

## Making comparisons

比較対照する

### OBJECTIVES

To express a strong preference  
強い支持を表明する

To compare options  
選択肢を比較する

To predict a long-run result  
長期的結果を予測する

### EXERCISE 1 Read the following article aloud. 次の記事を声に出して読みましょう。

Kristina Our sales staff all carry company-issued Bramble cell phones. After we upgraded these phones, we got a lot of complaints about the latest version. My department volunteered to experiment with another company's phone, the Kernel V5, to evaluate it as a possible replacement for the Bramble.

After using both for a week, **we overwhelmingly preferred the V5 over the Bramble.**

It was far easier to get work done with the V5 than with the Bramble, even though it's a little heavier. Our opinions were backed up by test results. Our IT technicians tested speed, battery life, and signal strength for both models. In every category, **the Kernel V5 was superior to the newest Bramble model.**

Of course, it would be cheaper to stay with our Bramble phones. However, the sales staff will be much more productive with the V5. **In the long run, I believe the Kernel V5 is the most cost-effective option for us.**

## 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!

Kristina Our sales staff all carry company-issued Bramble cell phones.  
After we \_\_\_\_\_ these phones,  
we got a lot of \_\_\_\_\_ about the latest \_\_\_\_\_.  
My department \_\_\_\_\_ to experiment with another company's phone,  
the Kernel V5, to evaluate it as a \_\_\_\_\_ \_\_\_\_\_ for the Bramble.

After using both for a week,  
we overwhelmingly preferred the V5 over the Bramble.  
It was \_\_\_ \_\_\_\_\_ to get work done with the V5 than with the Bramble,  
even though it's a little heavier. Our \_\_\_\_\_ were backed up by \_\_\_\_\_.  
Our IT technicians tested speed, battery life,  
and signal strength for both \_\_\_\_\_.  
In every \_\_\_\_\_, the Kernel V5 was superior to the newest Bramble model.  
\_\_\_\_\_, it would be cheaper to stay with our Bramble phones.  
However, the sales staff will be \_\_\_\_\_ productive with the V5.  
\_\_\_\_\_, I believe the Kernel V5 is the most cost-effective \_\_\_\_\_ for us.

## FOLLOW UP QUESTIONS | 関連情報

## Question 1

» What was the purpose of the experiment?

## Answer 1

- a. To increase sales of the Bramble model
- b. To evaluate an advertising campaign
- c. To test a potential replacement phone
- d. To reduce employees' telephone usage

## Question 2

» What disadvantage of the Kernel V5  
is mentioned?

## Answer 2

- a. Poor battery strength
- b. More weight
- c. A faulty switch
- d. Slower operation

## 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

Your company is planning to hold an annual dinner event for your suppliers and customers. You are in a committee that is in charge of choosing a hotel to host the event. All of the committee members strongly agree that the Horton Hotel is cheaper and has better service than the Hotel Royale. Express the committee's preference to the company director (your teacher).

### Talk 2

You have been testing a new presentation software product called Lectern for the past two weeks. You think it's much easier to learn, faster to use, and produces more attractive slides than another program, TalkMaster. Recommend Lectern to a co-worker (your teacher).

### Talk 3

You are planning to upgrade your office's computer network. Two IT service vendors have given you a bid. Central Tech Services gave you a lower bid, but you think that Alphanet will design a network that will require less maintenance and be easier to upgrade in the future. You think this makes Alphanet the cheaper choice overall. Describe your preference to your supervisor (your teacher) and recommend Alphanet for long-term savings.

## WORDS & PHRASES | 単・熟語表現の紹介

» carry / 携帯する    » issue / 支給する、発行する    » latest / 最新版の    » experiment / 試してみる    » evaluate / 評価する  
» back up / 裏付ける    » category / カテゴリー    » productive / 生産的な

## HOMEWORK

### Writing 1

Your company has developed a new granola bar, Snack Slim. You hope it will compete against Healthy Pick, a popular granola bar made by a rival company. Healthy Pick has low calories, is cheap, and is comes in five flavors. Snack Slim will come in eight flavors, be 10% cheaper than Healthy Pick, and have fewer calories. Write a short advertisement for Snack Slim, comparing it to Healthy Pick.

### Writing 2

Your company has been using two delivery services for the past six months. Chandler Freight is cheaper, but Fox Delivery has better service. Chandler Freight has more delays and caused more damage to shipments. There have also been more customer complaints about Chandler. Write an e-mail to Kendra Layton, your company president, and recommend choosing just one delivery company.