

UNIT ONE – BEING INTERNATIONAL

READING – p. 9

TASK 1 Which words or phrases are defined by the following?

1.

a) if a ball or other object _____ , or if you _____ it, it hits a surface then immediately moves away from it

b) if a cheque _____ , or a bank _____ it, the bank refuses to pay it because there is not enough money in the account of the person who wrote it

c) They like to get together and _____ ideas around.

2. to impress someone very much or make them feel very excited = _____

3. to go somewhere quickly or for a short time = _____

4. to make small changes to a musical instrument so that it will produce the correct notes = _____

TASK 2 Complete the sentences with the VERBS given:

PROCEED, HEAD, APPLY, APPEAL, SET, CRAFT

1. You need to _____ your message and style carefully to _____ to international audiences.

2. These issues _____ the stage for communication difficulties.

3. The full-blown graphic presentations may not _____ in some countries.

4. Business _____ in a less-structured, slower manner.

5. Without knowing your audience you can easily _____ down the wrong track.

STUMBLE, REHEARSE, ADJUST, OVEREMPHASIZE, REVIEW, ALLOW, TAP, FLOW

6. The importance of careful planning cannot _____.

7. _____ into advice from other local business people.

8. _____ your presentation preferably before people who know the subject very well.

9. _____ your speaking pace so that participants can follow you.

10. This foreign speaker of English keeps _____ over several phrases.

11. _____ time to meet with interpreters and _____ any technical terminology to help them stay with you during your talk.

12. Rework your spoken language so that it _____ better

PARAPHRASE, WATCH, COMPREHEND, TIE, TRACK, MAKE

13. _____ your words closely to the visual aids.
14. Lead your listeners through the aids, using a pointer to help them _____ you.
15. _____ your language. Avoid slang and clichés.
16. Before answering a difficult question, _____ it to make sure that the question is understood correctly.
17. Be patient if it takes a while for you audience to _____ - your complex message.
18. Be slow to _____ assumptions on the basis of non-verbal messages.

Stumble = a) to fall or almost fall while you are walking or running (on/over), b) to make a mistake when you are speaking (on/over)

Convolutd = komplikovaný, rozvláčny

TASK 3 Based on the information in the text answer the following questions:

1. According to Tom Leech what is your passport to success when presenting?
2. How is presenting in front of an internation audience described by T. Leech?
3. How does concept of presentation differ among cultures?
4. What can happen to you if don ´t know your audience well enough?
5. How does the writer express the necessity to plan properly?
6. What does thorough preparation include?
7. What pre-meeting tune ups does the writer include?

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8. What tips does Mr Leech give for the time On the scene?

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READING – ADDITIONAL TEXT: I refuse to hobnob for advantage

TASK 1 Find the words in the article defined by the following:

- a) _____ (*verb*) = to spend time talking to rich or famous people; kamarádit se, bratříčkovat, _____ **with the rich**
- b) _____ (*verb*) = _____ **towards/along/down/forward** = to move very quickly, especially in an uncontrolled way
- c) _____ = an expression to show a lot of surprise
- d) _____ (*verb*) = to close your eyes slightly and try to see something, either because of a bright light or because your eyes do not work very well
- e) to do sth _____ = to sth for a very long time
- f) _____ = mentally or physically extremely uncomfortable feeling
- g) _____ (*verb*) = to pull someone or something out of the water; to pull someone or something out of a bag or a container
- h) _____ = to try to persuade people to buy something by telling them about it, especially loudly and in public; shánět kšefty, dělat hlučnou reklamu
- i) _____ (*adj*) = moving up and down with large regular movements; very busy and full of people:
- j) _____ (*noun*) = the protection or care of someone or something; the legal right to look after a child
- k) _____ (*verb*) = to move your fingers gently on someone's skin in order to give them a pleasant feeling or to make them laugh
- l) _____ (*noun*) = the fact of being too proud of your abilities, or too interested in your appearance
- m) _____ (*adj*) = causing the same problems that you were intending to solve
- o) _____ (*noun*) = a system where the highest social positions are occupied by people with the most ability.
- p) _____ (*adj*) = extremely pleasant and polite in a way that seems false; úlisný, patolízavý

Find the phrases in the text explained by the following. Both phrases are informal:

- _____
used for saying that something is not as good as people say that it is
- _____
to be involved in a lot of different things

TASK 2 Answer the following questions:

1. What will the world's leading businessmen do on Tuesday?
2. What will Lucy do?
3. How do people react to the fact Lucy finds Davos uninteresting?
4. Does Lucy like skiing? Why is skiing mentioned?
5. How does Lucy describe the atmosphere in Davos?
6. What is Lucy's attitude to business cards?
7. Why is the example of a famous British entrepreneur mentioned in the article? How does he comment on networking now? How beneficial networking has been for his own business?
8. Did he like networking more when he was young and needed breakthrough in his business?

9. What tickles your vanity?
10. Which adjectives does Lucy use to describe networking?
11. In Lucy's view what type of people will always get to the top?
12. Define networking.

LISTENING 1.2., p. 10

TASK Based on the information given in the listening exercise, complete the following notes. The number of words needs is always indicated in brackets.

1. Professor Konrad prefers _____ **(3 words)** by his first name. He likes to be on _____ **(3 words)** with people.
2. Melanie thinks there are many _____ **(2 words)** which you have to take into account when entering new markets.
3. Melanie is giving a _____ **(2 words)** at the conference.
4. Konrad cannot attend Melanie's talk because of his _____ **(2 words)**. Melanie thinks it's a _____ **(1 word)** that both their children are interested in basketball.
5. The topic of M's presentation is how companies need to adapt their culture _____ **(4 words)** international mergers.
6. She has done a lot of research into how international bank mergers can _____ **(3 words)** if cultural issues are not taken into account.
7. Melanie offers to send _____ **(1 word)** to Konrad from her talk. He in turn offers to answer any of her questions about his _____ **(3 words)**. She might _____ **(5 words)**.
8. Professor Konrad _____ **(2 words)** to talk in 5 minutes.
9. James has been looking for Konrad; he ask him what he _____ **(4 words)**

(Test Master) TASK Match the two halves of these expressions. (Language idioms).

- 1 Could you pop
- 2 We have some new ideas to bounce
- 3 I think this might blow
- 4 Tap into
- 5 I just can't figure
- 6 In the long
- 7 What time does the meeting kick
- 8 Are we heading down

- a your mind.
- b off?
- c off you.

d him out.

e advice from more experienced people.

f into my office when you have a moment?

g the wrong track with this?

h run it's better.