

Step up your game



You were invited to speak about social media advertising at an international students' conference in Budapest.

In your presentation you should

- highlight the benefits of having a social media account for a company/brand
- comment on possible challenges when running a social media account
- give valuable tips for running a social media account.

Talk for about four minutes. Use the phrases for giving a presentation from Best Shots 3 – modular. HAK, page 34.



Have a look at the pie chart below and write a description about media consumption in America.

In your description you should

- summarise the most important information of the chart
- outline effects of excessive use of electronic media
- recommend ways to help people refrain from using electronic media for a few hours a day.

Use the phrases from the LanguageBox and the guidelines for writing a description of graphs and statistics in Best Shots 3 – modular. HAK, page 31. Write about 250 words.

AMERICANS USE ELECTRONIC MEDIA 11+ HOURS A DAY

Average time American adults (18+) spent with electronic media in Q4 2018 (hours: minutes)

- 04:51 Live TV
- 02:43 Radio
- 01:25 Smartphone
- 01:06 Internet on a PC
- 00:33 Timeshifted TV
- 00:13 Game Console
- 00:09 DVD / Blu Ray
- 00:07 Multimedia Device



@StatistaCharts | Source: Nielsen | statista















Many of today's powerful brands have their roots in Europe. Write the name of the country next to the flag in the grid on the following page and then match the countries in A with the company logos in B. Do some research on one of the companies and prepare a short presentation.

In your presentation you should

- describe the company in more detail
- outline what makes the company successful
- provide your personal opinion on the brand.

Talk for about five minutes. Use the phrases for giving a presentation from Best Shots 3 – modular. HAK, page 34.

flag	country	A	B	logo	flag	country	A	B	logo
		1	<input type="checkbox"/>				5	<input type="checkbox"/>	
		2	<input type="checkbox"/>	L'ORÉAL			6	<input type="checkbox"/>	
		3	<input type="checkbox"/>				7	<input type="checkbox"/>	NOKIA
		4	<input type="checkbox"/>						



4 You are doing an internship at *Central*, an accounting company located in Brighton. As some employees have not behaved appropriately at work recently your boss has asked you to write a circular e-mail to the members of staff. You have his notes.

In your circular e-mail you should

- say which behaviour rules have to be obeyed
- outline what the no-goes are
- explain which behaviour is accepted
- suggest what employees could do to improve the work environment.

Use passive constructions with modal verbs. Write about 250 words.

obligatory
(must, have to)

- wash cups / plates immediately
- add company signature to personal e-mail account
- treat customers respectfully

no-go
(mustn't)

- wear jeans Monday to Thursday
- leave leftovers in the kitchen
- store food in desk drawers

okay
(may / can)

- store food in the fridge
- wear jeans on Friday
- listen to music at an appropriate volume