

# Reading Material 1 - Crisis Management in Organizations

(1) In today's fast-paced business environment, organizations must be prepared to handle crises effectively. A crisis can arise from various sources, such as natural disasters, financial instability, or reputational damage. The ability to manage these situations is crucial for maintaining stability and ensuring long-term success. Effective crisis management involves a combination of planning, communication, and adaptability.

(2) One key aspect of crisis management is having a well-defined plan in place before a crisis occurs. This plan should outline the steps to be taken in different scenarios, designate roles and responsibilities, and establish communication channels. By preparing in advance, organizations can respond more swiftly and effectively when a crisis hits, minimizing potential damage.

(3) Communication is another critical element in managing a crisis. It is essential to keep all stakeholders, including employees, customers, and the media, informed about the situation and the measures being taken. Transparent and timely communication can help build trust and prevent the spread of misinformation, which can exacerbate the crisis.

(4) Adaptability is also vital in crisis management. No two crises are exactly alike, and the ability to adapt to changing circumstances can make a significant difference in the outcome. Organizations should be flexible in their approach and be willing to adjust their strategies as new information becomes available.

(5) Finally, learning from past crises is crucial for improving future responses. After a crisis has been resolved, organizations should conduct a thorough review to identify what worked well and what could be improved. This reflection can help refine crisis management plans and prepare the organization for future challenges.

## Reading 1 - Comprehension & Discussion Questions

1. Detail: What are some sources of crises that organizations might face?

2. Explanation: Why is having a crisis management plan important?
3. Opinion: How important is communication during a crisis? Why?
4. Discussion: In what ways can adaptability impact the outcome of a crisis?
5. Evaluate: What are the benefits of reviewing past crises?

## **Reading Material 2 - Advances in Human-Computer Interaction**

(1) Human-Computer Interaction (HCI) is a field that explores how people interact with computers and other digital devices. Recent advances in HCI have focused on making these interactions more intuitive and seamless. Innovations such as voice recognition, gesture control, and augmented reality are transforming the way we engage with technology.

(2) Voice recognition technology has become increasingly sophisticated, allowing users to control devices and access information hands-free. This advancement has made technology more accessible to individuals with disabilities and has streamlined everyday tasks for the general population. As voice recognition continues to improve, it is expected to become an even more integral part of our daily lives.

(3) Gesture control is another exciting development in HCI. By using sensors and cameras, devices can interpret physical movements as commands. This technology has applications in gaming, virtual reality, and even in medical fields, where it can be used for remote surgeries. Gesture control offers a more natural way to interact with technology, reducing the need for traditional input devices.

(4) Augmented reality (AR) blends digital information with the real world, enhancing our perception of the environment. AR applications are being used in various sectors, from education to retail, providing immersive experiences that can enhance learning and customer engagement. The potential for AR to revolutionize industries is vast, as it continues to evolve and become more widely adopted.

(5) As HCI technologies advance, they raise important ethical and privacy considerations. The collection and use of personal data by these technologies must be carefully managed to protect users' rights. Ensuring that these technologies are developed and

implemented responsibly is crucial for building trust and ensuring their long-term success.

## Reading 2 - Comprehension & Discussion Questions

1. Detail: What are some recent advances in Human-Computer Interaction?
2. Explanation: How does voice recognition technology benefit users?
3. Opinion: What are the potential impacts of gesture control on everyday life?
4. Discussion: How can augmented reality change the way we learn and shop?
5. Evaluate: What ethical considerations should be taken into account with HCI technologies?

## Dialogue 1

- Anna: I heard your company recently went through a crisis. How did you handle it?
- Piotr: Yes, it was challenging, but we had a crisis management plan in place.
- Anna: That's good to hear. What was the most important part of the plan?
- Piotr: Communication was crucial. Keeping everyone informed helped a lot.
- Anna: Did you have to adapt your strategy during the crisis?
- Piotr: Definitely. We had to be flexible and adjust as new information came in.
- Anna: What did you learn from the experience?
- Piotr: We learned the importance of reviewing our actions afterward to improve.
- Anna: That makes sense. If you hadn't had a plan, do you think the outcome would have been different?
- Piotr: Absolutely. Having a plan made all the difference.

## Dialogue 1 - Questions

1. Detail: What was the most important part of Piotr's crisis management plan?
2. Explanation: Why was communication crucial during the crisis?
3. Inference: How did adaptability play a role in Piotr's crisis management?

4. Discussion: What are the benefits of reviewing actions after a crisis?
5. Evaluate: How might the outcome have been different without a crisis management plan?

## Dialogue 2

- Kasia: Have you tried using voice recognition on your phone?
- Marek: Yes, I use it all the time for setting reminders and sending messages.
- Kasia: It's amazing how technology has advanced. What do you think about gesture control?
- Marek: I think it's fascinating. If it becomes more common, it could change how we interact with devices.
- Kasia: I agree. Augmented reality is also making waves in many industries.
- Marek: True, and if it's used in education, it could make learning more engaging.
- Kasia: There are so many possibilities. But what about privacy concerns?
- Marek: That's a good point. If companies aren't careful, they could misuse personal data.
- Kasia: Exactly. We need to ensure these technologies are developed responsibly.

## Dialogue 2 - Questions

1. Detail: How does Marek use voice recognition technology?
2. Explanation: What potential does Marek see in gesture control?
3. Inference: How might augmented reality impact education, according to Kasia?
4. Discussion: What are some privacy concerns related to HCI technologies?
5. Evaluate: Why is responsible development important for HCI technologies?

## Vocabulary Focus

- crisis | a time of intense difficulty or danger | The company faced a crisis after the data breach.
- adaptability | the ability to adjust to new conditions | Her adaptability helped her succeed in the new role.

- stakeholder | a person with an interest or concern in something | Stakeholders were informed about the changes.
- intuitive | easy to understand or use | The new software is very intuitive and user-friendly.
- sophisticated | highly developed or complex | The device uses sophisticated technology to function.
- immersive | providing a completely engaging experience | The game offers an immersive virtual reality experience.
- ethical | relating to moral principles | The company is committed to ethical business practices.
- privacy | the state of being free from public attention | Users are concerned about their privacy online.
- transparency | openness and clarity in communication | The organization values transparency with its employees.
- innovation | a new method, idea, or product | The innovation improved the efficiency of the process.
- seamless | smooth and continuous, without noticeable gaps | The transition to the new system was seamless.
- responsibility | the state of being accountable | The manager took responsibility for the team's performance.

## Vocabulary Exercises

### Exercise 1 - Match the Definition

Words: crisis, adaptability, stakeholder, intuitive, sophisticated

- a) A time of intense difficulty or danger → \_\_\_\_
- b) The ability to adjust to new conditions → \_\_\_\_
- c) A person with an interest or concern in something → \_\_\_\_
- d) Easy to understand or use → \_\_\_\_
- e) Highly developed or complex → \_\_\_\_

### Exercise 2 - Fill in the Blank

Use: immersive, ethical, privacy, transparency, innovation

1. The \_ experience of the museum exhibit was unforgettable.
2. The company is known for its \_ approach to business.
3. Online users are increasingly concerned about their \_.
4. \_ in communication builds trust with clients.
5. The latest \_ in technology has improved productivity.

### Exercise 3 - Sentence Creation

Write one sentence for each word: seamless, responsibility, sophisticated.

### Exercise 4 – Choose the Best Word

Choose the best word for each context. Use: crisis, adaptability, stakeholder, intuitive.

1. The new app is very \_ and easy to navigate.
2. During the \_, the team worked hard to find solutions.
3. Her \_ allowed her to thrive in the changing environment.
4. As a \_ in the project, he was kept informed of all developments.

### Exercise 5 – Word Transformation

Change the form to fit the sentence.

1. The \_ of the new software impressed everyone. (sophisticated → noun)
2. She handled the situation with great \_. (responsible → noun)
3. The \_ of the new policy was appreciated by all. (transparent → noun)
4. His \_ in the field led to groundbreaking discoveries. (innovate → noun)
5. The \_ of the virtual reality game was incredible. (immerse → adjective)

## Grammar Focus – Gerunds vs. Infinitives

### Quick Guide

- Gerunds are verb forms ending in -ing, used as nouns. Infinitives are the base form of a verb, often preceded by "to."
- Gerunds often follow certain verbs, prepositions, and are used as subjects. Infinitives often express purpose or follow certain adjectives and verbs.

### Usage Notes

- Common mistake: Confusing when to use gerunds vs. infinitives (e.g., She enjoys to swim → She enjoys swimming).
- Remember: Some verbs can take both forms but with different meanings (e.g., stop doing vs. stop to do).
- Gerunds are more common as subjects, while infinitives often express purpose.

### **Exercise 1 – Recognition**

Identify whether the sentence uses a gerund or an infinitive.

1. I enjoy reading books in my free time.
2. She decided to take a break from work.
3. Swimming is a great way to stay fit.

### **Exercise 2 – Controlled Practice**

Fill in the blanks with the correct form (gerund or infinitive).

1. He plans \_ (travel) to Japan next year.
2. \_ (exercise) regularly is important for health.
3. They agreed \_ (meet) at the café.

### **Exercise 3 – Transformation**

Rewrite the sentences using the opposite form (gerund or infinitive).

1. I like to cook Italian dishes.
2. She stopped to talk to her friend.
3. He started working on the project.

### **Exercise 4 – Mixed Context**

Complete the sentences using the correct form (gerund or infinitive).

1. She enjoys \_ (paint) landscapes.
2. We hope \_ (visit) the museum soon.
3. \_ (learn) new languages can be challenging.

### **Exercise 5 – Open-Ended Production**

Write a short paragraph about your hobbies, using both gerunds and infinitives.

## **General Discussion Prompts**

1. How can organizations prepare for potential crises?
2. What role does communication play in effective crisis management?
3. How do advances in HCI impact our daily lives?
4. What are the ethical implications of new technology?
5. How can organizations ensure transparency during a crisis?

6. What are the benefits of using immersive technology in education?
7. How can adaptability help in personal and professional growth?
8. What are some challenges in balancing privacy and innovation?
9. How can we responsibly develop and implement new technologies?
10. What strategies can be used to engage stakeholders during a crisis?

## **Guided Role-Plays**

1. Role-play a scenario where you must communicate during a crisis.
2. Discuss the importance of adaptability in a new job.
3. Practice a conversation about the benefits of voice recognition technology.
4. Engage in a dialogue about ethical concerns in technology development.
5. Role-play a situation where you need to use crisis management skills.
6. Discuss the potential of augmented reality in retail.
7. Talk about how to ensure privacy in the use of new technologies.
8. Role-play a discussion on the importance of transparency in business.
9. Practice a dialogue about the challenges of implementing new innovations.
10. Discuss a hypothetical scenario using gerunds and infinitives.