

The Business World

Unit 2: Telecommunications

This module is divided into three units. Each unit is designed to take three hours of class time for a class size of 30 students.

Aims

- to introduce students to specialist vocabulary in both listening and reading.
- to enable students to use vocabulary in guided oral practice.

Materials needed

- | | |
|----------------------------------|---|
| • BW 2.1. Student's File | Find Someone Who |
| • BW 2.2. Student's File | Tick the Words You Hear |
| • BW 2.3. Teacher's Resource Kit | Info. gap — Telecommunications Industries — A+B |
| • BW 2.4. Student's File | Vocabulary Matching Worksheet |
| • BW 2.5. Student's File | Reading Comprehension |
| • BW 2.6. Student's File | Time to Think |

Procedure

1. The first activity is "Find someone who" BW 2.1. This is an ice-breaking activity and its purpose is to focus on the topic and encourage students to interact in English so that they are active in English from the beginning of the session.
2. Refer Class to BW 2.1 and explain that each student must ask the others questions as guided by the worksheet until they can find someone who knows the answer. They should write the answer and the student's name in the space provided. It is often useful to rehearse/check the question before they begin, for example,

Teacher:

Number 1, what will the question be?

Students:

Do you know what i/e means?

3. Make sure everyone gets up and walks around. Join in. When you think all the questions have been answered (not necessarily by everyone!), bring the class together and check the answers:

Teacher:

Who knows what i/e means?

Students:

Dennis does-it means import/export.

4. Next set up the listening phase.

Write the following focus questions on the board:

(answers in brackets = teacher's key)

- How many people are speaking? (3)
- What is the main topic? (Telecommunications)
- What is giving their radio frequencies to the ministry? (The PLA)
- What is the name of the new network? (The Great Wall Network)
- What is the name of China's second phone company? (Unican)
- Which Hong Kong company is believed to be helping with the construction of the new network? (Hutchison)

Now ask the class to write down the focus questions.

5. Play the tape once. Students note answers. Tell them to check and compare their answer in trios/pairs (This is to encourage collaborative learning and also reflects real-life listening behaviour when we check with others).
6. Give feedback on answers – by asking various individuals. Write answers on the board.

7. Now refer class to Student's File Worksheet BW 2.2. Play the tape again and tell students to tick the words or phrases they hear. Tell them to cover the bottom half of the worksheets. This is a listening discrimination activity and also helps students to focus on the topic with relative ease. The listening phase is still global. It comes before intensive listening for comprehension purposes.
8. The class checks answers in small groups and then the teacher checks with the class.
9. Now ask the class to look at the comprehension questions and play the tape again. This is the intensive listening phase. Follow the procedure of letting students check/compare answers and then ask individuals to report back. Make sure everyone is on the right track.
10. The pronunciation spot after the interview may be used at the teacher's discretion.
11. Finally, ask students to refer to the tapescript for a read-and-listen phase which helps to consolidate, relate the listening to the written and give completion to the whole.
12. The next activity is an information-gap communicative activity BW 2.3. It is designed to give the students oral practice by giving one student (A) incomplete information which another student (B) has. Student (B) also has incomplete information. By asking each other questions, they can fill in the information. It is suggested that the teacher both instructs and demonstrates how to carry out this activity. When students have tackled these tasks often enough, they will become familiar with the procedure and will need less instructing. It is a good idea to use a book as a barrier and you must be firm about NOT LOOKING AT EACH OTHER'S WORKSHEETS! Take out the photocopy master for BW 2.3 from the Resource Kit. Make enough copies for half the number of students in the class and cut each copy in half where indicated. The worksheet finishes with a personal question.
13. The next phase is reading — using an authentic piece on the same subject — Telecommunications and China. Write the title on the board (remind them what C & W is) and ask the students which words they would expect to find/read in an article with this title. Let them write the words down individually and then share ideas in small groups.
14. Next, take out the photocopy master RK — BW 2.5 from the Resource Kit and duplicate as many copies as required. Give out the passage and ask the students to scan the passage and underline words they have predicted.
15. Now refer them to the vocabulary-definitions matching worksheet BW 2.4. When they have finished, ask them to underline (in a different colour) these words in the passage.
16. Refer the class to the reading comprehension worksheet BW 2.5. Students answer the questions and then check in groups. Finally there is a whole class checkback.

Teacher's Key BW 2.1.

Find someone who

1. knows what i/e means
import/export.
2. knows what MFN means
most favoured nation.
3. knows what GDP means
gross domestic product.
4. knows the name of the Thai currency
Baht.
5. knows what kind of a degree an MBA is
Master of Business Administration.
6. knows what the Hang Seng index tells you
prices of stocks and shares.
7. knows what Hutchinson, T&T, C&W and IDD have in common
They are all to do with telecommunications.
8. knows what WTO means
World Trade Organisation.

Teacher's Key BW 2.2.

Read the words and then listen to the tape and tick the words you hear:

✓ Mobilephone	✓ frequent	✓ competition
✓ subscribers	✗ subscription	✓ network
✓ co-operation	✓ radio frequency	✓ venture
✗ construction	✓ regulation	✗ seasonal
✓ alliance	✓ speculation	✓ finance

Comprehension Questions.

1. How many mobile phone subscribers are there in China?
3.63 million.
2. What increase is expected?
77%
3. When did Unican start?
in April 1995.
4. What is a valuable commodity?
radio frequency.
5. How many subscribers does Unican have?
10,000
6. What has been halved in price?
mobile handsets.
7. What does Mr. Shee think of this?
That it's unfair competition.
8. What is Hutchison's 150-300 million called?
venture capital.

Teacher's Resource Kit BW 2.3.

A	Lemon Optics	Young Network	Euro Tek Tel	Spritzer
How many subscribers does _____ have?	24,000	4.5 million	80,000	6,000
Who has invested in the _____ company ?	The Venture Gain company	The Three Rivers Company	The Alliance and Construction Company	Franklin Securities and Frequencies
How much is a car with _____?	\$3	\$3.10	\$2.50	\$3.50
How many people <u>do you</u> know own a mobile phone?				



B	Lemon Optics	Young Network	Euro Tek Tel	Spritzer
How many subscribers does _____ have?	24,000	4.5 million	80,000	6,000
Who has invested in the _____ company ?	The Venture Gain company	The Three Rivers Company	The Alliance and Construction Company	Franklin Securities and Frequencies
How much is a car with _____?	\$3	\$3.10	\$2.50	\$3.50
How many people <u>do you</u> know own a mobile phone?				

Teacher's Key BW 2.4.

Match the words with their meaning. Then find them in the article and underline them.

- | | | |
|------------------|----------|---|
| 1. lucrative | <u>c</u> | a. the original description that explains the basic facts of how something is expected to work. |
| 2. stake | <u>g</u> | b. certain to happen. |
| 3. fanfare | <u>h</u> | c. profitable, bringing in money |
| 4. burgeoning | <u>i</u> | d. related to or involving business. |
| 5. fibre-optic | <u>f</u> | e. to balance one amount against another so that the loss or gain is cancelled. |
| 6. blue print | <u>a</u> | f. long thin threads of glass that carry information in the form of light. |
| 7. commercial | <u>d</u> | g. a share or interest in a business. |
| 8. sophisticated | <u>j</u> | h. music played to announce someone's arrival(Nowadays it usually means with a good deal of publicity). |
| 9. offset | <u>e</u> | i. developing or growing rapidly. |
| 10. inevitable | <u>b</u> | j. made with advanced and complex methods. |

Teacher's Resource Kit BW 2.5**South China Morning Post****Business Post**

Friday May 24 1996

Territory remains key C&W earner despite mainland project setback**China blocks HKT Beijing bid****SHEEL KOHLI** in London

Cable & Wireless (C & W), which owns 58.04 per cent of Hongkong Telecom, has had to hold up development of a lucrative mobile telecommunications deal in Beijing because China is refusing to let Hongkong Telecom take a direct stake in the project.

The deal, which was announced with fanfare 19 months ago by C&W's former chairman Lord Young on a visit to the territory, was intended to mark the first strong foothold by a foreign company in China's burgeoning telecommunications market.

It was announced with a deal to develop a fibre-optic link between Hong Kong and

Beijing, with the two deals valued at US\$300 million.

It was a widely held view in the industry at the time that the deals would become the blueprint for foreign telecommunications groups investing in China.

Yesterday, C&W chairman Brian Smith said "the fibre-optic network is well on its way... but the mobile in Beijing is not making that sort of progress."

News of the delay emerged as C&W revealed that pre-tax profits for the March year grew 10 per cent before exceptionals to £1.26 billion (about HK\$14.72 billion), on turnover up 7 per cent to £5.52 billion.

Mr Smith said China's reluctance to allow foreign equity investment in telecommunications applied to all such developments in China, and the attitude was for security rather than commercial reasons.

He said a solution might come by providing valuable technical assistance for China's hope to set up a sophisticated nationwide telecommunications network, replicating Hongkong Telecom's work in Hong Kong.

Hongkong Telecom already was providing strong value-added telecommunications services, including one of the first multimedia networks in the world, and a growing fibre-optic system.

"Hong Kong is going to be the model for the fibre-optic link society," Mr Smith said.

Hongkong Telecom again produced the lion's share of C&W's operating profit of £1.3 billion, with its contribution of £920 million making up 70 per cent of the total.

Mr Smith said Hongkong Telecom would expand its mobile and multimedia customer base strongly to offset the inevitable loss of market share following introduction of competition on local fixed-line networks in the territory.

He said its multimedia network, which offered the Net-vigator system to help sub-

scribers on to the Internet, had attracted 5,000 customers, and forecast it would grow to 50,000 next year when the group's full multimedia system came on stream.

Mr Smith said the group was expanding operations in the region, with a 26 per cent interest through Hongkong Telecom in Taiwan Telecommunications Network Services and a 25-per cent holding in Daya Mitro Malindo, which was building the fixed-line network in Indonesia with Telecom.

Last week's appointment of Richard Brown as chief executive of C&W also was geared to advance the company's presence in other parts

of the world, particularly North America.

He said the group was in discussion with Stet, the Italian state-owned carrier, about a deal to strengthen its European network.

After exceptional items, C&W recorded profits of £1.34 billion, up 59 per cent, after a £199 million gain on sale of its interest in German mobile network Mannesman Mobilfunk, and a £120 million charge from European operations.

Earnings per share rose 139 per cent to 27.5 pence and final dividend is 6.92p, taking total payout to 10p, up 10 per cent.

Teacher's Key BW 2.5.

Reading comprehension

1. What is the deal that China is refusing to allow Hong Kong Telecom to take a stake in?
The development of a lucrative mobile telecommunications deal.
2. How was the deal announced 19 months ago? What does this mean?
With a fanfare-there was a lot of publicity.
3. Is China's telecommunications market growing? How do you know?
Yes. It is burgeoning.
4. How was the deal viewed by the industry?
As a blue-print for foreign groups investing in China.
5. What does Mr. Smith think China's reluctance to agree comes from?
Security reasons.
6. How could a solution be reached?
By helping China to set up a sophisticated nationwide telecommunications network.
7. What is Hong Kong going to be?
The model for the fibre-optic link society.
8. Did Hong Kong Telecom make a lot of C&W's operating profit? (How do you know?)
Yes, 70% of the total.
9. How else do you know this?
Lion's share=very big share.
10. How many subscribers does Netvigator have now? and in the future?
5,000 and 50,000.
11. Where else is Hong Kong Telecom developing?
Taiwan and Indonesia.
12. What profits did C&W record?
£1.34 billion.