

➤ 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

strategy (n.)

amenity (n. pl. amenities)

platform (n.)

real-time (adj)

advertisement (n.)

1. Befriending your enemies is a good _____ to win them over.
2. He turned down the project proposal because they failed to include the _____ that they promised during the meeting.
3. The new computing application that we use is a good _____ for engineers.
4. Yaomi is a _____ video chat and voice call application.
5. Let us hire top celebrities for our TV _____ this season.

➤ 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。

STUDENT Good morning, Samantha! Do you have a minute?
I need your help in our new marketing (1) _____.

TUTOR Sure! It'd be my pleasure to be of help.

STUDENT I have this proposal of making TV ads that will introduce our hotel's (2) _____, services, rooms, etc. While the main target will be local customers, catching the interest of the foreign market wouldn't hurt either. It will be nice if a few of the country's top celebrities can appear on the TV advert.

TUTOR That sounds like a good idea, but it will be quite expensive considering the talent fees of celebrities. How about using a social media (3) _____?

STUDENT That's a possibility. Can you tell me more about it?

TUTOR Since the majority has access to the Internet and social media sites, we may be able to reach a larger audience not only here but also overseas. Our potential customers can also send in their (4) _____ feedback. On top of that, it will be cost-efficient.

STUDENT Sounds great! Perhaps we could hire celebrities for a seasonal photo shoot, then we can post them on social media. We can have the TV (5) _____ plan as a backup.

TUTOR Yes! That seems good enough to me. However, you need to coordinate with the Finance Department for the budget.

STUDENT Of course, but first, I need to present this plan to the President before we proceed any further. I appreciate your insights. Thank you!

TUTOR You're right. Anytime. Good luck!

➤ 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, what will happen to an organization that doesn't encourage constructive criticisms, healthy disagreements, and debates?

➤ 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。

Your fellow employee has been failing to finish your team's weekly task assignment on time. He seems to be distracted by his recent divorce. You understand where he's coming from, but his teammates are also upset about his irresponsible actions. You want to talk to him about it, but he keeps on avoiding you.