

Lesson 13

1 PHRASE OF THE DAY

今日のフレーズ

Our major concern is...

私たちの主要な問題点は、、、です。

2 SITUATION

状況

Serge is identifying the major problems with the new advertising campaign.

サージは新しい広告キャンペーンの主要な問題点を明らかにしようとしています。



3 DIALOGUE

ダイアログ

Directions: First repeat after your tutor and then practice each role.

Serge: Cathy, do you have any dilemmas about the advertising campaign that I should be aware of?

Cathy: **Our major concern is** finding a substitute for Yuta, who left the company last week.

Serge: And how has this effected the headway you're trying to make in the campaign?

Cathy: Well, finding a suitable replacement is proving to be quite difficult. He was the point-of-contact between the advertising department and the Japanese promotional agencies, which we're still trying to reconnect with.

Serge: Keep me informed of any changes in the situation.

4 VOCABULARY

語い

Directions: First repeat after your tutor and then read aloud by yourself.

dilemma ジレンマ

substitute 置き換える

suitable 適切な

replacement 交換、交代要員

headway 前進、進歩

Lesson 13

5 LANGUAGE FOCUS

今日のポイント

Our major concern is...

私たちの主要な問題点は、、、です。

Meeting - Identifying Problems

Directions: First repeat after your tutor and then read aloud again by yourself.

Our biggest worry is about the ...

One of the most major issues we're facing is in regards to the ...

Another concern of ours is ...

A major/minor problem we've encountered ...

We've experienced a slight hiccup.

Finding a way to deal with ... is our top most concern at the moment.

Currently, we're having difficulty trying to ...

6 ACTIVITY

練習

Activity 1: Tell your tutor about a recent report you gave at work. How did you identify the problems? If you haven't, imagine that you need to give a report identifying current problems. You can use the following information:

Advertising Plan: the celebrity chosen to represent the product has pulled out.

Packaging: the supplier recently changed the adhesive that they use and the boxes often come apart.

Application Sales: expecting a decrease as the number of free applications for smartphones increases

Hints

ヒント

a result of 結果**because of** ~により**caused by** ~により引き起こされる**due to** ~による**not likely** 可能性の低い**probably** おそらく