



1) Watch this promotional video for the World Nomad Games in Kirghizstan

<https://www.youtube.com/watch?v=OVXqsPA80r0>



2) Watch this short video about the Pasola festival in Indonesia

Pasola Festival | The blood war game of Sumba

<https://www.youtube.com/watch?v=6MDHshDNnTk>

3. Photographic Exhibitions

3.1. Reading Comprehension

Read this description of an exhibition by the photographer Barbara Delgado.



Barbara Delgado

Barbara Delgado was born in Visso, a small town in the Apennines, in 1992. She completed her Master's degree in photography at the Bristol School of Art and Design before taking a year off to go travelling, capturing a wide variety of subjects on film. She sent some pictures to the Euphoria photographic agency in Los Angeles who liked the images so much that they asked her to join them. Her assignments now take her all over the world. Some places, though, interest her more than others. "In certain countries, you can see that the traditional way of life is under threat from technology and neoliberal economic policies," she says. "A nomad clearly doesn't stand a chance there, so my job is to document the culture visually before it disappears. I leave the ethnography to the experts."

Her work has taken her from Europe to Asia, from the Gobi Desert to the Great Steppe, from Inle Lake in Myanmar to the Maharkam River in Borneo, from the Thousand Islands of the Java Sea to the Baliem Valley of New Guinea.

Her portraits of vanishing tribes, like the Mentawai people of Siberut, have won awards in Italy and the United States. On her latest assignment for 'National Geographic', she covered the World Nomad Games in Kirghizstan. Here, she watched teams from Uzbekistan and Afghanistan playing polo in a traditional style known as Kok Boru. "They were the most agile men on horseback I have ever seen. There was some incredible horsemanship as the teams fought for possession of a headless goat, the men riding hard with the reins between their teeth. It was like going back in time to the reign of Tamerlane." The event included a whole host of other sports, such as eagle hunting, archery and nomad wrestling, many of which are depicted in the exhibition.

Her greatest difficulty? "Catching young people without a mobile phone in their hands. Modernity seems to have invaded the four corners of the Earth. I remember arriving in a remote village in the Spice Islands, hoping to photograph the local shaman at work, and what I found was a full-size soccer pitch, some teenagers in tracksuits and a huge mural dedicated to Manchester United!"



Barbara Delgado's exhibition, 'An Italian Among the Nomads', will take place at the Enzo Paparazzo Gallery, Liverpool, from 5 June to 10 September.

3.2. Articles: 'a', 'an', 'the', 'some' and — (the zero article)

3.2a) Rationale (cf. Greenbaum & Quirk 1998)

In English, articles may be used with singular countable nouns, plural countable nouns or uncountable nouns, depending on whether they indicate:

- i) Generic Reference — i.e. they denote people or things in general.
- ii) Specific Reference with an Indefinite Meaning — i.e. they refer to people or things as yet unidentified, usually because this is the first time the noun appears in the text.
- iii) Specific Reference with a Definite Meaning — i.e. identified. The reader knows exactly who or what is being referred to, perhaps because it has been mentioned before.

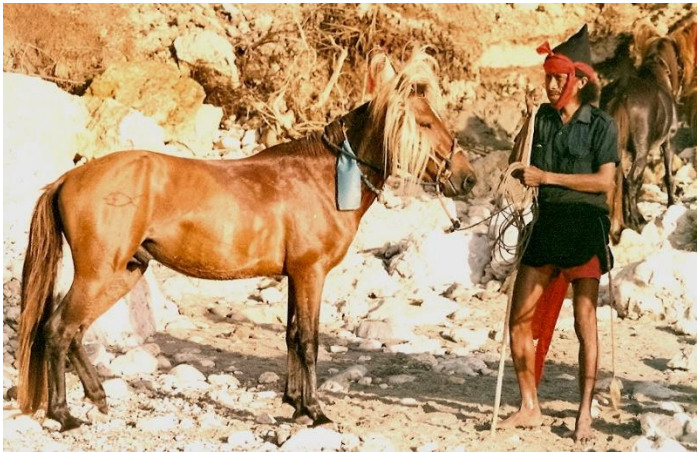
Look at these examples in the Barbara Delgado text.

	COUNTABLE NOUNS (singular)	COUNTABLE NOUNS (plural)	UNCOUNTABLE NOUNS
Generic Reference: i.e. in general	<i>a / the nomad</i>	<i>sports</i> <i>economic policies</i>	<i>(zero article) modernity</i> <i>(zero article) technology</i>
Specific Reference: (indefinite meaning) i.e. unidentified	<i>a headless goat</i> <i>a remote village</i>	<i>(some) pictures</i> <i>(some) teenagers</i> <i>(some) places</i>	<i>(some) horsemanship</i>
Specific Reference: (definite meaning) i.e. identified	<i>the event</i>	<i>the images</i> <i>the teams</i> <i>the men</i>	<i>the ethnography</i>

3.2b) Situational Reference

In addition, translators should remember that the definite article 'the' is used to indicate unique entities within the immediate situation (e.g. the local shaman – there's usually only one per village) or the larger situation (e.g. the world; the Earth), comprising universal phenomena. In both cases, the writer is referring to knowledge of the situation or context that he/she shares with the reader.

3.2c) Bearing in mind the overall rationale for the use of articles and/or situational reference regarding the immediate situation and the larger situation, complete this extract from the guide to the Barbara Delgado exhibition with 'a', 'an', 'the', 'some' or — (the zero article).



In 2015, Barbara Delgado witnessed1..... Pasola festival in Wanokaka on2..... island of Sumba. Here, every year, two teams of horsemen, one from3..... hills and4..... other from5..... coast, fight each other by galloping around6..... battlefield, throwing7..... spears at each other.8..... Wanokaka people believe that9..... blood that is spilled on10..... ground during11..... ritual combat is12..... sacrifice to13..... gods and guarantees14..... fertility of15..... soil for16..... coming year.17..... riders die during18..... battle but19..... culprits are never charged with20..... murder by21..... Indonesian police. Apparently,22..... authorities consider23..... Pasola to be24..... religious ceremony and therefore outside25..... law. Barbara was lucky enough to take26..... photographs of27.....event.28..... outsider might consider the custom barbaric but29..... local people love it and30..... young men who take part thoroughly enjoy themselves.



3.2d) Special Cases

There are also a number of special cases to consider. Tourism texts often describe geographical features and, as a translator, you should know which ones take the definite article, 'the', the indefinite articles, 'a' or 'an', the quantifier, 'some', or no article at all.

i) Which features in the first text take the definite article 'the'?

Mountain chains (the Apennines); countries comprising a group of states (the USA); groups of islands (the Thousand Islands; the Spice Islands); deserts (the Gobi Desert); seas and oceans (the Java Sea); rivers and canals (the Maharkam River); valleys and gorges (the Baliem Valley).

We also use the definite article, 'the', with the names of museums, hotels, cinemas, theatres and galleries (the Fellini Gallery); musical instruments (the piano); groups of people (the Mentawai people); and noun phrases with 'of' (the Bristol School of Art and Design).

ii) Which features in the first text take the zero article?

Individual states (Italy, Kirghizstan, Afghanistan, Uzbekistan); continents (Europe, Asia); islands (Siberut, New Guinea); villages, towns and cities (Visso, Liverpool, Los Angeles); individual lakes and individual mountains (Inle Lake). We also omit the article with sports and games (polo).

iii) Where do we find the indefinite article 'a' / 'an'?

With jobs and professions (a photographer) and nouns indicating someone's nationality (an Italian). NB. We use 'a' before a consonant sound (e.g. a photographer, a euro) and 'an' before a vowel sound (e.g. an Italian, an hour).

4. Now fill in the gaps below with a, an, the, some, or — (the zero article).



Ben Nevis

Ben Nevis is1..... Scot from2..... Barra in3..... Outer Hebrides. He qualified as4..... doctor at5..... University of Edinburgh in 2010, left6..... UK and began his professional life working for the Albert Schweitzer Foundation, based in7..... Strasbourg.

.....8..... colleagues invited him on9..... safari in10..... Tanzania, where he began taking11..... photographs of12..... wildlife he encountered in13..... Serengeti National Park.14..... safari was15..... start of16..... completely new chapter in his life and soon

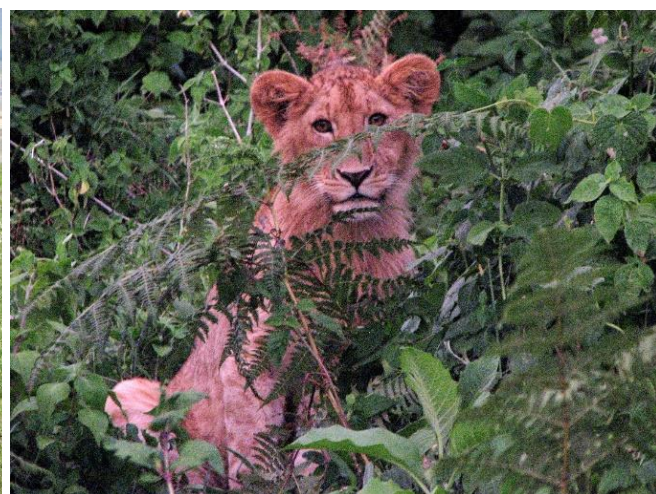
he had covered all17..... major game reserves from18..... Kenya to19..... Kalahari Desert.

“Although I was20..... keen amateur photographer for many years, I have no formal training,” he says modestly. “I just happened to be in21..... right place at22..... right time.”

Nevertheless, his candid shots of African fauna won him23..... Wildlife Photo of24..... Year award in 2020 and prompted him to become25..... professional photographer.

Africa remains26..... love of his life and his latest project is27..... ambitious tour of28..... continent, taking him from29..... Sahara Desert to30..... Lake Victoria, from31..... Blue Nile to32..... Mount Kilimanjaro, from33..... Oldupai Gorge to34..... Mountains of35..... Moon, to36..... Madagascar and37..... Comoro Islands out in38..... Indian Ocean.

In his spare time, he likes playing39..... guitar, which helps him relax, and40..... rugby, which doesn't.



The Ben Nevis exhibition, 'The Hunter and the Hunted', will take place at the Enzo Paparazzo Gallery, Liverpool, from 12 September to 24 December.

5.Translation

Now translate Barbara Delgado's comments for the Enzo Paparazzo Gallery's website.



Il mio incarico preferito? Beh, credo proprio debba essere il Naadam Festival in Mongolia. Ogni anno, dall'11 al 13 luglio, il paese celebra la sua indipendenza con il festival della cultura mongola. Alcuni eventi si svolgono allo Stadio Centrale di Ulaanbaatar, la capitale, e consiglierei vivamente di partecipare alla cerimonia di apertura che presenta la cavalleria mongola e un colorato spettacolo storico che celebra le gesta di Gengis Khan. Tuttavia, vorrei ricordare che gli sport tradizionali come l'equitazione, la lotta libera mongola e il tiro con l'arco si possono trovare anche in tanti piccoli tornei che hanno luogo su e giù per il paese. Ho provato a catturare un po' di colore locale visitando il maggior numero possibile di questi. Anche il lato spirituale del festival mi ha affascinato. Alcuni sciamani, provenienti da lontano come i Monti Altai e il Lago Baikal, sono attratti dalla capitale e bisognerebbe percorrere letteralmente migliaia di miglia per vederli in qualsiasi altro periodo dell'anno. Poco prima di partire, ho notato che sebbene la maggior parte delle persone a Ulan Bator vive in condomini di gusto sovietico, alcuni residenti conservano i loro beni di tutti i giorni nell'appartamento ma dormono in una "ger", la tradizionale tenda mongola, nel giardino. Una volta nomade, sempre nomade, sembrerebbe!



6. Watch the following video-clip

Sebastião Salgado: Genesis | Natural History Museum

https://www.youtube.com/watch?v=C3l0BxP5A_Y

Now imagine that you are preparing a programme for Salgado's 'Genesis' at the Natural History Museum. Write a short introduction to the exhibition based on what you have seen.

7. SKULDUGGERY: A TRUE STORY



1) Fill the gaps below with a, an, the, some, or — (zero article).

Chief Nicholas Gcaleka was once (1)..... most famous 'sangoma' in South Africa. (2)..... word 'sangoma' means (3)..... witchdoctor, shaman or spiritual healer and Nicholas brought it to the attention of the world's press when he travelled to the UK to find (4)..... head of his long-lost ancestor, King Hintsa, (5)..... last Chief of (6)..... Xhosa nation. King Hintsa had been killed and decapitated by (7)..... British army in (8)..... 1835 but his skull had never been found and (9)..... people believed that, until his ghost was laid to rest by reuniting (10)..... head with its body, South Africa's problems would never be solved. So, 161 years later, Chief Gcaleka, dressed in (11)..... leopard skin, (12)..... skirt and (13)..... bright red cloak, took (14)..... flight from Johannesburg to London. When (15)..... plane landed, he surprised his fellow passengers in (16)..... Arrivals lounge by announcing, "I am here for (17)..... skull of King Hintsa. He fought for (18)..... Africa, died in (19)..... battle and was beheaded by (20)..... British troops on the orders of Sir Henry Smith. Now that his people are free once more, let (21)..... justice be done, may his soul have (22)..... peace ! I shall search with the spirits for his skull. It is here. I have no doubt about it !" Chief Gcaleka began his quest at (23)..... Natural History Museum in London and then went to Fort George in Scotland, (24)..... headquarters of (25)..... 75th Highland regiment, which had fought in (26)..... Sixth Frontier War in (27)..... 1830's. There, he had (28)..... vision which led him to (29)..... estate on (30)..... banks of (31)..... Dornoch Firth, (32)..... river in (33)..... Inverness. By (34)..... river was (35)..... cottage and inside, on (36)..... shelf in (37)..... front room, was (38)..... skull with what appeared to be (39)..... bullet-hole in it. After (40)..... prayers and (41)..... meditation, Chief Gcaleka declared that (42)..... spirits had told him he had found (43)..... missing head. "I have never been so happy in all my life," he said. "This is (44)..... moment I have been waiting for !" (45)..... owner of (46)..... estate, Charles Brooke, said, "(47)..... Chief believes it is (48)..... correct skull and I am very pleased that he should have it." Unfortunately for Chief Gcaleka, (49)..... forensic tests later proved that it was the cranium of (50)..... middle-aged white woman.

VIDEO COMPREHENSION EXERCISE

'Devil Wears Prada - Meeting the Boss'

<https://www.youtube.com/watch?v=bfZs5eD9ukQ>

PART A.

- 1) What kind of magazine is 'Runway'?
- 2) What is Miranda Priestly's job?
- 3) Which job has Andrea Sachs applied for?
- 4) What kind of job would Andrea Sachs really like to do?
- 5) What sort of work experience has Andrea Sachs had so far?
- 6) Do you think Andrea Sachs got the job?

VOCABULARY:

Skinny

To fit in

Smart

A before-and-after piece

Glamorous

"Gird your loins !"

APPENDIX 6: CONDITIONAL SENTENCES

1) In business, the most useful conditional sentences are as follows:

FORM: Type 1 - If + Present , Will / Shall / May / Might + Infinitive without 'to'

USE: Type 1 describes the real, probable or likely consequence of a present and/or future action.

If the value of the Yuan rises, Chinese exports will suffer.

If you give me your address, I shall send you the prospectus by registered post.

The delivery will be late if you don't hurry up.

I shan't start the meeting if the Chief Accountant isn't there.

FORM: Type 2 - If + Simple Past , Would / Could / Might + Infinitive without 'to'

USE: Type 2 describes the hypothetical consequences of a present and/or future action which is either unreal or contrary to the known facts.

If I could speak Indonesian, I would work in Jakarta. (But I can't speak Indonesian)

I would buy a new car if I had the money. (But I don't have the money)

If I were rich, I would live in the Caiman Islands. (But I'm not rich)

FORM: Type 3 - If + Past Perfect , Would have / Could have / Might have + Past Participle

USE: Type 3 describes the hypothetical consequences in the past of an unreal action or event in the past.

The condition cannot be fulfilled because the action or event described in the 'if' clause did not happen.

If you had spoken to me first, I would have advised you not to sign the contract.

I could have become a doctor if I had studied Medicine at university.

FORM: If + Past Perfect , Would + Infinitive without 'to'

USE: It describes the hypothetical consequences in the present of an unreal action or event in the past.

The condition cannot be fulfilled because the action or event described in the 'if' clause did not happen.

If all our customers had paid us on time, we wouldn't be in financial trouble now.

I wouldn't be where I am today if I hadn't taken an MBA.

FORM: If + Present , Imperative

USE: It tells someone what to do following a real or probable action in the present and/or the future.

If the computer gets stuck, press the 'reset' button.

If your order doesn't arrive within seven days, ring our Customer Service helpline at 0923 888555.

Call the operator if you can't find the number you're looking for.

Please don't hesitate to contact me if you need any further information.

2) PRACTICE: Now complete the conditional sentences below by putting the verbs into the appropriate form.

- 1) If the photocopier jams again, (call) the technician.
- 2) There won't be any seats left if you (not book) the flight now.
- 3) I wouldn't do that if I (be) you.
- 4) Our turnover would have increased by 10% if the workforce (not go) on strike.
- 5) If I had started my own business last year, I (be) making a lot more money now.
- 6) If you hold on, I (put) you through to Mr Bryant.
- 7) We (leave) London at 10.15 if the train hadn't been delayed.
- 8) I (drive) the car if I could but I lost my licence last year.
- 9) If you (get) lost on the way to Cumbernauld, use the Sat Nav.
- 10) If we don't do something soon, it (be) too late.

11) Here is a Human Resources expert talking about how to answer some typical questions at a job interview.

- "Why do you want this job?"

Well, if someone (ask) me this, I would say: "Because I heard you were hiring" — certainly not "For the long summer holidays" or "Because you get free meals in the staff canteen."

- "What is your greatest weakness?"

If someone (ask) you this, just say: "Kryptonite", "Nutella" or, best of all, "That's easy, I'm a hopeless workaholic!"

- "Can you work under pressure?", "Can you take criticism?" or "Are you a team-player?"

Of course, if you (answer) "No" to any of these questions, you would fail the interview immediately.

- "Why should we hire you and not the other candidates?"

The correct answer, here, would be: "If you let me read their CV's, I (let) you know" although, if you actually (say) that, you wouldn't get the job.

- "Where do you see yourself in five years' time?"

If someone (ask) me that back in the 1950's when people had 40-year career paths with a single company, I would have said, "Still working for you guys." Nowadays, I don't know anyone like that and, if I did, I probably (not hire) them.

- "What would your colleagues say about you?"

How about, "Some guys have all the luck" or "If you call my referees, they (tell) you."

PROPOSALS & REPORTS

PRESENTATION

1) Proposals and reports present the reader with information and opinions that are the result of detailed investigation and consideration. Their purpose is to further an organization's business operations and help it attain its goals (Yeung 2007: 159). These documents may be External (e.g. consultancy reports for a client company) or Internal (prepared by an employee of the firm for its own members). **Proposals** aim to persuade the reader(s) to make a specific decision; **Review Reports** evaluate past performance; **Problem-Solving Reports** identify and address particular difficulties; **Market Reports** analyze and forecast market potential, and outline strategies; **Feasibility Studies** indicate whether a project or proposal is practicable (ibid.: 160).

If a report or a proposal is well presented and visually effective, it is more likely to persuade the addressee(s) to accept the addresser's recommendations.

PROPOSAL FOR A MEMORIAL EVENT FOR SAINT MATTEO RICCI

INTRODUCTION

Father Matteo Ricci (1552–1610), the Jesuit priest, is Macerata's most famous son. The first European to enter the Forbidden City, he is best known today for introducing western innovations to the Chinese court, such as mechanical clocks, the first atlas of the world in Chinese characters plus the mathematical and astronomical knowledge necessary to predict solar eclipses. In China, his influence on the intellectual life of the Ming Dynasty is widely acknowledged. The Church, on the other hand, sees him as a spiritual figure and a man of God. In fact, if Ricci hadn't impressed the Wanli Emperor so favourably, Peking's first cathedral would not have been built. So now, at last, the Pope intends to honour him for his role in developing the dialogue between East and West.

STATEMENT OF THE PROBLEM

If Pope Francis and the Congregation for the Causes of Saints agree, Matteo Ricci will soon become a saint. Clearly, this will be a major event for the province of Macerata. So, what should the University of Macerata do to mark the occasion ?

PROPOSED SOLUTIONS

I have looked into the matter and there appear to be three obvious solutions to the problem. Firstly, if the University were in favour, it would be fitting to open a library in his honour. Ricci himself was a prolific writer whose texts on everything from Chinese government to the art of printing are still studied today. I'm sure that if the Vatican supported this option, Ricci's journals, known as 'De Christiana Expeditione Apud Sinas', would have pride of place in its historical manuscripts collection. Secondly, a new department might be dedicated to Linguistic Mediation and Oriental Languages to continue the work he started when he compiled two Chinese-Portuguese dictionaries in Zhaoqing and Beijing. Alternatively, the University could organize a major international conference concerning, 'The True Meaning of the Lord of Heaven', a book written by Matteo Ricci which argues that Confucianism and Christianity are not, in fact, opposed but are actually similar in key ways. Ricci used this treatise in his missionary effort to convert the Chinese literati, men who were educated in Confucianism and the Chinese classics, so perhaps we could invite their modern-day counterparts at major Chinese universities to Macerata to debate the issues he raised.

CONCLUSION

In conclusion, I propose a major international conference because it would cost less than either the library or the new department and would raise the University of Macerata's profile in China.

RECOMMENDATIONS

Since Matteo Ricci's beatification is imminent, I urge the University to start organizing the conference without delay. If you agree, I shall instruct the Confucius Institute to issue a call for papers immediately.

2) ORGANIZING THE TEXT: Six Steps From Purpose To Objective

In business, every proposal has a **purpose**, which is to persuade the reader(s) to take action, and an **objective**, the action they are expected to take. We can divide its rhetorical structure into six **Steps**.

PROPOSALS: The Conventional Order of Steps

STEP 1: TITLE: indicating what your proposal is for or about.

Proposal for... Recommendations concerning...

STEP 2: INTRODUCTION: situating the proposal in its context (what, where, who, when, why etc.).

Unfortunately, fortunately, in fact...

Type 3 conditional sentence:

If Ricci hadn't impressed the Wanli Emperor so favourably, Peking's first cathedral would not have been built.

STEP 3: STATEMENT OF THE PROBLEM

Type 1 conditional sentence:

If Pope Francis and the Congregation for the Causes of Saints agree, Matteo Ricci will soon become a saint..

Obviously, clearly, as a result, consequently, for this reason, so, thus... Because, as, since, owing to...

STEP 4: PROPOSED SOLUTIONS: listed in sequence or in order of importance.

Firstly, secondly, thirdly... lastly

First of all, in addition, moreover, furthermore, finally...

Alternatively, on the other hand, by contrast...

Although, while, whereas...

It could be, may be, might be, cannot be...

We could, may, might, cannot...

Second conditional sentence:

If the University were in favour, it would be fitting to open a library in his honour.

STEP 5: CONCLUSION: presenting your own opinion.

In conclusion, to sum up, on balance...

STEP 6: RECOMMENDATIONS: practical suggestions for action.

I propose, I recommend, I strongly suggest, I urge you to... It is therefore essential that...

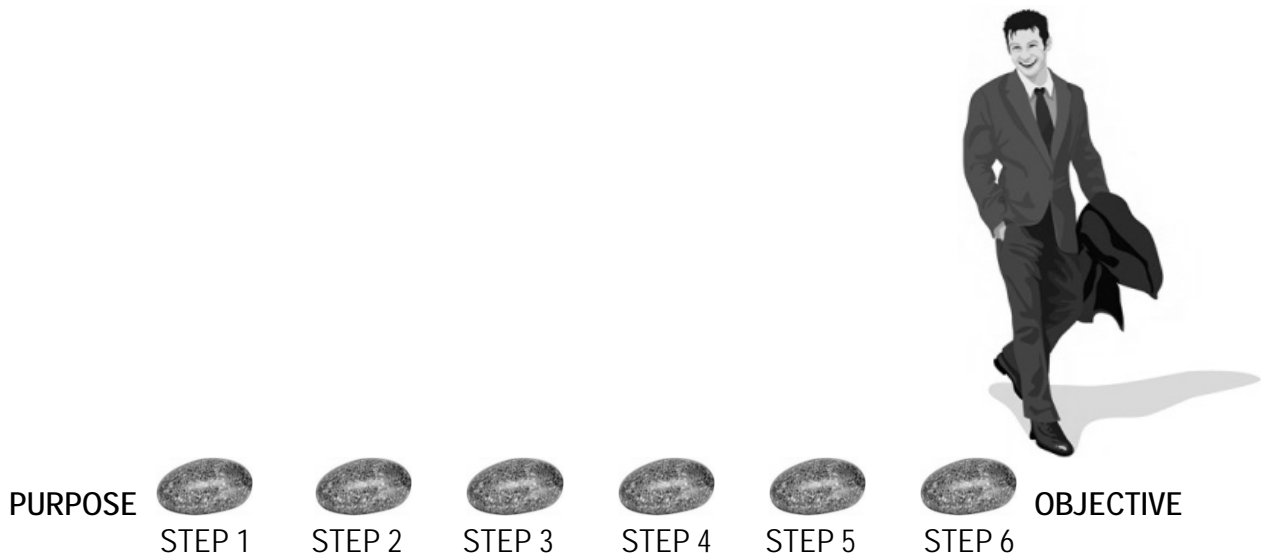
Type 1 conditional sentence:

If you agree, I shall instruct the Confucius Institute to issue a call for papers immediately.

4) REPORTS

ORGANIZING THE TEXT: Six Steps From Purpose To Objective

The presentation and rhetorical structure of a report are similar to those of a proposal.



4a) REPORTS: The Conventional Order of Steps

STEP 1: TITLE: indicating what your report is for or about.

STEP 2: INTRODUCTION: the subject of the report, who asked for it, why it was written.

STEP 3: BACKGROUND: the context, the general situation, what has happened up to now.

STEP 4: FINDINGS: the body of the report, a presentation of arguments and evidence.

STEP 5: CONCLUSION: a judgement or decision based on the preceding discussion.

STEP 6: RECOMMENDATIONS: practical suggestions for action.

4b) Read paragraphs A-G on the following page and indicate where they should go in the report shown below.

INTRODUCTION
BACKGROUND
FINDINGS
CONCLUSION
RECOMMENDATIONS

(A) In conclusion, it is clear that (i) radio is by now a minority-interest medium, so the Radio London ads should be discontinued; (ii) advertising in the print media is increasingly unproductive and should be kept to a minimum from now on; (iii) our TV advertising should be diverted from sit-coms and detective dramas to talent shows since they, like our customers, are very much concerned with image and aspirations; (iv) the Internet in general and social networking sites in particular represent the future of advertising.

(B) According to the latest survey from the market research firm, NowMedia, the 18-25 age group, the core of our customer base, is no longer interested in sit-coms or detective dramas but seems to prefer reality TV and talent shows. Not only that, but they are turning away from radio and magazines in increasing numbers and now tend to get their news and opinions directly from the Internet.

(C) In the short-term, I propose that we stop placing adverts during 'The Big Bang Theory' and 'Sherlock' and switch to 'The X Factor' and/or 'Britain's Got Talent'. At the same time, a well-managed viral marketing campaign on Twitter and Tumblr plus ads on Google and iTunes would associate our range with cutting-edge media, thereby enticing style-conscious 18-25-year-olds to purchase our products. In the medium-term, the next Olympic Games represents an excellent opportunity to obtain global coverage by placing electronic billboards at all the major venues involved. This, plus celebrity endorsements from leading athletes who wear our running-shoes, would raise the profile of the Scarpe delle Marche brand and pay dividends in the long term.

(D) For the last ten years, Scarpe delle Marche has attempted to break into the British market for high-quality footwear by (i) placing television advertisements during prime-time sit-coms and detective dramas; (ii) paying for lavish two-page spreads in fashion magazines for young adults such as 'Metropolitan' and 'I, Me & Mine'; (iii) broadcasting drive-time ads on Radio London. This strategy was effective until 2016 but, since the Brexit vote, consumer habits have changed and there has been a drop of 30% in UK sales from July 2016 to the present.

(E) USE SCREENS, NOT PRINT: SCARPE DELLE MARCHE's UK ADVERTISING CAMPAIGN

(F) In order to raise our profile and present ourselves as the market leader in the increasingly competitive quality footwear field, NowMedia recommend that we use social networking sites to communicate with consumers directly. They point out that Facebook, Tumblr and Twitter provide the most popular services at the moment. According to the latest edition of the iTraffic Global Monitor, however, 73% of all Tumblr users are aged 18-25, as opposed to 50% of all Twitter subscribers and 16% of those on Facebook. It would therefore make sense for us to exploit the potential of Tumblr and Twitter rather than Facebook or some other, less important social network.

(G) At the Managing Director's request, I have looked into our current advertising strategy for the UK market, which is yielding ever smaller returns in terms of sales. Close inspection reveals that this is because the styles and trends followed by young British adults have changed quite abruptly since 2016. Scarpe delle Marche therefore needs to overhaul its advertising strategy in the UK and focus on the kind of TV programmes, websites and networks that appeal to the 18-25 age-group.

PRACTICE ACTIVITY

Study the report below and fill in the gaps with linking words, phrases and logical connectives.

RECOMMENDATIONS CONCERNING CIVITANOVA BARCHE'S TRAINING NEEDS

INTRODUCTION

The purpose of this report is to outline what the Human Resources department sees as Civitanova Barche's principal training requirements for the coming year.

BACKGROUND

For the last three decades, Civitanova Barche has been the market leader in Italian pleasure craft construction and design, supplying the rich and famous with robust ocean-going vessels and cutting-edge maritime technology. (1)....., demand for our products has fallen this year and profits have declined steadily (2)..... the credit crunch and the economic slowdown which followed. It is (3)..... time to cut costs, maximize the potential of our workforce (4)..... seek out new customers.

FINDINGS

(5)..... of the Board of Directors' decision, taken at its last meeting in December, the Training section of the Human Resources department has carried out a detailed survey to ascertain perceived training needs throughout the company.

(6)..... 95% of our employees welcomed the EDP department's recent investment in leading-edge hardware and software, 63% felt they would not be able to exploit the new technology to the full without a training course. The Research & Development department, in particular, felt that the introduction of the Avatar wide format printer, AutoCAD 3D and the Windows 10 software which supports it would be of limited effectiveness in the short term without a full explanation and/or a practical demonstration of the most useful applications.

The Sales and Marketing staff, (7)....., felt that language courses in Russian, Mandarin and Cantonese should be a priority (8)..... of the growing demand for high-profile status symbols, such as yachts, amongst Russian oligarchs and Asian entrepreneurs, (9)..... the recent economic slowdown in the CIS and the Far East.

CONCLUSION

(10)....., the Training department finds itself in a quandary. (11)....., like every other department, we need to cut costs but (12)....., we need to cultivate a smarter, faster workforce and this inevitably entails regular training in order to up-date our approach and keep one step ahead of the competition. Until now, we have always sent key personnel to Rome or Milan for specialised training (13)..... this policy now seems unsustainable (14)..... the cost of the courses themselves, accommodation, travel and other expenses is now prohibitive.

RECOMMENDATIONS

I (15)..... propose four measures: (16)....., we should hire a local consultant to provide a three-day in-house training course to demonstrate the advantages of Windows 10 to all office staff; (17)....., we ought to try the online distance-learning option for AutoCAD 3D. In this way, the technicians concerned can take the course in their spare time on their own computers at home. (18)....., we could invest in the Avatar wide format printer training software. (19)....., we might offer selected sales staff the option of two free afternoons per week to study Russian, Chinese and Intercultural Communication at the University of Macerata's Linguistic Mediation department. As an added incentive, we could (20)..... subsidize their fees.

If we implement this policy now, I am convinced that it will pay dividends in terms of faster, more efficient service, slicker marketing of our products, state-of-the-art presentation and better customer relations, all of which will enhance the company's image at home and abroad.

6) WRITING

6a) The Managing Director has asked you to write a report about the way information technology is used in your department. Firstly, describe the hardware and software that you and your colleagues currently use. Secondly, explain how it could be upgraded and improved. Thirdly, list the benefits that these improvements would bring. Finally, recommend which makes and models of hardware and/or software the company should invest in, stating how much they would cost and what additional expenses, such as training, might be involved.

6b) Your firm employs ten sales representatives and has a fleet of ten company cars. This year, though, the Chief Accountant has decided to economize by replacing them all with one of three eco-friendly models: the TESLA Volthead, the GPL Groundhog or the Methane Marauder. Write a report comparing the costs associated with the three vehicles, i.e. the initial purchase price, as well as projected fuel and maintenance costs for the first twelve months. Conclude by recommending the best make to buy.

5) USEFUL WORDS, PHRASES & EXPRESSIONS

5a) TEXT COHESION:

Sequencing Words (to be followed by a comma):

- i) *Firstly, secondly, thirdly, lastly.*
- ii) *First of all, moreover, furthermore, finally.*
To begin with,

Sentence Adverbs (to be followed by a comma):

Naturally, of course, anyway, in fact, fortunately,
unfortunately, in any case, nevertheless.

Logical Connectives (these fall into six basic groups):

And	Or	But	Because	As a result	In conclusion
<i>In addition</i>	<i>alternatively</i>	<i>however</i>	<i>as</i>	<i>therefore</i>	<i>to sum up</i>
<i>Moreover</i>	<i>on the one hand</i>	<i>although</i>	<i>since</i>	<i>thus</i>	<i>on balance</i>
<i>Furthermore</i>	<i>on the other hand</i>	<i>by contrast</i>	<i>owing to</i>	<i>so</i>	
<i>Also</i>		<i>whereas</i>		<i>consequently</i>	

5b) PRACTICE: Now complete the following paragraph using words and phrases from 5a above.

Demand for our products has declined this year.*Moreover*....., sales and profits have fallen, too.

(1)..... we need to either cut costs (2)..... improve productivity, preferably both.

We could save money, (3)....., by cutting the workforce at our Bristol branch;

(4)....., by making better use of the Internet as a marketing tool;

and (5)..... by downsizing our Customer Service call-centre in Glasgow.

(6)....., we could outsource it to India.

(7)....., this last option could generate bad publicity and would probably cause unrest.

(8)....., productivity might be improved by offering bonuses and other incentives.

I imagine the shop floor would be in favour of this option (9)..... the clerical staff would not.

(10)....., I would recommend that we avoid making anyone redundant, if at all possible.

5c) MAKING A CONTRAST:

Look at the examples below. All of these sentences mean the same thing.

Although he did not speak Chinese, he decided to work in Hong Kong.

Even though he did not speak Chinese, he decided to work in Hong Kong.

In spite of the fact that he did not speak Chinese, he decided to work in Hong Kong.

Despite being unable to speak Chinese, he decided to work in Hong Kong.

In each case, *although*, *even though*, *in spite of*, *despite* are used to indicate an unexpected contrast between the statement expressed in the main clause and the comment provided by the adverbial clause.

NB. *Although* and *even though* are followed by a **clause** with a finite verb.

e.g. *Although he did not speak Chinese*, he decided to work in Hong Kong.

Even though he did not speak Chinese, he decided to work in Hong Kong.

NB. *In spite of* and *despite* are followed by a **noun phrase** or **the -ing form**.

e.g. *In spite of the fact that he did not speak Chinese*, he decided to work in Hong Kong.

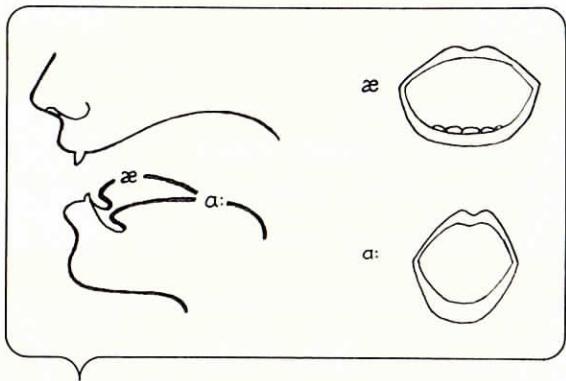
Despite being unable to speak Chinese, he decided to work in Hong Kong.

5d) PRACTICE ACTIVITY 1:

Now try to complete these statements using *although*, *even though*, *in spite of* or *despite*.

- 1) I really enjoyed my holiday in London the rain.
- 2) it rained the whole time, I really enjoyed my holiday in London.
- 3) playing badly, the Spanish team won the match 1- 0.
- 4) the downturn in the world economy, the company made a profit.
- 5) Civitanova Barche made a profit in 2014 it was far less than in 2013.
- 6) he earns a lot of money, he always seems to have an overdraft.
- 7) earning a good salary, he always seems to have an overdraft.
- 8) I couldn't live without my smart phone the contract is expensive.
- 9) the cost of the contract, I couldn't live without my smart phone.
- 10) being new to the agency, she sold more package holidays than anyone else.

Unit 6 ɑ: heart



Put your tongue down and back.
ɑ: is a long sound.

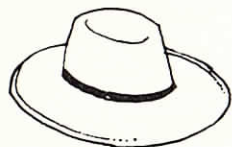
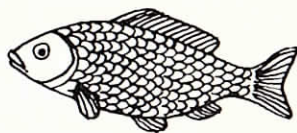
Practice 1 Listen and repeat:



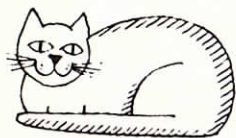
sound 1 sound 2



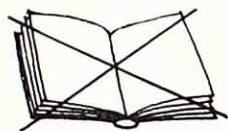
cap carp



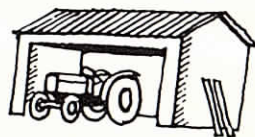
hat heart



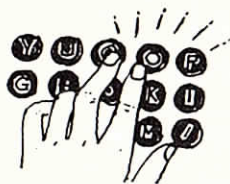
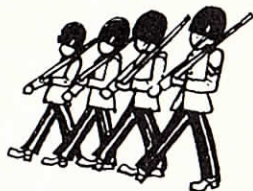
cat cart



ban barn



match march



clack clerk



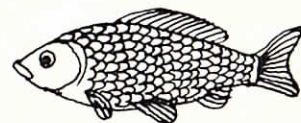
Practice 2 Listen and repeat:



sound 1 sound 2



cup carp



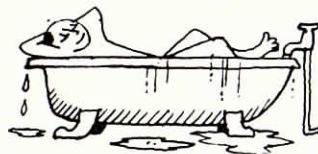
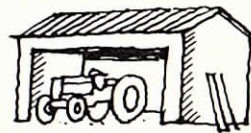
hut heart



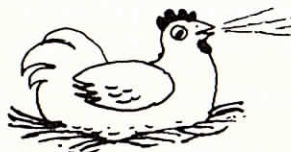
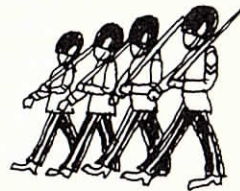
cut cart



bun barn



much march



cluck clerk



Test

Tick the words you recognise in the sentences you hear:

1 a) hat; b) hut; c) heart

4 a) bun; b) barn

2 a) cat; b) cut; c) cart

5 a) come; b) calm

3 a) cap; b) cup; c) carp

6 a) Patty's; b) parties

**Practice 3**

Listen and repeat:



Ah!

marvellous

guitar

smart

Arnold

bar

Barbara

Martin

So they are!

far

Margaret

Martha

can't

car

Charles

dark

garden

star

laugh

photograph

Dialogue

At a party



Margaret: *Where's your glass, Barbara?*

Barbara: *It's on the bar.*

Martin: *Barbara! Margaret! Come into the garden!
Martha and Charles are dancing in the dark.*

Margaret: *In the garden? What a laugh!*

Barbara: *So they are! They're dancing on the grass!*

Margaret: *They're dancing under the stars!*

Martin: *And Arnold's playing his guitar.*

Barbara: *Doesn't Martha look smart!*

Margaret: *Look at Charles! What a marvellous dancer!*

Barbara: *Ah! Let's take a photograph of Martha and Charles.*

Martin: *We can't. It's too dark.*

The Dead Poet

I dreamed of him last night, I saw his face
All radiant and unshadowed of distress,
And as of old, in music measureless,
I heard his golden voice and marked him trace
Under the common thing the hidden grace,
And conjure wonder out of emptiness,
Till mean things put on beauty like a dress
And all the world was an enchanted place.
And then methought outside a fast-locked gate
I mourned the loss of unrecorded words,
Forgotten tales and mysteries half said,
Wonders that might have been articulate,
And voiceless thoughts like murdered singing birds.
And so I woke and knew that he was dead.

Ozymandias

I met a traveller from an antique land, who said:

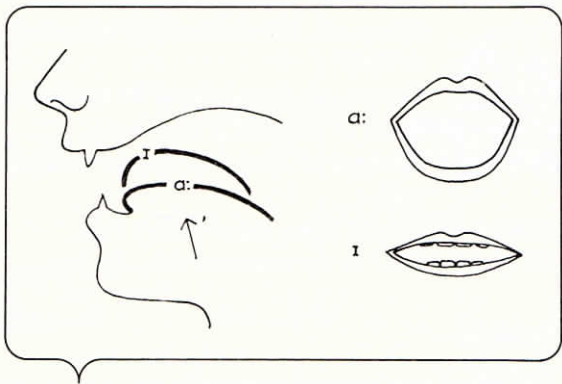
“Two vast and trunkless legs of stone stand in the desert.
Near them, on the sand, half sunk, a shattered visage lies,
Whose frown and wrinkled lip, and sneer of cold command,
Tell that its sculptor well those passions read
Which yet survive, stamped on these lifeless things,
The hand that mocked them, and the heart that fed;
And on the pedestal, these words appear:

‘My name is Ozymandias, King of Kings;
Look on my works, you Mighty, and despair!’

Nothing beside remains.

Round the decay of that colossal wreck, boundless and bare,
The lone and level sands stretch far away.”

Unit 16 ai fine



This has two sounds : /a:/ and /ɪ/.

First practise the sound /a:/ (see page 19)

This is a long sound.

Now add /ɪ/ (see page 6).

This is a short sound.

ai.

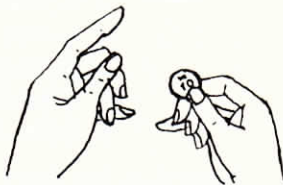
Practice 1 Listen and repeat:



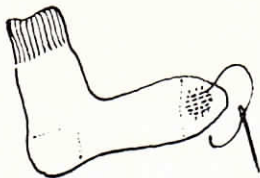
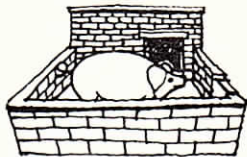
sound 1 sound 2



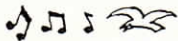
bar buy



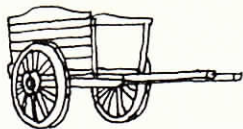
star sty



darn dine



lark like



cart kite



heart height



Test Tick the words you recognise in the sentences you hear:



- 1 a) cart; b) kite
- 2 a) darning; b) dining
- 3 a) star; b) sty
- 4 a) laugh; b) life
- 5 a) hard; b) hide
- 6 a) Pa; b) pie



Practice 2 Listen and repeat:



I'm	Myra	ice	tonight
'Bye	Violet	nice	all right
time	riding	like	type
mind	climbing	Mike	typist
Miles	ninety-nine	Nigel	typewriter

Dialogue Mike, Myra and Violet



(Myra and Violet are typists in the library.)

Myra: (smiling) *Hello, Mike!*

Mike: *Hello, Myra. Hello, Violet! You're looking nice, Violet.*
(silence)

Mike: *Would you like some ice-cream, Violet?*

Violet: *No thanks, Mike. I'm busy typing. Talk to me some other time. I have ninety-nine pages to type by Friday.*

Mike: *Never mind. Do you like riding, Violet?*

Violet: *Sometimes.*

Mike: *Would you like to come riding with me tonight, Violet?*

Violet: *Not tonight, Mike. I'm going for a drive with Nigel.*

Mike: *What about Friday?*

Violet: *I'm going climbing with Miles.*

Mike: *Hm! Oh, all right. 'Bye!*

Myra: *Violet, he's put something behind your typewriter.*

Violet: *Is it something nice, Myra?*

Myra: *No. It's a spider.*

1. There was a young woman named Bright,
Whose speed was much faster than light.
She set out one day,
In a relative way,
And came back the previous night.
2. There was an enchanting young bride,
Who ate some green apples and died.
The apples fermented,
Inside the lamented,
Making cider inside her insides.
3. A circus performer named Brian,
Once smiled as he rode on a lion.
They returned from the ride,
But with Brian inside,
And a smile on the face of the lion.
4. There was a young lady whose eyes,
Were unique as to colour and size;
When she opened them wide,
We all turned aside,
And started away in surprise.
5. There was a young person called Marty,
Who thought he would throw a great party.
So exclusive and few,
Were the friends that he knew,
That no one was present but Marty.

FOUR QUARTETS – T.S. ELIOT

Time present and time past
Are both perhaps present in time future,
And time future contained in time past.
If all time is eternally present
All time is unredeemable.
What might have been is an abstraction
Remaining a perpetual possibility
Only in a world of speculation.
What might have been and what has been
Point to one end, which is always present.
Footfalls echo in the memory
Down the passage which we did not take
Towards the door we never opened.
My words echo thus, in your mind.
But to what purpose ?
I do not know.
At the still point of the turning world,
At the still point, where past and future are gathered,
Where time stops and time is never-ending,
There the dance is.
I can only say, *there* we have been: but I cannot say where.
And I cannot say how long, for that is to place it in time.
Surrounded by a grace of sense, a white light still and moving,
Concentration without elimination,
A new world and the old made explicit,
Understood in the completion of its partial ecstasy,
The resolution of its partial horror.
Yet the enchainment of past and future
Woven in the weakness of the changing body,
Protects mankind from heaven and damnation
Which flesh cannot endure.
Time past and time future
Allow but a little consciousness.
But only through time can time be conquered.

In the middle, not only in the middle of the way
But all the way, in a dark wood, in a bramble,
On the edge of a grimpen, where there's no secure foothold,
And menaced by monsters, fancy lights,
Risking enchantment. Do not let me hear
Of the wisdom of old men, but rather of their folly,
Their fear of fear and frenzy, their fear of possession,
Of belonging to another, or to others, or to God.
The only wisdom we can hope to acquire
Is the wisdom of humility: humility is endless.

So here I am, in the middle way, having had twenty years
(Twenty years largely wasted, the years between the wars)
Trying to learn to use words,
And every attempt is a wholly new start,
And a different kind of failure,
Because one has only learnt to get the better of words,
For the thing one no longer has to say,
Or the way in which one is no longer disposed to say it.
And so each venture is a new beginning,
A raid on the inarticulate,
With shabby equipment always deteriorating,
In the general imprecision of feeling.

And what there is to conquer,
By strength and submission,
Has already been discovered,
Once or twice or several times,
By men whom one cannot hope to emulate.

There is no competition.
There is only the fight to recover what has been lost,
And found
And lost again and again.

For us, there is only the trying.
The rest is not our business.