

# لغة التوجيهي

-دوسية مطورة مدعمة بالصور التي تسهل على الطالب وصول المعلومة

- كتبها الأستاذ انس البلوي

- غنية بالامثلة والتمارين

الأستاذ انس البلوي مدرس في عدة مؤسسات تعليمية كبرى يستخدم نظام تدريس من اقوى الانظمة حيث يتاح للطالب تطبيق المعارف بشكل احترافي ويضمن اعلى علامة في مادة اللغة الانجليزية ..

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الوحدة التاسعة



## Doing business in China

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. 'I've been doing business  
'with China for many years. My first trip there was in 2004 CE, and it was not very successful  
اليوم سوف نتحدث مع السيد غانم رجل أعمال مقره عمان زار الصين وحلته الاولى كانت في الالفين والاربعة عشر ولم تكن  
ناجحه

Why was it not successful?

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

عمل لشركة صغير ارسلوه للصين بينما كان صغيرا ولو أدركت الشركة أن الصينيين يحترمون العمر والخبرة أكثر من الشبان هذه  
كانت أمنيته

Did you do any mistakes in China

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

تمنى لو انه بحث عن الثقافة الصينية قبل زيارته لها كي تصبح ناجحا في الصين يجب أن تكتسب الخبرة الصينيون يسألون دائما عن  
نجاحات الشركة في الماضي على أية حال لأنه عمل في شركة جديدة لم يستطع الحديث عن سجل الانجازات لم يجري أي اتفاق  
تجاري عقد في المرحلة الأولى

When did you learn how to be successful in China '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

أين تعلمت النجاح في الصين ؟ انضمت لشركة اكبر وارسلوني لدورة توعية بالثقافة الصينية

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

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.' '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

قبل أن تزور الشركة أرسل توصية من طرف عميل سابق وأرسل بطاقة العمل التعريفية بموقعك الوظيفي مؤهلاتك مترجمة للغة  
الصينية لا تتأخر هذا دلالة عدم احترام

وابقي على لغة جسديك هادئة اما خلال المقابلة صافح بلطف ولا تطلق النكات فقد تفهم خطأ وتسبب سوءا

Was it a successful meeting

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

كانت المقابلة ناجحة والشركة تعمقت في البحث قبل المقابلة وكنت جاهزا للاسئلة الدقيقة بدأنا التفاوض ودخلنا في القضايا الهامة  
الصينيين يؤمنون بتجنب الصراع كنت جاهزا للتسوية وهكذا نجحت المقابلة

1. There are many things you have to do in order to make a business meeting successful.

Write down two of them .

هنالك امور يجب فعلها كيف تتجح المقابلة

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

ما أسباب نجاح غانم في الصين

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

ذكر الكاتب أسباب جعلت أول عمل في الصين يفشل الغانم

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

اقتبس الجملة التي تشير إلى ان اخبار النكت يظهر عدم الاحترام

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

متى بدأ غانم عمله في الصين

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.

اذا اردت النجاح في الصين هنالك مهارات يجب اكتسابها اكتب ثلاث مهارات تقود للنجاح في مثل هذه الأعمال

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.

مهم أن تتعلم عن الثقافة والعادات في مجتمع كي تتجح فيه اكتب رأيك بجملتين

### Answers

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

In this report, we will look at the countries that Jordan trades with and what goods it exports and imports.

في هذا التقرير سننظر إلى الأردن والبلاد التي يتاجر معها بالبضائع وما هي الصادرات والواردات

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. Not surprisingly, two of

Jordan's largest exports are chemicals and fertilizers . لننظر إلى صادرات الاردن لغتي والبوتاس والفوسفات .

و الصناعات الاستخراجية وهو من بين الأضخم في العالم تصديرا لهذه المواد والمعادن ولا نتفاجأ عندما تعلم ان الاردن يصدر

بشكل كبير مواد كيميائية واسمدة

Pharmaceuticals and other industries represent 30% of Jordan's Gross Domestic Product (GDP), and 75% of Jordan's pharmaceuticals are exported.

قطاع الأدوية يمثل ٣٠ بالمئة من الناتج الإجمالي المحلي وخمسة وسبعون بالمئة من الأدوية يتم تصديرها

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.

ويمثل قطاع الخدمات السفر والسياحة أيضا جزء من الناتج الإجمالي المحلي معظم صادرات الاردن تذهب للعراق امريكا الهند والسعودية

Now let's look at imports. Unlike some other countries in the Middle East, Jordan does not have large oil or gas reserves. For that reason, Jordan has to import oil and gas for its energy need. 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.

أما الواردات ، فلسنا كبقاى دول الشرق الازياء من ناحية مخزون النفط والغاز الذي نستورده للطاقة كما أننا نستورد قمح وأدوية من السعودية ومن الاتحاد الاوروي نستورد ايضا ولا ننسى امريكا والصين

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. Trade with the

EU and North Africa in particular is likely to grow.

عقد الأردن اتفاقيات تجارة حرة مع بلاد كثيرة منها كندا أمريكا وماليزيا

questions

1. Name two exported and imported goods in Jordan.

سمي اثتان من الصادرات والواردات

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

سمي بلدان تصدر بضائع لهم الاردن

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

اقتبس الجملة التي تشير الى ان الاردن واحد من اضخم بلاد الصناعات الاستراتيكية الفوسفات والبوتاس

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

بناء على النص ما هي البلاد التي تستورد منها الاردن

5. What dominates the economy of Jordan?

ما هو الذي يشكل الاقتصاد الأردني ورفده

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.

اقترح ثلاث طرق لزيادة الصادرات

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.

اعطي رأيك الاردن يحتاج أن يقدم منتجات لتقليل استيراد النفط

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

Do your research

Don't come away from a sale pitch wishing you had been better prepared. It is essential to know everything about your product .

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.

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.

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!

2, Prepare and practice

Plan your presentation carefully, not just what you will say, but how you will say it. Will you read it word by word, use notes or memories 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 practice it, if possible in front .Make changes and practice it again.

3. be professional

Keep your presentation short and simple. Start with some friendly comments

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. 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!

1. You need to know different things about your product . Write down two of them.
2. In order to be a professional salesperson , 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.

Answers

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

قصة نجاح

"عبره"

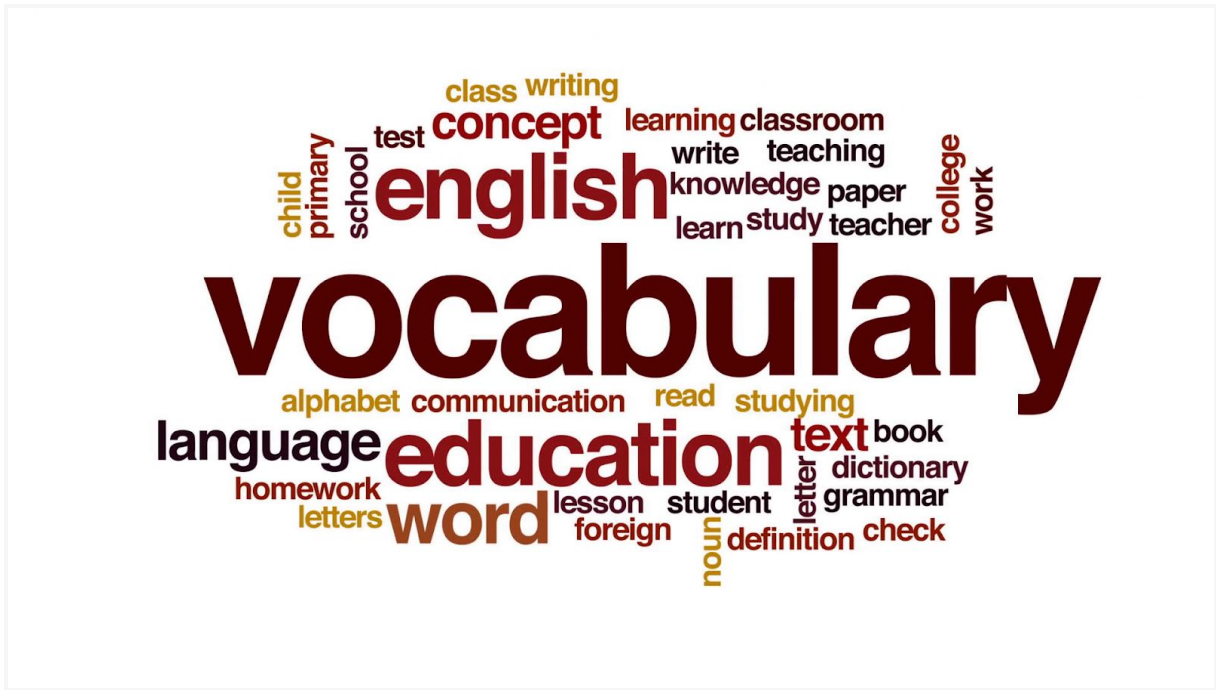
\*الفشل لمره أو لمرتين لايعني نهاية العالم ,, فإذا فشلت مرة , فإنك تستطيع أن تتجح ألف مره  
\*لاتدع من بينتك معول يهدم طموحاتك وأمالك وأصنع من التحديات جسراً تصل به لأهدافك فمن يضحك عليك اليوم ,  
غداً يتمنى مصافحتك ,,

\*العمر لايعتبر عائق أمام وصولك لأهدافك والنجاح لم يخلق لفئة عمرية معينة والعمر إنما هو رقم في البطاقة المدنية

\*لا تنتظر المساعدة من أحد فأنت تصنع نفسك بنفسك ,,

\*الناجحون ليسوا من يملكون ثروة من المال ورثوها عن آبائهم وأجدادهم إنما هم من فكرو وعملوا والتزموا لتحقيق أهدافهم

\*ثق بربك أولاً وثق بنفسك ثانياً ,, وستصل إلى ماتريد ,,



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



## collocations

make a mistake	يرتكب خطأ
make small talk	يقدم حديثاً قصيراً
cause offence	يضايق
earn respect	يكسب احترام
join a company	ينضم الى شركة

shake hands

يصافح

ask questions

يطرح اسئلة

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. had exported 2. exported 3. were exported

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

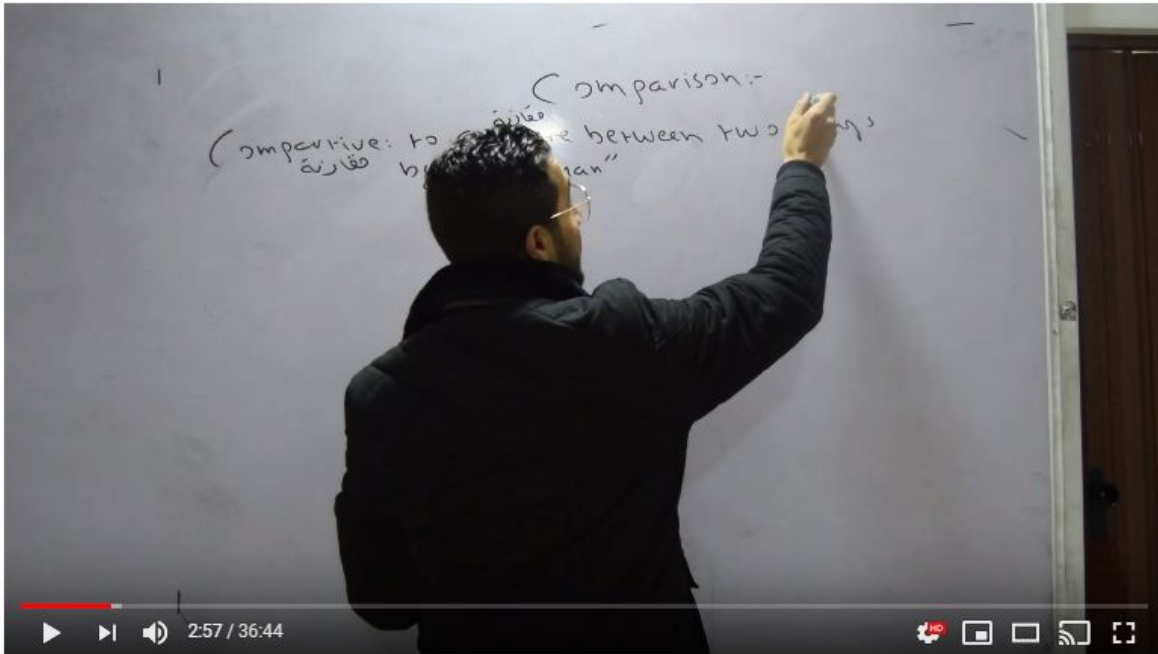
1. make a mistake 2. cause offence 3. make small talk 4. join, company 5. shake hands

6 .ask questions 7. earn, respect

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

Compromise تسوية, conflict صراع, negotiate تفاوض, patient صبور, prepared جاهز, previous سابق, track record سجل انجاز

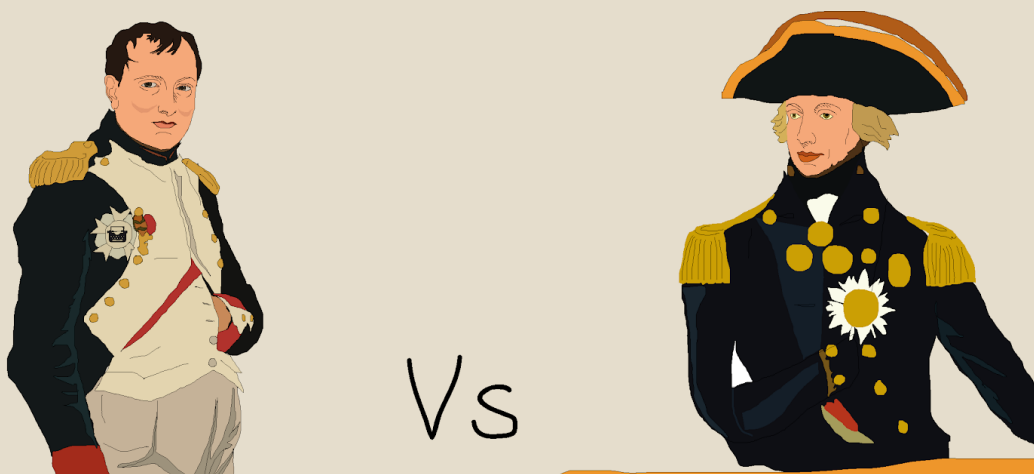
1. When you talk about business and try to do a deal, you \_\_\_\_\_.
  2. When you are ready for something, you are \_\_\_\_\_ for it.
  3. When you can prove that you have experience, you have a \_\_\_\_\_.
  4. When two sides disagree and argue, there is \_\_\_\_\_.
  5. When each side changes their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



الدرس الأول، الوحدة السادسة Comparison : comparative and superlative

# Grammar

I wish I were taller



Napoleon  
169 cm (5,7 ft)

Lord Nelson  
162 cm (5,4 ft)

ludwig.guru

العميد الأستاذ انس البلوي صاحب اقوى نظام  
تدريس لغة انجليزية

عميد اللغة الإنجليزية الأستاذ انس البلوي



مركز التشابيهية  
جبل النزهة

مركز التعلم  
المستمر / خلدا

مركز القلعة  
ماركا

مركز بوابة  
أوانل طبربور

مركز  
خيارات اكثر

## Unreal past forms for past regrets

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 إذا كنا نريد تحسين عملنا أو سلوكنا

• The tense of the verb after wish is more in the past than the action it is describing. يكون اقدم. زمن الفعل المستخدم بعد wish من الفعل الموصوف في الجملة الاصلية

v2	had not +v3
didn't + v1	had + v3

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 wish / if only بحيث يؤديان نفس المعنى

• 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 .

vs - v1	didn't + v1
don't doesn't +v1	v2
العميد	انس البلوي اوى نظام تدريس 0789077686

Examples :

I don't know the man .

I wish I knew the man .

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

He isn't tall. ❄❄❄ He wishes he were taller.

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

I wish I-----it .

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

Sultan forgot to do his science homework .

If only he ..... to do it .

إذا وجد في الجملة \* modal مثل can't او العبارات التالية / would like to / want to / need to / حولها الى could . فعل مع حذف الجزء الاخر من الجملة عند الحل أن 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 حوليه الى would 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 نحوليه الى Had + v3

تمرين هام

تجد أسباب الحل والشرح فيفيديوهات على قناتي



الدرس الأول، الوحدة السادسة Comparison : comparative and superlative

[https://www.youtube.com/channel/UChy8JvPdmbWrKn43NlwSoQg/featured?view\\_as=subscriber](https://www.youtube.com/channel/UChy8JvPdmbWrKn43NlwSoQg/featured?view_as=subscriber)

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.

Answers

(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 )

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. (I)
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)

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.

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