

**PROPÓSITO:**

Comprender textos relacionados con negocios, haciendo uso del vocabulario que posee.

**MOTIVACIÓN:**

Nuestra institución tiene un énfasis en comercialización de productos y servicios, en este sentido conocer vocabulario relacionado con la especialidad es muy importante, veamos este corto video

<https://www.youtube.com/watch?v=Tw2r9DkL5co>

Que tanto pudo entender de la conversación?

**EXPLICACIÓN:**

You can find some words that could be useful for you, read and check the meaning of them

<b>WORD</b>	<b>MEANING</b>
<b>advertisement</b>	Item of publicity to promote a product or service in newspapers, magazines, on TV, etc.
<b>advertising agency</b>	Marketing services firm that assists companies in planning advertisements.
<b>AIDA</b>	<b>A</b> ttention, <b>I</b> nterest, <b>D</b> esire, <b>A</b> ction - the aim of all advertising.
<b>benefit</b>	Advantage of a product or service.
<b>billboard</b>	Signboard or wooden structure used to display advertising posters.
<b>broadsheet</b>	Newspaper printed in a large format.
<b>campaign</b>	Organised course or plan of action.
<b>circulation</b>	Average number of copies of newspapers or magazines sold over a period of time.
<b>classified ads</b>	Small advertisement in newspapers or magazines divided into categories.
<b>commercial</b>	Advertisement on radio or television.
<b>coupon</b>	Part of a printed advertisement to be used to order goods or samples.
<b>direct mail</b>	Advertisement sent by post to prospective customers.
<b>double-page spread</b>	Advertisement printed across two pages in a newspaper or magazine.
<b>editing</b>	Reviewing or rewriting in order to make suitable for publication.
<b>eye-catcher</b>	Something that particularly attracts the reader or viewer's attention.
<b>features</b>	Special characteristics of a product.
<b>generic advertising</b>	Advertising for a whole sector, such as tourism, rather than a specific product.
<b>hoarding</b>	Wooden structure or signboard, also called a 'billboard', used to carry advertisements.
<b>hype</b>	Excessive or intensive publicity; exaggerated claims made in advertising.
<b>jingle</b>	Catchy tune, with a short simple rhyme, used to promote a product.
<b>key words</b>	Informative words chosen to indicate the content of a document.
<b>launch</b>	Start an action in order to introduce something (e.g. a new product).
<b>mailshot</b>	Piece of advertising material sent to potential customers by post.
<b>mass media</b>	The main means of mass communication (newspapers, TV and radio).
<b>plug</b>	Favourable publicity in a media for a commercial product (e.g. a book).
<b>poster</b>	Large sheet of paper used in advertising.
<b>prime time</b>	Hours on radio and TV with the largest audience, usually in the evening.
<b>promote</b>	Use advertising and publicity to try to increase sales of a product.
<b>roadside signs</b>	Large panels along roads and motorways used for outdoor advertising.

<b>slogan</b>	Phrase used to advertise a product, or to identify a company or organisation.
<b>slot</b>	Specific time in a broadcasting schedule allotted for a commercial.
<b>soundbite</b>	Short extract from a recorded interview or speech.
<b>tabloid</b>	Newspaper printed in small format, usually with a lot of photographs.
<b>target</b>	Objective; what is aimed at.
<b>U.S.P.</b>	<b>U</b> nique <b>S</b> elling <b>P</b> roposition; a declaration of what makes a product different.
<b>write copy</b>	Write a text to be printed or spoken in an advertisement or a commercial.

**EJERCICIOS:**

1. Once you have read the list of word about business,, create a wordsearch with 15 words from the list
2. Read the next conversation and try to create a similar one, then you can present it during the meet, in front of your classmates.

## Conversation

**Situation:** Lucy and Tui meet Bob at the university shop.

**Lucy:** Good morning, Bob. Nice to see you, how are you today?

**Bob:** Morning, Lucy. I'm great thanks. What are you buying?

**Lucy:** I'm here with Tui, she wants to buy something for the new semester.

**Bob:** What do you want to buy, Tui?

**Tui:** I want to buy a maroon university jumper, but they all look too large and expensive.

**Bob:** You should ask the sales assistant to help you.

**Tui:** Excuse me, please. Do you have a small jumper which is not too expensive?

**Sales Assistant:** Please look at our sale items in the second aisle. The jumpers are cheaper but I don't know what we have in stock. You can try clothes on in the fitting cubicle.

**Tui:** Thank you. Look at this one, Lucy. I really like it and it's cheap as well. The label shows it's only £10.50.

**Lucy:** That is the right size, it fits you and is not baggy. Put it back on the hanger and let's go and pay for it.

**Bob:** Oh, Tui, I almost forgot, you can use my loyalty card to receive an additional 10% discount.

**Tui:** That is very kind of you, Bob. I have saved a lot of money today. I can now afford to buy some new books.

**Lucy:** The book shop has a clearance sale next door. Would you like to go and have a look with us, Bob?

**Bob:** Yes, I also need some books. Come on, let's go.

Retrieved from:

<https://www.excellentesl4u.com/esl-shopping-conversation.html>

Match the definitions (a-h) with the vocabulary

## (1-8). Vocabulary Definitions

- |                       |  |
|-----------------------|--|
| 1. .... to adapt      | a. to think carefully about something          |
| 2. .... to explore    | b. to change your behaviour for new conditions |
| 3. .... to consider   | c. to look into or discuss something in detail |
| 4. .... to ensure     | d. a worker                                    |
| 5. .... uncertain     | e. the good things about something             |
| 6. .... the positives | f. unsure, unclear, unknown                    |
| 7. .... development   | g. to make sure something happens              |
| 8. .... an employee   | h. change, growth or progress                  |

Complete the sentences with words from the box.

Think deal with manage  
give tell explore

1. Being positive and patient will help employees ..... change.

2. Team leaders should consider how they ..... feedback to motivate their team.

3. Marketing experts say your brand should ..... a story.

4. Team members should be encouraged to solve problems together and ..... creatively.

5. Talking about plans with a colleague can help to ..... ideas.

6. It is important that people know how to ..... conflict at work

Retrieved from:

<https://learnenglish.britishcouncil.org/sites/podcasts/files/LearnEnglish-Reading-B1-A-conference-programme.pdf>

#### **EVALUACIÓN:**

Check carefully this link

<https://www.esl-lab.com/easy/office-supplies/>. You can find this dialogue in it.

#### **OFFICE - SUPPLIES**

Secretary: Hello, Ultimate Computers. May I help you?

Caller: Yes, this is Jack Kordell from Hunter's Office Supplies. May I speak to Elaine Strong, please?

Secretary: I'm sorry, but she's not in right now.

Caller: Okay, do you know when she'll be back?

Secretary: Uh, yes, she should be here later on this afternoon maybe about 4:30. May I take a message?

Caller: Yes. Ms. Strong sent me a brochure detailing your newest line of laptop computers with a description of other software products, but there wasn't any information about after-sales service.

Secretary: Oh, I'm sorry. Would you like me to fax that to you?

Caller: Yes, but our fax is being repaired at the moment, and it won't be working until around 2:30. Hum . . . could you try sending that information around 3:30? That should give me time to look over the material before I call Ms. Strong, say, around 5:00.

Secretary: Sure. Could I have your name, telephone number, and fax number, please?

Caller: Yes. Jack Kordell and the phone number is 560-1287. And the fax number is 560-1288.

Secretary: Okay. Jack Kordell. Is your name spelled C-o-r-d-e-l?

Caller: No. It's Kordell with a "K" and two "l's." K-o-r-d-e-l-l.

Secretary: All right, Mr. Kordell. And your phone number is 560-1287, and the fax number is 560-1288. Is that correct?

Caller: Yes it is.

Secretary: All right. I'll be sure to send you the fax this afternoon.

Caller: Okay, bye.

## Vocabulary and Sample Sentences

- brochure (*noun*): pamphlet, small booklet
  - Could you send me a brochure of your laptop computers?
- detail (*verb, also noun*): to explain
  - The manager decided to detail his recent visit to our parent company.

### HOMEWORK

Prepare the listening exercise for next class

### BIBLIOGRAFÍA:

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<https://www.fluentu.com/blog/business-english/advanced-business-english-vocabulary/>

<https://www.englishclub.com/business-english/vocabulary.htm>