

Step up your game

1 Get into pairs and have a look at the verbs in the box. Form meaningful sentences using the gerund.

to admit ■ to appreciate ■ to avoid ■ to enjoy ■ to mind ■ to suggest ■ to risk ■ can't stand

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2 Match the beginnings of the phrases in A with the appropriate endings in B to make meaningful phrases for giving presentations. Sometimes there is more than one possibility.

VocabBooster

	A	B
	Welcome to 1	<input type="checkbox"/> going to discuss ...
	In today's presentation 2	<input type="checkbox"/> explain ...
	First, I am 3	<input type="checkbox"/> I would like to say ...
	Second, you will get 4	<input type="checkbox"/> my presentation on ...
	Finally, I will 5	<input type="checkbox"/> start with ...
	Now let's 6	<input type="checkbox"/> the next part, I will ...
	Next I would 7	<input type="checkbox"/> I would like to ...
	Moving on to ..., 8	<input type="checkbox"/> like to take a look at ...
	To conclude, 9	<input type="checkbox"/> some information on ...



3 You host a *YouTube* channel in which you address a variety of topics. Your next video is on environmental issues. In your vlog presentation you should

- explain why you are personally interested in this topic
- highlight negative consequences if we keep on exploiting planet Earth
- suggest actions people could take to contribute to a greener environment.

Speak for about five minutes. Prepare images which you are going to show during your presentation. Use the phrases from activity 2.

▶ Best Shots 4/5 – modular. HAK/HUM, Presentation phrases, p. 16)



4 The European Union announced it will not pass a non-smoking law, which is valid for all European countries. You have decided to write an e-mail of complaint to the *European Commission of Public Health*. In your e-mail of complaint you should

- explain why you are writing
- point out the negative consequences of smoking and second-hand smoke
- suggest a solution to settle the issue of public smoking for good.

Write about 250 words. ▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 243)



Step up your game

1 Complete the phrases for dealing with complaints over the phone. The first letter of each word has been given.

- 1 I'm sorry for any i _____ this may have caused you.
- 2 Start from the b _____ and tell me what happened.
- 3 That must have been very f _____ for you.
- 4 I a _____ again, and thank you for being so considerate.
- 5 I'm sure I can explain what happened and find a good s _____.
- 6 I'm t _____ sorry about that.
- 7 Thank you for l _____ me know about this situation.

2 You want your home and also your school to be greener. Think of seven ways to achieve that and say by whom each of the tasks should be performed. Write them down using passive constructions with modal verbs. An example has been given.

- 0 *The waste should be separated by all students and teachers.*
- 1
- 2
- 3
- 4
- 5
- 6
- 7



3 You are doing an internship at *Travelpioneers*, a travel agency in the UK. One of your customers is currently on vacation in Spain and complains about your arrangements. Get into pairs and choose a role (A or B). Then act out a telephone conversation. Take turns. Use the phrases from activity 1.

Role card A: intern

In your telephone conversation you should

- deal with the situation in a polite way
- ask for the details of the complaint
- suggest measures which you can take
- offer compensation (*upgrade, free vouchers, etc.*).

Role card B: frustrated customer

In your telephone conversation you should

- be furious about the inconvenience
- give a detailed explanation of the issues (*room too small, no AC, no free Internet access*)
- calm down and be cooperative
- agree with compensation.



4 The Minister of Education has discussed a compulsory internship abroad for students of higher education. This idea also affects your life and so you have decided to write a blog entry about it and share your thoughts on that topic with other people from all over the world.

In your blog entry you should

- outline possible effects of an internship abroad for your personal life
- discuss possible consequences for your future career
- say whether an internship abroad should be made compulsory in the future.

Give your blog entry a title. Write about 250 words.

▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 259)

Step up your game



Get into pairs. Find appropriate definitions for the following words/phrases and write them down in the grid. Then use the words/phrases in context and form meaningful sentences. Use an online dictionary if necessary.

1 adulthood	definition: <hr/> sentence: <hr/>
2 to thrive	definition: <hr/> sentence: <hr/>
3 career path	definition: <hr/> sentence: <hr/>
4 applicant	definition: <hr/> sentence: <hr/>
5 to be proactive	definition: <hr/> sentence: <hr/>
6 to multitask	definition: <hr/> sentence: <hr/>
7 to pursue	definition: <hr/> sentence: <hr/>



You are doing an internship at *Pandens*, a marketing company in London. You and two other colleagues have to agree on a conference venue for a product launch. You have a limited budget and about 400 guests will attend the event.

Have a look at the venues and agree on the most suitable option. Speak for about four minutes.



venue	specifications
1 <i>The Artillery Garden at the HAC</i>	<p>Capacity: 950 seated lunches and dinners Distance from office: 9 miles Costs: £ 3,000 per night Atmosphere: stunning Suitable for: award ceremonies, conferences, charity events</p>
2 <i>Old Billingsgate</i>	<p>Capacity: 400 seated lunches and dinners Distance from office: 23 miles Costs: £ 1,900 per night Atmosphere: awe-inspiring Suitable for: Christmas parties, exhibitions, award ceremonies, conferences</p>
3 <i>OXO2</i>	<p>Capacity: 180 seated lunches and dinners Distance from office: 3 miles Costs: £ 1,200 Atmosphere: intimate Suitable for: fashion shows, product launches, private parties</p>



You intend to bring your start-up to the next level and so you have decided to write a company profile. In your company profile you should

- give general information about the company
- highlight the company's mission statement
- describe the product in more detail.

Write about 250 words.

(Use your notes from ► Best Shots 4/5 – modular. HAK/HUM, p. 37 f.)



You are looking for an internship on www.internships.com and have come across the following accounting internship in New York.

Accounting intern

Bookmark This

100 FOR ALL

100 For All
We work Grand Central
New York, NY
Posted: April 23

Application Deadline: May 23
Position: Part-time, Unpaid
Timeframe: 05/16 – 08/15



Description

100 For All is committed to addressing the global water crisis. Through collaboration with mission-aligned organizations, sponsors, and donations, we help raise social-consciousness about the water crisis, create new strategies to promote water sustainability and preservation, and install cutting-edge, cost-efficient water treatment solutions to affected regions.

Responsibilities

- Analyze and compare facts and figures, using logic to identify the strengths and weaknesses of alternative solutions
- Compile monthly financial reports and prepare invoices for clients
- Coordinate organizational and administrative tasks and support payables and receivables
- In house book keeping

Requirements

- *Quickbooks* proficient
- Demonstrate working knowledge of computer software packages, *MS Excel*, *MS PowerPoint*, and *MS Word*
- Understand finance and accounting principles and practices, financial markets, and banking

Since you have always wanted to do an internship abroad you have decided to apply. In your e-mail of application you should

- describe the focus of your school
- point out your skills and qualifications
- convince the HR Manager to hire you.

Write about 250 words. (▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 247)

Step up your game



- 1 Get into pairs. Explain the following terms to each other. Then use them in a meaningful sentence. Take turns.

public company ■ partnership ■ sole trader ■ private company ■ staff ■ CEO ■ CFO ■ Sales Director

- 2 Match the beginnings of the phrases in A with the appropriate endings in B. Then get into pairs and compare your results.

VocabBooster

	A	B
	The infographic 1	<input type="checkbox"/> figure is ...
	Looking at 2	<input type="checkbox"/> deals with ...
	Another surprising 3	<input type="checkbox"/> forget to mention ...
	Let's not 4	<input type="checkbox"/> believe that ...
	Almost 5	<input type="checkbox"/> the figures, I have to say ...
	I strongly 6	<input type="checkbox"/> I can tell ...
	From my experience 7	<input type="checkbox"/> equally important is ...



- 3 Have a look at the infographic. Then get into pairs and discuss the following questions.

- 1 What is the infographic about?
- 2 What is your experience with learning technologies?
- 3 How could digital learning change the way students / people learn?

Speak for about five minutes. Use the phrases from activity 2.

Please note:

BYOD: short for *bring your own device* – referring to the increasing trend of employees bringing their own computing devices, such as smartphones, tablets or laptops, to the workplace for use and connectivity on the secure corporate network.

L & D: short for *learning and development* – an organisation's management strategy focused on giving employees the opportunity to learn new skills and improve motivation and work performance



- 4 You are doing an internship at *Cuppashop*, an international coffee shop chain based in Austria. Your superior has asked you to write a circular e-mail to your international co-workers to inform them about the annual company party. In your circular e-mail you should

- inform the workforce about the company party (*date, start, programme*)
- motivate them to come
- set a deadline for reply.

Write about 150 words.

▶ Best Shots 4/5 modular. HAK/HUM, Writing reference, p. 245)

WELCOME

TO THE DIGITAL LEARNING WORLD

Are you embracing the change?

200 % more learning technology in use since 2010

\$ 52.5 billion dollars.
What the elearning industry will be worth by 2023

23 % of employees leave jobs due to lack of development & training

45 % of organisations now support BYOD

What does this mean for your learning?

93 % of organisations are already using elearning courses

70 % of the device market will belong to smartphone by 2024

52 % of HR Directors are massively interested in gamification

1/3 organisations are increasing L & D team size and budget

Are you embracing the digital learning revolution, and adding business value to your organisation through learning?

Step up your game

- 1** Get into pairs. Find appropriate definitions for the following words/phrases and write them down in the grid. Then use the words/phrases in context. Form meaningful sentences.

1 economic inequality	definition: _____
	sentence: _____
2 equity	definition: _____
	sentence: _____
3 dispersal	definition: _____
	sentence: _____
4 inter-related	definition: _____
	sentence: _____
5 wealth concentration	definition: _____
	sentence: _____
6 innate ability	definition: _____
	sentence: _____
7 merit	definition: _____
	sentence: _____

- 2** Get into pairs. Each of you chooses one picture on your smartphone and shows it to his/her partner. He/She has to make up a creative story about the events which had happened before you took the photo. Use the past perfect tense and the past tense simple. An example has been given.



The picture shows that you and your friends had great fun. I think that before you took this picture you had met in the afternoon for a great BBQ and that you had decided to attend the festival of colours. There you ...



3

You are doing an internship at *DMA*, a digital marketing agency in the US. At a trade show you are asked to speak about the benefits of using social media to present your business. In your presentation you should

- describe different types of social media
- explain which is most popular among your friends
- suggest ways to promote businesses using social media.

Speak for about five minutes.

(▶ Best Shots 4/5 – modular. HAK/HUM, Presentation phrases, p. 16)



4

BeAware.com has recently published articles on the American and the European Dream and now asks students to post blog entries about people's dreams in life. You have decided to submit a blog entry about this topic. In your blog entry you should

- explain the importance of having a dream in life
- compare the American Dream with the European Dream
- state your personal dream in life and how you intend to achieve it.

Give your blog entry a title. Write about 300 words.

(▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 259)

Step up your game

1 Form meaningful sentences with the words given. Then get into pairs and compare your results.

- 1 drone:
- 2 restriction:
- 3 hazardous:
- 4 humanity:
- 5 to persuade:
- 6 personnel costs:
- 7 air freighter:

2 Have a look at this excerpt from a press release. Improve it by using passive constructions where appropriate. Write your sentences down. An example has been given.

Recently, *StartNow!* launched a new version of their most popular app, *Debatepro*. One notable change is that they have improved the usability of the interface. Additionally, the engineers added a new feature and users can take pictures and add them to their account easily. Our team also fixed the bugs that many users reported. You can find more information at: www.startnow.co.uk

Recently, a new version of Debatepro, StartNow!'s most popular app, was launched.....

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3 Get into pairs. You and your friend both have upcoming job interviews and decided to practice. Come up with questions that are frequently asked in job interviews and do a mock interview. Speak for about five minutes. Take turns.

4 You are doing a CLIL project about responsible media consumption. You have been asked to create a leaflet to inform other students about this issue.

In your leaflet you should

- explain how teenagers use media nowadays
- point out drawbacks of extensive media consumption
- suggest ways to reduce media consumption among teenagers.



Divide your leaflet into sections and give them headings. Write about 250 words.

▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 255)

Step up your game

1 Have a look at the definitions (1–6) about global issues below and write down the appropriate term. The first one (0) has been done for you.

- 0 the state of being without accommodation: homelessness
- 1 the condition of being extremely poor: _____
- 2 a fear or dislike of gay people: _____
- 3 damage caused to water, air, etc. by harmful substances or waste: _____
- 4 (threats of) violent action for political purposes: _____
- 5 the belief that people's qualities are influenced by their race; unfair treatment of other races: _____
- 6 armed fighting between two or more countries, groups, etc.: _____

2 Use the words from activity 1 to make meaningful sentences. Write them down.

- 0
- 1
- 2
- 3
- 4
- 5
- 6



3 The *UN* has recently announced a writing competition among teenagers worldwide. They would like to compile the ten best articles and publish them in next quarter's magazine. The winners receive a one-week stay in New York where they can experience the *UN* headquarters.

In your article you should

- point out what the main global problems are these days
- give examples of NGOs/NPOs and their projects
- evaluate to what extent they can bring about change.

Give your article a title. Write about 300 words.



▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 254)



Get into pairs. Have a look at the quote by Indian activist Mahatma Gandhi and discuss it with your partner.

“Be the change that you wish to see in the world.”

In your discussion you should

- discuss what the key message of the quote is
- evaluate if one person can change something
- speculate about areas where change is necessary these days.

Talk for about four minutes.

(► Best Shots 4/5 – modular. HAK/HUM, Discussion phrases, p. 15)

Step up your game

- 1 Match the words for product descriptions in A with the words in B to make meaningful collocations. Write the function (E/U/C/D/P) in the appropriate column. Get into pairs and compare your results.

(E) emotional use of language ■ (U) use of descriptive words ■ (C) customer being addressed directly ■ (D) description of results, not functions ■ (P) product being simplified

function	A	B
□	perfect 1	□ instant comfort
□	to have 2	□ your comfort
□	it's easier 3	□ new heights
□	to individualise 4	□ is yours
□	to be in a league 5	□ than ever
□	the choice 6	□ and simple
□	feel 7	□ your finest
□	to reach 8	□ of one's own

VocabBooster

- 2 Choose a synonym from the box to replace the adverb in bold in each sentence (1–9) without changing the meaning. Sometimes there is more than one possibility. The first one (0) has been done for you. Then get into pairs and compare your results.

exactly ■ extremely ■ definitely ■ actually ■ essentially ■ certainly ■ rather

- 0 Offering perks is **undoubtedly** a way to increase job satisfaction. *definitely, certainly*
- 1 **Basically**, involving employees in decision-making processes improves the company culture.
□
- 2 A high level of employee motivation is **absolutely** desired by employers.
□
- 3 Empowering employees is **precisely** what good leaders do. □
- 4 **Fundamentally**, treating employees with disrespect is out of question.
□
- 5 Offering above average benefits and perks **really** helps to motivate employees.
□
- 6 Maintaining transparent and regular communication **for sure** makes employees feel valued.
□
- 7 For numerous employees it is **quite** motivating to be involved in decision-making processes.
□
- 8 Employers should only make a minimum number of rules and policies needed, **in fact**.
□
- 9 The rules and regulations must be **very** clearly communicated among the staff.
□



At the international trade fair in Dublin, students get the chance to talk about business-related topics in front of an international crowd. You applied for a spot and got nominated to talk about entrepreneurship. In your talk you should

- say what entrepreneurship means
- evaluate the pros and cons of being your own boss
- give examples of advice from successful business people.

(▶ Best Shots 4/5 – modular. HAK/HUM, Unit 3, Tracks 5, 6)

Speak for about five minutes.

(▶ Best Shots 4/5 – modular. HAK/HUM, Presentation phrases, p. 16)



The minimalists Joshua Fields Millburn and Ryan Nicodemus began to live a different life in 2010. For them, happiness does not equal more goods and more money, it is basically the other way round. Go online and check out some videos on *YouTube* about their beliefs and their lifestyle. Then write an entry for your blog in which you should

- describe who Joshua and Ryan are and what they do
- comment on consumer behaviour these days
- reflect on your personal attitude towards goods and possessions.

Give your blog entry a title. Write about 250 words.

(▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 259)

Step up your game



Match the phrases in A with the phrases in B to make meaningful collocations. Write the function (P, A or R) in the appropriate column. Then get into pairs and compare your results.

(P) providing supporting arguments ■ (A) acknowledging other views ■ (R) reformulating

VocabBooster

function	A	B
	In other 1	want to say is ...
	What I 2	... but ... will ...
	I understand 3	be right, but ...
	The point 4	more ...
	You might 5	where you are coming from, but ...
	I am aware 6	I am trying to make ...
	What is 7	of that ...
	On top 8	words ...
	Not only will 9	that you feel that, however, ...

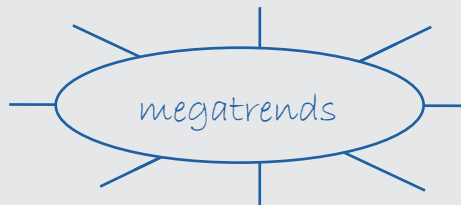


Get into pairs and discuss the following questions. Use proper techniques to build your arguments. Use the future perfect tense whenever possible. An example has been given.

e.g.: By 2050, people will have become used to self-driving cars.

- 1** Which megatrend will have the most impact on people in the next decade?
- 2** What does society need to change to be prepared for the future?
- 3** Which skills do educational institutions need to teach for the future?
- 4** What could free time / work / partnerships / technology look like in 2030?
- 5** Which ways of communication might be used daily in 2030?
- 6** What do you hope will / will not have happened by 2030?

Summarise your findings in a mind map. Then share your findings in class. Take turns.





You are currently doing an internship at *StartYourBusiness*, a business consulting company in France. In yesterday's weekly meeting, you were assigned the task of writing a new entry for the company's official blog that should encourage young entrepreneurs to start their own business.

In your corporate blog entry you should

- say why starting your own business is a great idea
- describe how to effectively promote/describe your products
- give tips on how to produce a convincing crowdfunding video.

Give your blog entry a title. Write about 250 words.

▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 259)



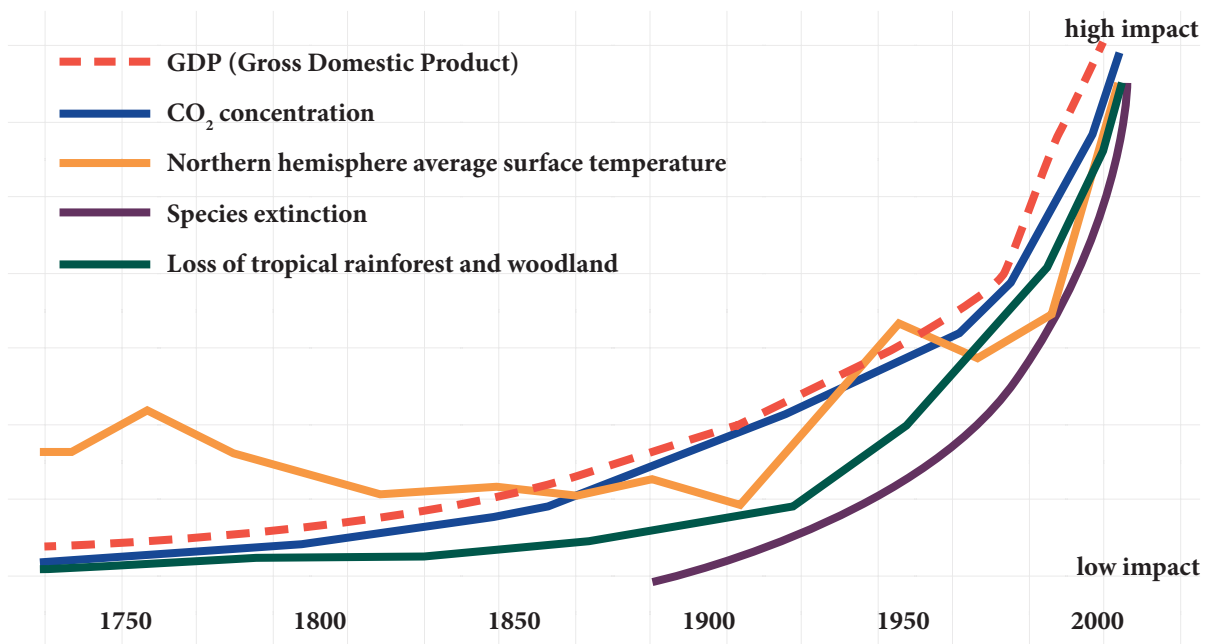
You are currently doing an internship at *Global 2000*. Your boss has asked you to prepare a presentation for a meeting with representatives of local enterprises.

In your presentation you should

- present the main trends of the graph below
- explain the problem of economic growth and sustainability
- suggest measures to live in an environmentally friendly way.

Speak for about six minutes.

▶ Best Shots 4/5 – modular. HAK/HUM, Presentation phrases, p. 16)



Step up your game

- 1 Have a look at the VocabBooster. Match the verbs in A with the words/phrases in B to make meaningful collocations. Sometimes there is more than one possibility.

		VocabBooster	
	A	B	
to undermine	1	<input type="checkbox"/>	everyone's daily life
to affect	2	<input type="checkbox"/>	a fair and open society
to set	3	<input type="checkbox"/>	the skills
to improve	4	<input type="checkbox"/>	their citizens in old age
to be designed	5	<input type="checkbox"/>	the economic and social well-being
to develop	6	<input type="checkbox"/>	solutions to common problems
to look after	7	<input type="checkbox"/>	to improve the quality of people's lives
to seek	8	<input type="checkbox"/>	on the well-being of all citizens
to be focused	9	<input type="checkbox"/>	international standards

- 2 Have a look at the sentences (1–7) below. Rephrase them by using the phrases from the box and a gerund. Sometimes there is more than one possibility.

to look forward to ■ not to mind ■ to suggest ■ to remember ■ can't stand ■ to be used to ■ not to care about

- 1 I find seeing people throw plastic packaging out of cars unbearable.
I
- 2 We really want to meet you tomorrow.
We
- 3 It is essential that you transfer the money today.
You must
- 4 It would be a good idea to review your CV.
I
- 5 Sarah doesn't have a problem doing an unpaid internship to gain experience.
She
- 6 Our team had huge issues with the new software at the beginning, but now they can work with it quite well.
They
- 7 I was really nervous every time I made a mistake, but now it doesn't bother me anymore.
I



3 Andreas Onea, an Austrian *Paralympic* athlete, gave an inspiring talk at a *TEDx* event in Vienna. Go to *YouTube* (▶ *Embrace life with just one arm*) and listen to the talk. After having listened to Andreas Onea, you decide to make a vlog about it on your *Youtube* channel.

In your vlog you should

- describe who Andreas Onea is and what he does
- point out what the key message of his talk is
- comment how *Paralympic* sports supports inclusion of impaired people.

Speak for about four minutes.

- 4 You have been asked to write an article focusing on nuclear energy for the English section of your school magazine.



Step 1: Before you start writing your article, do some research on the Internet. Take notes in the grid.

1 The current situation of nuclear power plants in Austria and its neighbouring countries	
2 The history of nuclear power plants in Austria	
3 Public opinion on using nuclear energy in Austria	
4 Future predictions on using nuclear power in Austria and its neighbouring countries	



Step 2: Now write your article. Use your notes from the grid and the phrases from the LanguageBox. Give your article a title. Write about 300 words.

► Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 254)

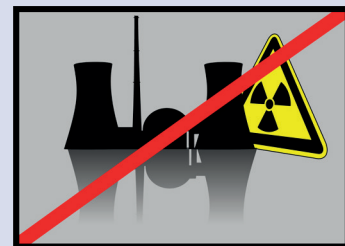
LanguageBox

Useful phrases for the first paragraph

Do you know how many EU countries have no nuclear power plants at all?
 In fact, Austria has a strong tradition of ...
 Let's take a closer look at how this came to be.

Useful phrases for the main part

It all started with ...
 Surprisingly, ...
 The next thing that happened was ...
 Despite ...
 So, in the end, ...
 In general, popular opinion in Austria tends to ...
 Reasons for this may include ...



Useful phrases for the last paragraph

What does this mean for Austria in the future?
 Bearing all these developments in mind, it may be safe to say that ...

Step up your game

1 Company benefits taboo

Get into pairs. Describe as many company benefits from the VocabBooster in *Best Shots 4/5 – modular. HAK/HUM*, p. 135, as possible. You are not allowed to use any of the words it consists of. How many benefits can your partner guess in two minutes? Take turns.



2

Read the article about CSR activities by major brands. Write the correct form of the verbs in brackets () into each gap. Use passive forms where necessary. Mind the tenses. There may be more than one correct answer. The first one (0) has been done for you.



1 The *LEGO Group* ^{is} ⁰ (be) one of the most notable examples of how social responsibility can be an incredible asset to a well-known brand. Their dedication to social impact is somewhat recent. In 2014, a *Greenpeace* video ¹ (put) pressure on the toymaker to end their 50-year partnership with *Shell Global*. Since then, however, the extent of their ⁵ commitment ² (make) the Danish company a shining example of the far-reaching impact of CSR. The company ³ (recently / mention) as one of the top examples of social responsibility by *Reputation Institute*. *Microsoft* ⁴ (change) the way today's world works, studies, and plays. But their ambitions ⁵ (go) far beyond the screen these days. The ¹⁰ company, which ⁶ (found) by Bill Gates, who ⁷ (devote / now) his time to philanthropy, ⁸ (begin) its giving program in 1983 when \$17,000 ⁹ (raise) for charity. *Microsoft's* giving program ¹⁰ (not only / give) time, but also cash. The program ¹¹ (reach) a total of \$1.6 billion given in 2017 and ¹⁵ ¹² (probably surpass) \$2 billion by the early 2020s.



3

Read the corporate blog of *Facebook* in *Best Shots 4/5 – modular. HAK/HUM*, pp. 113 f., again. You have decided to comment on it. In your blog comment you should

- reflect on your use of social media in general
- evaluate the concept of applying for jobs on *Facebook*
- speculate if this could be the future of finding jobs.

Write about 250 words. (▶ *Best Shots 4/5 – modular. HAK/HUM*, Writing reference, p. 261)

4

Step 1: Get into groups of three. Think about your school building and your hometown. Which areas/buildings are already sufficiently tailored for the needs of disabled or impaired people and which need further improvements? Write down your ideas and examples in the grid.

	already appropriate	needs improvement
school building		
hometown		



Step 2: Make a three-minute video message to convince your principal/policymakers to bring about changes. Make sure that each of you has the same amount of speaking time.

Step up your game

1 Have a look at the definitions (1–8) about ethics in business and write down the appropriate term.

- 1 a situation in which a business or a person becomes unable to pay their debts: _____
- 2 an action that breaks or acts against sth., especially a law, agreement, principle, or sth. that should be treated with respect: _____
- 3 illegal, bad, or dishonest behaviour, especially by people in positions of power: _____
- 4 the act of getting money from people or forcing them to do sth. by threatening to tell a secret of theirs or to harm them: _____
- 5 the act of using so. unfairly for your own advantage: _____
- 6 the activity of making illegal copies of things such as bank notes, DVDs, or official documents: _____
- 7 the crime of getting money by deceiving people: _____
- 8 the crime of giving so. money or sth. else of value, often illegally, to persuade that person to do sth. you want: _____



2

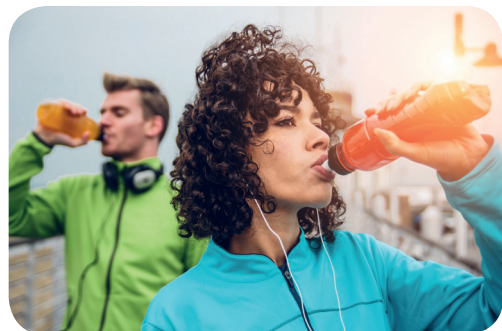
You are working at a marketing company and are currently preparing a product launch for the new sports drink with your partner company *Sportsforyou* at an international trade fair. There you have booked a 6 m² booth, but no equipment yet.

Together with your colleague, brainstorm what you need to promote the new sports drink effectively. Then write an e-mail to the organisers to inquire about the extra equipment.

In your e-mail of inquiry you should

- state why you are writing
- describe what you need
- inquire about costs and regulations.

Write about 200 words.



3

Get into pairs. You are going to role-play a situation between an employer and his/her part-time employee. First, decide who takes which role (1 or 2), then do the role-play. Use the phrases from the LanguageBox in Best Shots 4/5 – modular. HAK/HUM, p. 144.

Role card 1 – employee

You have a part time job at a marketing company. Your main tasks involve answering e-mails, posting updates on social media and writing blogs. When talking to a friend the topic of telework came up. You like the idea and want to talk to your employer. Convince your employer to grant you that wish.

Role card 2– employer

You are the boss of a marketing company. Some full-time employees are allowed to work from home one day a week, but you don't particularly like it because you have the feeling that it makes matters complicated when you can't get in touch with your employees all the time. Now, another employee wants to see you to discuss something.



With your class, you are participating in a transnational *UN* project about international relations at the *UN* in Vienna. On the opening day, there are presentations about international organisations. You have been asked to give a presentation about the *OECD*.

In your presentation you should

- describe what the *OECD* is and what it does
- emphasise why an organisation like the *OECD* is necessary in the global context
- evaluate which global issues should be tackled.

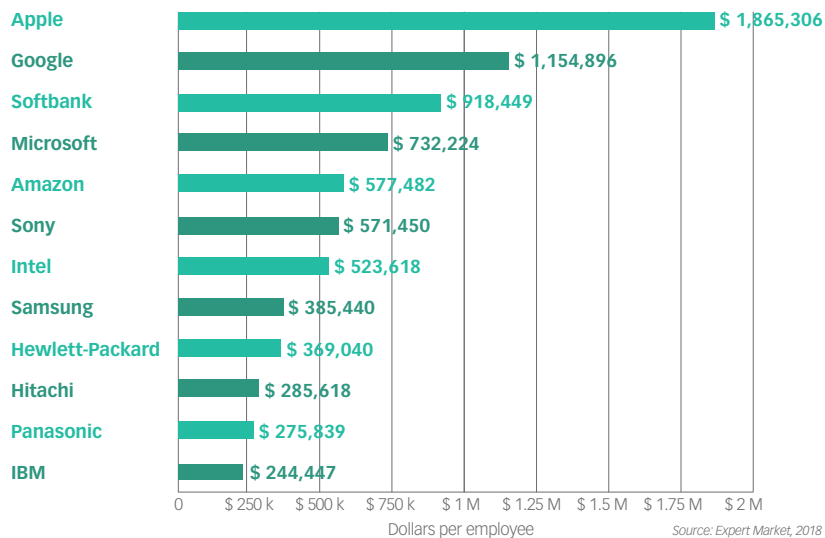
Speak for about six minutes.

Step up your game

1 Have a look at the infographic. It shows the revenues companies make per employee. Make comparisons using the phrases from the box. An example (0) has been given. Then get into pairs and compare your results.

more/less ... than ■ as well as ■ both ■ while ■ (not) as ... as ■ whereas

How much revenue tech companies make per employee



0 An Apple employee generates significantly more revenue than an IBM employee...

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

2 Get into pairs. Find appropriate definitions for the following words and write them down in the grid. Then use the words in context to form meaningful sentences.

1 ATM	definition: _____
	sentence: _____
2 with-drawal	definition: _____
	sentence: _____
3 bank charges	definition: _____
	sentence: _____

4 interest	definition:
	sentence:
5 trans-action	definition:
	sentence:
6 current account	definition:
	sentence:
7 balance	definition:
	sentence:



You are representing your school at an international students' conference on sustainable brands and have been asked to present your ideas on the impact of advertising and conspicuous consumption on our society.

In your presentation you should

- explain why in particular branded goods have become so important nowadays
- point out the downsides of advertising and conspicuous consumption
- analyse how brands can create positive changes in society.

Prepare a five-minute presentation.

▶ Best Shots 4/5 – modular. HAK/HUM, Presentation phrases, p. 16)



You are doing an internship at the *Austrian Chamber of Commerce*. Your boss has asked you to produce an English leaflet focusing on sustainable business practices.

In your leaflet you should

- describe the importance of being a sustainable business
- highlight the benefits of taking part in the workshop
- provide information about the organisational framework.

Divide your leaflet into sections and give them headings. Make up any necessary details. Write about 300 words.

▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 255)

Step up your game

- 1 Complete the sentences using an expression from the box. Compare your results with a partner.

AIDA ■ jingles ■ USP ■ slogan ■ billboards ■ word of mouth ■ giveaways ■ product placement

- 1 Sales Departments try to identify a product's [] that sets it apart from its competitors.
- 2 Good composers create [] which have a catchy tune and stick with you.
- 3 The new barber shop in town refrains from doing advertising but relies on [] [] .
- 4 Advertising experts create a clever [] with a play on words.
- 5 [] has become frequent with movies and TV series recently. This advertising strategy aims at influencing viewers subconsciously.
- 6 Strategically well-positioned [] can be found close to freeways and highly frequented areas.
- 7 Many marketing agencies make use of the well-known [] *formula* to market their products.
- 8 Potential customers are less hesitant to purchase when offered [] .



- 2 Get into pairs. Look up your favourite commercial online and describe what is going on as you are watching it with your partner. Use as many passive constructions as possible. Have a look at the example sentence.

e.g.: *In the beginning of the ad, a teenager is shown. A bottle of Cola is held by another person. Both are smiling at each other ...*



- 3 As you have just done an internship, you discuss the perfect work environment with your English-speaking friend. In your conversation you should

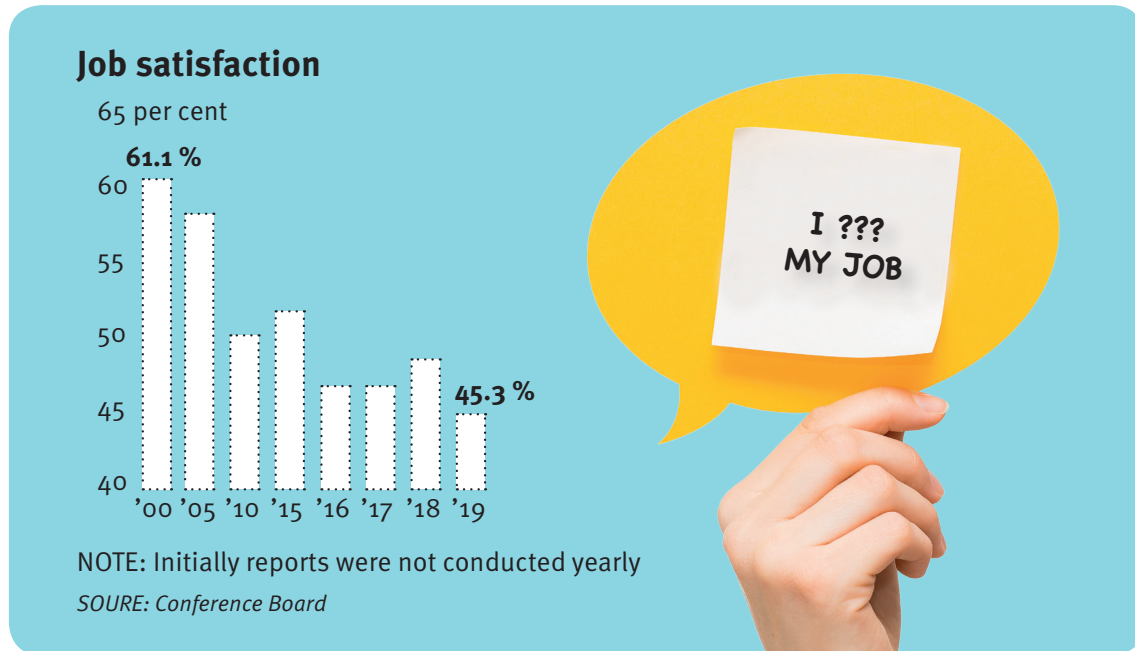
- explain the tasks and duties at your internship
- describe your work environment
- suggest ways to create the perfect work environment.

Speak for about six minutes.



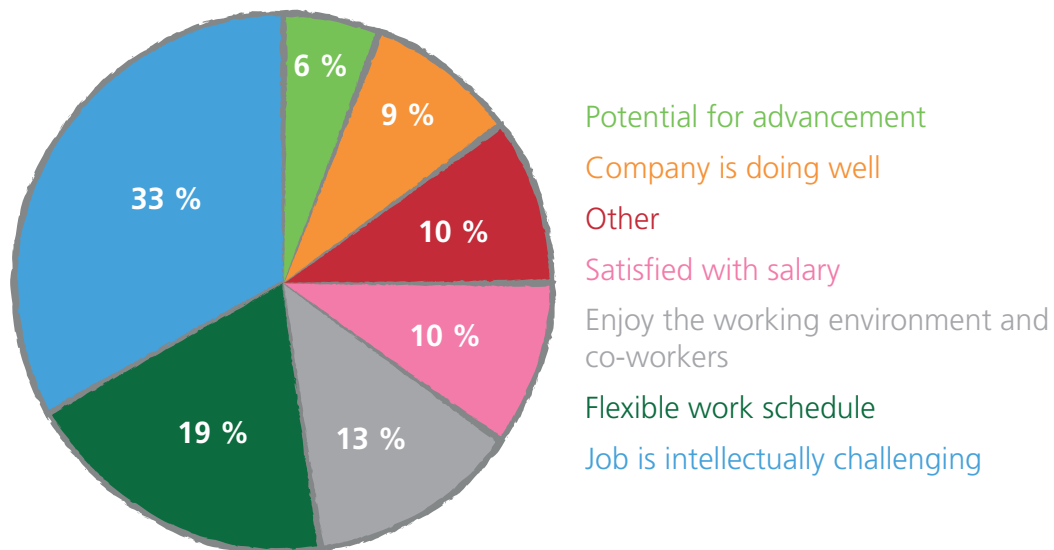
- 4 You are doing an internship at *Kudos*, an internationally operating construction company. As sales have recently gone down dramatically, your boss is now concerned about the motivation of her staff. She has therefore asked you to do some research and conduct a survey in your company on job satisfaction and what makes employees feel satisfied in their job. Have a look at the results of your findings (Input 1, 2) on the following page.

Input 1



Input 2

If you have been at your job for more than one year, which factor is most important in staying?



In your report to your boss you should

- present the main findings of both charts (Input 1, Input 2)
- speculate why job satisfaction has decreased since 2000
- recommend various actions your boss might take to improve staff satisfaction.

Divide your report into sections and give them headings. Write about 250 words.

▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 257)

Step up your game



1 Reconstruct the opening line for making small talk by adding the missing vowels. Get into pairs and compare your answers. Then act out mini-dialogues using the opening lines.

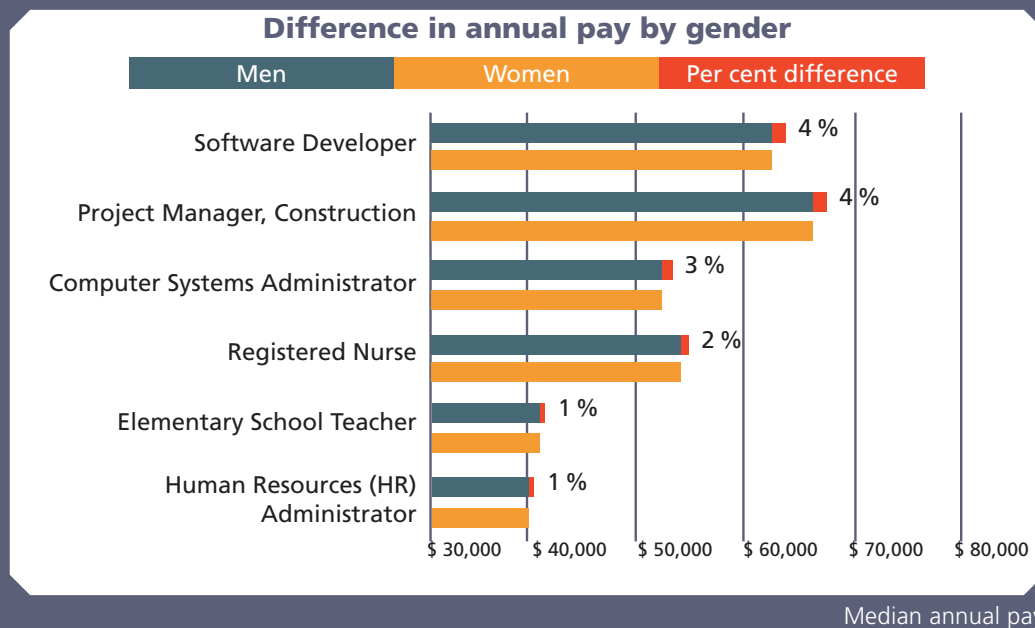
- 1 D_ y_ _ m_nd _f _ j_ _ n y_ _?
No, not at all. Please, have a seat.
- 2 Pl_ _ s_ d t_ m_ _ t y_ _.
My name is Frank. Pleasure meeting you too.
- 3 _xc_s_ m_, b_t h_v_ y_ _ b_ _ n h_r_ b_f_r_?
Yes, indeed. Haven't we met at last year's conference as well?
- 4 F_rg_v_ m_ _f _'m m_st_k_n, b_t w_r_n't y_ _ t th_ m_ _t_ng _r_l_r_?
Oh, I think you must be mistaken. I wasn't at the meeting because I have just arrived.
- 5 H_, _'m Susan fr_m L_nd_n, _nd y_ _ _r_ ...?
I'm James. Great to finally meet you.

- 2 Have a look at the infographic. Compare the findings of the survey on the differences in pay by gender. Use the phrases from the box. Take turns.

more/less ... than ■ as well as ■ both ■ while ■ (not) as ... as ■ although ■ whereas

Do MEN really make more money than WOMEN?

When you compare men and women's overall earnings, men out-earn women. But, when you compare pay for men and women who are similarly qualified and working in the same job, this gender pay gap typically drops below 80 cents on the dollar figure often reported.





The English-speaking exchange student in your class is about to do his/her internship at an Austrian company. You are having a conversation about manners and business etiquette. In your conversation you should

- give tips on how to prepare for the first day of your internship
- describe appropriate manners when meeting the boss and other members of staff for the first time
- recommend positive character traits when working in a team.

Speak for about five minutes.



You are doing an internship at *Insunt*, an international tech-retailer. Your line manager has asked you to send a memo to all members of staff about handling customer complaints either on the phone or in person. In your memo you should

- explain why you are writing
- point out actions and phrases to avoid when speaking to an angry customer
- recommend phrases and strategies to successfully deal with complaints.

Write about 200 words.

Step up your game

1 Match the beginnings of the phrases for debating in A with the appropriate endings in B. Get into pairs and compare your results. Then form sentences using the phrases. Take turns.

VocabBooster

	A		B	
I am	1		<input type="checkbox"/>	to this ...
In contrast	2		<input type="checkbox"/>	to emphasise that ...
Let me	3		<input type="checkbox"/>	of the opinion ...
I should like	4		<input type="checkbox"/>	point is that ...
One could	5		<input type="checkbox"/>	already indicated ...
Another significant	6		<input type="checkbox"/>	give you an example ...
As I	7		<input type="checkbox"/>	argue that ...

2 Form job interview questions with the words given. Add three more questions. Then get into pairs and interview each other. Take turns.

- 1** expect / pay:
-
- 2** professional strengths:
-
- 3** handle / challenges or conflicts:
-
- 4** see / in five years' time:
-
- 5** deal / pressure:
-
- 6** want / job:
-
- 7**
-
- 8**
-
- 9**
-

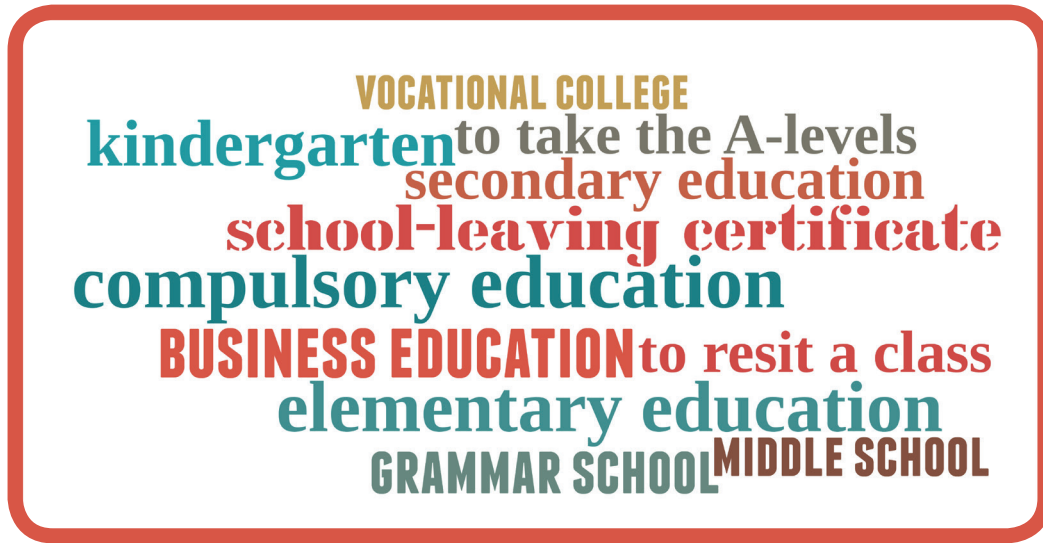
3 You are doing an exchange semester in Manchester. One of your classmates asks you about education and job opportunities in Austria. In your conversation you should

- give an overview about the education system in Austria (Input 1)
- inform about education and job options for college graduates
- discuss the reality of job opportunities for people finishing higher education in your country.

Speak for about six minutes.



Input 1



You are a freelance writer for *businessinsider.com*, an online platform covering business-related content. Your boss has asked you to write an article on global citizenship. In your article you should

- define the term *global citizenship*
- explain its meaning in the 21st century
- suggest activities to actively take part in changing the world globally.

Give your article a title. Write about 250 words.

▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 254)