

<i>900 exercises for Vocational Communication</i>	<b>Notes for teachers</b>	<b>E1 / 31</b>
<i>General aim</i>	<b>E: Evaluate a message</b>	
<i>Level of difficulty</i>	<b>1</b>	
<i>Intermediate aim</i>	<b>3: Distinguish a plan of argumentation in a message</b>	
<i>Operational aim</i>	<b>1: Recognise the reasoning in a given message.</b>	
<i>Pre-requirements</i>	None	
<i>Number of exercises</i>	<b>6</b>	
<i>Summing-up exercise</i>	<b>E1 / 31 – 1.6</b>	
<i>Applications (examples)</i>		
<i>Comments</i>		

What is an **argument**?

It's a good **reason**, for example, to:

- do something
- make a decision
- make a choice
- convince someone

A sales person gives the customer **arguments**.  
He gives him **some good reasons** for buying his product.

**Example:**

**The customer:** *But this mobile is more expensive than the other one...*

**The sales person:** *Yes, but the quality is better. The sound is much better. It has a camera that is easy to use. It receives emails. And it comes in 8 different colours!*

The sales person gives 5 sales arguments to the customer:

The quality is much better.

The sound is better.

It has a camera that is easy to use.

It receives emails.

And it comes in 8 different colours!

**PLEASE GO TO THE NEXT PAGE**

**Here are some more examples of arguments. The arguments are underlined.**

- You should eat fruit. It's good for your health.
- Buy your petrol at ESCO, it's 10% cheaper.
- I'll take the red jacket. It's my favourite colour.
- You should repaint the living room yellow. It's a very bright colour. It's often used for dark rooms.
- Let's not give her a plant. She doesn't look after them. Let's give her some chocolates instead. She loves them.

Now it's your turn!

Here are some sentences. Some contain arguments and some don't.  
Tick all the sentences with arguments.

- I broke a glass yesterday. I was upset!
- We're going to see John Aston's new film. It got the Oscar for best film.
- Mr. Samuels gets to work at 8 a.m. He's never late.
- I often go to Festo's. It's the closest supermarket to where I live.  
And it's also the cheapest!
- For once the weather is fine! It's a perfect day for going out in the boat.
- Fred starts his shift at 6pm. He rarely gets to bed before 2am.
- I'll take the blue shirt. It doesn't need ironing and it's not expensive.

**Look at the answers for E1 / 31 – 1.1**

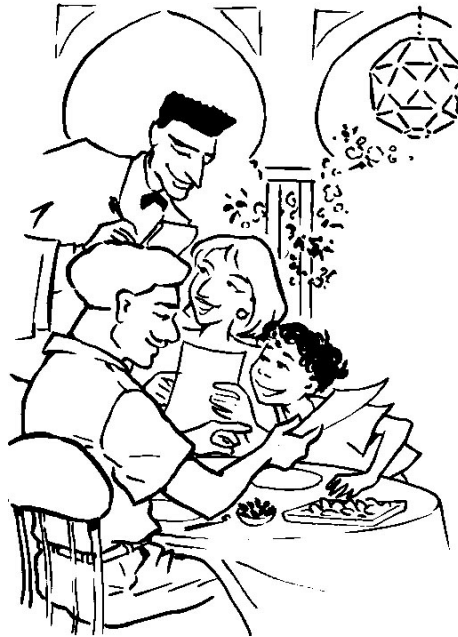
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You find this leaflet in your letterbox:

## The Maharajah



New Indian restaurant opening near you.  
At the corner of Jewel Street and Burton Road  
Opens on May 4<sup>th</sup>  
One drink free during the first week!  
Loyalty card – one free meal after every 10 meals.  
Fine cuisine. Huge variety of dishes.  
Quality service. Good value. Children's menu.  
Closed on Mondays

You would like to take your friend Sandra out for her birthday. You suggest trying this restaurant. Underline the arguments for trying it in this prospectus.

**Look at the suggested answers for E1 / 31 – 1.2**

You find this leaflet in your letterbox:

## The Maharajah



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Loyalty card – one free meal after every 10 meals.

Fine cuisine. Huge variety of dishes.

Quality service. Good value. Children's menu.

Closed on Mondays

You would like to take your friend Sandra out for her birthday. You suggest trying this restaurant. Underline the arguments for trying it in this prospectus.

You and your friend Maria go into a clothes shop. Maria has seen a dress in the window. She wants to try it on. The sales assistant does not have her size, She lets her try on a size smaller.

**Maria:** *It's a bit tight...*

**Sales girl:** *It's the fashion. Clothes cling to the body nowadays.*

**Maria:** *Isn't it a little short?*

**Sales girl:** *You have very nice legs. Why not show them off?*

**Maria:** *The material hangs well.*

**Sales girl:** *Yes, and it doesn't need ironing. Easy to care for!  
Machine washable at 30°. And it's not all that expensive for  
the quality of the material.*

**Maria:** *Do you by any chance have it in blue?*

**Sales girl:** *Ah no, sorry. This one only comes in yellow.*

**Maria:** *The long sleeves will probably be too hot for summer.*

**Sales girl:** *The material is cool and light. You can also wear it in autumn.*

Maria turns to you and says:

“So, what do you think?”

Underline all the arguments given to sell the dress.  
Then answer Maria's question (in one or two sentences).

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Maria turns to you and says:

“So, what do you think?”

Underline all the arguments given to sell the dress.  
Then answer Maria's question (in one or two sentences).

1. You think the sales arguments are good:

The dress suits you. It's easy to clean and not too expensive.

2. You don't think the sales arguments are good:

It's much too small for you. You won't be comfortable in it. And you'll be too hot this summer.



Grace left a note on the table for you.

*Hi! I'm at Alice's house. I'll be back at about 10pm. Could you record the film on channel 2? The TV magazine says it's really very good. And it stars my favourite actor. He got the best actor award. And the film received several oscars. Can you take the dog out for me. Don't forget to answer the email from Tim. See you later!*  
*Grace*

You are going to phone your friend Mark. He also likes the main actor in the film.

You are going to advise him to watch the film. Before that, underline Grace's arguments in the note. That way you can explain yourself better on the phone.

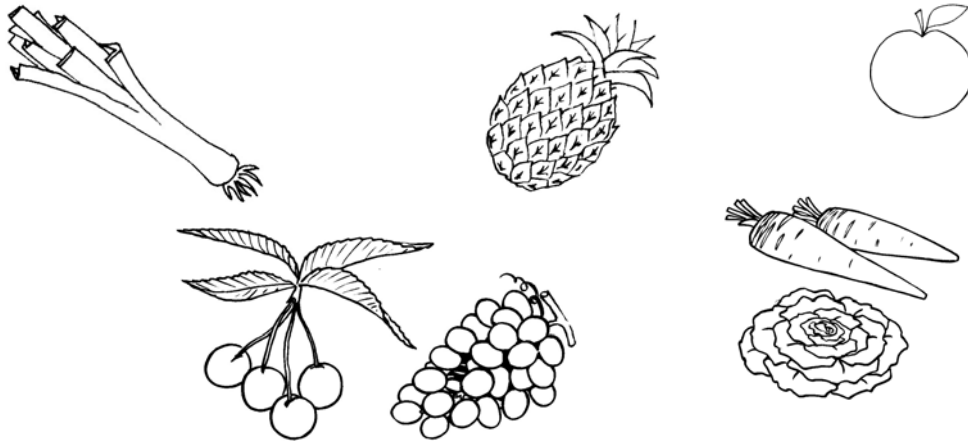
**See the answers for E1 / 31-1.4**

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**You are doing a survey of organic food. You spoke to two friends outside the supermarket. You asked them what they thought about organic food. You wrote down their conversation.**

**You:** *Do you ever buy organic food?*

**Julie:** *Do you buy that sort of stuff, Chloe?*

**Chloe:** *Yes, quite often...*

**Julie:** *But it's really expensive! The same fruit costs half as much if it's not organic!*

**Chloe:** *But that's the point, it's not the same fruit. Organic fruit doesn't have any fertilisers. Or pesticides either. All those chemicals are very bad for you. That's worth a little more money, surely!*

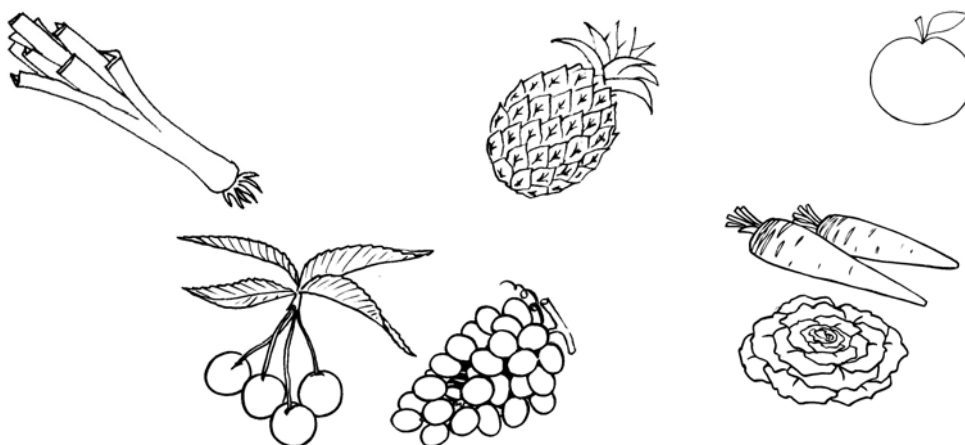
**Julie:** *A little! Twice as much, you mean! There are five of us at home. I can't spend that much on food. We find it difficult to make ends meet. We really have to take care with money.*

**Chloe:** *Oh well! We'll agree to disagree. But it doesn't stop us being friends. Eh, Julie?*

**Julie:** *Of course not! Hey, I have to go. I've got a meal to prepare. See you around!*

Now underline all the arguments for organic food.

Look at the suggested answers for E1 / 31 – 1.5



**You are doing a survey of organic food. You spoke to two friends outside the supermarket. You asked them what they thought about organic food. You wrote down their conversation.**

**You:** *Do you ever buy organic food?*

**Julie:** *Do you buy that sort of stuff, Chloe?*

**Chloe:** *Yes, quite often...*

**Julie:** *But it's really expensive! The same fruit costs half as much if it's not organic!*

**Chloe:** *But that's the point, it's not the same fruit. Organic fruit doesn't have any fertilisers. Or pesticides either. All those chemicals are very bad for you. That's worth a little more money, surely!*

**Julie:** *A little! Twice as much, you mean! There are five of us at home. I can't spend that much on food. We find it difficult to make ends meet. We really have to take care with money.*

**Chloe:** *Oh well! We'll agree to disagree. But it doesn't stop us being friends. Eh, Julie?*

**Julie:** *Of course not! Hey, I have to go. I've got a meal to prepare. See you around!*

Now underline all the arguments for organic food.