*ANGLEŠČINA MK 1. kolokvij*

**1. EMPLOYMENT**

**Employee** - A person who is employed.

**Employer -** The person or company who employs you.

**Appointment -** Before you go to discuss a new job you make an appointment.

**2. GLOBALISATION**

**What globalisation is?** The tendency for the world economy, to work as one unit, led by large international companies, doing business all over the world.

**What global companies can you think of? What industries are they in?** McDonald's , Pepsi, Ford, Coca-Cola, Ralph Lauren.

**Do global companies do more harm than good?** This is matter of opinion and down to individual companies.

**Infrastructure –** basic facilities and services of a country, for example, water, power, roads.

**Issues –** important subjects that people discuss.

**Profitability –** the ability of a business to make money.

**Welfare benefits –** money paid by the government to people in need, for example, the unemployed.

**Flight of capital –** a movement of large sums of money out of a country.

**Advantages & disadvantages of globalization.**

**Explain/translate: give-and-take** (dogovarjati), **gather pace** (povečati moč)**, rule the roost** (gospodariti/vladati), i**n-plant** (in mentioned place), **out-plant** (everywhere else).

**Acquisition –** buying or taking over another company (prevzem).

**Joint venture –** two or more companies join temporarily to carry out a large project (posel).

**Consortium –** a group of companies in similar businesses working together.

**Franchising –** giving someone the exclusive right to sell products in a certain area.

**Licensing –** selling the right to a manufacturer's trademark, usually in a foreign market.

**Local partner –** a person or a company who cooperates with a foreign company who wishes to enter the market.

**Subsidiary –** a company partly or wholly owned by a parent company (hčerinsko podjetje).

**What is phone rage?** Something that makes you angry over the phone.

**Why do you use phone?**

**What makes you angry on the phone?**

**What are the special problems of telephone communication compared to face-to-face communication?**

**Explain/translate: inefficient** (neučinkovit)**,** i**mpatient, aggressive, bored, unhelpful.**

**3. ADVERTISING**

**What is advertising?**

**Advantages and disadvantages of advertising.**

**What part, if any, you feel advertising has played in your purchase/selection of particular brands?**

**Which advertise did you remeber and why did you like it?**

**What kind of advertisements do you like?**

**What makes a good advertisement?** Use words clever, interesting, funny, inspiring, eye-catching, powerful, humorous, shocking, informative, sexy.

**What is subliminal advertising?** An image flashed onto a screen very quickly so that people are affected without noticing it.

**Advantages and disadvantages of medias (TV, radio, billboards, street furniture, newspaper, internet,…).**

**Explain/translate: run, commercials, target** (ads for kids – kids are targeted)**, mailshots** (emails sent to many people)**, public transport, billboards/hoardings, jingles** (simple tunes in the background o fan add)**, word-of-mouth** (recommendation by people directly, not by ad)**, leaflets** (letaki).

**What is outdoor advertising?** Billboards, hoardings, public transport, street furniture as bus shelters and public transport (tobacco companies, car manufactures, clothing, telecommunications companies,…).

**Examples of outdoor advertising.** Lisca, Toyota, Zavarovalnica Maribor,…

**Advantages of outdoor advertising.** Wide audience, cost-effective.

**What are TV slots?** Ads on TV when most people watch TV (most expensive ads), places in a television schedule.

**Segments –** parts of a larger market or category of costumers.

**Soaring -** rising quickly.

**Mass market –** concerned with non-luxury goods that sell in large quantities.

**Kiosks –** small open-fronted shop in the street for selling newspapers, etc.

**4. MASS MEDIA IN YOUR LIFE**

**How does mass media affect your life?**

**What is mass media?**

**What are soap-operas, situation comedies, infotainment shows,…?**

**5. MUSIC IN YOUR LIFE**

**Why do we listen to music?**

**What music means to you? How does affect your life?**

**What kind of music do you listen to?**

**Who are entrepreneurs?** People who start business out of nothing and become very successful.

**What are recording industries?**

**6. STALKING THE STARS**

**Paparazzo =** singular, **paparazzi =** plural

**Paparazzi** are people who try to take pictures of persons, normally celebrity, in awkward situations and post them to earn money.

**Who is celebrity?**

**7. COMMUNICATION (MASS COMMUNICATION)**

**Which of the forms of written** (e-mails, faxes, letters, memos, minutes, reports) **and spoken** (conversations, interviews, meetings, negotiations, phone calls, presentations) **communication do you use most in your own language and in English?**

**List formal and informal forms of communication.**

**Translate: articulate** (jasen)**, coherent** (razumljiv)**, eloquent** (zgovoren)**, fluent** (tekoč jezik)**, focussed** (osredotočen)**, hesitant** (neodločen)**, inhibited** (zadržan)**, lucid** (razumljiv)**, persuasive** (prepričljiv)**, rambling** (nejasen/zmeden)**, responsive** (odziven/dovzeten)**, sensitive** (občutljiv)**, succint** (jedrnat)**, tongue-tied** (zatikanje).

**What makes a good communicator?** (use words from the top).

**Give example of a good and bad communicator. Why?**

**What is an intranet?** Extension of internet, closed sistem of internet (just between two companies).

**What is mass communication?** Process of transmiting message with help of media to reciever (audience).

**How is our culture connected to mass communication?**

**8. CULTURAL HISTORY OF MASS COMMUNICATION**

**What is media literacy?** Your ability to understand how the media works (requires many skills).

**Who can deal with media litteracy?**

**What does media literacy means to you?**

**How did people communicate before writing/print?**

**Who was Johannes Gutenberg?**