**BEui07: Communication: Listening and Reading**

A: Listening: 1.2 Listen to the first part of an interview with Alastair Dryburgh, an expert on communication. Does he think technology makes good communication easier?

B: Listening: 1.2 Listen again. What four key points does Alastair make about communication?

C: Listening: 1.3 Listen to the second part of the interview. Alastair gives an example of a company which has used technology to change the way it communicates with customers. Give reasons why it communicates well.

D: : Listening: 1.4 Listen to the final part, where Alastair is describing a bad customer experience. What mistakes did the company make, and how could they have improved the customer experience?

E: Discuss an example you know of a company which communicates well with its customers or a company which communicates badly. What advice would you give to the bad communicator?

A: Reading: What irritates you most about these forms of communication?

e-mail mobile phone conference calling

voicemail BlackBerry/smartphone web presentation

B: What are the advantages and disadvantages of using e-mail?

C: Read the article quickly and choose the best title.

1 Time to switch your BlackBerry off 2 How to deal with your inbox 3 A quiet word beats sending e-mail

D: Read the article again and list the advantages and disadvantages of using e-mail. Does the writer mention any that you listed in Exercise B?

E: Find expressions in the article which mean the following.

1 looking at another person (paragraph 2)

2 upsetting or embarrassing someone by being rude or tactless (paragraph 2)

3 not be caught or punished when you have done something wrong (paragraph 4)

4 pretend something is true in order to deceive people (paragraph 4)

5 keeping writing or talking to someone, even though you do not see them often (paragraph 8)

6 aiming an idea or product at someone (paragraph 8)

F: Complete this text with the expressions in Exercise E i n the correct form.

I don't have a problem with him \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ his family whilst he's posted overseas and sending e-mails in office time. That's not the main issue. However, if he thinks he can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_sending such abusive e-mails to colleagues, he is sadly mistaken and he'll have to face the consequences of his actions later. He is clearly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_about his colleagues and spreading nasty rumours. He'd be better off speaking to colleagues \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_if he has problems with them. He's slightly better when speaking with customers, but he needs to think about who he's speaking to when he's \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ our products to them. And he just doesn't know how to say no to people without \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.



G: Discuss these questions.

1 'Business is best done face to face.' Do you agree?

2 How could communication be improved in your organisation?

3 How will communication change in the office of the future?

4 What do you do when you receive a nasty e-mail?

5 Is communication better these days with all the new technology?