



Handling Interruptions

割り込みに対応する

OBJECTIVES

To handle interruptions
割り込みに対応する

To get back to the topic
議題に戻る

To hold the floor
発言権をもつ

EXERCISE 1

Role-play : Teacher » Michael / Student » Sandra (Switch roles after you read the dialogue)
役割 (講師 » Michael / 生徒 » Sandra) にあわせて文章を読みましょう! ダイアログを読んだ後は役割を交代しましょう。

Sandra Let's talk about the advertising campaign for our new soda.
It will be a limited edition summer flavor.
We're going to start advertising in stores and online one month
before the release date, then—

Michael Sorry, Sandra, but what sort of Web sites will the online ads appear on?

Sandra **We'll get to that in a minute, Michael.**
As I was saying, we'll advertise in stores and on the Internet first,
then run TV ads the week before the product launch.
We need to choose an overall design theme for the campaign.

Michael Could I make a point here?
I think we need to reconsider the bottle design
before we decide on an ad campaign.
The majority of the participants in our test survey last week said that
they didn't like the label on the bottle.

Sandra Yes, that is something we must discuss.
But **before we go on to that,**
let me show everyone some sample posters for the store advertisements.

Michael Sure, Sandra.

EXERCISE 2 Fill in the blanks and read the dialogue.
空欄を埋めて、ダイアログを読みましょう!

Sandra Let's talk about the advertising campaign for our new soda.
It will be a _____ summer flavor.
We're going to start advertising in stores and online one month
before the _____, then—

Michael Sorry, Sandra, but what _____ of Web sites will the online ads appear on?

Sandra We'll _____ in a minute, Michael.
As I was saying, we'll _____ in stores and on the Internet first,
then _____ TV ads the week before the product _____.
We need to choose an _____ design theme for the campaign.

Michael _____ I make a point here?
I think we need to _____ the bottle design
before we decide on an ad campaign.
The _____ of the participants in our test survey last week said that
they didn't like the _____ on the bottle.

Sandra Yes, that is something we _____.
But before we _____ that,
let me show everyone some sample posters for the store advertisements.

Michael Sure, Sandra.

FOLLOW UP QUESTIONS | 関連情報

Question 1

» How will the company advertise the soda first?

Answer 1

- a. By running TV advertisements
- b. By putting posters in stores
- c. By handing out samples
- d. By sponsoring a sports event

Question 2

» What did many survey participants
have a negative opinion about?

Answer 2

- a. The flavor of the soda
- b. The online advertisements
- c. The price of the product
- d. The label design

EXERCISE 3 Practice speaking using the following scenarios. それぞれの状況に沿って、スピーキングを練習しましょう!

Talk 1

You are leading a marketing meeting about your company's new soft drink. Review the schedule below with the participants.

SCHEDULE
 Mon : Meet with the design team Tue : Review the market research results
 Wed : Present campaign ideas to company directors Thu : Decide on a label design
 Fri : Meet with the advertising company

One participant (your teacher) will interrupt you with questions about the agenda for the meeting on Friday. Say you will talk about that later.

Talk 2

Tell your teacher about your next vacation. Give details about what you are going to do. When you are interrupted, get back to what you were talking about before.

Talk 3

Your company, a large supermarket chain, is planning to start a delivery service in some cities. You are announcing this plan to your department. A colleague (your teacher) wants to talk about the costs of this service, but you want to talk about which cities the service will be provided in first. Try to hold the floor and keep talking about this topic.

WORDS & PHRASES | 単・熟語表現の紹介

» get to ~ / ~を始める、~に取り掛かる » as I was saying / 先ほど申し上げたように » launch / 発売 » survey / 調査
 » overall / トータルな、総合的な » make a point / 言いたいことを言う » reconsider / 再考する » go on to / ~に移る

HOMework

Writing 1

Your company is planning to install a staff cafeteria on the 2nd floor of the head office. First, the managers will choose a catering company. Then, you will send employees a questionnaire about their menu preferences. After that, the company will decide on an opening date. Finally, you will announce the menu and prices to the staff. Write a memo announcing the planning process to the staff.

Writing 2

Your company conducted a survey about two new soft drinks, Fruity Fizz and Diet Fruity Fizz. You have received the results for both products and have written a report about Fruity Fizz. Write an e-mail to the sales team. Say you have attached your report about the results for Fruity Fizz. Ask them to study the report and tell them you will announce the results for Diet Fruity Fizz at tomorrow's meeting with them.