

UNIT 7

Language focus

1 *must / mustn't / needn't*

This extract is from *Etiquette International*, a guide for Americans abroad on business. Read it quickly and decide whether it is about: a France ____, b Japan ____, c Norway ____, or d Turkey ____. Then complete it using *must*, *mustn't*, or *needn't*.



BUSINESS CARDS

There are no clear rules, so you needn't ¹ worry about card etiquette too much. However, it is still a good idea to offer them. As most people speak good English, you _____ ² prepare special cards in both languages.

GREETINGS AND INTRODUCTIONS

When you are introduced to someone, you _____ ³ be sure to stand up before you shake hands. At a first meeting, you _____ ⁴ use the formal titles Herr, Fru, or Froken. After that, local colleagues will probably soon tell you that you _____ ⁵ use anything more than the person's last name – without even a title.

SPECIAL DOs AND DON'Ts

There is real equality between the sexes here, and women are very independent. Therefore, when you meet a married woman, you _____ ⁶ automatically call her by her husband's name. When you are introduced, you _____ ⁷ listen carefully for her last name. This is the name she uses, and it is likely to be her birth name.

2 *must / mustn't, should / shouldn't*

This extract is also from *Etiquette International*. Read it quickly and decide whether it is about: a France ____, b Japan ____, c Norway ____, or d Turkey ____. Then complete it using *should / shouldn't* for something that is important, and *must / mustn't* for something that is very important.

CLOTHING

People like to dress well, but rather conservatively, and you are advised to do the same. Men should ¹ therefore wear a good-quality traditional business suit and tie. For social and religious reasons, women _____ ² be very careful about their clothing. This is very important. Skirts _____ ³ show very little of the leg, and tops _____ ⁴ show the upper arm.

EATING AND DRINKING

Some people drink alcohol, but most do not. When you eat at a restaurant with a local colleague, the best advice is that you _____ ⁵ follow his example or suggestion. A male colleague may invite you to eat at home with his family. If this happens, small gifts are welcome. You _____ ⁶ take flowers or good-quality chocolates for your hostess and, if there are children, you _____ ⁷ forget to take them some candy.

3 need to, needn't, mustn't

Read this final extract from *Etiquette International* and decide whether it is about: a France _____, b Japan _____, c Norway _____, or d Turkey _____. Then complete it using *need to*, *needn't*, or *mustn't*.

CLOTHING

Appearance is very important both for men and for women, and so you *need to* ¹ make a special effort with both clothes and accessories. You _____ ² forget even for one minute the simple fact that people will measure your status and professional success largely by the way you look.

GENERAL BEHAVIOR

There is an unfair belief that foreigners – especially Americans – are disliked. Generally, you simply _____ ³ speak a little of the language and people will soon open up and be friendly. You _____ ⁴ chew gum in any kind of public situation. People feel that this is very bad behavior and it will affect your image negatively.

CONVERSATION

You may hear your colleagues start a lively – even heated – political discussion, but don't worry. You _____ ⁵ feel you should try to change the subject because it is simply not necessary: such discussion is just part of the culture, and people enjoy it. They are also likely to ask you about events in America, and so you _____ ⁶ be up to date with the news back home. You _____ ⁷ be afraid to ask about local political events in return.

4 must / mustn't, have to / not have to

HydroGen is an American company that has worked on many hydroelectric schemes in the western USA and Canada. The CEO, Carla Moro, is talking with Marketing Manager Alan Fraine about his trip to HydroGen's new partners in Europe. Complete the dialogue. Use *must*, *mustn't*, *have to*, and *not have to*.

- CARLA It's your first European trip, isn't it? What have you organized?
- ALAN Well, first, I *have to* ¹ fly to Paris on the 26th in order to be ready for a breakfast meeting with Emile Leclerc early next morning. Emile says it _____ ² be then as he's got meetings with other people all day after that.
- CARLA OK, but _____ he _____ ³ see all these other people on such an important day for us? Anyway, the main thing is that you _____ ⁴ let him go until he signs the contract.
- ALAN Don't worry – I'll make sure he does.
- CARLA Good. Oh, and by the way, please give him my best wishes.
- ALAN Yes, certainly. Anyway, after our meeting I _____ ⁵ do anything else, so I can go straight to the airport.
- CARLA Are you seeing the Norwegians next or the Turks?
- ALAN I _____ ⁶ see the Norwegians next, and I can catch a flight to Oslo at 1.00.
- CARLA But hold on, Alan. That means you'll arrive too late to work there that afternoon, so you _____ ⁷ rush away from beautiful Paris so fast. You should take a few hours to see a bit of it. In fact, you _____ ⁸, and that's an order!
- ALAN Fine. I'd like to do that.



5 Modal verbs and formal passive structures

Match the contexts a–f in the box with the formal statements 1–6. Then explain the statements, using appropriate modal verbs. Choose from *can / can't*, *have to*, *must / mustn't*, *need to*.

- | | |
|--------------------------|--------------------|
| a car owner's manual | d museum notice |
| b club rules | e notice in a park |
| c in-flight announcement | f road sign |

- Parking without a permit is not permitted. f
That means you mustn't / can't park without a permit.
- Non-EU residents are required to complete a landing card. _____
- Members are permitted to bring one guest to any event. _____
- It is recommended that tyre pressures are checked weekly. _____
- Photography of exhibits is strictly forbidden. _____
- Dogs are not allowed to enter the children's play area. _____

6 Giving advice

You have been asked to look after a visitor from New Zealand who will be working with your company for six months. Answer the visitor's questions with helpful advice. Choose from the verbs in the box.

- | | |
|-------------------------|-----------------------------------|
| can / can't | need to / don't need to / needn't |
| could | ought to / ought not to |
| have to / don't have to | should / shouldn't |
| must / mustn't | |

- I've got one free day before I have to start work. What can I do to get to know the area really quickly?

- And I'm getting a week's holiday next month, so I'd like to travel round the country a bit. Where could I go? What should I see and do?


- How can I get to know people locally? For example, should I join any clubs?


4 If I don't want to cook in the evening, are there any good local restaurants that aren't too expensive?

5 Do I need to tip in restaurants? And what about tipping in taxis?

6 Is there anything official that I need to do? For example, do I have to register with the police or carry an identity card?

7 Practice drills: Modal verbs, plus *have to* and *need to* – negative and question forms

 **7.1, 7.2** Follow the instructions on the Student's CD/Cassette. If necessary, refer to the Listening scripts on p. 83.

 Pocket Book pp. 7–8

Pronunciation Word stress

Read aloud the words in the box. Then put them in the correct columns in alphabetical order.

appointment	attraction	characteristic
communication	conference	conversation
document	embarrassment	entertainment
formality	gallery	industry
insurance	kilometre	museum
negotiation	obligation	organization
registration	establishment	

3-syllable

• • •

conference

• • •

appointment

4-syllable

• • • •

embarrassment

• • • •

conversation

5-syllable

• • • • •

characteristic

 **7.3** Listen and repeat the words.

Describing places

- 1 Match 1–5 and a–e in each pair of boxes to form compounds that are common city features.

A

1 ~~art~~ 2 business 3 concert 4 retail 5 transport

B

a district b ~~gallery~~ c hall d outlet e system

art gallery _____

A

1 eating 2 international 3 shopping 4 subway 5 tourist

B

a airport b centre / mall c establishment d industry e system

- 2 Choose adjectives from the box and add them to compounds in 1 to make eight true statements about places in your country.

beautiful	busy	cosmopolitan	efficient	excellent
exciting	extensive	famous	fascinating	interesting
lively	stunning	wealthy		

Example

Paris has many interesting art galleries.

Giving talks and presentations



Alan Fraine is giving a presentation about HydroGen at a conference on clean energy. Match the underlined phrases in the talk with phrases from the box with a similar meaning.

Introducing the topic

- a ... the purpose of my presentation this morning is to ...
b My presentation will be in ...

Referring to questions

- c ... please feel free to ask any questions you may have.

Introducing each section

- d First of all, I want to take a brief look at ...
e Now, let's begin with ...

Referring backwards and forwards

- f ... , as I mentioned previously, ...
g ... we'll come back to this point later.

Referring to visual information

- h As you can see from this first chart ...

Referring to common knowledge

- i ... , as you are aware, ...

Concluding

- j ... that concludes my presentation.

Section 1

ALAN

Good morning, everyone, and thank you for your interest in HydroGen. Now, the aim of my talk today is to¹ a explain the company's mission as we move into a new phase of development. I've divided my talk into² three sections. First, I'd like to give you an overview of³ the company's origins. Then I'll move on to our development into consultancy on water resources in North America. Finally, we'll focus on our new stage of development with partners around the world. So, let's start with⁴ the company's early days. HydroGen was founded back in 1936 ...

Section 2

ALAN

During the last ten years, we have widened our attention to many areas of water resource management and, as I mentioned earlier⁵ this development has taken the form of a consultancy business. It has met a big demand because, as you know⁶ the need for clean, reliable water and energy supplies is large and growing. This is true both here in the States and Canada and, of course, globally. And I'll say more about this later⁷ Now let's turn to some facts and figures. If you look at the first chart⁸ we now provide a wide range of technical support. And, ...

Section 3

ALAN

... and, with our highly-experienced French, Norwegian, and Turkish partners, our project in central Turkey is now progressing well, and we expect to complete in two years. Well, that brings me to the end of my talk⁹ Now, I know that there are many areas which I have not discussed in detail, so if you have any questions, I'd be pleased to answer them¹⁰

74 Listen to the presentation and check your answers.



Pocket Book pp. 24-5