

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), **in-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), **impatient**, **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 remember 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 of an ad), **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 customers.

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 it 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 celebrities, in awkward situations and post them to earn money.

Who is a 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 transmitting 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 literacy?

What does media literacy means to you?

How did people communicate before writing/print?

Who was Johannes Gutenberg?