RANACLES 2006

Targeting Communication and TOEIC with

Target Score

A preparation course for the TOEIC®

Gary Anderson
International Teacher Trainer
Editorial Consultant
Cambridge University Press
TOEIC®
Test of English for International Communication

• **4.5 million** tests taken every year worldwide
• **120,000** tests taken annually in France; +20%
• Used in business organizations and in higher education institutions
• RANACLES 2006 *problèmes didactiques:* *Comment identifier le C dans le TOEIC?*
<table>
<thead>
<tr>
<th><strong>Listening</strong></th>
<th>100 questions</th>
<th><strong>45 minutes</strong></th>
</tr>
</thead>
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</table>
The Challenge

Teaching General/Professional English

versus

Teaching Test Preparation
Which comes first: language development or test preparation?
Which comes first:

the chicken

or

the egg?
The Solution: Blended Curriculum

Practical Language Acquisition

Teaching General/Professional English

&

Language Assessment

Teaching Test Preparation

Cambridge University Press
12 Topical Units

1. Careers
2. Workplaces
3. Communications
4. Retailing
5. Industry
6. Trade
7. Leisure
8. Money
9. Travel
10. Environment
11. Health
12. Society
Snapshot

A. Look at the pictures and describe what the people are doing.

B. Now match the vocabulary with the pictures.
   - Financial market
   - Auction house
   - Fruit and produce
   - Cargo containers
   - Artwork
   - Stocks and commodities
   - International port
   - Wholesale food market

C. Choose two pictures and write one statement for each.

D. Listen to the statements (A–H) and choose two that describe each picture.
6 Trade

Unit Focus: Markets, Shipping, Import and Export

Snapshot

A. Look at the pictures and describe what the people are doing.

1. [Image of a field with people working]
2. [Image of an auction house]
3. [Image of a shipyard]
4. [Image of a sporting event]

B. Now match the vocabulary with the pictures.

- Financial market
- Auction house
- Fruit and produce
- Cargo containers
- Artwork
- Stocks and commodities
- International port
- Wholesale food market

C. Choose two pictures and write one statement for each.

D. Listen to the statements (A–H) and choose two that describe each picture.
Listening 1

The international art market

Art is one of the many commodities that circulates around the world. According to a European Fine Art Foundation survey, global art market sales annually exceed €26.7 billion.

A The international art trade involves the following activities. Listen to the conversations (1–5) and identify which activities in the list below the speakers are discussing.

- bidding & purchasing
- involving
- packing
- insuring
- snapping
- clearing customs & paying duties and tariffs
- delivering & receiving

B Listen again and identify the keywords that give clues about the context.
Listening 1

TOEIC Part III
Short conversations

The international art market

Art is one of the many commodities that circulates around the world. According to a European Fine Art Foundation survey, global art market sales annually exceed €26.7 billion.

A The international art trade involves the following activities. Listen to the conversations (1–5) and identify which activities in the list below the speakers are discussing.

- bidding & purchasing
- insuring
- packing
- importing
- snipping
- clearing customs & paying duties and tariffs
- delivering & receiving

B Listen again and identify the keywords that give clues about the context.
Grammar Check 1

Future tenses and forms

A Future time can be expressed in several different ways. Look carefully at the verb forms and time expressions in the examples below.

1. We’re meeting with our shipping broker in three days.
2. Tomorrow’s auction begins at 9:00 a.m.
3. The new trade agreement benefiting growers will go into effect by January.
4. She’s going to place the order as soon as the price drops.

B Match the example sentences above with the list of different uses and then write in the verb forms to complete the grammar rules.

| for future actions and predictions? | 3 will + verb |
| for future plans or intentions?     |               |
| for future arrangements that have already been made? |       |
| for schedules and timetables?      |               |

See page 133 in the Grammar Reference section

TOEIC Tip
Note which verb tense is used after an event as to sentence 3 of exercise A.
In phrases beginning with as soon as, the moment, when, the future is expressed in the simple present.
He’ll know the answer when the shipment arrives.
(NOT ... when it will arrive.)

C Identify the underlined words or phrases that contain a mistake and correct them.
1. A foreign agency will now lead the talks.
2. I am going present the latest figures at the conference.
3. He will fax all transit documents to the consolidator as soon as they are going to be issued.
4. The moment the auction is beginning, the bidding will be very competitive.
5. Who goes to Hong Kong for the meeting next week?
6. Our suppliers are going to open a new showroom as soon as they will receive their importer’s license.
7. Our warehouse crew will going to meet the transporter at the receiving dock.
8. The freight forwarder will notify the distributor when the consignment will arrive.
Grammar Check 1

TOEIC Part VI
Error recognition
Listening 2

Listen to the report about the cost of a specialty coffee and complete the missing information.

<table>
<thead>
<tr>
<th>Amounts</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.35</td>
<td>rent, marketing, administration</td>
</tr>
<tr>
<td>$0.25</td>
<td>cap and milk</td>
</tr>
<tr>
<td>$0.035</td>
<td></td>
</tr>
</tbody>
</table>

Viewpoint

Read the article to find out what can be done to help coffee growers.

Juan Valdez brews up a plan

Colombian coffee growers hope retail shops will keep them in beans.

Because of a global surplus from countries like Vietnam and Brazil, the price of coffee beans has also declined significantly. In Colombia today, the average coffee grower gets "only about $0.06 per pound of coffee," Silva said.

Industry trade groups have tried to reduce coffee farmers' losses by encouraging them to destroy inventories and lower prices. They have also urged food companies to buy fair-trade coffee, which guarantees a targeted listing Irene to your coffee producers in developing countries.

By selling their own coffee at their own coffee shops, the federation plans to return between US$0.60 and US$0.70 for each cup of coffee sold. "Each of the federation's farmers will also have an ownership stake in the shops," Silva said.

The profits from the retail operation will go back to the federation, which said it would use marketing dollars into the Juan Valdez brand and work to improve Colombia's coffee-growing regions by building access roads, schools, medical centers, and housing. "It's certainly interesting," Silva said, a new product analyst at CMC WorldMarkets said of the plan.

Complete the notes with information from the text:

1. the planned opening date for stores
2. the revenue of the U.S. specialty market
3. the only industry growth sector
4. the revenue Colombian farmers will receive (per cup)
5. five projects to be financed by Juan Valdez profits

DISCUSSION

What do you think of the Colombian Coffee Federation's plan? What other solutions exist?
Listening 2

Viewpoint

TOEIC Part IV
Short talks

Juan Valdez brews up a plan

TOEIC Part VII
Reading comprehension

Viewpoint

TOEIC Part IV
Short talks

Juan Valdez brews up a plan

TOEIC Part VII
Reading comprehension
Contemporary issues

Grammar Check 2

Cause and effect
We use the following verbs to express cause and effect relationships.

| to result in from | to originate (from) | *Prepositions can modify the relationship between cause and effect.
| to cause | to be responsible (for) | |
| to lead to | to mean | |

The poor harvest resulted from inadequate rainfall.
Inadequate rainfall resulted in a poor harvest.

We can also use nouns and linking expressions to express cause and effect.

### THE COFFEE CRISIS

- Falling consumption
- Lack of regulation
- New producing countries
- Surpluses
- Lower prices
- Reduced income for local growers
- Change to alternative crops
- Migration of workers
- Less money for investment
- Bankruptcies
- Debt repayment problems
- Lower export earnings

**A**
In which of the blanks in the chart would you include the following effects?
1. Standards of living fall.
2. Women have to take on a heavier workload.
3. Multinational coffee companies increase their profits.
4. Men move to find better paid work.
5. Plant crops are introduced.

**B**
Complete the sentences based on the information in the chart. Use the appropriate words to express cause and effect.
1. There are three main reasons for the current crisis.
2. The combination of these three factors has led to a situation where too much coffee is being produced.
3. As a direct result of this, the price of raw coffee beans has dropped by 30%.
4. The multiple reasons for this decrease have transformed local economies and deprived governments of export earnings.
5. Some countries receive less money from exports, they are forced to cut back on public services.
Grammar Check 2

Contemporary issues
Grammar Check 2

+ TOEIC Part V

Incomplete sentences
Listening 3

Meetings
Trade agreements are often reached in meetings. The trading partners come together in order to exchange ideas before exchanging goods and services.

A What words are missing from these questions frequently heard in meetings? Listen and fill in the blanks.
1. Could someone take the minutes, please?
2. Has everyone received a copy of the minutes?
3. Could we move on to the next point?
4. What are your views on this issue?
5. Why don’t we take a ten-minute pause?
6. Is there any other business?
7. Who would like to close the meeting?

B Now write the words next to their definitions.
1. lead
2. subject to be discussed or action to be taken
3. pause
4. the meeting schedule
5. topic
6. opinions
7. notes or record of what is said

What other meanings do these words have in different contexts?

TOEIC Tip
Incorrect responses in Part II of the test incorporate words that are “distractors.” These words often have more than one meaning. In exercise C, question 2, we hear the word minutes. This could mean a written record of what is discussed in a meeting or a reference to time, 60 minutes = one hour. Pay careful attention to the context in order to determine the correct meaning of the word.

C Now listen to seven questions, each followed by two responses, and choose the correct response. Write your answers (a or b) in the spaces provided in Exercise A.

Business Skills:
Interviewing
Telephoning
Presenting
Meeting
Negotiating
Debating
Listening 3

Meetings
Trade agreements are often reached in meetings. The trading partners come together in order to exchange ideas before exchanging goods and services.

A. What words are missing from these questions frequently heard in meetings? Listen and fill in the blanks.
1. Could someone take the_____________, please? ...
2. Has everyone received a copy of the_____________, please? ...
3. Could we move on to the next_____________, please? ...
4. What are your_____________on this issue? ...
5. Why don't we take a ten-minute_____________? ...
6. Is there any other_____________? ...
7. Who would like to_____________the next meeting? ...

B. Now write the words next to their definitions.
1. lead____________________________________
2. subject to be discussed or action to be taken____________________________________
3. pause____________________________________
4. the meeting schedule____________________________________
5. topic____________________________________
6. opinion____________________________________
7. notes or record of what is said ______________________________________

What other meanings do these words have in different contexts?

TOEIC Tip
Incorrect responses in Part II of the test incorporate words that are "distracters." These words often have more than one meaning. In exercise C question 1, we hear the word minutes. This could mean a written record of what is discussed in a meeting or a reference to time. 60 minutes = one hour. Pay careful attention to the context in order to determine the correct meaning of the word.

C. Now listen to seven questions, each followed by two responses, and choose the correct response. Write your answers (a or b) in the spaces provided in Exercise A.
Vocabulary Builder

- Thematically arranged
- Extensive exercises
- Practice for all parts of the TOEIC

TOEIC Wordlist

Phrasal verbs

Collocations

Idioms

Suffixes/prefixes

Word families

Synonyms / antonyms

Compound nouns
Communication

Speaking practice

‘Active’ practice / review/ preparation section

Discussion/Debates

Thematic role play activities

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**Communication**

**Fair trade or free trade?**

A. Read the extract from a Fairtrade brochure and answer the questions.

1. What are the objectives of the Fairtrade Foundation?
2. How can towns participate in Fairtrade programs?

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**Five goals for a Fairtrade Town, City or Zone**

The purpose of a Fairtrade town is to contribute to the Fairtrade Foundation's aim of tackling poverty. Supporting the FAIRTRADE Mark helps disadvantaged producers from poor countries to receive a better deal. To become a Fairtrade Town, 5 goals must be met:

1. The local council must pass a resolution supporting Fairtrade and serve Fairtrade coffee and tea at its meetings and in offices and canteens.
2. A range of Fairtrade products must be readily available in the area's shops and served in local cafés and catering establishments (targets are set in relation to population).
3. Fairtrade products must be used by a number of local workplaces (real estate agencies, hairdressers etc.) and community organisations (churches, schools etc.).
4. The council must attract popular support for the campaign.
5. A local Fairtrade steering group must be convened to ensure continued commitment to Fairtrade Town status.

*Glossary*

To pass a resolution: to adopt an official decision after a group or organisation have voted.

Steering group: a group of people who are chosen to direct the way something is dealt with.

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**Meeting Agenda**

1. Presentations
2. Discussion of the Fairtrade application
3. Vote on whether or not to apply for Fairtrade town status

A meeting will be held at 7 p.m. on Saturday 26th November at the town hall to discuss the following question:

**IS FAIRTRADE STATUS IN THE INTERESTS OF OUR COMMUNITY?**

B. Your town council has set up a meeting to decide whether to apply for Fairtrade status. Choose one of the role cards on page 170 and prepare a short presentation of your reasons for supporting or opposing the town’s Fairtrade application.
<table>
<thead>
<tr>
<th>Topic</th>
<th>Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Careers</td>
<td>Review Test I: Units 1-3</td>
</tr>
<tr>
<td>Workplaces</td>
<td></td>
</tr>
<tr>
<td>Communications</td>
<td>Review Test II: Units 4-6</td>
</tr>
<tr>
<td>Retailing</td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td></td>
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<tr>
<td>Trade</td>
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<td>Travel</td>
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<td>Environment</td>
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<td></td>
</tr>
<tr>
<td>Society</td>
<td>Review Test IV: Units 10-12</td>
</tr>
</tbody>
</table>
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- scoring tables...
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Charles Talcott  Graham Tullis

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• Student’s Book
• 3 audio CDs
• Sample test
• Teacher’s Book...
Which comes first:
language development
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