



**PROGETTO ERASMUS + “APRIAMO LE MENTI A APPROCCI
INNOVATIVI IN EUROPA!”-**

CODICE ATTIVITA’: 2018-1-IT02-KA101-046921

A LESSON PLAN

Methods of Communication



In this module you are going to:

- ✓ To be able to use formal language when you speak with clients;
- ✓ To use the new technological means of communication at the travel agency (telephone, fax machines, computers, the Internet, e-mails).

By Angelina Squillace

Face-to-face communication

Formality vs. Informality

The choice of whether to use formal or informal language during encounters with clients depends on many factors: for example, the age or position of the person you are dealing with, the purpose for which you are conversing or the degree of familiarity.

1. Initial contact

When you meet people you do not know, do you greet them formally or informally? Do you use the "Lei" or the "tu" form? What does your choice depend on? Are the people in the picture below using the formal or informal form?



A. Listen to the first part of the conversation. Does it sound formal or informal? Why? Then to the second part. How does the conversation change in terms of formality? Why? Explain the answers to the class.

B. Listen to both parts of the conversation again. Write down the expressions under the appropriate category in the table below.

	FORMAL	INFORMAL
Greetings		
Asking for personal information		
Apologising		
Asking someone to do something		
Offering something		

TEXT

Part 1

KADJI NADIN: Good morning, sir. Can I help you?

RALPH BUCKNER: Yes, I'm looking for Mrs Carter.

KADJI NADIN: Yes, this is her office. May I have your name, please?

RALPH BUCKNER: Ralph Buckner. I'm afraid I don't have an appointment.

KADJI NADIN: One moment, please. Mr Buckner.

MRS CARTER: Yes, Kadji?

KADJI: There's a Mr Buckner to see you.

MRS CARTER: Ah, he must be the buyer from Toys Unlimited. Don't let him get away! I'll be right with him.

KADJI: I'm sorry, Mr Buckner, but I'm afraid Mrs Carter is with someone right now. Would you mind terribly waiting a moment until she's finished?

RALPH BUCKNER: Ah. Sure, no problem.

KADJI: Please, have a seat. May I offer you something hot to drink? Coffee? Tea?

RALPH BUCKNER: Yes, some coffee would be nice. Thank you.

Part 2

MRS CARTER: Mr Buckner, I'm... Ralph!

BUCKNER: Hi, Jeanie. Sorry for just dropping in like this, but I wanted to surprise you.

CARTER: Well, you did! So, how are you doing, Ralph?

BUCKNER: Can't complain.

CARTER: And your wife? What's her name again?

BUCKNER: Margaret.

CARTER: Of course, Margaret.

BUCKNER: Oh,, she's just fine.

CARTER: Kadji, Mr Buckner is a friend of mine from university.

KADJI: How do you do, Mr Buckner.

BUCKNER: Oh, you can call me Ralph.

CARTER: Kadji, cancel my appointment at the hairdresser's. I'll be taking Ralph, round the office. After all, he is a client, even if we are friends.

BUCKNER: A potential client.

CARTER: Have some coffee before we begin.

BUCKNER: No. I've just had some

Complete the conversations using the words in the box below.

Would-suggest-sorry-may-hello-can-please-
perfectly-mind-appointment
afraid-appreciate



RECEPTIONIST: Good morning sir. I help you?

MR WON: Yes, I'm Sam Won. I have an..... With Mr Mackey.

RECEPTIONIST: Ah, good afternoon, Mr Won. I'm Mr Mackey has stepped out the travel agency for a moment. I hope you don't.....waiting until he gets back.

MR WON: no, of course not.

RECEPTIONIST:, take a seat. you like to give me your coat and umbrella?

MR WON: Yes, thank you.

.....I offer you something to drink? Coffee?

MR WON: Yes. I'd it.

RECEPTIONIST: My pleasure.

MR MACKEY: Ah,, Mr Won. I'm terribly To have kept you waiting.

MR WON: That'sall right.

MRS MACKEY: May Iseeing the tour operators'

FORMALITY VS INFORMALITY

FORMAL	INFORMAL
<ul style="list-style-type: none"> • Allow me to introduce Jack Cummins • May I introduce Jack Cummins? 	This is my friend Jack
May I suggest ordering some wine?	How about ordering some wine?
I'd suggest taking a taxi	Let's take a taxi
Good morning, sir.	Hi / Hello
<ul style="list-style-type: none"> • May I have your name please? • Could you give me your name, please? 	What's your name?
Could you give me your address, please?	What's your address? Where do you live?
I'm terribly sorry	Sorry
Would you mind waiting a minute?	Wait a minute
<ul style="list-style-type: none"> • May I offer you a cup of coffee? • No, thank you all the same. 	Do you want a cup of coffee? No, thanks.
Would you mind waiting here a moment?	Wait here, please
I'm afraid I don't have an appointment	I don't have an appointment
May I suggest we ask Prof. Reason	Why don't we ask Prof. Reason ?
May I suggest calling a bank manager.	Call a bank manager.
May I see Mr Anderson	I want to see Mr Anderson

E - mail



The term e- mail is short for electronic mail . It is a system of transferring messages and information by computer from one person or office through computers, but also through a mobile phone.



An e-mail consists of a written message to which it is possible to attach documents such as sounds, etc.



Files/documents



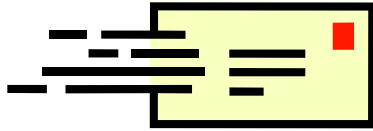
folders



photos



sounds



The term e-mail is short for electronic mail . It is a system of transferring messages and information by computer from one person or office through computers, but also through a mobile phone.

It is very popular all over the world both for business and for private communication.

An e-mail consists of a written message to which it is possible to attach documents such as photos, sounds, etc.

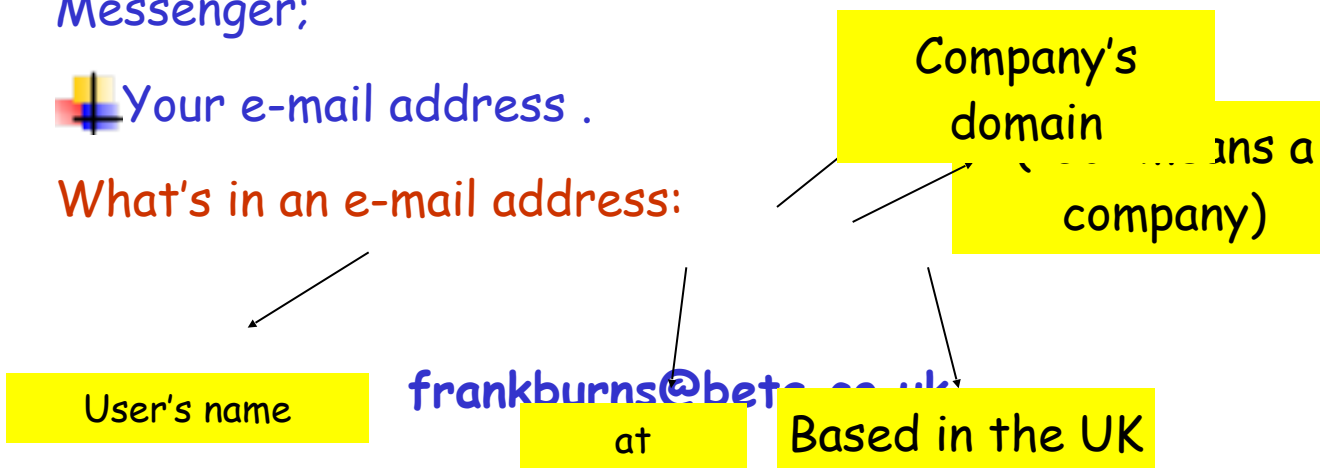
What do you need to send and receive an e-mail message?

You need:

✚ A special programme such as Outlook Express and Messenger;

✚ Your e-mail address .

What's in an e-mail address:



This address must be read as follows: "Frank Burns at Beta dot co dot U-K".

The most common suffixes are:

✚ ".co.uk" for UK- based companies;

✚ ".edu" for educational organization;

✚ ".Gov.UK" for UK government;

✚ ".ac" for academic institution;

✚ ".org." for organization.

The domain name includes the country of origin:

✚ "UK" stands for The United Kingdom;

✚ "it" stands for Italy;

✚ "es" stands for Spain;

✚ "fr" stands for France;

✚ "de" stands for Germany;

REMEMBER

✚ E-mail messages tend to be more informal than letters sent by normal mail.

✚ Messages should not be too personal or too long.



MAILING LIST

Lista di utenti, in versione elettronica, ai quali vengono spediti, attraverso e-mail, messaggi relativi ad un particolare argomento; a differenza del newsgroup, solo gli iscritti ricevono i messaggi.

FROM	johnmorrison@interfree.uk
DATE	6 November 2021 18:00
TO	frankburns@lco.uk.it
SUBJECT	Package tour

Dear Mr Burns

Please send me a quotation for a two-weeks package tour to London. I would also be interested in receiving information about payment.

A prompt reply will be appreciated.

Yours sincerely

John Morris

NOW COMPLETE THE FOLLOWING CHART

SENDER	
WHEN IT WAS SENT	
THE SENDER'S E-MAIL ADDRESS	
THE RECEIVER'S E_MAIL ADDRESS	

FAX MACHINES



Fax machines are used to send an exact copy of a document almost anywhere in the world in seconds.

They work by scanning the original document line by line and the receiving fax machines reproduces it on paper. The process is as simple as using a photocopier and the document can be transmitted automatically, with no one there to receive it.

The transmission is done through regular telephone line and usually takes less than thirty seconds a page.

Work in pairs. In turns ask and answer these questions.

1. How does a fax machine work?
2. What are in your opinion the advantages of using a fax machine?

You will find details about the basic fax model/fax of enquiry/fax of reply to enquiry in the Appendix.