

<i>900 exercises for Vocational Communication</i>	Notes for teachers	E3 / 31
<i>General aim</i>	E: Evaluate a message	
<i>Level of difficulty</i>	3	
<i>Intermediate aim</i>	3: Distinguish a plan of argumentation in a message	
<i>Operational aim</i>	1: Find the arguments and the process used to give conviction in a text.	
<i>Pre-requirements</i>	None	
<i>Number of exercises</i>		
<i>Practice exercise</i>		
<i>Applications (examples)</i>		
<i>Comments</i>		

Your flat mate receives this email from his uncle who lives on the other side of the town. He works for a large multinational company not far from you.

From: giles.french@bgt.co.uk
Sent: 23/9/-- at 11:51:45GMT
To: jimbo
Subject: new job???

Hey there Jim,

I saw this job opening here and immediately thought of you. It sounds ideal. It is in the marketing and sales department and would involve a bit of travelling. Here is more or less the job profile. Let me know what you think, and if you like I can put your name forward, with a little recommendation. That never hurt anyone, did it??

Assistant in marketing and sales: must have a recognised diploma in some sort of business programme, plus two years' experience in sales and/or marketing. Good level of written French is a bonus, with possibly another European language. Must be free to travel, mainly to France and Luxembourg, though more is possible according to experience. Clean driving licence essential. Apply to the above address for an application form. All applications must reach us by the end of September.

So, what do you think? I reckon you should try for it. I know you haven't actually got a business diploma, but you did two years at that school, didn't you? Some sort of business course, you told me. And you've got the experience. Didn't you work for a couple of years in that firm marketing organic products? You know, it's still possible to start low down in a firm and work your way up. I know it's not that common nowadays, but it's certainly not impossible. All you need to do is show them that you are a capable worker and that you deserve to be promoted. I seem to remember that you used to speak French, is that right? You could always brush it up at evening school, anyway. You also learnt Spanish, I think.

I really think you should apply. If you decide to do so, I'll definitely give you a hand with your application form. I know exactly the sort of thing they're looking for and I can help you with your letter and CV. Just let me know as soon as possible. As you can see, it all has to be in by the end of the month.

All the best, and I hope to hear from you very soon.

Your uncle Pete.

Your friend Jim is a little hesitant. He is not sure he is properly qualified to apply for the job. As he voices his hesitation, give him reassurance, basing your replies on his uncle's email.

Please go to the next page.

Jim: Hey, I've just received a brilliant opportunity for a new job. My uncle sent me this email, and says that there's an opening in his company. I know he really enjoys his job there, and that they treat their employees very well. There's only one problem. I don't think I have the necessary qualifications.

You: Well, from what your uncle says here...

Jim: Yes, but I didn't finish the course. And the job offer says I need two years' experience. I'm not too sure about mine. I don't think it would count.

You: But according to your uncle...

Jim: Yes, but I didn't get very far in that company.

You: Well,

Jim: And look here, it says I have to be really good at French, and if possible another European language. My French is atrocious – I can hardly speak a word.

You: But...

Jim: And anyway, I'm pretty hopeless with application forms. I never know what to say. I don't know how to write a proper letter, and my CV really needs working on.

You: What's the problem? Your uncle...

Jim: Well, if you really think I should give it a try, why not? Nothing ventured, nothing gained, as they say.

You: That's exactly what I think!

Jim: Hey, I've just received a brilliant opportunity for a new job. My uncle sent me this email, and says that there's an opening in his company. I know he really enjoys his job there, and that they treat their employees very well. There's only one problem. I don't think I have the necessary qualifications.

You: Well, from what your uncle says here...*you should be okay with the business course you did. He thinks that should be enough.*

Jim: Yes, but I didn't finish the course. And the job offer says I need two years' experience. I'm not too sure about mine. I don't think it would count.

You: But according to your uncle...*the experience in the company where you worked is good enough. It was in a marketing department.*

Jim: Yes, but I didn't get very far in that company.

You: Well, *your uncle seems to think that you can still work your way up in a company. If you show that you're good enough at your job, you can get promoted.*

Jim: And look here, it says I have to be really good at French, and if possible another European language. My French is atrocious – I can hardly speak a word.

You: But...*the job only requires written French, not spoken. And anyway, your uncle suggested you try to improve it in evening classes.*

Jim: And anyway, I'm pretty hopeless with application forms. I never know what to say. I don't know how to write a proper letter, and my CV really needs working on.

You: What's the problem? Your uncle...*has offered to help you. He said he'd look over your letter and CV as he knows just what they're looking for.*

Jim: Well, if you really think I should give it a try, why not? Nothing ventured, nothing gained, as they say.

You: That's exactly what I think!

My darling,

I cannot tell you how sorry I am. Please forgive me! I really want you back. If you come back to me, I promise I will never touch a drop of alcohol again. I realise now how stupid I was. I thought I could escape by drinking, but now I know it only added to my unhappiness. Our unhappiness. I would do anything to have you with me again. Anything!

How could I have thought that another could make me happy? How could I have gone away with someone else? I didn't know what I was doing. This time, if you give me a chance, I will be faithful. I won't look at another woman. I promise, my darling.

I realise too that I was becoming addicted to the card games with my friends. Perhaps I was trying to escape the misery – misery that I was bringing on myself – of losing you. It was a vicious circle. The more I tried to escape, the unhappier I was. Darling, I will give up the gambling, and the alcohol, and the little infidelities. I give you my word of honour. You know you can trust me!

Please believe me. I've changed, you know. I'm a totally different person. I need you. I can't live without you. Please have me back. Don't desert me now. You have to believe me! I don't know what I will do if you refuse. Just say the word, and I'll be there.

Please answer me soon. Put me out of my misery.

Darling, I love you, and only you! Forever!

*Your ever loving
Paul*

Your friend Claire receives this letter from her ex-husband. She has been miserable since they separated, but she has sworn never to have him back. She shows you, her best friend, the letter, and asks for your advice. Read the letter and tell Claire how Paul is trying to convince her to have him back.

Claire: *Look at this. Do you think I can believe him? What tells me he really has changed?*

You:

Look at the suggested answers on the next page.

My darling,

I cannot tell you how sorry I am. Please forgive me! I really want you back. If you come back to me, I promise I will never touch a drop of alcohol again. I realise now how stupid I was. I thought I could escape by drinking, but now I know it only added to my unhappiness. Our unhappiness. I would do anything to have you with me again. Anything! You must believe me. Please, my darling!

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Your friend Claire receives this letter from her ex-husband. She has been miserable since they separated, but she has sworn never to have him back. She shows you, her best friend, the letter, and asks for your advice. Read the letter and tell Claire how Paul is trying to convince her to have him back.

Claire: *Look at this. Do you think I can believe him? What tells me he really has changed?*

You: *Look, Claire, he says he will give up everything – he says he'll stop drinking, he's going to give up gambling, and most importantly, he promises never to look at another woman. He keeps repeating "Believe me." He says it at least three times. And look how often he says "I promise." It's obvious he wants you to forgive him. He's pleading with you. Look, he says "please" four times. And he gives you his word of honour. He talks of trust. And loves you, and will love you for ever. Well, at least that's what he says...*

This petition is posted on the front door of the small block of flats where you live. You meet a neighbour who is reading it.

ENOUGH!!!!

We have had enough! It is time to put a stop to the noise of planes overhead! Aren't you fed up with hearing them day and night? Why should we put up with this? All this noise, just for a small aerodrome? Why should we tolerate it? Our children can't even study in peace. The whole class has to come to a stop because of the noise.

We shouldn't!! And we won't!! Join our association to fight against the noise pollution. **Together we can win.** Individually, there is no hope. Come and join the demonstration. But first, **sign this petition.** The more signatures we have, the greater our influence. If we get a **thousand signatures**, we can go direct to the council. **They can't ignore a thousand people!** They will have to listen to us.

Sign now, and join the battle. **WE CANNOT LOSE!!!** With your help, we will win this fight.

You: Hello Mr Patel. I see you're reading the petition. Are you going to sign it?

The neighbour: Oh no, you won't get me signing things just like that! I'm not signing any old petition! Tell me why I should!

You: Why not? Look, if you read it carefully...

Show your neighbour the reasons why he should sign the petition. How do they convince people to sign?

Look at the answers on the next page.

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You: Hello Mr Patel. I see you're reading the petition. Are you going to sign it?

The neighbour: Oh no, you won't get me signing things just like that! I'm not signing any old petition! Tell me why I should!

You: Why not? Look, if you read it carefully... you can see that they need people to sign. They say that one single person can't do anything. But if they manage to get 1000 signatures, they are sure to win. Look at how they introduce it: "enough!" It's true, we have had enough. I have, anyway. And they keep talking about having to tolerate the noise. Why should we? It's obvious the person who wrote this is very anxious to stop the noise. If they have to stop the lessons in school just because of the noise, it must be serious. Look how they try to attract our attention. They use bold type for all the important words. I for one am pretty convinced that if we go to the council, we can't lose. Doesn't that mean anything to you? It does to me. I'm signing right now. Have you got a pen on you, Mr Patel?

Article in a popular women's magazine:

Everybody is following it! The Algar diet. It seems that if you follow this you will lose 4 pounds a week. It's the new miracle diet. You can't go wrong. Just do exactly as it says, eat exactly what they tell you, and you'll be slim and fit in no time.

But will you? Just how safe and reliable is this diet? We asked Dr. Joanne Wilkins, the famous Harley Street dietician, what she thought of the Algar Diet.

"Well, if you look at what this diet allows you to eat, you get an immediate idea of how it might appeal to people. Especially to women who have tried every diet in the book. At first sight it looks simple. You eat nothing but protein. As much meat, fish, eggs and dairy produce as you like. So for weeks you eat only that: meat, and very often that includes a lot of fat. You are allowed very small amounts of fruit and vegetables. And no carbohydrates. No bread, no cereals, no sugars. This means that you get very little dietary fibre, which is so good for digestion and for fighting against heart disease.

"The idea behind the diet is that protein fills you up very quickly. So after eating a relatively small amount, you feel full. But unfortunately, it doesn't last. You soon feel hungry again. And because you are deprived of some of your favourite foods, you go directly to them for comfort. When you come off the diet, you risk putting on even more weight.

"The lack of fibre soon leads to constipation and discomfort. And we have known for some time that too much protein is bad for us. The lack of fruit and vegetables will soon lead to a serious lack of vitamins and minerals. It is never a good idea to exclude certain types of food.

"It is much better to follow a balanced diet with plenty of fruit and vegetables, cereals like bread (wholemeal is best), pasta or rice, some meat, fish, eggs (though not too many of these if you have high cholesterol) and dairy products. It has always been said that variety is the spice of life, and that goes for your diet too."

A very good friend of yours has been on this diet for two weeks. She is very pleased with herself, as she has already lost 6 pounds. She says she feels fine at the moment, she does not feel hungry at all, and she has never had any problems with digestion.

Tell her about this article. Show her how it should convince her to try something else.

Josie: Hi there! I haven't seen you for a while. How do you think I look? I've lost 6 pounds in 2 weeks on this great diet. It's so easy to follow. I feel great! I intend to follow this for the rest of my life. Just think, I'll be slim forever!!

You: Hi Josie. Yes, you look great. I can see you've got thinner already. But are you sure you really want to continue this diet? I read this article the other day. There was a famous nutritionist talking about your wonderful Algar diet. It seems it's not so wonderful after all.

.....

Look at the suggested answers on the next page.

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