

LECTURE READY 3

STRATEGIES FOR
Academic Listening
and Speaking

SECOND EDITION



LAURIE FRAZIER
SHALLE LEEMING

SERIES DIRECTORS
PEG SAROSY
KATHY SHERAK



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OXFORD

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LECTURE READY 3

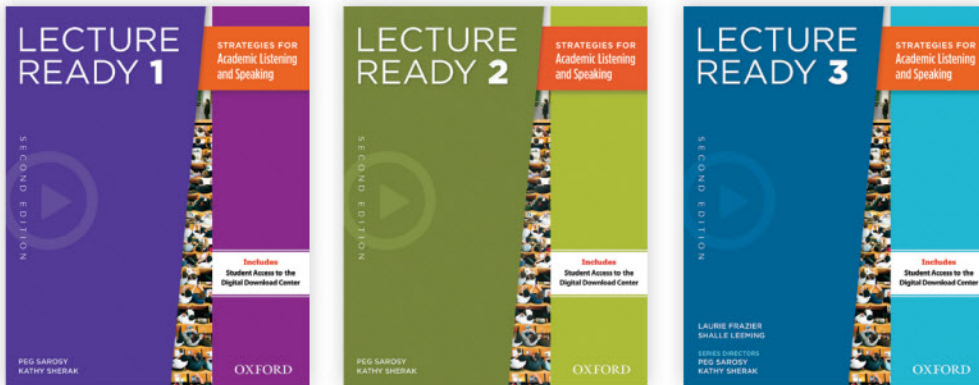
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Welcome to **LECTURE READY** Second Edition

STUDENT BOOKS



iTOOLS FOR ALL LEVELS



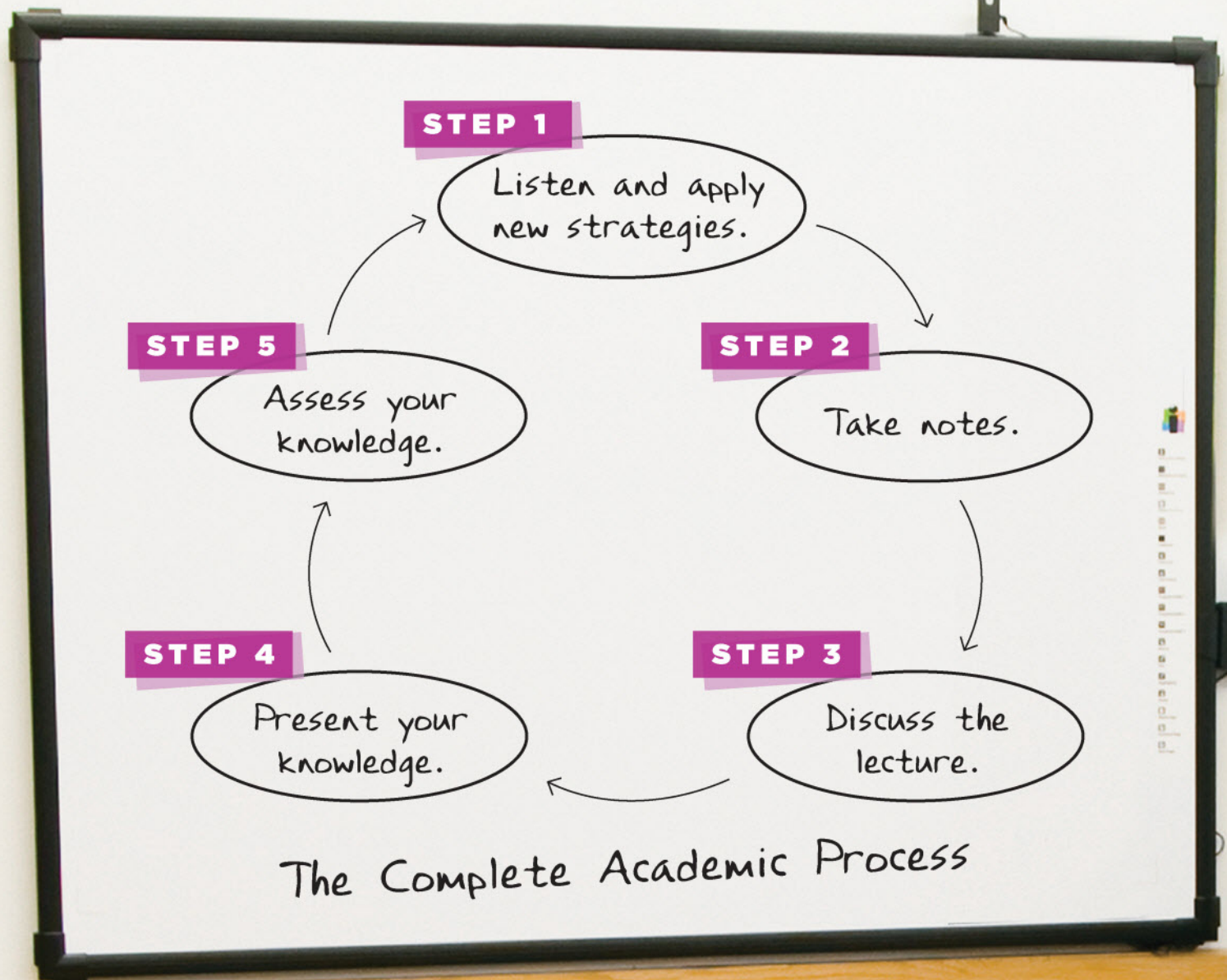
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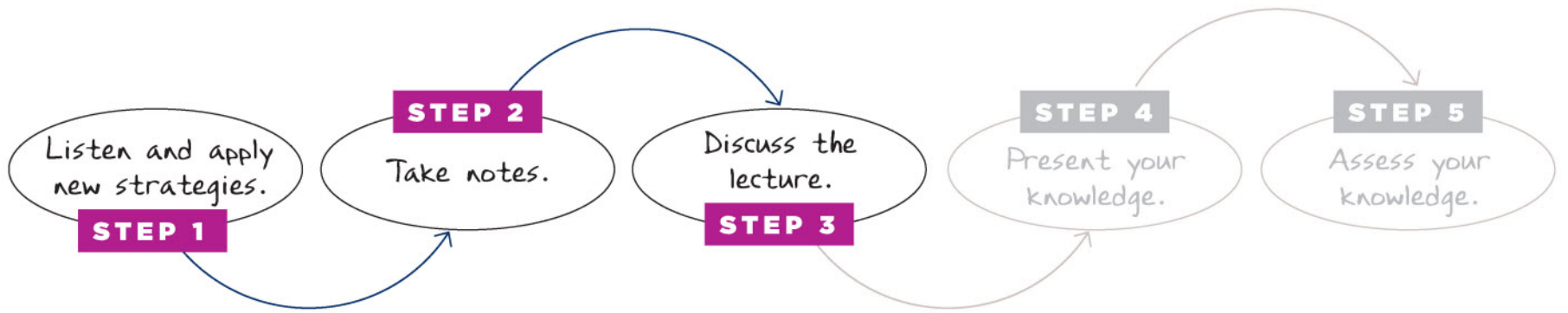


Lecture Ready

- Prepares students for listening, note taking, and academic discussion through videos of realistic and engaging lectures.
- Explicit presentation skills prepare students for public speaking, a requirement in today's academic and professional world.
- Audio and video available through the Lecture Ready Digital Download Center, www.lectureready.com/student, allows students to study anytime, anywhere.
- Video-based assessment tracks progress to show what students have mastered and where they still need help.

Lecture Ready: Strategies for Academic Listening and Speaking guides students through the complete academic process.





Through the use of realistic and engaging lectures, students **experience the demands and atmosphere of the higher-education classroom.**

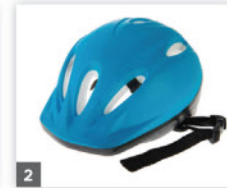
STEP 1 Listen and Apply New Strategies

LISTENING STRATEGY

Build Background Knowledge to Understand Lectures

Before you go to a lecture, think about what you already know about the lecture's topic. Complete any reading assignments, and discuss your reading with classmates. This will help you build background information and vocabulary that will prepare you for the lecture.

Think about the topic **A.** Look at these products. Then work with a partner to answer the questions.



STEP 2 Take Notes

NOTE-TAKING STRATEGY

Note Causes and Effects

When listening to a lecture in which causes and effects are presented, list the causes and effects separately under the idea, event, or phenomenon.

Possible Causes

- people aging; looking for ways to deal w/ long-term health probs.
- recent trend → natural products, "safer than chemicals"
- people more individualistic, not accept MDs; more educated, want to make own decisions
- immigration - East to West (e.g. China); bring traditional med.

Note-taking strategies focus on **accurate and concise** recording of class material.

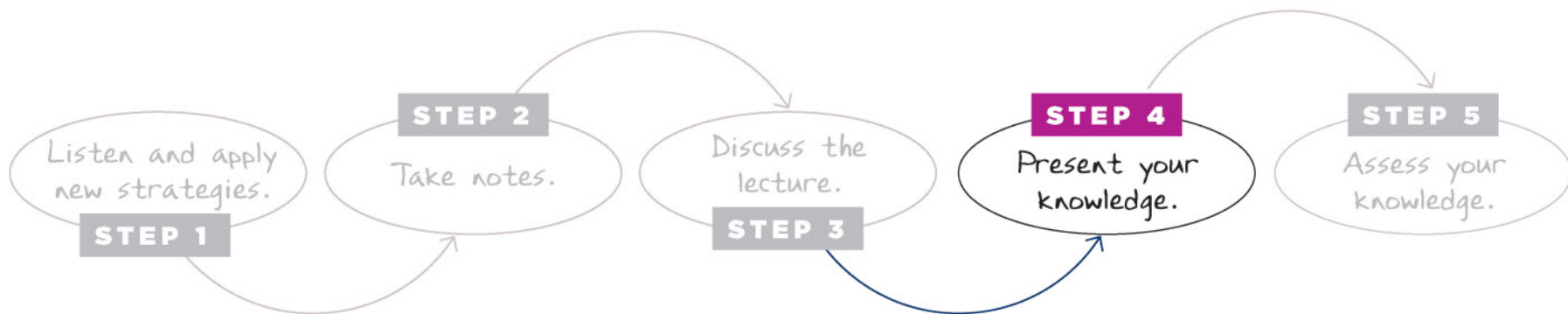
STEP 3 Discuss the Lecture

ACADEMIC DISCUSSION STRATEGY

Compromise and Reach a Consensus

During group discussions, you often need to reach a consensus. In other words, you need to compromise with the other group members and come up with one idea or plan that represents the group. A compromise is something everyone can agree on, even though the individuals may disagree about some points.

Academic discussion strategies **help students participate fully and smoothly** in classroom discussions.



STEP 4 Present Your Knowledge

PRESENTATION STRATEGY

Use Effective Visuals

Using visuals effectively can make your presentation more interesting and much easier to understand. Well-designed visuals can also help you to organize your presentation and remember the important points you want to explain. On the other hand, if your visuals are not designed or explained clearly, they can be distracting or confusing.

To use visuals effectively, your visuals should be interesting and relevant to the information in your presentation and easy for the audience to see and understand.

Students are more competent and confident when they learn **how to present** using proven strategies for academic success.

Check your comprehension



A. Watch an excerpt from a student presentation about sibling relationships. Answer these two questions:

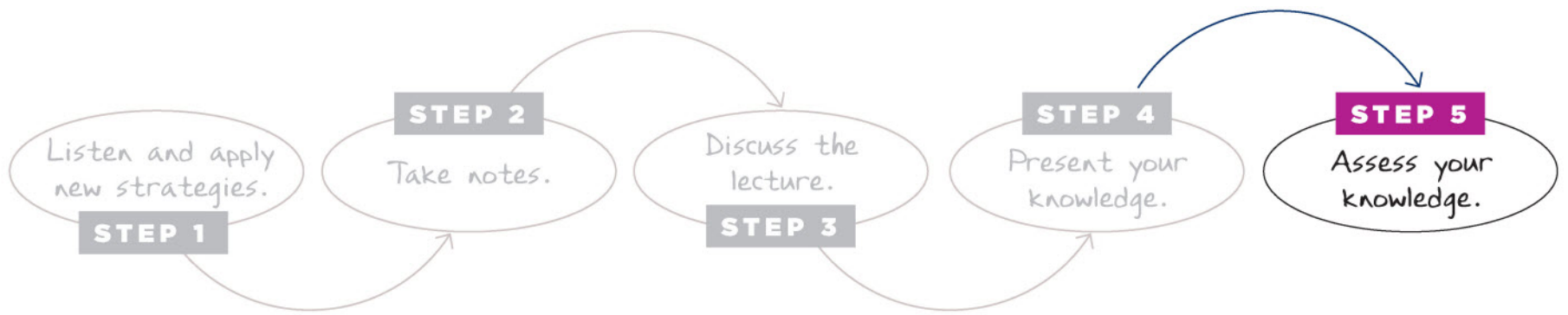
What three survey questions did the student ask?

How many people did she speak to?

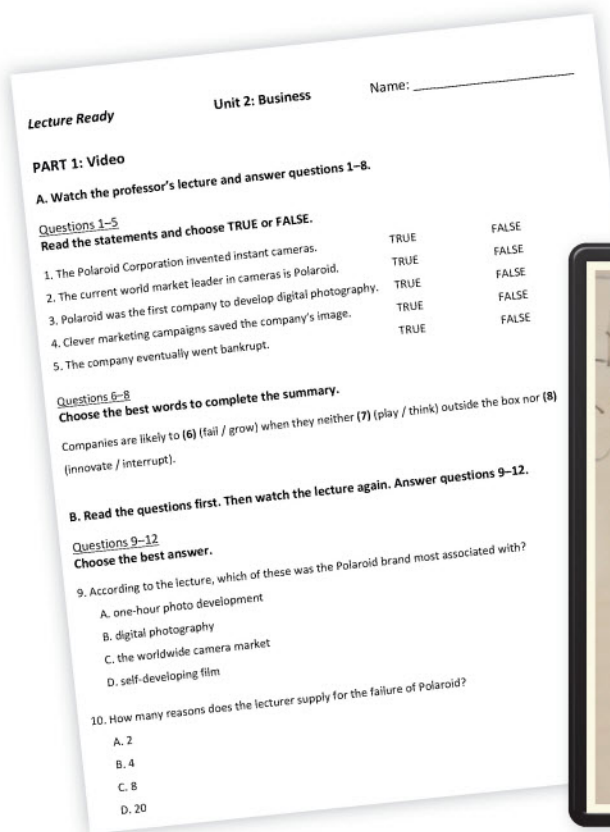
These strategies help students meet their presentation challenges in and **beyond the language classroom.**



Videos of presentations for each presentation strategy allow students to see and apply these skills to their own presentations.



Video-based tests track progress to show what students have mastered and where they still need help.



GO ONLINE Lecture Ready Assessment Program

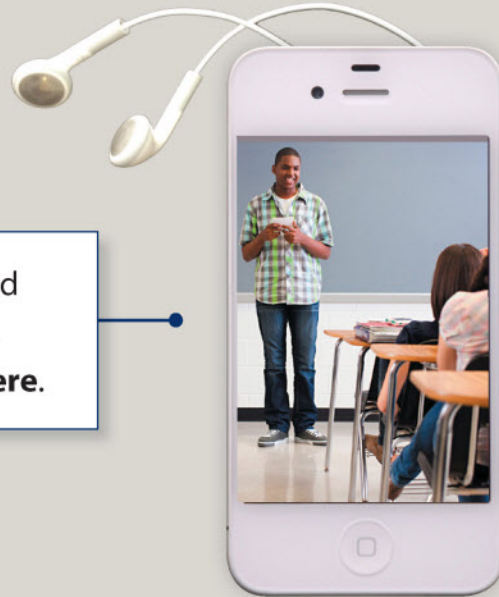
Unit, midterm, and final exams can be found on iTools or www.lectureready.com/teacher.

- **CUSTOMIZABLE** Adapt tests to meet the precise needs of students.
- **EFFECTIVE** Prepare student for standardized tests.
- **ENGAGING** All tests are based on **100% NEW video content**.

Lecture Ready Student Resources

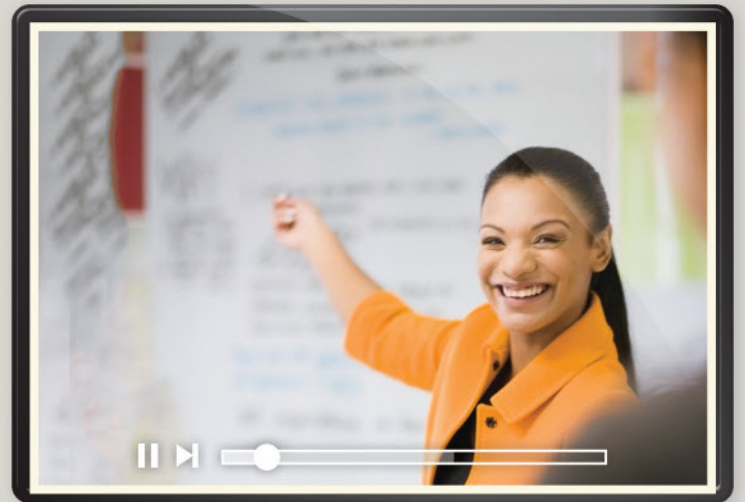
CONNECT

Downloadable video and audio allow students to study **anytime, anywhere.**



ENGAGE

Students fully engage in the learning experience by **downloading and watching** each chapter's lecture and student presentation models.



ASSESS

Video-based unit, midterm, and final exams allow on-going assesment.

Lecture Ready **Unit 2: Business** Name: _____

PART 1: Video

A. Watch the professor's lecture and answer questions 1–8.

Questions 1–5
Read the statements and choose TRUE or FALSE.

| | | |
|---|------|-------|
| 1. The Polaroid Corporation invented instant cameras. | TRUE | FALSE |
| 2. The current world market leader in cameras is Polaroid. | TRUE | FALSE |
| 3. Polaroid was the first company to develop digital photography. | TRUE | FALSE |
| 4. Clever marketing campaigns saved the company's image. | TRUE | FALSE |
| 5. The company eventually went bankrupt. | TRUE | FALSE |

Questions 6–8
Choose the best words to complete the summary.

Companies are likely to (6) (fail / grow) when they neither (7) (play / think) outside the box nor (8) (innovate / interrupt).

B. Read the questions first. Then watch the lecture again. Answer questions 9–12.

Questions 9–12
Choose the best answer.

9. According to the lecture, which of these was the Polaroid brand most associated with?

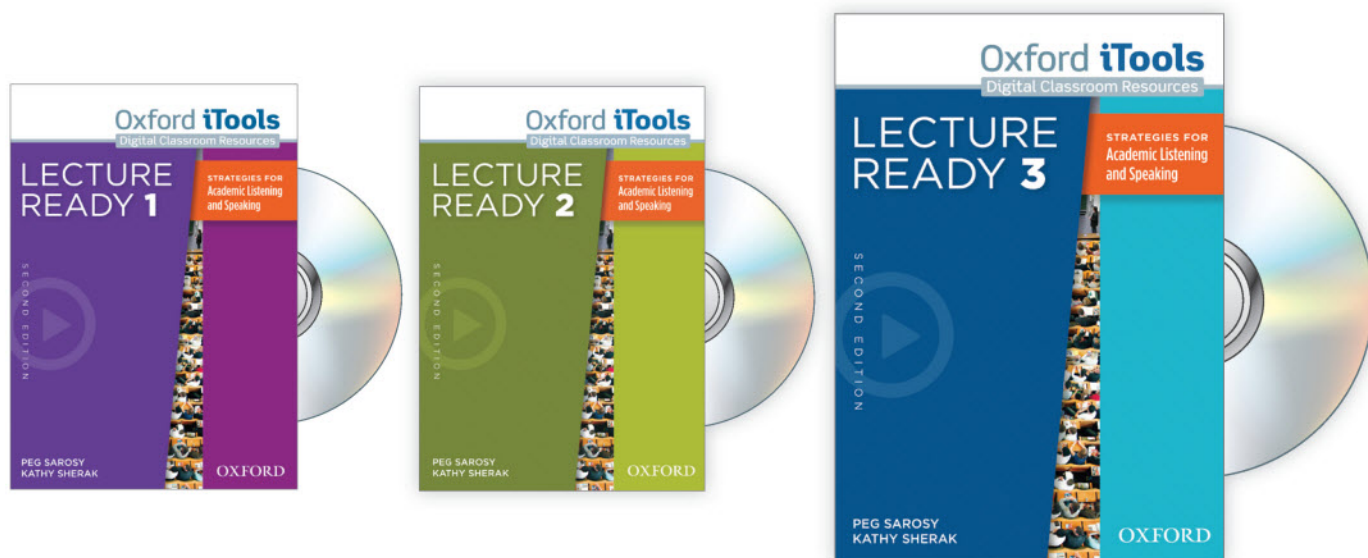
- A. one-hour photo development
- B. digital photography
- C. the worldwide camera market
- D. self-developing film



IT'S EASY! Use the access code printed on the inside back cover of this book to download video and audio at www.lectureready.com/student.

Lecture Ready Teacher Resources

Lecture Ready iTools bring the book, video, and audio together in one classroom presentation tool.



- For use with an LCD projector or interactive whiteboard
- Full student book for in-class viewing
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- Unit, midterm, and final tests based on 100% NEW additional video content available as click-and-print PDFs and customizable Word documents
- Answer Keys and Teaching Notes

Teacher Digital Download Center

Go to www.lectureready.com/teacher. See your local representative to order a Teacher Resource Access Code.

For additional support email our customer support team at eltsupport@oup.com.

Unit Goals



CHAPTER 1

Learn about marketing research: different types and current trends

Listening Strategies

- Build background knowledge to understand lectures
- Recognize lecture language that introduces the topic and plan
- Make predictions based on your background knowledge

Note-Taking Strategies

- Organize your notes into an outline
- Assess and revise your notes after a lecture

Academic Discussion Strategy

- Express your ideas during a discussion

Presentation Strategy

- Use posture, eye contact, and volume to show authority and confidence

CHAPTER 2

Learn about business ethics

Listening Strategy

- Recognize lecture language that signals a new idea or a transition in a lecture

Note-Taking Strategies

- Use symbols and abbreviations to represent words
- Summarize the lecture

Academic Discussion Strategy

- Ask for clarification and elaboration during a discussion

Presentation Strategy

- Catch the audience's attention, and introduce the presentation



Business

business \ˈbɪznəs\ The study of making, buying, selling, or supplying goods or services for money

STEP 1

Listen and Apply New Strategies

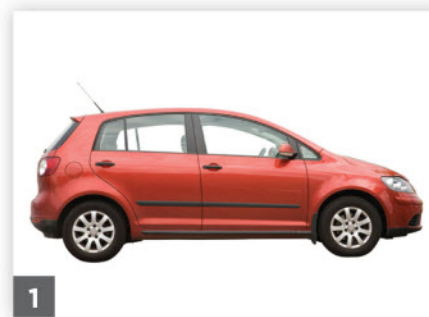
LISTENING STRATEGY

Build Background Knowledge to Understand Lectures

Before you go to a lecture, think about what you already know about the lecture's topic. Complete any reading assignments, and discuss your reading with classmates. This will help you build background information and vocabulary that will prepare you for the lecture.

Think about the topic

A. Look at these products. Then work with a partner to answer the questions.



- Look at the list of factors to consider when purchasing a product. Which factors are most important when purchasing the items in the picture?

| | |
|----------------------|------------------------------------|
| a. cost | d. how it looks, tastes, or smells |
| b. health or safety | e. the brand (company name) |
| c. how well it works | f. how it makes you feel |
- Imagine this situation. You are the president of a chocolate company. Sales of your most popular chocolate bar have decreased sharply this year. You want to find out what people think about your company and this product. What are some ways you can do this?