

THIS UNIT LOOKS AT:

- ❑ **keeping a conversation going** / jak udržovat konverzaci
- ❑ **showing interest and responding in a positive way to another person** / jak ukázat zájem a kladně odpovídat jiné osobě
- ❑ **turn-taking: making sure each person has an equal share of the conversation** / jak předat slovo a ujistit se, že všichni účastníci konverzace mají stejně prostoru se vyjádřit
- ❑ **talking about job roles, company plans and the business situation** / jak mluvit o pracovním postavení, firemních plánech a obchodní situaci



Context

1 🎧 **2.1 Listen to these six dialogues. What are they about? Write the number of each dialogue next to one of these topics.** / Poslechněte si následujících šest dialogů. O čem jsou? K těmto tématům přiřadte číslo dialogu.

job roles _____
 company plans _____
 a project _____
 the general business situation _____

2 🎧 **2.1 The following descriptions match the dialogues. Listen again and write the number of each dialogue next to the correct description.** / Následující popisy odpovídají dialogům. Poslechněte si je znova a napište číslo dialogu ke správnému popisu.

- ❑ a company's plans for future growth
- ❑ a person's role in a project

- a person's area of expertise
- checking the details of a project
- forecasting the future
- a company's location plans

Presentation



Ricardo Castelli has just met Werner Klinsmann at Milan airport and is driving him to his hotel. Ricardo asks Werner about his job and company.

Talking about jobs and companies

- 1** **2.2 Listen to the first part of Ricardo and Werner's conversation. Tick T (true) or F (false) for each statement.** / Poslechněte si první část rozhovoru mezi Richardem a Wernerem. Zaškrtněte T (správně) nebo F (špatně) pro každé z těchto tvrzení.

	T	F
1. Werner's company has existed for only thirteen years.	<input type="checkbox"/>	<input type="checkbox"/>
2. Werner's company wants to extend its range of products.	<input type="checkbox"/>	<input type="checkbox"/>
3. Werner's job is to sell the company's existing products.	<input type="checkbox"/>	<input type="checkbox"/>
4. Werner's company is part of Rodux.	<input type="checkbox"/>	<input type="checkbox"/>
5. Werner's company has changed in the last two years.	<input type="checkbox"/>	<input type="checkbox"/>
6. Werner thinks his company is too old-fashioned.	<input type="checkbox"/>	<input type="checkbox"/>

Remember that your body language and eye contact are very important when making conversation. / *Nezapomeňte, že řeč těla a oční kontakt jsou při rozhovoru velmi důležité.*



Tip

- 2** **2.2 Listen to the opening of the conversation again. Complete the missing phrases.** / Poslechněte si znovu začátek rozhovoru. Doplňte chybějící výrazy.

1. Can you _____ a bit more background to your company?
2. _____ for over 30 years now.
3. I see. So presumably that's _____
4. _____ look into new possibilities all over Europe.

5. You're part of a larger group, _____?
6. _____ a big investment in new technology.
7. Oh really? In _____?
8. _____ much more ready to respond ...
9. _____ positive ...

Continuing the conversation

3 🎧 **2.3 Ricardo continues the conversation by asking Werner's opinion about the business climate. Look at the dialogue below. Write each verb in the box in the correct place in the dialogue. Then listen to check your answers.** / Ricardo pokračuje v rozhovoru a ptá se Wernera, co si myslí o obchodní situaci. Podívejte se na následující dialog. Doplňte do rozhovoru slovesa z rámečku. Pak si poslechněte nahrávku a své odpovědi zkontrolujte.

last	were	suppose	expected	make	sounds
mirrors	creeping	look	mind	picking	

Ricardo: ¹ _____ really positive ... and how does the market ² _____ to you at the moment?

Werner: Pretty good. Things ³ _____ a bit sluggish towards the end of last year, but I guess that's only to be ⁴ _____, given world events. Orders have been ⁵ _____ up steadily since then, though, and overall, I ⁶ _____ we're cautiously optimistic. How about you?

Ricardo: Yes, that pretty well ⁷ _____ our own experience. ⁸ _____ you, I don't know how long this upward trend'll ⁹ _____, with EU interest rates ¹⁰ _____ up.

Werner: That's true! Well, let's ¹¹ _____ the most of it while it lasts!

Sounding interested


4 🎧 **2.4 Listen to these phrases and say in which version – A or B – the speaker sounds more interested and positive.** / Poslechněte si věty a rozhodněte, která ze dvou variant – A nebo B – zní více zaujatě a pozitivně.

- | | | | |
|-------------------------------|----------------------------|-------------------------------|----------------------------|
| 1. A <input type="checkbox"/> | B <input type="checkbox"/> | 5. A <input type="checkbox"/> | B <input type="checkbox"/> |
| 2. A <input type="checkbox"/> | B <input type="checkbox"/> | 6. A <input type="checkbox"/> | B <input type="checkbox"/> |
| 3. A <input type="checkbox"/> | B <input type="checkbox"/> | 7. A <input type="checkbox"/> | B <input type="checkbox"/> |
| 4. A <input type="checkbox"/> | B <input type="checkbox"/> | 8. A <input type="checkbox"/> | B <input type="checkbox"/> |



Use rising intonation: *Oh really?* ↗ sounds as if you are more interested than *Oh really?* ↘ / Používejte stoupavou intonaci: **Oh really?** ↗ zní mnohem zaujatěji než **Oh really** ↘ .

Practice

1  **2.5 Listen to these questions from Ricardo and Werner's conversation. Does the intonation go up (↗) or down (↘) at the end? Mark the correct intonation.** / Poslechněte si otázky z rozhovoru mezi Ricardem a Wernerem. Intonace na konci vět stoupá (↗) nebo klesá (↘)? Označte správnou intonaci.


1. Can you fill me in with some background to your company?
2. So, what's your position in the project?
3. Are you aiming to stay in your present premises?
4. You're part of a larger group, aren't you?
5. Is that in line with your plans?
6. And how does the market look to you at the moment?
7. How do you see things panning out in the near future?

↗	↘

Use open questions (*beginning What, When, How, etc.*) to encourage the other person to provide more details. / *Používejte doplňovací otázky (začínající What, When, How atd.), aby vám ten, s kým mluvíte, sdělil více podrobností.*



Tip

2  **2.6 Listen again and repeat each of the above sentences, concentrating on phrasing and intonation.** / Poslouchejte znovu a opakujte každou z výše uvedených vět, soustředte se na frázování a intonaci.

3 **What could you say in the following situations?** / Co byste mohli říci v následujících situacích?

1. A client has been asking you a lot of questions about your job. You feel you have been talking too much and not learning enough about your client. You want to encourage him / her to talk about his / her job.
2. You want to encourage a client to tell you more about the history of his / her company.
3. A client has told you a bit about his / her job, but you don't really understand what he / she actually does or what the job involves.
4. You want to encourage a client to talk about his / her company's plans for the future.
5. You'd like to know a client's opinion about the business climate for the next twelve months.
6. You want to establish if your ideas about the deadlines for a project are the same as your client's.

Try to keep the conversation equally balanced. You can invite the other person to speak with phrases like: / *Snažte se, aby byla konverzace vyrovnaná. Můžete použít tyto fráze, abyste vybědli druhou osobu k tomu, aby byla sdílnější:* **And how / what about you?**

Is that your experience as well?

Is that true for you?



Tip

4 Complete the sentences using the verbs from the box in the present continuous. / Doplňte do vět slova z rámečku v přítomném průběhovém čase (present continuous).

take	expand	aim	look	bring	rise	come	work
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1. The company _____ into new markets in the Far East next year.
2. We _____ out updated versions of all our main software in the immediate future.
3. A completely redesigned product range _____ out in the spring.
4. I _____ over as Senior Project Manager shortly.
5. At the moment, we _____ on an assignment for the government.
6. Sales of this product _____ rapidly.
7. We _____ into new possibilities in South America.
8. We _____ for a growth rate of 5% over the next twelve months.



The present continuous tense can make things sound more dynamic: / **Věty v přítomném průběhovém čase (present continuous) zní aktivněji:** *We're looking at possible sites for expansion.*
We're aiming to grow the business by 10% a year.

5 Use the cards on page 63 of the Resources section. If possible, work with a partner. For each situation (1–5), one person takes card A and the other takes card B. Make up a dialogue using the information on the card and the language you have practised in the unit. If you are working alone, imagine what you might say for both cards. / Použijte kartičky ze Studijních materiálů na straně 63. Pokud je to možné, pracujte ve dvojicích. Pro každou ze situací (1–5) si jeden vezme kartičku A a druhý B. Tvořte rozhovory na základě informací z kartiček a toho, co jste se naučili v této lekci. Pracujete-li sami, vymyslete, co byste řekli v obou rolích.

Example: Situation 1

A So, Mr Tagana, can you fill me in with some more background to your company?

B Well, we're a very young, dynamic company, established ten years ago. We've expanded rapidly and are currently looking for new markets in ...

6 Look at page 63 of the Resources section. Practise what you could say in these business situations. / Podívejte se na Studijní materiály na straně 63. Procvičujte, co byste řekli v těchto obchodních situacích.

Consolidation

1 In your country and culture, can you think of any 'rules' for making conversation? Here are some examples of 'rules' that exist in various cultures. Are any of them true for your culture? / Jsou ve vaší zemi a kultuře nějaká „pravidla“ pro konverzaci? Zde jsou vypsána některá konverzační „pravidla“, která existují v různých kulturách. Platí některá z nich také ve vašem kulturním prostředí?

- We would never interrupt a client.
- It is not considered polite to talk about yourself.
- We don't like talking about the future.
- We would never disagree with someone of a higher status.
- It is not considered polite to ask too much about your client.
- We would always offer someone food or drink before talking business.
- Silence in a conversation is very bad.
- We always exchange business cards first.

Make a list of any other "rules" in your own culture. / Jmenujte další „pravidla“, která existují ve vašem kulturním prostředí.

2 Think about situations in which you may have to start conversations in English with clients or colleagues. / Přemýšlejte o situacích, ve kterých byste mohli začít rozhovor s klienty nebo kolegy v angličtině.

1. Where are these conversations likely to take place? In the workplace / at conferences or trade fairs / in formal meetings / on visits? etc.
2. What kind of thing will you need to talk about? What kind of information will you need to exchange?

3 Plan an opening conversation with a client or a colleague. What questions will you ask: / Promyslete si začátek rozhovoru se zákazníkem nebo kolegou. Jaké otázky byste položili, abyste:

- to find out more about his / her job / role / company?
- to put him / her at ease?
- to extend the conversation?

4 When you are next in a situation of making conversation, try out your ideas. Afterwards, think about how it went. What would you do differently next time? / Až příště budete s někým obchodně jednat, vyzkoušejte, co jste se naučili. Poté přemýšlejte o tom, jak se vám to podařilo. Co byste příště udělali jinak?

▶▶▶ **NYNÍ SI NALISTUJTE STUDIJNÍ DENÍK A UDĚLEJTE SI POZNÁMKY K TÉTO LEKCI.**

Reference *Useful phrases / Užitečné výrazy*

Finding out more

I understand you're in advertising.

I believe you're in software.

Can you fill me in on some background to the project?*

How do you see things panning out over the next twelve months?*

Are you aiming to expand your business?

What's your forecast for the next financial year?

How does the market look to you at the moment?

Jak zjistit víc

Chápu dobře, že se zabýváte propagací.

Jste tedy programátor?

Můžete mi říct něco víc o pozadí tohoto projektu?

Jak si myslíte, že se to bude další rok vyvíjet?

Usilujete o rozšíření vaší obchodní činnosti?

Jaká je vaše předpověď pro příští účetní rok?

Jak vám připadá současná situace na trhu?

Turn taking

How about you?*

That's true.

Is that in line with your plans?

Broadly in line, yes.

That mirrors our own experience.

Jak předat slovo

A co vy?

To je pravda.

Souhlasí to s vašimi plány?

Ano, vcelku souhlasí.

To odráží naše vlastní zkušenosti.

Vocabulary / Slovníček

Talking about your company

premises

revenue

site

spend

to be stuck in your ways

turnaround time

well-established

Společnosti

areál, provozovna

příjmy

pracoviště, areál

výdaje

ustrnout ve svých zvyklostech

doba oběhu

(dobře) zavedený

Talking about company plans

cautiously

to diversify

to finalize

to look into

to make the most of something

outlook

to oversee

to pan out

to predict

to take over

unforeseen

Firemní plány

opatrně

obměnit, rozšířit

dokončit

prozkoumat

vytěžit maximum z něčeho

perspektiva, vyhlídka

kontrolovat, dohlížet

mít úspěch

předpovídat

převzít

nepředvídatelný

Talking about trends

buoyant
to creep up
to drop
to even out
to nosedive
to plummet
to rocket
sluggish
steadily

*informal

Vývojové trendy

optimistický
blížít se
snížit
vyrovnat
prudce poklesnout
klesnout
prudce stoupat
stagnující
soustavně

Studijní tip:

Užitečné je vypracovat si tabulku pro popsání vzestupných a sestupných tendencí, protože tato slova jsou v obchodním prostředí běžně používána. Některá slova se používají jako slovesa, podstatná a přídavná jména nebo příslovce. Proto je dobré zaznamenat si je do tabulky s příklady:

	verb	noun	adjective / adverb
increase	Sales have increased.	There's been an increase in sales.	We've noted increasing European sales. Our new range is becoming increasingly popular.
nosedive	The market has nosedived.	They recorded a nosedive in the last quarter.	–

Review

Skills

1 Open questions usually begin with a question word, e.g. *What, When, How, etc.* Why are they a good way of making conversation? / Doplnovací otázky obvykle začínají tázacím zájmenem nebo příslovcem, např. *What, When, How*. Proč jsou dobrým způsobem, jak rozvinout konverzaci?

2 Think about typical business situations. In what order might you introduce these topics when making conversation? / Zamyslete se nad typickými obchodními situacemi. V jakém pořadí můžete během rozhovoru uvádět tato témata?

- The general business climate
- The other person's company
- The forecast for the future of the company
- The other person's company products
- The details of the other person's job-role

Useful phrases: keeping a conversation going

Correct the mistakes in the following. / Opravte chyby v následujících větách.

1. Can you fill me up about the background to the project?
2. So what exactly your role is?
3. You merged with CDG last year, do you?
4. Are you aiming to go up your market share?
5. So, how do you see things panning up this year?
6. Is that on the line of your ideas?
7. So, where do you see the market at the moment?

Vocabulary

1 Put the verbs and expressions for talking about the business climate and possible future trends in the correct category. / Doplňte do správné kategorie slovesa a výrazy pro vyjadřování obchodní atmosféry a možných budoucích trendů.

rise	fall	pick up	be steady	drop	be stable
even out	be sluggish	rocket	plummet	creep up	
nosedive	increase		decrease		be buoyant


Going quickly	<input type="checkbox"/> _____	Going down
Going up	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
Not moving	<i>optimistic</i> <input type="checkbox"/> _____ <i>neutral</i> <input type="checkbox"/> _____ <i>neutral</i> <input type="checkbox"/> _____ <i>neutral</i> <input type="checkbox"/> _____ <i>pessimistic</i> <input type="checkbox"/> _____	Going down quickly <input type="checkbox"/> _____ <input type="checkbox"/> _____

2 Practise using the words and expressions from Exercise 1 in sentences. Talk about: / Použijte slova a výrazy ze cvičení 1 ve větách. Mluvte o:

- | | | |
|---|--|------------------------------------|
| <input type="checkbox"/> the market | <input type="checkbox"/> sales | <input type="checkbox"/> borrowing |
| <input type="checkbox"/> interest rates | <input type="checkbox"/> business confidence | |

Example: Business confidence seems to be buoyant at the moment.

Pronunciation

 **2.1 Listen to the dialogues in audio 2.1 again. Take each part and repeat what the person says. Focus on the stress and intonation in the questions and sentences.** / Poslechněte si znovu rozhovory z nahrávky 2.1. Opakujte jednotlivé části. Zaměřte se na přízvuk a intonaci v otázkách a větách oznamovacích.