

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 8: 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 brochure 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.

I would buy a new car if I had the money.

If I were rich, I would live in the Cayman Islands.

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' cause 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' cause did not happen.

If 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 an HR manager 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: “Chocolate”, “Nutella”, “Kryptonite” 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) him.

- **“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. In this example, the Times New Roman font is used for the body of the text and Franklin Gothic Book for the headings:

PROPOSAL FOR A NEW, MORE COMPREHENSIVE INTERNET SECURITY SYSTEM

INTRODUCTION

Last month, the StormStrike Armageddon virus entered the firm's computer network. Not only did it cause a lot of damage, making all our PC's crash and putting the front office off-line for nearly a week but the Fantozzi Firewall we have been using since 2023 did not detect it and was completely inadequate in dealing with the situation. If we had had more sophisticated anti-virus software, this embarrassing incident would not have occurred.

STATEMENT OF THE PROBLEM

The same thing will inevitably happen again if we do not solve the problem now. Clearly, the company needs a comprehensive anti-malware package rather than a firewall. So, which of the Internet Security Suites on the market would be the most suitable for our needs ?

PROPOSED SOLUTIONS

I have looked into the matter and there appear to be three feasible solutions to the problem. Firstly, we could upgrade and expand our existing defences by adopting the Fantozzi Megagalattico Internet Security Suite but it would cost €700 and may prove as unreliable as the version we have now. On the other hand, it might be a good idea to replace it with the HAL 9000 anti-malware package although the company is very new and, for the moment, the software is expensive, at €1,200. Alternatively, we could follow the example of our Milan office and install the Matrix 3, which they have found to be very effective over the last two years. It costs €900 and comprises a firewall that can be updated on a daily basis, plus anti-virus, anti-spam, anti-phishing and anti-spyware.

CONCLUSION

In conclusion, I propose the Matrix 3 because it would cost less than the HAL 9000 package but would probably be more reliable than the latest Fantozzi Internet Security Suite.

RECOMMENDATIONS

Since the present situation is clearly unsustainable, I urge the management to take action without delay. If you agree, I shall instruct the Purchasing department to buy the Matrix 3 immediately. Obviously, in the current economic climate, we cannot afford to be off-line for any length of time so if our EDP technicians installed it in August, when most of the staff are on holiday, it would minimise any inconvenience which might be caused.

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 we had had more sophisticated software, this would not have occurred*

STEP 3: STATEMENT OF THE PROBLEM

Type 1 conditional sentence: *The same thing will inevitably happen again if we do not solve the problem now*

Obviously, clearly, as a result, consequently, for this reason, 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...

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...*

Type 2 conditional sentence: *If their engineers installed it in August, it would minimise any inconvenience...*

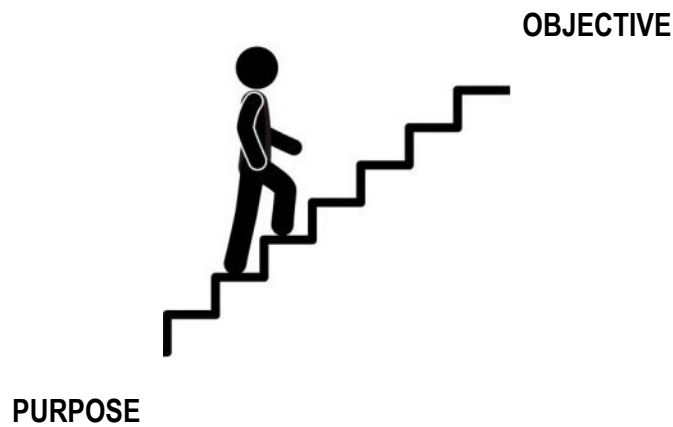
3) WRITING TASK

You work for SmartWatch Ltd. Sales of your latest product, the 'watchIT ITwatch', have been much lower than expected and so the CEO has asked you to organize a conference to motivate your sales representatives. It must take place between June 18-21 at a hotel somewhere in Italy. Now write a proposal, suggesting three possible locations and recommending the most suitable venue.

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-F on the following page and indicate where they should go in the report shown below.

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

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 have turned away from radio and magazines and now get their news and opinions directly from the Internet.

(C) In the short-term, I propose that we stop placing adverts during situation comedies and police procedurals and switch to 'Love Island', 'The X Factor' and/or 'Britain's Got Talent'. At the same time, a well-managed viral marketing campaign on TikTok, X and Instagram 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 World Cup and Olympic Games represent two excellent opportunities to obtain global coverage by placing electronic billboards at all the major venues involved. This, plus regular celebrity endorsements from footballers who wear our boots on the pitch and our shoes in private life, 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, with the Brexit vote, consumer habits changed abruptly. The Covid-19 coronavirus epidemic exacerbated this negative trend, which led to a drop of 30% in UK sales in the 2020's.

(E) 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, Instagram, TikTok and X provide the most popular services at the moment. According to the latest edition of the iTraffic Global Monitor, however, 73% of all TikTok users are aged 18-25, as opposed to 50% of all X subscribers, 50% of Instagrammers and 16% of those on Facebook. It would therefore make sense for us to exploit the potential of TikTok, X and Instagram rather than Facebook or some other, less important social network.

(F) 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. 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.

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 2- 1.
- 4) the downturn in the world economy, the company made a profit.
- 5) Civitanova Barche made a profit in 2024 it was far less than in 2023.
- 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.

5e) PRACTICE ACTIVITY 2

Study the report below and fill in the gaps with linking words, phrases and logical connectives from 5a and 5c.



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 thirty years, 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 in recent years and profits have declined steadily (2)..... the Covid-19 coronavirus epidemic and the resulting economic slowdown. Now, according to ISTAT, the recovery is approaching. 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, 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 2024 and the Windows 12 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 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 the newly-installed Windows 12 to all office staff; (17)....., we ought to try the online distance-learning option for AutoCAD 2024. 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 DVD and associated 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.

1) FIND THE DOCASTAWAY WEBSITE

<http://www.docastaway.com/>

i) What does Docastaway offer its clients?

ii) Would you prefer 'Comfort Mode' or 'Adventure Mode'? Why?

NOW LOOK AT DOCASTAWAY'S FACEBOOK PAGE

<https://www.facebook.com/pg/Docastaway/about/>

Which of these holidays would you like to try? Why?

MODAL VERBS AND CONDITIONAL SENTENCES: PRACTICE ACTIVITY

JEFF'S DILEMMA

VIDEO: 'The Man with Two Legs'

<https://www.dailymotion.com/video/x6susk0>

VOCABULARY:

To part / to separate

To amputate

To go through (experience) something

Brave

Brunette

Gorgeous

"It was rubbish"

"Easy come, easy go"

Scene 3: 8'42" – 14'.22"

Does Jeff know Chrissie well?

What was the stupid lie that Jeff told Chrissie?

Scene 4: 20.27" – 22'.40"

Why does Chrissie want Jeff to meet David and his friends?

DISCUSSION:

i) Give Jeff some advice. What should/shouldn't Jeff do now?

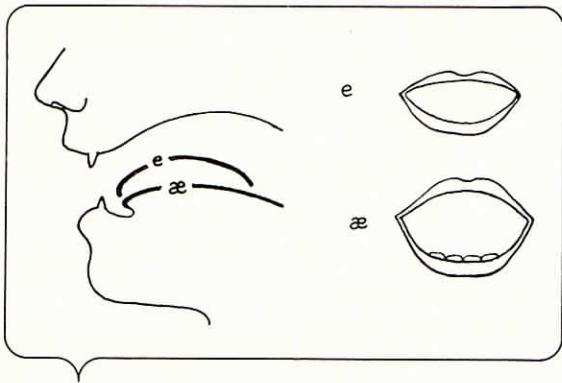
ii) Now write a series of conditional sentences based on Jeff's dilemma. e.g.

If Jeff takes his trousers off,.....

If I were Jeff,

If Jeff hadn't told Chrissie that

Unit 4 æ man



First practise the sound **e** (see page 9).
Then open your mouth a *little* more.

Practice 1 Listen and repeat:



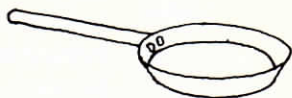
sound 1 sound 2



x axe



pen pan



men man



said sad



beg bag



bread Brad



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



- 1 a) pen; b) pan
- 2 a) men; b) man
- 3 a) said; b) sad
- 4 a) gem; b) jam
- 5 a) pet; b) pat
- 6 a) bed; b) bad



Practice 2 Listen and repeat:



apple	Anne	camera
perhaps	Amsterdam	lavatory
passenger	Alice	travelling
hijacker	Miss Allen	handbag
jacket		left hand
black slacks		Miss Bradley

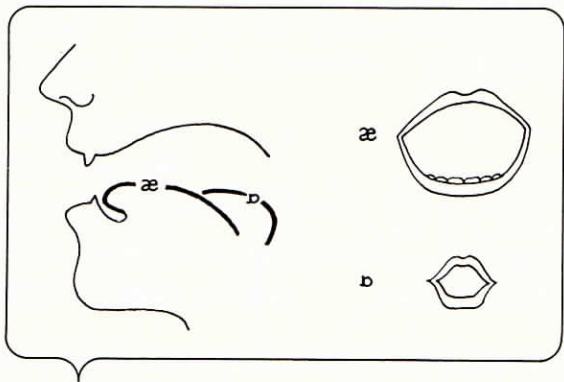
Dialogue A bad hijacker



- Hostess Bradley: *Alice! Perhaps that passenger is a hijacker!*
- Hostess Allen: *Which passenger, Anne? That sad man with the camera? He's wearing black slacks and a jacket.*
- Hostess Bradley: *No. That fat lady with the big black handbag in her left hand.*
- Hostess Allen: *Is she standing next to the lavatory?*
- Hostess Bradley: *Yes. She's travelling to Amsterdam.*
- Hostess Allen: *You're mad, Anne, I don't understand.*
- Hostess Bradley: *You see, when she went into the lavatory she didn't have that handbag in her hand, and now she's...*
- Fat lady: (clapping her hands) **EVERYBODY STAND!**
I'm a hijacker. And in this handbag I have a...
- Handbag: **BANG!**



Unit 8 ɒ clock



First practise the sound æ (see page 12).

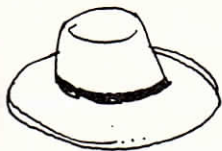
Then put your tongue slightly back and bring your lips slightly forward.

ɒ is a short sound.

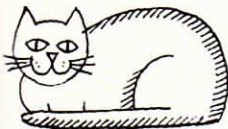
Practice 1 Listen and repeat:



sound 1 sound 2



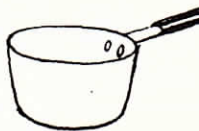
hat hot



cat cot



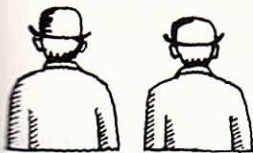
Pat pot



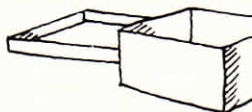
sack sock



tap top



backs box



Test

Tick the words you recognise in the sentences you hear:

- 1 a) cat; b) cot
- 2 a) sack; b) sock
- 3 a) tap; b) top
- 4 a) Tammy; b) Tommy
- 5 a) baddie; b) body
- 6 a) black; b) block

**Practice 2**

Listen and repeat:

off	got	sorry
often	bottle	holiday
on	want	horrible
'Onwash'	what's wrong	washing
a long job	Mrs Bloggs	popular

Dialogue

TV advertisement for 'Onwash'



- Voice A: *What's wrong with you, Mrs Bloggs?*
- Mrs Bloggs: *What's wrong with me? I want a holiday from this horrible job of washing socks!*
- Voice B: *Buy a bottle of 'Onwash', Mrs Bloggs!*
- Voice C: *'Onwash' is so soft and strong.*
- Voice D: *You don't want lots of hot water with 'Onwash'.*
- Voice A: *It's not a long job with 'Onwash'.*
- Voice B: *Use 'Onwash' often.*
- Voice C: *You won't be sorry when you've got 'Onwash'.*
- Voice D: *Everybody wants 'Onwash'.*
- Everybody: *'Onwash' is so popular!*

1. A canner, exceedingly canny,
One morning remarked to his granny:
“A canner can can,
Whatever he can,
But a canner can't can a can, can he ?”

2. I once fell in love with a blonde,
But found that she wasn't so fond,
Of my pet turtle Odle,
Whom I'd taught to yodel,
-- she dumped him outside in the pond.

3. A crossword compiler named Moss,
Who found himself quite at a loss,
When asked, “Why so blue ?”
Said, “I haven't a clue,
I'm 2 Down to put 1 Across.”

4. The incredible Wizard of Oz,
Retired from his business because,
Due to up-to-date science,
To most of his clients,
He wasn't the Wizard he was.