ____¹⁹ dot for ____²⁰ mouth, because it is still considered impolite for ____²¹ women to bare ____²² teeth in ____²³ grin, to ____²⁴ extent that some women still cover ____²⁵ mouths with ____²⁶ hand when they laugh.

2 Complete the gaps with *a* or *an*.

- 1 ____ 140 kph speed limit
- 2 ____ 80 kph speed limit
- 3 ____ euro
- 4 ____ hour
- 5 ____ understanding
- 6 ____ university

2 Present tense review

3.1 Listen to the interview with a Polish website manager and answer the questions.

- 1 What problems does she mention with regard to maintaining a website in two languages?
- 2 Why are many non-industrialized countries still not connected on a large scale to the Internet?
- 3 How can English be a barrier to using the Internet?
- 4 Why will countries without the Internet fall behind?
- 5 How can there be better access to medical research?
- 6 How does she suggest technology can be made more available?



3 Present Simple, Present Continuous, Present Perfect

Read the sentences from emails and telephone conversations. Correct any mistakes in the tenses in bold, as in the example.

I ~~am~~ have been with my company since 2004. I ~~am~~ usually working usually work up to 12 hours a day.

- 1 Hi. This is Toni. I don't know if you **are remembering** me, but I **work** in the marketing team in London.
- 2 Hi again. Sorry about that. I tried to transfer your call, but I didn't manage – we had a new phone system installed last week and since then we **have been having** three problems with it. It is the third time today that I **am** disconnected.
- 4 I hear you **come** over to work at the head office next week. We usually go out to a restaurant on Friday night, so you'll be able to meet the rest of the team.
- 5 I **am hearing** you are used to long hours, which is just as well because the trend here seems to be that we **are working** longer and longer hours.

Read the article about Globish, and choose the correct prepositions and verbs.

It happens all the time: during an airport delay the man to the left, a Korean perhaps, starts talking **to / at / with**¹ the man opposite, who might be Colombian, and soon they are chatting **to / at / on**² each other in what seems to be English. But the native English speaker sitting between them cannot understand a word.

They don't know it, but the Korean and the Colombian are speaking Globish, the latest addition to the 6,800 languages that are **said / told**³ to be spoken across the world. But its inventor, Jean-Paul Nerrière, doesn't consider it a proper language.

'It is not a language, it is a tool,' he **says / tells**⁴. 'A language is the vehicle of a culture. Globish doesn't want to be that at all. It is a means of communication.'

Nerrière doesn't think Globish is the same as **of / from**⁵ other invented languages like Esperanto. It is a sort of English lite: a means of simplifying the language and giving it rules so it can be understood **by / from / with**⁶ all. His primer, *Parlez Globish*, is an attempt to codify worldspeak and since its publication by Eyrolles in Paris last year, he says, his website www.jp-globish.com has had almost 36,000 hits.

A retired IBM marketing executive, Nerrière speaks excellent English but switches **at / to / with**⁷ Globish if he is not getting through. He **said / told**⁸ us 'I look **at / for / to**⁹ their faces. Lack of understanding is very easy to decipher.'

The seeds for Globish came about in the 1980s when Nerrière was working for IBM in Paris with colleagues of about 40 nationalities. The main principles of Globish are a vocabulary of only 1,500 words in English (the Oxford English Dictionary lists 615,000), gestures, and repetition.

Nerrière reckons that with approximately 180 hours of learning, the student should be able to communicate in Globish. It is not a pretty language, but Nerrière repeats



that it is nothing but a tool, when proper English is not understood.

With many corporations imposing English as the lingua franca wherever their base is, Nerrière sees a great future for Globish, which he has trademarked. Learning it by computer and practising it by free-access telephone will make things even easier.

There is one possible hiccup in this scheme. The fluent Globish speaker will not be understood **by / from / with**¹⁰ native English speakers. No problem: Nerrière is already preparing a Globish version in English, in addition to the Italian and Spanish editions, which will be out shortly. So he is not only protecting French **by / from / to**¹¹ invasion, but he is getting Americans to become, so to speak, bilingual.

'Absolutely!' Nerrière **says / tells**¹² his listeners triumphantly. 'This is the way to get Americans to learn another language.'

1 Reading

Read the text and complete the gaps with the words and phrases from the box.

- | | |
|--------------|--------------|
| a at the end | f after that |
| b before | g once |
| c finally | h secondly |
| d first | i eventually |
| e firstly | j then |

The new communication process



'Well, thank you all very much for coming along. This morning I'm going to be talking to you about the new communication process between our offices around the world. By the way, I'll be taking questions _____¹ of the presentation, if that's all right with you. Let's just have a look at what I've got planned for this morning. _____², we'll be looking at some classic communication problems that have arisen due to cultural misunderstandings. _____³ we have looked at ways these misunderstandings could have been avoided, we can _____⁴ give you some general tactics for clear communication, and _____⁵ I'm going to review some new systems that will help to improve communication from a technical point of view.

But _____⁶ we do that, I want to tell you why we're introducing the new communication process. When the original process was introduced ten years ago, we only had two main problems: _____⁷ we had just opened a help desk service in New Delhi and _____⁸ the whole process was very human intensive. _____⁹ and after a lot of hard deliberation, we had to take a series of measures which were _____¹⁰ partially retracted as a result of trade union intervention. The situation today is that ...'

2 Listening

3.2 Listen to Anna Southern, a human resources manager, giving a few tips on CVs, application forms, and job interviews, and answer the questions.

- How long does it take most managers to read a CV?
- What does 'Who automatically bins (any CV that is longer than one page)' mean?
- What is the best order for listing events
 - chronological?
 - reverse chronological?
- Why are key words important?
- For candidates to be successful, what is the most important
 - that they highlight their positive points?
 - that they use positive words and phrases?
- Write down one example of a positive word and one of a negative word.
- In an interview, how quickly does the interviewer form an opinion of the candidate?
- What other barriers are there to getting the job?

3 Word positioning

Look at the extracts from the listening exercise. Indicate the positions of the words in brackets using an arrow ^.

This one looks good. ^That one ^ looks better. (on the other hand)

- 1 But these days aren't a lot of CVs read automatically by a computer program? (I mean)
- 2 Let's assume that you manage to get an interview. (so)
- 3 What stops you from getting the job? (actually)
- 4 You may not know that the normal tactic is to highlight your good points and brush over the more negative ones, whether you are actually successful comes down to specific words and phrases. (although)
- 5 You should use positive words *achievement*, *active*, *impact*, and *planning*. (such as)
- 6 You should avoid words like *always* and *never* since they suggest you are exaggerating your abilities. (on the other hand)
- 7 It will be very difficult to get them to change that initial impression. (presumably)

Now decide in which cases you would need to put a comma before and / or after the linkers.

4 Writing a letter of application

Read the notes on how to write a letter applying for a job. Use the notes to write a short report. Where appropriate, use linkers to connect the various topics together.

Addressing

Always address the letter to a specific person. Call the employer to get the correct name and spelling, the title, and address, email, or fax number. Write each cover letter specifically for the company and / or position you are seeking.

Introduction

Begin with the purpose of your letter, stating the specific position or type of work you seek. If you were referred to the addressee, indicate by whom, using the name of a contact or mutual acquaintance.

Second paragraph


Tie your qualifications to what you know about the position or organization. Refer the reader to the résumé for more details. Tell them why you are interested in this field or company. Make the reader aware that you have done your homework and know something about the organization and how it fits with your skills, strengths, objectives, and interests.

Closing paragraph

Request the next step in the employment process: an interview. If possible, indicate that you will contact the addressee at a specific date or time to arrange a mutually convenient appointment time. Be positive in your attitude. Expect an appointment or a response.



1 Conference calls

 3.3 James and Nicola are giving some tips on how to participate in a conference call. Listen and answer the questions.


- 1 Are conference calls always a nightmare for non-native speakers?
- 2 What should the host do before the conference call?
- 3 At the beginning of the call, what should the host do?
- 4 When someone calls in late, what should the host do?
- 5 What phrase can you use when you have just joined the call to find out who else is participating?
- 6 What two things should you remember to do if you are conducting a Powerpoint presentation via a conference call?
- 7 Why should you avoid asking the whole group a question?
- 8 What should the host do periodically?

2 Conference call vocabulary

- 1 Complete the sentences with the words and phrases from the box.

at once	begin	enter	thanks	goal
here	moving	press	picking up	recap
remind	that	this	thoughts	up to

- 1 Automatic voice when setting up the call: Please _____ your pass code number.
- 2 Automatic voice when setting up the call: Say your name and _____ 'hash'.
- 3 Host: Is everyone _____ all right?
- 4 Host: OK, Petra's here now – let's _____.
- 5 Host: Can I just _____ you all to say your name when you speak?
- 6 Host: The _____ of this call is to discuss the key items of sales performance and marketing for next year.
- 7 Host: Phil, do you want to start? Phil: OK. _____ John.
- 8 Participant: Sorry, who's _____ speaking?
- 9 Participant: I'm sorry, but it's hard to hear two people _____.
- 10 Participant: _____ is Phil again.
- 11 Participant: Hi, Sandra _____. Sorry I'm late.
- 12 Host: Hi Sandra, could you wait a sec? Then I'll _____ everything for you.
- 13 Host: Petra, what are your _____ on that?
- 14 Presenter: OK, we're _____ on to slide 3 now.
- 15 Participant: Sorry, what slide are we _____?

- 2  4.2 Listen to the extracts from a conference call and check your answers to exercise 2.