

# RATIONALE

The New Senior Secondary (NSS) English Language Education Curriculum builds upon language development established in Key Stages 1-3. Teachers are developing instructional strategies and resources to prepare students for the modules of the Elective Part. To support this, the Regional NET Coordinating Team (RNCT) of the NET Section, CDI, has also produced within the *NETworking series: Using Debate in the English Classroom, Using Drama in the English Classroom and Using Poetry in the English Classroom*.

This resource book, *NETworking: Workplace Communication in the English Classroom*, can be used to prepare students for the module Learning English Through Workplace Communication as well as in regular English lessons. The projects found in Unit 3 give the students an opportunity to explore a variety of workplace situations and can also be used within the regular curriculum.

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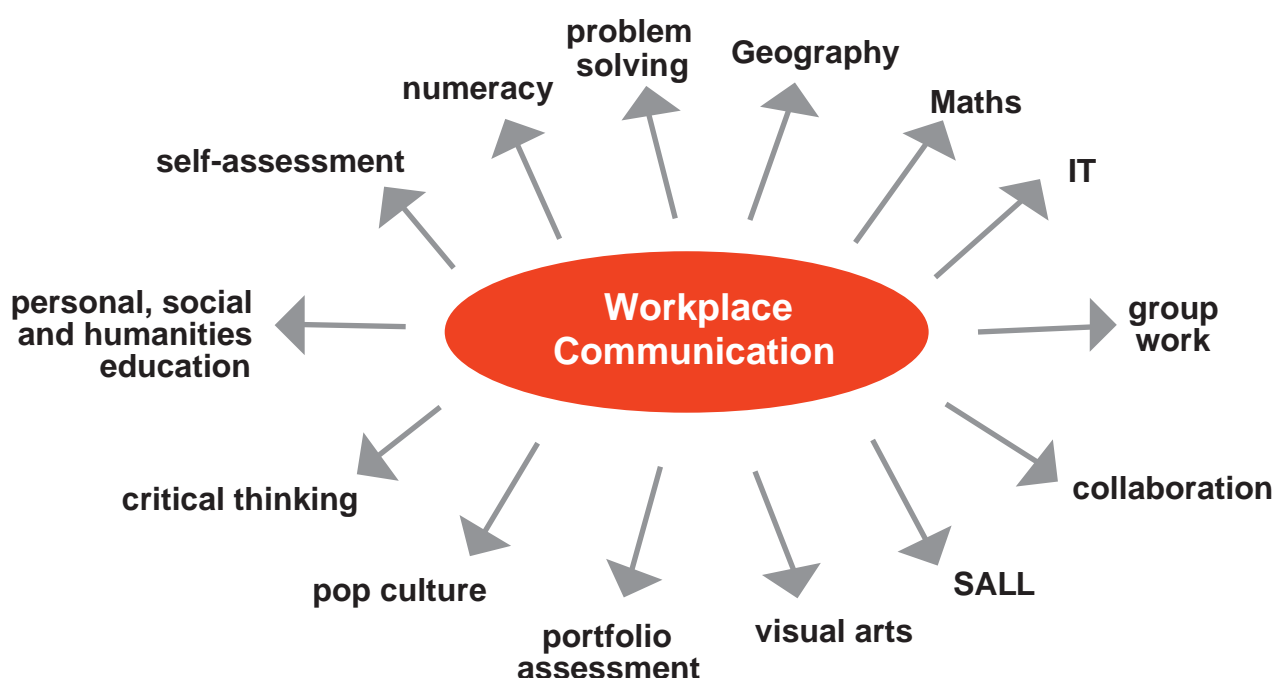
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# LANGUAGE ACROSS THE CURRICULUM

The senior secondary English Language curriculum recognises the value and importance of encouraging a cross-curricular approach to language learning. The material in this book covers different workplace situations and at the same time relates to other areas of the curriculum, both content area and generic skills. The diagram below illustrates the various subjects and skills covered in the workplace projects and tasks.







# UNIT 1

## BUSINESS WRITING

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# HOW TO USE PLAIN ENGLISH

Keep your language simple and sharp. Use plain English. Plain English is language which is visually inviting, logically organised and understandable on the first reading.

Example:

- √ I hope to hear from you soon.
- x I would like to thank you most kindly for your attention and look forward to hearing back from you at your earliest convenience.

Make it easy for the reader to get the information. Where possible, avoid clichés and jargon. Only use jargon if you know the other person will understand, for example, one lawyer writing to another lawyer using legal terms.

Plain English means:

1. using simple words
2. using active verbs
3. using short, simple sentences
4. writing in a conversational style
5. using pronouns like 'he', 'she' and 'we'

## 1. Use simple words

Some people think that using big words makes them sound smarter. The opposite is true. You should keep your writing as simple as possible.

Here are some examples where you can replace difficult words with simple ones to make your writing easier to understand. Omit unnecessary words.

Example:

ascertain – find out	initiate – start, begin
at such time as – when	make an adjustment – adjust
concur – agree	moreover – and
determine the location – locate	numerous – many
endeavour – try	prior to – before
enter into a discussion – discuss	reach a conclusion – conclude
give assistance – assist, help	sufficient – enough
in relation to – about	utilise – use

## 2. Use active verbs

Active voice is clearer, easier to understand and has more impact than passive voice.

Example:

- √ The committee will meet next Monday.
- x A meeting will be held by the committee next Monday.

However, it is appropriate to use the passive voice when:

- you don't know who performed the action;
- it doesn't matter who performed the action;
- you want to avoid blaming someone; or
- you want to soften a directive.

### 3. Use short sentences

Use sentences that are on average between 15 and 20 words. Keep them short and concise so they are easier to read and understand.

### 4. Write in the way you talk

There are times when you can start your sentences with 'and' and 'but' and end in prepositions, for example, in an informal e-mail. Remember that it is important to keep your writing brief, but clarity and politeness are important.

### 5. Use personal pronouns

By adding personal pronouns your writing will be friendlier, shorter and easier to read.

Example:

- ✓ In this company, we usually . . .
- x In this company, it is standard practice to . . .
- ✓ We have received your letter from May 12.
- x Management has acknowledged receipt of your letter dated 12 May.

### Check your work

Proofread all your work carefully for spelling, punctuation, grammatical and typographical errors. Do not completely rely on the computer spell check function as it will not recognise, for example, 'form' when you mean 'from' or 'effect' if you mean 'affect'.

You can check your spelling with an on-line dictionary such as [www.dictionary.com](http://www.dictionary.com).

To eliminate errors:

- use computer spelling and grammar check functions;
- take a break from your writing for an hour or a day and come back to it later to re-read it carefully;
- ask a trusted colleague or friend to proofread your writing;
- read your writing aloud to yourself; and
- print off your writing and re-read it.



Keep a copy filed so you have a record.

# HOW TO WRITE A BUSINESS E-MAIL

E-mail can be a quick and easy way to communicate in writing. E-mail, used well, can make people feel as though they matter. However, some communication is best done orally and some requires a more formal response such as a business letter. So, first think about whether e-mail is the right way to communicate your message.

It is important to write a response to every e-mail promptly and politely. Keep it short and to the point; don't waste the recipient's time.

## Example of a formal business e-mail

Choose a subject line which will make your reader **want** to read your e-mail. Give them some information about the topic in the e-mail.

### Topic: Calendar delivery and price

Dear Sir,

I read on your web site that you sell calendars and can supply these in large quantities to businesses. I would like to buy 1,000 calendars for next year. Please advise how long it normally takes to deliver calendars and the cut-off date for payment to receive calendars by Christmas. Please also tell me about any special discounts for large orders.

I look forward to your response.

*Alex Wong*

Sales Manager, Global Network  
(852) 2345 6789

Start with a greeting.

Skimming e-mails is common, so make sure that the major point in your e-mail is clear.

Include your name and information about your position and company.

## Example of an informal business e-mail

Choose a subject line which will make your reader **want** to read your e-mail.

### Topic: Christmas party attendees

Hi Trudy,

I'm organising the catering for the Christmas party. Could you give me some information, please? Mike Toogood mentioned that there might be 18 attending from your department but he was not too sure about four others. Could you confirm the numbers before Wednesday?

Thanks,

Allison

*Allison Michaels*

Account Manager, Figure-it Accounting  
(852) 2222 3333

Start with a greeting.

The major point in your e-mail must be clear. It can appear as either the first or last sentence.

Include your name and information about your position and company.

## Advantages and disadvantages of e-mail

### Advantages:

- quick
- less formal than a business letter
- cost effective

### Disadvantages:

- someone else could read the e-mail because, for example, your e-mail may be forwarded or someone could hack into your e-mail account and read your e-mails
- e-mail can contain viruses
- e-mail can become impersonal or misunderstood
- people can be inundated with e-mails and may choose not to read yours



Don't write an e-mail if it is more appropriate to communicate orally.

## Points you should keep in mind when writing an e-mail

1. Keep it short and to the point. Only supply the information needed. Don't waste the recipient's time.
2. Organise your e-mail the same as you would a normal letter. It should have a clear beginning, middle and end.
3. Write with your audience in mind. For example, make sure that any jargon or abbreviations used can be understood by any reader. For example, would a businessperson from Canada understand the abbreviations MTR, IFC, or TST?
4. Proofread your work for spelling, grammar and punctuation. If you proofread better on paper, then print it off and check it. Incorrect work makes a bad impression. If it is an important e-mail, ask a trusted person to proofread it for you. Ensure the name and address are correct before you press 'send'.
5. When replying, trim back old messages so the message size is not too big.
6. Make sure attachments are really necessary. If they are big, warn the recipient as they may be slow to download. Never send an attachment the first time you contact someone, because they may think it is spam.

## Language

1. Use complete sentences and paragraphs.
2. Write in plain English [see page 3].
3. Although e-mails are a less formal form of business communication, don't use SMS abbreviations such as 'plz' or 'u'. You can, however, use generally accepted abbreviations such as FYI in informal e-mails. You can also use contractions such as 'he'd' and 'we'll'.
4. Use standard capitalisation rules. Don't write in all upper case letters. It is like shouting and appears rude.
5. Use an appropriate tone. E-mails need to be personal yet business like. E-mails can be a way of building good customer relationships.
6. You may choose to personalise your e-mail by including the person's name in the subject line and in the body of the e-mail.
7. If you would like a reply, it is best to end with: 'I look forward to hearing from you soon' or 'I hope to hear back from you within the next few days'.
8. To close an e-mail to someone you don't know well, you can use 'Best regards' or 'With best wishes'. When you don't know the person at all, include both your first name and surname.

## Web sites

[http://quamut.com/quamut/business\\_writing/page/how\\_to\\_write\\_a\\_business\\_email.html](http://quamut.com/quamut/business_writing/page/how_to_write_a_business_email.html)

– includes components of a business e-mail, business e-mail tips and a model

<http://elc.polyu.edu.hk/CILL/eiw/e-mail.htm#feedback>

– includes e-mail guidelines and a short practice activity

<http://www.tv411.org/lessons/cfm/writing.cfm?str=writing&num=2&act=1>

– exercises in setting the tone, subject lines in e-mails and sound a-likes

[http://esl.about.com/od/businessenglishwriting/a/bizdocs\\_3.htm](http://esl.about.com/od/businessenglishwriting/a/bizdocs_3.htm)

– examples of informal and formal business e-mails, as well as important points to remember

# HOW TO WRITE A FAX COVERSHEET

Though a facsimile, or fax, is usually very brief, it still needs to be polite. E-mails have largely replaced faxes, though some people still use faxes, for example, to send copies of documents.

Use plain white paper and don't use any unnecessary graphics or information. Make sure the fax cover sheet received is easy to read. If you know the recipient well, 'Hi' is a suitable salutation. To close, use 'Best wishes', 'Regards' or 'Kind regards'.

Electronic fax templates are available in Microsoft Word format. These can be personalised. Click 'New' on the File menu, and then click 'General Templates' in the New Document. Click 'Letters & Faxes', choose the style you want and follow the instructions.

## Example of a fax

To: Manager, Men's Section	Attention: Sales Department
From: Thomas Su	Subject: men's shirts
Date: 26 October 20XX	Page(s): 1

Please see amendments to order form as discussed yesterday.

- five white men's shirts
- Peterson brand
- \$250 each

I will come to collect the shirts on Tuesday next week. If there are any problems, please let me know.

Thomas Su

## Format

To:	(receiver's name)	Attention:	(person you want to read fax)
From:	(sender's name)	Subject:	(topic of your fax)
Date:	(date fax sent)	Page(s):	(number of pages)

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# HOW TO WRITE A BUSINESS MEMORANDUM

A memorandum, or memo, is one means of communication in a workplace. Memos are usually short documents written to get things done. Aside from action memos, there are also briefing memos. Memos are now often written as e-mail messages.

The purposes of memos are mainly to:

- explain procedures
- announce changes
- make requests
- inform of outcomes
- advise on necessary decisions

Be certain that material in memos is not too sensitive; sometimes the best forms of communication are face-to-face interaction or a phone call. Memos are most effectively used when sent to a small to moderate number of people to communicate specific company or job objectives.

## Cityworld Bus Company

### MEMORANDUM

To: All employees  
From: Mark Michaels, General Manager  
Date: 27 August 20XX  
Subject: **Safety record – training workshop**

Use 1-inch (2cm) margins and line space between paragraphs.

The company's safety record has not been good recently and all new drivers will be required to attend a training workshop.

The main purpose of the memo should be stated clearly in the first sentence.

The ideas in all the paragraphs should be linked and follow a logical order.

I am particularly concerned about the accident that occurred last week in Tuen Mun, in which a passenger fell in the bus stairwell. This makes 7 accidents involving passengers falling over in the past 6 months.

The company has previously had a good safety record. We believe that safety is extremely important and we had been working well towards our safety targets for this year.

It is important that everyone understands and follows safety procedures. Please remind standing passengers to hold on to the rail and not to stand in the stairwells.

New drivers may be less familiar with the safety procedures. The Training Manager will contact all new drivers later this week to organise an additional training workshop on passenger safety.

The last paragraph should summarise the main point of the memo.

Mark Michaels

## Planning

Although a memo is short, it still needs to be planned. A memo must go straight to the point with the most important information first. Be sure to write sequentially and keep your readers in mind. Follow these steps:

- Decide the purpose
- Identify all the information your reader will need
- Organise the information in this order:
  1. background
  2. key issues
  3. explanatory details
  4. action

## Layout

First, check your workplace in case it has its own conventions and pro-forma for memo writing.

The memo should be easy to read so make use of bullet points or asterisks to highlight key ideas if necessary.

Although some memos may need to be several pages, memos are usually one page. Keep them as short as possible. If your memo is long, use bold-faced headings so the reader can scan the text easily and quickly.

Use one-inch margins around the page. Begin all lines at the left margin.

Lines should be single spaced in the body of the memo and include an extra line space between paragraphs. Use more white space to emphasise important information.

A memo has the following headings.

- TO: Make sure you address an individual reader by his or her correct name and job title. Identify a group collectively by its status, e.g. All Office Staff.
- FROM: The writer's name and position.
- DATE: Present the date in full, e.g. 23 November 20XX.
- SUBJECT:\* Be specific and concise. It is important as it immediately and accurately identifies the subject. It should focus the reader on the purpose of the memo. Highlight it in some way. For example, 'Computers' as a subject line could mean anything to do with computers. You could use something like, 'New laptops available upon request'.

\* Sometimes you will see 'RE:', meaning 'with reference to', instead of the word 'subject'.

- Cc: You can include Cc (carbon copy) under 'Subject' to send a copy of the memo to others indirectly. Only use Cc when necessary. Choose the audience of the memo wisely. Ensure that every recipient needs to read the memo. If it is an issue involving only one person, do not send the memo to the entire office.

## Content

### Opening paragraph

You don't need to start with 'Dear . . .'

The opening paragraph immediately states the purpose of the memo, the context and problem, and the specific assignment or task. This helps clarify the reason the audience should read the document. Give the reader a brief overview of what the memo will be about before you give the details. Answer the questions: who, what, when, where and why. The introduction should be brief – approximately the length of a short paragraph.

### Body paragraphs

Use a topic sentence to start each paragraph because the reader may not have time to read the whole paragraph.

You may use a paragraph or a few sentences to establish the background. Include only what your reader needs to know. To establish the context, you could use an opening sentence such as, 'Through market research and analysis . . . '.

Next, state the key issues. Provide details of each issue. Include important facts such as statistics and dates.

### Action

Unless the purpose of the memo is simply to inform, you should finish by telling the reader what action you want them to take. Be clear about what the action is, giving any details or deadlines and always be polite.

### Closing

The closing should be a summary of the contents of the memo. It should not be necessary for your reader to read the entire memo to find out the important information. You can write your name at the end.

### Attachments

You can attach documents such as lists, graphs and tables at the end of your memo. Be sure to refer to the attachments in your memo by adding a notation about what is attached below your closing.

Example:

Attached: Team B Study Initial Results, January-March 20XX

## Web sites

[http://www.mytutorials.com/tutorial/How to Write a Business Memo/169/](http://www.mytutorials.com/tutorial/How_to_Write_a_Business_Memo/169/)

– example of a memo, steps to writing a memo, tips and tactics and links to other resources

[http://business.lovetoknow.com/wiki/Memo Templates](http://business.lovetoknow.com/wiki/Memo_Templates)

– memo templates, including instructions on how to use Microsoft Word Memo Wizard

# HOW TO WRITE A BUSINESS LETTER

Sometimes you need to write more formal letters. These types of letters are often called business letters and they follow a particular style or format. When you are working for a company, you should first check how that company writes business letters.

If you find it difficult to start writing a letter, break it into smaller parts. You may find it easier to write the conclusion to your letter first. Do the parts you find easiest first.

In writing a business letter and you will need to pay attention to:

- the layout;
- supplying or requesting information precisely; and
- building good customer relations.

## Example of a business letter

	<i>Global Paper Ltd</i> 718 Castle Peak Rd, Tsuen Wan NT, Hong Kong Tel: 2345 6789 Fax: 2345 6781	<u>Sender's address:</u> optional; many businesses use company letterhead.
	12 June 20XX	<u>Date:</u> use full date
<u>Recipient's address:</u> It is best to write to a specific person at the company. Call the company if you do not know who to address the letter to. For international addresses type the name of the country in all upper case letters on the last line.	Michael Wong Sales Manager Startup Ltd 123 Middle Road TST Kowloon Hong Kong CHINA	
<u>Salutation</u>	Dear Mr Wong	
<u>Body:</u> Leave a line space between each paragraph.	With reference to our telephone conversation yesterday, I am writing to inform you that we will post six boxes of the required labels Ref. No. 101. They will arrive at your company on 20 June, as you requested.	<u>1st paragraph:</u> reference and reason for writing  <u>(2nd/3rd paragraphs:</u> details)
<u>Closing:</u> Leave four lines between the closing and the sender's name for a signature. Make sure you sign your letter.	I am enclosing a copy of the invoice. Please contact us again if we can help in any way.  Yours sincerely  <i>Arnold Brown</i>  Arnold Brown Global Paper Ltd Sales Manager  Enclosures	<u>Last paragraph:</u> closing remarks    <u>Enclosures:</u> If a document(s) is included in the correspondence, type 'Enclosures' one line below the closing. If you have included many enclosures, you may list the names of the documents.

## Format and Font

Times New Roman is the generally accepted font, although other fonts such as Arial may be used. Consider your audience when choosing a font. Do not use a mixture of fonts – simple is better. In general, do not use a font size smaller than 12 as it is hard to read.

## Language

Remember to keep the tone of the letter positive and polite. It is better to keep business letters short – no longer than one page. Keep sentences short too. Limit paragraphs to four or five lines.

In the first paragraph, write a friendly opening and then a statement of the main point. In the second paragraph, justify the importance of the main point. In the third and subsequent paragraphs, continue to justify the point with background information and supporting details. In the closing paragraph, restate the purpose of the letter and, in some cases, request some type of action.

### Salutation

Dear Sir or Madam or Dear Sir/Madam	If you do not know the name of the person
Dear Prof., Dr, Mr, Mrs, Miss or Ms Jones	If you do know the name of the person
Dear Michael	If you know the person well
Dear Pat Smith	If you do not know the gender of the person
Dear Ms Smith	Use 'Ms' for a female unless you know the person specifically wants to be referred to as 'Miss' or 'Mrs'.

### First Paragraph

#### **The Reference**

Thank you for your letter of April 3.

With reference to your letter of May 14, . . .

With reference to your phone call today, . . .

With reference to your advertisement in the South China Morning Post, . . .

#### **The reason for writing**

I am writing to . . . (confirm, apologise for, to enquire about . . .)

Requesting	Could you possibly . . .
	I would be grateful if . . .
Agreeing to requests	I would be delighted to . . .
Giving bad news	Unfortunately . . .
	I am afraid that . . .

**Second and third paragraphs** (details regarding the reason for writing)

**Last paragraph**

**Enclosing documents**

I am enclosing . . .

**Closing remarks**

Thank you for your help.  
Please contact us again if you have any problems.  
Please contact us again if we can help in any way.

**Reference to future contact**

I look forward to hearing from you soon.  
I look forward to meeting you next Friday.  
I look forward to seeing you next Monday.

**Closing**

**Finishing the letter**

Yours faithfully  
Yours sincerely  
Best wishes  
Best regards  
Kind regards

When you don't know the person you are writing to  
When you know the person you are writing to  
If the person is a close business contact or friend

**Web sites**

<http://www.trinity.wa.edu.au/plduffyrc/subjects/english/writing/letters.htm>

For simple business letters you may find this web site useful.

<http://auspost.com.au/EDP/0,1398,CH3214%7EMO19,00.html>

This web site has a link to 'New Letter Writing Interactive' where you can get help writing a business letter.

# HOW TO WRITE A MEETING AGENDA

An agenda is a written plan which shows the order of topics to be discussed at a meeting. This makes a meeting more effective as it runs efficiently and does not waste people's time.

## Example 1 of an agenda

### **Agenda** **Weekly Team Meeting**

Date: 12 October 20XX  
Time: 8:30am – 10:00am  
Place: Conference Room, 1st floor  
Attendees: Alfred Woo (Chair), Tina Chan, Jack Cheung, Sue Clark, Alex Lam, Sophie Leung, Andrea So, Naomi Suen  
Minutes: Jack Cheung

#### Items

1. Welcome and introduce new member Tina Chan
2. Business Arising
3. Office renovation – recommendations for new furniture
4. Conference Planning – report from committee
5. Social Committee – problem with event late-comers
6. Charity Drive – report on donations
7. AOB

## Example 2 of an agenda

### **Agenda** **Weekly Team Meeting**

Date: 12 October 20XX  
Time: 8:30am – 10:00am  
Place: Conference Room, 1st floor  
Attendees: Alfred Woo (Chair), Tina Chan, Jack Cheung, Sue Clark, Alex Lam, Sophie Leung, Andrea So, Naomi Suen  
Minutes: Jack Cheung

#### Items

- |  |    |              |
|--|----|--------------|
| 1. Welcome and introduce new member Tina Chan            | AW | 5 minutes    |
| 2. Business Arising                                      | AW | 20 minutes   |
| 3. Office Renovation – recommendations for new furniture | NS | 15 minutes   |
| 4. Conference Planning – report from committee           | AL | 20 minutes   |
| 5. Social Committee – problem with event late-comers     | SC | 10 minutes   |
| 6. Charity Drive – report on donations                   | AS | 5 minutes    |
| 7. AOB   |    | (15 minutes) |

### Points to remember

1. First, find out if your workplace has a template for an agenda and use that if there is one. If not, start your agenda with:

- purpose of the meeting
- the date
- start and closing time
- meeting location
- attendees
- minute taker

You may also include the approximate times of each agenda item – no longer than 20 minutes each. Meetings should, if possible, be limited to two hours. The meeting should then follow the agenda. Any changes to the agenda should be announced at the start of the meeting.

2. Make sure that the items flow on logically from one another. You can look back at the previous agenda. You can include the names of people responsible against each particular item.
3. The person holding the meeting may begin with an inspirational quote or some type of welcome message. This may be followed by 'Business Arising', which is a clarification or brief discussion of any item from the last meeting.
4. Include a question item at the end of the agenda, such as 'AOB' (any other business) where participants may bring up topics not on the agenda.
5. Do not leave all difficult time-consuming items until the end. Spread them throughout the meeting.
6. You may like to leave space for making notes.
7. Send the agenda out a few days before the meeting so people have time to think about the issues, which will speed up the process.

### Web sites

<http://www.wikihow.com/Write-an-Agenda-for-a-Meeting>

– steps and tips for writing an agenda



Try using a template. Most office software includes templates for writing business documents. If you are using Microsoft Word, click 'New', 'New from template', 'General Templates', 'Other Documents', 'Agenda Wizard', 'OK' and follow the instructions to get a perfectly formatted meeting agenda every time!



# HOW TO WRITE MEETING MINUTES

Knowing how to take meeting minutes effectively is an important business communications skill. It is vital for workplaces to have a correct written record of all items that have been covered in a meeting. Accurate minute-taking could save time and possible disputes later about who agreed to do what. Good minutes provide a record of discussions and decisions taken at a meeting for future reference. Minutes should generally focus on decisions and actions taken by the group, and they may also capture the thought processes that led to those decisions.

Modern minutes are action oriented. They focus on actions taken, issues undertaken and decisions made. You do not need to record in detail everything that is said. You will need to record any actions that need to be followed up and the name of the person who has agreed to undertake the action.

Meeting minutes usually include the following:

- time, date and venue
- attendees and apologies from absentees
- key outcomes from the meeting – decisions made and actions agreed

There are different templates for minutes. Ask about the one your workplace prefers.

## Example of meeting minutes

### **The Cool Cats Hockey Club Team Meeting**

**Date:** 14 May 20XX

**Time:** 5:00 – 7:30pm

**Place:** Cool Cats Hockey Club Building, 7 Stella Rd, Wan Chai

**Chair:** Andrew Jones

**Minutes:** Tina Chiu

**Attendees:** Michael Chu, Alice Lane, Terry Lui, Sandra Wong, Anthony Yates

**Absent:** Peter Mui

### **Agenda Items**

#### **Business Arising**

#### **1. Clubhouse windows:**

Members agreed that all broken windows should be replaced as soon as possible. AL to get three quotations before the next meeting.

#### **2. Farewell party for Peter Mui:**

Sandra Wong suggested using the 'Better than Best Caterers' for Peter Mui's farewell party on 19 August. Anthony Yates said he had used the same company before and would be willing to contact them to make the preparations. AY to report back at the next meeting.

### **This Week's Agenda Items**

#### **1. Juniors' Competition – round 2:**

Andrew Jones brought the meeting up to date on his discussions with the West Island Hockey Club's involvement in the competition. Round 2 is scheduled to start on 8 June at the West Island Hockey Club. The Cool Cats and West Island Hockey Clubs will both provide a referee.

#### **2. Prizes for end-of-year tournament:**

Since Peter Mui was in charge of this item but was absent, it was decided to leave discussion until the next meeting.

#### **3. New club notice board:**

Terry Lui showed three designs for the new notice board and attendees voted on the one from 'Hot Designs'. This notice board stood out because of its large, colourful border and better quality backing. TL will order three new boards before the next meeting.

#### **4. Repairs to store room floor:**

Michael Chu reported that he had almost fallen when collecting hockey sticks in the store room after the last meeting and felt that something should be done to repair the floor. AJ brought up the issue of insurance claims and it was decided that he would check the floor after the meeting and would follow up with the regular maintenance company about getting it repaired as soon as possible. AJ reported that there were adequate funds set aside for general maintenance.

#### **5. Equipment purchase – balls, hockey sticks:**

Tina Chiu said the club should buy extra balls and hockey sticks for the juniors, as several were forgetting their equipment on practice nights. Michael Chu said he felt that the money could be better spent and the juniors should be encouraged to remember their gear or not be allowed to take part in the practice sessions.

### **AOB**

Andrew Yates suggested the club look into a fundraising campaign in the next financial year, since funds were somewhat depleted. It was agreed that at the next meeting everyone would share two ideas on how to raise funds.

**Meeting finished: 7:30pm**

### **Next meeting**

**Date:** 16 July 20XX

**Time:** 5:00 – 7:30pm

**Place:** Cool Cats Hockey Club Building, 7 Stella Rd, Wan Chai

## Role of the minute taker

Your role as minute taker can affect how you interact during the meeting. It is likely that you will be expected to take part in the meeting and take notes. Confirm with the person in charge whether you are just taking the minutes or are expected to also participate in the discussion. The most challenging aspect of taking minutes is to listen and take notes simultaneously. Do not be afraid to ask for speakers to repeat their points.

It is easier to remember what happened in the meeting if you write up the minutes as soon as possible.

## Preparing for the meeting

### Format

Formal meeting minute formats are often decided by the workplace. Check by asking for a copy of previous meeting minutes and follow that format.

### Technology v paper and pen

You can take minutes in different ways. You can type directly on to a laptop, use a voice recorder or even get hold of a white-board that prints what is written on it. You can also just use a paper and pen. If you use technology for taking minutes, make sure you have a paper and pen ready in case the technology fails.

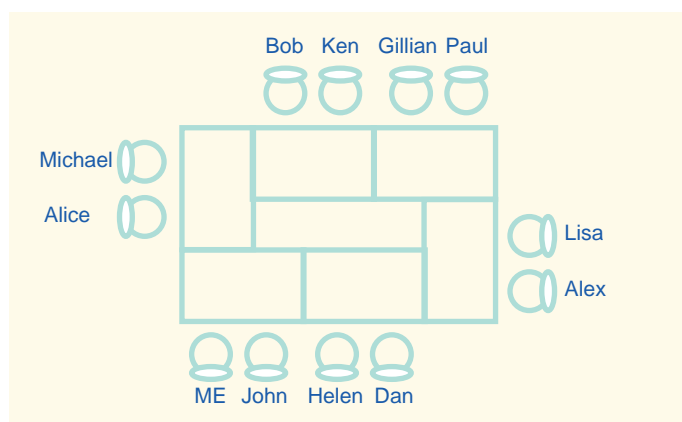
### What to bring

A good meeting will have a pre-prepared agenda (see page 15). Everyone will know about the meeting objective(s) and the expected outcomes. You can use the agenda to structure your note-taking.

Ensure you come to the meeting with the previous minutes, stating what actions were to be carried out since the last meeting. This way you can record the status of any action that had to be taken. This is normally recorded under 'Business Arising'.

### How to start

When there are a lot of people in a meeting, make a named seating plan, such as the one below, at the start of the meeting to help you remember who said what.



## Language

- There should be no rude language recorded, even if it is used in the meeting. The document should be objective and the language should not reflect the tone of the meeting.
- The minutes should be clearly laid out, visually appealing, and easy to read. Long paragraphs should be replaced by short point-form summaries. Key points and decisions should be highlighted.
- The points should be well organised. Even if discussion on the same topic came at different times, all comments that relate to the same item should be grouped in one place.

## Check

Before you circulate the minutes, spell check and, if necessary, ask someone to proofread them. You can ask the chairperson to review and, if necessary, amend, and approve the minutes before distributing them to all members. Ideally, minutes should be circulated within one to two days of the meeting taking place. Well written, clear minutes circulated shortly after the meeting are always well received!

## Web sites

<http://www.mindtools.com/CommSkill/RunningMeetings.htm>

– for tips on running effective meetings

<http://www.theenglishweb.com/articles/writing-minutes-of-a-meeting.php>

– for tips on writing minutes of a meeting, including a list of reporting verbs and examples of how to use them when taking minutes. This web site also has links for helpful phrases to use during a meeting and tips for chairing a meeting.

# HOW TO USE THE TELEPHONE

Telephone communication is the first point of contact between most professionals and it is a chance for you to make a good impression.

Here are some tips for good telephone etiquette.

## Voice quality

People can quickly make opinions on your background, education and personality based on your voice. Speak clearly, correctly and confidently.

## Answering a call

It is important for people to know who they are speaking to, so when you answer the telephone you should state who you are.

Example:

'Hello, this is Michelle Cheung.'

'Michelle Cheung speaking. May I help you?'

## Making a call

You should be prepared when you call someone. Before you make the phone call, you should know who you are calling and the most appropriate time to call them. You should also know why you are calling. Practise first and know exactly what you want to say. Immediately say who you are, the name of your organisation and the purpose of your phone call.

Example:

'Hello, my name is Michelle Cheung from Wing Shing Company, may I speak to Ms Fu, please?'

'Hello, this is Michelle Cheung from Wing Shing Company, and I'm calling about the workshop on Monday. I was wondering if I could get some more information, please.'

## Taking a message

When taking a message, be sure to get detailed information of the caller's name and contact number. Also include the date and time of the call. Confirm details of the message.

Example:

Can I take a message? May I help you? Natalie Jones is not in today.

Can I take a message? I'm sorry, I didn't catch your name.

## Transferring a call

Politely ask the caller to hold when transferring a call. If the caller is on hold for 30 seconds, assure them that you are still trying to transfer their call.

Example:

One moment, please.

Hold the line, please.

I'm putting you through.

### Time to call and time differences

Although most phone calls are made in office hours, if you do need to ring outside office hours, be polite and call between 7:00am and 9:00pm. For national or international business phone calls, you must check the time differences.

You do not want to phone someone overseas at 3:00pm your time when it is 2:00am their time. You can find this out by phoning 10013. Try not to call a business at their closing time because, after a long day, people may not want to stay at work to answer a call.

### Starting and ending the call

Don't start or end the phone call too abruptly. You should allow the phone to ring at least once before answering so the caller knows they have connected, but preferably not more than three times. You should also let the caller hang up first.

When the phone rings, stop what you are doing. Turn down or turn off anything making a lot of noise. If you are eating, empty your mouth before answering the telephone. Don't check for new e-mails or use the computer. Give the caller your full attention. Be sure you have a pen and paper handy in case you need to write down any information.

### Correct tone

Be polite and smile when you answer the phone. This will affect your tone of voice and the other person only has your tone to judge you on. Remember it is not what you say, but how you say it. You should never speak over the other person while they are talking. Always listen carefully to what is being said before replying, as you may miss something important if you try to speak at the same time.

Even the right posture and your physical environment can have an impact on how you sound on the phone, so sit up and take the phone call seriously in a quiet environment.

Don't waste others' time. When calling someone, don't say you need 'a minute of their time' and then hold them up for 30 minutes. Keep your calls brief and if they will be longer, be honest and check if they have time to talk. If not, you can make another time.

If you are unsure, you could ask: 'Have I caught you at a good time?'

If it is not a good time for them to talk and you can arrange to call them later, make sure you call at that time.

### Voice mail

Make sure your voice mail message is up to date. If you go on holidays, make a new message. Your message should include your name, an invitation to leave a message, and an assurance you will return the call.

Example:

'Hello, you've reached the voice mail of Helen Chan. I'm not at my desk right now, but if you'd like to leave a message, then please do, and I'll get back to you as soon as possible. Thank you.'

If someone leaves a message on your voice mail, you should return their call as soon as you can.

These are some polite expressions you can use on the telephone.

The meaning:	You should say:
'He is out.'	'He is not in the office at the moment. Would you like to leave a message on his voicemail?'
'She is in the toilet.'	'She has stepped out of the office. Would you like to leave a message on her voicemail?'
'I don't know where he is.'	'He has stepped out of the office. Would you like to leave a message on his voicemail?'
'She hasn't come in yet.'	'I expect her shortly. Would you like to leave a message on her voicemail?'
'He took the day off.'	'He is out of the office for the day. Can someone else help you or would you like to leave a message on his voicemail?'
'He doesn't want to be disturbed.'	'He is unavailable at the moment. Would you like to leave a message on his voicemail?'
'She is busy.'	'She is unavailable at the moment. Would you like to leave a message on her voicemail?'

### How to deal with an angry caller

1. Let them talk. They can tell you why they are angry.
2. Listen. You want to understand the real reason why they are angry. You can take some notes as well, to look at later. You can also find out what you think the person thinks should be done about the problem.
3. Apologise or sympathise. You can say, 'I understand your frustration.' This will often make the other person less angry.
4. You can paraphrase the problem to make sure you fully understand what the angry caller means, that is, you express what the problem is in other words.
5. Give a solution. The caller will not want to get off the phone until they have some sort of resolution or promise of one. It is not a good solution to say, 'I will have my manager call you back'.
6. End with a verbal agreement. Try to make sure that the other person is no longer angry when you get off the phone. Asking 'Does that help?' or 'Does that solve the problem?' are good questions.

## Conclusion

Telephone communication is another form of communication that greatly affects the way people view you. So remember to be polite and when you have a chance, practise what you want to say so it sounds natural and creates a good impression of you.

### Language Box – Telephoning Expressions

Can I take a message?	May I help you?
Who's calling, please?	One moment, please.
Hold the line, please.	Natalie Jones speaking.
I'm putting you through, now.	I'm sorry, I didn't catch your name.
Would you mind speaking up, please?	
Can/May I speak to Ms Smith, please?	
This is Peter Lane from ITC Industries.	
Can I speak to the operator, please?	
Could you give me Ms Smith's number, please?	

Remember: when you say the zero, it is usually pronounced as 'oh' in a telephone number.

## Web sites

[http://esl.about.com/library/speaking/bltelephone\\_exercises.htm](http://esl.about.com/library/speaking/bltelephone_exercises.htm)  
– exercises for practising telephone calls



# HOW TO WRITE YOUR FIRST CV

The term 'CV' comes from the Latin words 'curriculum vitae', which means 'a short account of a person's education and work history'. It is sometimes called a *résumé*, although in the United States a CV is considered more detailed than a *résumé*.

Writing a CV is the first step in searching for a job and then if you are given an interview, you can expand on what is in your CV. The 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.

Always include a cover letter with a CV (see cover letter, page 29). Think about the CV and cover letter from the employer's point of view. After reading your cover letter and CV, would the employer want to employ you above all other applicants? 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 interviews.

Your CV creates the first impression. Presentation is key. Your CV must be readable and coherent, and the information must be easy to find. A good CV will get you the interview; a good interview will get you the job.

## Before you write your CV

Spend time researching the job for which you are applying. Read the company's publicity, reports and publications. Find out possible information from the Internet, the newspaper, the careers office at your school/college or research at the library. Tailor your CV to suit the job application.

## Parts of a CV

### 1. General information

At the start of your CV, you need:

- Name
- Address
- Telephone number
- E-mail address

### 2. Profile (optional)

Here you can briefly introduce yourself. Write about your main strengths or qualities.

Make sure you do not oversell yourself – that is, be honest. You can also mention your career goals and aspirations here.

### 3. Education

Write the places of education where you have studied – most recent education first. Include subject options taken in each year of your course. Include any special projects or extra-curricular activities in which you had a central role.

You should also include recent secondary school subjects and, if possible, your results.

#### **4. Work experience**

List your most recent experience first. This is called reverse chronological order. You only need to include the year you started and the year you finished each job. Give the name of your employer, the job title, and what you actually did and achieved in that job.

Part-time work should be included, especially if you do not have much full-time work experience.

#### **5. Skills**

Ability in other languages, computing experience, or possession of a driving licence should be included.

#### **6. Interests**

Keep this short, but since teamwork is important in a workplace, show activities where you have demonstrated leadership or responsibility, or which involved you in relating to others in a team.

If you have been involved in any type of volunteer work, give details.

#### **7. References/Referees**

Usually give two names – one from your place of study, and one from any work/volunteer situation. Speak to referees and make sure that they are willing to give you a reference. Give their day and evening phone numbers if possible.

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

#### **After writing the CV**

Check it carefully for errors. Ask someone else to check it for you and offer suggestions.

Keep copies of all letters, application forms and CVs sent as well as records of telephone calls and names of those people you spoke to, in case you are invited to an interview.

#### **Points you should keep in mind when writing a CV**

- There is not just one way to write a CV. The following are given only as suggestions.
- Your CV must be typed on the computer and be easy to read.
- Use good quality plain white A4 paper and leave white space to make it look attractive.
- Keep it short and simple – just include the necessary items and expand at the interview. One or two A4 pages should be enough.
- You do not need to put your age, gender or nationality on a CV.
- Unless it is asked for, do not include a photograph.
- Use page numbers if your CV is more than one page. You may use a header or footer, in case one page gets separated from the other.

## Example of a school leaver's CV

Joey Cheung Ka Man  
Flat 4G Block 17  
Wong Wing Mansions  
Shatin NT  
Hong Kong  
Tel: (852) 2323 2323  
joeycheung@hatmail.com

---

### Profile

An English student who is keen to find a position as a part-time assistant kindergarten teacher. Reliable, trustworthy and loves children. Worked at a kindergarten last summer in Yunnan as a volunteer and gained a good understanding of what is required of an English kindergarten teacher. Able to work on own initiative or as part of a team.

### Education

2002-2009 Yeung Kwong Secondary School  
HKALE: English Language [B], Chinese [D], Geography [D], Art [C], Chinese History [D]

### Experience

- Summer 2008     Voluntary Assistant Teacher, Kunming Happy Kindergarten No. 1, Kunming
- Summer holiday job working at a privately-owned kindergarten
  - Ran classes with the local English teacher about using Art to teach English
- Summer 2007     Camp instructor, Talk Easily Kindergarten, Sai Kung
- Summer holiday paid full-time job
  - In charge of group for English 'Fun Activities Week'
  - Coordinated team of 5 volunteer assistants conducting English learning activities

### Skills

Computer: IBM Compatible PCs running Microsoft Office Windows 2007  
Language: Spoken and written English (IELTS overall 6.5), Cantonese (native speaker), Putonghua (intermediate)  
Other: Head Prefect S6 (leadership skills)

### Interests

Organised a charity English quiz in 2007 with Form 6 and 7 students at Yeung Kwong Secondary School, which raised \$10,000 for the Chinese Red Cross, to be used for extra teaching staff to be employed in kindergartens in rural areas of China.

Red Cross (volunteer tutor), swimming, art, badminton

### Referees

Dr Michael Chan Kwok Min, Principal, Yeung Kwong Secondary School, 1 Tin St, Shatin, Hong Kong  
E-mail: drmikechan@hatmail.com  
Tel: (852) 2678 4512 (work)

Ms Eva Chong, Principal, Kunming Happy Kindergarten No. 1, 2 Huang St, Kunming, Yunnan, China  
E-mail: evachong@hatmail.com  
Tel: (86 871) 808 1111 (work); (86 871) 808 2222 (home)

Note: This CV example is in 10 point but write yours in 12 point.

### Web sites

There are many web sites giving tips on 'how to write a CV'. Check out some of the sites. There are plenty of CV examples to look at.

For example, go to [google.com](https://www.google.com), click on 'Images' and search for 'CV' or 'résumé' to see lots of sample CVs. Choose an example you like. Why do you like it? Do you like the layout, the content? Use this good example as a template for your CV. BUT, remember to tailor your CV to suit you, the position and the company you are applying to.

# HOW TO WRITE A COVER LETTER

A cover letter, along with the CV, can be a deciding factor in whether you get a job interview or not. It is important because it is part of the potential employer's first impression. Personalise your cover letter for each potential employer and do not be tempted to save time by sending out the same cover letter to all.

A cover letter should not contain the same information as your CV. Its purpose is to interpret the data-oriented, factual CV and add a personal touch.

You should explain the reason why you are interested in the job and the workplace. Think about the point of view of the workplace you are applying to and tailor your letter to its needs. Then identify your relevant skills or recent experiences. Your letter should show that you have a high level of interest in the position and you know a lot about the workplace to which you are applying.

Your letter should follow the basic format of a typical business letter and should be in clear paragraphs saying:

- why you are writing;
- what you have to offer; and
- how you will follow-up.

Before you start to write a cover letter, take time to look at various samples of cover letters, such as the one on the next page.

## Example of a cover letter

Your contact information:  
full address.  
(phone number and e-mail address optional)

Flat 10C Block 11  
Toogood Plaza  
Shatin, NT  
HONG KONG

23 June 20XX

Date: use the full date

Employer contact information:  
(if available):  
name, title,  
company  
address

Ms Nicola Yeung  
Human Resources Manager  
Upmarket Retailing Pty Ltd  
407 Thistle Rd  
Kwun Tong, Kowloon  
HONG KONG

First paragraph:  
Include which position you are applying for and where you found the job listing.

Dear Ms Yeung

Salutation:  
Dear Mr/Ms last name (if you know the name)

Subject: Application for the position of Sales Manager

Middle paragraph(s):  
Tell the employer what you can offer. Say how your qualifications match the job you are applying for.

I am interested in the position of Sales Manager advertised in the South China Morning Post on 21 June 20XX. I am employed as an Assistant Sales Manager at Peta's Fashion Goods. This position has given me ample opportunities over the past two summers to experience working in the area of sales, in particular women's apparel.

Previously I worked in women's apparel at Wing Shing Store where I gained experience in petite size garments as well as in Japanese fashion. In my position as Assistant Sales Manager at Wing Shing Store, I regularly advised the manager on sales issues.

Final paragraph:  
Thank the employer for considering you for the position.

A recent part-time course in sales I completed at The Vocational Centre has greatly increased my knowledge in terms of the retail fashion industry in general and in Hong Kong in particular. My extensive experience as a Assistant Sales Manager also well qualifies me for this position of Sales Manager.

Closing:  
Yours sincerely (if you have used a name in the salutation)

I am enclosing my CV to provide you with more details of my sales experience and I hope you will consider me for this position. You can reach me at phoebechan1@hatmail.com or on (852) 2111 1111. I look forward to meeting you and discussing the position further.

Yours faithfully (if you do not know the name)

Yours sincerely

Signature:  
Handwritten  
Typed Signature

Phoebe Chan

Chan Kit Ying, Phoebe

## Content

### First Paragraph: why you are writing

You may:

- be writing in response to a job advertisement.  
If you are writing in response to a job advertisement, say where you found out about the position. Include the title of the position. You could also express your enthusiasm for the workplace and how you think your qualifications can bring something to the organisation.

Example:

I am writing to apply for the position of Sales Manager as advertised in the South China Morning Post on 21 June 20XX. I believe I am an excellent candidate for the position.

- have been referred to this employer.  
If you have been referred by a friend or acquaintance, mention the mutual contact, by name, straightaway.
- want to enquire about the job openings at the workplace.  
If you are writing a letter to find out about possible job openings, state clearly which job it is you want. You must grab the reader's attention.

### Middle Paragraphs: what you have to offer

If you answer an advertisement, refer specifically to the position listed and illustrate how your particular qualifications, abilities and experiences relate to the position for which you are applying. Your paragraph(s) should include these three components:

- requirements of the job;
- evidence that you meet the requirements; and
- a conclusive statement to encourage them to hire you.

You don't have to wait for your dream job to be advertised. You may want to work for a specific company; in which case, you may write a prospecting letter to enquire if the company has any positions available. If you write a prospecting letter, describe how you will fulfill the employer's needs rather than focus on what the employer can offer you. You can do this by giving evidence that you have researched the workplace thoroughly and that you possess skills used within that workplace.

Emphasise your achievements and problem-solving skills. Show how your education and work skills are transferable and relevant to the position for which you are applying.

**Final Paragraph: how you will follow up**

Finish your letter by once again showing your interest in the job. Let the employer know how they can contact you or how you will follow up, usually with a phone call. Don't forget to include your phone number and/or e-mail address.

In conclusion, you may indicate that your references are available on request if you have not listed them in your CV. Also, if you have a portfolio or writing samples to support your qualifications, state their availability.

Example:

Given my education, experience and personality, I feel I could contribute greatly to Upmarket Retailing Pty Ltd. Please do not hesitate to contact me on 9846 5214 should you have any queries. I look forward to hearing from you soon.

**Points you should keep in mind when writing a cover letter**

- Write your letter on plain white A4 paper.
- Use a simple font such as Times New Roman, 12 point.
- Keep your letter to one page.
- Use paragraphs and plenty of white space to make sure it is easy to read.
- Carefully proofread your final document.



# UNIT 2

## PRESENTATION SKILLS

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# PURPOSE AND AUDIENCE

What is your message and who is it for?

- Settle on the topic and what you want to tell people.
- Keep it simple and relevant.
- Consider what your audience might know about the topic.
- Think about things they might need to learn.
- Be enthusiastic and knowledgeable about your topic.
- What do you want your audience to know when your presentation is over?

Think of some different lectures you have heard. When they were over, how did you feel about them? Did you wonder what they were all about or were you able to understand everything? Did you feel that you had learned something from them?

If you understood the lectures well, then the presentation must have been clear and delivered in a straightforward manner.

## Making a plan

Go over this checklist:

<b>Who?</b>	<b>What?</b>	<b>Why?</b>	<b>How?</b>	<b>When?</b>	<b>Where?</b>
-------------	--------------	-------------	-------------	--------------	---------------

Who are you speaking to? Formal situation or informal?

What do you want to say? What should they know when you are finished?

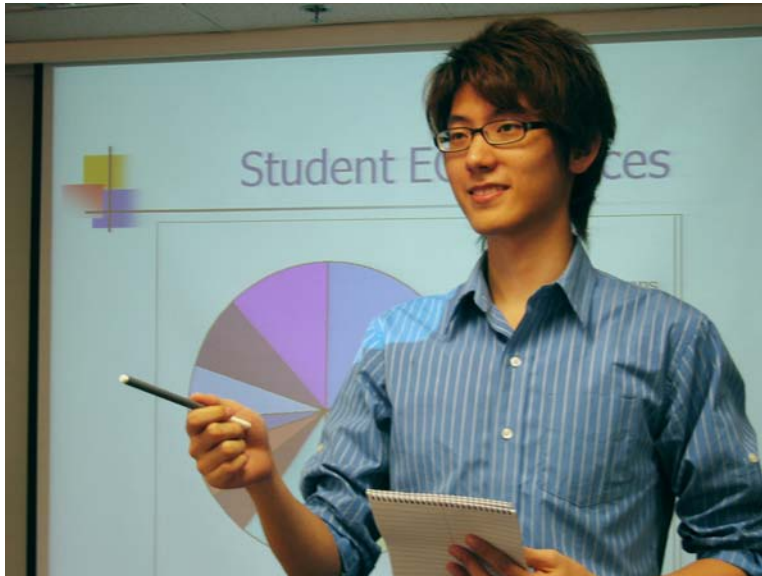
Why is it important for your audience to listen to you? Why should they listen?

How are you going to deliver the talk? Which words, gestures, visual aids will you use?

When will each part of your speech be given? Schedule the talking/activities.

Where will the presentation take place? Room arrangement and seating plan?

# FOCUS ON OBJECTIVES



The objective of your presentation should be one of these:

- to share some information
- to teach something
- to entertain
- to explain and solve a problem

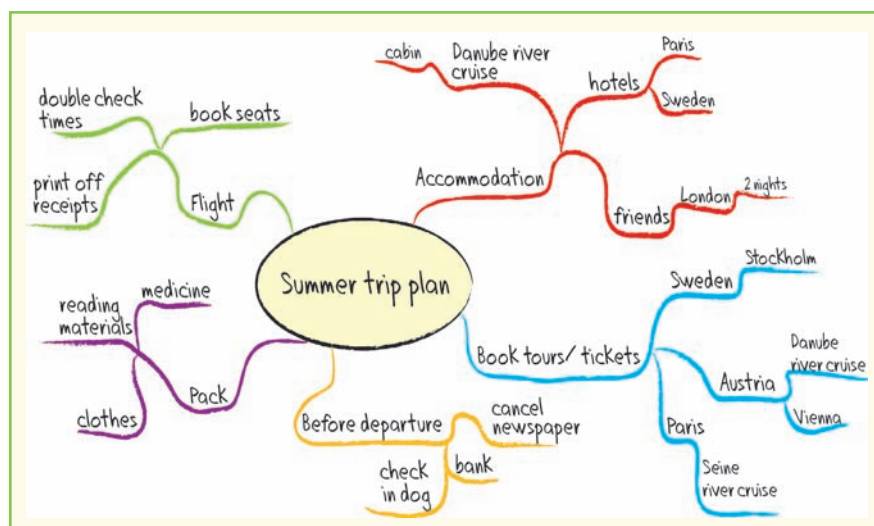
The most important thing is what your audience hears, so you must carefully consider what you say and how you say it.

People cannot remain focused for long periods. Talking should be kept to 15-minute periods with discussion, questions or short activities in between the speaking periods.

## Attention Grabbers!

- High-interest!
- Humorous – a funny comment, a short joke
- Eye-catching visual aids
- A prop, toy, puppet
- Must relate to your topic or theme

# WRITING YOUR SPEECH



## Writing your speech

1. Make a mind map or brainstorm and write down your ideas in random order (do not worry about what should come first, second, etc).
2. Decide on the order in which you want to talk about your ideas.
3. Make an outline. List your ideas sequentially.
4. Get the facts right! Do you need to do further research? If so, use the library, newspapers and the Internet.
5. Begin your speech with an 'attention grabber'.
6. Introduce what you are going to talk about.
7. Use simple sentences – direct speech (as if you were talking naturally).
8. Describe things well – use adjectives.
9. Use examples to help explain your meaning.
10. Will visual aids help? (a poster, PowerPoint, short film clip).
11. Conclude with a quick review. Summarise your main points and indicate to the audience that you are ending your speech by saying, for example, 'in conclusion' or 'to conclude'.
12. You will need to edit and do many re-writes until you are satisfied.

## How to practise your speech

- Say the speech aloud over and over again, focusing on intonation, pronunciation and rhythm.
- Stand in front of a mirror and watch yourself as you say your speech.
- Record your voice, then listen to the playback.
- Practise your entire presentation in front of a friend.
- Have someone film you while you speak and use the visual aids.
- Check for any bad habits, e.g. hands in pockets, fiddling with a pen, smoothing out your hair.
- Listen to your voice. Is it too loud, too soft?
- Think about how you will make eye contact with your audience.

# ORAL PRESENTATIONS

All presentations should tell an interesting story but should be told briefly rather than in a long, drawn out fashion. Keep to the point!

Visual aids are helpful and should be well prepared, but how a person delivers the presentation has a strong effect on the audience. Let's consider the following:

## Your voice

**How** you say it is as important as **what** you say

## Know what you have to say

Use cue cards to make sure that you do not read out your speech word for word. Cards serve as reminders, so write only the key words and phrases, not whole sentences. Join the cards with a small metal key ring, so that if they are dropped, they will be easy to pick-up as the cards will stay in order.



## Body language

This is a subject in its own right and something about which much has been written and said. In essence, your body movements express what your attitudes and thoughts really are.

## Appearance

First impressions influence the audience's attitude towards you. Dress appropriately for the occasion. (See next page.)

As with most personal skills, oral communication cannot be taught. Teachers can only point the way. So we are reminded, **practice makes perfect**, and it is absolutely necessary both to improve your skills generally and also to make the best of each individual presentation you make.

## Rehearsal

To make an effective presentation, you must practise.

### Why?

- To build confidence and calm nerves
- To help memorise parts of the speech
- To establish the tone and effective delivery of sentences
- To become comfortable using the visual aids
- To time how long it will take you
- To think of questions that your audience might ask you and prepare answers

# PERSONAL APPEARANCE

## First impressions are a once-only thing!

The first few seconds count, so do not miss your chance to get it right. The first impression is extremely important, because the other person evaluates you at a glance and if it is not a favourable impression, it is almost impossible to undo. So, be well prepared and make those first few seconds count.

## Be punctual

Arrive at the appointed time or even a few minutes early.

## Clothing and grooming

Yes, it matters how you wear your clothes. Which one of these images below gives a better impression to a future employer or to an audience?



With a partner, compare the two images.

Answer these questions:

Partner 1: Which one is well-groomed? Why?

Partner 2: Explain how the other person can improve her appearance. Give details.

## Posture

Look more confident by standing and sitting up straight. Practise holding your upper body straight without 'slouching' and rounding your shoulders. Check your posture in a full-length mirror.



# USING VISUAL AIDS FOR PRESENTATION

It is accepted that visual aids improve speaker confidence, but choosing your support carefully is essential if you want to be persuasive.

## Handouts

These are a simple addition to a presentation, because they can be prepared in advance, copied and set aside for the day. Each participant gets a copy of the handout, which is easier to refer to than boards or flip charts at the front of the room. No IT or power outlets are needed.

Make sure you refer to the handouts during the presentation.

## Whiteboard

Good for a small audience, but difficult for viewing if the group is large. Handy for listing important points. Coloured markers can be used to highlight different points. Writing must be large enough to be visible and legible.

## Flip chart

Used with small groups. Too small for large groups.

Pages can be prepared in advance and referred to during the presentation.

Coloured marker pens can be effective when itemising points, drawing a graph or a chart.

## Video/Audio

Great for live-action images or to add a speaker on film who is unable to attend. Needs certain expertise, as IT resources can be problematic.

A microphone may be required for large rooms and audiences.

## Visualiser

This is now more popular than overhead projectors, because any sheet of paper can be viewed on the screen through a visualiser.

Helps when referring to handouts.

## Interactive Whiteboard

Training is required to operate the board, as it is highly complex. Very effective interactive software is available.



## Slide presentation

These days, PowerPoint slides are often expected for group presentations. This presentation tool must be used effectively or it might mislead your audience. Let's consider the pros and cons:

### Advantages

- Makes it easy to create visual aids
- Pictures and graphs are great memory aids.
- Can serve as a handout

### Disadvantages

- Presenters tend to depend upon the slides to do the presentation, instead of their own speaking skills.
- Speakers often talk to the slides.
- Slides lacking designs skill can be unattractive.
- The slides become the structure instead of the support for the structure.
- If text is too heavy, it loses its impact.
- Replaces the presenter!

### Tips for PowerPoint Presentations

- Focus always on your purpose and objectives.
- Use it only when it is the best choice for your presentation.
- Minimise the number of slides – fewer is better.
- Number your slides.
- Use graphics – keep them simple and clear.
- Keep words to a minimum.
- Use cue cards – do not read from a written text.
- Stand away from the screen and the projector light.
- Do not speak too quickly.
- Do not use the handout option – it confuses the audience who has to listen, watch and then, read, all at the same time.

# INTERVIEW SKILLS

Whether for a part-time job or permanent employment, your potential employer will want to speak with you after reading your application. The idea of having to answer surprise questions makes people nervous, but the good news is that if you have been booked for an interview, the employer is thinking seriously about hiring you.

## **Before the interview**

Find out all you can about the company:

- the company's vision for the future
- company size and branch locations
- employee benefits
- employee satisfaction

Think about the job:

- the skills needed for the job
- the type of person needed to do the job well
- the reason you want the job
- why the company should hire you
- what you can offer the company

Know the interview location:

- check the building location on the map
- enquire about the best transport
- do a practice run a few days before the interview

Check page 38 on 'first impressions'.

## **If this is your first job**

You might be worried about your lack of working experience, but over the years you have been involved in extra-curricular activities, clubs and sports. From these experiences, you have learned to communicate well with others, organise and delegate. These skills and others, like time management and team work, are transferable and can serve you well in your first job. Be ready to talk about the skills you have learned through your involvement in organisations outside school.

## **Staying calm**

Applying for a job is a type of competition so naturally, you will worry about succeeding at an upcoming interview. To stay as calm as possible, you need to prepare carefully. Being well-prepared builds confidence. Remember, at the interview you will be judging the company at the same time that they are judging you. Perhaps you will not like what you see, or they may decide that you are not the right candidate for the job, but you will have had the satisfaction of being short-listed for an interview and gained valuable interview experience. That means you will be even better prepared for the next one.

### **Possible interview questions**

With a partner, practise answering these general questions:

- What is your mobile telephone number?
- What are your HKCEE results?
- What would your teacher say is your most outstanding quality?
- Which computer skills do you have?
- Tell me about your work experience? (previous jobs)
- What did you like about that job/work?
- How do you think that work experience will help you in this job?
- How will you travel to work every day?
- Do you plan to continue your studies? In what area?
- Would you be willing to take a course to help you improve in your job?
- What are your hobbies?
- Do you play any sports?
- What do you do during your free time?
- Would you be willing to work overtime?

### **Activity**

Now brainstorm other questions which the interviewer might ask you about the job, yourself or your interests. Write them down with your answers.

Have your partner ask you the questions. Try to answer without looking at your notes.

### **Interview follow up**

Write a short note or e-mail to thank the interviewer for their time and interest in your application and restate your interest in working for the company.



# UNIT 3

## PROJECTS

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# PROJECT 1

## TRANSPORTATION

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# NOTES FOR TEACHERS

## **Project journals**

For the eight tasks in this unit, students will need a project journal in which to make notes and write down their ideas, plans and task work. These journals could be the small exercise books available at most schools. Once the unit is completed, students will add their project journals to their portfolio folder.

## **Portfolio folders**

Each task has one or more activities. Students must complete the activities and submit their work, if applicable, to the teacher. It is recommended that a portfolio folder is maintained by each student. Some teachers buy a hanging file to hold the student portfolio folders. Students are responsible for keeping all their completed work in the folder and the project journal can be placed in their folder for safe-keeping.

When students are working in groups (2 to 4) one copy of the piece of work should be submitted to the teacher for marking. Once marked, each student should get a copy of the work to place in their portfolio folder.

## **Timetabling**

Tasks may take 1 or 2 double lessons depending upon the type of activity involved and the level of the students' English.

## **Equipment**

The final task requires the use of computers and the Microsoft Publisher Programme or Microsoft Word Programme to design a brochure. Teachers do not necessarily need to know how to use these programmes or make a brochure themselves. The students will be able to work through the programme by themselves.

## **Supplementary information for:**

### **TASK 1 – Introduction**

Maps of Hong Kong can be found at:

<http://www.discoverhongkong.com/eng/trip-planner/hongkong-maps.html>

<http://www.lonelyplanet.com/maps/asia/china/hong-kong/> (and elsewhere)

A map clearly showing the districts of Hong Kong can be found at:

[http://en.wikipedia.org/wiki/File:Map\\_of\\_Hong\\_Kong\\_18Districts\\_EN.svg](http://en.wikipedia.org/wiki/File:Map_of_Hong_Kong_18Districts_EN.svg)

For a map of the MTR system:

[http://www.mtr.com.hk/eng/train/system\\_map.html](http://www.mtr.com.hk/eng/train/system_map.html)

Also ask your students to search the Internet and listen to the 'MTR Song' by RTHK's Steve James.

### **TASK 5 – Money**

MTR journey times and fares can be found at:

[http://www.mtr.com.hk/jplanner/eng/planner\\_index.php](http://www.mtr.com.hk/jplanner/eng/planner_index.php)

Information on KMB bus routes around the HKSAR can be found at:

[http://www.td.gov.hk/transport\\_in\\_hong\\_kong/public\\_transport/minibuses/green/gmb\\_online\\_guide/index.htm](http://www.td.gov.hk/transport_in_hong_kong/public_transport/minibuses/green/gmb_online_guide/index.htm)

# TASK 1

## INTRODUCTION

Hong Kong has a very advanced and efficient transportation system. More than 90% of journeys are taken on public transport. Transportation in Hong Kong includes elevators, moving walkways (travelators), Mass Transit Railway (MTR), trams, buses, public light buses (minibuses), taxis and ferries. The electronic Octopus Card can be used on most modes of public transport.

You probably know a lot about transportation in Hong Kong's districts and territories. In this introductory task, check your knowledge of Hong Kong place names in English and vocabulary related to transportation.

### Activity 1

Download an Internet map of Hong Kong to complete this activity. Mark on the map the following 11 places in Hong Kong and submit it to your teacher.

Hong Kong International Airport	Tsing Ma Bridge
Lantau Island	Lamma Island
Sai Kung Country Park	Shek O Country Park
Cross Harbour Tunnel	Eastern Harbour Crossing
Lion Rock Tunnel	Tseung Kwan O Tunnel
Hung Hom Railway Station	

### Activity 2

Download another map and label it with the English names of the 18 districts of the Hong Kong, SAR.

Find a map of the MTR. What are the English names of the MTR lines? Highlight the English names of the five MTR stations nearest your home.



### Activity 3

Match the numbers to the facts related to transportation in Hong Kong.

1      4      10      12      13      16      26      82      4,350      18,138

The Star Ferry Company Ltd was founded in 1888. The fleet of \_\_ (1) \_\_ ferries operates \_\_ (2) \_\_ routes across the harbour, carrying more than 70,000 passengers a day, or \_\_ (3) \_\_ million a year.

As of 2005, there were \_\_ (4) \_\_ taxis in Hong Kong. Taxis carry an average of \_\_ (5) \_\_ million passengers each day.

Minibuses carry a maximum of \_\_ (6) \_\_ seated passengers. By 2005, there were \_\_ (7) \_\_ public light buses in Hong Kong.

The tram rail system is \_\_ (8) \_\_ kilometres long.

There are altogether \_\_ (9) \_\_ lines in the MTR system, with a total of \_\_ (10) \_\_ railway stations.

Once you have completed the above activities, submit the following to your teacher:

1. The map of Hong Kong (downloaded from a web site) labelled with the 11 places from Activity 1.
2. The map of Hong Kong (downloaded from a web site) labelled with the 18 districts.
3. The MTR map labelled in English with the five station names nearest your home.

## Language for transportation

### Describing modes of transport

In general, use 'by + noun' with no article.

e.g. I go to work by MTR and minibus.

'On' can also be used for describing means of transport.

e.g. There were two people in/on the bus.

==

Common verbs used when describing transport include:

e.g. I need to catch/get the train at noon.

e.g. I ride/take the bus every morning.

### Vocabulary helper

elevator	escalator
MTR	tram
ferry	taxi
Octopus card	double-decker
bus stop	destination
fare	route
safety belt	urban / rural
toll	tunnel/ bridge
traffic / traffic jam	peak hours
passenger	highway
bus lane	ferry pier
moving walkway	travelator
ferry terminal, bus terminal, bus station	
fast ferry, hydrofoil, TurboJet,	
minibus [red, green, blue]	
funicular railway (The Peak Tram)	

## FAST FACTS

Do you know that:

Hong Kong has three cross harbour tunnels?

Hong Kong has 11 road tunnels, 9 highways and 8 bridges?

Hong Kong has more than 1,800km of paved highway?

And . . .

According to the *Guinness Book of World Records*, the passenger terminal of the Hong Kong International Airport is the world's largest airport terminal building.

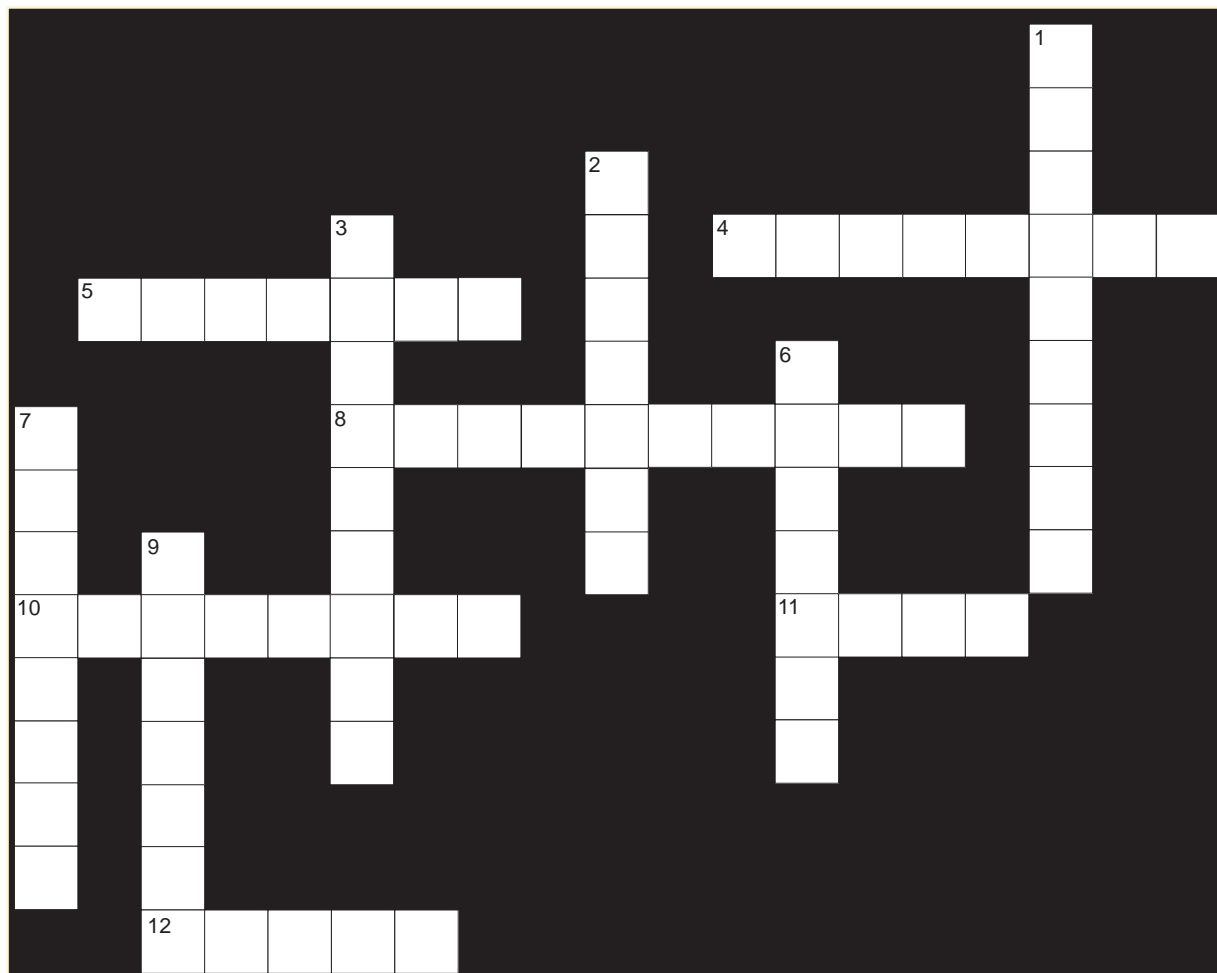
Victoria Harbour is one of the busiest ports in the world. An average of 220,000 ships visit the harbour each year.

The container port in Hong Kong is one of the busiest in the world. The Kwai Chung Terminal operates 24 hours a day. About 400 container ships serve Hong Kong weekly.

The Mid-levels Escalator is the longest outdoor covered escalator system in the world. The Mid-levels Escalator consists of 20 escalators and 3 moving walkways (or travelators). It is 800 metres long, and climbs 135 vertical metres. The total travel time is 20 minutes, but most people walk while the escalator moves to shorten the travel time.

## FAST FACTS

### HONG KONG TRANSPORTATION



Across	Down
4 The Mid-levels Escalator consists of 20 escalators and 3 moving _____ (or travelators).	1 The Mid-levels _____ is the longest outdoor covered system in the world.
5 Hong Kong has three cross _____ tunnels.	2 Hong Kong has 11 road _____ and 9 highways.
8 The Mid-levels Escalator is 800 meters long and climbs 135 vertical metres. The total _____ is 20 minutes.	3 The _____ port in Hong Kong is one of the busiest in the world.
10 The Kwai Chung _____ operates 24 hours a day. About 400 container ships serve Hong Kong weekly.	6 Hong Kong has 1,831km of paved _____.
11 Most people _____ while the escalator moves.	7 _____ Harbour is one of the busiest in the world.
12 An average of 220,000 _____ visit the harbour each year.	9 Hong Kong has 8 _____.

## TASK 2

### MAP READING

Understanding maps is very important for people working in transportation. Drivers, customer service agents, etc., need to inform people on how to get from one place to another. They need to be familiar with all the regions and districts within the Hong Kong SAR and know the major roadways.

To assist tourists, they need to know where the major attractions are and how to reach them by different modes of transportation: bus, MTR, taxi, minibus, ferry and tram. To learn and practise your map reading skills, you and your partner(s) will complete the following exercise.

#### Activity

Use an Internet map to complete this activity. Choose at least two of the 10 trips below.

Find the place of origin and destination on the map. Decide on the best route and the type of transportation for each trip.

	From (origin)	To (destination)
1.	Choi Hung	Tsuen Wan
2.	Tseung Kwan O	Tsim Sha Tsui
3.	Sheung Shui	Sai Kung
4.	Fanling	Central
5.	Aberdeen	Tuen Mun
6.	Shau Kei Wan	Wong Chuk Hang
7.	Chai Wan	Kennedy Town
8.	Stanley	Tsim Sha Tsui
9.	Tin Shui Wai	Tai Wai
10.	Kowloon Tong	Yuen Long

Once you have completed the above activity, submit the following to your teacher:

1. Map (downloaded from a web site) with a hand-drawn route from origin to destination
2. Written directions to follow the route. Remember to:
  - use the imperative form
  - use list style
  - handwritten or type

To help with your Internet map search, you might want to visit one of these web sites:

<http://www.centamap.com/cent/index.htm>

<http://www.asiatravel.com/hknutmap.html>

[http://www.mtr.com.hk/eng/train/system\\_map\\_pop\\_up.html](http://www.mtr.com.hk/eng/train/system_map_pop_up.html) (MTR)

<http://www.hong-kong-travel.org/Buses.asp> (Buses and mini-buses)

<http://www.nwff.com.hk/english/nwff100000.asp> (Ferry services)

## Language for map reading

### Verbs in the imperative form

go	turn
take	stop
walk	wait
cross-over	look for
follow	look right/left
transfer	get on/off at . . .

e.g. Take the number forty-three bus and get off at the second stop, opposite the hospital.

### Vocabulary helper

corner	MTR station
pedestrian crossing	bus stop
straight ahead	minibus
queue	bus terminus
tram	taxi
foot bridge	ferry
train	ramp
place	junction
traffic lights	street
avenue	road

Eastern Tunnel  
Cross-Harbour Tunnel  
Western Tunnel

### Prepositions of location

near	in
between	behind
beside	in front of
at the end (of)	opposite
on/at the corner	on the same side as
across from	on the right
on the left	next to the

## Model conversations

**Q:** How do I get from Wan Chai to Diamond Hill?

**A:** Take the MTR Island Line (Blue Line) from Wan Chai to Admiralty. Transfer at Admiralty to the MTR Tsuen Wan Line (Red Line) towards Tsuen Wan. Transfer again at Mong Kok on to the MTR Kwun Tong Line (Green Line) until you reach Diamond Hill, which is one stop after Wong Tai Sin.

**Q:** Do I have to take the MTR from Central to Kowloon? I would prefer to take a bus.

**A:** No, it is not necessary to take the MTR, you can go to Kowloon by bus. Take bus number \_\_ (1) \_\_ from \_\_ (2) \_\_. It will take you to \_\_ (3) \_\_ and you can go right to the terminus at \_\_ (4) \_\_.

**Q:** Could you tell me how to get to Shenzhen across the border in China?

**A:** It is very easy to get to Shenzhen. The East Rail Line leaves from East Tsim Sha Tsui and goes directly to \_\_ (5) \_\_ or \_\_ (6) \_\_, which are two stations at the very end of the line. The train trip will take \_\_ (7) \_\_ minutes. At the border, you will have to use your identity card to leave Hong Kong and then report to Chinese Immigration and show your passport and China visa.

## TASK 3

# GIVING AND RECEIVING DIRECTIONS

People in Hong Kong take buses and taxis frequently. In a taxi, the first thing the passenger says is where they want to go. If the passenger doesn't know the Chinese place and street names, then they need to give directions. The driver needs to listen carefully and take the passenger to the correct destination.

Bus and taxi drivers need to be polite when dealing with the public, because they provide an important customer service. Passengers also need to be clear about where they want to go. To learn and practise how to give and receive directions, you and your partner(s) will complete the following exercises.

### Activity 1

Listen to the passenger giving directions to the taxi driver. Draw the route on the map provided.

Audio is available on accompanying CD.



Map reproduced with permission of the Director of Lands.  
© The Government of Hong Kong SAR. Licence No. 04-2009.

Choose a starting point and a destination on the map on the previous page, write 'start' and 'end' on the map; draw the route from 'start' to 'end'. Tell your partner (the taxi driver) how to get from 'start' to 'end'. Your partner should draw the route on their map. Compare routes to check your skills at giving and receiving directions. Take turns.

Once you have completed the above activities, submit the following to your teacher:

1. A short script of directions from 'start' to any destination on the map – your script should include the driver asking for clarification and confirmation
2. An audio recording of you and your partner giving and receiving directions

### Language for giving and receiving directions

#### Using 'take' and 'get'

'Take' and 'get' are very useful verbs. Both verbs can be used when talking about travel.

#### Transitive form – take/get

Transitive 'take' can mean to use a form of transport or particular road to go somewhere.

- e.g. Take the 1A bus to Choi Hung.
- e.g. Take Des Voeux Road until you see the bright green building on your right.

Similar to 'take', transitive 'get' can mean to go somewhere on a train, bus, ferry, etc.

- e.g. Get the 2-9-9 bus to Sai Kung.

===

When 'get' is followed by an adverb or preposition, 'get' can mean to arrive.

- e.g. How do I get to . . . ?
- e.g. What time will we get to . . . ?

#### Vocabulary helper

##### Passenger on a bus:

Excuse me, does this bus go to . . . ?  
Can you tell me where to get off?

##### Bus driver:

Yes, it does.  
Get off here and go . . .  
No, it doesn't.  
Take the (101A) bus to . . .

##### Taxi driver:

Where would you like to go, madam/sir?  
I'm sorry, do you know the Chinese name?  
Can you give me the directions?  
Can you tell me how to get there?

##### Passenger in a taxi:

I'd like to go to . . .  
I'm sorry, I don't know.  
Yes, I can. (Turn right here at) . . .  
Stop here. Thank you.



## Model conversations

### Passenger / Bus driver

**P:** Excuse me, does this bus go to the IFC?  
**D:** Yes, it does.  
**P:** Thank you. Can you tell me where to get off?  
**D:** Yes, I will . . . Miss, get off here and go straight for one block. The IFC is the very tall building in front of you. You can't miss it!  
**P:** Thanks.

**P:** Excuse me, does this bus go to the Wan Chai ferry?  
**D:** No, it doesn't. Take the number forty bus and get off at the pier.  
**P:** Thank you.  
**D:** You're welcome.

### Passenger / Taxi driver

**D:** Where would you like to go, madam/sir?  
**P:** I'd like to go to Laguna City in Kwun Tong.  
**D:** I'm sorry, do you know the Chinese name?  
**P:** Certainly, it's 麗港城.

**D:** Where would you like to go, madam/sir?  
**P:** I'd like to go to The Landmark in Central.  
**D:** I'm sorry, do you know the Chinese name?  
**P:** No, I'm afraid I don't.  
**D:** Can you tell me how to get there?  
**P:** Yes, I can. Go straight and . . .

**D:** Where would you like to go, madam/sir?  
**P:** I'd like to go to Festival Walk.  
**D:** I'm sorry, do you know the Chinese name?  
**P:** No, I'm afraid I don't.  
**D:** Can you give me the directions?  
**P:** No, I'm afraid I don't know how to get there.  
**D:** Well, maybe you should take another taxi then. Sorry, I can't help you.  
**P:** That's ok. Thank you.



## TASK 4

### TAXI SMALL TALK

Quite often we engage in small talk when travelling in a taxi for a length of time. Small talk may include pleasantries and topics such as the weather, country of origin, profession, length of stay and so on. Remember that small talk should be about keeping up a friendly and polite conversation. You should not ask very personal questions about, for example, salary or marital status. Such topics might make the other person feel uncomfortable.

#### Activity 1

Practise the model conversation on the next page between a taxi driver and a passenger with your partner.

#### Activity 2

An English-speaking visitor leaves Hong Kong International Airport by taxi. The passenger sits in the back. On the way downtown, the driver strikes up a conversation.

In pairs, write a conversation between the passenger and the taxi driver. Your conversation must be 2-3 minutes and include at least three topics from below. Use the model conversation (on page 60) to help you.

Greetings  
Weather  
Shopping in HK  
Places to visit in HK for sightseeing  
Job-related questions  
Places of natural beauty to visit in HK  
Length of visit  
Purpose of visit  
Places to eat in HK  
Country of origin

Once you have completed the above activity, submit an audio recording of your conversation to your teacher.

## Language for taxi small talk

### Questions

#### Simple present

Where are you from?  
Where do you live?  
What do you do?  
Do you know some Cantonese?

#### Present perfect

Have you been to Hong Kong before?  
Have you been to Disneyland?  
Have you seen . . . ?  
Have you read about . . . ?  
Have you tried (food, etc.)?  
Have you heard about (recent event)?  
Have you thought about going to . . . ?

#### Future

What will you do in Hong Kong?  
Which places will you visit in Hong Kong?

### Vocabulary helper

- to strike up a conversation with someone
- to take someone downtown
- to recommend something to someone
- a tip (n.) = 1) a good idea; 2) extra money for service
- to tip (v.) = to give extra money for service

Weather-related vocabulary:

Q: Lovely day, isn't it?	A: Sure is.
Q: Terrible weather, isn't it?	A: Sure is.
Q: Did you hear the forecast? It's for rain all day.	A: Really?
Q: Did you bring an umbrella?	A: Yes, thank you.
Q: Don't forget your umbrella.	A: Thanks, I won't.
Q: Be careful, it's wet out there.	A: Thanks.

### Model conversation

**P:** I'd like to go to the YMCA in Tsim Sha Tsui, please.

**D:** Sure.

*After some time, the taxi driver strikes up a conversation . . .*

**D:** Have you visited Hong Kong before?

**P:** Yes, this is my second visit.

**D:** Have you already been to Disneyland or seen the Big Buddha?

**P:** Well, I've already been to Disneyland but I haven't seen the Buddha yet.

**D:** The Buddha is on Lantau Island and is worth visiting. If you enjoyed Disneyland, you could also visit Ocean Park where you can see pandas.

**P:** What about Stanley?

**D:** Stanley is on Hong Kong Island, not too far from Ocean Park. It's extremely popular with Westerners. So, where do you come from? Are you Australian?

**P:** That's right.

**D:** Are you from Sydney?

**P:** No, actually I'm from Perth. Have you ever visited Perth?

**D:** No, but my cousin lives there and I want to visit one day.

**P:** It's a beautiful city with some nice clean beaches. There's a big Chinatown, too. Speaking of food, can you recommend any good Chinese restaurants in Tsim Sha Tsui?

**D:** I'd recommend you try Gold Restaurant near the Tsim Sha Tsui MTR Station, Exit A. It serves good dim sum and it is not expensive either.

**P:** Thanks for the tip – I will.

*Taxi arrives at the YMCA.*

## TASK 5

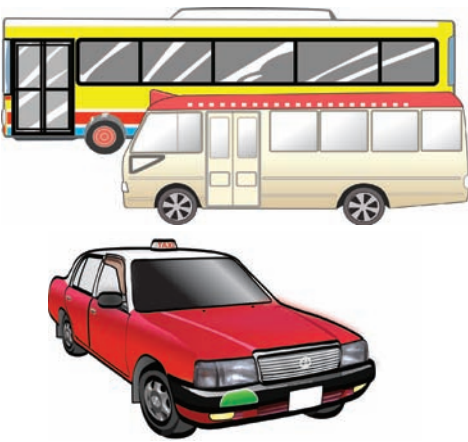
### REQUESTING MONEY / GIVING CHANGE

The challenge when talking about money is converting the numbers and symbols into words. Take time to practise your numbers and talk about sums of money.

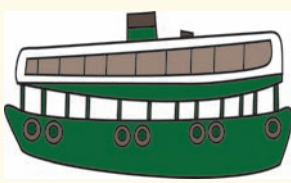

\$ 127.10	->	becomes	->	one hundred and twenty-seven dollars and ten cents
\$ 22.80	->		->	...
\$ 51.30	->		->	...
\$ 5.50	->		->	...
\$ 213.70	->		->	...
\$ 68.90	->		->	...

#### Activity

Look at the table below. With a partner, practise requesting money and giving change. Use the language and model conversations on page 62 to help you. Say the prices in full, using 'dollars' and 'cents'. Add two more to the table. Take turns.

	101M Red Minibus Sai Kung to Mong Kok	\$14.00
	Taxi Tsing Yi to Tseung Wan	\$37.20
	5X Bus Kennedy Town to Causeway Bay	\$4.40
	Taxi: Admiralty to Siu Sai Wan	\$89.60
	___ Bus	\$
	Taxi	\$

Make a deck of cards to use in conversations about money. Copy the cards below and add the information required. With a partner, practise requesting money and giving change. Use the language on the next page to help you.

	FROM: _____		FROM: _____
	TO: _____		TO: _____
	FARE: \$ _____		FARE: \$ _____

Once you have completed the above activity, perform three short role-plays for your teacher on requesting money and giving change.

## Language for requesting money and giving change

### Talking about money

There are several ways to talk about sums of money.

\$11.90

Eleven dollars and ninety cents

Eleven dollars ninety

Eleven ninety (less formal)

Note that **money** and **change** are uncountable nouns. Use 'how much . . .', not 'how many . . .'

How much money do you have in your wallet?

How much change did he give you?

*but* How many coins are in the jar?

Use 'and' only after 100 and to talk about cents.

\$280 = two hundred and eighty dollars

\$2.80 = two dollars and eighty cents

### Vocabulary helper

(Practise your numbers in English!)

money

coins

change

dollars

cents

How much is it to go to . . . ?

How much is it?

How much do I owe you? (at the end of the ride)

It's (thirty-six dollars and eighty cents).

That'll be (thirty-six eighty), please.

Here you are.

And here's your change, madam/sir.

Thank you.

Keep the change.

### Model conversations

*In a taxi*

A: Here we are, madam. The Hotel Shangri-La.

B: Thank you. How much do I owe you?

A: That'll be sixty-seven dollars and twenty cents, please.

B: Here's seventy.

A: Thank you. And, your change.

B: That's all right. Keep the change.

A: Thank you, madam. Have a good evening.

B: Thanks. You too.

A: 呢度. Stop here, please. How much is it?

B: Twenty-two dollars and fifty cents.

A: Here you are.

B: And here's your change . . . seventeen dollars, and fifty cents.

A: Thanks very much.

B: Bye-bye.

A: Bye.

*In a bus*

A: Excuse me, is this the bus to Shek O?

B: Yes, it is.

A: Oh great. And how much is it?

B: To Shek O, it's six ninety.

A: Thanks.

**From:**

**To:**

**Fare:**

**From:**

**To:**

**Fare:**

**From:**

**To:**

**Fare:**

**From:**

**To:**

**Fare:**

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**Fare:**

**From:**

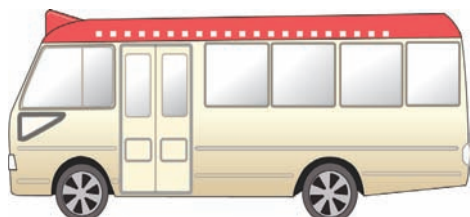
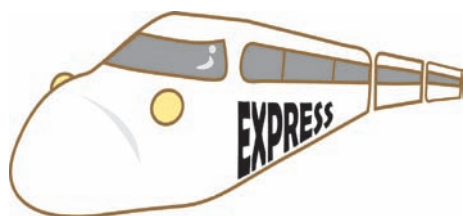
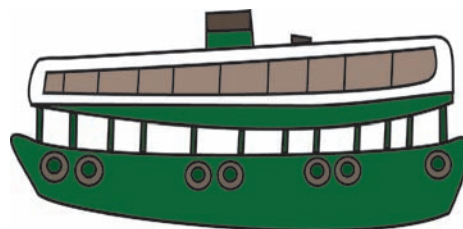
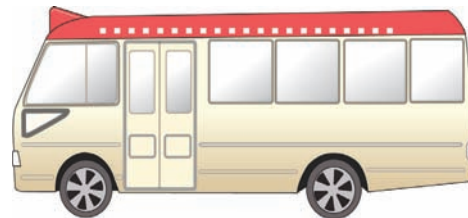
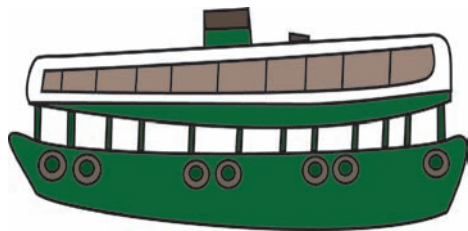
**To:**

**Fare:**

**From:**

**To:**

**Fare:**



## TASK 6

### SIGHTSEEING AND TOURIST ATTRACTIONS

You have been hired by a tour company to drive a minibus. Your bus holds 16 people and you take tourists out for day trips to popular tourist attractions around Hong Kong. You have to become familiar with these popular tourist attractions and help the company plan half-day and whole-day tours.

For these activities, you will need copies of the following charts.

#### Activity 1

The Discover Hong Kong web site ([www.discoverhongkong.com](http://www.discoverhongkong.com)) will help you complete this task. Find out about these tourist attractions and fill in the required information on the chart below.

Tourist Attraction	Location	Description
Ocean Park	Wong Chuk Hang	Aquarium & Panda Zoo Amusement Park
Disneyland		
Chi Lin Monastery		
Po Lin Monastery (Big Buddha)		
Stanley Market		
Nathan Road		
HK Heritage Museum		
Repulse Bay		
Dr Sun Yat-Sen Museum		
Sam Tung Uk Village		
HK Museum of Art		
Flagstaff House		
Happy Valley Race Course		
HK Space Museum		
Tai O Fishing Village		
Victoria Peak		
Avenue of Stars		
Mai Po Wetlands		
Wong Tai Sin Temple		
Hollywood Road		



## Activity 2

Hong Kong is known as a 'shoppers' paradise' and it also has many good restaurants.

Check web sites, tourist brochures and maps to help you complete the charts below.

Shopping Area/Mall	Location	Description
ICF Mall	HK Island waterfront above Hong Kong MTR Station	Luxury stores, cinemas, restaurants, gym, offices

Restaurant	Location	Description

Once you have completed the above activities, submit the charts to your teacher.

## TASK 7

### CUSTOMER SERVICE

You are a Customer Service Representative working for the Magical Tour Bus Company which plans tours all over Hong Kong. Your company works with a number of tourist agencies which buy your tour packages for their groups of tourists. Today, you have received a letter from an important client, the Total Tourist Agency, complaining about your company's day trip last week.

Total Tourist Agency  
Belhaven Building  
F/21, Room 12  
66 Margott Street  
Kowloon

15 February, 20XX

Magical Tour Bus Company  
Energy Building  
1 Fung Fai Street  
Kowloon

Dear Sir,

Unfortunately, we must inform you of our disappointment with the full-day tour of HK Island, Kowloon and the New Territories, which our company booked with you for February 9th. We have received dozens of complaints and have had to offer a partial refund to all the passengers.

To begin with, the driver arrived half an hour late at the pick-up point. After rushing through breakfast, the passengers had to stand outside for half an hour. During the bus trip, the air-conditioning system only worked sporadically, so the bus was very warm and the passengers were terribly uncomfortable. The restaurant had no record of the booking for lunch and therefore the tourists had to wait until tables became available. This delay over the lunch hour caused the tour to finish late.

Even though the tour was finishing later than expected, your tour guide insisted that they stop at a jewellery factory. The passengers were tired and not interested in visiting the factory, but the guide paid no attention to their suggestions to go straight back to their hotel. Some were too tired to get off the bus at the factory and this angered the guide, who expected them to do some shopping.

As the tour did not meet expectations, our company was obliged to offer a partial refund to all the passengers, amounting to a total of \$2,050. We feel that your company is responsible and should reimburse the above loss as soon as possible. Your cooperation in this matter would be greatly appreciated.

Yours faithfully,

*Martin Si*

Martin Si  
Manager

### Activity – Answering a complaint letter

Write a 300-word response to this letter of complaint. Good customer service is about keeping customers happy. Your goal is to keep this customer coming back for more tours. Once you have completed this activity, submit the letter to your teacher.

### Language for answering a complaint

#### Vocabulary helper

- We were shocked to learn that . . .
- It is not our policy to . . .
- We usually take great care with . . .
- We would like to correct this mistake by . . .
- We acknowledge our error and will . . .
- We hope this incident will not affect . . .
- The purpose of this letter is to offer our/my sincere apology . . .
- We are committed to providing . . .
- For your inconvenience, we would like to offer you . . .
- I understand you are upset . . .
- Your disappointment is understandable.
- We want to resolve the problem . . .
- We agree that . . .
- We are anxious to assure you that . . .
- Let me assure you that . . . will never happen again.

#### Apologies

- We are sorry about . . .
- We would like to apologise . . .
- We regret that . . .
- It is regrettable that . . .
- Please accept our/my apology
- We are sorry for the inconvenience.
- We apologise for . . .

When dealing with this complaint letter, use the following as a guideline and see pages 12-14 about letter writing:

- Gather information – check with your team (the bus driver, tour guide, restaurant manager, etc.) about the situation.
- Acknowledge each complaint in the letter.
- Acknowledge the writer's feelings.
- Explain your role in the situation and take responsibility for the problem.
- Explain what caused the various problems and what has been done to make sure that it will not happen again.
- Offer a solution (perhaps not the one the customer wants, but something similar).
- Reassure the client that the mistakes will never be repeated.
- Use polite language.

## TASK 8

### BUS TRIP PAMPHLET

#### Situation

You work for a tourist agency that organises half-day and full-day tours of Hong Kong. Your tourist agency hires the Magical Tour Bus Company for these city tours. You are expecting a group of 40 Scandinavian tourists who will be visiting Hong Kong for the first time.

Your task is to plan a full-day bus tour of the SAR from 9:00am to 5:30pm. Half the day is to be spent in Kowloon and the New Territories and the other half will be touring Hong Kong Island. You must schedule a lunch break at an well-known Chinese restaurant in a district of your choice.

Be sure to include the following components in your planning and preparation:

- the meeting place where you will pick-up and drop-off the tourists
- the time that you will meet the tourists
- the tourist attractions you will visit
- the route you will follow
- the proposed schedule\*
- a shopping area – shopping centre, market or factory outlet
- the restaurant for lunch
- the price of the tour, including transportation, all admission costs and lunch

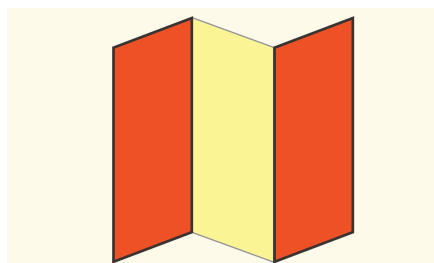
\* consider the length of time it will take you to drive between different places

#### Project

Prepare a 3-fold pamphlet to advertise the tour which includes:

- a detailed itinerary of the day-tour
- the highlights of the tour and descriptions of sites/attractions
- a map labelled with the tour route
- the name of the tour
- the cost per person and what it includes
- your company's name and contact details

Consider the organisation of your writing, as well as the grammar and spelling. Make your brochure attractive with interesting graphics or pictures. Remember your brochure is a marketing tool. Make your brochure sell your tour!



**3-fold pamphlet**

### Rubric for three-fold pamphlet: tourist day tour

Student Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

CATEGORY	4	3	2	1	Mark
<b>Writing – Organisation</b>	Each section in the brochure has a clear beginning, middle and end.	Almost all sections of the brochure have a clear beginning, middle and end.	Most sections of the brochure have a clear beginning, middle and end.	Less than half of the sections of the brochure have a clear beginning, middle and end.	/4
<b>Writing – Grammar</b>	There are no grammatical mistakes in the brochure.	There are no grammatical mistakes in the brochure after feedback from the teacher.	There are 1-2 grammatical mistakes in the brochure even after feedback from the teacher.	There are 3 or more grammatical mistakes in the brochure even after feedback from the teacher.	/4
<b>Spelling &amp; Proofreading</b>	No spelling errors remain after final proofreading.	No more than 2 spelling errors remain after final proofreading.	Only 3 spelling errors remain after final proofreading	More than 3 spelling errors remain in the brochure.	/4
<b>Writing – Vocabulary</b>	The authors correctly use at least 5 new words and can define the words to the reader.	The authors correctly use 3 new words and can define the words to the reader.	The authors try to use some new vocabulary, but may use 1-2 words incorrectly.	The authors do not incorporate new vocabulary.	/4
<b>Attractiveness &amp; Organisation</b>	The brochure has exceptionally attractive formatting, good use of colour and well-organised information.	The brochure has attractive formatting and well-organised information.	The brochure has well-organised information.	The brochure's formatting and organisation of material are confusing to the reader.	/4
<b>Graphics/Pictures</b>	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the brochure seems 'text-heavy'.	Graphics are inappropriate for the accompanying text or appear to be randomly chosen.	/4
<b>Content &amp; Information</b>	The brochure includes all components required of the project.	The brochure includes most of the components required of the project.	Three or more of the components required of the project are missing in the brochure.	The brochure is missing many of the components required of the project.	/4
				Total:	/28

# SUPPLEMENTARY ACTIVITIES

## TRANSPORTATION

### Supplementary Activity for TASK 1 – Introduction

MTR Bingo. Ask students to make B-I-N-G-O cards with the names of the MTR lines and stations in the different squares. Ask students questions and play class MTR BINGO.

B	I	N	G	O
Kowloon Tong				
			Island Line	
East Rail		FREE		
	Tsuen Wan			
				Chai Wan

1. Admiralty Station is on what MTR line?
2. What is the most eastern station on the Island Line?
3. What MTR line runs north-south from Tsim Sha Tsui to the China border?
4. ...
5. ...
6. ...
7. ...

### Supplementary Activity for TASK 3 – Listening practice

Teachers: Use the student audio recordings made for TASK 3 for further class listening practice.

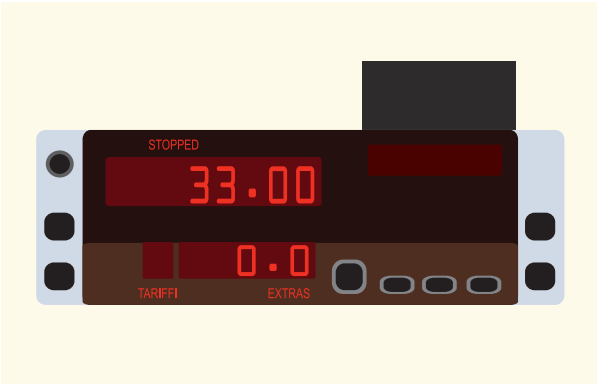
Play the audio recordings for the whole class and ask the students to draw the routes.

**Supplementary Activity for TASK 5 – Requesting money and giving change**

Students will bring a few coins to class. In pairs, ask students to make some paper money in the following denominations – \$10, \$20, \$50, \$100. Students will fill in the table below and practise dialogues giving back change. Use the language in the model conversation below.

Transportation	Fare	Paid with	Change
Red minibus	\$14.00	\$20.00	
Taxi	\$253.30		

- D: That'll be thirty-three dollars, please.  
P: Here is fifty dollars.  
D: Thank you. From fifty dollars, thirty-three dollars plus seven dollars makes forty. Plus another ten dollars makes fifty. That's seventeen dollars in change. Thank you.



# PROJECT 2

## BANKING

Task 1	Introduction	75
Task 2	General banking services	77
Task 3	Money	81
Task 4	Buying insurance through the bank	84
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Task 7	What is the future of banking?	91
Task 8	The stock market	94



## NOTES FOR TEACHERS

### **Portfolio folders**

Each task has one or more activities. Students must complete the activities and submit their work, if applicable, to the teacher. It is recommended that a portfolio folder is maintained by each student. Some teachers buy a hanging file to hold the student portfolio folders. Students are responsible for keeping all their completed work in the folder and the project journal can be placed in their folder for safe-keeping.

When students are working in groups (2 to 4) one copy of the piece of work should be submitted to the teacher for marking. Once marked, each student should get a copy of the work to place in their portfolio folder.

### **Timetabling**

Tasks may take 1 or 2 double lessons depending upon the type of activity involved in the task and the level of the students' English.

# TASK 1

## INTRODUCTION

The **Hong Kong Monetary Authority** is the government authority in Hong Kong responsible for maintaining monetary and banking stability. Its main functions are:

- keeping the Hong Kong dollar stable
- managing the Exchange Fund – Hong Kong's official reserves – in a sound and effective way
- promoting the safety of Hong Kong's banking system
- developing Hong Kong's financial infrastructure to enable money to flow smoothly, freely and without obstruction

There are more than 150 HKMA authorised banks in Hong Kong serving the public. Hong Kong maintains a three-tier system of deposit-taking institutions:

- **Licensed banks** which may operate current and savings accounts and accept deposits of any size and maturity from the public and pay or collect cheques drawn or paid in by customers.
- **Restricted licence banks** are mostly engaged in merchant banking and capital market activities. They accept deposits of HK\$500,000 and above.
- **Deposit-taking companies** are usually owned by, or otherwise associated with, banks. They deal in specialised activities, including consumer finance and securities business. They may take deposits of HK\$100,000 or above with an original term of maturity of at least three months.

Hong Kong has one of the highest concentrations of banking institutions in the world. Sixty-eight of the largest 100 banks in the world have operations in Hong Kong. At the end of December 2008, there were 145 licensed banks, 27 restricted licence banks and 28 deposit-taking companies in Hong Kong business. These 200 authorised institutions operate a comprehensive network of 1,387 local branches. Of these 200 authorised institutions, 181 are beneficially owned by interests from 29 countries. ([www.info.gov.hk](http://www.info.gov.hk))

### Who owns the banks?

Most big banks in the world are owned by shareholders. The banks raise capital funds by selling 'shares' in the bank's corporation. Upon purchase of these shares, stock certificates are issued to the shareholders identifying the amount of shares of stock purchased. The shareholders can be private individuals or companies.

There are some banks which are owned by governments. For instance, following the recent credit crunch, some banks in the United State and Europe have been taken over by their governments.

## How do banks make money?

Banks are businesses. They charge for their services and make money in many different ways, such as:

- general service charges;
- real estate investments;
- lending money and charging interest; and
- credit cards – lending money in advance to customers who buy items.

### Vocabulary helper

official reserves	–	total of a nation's holdings of tradable foreign currencies and gold reserves
deposit	–	money placed in a bank account
withdrawal	–	removing funds from a bank account
maturity	–	a time when a note or a bond is due
securities	–	stocks and bonds
stocks	–	shares of a particular company or corporation
share certificate	–	the certificate of ownership of such stock
service charge	–	amount of money charged for a service
investment	–	a thing invested in, such as a business, a quantity of shares of stock, etc.
capital market	–	includes the stock market and the bond market
infrastructure	–	the basic, underlying framework or features of a system or organisation
consumer finance	–	any kind of lending to consumers
merchant bank	–	a financial institution primarily engaged in international finance and long-term loans
stable	–	resistant to sudden change
effective	–	capable; efficient
obstruction	–	the delaying or preventing of business

### Quick Quiz!

1. Who is the Chief Executive of the HKMA? \_\_\_\_\_
2. Where is the HKMA located? \_\_\_\_\_
3. How many banks are there in Hong Kong? \_\_\_\_\_
4. Which are the most popular banks in Hong Kong? \_\_\_\_\_
5. Name 5 licensed banks in Hong Kong: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. Name 3 restricted licence banks in Hong Kong: \_\_\_\_\_  
\_\_\_\_\_
7. How much interest does your parents' bank charge on credit card balances? \_\_\_\_\_  
\_\_\_\_\_

## TASK 2

### GENERAL BANKING SERVICES

In Hong Kong, bank customers are greeted by a customer services representative, in the entrance or lobby of the bank, who directs them to the correct counter. A customer might come to the bank for any number of transactions. The bank staff must know where to direct the customer so that they can successfully complete their banking transactions.

#### Activity 1

Look at the picture below. Do you know any vocabulary related to the inside of a bank? Would you know where to direct customers for different transactions? Draw lines to match the vocabulary with the picture.

manager

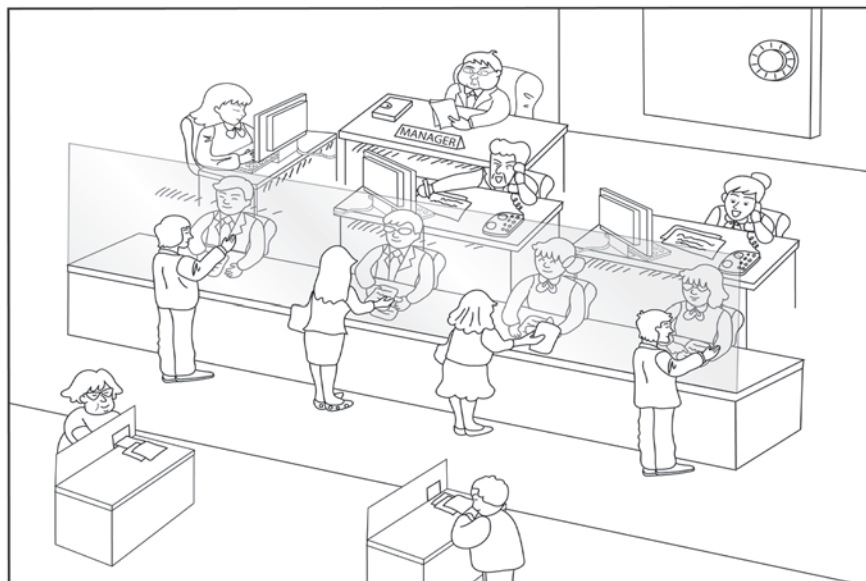
teller/bank clerk

deposit slip

money window

vault/safe

customer



## Activity 2

With a partner, use the banking transaction cards (page 80) to practise greeting a customer and directing them to the appropriate counter or person in the bank. Use the language patterns and model conversations to help you. Take turns.

<ul style="list-style-type: none"> <li>• apply for a credit card</li> <li>• buy traveller's cheques</li> <li>• cash a cheque</li> <li>• check my account balance</li> <li>• deposit money</li> </ul>	<ul style="list-style-type: none"> <li>• exchange money</li> <li>• open a checking account</li> <li>• open a savings account</li> <li>• order cheques</li> </ul>	<ul style="list-style-type: none"> <li>• pay off a loan</li> <li>• make a loan payment</li> <li>• pay some bills</li> <li>• rent a safety deposit box</li> <li>• take out a loan</li> </ul>	<ul style="list-style-type: none"> <li>• talk with a bank teller</li> <li>• talk with the bank manager</li> <li>• transfer money</li> <li>• withdraw money</li> </ul>
--	--	---	---

### Knowing and using language patterns

These sorts of short exchanges use formulaic language and structure. The conversation almost always has the same pattern.

1. greeting
2. statement of purpose
3. direction
4. thanks/close

Can you identify the four parts in the model conversations on the next page?

Note, in particular, the different ways of greeting a customer, of communicating purpose, and of directing someone.

### Vocabulary helper banking transactions

to buy traveller's cheques  
 to exchange money  
 to cash a cheque  
 to check my account balance  
 to make a deposit or withdrawal  
 to apply for a credit card  
 to open a current or savings account  
 to order cheques  
 to pay off a loan  
 to rent a safety deposit box  
 to take out a loan  
 to access an account  
 to order a statement  
 to pay/settle some bills  
 to transfer some money to a local account  
 to transfer some money to an overseas account  
 to make a telegraphic transfer  
 to get a money draft

## Model Conversations

### Conversation 1

**Bank staff:** Good morning, can I help you?

**Customer:** I'm just here to deposit (withdraw, pay some bills).

**Bank staff:** Certainly, please queue up here.

**Customer:** Thank you.

**Bank staff:** You're welcome.

### Conversation 2

**Bank staff:** Good afternoon, how can I help you?

**Customer:** I'd like to open a checking account.

**Bank staff:** Certainly, our customer service officer can help you. If you'd like to come this way, please.

**Customer:** Thank you.

**Bank staff:** Please sit down, someone will be right with you.

**Customer:** Thank you.

**Bank staff:** You're welcome.

### Conversation 3

**Bank staff:** Hello, how can we help you today?

**Customer:** I'd like to speak with someone about taking out a mortgage.

**Bank staff:** Certainly, our loans officer would be happy to help you. Please follow me.

**Customer:** Thank you.

**Bank staff:** This is Ms Chan, she'll be able to help you with any questions you might have.

**Customer:** Thank you.

**Bank staff:** You're welcome.

### Conversation 4

**Bank staff:** Hello, may I help you?

**Customer:** Yes, I'd like to buy some US dollars.

**Bank staff:** Oh, I'm afraid we don't do that at our local branch, here. Let me get you the address of our central office. They would be happy to help you.

**Customer:** Thank you.

### Conversation 5

**Bank staff:** Excuse me, madam/sir, teller two (counter number two) is available.

**Customer:** Oh, thank you.

## BANKING TRANSACTION CARDS

apply for  
a credit card



exchange money



make a loan  
payment



talk with  
a bank teller



buy traveller's  
cheques



open a current  
account



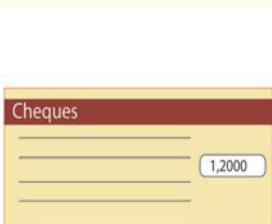
pay some bills



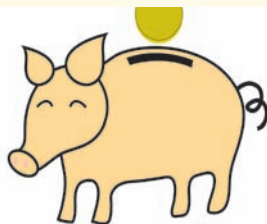
talk with the bank  
manager



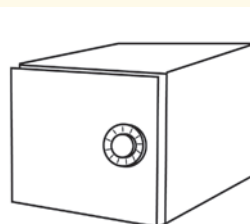
cash a cheque



open a savings  
account



rent a safety  
deposit box



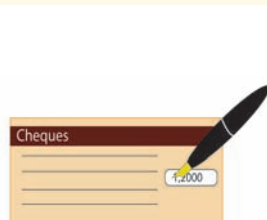
transfer money to a  
local account



check my account  
balance



order cheques



take out a loan



withdraw money



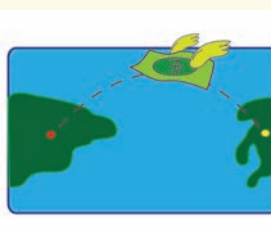
deposit money



pay off a loan



transfer money to an  
overseas account



get a money draft



## TASK 3 MONEY

Numbers and counting out money can be difficult, especially because the Chinese counting system is different from the English one.

The Chinese system counts in denominations of:

- 100 [hundred 一百]
- 1 000 [thousand 一千]
- 10 000 [ten thousand 一萬]
- groups of 10 000s [i.e. ninety ten thousands, 90萬]

In comparison, the English system does not count in groups of 10 000s.

See the chart below to understand the differences.

Numbers	English words	English system	Chinese in English words	Chinese system	Chinese
100	One hundred	1 x 100	One hundred	1 x 100	一百
1 000	One thousand	1 x 1 000	One thousand	1 x 1 000	一千
10 000	Ten thousand	10 x 1 000	One ten thousand	1 x 10 000	一萬
100 000	One hundred thousand	100 x 1 000	Ten ten thousands	10 x 10 000	十萬
1 000 000	One million	1 x 1 000 000	One hundred ten thousands	100 x 10 000	一百萬
1 000 000 000	One billion	1 x 1 000 000 000	Ten one hundred millions	10 x 100 000 000	十億
1 000 000 000 000	One trillion	1 x 1 000 000 000 000	One trillion	1 x 1 000 000 000 000	萬億/一兆

So 'nine hundred thousand' in English, is 'ninety ten-thousands' in Chinese (90 萬). And, 'three point six five million' (\$3.65m) in English, is 'three hundred six ten five ten-thousands' in Chinese (三百六十五萬). This difference can be a little confusing at first.

### Activity 1

Practise your numbers. Make some paper money, a lot of money. With a partner, shuffle the money like a deck of cards. Randomly pick cards and see how fast (and accurately) you can say the amount of money on the cards.





## Activity 2

Find the symbols and words for different currencies around the world. Make a matching game for your partner. Here's a few to start . . .

pound	China	\$
yuan	European Union	£
euro	The United Kingdom	¥
dollar	Australia	€

### Knowing and using language patterns

For \$1,100, 1,200, 1,300 . . . 9,800, some people use a shorter form.

e.g. for \$1,200, some say 'twelve hundred dollars', instead of the longer 'one thousand two hundred dollars'.

**When customers withdraw money, bank tellers count out bigger bills to smaller bills.**

e.g. So Mrs Smith you wanted four thousand eight hundred dollars . . . that's one thousand, two thousand, three thousand, four thousand. Five hundred, six hundred, seven hundred, eight hundred. That's four thousand eight hundred dollars. And, will there be anything else today?

OR . . . that's one, two, three, four thousand. Five hundred, six, seven, eight hundred dollars. That's four thousand eight hundred dollars. And, will there be anything else today?

### Vocabulary helper

Recall the banking transactions vocabulary from the previous task. Below are other words/phrases related to banking and money.

money/funds/cash/bills/notes/denominations  
securities/stocks/shares  
daily limit  
bankbook  
credit card  
debt  
interest rate, exchange rate  
cash-flow  
currency (dollar, pound, yen, yuan)  
wealthy  
fortune  
millionaire/billionaire

## FAST FACTS ABOUT MONEY

- Paper money was invented about 2,000 years ago in China.
- There are more than 150 currencies around the world.
- Coins are produced in a factory called a mint.
- The study or collection of money is called numismatics. Coin collectors are numismatists.
- Since the mid 20th century, the United States dollar has been the world currency; that is, the US dollar is the currency in which most international transactions take place.

What other interesting facts about money can you find?

## MORE FUN . . .

There are lots of songs about money. Check out some of these very famous songs below.

- If I Were a Rich Man – from the musical ‘Fiddler on the Roof’
- Rich Girl – sung by Gwen Stefani
- Money – from the musical ‘Cabaret’, sung by Liza Minnelli
- Money – by The Beatles
- Can’t Buy Me Love – by The Beatles
- If I Had a Million Dollars – sung by the Barenaked Ladies

What other songs about money do you know?

## EVEN MORE FUN . . .

There are lots of idioms, expressions and slang related to money. Below are a few.

- time is money
- there’s a pot of gold at the end of the rainbow
- save something for a rainy day
- costs an arm and a leg
- money doesn’t grow on trees
- in the red / in the black

## Web sites

<http://www.learn-english-today.com/idioms/idiom-categories/money-idioms.htm>

[http://www.learn4good.com/languages/evrd\\_idioms/id-m.php3](http://www.learn4good.com/languages/evrd_idioms/id-m.php3)

<http://www.5minuteenglish.com/aug11.htm>

– These web sites have money idioms and slang.

<http://www.moneystuff.co.uk/kids/dictionary.html>

<http://www.learnenglish.de/vocabulary/money.htm>

– These web sites have vocabulary related to money.

## TASK 4

### BUYING INSURANCE THROUGH THE BANK

A bank is more than just a place to withdraw and deposit your money. It is also a place where you can apply for different types of insurance. Travel insurance is always a good idea when you go on holidays. It protects you in various situations. You can apply for travel insurance either online or at your bank and you can have it for a single trip or as multi-trip coverage.

#### Activity

Go to some of these bank web sites and see how the following expressions are used and then write the answers to questions 1-9 below for your teacher.

[www.winglungbank.com.hk](http://www.winglungbank.com.hk)  
[www.hsbc.com.hk](http://www.hsbc.com.hk)  
[www.hkbea.com](http://www.hkbea.com)  
[www.bochk.com](http://www.bochk.com)  
[www.icbcasia.com](http://www.icbcasia.com)  
[www.hangseng.com](http://www.hangseng.com)  
[www.standardchartered.com.hk](http://www.standardchartered.com.hk)

1. List five important areas you are covered for when you buy travel insurance, e.g. personal accident.
2. What does 'personal liability' mean?
3. What does this mean, 'This item is subject to a HK\$200 excess claim'?
4. What does 'major exclusions' mean?
5. If you want to know how much money you will get if you lose your passport, which section will you look under?
6. Under which section will you usually find 'pregnancy' and 'venereal disease'?
7. What does 'curtailment of trip' mean?
8. What does 'repatriation of remains' refer to?
9. What does 'permanent total disablement' mean?
10. You are going on a 4-day holiday by yourself, so how much will your premium be, according to the table below?

Insurance period (in days)	Insured person (amount in HK\$)	Insured person and family (amount in HK\$)
1	60	120
2	62	124
3	65	130
4	68	136
5	75	150

### Vocabulary helper

insurance premium	– the amount you have to pay, e.g. each month to get insurance
to get a quote	– to find out how much something will cost
accident insurance	– insurance which covers you when you have an accident, e.g. in a car
comprehensive health insurance	– covers all areas of health, eg. dental, hospital, etc.
to make a claim	– to ask for money from the insurance company
excess	– when you make an insurance claim, you may have to pay a small part of the claim yourself, e.g. \$100 – this is called the 'excess'
life insurance	– if you die, others in your family – usually, spouse and children – get money
emergency evacuation	– you have to be flown or carried out of a place immediately
major exclusions	– important things not covered in your insurance policy
legally dependent children	– children under 18 you are responsible for
maximum period of insurance	– the most time you can be insured, e.g. a trip may only be 30 days long and after that you will not be insured
documentary evidence	– papers to prove the case
reimbursement	– money you get back from the insurance company when you make a claim
permanent disability	– when you are hurt and cannot recover, e.g. you break your spine
hazardous activities	– dangerous sports, etc., e.g. paragliding
pre-existing condition	– something that is there already, e.g. if you already have cancer then cancer is a pre-existing condition
no claim bonus	– if you do not make a claim on the insurance, then your next yearly premium will usually be reduced
to be waived	– not charged
renewal of policy	– getting the insurance again
policy expiry date	– the date your insurance finishes

## TASK 5

# TELEPHONE AND ONLINE BANKING ENQUIRIES

**Telephone banking** is a simple and convenient way to do various banking transactions and check banking details. You can, for example, pay bills, check your balance, transfer money between accounts (or to other organisations) and listen to details of recent transactions. It is convenient as it can be done from home or work 24 hours a day, 7 days a week.

Banks and financial organisations often use voice recognition technology to recognise and respond to what the caller says and it can be just like talking to a real person.

**Online banking** refers to using the Internet to do banking. To use online banking, a person can use a personal computer with access to the Internet. The person can conduct financial transactions on a bank or financial institution's secure web site. Normally the same kind of services are available online as they are through telephone banking.

Security is important when doing online and telephone banking. For online banking, a security device can be used to provide a one-time transaction number, which is used to add a second layer of security in addition to using a password. This number is called a **transaction authentication number (TAN)**.



### Activity 1

Your friend is not as up-to-date with technology as you are, but you think they should use telephone banking. In a one-minute explanation, you are going to tell them:

- what telephone banking is;
- the advantages; and
- the disadvantages.

In pairs, read the model conversation on page 88. To assist you with the explanation, list four things that can be done using telephone banking. Also, list two advantages and two disadvantages of telephone banking.

### Activity 2

Use your mobile telephones. Go into separate rooms, or somewhere where you cannot see your partner. Practise dialogues based on these points:

- You have lost your PIN and want to know how to replace it.
- You have lost your security device and want to replace it.

### Telephone techniques

Telephone conversations require different skills from face-to-face communication. If you want to communicate successfully on the telephone, remember:

- to ask the person to speak slowly;
- repeat each piece of important information yourself, e.g. a name, time or place, as the person speaks; and
- ask the speaker to repeat the information until you have understood – do not just pretend you have understood.

### Vocabulary helper

password  
24 hours a day  
account number  
automated answering machine  
day-to-day banking  
menu of options  
telephone banking services  
to access an account  
to check your balance  
to key in a PIN (personal identification number)  
to order a statement  
to pay bills  
to sign up  
to trade stocks and bonds  
to transfer money

### Model conversation

- Bank staff:** Good afternoon, this is Best Bank. How can I help you?
- Customer:** Good afternoon. I'd like to know how to sign up for telephone banking, please.
- Bank staff:** Certainly. Do you already have an account with us?
- Customer:** Yes, at the Jeffries Street Branch in Central.
- Bank staff:** Could you tell me that number, please?
- Customer:** It's 789 456 098. Could you tell me first how your telephone banking services work, please?
- Bank staff:** It's simple and fast. You can do all your day-to-day banking over the telephone, 24 hours a day, 7 days a week. I can sign you up immediately.
- Customer:** That's great. How do I access my account?
- Bank staff:** Just call the bank, key in your PIN and listen to the menu of options available.
- Customer:** What kind of things can I do?
- Bank staff:** You can check your balance, pay bills, order a statement or transfer money to another account or to another bank.
- Customer:** That's great! Can I trade stocks and bonds?
- Bank staff:** I'm afraid you will need a special account, called an investment account, for that. Would you like me to set one up for you now?
- Customer:** Not now, thanks. What can I do if I have any problems?
- Bank staff:** Staff are available from 8:00am to 7:00pm seven days a week and there's an automated answering machine. Do you have any other questions?
- Customer:** No, that's all thanks.
- Bank staff:** Thank you for your call.
- Customer:** Thank you. Goodbye.

## TASK 6

# COMPLEX BANKING TRANSACTIONS

Banks are more than just places to deposit and withdraw money. You can, for example, access a variety of financial products and services. Your bank can help you set up a loan for a new car, a mortgage on your new home, buy stocks/shares, get a credit card or transfer some money to an overseas bank account. You can also use your bank to exchange currencies.

### Foreign exchange transactions

Every country has its own currency and it is usually necessary to exchange money when you go to a foreign country. You can check the exchange rates on the computer to see when it is a favourable exchange rate for your Hong Kong dollars. You can also trade currencies to make (or lose!) money.

### Credit cards

Most adults carry at least one credit card. Visa, MasterCard and American Express are three of the most common visa cards world wide. You may want to check out the best offer before you choose a credit card. Some points that make a credit card attractive are:

- cheap introductory offer
- low interest
- cash back bonus
- no annual fee

Your credit card may give you the chance to earn a wide range of everyday rewards such as shopping vouchers and gift cards; merchandise and gifts; frequent flyer points; travel and accommodation and entertainment.

To apply for a credit card, you will need to provide basic information about yourself such as your Hong Kong identity card number, date of birth, address and annual household income. You may need proof of your income from an income statement from your workplace. You may also need proof of your address, for example, by providing a recent bank statement or a bill sent to your home address.

### Activity 1 – Foreign exchange transactions

You are about to go on holiday to Australia and you need to exchange some of your Hong Kong dollars for Australian dollars. You would like to take HK\$1,000 with you to start your trip. Check the exchange rate for two weeks at one, or more, of these web sites to determine when you will get the best exchange rate.

[www.x-rates.com](http://www.x-rates.com)

[www.xe.com](http://www.xe.com)

[www.oanda.com](http://www.oanda.com)

[www.exchangerate.com](http://www.exchangerate.com)



Once you have completed the above activity, submit the following to your teacher:

1. the date on which you could have got the most favourable rate for your HK dollars;
2. the exchange rate you used; and
3. the amount of Australian dollars you received for your HK\$1,000.

## Activity 2 – credit cards

Work in pairs. One of you is a bank teller and the other is a customer who wants to get a credit card. Below are three imaginary credit cards. Help the customer to choose the one which suits them best.

### ‘Easy Visa card’

Benefits:

- first year interest free
- 0% annual fee
- 18% interest (after first year)
- customise your card with your favourite photo
- redeem 1.25 air miles for every dollar spent on purchases
- apply online

### ‘Number 1 credit card’

Benefits:

- 0% annual fee
- 11% interest
- 3 points per \$1 spent as bonus points on eligible purchases
- 1 point per \$1 spent on regular purchases
- 6,000 bonus points after \$5,000 in purchases are made within 3 months of account opening.

### ‘Excel credit card’

Benefits:

- redeem points for travel, merchandise, gift cards and more
- 0% annual fee
- 18% interest
- 15% off dining at eligible establishments

### Vocabulary helper

(current/historical) exchange rate(s)

forex = foreign exchange

forex market

exchange pounds for yuan

day trading

foreign currency

no commission

conversion calculator

currency transfer

mid-market currency rate(s)

## TASK 7

# WHAT IS THE FUTURE OF BANKING?

Some people think that in the near future we will be holding our banks in our hands, because phone companies and telecommunications companies will become banks. The next generation's banking services will use mobile payment systems, micropayments and offer mobile phone credit card transactions and loans. Every time a foreign worker sends money home, the bank charges a service fee. Think about the economic impact of remittances from foreign workers using SMS credit to avoid foreign exchange transaction costs.

Biometrics thumbprint technology will allow us to make large mobile phone payments. This will mean that commissions and interest charges on loans will go to the telecommunications companies. The huge amount of credit card company revenues made by charging interest may move to mobile phone transactions.

Many banks are being threatened by the 'digital' world. Consider how you can pay and access money at the supermarkets. Airlines, too, accept payment electronically and confirm ticket sales via an SMS message to your mobile phone.

### Activity

You are on the School Newsletter Committee and think that the article on the following two pages is newsworthy. To help you understand the article, fill in the definitions of the words in the vocabulary box.

Write a 200-word summary of the article for your school newsletter and explain why you think this is a relevant idea for secondary students.

You will need to know the definitions for the following words:

Vocabulary		
biometrics	–	_____
radio waves	–	_____
microprocessor	–	_____
trading platform	–	_____
transaction	–	_____
incentives	–	_____
foreboding	–	_____
seize	–	_____
remittance	–	_____
relative	–	_____
GDP	–	_____
trillion	–	_____
'on the doorstep'	–	_____
'made in heaven'	–	_____

## Article on mobile banking

This is an article based on a speech by conference keynote speaker and futurist Dr Patrick Dixon, who is often described as Europe's leading futurist. He is chairman of Global Change Ltd, a lecturer at business schools and author of 10 books including *Futurewise: The Six Faces of Global Change*. He advises Fortune 500 company boards on implications of a wide range of global trends. Search the Internet for videos of his presentations and other people's speeches about mobile phones and banks.

### Why Mobile Phone Companies will Become Banks

'Every mobile phone company has the opportunity to become a big bank and every bank should be really worried about mobile phones', says Dr Patrick Dixon.

Most credit cards now have chips inside them, called RFIDs – Radio Frequency Identification Devices. Dr Dixon calls these 'grains of sand', which are really computers with hardware, software, microprocessors and permanent memory. They can last 100 years in the environment. They take radio waves from the environment in order to store data permanently within their operating systems. These chips are not only in credit cards, though, they are also in our mobile phones. In the future, what this means is that our credit cards will no longer be useful. We will just throw them away!

Imagine the credit card companies making a deal with a telecommunications company, which manufactures or develops a new trading platform allowing for a new generation of phone. It could work like this:

1. You go into a shop, petrol station, restaurant or Inland Revenue to pay your taxes.
2. You press a button and 'bloop', an SMS pops up on your phone.
3. You place your thumb on the biometrics on the screen, so it knows who you are.
4. You press the pay button to pay and you can safely approve a HK\$100,000 transaction or more.

The credit card company would no longer be lending the money to the client, instead it would be the telecommunications company lending the money and earning the interest on the transaction. The amount of money to be made from these lending transactions is extraordinary.

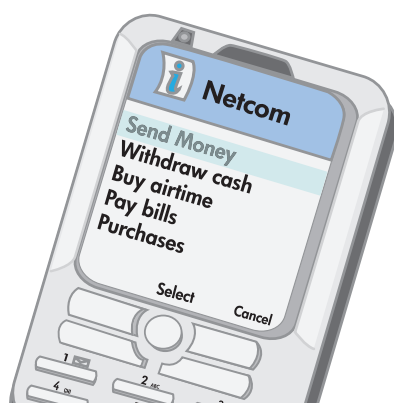
Dr Dixon reports that in the UK about 1 trillion dollars of customer transactions will be made by 2010. This creates a customer credit card debt on these transactions that at a high interest rate could create a multi-billion dollar market.

Therefore, instead of selling mobile phones in the future, the telecommunications companies will be competing with each other to give them away! They will then be able to make money on your financial (banking) transactions – paying for purchases and paying bills, etc. They will be offering free phone and SMS service, because they'll expect you to discard your credit cards and use your phone instead for making payments.

As the banks operate a huge credit card business, this idea is rather foreboding. This glimpse of the future represents the biggest shift in financial services imaginable, but it has already begun. Foreign workers are now able to send money to their families in their home countries by using their mobile phones. This is done by using two copies of the same SIM card. One is owned by the foreign worker and the other by the relative back home. For instance, the worker buys minutes on their phone and the relative spends them. These minutes are a new currency (money), which can be traded. It is an ideal money system, because there is no foreign exchange transaction, no banking losses and no taxes. The minutes can be spent on anything.

This is something which every bank should be scared about and every telecommunications company should be dreaming about. It's the greatest possible shift in financial services that you can imagine and it is right on the doorstep now for the first company in the world that really seizes the opportunity. No one has really got hold of it yet. And it doesn't stop there.

A significant amount of the income of some Indian communities is generated in places like Dubai. It's the same in Mexico, from Miami. It's called remittances and these remittances can be responsible for at least 4 – 5% of the GDP of many nations. It's when the son earns in one country and is sending money back home. And the telecommunications companies have a fantastic opportunity here. Vodaphone is already doing it. You have two copies of the same SIM. You own one and your son owns one. Your son is in London and is sending money home. All that happens is he's buying minutes on his phone and you're spending them. You can spend them to buy rice or you can spend them to buy a car. You can spend them on whatever you like. They are currency, they can be traded and, as mentioned previously, there is no foreign exchange transaction, no banking losses, no control and no taxes. It's a money system made in heaven and it is happening already.



## TASK 8

### THE STOCK MARKET

Shares in a publicly-held (not privately-owned) corporation are traded on stock exchanges and the price is set by the process of buying and selling. Publicly-traded stock is familiar to most people, even if they have never owned stock, because many pages of the local newspapers report on the daily trading. Television also reports on publicly-traded stocks. It can be a risky business.

The basic transaction on the stock market is buying shares in a company and, therefore, becoming part owners of the firm. People can also buy mutual funds or make purchases through employee stock offers.

#### Activity

Choose five stocks representing five different types of industry or business (e.g. minerals, banks, pharmaceuticals) from the Hong Kong Stock Market pages of the local newspaper and follow the stock for two weeks. Using the table on the next page, make a table for your stocks, writing down the daily information in each column. You will track these stocks daily for two weeks and research them to decide whether they would have been a good buy or not.

Write a 200-word review explaining why you would have or would not have bought these particular stocks. The vocabulary box below can help you with your review.

#### Vocabulary helper

share(s)	investor
stock(s)	to invest
bond(s)	portfolio
stockbroker	diversified portfolio
analyst	investor sentiment
to analyse	to pay a dividend
stock code or symbol	a bear market
steep decline	a bull market
sharp increase	a good / poor return
IPO = initial public offering	to rebound
technology companies	to take a nosedive
option(s)	yield

### How to read the stock market tables

**Column 1: Code**

The code or the stock symbol is used when looking up the stock on online systems.

**Column 2: Share name****Column 3: Close**

Here you will find the previous day's price of the share at the close of the day.

**Column 4: Percentage change**

The week's percentage change in a stock's value.

**Column 5: Volume**

This is the number of shares traded in each stock in the previous day. Thus 57 means 5,700 shares were traded. Transactions generally take place in units of 100 shares. Stocks with unusually high volume compared with that stock's average trading volume are underlined.

**Columns 6 & 7: 52-week hi and low**

These two columns show the highest and lowest prices paid for the stock over the past 52 weeks, excluding the latest day's trading.

**Column 8: P/E Ratio**

The P/E ratio is used as an indicator of relative stock performance. High P/Es indicate a stock price that is a high multiple of a company's earnings – suggesting optimism about the stock. Low P/E stocks often represent lower investor favour, but there is not any 'best' ratio.

**Column 9: Yield %**

Yield percentage is obtained by dividing the cash dividends by the closing price of the stock. This enables dividend yields to be compared with other stocks and with the interest paid on debt instruments.

Example of a stock market table as seen in newspapers

Code	Share	Close	% Chg	Vol '000	52-week		PE	Yield
					High	Low		
341	Cafe de Coffee	15.78	+0.51	414	17.18	11.39	20.7	4.1
1134	New Satellite	8.75	-1.69	223	13.5	6.85	7.1	4.5
565	China Car	3.04	–	8590	3.16	0.49	16.2	1.3
630	FuLok Bank	3.89	+1.57	2782	8.1	1.5	45.8	1.9
75	Mass Transit Ltd	21.7	+1.88	9653	27.8	13	14.8	2.2



# PROJECT 3

## HOTELS

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Task 8	Group hotel booking	120



## NOTES FOR TEACHERS

### **Project journals**

For the eight tasks in this unit, students will need a project journal in which to make notes, write down their ideas, plans and task work. These journals could be the small exercise books available at most schools. Once the unit is completed, students will add their project journals to their portfolio folder.

### **Portfolio folders**

Each task has one or more activities. Students must complete the activities and submit their work, if applicable, to the teacher. It is recommended that a portfolio folder is maintained by each student. Some teachers buy a hanging file to hold the student portfolio folders. Students are responsible for keeping all their completed work in the folder and the project journal can be placed in their folder for safe-keeping.

When students are working in groups (2 to 4) one copy of the piece of work should be submitted to the teacher for marking. Once marked, each student should get a copy of the work to place in their portfolio folder.

### **Timetabling**

Tasks may take 1 or 2 double lessons depending upon the type of activity involved and the level of the students' English.

For Task 5, you will need to make copies of the feedback form on page 115.

For Task 7, you will need to make copies of the question cards 1-14 on pages 117-119.

# TASK 1

## INTRODUCTION

Hong Kong is a popular tourist destination and a preferred choice for conferences and conventions in Asia. More than 29 million tourists visited Hong Kong in 2008, according to the Hong Kong Tourism Board. Most of these visitors needed hotel accommodation and many needed arrangements for business meetings. To understand just how important the hotel industry is to the city, please refer to the chart below.

These figures are from the Hong Kong Tourism Board		
Month	Visitor Arrivals	Average Hotel Occupancy Rate
December 2007	2,789,354	93%
January 2008	2,518,566	87%
February 2008	2,352,456	80%
March 2008	2,404,499	86%
April 2008	2,419,911	85%
May 2008	2,342,146	81%
June 2008	2,147,926	81%
July 2008	2,709,375	89%
August 2008	2,679,092	85%
September 2008	2,194,840	79%
October 2008	2,532,740	85%
November 2008	2,421,457	88%
December 2008	2,783,608	90%

### Activity – Fast facts!

Find the following information about Hong Kong hotels. Type your list as a Microsoft Word document and compare your answers with a classmate's:

- number of hotels
- number of employees working in the hotel industry and some typical jobs
- where the majority of hotels are located
- most expensive hotel
- tallest hotel
- oldest hotel
- a hotel closest to your home
- the difference between a hotel, hostel, serviced-apartment, Bed and Breakfast (B&B)

Have you tried these mega search engines? Mega search engines make surfing the web faster, easier and more efficient. They use many search engines at the same time, rather than just one. Be careful to refine your search, so that you get the most relevant results.

[www.metacrawler.com](http://www.metacrawler.com)

[www.dogpile.com](http://www.dogpile.com)

## TASK 2

### RESERVATIONS AND CHECKING IN

#### Part 1

##### Making a room reservation

Usually when people go travelling, they book their hotel room in advance. Hotels are often categorised by 'stars'. Typically, a five-star hotel is the most expensive. There are different kinds of hotels, such as budget hotels, historical hotels, boutique hotels and thematic hotels.

Making a hotel reservation in advance can be done by telephone, e-mail or over the Internet. In most cases, the booking is confirmed by the hotel to ensure that the room is reserved and that the guest will be coming.

##### Activity – Role-play

Make copies of the hotel information cards below. Half the class are hotel clerks and half the class are hotel guests. Hotel guests should fill in the personal and travel details. The 'guests' go to at least two hotel clerks and book a room in each hotel. Both guests and clerks should record the information on their cards. Take turns. Refer to the language box and vocabulary helper and model conversation on the following pages.

On completion, write an e-mail confirmation to at least two guests or two hotels.

Hotel guest	
<u>Personal details</u>	
Name: _____	Contact number: _____
<u>Travel details</u>	
You are travelling	<input type="checkbox"/> alone <input type="checkbox"/> with your sister <input type="checkbox"/> with your family
You would like a	<input type="checkbox"/> single <input type="checkbox"/> double <input type="checkbox"/> double with an extra bed
You will be staying	<input type="checkbox"/> one night <input type="checkbox"/> two nights <input type="checkbox"/> four nights
You would like to pay	<input type="checkbox"/> by credit card <input type="checkbox"/> cash
You would like to	check in _____ (dd/mm/yy)      check out _____ (dd/mm/yy)
Name of hotel: _____	
Prices: \$ _____ single, \$ _____ double, \$ _____ extra bed	

Hotel clerk	
Guest name: _____	
Contact information (phone or e-mail): _____	
Number of people: _____	
Check-in date: _____	
Check-out date: _____	
Type of room:	<input type="checkbox"/> single <input type="checkbox"/> double <input type="checkbox"/> twin <input type="checkbox"/> deluxe
Number of nights: _____	
Type of payment:	<input type="checkbox"/> credit card <input type="checkbox"/> cash

Once completed, submit the following to your teacher:

- An audio recording of you and your partner making a hotel telephone booking – your script should include a polite opening and closing, information about the number of nights, type of room, price/rate of the room, guest's name and contact information.
- Hotel guests write an e-mail requesting a reservation for a hotel room.
- Hotel clerks write an e-mail confirming a guest's hotel room booking.  
(Refer to the model e-mail booking and confirmation on the following pages.)

### Language for reservations and checking in

#### Using modals and formulaic expressions to . . .

##### **Ask for assistance**

Can you . . .

Could you . . .

Do you mind . . .

I should be grateful if you would . . .

##### **Request/offer help**

Can you . . .

What can I do for you?

Is there anything I can do for you?

Thank you, that's very kind of you.

No thank you, I think I can . . .

##### **Make enquiries**

I am writing to enquire about . . .

Could you please let me know . . .

##### **Answer enquiries**

With reference to . . .





I write to confirm . . .


Should you have any further queries, please do not hesitate to . . .


### Vocabulary helper

availability	first name/last name
occupancy	e-mail address
check-in date	guests (number of . . .)
check-out date	contact number
arrival time	passport information
departure date	credit card type
single/double room	credit card number
hotel facilities	card holder's name
cancellation	expiry date
children's beds	security code
extra beds	airport transfer
terms and conditions	smoking
hotel reservation/booking	

### Model e-mail booking:

 **New Message**   

 **To :**

 **From :**

**Subject :**

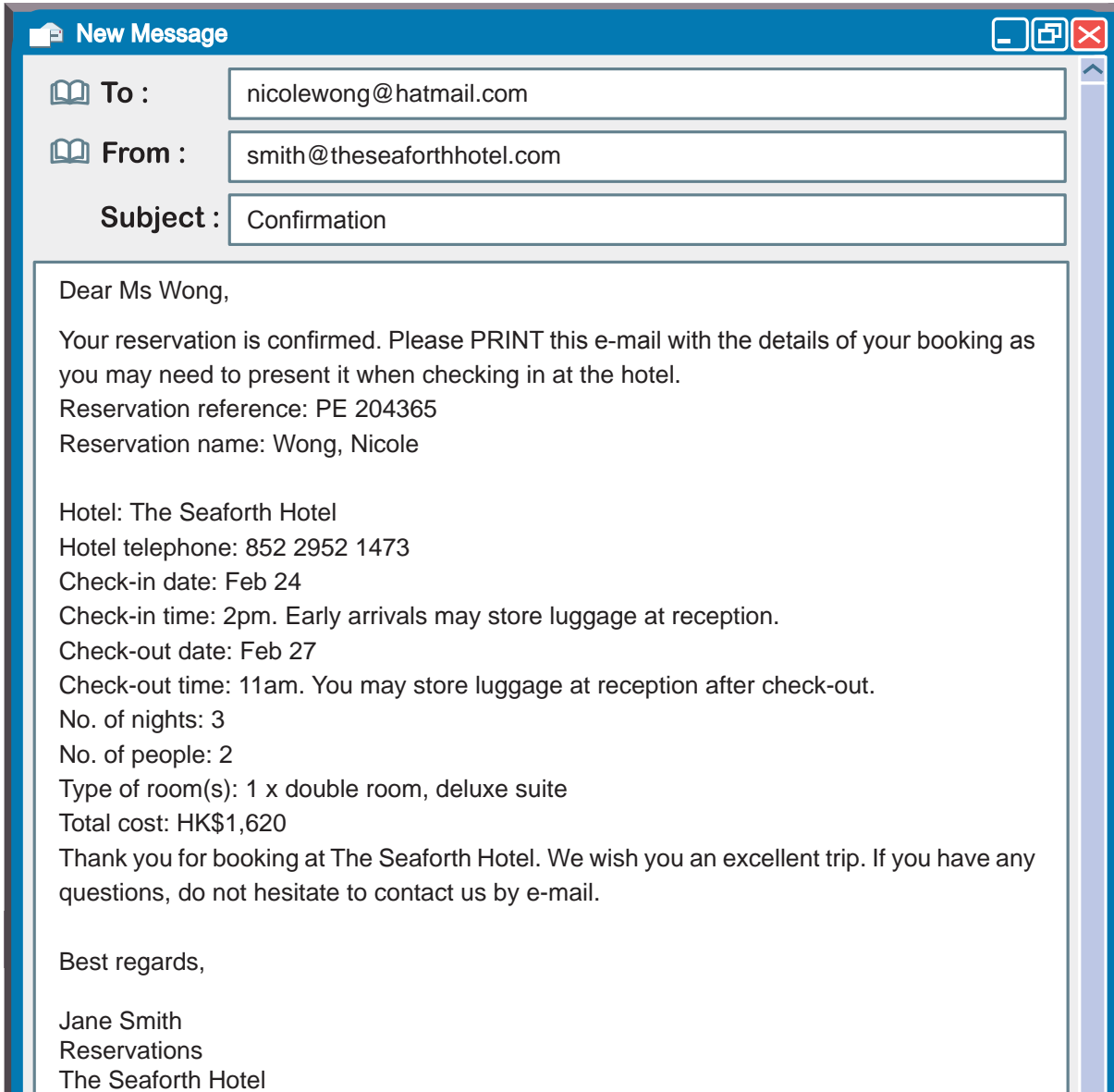
Attention: Reservation Desk, Seaforth Hotel

I would like to make a booking for three nights. I will be arriving in Hong Kong on February 24th and departing on the 27th. I would like a double room, deluxe suite. Kindly confirm my booking by e-mail.

Nicole Wong

### Model e-mail confirmation:

Often an e-mail confirmation is automatic. The hotel clerk enters the information, and an automatic (versus personal) confirmation e-mail is sent to the guest.



**New Message**

**To :** nicolewong@hatmail.com

**From :** smith@theseaforthhotel.com

**Subject :** Confirmation

Dear Ms Wong,

Your reservation is confirmed. Please PRINT this e-mail with the details of your booking as you may need to present it when checking in at the hotel.

Reservation reference: PE 204365  
Reservation name: Wong, Nicole

Hotel: The Seaforth Hotel  
Hotel telephone: 852 2952 1473  
Check-in date: Feb 24  
Check-in time: 2pm. Early arrivals may store luggage at reception.  
Check-out date: Feb 27  
Check-out time: 11am. You may store luggage at reception after check-out.  
No. of nights: 3  
No. of people: 2  
Type of room(s): 1 x double room, deluxe suite  
Total cost: HK\$1,620

Thank you for booking at The Seaforth Hotel. We wish you an excellent trip. If you have any questions, do not hesitate to contact us by e-mail.

Best regards,

Jane Smith  
Reservations  
The Seaforth Hotel

### **Model Telephone Booking:**

**Hotel:** Hello, Seaforth Hotel. May I help you?

**Guest:** Yes please. I'd like to book a room.

**Hotel:** Certainly, and when will you be coming to stay with us?

**Guest:** I'll be arriving on February twenty-fourth and leaving February twenty-seventh.

**Hotel:** All right, so that's three nights. And would you like a single or a double room?

**Guest:** A double, deluxe suite, please.

**Guest:** And, could you tell me the rates per night?

**Hotel:** It's five-hundred and forty dollars per night.

**Guest:** Okay. Can I pay by credit card?

**Hotel:** Yes, you may.

**Hotel:** Could I have your name, please?

**Guest:** Sure. Nicole Wong.

**Hotel:** Could you spell that for me, please?

**Guest:** N-I-C-O-L-E W-O-N-G.

**Hotel:** And your contact information, Ms Wong. An e-mail address would be fine.

**Guest:** Certainly, it's nicolewong at hatmail dot com.

**Hotel:** nicolewong at hatmail dot com.

**Hotel:** Thank you, Ms Wong. We'll send you a confirmation by e-mail, and look forward to seeing you on the twenty-fourth. If you should need anything else, please don't hesitate to call again.

**Guest:** Thank you very much. See you then.

## Part 2

### Checking in and checking out

It is important that people in the hospitality industry – hotels, resorts and restaurants – learn to communicate well. Good communication skills will help keep guests happy so they will visit again. Various people come in contact with guests in a hotel. They might be a manager, front-desk clerk (at reception), porter, valet, bellboy or concierge.

#### Front-desk clerk (at reception)

Front-desk clerks register arriving guests, assign rooms and check out guests at the end of their stay. They also keep records of room assignments and other registration-related information on computers. When guests check out, front-desk clerks prepare and explain the charges, as well as process payments. They may need to answer simple questions and give information as well as report problems or emergencies.

Although in a larger hotel it is the concierge who will answer more detailed questions and requests, a front-desk clerk still needs to handle many other situations. Some of these might include: letting a guest know how to contact another guest, helping a guest leave their valuables in a safety deposit box or making a report of something broken.

For security purposes, so that the guest's room number cannot be overheard by others, the front-desk clerk and other employees should never say the guest's room number aloud. Instead, the key is generally handed to the guest in a small folder with the room number marked inside.

Since the front-desk clerk is often the first person to speak to the hotel guest, they must greet them politely, in a formal but friendly fashion.

#### Greeting guests

When the guest arrives, say:

Example: 'Good morning/afternoon/evening, sir/madam. How may I help you?'  
(It is more polite if you add the title 'sir/madam'.)

When the guest leaves, say:

Example: 'Goodbye, sir/madam. It was a pleasure helping you. / Let me know if I can be of further assistance to you.'

Note: After 8:00pm – Use 'Good night, sir/madam.'

After greeting the guest, the front-desk clerk may help the guest check in.



### Give directions within the hotel

A front-desk clerk may need to give directions to one of the many hotel services.

### Safety deposit box

It is important to make a guest's stay as problem-free as possible. One way to make the guest's stay safer is to offer them the use of a safety deposit box. This is normally used for storing a passport, cash, keys, credit cards and jewellery.

You may like to ask the guest if they want to deposit anything in the box:

Example: 'Sir/Madam, would you like to use a safety deposit box?'

### **Porter**

As a porter, you may have to show a guest to a room and carry their bags.

You may need to say:

Example: 'May I take your bag, sir/madam?'

'Here is your room, sir/madam.'

If you receive a tip, a polite reply would be:

Example: 'Thank you sir/madam.'

### **Activity 1 – Dialogue**

With your partner, change the underlined words and practise the dialogue.

**Reception:** Good evening, can I help you sir?

**Guest:** Yes, I booked a room for two nights for my wife and myself.

**Reception:** Could you give me your booking reference number, please?

**Guest:** It's EFL245. Here's the copy.

**Reception:** Thank you. Yes, a double room and how would you like to pay for that?

**Guest:** By credit card, please. Here you are.

**Reception:** Thank you and I'll just need you to fill out this guest form with your name, address, passport number and signature. Here you are (hands form to guest).

**Guest:** (Fills in form) Here you are.

**Reception:** Thank you. Here's your key. Do you need any help with your luggage?

**Guest:** No, we can manage thanks.

**Reception:** Well, enjoy your stay sir.

### **Activity 2 – Floor numbers and simple directions**

A hotel guest is at the reception counter looking for the swimming pool and fitness room. Give the guest directions.

Practise the model conversation on the next page with your partner.

## Model conversation

- Guest:** Could you tell me where the swimming pool and fitness centre are, please?
- Reception:** Certainly, madam. Take the lift to the fifth floor, turn right and follow the corridor to the end. You will see two large glass doors and there is a reception desk at the entrance.
- Guest:** Is the fitness room in the same place?
- Reception:** No, it's on the tenth floor, madam. Just follow the sign when you get out of the lift.
- Guest:** Thank you.

Practise similar conversations asking for directions to other services, e.g. the spa, breakfast restaurant, Business Centre (Internet), hair salon or gift shop.

Example of floors: 1st (first) floor; 2nd (second) floor; 3rd (third) floor; 4th (fourth) floor; 6th (sixth) floor; 13th (thirteenth) floor; 15th (fifteenth) floor; 20th (twentieth) floor

Write two role-plays of at least 6 lines each and submit them to your teacher.

### Vocabulary helper

reception	corridor
lift (British English)	single/double/triple room
elevator (American English)	room with four beds
hot water	double room for single occupancy
guest	double room with child's crib/cot
porter/bellboy	deluxe room or deluxe suite
tip	first aid

... is out of order (e.g. television, light)

... is being repaired (e.g. fridge, Internet connection)

## TASK 3

### REQUESTING ROOM SERVICE

When working at a hotel, sometimes guests make particular requests for their room. These requests can vary greatly, from asking for an adaptor for a computer to asking for clothes to be laundered.

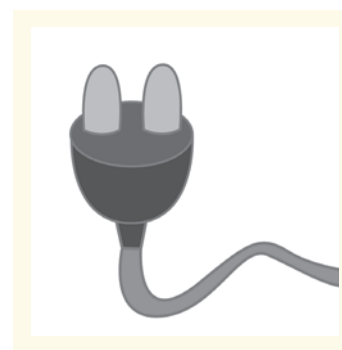
Often in a hotel, there are different departments that are responsible for different sorts of requests. Guests contact 'house-keeping' for matters related to the room itself, for example, asking for fresh towels or changing of the bed sheets. Guests contact 'room service' for ordering food, and the 'front-desk' or 'reception' for all other matters. When guests are unsure, they can call reception and the receptionist will transfer the call to the appropriate department.

As with all customer service, it is very important to always be polite and to meet the expectations of the guests as much as possible.

#### Activity 1 – Role-play

You will need the cards below for this activity.

With a partner, brainstorm FOUR more possible requests for room service. Write the requests on four more cards. Each student gets three cards. Practise requesting room service and answering requests. Take turns being the guest and the hotel front-desk reception. Refer to 'Vocabulary helper', model conversation and points to note on page 110.



## Activity 2

Choose the best TWO role-plays from the previous page and write two scripts with your partner. See 'Points to Note' on the next page to help you.

Once completed, submit to your teacher:

1. Scripts of the two role-plays from Activity 2.
2. An audio recording of you and your partner, making the TWO requests for room service. Take turns being the guest and the receptionist.

### Language for requesting room service

#### Vocabulary helper

housekeeping  
room service  
front desk  
reception  
Room 201

need an adaptor  
place an order / order a meal  
adjust temperature control / air-conditioning / heat  
need fresh/clean towels  
change the bed sheets  
refill the mini-bar / tea and coffee  
have some clothes to launder / wash  
iron a shirt  
shine my shoes  
help with the Internet connection  
a deposit is required

NOTE: See Task 2 for language to help you make and answer enquiries.

### Model conversation

- Housekeeping:** Hello, Housekeeping. How may I help you?
- Ms White:** Hello, this is Ms White in Room two-oh-one. I was wondering if I could get some fresh towels delivered to my room?
- Housekeeping:** Certainly, Ms White. I'll send someone straightaway. That was room two-zero-one, was it?
- Ms White:** That's right.
- Housekeeping:** And, is there anything else I can do for you?
- Ms White:** No, that's all, thank you.
- Housekeeping:** Very well. Someone will be there shortly. Have a good evening.
- Ms White:** Thank you.

### Points to note in hotel service

Notice in the model conversation:

- A standard start to a telephone request is to state the department, followed by 'How may I help you?'
- Listen for and use the guest's name – 'Certainly, Ms White' – to make the service more personal.
- Confirm important information, such as room numbers – 'That was Room 201, was it?'
- Appear helpful beyond what is expected – 'Is there anything else I can do for you?'
- Reassure the guest that their request will be answered, e.g. 'Someone will be there shortly.'
- Offer a polite close, e.g. 'Have a good evening.'

## TASK 4

# HOTEL CONCIERGE

A concierge is often found in more expensive hotels. The concierge has the role of helping guests with various tasks such as giving directions on a city map, making restaurant recommendations and reservations, recommending nightclubs, reserving tickets to special events and performances, as well as organising taxis, travel arrangements and tours.

Sometimes a concierge may also be expected to deal with various unusual requests. They may need to rely on their extensive knowledge of the city, shopping areas and service providers.

**Some common requests a concierge deals with are:**

### **Shopping, restaurants and sightseeing**

Guests often request information about different places to shop, for example, where to find certain souvenirs or famous products from that country, tailors and so on. The concierge may also be asked to make recommendations and bookings for different types of restaurants. City tours, day tours or a city guide can also be arranged through the concierge.

### **Airport transport**

As well as providing a shuttle bus to and from Hong Kong International Airport, also known as Chek Lap Kok, many hotels can arrange an airport transfer by taxi or limousine. The shuttle bus is often included in the price of a holiday package and is paid in advance. Although a taxi or limousine is more expensive than a shuttle bus, it allows the passenger to travel at a time suitable to them.

### **Luggage**

Guests may have trouble with luggage delays or missing bags and the concierge may need to help.

### **Parking**

Hotels may have guest parking, which the concierge organises. There may also be valet parking, when the guest's vehicle is parked for them by a person called a valet. The guest may have to pay for this service.

## **Activity 1**

Work in pairs. You are the concierge at a five-star hotel in Tsim Sha Tsui. Your partner is a guest who has just asked you to recommend a well-known Chinese restaurant near the hotel. Research restaurants on the Internet and find two which you would recommend. Describe both to the guest, comparing price, atmosphere, location, menu and service. Take turns. Check the 'Vocabulary helper' if needed.

## Activity 2

The guests below want to travel from the hotel to the Hong Kong International Airport. Let them know which shuttle bus they should take, by looking at their flight time and the bus timetable. Work with a partner.

<b>Mr Suzuki:</b>	Plane leaves at midnight – Japan Airlines to Tokyo
<b>Ms Arnold:</b>	Plane leaves at 10:00pm – British Airways to London
<b>Mr and Mrs Ferguson:</b>	Plane leaves at 2:00pm – Qantas Airways to Sydney
<b>Dr Choi:</b>	Plane leaves at 9:00am – China Airlines to Beijing

**Timetable for Excel Hotel Shuttle Bus Service**

Departs Excel Hotel (outside lobby)	Departs Chek Lap Kok (ground level departures area)
6:00am	7:15am
8:30am	9:45am
11:00am	12:15am
1:45pm	3:00pm
4:15pm	5:30pm
7:00pm	8:15pm
9:30pm	11:00pm

**Please note:**

Approximate travel time is 50-60 minutes, depending on traffic conditions. It is suggested you arrive at the airport at least 2 hours before departure. Travel times cannot be guaranteed. Price is \$140 all inclusive for one-way fare. All coaches are air-conditioned, have sufficient luggage space or compartments and spacious, extra-wide seats. Book your seat in advance from the concierge.

## Model conversation

- Concierge:** Good afternoon, sir, can I help you?  
**Guest:** Yes, I'd like to go to Hong Kong International Airport.  
**Concierge:** Certainly, what time does your flight depart?  
**Guest:** It's a 7:00pm flight tomorrow with Cathay Pacific to Dubai.  
**Concierge:** Then you'd need the 4:15pm bus which will get you to the airport about 5:15pm, to allow you almost two hours to check in.  
**Guest:** That's fine. Where can I buy the ticket and how much is it?  
**Concierge:** You can book and pay for your ticket here, sir. A single fare is \$140. I can also check if the flight is leaving on time, if you would like me to, sir?  
**Guest:** Thank you, please do.

### Grammar helper

Polite language is important for making suggestions to guests. You may find some of the following expressions useful:

May I make a suggestion? How about (verb)+ing . . . ?  
e.g. How about taking the children on The Peak Tram?

You could/might like to . . .  
e.g. You could go to Stanley Market.

Would you consider (verb)+ing . . . ?  
e.g. Would you consider eating at a local restaurant?

I suggest you . . . (note there is no 'to' )  
e.g. I suggest you try the local seafood at Delicious Restaurant on Nathan Road.

### Vocabulary helper

concierge (kon see air j)  
shuttle bus  
limousine (chauffeured car)  
airport transfer  
airport parking  
valet parking  
guest parking  
suitcase  
backpack

### Making comparisons

better	best
further/farther	furthest/farthest
nearer	nearest
cheaper	cheapest
quieter	quietest
more expensive	most expensive
less authentic	most authentic



## TASK 5

### COMPLAINTS/FEEDBACK

Hotel employees often have to deal with a variety of complaints and problems. These must be handled politely and professionally, whether the complaints are justified or not. This requires a great deal of patience and diplomacy on the part of the hotel employee.

Hotels often have a complaint or feedback form for guests to fill in. This may be found at the reception counter, in the hotel room or on the hotel web site.

#### Activity 1 – Dealing with problems and complaints

Match up the following problems or complaints with the most suitable response:

1. The door knob in our room came off in my hand.
  2. Our taxi has still not arrived – someone should remind the company.
  3. I seem to have lost my wallet – has anyone turned one in?
  4. There is no soap in our bathroom.
  5. We asked for a room with a full harbour view but this one has only a partial view.
  6. The air-conditioning in my room is not working.
- 
- A. I'll get Housekeeping to see to it immediately, sir.
  - B. I'll check our lost property for you now, madam.
  - C. I'm sorry, I'll see if we can arrange for another room.
  - D. I'll check on it immediately, sir.
  - E. I'm so sorry, sir; I'll have that taken care of. We'll have it fixed immediately.
  - F. I'll send someone up to your room to check on it, madam.

#### Vocabulary helper

It is important for customer relations to communicate that the problem will be handled quickly.

I'll see to that immediately, sir.

We'll handle that straight away for you, madam.

Thank you, I'll get back to you as soon as possible.

Thank you for informing us of that. We'll take care of it right away.

#### Activity 2 – Feedback form

Fill in the example of the feedback form and submit it to your teacher. Tick the boxes which apply to your visit. You must make comments in question 6.

## THE DIAMOND STAR HOTEL

Thank you for staying with us. We appreciate the time you are taking to tell us about your experience at our hotel.

Check-in date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ (dd/mm/yy)

Room number: \_\_\_\_\_

Title: Mr/ Ms/ Mrs/ Miss/ Dr/ Prof./ Other: \_\_\_\_\_ Country: \_\_\_\_\_

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Telephone: ( \_\_\_\_ ) \_\_\_\_\_

1. How did you hear of our hotel?

- ☐ Advertisement – newspaper, brochure, magazine
- ☐ Television
- ☐ Web site
- ☐ Friends/business acquaintances
- ☐ Other (please specify) \_\_\_\_\_

2. Which hotel services did you use? (you can tick more than one)

- |  |  |
|--|--|
| <input type="checkbox"/> swimming pool | <input type="checkbox"/> restaurant      |
| <input type="checkbox"/> spa           | <input type="checkbox"/> delicatessen    |
| <input type="checkbox"/> fitness room  | <input type="checkbox"/> business centre |
| <input type="checkbox"/> hair salon    |  |

3. Please rate the following:

- |                    |                                    |                               |                               |                               |
|--------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|
| housekeeping       | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |
| concierge          | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |
| reception/check in | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |
| room               | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |
| restaurant service | <input type="checkbox"/> excellent | <input type="checkbox"/> good | <input type="checkbox"/> fair | <input type="checkbox"/> poor |

4. Overall, how would you rate your stay with us?

- ☐ Exceptional – look forward to another stay
- ☐ Good – met all my expectations
- ☐ Fair – nothing particularly shone
- ☐ Poor – wouldn't choose to stay with you again

5. Did any members of the team impress you and, if so, why?

Yes \_\_\_\_\_

No (please explain): \_\_\_\_\_

6. Is there anything else you would like to tell us?

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## TASK 6

# MARKETING/PROMOTIONS

To keep a hotel profitable and to gain new business, the marketing personnel have to communicate with their clients and prospective guests and customers. They have to persuade prospective clients to use their hotel not only for overnight stays, but also for conferences, banquets, meetings and for special occasions, such as weddings.

Hotel marketing personnel have to get relevant messages to the appropriate audience. They produce all the printed materials used in a hotel:

- brochures
- in-room information
- menus
- e-mail messages
- web sites
- travel magazine advertisements
- posters for special events/conferences

### Activity

Design an A4-sized advertisement for a travel magazine or a newspaper promoting your hotel. Use Microsoft Word, Publisher or other software. It should include:

- hotel name
- location
- promotion of
  - overnight stays
  - corporate meetings
  - conventions
  - weddings
  - banquets, etc.
- description of service(s) offered
- graphics
- different font sizes/types
- contact information

On completion, submit your advertisement to your teacher.

## TASK 7

### HOSPITALITY

You work for the Hong Kong Hotels Association and you have been asked to prepare for a Hospitality Kiosk at the Hong Kong Trade and Commerce Convention, which will be held for four days next month. This convention is also promoting Hong Kong tourism and culture. You are working with a group of colleagues.

For the tasks in this project, you will need to make notes in the **project journal**, write down your ideas or plans and do the task work.

#### Activity – Question and answer practice

Visitors to the conference will have many questions about Hong Kong and Chinese culture. To prepare for these enquiries, practise answering them in as helpful and interesting way as possible. Try to put yourself in the position of the questioner when preparing your answers. You might be embarrassed by some questions, although there is seldom any intention on the part of the questioner to offend you!

Choose one group of questions at a time. Write answers for the questions and then learn the answers. Work with a partner and take turns asking and answering questions. Next, try another group of questions.

#### Group 1

1. When is Chinese New Year?
2. How do people celebrate Chinese New Year?
3. What is lucky money?
4. What is the Moon Festival?
5. I've heard that there are big fireworks displays in Hong Kong. When are they?

#### Group 2

1. Is Christmas celebrated here?
2. The Chinese seem to have a lot of festivals! Is that true?
3. Is every Chinese a Buddhist?
4. Why do people burn those incense sticks?
5. Are there many temples in Hong Kong?

#### Group 3

1. Do people visit a temple frequently?
2. What exactly is 'fung shui'?
3. There is a lot of red everywhere; has red got a special meaning in Hong Kong?
4. What is the most significant date on the Chinese calendar?
5. Are the Chinese superstitious about numbers?

#### Group 4

1. Where do most people live?
2. How do people manage in these small flats?
3. How big is the average family?
4. When do children start school?
5. Do most women work?

**Group 5**

1. How do people travel to work?
2. How long does it take to get to work on the average?
3. Is it expensive to have a car here?
4. What types of public transport are available?
5. Are taxis expensive?

**Group 6**

1. Do people actually live on these fishing boats?
2. How do the people on the boats make a living?
3. What do people on the boats do when there is a typhoon?
4. Do the boat children go to school?
5. Do the children continue to stay on the boats after they finish their education?

**Group 7**

1. What's it like here during a typhoon?
2. Aren't some of these high buildings dangerous?
3. If you're stranded during a typhoon, where can you go?
4. Can you get insurance against typhoon damage?
5. Do planes fly during typhoons?

**Group 8**

1. How do people spend their leisure time?
2. Are people interested in sport?
3. Do you ever go to the Arts Centre?
4. Are you interested in music?
5. I hear there is a large film industry in Hong Kong. Are many films made here?

**Group 9**

1. What is Chinese opera like?
2. What can I see on the outlying islands?
3. What are 'real' Chinese restaurants like?
4. Do families eat out a lot?
5. Why are the Chinese so interested in food?

**Group 10**

1. Where is a good place to buy souvenirs?
2. Can you recommend a good shopping centre?
3. Where can I buy IT equipment?
4. Is it complicated to go shopping in mainland China?
5. Where do you like to shop?

**Group 11**

1. Are taxi drivers honest?
2. What does 'MTR' stand for?
3. When was the MTR first opened?
4. How can I get hold of a bus or tram timetable?
5. How do you know what the fares are on buses and trams?

**Group 12**

1. What's the best way to get to Stanley?
2. Are there any good beaches for swimming?
3. Is there anywhere I can play golf?
4. Are there any good hiking trails or country walks?
5. How could I arrange for a boat trip?

### Group 13

1. Are there any special events going on this week?
2. I was thinking of going to the races. Is it easy to get in?
3. Does everyone in Hong Kong gamble?
4. What is the Mark 6?
5. Is it true that many people go to Macau just to gamble?

### Group 14

1. What are the medical services like here?
2. How many public hospitals are there in Hong Kong?
3. Which hospital would you recommend for emergency treatment?
4. Do a lot of people use traditional Chinese remedies when they are ill?
5. Where can I buy Chinese medicine?

## TASK 8

### GROUP HOTEL BOOKING

You work at the Reservations Desk of the Elite Hotel and have been contacted by Ms Wise, CEO of Razzle Dazzle Clothing Company in the UK. She wants to plan a business trip to Hong Kong next month with some of her employees and other business people. During their stay, they will be visiting manufacturers in Guangzhou and meeting with clients in the city. Ms Wise would also like you to make arrangements for excursions and entertainment for her group.

You have noted down the following information during your telephone conversation with Ms Wise:

- Ms Wise and a group of UK business people – 12 total
- 5-night stay from Sunday – Friday (check out)
- Arrival: Sunday at 6:00pm
- Departure: Friday at 10:00am
- Transfer from airport to hotel and return
- Non-smoking floor
- 9 men / 3 women – 12 deluxe rooms
- Shuttle service to Hung Hom train station
- Business Centre availability
- Conference Room – Monday afternoon meeting for 27 people
- Chinese-style banquet for the group and 15 guests (Monday night)
- Excursions:
  - City Tour – ½ day
  - Macau – late afternoon/return by midnight
  - Happy Valley Race Night – Stable Bend Terrace Restaurant
  - Shopping – popular local markets: Jade, Ladies, Stanley
- E-mail: [wiserj@razzledazzle.com](mailto:wiserj@razzledazzle.com)
- Tel: (44) 7 9063 7254
- Payment method: Visa

#### Activity

Write a mock e-mail message to Ms Wise explaining the arrangements that you have made for her group. Confirm the five-night stay, the charges and describe the services and facilities which are available to hotel guests. Describe in detail the excursions and the business meeting and banquet arrangements, e.g. time, place, menu, service provided. Submit a typed copy to your teacher.



**New Message**

**To :** wiserj@razzledazzle.com

**From :** wonghk@elitehotel.com

**Subject :** Group booking confirmation

Dear Ms Wise,

# PROJECT 4

## PUBLIC RELATIONS

Task 1	Company image	123
Task 2	Create a video that works for you	126
Task 3	Plan a video shoot	128
Task 4	Choose film shots	130
Task 5	Prepare a script	131
Task 6	Leave a voice mail message	133
Task 7	A persuasive presentation	134
Task 8	Film a presentation	136



## NOTES FOR TEACHERS

### **Portfolio folders**

Each task has one or more activities. Students must complete the activities and submit their work, if applicable, to the teacher. It is recommended that a portfolio folder is maintained by each student. Some teachers buy a hanging file to hold the student portfolio folders. Students are responsible for keeping all their completed work in the folder and the project journal can be placed in their folder for safe-keeping.

When students are working in groups (2 to 4) one copy of the piece of work should be submitted to the teacher for marking. Once marked, each student should get a copy of the work to place in their portfolio folder.

### **Timetabling**

Tasks may take 1 or 2 double lessons depending upon the type of activity involved in the task and the level of the students' English.

### **Equipment**

The final task requires video camera equipment to film a presentation.

# TASK 1

## COMPANY IMAGE

### Situation

You work for a public relations company called XpertPR Ltd. A potential client wants to advertise their company's name and products. Your manager wants to make a series of videos for this client and has asked you to do both the planning and the onscreen presentation. Your first job is to find the best video company to make this new advertising video series.

For the eight tasks in this unit, you will need a project journal in which to make notes, to write down your ideas, plans and task work. Once the unit is completed, you will submit your project journal to your teacher.

### Activity 1 – Understanding and evaluating an advertisement

Read the advertisement on the following page and answer these questions about the video company's services. Write your answers in your project journal.

1. Is the advertisement:

- eye-catching?
- informative?
- effective?

Explain why or why not.

2. Is there anything else you feel should be included in the advertisement?

3. What information do you need?

4. What is the name of the company and where is it?

5. Who is the advertisement aimed at?

6. According to the advertisement, explain how video can help a company.

7. How many types of video are listed?

8. Does the advertisement say that video is cheap?

9. Does the advertisement describe how the company works with clients?

10. Would you consider hiring this company to make a video? Why or why not?

## **VIDEO IMAGE VIDEO IMAGE VIDEO IMAGE VIDEO**

Let VIDEO IMAGE help your company expand rapidly and successfully.

Our unique video partnership system gives you the  
opportunity to advertise your company using your expertise  
and our professional advice and facilities.

CREATE the video YOU want  
PRESENT the image YOU desire  
ATTRACT new customers  
RECRUIT the best staff available  
SELL more effectively  
IMPROVE staff training  
PROJECT a brighter image

Video is a cost-effective way of reaching every corner of your  
market quickly and efficiently.

For full details and your free explanatory video, call  
Sarah Wong on 2556 6789, or come in and speak to us at  
VIDEO IMAGE, Video House, 10/F, New Trading Building, 10 Short Street,  
Causeway Bay, Hong Kong.

### Vocabulary helper

a series (n.)	– a number/group of similar things
advertise (v.)	– to announce or praise a product
advertisement (n.)	– a paid announcement (newspaper, TV, radio)
client (n.)	– a customer
cheap (adj.)	– inexpensive; low in price
documentary (n.)	– film or television programme based on facts
effective (adj.)	– producing a strong impression or response
elongate (v.)	– to increase in length
expand (v.)	– to increase in size, volume or scope
expensive (adj.)	– costly
fictional (adj.)	– an imaginary thing or event (e.g. novels, stories)
footage (n.)	– length
former (adj.)	– prior; earlier
logjam (n.)	– any blockage or massive accumulation
market (n.)	– a field of trade or business (e.g. clothing, furniture)
onscreen presentation	– as shown on a movie or display screen
optimum (adj.)	– most desirable, favourable; best
potential (adj.)	– possible; capable of becoming
recruit (n.)	– a new member of a group
relevant (adj.)	– applicable, suitable to the matter at hand
stable (adj.)	– dependable; won't change
unique (adj.)	– the only one; having no like or equal

## TASK 2

# CREATING A VIDEO THAT WORKS FOR YOU

### Activity 1

Like a TV advertisement, a promotional video can advertise a company on the web reaching a great number of customers. Prepare questions which you would ask a video company. You want to find out as much as you can about making a promotional web video for your client.

Read the elements of planning a video on the next page to help you with your questions.

For example, you want to ask about:

- the cost involved
- the optimum length of video
- the amount of information required
- the best type of video for your needs
- the subject or focus

Compare your questions with those of a classmate and make the best list you can. Write your new list in your project journal to help you remember them. You should have at least 10 questions. Use the 'Vocabulary helper' in TASK 1 for help you.

### Activity 2

In pairs, compose a 300-word letter to the video company asking for information (refer to your questions) and explaining what you need for your proposed video. Type the letter on a word processor. On completion, submit the letter to your teacher.

#### Question starters

I would like to know . . .

I would be interested in finding out . . .

What exactly would be involved in . . . ?

We need to know what/where/how much/how long . . .

On what basis is costing done?

Who decides what will be included in . . . ?

How much say would we have in the content of the film?

Can you give the names of any previous clients as references which could help me . . . ?

### Activity 3

In pairs, exchange letters and write a reply to the letter of enquiry (300 words). The letter must be done on a word processor and submitted to your teacher.

## **What to consider when planning a video**

### **When planning a web video, identify your goals:**

- Why you are making the video
  - to sell something
  - to inform/explain
  - to teach
  - to entertain
- Who the target audience will be
- What the focus will be

### **Before selecting a production house (a video production company):**

- Check what the film company has done in the past
- Watch other videos made by that film-maker
- Speak to other companies which have hired the film-maker
- Consider your budget and if the company can meet your expectations with that amount of money

### **What sort of film do you want to create?**

- A video production that is basically an elongated advertisement
- A collection of images to capture the viewer's imagination
- Documentary footage to really inform or educate a viewer
- A promotional video for the web will be about 3 minutes long

### **Quality depends upon budget**

- Give details about your budget from the start
- The bigger your budget, the better your film will be

### **A committee of one**

Understand that film-making is an evolutionary process and that changes are likely to be made along the way.

Never assign a committee to control your part of the film-making process. The making of a film or video is a very personal thing, and decision-making by committee results in logjams of opinion and not many decisions being made. Therefore, assign one person best qualified to liaise with the film-maker. That person should make the decisions, so that time is not wasted while higher authority is sought.

### **Working with the video company**

Do get involved in the film-making process, however, have trust and confidence in the film-maker's abilities, and refrain from interfering once the production process is under way. The best film results from when you, the client company, get excited about the film and put as much into it as the film-maker does.

## TASK 3

### PLAN A VIDEO SHOOT

The first video you have been asked to make is titled 'We Mean Business'. It will attract new customers and develop new markets for your client. Give your client a fictional name and decide on the product(s) the company sells.

Discuss what should be included to show a positive image of your client's company.

Example:

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• an introduction to your client's company given by the Chairperson/Managing Director/Director</li><li>• facts and figures illustrating the company's achievements</li><li>• a tour/explanation of the company's relevant departments</li><li>• a demonstration of the company's products or services</li></ul> | <ul style="list-style-type: none"><li>• benefits of trading with Hong Kong</li><li>• confident, stable company</li><li>• good range of services</li><li>• quality products</li><li>• fast delivery of goods worldwide</li><li>• other?</li></ul> |
|---|--|

You will discuss and create a roadmap of what your video will look like. Also, consider the graphics and text you want to use.

One person in your group will record what is said during the discussion and then you will all decide on what you want in your plan. Check the 'Vocabulary helper' below for help.

Complete the storyboard on the next page and submit it to your teacher.

#### Vocabulary helper – Brainstorming

- Where shall we begin?
- Shall we all make suggestions and then go through them to put them into some kind of order?
- Let's come up with as many points as we can and then discuss them one by one.
- Who's going to keep a record of what we say?
- Right, who's going to begin?

Any more suggestions?

Are we finished?

Right, let's look at each one in turn.

What could we say about . . . ?

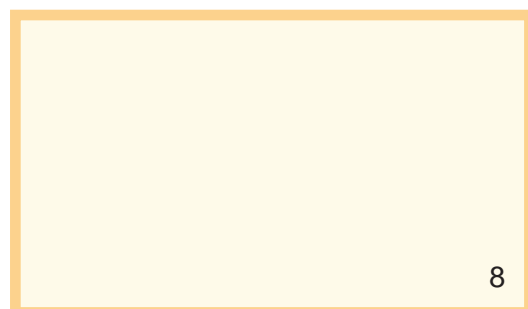
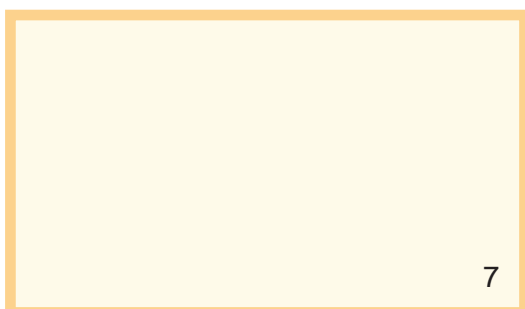
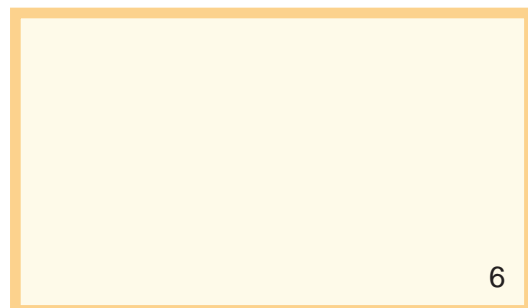
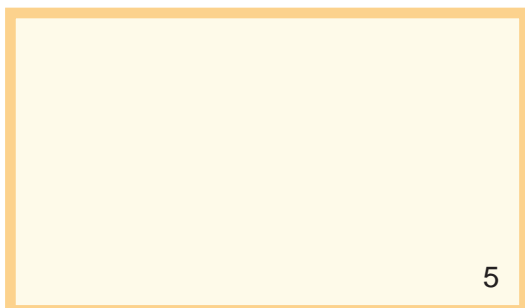
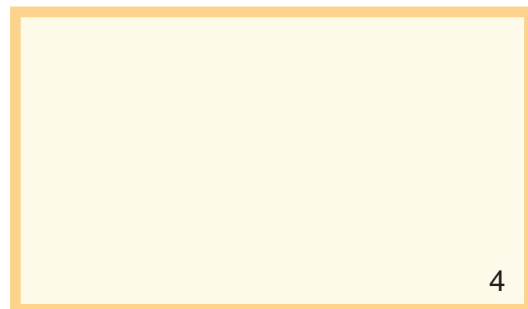
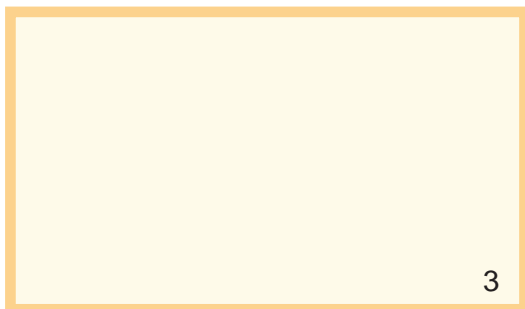
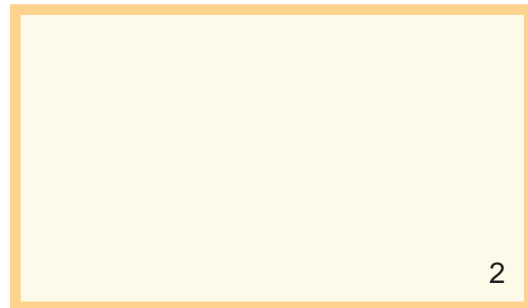
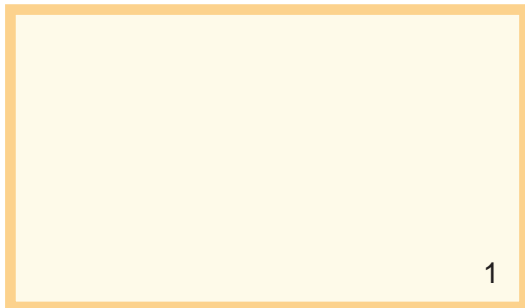
We should mention . . .

What about . . . ?

#### Accepting and rejecting ideas

- Brilliant!
- That's an excellent idea!
- Unfortunately, I think that idea may be changing our focus, because . . .
- I'm not sure that's a very good idea, because . . .
- Frankly, I don't think that idea is worth pursuing, because . . .

A storyboard is a detailed plan of the video which you will give to the video company. It needs to include instructions on graphics, video, sound, text, colour, text fonts and size, a sketch or drawing of each screen, page, or frame, etc. It does not have to be artistic, but rather informative and detailed so that the video company knows what to do.





## TASK 4

### CHOOSE FILM SHOTS

In pairs, you must now consider the pictures, which will help sell your customer's products. Suggest between 10 and 12 shots that could be used in the 'We Mean Business' video. In this section of the video you want to show Hong Kong and introduce your client's company name and product. The photos you choose should suit your client's business.

Remember that Hong Kong is already well-known throughout the world, so discuss whether you would include:

- familiar places, e.g. the skyline, the harbour, street scenes
- less familiar places, e.g. a national park, islands
- a mixture of both

#### Activity

Find pictures on Internet sites, which you think would make an impact in the video. Ensure that permission is given to cut and paste the pictures on to a Microsoft Word document. Label each picture.

Compare your suggestions with those of other groups and have a group meeting to agree on a final list. There may be some differences depending on the type of client you represent, for instance, a manufacturer of electronic goods, importer or clothing manufacturer.

Submit your final choices to your teacher with a one-page explanation of why you chose them (number your pictures) and how they will best promote your client's company/product.



Victoria Harbour



Clock Tower



Lion Dance



Hong Kong Skyline

## TASK 5

# PREPARE A SCRIPT AND GROUP DISCUSSION

### Activity – Pair work

Now that you have prepared the story board and film shots, you will prepare the script for the 3-minute video. Remember to include the following:

- an introduction to your client's company given by the Chairperson/Managing Director/Director/other
- facts and figures illustrating the company's achievements
- a tour/explanation of the company's relevant departments
- a demonstration of the company's products or services

The introduction by the Chairperson/other could be one of several formats:

- question and answer
- a 'talking head' statement (the person making a speech to the camera)
- hidden narrator (not seen on screen)

Make notes in your project journal and discuss with your partner. See the 'Vocabulary helper' below.

Write the script for the 3-minute video and submit it to your teacher. Follow the 'script-writing format' on page 132.

#### Vocabulary helper – Making suggestions

- I think the introduction by . . . should be kept short.
- Perhaps s/he could simply introduce her/himself and the company and say what the film will show . . .
- It would probably be a good idea to include something like . . .
- We are confident you will be extremely impressed with . . .
- And key personnel should be introduced, wouldn't you say?
- I think the facts and figures should speak for themselves.
- Maybe a few graphics should be included showing our development/expansion/sales record, because . . .
- We should also show some of the products that contribute to the growth, shouldn't we?
- Sentences should be kept short – just underlining the main points shown in the film.
- It would be nice to show the products here and at some of their final destinations . . .
- We'll have to get some shots of satisfied users.
- Could we use the split screen technique here so we can show several things/departments/products at the same time?

### **Script-writing format**

This is a guide to how your script should be presented. You may have as many characters/speakers as you like, but for this promotional web video you will need a narrator to give the main story.

#### **Title (centred)**

Name and address of the company  
Contact details: telephone/web site address

#### **Contributing writers:**

1. First and last name
2. First and last name

#### **Speakers, in order of appearance:**

Narrator – give name  
Speaker 1 – give name  
Speaker 2 – give name  
Speaker 3 – give name  
Any number of speakers as required

#### **Scenes (from storyboard) and brief descriptions:**

Scene I – Describe where it takes place.  
Scene II – Describe where it takes place.  
Scene III – Describe where it takes place.

#### **Scene I (describe where it takes place)**

#### **Speaker 1 (name):**

Write the words which the person will say (how will it be said and director's notes should appear in brackets)

#### **Narrator (name):**

Write the words to be said.

#### **Next character/speaker:**

Continue writing the words for each person. Then begin the next scene (as per your storyboard), describing where it will take place, e.g. in the factory, trucks on a highway, at the airport.

## TASK 6

### LEAVE A VOICE MAIL MESSAGE

Prepare a voice mail message to send to your client, who has agreed to be interviewed for the 'We Mean Business' video during a visit to Hong Kong. This person, the Managing Director, has already agreed in principle to participate, but wants to know details of what you have in mind. See the 'Vocabulary helper' box below.

#### Activity

Write down ideas for your message in your project journal. Write a draft of the message. Practise saying the message to a partner. Take notes of any changes you would like to make. The message will be 1½ minutes.

Type the final script of your voice mail message and submit it to your teacher.

Record your message (MP3, computer, mobile phone) and submit it to your teacher.

#### Vocabulary helper – Leaving a message

- This is . . . (name) calling.
- I'm calling to thank you for/ask you to /inform you/to let you know that . . .
- I'd like to talk to you about . . .
- I'd like to discuss details of the project . . .
- The recording should take no longer than . . .
- We would like you to give a short history of your company, explain the product and . . .
- Would it be possible to film you in your office or would you prefer . . . ?
- Would you like me to prepare a list of . . . ?
- For example, . . .
- Perhaps you could let me know what you prefer.
- I'll fax through some possible questions and points and perhaps we can discuss them when you call.
- Could you please call me back between . . . and . . . your time? (Consider the time difference). Thank you.
- Please return this call later today/early tomorrow, if possible.

## TASK 7

# WRITE AND DELIVER A PERSUASIVE PRESENTATION

Your team now wants to put forward a case to your client's company to convince them that the web video is a perfect approach to reaching more clients and getting more business. The video will be added to their company's web site.

Agree on a plan and divide up the presentation between the two of you. You will need to refer to the work you did in Tasks 3 – 5. Design a PowerPoint to assist with your presentation. Your presentation will be 5 minutes, therefore, 2½ minutes each.

In your presentation, be sure to explain

- how the web video will benefit their company
- why the video is an important tool in promoting their company
- how the video will help sell the company's products
- the focus of the video
- the video content and the sequencing
- who the audience will be
- why the length of the film is limited to 3 minutes
- the reasons for the choice of film shots or photos
- who will be featured in the video
- the video's message (script)
- the budget costs to your client

Make notes to help you before you draft the presentation speeches. See the 'Vocabulary helper' box on the next page. Type your speech notes in the Notes Bar under each slide and print out a Notes Page view of your PowerPoint Presentation. Before printing you can see your Notes Pages by pulling down the VIEW menu and clicking on 'Notes Page'.

### Persuasive speech writing steps

1. Attention grabber! – Say something that will get people's attention – something startling or controversial.
2. The Need Step – The next step is to show that there is a problem that needs to be solved, or a misconception that needs to be cleared up.
3. The Satisfaction Step – This is when you make a statement of solution.
4. The Visualisation Step – Help your audience to visualise the situation you are describing.
5. The Action Step – Restate the main idea and summarise the main points.

### **Vocabulary helper – Discussing ideas for your presentation**

I suggest that we start by . . .

The best way to convince the company is . . .

I think that we can include two/three/four points:

- Number one . . .
- Two . . .
- Three . . .
- Lastly . . .

Regarding your idea . . .

I have two recommendations to make:

Do we need to include . . . ?

I think we should say . . .

### **Language for your presentation**

We are convinced that . . .

This will establish your company as a leader in . . .

These film shots show how your company is . . .

By showing . . . we think your company will rise above the competition.

If I could just summarise . . .

We should consider beginning immediately . . .

Thank you. If there are any questions, I'd be happy to answer them . . .

Or, we could have another meeting when you've had a chance to study our proposal . . .

Note: Refer to Unit 2, Presentation Skills, for guidance with the PowerPoint Presentation.

## TASK 8

# VIDEO SHOOT OF A PRESENTATION

Make a video of the presentation which you planned in Task 7. Refer to the rubric below to assist you with the presentation. Check Unit 2, Presentation Skills, for tips.

CATEGORY	4	3	2	1
<b>Research</b>	Group researched the subject and integrated 3 or more significant items from their research into their presentation.	Group researched the subject and integrated 2 significant items from their research into their presentation.	Group researched the subject and integrated 1 significant item from their research into their presentation.	Either no research was done or it was not clear that the group used it in the presentation.
<b>Graphics in PowerPoint</b>	Graphics include some original material and are clearly related to the topic being presented.	Graphics are clearly related to the material being presented, but none are original.	Graphics include some original material but are only somewhat related to the material being presented.	Graphics are not related to the material being presented.
<b>Posture and Eye Contact</b>	Stands or sits up straight and looks confident and relaxed. Maintains eye contact with audience during most of presentation.	Stands or sits up straight. Maintains eye contact with audience during most of presentation.	Slouches or appears too casual but establishes good eye contact with audience during most of presentation.	Slouches or appears too casual and does not maintain eye contact with audience during presentation.
<b>Enthusiasm</b>	Facial expressions and body language generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat insincere.	Very little use of facial expressions or body language. Did not generate much interest in topic being presented.
<b>Attire</b>	Very professional look regarding clothing and accessories.	Business casual look.	Clean and attractive look. Attire does not detract from credibility of presentation.	Sloppy appearance which detracts from credibility of presentation.
<b>Awareness of Audience</b>	All students in group can clearly explain why they felt the vocabulary, audio and graphics they chose suit their intended audience.	All students in group can explain why they felt the vocabulary, audio and graphics they chose suit their intended audience.	There was some awareness of the audience, but not all of the students can describe how the vocabulary, audio and graphics they chose suit their intended audience.	Limited attention to audience in designing presentation and/or one or fewer members of the group can explain how the elements relate to the audience.
<b>Purpose – Point of View</b>	The presentation establishes a purpose at the beginning and maintains that focus throughout. A cohesive presentation. Time: 5 minutes	Establishes a purpose at the beginning, but occasionally wanders from that focus. Time: 4 minutes	The purpose is somewhat clear but many aspects of the presentation seem only slightly related. Time: 3 – 4 minutes	It was difficult to determine the purpose of the presentation. Time: less than 3 minutes

On completion of your video, discuss and evaluate each group presentation using a copy of the rubric on the next page.



## Filmed oral presentation rubric – pitching your web video idea

Student name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

CATEGORY	4	3	2	1	
<b>Speaks Clearly</b>	Speaks clearly and distinctly all (95-100%) the time, and mispronounces no words.	Speaks clearly and distinctly all (95-100%) the time, but mispronounces one word.	Speaks clearly and distinctly most (85-94%) of the time. Mispronounces more than one word.	Often mumbles, cannot be understood or mispronounces more than one word.	/4
<b>Enthusiasm</b>	Facial expressions and body language generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language are used to try to generate enthusiasm, but seem somewhat insincere.	Very little use of facial expressions or body language. Does not generate much interest in topic being presented.	/4
<b>Props</b>	Uses several props (could include costumes) that show considerable work/creativity and which improve the presentation.	Uses 1 prop that shows considerable work/creativity and which improves the presentation.	Uses 1 prop which improves the presentation.	Uses no props or the props chosen detract from the presentation.	/4
<b>Vocabulary</b>	Uses vocabulary appropriate to the audience. Extends audience vocabulary by defining words that might be new to most of the audience.	Uses vocabulary appropriate to the audience. Includes 1-2 words that might be new to most of the audience, but does not define them.	Uses vocabulary appropriate to the audience. Does not include any vocabulary that might be new to the audience.	Uses several (5 or more) words or phrases that are not understood by the audience.	/4
<b>Uses Complete Sentences</b>	Always (99-100% of time) speaks in complete sentences.	Mostly (80-98%) speaks in complete sentences.	Sometimes (70-80%) speaks in complete sentences.	Rarely speaks in complete sentences.	/4
<b>Posture and Eye Contact</b>	Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation.	Stands up straight and establishes eye contact with everyone in the room during the presentation.	Sometimes stands up straight and establishes eye contact.	Slouches and/or does not look at people during the presentation.	/4
<b>Content</b>	Shows a full understanding of the topic.	Shows a good understanding of the topic.	Shows a good understanding of parts of the topic.	Does not seem to understand the topic very well.	/4
<b>Pitch</b>	Pitch often used and it conveys emotions appropriately.	Pitch often used but the emotion it conveys sometimes does not suit the content.	Pitch rarely used OR the emotion it conveys often does not suit the content.	Pitch not used to convey emotion.	/4
<b>Pauses</b>	Pauses effectively used 2 or more times to improve meaning and/or dramatic impact.	Pauses effectively used once to improve meaning and/or dramatic impact.	Pauses intentionally used but were not effective in improving meaning or dramatic impact.	Pauses not intentionally used.	/4
Total:					/36





# PROJECT 5

## SALES

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## NOTES FOR TEACHERS

### **Portfolio folders**

Each task has one or more activities. Students must complete the activities and submit their work, if applicable, to the teacher. It is recommended that a portfolio folder is maintained by each student. Some teachers buy a hanging file to hold the student portfolio folders. Students are responsible for keeping all their completed work in the folder and the project journal can be placed in their folder for safe-keeping.

When students are working in groups (2 to 4) one copy of the piece of work should be submitted to the teacher for marking. Once marked, each student should get a copy of the work to place in their portfolio folder.

### **Timetabling**

Tasks may take 1 or 2 double lessons depending upon the type of activity involved and the level of the students' English.

# TASK 1

## INTRODUCTION

Whether it is clothing, real estate or a package holiday to Beijing, the most important skill in being a good salesperson is to know and be able to talk about the product you are selling. To be a good salesperson in Hong Kong you need to be able to read and talk about the details of the product both in English and Chinese.

To start, build your vocabulary to include specific terms about particular products. For example, do you know the following English words related to an iPod:

headphones, dock, case/sleeve, shuffle, controls, voiceover, playlists, gigabytes, storage, library, sync, model, USB port/cable, rechargeable battery, music/video playback time, download, application, import, clicks, feature, colour/design, LED backlight, tracks, browse, version, pixels, built-in, applications, touch, portable, widescreen, wireless, Wi-Fi

### Activity 1

Choose a product from the list below, or a product you recently bought or are interested in buying in the near future. Find out as much as you can about the product, including technical terms and functions.

skateboards  
computers  
trendy clothes

mobile phones  
shoes  
beauty products

Write 10 new words you found, related to the product. Write both the Chinese and the English.

Product:	
New Vocabulary English	Chinese

Increase your general sales vocabulary. Do you know all the sales-related words in the 'Vocabulary helper' below?

### Vocabulary helper

contract	cut in prices
agreed price	date of expiry
amount	defective/faulty
article/item	drop/rise in sales
assortment/range of sizes	price tag
buyer/purchaser	quotation/estimate
to buy in bulk	receipt
to buy wholesale	reduction/discount
to buy on credit	regular customer
to cancel an order	sales target
cash discount	salesperson
cash sale	sample
cheap/inexpensive	export/import
negotiation/to negotiate, bargain	fixed price
non-returnable	for sale
payment in advance	free/complimentary gift
payment by cheque	guarantee/warranty
payment by installments	invoice/bill
price marked up/down by 10%	special offer
price range	time of delivery
commission/fee	date of delivery
company store/factory outlet	retail/wholesale price
competitive price	customer assistance
customer/client	customer service department

### Activity 2

installments	client
mark down	negotiate
fixed price	wholesale

Use the words above to complete the gap fill below.

I recently had to \_\_\_\_\_ with a \_\_\_\_\_. She wanted to pay by \_\_\_\_\_ and at the \_\_\_\_\_ price. I told her that the company sold items at a \_\_\_\_\_, but that I might be able to \_\_\_\_\_ the price by 10%, if she ordered more than 10 cases.

Now, it's your turn. Choose five words from the 'Vocabulary helper'. Write a 'gap fill' using the words. Exchange gap fills with five other classmates to practise the sales vocabulary.

## TASK 2

### WHAT MAKES A GREAT SALESPERSON?

Making a sale does not just happen – you have to make it happen. A large part of making a sale is how you deal with your customer. The customer has to feel that they matter and that you care about them. Regardless of the item that you are selling, people are always buying your energy and how your energy makes them feel.

If you were a Scout, you learned that you had to be trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent. All these qualities make a good salesperson too.

#### Activity

Here are the suggested top 10 qualities needed by a great salesperson. Look up the meaning of each of these attributes and find a synonym to use in its place:

Attribute	Meaning	Synonym
Integrity	Having a strict moral or ethical code; believing that honesty is the foundation of all relationships	honour
Outgoing personality		
Leadership		
Energy		
Confidence		
Interpersonal skills		
Self-discipline		
Open-mindedness		
Optimism		
Competitiveness		

## TASK 3

### SALES PROMOTION

A very important part of success in sales is effective promotion of the company and special events. Stores often have sales and special offers to attract customers to buy their products and services.

There is a lot of competition for customers in Hong Kong. Sometimes simply the design, colour or layout of a promotional flyer or poster can make the difference in terms of whether a customer buys from one store or another.

#### Activity 1

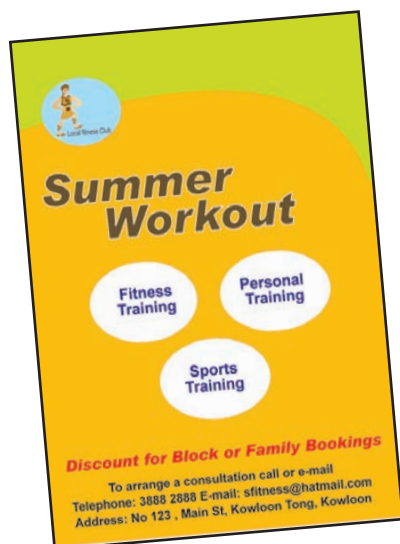
Choose a shop or product that interests you; for example, a clothing store, a mobile phone shop or a beauty salon. With a partner, search the Internet for three similar stores that offer competing services, like three different T-shirt or three casual clothing stores. Compare prices, years in business, reputation and other services. Discuss and decide which store you would shop at and explain why.

#### Activity 2

You work for one of the stores in the above activity which is going to have a super sale. You have been asked to design a postcard-sized flyer and a four-page catalogue to promote the sale.

Design a **flyer** to be mailed out to valued customers. Include important information, such as:

- title of the sale
- a catchy slogan
- a brief description
- company logo
- details of the store's location
- store contact information
- sale date and time
- highlighted items
- bonus offers



Design a four-page catalogue that will be included in the mailout. Include important information on the cover and back page, such as catalogue title/subtitle, highlights of product or service, business address logo and contact information. Include important information in the contents pages, such as:

- main heading
- secondary heading
- picture of the product
- attention grabber
- price, order number, type
- description of the product or service or event
- special features
- the business address
- company logo and contact information

For assistance, check out different companies' flyers and catalogues where you shop to get ideas about effective design, colour and layout. Use software such as Microsoft Publisher to help you create these promotional documents.

Once you have completed the above activities, submit the following to your teacher:

1. A promotional flyer for your company's sale.
2. A four-page catalogue to promote the sale.



## TASK 4

### PROPERTY AGENT

Property agents spend a significant amount of time obtaining 'listings', which are agreements by owners to place properties for sale or rent with their company. When showing a flat for rent or a property for sale, the agent and the potential buyer usually sign a loyalty contract which states that the buyer will not decide to rent/buy that property through another agency.

To a young family looking for a flat, the agent may emphasise the convenient floor plan, the area's low crime rate and the proximity to schools and shopping centres.

If bargaining over price becomes necessary, agents must follow their client's instructions carefully and may have to present counteroffers in order to get the best possible price. Once both parties have signed the contract, the property agent must make sure that all special terms of the contract are met before the closing date.

#### Activity

You are a property agent working for the Quality Property Company. A potential client has contacted you from Australia because he will soon be moving to Hong Kong with his family. He and his wife have two children in primary school and they would like to rent a flat that has 3 bedrooms and preferably a balcony, but they don't know Hong Kong and don't know where they want to live. They only want to live in one of the best residential areas.

You have chosen four listings from Quality Property Company's files which could meet the client's expectations. Each one is in a different area, so you have to describe each area. Fill in the missing information, such as transportation and schools.

Write the client an e-mail. Choose a name for him. Recommend the four places you have chosen and explain your reasoning by including the following points about each flat:

- Describe the area – scenery, location in the SAR
- Explain the area's popularity
- Give reasons why the area would be suitable for a foreigner
- Use adjectives in your descriptions
- Help the client 'visualise' the homes
- Compare the listings to show advantages and disadvantages of each
- Convince the client of your integrity
- Write at least 100 words for each property
- Enquire about the family's interests: hobbies and sports they like to play
- Ask when the family will be in Hong Kong to view the flats
- Explain how long it will take to view all the flats and recommend a time of day and meeting place
- Mention whether the viewings should be done on one single day or over two days
- Give your contact details – telephone numbers, e-mail address

**Quality Property Company**  
**The partner you can trust!**

**District:** Central Mid-Levels, HK  
**Rent:** 20K  
**Size:** 970 sq ft  
**Bedrooms:** 2  
**Living-rooms:** 1  
**Bathrooms:** 1  
**Property status:** rental property  
**Property type:** high-rise, flat  
**Overall condition:** excellent  
**Year built:** 1998, second hand  
**View:** city  
**Transportation:** MTR, buses  
**Schools:** Montessori School, Carmel School

**Notes:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Quality Property Company**  
**The partner you can trust!**

**District:** Sai Kung, New Territories  
**Rent:** 12K  
**Size:** 950 sq ft  
**Bedrooms:** 3  
**Living-rooms:** 2  
**Bathrooms:** 2  
**Property status:** rental property  
**Property type:** house  
**Overall condition:** good  
**Year built:** 1985, second hand  
**View:** sea view  
**Transportation:** Minibus, bus  
**Schools:** ?

**Notes:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Quality Property Company**  
**The partner you can trust!**

**District:** Kowloon Tong  
**Rent:** 22K  
**Size:** 1000 sq ft  
**Bedrooms:** 3  
**Living-rooms:** 1  
**Bathrooms:** 2  
**Property status:** rental property  
**Property type:** low-rise, flat  
**Overall condition:** ?  
**Year built:** 1996, second hand  
**View:** mountain, greenery  
**Transportation:** ?  
**Schools:** ?

**Notes:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Quality Property Company**  
**The partner you can trust!**

**District:** West Kowloon, near Elements  
**Rent:** 18K  
**Size:** 820 sq ft  
**Bedrooms:** 2  
**Living-rooms:** 1  
**Bathrooms:** 2  
**Property status:** rental property  
**Property type:** high-rise, flat  
**Overall condition:** ?  
**Year built:** 2006, second hand  
**View:** harbour  
**Transportation:** ?  
**Schools:** ?

**Notes:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## TASK 5

### TRAVEL AGENT

Work with a partner. One of you works for Superb Travel Company, which is promoting a dream vacation. The other partner is a client who has taken this trip. Read the following advertisement for the vacation package. Look up any unfamiliar words or expressions in the dictionary.



#### Fantasy Island Get-a-way

Escape for a week to this South Sea island with pristine beaches, sun-drenched mountain foliage and majestic palm trees waving in the island breezes. The magical evening sky makes a romantic scene with gourmet dining and dancing under the stars. The hotel offers ocean views which you can enjoy from your balcony, two swimming pools, gym and spa and hair salon. A shuttle bus is available from the hotel to the city for shopping and to visit the casino. This is a luxurious vacation offering something for everyone:

- Scuba diving
- Snorkeling
- Deep-sea fishing
- Jet skiing
- Windsurfing
- Horseback riding
- Mountain treks
- Forest walks
- Surfing
- Water skiing
- Beach volleyball
- Sandcastle competition
- Golf
- Bicycle trips
- Bird-watching
- Beach barbecue

All this is yours for 7 days at a cost of \$2,998 each for a double booking. Single booking is \$5,200. Reservations must be made and paid for 30 days in advance.

**Please contact: Superb Travel Company, 6888 6888**

#### Activity

The travel agent is very pleased because they have sold quite a number of these vacation packages, but one client who has recently returned from the Fantasy Island trip has come to Superb Travel Company to complain. There are two role cards on the next page: one for the travel agent and the other for the client. In pairs, choose a role and read your card carefully. Make sure you understand all the prompts. Use the prompts for your conversation. The client is very upset and the travel agent is trying hard to be patient and polite. The travel agent must offer a solution to the problem at the end of the conversation. The client begins the discussion. Replace the pronouns, but try to keep the same verb tenses.

### **Client**

Your dream vacation was ruined and that was your only holiday for the whole year. You spent a lot of money for the package and had to spend much more on the island because everything was terribly expensive. You are very unhappy and insist on getting a refund for the cost of the trip. Here are your concerns:

- You were unable to leave the hotel compound because the shuttle bus was broken and it was too far to walk to town.
- There was no equipment available for snorkeling, scuba diving, windsurfing or water skiing. There was nothing to do but lie on the beach.
- The room looked over the garbage dump site instead of the ocean and the smell was so terrible that you could not use the balcony.
- Everyone had to sit on the sand at the beach barbecue instead of at elegant tables and chairs which were pictured in the vacation brochure.
- The golf course was closed and you had taken your golf clubs with you, because you had been told that the course was excellent.
- Not being able to golf, you wanted to go trekking in the mountains or walking on a forest trail, but signs blocked all the trails.

### **Travel Agent**

You are very confident that the Fantasy Island Get-a-way is the perfect holiday for everyone. You think this is inexpensive for the quality offered and a few small inconveniences are normal. Here are your responses to the complaining client:

- Their room did not have an ocean view because they reserved the vacation package too late and there were no rooms with views left.
- Beach barbecues in that part of the world are always on the sand. Chairs and tables are never used because you wouldn't get the feel of the natural surroundings.
- Unfortunately, the owner of the equipment rental shop died suddenly and so snorkeling, scuba diving and windsurfing equipment was unavailable. The client can use the complimentary rental coupon for the next trip to Fantasy Island.
- The golf course had been covered in volcanic ash due to a recent eruption on the island. The last eruption occurred 500 years ago, so it was unexpected.
- The volcanic eruption affected the walking trails, too, so the mountain treks, forest walks and bicycle trips were not permitted. It could not be avoided!
- One of the wild monkeys had chewed through the radiator hose of the shuttle bus, so it was in the repair shop. The hotel will be building a garage for the shuttle bus so that the monkeys won't be able to do that again.

## TASK 6

### FAST FOOD SALES

As eating out is commonplace in Hong Kong, a variety of fast food outlets can be found all over the territory. There is a mixture of fast food available, in particular western, Chinese and Japanese. Some of the better known fast food restaurants are Café de Coral, Fairwood, KFC, McDonald's, Maxim's Catering and Yoshinoya. There are also a number of coffee shop chains such as Pacific Coffee and Starbucks.

For those who work in customer service areas one of the most important skills is to be able to make the customer feel they are welcome. English has its own accepted ways of talking to customers and using these expressions will encourage customers to return to your shop or restaurant. Politeness is of utmost importance. If you do not use the expressions correctly, you may sound rude or unprofessional.

#### Activity 1

You are working at a fast food restaurant in Central and you have to answer many simple questions from customers. Choose the best responses to these common customer questions.

1. Can I get another serviette/napkin?

- a) Sure, here you are.
- b) Here.
- c) Yes, take it yourself.

2. Is there another McDonald's nearby?

- a) No, there isn't, why?
- b) Around the corner.
- c) There's one about a block from here towards the MTR.

3. Do you have a children's menu?

- a) No, we don't.
- b) Some dishes are suitable for children, but no, not really.
- c) Not really.

4. I'll just have a cup of tea, please.

- a) How big?
- b) Is that all?
- c) Certainly.

5. You don't have any chicken dishes today?

- a) No, none.
- b) We don't have chicken.
- c) I'm afraid the chicken dishes are finished today.

6. I'd like that cake over there, please.

- a) Give me a dollar, please.
- b) That'll be one dollar, please.
- c) Pay me one dollar, please.

7. I've spilled my drink.

- a) No problem, let me help you.
- b) Here's a cloth, clean it up.
- c) Move and I'll wipe the table.

8. I'll have the same as yesterday, please.

- a) What was that?
- b) Sorry, could you remind me what that was, please?
- c) Tell me what you had. I don't remember.

9. Could I have some more sauce, please?

- a) Yes, it's there.
- b) It's \$2 extra.
- c) Sure but it will cost an extra \$2.

10. Where's the toilet, please?

- a) It's over there – can't you see it?
- b) We don't have one.
- c) Sorry, you'll need to use the one outside near the 7-11.

From: <http://www.englishformyjob.com/english-politeness-training-restaurant4.html>

### Vocabulary helper

ketchup  
salt and pepper  
straw(s)  
set menu  
take away / take out  
eat out  
eat here  
disposable chopsticks  
swipe your Octopus card  
set the table  
a healthier choice

wipe the table  
sweep the floor  
order food  
May I take your order?  
Are you ready to order?  
Would you like that with . . .  
Would you like small, medium or large?  
Would you care for anything else?  
What do you recommend?  
I recommend the chicken rice.  
Can I take your order, please?

### The use of 'of course'

Be careful when you use 'of course' as it is often wrongly used in Hong Kong. 'Of course' means 'certainly' or 'definitely'.

e.g. Would you like to come to my birthday barbecue next week?  
✓ Of course I'd love to.

e.g. Could you help me move these chairs, please?  
✓ (Yes), of course.

It also means 'in the usual order of things', 'as is obvious' or 'as everybody knows'.  
e.g. ✓ A triple room will cost extra, of course.  
✓ Peter's broken his leg so he can't come of course.

If someone asks a question or makes a statement of fact and you reply 'of course' it can, however, sound a bit rude. If you use 'of course' in these situations, it sounds like the first speaker has said something too obvious to be worth mentioning, i.e. they should not have asked such a silly question.

In situations like these it is better to reply another way.

e.g. Do you know XYZ Record Shop?  
✓ Yes, I do.  
✓ Sure.  
X Of course.

e.g. It's cold today.  
✓ It certainly is.  
✓ It sure is.  
X Of course.

You can use the negative 'of course not' in the same way.

e.g. Are you going on the school picnic?  
✓ No, I can't go, because . . .  
✓ Unfortunately not.  
X Of course not.

## TASK 7

### SPA SURVEY

You work for a beauty spa which offers numerous beauty and hair treatments. The spa is popular and business is good, but your boss wants to cut down on unnecessary expenses. You have suggested that some of the less popular treatments should be discontinued. This cannot be done without getting your clients' opinions and, therefore, a survey will be needed.

#### Activity – Design a survey

Write a 2-page survey to find out which spa treatments are no longer in demand.

#### Follow these steps to get started

1. Decide what you want to learn from the survey – the goal.
2. Choose the group and the number of people to be interviewed.
3. Decide on the type of interview:
  - personal interview
  - telephone survey
  - web site survey
  - e-mail survey
4. Write the survey (questionnaire).
5. Have a trial run of your questionnaire.
6. Proceed with the interviews and data collection.

People prefer short questionnaires, so think carefully about the questions you want to include. Introduce your survey explaining your reasons for it (the focus). Also, design a logo and think of a name for the spa.



### Different types of questions:

#### Multiple choice

What is your age?

- ☐ 18 – 29  
☐ 30 – 39  
☐ 40 – 49  
☐ 50 and over

#### Text open-end

How can we improve our service? \_\_\_\_\_  
\_\_\_\_\_

#### Numeric open-end

How often do you visit the spa? \_\_\_\_\_

#### Rating scales

How would you rate this spa? ☐ Excellent ☐ Very good ☐ Good ☐ Fair

#### Agreement scales

This spa has a calming atmosphere. ☐ Strongly Agree ☐ Agree ☐ Disagree ☐ Strongly disagree

### Vocabulary helper – beauty treatments

manicure	ear candling
pedicure	tattooing
acrylic nails	shampoo
foot reflexology	conditioner
facial	cream rinse
electrolysis	blow dry
(hot stone) massage	curl (get/have your hair curled)
wrap	cut (get/have your hair cut)
mud baths	colour (get/have your hair coloured)
cupping	perm (get/have your hair permed)
scrub	straighten (get/have your hair straightened)
threading	style (get/have your hair styled)
body piercing	thin out (get/have your hair thinned out)
waxing	trim (get/have your hair trimmed)

## TASK 8

# MAKING A SALES/MARKETING PITCH

Congratulations! You have been successful in getting a job with the Elite Mobile Phone Company. The manager believes you have a lot to offer, so now it's up to you to show your talent. Your task is outlined below.

### Marketing a new mobile phone – Making a 'pitch'

This group presentation requires co-operation and communication. Your team has to create a marketing campaign for a new mobile phone. The style of phone is your choice. You must present your new phone and the marketing campaign to the company boss (your teacher) for approval. This presentation will have three sections:

Section 1: Describe your mobile phone.

Section 2: Design a marketing strategy.

Section 3: Create and present an advertisement for your phone.

You will make a PowerPoint presentation for Sections 1 and 2. Section 3 can be on PowerPoint or presented as a separate poster. During your presentation, you may not read from your PowerPoint production; it is to be used as a visual tool.

### Activity 1 – Preparation

Form a group of four students.

Read the reference notes on 'Basic marketing strategy' and 'Creating an advertisement' in the 'Supplementary activity' pages.

- Organise your group's ideas in your project journal.
- Make a mind map or a list to plan your presentation.
- Divide the workload equally among the group.

### Activity 2 – Describe your mobile phone

Your team needs to present the new phone by describing the most important features in detail. Use a table, like the one below, to organise this information.

Feature	Description

You could include an illustration or labelled diagram of your mobile phone if you wish. Illustrations are often used as visual aids in speeches.

### Activity 3 – Design a marketing strategy

1. Who is your target audience? Why?

#### Target audience categories

primary school students	secondary students	university students
males	females	adults
young adults	the elderly	parents
homemakers	blue collar workers	white collar workers
travellers	business owners	international business executives

Your target audience may be one or a combination of any of these.

2. What types of advertising will you use to reach your audience? Why?

#### Types of advertising

television advertisement	Internet advertisement	radio jingle
magazine advertisement	poster	billboard
newspaper advertisement	flyers	press release

### Activity 4 – Create an advertisement for a magazine

Use this checklist to make sure you have all the necessary information for your advertisement.

Feature	Check
Image: Picture of the mobile phone	
Title/name of the phone	
Slogan	
Language: Imperative form	
List of your mobile's special features	
Other language features	
Other symbols (logos)	

## Assessment Task: Group

### Oral Presentation

Name: \_\_\_\_\_

Class: \_\_\_\_\_

	<b>Accomplished 4</b>	<b>Competent 3</b>	<b>Developing 2</b>	<b>Beginning 1</b>	
<b>Marketing Strategy</b>	The group presents a comprehensive, well-organised marketing strategy.	The group presents an organised marketing strategy.	The marketing strategy is difficult to follow, due to poor organisation/lack of information.	The marketing strategy lacks detail and organisation.	/4
<b>Magazine Advertisement (Display ad)</b>	The group has produced a creative magazine ad using all the features of a display ad.	The group has produced a magazine ad using all the features of a display ad.	The group has produced a magazine ad using some features of a display ad.	The group has produced a magazine ad with limited use of textual features.	/4
<b>PowerPoint</b>	PowerPoint presentation guides and aids the presentation. It is used as a visual tool.	PowerPoint guides and supports the presentation.	The group occasionally uses PowerPoint, or they rely on the PowerPoint too much for their presentation.	The group relies completely on PowerPoint for delivering their presentation, or students have limited use of PowerPoint.	/4
<b>Mechanics</b>	Very few grammatical errors.	A few minor grammatical errors.	Many minor grammatical errors.	Many major grammatical errors.	/4
<b>Eye Contact</b>	Maintains eye contact with audience, seldom looking at notes.	Maintains eye contact with audience most of the time but frequently looks at notes.	Occasionally uses eye contact but still reads most of the report.	Reads all of the report with no eye contact.	/4
<b>Pronunciation</b>	Uses a clear voice and uses correct, precise pronunciation. All audience members can hear the presentation.	Voice is clear. Pronounces most words correctly. Most audience members can hear the presentation.	Voice is low and incorrectly pronounces many words. Audience members have difficulty hearing the presentation.	Mumbles, incorrectly pronounces many words, and speaks too quietly for students in the back of the class to hear.	/4
				<b>TOTAL</b>	<b>/24</b>

### Basic marketing strategy

Read the information below and complete the table on 'The persuasive power of colour' as well as the questions on advertising. These notes are to help you with your group presentation.

In advertising, the **four Ps** form the basis of an advertising strategy.

The **four Ps** are:

- product
- price
- place
- promotion

#### Product

This includes the concept, development and implementation of the best product possible that will generate demand from a given target market.

#### Price

The best possible price should be determined in order to maximize profitability while maintaining a competitive advantage.

#### Place (or distribution)

This refers to both the location of the sale whether it be a physical location or through virtual channels. This also refers to the distribution and delivery channels by which the customer buys and receives the product or service.

#### Promotion

Promotion refers to the development and delivery of messages designed to call customers to action with regard to buying or following a product.

### Creating an advertisement

#### Magazine advertisements

With magazine advertisements, advertisers aim to:

- Build an image and personality for the product
- Show the product in use and show how it works
- Show the users, what kind of people they are and the lifestyle they lead
- Exaggerate the benefits of using the product
- Create a mood. An example of a common mood created is a feeling of wealth, status and exclusive quality.

### The persuasive power of colour

Colours are chosen specifically to produce certain feelings in the audience. Colours can symbolise different emotions in different cultures. An advertiser should be aware of the target audience's culture and choose colours wisely. Look at the table on the following page. The colour symbolism for western culture has been done for you. Complete the colour symbolism for Chinese culture.

Colour	Western culture	Chinese Culture
Red	Shows warmth and fire. It is masculine and strong. It can represent passion and excitement or danger.	
Green	Shows the country, the earth, nature and fertility. It also calms the nerves and is used for restful products.	
White	Represents purity and hygiene. It also suggests hospitals, doctors and nurses.	
Blue	Can show the law or authority, the sea, coolness, the sky and masculinity.	
Pink	Expresses tenderness, sweetness and femininity.	
Purple	Represents royalty and luxury.	
Yellow	Shows cheerfulness, sunlight and heat. It can also make packages seem bigger.	

Pictures are also rich in meaning. They contain 'signifiers' that work like signals in that they have special meanings for the audiences. For example, soft drink ads are often set on the beach, at a resort or at a club. These locations signify fun and excitement. The people are usually teenagers, the age group that signifies fun, and at whom the product is targeted.

### Techniques in advertising

#### Ideal and real

Many images are created with distinct right hand and left hand sides. These images are known as the 'given' and the 'new'. The reader's eyes leave the ad with the 'new' product in their memory. Likewise, some ads are designed so that we can draw an imaginary line across the page to divide an ad from top to bottom. Often the upper half of the image is the desirable object that people want (the ideal image) and the lower half explains how you can acquire the desired object.

### The language of advertising

The purpose of product advertisements is to persuade the consumer to buy a product. Often advertisers will use some of these techniques:

- Frequent use of adjectives and adverbs
- Evaluative adjectives, for example: new, clean, white, real, fresh, right, natural, big, great, slim, soft, wholesome, improved
- Short sentences
- Use of imperatives, e.g. 'Get your N85 phone now!'
- Second person pronouns are used to address the audience and to suggest a friendly attitude
- Present tense is most commonly used
- Technical vocabulary emphasises the scientific/technical aspects of a product
- Repetition of the brand name and the slogan
- Use of poetic techniques such as alliteration or rhyme
- Humour can be used verbally or visually

### Try this – Well-known advertisements

1. Describe a well-known magazine advertisement/symbol. Why do people remember it?

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2. Think of a radio advertisement/jingle that is easy to remember. Why do people remember it?

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3. Think of a television advertisement that you enjoy. Describe the advertisement. Why do you like it?

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**WORKPLACE COMMUNICATION**  
**Alignment with the Elective Part of the Three-year Senior**  
**Secondary English Language Curriculum**

	UNIT 1	UNIT 2	UNIT 3 - PROJECTS				
			1 TRNS	2 BANK	3 HOTEL	4 PR	5 SALES
<b>Learning Objectives</b>							
1. to familiarise learners with the different types of workplace correspondence	√		√		√	√	√
2. to develop learners' understanding of the vocabulary, language, formats, styles and conventions used in spoken and written communication in the workplace	√	√	√	√	√	√	√
3. to help learners to apply the knowledge and skills they have learned in their production of workplace-related texts	√	√	√	√	√	√	√
4. to enhance learners' ability to carry out workplace-related activities through providing them with opportunities to practise and demonstrate their language and communication skills in simulated tasks		√	√	√	√	√	√
<b>Content [R/W]</b>							
Memos	√						
Letters	√		√			√	
E-mails & Faxes	√				√		√
Sales/promotional materials	√		√		√	√	√
Meeting agendas and minutes	√					√	
CV & Cover Letter	√						
Analysis/Summary				√			√
<b>Content [L/S]</b>							
Telephone enquiries	√			√		√	
Complaints	√				√		√
Sales presentations		√				√	√
Interviews		√					
<b>Content</b>							
Business-related vocabulary	√	√	√	√	√	√	√
Discuss business concepts			√			√	√
Plan and make final presentation of the work they have produced in the course of the module			√	√	√	√	√
Numeracy			√	√			
Technology			√	√	√	√	
<b>Assessment</b>							
Write appropriate texts			√		√	√	√
Speak in a suitable style for workplace purposes			√	√	√	√	√
Organise and convey information relevant to a workplace-related situation			√	√	√	√	√
Short oral tasks		√	√	√	√	√	√
Short writing tasks			√	√	√	√	√
Presentation performance of workplace-related tasks			√		√	√	
Quizzes & Short exercises			√	√	√	√	√



## Notes