



Pronunciation

Polite intonation

1  4.3 When you make a recommendation using *should*, make sure your voice falls at the end of the sentence. Listen to these sentences.

- 1 They should take women more seriously.
- 2 They should fit car phones.
- 3 The adverts should give more information.

2  4.4 Now listen and repeat.

Language Practice

1 Match each situation with a suitable recommendation or solution.

SITUATION	SOLUTION
1 We are losing our reputation as a first-class agency.	a We should try to offer something special and focus on excellent customer care.
2 Many of our models are not making money for the agency.	b The shareholders are very unhappy about this. We should find ways to improve the situation quickly.
3 The costs of running the agency are very high.	c The MD should decide not to represent these girls. He ought to attract new models.
4 The financial position is very weak.	d We should think of ways of reducing them.
5 The model agency business is very competitive.	e We should appoint someone with a new strategy to run the company.

2 Here is some advice on how to deal effectively with problems.

Which advice do you follow? Tick (✓) the boxes.

- ① Don't avoid a problem, deal with it.
- ② Don't see all problems as other people's problems. Focus on yourself.
- ③ Don't blame people, look for solutions.
- ④ Look at a problem as an opportunity – to learn something or to achieve something.
- ⑤ Think ahead to prevent problems.
- ⑥ When something is important, deal with it. Don't wait until it becomes urgent.
- ⑦ Don't always look for 'quick fixes', or temporary solutions. Identify the real cause of the problem and work to find a solution to this.
- ⑧ Don't try to change the things you can't change. Learn to accept them.

3 Now work with a partner. How are you similar and how are you different? Give each other advice.