

# UNIT 4

## Language focus

### 1 Present trends

Use the charts to help you complete the text. Use the Present Continuous form of the correct verb in brackets.

## falling telecoms costs

The impact of the global telecommunications revolution is continuing <sup>1</sup> (continue / become). Our view of the world itself \_\_\_\_\_ <sup>2</sup> (stay the same / change) since it is now so easy to speak to anyone almost anywhere on the planet. In our minds our world \_\_\_\_\_ <sup>3</sup> (shrink / grow).

Despite far greater use of telecoms than fifteen or twenty years ago, expenditure on phone bills \_\_\_\_\_ <sup>4</sup> (fall / rise) in most parts of the world. Across the EU, for example, the cost of calls \_\_\_\_\_ <sup>5</sup> (decrease / increase), although the rate of that fall \_\_\_\_\_ <sup>6</sup> (speed up / slow down).

Cost of telecoms in Europe, 1999–2003

1999	2000	2001	2002	2003
93.9	87.5	83.7	83.6	83.2

Use of telecoms \_\_\_\_\_ <sup>7</sup> (grow / decline) mainly because of mobile phone use. In Britain, for instance, the number of fixed 'land line' phones \_\_\_\_\_ <sup>8</sup> (change / decrease) very little as around 93% of homes already have them. On the other hand, the percentage of people with mobile phones \_\_\_\_\_ <sup>9</sup> (contract / expand) very quickly. In addition, the number of homes with email and internet access \_\_\_\_\_ <sup>10</sup> (rise / fall) fast.

UK telecommunications, 2000–2002 (percentage of households)

	2000	2001	2002
fixed phone	92%	93%	93%
mobile phone	58%	70%	75%
email & internet access	33%	40%	44%

## 2 Past trends and prepositions

Look at the charts showing economic development in China. Complete part of a magazine article with *at*, *by*, *from*, or *to*.

# Is China the new consumer giant?



It may be true that we are now living in a global village, but different parts of it are behaving in very different ways. *From* <sup>1</sup> 2001 <sup>2</sup> 2004, most big EU economies grew <sup>3</sup> 2% per year or less. At the same time, Chinese growth rose <sup>4</sup> 7.5% <sup>5</sup> 8.2% per year. At the end of 2002, the date of the last official estimate, China's population stood <sup>6</sup> 1.28 billion, and annual population growth was estimated <sup>7</sup> 0.65% per year.

These statistics, along with China's recent entry to the World Trade Organization, meant that thousands of foreign

companies saw China as the great new consumer market. <sup>8</sup> \$44 billion, annual foreign investment in China was already high in 2001, and in the following two years it increased <sup>9</sup> a further \$7 billion per year <sup>10</sup> a total of \$58 billion in 2003.

Motorola provides a good example of heavy foreign investment in China. Sales of locally manufactured mobile phones grew <sup>11</sup> zero in 1987 <sup>12</sup> \$5.7 billion in 2002. <sup>13</sup> 14% of company sales, this made China the company's second most important market after North America.

## 3 Past and present trends, and prepositions

Complete the next part of the article about China with *between*, *in*, *of*, or *to*.

Companies – foreign and local – are almost certainly investing too much <sup>1</sup> their manufacturing operations. The problem is that most people are still poor. Although average earnings rose by about 23% <sup>2</sup> a total <sup>3</sup> \$1,120 <sup>4</sup> 2001 and 2004, the majority of this still went on basics such as food. Average disposable income amounted <sup>5</sup> only \$545 per year. This problem started to become clear to Motorola <sup>6</sup> 2004, when the increase in sales of

mobiles began to slow down at a market penetration level <sup>7</sup> only about 20%.

At the same time, local competition got much stronger. By 2004, over 40 manufacturers were in the market with more than 800 models. Although the market is still expanding from 2003's 80 million sales <sup>8</sup> a maximum total <sup>9</sup> perhaps 100 million units per year, supply is soon going to reach 200 million. Already the result is falling prices and very low profits.

The same is true for cars and other vehicles. Sales rose dramatically by 75% <sup>10</sup> 2003, but that was from a very low base <sup>11</sup> 15 cars per 1,000 people (compared with 700 in the USA). Foreign firms are putting in over \$20 billion <sup>12</sup> new investment, and there are also 120 local manufacturers. <sup>13</sup> the next few years production capacity is likely to reach more than 200% <sup>14</sup> sales demand.

#### 4 Trends: adjective plus noun

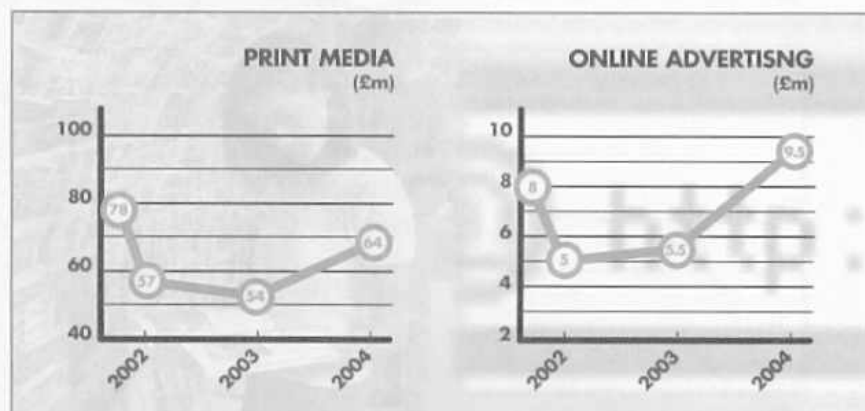
Study the results for two divisions of the London advertising agency WBK Associates. Then write sentences, choosing appropriate adjectives from box A and nouns from box B, for each year.

A

slight steady sharp dramatic

B

rise fall



Print media

1 *In 2002, there was a dramatic fall to £57 million.*

2 *There was*

3

Online advertising

4

5

6

#### 5 Practice drills: adjectives and adverbs

4.1, 4.2 Follow the instructions on the Student's CD/Cassette. If necessary, refer to the Listening scripts on pp. 80–1.

##### Pronunciation The sounds /u:/ and /ʊ/

Read the words aloud and mark the sound a or b.

a food /u:/

b cook /ʊ/

1 boot

a

9

truth

2 look

\_\_\_\_\_

10

whose

3 choose

\_\_\_\_\_

11

book

4 too

\_\_\_\_\_

12

good

5 took

\_\_\_\_\_

13

would

6 foot

\_\_\_\_\_

14

cruise

7 should

\_\_\_\_\_

15

shoot

8 lose

\_\_\_\_\_

16

could

4.3 Listen and check your answers.

4.3 Listen again and repeat the words.

# STOBIE'S BAR AND RESTAURANT

## ~ Starters ~

Spicy vegetable soup  
Smoked salmon terrine  
Marinated rollmop herring  
Steamed asparagus with butter

## ~ Main courses ~

Grilled organic lamb chop  
with fresh mint sauce  
Breast of chicken sautéed in white wine  
Sea bass with roast fennel stuffing  
Pan-fried fillet steak in a pepper sauce  
Baked aubergine moussaka

## ~ Desserts ~

Toffee pudding with cream  
Poached Victoria plums  
Baked apple tart  
Chilled raspberries with cream

- 1 You have invited two business visitors to lunch in a restaurant. Neither of them speaks much English. Read the menu and the profiles of your two guests. As the host, which dishes would you recommend?

### Guest A

A Spanish visitor who enjoys spicy food but doesn't like fish and would prefer not to eat red meat. She likes sweet things.

### Guest B

A German visitor who is a vegetarian. He sometimes eats fish when abroad, but doesn't like smoked or spicy food. He never eats dessert.

- 2 Your guests accept your recommendations. As the host, make a note of their orders so you can tell the waiter.

### Starters:

Guest A \_\_\_\_\_

Guest B \_\_\_\_\_

### Main courses:

Guest A \_\_\_\_\_

Guest B \_\_\_\_\_

### Desserts:

Guest A \_\_\_\_\_

Guest B \_\_\_\_\_

- 2 1 List ingredients from the menu in 1 that belong in each group.

Group	Ingredients	Methods of preparation
Fruit	<u>plums</u>	<u>poached</u>
	_____	_____
	_____	_____
Vegetables	_____	_____
	_____	_____
	_____	_____
Fish	_____	_____
	_____	_____
	_____	_____
Meat	_____	_____
	_____	_____
	_____	_____

- 2 Add to the table above (a) the method of preparation in the menu, and (b) another method that you know.



## Advice and suggestions

The big supermarket chain Euro-Mart wants to reach people who live and work in city centres and do not usually travel to the company's large out-of-town stores. Marketing Director Carlo Leone is talking with Teresa Smith, the Store Development Manager, and Publicity Manager Willi Heinemann.

- 1 Complete the first part of the conversation. Use the phrases in the box.

## Asking for advice and suggestions

... do you think we should ...

... what do you think?

## Accepting

... I think we should do that.

Yes, that's an excellent idea!

## Giving advice and suggestions

... how about ...

I'd recommend we ...

It might be a good idea ...

## Rejecting

... I'm afraid I'm not very keen

on that idea.

CARLO Well, it's time to discuss ideas for the new chain of city-centre stores. We've all studied the market research reports, so let's start with those. Teresa, \_\_\_\_\_

1

TERESA I feel very positive about it.

CARLO But \_\_\_\_\_ 2 go ahead and start buying city-centre sites? It'll be a big investment.

TERESA \_\_\_\_\_ 3 to start with a limited roll-out in perhaps five cities.

CARLO And Willi, what do you think? Do you agree?

WILLI Yes, \_\_\_\_\_ 4 And here's another idea. \_\_\_\_\_ 5

establish a special image for this new chain of stores and give it a new name.

CARLO Mm, \_\_\_\_\_ 6

The Euro-Mart brand name is very important.

WILLI But \_\_\_\_\_ 7 combining that with something new, something that really speaks to our city market? My suggestion is ... Metro-Mart.

CARLO Metro-Mart! Yes, I like the sound of that. Teresa?

TERESA \_\_\_\_\_ 8

- 4.4 Listen to the first part of the conversation and check your answers.

**2** Complete the second part of the conversation. Use the phrases in the box.

Asking for advice and suggestions  
What would you advise us to do?  
What would you suggest, ...


Accepting  
Yes, I'll be happy to do that.  
Yes, let's do that.

Giving advice and suggestions  
... but if I were you, I'd ...  
We should definitely ...

Rejecting  
I'm not sure about that.

- CARLO Now we come to the question of opening hours. Do we need to stay open all night every night?
- TERESA \_\_\_\_\_<sup>1</sup> Teresa?
- TERESA \_\_\_\_\_<sup>2</sup> be open 24 hours a day, seven days a week. We have to do this thing properly.
- WILLI \_\_\_\_\_<sup>3</sup> Some stores are already staying open all night, so we have to compete.
- CARLO Good, I think we all agree on that. So next we need to think about the mix of food and non-food products. Should we go for the 60-40 mix that we have in our big stores?
- WILLI Mm, \_\_\_\_\_<sup>4</sup> I think we should focus mainly on convenience foods – pre-cooked meals and so on.
- CARLO And Teresa? \_\_\_\_\_<sup>5</sup>
- TERESA Willi is probably right, \_\_\_\_\_<sup>6</sup> do some more research on that question.
- CARLO \_\_\_\_\_<sup>7</sup>
- We have to get it right. And now let's choose some cities for our first group of Metro-Mart stores.

 **4.5** Listen to the second part of the conversation and check your answers.

 **Pocket Book p. 17**