



اللغة الانجليزية

للمرحلة الثانوية/المستوى الرابع



THE GIANT OF ENGLISH
ACTION PACK 12 / LEVEL FOUR

PREPARED BY

Grammar

Vocabulary

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شرح كامل للمادة مع أسئلة إضافية
على كل موضوع
المنهاج الجديد



Reading

Writing

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SECOND
SEMESTER

UNIT
9



OUR WAY TO SUCCESS



Unreal past forms for past regrets

● wish or If only + Past Perfect

The function:

1. To express regrets about the past.. للتعبير عن الندم و الحسرة على شئ حصل في الماضي .

2. To reflect on past actions if we are trying to improve our work or our behaviour.

تسليط الضوء على احداث ماضية اذا كنا نريد تحسين عملنا او سلوكنا.

● The tense of the verb after **wish** is more in the past than the action it is describing.

زمن الفعل المستخدم بعد **wish** يكون اقدم من الفعل الموصوف في الجملة الاصلية.

v2 (مثبت) ⇒ wish / If only + hadn't + v3 (منفي)

v2 (منفي) ⇒ wish / If only + had + v3 (مثبت)

Examples :

I didn't do much work for my exam.

I wish I had done more work for my exam.

If only I more work for my exam.

ملاحظة : لا يوجد فرق في الاستخدام بين If only / wish حيث يؤيدان نفس المعنى.

I bought these shoes. They hurt my feet.

I wish I these shoes. They hurt my feet.

We're late. We didn't catch the earlier bus.

We're late. If only the earlier bus.

● wish or If only + V2

The function:

To express wishes about the present that are impossible or unlikely to happen.

للتعبير عن امنيات مستحيلة او غير محتملة الحصول في الحاضر

Simple present (مثبت) ⇒ wish / If only + v2 (منفي)

Simple present (منفي) ⇒ wish +/ If only + v2 (مثبت)

Examples :

I don't know the answer.

I wish I knew the answer.

We don't live in a bigger flat.

I wish we in a bigger flat.

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NOTE: We usually say *I wish/If only + were.*

He isn't tall. **He wishes he were taller.**
We are not old. **If only we older.**

ملاحظات

عند إعادة كتابة جملة *If only / wish* يكون المطلوب تحويل صيغ المضارع البسيط إلى ماضي بسيط و الماضي البسيط إلى ماضي تام مع إثبات الجملة إذا كانت منفية و نفيها إذا كانت مثبتة

1. (simple present simple past)
base/ base +s,es didn't + infinitive / have to, has to didn't have to
is , are , am weren't
isn't , aren't , am not were / don't , doesn't + infinitive v (2)

2. (simple past past perfect)
v2 hadn't + v3 / was, were hadn't been
didn't + infinitive had + v3 / wasn't , weren't had been

* تأتي **wish** بين فاعلين ، اختر الفاعل الثاني بناء على ما هو موجود في الجملة الاصلية .
* إذا وجد في الجملة الاصلية صفة (hot) مثلا و طلب منك استخدام عكس هذه الصفة (cooler) مثلا لا تستخدم النفي .

It was too hot to go to the beach yesterday. If only it----- cooler. (be)

* حول **very well / well** أو **very good / good** إلى **better**
* حول **much / many** إلى **more**

I don't have much money I wish I money
* استبدل **really / very / too** بـ **so** أو احذفها إذا وجدت في الجملة .
* إذا وجد في الجملة عبارات تدل على الندم مثل (**regret / Oh no !/ silly / sorry**) فانها تحذف عند الحل

Oh no! I've forgotten my library book. I left it at home. I wish I-----it .

* إذا وجد في الجملة الاصلية الفعل **forgot** فانه يحول عند الحل إلى **hadn't forgotten**

Sultan forgot to do his science homework . If only he to do it .

* إذا وجد في الجملة فعل **modal** مثل **can't** او العبارات التالية **would like to / want to / need to / could** الى حولها الى **could** مع حذف الجزء الاخر من الجملة عند الحل ان وجد .

I read slowly and would like to read more quickly.

I wish

I am really tired but I can't sleep at night .

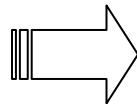
I wish

* إذا وجد في الجملة فعل **modal** مثل **won't** حوله الى **would** مع حذف الجزء الاخر من الجملة عند الحل ان وجد

My friend won't give me my CD back . I wish

* إذا جاء بعد **regret** اسم مصدر **gerund** نحذف الـ **ing** و نحوله الى **Had + v3**

I regret going to bed late last night .



I wish I late.
I wish I earlier .

إذا كان الفعل الرئيسي في الجملة هو احد افعال **be** متبوعا بصفة ذات مقطع واحد مثل **tall** مثلا نحول الصفة الى صيغة مقارنة باضافة **er** الى نهايتها اما اذا كانت صفة ذات اكثر من مقطع مثل **expensive** مثلا نضع قبلها كلمة **so** عند الحل .

This mobile is expensive .

—————>

I wish it weren't

Ali isn't tall .

—————>

He wishes he were

تمارين الكتاب

5 / SB page 65

Complete the sentences with the correct form of the verbs in brackets.

- 1. Ali did not pass his exams. If only he----- harder last year. (study)
- 2. Ziad did not know about Chinese culture when he went on a business trip to China. He wishes he----- a cultural awareness course. (do)
- 3. It was too hot to go to the beach yesterday. If only it----- cooler. (be)
- 4. I feel ill. I wish I-----so many sweets! (not eat)

Speaking /6 / SB page 65

1. Make sentences using *I wish* or *If only* to talk about things that you regret from the past. You can use these examples if you wish:

- take piano lessons when I was a child
.....
- visit England last summer
.....
- read more classic novels in Grade 11
.....
- visit my grandparents yesterday
.....
- help my mother more in the kitchen
.....

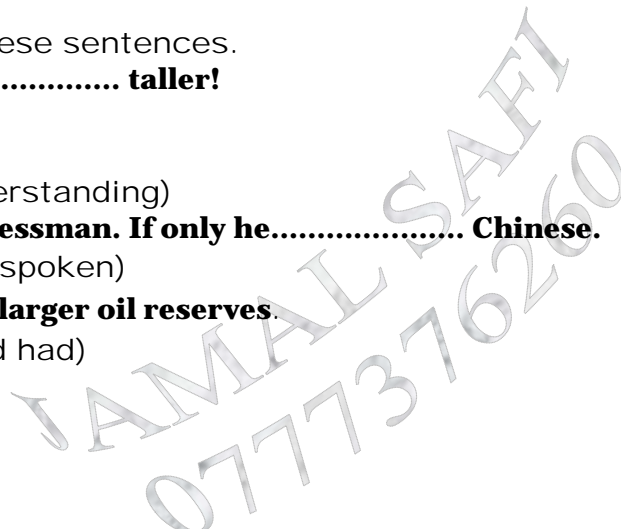
2 Think about one of the scenarios below. Use *I wish* or *If only* to talk about the regrets that you have.

- an exam that you did not do as well in as you expected
.....
- a holiday or short trip that was not as enjoyable as you had hoped it would be
.....
- a telephone call or meeting that was not successful
.....

4 / SB page 68

Choose the most suitable verb form to complete these sentences.

- 1. Ziad is not very good at basketball. He wishes he..... taller!
(is / were / was)
- 2. I can't do this exercise. I wish I..... it.
(understood / understand / understanding)
- 3. Mr Haddad does not understand the Chinese businessman. If only he..... Chinese.
(speak / spoke / had spoken)
- 4. Jordan needs to import a lot of oil. If only it..... larger oil reserves.
(has / had / had had)



5 / AB page 45

Complete the sentences with words from the box. The first one is done for you.

hadn't	if	wish	had(x2)	only
--------	----	------	---------	------

1. I couldn't understand anything. If only I'd studied Chinese!
2. Ibrahim was right and I was wrong. I wish I ----- listened to him.
3. I----- I'd known more about the company. If..... I'd done some research!
4. I am very hungry! I wish I----- eaten before I went to the conference.
5. I regret the deal now. I wish we ----- done it.

6 / AB page 45

Read the situations and complete the sentences. The first one is done for you

1. Sultan forgot to do his Science homework. If only he hadn't forgotten to do it.
2. I regret going to bed late last night. I wish I-----earlier.
3. Nahla could not find her way round the city very easily. If only she-----a map.
4. Oh no! I've forgotten my library book. I left it at home. I wish I-----it .
5. Our team didn't play very well yesterday. If only they-----better.

7/ AB page 45

Use the prompts and write sentences with *I wish* and *If only*. The first one is done for you.

1. I'm cold. (bring a coat)
 If only I'd brought a coat.
 I wish I'd brought a coat.

2. We're late. (get up earlier)

3. I feel ill. (not eat so many sweets)

4. Fadi has lost his wallet. (be more careful)

5. Huda was too busy to visit us yesterday. (be able to come)

6. I've broken my watch. (not drop it)

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8/ AB page 45

Rewrite the sentences with the words in brackets.

1. Samia regrets being angry at breakfast time. (only)

2. If only I had concentrated properly in class today. This homework is really difficult. (!)

3. Nader should have been more careful with his essay. He didn't get a good mark. (wishes)

4. I wish I had learnt English better when I was younger. (if)

5. I am sorry that I didn't read that book. (I wish)

6. I wish I'd done more revision. (only)

11/ AB page 45

Complete the sentences using the correct form of the following prompts. The first one is done for you.

- be older
- have a camera with me
- live in a big house
- not have a headache
- not be so far away
- like the same things

1. Our flat is very small.

If only we lived in a big house.

2. Jaber isn't old enough to drive a car.

He wishes he _____.

3. My brother and I never want to watch the same TV programme.

I wish we _____.

4. I'm looking at a beautiful view, and I'd love to take a photo.

If only I _____.

5. My cousins don't live near here.

I wish they _____.

6. I want to go out this afternoon, but I don't feel well.

If only I _____.

Doing business in China

KEY WORDS

track record	all of a person's or organisation's past achievements, successes or failures which show how well they have done something	سجل الاداء/ الانجاز
do a deal	to arrange an agreement in business	عقد صفقة أو اتفاق
qualifications	official records of achievement awarded upon the successful completion of a course of training or passing an exam	مؤهلات
shake hands	to move someone's hand up and down in a greeting	يصافح باليد
tell a joke	to say something to make people laugh	يمزح
negotiate	to discuss something in order to reach an agreement, especially in business or politics	يفاوض

Today, we talk to Mr Ghanem, a businessman based in Amman who often visits China.

We asked him when he first started doing business with China.

تحدث اليوم للسيد غانم، وهو رجل أعمال مقيم في عمان ويزور الصين غالباً. وقد سألناه عن أول مرة بدأ فيها أعمال بالتجارة مع الصين.

'I've been doing business with China for many years. My first trip there was in 2004 CE, and it was not very successful.'

"أنا أقوم بالأعمال التجارية مع الصين منذ عدة سنوات. وكانت أول رحلة لي إلى هناك عام 2004 ولم تكن ناجحة."

Why was it not successful?

"لماذا لم تكن ناجحة"

'I worked for a small computer company in Amman. They sent me to China when I was still

quite young. If only the company had realised that the Chinese respect age and experience more than youth!'

"كنت أعمل لدى شركة كمبيوتر صغيرة في عمان. وقد أرسلوني إلى الصين وعندها كنت شاباً صغيراً نوعاً ما. "لو ان الشركة ادركت فقط ان الصينيون يحترمون العمر و الخبرة اكثر من الشباب"

Did you make any mistakes on that visit?

هل ارتكبت أي اخطاء في تلك الزيارة

'Yes! I wish I had researched Chinese culture before I visited the country. In order to be

successful in China, you need to earn their respect. Chinese business people will always ask

about a company's successes in the past. However, because I worked for a new company,

I could not talk about its track record. We did not do any business deals on that first trip.'

"نعم! أتمنى لو أنني كنت تقصيت عن الثقافة الصينية قبل أن أزور ذلك البلد. لكي تكون ناجحاً في الصين، يجب أن تكسب احترامهم. فرجال الأعمال الصينيون يسألون عن النجاحات التي حققتها الشركة في السابق. وعلى أي حال، لأنني كنت قد عملت لدى شركة جديدة، لم يكن بوسعي أن أتحدث عن سجل انجازاتها. لذا، لم نقوم بأي صفقة تجارية في هذه الرحلة الأولى."

When did you learn how to be successful in China?

متى تعلمت كيف تكون ناجحاً في الصين؟

'I joined a larger company and they sent me on a cultural awareness course. On my next visit to China, it felt as if I hadn't known anything on my first visit!'

" لقد التحقت بشركة كبيرة وأرسلوني في دورة توعية ثقافية . وفي زيارتي التالية إلى الصين، شعرت أنني لم أكن أعرف أي شيء في زيارتي الأولى.

What advice can you give to people wanting to do business in China?

ما النصيحة التي تستطيع أن تقدمها للناس الذين يودون القيام بالأعمال التجارية في الصين؟

'Before I visit a company, I send recommendations from previous clients. I also send my business card with my job position and qualifications translated into Chinese.'

" قبل أن أزور اي شركة، كنت ارسل رسائل توصية من عملاء سابقين. وكنت أرسل بطاقتي التجارية مرفقاً مناصبي الوظيفي ومؤهلاتي مترجمة إلى اللغة الصينية.

Can you tell us about your last meeting in China? هل يمكنك أن تخبرنا عن آخر أجتماع لك في الصين؟

'Of course! I arrived on time. You must not arrive late, as this shows disrespect. Then, when I met the company director, I shook hands with him gently. I began the meeting by making small talk about my interesting experiences in China. During the meeting, I made sure that my voice and body language were calm and controlled. I never told a joke, as this may not be translated correctly or could cause offence.'

" بالطبع! وصلت في الموعد. يجب أن لا تتأخر، لأن هذا نوع من قلة الاحترام. وعندما قابلت مدير الشركة بعدها، صافحته برفق. بدأت الإجتماع بإيجاز عن تجاربي الرائعة في الصين. وأثناء الأجتماع، حرصت على أن يكون صوتي ولغة الجسد عندي تحت السيطرة. لم ألقى أي نكتة، لأن ذلك قد لا يترجم بالشكل الصحيح أو قد يسبب استياء

Was it a successful meeting?"

هل كان اجتماعاً ناجحاً؟

'Yes, it was. I knew that the director had researched my business thoroughly before the meeting, so I was prepared for his detailed questions. When I began negotiating, I started with the important issues. The Chinese believe in avoiding conflict. It is always important to be patient. I was prepared to compromise, so in the end, the meeting was successful.'

"نعم، لقد كان كذلك. كنت أعرف أن المدير قد اطلع على عملي التجاري بعمق قبل الإجتماع، لذا كنت مستعداً لاسئلته التفصيلية. وعندما بدأت التفاوض، بدأت بالموضوعات المهمة. يؤمن الصينيون بتجنب الهدام يجب أن تكون صبوراً. وكنت مستعداً للتسوية، لذلك في النهاية، كان الإجتماع ناجحاً.

تمارين الكتاب

Research box / SB page 64

What are the world's top three economies?

.....

4 / SB page 64

Listen to and read the interview again and answer the questions.

1. Why was Mr Ghanem's first business trip to China not successful?

.....
.....

2. What do you think is a 'track record' ?

.....

3. What does the word 'his' in bold in the text refer to?

.....

4. What changed when Mr Ghanem visited China for the second time?

.....

5. What similarities do you think there are, in terms of expectations at business meetings, between China and Jordan?

.....

.....

6. Do you think that you would be a successful business person in China? Why/Why not?

.....

.....

.....

.....

COMPREHENSION TEST

1. There are many things you have to do in order to make a business meeting successful. Write down two of them .

.....
.....

2. Mr Ghanem's next trip to China t was successful for two reasons . Write them down.

.....
.....

3. The writer mentioned some reasons that make Mr. Ghanem's first business with China unsuccessful. Write down two reasons.

.....
.....

4. Write down the sentence which indicates that telling jokes during business meeting shows disrespect according to the Chinese culture.

.....

5. When did Mr Ghanem first start doing business with China?

.....

6. Replace the underlined item if only with a suitable equivalent.

.....

7. Find a word in the text which means ' discussing something in order to reach an agreement, especially in business or politics'

.....

8. What do the underlined words " pronouns ' refer to ?

.....

9. If you want to be successful in business , you should have some important skills. Suggest three skills that lead to success in such area.

.....
.....

10. It is important to know about different cultures and habits to achieve success in business. Think of this statement and , in two sentences, write down your point of view.

.....
.....
.....

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Our country's imports and exports

KEY WORDS

export	goods sold to another country	يصدر
extraction	the process of removing and obtaining something from something else	استخراج
Gross Domestic Products	the value of a country's total output of goods and services	الناتج المحلي
import	goods bought from other countries	يستورد
reserve	something kept back or set aside, especially for future use	مخزون
fertiliser	a substance that is put on the land to make crops grow	سماد
agreement	an arrangement or promise to do something, made by two or more people, companies or organisations	اتفاق
dominate	to be the most important feature of something	يسيطر على
minerals	a substance that is present in some foods and is needed for good health; a substance that is found naturally in the earth	معادن
pharmaceuticals	companies which produce drugs and medicine	شركات الصناعات الدوائية
knitwear	clothing made from wool	ملابس صوفية
goods	things that are produced in order to be sold	بضائع

In this report, we will look at the countries that Jordan trades with and what goods it exports and imports. First, let's look at exports. Jordan is rich in potash and phosphate, and the extraction industry for these minerals is one of the largest in the world. (1) Not surprisingly, two of Jordan's largest exports are chemicals and fertilisers. Pharmaceuticals and other industries represent 30% of Jordan's Gross Domestic Product (GDP), and 75% of Jordan's pharmaceuticals are exported. (2) However, the majority (65%) of the economy is dominated by services, mostly travel and tourism. Most of Jordan's exports go to Iraq, the USA, India and Saudi Arabia.

في هذا التقرير، سنسلط الضوء على الدول التي لها علاقات تجارية مع الأردن والسلع التي تصدرها وتستوردها. أولاً، الأردن غني بالبوتاس والفوسفات، وتعتبر الصناعات الإستخراجية لهذه المعادن من أكبرها في العالم. ولا عجب أن اثنتين من أكبر صادرات الأردن هي الكيماويات والأسمدة. أما الأدوية والصناعات الأخرى تمثل 30% من إجمالي صافي الإنتاج المحلي (GDP)، و75% من الأدوية يتم تصديرها. على أي حال، فإن (65%) من الإقتصاد يخضع للخدمات وغالبيتها من السياحة والسفر. وتذهب معظم صادرات الأردن للعراق، والولايات المتحدة، والهند، والمملكة العربي السعودية.

Now let's look at imports. Unlike some other countries in the Middle East, Jordan does not have large oil or gas reserves. (3) For that reason, Jordan has to import oil and gas for its energy needs. Its other main imports are cars, medicines and wheat. In 2013 CE, 23.6% of Jordan's imports were from Saudi Arabia. This was followed by the EU, with 17.6% of its imports. Other imports have come from China and the United States.

والآن لتلقي نظرة على الصادرات. على خلاف الدول الأخرى في الشرق الأوسط ، لا يملك الأردن مخزونات كبيرة من الغاز والنفط. ولهذا السبب، يضطر الأردن ان يستورد الغاز والنفط لتلبية احتياجاتها من الطاقة. والواردات الرئيسية الأخرى هي السيارات، والأدوية والقمح. في عام 2013، كانت 23.6% من واردات الأردن من المملكة العربية السعودية، يليها الإتحاد الأوروبي بنسبة 17.6% من الواردات. وتأتي الواردات الأخرى من الصين والولايات المتحدة.

Jordan has more free trade agreements than any other Arab country, and it trades freely with many countries, including the USA, Canada and Malaysia. Which other areas are important for Jordan's trade? Jordan first signed a trade agreement with the EU in 1997 CE. It signed a free trade agreement with Egypt, Morocco and Tunisia in 2004 CE. In 2011 CE, another trade agreement was made with the EU, Egypt, Morocco and Tunisia. (4) Trade with the EU and North Africa in particular is likely to grow.

تتمتع الاردن باتفاقيات تجارة حرة أكثر من أي بلد عربي آخر، وتتبادل تجارياً بحرية مع العديد من الدول بما فيها الولايات المتحدة وكندا وماليزيا. ما هي المناطق الأخرى ذات الأهمية بالنسبة للأردن؟ وقعت الاردن أولاً إتفاقية تجارة حرة مع الإتحاد الأوروبي عام 1997. ووقع الأردن إتفاقية تجارة حرة مع مصر، والمغرب، وتونس عام 2004. وفي عام 2011 وقع إتفاقية أخرى مع الإتحاد الأوروبي ومصر والمغرب وتونس. ومن المحتمل أن ينمو التبادل التجاري مع الإتحاد الأوروبي وشمال افريقيا بشكل خاص.

تمارين الكتاب

2 / SB page 66

Work in pairs. Discuss these questions.

1. Why do countries need to export and import goods?

.....

2. Why should our community buy Jordanian goods?

.....

3. Which of the following goods do you think Jordan exports?

fertiliser, gas, knitwear, minerals, oil, pharmaceuticals ,vegetables

5 / SB page 67

Read the report again and answer the questions.

1. What does the article suggest that many of Jordan's fertilisers are made from?

.....

2. Why does Jordan import a lot of oil and gas?

.....

3. Which country supplies Jordan with most of its imports?

.....

4. Why is trade with the EU and North Africa likely to grow?

.....

Read the quotation. Do you agree with it? Why/Why not?

'Unless the exchange be in love and kindly justice, it will but lead some to greed and others to hunger.' Gibran Khalil Gibran (1883 CE–1931 CE)

.....
.....
.....

COMPREHENSION TEST

1. Name two exported and imported goods in Jordan.

.....

2. Name two countries that Jordan exports its goods to.

.....

3. Write down the sentence which indicates that Jordan has the world's largest extraction industry for potash and phosphate.

.....

4. According to the text, what countries does Jordan import its good from?

.....

5. What dominates the economy of Jordan?

.....

6. What do the underlined abbreviation (GDP) stand for ?

.....

7. What does the underlined word 'reserves' mean?

.....

8. What do the underlined words "pronouns" refer to ?

.....

9. Jordan needs to increase its exports in order to improve its economy . Suggest three ways to increase Jordan's exports.

.....

.....

10. Jordan has to introduce important procedures in order to decrease its import of gas and oil. Think of this statement and, in two sentences, write down your point of view.

.....

.....

.....

How to make a sales pitch

KEY WORDS

marketing	the study of selling products to the appropriate customer	تسويق
extensively	in a way to cover or affect a large area	ممتد
machinery	machines, especially large ones; a system or set of processes for doing something	آلية
corporate	belonging to or relating to a corporation, a big company or a group of companies acting together as a single organization	تضامن وشراكة
sales pitch	a presentation made by someone who is trying to sell a product	ترويج للسلع/ عرض تسويقي
target market	people who are identified as possible customers	السوق المستهدف
age group	a set of people of similar age	مجموعه من نفس العمر
department group	a large shop that sells many different types of things	متجر كبير
package holiday	an organized trip with everything included in the price (travel, accommodation, food)	اجازة مغطاة التكاليف

Whether you're selling a new type of toothpaste to a chain of pharmacies, the latest

computer software to a school or a new kind of package holiday to a travel agency – you need to know ...

سواء كنت تبين نوعاً جديداً من معجون الأسنان لمجموعة صيدليات، أو كنت تبين أحدث برمجية حاسوب لمدرسة، أو كنت تروج لنوع جديد من الاجازات المغطاة الكلفة لوكالة سفر – يجب أن تعرف ...

1. Do your research قم بالبحث

Don't come away from a sales pitch wishing you had been better prepared. It is essential to

know everything about your product. (1) Do you know when it was developed, and where it is

produced? You also need to know who the target market is – for example, the age group or

income of the people who might buy it. Not only that, you should know all about the

competition – that is, similar products on the market. (2) Why is your product superior to

others and why does it have better value? In addition, you should know exactly which people

you are speaking to, and what their needs are. For example, if they represent a middle-class

department store in a humble neighbourhood, be ready to explain why your particular

product would suit customers who do not have lots of money. (3) What makes your product

perfect for them? Most of all, you need to believe in what you're selling, and the best way to do that is to use it!

لا ترجع عن عرض تسويقي أماً أنك مستعد بشكل أفضل. فمن المهم أن تعرف كل شئ عن منتجك. هل تعلم متى تم تطويره، وأين ينتج؟ يجب أن تعرف أيضاً ما هو السوق المستهدف – مثلاً – الفئة العمرية؟ أو دخل الناس الذين قد يرغبون بشرائه. ليس ذلك فقط، يجب أن تعرف أيضاً عن المنافسة – أي المنتجات المشابهة لمنتجك في السوق. ولماذا يعتبر منتج أفضل من الآخرين ولماذا يتمتع بقيمة أكبر؟ وبالإضافة لذلك، يجب أن تعرف الناس الذين تتحدث إليهم وما هي حاجاتهم. على سبيل المثال، إذا كانوا يمثلون متجراً للطبقة الوسطى في حي بسيط، كن مستعداً لتوضيح سبب كون منتجك يناسب الزبائن بشكل خاص الذين ليس لديهم الكثير من المال. ما الذي يجعل منتجك ملائماً تماماً لهم؟ وخاصة، يجب أن تؤمن بما تبيع، وأفضل طريقة لذلك هي استخدام المنتج!

2. Prepare and practice

استعد و تدرّب

Plan your presentation carefully, not just what you will say, but how you will say it. (4) Will

you read it word by word, use notes or memorise it? Whatever you decide, it is always a good

idea to have a list of your main points, in case something interrupts you, or you simply freeze

with nerves (it happens!). Then practise it, if possible in front of colleagues. Make changes and practise it again.

خطط لعرضك التقديمي بعناية، ليس فقط ما ستقوله، بل كيف ستقوله. هل ستقرأه كلمة كلمة، أم ستستخدم ملاحظات لتذكركه؟ ومهما تقرر، فمن المهم أن يكون لديك قائمة بالنقاط الرئيسية احتياطاً من أن يقاطعك شيء ما، أو تتجمد أعصابك (وهذا يحصل!). إذا تدرّب عليه، وإن أمكن أمام زملائك. قم بالتعدّيات و تدرّب ثانية

3. Be professional

كن محترفاً

Keep your presentation short and simple. Start with some friendly comments. (5) For

example, thank your hosts for allowing you to speak to them, and compliment their company.

Remember to speak slowly and clearly. It is important to appear confident (even if you're

nervous!). While you're speaking, don't keep your head down. (6) Instead, look round the

room and make eye contact with your audience. Smile! When you've finished speaking, invite

questions. If you don't know the answers, don't pretend! Thank the questioner and promise

to find out the answer (and do it!). Finally, have a summary of your presentation ready to

hand out at the end of the session. I wish I had known all this when I started out in business!

Good luck!

اجعل عرضك بسيطاً وقصيراً. أبدأ بتعليقات ودية. مثلاً، شكراً للمستضيفين على السماح لك بالتحدث إليهم، وامتدح رفقتهم. تذكر أن تتحدث ببساطة ووضوح. ومن الضروري أن تبدأوا واثقاً (حتى لو كنت متوتراً). وأثناء التحدث، لا تطأ رأسك إلى الأسفل. بل أنظر حول الغرفة وقم بتواصل بصري مع الحضور. ابتسم! وعند الإنتهاء من الحديث، افتح المجال للأسئلة. إذا لم تتوفر لديك الإجابة، لا تتظاهر بمعرفتها! أشكر الشخص الذي سأل وقدم له الوعد بأنك سوف تبحث عن الإجابة (وقم بذلك فعلاً). وأخيراً، جهّز موجزاً عن عرضك التقديمي لتوزيعه في نهاية الجلسة. أتمنى لو كنت تعرف كل هذه المعلومات عندما بدأت بالعمل! حظاً طيباً!

10 / AB page 47

Find the expressions 1-5 in the text, then match them with their meanings.

- 1. package holiday
- 2. sales pitch
- 3. target market
- 4. age group
- 5. department store

- a. people who are identified as possible customers
- b. a set of people of similar age
- c. a large shop that sells many different types of things
- d. a presentation made by someone who is trying to sell a product
- e. an organised trip with everything included in the price (travel, accommodation, food)

COMPREHENSION TEST

1. You need to know different things about your product . Write down two of them.

.....

2. In order to be a professional sales person , you should have some qualities. Write down two of them.

.....

3. Quote the sentence which indicates that using what you sell is the best way to believe in what you sell.

.....

4. Give two examples of friendly comments.

.....

5. Write down the sentence which shows that salesperson has to be honest if he / she doesn't have enough details about the product.

.....

6. What should you do if you do not know an answer to a question?

.....

.....

7. What does the underlined expression ' target market ' mean?

.....

.....

8. What do the underlined words " pronouns " refer to ?

.....

9. A successful salesperson needs to acquire some properties . Explain this statement , suggesting three qualities that a salesperson should have.

.....

.....

.....

.....

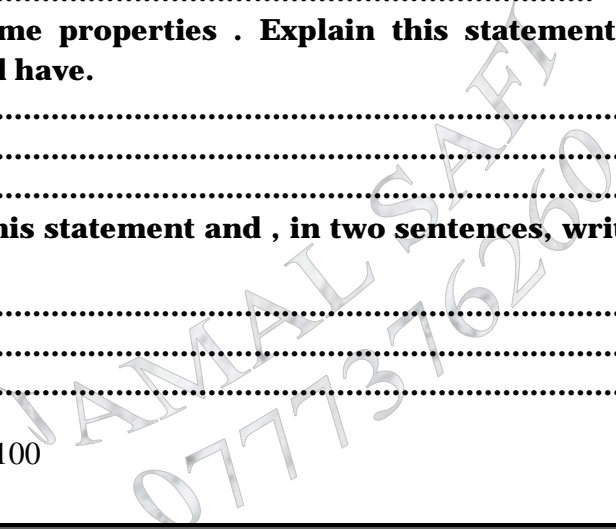
10. Planning is the first step to success. Think of this statement and , in two sentences, write down your point of view.

.....

.....

.....

.....



The word (s)	English Meaning	Arabic Meaning
do a deal	to arrange an agreement in business	عقد صفقة أو اتفاق
tell a joke	to say something to make people laugh	يمزح
agreement	an arrangement or promise to do something, made by two or more people, companies or organisations	اتفاق
dominate	to be the most important feature of something	يسيطر على
export	goods sold to another country	يصدر
extraction	the process of removing and obtaining something from something else	استخراج
Gross Domestic Products	the value of a country's total output of goods and services	الناتج المحلي
import	goods bought from other countries	يستورد
reserve	something kept back or set aside, especially for future use	مخزون
fertiliser	a substance that is put on the land to make crops grow	سماد
knitwear	clothing made from wool	ملابس صوفية
minerals	a substance that is present in some foods and is needed for good health; a substance that is found naturally in the earth	معادن
extensively	in a way to cover or affect a large area	ممتد
machinery	machines, especially large ones; a system or set of processes for doing something	آلية
replicate	to produce a copy of something	عمل نسخة مطابقة
corporate	belonging to or relating to a corporation, a big company or a group of companies acting together as a single organization	تضامن وشراكة
domestic	relating to or happening in one particular country and not involving any other countries	داخلي
evolve	to develop gradually	يطور
negotiate	to discuss something in order to reach an agreement, especially in business or politics	يفاوض
track record	all of a person's or organisation's past achievements, successes or failures which show how well they have done something	سجل الاداء/ الانجاز
goods	things that are produced in order to be sold	بضائع
pharmaceuticals	companies which produce drugs and medicine	شركات الصناعات الدوائية
qualifications	official records of achievement awarded upon the successful completion of a course of training or passing an exam	مؤهلات
marketing	the study of selling products to the appropriate customer	تسويق
sales pitch	a presentation made by someone who is trying to sell a product	ترويج للسلع/ عرض تسويقي
target market	people who are identified as possible customers	السوق المستهدف
age group	a set of people of similar age	مجموعه من نفس العمر
department group	a large shop that sells many different types of things	متجر كبير
package holiday	an organized trip with everything included in the price (travel, accommodation, food)	اجازة مغطاة التكاليف

Collocations

make a mistake	يرتكب خطأ
make small talk	يقدم حديثاً قصيراً
cause offence	يسبب استياء / يضايق
earn respect	يكسب احترام
join a company	ينضم الى شركة
shake hands	يصافح
ask questions	يطرح اسئلة

verb Phrases

be able to answer detailed questions	to have the ability to understand complicated questions and respond to them appropriately	القدرة على اجابة الاسئلة بكافة تفاصيلها
eat out	eat away from home, especially in a restaurant	ياكل في الخارج
give a business card	to give someone a card that shows a business person's name, position and contact details	إعطاء بطاقة أعمال (بطاقة تعريفية بالشخص)
make a small talk	to have an informal chat with someone in order to start a conversation	عمل محادثة (كلمة) غير رسمية

تمارين الكتاب

6 / SB page 67

Choose the correct word(s) to complete the text about exports from Jordan to the European Union.

exported, had exported, imported, was exported, was imported, were exported

Jordan has sold goods to the EU for many years. In fact, it (1) many products to the EU even before the 1997 CE trade agreement was made. The chart shows goods that Jordan (2) to the EU in 2011 CE. Chemicals accounted for about 37.2% of its exports. Jordan also exported a lot of metals (16.8%) as well as manufactured goods (11.2%). Smaller amounts of food, live animals and machinery (3) to the EU. The section called 'other' included sales of goods related to forestry and mining.

1 / AB page 44

Complete the collocations with the verbs in the box. One verb is not needed. The first one is done for you.

ask, cause, do, earn, join, make (x2), shake

1. make **a mistake**
2. **questions**
3. **hands**
4. **respect**
5. **a company**
6. **offence**
7. **small talk**

2 / AB page 44

Complete the sentences with collocations from exercise 1. The first one is done for you.

1. **Be very careful when you answer the questions, and try not to** make a mistake
2. **If you are polite, you won't**.....**or upset anybody.**
3. **Before the serious discussion starts, we always**.....**; it's often about the weather!**
4. **Nasser has applied to**..... **the****where his father works .**
5. **In business, when you meet someone for the first time, it's polite to**.....
6. **After the talk, there will be a chance for you to****about anything you don't understand**
7. **By working hard , you will****the****of your boss.**

4 / AB page 44

Complete the explanations with words from the box. One word is not needed.

Compromise, conflict, negotiate, patient, prepared, previous, track record

1. **When you talk about business and try to do a deal, you** _____.
2. **When you are ready for something, you are** _____ **for it.**
3. **When you can prove that you have experience, you have a** _____.
4. **When two sides disagree and argue, there is** _____.
5. **When each side changes their position a little so that they can agree, they have managed to** _____.
6. **When you stay calm and take your time, you are being** _____.

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MODEL ANSWERS



Unreal past forms for past regrets

5 / SB page 65

1. had studied 2. had done 3. had been 4 hadn't eaten

Speaking /6 / SB page 65

- 1**
- **I wish I had taken piano lessons when I was a child**
 - **If only I had visited England last summer**
 - **I wish I had read more classic novels in Grade 11**
 - **If only I had visited my grandparents yesterday**
 - **I wish I had helped my mother more in the kitchen**

**2 I wish I had done well in the exam .
If only it had been an enjoyable trip
I wish the telephone call with my friend had been successful.**

4 / SB page 68

1. were 2. understood 3. spoke 4. had

5 / AB page 45

1. If 2. had 3. wish; only 4. had 5. hadn't

6/ AB page 45

**1. hadn't forgotten 2 had gone 3. had had/had brought
4. hadn't forgotten /hadn't left it at home 5. had played**

7/ AB page 45

- 1. If only I'd brought a coat./I wish I'd brought a coat.
2. If only we'd got up earlier./I wish we'd got up earlier.
3. If only I hadn't eaten so many sweets./I wish I hadn't eaten so many sweets.
4. If only he had been more careful./I wish he'd been more careful.
5. If only she'd been able to come./I wish she'd been able to come.
6. If only I hadn't dropped it./I wish I hadn't dropped it.**

8/ AB page 45

- 1. If only Samia hadn't been angry at breakfast time.
2. I wish I had concentrated properly in class today.
3. Nader wishes he had been more careful with his essay.
4. If only I had learnt English better when I was younger.
5. I had read that book.
6. If only I'd done more revision.**

11/ AB page 45

**1. lived in a big house 2. was older 3. liked the same things 4. had a camera with me
5. weren't so far away 6. didn't have a headache**

Research box / SB page 64

Economies of the USA, China and Japan

4 / SB page 64

1. It wasn't successful because he didn't have enough knowledge about the culture of China, and he was too young.
2. A 'track record' is your reputation based on the things you have done or not done in the past.
3. the director
4. He had been on a cultural awareness course and so he knew how to do business in China.
- 5 Suggested answers: the need to be culturally aware, the need for preparation, the need to listen carefully and negotiate
1. No, I don't think I would be successful business person now because I have no experience.

COMPREHENSION TEST

1. you mustn't arrive late and shake your hands gently.
2. He joined a larger company and they sent him on a cultural awareness course.
3. 'He worked for a small computer company in Amman. They sent him to China when he was still quite young.'
4. I never told a joke, as this may not be translated correctly or could cause offence.'
5. In 2004 CE.
6. I wish
7. negotiating.
8. I : Mr Ghanem / They : a smaller computer company / him : the company director
9. There are many skills that lead to success in such area like having language skills and being aware of communication skills . Also , you should have computer skills.
10. I think that it is important to know about different cultures and habits to achieve success in business because this helps you to behave well with people you are working with . Also, it improves your chance of success.

Our country's imports and exports

2 / SB page 66

1. They export goods to make money ,and they import goods that they don't grow or manufacture themselves.
2. In order to support Jordanian economy.
3. fertiliser, knitwear, minerals, pharmaceuticals ,vegetables

5 / SB page 67

1. They are made from potash and phosphate, as this is what Jordan is rich in.
2. Jordan imports a lot of oil and gas because it does not have enough of its own reserves for the needs of the country.
3. Saudi Arabia
4. Trade with these areas is likely to grow because Jordan has signed trade agreements with both areas.

Quotation / SB page 67

I agree with this quotation because Gibran refers to that some people do not have the ethics and values of trade and this leads to greed and hunger on a large scale among societies because greedy people are looking only on how to benefit themselves.

COMPREHENSION TEST

1. Exports : chemicals and fertilisers. / Imports : medicines and wheat
2. Iraq, the USA
3. Jordan is rich in potash and phosphate, and the extraction industry for these minerals is one of the largest in the world.
4. Saudi Arabia, EU, China and the United States.
5. services, mostly travel and tourism.
6. Gross Domestic Product.
7. something kept back or set aside, especially for future use.
8. it : Jordan / that : Unlike some other countries in the Middle East, Jordan does not have large oil or gas reserves. / its : Jordan.
9. There are many ways to increase Jordan's exports like supporting local industries and reducing taxes . Also, using advanced agricultural methods.
10. I think that Jordan has to introduce important procedures in order to decrease its import of gas and oil . For example , Jordanians can use public transports instead of using their own cars . Also, they have to recycle their waste and use renewable energy resources.

How to make a sales pitch

10 / AB page 47

1. e 2. d 3. a 4. b 5. c

COMPREHENSION TEST

1. where it is produced and who the target market is.
2. Keep your presentation short and simple. Start with some friendly comments.
3. Most of all, you need to believe in what you're selling, and the best way to do that is to use it!
4. thank your hosts for allowing you to speak to them, and compliment their company.
5. If you don't know the answers, don't pretend!
6. Thank the questioner and promise to find out the answer (and do it!).
7. people who are identified as possible customers.
8. it : product / who : people / them : hosts.
9. There are many qualities that a salesperson should have like being dynamic and confident. Also, he /she needs to be persuasive
10. I think that planning is the first step to success , because if you plan your work , you will be able to achieve success . Also, you will be ready to overcome difficulties

Vocabulary

6 / SB page 67

1. had exported 2. exported 3. were exported

1 / AB page 44

1. make 2. ask 3. shake 4. earn 5. join 6. cause 7. make

2 / AB page 44

1. make a mistake 2. cause offence 3. make small talk 4. join, company 5. shake hands 6. ask questions 7. earn, respect

4 / AB page 44

1. negotiate 2. prepared 3. track record 4. conflict 5. compromise 6. patient