



TOMSK POLYTECHNIC UNIVERSITY

**Z.V. Fedorinova, O.N. Kalachikova**

# **Case-study technology in language teaching**

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by the Editorial Board of Tomsk Polytechnic University*

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**З.В. Федоринова, О.Н. Калачикова**

# **Технология *case-study* в обучении языку**

**Учебно-методическое пособие  
по английскому языку  
для студентов II курса ЭНИН**



**Часть I**

*Рекомендовано в качестве учебного пособия  
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**Федоринова З.В.**

Ф33

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Целью данного пособия является совершенствование навыков общения на английском языке, а также формирование и развитие компетенций участника и организатора совместной деятельности.

Пособие состоит из 5 разделов и приложения. Отдельный раздел включает тесты на определение качества совместной деятельности участников образовательного процесса вовлеченных в занятия с использованием технологии case-study.

Предназначено для студентов II курса Энергетического института, кроме того его применение возможно для более широкого круга слушателей (студентов старших курсов, аспирантов и соискателей), изучающих дисциплину «Английский язык».


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*"Humanizing education is a special education activity. In general, it does not matter what discipline material the education activity is based on. What is really important in this activity is the opportunity for a person to influence on his education, to participate in it, to arrange his education forms, education path and education space. In other words, humanizing education is the organization of education process by the subject of education himself, creating successful forms of a subject's studies and learning more about these forms during the process."*

*G.N. Prozumentova*



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## Case study 1



# CAREER IN ENGINEERING

## Warming-up

**A** Using your prior knowledge and experience answer the following questions:

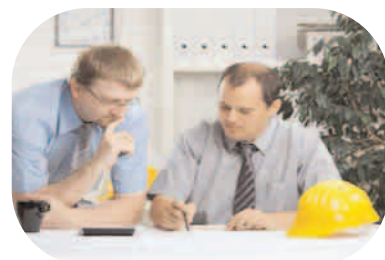
- What is recruitment? Have you ever experienced recruitment?
- What recruitment methods are shown in the pictures?
- Which of these methods, from your point of view, are the most convenient?
- What other recruitment methods do you know?
- Is engineering job in high demand today? Why? Why not?
- What qualities do you need to be successful in the field of engineering?



**B** Match the qualities of a good engineer (1–7) with their explanations (a–g). Skim through the list of the qualities again and put them in order of importance for the engineer from your point of view. Justify your decision.



1. Is a Team Player
2. Shows an Attention to Detail
3. Has Excellent Communication Skills
4. Takes Part in Continuing Education
5. Is Creative
6. Is Mathematically Inclined
7. Has Good Problem Solving Skills





- a) figures out where the problem stems from and quickly develop a solution.
- b) deals with complex calculations of varying difficulty.
- c) pays meticulous attention to detail. The slightest error can cause an entire structure to fail, so every detail must be reviewed thoroughly during the course of completing a project.
- d) thinks of new and innovative ways to develop new systems and make existing things work more efficiently.
- e) translates complex technical lingo into plain English and communicates verbally with clients and other engineers working together on a project.
- f) stays on top of development in their industry. Changes in technology happen rapidly, and the most successful engineers keep abreast of new research and ideas.
- g) understands that he is a part of a larger team working together to make one project come together successfully.



The terms «Curriculum Vitae» and «Resume» are generally interchangeable. However, few people know that they do differ in many ways. It is true that both are lists of the most relevant information of a person pertaining to job seeking. Both are used for the same purpose – seeking employment. However, there are a few basic differences.



**C** Complete the table with the features given in the bubbles. Then answer the question: What is the difference between «Curriculum Vitae» and «Resume»?

to present a complete professional history

to demonstrate that you have the skills and experience necessary to succeed within the position you are seeking

brief and concise  
no format is followed

no more than a page long

two pages or a little more

has a clear chronological order

	Resume	Curriculum Vitae
<b>Length</b>		
<b>Layout</b>		
<b>Purpose</b>		



## Team work



- A** Read and discuss "Ground Rules" given below which everyone should abide while working as a team in order to create a supportive, caring climate for them to feel safe and free to express themselves and reach a joint decision or develop your own rules and present them.



- B** Working in a group study the information given in "Background" and "A new appointment" paying attention to the extract of the job description giving the qualities required of the successful candidates and answer the following questions:

- Where is the company based?
- What does the company produce/provide?
- What is the recent performance of the company and reasons for this?
- What job is being advertised?
- What is the number of candidates for the position?
- What qualities are required for the position?





*The author of the case study:  
Yefremov Ivan, group 5A11*

<http://www.fsk-ees.ru>

### **Background**

**Federal Grid Company (FGC UES)** is a Russian power company that transmits electricity. FGC UES provides unified national electric grid management to the power industry in the Russian Federation. The company's service portfolio comprises energy transmission services, technical connection services, including services for electric power consumption. FGC UES is headquartered in Moscow, Russia.

FGC UES is looking for a new *Chief Electrical Design Engineer* for its subsidiary in Yekaterinburg (*Ural Unified Energy System*), Russia. The subsidiary's performance in recent year was particularly poor. There were 32 technological violations caused by operational staff errors (compared with 19 violations in previous years).

The reasons are:

- Employees are not enough qualified and motivated.
- Staff turnover is high.
- The previous manager had no clear strategy for motivating and supporting his staff.





## Vacancy Announcement

### Chief Electrical Design Engineer

Required of our company

- Salary negotiable;
- Excellent benefits package.

For the above mentioned position interested candidates have to forward their resume on [info@fsk-ees.ru](mailto:info@fsk-ees.ru)

### THE JOB

- servicing and maintaining equipment;
- researching suitable solutions and estimating costs and timescales;
- making models and prototypes of products using three-dimensional design software;
- strong written and oral communication skills;
- designing and conducting tests;
- analyzing and interpreting test data

### THE PERSON

- dynamic, enthusiastic, flexible;
- good track record in previous job;
- excellent teamwork skills;
- outstanding communication skills;
- strong decision making skills;
- being motivated;
- ability to explain design ideas clearly;
- excellent maths, science and IT skills

**C** Read the section "Task" and follow the instructions in it. The expressions in section "Useful language" will help you hold a meeting.

### Task

Федеральная Сетевая Компания  Единой Энергетической Системы

You are directors of Federal Grid Company.

1. Study the file cards on the four listed candidates. Hold a meeting to discuss the strengths and weaknesses of each person. Try to agree on who seems to be the best candidate for the job.
2. Note down the reasons for your choice and present your decision.



### Useful language

#### Starting

OK, let's get down to business.  
Right, can we start, please?

#### Setting objectives

The purpose of this meeting is ...  
The aims of this meeting are ...

#### Asking for reactions

How do you feel about ...?  
What do you think?

#### Dealing with interruptions

Could you let him finish, please?  
Could you just hang on a moment, please?

#### Keeping to the point

I'm not sure that's relevant.  
Perhaps we could get back to the point.

#### Speeding up

I think we should move on now.  
Can we come back to that?

#### Slowing down

Hold on, we need to look at this in more detail.  
I think we should discuss this a bit more.

#### Summarising

OK, let's go over what we've agreed.  
Right, to sum up than ...

## A new appointment

There are four candidates for the position. They all already work for FGC UES either in Moscow or in Yekaterinburg.

**Name:** Viktor N. Sergeev

**Age:** 25

**Marital Status:** Married, with two children

**Education:** Ural State Technical University;

Electrical Engineering and Electric Technology Systems.

**Experience:** Wide experience in a variety of industries. Joined the company five years ago. Taking part in academic exchange program (the Erasmus Program), studying abroad in Germany at University of Dresden (2010).

**Outstanding achievement:** Former swimming champion. Competed at Olympic Games.

**Technical Skills:** Microsoft Office, Microsoft Word, Excel, PowerPoint, ProEngineer 2000.

**Languages:** Fluent German, English.

**Interviewer's comments:** Very calm and relaxed, he moves and talks slowly. A hard worker. Not creative but happy to get ideas from the creative members of the team.

Current staff think he is practical, reliable and well qualified.



**Name:** Ol'ga S. Krolevets

**Age:** 24

**Marital Status:** Single

**Education:** TPU, Automation and Control of Engineering Processes.

**Experience:** worked for two years in "Spetsstroy" Ltd as a design engineer.

**Duties:** prepare and study technical drawings, specifications of electrical systems, and topographical maps to ensure that installation and operations conform to standards and customer requirements.

**Outstanding achievement:** Taking part in the International Research Conferences on Engineering and Technology.

**Technical Skills:** Microsoft Office (Word, Excel), 1C Languages: native Russian, fluent English.

**Interviewer's comments:** Quiet but knows her own mind. Rather nervous at the interview.

Might be good at team building but would probably depend too much on other people.

Likes administration. Didn't seem to have many ideas about the future of the company.



**Name:** Svetlana I. Klimova

**Age:** 24

**Marital Status:** Married, no children

**Education:** Ural State Technical University,

Industrial Heating Engineering

**Experience:**

**December 2011 – February 2012:** Warehouse work. Acquired skills: communication skills, experience of work with customers, teamwork.

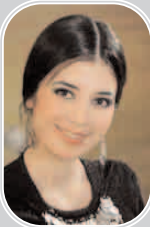
**Outstanding achievement:** "I have always been active in organization and participated in all the events that my school created, it ranged from sports competition, music festival and competition. At the university, I enjoyed going to several leadership talk".

**Technical Skills:** PowerPoint, Microsoft Word, Excel, Internet research.

**Languages:** Fluent German, English – good vocabulary but not very fluent.

**Interviewer's comments:** Very strong personality. Energetic and confident.

Sometimes appeared aggressive during the interview. Will she be a good team player?



**Name:** Alexandr I. Kremer

**Age:** 25

**Marital Status:** Married, no children.

**Education:** Bauman Moscow State Technical University, Nontraditional and Renewable Energy Sources.

**Experience:**

**September 2012:** Web site Programmer / Administrator.

**Responsibilities:** programming web pages, translating, support of the web site.

**Outstanding achievement:** "My final year project grade was excellent and I was invited to present the project for my university open day besides I have been working as an electric power engineers for 10 months and come up with a new idea that improved things in the company. My work exposure not only helped me to sharpen my technical skill, but helped me learn important work ethics and skills".

**Technical Skills:** good knowledge of Microsoft Office, etc.

**Languages:** Fluent in English, working knowledge of French.

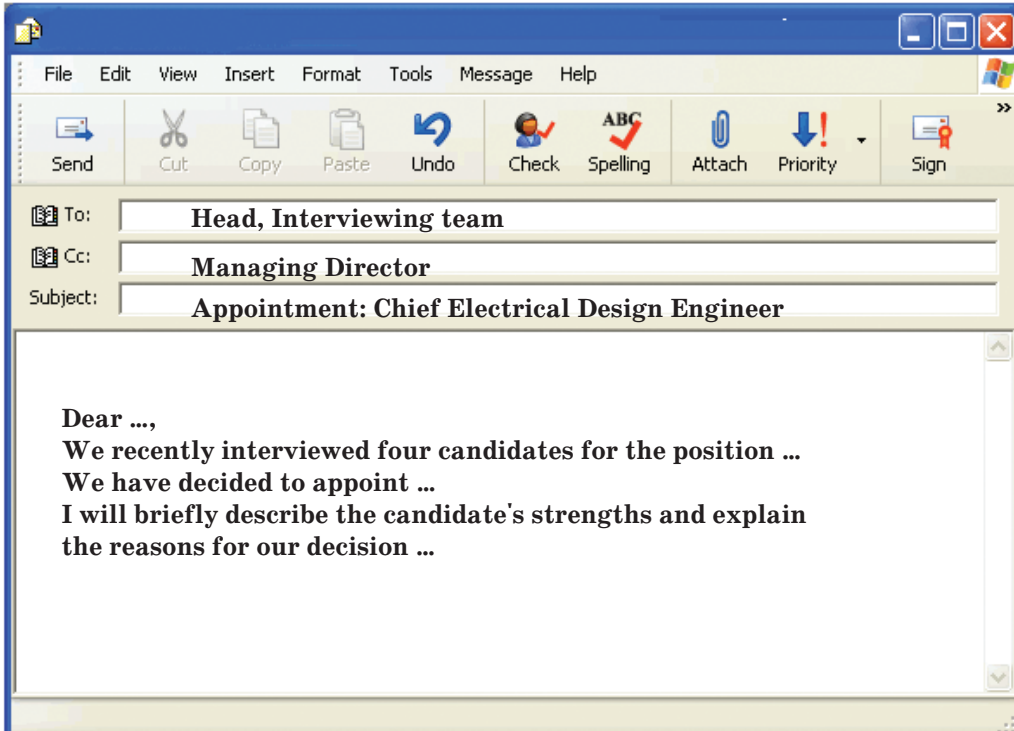
**Interviewer's comments:** Highly dynamic with rich and productive experience in Quality Assurance and able to deliver service in quality, Production, Design etc.



## Writing



Complete this e-mail from the head of the interviewing team. Write about at least three strengths of the candidate you have chosen. Then explain how these strengths relate to the job description. ➔ See *Writing file* page 50



## Reflection and Evaluation



Now it's time to stop and think about what you have covered in this case-study work. ➔ See *Writing file* page 48



1. Are you aware any changes that occurred in knowledge, skills, attitudes, or feelings as a direct result of this case-study work? If so, explain.
2. What part of case-study work was most valuable for you?
3. Would you make any personal changes in how you will contribute in the future?
4. What are some things you appreciate about the members of your group?
5. What changes would you suggest for future group experiences?



### Useful Expressions for Giving Opinions:

To my mind / To my way of thinking ...  
It is (firm) belief / opinion / conviction (that) ...  
In my opinion / view ...  
I (firmly) believe ...  
I am (not) convinced that ...  
I (do not) agree that / with ...  
It strikes me that ...  
My opinion is that,  
I am inclined to believe that ...

### CASE STUDY EVALUATION FORM

Group number

Title of case-study

Career in Engineering

Date

Parameters	Poor	Satisfactory	Good	Excellent
<b>Language competence:</b> <i>grammar, vocabulary, linguistic appropriacy, pronunciation</i>	24 and less	30–36	38–44	46–50
<b>Group Work Skills:</b> <i>contributed the ideas; listened to and respected the ideas of others; positively encouraged others in the group; compromised and co-operated; was flexible and willing to follow others; helped to solve problems; took initiative when needed</i>	24 and less	15–18	19–20	23–25
<b>Total</b>	52 and less	55–69	69–87	86–100

Overall Comment (If any)

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## Vocabulary Practice



**A** Practice the pronunciation of the following words and translate them from English into Russian.

employer	[im'plɔɪə]	career	[kə'riə]	marital	['mærit(ə)l]
employee	[,ɪmplɔɪ'i:]	weakness	['wi:knəs]	resume	[ri'zju:m]
applicant	['æplɪk(ə)nt]	strength	[streŋθ]	CV	[,si:'vi:]
reference	['ref(ə)r(ə)n(t)s]	prospect	['prɒspekt]	experience	[ɪk'spiəriəns(t)s]

**B** Read the following words and compare their meaning with Russian equivalents.

staff	boss	manager	relevant	service	colleague
position	client	candidate	status	electricity	training
vacancy	company	qualification	interview	engineer	characteristics

**C** Translate the following words and their derivatives from English into Russian.

apply-applicant-application; promote-promoter-promotion; recruit-recruitment; achieve-achievement; advertise-advertisement-advertiser; differ-difference-different; produce-producer-product-production-productive; employ-employment-employee-employer-unemployed.

**D** Match the prepositions with the words as in the example.

- |                   |        |
|-------------------|--------|
| 1) refer          | a) at  |
| 2) belong         | b) in  |
| 3) succeed        | c) to  |
| 4) depend         | d) for |
| 5) result         | e) on  |
| 6) be responsible | f) in  |
| 7) be good        | g) to  |



## Case study 2

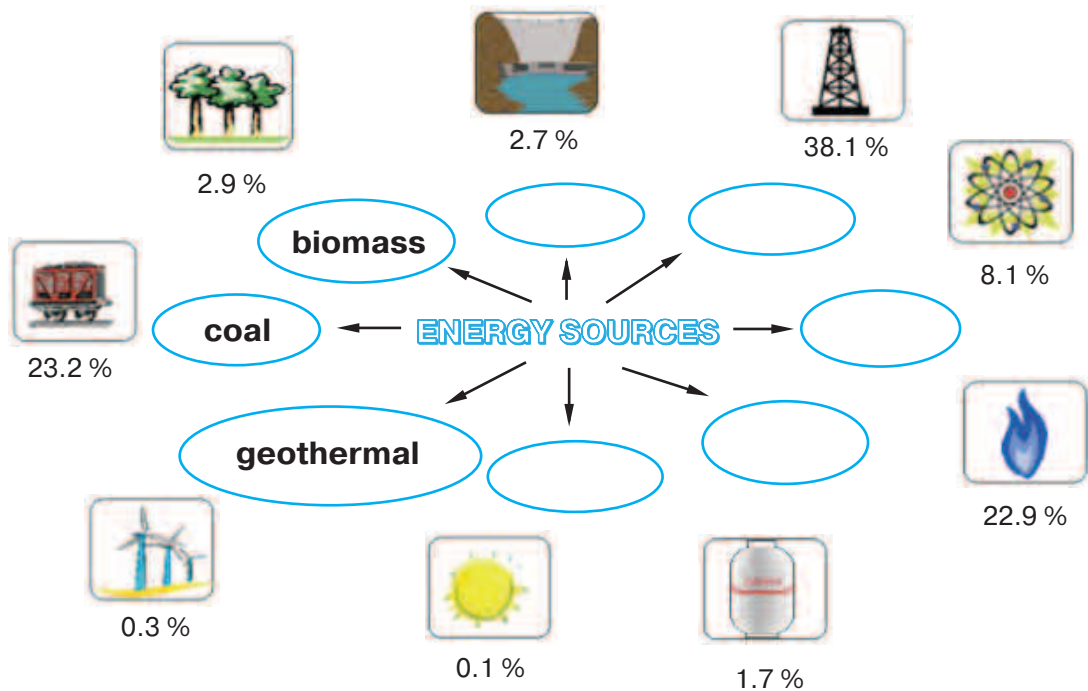


# GLOBAL PROBLEM OF INDUSTRIAL WASTE

### Warming-up

A Answer the following questions and complete the chart given below:

- What energy sources do you know? What are they used for?



B Look at the words given below and guess their meanings, as in the example.





**Re-New-a-ble** → Able to be New again  
**NON-re-New-a-ble** → ?

- When can energy be called «*Renewable*» or «*Non-renewable*»?
- Which of the above mentioned energy sources are renewable and non-renewable?
- What are main factors on which the suitability of a renewable energy for a particular region or country depends?



- C Using your prior knowledge and experience put the words and phrases from the right into the appropriate box to the left to describe the advantages and disadvantages of renewable (non-renewable) fuels.

Energy Resource	Advantages	Disadvantages
<p><b>Renewable</b></p> 		
<p><b>Non-Renewable</b></p> 		

- Reliable
- Unreliable
- Concentrated source of energy
- Inefficient so many generating resources are needed
- The noise can have an environmental impact
- Creates pollution
- Will run out
- Contributes to global warming
- Will last forever
- Does not produce carbon dioxide

**Team work**



- A Develop and discuss "Ground Rules" for teamwork. ➔ See page 9
- B Working in a group, study the information given in "Background" and fill in the table given below.

company	
services	
construction (the first power block)	
event (in 2015)	
recent results (Rosenergom's researches)	





*The author of the case-study:  
Rybakov Vladimir, 5A11*

<http://www.balakovo.ru>

## Background

**Balakovo Nuclear Power Plant** is situated by the river Volga, provides electrical power to the areas surrounding the city Saratov, in central Russia, together with Kazakhstan and north-Kaukasus.

The nuclear reactor of Balakovo consists of three power blocks. The first reactor was built in 1985. Each block operates approximately for 30 years. It means that in 2015 the first power block should be shut down. But nuclear power plant cannot be stopped immediately. It will take years to look after it with the help of qualified men.

Though it takes a huge amount of money, there is no way to continue production of electricity and heat but built new nuclear power plants.

The recent results of Rosenergom' researches say that the service life of nuclear plants could be enhanced if they put new materials inside a reactor. The point is that steel might be less vulnerable to radiation. It is a panacea in the current situation of less funding. It is well known that improvement of existing plant is cheaper than erection of a new one.

However, Balakovo Nuclear Power Plant's Executive Management Team Management Team faces growing public concern all over the world.



## Map of Balakovo Nuclear Power Plant



- C** Read the section "Task" and follow the instructions in it. The expressions in section "Useful language" will help you hold a meeting.

### Task



You are members of the Public Council of the State Atomic Energy Corporation ROSATOM

1. Study the file cards on the four listed energy sources.

Hold a meeting to discuss the strengths and weaknesses of each energy source. Try to agree on which seems to be more convenient, safe, efficient and worth using in this region. Note down the reasons for your choice and present your decision.

2. Write a report for the local authorities, outlining the present situation and your proposals for improvements.



### Useful language

#### Interrupting

Could I just say something?  
Excuse me, but could I just say ...

#### Asking for clarification

How do you mean, ...?  
What exactly are you saying?  
What exactly do you mean?  
Are you saying we need to ...?  
Sorry, I don't follow you.  
Can you explain in more detail?

#### Clarifying

What I mean is ...  
What I'm saying is ...  
No, I was thinking of ...  
To be more specific ...  
To clarify ...

#### Dealing with interruptions

Hold on. Can I finish the point?  
Let Stefan finish, please.  
I'd like to finish if I may.  
Just a moment ...

#### Making proposals

I suggest ...  
I propose that ...  
How about ...  
We could ...

#### Rejection proposals

Sorry, I don't think it's / that's a good idea.  
I'm not sure I agree with you there.  
It's / That just won't work.  
Well, I'm not happy about it / that.

### Thermal power station

Nowadays thermal power plants and central heating plants are the most popular in the world. It's cheap and fast to build; smaller space is required to hydro power plant; economical in initial cost compared to hydro plants. It can be installed at any place irrespective of the existence of coal. The coal can be transported to the site of the plant by rail or road.

Though it generates electricity and heat in any weather or season the fuel is not renewable and produces a pernicious cloud; requires higher maintenance and operational costs; huge requirement of water; handling of coal and disposal of ash is quite difficult; efficiency of thermal plant is less (30–35 %). Finally, the outcome energy itself is quite expensive, because it needs a lot of the so-called man-hours to take the fuel from a deposit and to bring it to a plant in time.



### Nuclear power plant

It is extremely concentrated: 1 kilogram of uranium or plutonium is as efficient as 2500 kilograms of coal, so as far as a plant has radioactive fuel supply of 30 tons it works at full capacity. As the concentrated fuel weights less, it is easier to deliver, excepting its danger. The plants themselves are considered to be quite safe, but there still is a small chance to exterminate everything in a huge radius, because of a simple mistake. One of the common worries of nuclear power is the danger of radiation leaks, especially after the horrors of Chernobyl. It does not emit carbon dioxide or other air pollutants from the operation of its reactors; and it uses uranium as its fuel which is abundantly present in the earth.

But on the other hand it produces unstable waste elements that are highly radioactive; and it is dangerous to the environment as well as human health because of the radiation that it produces and lack of economical and safe disposal of radioactive nuclear wastes. The building of a nuclear plant is cheaper than of a hydraulic station. It is the best energy source when there are no other ones.



### Hydraulic plants

The main advantages of hydroelectric power are that it is clean and renewable. It does not produce any carbon dioxide, the gas that causes the "greenhouse" effect and which is thought to be responsible for climate change, through power generation. It does not generate dangerous waste products that present long-term disposal problems.

Although HEP is clean and renewable, it is not necessarily environmentally friendly. Large-scale projects capable of providing significant amounts of electricity usually require the damming of lakes or rivers, with consequent flooding of large areas of land. This can result in people being displaced, and destruction of habitats. Drastic alterations to the flows of rivers can also have a profound impact on wildlife, ecosystems and, in some cases, agriculture.



### Wind and solar sources of energy

These are renewable and the most ambitious sources of energy. Their efficiency counts no more than 40 %. They require a great sum of money to cover the needs of electricity, but they produce energy absolutely "from nothing". By converting the power of the sun into electricity, solar energy is clean, green, will never run out.

One of the main disadvantages is the high cost of the equipment used to harness solar energy. It does not cause pollution. It is estimated that the world's oil reserves will last for 30 to 40 years. But, solar energy is infinite (forever). Solar cells make absolutely no noise at all. They do not make a single peep while extracting useful energy from the sun. Very little maintenance is required to keep solar cells running.

On the other hand, solar energy system requires a large surface area of solar panels in order for the system to be efficient in providing a source of reliable electricity. During the night, expensive solar panels are unable to generate electricity due to the lack of solar energy.

Wind turbines take up less space than the average power station. Wind turbines are a great resource to generate energy in remote locations, such as mountain communities and remote countryside. The noise pollution from commercial wind turbines is sometimes similar to a small jet engine. Though wind power is non-polluting, the turbines may create a lot of noise, which indirectly contributes to noise pollution. Wind can never be predicted.





## Writing

Write a report for the local authorities, outlining the present situation and your proposals for improvements. ➔ See *Writing file* page 52



# PROPOSAL REPORT

*To:* .....

*From:* .....

*Subject:* .....

*Date:* .....



## Reflection and Evaluation

Now it's time to stop and think about what you have covered in this case-study work. ➔ See *Writing file* page 48



1. Are you aware any changes that occurred in knowledge, skills, attitudes, or feelings as a direct result of this case-study work? If so, explain.
2. What part of case-study work was most valuable for you?
3. Would you make any personal changes in how you will contribute in the future?
4. What are some things you appreciate about the members of your group?
5. What changes would you suggest for future group experiences?



**CASE STUDY EVALUATION FORM**

**Group number**

**Title of case-study**

**Global problem of industrial waste**

**Date**

<b>Parameters</b>	<b>Poor</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Excellent</b>
<b>Language competence:</b> <i>grammar, vocabulary, linguistic appropriacy, pronunciation</i>	24 and less	30–36	38–44	46–50
<b>Group Work Skills:</b> <i>contributed the ideas; listened to and respected the ideas of others; positively encouraged others in the group; compromised and co-operated; was flexible and willing to follow others; helped to solve problems; took initiative when needed</i>	24 and less	15–18	19–20	23–25
<b>Total</b>	52 and less	55–69	69–87	86–100

**Overall Comment (If any)**

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## Vocabulary Practice



- A** Practice the pronunciation of the following words and translate them from English into Russian.

waste	[weɪst]	nuclear	['ni:klɪə]	require	[rɪ'lwaɪə]
impact	['ɪmpækt]	carbon dioxide	['kɑ:b(ə)n daɪ'ɒksaɪd]	plant	[plɑ:nt]
source	[sɔ:s]	maintenance	['meɪnt(ə)nəns(t)s]	generate	['dʒen(ə)reɪt]
emit	[ɪ'mɪt]	environment	[ɪn'vaɪər(ə)nəmənt]	fuel	[fju:əl]
harness	['hɑ:nɪs]	equipment	[ɪ'kwɪpmənt]	cause	[kɔ:z]

- B** Read the following words and compare their meaning with Russian equivalents.

energy	solar	industrial	electricity	turbine
region	public	efficiency	effect	thermal
resource	natural	climate	uranium	radioactive
panacea	kilogram	chance	radius	reactor

- C** Translate the following words and their derivatives from English into Russian.

pollute-pollutant-pollution; maintain-maintenance; require-requirement; install-installation; exist-existence-existent-existing; emit-emission; improve-improvement; generate-generation-generator-generative, exterminate-extermination-exterminator-exterminatory.

- D** Use prefixes given in the table to form the opposites of the adjectives, as in the example and translate them. Check your answers in a dictionary.

non-      in-      un-      ir-

e. g. important – *un*important

efficient -	stable -	vulnerable -	safe -
respective -	renewable -	popular -	capable -
reliable -	exhaustible -	expensive -	significant -

## Case study 3



# ORGANIZING ENGINEERING CONFERENCE

## Warming-up

**A** Answer the following questions:

- Have you ever attended a conference? Did you enjoy it?
- When and where was the conference held?
- What was the conference status?
- What was the problem field of the conference?
- Who were the participants of the conference?

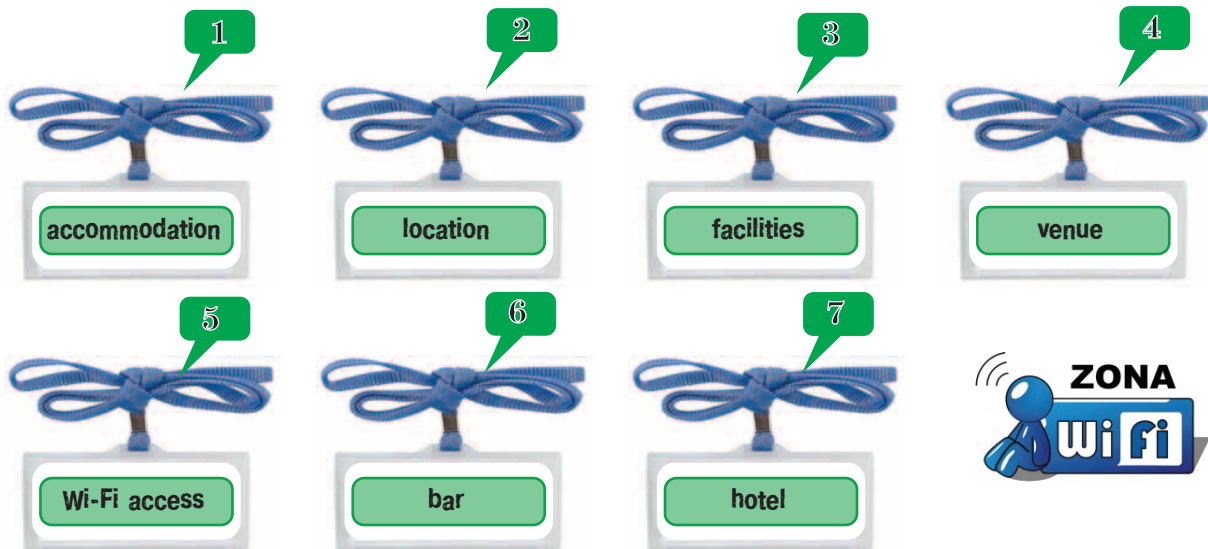
**B** Label the pictures with the words related to the *conference* from the table.

1 2 3 4 5 6 7

conference hall, laptop, USB flash drive, video walls, conference bridge, conference participants, papers



**C** Match the words in the badges (1–7) with their definitions (a–g).



- a. an establishment providing accommodation, meals and other services for attendee
- b. a piece of conference equipment, a building, a service, etc.
- c. a room in which both alcoholic and other drinks are served
- d. a place where people agree to meet for an event
- e. the provision of a room or lodging
- f. a way of getting wireless internet
- g. a place or position

- What do you think the conference facilities include?
- Put each word in the box next to the appropriate group of adjectives to make word partnerships about conference venue and facilities.

**atmosphere   location   prices   hotel   facilities**  
**restaurant   accommodation   distance   transportation**

1. an elegant  
a stylish **restaurant**  
a popular .....  
an exclusive

2. reasonable  
discounted  
all-inclusive .....  
extra

3. nearby  
short  
far .....  
a 5 minute-walk



4. luxurious  
4-star  
noisy .....  
grand

5. furnished  
expensive  
suitable .....  
cheap

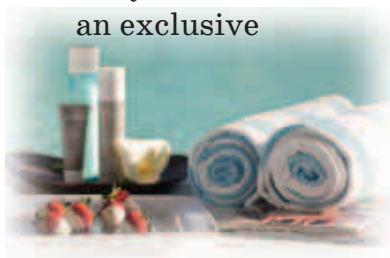
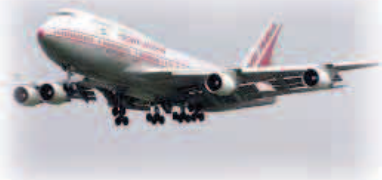
6. convenient  
ideal  
seaside .....  
city



7. a cosy  
a friendly .....  
a welcoming

8. a popular  
a stylish .....  
an exclusive

9. sports  
postal .....  
shopping



## Team work



- A** Develop and discuss "Ground Rules" for teamwork. → See page 9
- B** Working in a group study, the information given in "Background" and complete the table given below:

Company and its base	
Activity	
Aims of the conference	
Who will attend?	
Dates/duration	
Budget	

- C** Give a full description of each hotel in your own words, as in the example:

e.g. *The Long Beach Hotel in Casablanca is on the sea. It has five stars.*

*There are two large conference rooms but, unfortunately, no seminar rooms ... .*

Hotel Mode in Prague ...

Hotel Matong in Tioman ...

Hotel Colossus in Las Vegas ...

- D** Speak on the advantages and disadvantages of each hotel, as in the example:

e.g. *The good thing about the Long Beach Hotel is its very attractive beach. However, there are not many cultural sites to visit in the area.*





*The author of the case-study:  
Dubak Aline, group 5B24*

<http://www.mrsk-ural.ru>

## Background

IDGC of URALS, a united operating company of the Urals region which has dominating position in energy transmission in the region, based in Ekaterinburg, Russia. The company consists of 3 subsidiaries (Sverdlovenergo, Chelyabenergo and Permenergo), is holding its first interregional conference later this year. The Chief Executive, senior managers at head office and about fifty managers from its subsidiaries will attend. The aims of the conference, in order of priority, are to:

- discuss how the company can improve its services;
- thank managers for their hard work;
- give managers the opportunity to get to know each other better.

The conference will take place in July. Participants arrive on Friday evening and leave on Monday morning.

The budget is \$2,000 per participant.

This is an important event and the Marketing Department must plan it carefully.



## Listening



Listen to two colleagues in the Marketing Department discussing the planning of the conference. Make notes about the four features the conference venue must have.

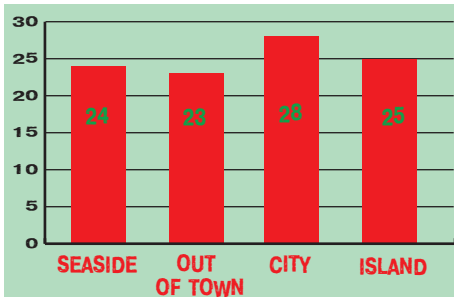
### Conference venue specifications

- > .....
- > .....
- > .....
- > .....



The marketing team sent out a questionnaire to find out what type of venue the participants preferred. They have selected four to choose from. All prices include the cost of flights.

### D Preferred location



E Read the section "Task" and follow the instructions in it. The expressions in section "Useful language" will help you hold a meeting.

### Task

You are members of IDGC of URALS's Marketing Department.

1. Work in small groups. Discuss which hotel best meets the requirements of the conference.
2. Note down the reasons for your choice and present your decision.

### Useful language

#### Asking for opinions

How do you feel about ...?  
What do you think?  
What's your opinion?  
What's your view?

#### Giving opinions

I think .../ I don't think ...  
In my opinion ...

#### Agreeing

That's true.  
I agree.  
Absolutely / Exactly.  
I think so too.

#### Disagreeing

I see / know what you mean, but ...  
I'm afraid I can't agree.  
Maybe, but ...

#### Making suggestions

I think we should ...  
How about ...?  
Why don't we ...?  
Maybe, but .../ Perhaps we could ...

## Hotels

1

### Long Beach Hotel, Casablanca, Morocco

- Seaside location
- 5-star hotel
- Two large conference rooms but no seminar rooms
- Large swimming pool, sauna, tropical garden, shops and nightclub
- Price: \$1,500 per participant, including meals and all entertainment at the hotel (it is a one-hour drive to the town)
- Advantage: Very attractive beach



2

### Hotel Moda, Prague, Czech Republic

- 4-star hotel
- One conference room and two seminar rooms
- Spacious bedrooms. Large swimming pool (open to the public), sauna, Jacuzzi, hairdressing salon, satellite TV
- Price: \$950 per participant, including meals and two guided tours
- Advantage: Low cost means more money for cultural tours, sightseeing, the opera, etc.
- Disadvantage: Half an hour by underground to the city center. Heavily booked in summer



3

### Hotel Matong, Tioman, Malaysia (an island off the east coast)

- 5-star hotel
- Wide choice of large and small conference rooms
- Spacious grounds with tropical gardens
- Golf course, tennis courts and football pitch
- Price: \$1,350 per participant, including meals
- Advantages: Beautiful island setting – peaceful and quiet
- Disadvantage: Not very accessible



4

### Hotel Colossus, Las Vegas, USA

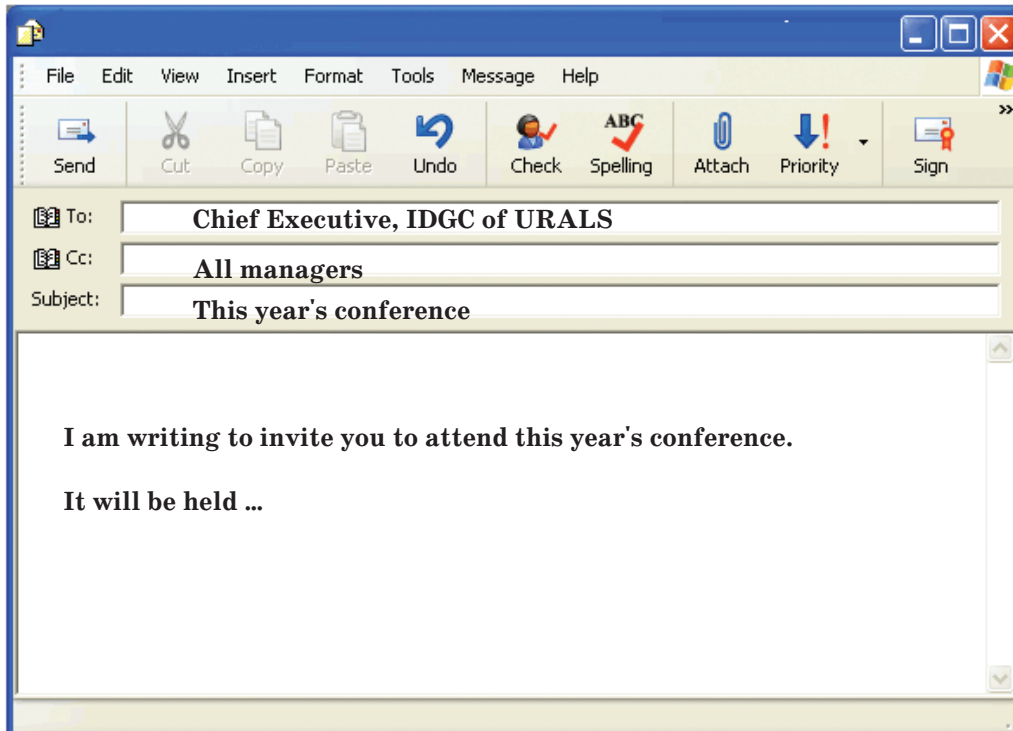
- 5-star hotel
- Magnificent architecture in the Greek style
- Huge rooms, with spacious balconies. Own casino
- Outstanding conference facilities. Seminar rooms available at extra cost
- Price \$1,950, including meals and one tour \$50 spending money for the casino
- Advantages: Easy access from airport. Many extras such as free use of the car



## Writing



As Chief Executive of IDGC of URALS, write an e-mail inviting managers from subsidiaries to attend this conference. Inform them of the dates, the purpose of the conference and the details of the location. ➔ See *Writing file* page 51



## Reflection and Evaluation



Now it's time to stop and think about what you have covered in this case-study work. ➔ See *Writing file* page 48

1. Are you aware any changes that occurred in knowledge, skills, attitudes, or feelings as a direct result of this case-study work? If so, explain.
2. What part of case-study work was most valuable for you?
3. Would you make any personal changes in how you will contribute in the future?
4. What are some things you appreciate about the members of your group?
5. What changes would you suggest for future group experiences?



## CASE STUDY EVALUATION FORM

Group number

Title of case-study

Organizing Engineering Conference

Date

Parameters	Poor	Satisfactory	Good	Excellent
<b>Language competence:</b> <i>grammar, vocabulary,                      linguistic appropriacy,                      pronunciation</i>	24 and less	30–36	38–44	46–50
<b>Group Work Skills:</b> <i>contributed the ideas;                      listened to and respected                      the ideas of others;                      positively encouraged                      others in the group;                      compromised                      and co-operated;                      was flexible and willing                      to follow others;                      helped to solve problems;                      took initiative                      when needed</i>	24 and less	15–18	19–20	23–25
<b>Total</b>	52 and less	55–69	69–87	86–100

**Overall Comment (If any)**

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## Vocabulary Practice



- A** Practice the pronunciation of the following words and translate them from English into Russian.

participant	[pɑ:ˈtɪsɪp(ə)nt]	venue	[ˈvenju:]	provide	[prəˈvaɪd]
delegate	[ˈdelɪgət]	access	[ˈækses]	entertainment	[ˌentəˈteɪnmənt]
event	[ɪˈvent]	include	[ɪnˈklu:d]	questionnaire	[ˌkwɛstʃəˈneə]

- B** Read the following words and compare their meaning with Russian equivalents.

conference	plan	budget	priority	activity	details
seminar	center	distance	budget	cultural	architecture

- C** Fill in the comparative and superlative forms of each adjective.

positive	comparative	superlative
small		
attractive		
far		
accessible		
economical		

- D** Compare and contrast the two hotels using comparative and superlative forms, as in the example.

Burj Al Arab Hotel



Saint James Hotel



Rooms:	comfortable***	comfortable**
Maid service:	good***	good***
Room service:	fast**	fast***
Price:	expensive***	expensive**
Location:	convenient**	convenient***

- e.g. The rooms at the Burj Al Arab are *more comfortable than* the rooms at the Saint James Hotel.  
 The rooms at the Saint James Hotel *are not as comfortable as* the rooms at the Burj Al Arab.  
 The rooms at the Saint James Hotel *are less comfortable as* the rooms at the Burj Al Arab.



## Case study 4

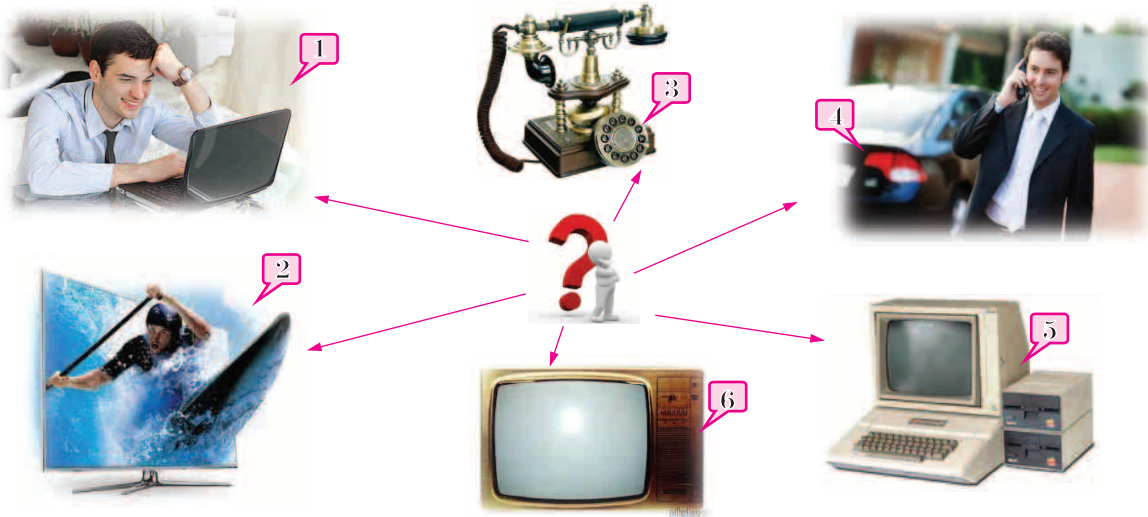
what it means to be **the one**  
you can **Innovate** ideas



# INVENTIONS AND INNOVATIONS

## Warming-up

- A**
- Look at the pictures given below and say which of these things are inventions and which are *innovations*?
  - Think of the difference between invention and innovation.
  - How would your life be different if these things had never been invented?
  - What are the latest innovations in your field of engineering?



Case study 4  
INVENTIONS  
AND INNOVATIONS

- B** The adjectives below can be used to describe inventions or new ideas. Which have a positive meaning? Which have a negative meaning? Write «+» or «-» next to each one.



brilliant  
pointless  
wasteful  
revolutionary

beneficial  
ridiculous  
life-changing  
space-saving

silly  
time-saving  
practical  
ground-breaking

life-saving  
annoying  
money-saving

- C** Look at the following list of the top seven innovations of the 21st Century.
- Using your prior knowledge and experience match the innovation to the description and correct company logo.

- not the first social networking website, but the most influential in the development of the medium
- an advanced medical system developed in order to extend and improve the lives of patients
- inventions presented a revolutionary new way for people to listen to music
- a storage medium for optical discs that is used primarily for high definition video
- using Adobe Flash Video technology, the website provides a forum for displaying videos from an endless variety of sources including businesses, consumer groups, and individuals seeking media exposure for themselves, their products, or their causes
- invention that is propelled by one or more electric motors, using electrical energy stored in batteries or another energy
- storage device invention introduced the multi-touch interface that allows for quick and easy access to date, music, and pictures while providing storage for other important information

- 
- 2001 iPod and iTunes
  - 2001 Artificial Heart
  - 2004 iPhone
  - 2005 YouTube
  - 2007 Facebook
  - 2006 Blue-ray Players
  - 2008 Electric Car



- What other innovations would you add to this list?
- In your opinion, which is:



- the most important?
- the most useful?
- the most controversial?
- the most unpopular?



### Team work



- Develop and discuss "Ground Rules" for teamwork. → See page 9
- Working in a group study the information given in "Introduction" and complete the sentences given below:

- Fabtek is ...
- Hamburg is ...
- Protean is ...

**FABTEK**



**Introduction**

Fatback is a small company based in Hamburg. It has produced a revolutionary type of fabric called Protean.



**C Listening**



Listen to an excerpt from a company presentation and complete the fact sheet about Protean. Use up to three words each time.



**PROTEAN FACT SHEET**

PROTEAN'S MAIN FEATURES

1. Made from fibres .....<sup>1</sup>  
nylon and polyester; can be made very thick, or so thin that it can let some .....<sup>2</sup> through.
2. It is very soft to the touch, and also .....<sup>3</sup>
3. Can be made in any .....<sup>4</sup>

FABTEK'S FUTURE PLANS

- Fabtek believes that Protean has great .....<sup>5</sup>
- Wants to increase sales by .....<sup>6</sup> other manufacturers to produce new products with Protean.
- Already has a licensing agreement with Azra, a .....<sup>7</sup> which has created some .....<sup>8</sup> using Protean.



The term "licensing agreement" refers to a written contract under which the owner of a copyright, know how, patent, service mark, trademark, or other intellectual property, allows a licensee to use, make, or sell copies of the original.

Here are three of Azra's award-winning products.

**1. 'Dazzle' – a range of shoes for young woman Selling points:**

- Light and comfortable – adapt to the shape of a person's foot
- Their colour can be changed at any time
- Shiny, smart and very durable
- Ideal for dancing



**2. Protean steering wheel Selling points:**

- Better grip for drivers
- Safer than all other steering wheels
- Very pleasant to the touch
- Low production costs



**3. Protean watch straps Selling points:**

- Waterproof and easy to clean
- Anyone can wear them – non-allergic
- More beautiful than other straps
- Light up in the dark



**An opportunity for Gadget Plc**

Recently, Fabtek contacted Gadget Plc, a company with over 2,000 products and a worldwide network of sales offices. Gadget has designed and developed many best-selling electronic, household and automobile products. Fabtek has asked Gadget to come up with new ideas for using Protean. Here is an extract from an e-mail which Fabtek's Chief Executive sent to Gadget's Development Manager.



1. A description of the product
2. Its selling points
3. Ways in which the products is really new
4. Its target consumers and main buyers
5. Price which will attract the most buyers
6. Places where you can sell it
7. An advertising and promotion plan



- D** Read the section "Task" and follow the instructions in it. The expressions in section "Useful language" will help you present your products.

## Task

You are a member of Gadget Plc's Product Development Department.

1. Hold a meeting to propose ideas for exciting new products which use Protean. Use the points in the e-mail as a guide.  
Discuss the advantages and disadvantages of each proposal.
2. Choose the three products which you will propose to Fabtek in order to get a licensing agreement and present them.



## Useful language

### Introducing yourself

Good morning, everyone.  
Hello everyone, welcome to ...

### Structuring the presentation

I'm going to divide my talk into four parts.  
First, I'll give you ... . After that, ... .  
Finally, ... .

### Inviting questions

If you have any questions, don't hesitate to ask.  
I'll be glad to answer any questions (at the end of my talk)

### Giving background information

I'll give you some background.  
Let's start with the background.

### Referring to the audience's knowledge

As you know, ...  
As you are aware, ...

### Changing the topic

Right, let's move on to ...  
OK, I'll now look at ...

### Referring to visuals

If you look at the graph ...  
Could I draw your attention to the chart?

### Concluding

To sum up, ...  
To summarise, ...

### Ending

Thanks very much. Any questions?  
Well, that's all I have to say.  
Thank you for listening.

## Writing



You are a member of Gadget Plc's Product Development Department. The Chief Executive of Fabtek has asked you to write a short report on one of the products you have chosen. Outline the product's key features and say why it presents a commercial opportunity. ➔ See *Writing file* page 51



### GADGET PLC

New Product Development Team

#### REPORT

##### Introduction

This report lists the key features of an exciting new product made from Protean. It also looks at its key selling points and examines its commercial potential.

...

## Reflection and Evaluation



Now it's time to stop and think about what you have covered in this case-study work. ➔ See *Writing file* page 48

1. Are you aware any changes that occurred in knowledge, skills, attitudes, or feelings as a direct result of this case-study work? If so, explain.
2. What part of case-study work was most valuable for you?
3. Would you make any personal changes in how you will contribute in the future?
4. What are some things you appreciate about the members of your group?
5. What changes would you suggest for future group experiences?



## CASE STUDY EVALUATION FORM

Group number

Title of case-study

Inventions and Innovations

Date

Parameters	Poor	Satisfactory	Good	Excellent
<b>Language competence:</b> <i>grammar, vocabulary,                      linguistic appropriacy,                      pronunciation</i>	24 and less	30–36	38–44	46–50
<b>Group Work Skills:</b> <i>contributed the ideas;                      listened to and respected                      the ideas of others;                      positively encouraged                      others in the group;                      compromised                      and co-operated;                      was flexible and willing                      to follow others;                      helped to solve problems;                      took initiative                      when needed</i>	24 and less	15–18	19–20	23–25
<b>Total</b>	52 and less	55–69	69–87	86–100

**Overall Comment (If any)**

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## Vocabulary Practice



- A** Practice the pronunciation of the following words and translate them from English into Russian.

feature	['fi:tʃə]	sale	[seɪl]	consume	[kən'sju:m]
sample	['sɑ:mpl]	agreement	[ə'gri:mənt]	translucent	[trænz'l(j)u:s(ə)nt]
examine	[ɪg'zæmɪn]	proposal	[prə'pəuz(ə)l]	property	['prɒpəti]

- B** Read the following words and compare their meaning with Russian equivalents.

innovation	idea	base	firm	partner	concept
revolutionary	licensing	concept	contact	potential	creative

- C** Form nouns using the suffix *-er* and translate them.

*e.g.* to discover – discoverer – исследователь

to buy -	to provide -	to present -	to consume -
to sell -	to innovate -	to invent -	to manufacture -
to design -	to produce -	to research -	to develop -

- D** Translate the following words and their derivatives from English into Russian.

agree-agreeable-agreement; create-creation-creative-creator; differ-difference-different; discover-discovery-discoverer; develop-developer-development; differ-produce-producer-product-production-productive.





- Put the stages in designing and developing a new product into a logical order.



- Have you ever been involved in any of the above stages?
- If not, which of the stages would you like to be involved in?

**C** Complete these sentences with the words from the box.

*well    ~~high~~    best    long    hard    high*

- IBM manufactures *high-tech* computer products.
- Timberland makes a range of.....-*wearing* footwear.
- Ferrari produces .....-*quality* sport cars.
- Coca-Cola and Persico both developed .....-*selling* soft drinks.
- Duracell sells .....-*lasting* alkaline batteries.
- Levi jeans are a ..... -*made* clothing product.



**Team work**



- Develop and discuss "Ground Rules" for teamwork. ➔ See page 9
- Working in a group, study the information given in "Background" and complete the table given below:

company	
based in	
product range	
reputation	



**Background**

Minerva A.G., based in Munich, Germany, is a chain store which sells a range of stylish, innovative products. Many of its products feature new technology, but the stores sell everything from furniture and fashionable clothes to kitchenware and household goods. It is well-known for its original designs and high quality. On the window of every store are the words *Creativity, Imagination, Style, Novelty, Originality.*

**C** Minerva A.G. sent questionnaires to all its customers. Study the extract from the Marketing Department's report and speak on the results of the "Customer satisfaction survey".

**Customer satisfaction survey**

**3 Our customers say:**

- 3.1 Minerva A.G. has very few 'great new products' for customers with busy lifestyles.
- 3.2 The range of products is not as wide as it used to be.
- 3.3 There are too many high-tech products. Customers want fewer products but more original ones.
- 3.4 Most products are € over 100. Customers who are looking for gifts think they are too expensive.
- 3.5 There are not enough special offers to encourage customers to spend more.



**D** Chairperson Ulrika Nielsen and her directors have invited several foreign firms to present their new products to the Minerva A.G. board. All the companies are well-known for their innovation. Working in pairs, choose the best and most exciting product for Minerva A.G.'s stores and talk about it as in the example:

*e.g. Company B* is offering a Personal Satellite Navigation System.

It fits in your pocket and you can download maps of any city in the world, so you won't need to carry paper maps again. The maps include tourist information. The product is slim and lightweight and is available in silver or black. It costs 320 €.



### COMPANY A

#### Weight Monitor

##### Special features:

- Measure how much body fat you have
- An LCD display shows changes in your weight
- Easy-to-read graphs and charts
- Hold health and weight records for up to five years
- Price: € 45



### COMPANY B

#### Personal Satellite Navigation System

##### Special features:

- Pocket-sized
- Download any world city map from your computer
- No need to carry a street map ever again
- Slim, lightweight
- Colours: silver or black
- Price: € 320



### COMPANY C

#### Virtual Passenger

##### Special features:

- Chats, tells jokes, play music, asks questions
- Keep you awake
- Stops boredom
- 20,000 word memory – knows your interests
- Automatically opens windows
- Alarm function if driver falls asleep
- Ideal for sales reps
- Price: € 500



### COMPANY D

#### Floating Globe

##### Special features:

- Appears to float in the air because it is controlled by magnets
- Rotates
- Lights up
- Many physical features highlighted, for example mountain ranges
- Ideal for the home or office
- Price: € 220



**E** Read the section "Task" and follow the instructions in it. The expressions in section "Useful language" will help you present your product.

## Task

1. Work in a small groups. Choose one of the companies above and prepare a presentation on its product. (Or, if you prepare, think of another product which the company is about to launch.) Invent any information you wish.
2. Form new groups and present your products. Try to persuade the Minerva A.G. director and ask questions about the products.
3. After all the presentations, discuss which products is the most exciting and innovative.

## Useful language

### Introducing the product

This is our new product  
I'm going to tell you about our new product.

### Describing the product

Let me tell you about its special features.  
It's made of leather/wood/steel/aluminum.  
It weighs just 2.3 kilos.  
It comes in a wide range of colours.

### Stating the product's uses

It's ideal for travelling.  
It's designed to be used with any type of material.

### Mentioning selling points

It has several special features is the energy-saving design.  
Another advantage is its very small size.

### Inviting questions

Does anyone have any questions?  
Would anyone like to ask a question?



## Writing



As a Minerva A.G. director, write a short report on one of the products which you saw presented. Recommend whether Minerva A.G. should place a large order for the product or not. ➔ See *Writing file* page 51



## Reflection and Evaluation



Now it's time to stop and think about what you have covered in this case-study work. ➔ See *Writing file* page 48



1. Are you aware any changes that occurred in knowledge, skills, attitudes, or feelings as a direct result of this case-study work? If so, explain.
2. What part of case-study work was most valuable for you?
3. Would you make any personal changes in how you will contribute in the future?
4. What are some things you appreciate about the members of your group?
5. What changes would you suggest for future group experiences?



## CASE STUDY EVALUATION FORM

Group number

Title of case-study

Products and Production

Date

Parameters	Poor	Satisfactory	Good	Excellent
<p><b>Language competence:</b> <i>grammar, vocabulary, linguistic appropriacy, pronunciation</i></p>	24 and less	30–36	38–44	46–50
<p><b>Group Work Skills:</b> <i>contributed the ideas; listened to and respected the ideas of others; positively encouraged others in the group; compromised and co-operated; was flexible and willing to follow others; helped to solve problems; took initiative when needed</i></p>	24 and less	15–18	19–20	23–25
<b>Total</b>	52 and less	55–69	69–87	86–100

**Overall Comment (If any)**

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## Vocabulary Practice



- A** Practice the pronunciation of the following words and translate them from English into Russian.

launch [pɑ:ˈtɪsɪp(ə)nt]    quantity ['venju:]    encourage [prəˈvaɪd]  
involve ['delɪgət]    quality ['æksɪs]    persuade [ˌentəˈteɪnmənt]  
offer [ɪˈvent]    store [ɪnˈklu:d]    questionnaire [ˌkwɛstʃənəˈneɪ]

- B** Read the following words and compare their meaning with Russian equivalents.

idea    test    conception    style    creativity    brand  
service    design    reputation    technology    originality    popular

- C** Connect the words to make compounds then complete them as in the example. Translate the compounds.

*e.g. kind-hearted person*

- |              |              |
|--------------|--------------|
| 1. five      | a. hand      |
| 2. old       | b. produced  |
| 3. second    | c. star      |
| 4. part      | d. coloured  |
| 5. seven     | e. made      |
| 6. naturally | f. fashioned |
| 7. bright    | g. day       |
| 8. well      | h. time      |

- D** Write compound adjectives instead of the word combinations as in the example.

*e.g. a story written badly – a badly-written story*

- a hotel with four stars –
- a distance of three kilometers –
- a table with four legs –
- a dress very old in fashion –
- a walk of thirty minutes –

## Writing file

### Opinion Essays



An **opinion essay** is a formal piece of writing. It requires your opinion on a topic, which must be stated clearly, giving various viewpoints on the topic supported by reasons and/or examples. You should also include the opposing viewpoint in another paragraph.

A successful opinion essay should have:

- a) an **introductory paragraph** in which you state the topic and your opinion.
- b) a **main body** which consists of several paragraphs, each presenting a separate viewpoint supported by reasons. You also include a paragraph presenting the opposing viewpoint and reason why you think it is an unconvincing viewpoint;
- c) a **conclusion** in which you restate your opinion using different words.

### Points to consider

- Decide whether you agree or disagree with the subject of the topic, then make a list of your viewpoints and reasons.
- Write well-developed paragraphs, joining the sentences with appropriate linking words and phrases. Do not forget to start each paragraph with a topic sentence which summarizes what the paragraph is about.
- Linking words and phrases should also be used to join one paragraph with the other.

#### Opinion

##### Introduction

##### Paragraph 1

state the topic and your opinion

##### Main body

##### Paragraph 2–4

viewpoints & reasons / examples

##### Paragraph 5

opposing viewpoint and reason / example

##### Conclusion

##### Final Paragraph

summarize / restate your opinion

### Useful expressions and linking words /phrases

- **To list points:**  
Firstly, First of all, In the first place, To begin/start with, Secondly, Thirdly, Finally
- **To list advantages:**  
One/Another/A further/An addition (major) advantage of ...is ...  
The main/greatest/first advantage of ...is ...
- **To list disadvantages:**  
One/Another/A further/An additional (major) disadvantage/drawback of ...  
The main/greatest/most serious/first disadvantage/drawback of ...  
Another negative aspect of ...



- **To introduce points/arguments for or against:**  
One (very convincing) point/argument in favour of .../against ...,  
A further common criticism of .../ It could be argued that ...,  
It is often claimed/suggested  
widely argued/maintained/ that...  
generally felt/believed/held
- **To introduce examples:**  
for example, for instance, such as, like, in particular, particularly, especially,  
This is (clearly) illustrated/shown by the fact that ...  
One/A clear/striking/typical example of (this) ...  
The fact that ... shown/illustrates that ...
- **To emphasise a point:**  
clearly, obviously, it is obvious, naturally, of course, needless to say, indeed
- **To express reality:**  
In fact, the fact (of the matter) is, actually, in practice, it is a fact that, in effect
- **To make general statements:**  
as a (general) rule, generally, in general, on the whole, by and large, in most cases
- **To make partially correct statements:**  
to a certain extent/degree, to some extent/degree, in way/sense, this is partly true (but), to a limited extent, there is some truth in (this), in some cases, up to a point
- **To explain/clarify a point:**  
in other words, that is to say, thi/which means that
- **To add more points to the same topic:**  
in addition (to this), furthermore, moreover, besides, apart from, what is more, as well as, not to mention (the fact) that, also, not only ... but also/ as well, both ... and, There is another side to the issue/question/argument of ...
- **To add more points to the same topic:**  
On the other hand, however, still, yet, but, nonetheless, nevertheless, even so
- **To express cause:**  
owing to, due to (the fact that), on account of, on the grounds tha, given that, because, as, since
- **To express effect:**  
therefore, thus, as a result/consequence, consequently, so, for this reason, if ... were to happen, ... the effect/ result would be ...
- **To express intention:**  
to, so as to, in order to, so that, with the intention of (+ -ing)
- **Conclusion**  
In conclusion /All things considered / Taking everything into account / consideration / To conclude / To sum up / Finally/Lastly/ There is no absolute answer to the question of / For the above-mentioned reasons, therefore, I (firmly) believe that ...

## E-mail



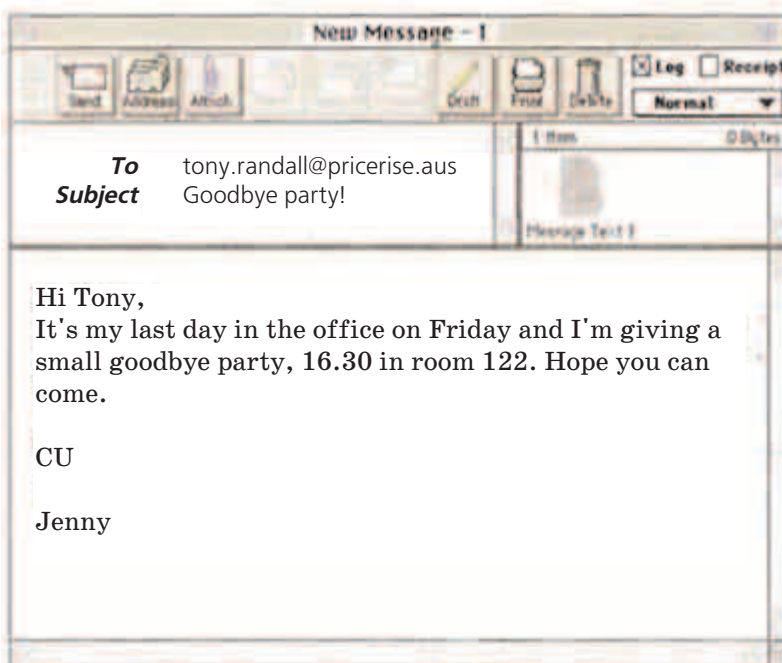
E-mail can have a formal business style or a very informal style, similar to spoken English.



This semi-formal style is similar to a standard business letter, but less formal and usually shorter. The ending is *Best wishes* rather than *Your sincerely*. This style is best

Used when you are sending an e-mail to somebody who is outside your company, or whom you do not know very well.

The focus is on giving or asking for information quickly.



The informal style is most suitable for e-mail within your company and for people whom you know well.

The greeting is often *Hi, Hello or even How are you?*

*Chees* is common ending is omitted. Sometimes the writer will only use small letters. The style is much closer to spoken than to written English.

Sometimes people use abbreviations if they want to save time:

CU = see you

Thx = thanks

RUOK? = are you OK?

## Reports



A report should be well Organized with information In logical order. There is no layout for a report. It will depend on:  
a) the type of report  
b) the company style.

The format used here is Suitable for formal reports:

- title
- executive summary
- introduction
- findings
- conclusion
- recommendations

### Business Software plc

#### Product report

##### Executive summary

We have been contacted by lenz AG, a Germany manufacturer of mobile telephones, and asked about the possibility of a co-operation agreement. We would adapt our business software for use in their products. Tests show that their product is a very good one and popular with our target market.

##### Introduction

This report will look at:

- the hardware manufacturer and their equipment
- software that could be used on their mobile phones
- the advantages of working together
- recommendations for action

##### Findings

1. Lenz has been developing cheap, small-scale electronic devices for 35years. In the last five years, they have focused on more expensive mobile phones for businesspeople. These have been very successful. One in four mobile phones for the business market is a Lenz.
2. Our new 'Executive Organiser' software has a lot of attractive features for the travelling businessperson (e.g. address book, e-mailware, voice recorder, street-finder function, etc.).
3. Market research shows that there is a big interest in our products being used on machines apart from computers.

##### Conclusion

The two companies have products which fit well together.

##### Recommendation

We should have a meeting with representatives from Lenz as soon as possible to discuss a joint venture between our companies, with the aim of putting our software onto their mobile phones.

Tracy Cruickhank  
Research and Development Director  
19 October 200

The *executive summary* is a summary of the main points and Conclusion of the report. It gives the reader a quick overview of the total situation.

The *introduction* shows the points that will be looked at.

The findings are the facts discovered

The *conclusion* is what you think about the facts and how you interpret them.

*Recommendations* are practical suggestions to deal with the situation and ideas for making sure future activities run more easily.

## Proposal reports

A *proposal report* is a formal, informative piece of writing which outlines plans and/or suggestions for a future course of action.

A good proposal report should consist of:

- *an introduction* in which you state the purpose and content of your report;
- *a main body* in which each aspect should be presented under separate subheading;
- *a conclusion* in which you summarise all points mentioned above and, if necessary, express your own opinion.



### Useful language

- **To begin a proposal report:**

The **purpose** / *aim* / *intention* of this report is to **outline** / *present/discuss* the future **plans** / *the intended course of action* ...

This report is submitted in support of our request **for approval of** / *for permission to* /

This report contains the (relevant) **information** / *details of/concerning* ... which you **requested** / *asked for*

This report contains **details of** / *outlines our plans / intentions concerning* ...

- **To end a proposal report:**

**To conclude** / *to sum up* / *In conclusion*, our intention is to ...

**The advantage(s)** of the approach proposed would be that ...

**I feel certain/believe** that the course of action proposed above will achieve ... / *meet with success* / *answer the needs* of the company.

**I hope** / *trust* / **that the plans** / *scheme outlined* / **presented in this report** meets with your **approval**.

*To* .....  
*From* .....  
*Subject* .....  
*Date* .....

#### INTRODUCTION

##### Paragraph 1

*state the purpose and content of your proposal report*

#### MAIN BODY

##### Paragraph 2-3-4 (5)\*

*present each aspect under separate subheadings*

#### CONCLUSION

##### Final Paragraph

*general assessment / conclusion / options /*

- *The exact number and division of paragraphs will depend on the specific instructions for each report task.*

## QUESTIONNAIRE FOR INVESTIGATION THE STUTUS AND QUALITY OF THE IN-CLASS PEDAGOGICAL INTERACTION USING THE CASE-STUDY TECHNOLOGY

Changing the content and quality of pedagogical interaction, aimed at expansion of students ability to participate and have an influence on the class objectives and content, requires a teacher to analyze the real student participation in cooperative activity with each other and the teacher. The suggested questionnaire allows demonstrating the developed content and methods for cooperative activity of teacher and students in the classroom, as well as formulate the student and teacher preferences while constructing interaction.

Analysis of cooperative activity status and quality can be done according to the course and educational program objectives. The method can be used both for a specific group and the entire batch. In case with the latter, the questionnaire survey allows obtaining material in comparison among different student groups (for different fields of study). It is also possible to carry out an individual questionnaire survey, which can contribute to revealing of interaction as a basic condition for effective learning.

Prior to the questionnaire survey, the teacher provides briefing where questionnaire objectives and further processing of results are explained. Group survey can be done using anonymous questionnaires where brief descriptions of possible in-class interaction situations are given.

During questionnaire survey the teacher and students should select the most frequent and the most preferable situations from the described ones. The student and teacher answers are investigated in correlation and serve as a material for revealing the mutual expectations and preferences while learning the subject. The analyzed data can be used for reflection and discussion activities, for demonstration of gaps and problems in a cooperative activity organization when working out the changes in pedagogical interaction.

Diagnostics of pedagogical interaction quality and content can be done at different stages of the course learning, and can also be carried out repeatedly (for instance, in the beginning and at the end of the course), in order to reveal the dynamic pattern.

### Teacher Questionnaire Form:

Group No.	The most frequent real in-class situations, occurring in this group ( <i>select a number from the questionnaire, no more than 3 numbers</i> )	Possible situations, preferable for this course ( <i>select a number from the questionnaire, no more than 3 numbers</i> )
Gr. No.		
Gr. No.		



### Student Questionnaire Form:

Name of subject	The most frequent real in-class situations, occurring in this group ( <i>select a number from the questionnaire, no more than 3 numbers</i> )	The most frequent real in-class situations, occurring in this group ( <i>select a number from the questionnaire, no more than 3 numbers</i> )



### Questionnaire text

During the course classes .....we have the following situations occurring.....

1. Teacher explains the topic, an interesting lecture; students listen and make notes.
2. We work in groups, making a creative assignment, given by the teacher.
3. We discuss the text assigned by the teacher for home reading.
4. In class we get many grades, marks for completed assignments and exercises.
5. Teacher suggests a case solution (for a creative assignment) to be done at home, presentation and discussion of our works takes place in the classroom.
6. We analyze the problem situation in the classroom.
7. The class goes in the form of a questionnaire or a test.
8. You can freely express your point of view during class and share the impressions.
9. Teacher starts a discussion on a challenging issue, suggests substantiating and proving one's opinion.

**Keys:** Authoritarian position: 1,4,7. Leader position: 2,6,9. Partner position: 3,5,8.



## QUESTIONNAIRE FOR REVEALING THE FEATURES OF INTERPERSONAL RELATIONS BETWEEN TEACHERS AND STUDENTS USING THE CASE-STUDY TECHNOLOGY

*(based on the method of incomplete sentences)*

During communication (in a student questionnaire "with teacher", in a teacher questionnaire "with the group") I develop a relation of...

1. **The dictate** – discipline and order in the classroom are above all. The teacher gives many assignments, and requires the exact completion. Academic performance, order, program learning and skill training are of primary importance.
2. **Cooperation** – business relationship, a teacher can organize a successful activity in the classroom and self-guided learning, favoring the interested and active students.
3. **Tutelage** – teacher does not favor the independent behavior of students, always himself / herself decides on everything and conducts a constant control.
4. **Partnership** – business relationships when we can together develop common goals and select a way of achieving them, we respect the initiative and independent behavior, we have the opportunity to defend and stand ground.
5. **Conflict** – tense and unfriendly relationships; we are unsatisfied with each other and the learning process, and there is often annoyance in the relationship.
6. **Mutual understanding** – friendly and trust-based: teacher demonstrates interest not only in the learning activity, but in personal problems of students; teacher can be approached with any issue.

Students and teacher are suggested selecting the most frequent and the most preferable situations from the suggested ones. Answers are recorded in the form and investigated in correlation.

### QUESTIONNAIRE ANSWER SHEET:

Group/Teacher	Existing relationships	Preferable relationships
	No. from the questionnaire is given	No. from the questionnaire is given

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в обучении языку**

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