

**Business English
Useful Expression
BBE06**



**Hi! I`m Hiro Kobayashi
I represent the Yamamoto Computers.**

1. Pronunciation

The sound of CH as in CHair, staTUE

Pronounce these words in pairs:

chop-shop, cheep-sheep, chip-ship, chew-shoe

Chew bunches of chocolate chips.

2. Vocabulary

1. pamphlet-(n) - A small book of printed information that has only a paper cover
2. represent-(v) - To speak or act for another person or group.
3. similar-(adj) - Having a resemblance to another.*
4. consist of-(pv) - The things something is made from.*
5. approximately-(adv) - Not exactly, roughly, about.
6. require-(v) - Need
7. crush-(v) - To defeat or destroy something or someone completely.
8. booth -
9. name tag -
10. receptionist -

3a. Reading

- Hiro : Hi! I`m Hiro Kobayashi. I represent the Yamamoto computers.
- Receptionist : Let see.. Yamamoto computers.
Yes, your booth is in space 22B. Here`s your nametag. and here`s a pamphlet.
- Hiro : Thank you. Where can I get a cup of coffee?
- Receptionist : There`s a snack bar downstairs.
- Hiro : A snack bar?
- Receptionist : It`s a snack bar serves coffee, sandwiches and snacks.
- Hiro : I see. thank you very much. Receptionist :
You`re welcome , sir.

3b. Reading - What is a pamphlet?

A pamphlet is an unbound BOOKLET (that is, without a hard cover or binding). It may consist of a single sheet of paper that is printed on both sides and folded in half, in thirds, or in fourths (called a leaflet), or it may consist of a few pages that are folded in half and stapled at the crease to make a simple book. In order to count as a pamphlet, UNESCO requires a publication (other than a periodical) to have 'at least 5 but not more than 48 pages exclusive of the cover pages; a longer item is a book.

Pamphlets can contain anything from information on kitchen appliances to medical information and religious treatises. Pamphlets are very important in marketing as they are cheap to produce and can be distributed easily to customers. Pamphlets have also long been an important tool of political protest and political campaigning for similar reasons.

The storage of individual pamphlets requires special consideration because they can be easily crushed or torn when shelved alongside hardcover books. For this reason, they should either be kept in file folders in a file cabinet, or kept in boxes that have approximately the dimensions of a hardcover book and placed vertically on a shelf, not horizontally.

4. Comprehension Questions

1. What are the importance of using a pamphlet?

2. What are the uses of pamphlets?

5 Fill-in the blanks

1. There were _____500,000 people at the protest.
2. The cake _____2 eggs.
3. The army _____the attackers.
4. Beer _____water, grains and alcohol.
5. She _____her company at the conference.
6. The religious group handed out _____s to people walking by on the street.
7. Her nose is _____to her mother's.