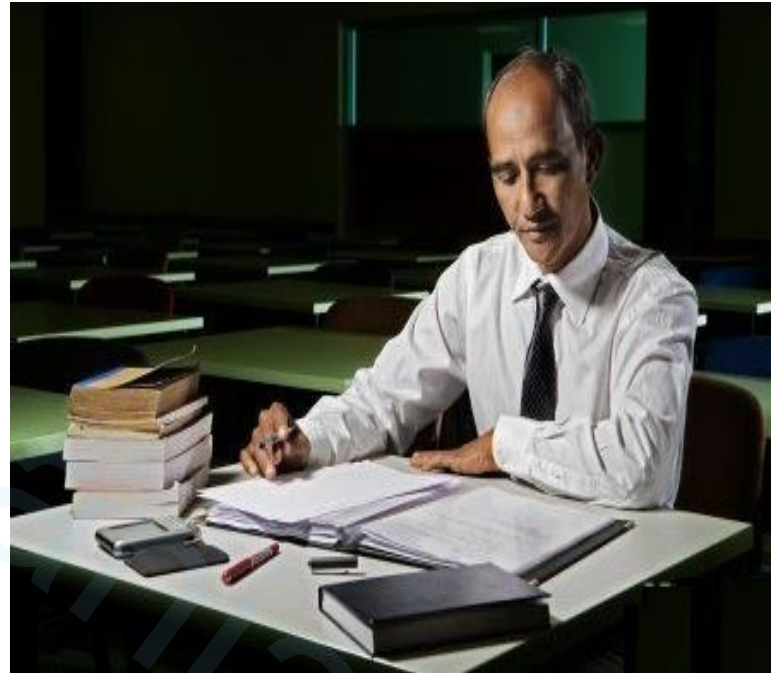# Course: Business English Level 2

Day №8

❖What are the usual reports you prepare at work?
❖What software do you use to prepare them?
❖What are the features of this software, tool, or device?

Language focus

Look at this advertisement for a database software. Read about the features. Match of the features to one of the benefits.

Features:

1. auto format

2. easy searching

3. simple to use

4. address labels

5. sorting

Benefits:

a. You'll be able to find the customer information you need very quickly.

b. You can mail quickly and easily to any customer.

c. You can make very professional databases without knowing much about using the style tools.

d. You can arrange your search results in many convenient ways.

e. You don't have to spend any time learning how to use the software.

Listening Activity

a.   Listen to teacher. S/he's going to talk about the features of a software for presentations. Check (✓) the features that you hear.

1.   colorful ☐
2.   many templates ☐
3.   flexible ☐
4.   easy to use ☐

5.   2D and 3D charts ☐
6.   fast ☐
7.   interesting ☐

b. Match one of the features above to one of these benefits.

1. The movement and professional feel will keep your audience's attention ._____
2. You can choose one of them to create a perfect presentation relevant for your needs._____
3. This enables you to present your figures and reports in a clear way._____
4. This means that your audience will not have to wait while you load the next screen._____
5. You can create stunning presentations right away. You don't need to spend hours learning how to use it._____
6. The software can be used for simple or complex tasks._____
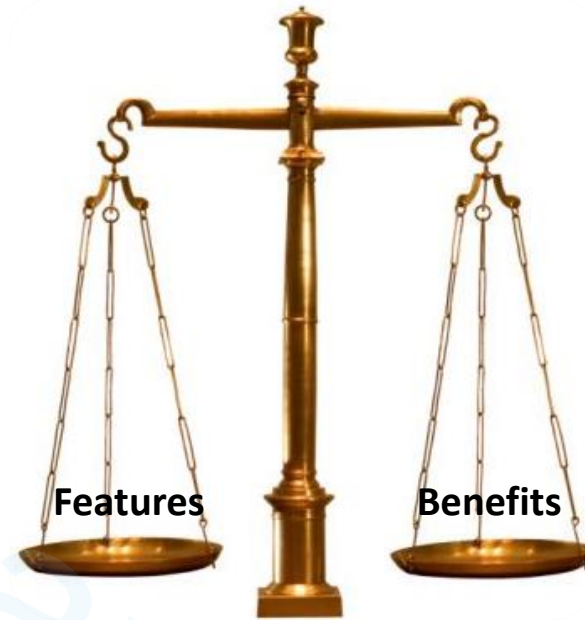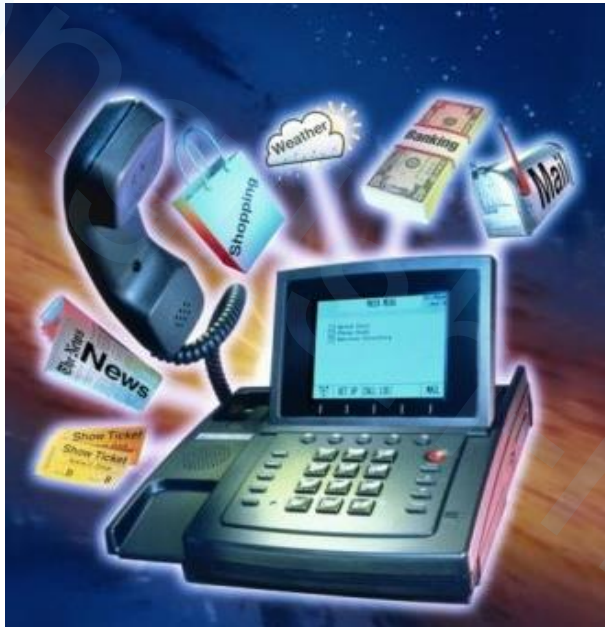7. The wide range of color palettes will make your graphics look creative and attractive._____

Mini-workshop

You have a meeting tomorrow with your new colleagues. You will brief them about the software or device that you're currently using at work.

Here are your tasks:
1. Think of the most useful device or software at work.
2. Enumerate its features.
3. Provide practical application of the said features.

Features   Benefits

❖What is the difference between features and benefits?

❖Which is more important to you when buying tools, device, or

products –features or benefits?

❖What are the leading software companies in Korea?

❖Why do consumers like them?

Reading Activity

These people are looking for solutions to their software needs.

Read about what they want.

Alice Trent

Alice produces a newsletter for local businesses. She wants to make it look more professional.

Jun Takahashi

Jun wants to make an internet home page for his new company. He has never done this before and doesn't know how to begin, but he can't afford to pay someone to do it for him.

Michelle Lee

Michelle wants to download and print information pages and manuals available as PDF (Portable Document Format) files from the Web. She has unlimited internet access but very little budget to buy software. She needs a solution immediately.
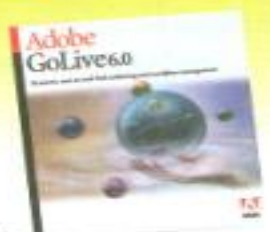
Now read about the benefits of the different kinds of software. What software do you think the people should buy? They may need more than one package. Why? Discuss your ideas with your teacher.

<u>*Useful language*</u>

He/She needs _____ (features) because _____ (reason).

/wants _____

With this software, he/she /can _____ (benefits)

/will be able to _____ (benefits)

Adobe Photoshop
Photo and picture editing software

Features
Tutorial for beginners
Easy-to-use tools
Various special effects

Benefits
You can: prepare images for the Web.
be creative – make your images look professional.
get the highest quality available.

Adobe Pagemaker
Page layout software for business

Features
Tutorial for beginners
Easy-to-use tools
Hundreds of standard templates

Benefits
You can: make simple one-page flyers or complex reports. Build your own publications from the start.
make a simple layout quickly and easily.
keep your own standard design to use again and again.

Adobe Acrobat Reader
PDF reading software

Features
Web download available – get it NOW!
Free for personal use

Benefits
You can: view and print Portable Document Format (PDF) files.
fill in and submit online forms.

Adobe GoLive
Website design software

Features
Tutorial for beginners
Easy-to-use tools
Various special effects

Benefits
You can: create professional websites.
use with all other Adobe products.
create and control animations.
select from a wide range of color palettes.
make sites automatically from templates and master pages.

Adobe Illustrator
Graphics creation software

Features
Tutorial for beginners
Tools for drawing, painting and editing

Benefits
You can: make your ideas real – you don't need to be an artist to succeed.
prepare graphics for publication on the Web.

Exploring

a.   What software do you use in your office/home?

b.   Why do you use it?

c.   What can you do with this software?

b.   Choose one kind of software and list its features and benefits.

Thank you for today!

I'm looking forward to seeing you again!