

### The series

The *Workshop* series of workbooks prepares students studying vocational topics for the English they will need for their jobs in the real world. The books contain 25–30 lessons which can be used in class as a supplement to the main coursebook and/or at home. Each single or double-page lesson includes the authentic texts, skills practice, functional language, and vocabulary needed for a vocational syllabus. Each unit is independent, although in this *Workshop* Lessons 20/21 and 22/23 act as pairs and recycle work.

### Features

Each lesson contains some or all of these features:

- Before you start
- Reading
- Vocabulary
- Speaking
- Writing
- Get real

Each workbook has a Glossary, which contains the words from each lesson and definitions. The Glossary defines the main words of the lesson and is particularly useful for defining the technically specific or unusual words not always found in a dictionary.

### Before you start

Students can do this task alone or in pairs. It is designed to get students thinking about the topic of the lesson, or to start thinking about some of the vocabulary they already know in that area. For example, in Lesson 21 'Advertising and promotion', students have to think about different ways of advertising and which is best for different products. In lessons with a large number of concrete nouns or new concepts, students might have to work with pictures, for example, in Lesson 3 'Parts of a company', students identify different parts of a company in photos before reading about them.

### Reading

*Workshop* contains a variety of authentic texts related to the vocational topic. For example, *Business and Commerce* includes the types of texts you find in business magazines and newspapers, reports, books about business, websites and advertisements. It also includes a variety of typical functional dialogues which contain useful language which the students will need in the real world (and which they go on to practise in the Speaking section). Reading tasks include identifying where a text comes from (for example, a magazine, newspaper, or website), identifying the topic of a text, reading the text to find specific information, ordering texts, true or false comprehension questions, gap filling with functional language, and matching headings with paragraphs.

### Vocabulary

The Vocabulary sections in *Workshop* contain exercises looking at groups of words from the reading texts specific to the topic of the lesson. For example, in Lesson 20 'What is marketing?', students are asked to match specific marketing vocabulary with definitions. The exercises include matching words and pictures, dictionary/glossary work, completing definitions, underlining phrases or words in a dialogue, grouping words and some work on word-building. All the words that appear in the Vocabulary sections plus any other words that appear in the lesson and are relevant to the topic appear in the Glossary at the back.

### Speaking

The Speaking sections involve students taking part in a conversation or role play related to the topic of the reading text, using some sort of stimulus. For example, in Lesson 15 'Making arrangements by telephone', students are asked to do a role play of a phone call to arrange a business meeting. In other Speaking sections, students are asked to discuss the topic of the lesson. For example, in Lesson 17 'Motivation at work', students discuss and rank the importance of different rewards and benefits of jobs.

### Writing

In the Writing sections students are asked to write short texts or dialogues based on the model of the reading text in the lesson. For example, in Lesson 19 'Writing a report', students read a report about the TV-watching habits of teenagers in the Reading section, and then they go on to write their own report, based on a survey they conduct, about their classmates' habits either in taking exercise or in listening to music.

### Get real

The 'Get real' task at the end of each lesson is a link between the content of the lesson and the real world. Students are encouraged to use reference materials, magazines, newspapers, or the Internet to investigate ideas related to the topic of the lesson. They are also designed to be the basis of possible project work. Teachers could expand the task so that students do a more lengthy piece of work. For example, in Lesson 11 'Doing business in Japan', students are asked to find out about business cultures in other countries and to create a class file of 'Business cultures'. Similarly, in Lesson 28 'Negotiating', students are asked to find out about a recent negotiation in their country. This could become an ongoing project where students follow different negotiations for, for example, public service salary reviews or agricultural subsidies, and write the report on the progress and outcome of each one.

# Business And Commerce Workshop Answer Key

**Jin-Ying Zhang**



**Business And Commerce Workshop Answer Key:**

## **Business And Commerce Workshop Answer Key** Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Business And Commerce Workshop Answer Key**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound affect our existence.

Throughout this critique, we will delve to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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