

➤ Study the following words and their definitions with your tutor.  
Then, construct your own sentences using each word on the list.

Word/Expression	Definition	Sample Sentence
phrasal verb. <b>bring forward</b>	to present for consideration	Construct a sentence using " <b>bring forward</b> ".
phrasal verb. <b>call back</b>	to call someone for the second time	Construct a sentence using " <b>call back</b> ".
n. <b>compromise</b>	the act or practice of each side giving up something in order to reach an agreement	Construct a sentence using " <b>compromise</b> ".
n. <b>advocate</b>	a person who expresses support for a particular idea or way of doing things	Construct a sentence using " <b>advocate</b> ".
n. <b>bad faith</b>	intention to deceive someone	Construct a sentence using " <b>bad faith</b> ".

➤ Listen to your tutor as he/she reads the text.  
Study and interpret the given data. Then, discuss with your tutor.

You are an advertiser of a TV network.

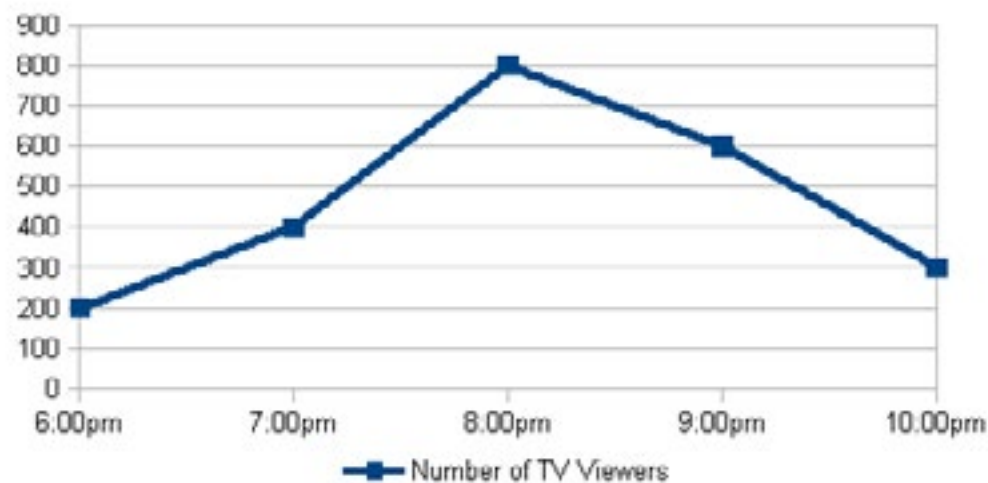
Your client plans to advertise alcoholic beverages in your network.

He would like to know how many people are tuned to your network during prime time.

Make sure to follow the format below in your explanation.

- introduce the general idea
- enumerate main points
- make a conclusion

Average number of prime time TV viewers (in millions)



## Activity 3 Problem-solving

5 min

Negotiation: Setting a position  
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➤ Read the passage below silently. Then, discuss with your tutor.  
In your discussion, talk about how you would deal with the situation.

During your presentation of the graph, your client said that he would like to advertise in another TV network because your network's family-oriented soap operas during the 8:00pm time slot do not suit his product. How would you convince him to advertise in your TV network?

➤ Read the text silently. Express your opinion on each statement in 4-5 sentences.

- ▶ Everything is negotiable.
- ▶ An effective negotiator has an ability to predict future outcomes of the negotiation process.
- ▶ Negotiations can always reach a win-win conclusion or solution.