

Basic English

4



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Lesson 1

WE WILL HAVE FINISHED IT BY NEXT MONTH

TARGET LANGUAGE

- We will have finished it by next month.
- We won't have set up the website in two weeks.

1 Word Focus



declining (*adj.*)



prevalent (*adj.*)



online content (*n.*)



agency (*n.*)



attract (*v.*)

2 Conversation

Last month's sales had been declining. We must set better goals and strategies to reach our quarterly sales target. Do you have something in mind?

I thought of that too. How you think it will work?



Mr. Tanaka

Do you think we will have finished it by next month?

That's a good idea. That way more customers will take notice of our products and visit the website more frequently.

We could improve our social media marketing and website since online shopping is more prevalent nowadays.

We can start working on our online content and website design. We can contact an advertising agency to help us. I think a well-made website can attract many customers, even from other countries.

We won't have set up the website in two weeks. If everything goes well, I will have it completed by this month. I'll make sure to find a reliable advertising agency.

Yes, I hope we can reach our sales target this quarter. I will inform Miku about this.



Bo



Scan and Listen

GRAMMAR

Future Perfect Tense



Lesson 2

WE WILL HAVE BEEN REACHING THE SALES TARGET

TARGET LANGUAGE

- They will have been revamping the website for two weeks.
- We will have been reaching the sales target by the end of the month.

1 Word Focus



surge (v.)



social media platform (n.)



revamp (v.)



partner (n.)



launch (v.)

2 Conversation



Bo

Hey Miku! I have something to tell you.

What is it? Please tell me this isn't another bad news.

Not at all! I had a meeting with Mr. Tanaka, and we have come up with strategies to help surge our sales this month.

What are the plans?

So, we have decided to work on our social media platforms to advertise our products. I will be searching for an advertising agency that can help us. They will have been revamping the website for two weeks when we have our next big meeting with some partners. We must present the final website design by then.

That's brilliant! I'm pretty sure that we will have been reaching the sales target by the end of the month. All thanks to the launch of our new website.

I'm hoping for the best!



Miku



Scan and Listen

GRAMMAR

Future Perfect Progressive

Lesson 3

JUST PREPARE DILIGENTLY AND GO OVER ALL THE FILES

TARGET LANGUAGE

- You have to prepare your best portfolio and samples.
- Just prepare diligently and go over all the files.

1 Word Focus



all ears (*idiom*)



corporation (*n.*)



accommodate (*v.*)



let down (*v.*)



out of reach (*prep. phr.*)



fingers crossed (*idiom*)

2 Conversation



Lina

Aya, I'll be on leave for three days. I need you to do some things while I'm not around.

Okay. I'm all ears.

You'll be meeting a client in a few days. You have to prepare your best portfolio and samples. The client will take a look at them.

Sure. What else do I need to do?

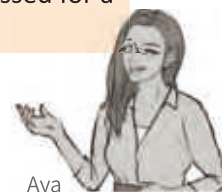
This client is from a huge corporation. Please accommodate him politely and do your best in the meeting. You don't want to let our company down, do you?

Of course! Is there anything else?

You have to call me after the meeting. If I'm out of reach, I guess I have to call you back.

Alright. I'll keep my fingers crossed for a successful meeting.

Best of luck, Aya. Just prepare diligently and go over all the files. I know you can do it. I trust you.



Aya



Scan and Listen

GRAMMAR

Transitive vs. Intransitive Verbs
Phrasal Verbs (Separable and Inseparable)



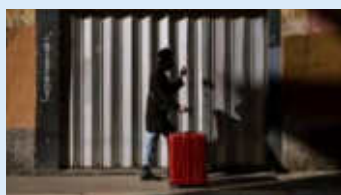
Lesson 4

WE HAVE AN ARRAY OF PORTABLE REFRIGERATORS HERE

TARGET LANGUAGE

- We have an array of portable refrigerators here.
- This is our top-selling modern Japanese portable refrigerator.

1 Word Focus



portable (*adj.*)



array (*n.*)



vandweller (*n.*)



top-selling (*adj.*)



budget-friendly (*adj.*)



cheque (*n.*)

2 Conversation



Bo

Hello, Sir! Can I help you find something?

Good day! I'm looking for portable refrigerators.

You're in the right place. We have an array of portable refrigerators here.

I'm a vandweller so I just need a small one.

In that case, I can recommend you an eight-liter portable refrigerator.

That sounds interesting. I'd like to take a look at it.

This is our top-selling modern Japanese portable refrigerator with eight-liter maximum capacity. This one is light-weight and perfect for your everyday adventure as a vandweller. The price is below the average for the category which makes it so budget-friendly.

What an amazing appliance! This would make vandwelling a very convenient journey. I'm going to buy one. I'm paying by cheque.

Great! This way to the counter, please.



Customer



Scan and Listen

GRAMMAR

Adjective Position (Attributive and Predicative Position)
Adjective Order (OSASCOMP)

Lesson 5

OUR PRODUCT SALES ARE EXTREMELY HIGH THIS MONTH

TARGET LANGUAGE

- Our product sales are extremely high this month.
- Whew! That's good news.
- I think I'm fairly good at my job.

1 Word Focus



increase (v.)



purchase (v.)



bulk (n.)



convince (v.)



percentage (n.)



provide (v.)

2 Conversation

Hello, Bo. I have some good news for you. Our product sales are extremely high this month. It has increased by fifty percent. We made it!

Whew! That's great news. I thought we wouldn't be able to reach our sales target. I never imagined that some customers would purchase totally expensive products in bulk.

Well, you did very well on your job. You are absolutely skilled at convincing the customers.

Oh, thank you so much. I think I'm fairly good at my job but I still have a lot to learn. I am just doing what is best for the company.

Hmm. I think you did great. Mr. Tanaka will be pleased. I hope in the coming months we can still increase our sales percentage.

That won't be a problem. We can achieve that if we work together and continue providing quality products. The website is attracting a lot of customers too. So that's another good news.

Yippee! This calls for a celebration!



Miku



Bo



Scan and Listen

GRAMMAR

Intensifiers and Mitigators
Interjections



Lesson 6

YOU HAVE GOT KNOW YOUR TOPIC WELL

TARGET LANGUAGE

- You can try practicing either in front of the mirror or in front of your friends.
- You have got to know your topic well.

1 Word Focus



handle (v.)



overcome (v.)



eye contact (n.)



jot down (v.)

2 Conversation

Oh! Aya. What's wrong with you?
Are you okay?

I'm feeling nervous. Lina isn't around, so I will
handle her meeting tomorrow. What do you
advise me to do?

Don't worry, Aya. You just have to overcome
your nervousness. You can try practicing either
in front of the mirror or in front of your friends.
Maintain eye contact, stay calm and smile. You
have got to know your topic well.

What if they ask too many questions at the
meeting? What should I do?

You ought to prepare the questions in
advance and jot them down, so you can get
back to them through email.

Thanks for your help, Olivia.
I'll try my best to stay calm.

Olivia

No worries. Good luck!



Aya



Scan and Listen

GRAMMAR

Semi-modals for Giving Advice
Correlative Conjunctions

Lesson 7

MY BOSS MR. TANAKA HAS ASKED ME TO BE HIS REPRESENTATIVE

TARGET LANGUAGE

- My boss Mr. Tanaka has asked me to be his representative.
- Jackson, our cartoonist, will also help out with the projects.

1 Word Focus



representative (n.)



promotion (n.)



social visit (n.)



expand (v.)



boost (v.)

2 Conversation



● Jackson

Aya, the client is here. Shall I send him in?

Yes, please. Thanks, Jackson.

Good day, Aya.

Bo? What are you doing here? Are you the client I'm scheduled to meet this morning? I thought I was supposed to meet Mr. Tanaka.

My boss Mr. Tanaka has asked me to be his representative for this meeting. I got a little promotion for doing great at work actually, so I'll be handling some meetings in his place from now on. I'm not here for a social visit. I'm here to talk about business.

Right. Let's get to it then. So what is it that your company needs help with?



Aya



● Bo

We want to expand our market to boost our sales, and in order to do so, we need you to help us create designs for our flyers, magazines, billboards, and visuals for our online platforms. We also need to revamp our website.

That shouldn't be a problem! Here, check out my portfolio so you can have an idea on what designs you'd like. Jackson, our cartoonist, will also help out with the projects.



Scan and Listen

GRAMMAR

Appositives (Essential and Non-essential)
Usages of Comma



Lesson 8

IN THE FUTURE THEY WILL SEE EACH OTHER OFTEN

TARGET LANGUAGE

- First of all, they prepared their résumés to start their first jobs.
- Owing to Bo's hard work, he got a well-deserved promotion.

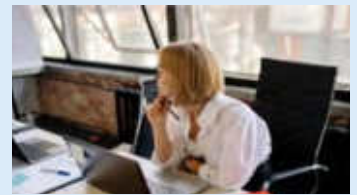
1 Word Focus



marvelous (*adj.*)



bid farewell (*v.*)



workplace (*n.*)



feel down (*v.*)



vigorous (*adj.*)



passion (*n.*)

2 Passage

It has been a marvelous journey for both Bo and Aya since their graduation. First of all, they prepared their résumés to start their first jobs. Not too soon later, Aya passed her job interview smoothly. Meanwhile, Bo got a call from a home appliance company but was assigned to a different city. Because of this, he had to move out and bade farewell to Aya.

They were doing great in their jobs and made new friends at work. Despite their distance, Bo and Aya have kept in touch and cheered each other up whenever they felt down. With all the difficulties they faced, they remained vigorous and always satisfied their clients. In fact, owing to Bo's hard work, he got a well-deserved promotion. He will have more business trips now than he had before. As for Aya, her passion for her job makes it easier for her to handle even the most challenging tasks.

Now that their companies are collaborating, they have been brought together again. In the future, they will see each other often.



Scan and Listen

GRAMMAR

Sequence Words
Cause and Effect Expressions



Lesson 9

UNIT REVIEW

WORD FOCUS

Lesson 1

declining
prevalent
online content
agency
attract

Lesson 2

surge
social media platform
revamp
partner
launch

Lesson 3

all ears
corporation
accommodate
let down
out of reach
fingers crossed

Lesson 4

portable
array
vandweller
top-selling
budget-friendly

cheque

Lesson 5

increase
purchase
bulk
convince
percentage
provide

Lesson 6

handle
overcome
eye contact
jot down

Lesson 7

representative
promotion
social visit
expand
boost

Lesson 8

marvelous
bid farewell
workplace
feel down
vigorous
passion

GRAMMAR FOCUS

- 1 Future Perfect Tense
- 2 Future Perfect Progressive
- 3 Transitive vs. Intransitive Verbs, Phrasal Verbs (Separable and Inseparable)
- 4 Adjective Position (Attributive and Predicative Position)
Adjective Order (OSASCOMP)
- 5 Intensifiers and Mitigators, Interjections
- 6 Semi-modals for Giving Advice, Correlative Conjunctions
- 7 Appositives (Essential and Non-essential), Comma Uses
- 8 Sequence Words, Cause and Effect Expressions