

MARKETING RULES.- Session 01. The marketing campaign.

Caso práctico

Listen to Julia, Linda and Paolo are discussing ideas for a marketing campaign.

Script

Linda: I must say I'm a bit concerned about the slogan. I think it's not going to pop out. How about making it slightly longer? I'm sure that would make the concept of the product easier to understand.



Paolo: Mm, maybe, but we don't want to change the concept at this stage. Remember the client said he wanted a short slogan for his campaign, didn't he Julia?

Julia: Yes, he did but Linda is right. We always knew that would be a problem. I must say, though, I'm more worried about the market research results. It's a very innovative product and customers are not certain what it's all about.

Linda: That's why I think it's a good idea to work on a more elaborate motto or slogan to explain clearly the benefits of the product.

Paolo: Well, we could brainstorm some solutions and develop an alternative presentation for the client. Let's try to show him a couple of brand new ideas and maybe we'll manage to convince him to spare two minutes of his time and listen to our proposals. We won't take no for an answer.

Linda: Mm, I agree. Look to begin with, why don't we try using some 3D images or computer generated animation for the presentation video. We have an excellent media department and I think we should use some flashy props to start with. You can't launch a product with old-fashioned strategies.

Julia: Yeah, that might be a good idea and we could also think of launching the campaign through the social networks.

Autoevaluación

Are these sentences true or false?

Paolo is not sure at first about changing the concept of the product.

- True.
- False.

Well done!

Try again.

Solución

1. **Opción correcta** (Retroalimentación)
2. **Incorrecto** (Retroalimentación)

Linda suggests creating a new slogan.

- True.
- False.

Not really.

Excellent! She suggests a longer one.

Solución

1. **Incorrecto** (Retroalimentación)
2. **Opción correcta** (Retroalimentación)

Julia disagrees with Linda.

- True.
- False.

Not really.

Excellent!

Solución

- 1. [Incorrecto](#) (Retroalimentación)
- 2. [Opción correcta](#) (Retroalimentación)

Paolo suggests presenting the client with new ideas.

- True.
- False

Well done!

Try again.

Solución

- 1. [Opción correcta](#) (Retroalimentación)
- 2. [Incorrecto](#) (Retroalimentación)

Linda suggests cooperation with the media department.

- True.
- False.

Excellent!

Not really.

Solución

- 1. [Opción correcta](#) (Retroalimentación)
- 2. [Incorrecto](#) (Retroalimentación)

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1.- What to say. Giving and asking for permission.

Giving and asking for permission is always useful and necessary in any situation. Look at the examples:

- ✓ *Can you get me some stamps from the newsagent's, please?*
- ✓ *Could you pass me that book, please?*
- ✓ *Can I use your pen?*
- ✓ *Could we smoke here?*
- ✓ *May I come in?*
- ✓ *Might we join the group?*
- ✓ *I wonder if I can be a part of the team.*
- ✓ *Do you think we could talk about it later?*



As we have seen, we can use modal verbs to ask for permission, but we can also use other expressions:

- ✓ **Can I / we?** In informal situations.

The rest of expressions are for more formal situations.

- ✓ **Could I / we ...?**
- ✓ **May I / we ...?**
- ✓ **Might I / we...?**
- ✓ **I wonder if I can / could....**
- ✓ **Do you mind if I / we ...**
- ✓ **Do you think I /we could....?**

Possible answers are:

- ✓ *Of course, you can.*
- ✓ *Sure.*
- ✓ *Absolutely.*
- ✓ *Go ahead.*

Think about it

Ask for permission in these situations.

- ✓ You and a classmate are in a classroom and want to go to the toilet.
- ✓ You want to use your friend Anna's sellotape.
- ✓ You need to borrow your brother Carlos's car.

Several answers are possible. These are just some examples:

- ✓ *Could we go to the toilet, please?*

- ✓ *Can I use your sellotape, please?*
- ✓ *Do you think I could borrow your car, Carlos?*

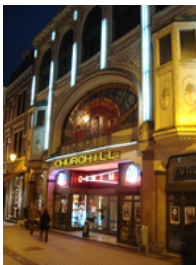
1.1.- Making informal suggestions.

Have you ever wanted to make a suggestion in English?

There are quite a lot of different ways to express suggestions. Some occur in the affirmative and others in the interrogative form.

Look at these examples:

- ✔ *Let's have a party this weekend.*
- ✔ *Why don't we change this sofa to that corner?*
- ✔ *We can meet outside the cinema at around 8:45.*
- ✔ *We could discuss the most important issues in our next meeting.*
- ✔ *What about travelling to the south of Spain this Christmas?*
- ✔ *How about a trip to Madrid this weekend?*
- ✔ *Shall I/we take our laptops to the café?*



So, the main structures to make suggestions are:

- ✔ **Let's + verb**
- ✔ **We can/could + verb**
- ✔ **What/How about + verb-ing**
- ✔ **What/How about + noun**
- ✔ **Shall I/We + verb?**
- ✔ **Why don't we + verb?**

And the typical responses are:

Accepting:

- ✔ *Yes, let's do it!*
- ✔ *Great! That's a good idea!*
- ✔ *Yes, we can do it!*
- ✔ *Yes, I'd love to.*

Refusing:

- ✔ *I'm not sure about that.*
- ✔ *No, I'm afraid we can't.*
- ✔ *No, I'd prefer not to, thanks.*
- ✔ *I don't think we could do it.*

Of course, the imperative form of the verb is not only used to give orders but also to make suggestions. We studied it in unit one. However, you have to be very careful when you use it because it can often sound quite strong and impolite.

Ejercicio Resuelto

[Click to read the Spanish translation.](#)

Seguro que alguna vez has querido hacer una sugerencia en inglés. Hay muchas formas de hacerlo. Algunas se hacen en la forma afirmativa y otras como pregunta.

Observa los ejemplos para aprender las estructuras más típicas. Aprende también las posibles respuestas para aceptar y rechazar la sugerencia.

Autoevaluación

Re-arrange the words given and make suggestions by adding the verb in brackets in the correct form.

1. (go out) What / about / for a walk / tonight?

?

2. (go out) Why / don't / we / for a walk / tonight?

?

3. (have) What / about / drink / a / at / pub / the / night / tomorrow / ?

?

4. (have) Why / don't / we / a / at / pub / the / night / tomorrow / ?

?

5. (go) Let's / home!

!

6. (have) Let's / drink! / a

!

7. (do) Let's / it! / do

!

Enviado

1. (go out) What / about / for a walk / tonight?

What about going out for a walk tonight?

2. (go out) Why / don't / we / for a walk / tonight?

Why don't we go out for a walk tonight?

3. (have) What / about / drink / a / at / pub / the / night / tomorrow / ?

What about having a drink tomorrow evening?

4. (have) Why / don't / we / a / at / pub / the / night / tomorrow / ?

Why don't we have a drink tomorrow evening?

5. (go) Let's / home!

Let's go home!

6. (have) Let's / drink! / a

Let's have a drink!

7. (do) Let's / it! / do

Let's do it!

Autoevaluación

Put these words into the right order to build a sentence.

1. cup/ a/ tea /of/ let's/have

2. about/ what /buying /car /a /huge?

3. together /go /why/ don't /we /cinema /to/ the?

4. take/ the/ we train /Madrid /to/ could

Enlarger

1. cup/ a/ tea /of/ let's/have

Let's have a cup of tea

2. about/ what /buying /car /a /huge?

What about buying a huge car?

3. together /go /why/ don't /we /cinema /to/ the?

Why don't we go to the cinema together?

4. take/ the/ we train /Madrid /to/ could

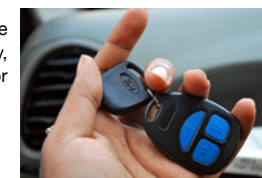
We could take the train to Madrid

2.- How to say it. Modal verbs for permission.

Citas Para Pensar

"It's easier to apologize than to ask for permission."

In the previous unit we had a look at modal verb can/could/be able to, which can be used to express request, possibility, ability and permission. Now we look at other ways to ask for permission.



Can and **Could** are used to ask for permission.

- ✓ *Can I use your car tonight, dad?*
- ✓ *Could I use your car tonight, dad?*

There are differences between the two.

- ✓ **Can** is used in informal situations while **Could** is used in more formal, polite situations.
 - ◆ *Can I borrow your pencil, Tomas?*
 - ◆ *Could I borrow your pen, Mr. Clapton?*
- ✓ **Can** is used for the present and **Could** is used for the past.
 - ◆ *Last night I couldn't go to the disco; my father was really angry with me.*

The use of **May** is very formal.

- ✓ *May I use the telephone, please? Yes, you may.*

Note that when we want to give permission, we use **can** or **may**, but not **could**.

Be allowed is used to express that we have permission to do something.

- ✓ *We will be allowed to smoke in a bar when we are 18 years old.*
- ✓ *People over 55 years have been allowed to leave the building 30 minutes earlier.*

Is there any difference between **can** and **be allowed to**?

Can is used for general permission while **be allowed** refers to a particular occasion.

- ✓ *People only can smoke in the staff room.*
- ✓ *The prisoner was allowed to leave the prison for one day last weekend.*

Ejercicio Resuelto

Click to read the Spanish translation.

- ✔ **Can** se usa en situaciones informales mientras que **Could** se usa en situaciones más formales.
- ✔ **Can** se usa para el presente y **Could** para el pasado.
- ✔ El uso de **May** es muy formal.
- ✔ Observa que cuando queremos dar permiso usamos **can** o **may**, pero no **could**.
- ✔ **Be allowed** se usa para expresar que tenemos permiso para hacer algo.
- ✔ ¿Hay alguna diferencia entre **can** y **be allowed to**?
- ✔ **Can** se usa para permisos generales mientras que **be allowed** se refiere a una ocasión particular.

Think about it

Some common mistakes when using modal verbs are:

- ✔ *They will can speak two languages.*
- ✔ *I can to dance very well.*

Can you correct them?

The correct forms are:

- ✔ *They will be able to speak two languages.*
- ✔ *I can dance very well.*

A step ahead

Here you have video to revise the basics of modal verbs.



[Text summary](#)

2.1.- Modals for deduction.

Citas Para Pensar

"One must be poor to know the luxury of giving." **George Eliot.**

We can use these modal verbs (also called modals of probability, speculation or certainty) when we want to make a guess about something. We choose the verb depending on how sure we are.

We use **may**, **might** or **could** to say that something is possible or probable in the present or in the future.

- ✓ **May** (more probable)
 - ◆ *Where is Kurt? He may be at home or he might be at the sports pavilion.*
- ✓ **Might** (the possibility is quite remote)
 - ◆ *I might study Medicine next year, but I don't think I will.*
- ✓ **Could** (less probable, too)
 - ◆ *Where is Jane? I don't know, she could be at school.* (might is also possible).
- ✓ **Must** is used in an affirmative sentence to say that we are sure about something.
 - ◆ *My students get very high marks. They must study very hard.* (I am sure that they are studying a lot).
 - ◆ *The lights are on. Someone must be in.* (I am sure there is someone in the house).
- ✓ **Can't** is used in negative sentences to say that something is impossible.
 - ◆ *They can't be brothers. They are completely different.* (It is impossible that they are brothers).
 - ◆ *They can't be in, as the lights are off.* (It is impossible that there is someone in the house).



When talking about the present there is a line that goes from very probable to almost impossible.

For example: I am waiting for Julie with another friend, David.

I ask: "*Where is Julie?*"

David guesses:

- ✓ *She must be on the bus.* (about 95% possible)
- ✓ *She may be in the wrong room.* (about 50% possible)

- ✓ *She might come soon.* (about 30% possible)
- ✓ *She could be lost.* (about 30% possible)
- ✓ *She can't be at home.* (about 5% possible)

Notice that the opposite of **must** is **can't** in this case.

Ejercicio Resuelto

Click to read the Spanish translation.

Podemos usar estos modales (también llamados de probabilidad, especulación o certidumbre) cuando queremos adivinar algo. Escogemos el verbo de acuerdo a nuestro grado de seguridad.

Usamos **may**, **might** o **could** para decir que algo es posible o probable en el presente o en el futuro.

- ✓ **May** (más probable).
- ✓ **Might** (la posibilidad es bastante remota).
- ✓ **Could** (también menos probable)
- ✓ **Must** se usa en una frase afirmativa para decir que estamos seguros de algo.
- ✓ **Can't** se usa en una frase negativa para decir que algo es imposible.

Cuando hablamos del presente hay una línea que va de muy probable a casi imposible.

- ✓ must (un 95% de posibilidad).
- ✓ may (un 50% de posibilidad).
- ✓ might (un 30% de posibilidad).
- ✓ could (un 30% de posibilidad).
- ✓ can't (un 5% de posibilidad)

Observa que el contrario de **must** es **can't** en este caso.

2.2.- Modal verbs for requests.

Citas Para Pensar

"Great things are only possible with outrageous requests."

Modal verbs for request are used when we want to ask someone to do something.

✓ **Can** is used in informal context.

- ◆ *Mum, can you tell me the time, please?*
- ◆ *Can you pass me the salt, Peter?*
- ◆ *Can you take me this sweater, please?*
- ◆ *Can I take one, please?*



✓ **Could** is used to be polite (formal) or to ask for a "big favour".

- ◆ *Excuse me, could you give me a lift to the nearest petrol station, please?*
- ◆ *Sir, could you close the window, please?*
- ◆ *Could I make a phone call, please?*
- ◆ *Could I be wrong?*

✓ **Will / Would**

- ◆ *Will you help me with these suitcases, please?*
- ◆ *Will you open me this door, please?*
- ◆ *Would you close the window, please?*
- ◆ *Would you carry this for me, please?*

Would is less common.

Ejercicio Resuelto

Click to read the Spanish translation.

Estos modales se usan cuando queremos pedir a alguien que haga algo.

- ✓ **Can** se usa en un contexto informal.
- ✓ **Could** se usa para ser más formal o para pedir un gran favor.
- ✓ **Will** se usa para pedir información, un favor o sobre opiniones.
- ✓ **Would** se usa para preguntar por algo educadamente.

Would es menos común.

Para saber más

Here you have a link to revise the [modal verbs](#).

2.3.- Modal verbs for suggestions and promises.

Citas Para Pensar

"Nature is just enough; but men and women must comprehend and accept her suggestions."
Antoinette Brown Blackwell.

Now we are going to learn how to make suggestions and promises using modal verbs.

✓ Suggestions

For suggestions we can use **shall I / shall we?** when we want to ask for and make suggestions.

- ◆ *Shall I/we start working now?*
- ◆ *Shall we play scrabble?*



In the affirmative form, we can use "**We can / could** + verb" to make suggestions.

- ◆ *We can / could have a picnic tomorrow.*

✓ Promises

We normally use **will** to make promises or express strong intentions.

- ◆ *Don't worry. I promise I will be back early, mum.*
- ◆ *If you lend me the money, I will give it back to you in one week, I promise.*

Ejercicio Resuelto

Click to read the Spanish translation.

Vamos a aprender a hacer sugerencias y promesas usando verbos modales.

- ✓ Usamos **shall I / shall we?** para pedir y hacer sugerencias.
- ✓ Usamos "**We can / could** + verbo" en la forma afirmativa para hacer sugerencia.

Para hacer promesas o expresar una intención decidida usamos **will**.

2.4.- Now you put it into practice.

Time to do exercises. Some of them are quite open and many answers are possible!

Autoevaluación

Look at the following phrases expressing ability and permission and use one of the modal verbs in brackets to fill the gaps.

1. You (may/could) () leave now if you wish.
2. (Could/May) () you open the window a bit, please?
3. (May/Can) () you play the piano?
4. (Can't/May) () I make a call on your mobile?
5. Do you know if Mark (can/may) () sing?
6. (Can't/May) () I sit here, please?
7. Caroline, your friends (can/could) () stay the night if they want to. They're perfectly welcome.
8. (May/Could) () you lend me 40 Euros til Monday?
9. Listen, please. Students (may/could) () study in the library from five to nine in the evening.



Enviar

Think about it

What would you say in these situations? Write requests starting "could" or "would".

For example:

You are in a hotel. You call room service for some coffee.

Could/Would you bring some coffee to Room 83, please?

1. Your car doesn't work. You want your friend to lend you his car for the day.
2. You call Air France. You want to know the time of the last flight to Paris tonight.
3. You want to know a customer's telephone number.
4. You call a tour operator. You want some more brochures.
5. You call the bank. You want the telephonist to put you through to extension 228.
6. A customer wants to book a holiday. He must fill in the booking form.

1. Could/Would you lend me your car for the day, please?
2. Could/Would you tell me the time of the last flight to Paris tonight, please?
3. Could/Would you tell me your phone number, please?
4. Could/Would you send me some more brochures, please?
5. Could/Would you put me through to extension 228, please?
6. Could/Would you put fill in the booking form, please?

Think about it

Read the sentences. Make deductions using "can't", "could" and "must".

1. Annie goes to school from 9 am to 2 pm. It's 1:30 pm. Where's Annie?
2. Ron likes playing soccer on Saturday mornings. It's Saturday afternoon. What's Ron doing?
3. Joanna never leaves her house before eating breakfast. Today she's running late. What's she doing?
4. Pedro never skips work. Today is the final game of the Soccer World Cup. Where's Pedro?
5. Rhonda and Jackie love watching movies. Their favourite movies are comedies, but they don't like animated movies very much. Today, a new 3D animated movie is premiered. What are they doing?

1. She can't be at home. She could be in biology class.
2. He can't still be playing soccer, can he? He must be at home by now.
3. She can't be leaving yet. She must be eating breakfast.
4. He can't be at a bar watching the game. He could be watching the game online, but he must be in the office.
5. They can't be at the premiere. They don't like animated movies that much. They could be home watching a comedy.

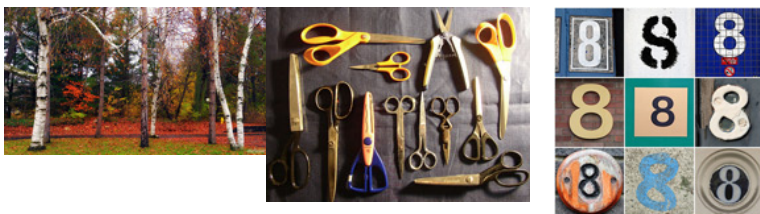
2.5.- Silent letters.

Citas Para Pensar

"Our lives begin to end the day we become silent about things that matter."
Martin Luther King Jr.

You already know that some words in English have silent letters. Specialists say that about 60% of English words have silent letters.

We are going to study some of these silent letters.



- ✓ **E** is silent at the end of words, but there are a few exceptions: *catastrophe, karate, recipe*.

Script

- ✓ **B** or **N** are silent in final mb, mn: *climb, bomb, hymn, autumn*.

Script

- ✓ **B** is sometimes silent after t: *debt, doubt, subtle*.

Script

- ✓ **C** is silent in initial sc: *science, scene, scissors*.

Script

- ✓ **GH** is silent in the group ght: *eight, bought, thought, night*.

Script

- ✓ **GH** is also silent in: *although, through, sigh, neighbour*.

Script

- ✓ **H** is silent:

- ◆ after ex: *exhibition, exhausted*.

Script

- ◆ after r: *rhyme, rhino, rhetoric*.

Script

- ◆ after c: *arch, stomach, echo*.

Script

- ◆ initially in: *hour, heir, honest*.

Script

- ✓ **K** or **G** are silent in initial kn, gn: *know, knee, knife, gnat, gnome*.

Script

- ✓ **P** is silent in ps, pn, pt: *psychology, pneumonia, receipt*.

Script

- ✓ **U** is silent before e, i: *build, guitar, guide, guess*.

Script

- ✓ **T** is sometimes silent after s: *listen, castle, fasten*.

Script

- ✓ **W** is silent in initial wr: *write, wrist, wrinkled*.

Script

- ✓ **W** is also sometimes silent in initial wh: *who, whose*.

But not in: *what, where, when*

Script

Other cases of silent **W** are: *law, saw, answer, knowledge*.

Script

Ejercicio Resuelto

Click to read the Spanish translation.

Ya sabes que algunas palabras en inglés tienen letras mudas. Los especialistas dicen que aproximadamente el 60% de ellas. Vamos a estudiar algunas de ellas.

Autoevaluación

Which letter is silent in...

- ✓ Honest? .
- ✓ Know? .
- ✓ Guess? .
- ✓ Stomach? .
- ✓ Autumn? .
- ✓ Castle? .
- ✓ Sign? .
- ✓ Write? .
- ✓ Right? .
- ✓ Psychology? .
- ✓ Science? .
- ✓ Whole? .

Enviar

You should know

To learn more about the characteristics of English pronunciation visit the [BBC Learning English](#) site section on silent letters.

[Silent letters in English.](#)

A step ahead

You can watch a funny video about silent letters that are so depressed about being ignored that want to commit suicide!

[Suicidal silent letters!](#) [Text summary](#)

2.6.- Phrasal verbs.

I bet you have heard about phrasal verbs, terror of the English students. You will see that they are not so hard!



A phrasal verb is a verb combined with a particle (an adverb or a preposition).

Sometimes the meaning of the phrasal verb is obvious from the verb and the particle (sit down, come back) and sometimes is not so obvious (give up = stop, carry on = continue) and very often they have more than one meaning (take off = despegar, quitarse una prenda de ropa).

There are three kinds of phrasal verbs:

- ✓ **No object.** Verb and particle cannot be separated.
 - ✦ *The plane took off two hours late.*
 - ✦ *Come on! Hurry up! You're late.*
- ✓ **With object.** Verb and particle cannot be separated.
 - ✦ *I'm looking for my keys.*
 - ✦ *She will look after the baby.*
- ✓ **With object.** Verb and particle can be separated. If the object is a pronoun, it must go between the verb and the particle.
 - ✦ *Please, switch off your phone.*
 - ✦ *Please, switch your phone off.*
 - ✦ *Switch it off.*
 - ✦ *Can you fill in this form?*
 - ✦ *Can you fill this form in?*
 - ✦ *Don't throw those papers away.*
 - ✦ *Don't throw away those papers.*
 - ✦ *Don't throw them away.*

Ejercicio Resuelto

Click to read the Spanish translation.

Un "phrasal verb" es un verbo combinado con una partícula (adverbio o preposición).

A veces el significado de la combinación es claro y a veces no es tan obvio. A menudo también tienen más de un significado.

Hay tres tipos de "phrasal verb":

- ✓ **Sin objeto.** El verbo y la partícula son inseparables.

- ✓ **Con objeto.** El verbo y la partícula son inseparables.
- ✓ **Con objeto.** El verbo y la partícula son separables. Si el objeto es un pronombre, debe ir obligatoriamente entre el verbo y la partícula.

Think about it

The same phrasal verb often has a literal and figurative meaning, as you can see in this joke:

- ✓ *Doctor, doctor, I can't sleep at night.*
- ✓ *Sleep on the edge of the bed and you will soon fall off.*

(*fall off* means both "caerse" and "dormirse").

You should know

Here you have an explanation of phrasal verbs in Spanish.

[Phrasal Verbs.](#)

2.7.- Phrasal verbs about travel.

Here, there are some phrasal verbs about travel.

- ✓ **Get away** (from someone or somewhere)

Leave or escape from a person or place, often when it is difficult to do this.

I didn't think I was every going to get away. He just wouldn't stop talking to me!

- ✓ **Back up**

Vehicles have to wait in a long line because there are too many of them.

The traffic has started to back up because of the accident.

Road works have caused a lot of delays and cars are backing up along the mains roads into the city.

- ✓ **Get on** (a vehicle)

Go onto a bus, train, plane or boat.

We got on the train at 9 o'clock but it didn't leave until 9.30.

He got on the bus and then realised he'd left his wallet at home.

- ✓ **Hop on** (informal)

Go onto a bus, train, plane or boat.

With a one-day travel card you can hop on and off as many busses as you like.

Just hop on the 172 and you'll be in the city in 10 minutes.

- ✓ **Get off** (a vehicle).

Leave a train, bus plane or boat.

Get off at the bus stop after the cinema and I'll meet you there.

We got off the ship for a few days and spent the time at the beach.

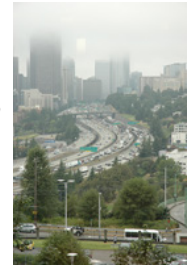
- ✓ **Check in**

Show your ticket at an airport to confirm that you are flying a particular flight and so that your bags can be put on the plane.

We need to check in two hours before the flight.

You can't go through to passport control until you have checked in.

- ✓ **Pull over** (a vehicle) / **pull someone** (a driver) **over.**



A vehicle moves to the side of the road and stops.

Just pull over by the petrol station, and I'll run in and buy us some chocolate.

The Police pulled him over because he was speeding.

✔ **Pull out** (a vehicle).

Move onto a road where the traffic is moving faster.

He just pulled out without even signalling. I almost crashed right into him.

Wait until there's a break in the traffic and then pull out.

✔ **Stop over** (verb) a **stopover** (noun).

Stay at a place for one night or a few nights on the way to somewhere else.

They stopped over in Singapore for one night on the way to Australia.

Do you want a stopover in New York for a few days on your way back from Mexico?

2.8.- Now you put it into practice.

Autoevaluación

Phrasal verbs: work & study.

Complete each sentence with one of the words from the list.

fill → get → hand → keep → look → make → pick → stand → take → write.

1. If you do not know the answer, () it up in the back of the book.
2. If you speak so fast I can't () down what you are saying.
3. Stop talking and () on with your work.
4. He finds it hard to () up with the rest of the French class.
5. I can see the blackboard, but I can't () out what the words say.
6. She had a holiday in France and she managed to () up the language.
7. Could you () in this form, please?
8. My boss wouldn't let me () time off to go to a football match.
9. Don't forget to check over your work before you () it in.
10. Jane is going to () in for the cook while he is on sick leave.

Enviar

Autoevaluación

Phrasal verbs: travel.

Complete each sentence with one phrasal verb from the list. You might have to put it in the right tense.

check in → drop off → back up → backed up → get away → get on → get off → pick up → pull over → pulled out.

1. () () the bus! It's about to leave.
2. I'll () you () after the class.
3. I don't know where to () () the train!
4. Does bus number 11 () you () at Trafalgar Square?
5. I often see cars () () on the coastal road.
6. You must () () at least two hours before the flight.



7. I don't think he'll ever leave his job and from it all.
8. Did the police you ?
9. No-one was moving. We had to sit there for ages because the traffic was for miles.
10. He almost caused an accident. He without signalling and I almost crashed right into him.

Enviar

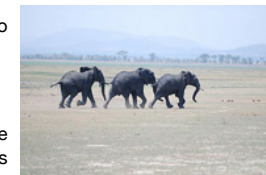
3.- Words you need. Travel talk.

Citas Para Pensar

" A journey is like marriage. The certain way to be wrong is to think you can control it"

John Steinbeck.

In this section we are going to learn words that have to do travel in general.



✓ Travel/travelling (nouns)

Travel is the general term to describe going from one place to another. We can talk about someone's travels to refer to the journeys he makes:

◆ *His travels abroad provided lots of background material for novels he wrote.*

Travelling is also a general term which refers to the activity of travel:

◆ *Travelling by boat between the islands is less tiring than travelling by road.*

◆ *I don't do as much travelling as I used to now that I'm retired.*

Travel often comes up as part of compound nouns. Compare the following:

◆ *Make sure you keep all your travel documents safely.*

◆ *You can obtain your travel tickets from the travel agents in the High Street if you don't want to order them over the Internet.*

◆ *Some of you may suffer from travel sickness.*

◆ *Air travel may well give you a bumpy ride.*

◆ *If you don't have a credit or debit card, make sure you take plenty of traveller's cheques with you.*

We often use travel as a verb:

◆ *I love to travel during the summer holidays.*

◆ *This year I plan to travel all around the Iberian Peninsula.*

✓ Journey (noun)

◆ *The journey from London to Newcastle by train can now be completed in under three hours.*

We can talk about journeys taking or lasting a long time:

◆ *How long did your journey take?*

◆ *Oh, it lasted for ever. We stopped at every small station.*

We occasionally use journey as a verb as an alternative to travel, although it may sound a

bit formal or poetic:

- ◆ *We journeyed /travelled between the pyramids in Mexico on horseback.*

✔ **Trip (noun)**

A trip usually involves more than one single journey. We talk about day trips, round trips and business trips. We make journeys usually, but we go on trips:

- ◆ *I went on a day trip to France. We left at 6.30 in the morning and returned before midnight the same day.*
- ◆ *The round-trip ticket enabled me to visit all the major tourist destinations in India.*
- ◆ *Where's Laurie? He won't be in this week. He's gone on a business trip to Malaysia and Singapore.*
- ◆ *The trip went well. It was an old car, but we didn't break down in four weeks of travelling*

✔ **Voyage (noun)**

A voyage is a long journey, not necessarily for pleasure, on a ship. We don't talk about voyages very much in the present time, but historically they were very significant:

- ◆ *Christopher Columbus's second voyage (1493 - 1496) led to the discovery of several Caribbean islands. On his third voyage (1498 - 1500) he discovered the South American mainland.*

3.1.- Collocations.

What comes now may sound strange but it is something that we have in every language, including Spanish, of course. It is the reason why we say "poner la mesa" and not "colocar la mesa" or "instalar la mesa" when we put a tablecloth, plates, glasses, cutlery, etc. on a table

With the expression **collocations** we refer to a group of words that usually go together. They can form a group of:

- ✔ verb + noun,
- ✔ adj + noun,
- ✔ noun + noun,
- ✔ etc...

Examples:

- ✔ *Miss the bus* (not *lose the bus*).
- ✔ *Make a mistake* (not *do a mistake*).
- ✔ *A serious illness* (not *a big illness* or *a strong illness*).

To use a word naturally you have to learn the other words that often go with it.



Ejercicio Resuelto

Click to read the Spanish translation.

Con "collocations" nos referimos a los grupos de palabras que normalmente van juntas. Pueden formar un grupo de verbo y nombre, adjetivo y nombre, nombre y nombre, etc.

Para usar con naturalidad una palabra hay que aprender las palabras que la suelen acompañar.

A step ahead

Here you have a very good explanation of collocations

[Collocations in English.](#)

Collocations with "journey".

- ✔ *Make a journey.*
- ✔ *Go on a journey* make a long journey.
- ✔ *Break a journey* (british english) make a short stop in a journey.
- ✔ *Car/train/bus journey.*
- ✔ *Inward journey* a journey from a place.
- ✔ *Outward journey* a journey to a place.
- ✔ *Return journey* a journey home from a place.
- ✔ *Safe journey* used especially to wish someone a good journey.
- ✔ *Wasted journey* one that did not achieve the result you wanted.
- ✔ *Leg of a journey* one part of a journey.

3.2.- Other words related to travel.

Here you have some more words related to travel.

Talking about travel: General words related to travel.

Word related to travel.	Translation.
Bagagge / Luggage.	Equipaje.
Briefcase.	Maletín.
Crossing.	Travesía.
Destination.	Destino.
First class / Second class.	Primera clase / Segunda clase.
Passenger.	Pasajero, pasajera.
Reservation.	Reserva.
Ride.	Freelance.
Route.	Recorrido / Ruta.
Rucksack / backpack.	Mochila.
Suitcase.	Maleta.
Ticket.	Billete.

Verbs related to travel.

Verb related to travel.	Translation.
Arrive.	Llegar.
Board / embark (boat / plane).	Embarcar.
Book.	Reservar.
Catch / get on.	Coger.
Depart / leave.	Salir.
Drive.	Conducir.
Drop off.	Dejar.

Verb related to travel.	Translation.
Get off / disembark.	Bajar de.
Get/go on board.	Subir a bordo.
Go by.	Ir en.
Hitch-hike.	Hacer autostop.
Pick up.	Recoger.
Ride.	Montar.
Sail.	Navegar.
Set off.	Partir.

Words related to international travel.

Word related to international travel.	Translation.
Border.	Frontera.
Customs.	Aduana.
Currency exchange.	Cambio de divisa.
Nothing to declare.	Nada que declarar.
Passport.	Pasaporte.
Phrasebook.	Guía de conversación.
Visa.	Visado.

3.3.- Now you put it into practice.

Autoevaluación

Complete the sentences with a word from the Travel Talk section.

- The return () was very tiring.
- The Titanic sank on its first () to Tokio.
- She's just back from a business () documents?
- Where do you keep your passport and () documents?



Enviar

Autoevaluación

Write the right word from the list next to its definition.

cruise → drive → flight → journey → tour → travel → trip → voyage.

- Journey in an aeroplane. () .
- An act of traveling by water. () .
- The act of traveling from one place to another. () .
- Journey for some specific purpose. () .
- A holiday on a ship. () .
- A journey or route all the way around a particular place or area. () .
- (Usually verb) Go from one place to another. () .
- A journey in a vehicle driven by someone else. () .

Enviar

Not difficult, was it?

Autoevaluación

Complete the sentences using the same words.

1. My boss is gone on a business () to the Middle East.
2. We were planning a () around the Egean Islands, but it was too expensive.
3. It's not worth flying there, it's only a four hour () from our home.
4. One of the most famous () was the one made by the Mayflower, which sailed from Southampton to America in 1620.
5. I love travelling, but I hate the (). I always go sick!
6. When I graduate, I'll go on a () around Europe.
7. You can book extremely cheap () in low-cost online agencies.
8. My neighbours never (). They say there's nothing like being at home.

Enviar

Think about it

Write about an important journey you have made -perhaps it was the first time you went abroad or perhaps it was a journey that was particularly difficult in some way. Then send a message to the forum telling your partners and tutor about it.









Remember: do not read your notes. Speaking is not reading!

If you do not know what to talk about, you can always invent a story. However, it is often easier to tell the truth than invent. Here you have some advice:

- ✓ Don't write and then read. Make notes and then use them as prompts.
- ✓ Check the pronunciation of difficult words beforehand.
- ✓ Be careful with the verb tense sequence.
- ✓ Take your time. Don't speak too fast.
- ✓ Make it as interesting as possible. Include some surprising information.



Appendix.- Licenses of resources.

Licencias de recursos utilizados en la Unidad de Trabajo.

Resource (1)	Resource information (1)	Resource (2)	Resource information (2)
	By: Stockbyte. License: Uso educativo no comercial para plataformas públicas de Formación Profesional a distancia. From: CD-DVD Num. 165.		By: Emily Webber. License: CC by-nc-sa. From: http://www.flickr.com/photos/emilywebber/3050114495/
	By: Truus, Bob & Jan too!. License: CC by-nc. From: http://www.flickr.com/photos/truusbobjantoo/2115612639/		By: Harsha K R. License: CC by-sa. From: http://www.flickr.com/photos/mynamesharsha/3595645301/
	By: Quinn Dombrowski. License: cc by-nc-sa. From: http://www.flickr.com/photos/quinnanya/2667660089/		By: jasleen_kaur. License: CC by-sa. From: http://www.flickr.com/photos/jasleen_kaur/4495136792/
	By: LarsOh. License: CC by-nc-sa. From: http://www.flickr.com/photos/larsoh/2231856934/in/photostream/		By: Chris Waits. License: CC by. From: http://www.flickr.com/photos/chriswaits/5928320702/

	By: blmiers2. License: CC by-nc-sa. From: http://www.flickr.com/photos/blmiers2/6293388936/		By: lisa sorensen. License: CC by-nc. From: http://www.flickr.com/photos/alsokaizen/2471871893/
	By: Leo Reynolds. License: CC by-nc-sa. From: http://www.flickr.com/photos/49968232@N00/101593950/	mp3	By: CEJA. License: Educativo comercial. <input type="checkbox"/> <small>Uso no</small> From: CEJA.
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mp3	By: CEJA. License: Educativo comercial. <input type="checkbox"/> <small>Uso no</small> From: CEJA.		By: Stockbyte. License: Educativo comercial. <input type="checkbox"/> <small>Uso no</small> para plataformas públicas de Formación Profesional a distancia. From: CD-DVD Num. V43.
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	<p>By: Sara.</p> <p>License: CC by-nc-nd.</p> <p>From: http://www.flickr.com/photos/loket479/241332046/</p>		<p>By: Cliff.</p> <p>License: CC by.</p> <p>From: http://www.flickr.com/photos/nostrimago/3278639065/</p>
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