

UNIT 3

Communication

▼ AGENDA

- ▶ Articles
- ▶ Talking about the present
- ▶ Verbs of communication
- ▶ Linking words
- ▶ A phone conference
- ▶ Turn-giving and turn-taking

Language focus 1


- 1 Do you have a blog or read other blogs? What sort of content can you find on a blog?
- 2 Read the 'Blogs' report. What do you think of the blog? Do you think this sort of approach can be successful?

BLOGS

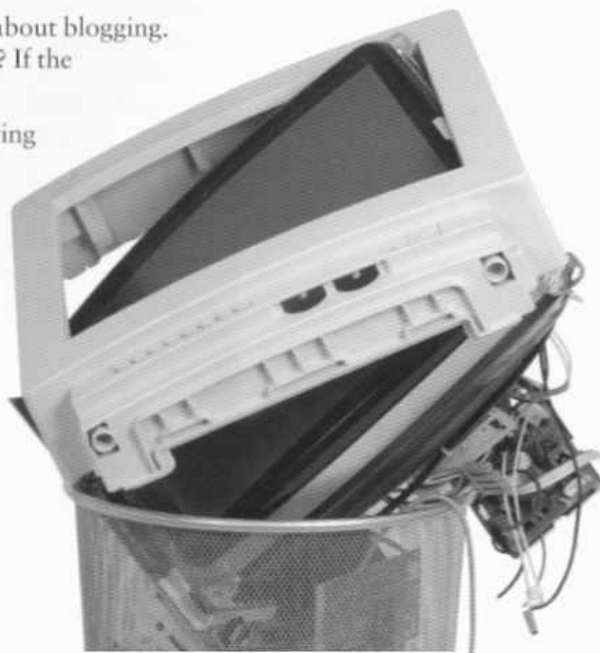
There are around 54 million blogs on the web, with another 75,000 created daily. They are often used by consumers as a way of commenting on products or services. One example is a customer who had bought a laptop and paid for a four-year in-home service. The laptop was faulty and the service engineer did not turn up as requested. The customer started a blog to keep a record of events. Here is one of the entries:

July 1

A company can no longer get away with consistently offering shoddy products or service or ignoring customers' concerns and needs. For now the customers can talk back where they can be heard. Those customers can gang up and share what they know and give their complaints volume. Of course, they can use their reviews and complaints to have a big impact on a company's reputation and business.

- 2  3.1 Listen to the recording about blogging. Are these sentences true or false? If the sentence is false, what is true?

- 1 Jeff Jarvis was unusual in having a problem with his PC.
- 2 The computer company refused to admit there was a problem.
- 3 Bloggers helped three computer companies solve the computer battery problem.
- 4 Bloggers can be taken to court for posting incorrect information.



3 Read this extract from *Naked Conversations*. Answer the questions.



Blogging is the first technology to enable a simple conversation to go instantly global. It's the first to decentralize corporate communications, wresting it from those who historically controlled it, and it eliminates many of the geographic barriers that have restricted relationships between people sharing similar interests.

On one hand, a blog may simply be a tool, but on the other hand that tool is one of the most powerful components to emerge so far in a communication revolution that has been going on for quite some time and is now reaching its tipping point. The revolution is about the way businesses communicate, not just with customers but with their entire constituencies – partners, vendors, employees, prospects, investors, and the media.

Chances are highly likely that if people aren't talking about your company in blogs today, they will soon. You would be wise to join these conversations, if only to thank those that sing your praises or to correct possible factual errors. If you ignore the blogosphere – the term used to describe the global network of blog postings – you won't know what people are saying about you. You can't learn from them, and they won't come to see you as a sincere human who cares about your business and its reputation.

If you choose to join the conversation, your company will be the better for it, and your customers will be happier. You will develop better products and services by enjoying their collective wisdom, and you will save a ton of money by dumping expensive marketing tactics that not only don't work, but annoy the people they target.

- 1 What is unique about blogging?
- 2 What effect is blogging having on businesses?
- 3 Why should businesses pay attention to blogs?

Articles

Look at this extract from *Naked Conversations*.
... in a communication revolution that has been going on for quite some time and is now reaching its tipping point. *The* revolution is about the way ...

Why is *a* used first (a communication revolution) and *the* used in the next sentence (*The* revolution)?

... a blog may simply be a tool, ...

If you ignore *the* blogosphere,

Why is *a* used before *blog* and *tool*, but *the* used before *blogosphere*?

There are rules about using articles with certain categories of nouns. Which of the following groups takes *the* and which doesn't?

- 1 towns, cities, lakes, countries (not including collections of states or regions), public institutions (for example, hospitals), sports and activities (for example, jogging), types of entertainment (for example, soul music)
- 2 rivers, seas, oceans, mountain ranges, museums, art galleries, places where we shop (for example, supermarket), places of entertainment (for example, theatre)

Are there any exceptions to these rules?

Why is *the* used in the first sentence below but not the second?

He's going to the university to pick up his books.

He's going to university next year.



Pocket Book p.1-2

Practice

- 1 When do you switch your mobile phone off? When do you keep it on? Would you ever keep it on during a meeting?

- 2 3.2 Listen to someone read the article and correct the text.

There are as yet no agreed rules of etiquette about the use of the mobile phones during the business meetings in the UK. Do you switch the your phone off, discreetly, before entering the meeting? Or do you take your phone out and make the big ostentatious show of switching it off, as the flattering gesture conveying the message 'See how important you are: I am switching off my mobile phone for you?' Then do you place your switched-off phone on the table

as the reminder of your courtesy and your client's or your colleague's status? If you keep it switched on, do you do so overtly or leave it in your briefcase? Do you take the calls during the meeting?

Then what about the lunch? Is it acceptable to switch your phone back on during the business lunch? Do you need to give the reason? Apologize? My initial observations and the interviews suggest that the more insecure people tend to take

and even sometimes make the calls during the business lunch – often apologizing and giving the reasons, but in such a self-important 'I'm so busy and indispensable' manner that their apology is really the disguised boast. Their higher ranking, more secure colleagues either leave their phones switched off, or, if they absolutely must keep them on for some reason, apologize in the genuine and often embarrassed, self-deprecating manner.



- 2 Complete the table with your own examples and decide if they need an article.

Category	Examples	a, an, the, -
Countries		
States or group of regions		
Mountains		
Mountain ranges		
Rivers, seas, and oceans		
Sports and activities		
Types of entertainment		
Languages		
Nationalities		
Jobs and job titles		
Places where we shop		

Language focus 2

- 1 Do you ever buy things online? Have you ever done your supermarket shopping online? Do you think it's a convenient way to shop? Can you name any British supermarkets?
- 2 Read the report and answer the questions.

The online supermarket shopping business *is* growing at around 30% year-on-year. The main reason for its popularity is convenience. It can cost a little more with delivery costs, but you save valuable time and can do it from your home computer.

According to one study, Tesco *is* winning the online supermarket war in the UK, although Sainsbury's internet customers spend more per order – the average Sainsbury customer spends £90 per order compared with £80 for Tesco – and incur lower delivery charges. Sainsbury's charges on average just over £3 whereas Tesco charges just over £4.

Tesco currently attracts two-thirds of all online grocery orders which is generating sales of approximately £2.5 million per day. Tesco has a 31.5% share of the UK's overall retail market. Its online sales have reached almost £1 billion this year, compared with total group earnings of £38.3 billion.



- 1 What is the advantage of shopping online?
- 2 Which is the most successful British online supermarket?
- 3 Which customers spend the most on one order?
- 4 Which company offers the best deal for delivering?
- 5 How much have Tesco online customers spent this year?

Talking about the present

- Look at the verbs in *italics* in the article. Find examples of:
 - a current trend
 - a fact
 - a current, temporary situation or activity
 - a regular activity or repeated event
- Match each description with one of these tenses.
 - Present Simple
 - Present Continuous



Pocket Book p.14-18

Why are different tenses used in the following sentences?
 I think it's a great idea. I'm thinking about your idea.
 It feels soft. I'm feeling great.
 I'm having trouble with this report. I have an idea.

What do these two sentences have in common in terms of the present?

Present Perfect – 'Its online sales *have reached* almost £1 billion this year.'

Present Perfect Continuous – '... that tool is one of the most powerful components to emerge so far in a communication revolution that *has been going on* for quite some time'

Practice 1 Complete the sentences with the verb in the appropriate present tense.

- The online supermarket business (boom).
- Most customers (spend) less than £100 per order.
- I always (turn off) my mobile phone, except once during a live tennis match.
- Blogging (become) an important way for businesses to communicate with customers.
- Recently a lot of supermarkets (try) to attract more customers to shop online by offering lower delivery charges.
- The number of local shops (fall) drastically in the last ten years.
- Aston Martin (make) luxury sports cars.
- Bloggers (be) successful in getting three computer firms, Sony, Dell, and Apple, to withdraw their faulty computers.
- Mobile phones (get) smaller each time a new model comes out.
- People (communicate) more these days, but less communication (be) face to face.

2 Read the profile of Migros and choose the appropriate form of the verb.

Migros

Migros is the number one retailer in Switzerland. Its main competitor is Coop and there are numerous other smaller companies such as Manor and Carrefour. 'Migros' *comes / is coming*¹ from 'half' or 'mi' in French and 'gros' meaning 'wholesale'. The name *is suggesting / suggests*² that the prices are between those of a retail store and a wholesale outlet. The company is a cooperative and currently *is having / has*³ 1.9 million members. The business *is growing / grows*⁴ - in 2004 it generated CHF* 17.35 billion sales and last year this grew to CHF 20.34 billion. In 1997, Migros purchased the Globus department store group, based in Zurich.

Regional cooperatives *run / are running*⁵ over 590 stores. Two-thirds

of sales come from foods and catering. There are no sales of alcoholic drinks or tobacco. In production and buying, it *supports / is supporting*⁶ ethical and sustainable principles. These products *represent / are representing*⁷ about 13 per cent of Migros retail sales. Migros also has 24 leisure and sports centres and six public golf courses.

The retail business *becomes / is becoming*⁸ increasingly competitive and Migros always *looks / is always looking*⁹ for ways to expand the business. In 1997, it launched the loyalty card 'Cumulus' for its customers and the scheme now *is comprising / comprises*¹⁰ over two million card holders.

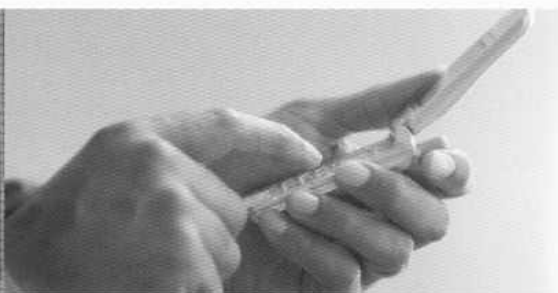
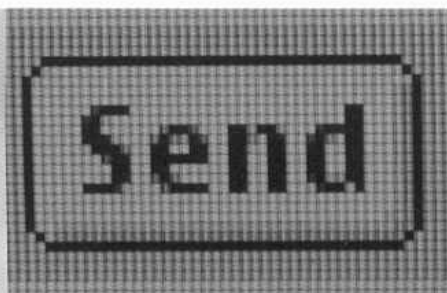
*CHF = Swiss franc



- Work in small groups. Tell the other people in your group about a supermarket that you know well. Include some facts about the company, and details of any recent trends and changes.

1 Fill in the table and finish the sentences.

Verb	Preposition	Object	Preposition	Object
Speak	to	(somebody)	about	
	with			
				(a language)
Tell		(somebody)		(something)
		(somebody)	that	
				(jokes, stories)
Talk		somebody	about	(something)
Say		(something)		(somebody)
Discuss		(something)		(somebody)
Argue		(somebody)		(something)
Chat		(something)		(somebody)
Answer		(somebody)		(something)



- 1 I _____ to the team yesterday _____ the new project.
- 2 He going to _____ his boss that he's quitting.
- 3 She doesn't _____ anything!
- 4 All he _____ about is work.
- 5 Is Leo there?
_____ ing.
- 6 He _____ very funny stories.
- 7 She _____ four languages.
- 8 Could you _____ me your name, please?
- 9 Can I _____ to Mr Cooper?
He's on another line at the moment. Would you like to hold?
- 10 What's going on?
I can't _____.

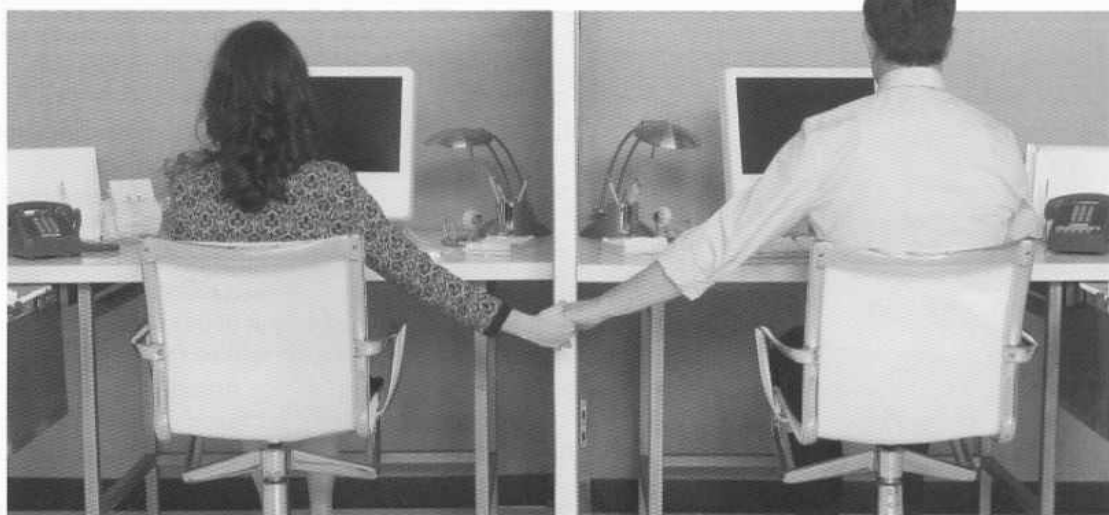
2 1 Fill in the gaps with one word to complete the verb phrases.

- | | |
|---------|-----------------------------|
| _____ | in touch with somebody |
| contact | somebody |
| _____ | contact with somebody |
| call | somebody |
| phone | somebody |
| _____ | on the phone to somebody |
| put | someone through to somebody |
| _____ | through to somebody |
| hang | up on somebody |
| send | somebody an email |
| _____ | an email from somebody |
| reply | to somebody |
| _____ | back to somebody |

2 Use the list of verb phrases to finish the sentences.


I _____ Andrea from my office, but she _____ to someone. So I _____ her an email and asked her to _____ me. She didn't _____, but she said she _____ me as soon as she _____ the email. When she _____, reception _____ to someone else, so she didn't get through to me but a guy in another department. Apparently, she didn't _____ and they got chatting, and by the end of the phone call he'd asked her out on a date. And she said 'Yes'. I can't believe it.

 **3.3** Listen and check your answers.



3 Has the way people communicate changed much? How often do you chat or gossip on the phone? Are the following statements true or false?

- | | T | F |
|---|--------------------------|--------------------------|
| 1 About half of all conversation is gossip. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Mobile phones have reduced the amount of time we spend communicating. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Men gossip on the phone more than women. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Women tend to talk more about themselves and men talk more about politics and work. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Texting helps shy teenagers communicate more. | <input type="checkbox"/> | <input type="checkbox"/> |

 **3.4** Listen to a discussion about research done by the author and anthropologist Kate Fox and check your answers.

4 Ask other students how they feel about the following ways of communicating in English at work.

	STUDENT 1	STUDENT 2
Email		
Texting		
Phone call		
Face-to-face: <ul style="list-style-type: none"> • in meetings • one-to-one • giving a presentation • socializing 		

Linking words

- 1 Look at these two sentences. What is the relationship between them? Which word would fit in the space between them?
- The Personnel Department has tried to introduce a series of communication training programmes for the staff. _____, the response so far has been poor.

- 2 Thinking about the relationship between the sentences below, choose an appropriate word or phrase.

Unless	Consequently	Alternatively
However	In the meantime	As

- 1 The call centre is going to move to a new location in July. _____ they will have to make do with the present offices.
 - 2 I have enjoyed working in the sales department for the last six years. _____, I feel that I am ready for a different kind of challenge.
 - 3 The insider trading scandal was revealed in the press yesterday. _____ several executives have been taken into custody.
 - 4 It is six weeks since we put in our order. _____ we receive the goods by the end of this week, we will be forced to cancel.
 - 5 The overall damage by the fire cost us \$4.3million. _____ none of the items were insured we are faced with a very difficult situation.
 - 6 You could pay by direct debit. _____ the payment can be made by cash.
- 3 Work in pairs. Student A look at Information File 2 and Student B look at Information File 9. Read your sentences to each other, omitting the linking word. Ask your partner to guess the missing word and discuss what function it performs.
- 4 Match the examples of the same use of *so*. Can you describe the function of *so* for each pair.
- 1 A Have you got the job?
B I hope so.
 - 2 A How long will you be away?
B A week or so.
 - 3 A Sales figures are down.
B So we're going to have to think of a new strategy.
 - 4 A Hi. It's been ages.
B Yeah. So, how are you?
 - 5 A I hope we get a bonus this year.
B So do I.
 - 6 A hundred or so staff work in this centre.
 - 7 Everyone has worked really hard this year. So sales figures are up.
 - 8 A So, where shall we start?
B At the beginning?

- 5 1 3.5 Listen to two people discussing the use of dubbing and subtitling of foreign films, and answer the questions.

- Why did Germany, Italy, and Spain originally use dubbing?
- Which countries tend to use subtitles the most?
- What method did Poland use for 'translating' foreign films?
- What do Spain and France have in common?
- Which countries were the first to use subtitling and in which year?

- 2 Match the adverbs in A with the phrases in B.

A

- actually
- apparently
- essentially
- incidentally
- interestingly
- personally

B

- I've heard/read that ...
- by the way
- in reality
- in my opinion
- basically what this means is ...
- you may not know this but ...

- 3 3.5 Listen again. In which order do the adverbs occur in the dialogue?



- 6 1 Work in groups. Discuss the advantages and disadvantages of one or more of the following.
- dubbing vs. subtitles
 - national and cable TV vs. satellite TV
 - restrictions on imports of foreign films and music vs. no restrictions
 - downloading films and music vs. buying from shops (high street and online)
- 2 Write a short report on your findings, using appropriate linking words. Make sure you present all sides of the argument.
- 3 Read the report of another group and then write a second report comparing and/or integrating their findings with yours.

A phone conference. Turn-giving and turn-taking

- 1 3.6 The London and Melbourne offices of IntEx are holding a phone-conference to discuss developments in the *Latin Goes East* project. Listen to the first part of the phone conference. Answer the questions.

- 1 What technical difficulty does Bob have?
- 2 What items are on the agenda?

- 2 Match the phrases with the three functions.

- Sorting out procedural and technical problems
- Making small talk
- Turn-taking and turn-giving

- a How are things in Melbourne?
- b Bob?
- c Is everyone picking up all right?
- d OK Bob, do you want to start?
- e No, you go first.
- f Keeping busy, I hear?
- g Is that any better?
- h Can I just remind you all to say your name when you speak?

Pocket Book p.25

- 3 Bob is going to talk about the position on funding.

- 1 What costs will be involved in a project like this?

Example *advertising and promotion of the events*

- 2 Which of the following do you think would be likely sources of funding?

- charity collection
- sponsorship from record companies
- government funding from Latin American countries
- government funding from Asian countries
- donations from world-famous musicians

- 3.7 Listen and check your answers.

- 4 1 3.7 Listen again. Complete the sentences.

Pei Lin Bob, can I _____¹? This is Pei Lin. _____² government sponsorship from some of the countries we're bringing over?

Bob _____³. I was just _____⁴.

Pei Lin Oh, sorry.

Bob No, _____⁵. I'm not getting much joy at the moment, but I think it'll come. _____⁶ a lot of organizations haven't set their budgets yet for next year. Some of the Asian government culture departments have already offered funding, so _____⁷.

Diego OK, if I _____⁸. This is Diego. Great Bob. Thanks for that.

- 2 Which two phrases are used to interrupt and take over the conversation?

- 5 1 Which of these qualities do you think will be most important for the job of Tour Manager?
- experience of tour management in general
 - experience of tour management with musicians
 - knowledge of Latin American music
 - experience with Latin American musicians and bands
 - experience of working in Asia
 - ability to speak Asian languages
- 2 3.8 Listen to the conversation. Which qualities do the candidates have? Write the candidate's initials next to the qualities: KP for Kit Pietersen and FH for Frits Hunsel.

- 6 3.8 Listen again.
- 1 Write down the four ways the characters identify themselves.
 - 2 Match a–d in A with i–iv in B to make four ways of giving turns/asking for a response. The sentences are all from the dialogue.

A

- a Pei Lin, tell
- b Diego, do you
- c What do
- d What are

B

- i the rest of you think?
- ii your thoughts about that?
- iii want to tell them about the shortlist?
- iv us about the Tour Manager appointment.

- 7 3.9 Listen to the phone-conference discussion about the regional organizers. Answer the questions.

- 1 For which countries is Aleks having problems finding a regional organizer?
- 2 What does Pei Lin offer to do?
- 3 What training and briefing is planned for the regional organizers?
- 4 Who is going to send out the minutes?

- 8 3.9 Listen again. Complete the sentences.

Diego OK, let's ____¹. Aleks, would you ____² about the regional organizers? You've already mentioned they're good quality.

Aleks That's right. I think we've got ...

Bob ____, ____³ Aleks. This is Bob. I can't hear what you're saying – there's a high-pitched noise going on.

Diego Bob, have you got your phone ____⁴? Try taking it off, and just pick up ____⁵.

Bob Oh, ____⁶. Sorry about that. Sorry Aleks, what ____⁷?

Diego Right, I think that about ____⁸. Has anyone else got ____⁹? ... No? OK. I'll get the ____¹⁰ of this sent out to you. Bob, ____¹¹ in the draft budget proposal.

Bob Fine.

Diego And Aleks, the regional organizers list.

Aleks OK.

Diego I can send those out to you all at the same time. Pei Lin, ____¹² to say anything?

Pei Lin No, just ____¹³ – I know it must be the middle of the night in Melbourne.

- 2 Which three phrases in the extracts are used for calling someone into the conversation.

- 9 Work in groups of four. Look at Information File 3.