

MARKETING RULES.- Session 02. Promotion and advertising.

Caso práctico

Listen to Mark and Fiona discussing the possibilities of a brand change and the impact on the company sales. Mark is a Junior Executive posted as Project Manager for the brand change and Fiona is a Marketing external consultant advising the company in this process.



Script

Mark: As you already know, we have discussed your file on the brand change at the executive committee and we have a few concerns about it.

Fiona: I'll be happy to hear them and give you my best feedback.

Mark: First of all, if we really change our brand, wouldn't it create confusion amongst our customers? Keep in mind that they've been working with us for more than 40 years and we must remember that our name means quality and good service.

Fiona: That's an excellent point but that's why you should launch a public communication campaign. This way you will be able to inform all your customers about the future changes.

Mark: Yes, we see that, but how could we maintain our reputation as an excellent company if we switch to a new one?

Fiona: Listen Mark. The main aim of this campaign isn't to create a new firm but to link the new brand to the experience of the previous one. You're going to present something new but still connected to the excellent performance that you had before. This way, customers might have the best of both worlds: innovation and tradition.

Mark: All right but will this change be seen as something really useful rather than as a superficial thing? Our brand has been one of our greatest actives and we mustn't give it away for free.

Fiona: I understand what you say and in order to do so, you must inform the market that this new brand involves a general improvement of the company. It's not only about a new name and logo, it's going to take much more. That's why we advise you to highlight your new website for sales, your improved logistic service, your call centre and the new line of tailor-made products. You should make people pay attention to all those things. This way they must see all the advantages of the new brand.

Mark: This sounds excellent but could you please prepare a new report on this issue? It should be ready by Thursday because we have a committee meeting and I would like to explain them all your ideas.

Fiona: No problem, you will have it by Monday.

Autoevaluación

Look at the list. What things does Fiona think the company should do?

They should look for a marketing external consultant.

- True.
 False.

Not really.

Excellent!

Solución

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

They should launch a public campaign.

- True.
 False.

Well done!

Try again.

Solución

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

They should inform the customer about the future changes.

- True.
- False.

Well done!

Try again.

Solución

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

They should create a new firm.

- True.
- False.

Not really.

Excellent!

Solución

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

They should connect innovation and tradition.

- True.
- False.

Well done!

Try again.

Solución

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

They should inform the market about the general improvement of the company.

- True.
- False.

Well done!

Try again.

Solución

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

They should create a Research and Development Department.

- True.
- False.

Not really.

Excellent!

Solución

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

They should highlight their new website for sales.

- True.
- False.

Well done!

Try again.

Solución

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

They should highlight their improved logistic service.

- True.
- False.

Well done!

Try again.

Solución

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

They should highlight their call centre.

- True.
- False.

Well done!

Try again.

Solución

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

They should highlight their new line of tailor-made products.

- True.
- False.

Well done!

Try again.

Solución

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

They should prepare a report by Monday.

- True.
- False.

Not really.

Excellent!

Solución

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



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[Aviso Legal](#)

1.- What to say. Travel arrangements.

Caso práctico

Welcome to Barcelona.

Getting here.

By plane.

Domestic and international flights land at El Prat de Llobregat Airport, 12 km southwest of Barcelona. The Aerobus links the airport to Plaça Catalunya, the center of Barcelona (40 min.; every 15 min.). RENFE trains provide cheaper airport transportation (20-25 min.; every 30 min.). The most useful stops are Estació Barcelona - Sants and Plaça Catalunya, which link up with the metro. Tickets are sold at the red machines. The city bus offers inexpensive night service. A taxi ride between Barcelona and the airport costs around 30€. Taxi ranks are found directly outside the terminals, with services 24 hours. The journey to Barcelona takes 25 minutes.

Three main national airlines operate at El Prat Airport: Iberia has extensive coverage and student discounts. Air Europa and Spanair offer cheaper fares. All major international airlines serve Barcelona, including British Airways and Delta and many low-cost airlines.

An alternative is flying to Gerona Airport, which is to the North and served extensively by Ryanair, and catching a shuttle to Barcelona in under an hour.

By train.

A North-South coastal route is traversed by Spain's domestic rail services which are renowned for their reliability, efficiency and good value. The views on this route are often very attractive and it's possible to travel directly, at least once a day, to Barcelona from as far away as Seville. Regular services also run directly from many major Spanish cities, with several trains running daily to Madrid. Then there are the services to France, including services to Paris, Marseille and Nice, but they usually involve a change of trains at the border. Trains run under the city centre and stop at Barcelona's principal train station Estació Sants, just west of Las Ramblas. Some local services also stop at Plaça de Catalunya, due north, while Estació França, east of Las Ramblas is less frequented. In Spain you have the option of the local Talgo, the faster Intercity and the long-distance high-speed AVE. For general information about trains call RENFE or visit its web page.

By car.

Arriving from France and the North, you have a choice of driving on the express highway (E-15) or the more scenic coastal road along the Costa Brava. There is also a route over the Pyrenees, through Andorra which enters Spain at Puigcerdà and follows the N-152 to Barcelona. From Madrid, the N-2 is an easy highway to follow, through Zaragoza and onto the A-2 to El Vendrell and A-7 motorway to Barcelona. The E-15 also arrives in Barcelona from the south making it easy to get



to from the Costa Blanca and Valencia. Vehicles drive on the right in Spain.

By bus.

The main intercity bus station is located northeast of Las Ramblas: Estació d'Autobuses del Nord. The station has food, money exchange and luggage storage. Other buses, particularly international buses, arrive at the Estació d'Autobuses de Sants, next to the train station.

Autoevaluación

Which one of the options is NOT true?

El Prat Airport...

- is 12 km southwest of Barcelona.
- is served by both domestic and international flights.
- is the only airport for visitors going to Barcelona.
- cannot be reached by bus at night.

Wrong. Try again.

Not exactly.

Correct. An alternative is flying to Gerona Airport.

Are you sure?

Solución

1. Incorrecto (Retroalimentación)
2. Incorrecto (Retroalimentación)
3. Opción correcta (Retroalimentación)
4. Incorrecto (Retroalimentación)

If you take a train in Spain...

- you will have to book your seat on the internet or by phone.
- you will find the service is reliable.
- you will have to change trains at the border.
-

you have the option of the local Talgo, the faster Intercity and the long-distance high-speed AVE.

Correct. The text does not mention this.

Wrong. Try again.

Are you sure?

Not really.

Solución

1. [Opción correcta \(Retroalimentación\)](#)
2. [Incorrecto \(Retroalimentación\)](#)
3. [Incorrecto \(Retroalimentación\)](#)
4. [Incorrecto \(Retroalimentación\)](#)

If you go to Barcelona by car...

- you have to pass Zaragoza if you come from Madrid.
- make sure you drive on the left.
- you can come from France over the Pyrenees.
- you have a choice of highway and coastal road when you arrive from France.

Wrong. Try again.

Correct. Vehicles drive on the right in Spain.

Not really.

Not exactly.

Solución

1. [Incorrecto \(Retroalimentación\)](#)
2. [Opción correcta \(Retroalimentación\)](#)
3. [Incorrecto \(Retroalimentación\)](#)
4. [Incorrecto \(Retroalimentación\)](#)

The Estació d'Autobuses del Nord...

- is the main intercity bus station in Barcelona.

- is located northwest of Las Ramblas.
- has baggage storage facilities.
- has food stalls.

Wrong. Try again.

Correct. It is located northeast of Las Ramblas.

Not exactly.

Are you sure?

Solución

1. [Incorrecto \(Retroalimentación\)](#)
2. [Opción correcta \(Retroalimentación\)](#)
3. [Incorrecto \(Retroalimentación\)](#)
4. [Incorrecto \(Retroalimentación\)](#)

A step ahead

You can now watch a video on how to get a taxi or a shuttle from the airport.

ESL Lesson: Hiring a Taxi, Li... [➔](#)



[Text summary](#)

1.1.- Booking a flight.

Citas Para Pensar

"Lovers of air travel find it exhilarating to hang poised between the illusion of immortality and the fact of death."

Alexander Chase.

In this section we are going to study some phrases which are quite useful when booking a flight.

- ✓ How to book and confirm a flight:

Ticket agent's language:

- ✦ *Good morning/ evening/ afternoon. ... Airlines. May I help you?*
- ✦ *Welcome to ... Airlines. Can I help you?*
- ✦ *Do you want to fly economy, business or first class? How would you like to fly? Economy/ tourist ? Business? First class?*
- ✦ *What is your destination?*
- ✦ *Which airline would you like to use?*
- ✦ *We have (number) flights to (destination) weekly; One is a direct flight, another has one (two) stopover(s). You have to transfer at (city).*
- ✦ *Which flight would you like?*
- ✦ *When are you thinking of flying to...? When will you be returning?*
- ✦ *How many passengers will be travelling? Are you travelling alone? How many seats would you like?*
- ✦ *Will this be a single or return ticket? Will this be a round trip or one way?*
- ✦ *That's the final price, tax included.*
- ✦ *The price is and (\$60) tax on top of that.*
- ✦ *Can I help you with anything else, hotel booking or car rental?*
- ✦ *Could you wait while I check price and availability?*
- ✦ *There are ... seats available.*
- ✦ *Shall I book it for you?*
- ✦ *The flight departs at and arrives at ...*
- ✦ *You will have to confirm this reservation at least ... hour(s) before departure time.*
- ✦ *How would you like to pay?*
- ✦ *Please, check in at least ... before the departure time.*
- ✦ *Certainly, there is no extra charge.*
- ✦ *May I have your name and flight number, please?*
- ✦ *Alright. Your seat is confirmed, Sir/Madam.*
- ✦ *Now, you have been booked, Mr/Mrs...*

- ✓ Now we are going to study the most common customer's phrases when booking a flight.

Customer's language:

- ✦ *I need a ticket to (city), (country)? / Do you have any flights to ... next ...?*
- ✦ *I'd like to reconfirm my flight, please*
- ✦ *Could you tell me about the flight availability and prices?*
- ✦ *Does that include airport tax? Are taxes included?*
- ✦ *Is there a discount rate for ... (students) / (retired people)?*
- ✦ *Do you mind if I book that provisionally?*
- ✦ *Could you check availability?*
- ✦ *Can I book that, then? / OK. I'll go with that./ Let's go with the cheaper flight then.*
- ✦ *Which are the departure and arrival times for each of those flights? What are the times of the direct flight?*
- ✦ *Could you check my frequent flyer program mileage?*
- ✦ *I'll call back later to confirm.*
- ✦ *Not yet. I need to check some other places and then I 'll get back to you.*
- ✦ *Can I pick up my ticket when I check-in?*
- ✦ *How long does the flight take?*
- ✦ *Could I have vegetarian meals?*

Ejercicio Resuelto

Click to read the Spanish translation.

En esta sección vamos a estudiar expresiones útiles para reservar y confirmar un vuelo tanto el lenguaje del cliente como el del agente de viajes o de la compañía aérea.

1.1.1.- Now you put it into practice (I).

A step ahead

Here you can find some tips for booking flights on the phone.

[Booking cheap flights.](#)

Here you can listen to a dialogue where someone makes a reservation of a flight.

[Reservations \(airline\).](#)

This is a short dialogue where someone confirms their flight. As in the previous one, you can see the tapescript on screen while listening.

[Confirmation of flight reservation.](#)

Think about it

Play the role of the ticketing agent: in the following telephone dialogue. (There are several possibilities).

Agent: Greeting. Airlines name (Celtic). Offer help.

Customer: Hello. I need a ticket to Dublin from Seville airport, please.

Agent: Ask when he wants to travel.

Customer: Next Monday, the 13th

Agent: Say you have two flights one direct, another with stopover in London. Say days.

Customer: I would prefer the direct flight.

Agent: Ask if it is a single or return ticket.

Customer: Return, coming back the following Friday.

Agent: Ask if he would fly economy, business or first class.

Customer: Economy, please. How long does the flight take?

Agent: 3 hours. Ask how many seats he would like.

Customer: Just one. And, is that possible to have a vegetarian meal?

Agent: Say it is possible and that there is no extra charge. Say it costs 159 euros.

Customer: Alright. May I make a reservation?

Agent: Agrees. Ask for the customer's name.



Several answers are possible. These are just some examples:

Agent: Good morning. Celtic Airlines. May I help you?

Customer: Hello. I need a ticket to Dublin from Seville airport, please.

Agent: When would you like to travel?

Customer: Next Monday, the 13th

Agent:We have two flights to Dublin, one on Monday, which is a direct flight and another one on Wednesday, which has one stopover in London.

Customer: I would prefer the direct flight.

Agent: Is it a single or return ticket?

Customer: Return, coming back the following Friday.

Agent: Will you fly economy, business class or first class?

Customer: Economy, please. How long does the flight take?

Agent: It takes 3 hours. How many seats would you like?

Customer: Just one. And, is that possible to have a vegetarian meal?

Agent: Certainly. There is no extra charge. That would be 159 euros.

Customer: Alright. May I have a reservation?

Agent: Of course. What's your name, please?

Think about it

In your opinion, what are the most important points when choosing an airline for a flight?

Here are some ideas:

Price, destination, length of flight, on-time record, meals, comfort and seating, customer service...

1.2.- Talking about the weather.

Citas Para Pensar

"Money is the opposite of the weather. Nobody talks about it, but everybody does something about it."

Rebecca Johnson, in 'Vogue'.

It's true! British people often start a conversation with strangers and friends by talking about the weather. As weather is a neutral topic of conversation, it's usually safe to use it to strike up a conversation – at the bus stop, in a shop, or with a neighbour over the garden fence.



✓ Some examples of conversation starters.

- ◆ *Lovely day, isn't it!*
- ◆ *Bit nippy today.*
- ◆ *What strange weather we're having!*
- ◆ *It doesn't look like it's going to stop raining today.*

When travelling, knowing about the weather is very important. If you are going to drive in bad weather you should find out beforehand about the state of the roads. Flights or trains might be delayed or cancelled because of weather conditions.

✓ We can make predictions about the weather using a range of forms:

- ◆ *I think it'll clear up later.*
- ◆ *It's going to rain by the looks of it.*
- ◆ *We're in for frost tonight.*
- ◆ *They're expecting snow in the north.*
- ◆ *I hear that showers are coming our way.*

✓ We also attribute human features to the weather, almost as if the weather can decide what to do:

- ◆ *The sun's trying to come out.*
- ◆ *It's been trying to rain all morning.*
- ◆ *It's finally decided to rain.*

✓ Expressions used in a weather forecast include:

- ◆ *a high of twenty negrees.*
- ◆ *a low of -25.*
- ◆ *20 percent chance of snow.*
- ◆ *mainly sunny.*
- ◆ *sunny with cloudy periods.*
- ◆ *record high/low.*
- ◆ *above/below average temperaturas.*

- ◆ *a few flurries (light snow).*
- ◆ *5-day forecast.*
- ◆ *temperatures are going to drop/dip/plunge (go down quickly).*
- ◆ *temperatures are going to rise/soar/climb (go up quickly).*
- ◆ *a warm/cold front is moving in (air from another region is arriving).*
- ◆ *a hard frost.*
- ◆ *blizzard / galeforce conditions.*
- ◆ *hailstones.*
- ◆ *prolonged rain.*
- ◆ *strong wind.*
- ◆ *a drought.*
- ◆ *mild weather.*
- ◆ *sunny spells.*
- ◆ *light drizzle.*

Ejercicio Resuelto

Click to read the Spanish translation.

¡Es cierto! Los británicos a menudo empiezan las conversaciones con amigos y desconocidos hablando del tiempo. Como es un tema de conversación neutro permite iniciar la conversación con seguridad, en la parada del autobús, en una tienda o con el vecino por encima de la valla que separa nuestros jardines.

Algunos ejemplos para iniciar la conversación.

Cuando viajamos, conocer el tiempo es muy importante. Si vamos a conducir con mal tiempo hay que averiguar con antelación el estado de las carreteras. Los vuelos o trenes pueden retrasarse o cancelarse por las condiciones meteorológicas.

Se puede predecir el tiempo de varias formas.

Algunas expresiones que se usan en el parte meteorológico.

Think about it

These are some common mistakes made when Talking about the weather:

- ✓ *It is rain.*

✔ *There is snowing.*

Can you correct them?

The correct forms are:

- ✔ *It is raining.*
- ✔ *It is snowing/There is snow.*

1.3.- Now you put it into practice (II).

Autoevaluación



Listen to the weather report and answer the questions. Then you can check the tapescript.

Script

Which season would this weather report most likely take place in?

- Summer.
- Spring.
- Winter.
- Autumn.

Are you sure?

Not really.

Excellent!

Not exactly.

Solución

1. Incorrecto (Retroalimentación)
2. Incorrecto (Retroalimentación)
3. Opción correcta (Retroalimentación)
4. Incorrecto (Retroalimentación)

Where is the weather report taking place?

- On Mount St George.

- In a ski chalet.
- At the weather office.
- In the newsroom.

That's fantastic!

Are you sure?

Not exactly.

Not really.

Solución

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

Which of the following is mentioned as part of tomorrow's forecast?

- A blizzard.
- Light Snow.
- Heavy rain.
- Mild temperatures.

Are you sure?

You are incredible!

Not exactly.

Not really.

Solución

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

It will feel so cold tomorrow because of the...

- humidity.
- wind.
- freezing rain.
- coming winter.

Not exactly.

Brilliant!

Try again.

Not really.

Solución

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

The weather reporter suggests that skiers should ...

- dress warmly.
- beware of frost.
- stay indoors.
- go skiing.

You are doing great!

Try again.

Not exactly.

Not really.

Solución

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

Autoevaluación

Complete the sentences with a word from the chart.

Weather vocabulary: rainbow → clear skies → boiling hot → flurries → clear skies → fog → hail → puddles → cloudy → rain → drought → thunderstorm → sunshine → snowing → icy → below freezing → avalanche → windy → showers → mild.

1. According to legend you can find a pot of gold at the end of a .
2. My hair is all wet and messy from the .
3. Children love to splash in when they are wearing rubber boots.
4. Tomorrow's forecast is partly cloudy with by nightfall.
5. The days were , but the nights were cool and comfortable for sleeping.
6. Forest fires are a serious danger during a .
7. There are a few but the snow isn't sticking to the roads.
8. It may look in the morning, but the sun always comes out by afternoon.
9. The airplane couldn't take-off because of the .
10. We couldn't see the bridge because there was too much .
11. It is already up in the mountains, so the ski season should be great this year.
12. We hope to have on the day of the beach picnic.
13. Let's close all of the windows. It looks like a is coming.
14. It's too to play golf today.
15. They've been calling for all week, but so far it's been dry.
16. It's quite out so I didn't bother with a sweater.
17. The roads are so please avoid driving down any hills.
18. There was so much that some of the trailer homes were destroyed.
19. It's supposed to go before the weekend.
20. The skiers were warned about a possible .

Enviar

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

Citas Para Pensar

"Everything should be made as simple as possible, but not one bit simpler."

Albert Einstein.

When we want to give advice or express an opinion we also use modal verbs.

We use **should** when we think something is a good thing to do, that is to say, to give advice.

✓ *That film is excellent, you should go to the cinema.*

With **shouldn't** we mean that something is not the right thing to do, it is not advisable.

✓ *You are very tired. You shouldn't drive now.*

Ought to/ not to is the only modal verb which takes "to". It is used to give advice, too. There is no difference between should and ought to.

✓ *You ought to be punctual for your lessons every day.*

✓ *You should be punctual for your lessons every day.*



Ejercicio Resuelto

Click to read the Spanish translation.

- ✓ Cuando queremos dar consejos o expresar una opinión también usamos verbos modales.
- ✓ Usamos **should** cuando pensamos que es una buena idea hacer algo, esto es, para dar consejo.
- ✓ Con **shouldn't** queremos decir que algo no es una buena idea, no es aconsejable.
- ✓ **Ought to/ not to** es el único verbo modal que se usa con "to". También sirve para dar consejo. No hay diferencia de significado entre should y ought to.

Think about it

Write 10 *pieces of advice* to help people who are afraid of flying and then post it on the forum of the unit. The first ones have been done for you.

- ✔ *You should take a deep breath. It is a good way to relax yourself.*
- ✔ *Remember that flying is one of the safest forms of transportation available.*

2.1.- Modal verbs for obligation or necessity.

Citas Para Pensar

"You must be the change you want to see in the world."

Mahatma Gandhi.

- ✔ **Must** is only for present or future situations and it is used for strong recommendation from the speaker (eg written rules).

- ◆ *All students must wear uniforms in this school.*
- ◆ *Doctor: "You must stay in bed for 4 days".*

It is also used when the speaker thinks something is necessary, because it is his own feelings.

- ◆ *I must write to Kate. She is my best friend and I haven't heard of her for one month.*

- ✔ **Have to** as a substitute to **must**: It has all forms:

- ◆ Present: have/has to
- ◆ Past: had to.
- ◆ Present perfect : have had to,
- ◆ Future: will have to
- ◆ Infinitive: to have to

1.- *She might not have to go to work tomorrow.*

2.- *As he didn't the test yesterday, he will have to do it this evening.*

It changes the third person into "has to".

- ◆ *She has to play basket today.*

It uses auxiliaries for questions and negatives:

- ◆ *Do I have to do homework now, Mum?*
- ◆ *Why did you have to go to hospital?*
- ◆ *You don't have to wear a uniform in this school.*

What is the main difference between **MUST** and **HAVE TO**?

Have to is used when the speaker does not express his feelings, he is just giving facts. The obligation comes from the circumstances or external rules. It is used in general obligations.

- ✔ *We had to drive on the left in Britain last August.*
- ✔ *My boss has had to leave in an emergency.*

Must is used when the obligation comes from the speaker, that is, personal obligations and also more specific ones (i.e. on one occasion)



✓ *You must study this lesson for tomorrow.*

Compare:

✓ *I must study this lesson for tomorrow.* (It's my decision).

✓ *I have to study this lesson for tomorrow.* (My teacher told me).

You can also use **must** or **have to** for strong recommendations.

✓ *You must/have to see that film. It's fantastic.*

Ejercicio Resuelto

Click to read the Spanish translation.

✓ **Must** se usa para situaciones presentes o futuras y se usa para recomendaciones de peso por parte del hablante (por ejemplo instrucciones escritas).

También se usa cuando el hablante piensa que algo es necesario; es una opinión personal.

✓ **Have to** sustituye a **must**. Tiene todas las formas:

- ◆ Presente: have/has to.
- ◆ Pasado: had to.
- ◆ Presente perfecto: have had to.
- ◆ Futuro: will have to.
- ◆ Infinitivo: to have to.

La tercera persona cambia a "has to"

Usa verbos auxiliares para preguntas y negativas.

¿Cuál es la diferencia entre **MUST** y **HAVE TO**?

Have to se usa cuando el hablante no expresa sus sentimientos, sólo informa de hechos. La obligación viene de las circunstancias o de reglas externas. Se usa en obligaciones generales.

Must se usa cuando la obligación proviene del hablante, de obligaciones personales y obligaciones específicas. ones (algo que por ejemplo ocurre sólo en una ocasión)

Ambos se usan para recomendaciones de peso.

2.2.- Modal verbs for prohibition.

Do you know the difference between prohibition and no obligation?

Mustn't is used to express prohibition, when something is forbidden.

- ✓ *In England people mustn't drive on the right.*
- ✓ *You mustn't speak loudly in the library.*

Can't/Couldn't is used to say that something is prohibited.

- ✓ *You can't smoke in the staff room.*
- ✓ *Last year you couldn't wear a skirt at school.*

Needn't is used to say that something is not necessary. We don't have to do it because it is optional. There is no necessity or absence of obligation.

- ✓ *You needn't do so much exercise. You are quite thin.*
- ✓ *I needn't study at Easter.*

So, what is the difference between **mustn't** and **needn't**? Study these two sentences:

- ✓ *Doctor to an ill child: "You mustn't get up today"* (It is prohibited for him to get up because he is ill).
- ✓ *Mother to son: "You needn't get up early this Friday because it is a holiday"*. (It is optional for the child to get up early or not. He can do what he wants).

Don't have to / Don't need to are also used to say that something is not necessary, it is optional.

- ✓ *I don't have to wear a jacket at work.* (it is optional, not obligatory).
- ✓ *We don't have to get up early on Christmas Day.*
- ✓ *You don't need to come to work tomorrow. Stay at home.*
She won't need to study next term.

Note the verb **Need to** is a regular verb: To need, needed, needed. It uses auxiliaries for negative and questions. It has all tenses.

Needn't and **don't need to** are almost the same in the present. However, when we are talking about general necessity, we normally use **don't need to**:

- ✓ *You don't need to pay for medical care in National Health Service hospitals.*



¿Sabes la diferencia entre prohibición y ausencia de obligación?

Mustn't se usa para expresar prohibición, cuando algo está prohibido.

Can't/Couldn't se usa para decir que algo está prohibido.

Needn't se usa para decir que algo no es necesario. No tenemos que hacerlo porque es opcional. No hay necesidad. es ausencia de obligación.

¿Cuál es la diferencia entre **mustn't** y **needn't**?

mustn't: algo está prohibido.

needn't: algo es opcional, puede hacerse o no.

Don't have to / Don't need to también se usan para decir que algo no es necesario, es opcional.

Need es un verbo regular: To need, needed, needed. usa auxiliares para las preguntas y las negativas y tiene todos los tiempos verbales.

Needn't y **don't need to** son casi iguales en presente. Sin embargo, cuando hablamos de necesidad en general, normalmente usamos **don't need to**.

A step ahead

In the Transport and Security Administration site you can find a list of permitted and prohibited items in air travel.

[Prohibited Items for travellers.](#)

Think about it

Airport security is a major concern for people who fly on airlines. However, people are often unaware as to the rules about what you can and cannot carry on board domestic and international flights because these rules are constantly changing. Use the Internet to identify the specific items that are banned from flights at the airport nearest you. Summarize your findings and give a reason why each item is banned from flights on the forum of the unit.

Ejercicio Resuelto

Click to read the Spanish translation.

2.3.- Modal verbs for offers.

Citas Para Pensar

"The horizon leans forward, offering you space to place new steps of change."

Maya Angelou.

Modal verbs can also express offers. You already know some of the forms, but it is always good to revise!

✓ Will

It is used when we are willing to do something or to offer to do something.

- ◆ *I will help you with that box.*
- ◆ *Don't worry. I will close the door.*

✓ Shall I?

We use this interrogative form when we offer to do something for someone.

- ◆ *Shall I push the trolley for you?*
- ◆ *Shall I take the children to school today?*

✓ Can

It is used in the affirmative form to make offers to do something.

- ◆ *I can drive you home.*
- ◆ *I can help you, if you want.*

✓ Would you like/ prefer?

- ◆ *Would you like to come with us?*
- ◆ *Would you like to stay here?*



Ejercicio Resuelto

Click to read the Spanish translation.

Los verbos modales también pueden expresar ofrecimientos. Ya conoces alguna de las formas, pero no está mal repasar.

Will se usa cuando queremos hacer algo o nos ofrecemos a hacerlo.

Usamos la forma interrogativa **Shall I?** cuando nos ofrecemos a hacer algo por alguien.

En la form afirmativa usamos **Can** y en la interrogativa **Would you like/prefer?**

2.4.- Now you put it into practice (III).

Think about it

Translate the following sentences from Spanish into English. You will have to use one of these expressions:

must/mustn't → have to/don't/doesn't have to → needn't → should/shouldn't.

1. Lo siento, pero **debo** irme a casa ahora.
2. **Tengo que** levantarme temprano mañana.
3. **Deberías** fumar menos.
4. **No tienes** por qué venir si no quieres.
5. **No tienes que** hacerlo.
6. **No debes** hacerlo.
7. Nuestro hijo **tiene que** viajar con nosotros-
8. Si vas a Córdoba **debes** ver la Mezquita, es una obligación.
9. Ella **no debería** trabajar tanto.
10. El **debe** estudiar más.

1. Sorry, but I must go home now.
2. I have to get up early tomorrow.
3. You should smoke less.
4. You needn't come if you don't want to.
5. You don't have to do it.
6. You mustn't do it.
7. Our son has to travel with us.
8. If you go to Cordoba you must see the Mosque, it is a must.
9. She shouldn't work so much.
10. He must study harder.

Think about it

Translate the words in bold into Spanish.

1. All powerful countries **should** help poorer countries.
2. You **shouldn't** smoke that much, fifteen cigarettes a day is far too much.
3. If she goes to Paris she **must** see the Eiffel Tower.
4. We **mustn't** throw waste oil down drains or gutters.
5. There is something which I **have to** do: I am really worried about making the right decision.

6. You **don't need** to buy a new laptop, you already have a good one.
7. You **needn't** ask your parents for permission to go out tonight, you are 36.
8. You had better reconsider your decision, you still have enough time, you'd **better not** miss the opportunity.

1. Deberían.
2. No deberías.
3. Debe.
4. No debemos.
5. Tengo que.
6. No necesitas.
7. No tienes por qué.
8. Sería mejor que no.

11. I would love to go on the cruise to Tahiti. But such a luxurious trip cost a fortune. I doubt I could afford something like that.

Enviar

Autoevaluación

Complete the sentences with the modal verbs **must, might or should**.

1. Nancy said you didn't need to buy her anything for her birthday, but I really think you at least get her some flowers or a nice bottle of wine.
2. Debbie said she was really busy this week, but I think she show up at the party if she doesn't have to work overtime on Friday.
3. Nina said she would come over right after work, so she be here by 6:00.
4. Oh my God, he's unconscious. Don't move him - he have internal injuries. Somebody call an ambulance.
5. You be joking! That can't be true.
6. Dan: Where's the remote control? I want to change the channel.
Fiona: I don't know. It be under the couch. Or, perhaps I absent-mindedly took it into the kitchen. I'll check in there.
7. For most people, learning a language is a challenging undertaking. Experts agree that to make the most of your language learning experience, you practice the language regularly and push yourself to maintain old vocabulary while acquiring new words and expressions.
8. New research suggests that exercise can reduce the chance of heart disease as well as cancer. That's why I told my father that he start walking once a day.
9. We should invite Sally and her husband to come to the picnic on Saturday. We haven't seen them in weeks, and they really enjoy a nice day at the beach.
10. At first, my boss didn't want to hire Sam. But, because I had previously worked with Sam, I told my boss that he take another look at his resume and reconsider him for the position.



2.5.- Vowels.

Citas Para Pensar

"Playing "bop" is like playing Scrabble with all the vowels missing."

Duke Ellington.

There are 12 English vowel sounds! And just 5 in Spanish, so there MUST be a difference.

As you can see, English has got long and short vowels. Whenever you see this symbol, it means the vowel is long and you have to make sure you produce a long sound.



Vowels

Sound	Key word	Most usual spelling
ɪ	Fish	i
i:	Tree	ee, ea, e
æ	Cat	a
a:	Car	ar, al, a
ɒ	Dog	o
ɔ:	Horse	or, al, aw
ʊ	Bull	u, oo
u:	Two	oo, ew, u
ɜ:	Girl	ir, ur, er
e	Ten	e
ʌ	Up	u
ə	Computer	many different spellings but always unstressed

Ejercicio Resuelto

Click to read the Spanish translation.

En inglés hay 12 vocales, y sólo 5 en español, así que debe de haber una diferencia.

En inglés hay vocales cortas y largas. Cuando aparece el símbolo: quiere decir que se trata de una vocal larga.

You should know

Here you have a downloadable phonetic chart, which you can use as a reference.

[Phonetic chart.](#)

And then the very useful [BBC Learning English pronunciation page.](#)

[English pronunciation.](#)

A step ahead

And here you have some extra pronunciation exercises.

[Elementary pronunciation exercises.](#)

[Preintermediate pronunciation exercises.](#)

[Intermediate pronunciation exercises.](#)

3.- Words you need. Air Travel.

Types of flights.

- ✓ **A short-haul flight.** A flight that takes a short time (up to about three hours), compared to a long-haul flight.
- ✓ **A long-haul flight.** A flight that takes a long time (over seven hours), compared to a short-haul flight.
- ✓ **A domestic flight.** A flight between two airports in the same country.
 - ◆ **An international flight.** A flight between two airports in the different countries.
- ✓ **A red-eye (flight).** A flight that leaves late at night and arrives early the next morning.



Types of seats on a plane.

- ✓ **A window seat.** A seat next to the window.
- ✓ **An aisle seat.** A seat next to the aisle (the walkway between rows of seats).
- ✓ **An economy seat.** A seat in the economy class part of the plane (in the back part of the plane, where the seats are smaller and closer together than in other parts of the plane).
- ✓ **A first-class seat.** A seat in the first-class part of the plane (in the front part of the plane, where the seats are bigger and spaced further than in other parts of the plane).

Air travel jobs.

- ✓ **The cabin crew.** The people who look after passengers during a flight.
- ✓ **A pilot.** A person who flies a plane.
- ✓ **A baggage handler.** A person who is responsible for your luggage, after you check-in, and takes it to the plane.
- ✓ **An immigration officer.** A person who checks your visa and passport when you go into a country.
- ✓ **A customs officer.** A person who checks you are not trying to bring illegal food, drugs, guns or other items into a country.

Things you find on a plane.

- ✓ **A cockpit.** The place where the pilots sit to control the plane.
- ✓ **A galley.** The area on a plane where the cabin crew prepare meals and store duty-free goods, etc.
- ✓ **A trolley.** A small cupboard with wheels. Cabin crews use trolleys to take food and drink to passengers during a flight.
- ✓ **A seatbelt.** A safety feature on planes to secure passengers in their seats.
- ✓ **An overhead locker.** A storage area above passengers' heads in a plane.
- ✓ **A tray-table.** A small table that is stored in the back of the seat in front of you on a plane.
- ✓ **An oxygen mask.** A piece of safety equipment which passengers put over their nose and mouth to help them breath if there is an emergency on a plane.
- ✓ **Hand luggage.** Small bags or suitcases which passengers carry with them onto the plane.
- ✓ **Checked baggage/luggage.** Large suitcases or bags which passengers don't carry with them onto the plane but which are put in the hold (the storage area of a plane).

3.1.- More air travel words.

There are many words related to travel. Here you have some more.



Air travel

Word related to air travel	Translation
Actual time of arrival (ATA).	Tiempo real de llegada.
Actual time of departure (ATD).	Tiempo real de salida.
Air traffic control.	Control del tráfico aéreo.
Aircraft.	Aeronave.
Airline counter.	Mostrador de la línea aérea.
Aisle seat.	Asiento de pasillo.
Baggage limitation.	Límite de equipaje.
Baggage reclaim.	Recogida de equipajes.
Boarding area.	Zona de embarque.
Boarding pass/card.	Tarjeta de embarque.
Economy / Business class.	Clase turista / Business.
Cabin.	Cabina.
Carry-on luggage.	Equipaje de mano.
Cockpit.	Cabina de mando.
Connecting flight.	Vuelo de conexión.
Connection.	Conexión.
Control tower	Torre de control.
Conveyor belt.	Cinta transportadora.
Customs / Customs official.	Aduana / Funcionario de aduana.

Word related to air travel	Translation
Departure lounge.	Área de salidas.
Departures board.	Tablón de anuncios de salidas.
Designated area.	Área designada.
Direct flight /Non-stop flight.	Vuelo directo.
Domestic flight.	Vuelo nacional / Vuelo doméstico.
Duty-free shop.	Tienda libre de impuestos.
Emergency exit.	Salida de emergencia.
Emergency landing.	Aterrizaje de emergencia.
Excess baggage charge.	Recargo por exceso de equipaje.
Final call.	Última llamada.
Final destination.	Destino final.
Gate.	Puerta de embarque.
Immigration official.	Funcionario de inmigración.
In-flight manual.	Manual de vuelo.
International flight.	Vuelo internacional.
Jet lag.	Jet lag. (Descompensación por la diferencia horaria).
Landing.	Aterrizaje.
Lavatory / Toilets / Restroom.	Aseos.
Layover.	Parada.
Life jacket/life vest.	Chaleco salvavidas.
Loudspeakers.	Altavoces.
Luggage compartment.	Compartimento para equipaje.

Word related to air travel	Translation
Meal tray.	Bandeja de comidas.
One-way trip.	De ida.
Overbooking.	Overbooking (sobreventa de billetes).
Overhead compartment.	Compartimento para equipaje de mano.
Oxygen mask.	Oxygen mask.
Passengers lounge.	Área de pasajeros.
Passport control.	Control de pasaportes.
Round trip.	Ida y vuelta.
Runway.	Pista.
Seat belt.	Cinturón de seguridad.
Security checkpoint.	Control de seguridad.
Security officer.	Funcionario de seguridad.
Shuttle bus.	Autobús de enlace.
Standstill.	Paralización.
Stopover.	Stopover (escala).
Take-off.	Despegue.
Terminal.	Terminal.
Terminal.	Mostrador de billetes.
Time of arrival / Time of departure.	Hora de llegada / Hora de salida.
Timetable / Schedule.	Horario.
Tray table.	Mesita plegable tras el asiento.
Trolley.	Carrito.
Window seat.	Asiento de ventanilla.
Windsock.	Manga de viento.

Word related to air travel	Translation
X-ray machine.	Máquina de rayos X.

Verbs about air travel

Verb	Translation
Approach (the runway).	Acercarse (a la pista).
Board/embark.	Embarcar.
Check in.	Facturar.
Cruise.	Volar a velocidad constante.
Declare.	Declarar.
Disembark.	Desembarcar.
Fasten/unfasten (a seatbelt).	Abrocharse/desabrocharse (el cinturón).
Land.	Aterrizar.
Put out (cigarettes).	Apagar (cigarrillos).
Take off.	Despegar.
Taxi.	Rodar por la pista de despegue/de aterrizaje.

3.2.- Now you put it into practice (IV).

These exercises will help you remember the words, so do not worry if you do not get all the answers right!

Autoevaluación

Write the words for these definitions.

1. A noticeboard in an airport that tells passengers information about their flight.
2. The place in the airport where your passport and boarding card are checked before you go to the departure lounge.
3. The part of an airport, like a road, which planes use when arriving or departing from an airport.
4. An announcement that's made over the airport's loudspeaker system to let passengers know that the flight is almost ready to go.
5. Part of the airport where you go to collect your luggage after you arrive at your destination airport.
6. Usually there is a 'carousel' - a continuous moving strip of material that goes round in a circle with passengers' bags on it.
7. A piece of paper or card that is given to a passenger at check-in. A passenger must have one to be allowed to go onto the plane.
8. The part of an airport where planes arrive or depart from.
9. The place in the airport where you go to get onto your flight.
10. A shop in an airport where you don't have to pay taxes on the goods you buy.
11. The part of an airport where you wait until you get on the plane.
12. A stop or an end.
13. A place that is signed for a particular purpose (for example, smoking).
14. The building in an airport which tells planes when it is safe for them to take off and land.



Enviar

1. A noticeboard in an airport that tells passengers information about their flight. **Departures board.**
2. The place in the airport where your passport and boarding card are checked before you go to the departure lounge. **Passport control.**
3. The part of an airport, like a road, which planes use when arriving or departing from an airport. **Runway.**

4. An announcement that's made over the airport's loudspeaker system to let passengers know that the flight is almost ready to go. **Final call.**
5. Part of the airport where you go to collect your luggage after you arrive at your destination airport.
6. Usually there is a 'carousel' - a continuous moving strip of material that goes round in a circle with passengers' bags on it. **Baggage reclaim.**
7. A piece of paper or card that is given to a passenger at check-in. A passenger must have one to be allowed to go onto the plane. **Boarding pass.**
8. The part of an airport where planes arrive or depart from. **Terminal.**
9. The place in the airport where you go to get onto your flight. **Gate.**
10. A shop in an airport where you don't have to pay taxes on the goods you buy. **Dutyfree shop.**
11. The part of an airport where you wait until you get on the plane. **Departure lounge.**
12. A stop or an end. **Standstill.**
13. A place that is signed for a particular purpose (for example, smoking). **Designated area.**
14. The building in an airport which tells planes when it is safe for them to take off and land. **Control tower.**

Autoevaluación

Complete the sentences below with the best answer.

The _____ will be serving food and beverages after the plane reaches its cruising altitude.

- Pilots.
- Security officers.
- Flight attendants.

Are you sure?

Not really.

Excellent!

Solución

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

After the plane lands, you can pick up your luggage at the _____.

- Baggage claim area.
- Boarding area.
- Overhead compartment.

That's fantastic!

Are you sure?

Not exactly.

Solución

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

If the cabin loses pressure during flight, you should put on your _____ so you can breathe comfortably.

- Life jacket.
- Oxygen mask.
- Seat belt.

Not exactly.

You are incredible!

Not really.

Solución

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

3. **Incorrecto** (Retroalimentación)

In most cases, passengers have to show a _____ before they can get on a plane.

- Boarding pass.
- Travel brochure.
- Guidebook.

You are doing great!

Try again.

Not exactly.

Solución

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

3.2.1.- Now you put it into practice (V).

Autoevaluación



Write a suitable verb to match the definitions.

Vocabulary exercise

Definition	Verb
To fly at a steady speed.	<input type="text"/>
To give information about goods or money you are bringing into a country.	<input type="text"/>
To fly at slow speed towards the runway.	<input type="text"/>
To untie your seatbelt.	<input type="text"/>
To bring a plane down to the ground.	<input type="text"/>
To secure two parts of your seat-belt together.	<input type="text"/>
To move a plane slowly along the ground before or after flying.	<input type="text"/>
To get off a plane.	<input type="text"/>
To go onto a plane at the beginning of the journey.	<input type="text"/>
To start flying in the air.	<input type="text"/>
To show your travel documents to the airline staff in the airport so that you can begin your journey.	<input type="text"/>

Enviar

Voacbulary exercise

Definition	Verb
To fly at a steady speed.	Cruise.
To give information about goods or money you are bringing into a country.	Declare.
To fly at slow speak towards the runway.	Approach.
To untie your seatbelt.	Unfasten.
To bring a plane down to the ground.	Land.
To secure two parts of your seat-belt together.	Fasten.
To move a plane slowly along the ground before or after flying.	Taxi.
To get off a plane.	Disembark.
To go onto a plane at the beginning of the journey.	Board.
To start flying in the air.	Take off.
To show your travel documents to the airline staff in the airport so that you can begin your journey.	Check in.

Be patient. It's not easy to learn all this words!







A step ahead











Here you have a page with vocabulary about flights to revise what you have learnt.

[Airline vocabulary.](#)

Appendix.- Licenses of resources.

Licenses of Resources used in session 02. "Promotion and advertising".

Resource (1)	Resource information (1)	Resource (2)	Resource information (2)
mp3	By: Ministerio de Educación. License: Uso educativo no comercial. From: Elaboración propia.		By: Stockbyte. License: Uso educativo no comercial para plataformas públicas de Formación Profesional a distancia. From: CD-DVD Num. 165.
	By: MorBCN. License: CC by-nc-sa. From: http://www.flickr.com/photos/bcnbits/468186933/		By: Pablo Gabarino. License: CC by-nc-sa. From: http://www.flickr.com/photos/elbroka/2203155430/
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mp3	By: CEJA. License: Uso educativo comercial. From: CEJA.		By: pajp. License: CC by-sa. From: http://www.flickr.com/photos/pajp/140400492/

	<p>By: niallkennedy. License: CC by-nc. From: http://www.flickr.com/photos/niallkennedy/2117005768/</p>		<p>By: moaksey. License: CC by. From: http://www.flickr.com/photos/moaksey/235819032/</p>
	<p>By: Mykl Roventine. License: CC by. From: http://www.flickr.com/photos/mykroventine/901955540/</p>		<p>By: tiarescott. License: CC by. From: http://www.flickr.com/photos/tiarescott/33505225/</p>
	<p>By: Swiss James. License: CC by. From: http://www.flickr.com/photos/lostseouls/59340116/</p>		<p>By: Steve Bowbrick. License: CC by-nc-sa. From: http://www.flickr.com/photos/bowbrick/3215454954/</p>
	<p>By: daniel incandela. License: CC by-nc. From: http://www.flickr.com/photos/incandopolis/3788243443/</p>		<p>By: jetalone. License: CC by. From: http://www.flickr.com/photos/jetalone/164483695/</p>
	<p>By: E8Club. License: CC by-nc-sa. From: http://www.flickr.com/photos/e8club/311448007/</p>		<p>By: Thierry. License: CC by. From: http://www.flickr.com/photos/http2007/442517576/</p>