

## MARKETING RULES.- Session 03. Travelling the world.

### Caso práctico

Listen to **Martin** and **Richard**. They both work for the same company and are dealing with a market share loss situation. They're brainstorming some possible strategies.

Script



**Martin:** As you already know our financial results have lately been flat. We are losing some of our most important clients and our competition seems to be undercutting our prices on a growing scale.

**Richard:** Yes, it is a fact that our market share is the smallest in the last 20 years. What could we do?

**Martin:** What about a customer segmentation plan? We could prepare a specific plan for each segment of customers.

**Richard:** It sounds like a good idea. What segments are we talking about?

**Martin:** At least three. The first one is the innovative solution seekers. This group demands innovation and this could be a good opportunity for our new product range.

**Richard:** Yes, with our Research and Development department we should be able to face the challenge.

**Martin:** The second one is the cost-effective solution seekers. This kind of customers value the company's advice to improve their performance.

**Richard:** How is that possible?

**Martin:** It's very simple; they may be ready to pay more for one of our machines if that means saving time in the production chain. Remember that our new XT300 can do the job of the old machines three times faster. The negative side is that we might need to create a more specific customer support centre.

**Richard:** Now I understand, and which is the third one?

**Martin:** The price seekers who only want the lowest price. They represent 50% of the market and we might be able to develop a product to meet their needs.

**Richard:** It's a great idea; by addressing these segments separately we're likely to improve our market share.

### Autoevaluación

Match the customer segmentation concepts and their definitions. Write the number.

#### Matching exercise

Job	Number	Definition
Innovative solutions seekers.	<input type="checkbox"/>	1. They value the company's advice to improve their performance.
Cost-effective solution seekers.	<input type="checkbox"/>	2. They look for the lowest price.
Price seekers.	<input type="checkbox"/>	3. They demand innovation.

Enviar

Not difficult, was it?



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[Aviso Legal](#)

## 1.- What to say. Train Travel language.

### Citas Para Pensar

- Did you meet your son at the station?
- Goodness, no! I've known him for years.

In the UK, travelling by rail is extremely expensive, but if you have the time and the money, your best bet is simply to phone or go to the station you want to leave from, stand in line until you get to the information or ticket window and take it from there.



The US railway lines don't go to all the major cities or cover the routes you might expect them to cover, but there are some beautiful rides that are well worth experiencing. For example, the California Zephyr goes across the Rockies and past the Sierra Nevada on its way from Chicago to San Francisco and the Coast Starlight gives breathtaking views of the California coast as it travels between San Luis Obispo and Santa Barbara. Make sure you are going to go past the scenic places during daylight hours, though! You can always get a 30-day Amtrak pass.

Here is some useful language for train travel.

#### At the station:

- ✓ *How long is a round trip (US) ticket valid?*
- ✓ *Could I have a cheap day return (UK) to Bournemouth, please?*
- ✓ *Is there an Intercity to Manchester leaving in the next hour?*
- ✓ *Will I have to change trains?*
- ✓ *Will there be enough time to change trains?*
- ✓ *If I miss my connection, when's the next train?*
- ✓ *Does my son have to pay full fare? He's six.*
- ✓ *I'd like to book a couchette on the overnight train to Edinburgh.*
- ✓ *When is the first train to Liverpool?*
- ✓ *What's the fare to Birmingham?*
- ✓ *Do I have to pay a supplement?*
- ✓ *Is the train running on time?*
- ✓ *Is there a dining car on the train?*
- ✓ *What platform does the train to Boston leave from?*
- ✓ *I'd like a timetable, please.*
- ✓ *Where is the left-luggage office?*
- ✓ *Are there any luggage lockers?*
- ✓ *Could you tell me if there's a currency exchange office, please?*

#### On the platform:

- ✓ *Is this the right platform for the train to Edinburgh?*
- ✓ *Is this the train to Bristol?*
- ✓ *Where's platform 7?*

#### On the train:

- ✓ *Is this the right train for Albuquerque?*
- ✓ *Is anyone sitting here?*
- ✓ *Is this seat taken?*
- ✓ *Is this seat occupied?*
- ✓ *Would you mind moving your things?*
- ✓ *Excuse me, but I think you're sitting in my seat.*
- ✓ *Excuse me, I have a reservation for this seat.*
- ✓ *Is there a restaurant car on this train?*
- ✓ *How long will it take to get to Denver?*
- ✓ *How far am I from the centre of town?*
- ✓ *How long does the train stop here?*
- ✓ *How many more stops before we reach the end of the line?*
- ✓ *What's the next stop?*
- ✓ *Can you let me know when we get to Fort Worth?*
- ✓ *Is this where I get off?*

### A step ahead

This is an excellent video on how to book a ferry ticket on the phone.

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[Text summary](#)

## 1.1.- Methods of payment.

### Citas Para Pensar

Money is better than poverty, if only for financial reasons."

Woody Allen.

#### Money, money, money

Money makes the world go round. Here are some expressions to ask about cost:

1. *Could you tell me the cheapest way to fly from New York to Chicago?*
2. *I'd like to leave New York during the first week of August and come back during the second week, staying in Chicago for between eight and ten days.*
3. *How much is a single ticket?*
4. *How much does the round trip cost?*
5. *How much is coach (US)?*
6. *How much is first class?*
7. *How many weeks in advance do I have to buy the ticket to get a discount? Do I have to stay over Saturday night*
8. *Would it be cheaper if I left on Wednesday, instead?*



Usual methods of payment include cash, transfers, credit cards, cheques, travellers cheques. More modern methods are mobile payment using mobile phones for example with SMS based transactional payments or online payment companies like PayPal, Amazon Payments and Google Checkout.

### A step ahead

Here you have a web site on money-related vocabulary. It is very useful!

[Money vocabulary.](#)

## 1.2.- Now you put it into practice (I).

And now a bit of practice on what we have seen. It's quite easy!

### Autoevaluación

Fill in the blanks with **by, of, for, out, on, to, or in.**

1. Is it okay if I pay  credit card?
2. I'm afraid we can't accept your card. It is  of date.
3. Before accepting payment by credit card, check that the customer is not on the blacklist.
4. Can I pay  cheque?
5. Shall I send you the bill  dollars or pounds sterling?
6. Could you give me a receipt  the ticket, please?
7. If a card has no signature, ask the card holder for proof  identity.
8. Including service and taxes, your bill comes  \$448.95.
9. We usually charge 1.5% commission  traveller's cheques.



Enviar

### Autoevaluación

Match these questions with the replies.

#### Matching exercise

Questions	Number	Replies
What is the total?	<input type="checkbox"/>	1. It comes to \$724.50.
Is it OK if I pay by Visa?	<input type="checkbox"/>	2. In cash, I think.
Is the price the same if I travel on my own?	<input type="checkbox"/>	3. Yes. That will leave a balance of £428.
What is the exchange rate today?	<input type="checkbox"/>	4. Our usual rate is 2%.
How would you like to pay?	<input type="checkbox"/>	5. No, there will be a single room supplement.

Questions	Number	Replies
How much commission do you charge on traveller's cheques?	<input type="checkbox"/>	6. I'm sorry. Yes; here it is.
Can I pay a deposit of £100?	<input type="checkbox"/>	7. It's \$1.65 to the pound.
I'm afraid this card is out of date. Do you have a new one?	<input type="checkbox"/>	8. Yes, a credit card is fine.

Enviar

Not difficult, was it?

## A step ahead

Here you have some colloquial vocabulary about money from the [BBC](#) site.

[Colloquial money vocabulary.](#)

## 1.3.- Car rental.

### Caso práctico

**John Stevenson** is in Malta on holiday and he has decided to rent a car.



Script

**Rental Car Agent:** Hi! How can I help you?

**John Stevenson:** I'd like to rent a \_\_\_\_\_ mid-size car for three days.

**Rental Car Agent:** Okay. Let me check to see if we have one available. Hmm. It doesn't look like we do. We have economy and full-size cars \_\_\_\_\_ available, or a nice minivan.

**John Stevenson:** Well, what is the main difference between these cars?

**Rental Car Agent:** The main difference is size. The economy car is the smallest. How many people are with you?

**John Stevenson:** Just me, my wife and my little son.

**Rental Car Agent:** Well, the economy car would work. We have one right out front.

**John Stevenson:** Where? That one? It looks very small. We have a lot of luggage... I don't think so.

**Rental Car Agent:** Well, if you need more room or comfort, I recommend the full-size car. It also has a nice stereo system, CD player.

**John Stevenson:** Well, I'm not so concerned about how it's equipped. I just want to make sure it is comfortable to drive. And what is the \_\_\_\_\_ daily rate for that anyway?

**Rental Car Agent:** Well, let's see here. Oh, yes. It'll come to fifty-seven ninety-five euros a day.

**John Stevenson:** Wow, a little expensive. But what's the cost for \_\_\_\_\_ mileage?

**Rental Car Agent:** All of our cars have unlimited miles, but of course, that doesn't include gas.

**John Stevenson:** Okay. Well, anyway, can you install a car seat in one of those cars? I have a 3-year-old son with me.

**Rental Car Agent:** Sure, and that'll only be one euro extra per day.

**John Stevenson:** I'll go with the full-size car. What does it look like?

**Rental Car Agent:** Uh, it's right out there in the parking lot. The one over there next to the sidewalk.

**John Stevenson:** The blue one?

**Rental Car Agent:** Yes, that one. Will there be any other drivers?

**John Stevenson:** No, I'm the only driver.

**Rental Car Agent:** Okay. Would you like to \_\_\_\_\_ purchase our daily car protection plan?

**John Stevenson:** What's that exactly?

**Rental Car Agent:** Well, the car protection plan is a complete \_\_\_\_\_ insurance package covering \_\_\_\_\_ damage to the vehicle, \_\_\_\_\_ injury or \_\_\_\_\_ loss of life to you or your passengers or incidental road damage caused by, let's say, a huge rock

rolling down the mountain and .....crushing your car. However, it won't cover loss of property due to .....theft. And the car protection plan is only seventeen ninety-five per day. And the best thing about this coverage is that you can rent the car without the worry and .....hassle of making a complicated claim in case you do have a problem.

**John Stevenson:** But wouldn't my own car insurance cover those problems?

**Rental Car Agent:** It might, but each insurance .....policy is different. With our car protection plan, however, you deal directly with us in case there is a problem, and we handle everything quickly, and you don't have to contact your own insurance company.

**John Stevenson:** All right , then.

**Rental Car Agent:** Okay. Let me just confirm this. A full-size car with a car seat for three days, plus the car protection package. Is that right?

**John Stevenson:** That's right.

**Rental Car Agent:** Okay, I'll have our mechanic to bring the car over to the door. Can I have you .....driver licence and credit card, please?

**John Stevenson:** Here you are.

**Rental Car Agent:** Well, I think that's all then. In case of accident or .....break-down, just call this number for assistance. Enjoy your trip.

## Think about it

Have you ever rented a car? Getting the best deal on a car rental often depends on the type of vehicle you need, the type of features the car is equipped with, and the time of year you rent it. Check the Internet for the best offers.

## 1.4.- Renting a car.

People often rent cars when they go on vacation or travel on business, but there are many things you should consider when choosing a rental car company. Here are some words and phrases you'll find helpful when renting a car:

### Renting a car

Types of car	Paying for the car	Verbs	Other phrases
<ul style="list-style-type: none"> <li>✓ Rental car.</li> <li>✓ Compact.</li> <li>✓ Economy.</li> <li>✓ Standard.</li> <li>✓ Full size.</li> <li>✓ Luxury.</li> <li>✓ Suv (sports utility vehicle).</li> <li>✓ Pickup truck.</li> <li>✓ Minivan.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Car insurance.</li> <li>✓ Daily rate.</li> <li>✓ Damage waiver.</li> <li>✓ Driving record.</li> <li>✓ Mileage limit.</li> <li>✓ No-show fee.</li> <li>✓ Rental agreement.</li> <li>✓ Weekend special.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Do a visual inspection.</li> <li>✓ Leave a deposit.</li> <li>✓ Make a reservation.</li> <li>✓ Pick up the car.</li> <li>✓ Return the car.</li> <li>✓ Sign a rental agreement.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Do you have any cars available?</li> <li>✓ I'd like to rent a standard-size car.</li> <li>✓ How much is car insurance per day?</li> <li>✓ When do i need to return the car?</li> <li>✓ How old do you have to be to rent a car?</li> </ul>

And then you have to be careful with driving regulations, since they may be different from the ones in your country.

In England, you must drive on the left (unless road signs tell you otherwise or if you are overtaking – passing another car). The driver's seat is on the right hand side of the car, and the passenger's seat is on the left. The gearstick is to the left of the driver.

Drivers and passengers have to wear a seatbelt, except if they have certain medical conditions, and seatbelts should also be worn in the back seat. If you "drink drive" (drive after drinking alcohol), the penalties can be serious. Most people will advise you not to drink alcohol at all before driving.

Be especially careful to respect the speed limits on the roads. A sign tells you what the maximum speed limit is, and if you break the speed limit, you may get a fine or points on your licence. There are many hidden speed cameras in operation, so watch out!

Click on the images to have a look at a completed car rental form and to an accident report from a rental car company.



## Think about it

Car Rentals: Is the age of drivers important?

Some car rental companies will only rent cars to drivers who are at least 25 years old or even older. The idea is that older drivers are more responsible. Do you agree with this policy?.Share your comments on this topic on the forum of the unit.

## 1.5.- Now you put it into practice (II).

### Autoevaluación

Now, complete the sentences below with the best answer.

I'd like to rent a(n) \_\_\_ to be able to move some furniture from my apartment to my new house.

- economy car
- standard car
- pickup truck

Are you sure?

Not really.

Excellent!

#### Solución

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

If you decide not to use the rental car, be sure to contact the car rental company and cancel the reservation by phone, or you might be charged a \_\_\_.

- no-show fee
- damage waiver
- mileage limit

That's fantastic!

Are you sure?

Not exactly.

#### Solución

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

**Be sure to \_\_ by 5:00 p.m. to avoid being charged for an extra day.**

- make a reservation
- return the car
- leave a deposit

Not exactly.

You are incredible!

Are you sure?

### Solución

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

## Think about it

Do you know the difference between **hire**, **rent** and **charter**?

'Hire' and 'charter' are used when talking about similar contexts ie. the use of machinery/ transport that is not your own.

'hire' is used more when I use and operate something myself especially if it is easy to do so.

'charter' is used to refer to larger forms of transport eg planes which have more regulation over their use.

In both cases money is paid for the use of something or for a service. If you look at the examples the contexts are not exactly the same.

'Rent' is very similar to 'hire'. 'I can say I rented a cottage' or 'I hired a cottage' but 'rent' may be more common.

'Hire' can also have the meaning of 'employ' - engage someone to do a job. Like 'hire' and 'charter', 'hire' and 'employ' are used slightly differently. I attached one definition of 'hire' to compare with 'employ'.

## 1.6.- Help, instructions and orders.

### Citas Para Pensar

A street in an English town. A policeman stops a car. The driver is a foreigner...

**Policeman:** (Holding up his hand) Stop!

**Driver:** What's the matter?

**Policeman:** Why are you driving on the right side of the road?

**Driver:** Do you want me to drive on the wrong side?

**Policeman:** You are driving on the wrong side!

**Driver:** But you said I was driving on the right side!

**Policeman:** That's right. But you're on the right, and that's wrong!

**Driver:** What a strange country! If right is wrong, I'm right when I'm on the wrong side of the road. So why did you stop me?

**Policeman:** My dear Sir, you must keep to the left. The right side is the left!

**Driver:** It's like a looking glass! I'll try to remember. Well, I want to go to Bellwood. Will you kindly tell me the way?

**Policeman:** Certainly! At the end of this road, turn left.

**Driver:** Now let me think. Turn left! In England, left is right and right is wrong. Am I right?

**Policeman:** You'll be right if you turn left. But if you turn right, you'll be wrong.

**Driver:** Thank you very much! It's as clear as daylight!

### Caso práctico

#### A flat tyre!

Read the conversation between Jessica and her father. She have just had car trouble.

(phone rings)

**Jessica:** Hey, dad?

**Barrie:** Yes, dear, what's wrong?

**Jessica:** Don't start worrying..., we've just had a flat tyre.

**Barrie:** Oh, God! Are you safe?

**Jessica:** Yes, I am. We're in a .....lay-by. There isn't much traffic. Can you help us?

**Barrie:** How far out are you? Do you want me to drive out?

**Jessica:** No, dad, that won't be necessary. Just tell me what to do.



**Barrie:** Well dear, first of all, before getting out of the car, have you got your .....safety vest on?

**Jessica:** No, we don't but we'll put them on right now.... Ok, that's done. What's next?

**Barrie:** You have to get everything out of the .....boot because the .....spare tyre and the .....tools are in there.

**Jessica:** Right, then what?

**Barrie:** Put the spare tyre and the tools near the tyre you have to change.

(a few minutes later)

**Jessica:** Right Dad, we have everything out of the boot. I have the spare tyre, the .....spanner and the .....jack. Now what?

**Barrie:** Find three stones for behind the tyres that aren't flat. They'll keep the car in place. Then put the jack next to the flat tyre. There's a .....gap to support the jack underneath the car.

**Jessica:** Just a minute... Ok, I see it.

**Barrie:** Before you lift the car, .....loosen the .....nuts with the spanner. Turn .....counterclockwise to loosen the nuts until they come off. After you remove the nuts, jack up the car. Next, pull off the wheel, put the spare in its place and tighten the nuts. Lower the car and give the nuts a final tightening. Finally, .....remove the stones, put the flat tyre away and you're ready to go again. Remember to get the flat tyre repaired as soon as possible.

**Jessica:** Thanks Dad that was easier than I thought it would be!

### Autoevaluación

Fill in the missing words in the sentences from the previous conversation.

#### Asking for instructions:

Do you ( ) me to drive out?

Just tell me what to do.

What's ( ) ?

Right, then what?

Now ( ) ?

#### Asking for help:

( ) you help us?

#### Giving instructions and orders:

( ) of all, have you got your safety vest on?

You ( ) to get everything out of the boot.

Just take it all out.

You ( ) the spare tyre.

Then put the jack next to the flat tyre

( ) you lift the car, loosen the nuts with the spanner.

( ) you remove the nuts, jack up the car.



Next, pull off the wheel, put the spare in its place and tighten the nuts.

, remove the stones, put the flat tyre away and you're ready to go again.

Enviar

## 2.- How to say it. Modal verbs referring to the past (I).

### Citas Para Pensar

"Do you think your mother and I should have lived comfortably so long together if ever we had been married?"

All these modal verbs go with a present infinitive and refer to the present or future time.

- ✓ Advice about the present time: *She should get up early.*
- ✓ Ability at present time: *He can learn languages easily.*
- ✓ Permission at present time: *You can have the morning break now. It is nearly midday.*
- ✓ Deduction about the present: *They must have several children because there are lots of toys in the house.*



Study these sentences:

- ✓ *You should study for your exam yesterday.*
- ✓ *If you can't find your gloves anywhere, you could leave them in the cinema last night.*

What is wrong with them? There is a grammar mistake.

- ✓ In English and Spanish, when we want to refer to the present or future time, we use a present infinitive.
- ✓ However, when we want to refer to the past time, we normally use a perfect infinitive.

How can we form the perfect infinitive? It is quite easy: the auxiliary have + past participle.

- ✓ *You should have studied for your exam yesterday.*
- ✓ *If you can't find your gloves anywhere, you could have left them in the cinema last night.*

Then, the modal verb structure to refer to the past is:

**Subject + modal verb + have + past participle**, as in *You may have studied this before.*

### Ejercicio Resuelto

Click to read the Spanish translation.

Todos los verbos modales van con un infinitivo en presente y se refieren al los tiempos presente o futuro, expresando consejo, capacidad, permiso, deducción... Si estudias las frases propuestas verás que hay un error gramatical.

En inglés y en español, para referirnos al los tiempos presente o futuro usamos un infinitivo de presente.

Cuando nos referimos al pasado normalmente usamos un infinitivo perfecto.

El infinitivo perfecto se forma con el auxiliar have y el participio pasado.

La estructura de los modales refiriendose al pasado es, entonces:

Sujeto + verbo modal + have + participio pasado.

## 2.1.- Modal verbs referring to the past (II).

There are several possibilities according to the different meanings of modal verbs.



### 1. Ability in the past.

1. **Could + have + past participle** is used to express that someone had the ability to do something in the past but he did not do it.

1. *They could have continued with their studies but they preferred to start working.*
2. *He could have learnt easily. Now he is nearly deaf.*

### ✓ Advice in the past.

◆ We use **should + have + past perfect** to say that someone did something wrong in the past. Sometimes we express the opposite.

- ◆ *He is upset because we didn't accept his invitation. We should have gone to his party.* (We did wrong not accepting his invitation).
- ◆ *You should have stopped eating so many cakes two years ago.* (You did wrong when you continued eating so many cakes).

### ✓ Possibility in the past.

◆ **May/could/might + have + past participle** are used to express that someone had the possibility in the past to do something.

- ◆ *Where was Peter last weekend? I don't know, he may have been at her parents' house.*
- ◆ *Don't do that again. You could have fallen down.*

### ✓ Deduction in the past.

◆ These two structures are used to express deductions about the past:

- ◆ **Must have + past participle.** *Where is Kate? I am not sure, but she must have gone to see her grandparents.*
- ◆ **Can't have + past participle.** *"Long fingers" can't have robbed the bank because he was in prison at that time.*

### ✓ Absence of obligation in the past.

◆ **Needn't + have + past participle** is used to express that someone did something in the past, but it was not necessary.

- ◆ *She needn't have bought so many bottles of wine. Nobody liked wine in the party.* (It was not necessary to buy so much wine, but she did).

## Ejercicio Resuelto

Click to read the Spanish translation.

Hay varias posibilidades según los diferentes significados de los verbos modales.

- ✓ **Capacidad en el pasado.** Se usa para expresar que alguien pudo hacer algo en el pasado pero no lo hizo.
- ✓ **Consejo en el pasado.** Para decir que alguien hizo algo mal en el pasado.
- ✓ **Posibilidad in el pasado.** Para decir que alguien tuvo la posibilidad de hacer algo en el pasado.
- ✓ **Deducciones en el pasado.** Estas dos estructuras se usan para expresar deducciones en el pasado.
- ✓ **Ausencia de obligación en el pasado.** Se usa para expresar que alguien hizo algo en el pasado, pero no era necesario.

## 2.2.- Now you put it into practice (III).

### Think about it

For the situations below, write sentences about positive or negative deduction in the past, possibility, advice and ability in the past, using modal verbs (Several possibilities are correct).



- ✓ She didn't take the job and now she regrets it.
- ✓ He smoked in the office and was immediately invited to leave.
- ✓ When he was young, he was the best footballer in the town but he broke a leg and did not become professional.
- ✓ The bird was locked in its cage. The cat didn't have the key, so the cat didn't eat the bird.
- ✓ The road was completely frozen early in the morning. Perhaps they have had an accident.

- ✓ She should/could have taken the job.
- ✓ He oughtn't to/ shouldn't have smoked in the office.
- ✓ He could have become professional.
- ✓ The cat can't have eaten the bird.
- ✓ They may have had an accident.

### Autoevaluación

Complete each sentence so that it contains a modal verb in the past and the words given.

#### Sentences to complete with the given words

Words given	Sentence to complete
1. Buy her a present.	I forgot Karen's birthday. I _____.
2. Spend more time	I didn't do very well in the test. I _____.

Words given	Sentence to complete
studying.	<input type="text"/>
3. Fall.	Lucy shouldn't have stood on the broken chair. She <input type="text"/> .
4. Study a lot.	You did very well on the exam. You <input type="text"/> .
5. Do the laundry.	I don't have anything to wear today. I <input type="text"/> .
6. Lose on the bus.	Jack lost his wallet on the way to work. He <input type="text"/> .
7. Take an umbrella.	I'm completely soaked! We are silly! We <input type="text"/> .
8. Practise a lot.	Gloria has won every game she's played today. She <input type="text"/> .

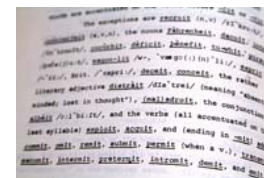
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- 1. I should have bought her a present.
- 2. I should have spent more time studying.
- 3. She could have fallen.
- 4. You must have studied a lot.
- 5. I should have done the laundry.
- 6. He must have lost it on the bus.
- 7. We should have taken an umbrella.
- 8. She must have practised a lot.

## 2.3.- Diphthongs.

### Citas Para Pensar

- What do trains have on the sides of their heads?
- Engine-ears. (Engineers)



There are eight diphthongs in English and one of them is very uncommon.

#### Diphthongs

Sound	Key word	Most usual spelling
eɪ	Train	a, ai, ay,
əʊ	Phone	o, oa
aɪ	Bike	i, y, igh
aʊ	Owl	ou, ow
ɔɪ	Boy	oi, oy
ɪə	Ear	eer, ere, ear
eə	Chair	air, are
ʊə	Tourist	A very uncommon sound

## 2.4.- Consonants.

### Citas Para Pensar

"The sweetest sound of all is praise."

*Xenophon.*



And now for the consonant sounds. There are 24 English consonant sounds.

#### Consonants

Sound	Key word	Most usual spelling
p	Paper.	p, pp
b	Book.	b, bb
k	Key.	c, k, ck
g	Glue.	g, gg
f	Flower.	f, ph, ff
v	Vase.	v
t	Tea.	t, tt
d	Desk.	d, dd
s	Snake.	s, ss
z	Zero.	z, s
ʃ	Shop.	sh, ti (+vowel)
ʒ	Television.	An uncommon sound si, ge

Sound	Key word	Most usual spelling
θ	Thumb.	th
ð	Mother.	th
tʃ	Chair.	ch, tch, t (+ure)
dʒ	Jazz.	j, dge
l	Left.	l, ll
r	Right.	r, rr
w	Work.	w, wh
j	Yes.	y, before u
m	Map.	m, mm
n	Nine.	n, nn
ŋ	Sing.	ng
h	House.	h

### 3.- Words you need. Train travel.



Being able to buy train tickets and understanding subways schedules and maps will make it easier to get around the world. No one wants to feel lost on a train in a distant city. In this **Words to learn** we are going to deal with vocabulary that has to do with train travel.

#### Travelling by Train

Words related to travellin by train	Translation
Aisle.	Pasillo.
Announcement.	Anuncio.
Armrest.	Reposabrazos.
Arrivals.	Llegadas.
Bench.	Banco.
Buffet trolley.	Carrito de comidas.
Concourse.	Explanada, hall principal de la estación.
Conductor.	Cobrador.
Day trip.	Ida y vuelta en el mismo día.
Delay.	Retraso.
Departures.	Salidas.
Departures and arrivals board.	Tablón de anuncios de salidas y llegadas.
Dining car / Dining section / Restaurant car.	Coche restaurante.
Engine driver.	Maquinista.
Fare.	Tarifa.
Fold-out table.	Mesita plegable.
Goods wagon.	Vagón de mercancías.

Words related to travellin by train	Translation
Headphones.	Auriculares.
Headrest.	Reposacabezas.
Intercity service.	Servicios de largo recorrido.
Kiosk.	Quiosco.
Lavatories.	Aseos.
Left luggage office.	Consigna.
Lower berth / Upper berth.	Litera inferior / Litera superior.
Luggage trolley.	Carrito de equipaje.
Passenger car / Carriage.	Vagón de pasajeros.
Platform.	Andén.
Railway track.	Vías.
Schedule / Timetable.	Horario.
Seat.	Asiento.
Sleeper / Couchette.	(Coche) Litera.
Standing room only.	Solo de pie.
Station master.	Jefe de estación.
Student card.	Carnet de estudiante.
Ticket / Ticket collector / Ticket machine.	Billete / revisor / máquina de billetes.
Waiting room.	Sala de espera.

#### Verbs related to train travel

Train travel verb	Traslation
Give up (your seat).	Ceder (el asiento).
Lose.	Perder (un objeto).
Miss.	Perder (un medio de transporte).
Offer (your seat to someone).	Ofrecer (el asiento a alguien).

Train travel verb	Traslation
Stand.	Estar de pie.
Take a seat.	Sentarse.
Transfer.	Cambiar.
Wait.	Esperar.

### 3.1.- Now you put it into practice (IV).



A set of exercises now. Remember these are to help you learn the words!

## Autoevaluación

Fill in the gaps with the words from the list.

Words related to train travel.

change → trolley → reserve → intercity → cancellation → connection → on time → direct → fare → platform → left luggage office → delay → valid → return.

- I'd like a  ticket to Bath, please, leaving on Friday afternoon and coming back on Monday morning.
- Is that ticket  for the 10.30 train?
- Is that an  service?
- Is that a  train?
- Where do I have to  (trains)?
- What time is my  ?
- Do I need to  a seat in advance?
- If I can't travel, is there a  fee?
- What's the return  to Edinburgh, please?
- Which  does my train leave from?
- Where's the , please?
- Will the train be on time, or do you expect a delay?
- Excuse me, where can I find a  ?

Enviar

## Autoevaluación

**Fill the gaps with an appropriate word.**

1. I don't have my student identification .
2. I don't have any . Can I pay by credit card?
3. I  my ticket.
4. I  my train.
5. We can't find the  that our train leaves from.
6. Are the  occupied? I feel sick.
7. I asked for a  seat because I like to sleep on trains.
8. Why is there such a long  ?
9. The train that arrives at eighteen minutes past ten  at a quarter past nine.
10. I'm hungry. Is there a restaurant car on this train.

Enviar

## Autoevaluación

**Complete the sentences below with the best answer.**

**During rush hour, there are so many people on the train that all of the seats are taken, so it's ... if you want to ride.**

- Fare.
- Empty.
- Standing room only.

Are you sure?

Not really.

Excellent!

### Solución

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

**The conductor just made ... that the train would be delayed for about 15 minutes due to an accident.**

- An announcement.
- A reservation.
- A train pass.

That's fantastic!

Are you sure?

Not exactly.

### Solución

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

**These seats are reserved for senior citizens and the physically impaired, so you might have to ... your seat if needed.**

- Take.
- Give up.
- Remove.

Not exactly.

You are incredible!

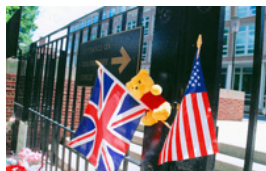
Not really.

### Solución

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



### 3.2.- British and American English.



Did you know that English in the USA is different from British English? There are differences in pronunciation, spelling, grammar and vocabulary.

In the table below you can see British English words and their American equivalent. It is important for you to know it since when working for the hospitality industry you will find both American and British guests:

#### British and American English

British English	American English	British English (2)	American English(2)
1. Autumn.	Fall.	19. Ground floor.	First floor.
2. Bill (at a restaurant).	Check.	20. Headmaster.	Principal.
3. Biscuit.	Cookie.	21. Holiday.	Vacation.
4. Boot (of a car).	Trunk.	22. Leisure centre.	Sports center.
5. Candyfloss.	Cotton candy.	23. Lift.	Elevator.
6. Car park.	Parking lot.	24. Lorry.	Truck.
7. Caravan.	Camper / RV.	25. Motorway.	Highway.
8. Cashpoint.	ATM.	26. Petrol station.	Gas station.
9. Chemist's.	Pharmacy.	27. Take a photo.	Take a picture.
10. Chips.	French fries.	28. Queue.	Line.
11. City centre.	Downtown.	29. Rubbish.	Garbage / Trash.
12. Cooker.	Stove / Oven.	30. Shop.	Store.
13. Crisps.	Chips.	31. Shop assistant.	Salesperson.
14. Curriculum Vitae (CV).	Resumé.	32. Surname.	Last name.
15. Do the washing-up.	Wash the dishes.	33. Sweets.	Candy.

British English	American English	British English (2)	American English(2)
16. Flat.	Apartment.	34. Timetable.	Schedule.
17. Football.	Soccer.	35. Toilet / Loo.	Restroom.
18. Garden.	Yard.	36. Underground / Tube.	Subway.

As far as spelling is concerned, look at the different spelling of these words which appear in the list above:

*Centre* (British English). – *Center* (American English).

### Ejercicio Resuelto

Click to read the Spanish translation:

#### Inglés Británico y Americano

Inglés británico	Inglés americano
1. Otoño.	19. Planta baja.
2. Cuenta.	20. Director.
3. Galleta.	21. Vacaciones.
4. Maletero.	22. Centro recreativo.
5. Algodón de azúcar.	23. Ascensor.
6. Aparcamiento.	24. Camión.
7. Caravana.	25. Autovía.
8. Cajero automático.	26. Gasolinera.
9. Farmacia.	27. Hacer una foto.
10. Patatas fritas.	28. Fila.
11. Centro de la ciudad.	29. Basura.

Inglés británico	Inglés americano
12. Cocina (electrodoméstico).	30. Tienda.
13. Patatas fritas (de bolsa).	31. Dependiente / Dependienta de un negocio.
14. Curriculum Vitae.	32. Apellido.
15. Fregar los platos.	33. Caramelos.
16. Piso.	34. Horario.
17. Fútbol.	35. Lavabo.
18. Jardín.	36. Metro.

### 3.3.- Now you put it into practice (V).

#### Autoevaluación



Match the British word to its American equivalent:

#### Matching exercise

British English	Number	American English
Lift.	<input type="checkbox"/>	01. First floor.
Surname.	<input type="checkbox"/>	02. Chips.
Ground floor.	<input type="checkbox"/>	03. Restroom.
Garden.	<input type="checkbox"/>	04. Subway.
Crisps.	<input type="checkbox"/>	05. Resumé.
Cashpoint.	<input type="checkbox"/>	06. Vacation.
Loo.	<input type="checkbox"/>	07. Elevator.
Holiday.	<input type="checkbox"/>	08. ATM.
Tube.	<input type="checkbox"/>	09. Yard.
CV.	<input type="checkbox"/>	10. Last name.
Biscuit.	<input type="checkbox"/>	11. French fries.
Rubbish.	<input type="checkbox"/>	12. Line.
Chips.	<input type="checkbox"/>	13. Store.
Queue.	<input type="checkbox"/>	14. Cookie.
Shop.	<input type="checkbox"/>	15. Trash.

Enviar

Did you know that British and American English are so different?

## You should know

Click on the following link and decide whether the sentences are written in British or in American English:

[British or American English?](#)









## A step ahead



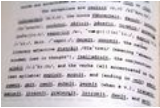





For a complete list of British and American words, click on the following link and choose the topic of vocabulary you are interested in. You can listen to the pronunciation and repeat to practise.

[British and American English vocabulary.](#)

## Appendix.- Licenses of resources.

### Licenses of Resources used in session 03. "Travelling the world".

Resource (1)	Resource information (1)	Resource (2)	Resource information (2)
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	By: Alicia Nijdam. License: CC by. From: <a href="http://www.flickr.com/photos/anijdam/2468489366/">http://www.flickr.com/photos/anijdam/2468489366/</a>		By: Stockbyte. License: educativo no comercial para plataformas públicas de Formación Profesional a distancia. From: CD-DVD Num. SD174.

	<p>By: dotbenjamin.                  License: CC by-nc-sa.                  From: <a href="http://www.flickr.com/photos/dotbenjamin/2621114849/">http://www.flickr.com/photos/dotbenjamin/2621114849/</a></p>		<p>By: malojavio. El Saucejo.                  License: CC by-sa.                  From: <a href="http://www.flickr.com/photos/malojavio/3661103684/">http://www.flickr.com/photos/malojavio/3661103684/</a></p>
	<p>By: quinn.anya.                  License: CC by-sa.                  From: <a href="http://www.flickr.com/photos/quinnanya/3973878185/">http://www.flickr.com/photos/quinnanya/3973878185/</a></p>		<p>By: Nate Steiner.                  License: CC by.                  From: <a href="http://www.flickr.com/photos/nate/236619128/">http://www.flickr.com/photos/nate/236619128/</a></p>
	<p>By: Stuck in Customs.                  License: CC by.                  From: <a href="http://www.flickr.com/photos/stuckincustoms/211239773/">http://www.flickr.com/photos/stuckincustoms/211239773/</a></p>		<p>By: Stockbyte.                  License: Uso educativo no comercial para plataformas públicas de Formación Profesional a distancia.                  From: CD-DVD Num. CD73.</p>
	<p>By: ElvertBarnes.                  License: CC by.                  From: <a href="http://www.flickr.com/photos/perspective/24852148/">http://www.flickr.com/photos/perspective/24852148/</a></p>		<p>By: cliff1066TM.                  License: CC by.                  From: <a href="http://www.flickr.com/photos/nostri-imago/3415729922/">http://www.flickr.com/photos/nostri-imago/3415729922/</a></p>