

الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي
جامعة جيلالي ليابس - سيدي بلعباس
كلية العلوم الاقتصادية و التجارية وعلوم التسيير

القسم : العلوم التجارية



الرقم التسلسلي:

مطبوعة بيداغوجية بعنوان:

إنجليزية الأعمال

إعداد: بشلاغم خديجة

تخصص: تسويق

السنة: الثالثة



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Objectives of the course:

This course aims to provide students with the specialist language knowledge and professional communication skills they will need in their career. It is meant to introduce key business vocabulary, revise important grammatical structures and function areas, while developing the skills of listening, speaking, reading, and writing.

The course is divided into different units each of which entails two to three lessons.

Each unit focuses on a specific topic and starts by introducing the core vocabulary relating to this topic. This is then reinforced as students work with stimulating activities and tasks such as gap filling, role plays, and creative writing.

Topics covered in this course include talking about companies, describing products, talking about job , writing a CV in English, giving specific marketing vocabulary, as well as some business idioms and slangs in English.

Thus, the course objectives may be summarized in the following points:

- Review of previous knowledge of general English.
- Make the difference between general English and business English.
- Develop English related to international trade and business.

- Enhance oral and written skills in a business context.
- Build confidence and fluency to enable the students to communicate effectively in their working life.
- Give the students the opportunity to interact with international colleagues and customers in both business and social surroundings.
- Enhance comprehension and clearer pronunciation.
- Develop greater verbal fluency for face-to-face business situations.

Unit one: Talking about your company

1-Read these descriptions of some companies. Complete their names.

1-This company **provides** many different internet services, including news, online shopping, and email. Most of its **sales** come from advertising on its website. Its **head**

office is in SunnyVal, California.

Y.....

2-This company **produces** tyres for cars and others vehicles. It **is based in** France but it

has more than 125,000 **employees** all over the world. It is also well known for its red

green travel guides. **M.**

3-This northern European company **operates in** the retail market. It **specializes in** low-

price products, including furniture, bathrooms, and kitchens.

I.....

4-It is a **subsidiary** of the European Aeronautic defense space Company (EADS).The

company makes for the commercial aircraft market, where its main **competitor** is

Boeing.

A.

5-This company **makes** many different electrical and electronic products, such as TVs,

computers, and mobile phones. It is south korea's largest company and exporter.

S.

2-Complete these sentences with the words in bold in 1.

1-Some companies makegoods.

2-Others companiesor offer services .

3-If you.....in a particular product of services, it's your main activity .

4-If you work for a company, you are an

5-If your head office is in a particular city, your company there.

6-If you work in a,your company is part of a bigger group.

7-If you sell a lot of products, yourare very good.

8-If another company operates in the same market as you, it is your main.....

3-Find the suitable word for each sentence: employees- do- products- operate-

provide

1-Do you..... insurance services?

2-Our head office is in Portugal, but we..... in many different countries .

3-We are a quite small company. We only have 15.....

4-What otherdoes the company make?

5-..... any of the employees of your company work at the weekends?

6-What do you? I'm an engineer

4-Choose the correct word in *italics* to complete the text:

My company *produces* /*products* specialized software for the film industry.
Our *head*

/based office is near San Francisco, but we also *specialize* /*operate* in
Europe and the Far

East where we have two *services* / *subsidiaries*. There are 450 *employs*
/*employees* in

the company. We *sell/sales* our *produce* /*goods* to companies like
Dreamworld which

provide /*make* animated movies. Our technology is very new, so we don't
have many

competitors /*companies*.

5-complete the following sentences with the suitable word :

Operates –*produce* – *based* – *sales* – *companies* – *provide* – *services* –
subsidiaries –

goods – *specializes* .

1-We have annual of \$ 25 million.

2-Not many companies in the world have more than 100,000.....

3-Totalgaz is one of the.....of Total Group.

4-We only sell these..... in the Europe and north America.

5-Where exactly is your company?

6-H&M in good-quality clothes at low prices .

7-A lot of pizza restaurants provide home delivery.....

8-The TATA Group..... on all six continents .

9-We offer a wide range of consulting

10-What exactly does your company?

6-Correct the wrong sentences:

-What do they specializes in ?

-Where does the company have subsidiaries ?

-What time does she starts work?

-Who does their father work for ?

-My teacher starts his lesson usually at 08:10.

-What kind of products does your company sells?

-Who is your main competitors ?

-Coca Cola are based in Atlanta.

-The meeting always is at 16:00.

-There is 400 employees in our company.

- It don't produce software.

-Where is based the company ?

-It employ 100000 people all over the world.

7-Read the description of the Toyota Motors Corporation and complete the profile

below:

Toyota Motors Corporation is a **multinational corporation headquartered** in Japan and

is currently the world's second-largest automotive manufacturer. It achieved an **annual**

turnover of over \$270 billion in 2018. Toyota **was founded** by Kiichiro Toyoda as an

independent company dedicated of the production of automobiles. In 1957 the

manufacturer **exported** the first Japanese car to the United States, and **established**

American and Brazilian divisions. The company **expanded** in the 1970s with a new

research and development facility and established a worldwide presence by the 1970s.

Today, the company **owns** the brands Lexus and Scion and has **shareholding** in Daihatsu

Motors, Isuzu Motors, and Yamaha Motors. It **operates** 608 **subsidiaries** and has a

workforce of over 370,000 people.

Company	Toyota Motors Corporation
Headquarters	
Founder	
Year founded	
Year of expansion to US	
Employees	
Subsidiaries	
Turnover (2018)	
Brands owned	
Shareholdings	

8-Now read the description of Inditex and complete the profile:

Inditex is the biggest fashion group and clothing **retailer** in the world. The company

owns well-known **brands** such as Zara, Pull and Bear, Massimo Dutti, Oysho and

stravarius. Inditex **was founded in** Spain in 1975. Its founder, Amancio Ortega Gaona, is

the richest man in Spain and one of the richest men in the world. Today, the group **runs**

over 7,420 **retail stores** in the world and **employs** over 174,000 people. Inditex **designs**

and manufactures almost everything by itself and new designs are delivered twice a

week to Zara stores around the world. This adds up to more than 10 thousand new

designs each year. In 2018, Inditex made a **profit** of 3,4 billion Euros.

Company	
Headquarters	
Founder	
Year founded	
Employees	
Number of stores	
Brands owned	
Profit(2018)	

9-use the information in the table to write a short paragraph which describes BESAM company :

Name of a company	BESAM
Group	Assa Abloy
Nationality	Swedish
Number of employees	30,000
Sales	€ 3 billion
Products	Automatic door mechanisms :locks and security systems
Number of subsidiaries	150 in 40 countries
Other information	Main competitors are the eastern company, Ingersoll-Rand, and master lock

10- Match the companies with their country of origin below:

Eg: Mc Donald's is an American company. It sell burgers .





Zara.....

Coca Cola.....

Rolls Royce.....

Haribo.....

Aperol.....

Mc Donald's	The USA	Zara Spain
		
Coco Chanel	France	Rolls Royce England
		
Haribo Germany		Aperol Italy



Other useful expression to talk about your company:

In order to talk about or describe your company you can use the following expressions :

1-Name of the company :

My company is called /named

2-Type of the company :

We are a multinational company /a branch /a corporation / a partnership
/a local company / a public-owned company/ a small business /a start-up

We are a member of the group

We are a subsidiary of,with employees around
the world

The group is made up of

The group consists of a parent company (maison mere) and different
subsidiaries

3-Ownership:

The company is owned byor the owner of the company
is.....

The company belongs to

4-Mission statement:

We specialize in

We make

/produce/manufacture/supply/sell/distribute/deliver/offer/provide

Our main activity consists of

We seek to serve the growing demands of

The purpose goal of our company is

5-Location :

The company is located in

The company is headquartered in /has its headquarter in
.....

Our head office is in

6-Company history :

Our story began in

The company was founded in

The company was set up/ established /launched in
.....

We have been in business since/for.....

We are in the Industry

At the beginning, our main activity was,then we started to.....

We started withthen we split into.....

We have offices all over the world .

We operate incities /countries .

We are the pioneers /the market leaders

We merged with x company in

7-Company performance :

We increased our annual turnover by

We made annual profits of

Our market share is about

More useful words:

A position Un poste

A takeover Une prise de contrôle

Annual turnover Chiffre d'affaires annuel

Branch office Succursal

Brand marquee

Business premises Locaux commerciaux

CEO (Chief Executive Officer) PDG (Président-Directeur Général)

Collaboration Collaboration

Company or firm or entreprise or organisation or corporation Entreprise

Company Size Taille de l'entreprise

Competition Concurrence

Competitor	Concurrent
Corporate Culture	Culture d'entreprise
Customer	Client
Customer or client	Client
Department	Département
Employee	Employé / Salarié
Employer	Employeur
Ethics	Éthique
Expansion	Expansion
Franchise	Franchise
Goals	Objectifs
Growth	Croissance
Headquarter	Siège
Innovation	Innovation
Investor	Investisseur
Leadership	Leadership
Loss	Perte
Main activity	Activité principale

Management	Gestion / Direction
Market leader	Leader du marché
Market Share	Part de marché
Merger	Fusion
Mergers and acquisitions (M & A's) Fusions et acquisitions (F & A)	
Mission	Mission
Office	Bureau
Parent company	Société mère
Partnership	Partenariat
Pioneers	Pionniers
Private sector	Secteur privé
Product	Produit
Product range	Gamme de produits
Profit	Profit / Bénéfice
Public sector	Secteur public
Reputation	Réputation
Retail outlet (UK) or store	Point de vente ou Magasin
Retailer	Détaillant

Revenue	Revenu / Chiffre d'affaires
Sector	Secteur
Service	Service
Shareholder	Actionnaire
Small and midde-size business	Petite et moyenne entreprise (PME)
Strategy	Stratégie
Subsidiary	Filiale
Supplier	Fournisseur
Sustainability	Durabilité / Développement durable
Tasks	Tâches
Team	Équipe
To be in charge of or responsible for	Être en charge de ou responsable de
To dissolve a company	Dissoudre une entreprise
To manage a firm	Gérer une entreprise
To merge	Fusionner
To run a company	Diriger une entreprise
To upgrade	Mettre à niveau
Values	Valeurs

Vision

Vision

Wholesaler or wholesale dealer or wholesale trader Grossiste

World-wild

Mondial

Let's practise

1. Fill in the Blanks:

1- The _____ of a company is responsible for setting its overall direction and

strategy.

2- In a _____, two companies combine to form a larger entity.

3- A _____ is an individual who invests money in a company by purchasing

shares.

4- _____ is the total income generated by a company from its sales.

5- _____ are individuals or entities that own a portion of a company.

2. True or False:

1- A startup is typically a well-established company.

2- Shareholders have no say in the decisions made by a company.

3- A high profit margin indicates that a company is running efficiently.

4- Outsourcing always leads to cost savings.

3. Define the following terms in your own words:

Market share.....

Innovation.....

Entrepreneur.....

Outsourcing.....

4. Match each term on the left with its corresponding definition on the right.

- | | |
|----------------------------------|---|
| 1- CEO (Chief Executive Officer) | a- the values, beliefs, and practices that Shape the behaviour of a company's Employees. |
| 2- Merger | b) The highest-ranking executive in a Company, responsible for major Corporate decisions. |
| 3- IPO (Initial Public Offering) | c) The total income generated by a Company from its core operations. |
| 4- Revenue | d) The combination of two or more Companies to form a single entity. |
| 5- Corporate Culture | f) The first sale of a company's stock To the public. |

5.Fill in the blanks with the appropriate word from the word bank: CEO
(Chief

Executive Officer) ,Revenue, Innovation ,Market Share , Profit,
Entrepreneur, Merger,

Corporate Culture, Shareholder

1- The _____ is responsible for making major decisions and setting
the strategic

direction of the company.

2- After the successful _____ with their competitor, the company
became a

market leader.

3- The company's commitment to environmental and social _____
is evident in

its green initiatives and community engagement.

4- A company's _____ is the total income generated from its core
operations.

5- To maintain a competitive edge, constant _____ is essential in
today's fast-

changing business world.

6- _____ refers to the values, beliefs, and practices that shape the
behavior and

work environment of a company.

7- Shareholders are individuals or entities that own a portion of the company and have a

vested interest in its success.

8- An _____ is someone who initiates and manages a business venture, often

taking financial risks for potential rewards.

9- The company's ability to effectively manage costs and generate a _____ is

crucial for its sustainability.

10- In the highly competitive smartphone industry, gaining a larger _____ is a

constant goal for companies.

Unit two: describing your product

Read the following dialogue:

A: SO, how did Fat Face start ?

B: Well, we had the original idea one night in 1988. We were both working in a bar in a

ski resort called Meribel in the French Alps. We were working at night so that we could

ski all day, but the late nights and early mornings were too much. We needed to find

another way to pay for our skiing, so we hit upon the idea of selling T-shirts.

A: I suppose you didn't think of doing any market research at the time.

B: No, we just ordered 100 T-shirts and were incredibly surprised at how quickly we

managed to sell them.

A: Who designed the T-shirts?

B: We did. We decided to create our own, so that they would be more original. We got a

manufacturer in the UK to print them for us and then send them over to Meribel. We

did product trials by seeing which designs sold the quickest.

A: So why the name FatFace?

B: When we decided to open our first shop, we obviously need a name. Fat Face comes

from one of our favourite ski slopes in Val d'Isere called La Face.

A: How would you describe your clothing?

B: Practical and stylish at the same time. People associate our brand with an active

outdoor lifestyle. At the same time, the designs are interesting and attractive.

A: When did you actually launch Fat Face ?

B: The shop opened in 1993, and sales were quite slow to start with, but they soon got

better, especially at the beginning of the year 2000. Sales are now extremely good, so

we've come a long way since our skiing days in Meribel.

1-Answer the questions according to the dialogue:

1- Where were the two friends working?

2- Why did they start making T-shirts?

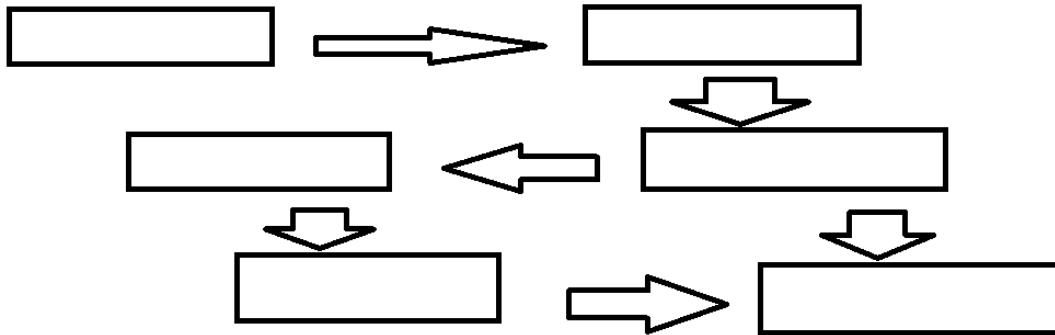
3-Where did they print the T-shirts ?

4-Why did they call the company Fat face?

5-How do they describe their product?

2-Complete the flow chart for the development of Fat Face with the words from the list. Then read to the interview again and check your

answers.

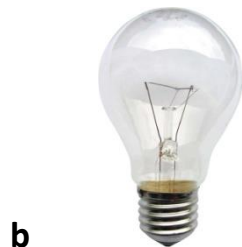


Brand the product
original idea

design the product

have the

3-Look at texts 1-4, which describe four new products. Match the texts to pictures a-d.



1- A **well-designed** piece of office furniture. Comes with very **user-friendly** assembly

2- A simple and **functional** item. Frequent travellers like it as it is **compact** and fits easily into a washbag or overnight

3- travel in style with this brand new **stylish** and **attractive** , yet **practical** Item

4-If you haven't already made the switch, do it now, if only because it's more **economical** .

4-Match 1-8 below to definitions a-h.

1-practical	a-costs less to run
2-economical	b-easy to use
3-attractive	c-fashionable and good to look at
4-functional	d-useful
5-stylish	e-small
6-user-friendly	f-useful with little decoration
7-well-designed	g-beautiful
8-compact	h-planned and made well

5-Find the opposites of the following adjectives:

Adjective	opposite	adjective	opposite
Ecological			slow
Quiet		weak	
	reliable		ugly
Dangerous		comfortable	
	economical		Well designed

6-Fill in the blanks with the suitable word : uneconomical, strong, unsafe, noisy, stylish, fast, cheap

1- The car looks very **stylish**, but it is **unreliable**. I had to take it to the garage three

times last month for repairs.

2- They took the medicine off the market because they were worried that it was **unsafe**.

3 – I am very pleased with this printer. It is a little **noisy** but it is **fast** and that is

important in a busy job like mine.

4- This watch is very **strong**. I trod on it, but it still works.

5- Where did you buy those jeans? They look very **stylish**.

6- The SF8500 washing machine is **cheap** to buy, but it is very **uneconomical**. For people

who have to do a lot of washing, we recommend the SF9000.

7-Translate the following sentences from English to French or Arabic:

1-The affordable price of this product makes it accessible to a wide range of customers.

2-Our company specializes in designing cutting-edge technology solutions.

3-The light-weight and compact design of this laptop makes it perfect for travelers.

4-The innovative features of this smartphone set it apart from the competition.

5-Our eco-friendly packaging reduces environmental impact.

8-Match the English terms on the left with their correct French translation:

- | | |
|-----------------|---------------------|
| 1- High-quality | a- polyvalent |
| 2- Innovative | b- convivial |
| 3- Sustainable | c- de haute qualité |
| 4- Versatile | d- durable |
| 5- Customized | e- fiable |
| 6- Reliable | f- personnalisé |

9- Which of the following adjectives fit to describe the objects on the table below:

Comfortable, reliable, quiet, easy to use, economical, strong, ecological, well-made, fast,

stylish, safe, effective

A medecine	A printer	A pair of jeans	A watch	A washing machine

10-Complete the clues to the crossword. Then use your answers to complete the crossword.

Clues across

4 our carpooling system is much easier to park. It's more economical

6 our new car is much easier to park. It's very for driving in the centre.

7 the new reception area looks more modern. It's quite

8 they took a long time planning the new model. It's very

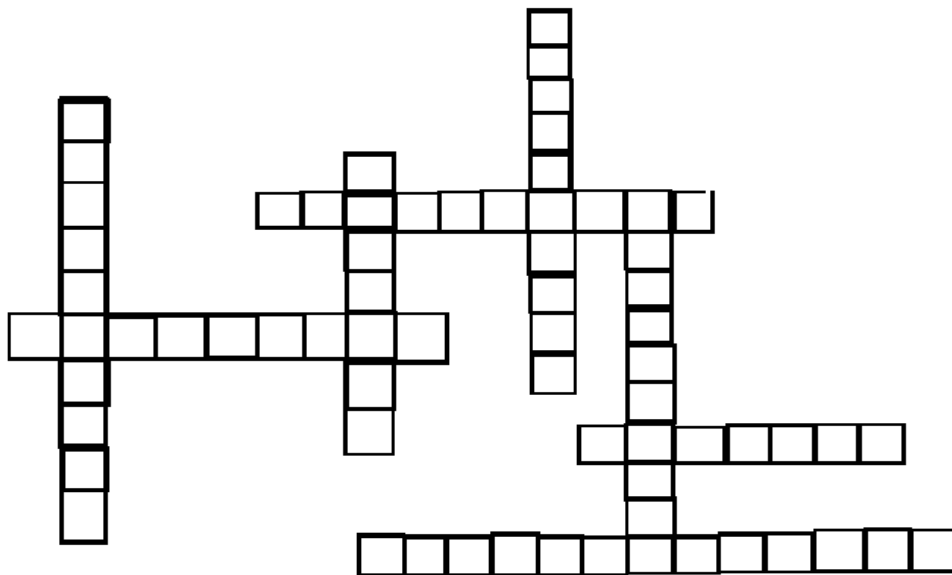
Clues down

1 the new office furniture is exactly what we needed it's very

2 the operating system on my computer is easy to use. It's very

3 Jake's new PDA fits in his pocket. It's quite

4 I really like our new uniforms, they're really



OTHER USEFUL WORDS TO DESCRIBE A PRODUCT

Durable = tough ,long lasting

Premium = of the best quality

Fragile = easy breakable

Glamorous = fashionable and beautiful

Chic = fashionable and pretty

Adorable = cute

Casual = informal

Charming = nice, lovely

High-end = of the best quality

Delicate = soft, subtle, fine

Elegant = graceful, pleasing to look at

Sophisticating = complex, having many aspect

Unconventional = out of the ordinary

Unique = special

Gorgeous = beautiful

Generic = plain, not branded

Contemporary = in a modern style

User friendly = easy to use

Trendy = fashionable

Nutrition = healthy, full of nutrients

Authentic = genuine or real

Eco-friendly – not harmful to the environment

Efficient = productive, not wasteful

Portable = easily moved or carried

Personalized = custom – made or designed

Low-carb = having few carbohydrates

Refreshing = making you feel fresh

Informative = containing much information

Thrilling = exciting

Innovating = imaginative and unique

Secure = safe

Luxurious = very comfortable

Multipurpose = able to be used for many purposes

Custom-made = designed or built specially for a particular customer

Down market = involving goods and services that are cheap and not of very good quality

High-tech = using the most advanced and developed machines modern materials.

Hard-wearing = a product that remains in a good condition for a long time even when it

is used a lot.

high- performance = a product that is faster, more powerful than other similar products.

maintenance- free = requiring little or no work to keep the production in good condition

eye-catching = very attractive

up-market = products that are expensive & intended to be bought people
who are quite

rich .

Unit three: Talking about your job

To find out what someone's job is, we may ask the following questions :

What is your job ?

What do you do ?

What do you do for a living ?

To answer these questions, you may say:

1 - I work in(place)

Eg : I work in a factory / a school / an office

2 – I work in (city / country)

Eg : I work in Paris / in France

3 – I work in (department)

Eg : I work in the Marketing Department / in Sales / in Human Resources

4 - I work in(a general area)

Eg : I work in Finance / in Medical Research / in Consulting

5 – I work with(things / people)

Eg : I work with computers / I'm a teacher. I work with special needs children

If you want to add more details about your work, you can use the following words :

Eg1 : I **work for** a large European car maker. I **work on** car design. In fact, I run the

design department and I manage a team of designers. Twenty **people** work **under** me.

It's very interesting. One of my **main responsibilities** is to make sure that new model

designs are finished on time. I **am** also in **charge of** design budgets. I **deal with** a lot of

different people in the company. **I'm responsible for** coordination between design and production.

Eg2 : I am a customer service representative. **My job involves** managing large amounts

of incoming calls. I'm responsible for identifying customers, needs . I **handle** customer complaints.

Word combinations with 'work' :

The economy is growing fast and more people are **in work** (have a job)

The percentage of people **out of work** has fallen to its lowest level

I leave **for work** at 7.30 every morning

I **get to / arrive at work** at about 8 o'clock

I'm usually **at work** till 5 o'clock

I'm not often **off work** because I don't get ill very much (absent)

Talking about how you work:

Full-time (eg : 5 days a week from 8 to 4)

Part-time (eg : 2 days a week, or morning /afternoons only)

Flexi-time (eg : from 10 to 6)

In shifts (eg : only the mornings, afternoons, evenings, or nights)

If you have a **permanent job**, this means that it does not finish after a fixed period.

If you have a **temporary job**, this means that it finishes after a fixed period.

Working from home using internet is called **teleworking** or **telecommuting**.

To work **overtime** is to work more hours than usual for more money.

Commute to work everyday (when you live in a city and you work in another city, you

have to commute to work.

When you are officially accepted into a job at a company, we say that you are **hired** by a

company.

The opposite of hire is **fire**. To fire someone is to oblige him / her to leave a company

because he / she did something bad.

Eg : Peter was fired because he never came to work on time.

However, if an employee loses his/her job because of a neutral reason, like the company

reducing its size, we say that the employee was **laid off**.

Eg : Donna was laid off when the company started having financial problems.

When you leave your job, you may say:

I'm going to **quit** my job.

.....**leave** my job.

.....**resign from** my job.

Note that resign is more formal than “quit”. Leave can be formal or informal.

When an old person stops working, the verb is **to retire**.

As an employee, you **earn a salary**. Do not say to “win” a salary or “get” a salary.

If you are good at your job, you might get a **pay raise** (or a raise),i.e, an increase in your

salary.

You could also get a **promotion** (an increase in importance and authority).

At the end of the year, some companies give their employees a **bonus** (extra money for work well done).

How you feel about your job :

To describe your job, you can use positive or negative adjective:

1 positive adjectives :

Stimulating, exciting, fascinating, satisfying, creative (you can use your imagination when you work), rewarding (often used for jobs when you give help to other :teaching is rewarding), challenging (difficult but interesting)

2 negative adjectives :

Dull, boring, uninteresting, unstimulating, exhausting, thankless(no one notices or

appreciates what you do), repetitive, routine, tiring, tough, hard, demanding, mind-

numbing, dead-end(a job which has no prospects for the future), soul-destroying(extremely unpleasant & which you hate)

1-Now listen to three employees of an IT distribution company, Xcel systems. Complete their profiles :

	Anthony Smart	Daniel Goldman	Susan Clarke
Position		Managing director	
Responsibilities			
Enjoys			
Doesn't enjoy			

Anthony Smart

My name's Anthony Smart. I'm chief accountant for Xcel systems. I'm responsible for

cash flow, credit control, preparing financial statements, accounting reports and so on.

On the whole, I enjoy my work – I've always enjoyed working with numbers. I also like

the company culture and the people here at Xcel – it's a very friendly and supportive

work environment. One task I don't quite like is chasing money from late payers. That

can be rather unpleasant sometimes .

Daniel Goldman

My name's Daniel Goldman and I'm the managing director of Xcel systems. I'm the

responsible for the day-to-day running of the business including managing projects,

organizing people's work, dealing with supplies and important customers. I'm also in

charge of developing the company's long-term strategy. What I like most about my work

is the responsibility, the challenge and of course the salary. I also really enjoy motivating

and inspiring other people to achieve their goals and develop hours in the office, which

doesn't leave me much time for my family. On top of that, my job can get pretty

stressful at times, especially when we have problems with our suppliers.

Susan Clarke

My name's Susan Clarke. I work for Xcel Systems as a human resources manager. My

responsibilities include recruiting new employees and organizing training for company

staff. I'm also my job to improve the company's working conditions. I find my work very

interesting mainly because I enjoy working with people. It's also very satisfying to see

employees improve and develop their skills because of initiatives that I have put into

practice what I don't like so much is when I have to deal with a difficult employee – for

example, somebody who is habitually late, takes too many days off or doesn't meet

deadlines. That can be rather stressful. But luckily, it doesn't happen too often.

2- Complete the sentences with the missing words.

Charge – enjoy – find – job – most – part – quite – responsibilities – ~~responsible~~ – what

I'm **responsible for** cash flow/credit control/managing projects..

I'm in of developing the companies long-term strategy.

My include recruiting new employees and organizing training for company staff ...

It's also my to improve the company's working conditions .

On the whole, I my work .

What I likeabout my work is the responsibility, the challenge and of course the

salary .

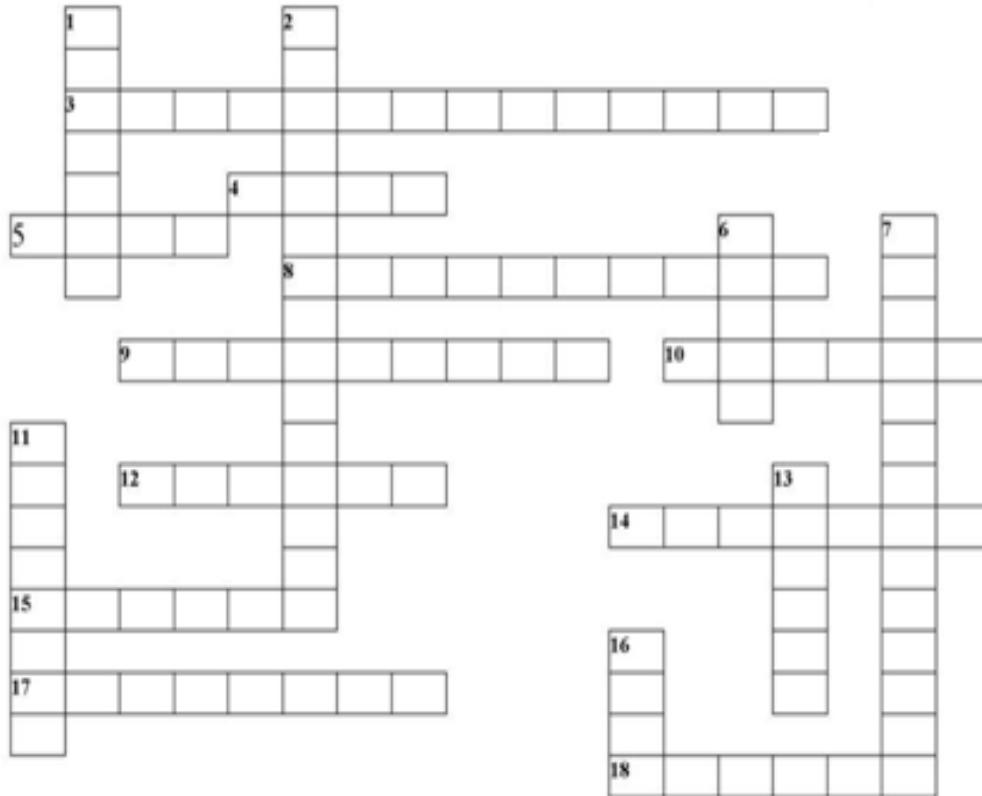
I my work very interesting .

One task I don'tlike is chasing money from late payers .

The..... I don't really like is the long hours.

..... I don't like so much is when I have to deal with a difficult employee.

The world of work crossword :



ACROSS

3. A letter that accompanies your job applications
employee

4. To remove someone for your company

5. To employ someone
things about a job

8. Without a job
certificates,

forth

DOWN

1. A new

2. A CV

6. Good

7. Degrees,

professional titles and

9. no longer needed by a company .
who works for you

10. abilities
relating to a job

12. responsibilities

14. an unfilled positions

15. Where an accountant works

17. Someone you work for

18. Mental tension

11. Someone

13. A danger

16. The manager

3- For each word, write one word which means the opposite. The first two or three

letters are given the first one is an example.

1- Mentally physically

2- Easy ha - -

3- Interesting bo- - - -

4- Varied rou

5- Dull ex - - - - -

6- Unstimulating fas- - - - - - -

7- Undemanding to- - -

**4- In each sentence, write the correct form of the word given in brackets.
The first one is an example**

1- I'm responsible for *managing* the design team.

2- I'm in charge of the work of the team(coordinate) .

3- One of my responsibilities is to..... sure that we don't spend too much

money (make).

4- My team is responsible for the..... of new models for production (design).

5- I'm in charge of..... our work for the whole year (plan).

5- Complete the follow in g sentences with an appropriate adjective from the box.

Note that in some sentences, more than one adjective is possible:

challenging ,

monotonous, rewarding , fulfilling, interesting, stressful, absorbing ,
demanding.

1- My job doesn't vary very much on a day-to-day basis. It's

quite..... 2 -It's veryto see the children's

excited faces at the end of a really good lesson.

3- I find my job quite when my phone won't stop ringing and everyone

wants to ask me something.

4- My job as an illustrator is v ery Sometimes, hours go by and I don't

even notice.

5 -I'm always learning new things, which makes my job v ery but also very

6-Choose the correct (and most natural-sounding) response to complete each

sentence:

1. This job is too (*stressed-out/stressful*).
2. There's a lot of work, but I can (*deal/handle*) it.
3. I was (*hired/heard*) last month.
4. They (*fired/failed*) two of my co-workers, and I'm afraid I might be next.
5. I work (*at/in*) sales.
6. My (*commute/communion*) (= the time it takes me to get to work) isn't so bad.
7. The company has a reputation for treating their (*employees/employed*) well.
8. I usually don't eat in the (*lunchroom/lunch-zone*). I go out to eat.
9. The dress (*code/cut*) is casual.
10. I'm thinking about (*quitting/stopping*) my job.

7- Choose the correct (and most natural-sounding) response to complete each

sentence:

1. I get along well with most of my (*colleagues/employees*) (= co-workers).
2. I got a (*premonition/promotion*) last year.
3. He's not very (*producing/productive*). He just chats with his friends on Facebook all day.
4. I'm pretty (*content/contained*) (= happy) with the way things are going.
5. Everyone seems to have gotten a (*raise/boost*) (= an increase in salary) except me.
6. We don't have (*assess/access*) to that information.
7. The (*upper/up*) management people are not very well liked by the rest of us.
8. I'm taking a week*off/of*) to go on vacation.
9. The work load isn't too (*dense/heavy*).
10. They provide us with a good benefits (*pack/package*).

Unit four:Writing an effective CV

This lesson is about CV writing. It aims at providing students with a simple example of a

CV, and uses this as a model for the students to handwrite and then type their own CV.

Ask questions such as:

How do you apply for a job? What document do you need to write and send when you

apply for a job?

Tell the students that they are going to talk about CVs. Dictate these questions:

What is a CV?

What information is in a CV?

Do you have a CV?

What is CV?

The term CV comes from the Latin word **curriculum (course)vitae(life)** which means a

short account of a persons education and work history.

A CV is like an **advertisement** that helps you **sell your best traits**to an employer.It is

your ambassador to the world of work. It opens the door of opportunities for you to get

an interview for your targeted future job.

A CV is an important document which shows your experience, qualifications and skills.

Since it is often an important first step in getting a job, it needs to be carefully written

and updated each time you apply for a new job.

Your CV creates the first impression, therefore its presentation is the key for you to get

the interview for your desired job.

Your CV must be readable and coherent, and the information must be easy to find.

A good CV gets you the interview, and a good interview will get you the job.

How to write your cv ?

Remember the person reading your CV may have only an hour or two to look through hundreds of CVs to make a decision who to choose for the interview. So, writing a best CV is the first step to get a job.

General information

At the start of your cv, you need to write:

Name (do not write nicknames)

address

phone number

Email address

Profile

Here you can briefly introduce yourself. You can also mention your career goals and

aspirations.

Education

Write your educational qualifications from highest to lowest.

Write schools you have attended, including universities,colleges, technical schools...

Give the date of graduation.Write the degrees earned or persued.

.

Work experience

Experience should be listed in reverse chronological order.

Make sure to mention your position title, organization name, city, state/province, date

employed.

e.g Assistant system engineer December2008-2009
 Tata Consulting ServiceS, India

Trained in different aspects of software engineering

Worked with Business Intelligence and performance management

Worked in small and large teams for various projects for clients all through

the world

Technical Assistant June 2008-August 2008

Skills

Ability in other languages, computing experience, or possession of a driving license

should be included.

e.g Proficient in writing and speaking English

Skilled in the use of MS word, MS Excel, MS Access

Interests

keep this short, but since team work is an important in workplace, show activities where

you have demonstrated leadership or responsibility, or which involved you in a relating

to others in a team.

References

Give two names one from your place of study, and one from any work situation.

Speak to referees and make that they are willing to give you a referees.

You do not have to list your referees, but you should have confirmed them in case they

are requied after writing your cv.

Points you should keep in mind when writing a cv

There is not just one way to write your cv

Your cv must be typed on the computer

Must be easy to read

Must be neat, and organized to direct the reader's eye.

Use good quality plain white paper

Keep it short and simple by being brief, clear and concise, i.e , just include the necessary

items and expand at the interview.

Stress your accomplishments and skills as well as experience.

Concentrate on positives . (e.g. do not say that you were laid of or fired from your

previous job)

Do not state salary requirements.

You do not need to put your age, gender, ethnicity, religion,or nationality on the cv.

Unless it is asked for, do not include the photograph.

Use the page number if your cv is more than one page.

Do not use uppercase to write your cv.

Do not use personal pronouns like I .

Don't use more than one font.

Font size : siz 18 for your name at the top, size14 for the headings, font 12 for the text.

Now, let's practise

1-Are these statements true or false?

1. It's always a good idea to include a photo.
2. When you list your work experience, you should put the first job you did first
3. The longer your CV is, the better it is.
4. Using active verbs rather than passive structures helps to create a good impression.
5. It's better not to mention periods of time when you were not in paid work.
6. You should always tell the truth on your CV.

7. Presentation and small mistakes don't matter – it's the content that's important.

8. Cover letters are nice to have but not entirely necessary.

9. You use a CV to get a job.

10. You should put your photo on your CV.

11. Your CV should be 3 or 4 pages long.

12. It's OK to have mistakes (spelling, grammar...) on your CV.

13. All information on your CV must be in full sentences.

14. Employers usually look at a CV for about 2 minutes.

2-Write the missing letters, then match the parts 1-6 with their meanings A-F.

1- P r s n a l d e t a i l s

A- jobs you did before

2- E d u c a t i o n a n d q u a l i f i c a t i o n s
(sport)

B- things you enjoy(e.g. playing a

3- W o r k e x p e r i e n c e
birth, email phone number

c- your name, address, date of

4- S k i l l s
exams you passed..

d- the name of your school/college,

5- I n t e r e s t s
language, drive a car, use a computer)

e- things you can do (e.g. speak a

6- R e f e r e n c e s
(e.g. your teacher or boss) and who can say you are good at the job

f- names of people who know you

3-Look at the details from the CV (a-f), and write them under the right headings(1-6).

1. Personal details

2. Education and qualifications

3. Work experience

4. Skills

5. Interests

6. References

a. I enjoy football and played for the women's team at school.

b. Date of birth: 30 April 1992

c. 2010-2011 Boromarajonani College of Nursing, Bangkok (Thailand).
Diploma in

Nursing

d. Mr Mark Hargreaves, ESOL lecturer, Beechen College
mhargreaves@beechen.ac.uk.

e. 2011-2012 nurse at Bumrungrad International Hospital, Bangkok

f. Languages: Thai (fluent); English (elementary). UK driving license

4-Choose all the things that you write on a CV.

Date of birth

Address

Family

Pets
Education history
Work experience
Skills
Friends
Languages spoken
References
Telephone number
Email address
Favourite food
Marital status
Nationality
Photo

5-Now write your CV. Write information about yourself.

Name.....

Address:

Phone:

Email:

Date of birth:

Education and qualifications

Work experience

Skills

Languages:

Computers:

Interests ...

References

Unit five : Placing an order in English

The following dialogue is between two business representatives. One of them is calling

the other to request a large number of desk units for her office.

Find a partner and act out the dialogue.

Make sure to take note of some of the key vocabulary that comes up in this conversation. It can be useful to you whenever you are looking to place a business order

over the telephone.

Part one : Placing an Order on the Telephone

Jane: Hello, this is Jane Tegal from Excellerator Co. calling. May I speak to Mr. Mitchell?

Arthur: Hello Ms.Tegal, this is Arthur Mitchell.

Jane: Hello, I'd like **to place an order** for a number of your Millennium desk **units**.

Arthur : Certainly. How many are you interested in ordering **for purchase**?

Jane: Quite a few. Do you have many **available** in the **warehouse**?

Arthur: We keep a large **supply in stock**. There's also a **showroom** with quite a few on

hand. It shouldn't be a problem.

Jane: Well then. I'd like 75 units by the end of the month. Could I **get an estimate** before

I place an order?

Arthur: Certainly. I'll have it for you by the end of the day.

Jane: What does **the estimate include**?

Arthur: Estimates include merchandise, **packaging**, and **shipping, duty** if required, any

taxes, and **insurance**.

Jane: Do you ship door-to-door?

Arthur: Yes, all **shipments** are **door-to-door**. **Delivery dates** depend on your location,

but we can usually deliver within 14 business days.

Jane: Great! Thank you for your help.

Arthur: My pleasure. We can email you more information if you would like.

Jane: Yes, that would be great! My email is jane@excelleratorco.com.

Arthur: Okay. You can expect an e-mail by 5 this afternoon.

Jane: Thank you again for your help.

Note : we say to place an order "**with**" the company that you're ordering from, and

"**for**" the thing that you're buying.

e.g : I placed an order with Diamond Comics for 30 copies of the new X-Men comic.

However, when you're ordering food by phone, you can also say that the order is "**for**

pickup", meaning that you'll go to the restaurant to get the food, or "**for delivery**",

meaning that you'd like someone to bring the food to your home:

e.g : Hi. I'd like to place an order for pickup, please.

1-FILL IN THE GAPS WITH ONE OF THE WORDS BELOW: process, quote, enquiry,

invoice, shipment, delivery

HENRY: Hello, is this Earl's Office? I'd like to make an

ANN: Certainly, how can I help you?

HENRY: I'd like a..... for a year's supply of recycled paper

ANN: To..... that, we need to know how much paper it will be

HENRY: About a tonne. Do you also do

ANN: Yes, but we can send only aa month.

HENRY: Would it be possible for us to pay the..... when the paper arrives?

ANN: Of course. Please hold on a moment and I'll calculate the cost for you.

2- CHOOSE THE RIGHT ANSWER:

a- Can you tell me the (**delivery, shipment, quote**)date for our order, please?

b- Many people usually email us to make an (**order, enquiry, appointment**) about our

products

c- Sarah has just (**made, quoted, created**) a price for our server

d- I'll (**track, check**) if we have that product (**in stock, shipped**)

e- We have received the (**invoice, quote, order**). We need to pay it immediately

f- My son's job is to (**order, purchase, process**) orders from customers

g- Our customers can (**quote, order, track**) their shipment

3- MATCH THE WORDS IN "A" WITH THE DEFINITIONS IN "B"

1- To quote

a- a document you must pay

2- A shipment

b- ready to sell

3- Goods

c- to buy

4- An invoice

d- a request for something to be sold

5- In stock

e- to say how much something will cost

6- To purchase

f- a question

7- To process

g- giving goods to a customer

8- A order

h- goods that are being transported

9- An enquiry

i- things you buy and sell

10- A delivery

j- to deal with an order

4- TICK THE RIGHT ANSWERS:

a- Thank you for your _____. We'll try to answer it as soon as possible

shipment invoice enquiry

b- Please, press F1 to confirm your _____

Order price complaint

c-MRW couriers let you _____ your shipment online

Make cancel track

d-The new doll was so popular that many shops couldn't get it _____
stock

In on at

e-Thank you for your order, but please be quite because it can take 7 days to

Quote purchase process

5- THE UNDERLINED VERBS ARE MISPLACED. REWRITE THE SENTENCES CORRECTLY:

1- It's advisable to purchase for a price.

2- I never track goods on online websites.

3- Did you quote the invoice?

4- We should always pay the shipment.

Part two : Order Letter

An order letter is a formal document that approves the purchase and sale of a product and

provides product specifications. It may also comprise order characteristics, product

specifications, quantity, colour, product, mode of payment, and shipment/delivery date(s),

among other things. **Purchase orders**, or **POs**, are another term for order letters.

Guidelines to write an Order Letter

The letter is written in formal language. You must take special care to provide complete

and accurate information, as missing information results in delayed deliveries.

The letter should be precise; no informal conversation is required. Your objectives must

be properly understood and articulated.

The language should be simple and formal.

Make no errors in the specs or numbers.

Inform the seller when you expect delivery and how you intend to pay the fee.

Jargon should be avoided.

Format for an Order Letter

1-Sender's Address

2-Date

3-Receiver's Address

4- Subject: Order for _____

5-Salutation

6-Body of the Letter:

Paragraph 1 – Introduction and Reason for Writing the Letter

Paragraph 2 – Specifics of the products ordered, mode of payment, order details, and so on

Paragraph 3 – Conclude by mentioning when you expect the items to be delivered and

thanking them for their assistance.

7-Complimentary Closing Sender's Name

8- Sender's Name

9-Sender's Signature

Order Letter Samples

Sample letter 1 : Order Letter for Gym Equipment

Gold's Gym

Mumbai

10th April 2022

The Sales Manager

BeFit Sports

Mumbai

Subject: Order Letter for the supply of gym equipment

Respected Sir/Madam,

Our gym would like to place a bulk order for gym equipments through this letter. The list of products is as follows:

Sr. No.	Name of the Equipment	Quantity
1	Barbell Bench	2
2	Treadmill	4

3	Dumbbells (2 kg – 30 kg)	2 each
4	Flat Bench	2

We request you to give at least a 10% discount on the purchase of these gym equipments.

Please ensure that all products are in excellent shape and arrive to us in good condition

before April 25th, 2022 if our terms and conditions are agreeable to you.

I am also attaching a cheque (cheque number: 572xxxxxxxxx46) for Rs. 15,000 as an

advanced payment for the order. We have the utmost trust in you and your services.

Please feel free to call if any queries.

Thanking you.

Yours Sincerely,

Vishal Mane

Gym Owner

Mobile: 94XXXXXXX

Signature

Sample letter 2 : Order Letter for School Library Books

Delhi Public School

Connaught Place

Delhi

25th August 2021

Sales Manager

Penguin Publications

Delhi

Subject: Order for Library Books

Respected Sir/Madam,

I'd like to request the following books for our school library. According to our telephonic

discussion, we are delighted to have you as our distributor. I've attached a list of books as

well as the quantity needed.

Sr. No.	Title of the Book	Author	Copies Required
--------------------	------------------------------	---------------	----------------------------

1	Alice in Wonderland	Lewis Carol	30
2	Pride and Prejudice	Jane Austen	30
3	Great Men of India	L.F.R Williams	40
4	Collins World Atlas	Collins Atlas	60
5	Harry Potter Collection	J.K Rowling	35
6	Treasure Island	Robert Louis Stevenson	25
7	The Call of the Wild	Jack London	30

The books pricing were reviewed throughout the meeting, and we received a feasible

quotation. Please provide the books by next Monday. Also, please ensure that the books

are in good shape and arrive in great condition.

I would like you to send the bill along with the books after applying for the school discount.

Payment will be made as soon as the books are received and checked. Please contact us if

you require any clarification.

Thanking you.

Yours Sincerely,

Suraj Jaiswal

DPS Librarian

Mobile: 9XXXXXXXXX

Signature

Some useful expressions

1- Order - Placing

We are considering the purchase of...

We are pleased to place an order with your company for ...

We would like to place an order.

Enclosed is our firm order for...

Enclosed you will find our order.

We have a steady demand for..., and so would like to order...

We herewith place our order for...

We intend to buy...from you.

Would you be able to accept and order for...at a price of...per...?

We look forward to your confirmation. Please confirm in writing.

2- Order - Confirming

Could you please confirm the dispatch date and price by fax?

Your order will be processed as quickly as possible.

Your order is being processed, and we expect to have the order ready for shipment

before...

In accordance with our verbal agreements, we are sending you the contract for your

signature.

Enclosed you will find two copies of the contract.

Please return a signed copy of the contract no later than 10 days of the receipt date.

We hereby confirm your order.

This is to confirm our verbal order dated...

We accept your terms of payment and confirm that the payment will be made by

irrevocable letter of credit / international money order (IMO) / bank transfer.

We have just received your fax and can confirm the order as stated.

We are placing this trial order on the condition that the delivery is made before...

Your goods will be dispatched within...days/weeks/months.

3- Order - Changing order details

Would it be possible to reduce our order from...to...

Would it be possible to increase our order from...to...

Would it be possible to delay the order until...

Unfortunately, we must inform you that we are not able to deliver the goods until...

We regret to inform you that this order will not be ready for dispatch tomorrow.

4- Order - Cancelling

We are sorry to inform you that we have to place our order elsewhere.

We are sorry to inform you that we have already placed the order elsewhere.

Unfortunately these articles are no longer available/are out of stock, so we will have to

cancel your order.

Unfortunately your conditions are not competitive enough for the order to be viable.

Unfortunately we cannot accept your offer because...

We would like to cancel our order. The order number is...

We are forced to cancel our order due to...

Since you are not willing to offer us a lower rate, we regret to inform you that we are unable to place an order with you.

We see no other alternative but to cancel our order for...

We see no other alternative but to cancel our order for...

5-Invoice - Statement

For my services I kindly request the following payment...

Please find enclosed invoice no. ... for ...

The pro forma invoice will be faxed.

Payable immediately after the receipt of the goods.

The total amount payable is...

It is our company policy to invoice only in Euros.

6- Invoice - Reminder

May we remind you that your payment for...is overdue.

This is to remind you that the above invoice is still unpaid.

According to our records, we have not yet received a remittance for above invoice.

We would appreciate if you cleared your account within the next few days.

Our records show that the invoice still has not been paid.

Please send your payment promptly.

We have not yet received payment for...

Our Accounts department will only release this order for shipment if we receive a copy

of your cheque/transfer.

If you have already sent your payment, please disregard this letter.

Unit six: Telephone English Phrases



There are different types of phones:

1-**Cell phones** or **mobile phones**

2-A cell phone with more advanced capabilities is called a **smartphone**)

3- **pay phones** or **public phones**

4-The **cordless phone** because it is not connected by a cord.

5-The regular telephone you have in your house is called a **landline** - to differentiate it

from a cell phone.

When someone calls you, the phone makes a sound – we say the phone **is ringing**.

If you're **available**, you **pick up** the telephone or **answer** the telephone, in order to talk

to the person.

If there's nobody to answer the phone, then the caller will have to **leave a message** on

an answering machine or **voicemail**.

Later, you can **call back** or **return the call**.

When you want to make a phone call, you start by **dialing the number**.

Let's imagine that you call your friend, but she's already on the phone with someone

else. You'll hear a busy signal - a **beeping sound** that tells you the other person is

currently using the phone.

Sometimes, when you call a company, they **put you on hold**. This is when you wait for

your call to be answered - usually while listening to music.

Finally, when you're finished with the conversation, you **hang up**.

Now you know the basic telephone vocabulary. In the next part of the lesson, you're

going to hear some conversations to learn some useful English phrases for talking on

the phone.

Formal Telephone Conversation

Helen: Midtown Computer Solutions, Helen **speaking**. **How can I help you?**

Ryan: **Hello, this is** Ryan Bardos. **May I speak with** Natalie Jones, please?

Helen: One moment please - **I'll put you through**.

Helen: Mr. Bardos? I'm sorry, Natalie's in a meeting at the moment. Would you like to

leave a message?

Ryan: Yes, could you ask her to **call me back** as soon as possible? It's pretty urgent.

Helen: Of course. Does she have your number?

Ryan: She has my office number, but let me also give you my cell - it's 472-555- 8901.

Helen: Let me read that back to you - 472-555-8901

Ryan: That's right.

Helen: And **could you spell** your last name for me?

Ryan: B as in Boston - A - R - D as in dog - O - S as in September

Helen: Okay, Mr. Bardos. I'll give her the message.

Ryan: Thanks a lot. Bye.

Now let's listen to the second part of the conversation, when Natalie calls Ryan back.

Ryan: Hello?

Natalie: Hi, Ryan, **this is Natalie returning your call.**

Ryan: Hi Natalie, thanks for **getting back to me.** I was calling about the shipment of

keyboards for our office - we haven't gotten them yet.

Natalie: Oh, that's not good - they were supposed to be delivered three days ago.

Ryan: Exactly, and we have a new group of employees starting on Monday, so we really

need those keyboards as soon as possible.

Natalie: Okay, I'll look into it right away - if necessary, we can send you an emergency

overnight shipment.

Ryan: Thanks, Natalie, I appreciate it.

Natalie: No problem, Ryan. I'll **call you back** a little later, as soon as I have more

information.

Ryan: Sounds good – talk to you soon. Natalie: Bye.

Telephone English Phrases

Part one : Formal telephone Conversation

From these conversations, we can learn phrases for beginning a phone call, taking and

leaving messages, checking and clarifying information, and finishing a phone call.

BEGINNING A CALL

When Helen answers the phone, she says :

"Midtown Computer Solutions, Helen speaking. How can I help you?"

This is a common way for a receptionist at a company or organization to answer the

phone.

Here are a couple alternatives:

"Thank you for calling Midtown Computer Solutions. How may I direct your call?"

"Midtown Computer Solutions - good afternoon."

To introduce yourself, you can say:

"Hello, this is..." and if you want, you can add your company name:

"Hello, this is Ryan Bardos."

"Hello, this is Ryan Bardos from Paramount Publishing."

Then, ask to speak to somebody by using the phrases :

"May I speak with...?"

"Could I speak with...?"

You can also add the phrase :

"I'm calling about..." or "I'm calling to..." in order to give a reason for your call.

Use "I'm calling about..." to introduce a topic, and "I'm calling to..." to introduce an

action:

"I'm calling about the job opening I saw in the newspaper."

"I'm calling to register for the upcoming conference."

To connect or transfer the call, the receptionist says :

"One moment please - I'll put you through."

A few other phrases for transferring a call are:

"Please hold."

"I'll transfer you."

If you forgot to identify yourself at the beginning of the call, the receptionist will

sometimes use this phrase to ask for your name :

“May I ask who's calling?” / “Who’s calling, please?”

TAKING / LEAVING MESSAGES

Unfortunately the person Ryan wants to speak to is not available, and the receptionist

says :

"I'm sorry, Natalie's in a meeting at the moment."

Here are some additional phrases to use when another person can't answer a telephone

call: “I'm sorry, she's on another call.”

“I'm sorry, Natalie has left for the day.”

“I'm sorry, Natalie's not in her office right now.”

“I'm sorry, she's out of town at the moment.”

“I'm sorry, she's not available at the moment.”

Then, there are two common phrases that are used for offering to take a message:

“Would you like to leave a message?”

“Can I take a message?”

If you don’t want to leave a message, you can say:

“No thanks, I’ll call back later.”

There are two polite ways to leave a message.

You can make a statement starting with “Please” or a question starting with “Could

you...” - usually followed by the verbs ask, tell, or remind and then “him” (if the message

is for a man) or “her” (if the message is for a woman).

“Could you ask her to call me back?”

“Please ask him to call me back.”

“Please tell him/her that the documents are ready.”

“Please remind him/her that he/she has a dentist appointment tomorrow.”

CLARIFYING/CONFIRMING INFORMATION

While taking the message, the receptionist used two phrases for checking and

confirming information:

“Let me read that back to you.”

“Could you spell your last name for me?”

The verb “spell” means to say the letters of the word.

Ryan replies: • “B as in Boston - A - R - D as in dog - O - S as in September.”

It’s common to use phrases like “B as in Boston” and “S as in September” with letters

that can be frequently confused with others, such as B and D, S and F, or M and N.

FINISHING A CALL

When you want to finish the conversation, you can use “signal phrases” – these are

phrases indicating that the conversation is coming to an end:

“Well, it was nice talking with you.”

“Thanks for calling.”

“Anyway... I should let you go / I should get going.”

If you want to promise future contact, you can use one of the phrases from the second

conversation:

“I'll get in touch in a couple of days.” (get in touch = contact you)

“I'll call you back a little later”

“Talk to you soon.”

Then you can finish the conversation with one of these “final phrases”:

“Bye.” , “Take care.” , “Have a nice day.”

Response: “You too. Bye.”

Part two : Informal Telephone Conversation

Let's listen to an informal telephone conversation, after Ryan gets home from work.

Linda: Hello?

Ryan: Hi Linda, it's Ryan. How's it going?

Linda: Pretty good, thanks. How about you?

Ryan: I'm fine. Sure glad it's Friday. Hey, is Peter there?

Linda: Yeah, hold on, I'll get him. Peter! Ryan's on the phone.

Peter: Hey Ryan, what's up?

Ryan: Not much. Are you up for going fishing this weekend?

Peter: What? There's a lot of background noise – I can barely hear you.

Ryan: Sorry about that – I'm at the train station. I was wondering if you wanted to go

fishing this weekend. I'm heading up to Mountain Lake with some friends early

tomorrow morning.

Peter: Uh, hang on a sec, let me just check with my wife to make sure we have no other

plans.

Ryan: Sure.

Peter: Okay, she's given me the green light!

Ryan: Sweet! We'll pick you up at 6 tomorrow morning, is that OK?

Peter: Yup. Do you need directions to my place?

Ryan: Uh, you still living on Willow Street, near the community center?

Peter: Yeah, that's right. The yellow house, number 30.

Ryan: Gotcha. I know how to get there.

Peter: All right – see you tomorrow, then.

Ryan: Take care.

Peter: Bye.

Telephone English Phrases -Informal Conversation

Let's learn some of the different phrases used in an informal telephone conversation.

In informal phone calls, most people answer the phone by saying "Hello?" and the

introduction is also different:

Formal: "Hello, this is _____.
Informal: "Hi / Hey _____, it's _____."

We see two different greetings in this conversation:

"How's it going?" and "What's up?"

These greetings require different answers.

You can answer "How's it going?" (or the similar question "How are you doing?") with: •

"Great!" , "Pretty good, thanks." , "Not so good."

And the typical answers to "What's up?" are:

"Not much." , "Nothing much."

The phrase "How about you?" is used to ask the same question to the other person.

In the formal conversation, Ryan used the phrase "May I speak with..."

But in an informal conversation, you can use these phrases:

"Is Peter there?" , "Is Peter around?" , "Can I talk to Peter?"

If the person is not available, some informal responses are:

"Sorry - he's not home right now." , "He's not here." , "He's still at work." ,
"He's at the
gym."

This conversation also contains some expressions for asking someone to wait:

"Hold on."

"Hang on a sec."

"Just a minute" / "Just a sec"

The formal equivalent of these phrases would be "One moment please" or
"Please
hold."

At one point, Peter can't hear or understand Ryan. Here are some phrases to use if

you're having difficulty hearing the other person on the phone.

"There's a lot of background noise - I can barely hear you."

"You're breaking up. Could you call me back?"

(breaking up = you can only hear parts of what the other person is saying)

"We have a bad connection."

"Sorry – I didn't catch what you just said."

"Could you speak a little louder?" (say this if the person is speaking too quietly)

"Could you speak a little more slowly?" (say this if the person is speaking too fast)

"What did you say?" (informal)

"Could you repeat that?" / "Could you say that again?" (more formal)

If the bad connection causes the call to fail, you can call the other person back and say

this:

"Hi, it's Ryan again. Apparently we got cut off."

"Cut off" is a phrasal verb that means the call failed or disconnected.

Towards the end of the conversation, Ryan uses the expression "Gotcha"

This is a very informal phrase that means "I understand."

Another option is "Got it." or "Right."

Now, take the quiz to test your memory of the telephone phrases from this lesson.

1-"Greentree Financial Services. How may I _____ your call?

A. connect

B. direct

C. hold

2) "I'm calling _____ a problem with a product I bought yesterday."

A. about B. to C. with

3) "I'm sorry, John's not in his office right now. Would you like to _____ a message?"

A. give B. have C. leave

4) "May I speak with Mrs. Black?" "Yes, of course. Please _____."

A. hang B. hold C. pause

5) "I'm sorry, the director has _____ for the day. You can call back in the morning."

A. left B. out C. went

6) "_____, I should get going. Talk to you later."

A. Although B. Anyway C. However

7) "I'm calling _____ find out more about your English courses."

A. about B. for C. to

8) "I'll get in _____ later this week."

A. back B. care C. touch

9) "How's it going?" _____

A. Great! B. Nothing much. C. Take care!

10) "Hey Bob, is Karen _____?"

A. here B. present C. there

11) "Actually, she's still at _____. You can call her at the office."

A. job B. occupation C. work

12) "We have a bad connection. You're _____ up."

- A. breaking B. catching C. speaking

13) "_____ did you say?"

- A. How B. What C. Which

14) "Could you speak a little _____?"

- A. louder B. noisier C. stronger

15) "Can I talk to Henry?" "Sure - just a _____."

- A. bit B. min C. sec

Word bank

Phrases with phone

answer the phone

hang up the phone

turn on your phone

turn off your phone

mute / silence your phone

be on the phone / talk on the phone

borrow / use someone's phone

Phrases with call

call someone / make a call

call someone back / return a call

get a call from someone

screen your calls

Phrases with message

get a (text / phone) message

leave a message¹

send a message

check your (text / phone) messages

**Use the words in the box below to complete the conversation :hold, can ,
could , here**

, put, just , hang, calling, can , in .

Michelle: Hello, you've reached the marketing department. How 1.

_____ I help?

Male: Yes, can I speak to Rosalind Wilson, please?

Michelle: Who's 2. _____ please?

Male: It's Richard Davies 3. _____ .

Michelle: Certainly. Please 4. _____ and I'll 5. _____ you through.

Male: Thank you.

Michelle: Hello, marketing. How 6. _____ I help?

Male: 7. _____ I speak to Jason Roberts please?

Michelle: Certainly. Who shall I say is calling?

Male: My name's Mike Andrews.

Michelle: 8. _____ a second - I'll see if he's 9. _____. Hello, Jason,
I've got Mike

Andrews on the phone for you ... OK - I'll put him through. 10. _____ on
a moment,

I'm just putting you through.

Components of a modern telephone



Figure 5-1 Components of a modern telephone

Components of a smartphone



Rearrange the questions in the correct word order.

1. may How help I you?

2. do you What I for can?

3. want you What do?

4. I be may of How assistance?

5. something I Is can there do you for? _____

Question functions

We use questions to ask for information or permission.

We also use questions to make suggestions, requests, offers and invitations.

Asking for information: Where do you come from?

Asking for permission: Could I have your passport?

Making suggestions: Shall we go out?

Making requests: Could you spell that please?

Making offers: Would you like me to show you around?

Making invitations: Would you like to come for dinner

Now, write the function for each question: asking for information or permission,

making suggestions or requests, offers, invitations.

For example:

What time does the meeting start?

Asking for information

Question	Function
1. May I borrow your pen?	
2. Shall we go for lunch?	
3. Would you like to come to the concert with me?	
4. Could I help you with your luggage?	
5. Can I do something for you?	
6. Would you take this back to the kitchen for me?	
7. Would you like to have a drink of water?	
8. Can I have a look at your newspaper?	
9. Shall we have a meeting this afternoon?	
10. Where did you stay while in Egypt?	
11. Could you carry this bag for me, please?	

Unit seven : English for advertising

Advertising is the art of convincing people to buy a product or service. It can be seen everywhere; on television, radio, the internet, and even billboards. It is an important part of commerce because it informs customers about products that they might not otherwise know about. Advertising also helps companies increase their sales by creating brand recognition and loyalty.

Advertising is used in many different forms, including television commercials, radio advertisements, print ads, and online campaigns. While each form of advertising has its own advantages, all have the same goal: to persuade people to buy a product or service. Television commercials are often used because of their reach and ability to create an emotional response from viewers. Radio ads provide short bursts of information about products and services that can be heard while driving or on the go. Print ads are effective for reaching specific target markets and delivering detailed information. Online campaigns use interactive digital content such as videos and websites to engage customers with their brands.

No matter what form it takes, advertising provides valuable benefits for both businesses and consumers alike. It informs people about available products, encourages them to make informed decisions, and can spur competition within an industry. It has also become a crucial part of modern life; it is estimated that the average American sees up to 5,000 ads per day!

Advertising may have its critics, but it continues to be an important part of commerce around the world. As long as businesses need customers and customers need products and services, then advertising will remain a vital force in society.

Questions

Question 1: What is advertising according to the text?

Question 2: What are some of the different forms of advertising?

Question 3: What benefits does advertising provide for businesses and consumers?

Question 4: What are radio ads good for?

Types of advertising Print advertising This is sometimes known as **hard copy advertising**,

and refers to advertisements such as those in newspapers, magazines, flyers, etc.

Outdoor advertising This refers to the advertisements placed outside in busy public

areas such as roadside signs, billboards along highways and poster advertisements at

bus stops and train stations.

Direct mail advertising This involves mailing print advertisements (usually flyers and

coupons) directly to peoples' homes.

The next time you check your mailbox, be sure to look for flyers and newsletters

containing promotions and advertisements from your local stores.

Digital advertising : **Digital advertising is also known by different names such** as Internet advertising, online advertising and web advertising.

Native advertising This is This refers to advertisements placed on the Internet. I'm sure

you've seen these types of advertisements quite often on your computers, tablets and

mobile devices. currently a hot trend in online advertising. It's an advertisement that

blends (combines) naturally with the rest of the text on a website or online page. The

idea here is to create an advertisement that doesn't *look* like an advertisement.

Radio/television advertising Can you guess where you can find these? I'm sure you can.

Commercials The advertisements that are run on radio and television are called commercials.

Word-of-mouth advertising This is when you tell your friends about a product or service

that you've used and really like.

WORDS USED IN ADVERTISING

advertising agency: a company that helps with planning advertisements.

AIDA: Attention, Interest, Desire, Action

advertising agency: a firm that creates ads for other companies

advertising budget: the amount of money that a company spend on advertising

eye-catcher: attracting attention of a person

promote: advertising and publicity to increase sales

benefit: advantage, profit, gain

billboard: a large outdoor board for displaying advertisements

broadsheet: a large piece of paper with information on it

campaign: plan of action

generic advertising: Advertising for a entire sector

circulation: amount of copies of newspapers/magazines sold over a period of time

classified ads: Small advertisement that are divided into categories for newspapers or magazines

commercial: Advertisement on radio or television.

brand awareness: knowing a particular brand

brand loyalty: continuing to buy from the same brand

coupon: Part of a printed advertisement to be used to order goods or samples.

direct mail: Advertisement sent by post to customers.

editing: Reviewing or rewriting advertisement for publication

mass media: leading means of communication

keywords: a word or concept to indicate the content

launch: begin an action to introduce something

mailshot: posting advertising material to possible customers

target: objective, goal

features: particular characteristics of a product

commercial break: the short period when ads are shown on TV

commercial channel: TV channels of advertisement

hoarding: billboard

hype: excessive or intensive publicity or promotion

jingle: Catchy verse, slogan or tune

poster: big sheet of paper used for advertising

prime time: the time that most audience is expected

roadside signs: big panels used for outdoor advertising

slot: particular time in a broadcasting schedule

soundbite: Short extract from a recorded interview

tabloid: half-size newspaper with many headlines and photos

U.S.P.: Unique Selling Proposition

press release: something written to share and publish

sales page: a page particularly used to promote a product or service

social media: websites or apps that allow users to create and share content

spam email: unwanted, promotional email

word of mouth: recommendations made by individuals

publicity: notice or attention given by the media

brand awareness: being familiar with the distinctive qualities or image of a brand

misprint : print incorrectly

call to action: encouraging someone to take a particular action

celebrity endorsement: having a well-known person to promote a product

to go viral: to become extremely popular on Internet

junk mail: unwanted promotional emails and letters

to launch a product: introducing a new product

mailing list: a list of contacts used to send information and advertisements

niche product: a product that is targeted at a specific group of people

to place an advert: to put an advertisement somewhere

press release: something written by a company for newspapers and magazines and

websites to share and publish

prime time: the time during the viewing schedule when most people watch TV or listen

to a broadcast

product placement: to advertise a product by using it as a prop in a TV show or film

sales page: a page specifically used to promote a product or service

to show adverts: to display adverts on TV

social media: websites that enable users to create and share content or to participate in

social networking.

spam email: unwanted, promotional email

target audience: the people a company want to sell their product or service to

What are the different ways of advertising mentioned in the text below?

Companies spend millions on **advertising** each year. If they have enough **financial**

resources, they may decide to hire an **agency**, which specializes in producing

advertisements and placing them using the right **media channels**. There are various

ways in which a company might advertise their products or services. One way is via

a **billboard**. This is a large sign which is usually outdoors. They're generally quite visible

on highways or on busy streets in major cities.

Another method of advertising is to **print ads** in a **magazine** or a **newspaper**. Publishers

usually offer different advertising options. A company could choose to have a small

section in the **classifieds** or they could opt for a significant amount of space with

a **double-page spread**, for example. In this case, the advertisement would be printed on

two entire pages. Of course, the larger the advertising space the more expensive it

becomes for the company. One thing that a firm needs to take into consideration when

selecting a printed publication is its **circulation**. This is the number of people that read

the literature in any given time period. When advertising it's very important that the ad

is seen by as many **target customers** as possible.

Commercials are videos or recordings that air on the radio, on the television, or at the

cinema for instance. The goal of **airing** a commercial can be to **build awareness** about a

particular **brand** but also to **showcase** the features of a product or service and the

resulting benefits to the potential customer. They can be quite expensive to produce

and place but have the possibility of being seen or heard by a very large number of

potential customers. A company needs to select a specific **time slot**, which is the time

during which the commercial will be played. A **prime** time slot is priced at a premium

because that is when the largest target audience can be reached.

You might be familiar with the Super Bowl in the United States of America. To get a slot

during this extremely popular event can cost up to \$4.5 million. This seems to be

justified because the estimate of viewers in 2015 was a little over 114 million people.

That's definitely an enormous audience that a company can reach with a mere 30

second commercial.

Another way that a company can promote an **offering** is by designing some **eye-**

catching posters. Posters can be hung on walls at events, in schools, in shopping malls,

or in any location where there is a chance for people to see it and develop interest in

what is being promoted. **Flyers** are smaller posters which are usually distributed by

hand or mailed out. Sometimes, they can be delivered **door to door**. This means that a

person will often walk on foot from house to house or building to building in order to

hand them out. Sometimes, flyers are left on the windshields of a vehicle. This,

however, can be **controversial** because people tend to litter with them, meaning they

simply throw these pieces of paper on the ground. Flyers can also

mention **promotions** that a company is having or planning to have.

Promotions

are **discounts** or **special offers**. For instance, a reduction in price or a give-away

connected to a purchase are promotions.

Match each definition with the letter of one of the following:

a - commercial (n.), **b** - billboard, **c** - complimentary, **d** - campaign, **e** - readership, **f** - slogan, **g** - press release, **h** - features, **i** - publicity, **j** - brand awareness

1. memorable motto or phrase →
2. a large, square sign used to post advertisements →
3. a statement (about a product) released to the news media →
4. an advertisement on TV, the radio, etc. →
5. the attempt to manage how a public sees a product →
6. the number of people that read a particular newspaper, magazine, etc. →
7. a plan of action (to promote a product) →
8. a measure of how popular a brand is (how many people know it, etc.) →
9. special characteristics, qualities →

10. free →

Choose the correct word from the table to fill the space after each definition.

Market leader, logo, brand, product, market share, advertising, marketing, point of sale,

market research, house brand, brand loyalty

1-Advertising at the place where the consumer buys the product

2-The brand of the shop or supermarket which sells it

3-The symbol or design used to represent the company

4-The work of collecting information about people's buying habits

5-The phenomenon of individuals continuing to buy the same brand

6-Something generic which a company makes or sells

7-The particular name given to a product by a company

8-The best selling brand of a particular product

9-The activity of presenting, selling and promoting a product

10-The activity of informing people about a product or service with posters, films etc

11-The amount a company sells compared to all the other companies

Choose the best response to complete each of the sentences below

1. We _____ (= placed) an ad in the local paper.

Take out took over took in

2. This idea has a lot of _____. (= it looks like it could work)

Potential patience patent

3. Don't _____ your time trying to convince him. He has already decided to

hire another agency.

Make throw waste

4. For this product, we need to anticipate questions buyers might have and _____ them in the advertisement.

Say address tell

5. I don't think their ads are visually _____. (= I don't think they look good)

accepted appalling appealing

6. We got a lot of new customers because of a spot we _____ on a local (TV)

station.

ran set located

7. Creating name awareness does not happen _____. (= it takes time)

overnight at night nightly

8. _____ planning is essential in creating an effective ad campaign.

ahead in advance advance

9. _____ simple. The client doesn't want an ad that's too fancy/complicated.

keep keep it arrange it

10. We specialize in _____ and label design.

packs packages boxes

Unit eight: English for Marketing:
some useful words to remember

Advertising = Publicité

Branding = Image de marque

Campaign = Campagne

Consumer = Consommateur

Customer = Client

Market = Marché

Product = Produit

Promotion = Promotion

Target audience = Public ciblé

Sales = Ventes

Marketing strategy = Stratégie marketing

Market research = Étude de marché

Competition = Concurrence

Brand identity = Identité de marque

Advertisement = Annonce publicitaire

Marketing mix = Mix marketing

Logo = Logo

Social media = Médias sociaux

Public relations = Relations publiques

Digital marketing = Marketing numérique

Sales funnel = Entonnoir de vente

ROI (Return on Investment) = Retour sur investissement

Target market = Marché cible

Campaign analysis = Analyse de campagne

Marketing budget = Budget marketing

Consumer behavior = Comportement du consommateur

Market segmentation = Segmentation du marché

Email marketing = Marketing par email

Ad campaign = Campagne publicitaire

Marketing plan = Plan marketing

Brand loyalty = Fidélité à la marque

Advertising agency = Agence de publicité

Marketing research = Recherche marketing

Product placement = Placement de produit

Call to action (CTA) = Appel à l'action

Affiliate marketing = Marketing d'affiliation

Viral marketing = Marketing viral

Content marketing = Marketing de contenu

Trade show = Salon professionnel

Word-of-mouth marketing = Marketing de bouche-à-oreille

Let's practise

Exercise 1: Match the English marketing term on the left with its corresponding

French translation on the right.

- | | |
|----------------------|---------------------------------|
| 1- Advertising | a. Médias sociaux |
| 2-Branding | b. Campagne |
| 3- Market | c. Identité de marque |
| 4- Product | d. Comportement du consommateur |
| 5-Promotion | e. Ventes |
| 6-Target audience | f. Marché cible |
| 7- Sales | g. Publicité |
| 8-Marketing strategy | h. Stratégie marketing |

9-Competition

i. Produit

10-Social media

j. Concurrence

Exercise 2: Fill in the blanks in the following sentences with the appropriate words

Market, brand identity, product, promotion , Consumer behaviour, social media,

campaign, competition,marketing strategy, publicity

1- Our _____ efforts include advertising on television and radio.
(publicité)

2- We need to define our _____ to create a strong brand image.
(identité de
marque)

3- The company is expanding into a new _____ to reach a wider audience. (marché

4- The new _____ was well-received by consumers. (produit)

5- The _____ for the holiday season includes discounts and special offers. (promotion)

6- Our _____ is to increase market share by targeting younger consumers.

(stratégie marketing)

7- Understanding _____ is crucial for tailoring our marketing campaigns.

(comportement du consommateur

8- We face tough _____ from other companies in the same industry.
(concurrence)

9- Let's leverage _____ platforms to engage with our customers.
(médias sociaux)

10- The goal of our latest _____ is to raise brand awareness.
(campagne)

Exercise 3: reorder the following sentences

1- (the video / viral/ quickly / was / made / by / the company).

2- by/ many consumers / the brand / recognized /is .

3- effective /our / recent / campaign /not / was.

4- isn't / our / gainig / brand / much /traction / in /the /market.

4- isn't / our / gaining / brand / much / traction / in / the / market).

5- interested / consumers / our / aren't / in / current / our / promotion)

6- (target / who / our / is / audience)?.

7- (product / the / what / features / are / key / of / your)? (strategy / your / media / which /

social / platforms / on / focusing / are / you)?

Exercise 4 : are these statements true or false?

1-Marketing research involves analyzing customer behavior and preferences to make

informed business decisions.

2-A brand identity includes elements like a company's logo, slogan, and visual design, but it

doesn't impact consumer perception.

3-Social media is primarily a passive marketing tool and doesn't allow for direct interaction

with customers.

4-Market segmentation involves dividing a broad market into smaller, homogeneous groups

based on shared characteristics.

5-ROI (Return on Investment) is a measure of the profitability of a marketing campaign, and

a positive ROI indicates that the campaign was successful.

6-Affiliate marketing involves promoting products or services of other companies in

exchange for a commission on sales generated through your efforts.

7-Word-of-mouth marketing relies on personal recommendations and can be controlled

and manipulated by companies.

8-Email marketing is an outdated strategy with limited effectiveness in reaching and

engaging customers.

9-A call to action (CTA) is a clear instruction or prompt that encourages the audience to take

a specific action, such as making a purchase or signing up for a newsletter.

10-The primary goal of public relations (PR) is to generate immediate sales and revenue for

a company.

SOME useful Marketing idioms

Push the envelope: To go beyond the usual limits or boundaries in marketing strategies to gain a competitive edge.

e.g : The marketing team decided to push the envelope by using virtual reality technology to create an immersive product demonstration.

Think outside the box: To think creatively and come up with innovative marketing ideas or approaches.

e.g : Our marketing campaign needs to think outside the box to capture the attention of a younger audience; let's explore viral video marketing.

Bells and whistles: Refers to extra features or elements added to a product or marketing campaign to make it more appealing.

e.g : The new smartphone comes with all the bells and whistles, including a high-resolution camera and facial recognition.

In the pipeline: Refers to products or projects that are in development or production and not yet released to the market.

e.g : The new line of fashion products is still in the pipeline, but we expect to launch it in time for the holiday season.

Don't put all your eggs in one basket: Advising against investing all your resources or efforts into a single marketing strategy or channel.

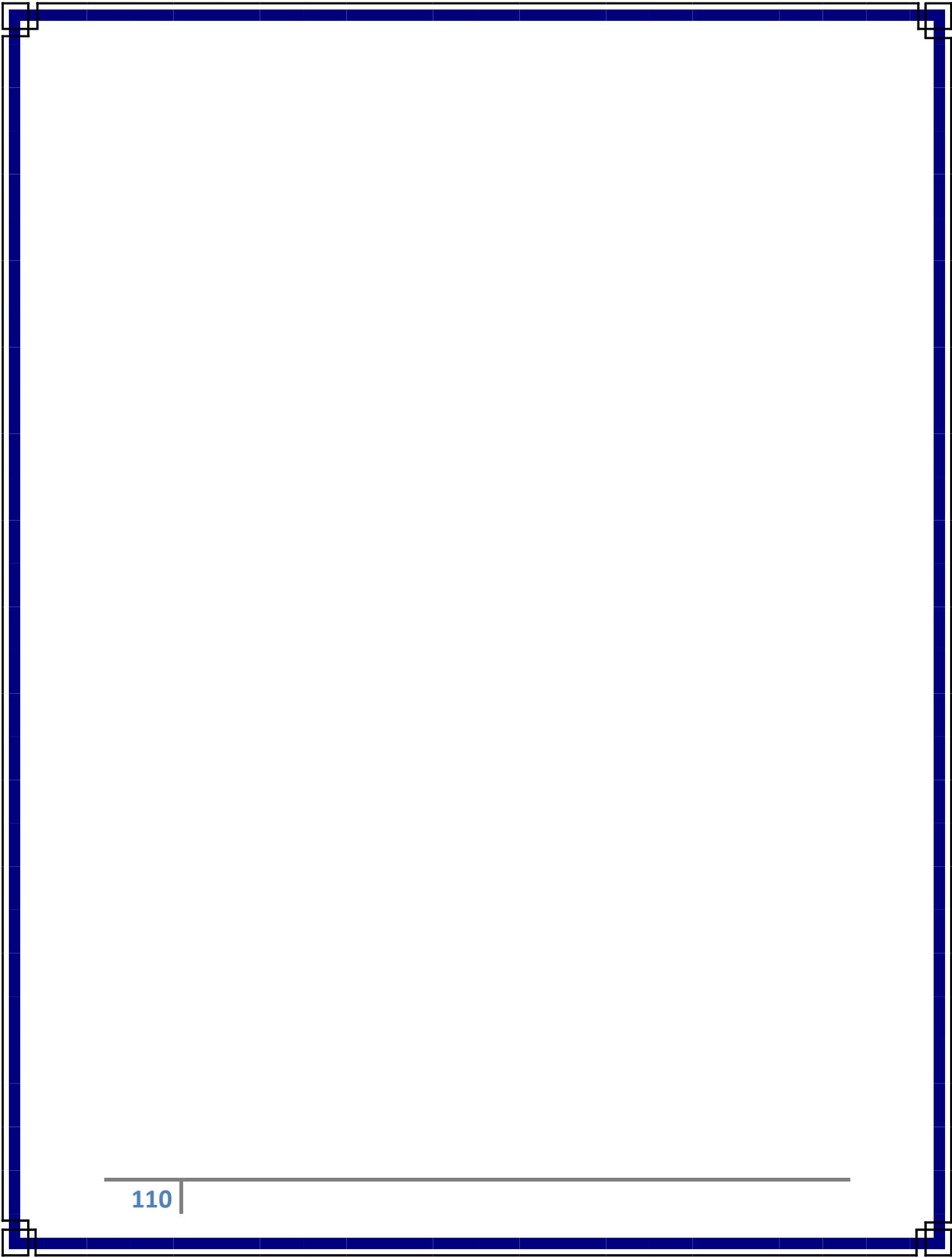
e.g : Don't put all your eggs in one basket, It's risky to rely solely on email marketing; we should diversify our marketing efforts to reach a broader audience.

Fish where the fish are: To focus marketing efforts on the places or platforms where your target audience is most active or accessible.

e.g : Instead of promoting the product on TV, we should fish where the fish are and focus our marketing efforts on social media platforms.

Pull the plug: To discontinue a marketing campaign or project that is not yielding the desired results.

e.g : The marketing team decided to pull the plug on the online banner ad campaign after realizing it wasn't generating any leads.



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