



Learning to learn

Below are a few tips to help you learn efficiently during your training and afterwards.

Vocabulary

- Whenever you learn a new word try and learn others in the same family.
advertisement-advert-advertise-ad.-advertising
- Think of words which collocate with the new word.
small ad.-classified ads-advertising budget-TV advertising
- Think of connected words/ synonyms/false friends
commercial-publicity-spot
- Think of how the word is used in a context or a logical order, in a word chain or flow chart.
- Store words in logical groups or categories

Types of advertising	Documents
TV/Cinema/Radio	Catalogues
Press	Leaflets
Sponsorship	Flyers
Website	Posters
Mailshots	Hoardings
Point of sale	Bill/Handbill

- Words can have different meanings when used in different expressions. e.g. to **meet** a friend for dinner, to **meet** the needs of customers. For this reason, it's useful to note down each new word in an example phrase or sentence. And if you write down a translation of the word in your own language, make sure you have a translation for each meaning.
- To help you memorize new vocabulary, try writing a short text about yourself using as many of the words as possible.
- Word diagram: start with a key word or expression like *advertising*. Then add different "branches" with themes related to the key word, and think of words to go with each theme. Use a dictionary to help you extend your vocabulary.

Grammar

- What tenses do I use in these situations in my language, and how is English different?
Make yourself a table like this:

Tense	Use	Example	Translation
Present continuous	Present actions	He's speaking on the phone at the moment	
	Future arrangements	I'm visiting customers tomorrow	

- To use a tense correctly, you need to know how to make a positive sentence, a negative sentence, and a question. Make a table like this to test yourself on each tense:

e.g. Present simple – for regular or permanent actions

+	-	?
I/You/We/they work He/She/It works	I/You/We/they don't work He/She/It doesn't work	Do I/you/we/they work? Does he/she/it work?

- To test yourself on a new area of grammar, write a few sentences about yourself using the structures you have learnt. This will also show you how the new language can be useful for you.

e.g. Present continuous *I'm revising my English lesson at the moment*
 I'm working on an interesting project with my boss

Listening

- When doing a listening exercise for the first time, don't try to understand every word. Even in our own language, we only remember and respond to about 30% of what we hear. So don't worry if you don't hear a lot of the detail – just try to understand the general ideas.
- Don't worry if you have to look at the tapescript – some listening exercises are more difficult than others. If you can't do an exercise, read and listen to the tapescript at the same time. Then try the exercise again, listening without the tapescript.
- Before listening to any conversation in English – at a meeting, on the telephone, or on CD – try and predict what you are going to hear. Think about the subject of the conversation, and ask yourself what opinions will probably be expressed and what words or expressions you will hear. This will help you to understand more easily, because you will be prepared.
- How are you going to improve your listening after your course has finished? If you choose listening material on subjects which you are familiar with, it will be easier to understand and more motivating. Here are a few ideas:
 - Try English-language news websites that have written articles, video files and audio files. The combination of audio and visual elements makes the stories easier to follow. Go on the media section of www.acetraining.fr for links.
 - Try listening to English-language radio news stations on Short Wave frequencies. These stations usually have more international news than the average radio station, which makes it more interesting for a worldwide audience.
 - Use graded readers, which often come with a CD. This helps to reinforce the difference between the spoken and written forms of the language.

Reading

- Have your computer defaulted to an English language homepage like www.yahoo.com or <http://www.bbc.co.uk/worldservice/learningenglish>. Information is often written in clear, simple English. Sometimes you will also find the same information in your language, and you can use this to help you translate difficult words in the English version.
- If our own company has a website in English, it will probably be very useful for the words and expressions that are important for you in your job.
- When reading any text in English, think about your reasons for reading it. What questions do you want answered? Then scan the text quickly to find where the information is – look at titles or first sentences of paragraphs, or look for key words. It's often not necessary to read the whole text.
- When you see a new word in a text, try to guess its meaning from the context. Here's an example: "Customers can *purchase* goods on our website by credit card." When you look at the first part of the sentence, *purchase* could mean *buy* or *choose*. But when you see *by credit card*, you know that the verb must mean *buy*.
- When travelling always buy an English language magazine like Eurobusiness or Business Week.

Writing

- There are formal and informal expressions for starting and finishing letters and e-mails. e.g., We say *Yours sincerely* to finish a formal letter to a new contact, but *Best regards* if writing to someone we know well. If you are responding to an e-mail message or letter, look at the expressions the sender uses and use the same ones in your reply.
- Start making a checklist of useful expressions for use in business correspondence. Every time you receive an e-mail or letter, add any new expressions to your list. For example:

	FORMAL	INFORMAL
Opening and closing	<i>Dear Mrs. Sanchez...Yours sincerely</i>	<i>Dear John...Best regards</i>
Referring to past contact	<i>With reference to your e-mail of..</i>	<i>Thanks for your e-mail</i>
Reason for writing	<i>I am writing to inform you that...</i>	<i>This is to let you know that..</i>
Requests and offers	<i>I would be grateful if you could...</i>	<i>Can you....?</i>
Good/bad news	<i>I regret to inform you that..</i>	<i>I'm sorry, but I can't....</i>
Referring to future contact	<i>I look forward to meeting you on...</i>	<i>See you on....</i>

- If you receive e-mails from native English speakers, keep them on your computer. They can be very useful models when you have to send an English e-mail yourself.

Speaking

- In social situations with native speakers of English, it is important to respond politely. Make yourself a list of useful expressions (see the example below) and test yourself regularly by covering first the responses, then the original sentences.

Original sentence	Response
Thank you for...	You're welcome
Could you..... please?	Yes, of course/No, I'm afraid...

- Native English speakers use a lot of polite expressions like *I'm afraid* and *Please could you*. When you translate these into your own language they often sound too polite or even ridiculous. But if you don't use them in English, you can appear very impolite.
- Do you find that it takes you too long to formulate a question during a conversation –and that when you finally manage to, the subject of the conversation has changed? Before an important phone call, meeting, or company visit in English, try making a list of questions you want to ask in advance. Then you'll be ready when the moment comes.
- If you have to do a presentation in English, it is particularly important to use a lot of clear, simple slides showing the key points of your talk and other factual information (graphs, tables etc). Native speakers of English sometimes find it difficult to understand presenters

with a foreign accent. If you use visual information to illustrate what you say, it will be much easier for native speakers to understand you.

Pronunciation

- Every time you write a new word of 2 syllables or more, note the stressed syllable. If you know how to stress words correctly, it will help you to understand native English speakers better. It will also help them to understand you.

e.g. **employ** ; **advertisement**

- Native English speakers stress the words that give the most important information.

e.g No, the meeting's not today, it's tomorrow.

- Try listening to the CD of published materials and reading the tapescript at the same time. Stop after each sentence, and mark which words are stressed. Then repeat what you hear, paying attention to the sentence stress. Mark intonation patterns with arrows.