

LESSON 15

COMMUNICATION

KEY POINT

Do you like to tell stories?
When are stories good for communicating?
How do you tell a story?

Do you think it is OK to communicate with story telling? Does your culture permit story telling? Find out what Steve Jackson says about using stories for your communication?



VOCABULARY

Storytelling To tell a story.

Anecdotes To use a story to express an idea. To watch out Be careful

Watch out. The presentation is today. An interaction Connection

They had an interaction with the next CEO. He family member Part of the family
How many family members do you have?

To convince Persuade I am very convincing.
Storytelling Communicating You like storytelling.

To impress Influence
They impressed the company.

The style Chic
She has a nice style.

The children Young people (child) They have several children.

Emotional Expressive You are emotional.
A lecture Talk
May I do the lecture?

A presentation Performance We do presentations for work. Seminar Meeting
Is there a seminar next week?

An anecdote Stories
Anecdotes are good for impressing people.

The norm Standard What is the norm? A trend
Movement
Let's follow the trend.

SENTENCE BUILDERS

Mike is convincing when storytelling.
Paula is impressed with her style.
His lecture was an emotional presentation.
Nancy has anecdotes in her presentation.



COMPREHENSION BUILDERS

Convincing people with storytelling.

by Steve Jackson (object pronouns me you he she it)

How we communicate is very important. In the past, who are the people who impressed you with their communication style?

Like with children it is better to tell a story than to tell them to do something. We connect better with stories. There is an emotional connection. We respond better. We remember

When we are in presentations for work or when we attend seminars, the usual method of communicating is information transfer. The question is how can you transfer this information through anecdotes. Who is your target audience and what are the circumstances?

How to prepare your story?

When to use this technique. Cultural norms vary. There is a trend in companies now to use storytelling in communication. In some European cultures it is considered manipulative. In some Asian cultures it is considered unacceptable to use as a technique. Watch out.

In conclusion we know communication trends are using these techniques more and more, so see how to use them and try them in your next interaction with a friend family member or professional circumstance.

QUESTIONS

- 1) With children it is better to _____.
 - a) give them a thing to do
 - b) tell them what to do
 - c) tell a story

- 2) It is better to present with _____.
 - a) anecdotes
 - b) information
 - c) seminars

- 3) It is important to consider _____ when presenting.
 - a) how to manipulate
 - b) preparation
 - c) cultural norms

- 4) Communication trends are _____.
 - a) using these trends more and more
 - b) not changing much
 - c) the same across all cultures

GRAMMAR

Grammar Point imperative Sample

Get the phone.

Don't do that.

Let's go.

Let's not go.

Explanation There is no subject

To express a wish or command. For the first person plural use let's It is expressed in the present It has a negative form.

Structure

Second singular and plural Present form of the verb.

Verb

Do not + verb Don't + verb

In the negative there is only the plural form in the negative. First person plural.

Let us or let's + verb (present form) Let us not + verb

Let's not +verb

Examples

Questions

1) let's go to work

A. Let's B. Goes C. Going

2) eat your lunch

A. Eats B. Let's C. eat

3) run the program

A. Running B. Run C. To run

4) let's not visit the client

A. Let's B. Not visit C. Not

5) don't talk to the boss

A. Don't B. Not C. Talk

6) do not take a holiday

A. Do B. Not C. Take

7) let's see what you can do.

A. Let B. See C. Let's see

8) get out of the project.

A. Gets B. Get C. Get

9) talk with Mike.

A. Talks B. Talk C. talking

10) let's not buy the computer.