

➤ 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>build up</b>	the act of increasing	Construct a sentence using “ <b>build up</b> ”.
phrasal verb <b>bottom up</b>	to reach the lowest point	Construct a sentence using “ <b>bottom up</b> ”.
n. <b>contingency plan</b>	a backup plan	Construct a sentence using “ <b>contingency plan</b> ”.
idiom <b>ballpark figure</b>	an estimate	Construct a sentence using “ <b>ballpark figure</b> ”.
n. <b>website traffic</b>	the amount of data sent and received by a website	Construct a sentence using “ <b>website traffic</b> ”.

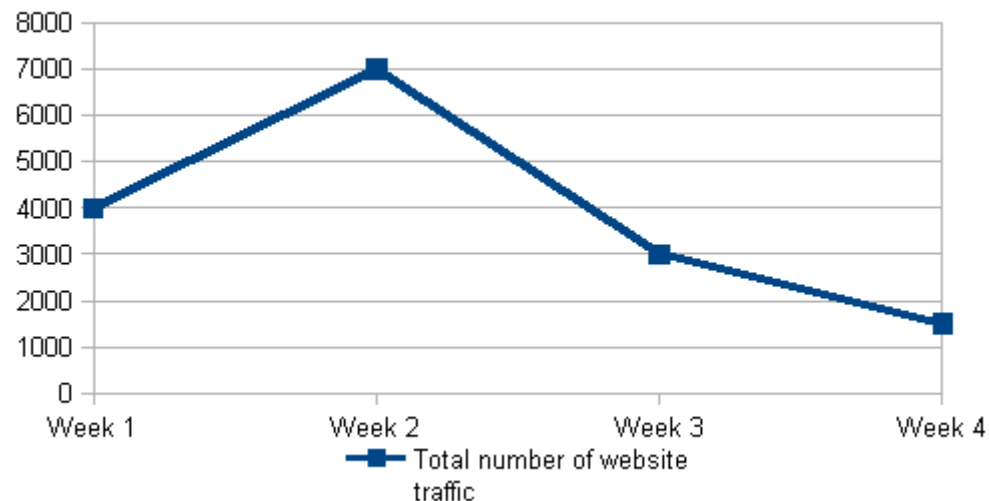
➤ Listen to your tutor as he/she reads the text.  
Study and interpret the given data. Then, discuss with your tutor.

You are a public relations officer at a travel agency.  
Your company would like you to present the website traffic for the month of January.

Make sure to follow the format below in your explanation.

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

Website Traffic for the month of January 2017



## Activity 3 Problem-solving

5 min

Presentation: Setting an action plan  
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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.

(For the decline of website traffic as shown in the graph in Activity 2.)

During your presentation of the graph, your supervisor wants you to propose an impromptu action plan to increase the website traffic. How would you design your action plan with social media as your main tool?

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

- ▶ In setting an action plan, it's important to have a contingency plan.
- ▶ In the planning phase, a ballpark figure is acceptable.
- ▶ Employees must be able to give spontaneous action plans.