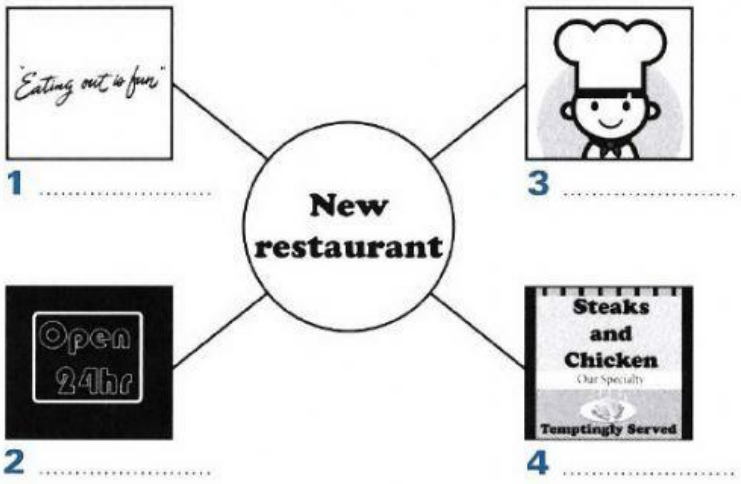
6 Communication

AIMS: Vocabulary related to communication • Predicting answers • Completing notes and summaries

Part 1: Vocabulary

1 **When starting a company, you need to find ways of letting people know about it. What types of communication has this restaurant used? Label the pictures with the words in the box.**

slogan advertisement logo sign



2a **In the opposite text, underline the words that refer to types of messages. Don't use a dictionary. Then find words that mean:**

1 .....: unwanted emails sent to a large number of people, as a way of advertising
2 .....: the practice of a company paying for its product to be placed in a clear position in a film or television programme as a form of advertising
3 .....: very large signs on which posters are displayed
4 .....: a small printed notice, usually distributed by hand, which is used to advertise a particular company, service or event
5 .....: pieces of wood that have been painted with pictures or words and which give some information about a particular place, product or event
6 .....: a person who acquires goods and services for his or her own personal needs
7 .....: a small window containing an advertisement that appears on a computer screen

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It's impossible to avoid advertisements. In our homes, newspaper, magazine and television ads compete for our attention. Posters, billboards and flyers greet us the moment we walk out the door. Advertising agencies stay busy thinking up new ways to get our attention. We have company logos on our clothes. Our email is full of spam, and pop-ups slow us down as we surf the Web. Product placements sneak into films and TV shows. 'Ad wrapping' turns cars into moving signboards. Advertisers have even tried advertising in TV commercials in a subliminal way (affecting your mind without you knowing it). It's no wonder that this is called the consumer age.

2b **Find words in the above text that collocate (go together with) the words in the table.**

1	newspaper		**5**	logos	
2		ads	**6**	placements	
3			**7**	commercials	
4		agencies	**8**	age	

3a **Complete the passage with the words in the box.**

comments individuals website web corporation focus activity

The word 'blog' is a combination of the words (1) '.....' and log. It is a (2) ..... containing a series of dated entries. A blog can (3) ..... on a single subject of interest. Most blogs are written by (4) ..... But sometimes a political committee, (5) ..... or other group maintains a blog. Many blogs invite readers to leave (6) ..... on the site. This often results in a community of bloggers who write back and forth to each other. The total group of web logs is the blogosphere. A 'blogstorm' occurs when there is a lot of blog (7) ..... on a certain topic.

Watch out!

Articles are small words that can contain a lot of information. Look at these slogans:

Go to work on an egg. (The Egg Council)
The ultimate driving machine. (BMW)

The first slogan, which uses the indefinite article (a) suggests that any egg will do. The second one uses the definite article (*the*) to suggest that there is only one ultimate driving machine, a car from their specific brand.

3b **Do the following nouns relate to general or more specific information? Complete the sentences with *a(n)* or *the*.**

1 ..... blog can be written by individuals or groups.
2 Within seconds of leaving your house, you will probably see ..... advertisement.
3 I quite enjoy watching ..... TV commercial for the first time.
4 Technology is very important in ..... world of advertising.
5 Yellow is ..... colour to be seen in this season.

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Part 2: Skills development

Exam information | Completing notes and summaries

In the IELTS exam, you may be given a summary of, or notes about, a text, but there will be information missing which you will have to look for. You will usually find the information in a particular part of the text, but not in the same order. You will either have to choose words from the text or choose the correct option from those given.

Exam tip

It is often easier to choose the correct answer if you can predict the type of word you need by using your knowledge of grammar.

1 **Copy and complete the table. Some words belong in more than one category.**

satellite mobile newspaper transfer broadband fast consumer access free speedy handy keyboard signal commercial

adjectives	nouns	verbs	adverbs

2 **Read the sentences. Predict what type of word is missing in each gap and give an example of a possible answer. The first one has been done for you.**

1 Websites allow us to ..... a library's catalogue of books and periodicals.

The structure is allow somebody to do (verb) something. There are a number of possibilities, e.g. access, consult, preview, see.

2 Public libraries are changing. You can still borrow and ..... books, magazines, DVDs, CDs and other media.

3 *Communication* refers to both the act of ....., in other words the exchange of information, ideas or feelings, and something that is ....., for example a letter or telephone call.

4 DVDs aren't just for films anymore. New DVDs (digital video discs) provide even ..... sound quality than audio CDs (compact discs).

5 Both CDs and DVDs sample the music, but DVDs are able to ..... more information and they have more samples per second. The information is also more ..... .

6 After 1066, many French and Latin words came ..... the English language.

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3 **Here are some notes (a) and a summary (b) based on the text below. First, use your skim-reading and/or scanning skills to decide which sections of the text they come from. Next, look for the missing words in these sections, using your knowledge of grammar to identify them. Use no more than TWO words from the text each time.**

a

- types of communication:
- (1) .....
- (2) written
- (3) .....

} verbal

b

It is important to follow the rules when communicating in writing, especially if you are in (1) ..... environment. There are three areas which are important: (2) ....., content and language. The language needs to be formal and there should be no (3) ..... . You cannot choose to include exactly what you like, for example financial information must be included in your business's (4) ..... . It also needs to look good on the page, with everything written in a (5) ..... format.

In all communication, whether this is verbal or non-verbal, a sender transfers a message to a receiver, choosing a certain medium. The receiver uses the message clues and the context, and decodes it to understand it. This is often followed by a new message in return, and so the communication process continues.

Although this procedure is always the same, it can take many different forms depending on the type of communication. For example, in non-verbal communication (as opposed to written and spoken communication, which are both verbal), the code used could be gestures, body language, eye contact and facial expressions, such as a smile.

Communication is extremely important in the business world. It is likely that in this context both informal and formal styles will be used. If we take the example of meetings, we might say that they are often conducted in quite a relaxed way, with participants using first names and informal language. However, as soon as the meeting is official, careful records, called minutes, will be kept, following a predetermined format which is standard across many business situations. Layout is one aspect of a formal style. Content will also be dictated to some extent by the level of formality. Annual business reports must include certain types of information to be legal, e.g. financial information, but even a simple letter would not function as it should without the use of somebody's title (e.g. *Mr* or *Ms*). Language is another aspect which needs to be taken into account. Formal, written communication needs to be clear and to the point, without spelling or grammar mistakes, and in a formal register (e.g. *Dear ...*, instead of *Hi*). Not following these important rules would have a negative effect in any business context.

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Part 3: Exam practice

Exam tip

Training yourself to work against the clock will help you with your timing during the exam.

1 **Answer the following questions about the passage below within two minutes. Use words from the passage for your answers. Note that these questions follow the order of the information in the text and have no word limit (just for this exercise).**

i Name a complaint that is often made about managers in the United Kingdom.
ii What is the cause of the loss of international business?
iii What is a requirement for managers to do a good job?
iv Which groups of people outside their company do managers have to communicate with?

One criticism of UK managers is that relatively few speak a second language fluently. This can cause obvious problems for businesses that trade in a global market. Research suggests that UK companies lose around 13 per cent of the international deals they try to complete due to 'communication problems'. Managers also need effective written skills if they are to carry out their jobs effectively. The ability to quickly summarize key points in the form of a report for others in the business is of real value. So is the skill of reading a report written by someone else and being able to draw out the important elements.

As well as their own staff, managers have to work with other people too. They interact with customers, more senior managers, suppliers, trade union officials, government officials and the local community. Managers need to be comfortable in the company of diverse groups, and they need to able to communicate formally when required and to engage in informal small talk.

2 **Complete summaries A and B with words from the corresponding passages below. Use NO MORE THAN ONE WORD for each answer.**

Summary A

There should be a small number of (1) ..... at meetings and there needs to be a (2) ..... for any meeting, which will include a clear agenda. During the meeting there needs to be good (3) ..... management and clarity about what the meeting should hopefully (4) ..... . At the end, there should be a summary and agreement about (5) ..... action.

Passage A

Managers need a range of communication skills to carry out their jobs effectively. They need to be able to articulate their ideas and vision and to convey enthusiasm. Good managers may, at times, need to be able to argue points cogently and to persuade people to their point of view. However, good managers appreciate that communication is a two-way process, and that

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listening is an important element of communication. Listening to the views of others can help to test ideas as well as to develop new products and methods of production.

The most common forum in which managers are required to communicate are meetings. It is important for managers to plan for meetings, whether with a single person or with a group. Managers should not invite too many participants to keep numbers to a minimum. They should have a clear agenda for discussion and should exercise tight time controls to prevent meetings dragging on. Managers should enter each meeting with a clear idea of what they want it to achieve. At the end of a meeting it is good practice to summarize what has been agreed and what needs to happen in the future.

Summary B

Working with other people is not always easy, but it is (6) ..... for the role of managers that they have interpersonal skills that are (7) ..... . Their (8) ..... may need encouragement and help with (9) ..... and solving problems between colleagues.

Passage B

Communication skills should not be taken for granted. Many managers require training in written and oral communication skills and many businesses would benefit from employing managers who speak at least one other language.

Interpersonal skills are also necessary if a manager is to work successfully with other people. If managers lack interpersonal skills, then they are likely to be of limited effectiveness in their role. Managers with effective interpersonal skills can motivate others and can co-ordinate the work of their employees. To do this, managers may need to coach and encourage employees as well as solving disputes and, perhaps more importantly, preventing conflict.

Progress check

How many boxes can you tick? You should work towards being able to tick them all.

Did you ...

remember to use your skim-reading and/or scanning skills to avoid having to read the whole passage? ☐

notice the word limit and stick to it? ☐

try to predict the type of word you were looking for? ☐

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