

Business Communications

Intermediate Course



Q: Please describe a marketing activity done by your company.



Language : Topic Sentence

Q: Please describe a marketing activity done by your company.

A: My company *has been doing many different types* of *marketing activities*.

controlling idea

topic



Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 1: Air pollution in Beijing is caused by many things.

Topic:

Controlling idea:

Topic Sentence 1:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 1: Air pollution in Beijing is caused by many things.

Topic: air pollution in Beijing

Controlling idea:

Topic Sentence 1:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 1: Air pollution in Beijing is caused by many things.

Topic: air pollution in Beijing

Controlling idea: causes

Topic Sentence 1:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 1: Air pollution in Beijing is caused by many things.

Topic: air pollution in Beijing

Controlling idea: causes

Topic Sentence 1: ***There are many reasons why Beijing is one of the world's most polluted cities.***

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 2: Effective CEOs need certain characteristics.

Topic:

Controlling idea:

Topic Sentence 2:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 2: Effective CEOs need certain characteristics.

Topic: *effective CEO*

Controlling idea:

Topic Sentence 2:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 2: Effective CEOs need certain characteristics.

Topic: *effective CEO*

Controlling idea: *characteristics*

Topic Sentence 2:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 2: Effective CEOs need certain characteristics.

Topic: *effective CEO*

Controlling idea: *characteristics*

Topic Sentence 2: ***Successful CEOs owe their effectiveness to certain characteristics.***

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 3: It requires training to become a great chef.

Topic:

Controlling idea:

Topic Sentence 3:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 3: It requires training to become a great chef.

Topic: *become a great chef*

Controlling idea:

Topic Sentence 3:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 3: It requires training to become a great chef.

Topic: *become a great chef*

Controlling idea: *requires training*

Topic Sentence 3:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 3: It requires training to become a great chef.

Topic: become a great chef

Controlling idea: requires training

Topic Sentence 3: ***One doesn't become a great chef overnight, it takes years of training.***

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 4: We need to plan many things before buying a house.

Topic:

Controlling idea:

Topic Sentence 4:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 4: We need to plan many things before buying a house.

Topic: *buying a house*

Controlling idea:

Topic Sentence 4:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 4: We need to plan many things before buying a house.

Topic: *buying a house*

Controlling idea: *plan many things*

Topic Sentence 4:

Language : Topic Sentence

TASK: Determine which are the *topics* and which are the *controlling ideas* in the following *statement*, and then *make a topic sentence*.

Statement 4: We need to plan many things before buying a house.

Topic: *buying a house*

Controlling idea: *plan many things*

Topic Sentence 4: ***With good planning, the many headaches of house buying can be avoided.***

Language : Topic Sentence

TASK: Answer the question; make a *topic sentence*.

Q: Please describe a marketing activity done by your company.



Language : Topic Sentence and Expansion

Q: What do you think about the 2020 Tokyo Olympics.

Language : Topic Sentence and Expansion

Q: What do you think about the 2020 Tokyo Olympics.

A: I think *the 2020 Olympics* will be *quite wonderful*.

Language : Topic Sentence and Expansion

Q: What do you think about the 2020 Tokyo Olympics.

A: I think topic
the 2020 Olympics will be controlling idea
quite wonderful. *(Topic Sentence)*

Language : Topic Sentence and Expansion

Q: What do you think about the 2020 Tokyo Olympics.

A: I think **topic** *the 2020 Olympics* will be **controlling idea** *quite wonderful.* (Topic Sentence)
A large number of foreign visitors will attend the sporting events and they will see what a wonderful country Japan is. (Reason)

Language : Topic Sentence and Expansion

Q: What do you think about the 2020 Tokyo Olympics.

A: I think **topic** *the 2020 Olympics* will be **controlling idea** *quite wonderful.* (Topic Sentence)
A large number of foreign visitors will attend the sporting events and they will see what a wonderful country Japan is. (Reason)
We have a very unique culture that's expressed through our food, way of dress and manners. I think people will be charmed by it. (Opinion)

Language : Topic Sentence and Expansion

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A: I think **topic** *the 2020 Olympics* will be **controlling idea** *quite wonderful.* (Topic Sentence)
A large number of foreign visitors will attend the sporting events and they will see what a wonderful country Japan is. (Reason)
We have a very unique culture that's expressed through our food, way of dress and manners. I think people will be charmed by it. (Opinion)
For instance, our food culture is admired worldwide, we eat a lot of fresh fish and other kinds of healthy and delicious food, furthermore the presentation of our dishes is attractive as well. (Fact|Example)

Language : Topic Sentence and Expansion

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A: I think **topic** *the 2020 Olympics* will be **controlling idea** *quite wonderful.* (Topic Sentence)
A large number of foreign visitors will attend the sporting events and they will see what a wonderful country Japan is. (Reason)
We have a very unique culture that's expressed through our food, way of dress and manners. I think people will be charmed by it. (Opinion)
For instance, our food culture is admired worldwide, we eat a lot of fresh fish and other kinds of healthy and delicious food, furthermore the presentation of our dishes is attractive as well. (Fact|Example)
In addition, I think the number of incoming tourists will have a positive effect on our economy. (Opinion)

Language : Topic Sentence and Expansion

Q: What do you think about the 2020 Tokyo Olympics.

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A large number of foreign visitors will attend the sporting events and they will see what a wonderful country Japan is. (Reason)
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For instance, our food culture is admired worldwide, we eat a lot of fresh fish and other kinds of healthy and delicious food, furthermore the presentation of our dishes is attractive as well. (Fact|Example)
In addition, I think the number of incoming tourists will have a positive effect on our economy. (Opinion)
What is your idea about the Olympic Games to be held in Tokyo? (Interaction)

Language : Topic Sentence and Expansion

TASK: Answer the question. Start with a *topic sentence* and then expand like in the example.

Q: Please tell me about your work.

Language : Topic Sentence and Expansion

TASK: Answer the question. Start with a *topic sentence* and then expand like in the example.

Q: Where is your hometown?

Language : Topic Sentence and Expansion

TASK: Answer the question. Start with a *topic sentence* and then expand like in the example.

Q: In your opinion, what is the best place for tourists to visit in Japan?

Language : Topic Sentence and Expansion

TASK: Answer the question. Start with a *topic sentence* and then expand like in the example.

Q: Would you recommend seeing the Tokyo Sky Tree?

Language : Topic Sentence and Expansion

TASK: Answer the question. Start with a *topic sentence* and then expand like in the example.

Q: Please describe a marketing activity done by your company.

Reading : “Say goodbye to the bag!”

Pre-Task: Read the article: “*Say goodbye to the bag!*”, on pages 14 to 15.

TASKS:

1. Give a brief summary of the article. Start with a *topic sentence* and then expand.

Reading : “Say goodbye to the bag!”

Pre-Task: Read the article: “*Say goodbye to the bag!*”, on pages 14 to 15.

TASKS:

2. In the article, what do you think the following vocabulary means:

<i>(to) orient</i>	<i>differentiating</i>
<i>worldview</i>	<i>revenue stream</i>
<i>disrupted</i>	<i>voted with their wallets</i>
<i>inefficient</i>	<i>repackage</i>
<i>eliminated</i>	

Communication

TASK: Answer the question. Start with a *topic sentence* and then expand.
Be ready to ask or get *follow-up questions*.

Q1: *What are some important elements that define your concept of marketing?*

Communication

TASK: Answer the question. Start with a *topic sentence* and then expand.
Be ready to ask or get *follow-up questions*.

Q2: *Do you agree with the idea of orienting everything around the customer?*

Communication

TASK: Answer the question. Start with a *topic sentence* and then expand.
Be ready to ask or get *follow-up questions*.

Q3: *Can you give some examples of how industries have been disrupted by a new marketing concept?*

Communication

TASK: Answer the question. Start with a *topic sentence* and then expand.
Be ready to ask or get *follow-up questions*.

Q4: *Do you think that your company can create new marketing ideas by eliminating inefficiencies?*

Communication

TASK: Answer the question. Start with a *topic sentence* and then expand.
Be ready to ask or get *follow-up questions*.

Q5: *Is product differentiation important in your industry?*

Communication

TASK: Answer the question. Start with a *topic sentence* and then expand.
Be ready to ask or get *follow-up questions*.

Q6: *How important is marketing to your company's revenue stream?*

Communication

TASK: Answer the question. Start with a *topic sentence* and then expand.
Be ready to ask or get *follow-up questions*.

Q7: *The article talks about consumers voting with their wallets. Can you give some other examples of this?*

Communication

TASK: Answer the question. Start with a *topic sentence* and then expand.
Be ready to ask or get *follow-up questions*.

Q8: *Can just repackaging of products be a successful marketing strategy? Give examples.*

Roleplay

TASK: Prepare a short presentation (2-3 min.) based on the following scenario. Use S.T.A.R. technique for your presentation.

Situation:

Your company wants to develop a new product and sell it to customers in Japan and overseas. Suggest some ideas on how to promote this product to your customers.

You can choose any product that your company is developing now or will develop in the future.



Roleplay

TASK: Use S.T.A.R. technique for your presentation.

Situation

Task

Action

Result



Feedback

The instructor will now give you some feedback from your presentation.

