

Emphasizing key points : Intonation and stress

重要な点を強調する : 抑揚とアクセントをつける

OBJECTIVES

To emphasize action words with intonation
抑揚をつけて行動に関する言葉を強調する

To stress numbers for emphasis
強調すべき数字にアクセントを置いて際立たせる

To add emphasis to key descriptive words
重要な説明に関する言葉を強調する

EXERCISE 1

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

Kevin **The U.S. smartphone market has been dominated by two companies** this year, Orb Technologies and Daisong Electronics.
Combined, these two manufacturers had 72% of smartphone sales in this country.

Orb's flagship product is the Orb Four-Plus.
Since its release a year ago, Orb's sales have skyrocketed.
The Orb Four-Plus boasts the fastest processor
and the most powerful operating system in the smartphone market.

Orb sold nearly **5 million** units last quarter,
accounting for **38%** of the smartphone market in the United States.

Daisong Electronics is the **leading** smartphone maker worldwide,
and its sales in the U.S. are **rapidly** catching up to Orb's.
Daisong's smartphone models captured **32%** of the market so far this year.
However, the company's **most advanced** phone,
the Apogee X, has **not yet** been released in the United States.
Daisong plans to launch the Apogee X in this country next quarter,
and I expect its sales to **soar past** the Orb Four-Plus.

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!

Kevin The U.S. smartphone _____ has been dominated by two companies this year, Orb Technologies and Daisong Electronics. _____, these two _____ had 72% of smartphone sales in this country.

Orb's flagship product is the Orb Four-Plus.

_____ its release a year ago, Orb's sales have skyrocketed.

The Orb Four-Plus boasts _____ processor

and _____ operating system in the smartphone market.

Orb sold _____ 5 million units last _____,

accounting for 38% of the smartphone market in the United States.

Daisong Electronics is the _____ smartphone maker _____,

and its sales in the U.S. are _____ catching up to Orb's.

Daisong's smartphone models captured 32% of the market _____ this year.

However, the company's _____ phone,

the Apogee X, has not yet been _____ in the United States.

Daisong plans to _____ the Apogee X in this country next quarter,

and I _____ its sales to soar _____ the Orb Four-Plus.

FOLLOW UP QUESTIONS | 関連情報

Question 1

» What is the main topic of the presentation?

Answer 1

- a. The main features of an operating system
- b. A price comparison of popular smartphones
- c. Sales figures for two companies
- d. A recommendation of a smartphone model

Question 2

» What does the speaker say about the Apogee X smartphone?

Answer 2

- a. It is unpopular in the rest of the world.
- b. It will enable Daisong to outsell Orb.
- c. It has the fastest processor in the market.
- d. It is the bestselling model in the U.S.

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 giving a presentation about your company's new automobile, the Electra Two. Emphasize these key points

The Electra Two is the most fuel-efficient car on the market.
It has a hybrid engine with a range of more than 800 kilometers.
Its sales have soared by 20% since last year.

Talk 2

You are giving a report on the results of your company's new travel policy. Emphasize these key points

Last year, the company spent more than \$9,000 on airfare for business trips.
By using only low-cost carriers, the company has cut its expenses dramatically.
This year, you expect to spend 60% less on airfare.

Talk 3

You are reporting on the sales figures for your company's clothing stores in Europe. Emphasize the key points in the following results.
In Spain, sales of women's clothing dropped by more than 30%.
The new line of men's jackets was by far the most profitable item in your French stores.
In Germany, sales of jeans shot up by more than 70% over last year.

WORDS & PHRASES | 単・熟語表現の紹介

» dominate / 占拠する、支配する » flagship / 最重要な » skyrocket / 急上昇する » boast / 誇る
» account for ~ / ~の主な原因となる » leading / トップの » catch up to ~ / ~に追いつく » soar / 上昇する

HOMework

Writing 1

Your company is planning to begin using a cloud storage service for its electronic data. According to your research, two companies account for more than 80% of the market for cloud storage for business. MWS has cheaper service, but Strato-disk is more reliable. Write an e-mail to your manager, Steve Curtiss, recommending Strato-disk's cloud storage service.

Writing 2

You work for a real estate investment firm. You are researching two properties for a client. One property, Solut Towers, is an office high-rise that was built five years ago. The other, Gopher Heights, is a new building with residential units and retail shopping space. Rents are higher in Gopher Heights, but you believe Solut Towers will be a more profitable property, because a new train station is being constructed nearby. Recommend that your client, Chang Holdings Incorporated, purchase Solut Towers.