

UNIT 2 – DESTINATIONS AND TRAVEL



**39 AMAZING
DESTINATIONS
WORLDWIDE**



AIMS OF THE CLASS

- Case study writing – *a sample*
- British and American English
- Reading: Air rage



WRITING A CASE STUDY – A SAMPLE

A LEVI'S CASE STUDY

- **Background:** Levi's is the best known jeans name on the planet. The Levi Company has always had a reputation for innovation, bright ideas, excitement and enthusiasm. However, it has not always been so successful.
- **Problems:** The company had, wrongly, been emphasizing selling millions of pairs of blue Levi's to retailers and ensuring good sales volumes and profits for these retailers. However, **this focus tended to ignore the consumer.**
- **Task:** Offer possible solutions to the problem (ideas) so as to take into account consumers' needs and not just good sales.



WRITING A CASE STUDY – A SAMPLE CARIBBEAN - SUNSET HOTEL

- **Background:** You sell all-inclusive holidays to the Caribbean at the Sunset Hotel
- **Problems:** You have had some problems about the package holiday in the Sunset Hotel: the hotel only has one bus for collecting guests from the hotel. If they cannot be at the airport exactly at the time the flight arrives, they expect the guest to wait at the airport. You have to pay a supplement for rooms which have a direct view of the ocean. Most of the rooms only have a partial view. The spa is currently closed for repair. The advertisement doesn't say that the hotel is far away from the beach.
- **Task:** Offer possible solutions to the problems. You can give him / her some compensation but not more than \$150.



BRITISH AND AMERICAN TERMS



- British and American English often spell the same word differently, for example: labour/labor, enthrall/enthral, or centre/center.
- There are also many cases in which the two varieties of English use different terms to describe the same thing: wardrobe - closet



BRITISH AND AMERICAN ENGLISH



Hi dudes and dudettes,
I'm Chad from New York
City. Fill in the gaps for
me please. Alright!!



Hello everyone. I'm Basil from London.
Could you please fill in the gaps for me?
Jolly good!!



DVD projection: AmE vs BrE - spelling

<https://en.oxforddictionaries.com/spelling/british-and-spelling>



DVD projection: How to understand the differences between British and American English (British Council)

<https://www.youtube.com/watch?v=GwbpY4eNOgE>



READING AND WRITING: BRITISH AND AMERICAN ENGLISH



It was getting near lunchtime and I needed some (1) _____, so I left the (2) _____ and drove towards the nearest town. There was a (3) _____ station just outside the town and I decided to stop and have a look round. I put the car in a (4) _____ and took a (5) _____ to the centre.

It was midday and very hot, so I stopped at a little (6) _____ with tables on the (7) _____. I started talking to a (8) _____ driver, who gave me a history of the town, and afterwards he took me on a guided tour. It made a nice break.

Clues

- | | | | | |
|------------------|----------|----------|----|---|
| petrol | gas | motorway | 1) | The fuel you put in a car to make it go. |
| freeway, highway | lorry | car park | 2) | A main road. |
| parking lot | truck | taxi | 3) | The fuel you put in a car to make it go. |
| cab | café | diner | 4) | A place to leave a car. |
| pavement | sidewalk | | 5) | A car you can travel in if you pay the driver. |
| | | | 6) | A place to buy and eat food. (Not a restaurant) |
| | | | 7) | The place for walking by the side of the road. |
| | | | 8) | A big vehicle used for transporting things. |



BRITISH AND AMERICAN ENGLISH

C Put in the missing letters to make equivalent words in British or American English.

British English

1 underground

2 timetable

3 ___ g ___

4 ___ r _

5 motorway

6 hand luggage

7 city centre

8 ___ t

American English

sub way

__ h __ l _

one way

round trip

___ e w ___

__ r r y-__ b _ _ _ _ _

___ t ___

elevator



BRITISH AND AMERICAN ENGLISH

C

2 schedule

3 single

4 return

5 freeway

6 carry-on baggage

7 downtown

8 lift



Road ragers in the sky

By Derek Brown



Airlines and their long-suffering customers are reporting a steep climb in air rage incidents. Some incidents are apparently caused by problems which are familiar to many regular travellers. One case reported from America stemmed

from an interminable delay in takeoff, when passengers were cooped up in their aircraft on the tarmac for four hours, without food, drink or information. Mass unrest is less common than individual misbehaviour, as in the case of the convict who recently went crazy on a flight, attacked the crew and tried to open a door in mid-flight.

The psychology of air rage is a new area of study, and there are almost as many explanations as examples. Most analysts of the phenomenon blame alcohol, but many people now think that the airlines are at fault. To cut costs, they are cramping ever more passengers into their aircraft, while reducing cabin crew, training and quality of service, all of which increase passenger frustration. In addition, there is increasing concern in the US about another cost-cutting exercise, which could seriously harm passengers' health: cabin ventilation.

Modern aircraft are equipped with sophisticated air conditioning devices – but running them at optimum capacity burns up valuable aviation fuel. Many airlines routinely instruct their flight crews to run the systems on minimum settings. Campaigners for improved air quality claim that this

can lead to irritability and disorientation.

In the US, the soaring number of passenger complaints across a wide range of issues is reflected in a number of new Internet sites which criticise the airlines and demand better service. One of the sites is demanding an air passengers' Bill of Rights.

Cabin and flight crews, who are in the front line of the battle against disruptive and dangerous in-flight behaviour, have called for stiffer penalties against the offenders. Management have also called for legislation – while denying that its cost-cutting practices have contributed to the problem. But there are some signs, in the US at least, that the airlines are at last attempting to respond to customer dissatisfaction. Some major lines have announced concessions to the most frequent complaint of all, and are removing seats to make more room for their customers.

From *The Guardian*

MARKET LEADER
INTERMEDIATE P.17



Reading

Air rage

A Answer these questions before you read the article.

- 1 What was your worst experience when travelling by air?
- 2 Why do some people get angry when they are travelling on a plane?

 *Vocabulary file page 173*

B Now read the article. Which of these statements are true about the article? Correct the false ones.

- 1 People in groups are more likely to behave badly on planes.
- 2 Drink is often the cause of problems on board.
- 3 Airlines can do little to improve air quality.
- 4 Travellers are using new technology to express their dissatisfaction with airlines.
- 5 Airlines have taken no action to address travellers' concerns.

C Which of the following reasons are given for air rage in the article?

- | | |
|----------------------------------|---------------------------|
| 1 poor service | 6 people drinking alcohol |
| 2 flights not leaving on time | 7 poor air quality |
| 3 poor quality of food | 8 noisy passengers |
| 4 too many passengers on a plane | 9 not being able to smoke |
| 5 not feeling safe | 10 not enough cabin crew |

D Which of the following words from the article have a negative meaning? Use a good dictionary to help you.

| | | | |
|--------------|----------------|----------------|-------------|
| rage | misbehaviour | quality | frustration |
| concern | harm | optimum | valuable |
| irritability | disorientation | complaints | criticise |
| disruptive | dangerous | dissatisfactio | |



Thank you for your attention!

- ninakisin.vps@gmail.com
- konsultacije: utorak od 12:00 do 14:00, kabinet 15