

Unit 9

Emphasise your point

| Emphasise priorities | Make your point strongly |



Task 1

Pairs
10 minutes

Objective: Emphasise priorities

Step 1 Preparation

Read the brief and the actions in the list below. With your partner, agree which **one** action you think is the most urgent. Work together to prepare a short argument lasting about one minute. Emphasise why you need to make this action your priority.

Brief

One of you is a scientist who has invented an exciting new product: a synthetic textile which you have trialled very successfully. Your partner is a business graduate with experience in the textile industry. You decide to set up your own business to manufacture and sell the new textile. However, you need to raise funding to start the business.

Actions

Work out how you could manufacture on a large scale.

Carry out market research. Take out a patent.

Ask the bank for funding. Prepare a business plan.

Other (your idea): _____

You may want to use some of the following language.

We really need to ... / It's essential to ...

This is absolutely imperative and should be at the top of the list ...

Otherwise we can't ...

We really ought to do this urgently because ...

Groups of 3–4
5 minutes

Step 2 Presentation

Present your argument to the others in the group.

Analysis
5 minutes

Who gave the most effective presentation?

What do you think made their argument effective? Give reasons.

CD 15  Listening 1
5 minutes

1 The two partners in the case above were Jimmy Whitecoat and Penny Ledger. Listen to first Jimmy and then Penny giving their view about what action they should take. What does each one say they should do first?

2 Which of them do you think emphasises the priorities more effectively? Give reasons.

What do you say?
5 minutes

Emphasising your point

Look at the following ways of making your point more emphatic.

1 Using signals to focus attention on what you are about to say:

OK! This is the plan.

This is what we have to do to achieve our goals.

2 Using strong words:

*Let's be **absolutely** clear about this!*

*It's **essential** / **imperative** to ...*

3 Using the full form instead of a contraction:

*This is **not** what we want. (instead of isn't)*

*We **will** succeed. (instead of we'll)*

4 Building sentences around key words which you stress when speaking:

*What we want is more **security**.*

*It's the **price** that's important.*

*It isn't only the **cost** that's a problem: it's also the **time**.*

CD 16  Listening 2
5 minutes

Listen to Penny again. Which of the strategies 1–4 above does she use? Identify examples.

Practice 1
5 minutes

Make the following statements more emphatic and then practise saying them in an emphatic way.

1 Taking out a patent should be our first step.

2 We should get some advice.

3 Making a profit is important.

4 We need more time.

5 This isn't the best way to attract investment.

6 It's a difficult and risky market.

7 We have to find a new manager.

8 I think we'll have sufficient funds.



Grammar reference: Emphasis, page 88



What do you think?

Whole group
5 minutes

Power talk

What other factors make people sound more powerful when they talk? Discuss the effect of the following.

- Tone of voice
- Hesitation
- Tentative opinions
- Taking or denying responsibility (e.g. *I'm not really an expert on this*)
- Positive or negative language



Good business practice, page 80

CD 17 Listening 3

10 minutes

1 Another way to emphasise your point is to stress key words. Jimmy and Penny have a meeting with a venture capitalist, Max Cash, who tells them what they have to do to attract investors. Read the script of Max's argument below.

Underline the words you think Max will stress most. Mark any pauses within sentences using ||. (The first sentence has been marked as an example.)

OK. I've heard your proposal || and this is what I think. You have an excellent product here. It's something different, something special. And that's a huge point in your favour. But – and this is a big 'but' – can you sell this product and make a profit? It's the market for the product that's important and at the moment we simply don't know if there is a market out there. As an investor, what I want to know is: who are you planning to sell to? Why will these people want to buy your product? How many people will buy it? And what price will they pay? Market research should be your absolute priority now.

2 Now listen and see if you marked the stresses and pauses according to the way Max spoke.

Practice 2

Pairs
5 minutes

Work with a partner. Practise reading the text aloud using appropriate word stress and pauses.