



English Language 1

Lecture 10

ENG 101

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UNIT 10

Communication

'There is only one rule for being a good talker – learn to listen.'
Christopher Darlington Morley (1890–1957), US writer and journalist

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STARTING UP

How do you communicate? Do this quiz, then compare your answers with a partner.

- 1 How many mobile phones do you have?**
 - a) none
 - b) one
 - c) two or more
- 2 How long do you spend online each day?**
 - a) less than two hours
 - b) between two and four hours
 - c) more than four hours
- 3 How many e-mails or text (SMS) messages do you send each day? How many do you receive?**
 - a) fewer than 10
 - b) between 10 and 25
 - c) more than 25
- 4 When was the last time you ...**
 - a) sent an e-mail?
 - b) sent an SMS message?
 - c) sent a fax?
 - d) wrote a letter (on paper)?
- 5 How often do you check your work e-mails when you are on holiday?**
 - a) every day
 - b) every few days
 - c) never
- 6 How often do you use Skype or conference calling?**
 - a) every day
 - b) once a week
 - c) more than once a week
 - d) never
- 7 How many people do you speak to face to face each day when you are working/ studying?**
 - a) fewer than five
 - b) between five and 10
 - c) more than 10
- 8 How important are gestures (hand movements, etc.) for you when communicating?**
 - a) not important
 - b) quite important
 - c) very important
- 9 When you communicate, do you prefer to ...**
 - a) meet people face to face?
 - b) speak on the phone?
 - c) send e-mails
 - d) send SMS messages?

VOCABULARY

Internal
communication

A

How do companies communicate with employees? What methods can you think of?

B Complete the text below using the words from the box.

company intranet electronic face to face print workplace

These days, companies are spending more time and money on improving internal communication. This is the communication which takes place inside an organisation. Communication will be downwards (from managers to junior staff), upwards (from staff to managers) and across (between staff), as well as between individuals and groups of people. There are various **channels** which can be used. These can be divided into five main areas:

- 1 **print**: paper-based communication, e.g. magazines, newspapers, newsletters, letters, notes and messages
- 2 **face to face**: direct contact with other people, e.g. one-to-one meetings, team meetings, **forums**, conferences, **briefings**
- 3 **workplace**: physical objects in the working environment or workspace, e.g. notice boards, signs

4 **electronic** communication using computers, phones, televisions, etc., e.g. DVD, e-mail, voicemail, SMS messages, electronic newsletters, conference calls

company intranet

5 using social media to create an internal community, e.g. posting profiles, writing **blogs** and **wikis**, starting discussion forums, etc. Many leaders write internal blogs. Employees may join chat rooms, forums or message boards to **post** ideas and comments or **upload** images and discuss with other employees around the world. They may also be able to **download** information from the intranet.

Improvements in communication lead to better-informed, happier and more motivated employees, who will become more loyal to their company.

C Match each of the words in red in Exercise B to one of these definitions.

- 1 move information from a network to a PC **download**
- 2 web page written by an individual **blog**
- 3 put information from a PC onto a network (2 words) **post, upload**
- 4 methods of communication **channels**
- 5 knowledge-sharing site **wiki**
- 6 chances for people to discuss subjects **forums**
- 7 meetings where information or instructions are given **briefings**

LISTENING

**Networking
online**

A

In pairs, discuss which of these social networking sites you use, and why you use them.

Facebook Twitter LinkedIn MySpace Mixi Orkut VKontakte Google+
specialist professional networking sites dating websites



B

 **CD2.27 Listen to the first part of an interview with Ros Pomeroy, a management consultant. Which of the social networking sites in Exercise A does she use?**

Linkedin, specialist networking sites



CD2.28 Listen to the second part of the interview. Which two advantages and one disadvantage of social networking does Ros mention?

Advantages: Keeping in touch with many people in her professional field; making contact with people who are interested in her work.

Disadvantage: people contacting her to sell things she is not interested in



D

CD2.29 Listen to the third part of the interview. Who is the best communicator that Ros knows?

Her ex-boss (from 15 years ago)



E CD2.29 Listen again and complete this text.

He always had a real **passion**¹ for his subject – whatever he was talking about, he was **enthusiastic**². He made sure that he knew his **subject**³ very well, and the one thing that made a big **difference**⁴, I think, is that when he **spoke**⁵ to an audience, he made that audience feel as if they were very **important**⁶.



F  CD2.30 Listen to the final part of the interview. Make a note of whether Ros likes (L), does not like (NL) or does not mention (NM) these forms of communication.

1 letters NM

5 corporate newsletter NL

2 face to face L

6 corporate magazine NL

3 e-mail L

7 telephone calls NM

4 handwritten notes NM



LANGUAGE FOCUS 1

Talking about future plans

- We often use the present continuous to talk about arrangements that are fixed.
*What **are** you **doing** on Friday?*
*I'm **having** a meeting with my team all morning. (It's already fixed.)*
*Mario **is meeting** me for lunch. (It's already fixed.)*
*I'm **not having** any meetings with clients. (It's already fixed.)*
- We also use *going to* to talk about things we intend to do in the future.
*What **are you going to** do when the course finishes?*
*We're **going to** start our own company. (It's an intention.)*
*I'm **not going to** look for a job for a few months. (It's an intention.)*

Forms

- We can use the present continuous, *going to* and *will* to talk about the future.

+	I'm He's/She's/It's You're/We're/They're	flying	to New York on Friday.
-	I'm not He/She/It isn't You/We/They aren't	planning	any budget cuts this year.
?	Am I Is he/she/it Are you/we/they	organising	the office party?

+	I'm He's/She's/It's You're/We're/They're	going to	be	there tomorrow.
-	I'm not He/She/It isn't You/We/They aren't	going to	do	that tomorrow.
?	Am I Is he/she/it Are you/we/they	going to	leave	tomorrow?

Uses

- 1 We use the present continuous to talk about things we have already arranged for the future.

*I'm **meeting** Mr Righetti next Thursday.*

*We're **having** a staff party on Friday evening.*

- 2 Sometimes we can use either the present continuous or *going to*.

*We're **having** a staff party on Friday evening.*

*We're **going to** have a staff party on Friday evening.*

- 3 *going to* is more suitable for strong intentions and predictions.

*I'm **going to go** to that meeting even if she doesn't want me to.*

*We're certain the situation **is going to get** better.*

*It's **going to rain**.*

Compare: *It's raining.* (now)

A Complete these sentences using the present continuous form of the verbs in brackets.

1 **Is** Max **coming** to the meeting tomorrow? (*come*)

2 No, he's not in the office. He **is travelling** on business all week. (*travel*)

3 He **is** not **coming** back until next Monday. (*come*)

B Complete this text using the present continuous form of the verbs in brackets.

I *'m meeting* (meet) Mr Yamashiro next week. He *'s arriving* (arrive) on Tuesday night. On Wednesday, I *'m taking* (take) him to the factory. I *'m not seeing* (not see) him on Thursday, but I *'m driving* (drive) him to the airport on Friday.

C Look at your diary. Talk about three or four things you are doing next week.

I'm attending a seminar on Friday morning.

I'm visiting friends at the weekend.

- D** Complete these sentences using *going to*.
- 1 The computers are very slow. What we do about it?
 - 2 We not buy new computers. I think it's too expensive.
 - 3 We upgrade the software instead.



E

 CD2.31 Listen to Janine and Patrick talking about their plans for next year. Decide whether these sentences about their plans are true (T) or false (F). Correct the false ones.

- 1 Janine is going to change her job. T
- 2 She is going to do a course. T
- 3 She is going to go abroad for her summer holiday.
F (She's going to stay at home.)
- 4 Patrick is going to change his job.
F (He isn't going to change his job.)
- 5 He is going to move to a new house/flat. T
- 6 He is going to buy a new car.
F (He's going to sell his car and buy a motorbike.)



READING

**Communication
technology
at work**

A

Work in pairs. Ask and answer these questions.

- 1 What mobile phone do you have?
- 2 How often do you use it each day?
- 3 What do you mainly use it for?
- 4 Do you use the same mobile for business and private calls?

I'm a fan of Facebook, but not of video calls

by Ingrid Lunden

1 Vittorio Colao, the CEO of Vodafone, has four phones and never switches them off. He loves Facebook, too, but only for friends – not for business networking.

2 Mobile technology is making a big difference to how people work. With smartphones and the right mobile applications, companies will be able to organise meetings and team working anywhere.

3 Mr Colao says that he always carries two or three mobile phones with him. "Right now, I have a BlackBerry, an iPhone and a Samsung 360," he says. "I use the BlackBerry for business e-mail and to swap SMS messages with colleagues. I use the Samsung for social contact and to access Facebook."

4 Mr Colao sees differences in the ways other executives use mobile technology. "It depends on the

culture and age. In southern Europe, every executive carries a mobile and uses it all the time. Northern Europeans are more disciplined. They only use mobiles when they need to."

5 He is less enthusiastic about video calling: "I'm not a fan and I don't know many people of my age who are. I don't want to see people when I talk on the phone. Maybe it's because, when I'm on the phone, I like to take notes." He is more positive about conference calling. "Conference calls are useful, especially for keeping up to date on projects."

6 He only uses one social network: Facebook. "I don't have time to use others. I have 98 friends there – but they are real friends." He uses Facebook to send messages and to see what friends are doing.



C

Read the article again and answer these questions.

1 How many mobile phones does Mr Colao have?

He has four mobile phones. He usually carries two or three with him.

2 What does he use these phones for?

a) BlackBerry

b) Samsung 360

business emails, swap SMS messages with colleagues

for social contact and to access Facebook

3 According to Mr Colao, do executives use their mobiles more in northern or southern Europe?

In southern Europe (He says they always carry mobiles with them and use them all the time.)

4 Why doesn't he like video calling?

He doesn't want to see the person he is talking to. He likes to take notes during phone calls.

5 How does he use these communication technologies?

a) conference calling

b) Facebook

a) project updates with colleagues

b) sending messages to friends and seeing what they are doing

D Find words in the article with these meanings.

- 1 to exchange (paragraph 3) to swap
- 2 to get into (paragraph 3) to access
- 3 behaving in a controlled way (paragraph 4) disciplined
- 4 someone who likes something very much (paragraph 5)
a fan

LANGUAGE FOCUS 2

will

- We use *will* + infinitive to talk about future events and predictions.
*Mobile phones **will** replace desk phones in the next few years.*
*Our company **will not (won't)** survive without investment in new technology.*
- We also use *will* + infinitive for offers and promises.
*I can see you're busy. **I'll** finish the report for you.*
***I'll** have the document ready this afternoon.*
- We often use these time expressions to refer to the future.
*tomorrow, tomorrow evening, the day after tomorrow, next Friday, next month,
at the end of May, in the next two years, in three years' time*

+	I/You/He/She/It/We/They	will	try.
-	I/You/He/She/It/We/They	won't (= will not)	work.
?	Will	I/you/he/she/it/we/they	go?

We use *will* to make:

- predictions about things we think are inevitable and will happen without any arrangement or individual intention.

*I think there **will** be an economic crisis soon.*

*In the next few years, everyone **will** be able to access the Internet with their mobile phone.*

- offers.

I'll get Mr Schmidt a cup of coffee.

- promises.

I'll give her your regards if I see her.

I'll have the report on your desk before Friday.

The opposite of *will* is *will not* or *won't*.

*Don't worry, I **won't** forget.*

Complete the sentences below with future time expressions from the box.

end of five years' in the next July ~~next~~ the day after time tomorrow

- 1 Sales of luxury cars will double by ~~next~~ year.
- 2 I'll send you a copy of the report **tomorrow** morning.
- 3 We'll finish the work before the **end of** June.
- 4 I'll be back in the office **the day after** tomorrow.
- 5 We'll finish the work on the new building next **July**.
- 6 In two weeks' **time**, we'll review the budget.
- 7 We will need to modernise our factory **in the next** two years.
- 8 Most people will have a fast broadband connection at home in **five years'** time.

Match the statements (1–5) to the offers (a–e).

- | | |
|---|---|
| 1 I don't have a hard copy of the report. | a) I'll carry one for you. |
| 2 I can't find Sara's address. | b) I'll print it out for you. |
| 3 I think it's time to go home. | c) I'll get a drink from the machine. |
| 4 These boxes are so heavy. | d) I'll give you a lift to the station. |
| 5 I'm very thirsty. | e) I'll e-mail it to you. |
-



SKILLS

**Making
arrangements**



A

 CD2.32–2.35 Listen to four people making arrangements by phone.
Match each call (1–4) to the correct situation (a–d).

a) changing an existing appointment

3

b) apologising for missing an appointment

4

c) making an appointment

1

d) suggesting an alternative day

2



B  CD2.32–2.35 Listen again and complete these extracts.

Call 1

Jamie: What's a good day for you?

Chris: I can ...*make*¹ Wednesday. How about 10 o'clock?

Call 2

Lesley: How about ...*later*...² in the week? Is Friday OK?

Sam: Yes, I can do Friday morning after 11.

Lesley: Yes, that's ...*fine*...³ for me. Friday at 11.30.*See*...⁴ ...*you*...⁵ then.

Call 3

Lesley: Sorry, but I need to ...*change*...⁶ the time of our meeting. I ...*can't*...⁷ make it on Monday now.

Call 4

Dan: I'm very sorry I ...*missed*...⁸ our meeting this afternoon. My flight was delayed. I'll ...*call*...⁹ you again later.



Blakelock Engineering

A company has some bad news to communicate

Background

Blakelock Engineering is losing money. To cut costs and improve profits, it is going to reduce its employees by 100. This represents about 10 per cent of the workforce. There are two important decisions to make:

- 1 who will leave the company;
- 2 how to communicate with two groups: the staff and the company's shareholders.

 CD2.36. Listen to a company director talking to the Head of Human Resources. Note down the three ways they could use to decide who leaves the company. Are there any other ways they could consider?

Arrangements for a meeting

Helen Dawson joined Blakelock six months ago. She works in the design department. Like many staff, she is very worried about losing her job. She calls the Head of Human Resources to arrange a meeting with him. She wants to find out if the company will ask her to leave. The Head of Human Resources does not want to meet her at this time. The management has not yet decided who will have to leave the company. He makes excuses for not meeting her.

10

Case study

Task

Work in pairs. You are directors of the company.

- 1 Discuss the various ways of choosing who will leave the company. What are the advantages and disadvantages of each way? Which way is the best?
- 2 Decide on the best way to communicate your decision to a) the staff, and b) the shareholders. Say who should communicate your decision.
- 3 Compare your solutions with another pair.
- 4 Work as one group. Discuss how the company can help the employees who will be leaving Blakelock Engineering.





Thank You

