

➤ Read aloud the vocabulary words. Then, read aloud and complete the sentences.

単語を音読しましょう。その後、1~5の文の空欄に入るもっとも適当な単語を選んで文章を読みましょう。

単語

see eye to eye (idiom)

expound (v.)

proposition (n.)

target market (n.)

ahead of the curve (idiom)

1. The _____ had been defined by the manager so we carry out our advertising plans right away.
2. Robbin stands by his _____ to air advertisements on TV.
3. When asked to _____ on his idea, he made no comment.
4. My father's business has always been succesful because he's always _____ in business.
5. They seem to _____ on most important issues in their company.

- Read the whole dialogue with your tutor.
Make sure to fill in the blanks using the words in Activity 1.
講師と会話文を読みましょう。空欄にはActivity 1.で習った単語を入れましょう。

TUTOR Good morning, Ms. Amber. Is everything fine?

STUDENT Hi, Ruth. I'd like to discuss with you about the upcoming campaign of our newest product.

TUTOR I see. May I know the (1)_____?

STUDENT We will introduce our new deodorant to females ages from 18- 35.
I'm thinking of advertising this product on the radio. What do you think?

TUTOR I'm afraid I can't agree with your (2)_____. We should use appropriate media that our target market are most likely to interact to. I recommend to have placement on print and television.

STUDENT I don't quite follow you. What exactly do you mean?
Kindly (3)_____ your suggestion.

TUTOR Well, our target market is more exposed on print and television.
We should put our advertisements on television since women like to watch dramas at night. They are also highly exposed on print media especially magazines.

STUDENT I must admit I never thought about the media of advertisement that way before.
I am thankful that you were able to share your ideas.
You made me see a new perspective on this.

TUTOR We need to be (4)_____ with our competitors. Since we are going to promote our newest deodorant, we need to make our target market learn about its benefits & how this particular product fits with their lifestyle.

STUDENT I (5)_____ with you on that. That was a great recommendation, Ruth.
Let's discuss our next steps on this campaign next week.

TUTOR Thank you, Ms. Amber. I am glad that I was able to help you.

▶ Listen to your tutor as he/she reads a passage twice. Then, answer your tutor's question.
講師が文章を2回読むので聞きましょう。その後、質問に答えましょう。

下の質問は、講師が読みあげる英文の内容に関する質問です。
よく聞いて、質問の答えを考えてください。

Question:

According to the passage, how are you going to make your opinions heard?

➤ Read the following text aloud. Then, answer your tutor's question.

下の文章を読んでみましょう。その後、講師の質問に答えましょう。

During a meeting in your department, the Human Resources Director announced that she will be proposing to the CEO the idea of having a flexible time schedule in the company. You completely disagree on her idea since you think that having a flexible time schedule would make the employees inefficient in their work. The Human Resources Director asked for you to explain your idea.