

B Making it clear

Read about creating a new product

Vocabulary:

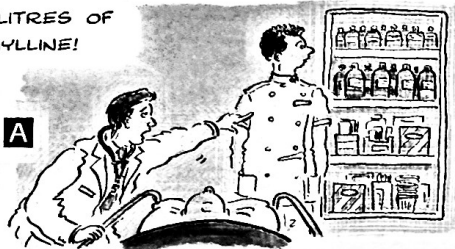
- general and specific descriptions
- expressions with *do* or *make*
- verbs of movement

Vocabulary: general and specific descriptions

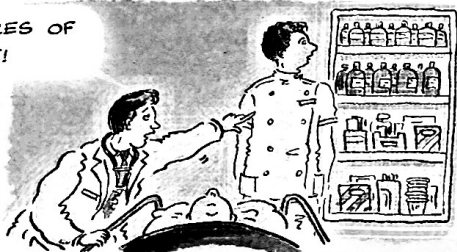
1 Look at the three pairs of pictures.

- In each pair, which person is more helpful? Why?
- Can you think of a situation when it is useful to use the general words?

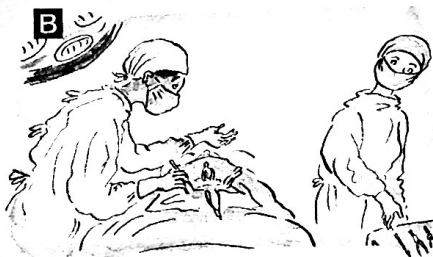
10 MILLILITRES OF AMINOPHYLLINE!



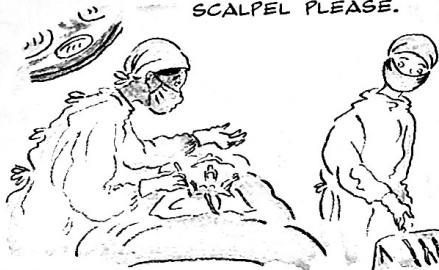
10 MILLILITRES OF THAT STUFF!



PASS ME THAT THING PLEASE.



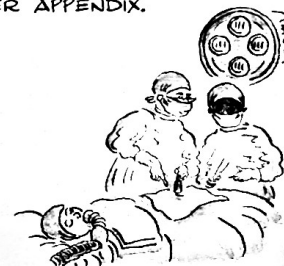
PASS ME THAT SCALPEL PLEASE.



WE'RE TAKING OUT THIS BIT HERE.



WE'RE TAKING OUT HER APPENDIX.



2 Match these general words with the definitions below.

stuff thing bit

- an object
- a part of an object
- an uncountable substance or a number of objects

3 These words are a little less general than the words above.

component liquid gas tool machine

- Look in your dictionary and check their meanings.
- Use the words to ask and answer about the pictures below. Use expressions from the Phrasebook.

EXAMPLE: *What do you call this machine?*

It's a printer.

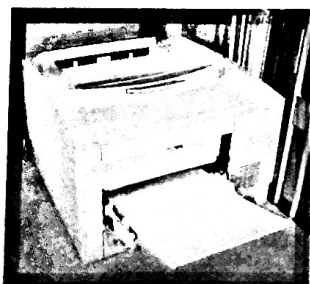
Phrasebook

Asking for the right word

What do you call this thing / machine?

What's this stuff / liquid called?

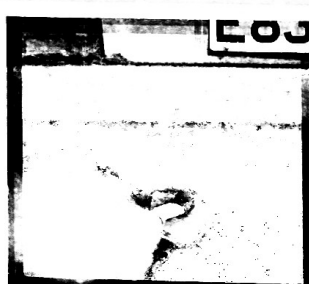
What's the name for this bit / component?



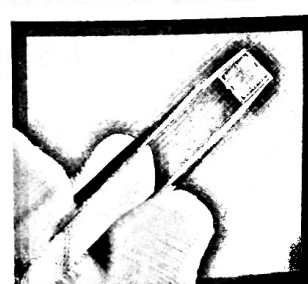
printer



screwdriver



carbon monoxide



microchip



oil

Reading: creating a new product

- 4 Read about the creation of a new Compaq product. Complete the chart below with past participles from the text.

When a request for a new product (for example, a smaller notebook) is received from the market, the concept is discussed first of all with the marketing department. A general idea is given to the design consultant, who does the drawings. Then the practical side is considered by the design department and the final idea is taken to the top managers. If they agree, a model is made. A prototype is created and tested, and then limited production is started.

infinitive	past participle
receive	received
discuss
consider
create
test
start
give
take
make

- 5 Look at these expressions with *do* and *make*.

do drawings make a model
do market research make a prototype

- a How do you translate them into your language?
Are there different verbs for *do* and *make*?
b Which verb do you think we use with these phrases?

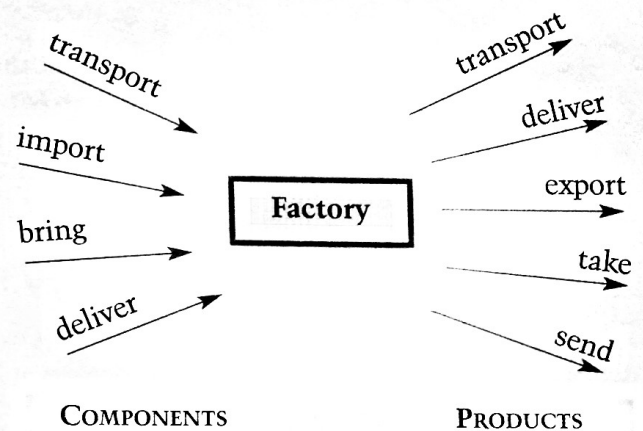
a cup of tea some repairs your homework
computers

- 6 Complete these sentences with the correct form of *do* or *make*. Use a dictionary to help you.

- a Sorry – I a mistake!
b Can I an appointment please?
c We like business with you.
d She's a phone call.
e When can we some exercise?

Vocabulary: verbs of movement

- 7 Look at the diagram. Are the movements in the sentences below *towards* or *away from* the factory?



- a We import components.
b Lorries bring the components here.
c Our lorries deliver computers to local agents.
d Compaq exports many of its products.
e We send invoices to our customers.

Which actions can you also do on foot, with a parcel in your hand?

- 8 Complete these sentences with the correct form of one of the verbs above. More than one verb is possible.
a We games from Korea.
b Can you me last year's report please?
c Please this letter to the post office.
d They coffee to Europe.
e The lorries are these goods to shops tomorrow.

Writing and Speaking: creating a new product

- 9 Look at these stages in the creation of a new product.

- advertise the new product
- order components
- decide the price
- name the product
- design the assembly line
- do market research
- start production
- design the product
- make a prototype

Write sentences about the order of the different stages. Use the present simple passive and *before* / *after*.

EXAMPLE: *The market research is done after the model is made.*

- 10 Which stage in the creation of a new product interests you most? Explain why.