

LANGUAGE REVIEW – Listening and Speaking module

VOCABULARY

Nouns

chance
possibility
likelihood

Adjectives

possible
likely

Shopping

a cashier
a checkout counter
customer service
an item
an outlet
a price
a queue
a sale
a shop assistant
a store
to browse
to refund

Evaluative language

Responding positively: awesome, fantastic, terrific, stunning

Responding negatively: terrible, awful, dreadful

Responding with disbelief: unbelievable, incredible, crazy

A product launch

a budget
a campaign
a social media platform
a target audience
a teaser video
an influencer
brand visibility
social media
a targeted ad
to boost reach
to brainstorm ideas
to create a buzz
to host a giveaway contest
to run targeted ads
to showcase a product
to track metrics

Promotional means

a celebrity endorsement
a marketing campaign
product placement
to attract an audience
to boost visibility
to drive sales
to enhance credibility
to have a following
to have an idea in mind
to leverage influencer collaboration
to reach potential customers
to sponsor an event

GRAMMAR

Strong and weak modifiers

To strengthen: **Totally** relaxing. (totally, so, utterly, really, incredibly, extremely)

To weaken: **Fairly** uneventful. (somewhat, pretty, slightly, fairly, rather quite)

Making suggestions

Let's start by brainstorming ideas.

How about we make a video?

How about running targeted ads?

We **could** follow up with a series of posts.

It **might be a good idea to** collaborate.

We **should** track metrics.

I suggest we reconvene next week.

Talking about likelihood

Svetlana's **definitely** not coming back.
 Brendan **stands a good chance of** getting the job.
 They're **bound to** get someone from outside.
 There's **no way** they'll make him manager.
 He **may well** lose his job.
 It **looks like** it's going to rain.
Chances are I'll stay here.

Useful language

Making requests

Is there any chance of you lending me a pen for a moment?
 Could I speak to Susanna Wright, please?
 Is there any possibility of having the leaflets printed by Friday?
 What are the chances of changing the meeting time?
 You couldn't possibly keep an eye on my bag for a moment, could you?
 Would it be possible to change the meeting to tomorrow?

Small talk

A: Hi, Mark.
B: Hi, Jim.
A: You haven't got change for a 50 by any chance, have you?
B: Here you go.
A: Cheers. Nice weekend?
B: Not too bad; fairly uneventful. Yourself?
A: Oh, you know, the usual: kids, tennis, birthday parties, in-laws, kitchen shelves – that sort of thing.

Small talk language

Changing the topic: By the way..., Speaking of..., Reminds me of the time...
Asking about news: What's up? Haven't you heard? What's the latest on...?
Agreeing: I know. Absolutely. Me neither.

Agreeing with suggestions

Yes, that could work.
 That's a good idea.
 I like that idea.
 Perfect. Let's try that.

Disagreeing with suggestions

I'm not sure if that's the case.
 I don't think that will work.
 Maybe, but another idea would be to...
 I disagree.

Describing and defining

Promotional means **refers to...**
 The **aim** is to...
 It **can** be advertising, **but also** other ways, **like** discounts and giveaways, sponsoring events, **that kind of thing**.
 So, **what's the difference between** celebrity endorsements **and** influencer marketing?

They're **similar in a way**. They're **both** about using...

What is that about?

Celebrities are high-profile people, like actors or sports people, **whereas** influencers have a large following but mostly on social media.

I see what you mean.

Now I understand.