



Speaking 1

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Contents of this course

Here's what you'll find in this course:

- Coursebook: Northstar Listening and Speaking 1
- Group discussion and homework
- Tests:
 - + Progress test – (Video - individual - final speaking task after each lesson)
 - + Achievement test – Individual (Video)

01

Unit 1: A World of Friends







**Watch the video about hosting
an international student!**

Activity #1

Work in groups and answer the following questions:

1. What are the requirements for hosting an international student?
2. Where does the international student come from?
3. How does the host describe the international student?
4. What benefits can the woman get from hosting the international student?

Group Activity #1

Work in groups and answer the following questions:

1. What are the **requirements** for **hosting** an **international student**?
2. **Where** does the **international student** come from?
3. **How** does the **host describe** the **international student**?
4. What **benefits** can the **woman** get from **hosting the international student**?

Answer

1. What are the requirements for hosting an international student?

→ There is no need for any special background to do it.

Answer

2. Where does the international student come from?

→ Shanghai, China

Answer

3. How does the host describe the international student?

→ She's a little bit of an older student. She's independent. Her English is very good. She enjoys learning new experiences, especially learning about American culture. She's very friendly and easy to get along with.

Answer

4. What benefits can the woman get from hosting the international student?

→ She finds things that she might consider mundane or take for granted more appealing when sharing with someone who hasn't experienced them.

Vocabulary

- **host family:** a family which provides board and lodging to students, usually for a fee
- **international student:** non-citizens who are currently taking classes in the host country
- **mundane** (adj): very ordinary and therefore not interesting

E.g. We usually get bored with the mundane tasks we have to do every day.

Vocabulary

- **take something for granted:** to believe something to be the truth without even thinking about it

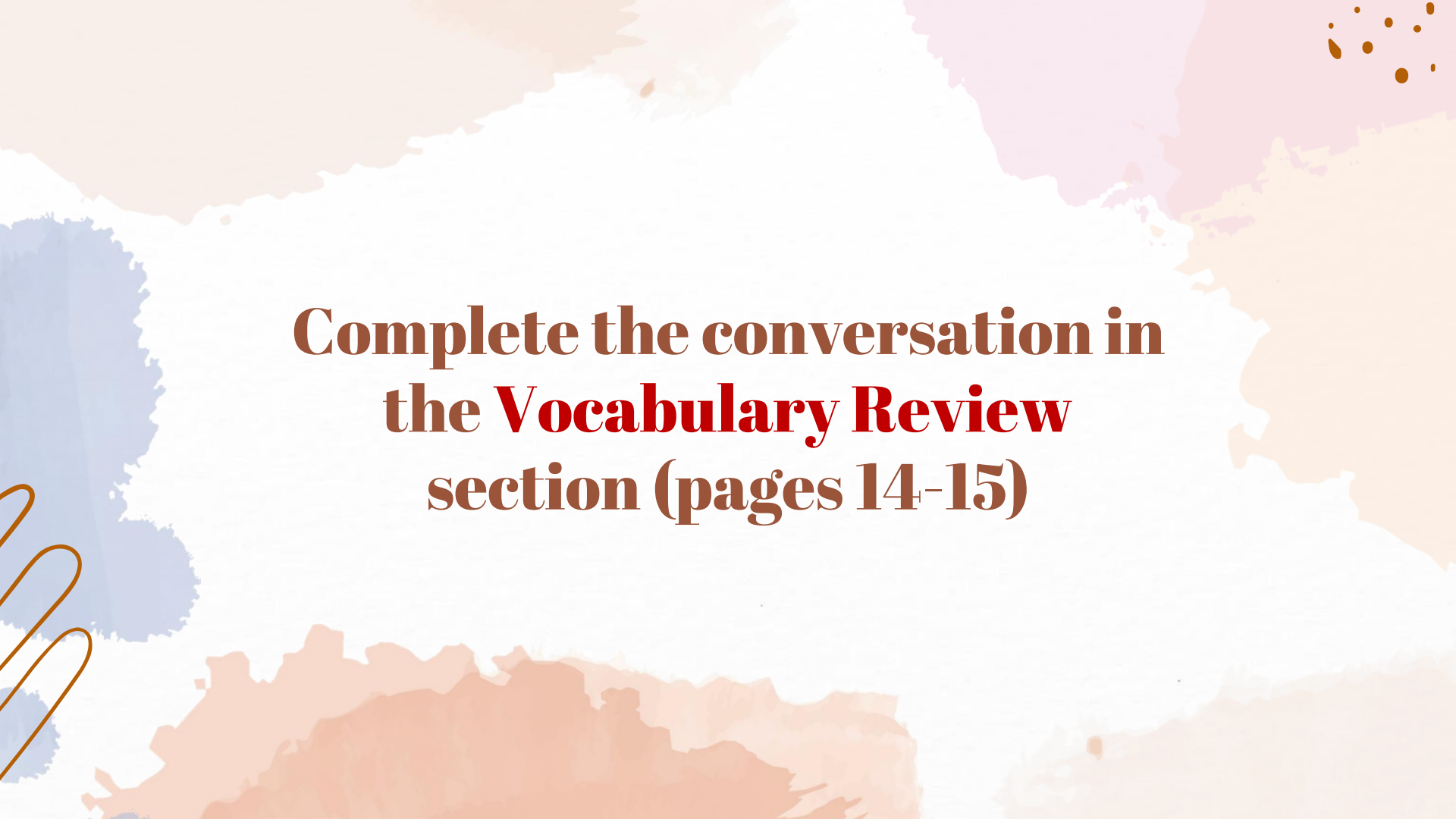
E.g. Losing my job taught me never to **take anything for granted**.

- **experience** (v): something that happens to you that affects how you feel

E.g. I had a pretty unpleasant experience at the dentist's.

- **get along with (someone):** to have a friendly relationship with someone

E.g. I don't really **get along with** my brother.



**Complete the conversation in
the **Vocabulary Review**
section (pages 14-15)**



Introduce Yourself

A good way to make a new friend
is to go up to someone and
introduce yourself.

How to introduce yourself



Name

The very first step is to mention your name so people could know who you are or how they should call you



Occupation

Give a short description of what you do: your job title, what you do, where you work, who you work with,...

Place of Birth/Hometown

You can talk about your country of origin, your nationality, or your hometown



Hobby/Interest

Talking about hobbies or interests means you can share details about yourself – and discover shared interests



Introduce Your Name

- *My name is ...*
- *I'm ...*
- *Nice to meet you; I'm ...*
- *Pleased to meet you/It's a pleasure to meet you; I'm ...*
- *Let me introduce myself; I'm ...*
- *I'd like to introduce myself; I'm ...*
- *My name is ... , but you can call me*

Introduce Your Place of Birth

- *I am from ...*
- *I come from ...*
- *My hometown is ...*
- *... is my hometown.*
- *My country/hometown is located in ...*
- *I was born and raised in ... but now I am working in ...*

Introduce Your Occupation

- *I'm a **[job title]**, and I am working/studying at **[company/school]***
- *Currently, my job is to ...*
- *I work as a **[job title]**, and my role is to...*
- *I work as a **[job title]**, and I'm in charge of/responsible for...*
- *I work with **[person]**.*
- *I'm self-employed/freelancer in **[field/industry]**.*

Introduce Your Hobbies/Interests

- *My hobbies are ...*
- *I'm interested in/I have interest in ...*
- *I'm keen on/fond of/into/ ...*
- *I'm a (huge/big) fan of ...*
- *I've been passionate about ...*
- *In my free time/When I have some spare time, I spend **[time]** on ...*

Things you should avoid mentioning or asking

- Age
- Relationship status
(Single/Married/Divorced...)
- Telephone Number
- Home address
- Salary, income,...
- Political/religious/sexual... issues



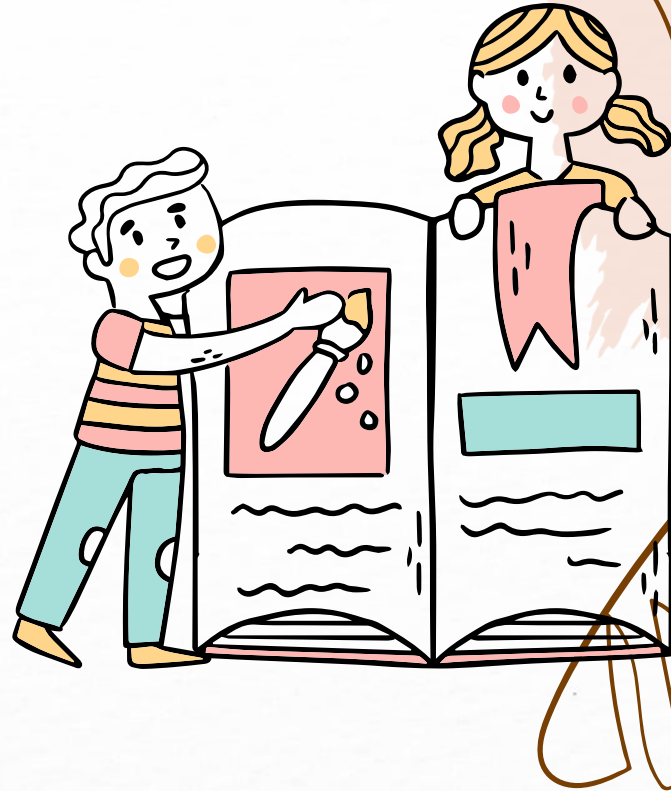


PRACTICE TIME

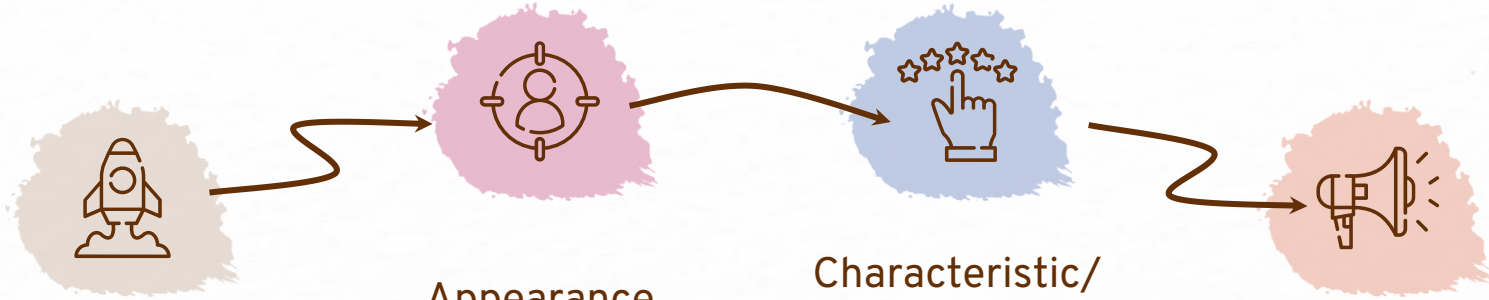
(prepare within 5 minutes)

Describing People

Reading or hearing a description of someone can give readers/listeners a better idea of what that person look like or act like



How to Describe a Person



Name + Occupation

Give a brief description about her/his name and job/career

Appearance

Start with very general descriptions (height, build, hair, eyes,...). Try to avoid subjective descriptions

Characteristic/ Personality

Personalities contain the patterns of someone's thoughts, feelings, and behaviors that make each person unique.

Your relationship

Add some details about how you know him/her and your relationship

Describe his/her occupation

- *He/She is and he/she is a **[job title]***
- *His/her name is ..., and currently, he/she is working as **[job title]***
- *He/She is ... , and he/she is self-employed/freelancer in **[field/industry]**.*

Describing Physical Appearance

- *He/She is tall/short/medium height,...*
- *He/She is slim/thin/well-built/lean/muscular/plump/chubby,...*
- *He's/She's got ...*
- *His/her ... is/are...*
- *He/She looks like...*

- Face: round, oval, square, triangle, long, freckled, rosy, puffy.
- Eyes: hooded, round, almond-shaped, deep/close/wide set.
- Eyebrows: shaggy, thin, plucked, arched, soft arch, high arch, thick.
- Eyelashes: long, short, straight, curled, false.
- Nose: humped, pointed, sharp, straight, snub, aquiline, turned up.
- Cheeks: hollow, chubby.
- Mouth: firm, big, full-lipped, small, lopsided, toothless.
- Hair: blonde, brunette, dark, light, curly, straight, redhead, smooth, silky.
- Shoulders: broad, delicate, sloping.
- Legs: shapely, thick, feminine, scrawny, sinewy, athletic, long, sleek, crooked.
- Arms: beefy, powerful, muscular, skinny.

Describing Characteristics/Personalities

- *He/she is ...*
- *He/She is a(n) ... person/man/boy/woman/girl/lady.*
- *He/She is such a(n) ... person/man/boy/woman/girl/lady.*
- ***Notice:** When you use adjectives to describe a person's characteristic or personality, always try to add an **example** or a **reason** to make your descriptions more interesting and convincing.

Describing Characteristics/Personalities

- *My brother is a **positive** person. He is always happy and looks for the good things in life.*
- *Sammy is really **funny**! She's always entertaining us with jokes and hilarious stories.*
- *Carl is such a **hard-working** man. He's often the last person to leave the office and hardly ever takes a day off.*

Talking about Your Relationship

- *We've known each other ...*
- *We met ...*
- *We get on ... because ...*
- *We often/sometimes/don't often/rarely see each other*
- *When we meet up, we ... together.*



PRACTICE TIME

Describe one of your best friends

Activity #2

UNIT PROJECT

The Friendship Force works for world peace. Learn about another organization that works for world peace.

STEP 1: Choose an organization. You may choose from the following list.

- United States Peace Corps
- Médecins sans Frontières (Doctors without Borders)
- Seeds of Peace
- World Peace Project for Children
- Artists without Borders
- Kids without Borders
- Peace through the Arts Camp

STEP 2: Get information about the organization. Use the Internet or a library.

Activity #2

STEP 3: Give a report about the organization to a small group of your classmates.

Questions to Guide Your Research

1. What is the name of the organization?
2. Who can belong to the organization?
3. What does the organization do?
4. Where did the organization begin? When?
5. Would you like to work for this organization? Why or why not?

02

Unit 2: Making Unusual Art





Let's watch a video about art!

Activity #1

Work in groups and answer the following questions:

1. What kinds of things are also considered as artworks in the video?
(e.g., songs)
2. How long have arts existed?
3. Is defining art an easy task? Why?
4. Why three different people can have three different reactions to the same piece of art?
5. Is it ok to despise a piece of art that is well-liked among the public?
Why?

Activity #1

Work in groups and answer the following questions:

1. What **kinds** of **things** are also **considered** as **artworks** in the video?
(e.g., songs)
2. **How long** have **arts** existed?
3. Is **defining art** an **easy task**? **Why**?
4. **Why three different people** can **have three different reactions** to the **same** piece of **art**?
5. Is it **OK** to **despise** a piece of **art** that is **well-liked** among the **public**?
Why?

Activity #1

1. What kinds of things are also considered as artworks in the video? (e.g., songs)

→ Songs, movies, poems, theater, grandma's quilt, etc.

- theater /'θi:ətər/ (n): kịch nghệ sân khấu
- quilt /kwɪlt/ (n): chăn, mền

2. How long have arts existed?

→ Thousands of years

Activity #1

3. Is defining art an easy task? Why?

→ Defining art is pretty tricky because the reasons for creating it vary from person to person depending on any number of factors.

- tricky (adj): khó giải quyết
- vary (v): thay đổi
- depend on: phụ thuộc vào

Activity #1

4. Why three different people can have three different reactions to the same piece of art?

→ Because the emotions that get stirred up by art depend entirely on your own stories (experiences). What you have experienced makes you who you are.

- stir up: gây ra, kích thích
- entirely (adv): hoàn toàn


Activity #1

5. Is it ok to despise a piece of art that is well-liked among the public?

Why?

→ Yes, it is. Because everyone is entitled to their own preferences and feelings when it comes to art.

- be entitled to something: được phép, có quyền đối với
- preference (n): sở thích, sự yêu thích



*How many forms of art do
you know?*

Give an example for each form of art





**Complete the passage in the
Vocabulary Review section
(pages 42-43)**

EXPAND

- 1 Work with a partner. Read the expressions. Then write them on the scale from 0 to 5. (0 is for a very negative opinion, and 5 is for a very positive opinion.)

It's my favorite (kind of art).

I like it.

I don't like it (at all).

(It's OK, but) I'm not crazy about it.

~~I love it.~~

I like it a lot.

~~I hate it.~~

I like it very much.

I can take it or leave it.

5: I love it.

4:

3:

2:

1:

0: I hate it.

Talking about Your Preference

- *I enjoy/adore + N/V-ing*
- *I'm fond of/interested in/keen on/into/crazy about...*
- *I have a weakness for/have a soft spot for...*
- *... is (not) my cup of tea.*
- *... appeals to me.*

Talking about Your Preference

- *I hate/dislike/detest ...*
- *I'm not a big fan of...*
- *... doesn't tickle my fancy.*
- *... is not really my thing.*
- *I can't stand/can't bear ...*

CREATE

Work in small groups. Ask and answer the questions. Use the vocabulary in **bold** and some of the words and phrases in parentheses.

1. Do you **like to draw**? If yes, what kinds of things do you **like to draw**?
2. Did you ever make any kind of art? What kind of art was it? (painting, **sculpture**, etc.) What **materials** did you use? Were they **unusual**?
3. In general, do **you like** art? What kind of art do **you like**? Why do **you like it**? (I **love**, I **like** _____ **very much**, I **like** . . . , etc.)
4. Is there a kind of art that you **don't like**? If yes, what kind of art is it? Why don't you like it? (I **don't like**, I **can take it or leave it**, I **hate** . . . , etc.)
5. Who is (or was) a great artist in your country? Do you **like** his/her art? Why or why not?
6. Do you have a **favorite** artist? If yes, is this artist's art **unusual**? What **materials** does this artist use? Does this artist have one **specific** work of art that is your **favorite**?

FINAL INTONATION

At the end of a sentence, we use special *intonation*. This means that our voice may go up to a higher pitch or note (“rising” intonation), or it may go up and then down (“rising-falling” intonation).

When you:

a. make a **statement**

OR

b. ask a **wh-** question (“information question”)

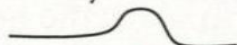
your voice **rises** (*goes up*) on the last stressed syllable, and then it **goes down** to a low sound.

Wh- question words include:

who, what, where, when, why, how, how much/many

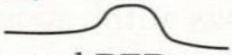
STATEMENTS:

(one-syllable word)

I only wanted to make the *place* where

Barbie **Lived**.

(two-syllable word)


Mia is an unusual **PERson**.



Wh- QUESTIONS:


(one-syllable word)

What do you **MEan**?



(two-syllable word)

What's going to happen to this **SCULPture**?



To ask a **yes/no** question, your voice rises (*goes up*) on the last stressed word or after the last stressed syllable.


Yes / No QUESTIONS:

(one-syllable word)

Is that why her sculptures are so **BIG**?

(two-syllable word)

Do you see that **WINdow**?

1  Listen to the intonation at the end of these sentences. Does the speaker's voice go "up" or "up-down" on the last stressed word (marked in **bold**)? Circle the correct answer.

- a. Mia's sculptures look like things we see in **nature**. (*up* / *up-down*)
- b. What's going to **happen**? (*up* / *up-down*)
- c. Is it going to a different **museum**? (*up* / *up-down*)

Speaking Skill

EXPRESSING OPINIONS

When we say our opinion, we often begin with a phrase such as “I think.” Here are some other useful phrases:

In my opinion, . . .

I believe (that) . . .

If you ask me, . . .

I feel (that) . . .

I feel (that) Mia Pearlman’s art is beautiful.

In my opinion, the Gee’s Bend women are true artists.

If you ask me, eggshell sculpture is not real art.

I believe (that) art is a good way to express your ideas about the world.

Expressing opinions

- **COMMON PHRASES**

I THINK (THAT)...

I BELIEVE (THAT)...

I FEEL (THAT)...

IN MY OPINION,...

I WOULD SAY (THAT)...

- **FORMAL PHRASES**

FROM MY POINT OF VIEW,...

FROM MY PERSPECTIVE,...

IN MY VIEW,...

IT SEEMS TO ME THAT...

AS FAR AS I'M CONCERNED,...

- **ADD STRENGTH**

I REALLY THINK (THAT)...

I STRONGLY BELIEVE (THAT)...

I TRULY FEEL (THAT)...

IN MY HONEST OPINION,...

PERSONALLY, IT SEEMS TO ME THAT

Asking opinions

- *What do you think about...?*
- *What are your thoughts on...?*
- *How do you feel about...?*
- *What's your opinion on...?*
- *What's your view on...?*
- *I'd like to hear your views on... .*

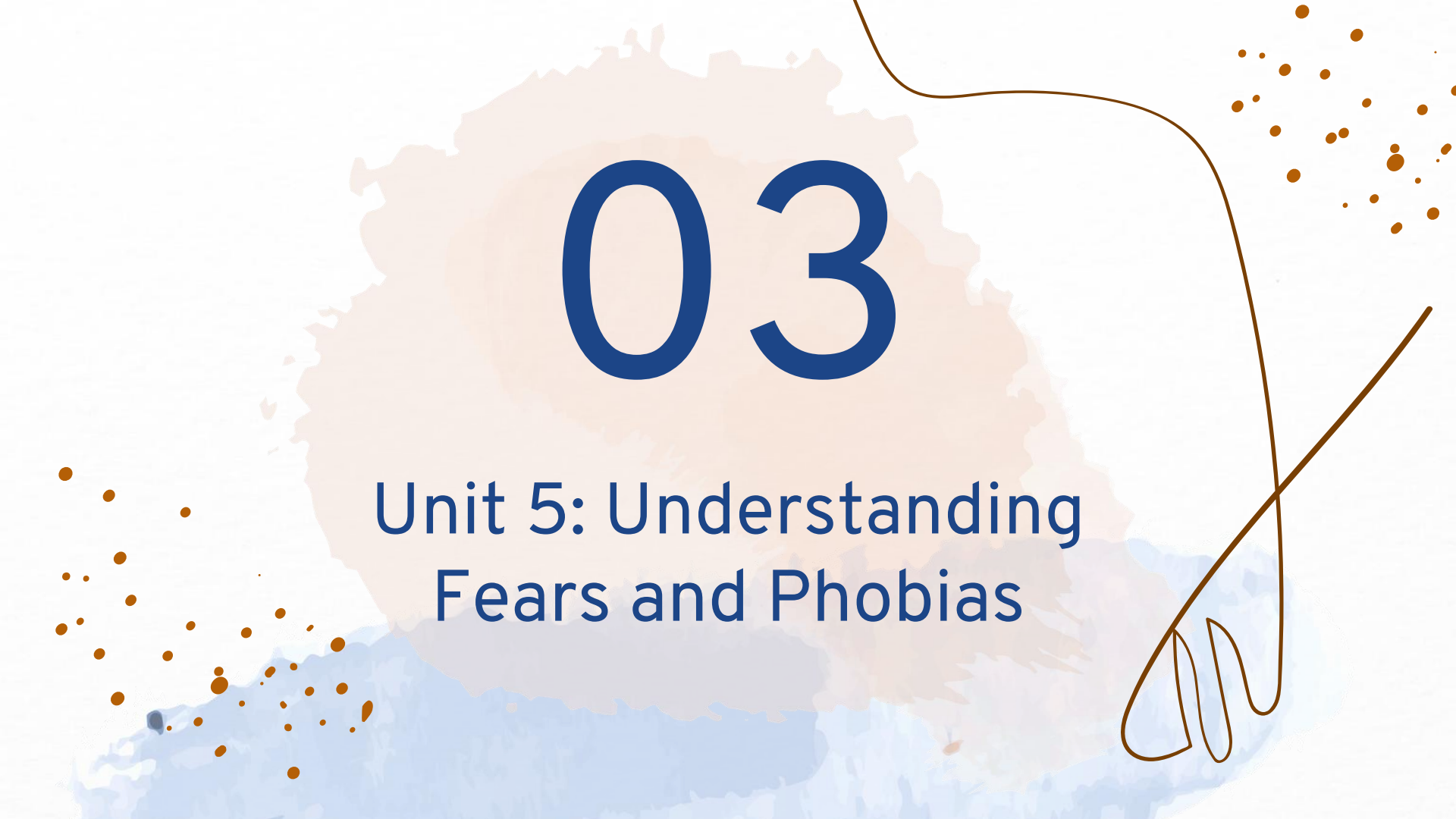
Final Speaking Task

ALTERNATIVE SPEAKING TOPICS

1. Does your country have a traditional type of art (paper or other type)? What materials do people use to make it?
2. In your country, do students take art classes in school?
 - a. If yes: At what age? (elementary school, junior high school, high school)
Do the students *make* art, *learn about* art, or *study* famous art?
 - b. If no: Is this OK? Why or why not?
 - c. Is it important to have art classes in school? Why or why not?
3. Do you have any art in your room, apartment, or house? What kind of art is it? (paintings, posters, sculptures) What kind of art do you like to have in your home?

03

Unit 5: Understanding Fears and Phobias





**Let's watch a video about
Phobia**

Activity #1

Work in groups and answer the following questions:

1. What is a phobia?
2. How many types of phobias are there? What are they?
3. What causes phobias?
4. What symptoms will a person with phobia experience (list at least 3 symptoms)?

Activity #1

Work in groups and answer the following questions:

1. **What** is a **phobia**?
2. **How many types** of **phobias** are there? **What** are they?
3. **What causes phobias**?
4. **What symptoms** will a **person** with **phobia experience** (list at least 3 symptoms)?

Activity #1

1. What is phobias?

→ A phobia is a type of anxiety disorder defined by a persistent and excessive fear of an object or situation.

- anxiety disorder: rối loạn lo âu
- persistent (adj): dai dẳng
- excessive (adj): quá mức (= too much/too many)

Activity #1

2. How many types of phobias are there? What are they

→ Phobias can be divided into 3 types: specific phobia, social phobia, and agoraphobia.

- (to be) divided into: được chia thành/phân thành
- specific (adj): cụ thể, đặc trưng
- social (adj): (thuộc về) xã hội

Activity #1

3. What causes phobias?

→ Genetic and environment factor can cause phobia. Social and specific phobias sometimes may be hereditary.

- genetic (adj): (thuộc về) di truyền, gen
- factor (n): yếu tố, nhân tố
- hereditary (of characteristics or diseases) (adj): mang tính di truyền (cha truyền con nối)

Activity #1

4. What symptoms will a person with phobia experience

- An immediate of the feeling of intense fear and panic when thinking of the source of fear
- Panic and intense anxiety trigger some physical sensations, such as:
 - Profuse sweating – Abnormal breathing – Rapid heartbeat
 - Trembling – Dry mouth – Headache – Dizziness
 - Nausea – Elevated Blood Pressure – Inability to speak



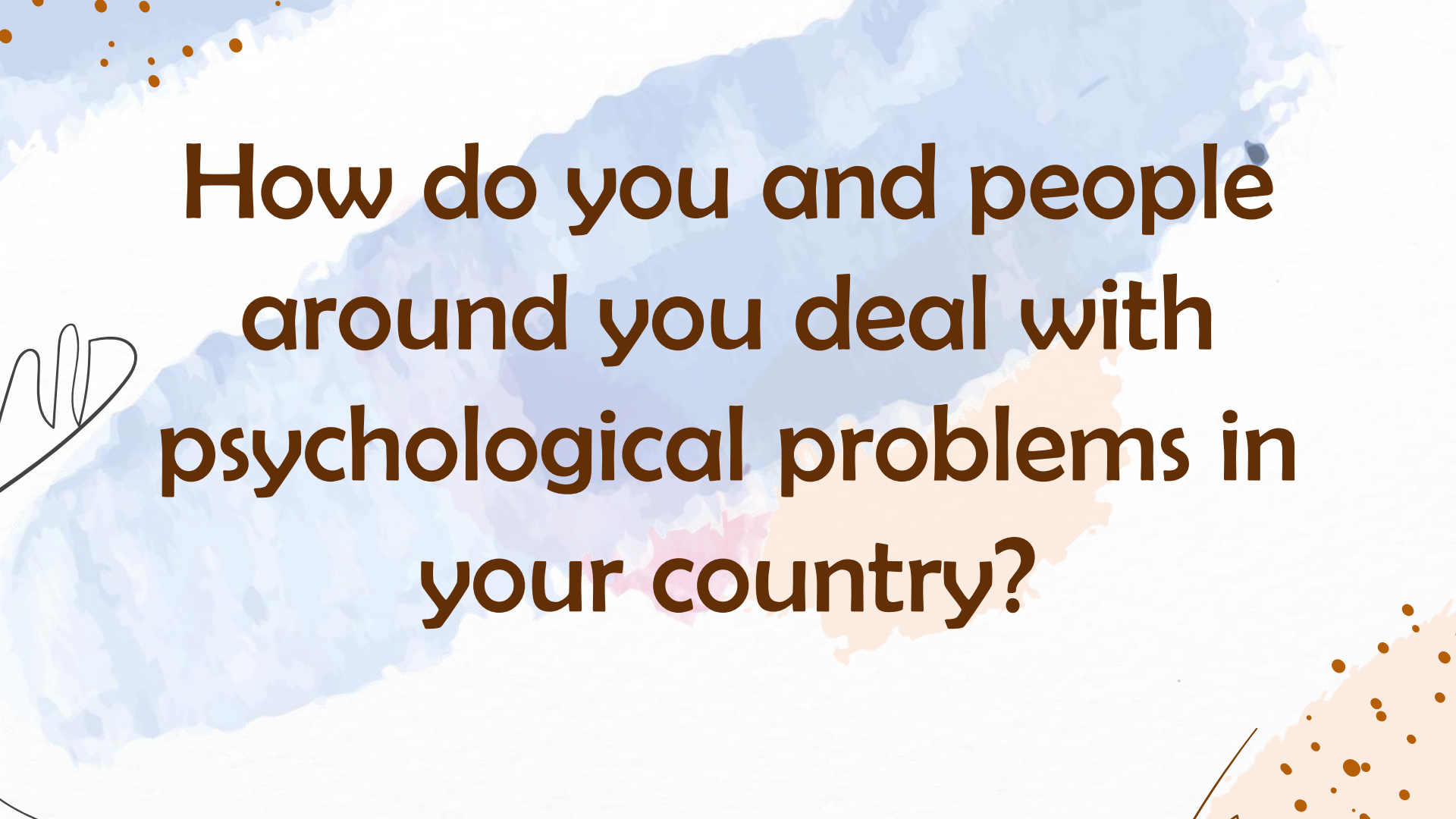
**Complete the passage in the
Vocabulary Review section
(pages 122-123)**

Talking About Fear

- **afraid**: "Are you **afraid of** the dark?"
- **frightened**: "I'm **frightened of** spiders."
- **scared**: "He's **scared of** making mistakes."
- **feel uneasy**: "I **felt** a bit **uneasy** when I walked home in the dark."
- **spooked**: "My cats are easily **spooked** before a thunderstorm."
- **terrified**: "She was absolutely **terrified** when she heard the noise."
- **petrified**: "The building began to shake and we were all **petrified**."

Talking About Fear

- send shivers down my spine
- give me goosebumps
- make the hairs on the back of my neck stand up
- scare the hell out of me
- frighten the life out of me
- jump out of my skin



**How do you and people
around you deal with
psychological problems in
your country?**

EXPAND

- 1** Read the advertisement for an e-book, *Power of Speaking in Public*.² Notice the words in bold.

Do you know the #1 fear of Americans? Speaking in public! Are you afraid of speaking in public? You are not alone. This is a very **common** problem. You can **deal with** your fear today. You can become more **confident**. Our e-book, *Power of Speaking in Public*, will really give you **power**. You will speak better and better. You will lose all your fear of speaking in front of others. Try *Power of Speaking in Public*!

² **speaking in public:** speaking in front of a large group of people

- 2** Complete the sentences by matching each sentence beginning on the left with the correct ending on the right. Write the letter of the correct ending on the line.

- | | |
|--|--------------------------------|
| _____ 1. If a problem is common . . . | a. you find a way to solve it. |
| _____ 2. When you deal with a problem . . . | b. believe they can do things. |
| _____ 3. Confident people . . . | c. you can change a situation. |
| _____ 4. If you have power . . . | d. many people have it. |

CREATE

Look at the list of fears. Discuss the questions with a partner. Use words from Review and Expand.

- elevators
- insects
- public speaking
- dogs
- darkness
- driving

1. What kind of issues do people with these fears have?
2. What's the best way to deal with these fears?
3. Which one of these fears do you think is common? Why?

Further discussion:

1. What are some common issues facing young people nowadays?
2. Who do they get advice or help from if they are dealing with a difficult issue?

Asking for Advice

- *What do you think I should do?*
- *What should I do?*
- *What do you suggest?*
- *What do you advise me to do?*
- *If you were me, what would you do?*
- *Do you think that I should...?*




Giving Advice

- *If I were you, I would/wouldn't*
- *If I were in your shoes/position I would...*
- *You had better/you'd better.....*
- *You should...*
- *Your only option is to....*
- *Why don't you....?*
- *Have you ever thought about....?*
- *Have you tried...?*



USING IMPERATIVES

Speakers often use imperatives to give advice. An imperative is the command form of a verb. It is always in present tense. **Don't** is used in the negative form. The subject is “you” since the speaker is giving a command to other people. However, the word *you* is not included in the imperative.

 Listen to the examples from Listening One and Listening Two. Underline the imperative in each one. Then listen again and repeat the imperative verb.

Examples

1. Believe me, a phobia is a very serious issue.
2. Don't be angry with yourself.
3. Think of all the other things you do well.
4. Don't look at the trucks. Just look at the road.

Role-play

In this task, you will create a 1-3 minute role play about phobias. Try to use the vocabulary, grammar, and useful expressions that you learned in this lesson.

Situation: Student A has ... phobia. Student B has the same phobia, but his/her life is better today. Follow these steps to make a conversation:

- **Student A**: After greeting, student A explains his/her problem. Talk about the phobia and all the problems related to the phobia – things he/she can't do in life
- **Student B**: Tell about his/her life in the past when he/she had a difficult time his/her phobia. But his/her life is better today. Give some advice to Student A.

Try to act and speak naturally. Write some notes about what you will say.

UNIT PROJECT

STEP 1: Look at the list of phobias. Use the Internet to learn more about one of them. Be sure to use a website that you can trust. The best websites to use are from the government, universities, or professional organizations.

achluophobia (fear of the dark)	gamophobia (fear of marriage)	scolionophobia (fear of school)
botanophobia (fear of plants)	ombrophobia (fear of rain)	<i>your own idea</i>
chrometophobia (fear of money)	papyrophobia (fear of paper)	

Answer these questions about one of the phobias.

1. What is _____?
2. What kind of problems do people with _____ have?
3. What's your advice for people with this phobia? What's your advice for their family and friends?
4. What are some other interesting facts about _____?

STEP 2: Prepare an oral report. Share your answers to the questions in Step 1.

04

Unit 8: Soccer - The Beautiful Game



Sports vocabulary



football



basketball



cycling



swimming



tennis



skiing



volleyball



weight lifting



car racing



climbing



diving



golf



hang gliding



karate



athletics



skateboarding



skating



snowboarding



surfing



table tennis



rowing



boxing



windsurfing



body building



**Let's watch a video and then
share your thoughts about it!**

Activity #1

CREATE

Work in groups of three. Look at the list of activities.

- cheerleading
- poker
- eating contests
- wrestling
- extreme skateboarding
- gymnastics

What is a sport? Are all of these activities sports? Why or why not?

Speaking Skill

AGREEING AND DISAGREEING

There are many ways to agree with another person's opinion, and to disagree politely.

Here are some common phrases you can use:

TO AGREE	TO DISAGREE
I agree (with you).	I disagree.
(I think) You're right.	I don't agree (with you).
(I think) That's true.	I don't think that's true. / I don't think so.
That's for sure.	That's not true.

WHEN YOU'RE NOT SURE

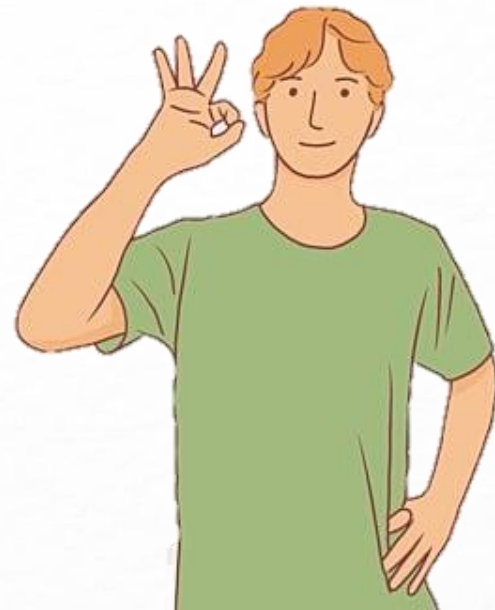
I'm not sure about that.

That may be true, but . . .

Maybe . . .

Expressing Agreement

- *I couldn't agree with ... more.*
- *You can say that again!*
- *I have to side with ... on ...*
- *I totally/strongly/completely agree with...*
- *I'm (quite) inclined to the opinion that...*
- *I approve of the idea ...*
- *I accept the fact that...*



Expressing Disagreement

- *I see what you're saying, but I see things rather different.*
- *You could be right, but...*
- *That's an interesting idea, but...*
- *I totally/strongly/completely disagree with...*
- *I see what you are getting at, but I quite oppose the opinion/idea that...*
- *I disapprove that ...*
- *That's a good point; however, my opinion is quite different.*



Practice:

Use expressions you learned to show your agreement or disagreement with the following opinions.

1. The only way to guarantee a good job is to complete a course in university education
2. Children can learn more effectively by watching television and online videos
3. Dangerous sports should be banned.
4. Everyone should adopt a vegetarian diet because eating meat can cause serious health problems.

Speaking Skill

EXPLAINING REASONS AND RESULTS

It's often important to explain to other people **why** we feel a certain way, or why we are doing something. In speaking, the most common ways to introduce **reasons** are *because* and *because of*.

Results are things that happen because of other things. For example, a student who studies a lot will usually get good grades. The good grades are a **result** of studying a lot. To explain results clearly, a speaker can use the signal words *so* and *That's why*.

[result]

[reason]

I always watch the Olympics **because** the athletes are amazing.

[result]

[reason]

I always watch the Olympics **because of** the amazing athletes.

[reason]

[result]

The athletes are amazing, **so** I always watch the Olympics.

[reason]

[result]

The athletes are amazing. **That's why** I always watch the Olympics.

Giving Reasons

- *Because/Since/As...*
- *The reason (for this) is...*
- *As a result of...*
- *Due to/Owing to...*
- *On account of...*

Adding Reasons

- *Another thing is...*
- *Apart from that, ...*
- *As well as that, ...*
- *Just as importantly, ...*
- *There's also the fact that...*

Results

- *Accordingly/Consequently
/Therefore/Hence/Thus...*
- *As a result/For this
reason/In consequence
of...*



S P E A K I N G T A S K

1. Now you try it! Choose an opinion phrase from above to complete sentences from below. Give one or two reasons for each opinion. Write your sentences in the comments section.

....you should move back home with your family.

....the government should lower fuel prices.

....we can combat climate change by...

.... [football player, musician or actor name] is better than...

... [city name] has the best street food.

*(Example: In my opinion, Bangkok has the best street food. I have never seen more choices of what to eat – and everything I’ve tried has been **delicious**! In Yaowarat alone, there are hundreds of food **stalls** offering tasty noodles, seafood, satay, Thai desserts and fresh fruit.)*

Buying Time

- I've never really thought about that, but...
- What a good question!
- That's a good question.
- That's an interesting question.
- Oh! Let me think. Well, ...
- Let me think for a moment...



CRITERIA FOR YOUR SPEAKING TEST

- TASK FULFILMENT: 10
 - VOCABULARY: 10
 - GRAMMAR: 10
 - FLUENCY: 10
 - PRONUNCIATION: 10
- ➔ OVERALL = $(TT+V+G+F+P)/5$



MID-TERM SPEAKING TEST

Record a video of yourselves answering one of the following questions. Your video must be at least 2 minutes.

1. Do you have any close friends? How long have you known each other?

Describe him/her. What do you often do together? Why do you like him/her?

2. What type of art do you like? Who is your favorite artist? What is he/she famous for? Why do you admire him/her? What would life be without art?

3. What kind of sport do you like playing? How often do you play sports? What do you think is the most popular sport in the world? Why do you think so?

FINAL SPEAKING TEST

Record a video of yourselves answering one of the following questions. Your video must be at least 3 minutes.

1. What are the benefits of playing sports? Why are some sports more popular than others in your country?
2. In your opinion, what makes a good friend? Can you list some benefits of having a good friend?
3. What are some traditional art forms in your country? Do you think art is an important part of our education? What benefits can you get from attending art classes?

THANKS



Do you have any questions?
addyouremail@freepik.com
+91 620 421 838
yourcompany.com

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1. Now you try it! Choose an opinion phrase from above to complete sentences from below. Give one or two reasons for each opinion. Write your sentences in the comments section.

...you should move back home with your family.

...the government should lower fuel prices.

...we can combat climate change by...

... [football player, musician or actor name] is better than...

... [city name] has the best street food.

(Example: *In my opinion, Bangkok has the best street food. I have never seen more choices of what to eat – and everything I've tried has been **delicious**! In Yaowarat alone, there are hundreds of food **stalls** offering tasty noodles, seafood, satay, Thai desserts and fresh fruit.*)

2. If you read another person's opinion in the comments section, and you agree or disagree, you can respond to their comments. But, if you disagree, be sure to use polite phrases!

Our evolution

2017

Mercury

It's the smallest and innermost planet in the Solar System

2018

Venus

It has a beautiful name, but also very high temperatures

2019

Jupiter

It's the fifth planet from the Sun and the largest

2020

Saturn

It's the sixth planet from the Sun and the second-largest

What Sets Us Apart?



100%
organic

Venus has a beautiful
name, but also a
poisonous atmosphere



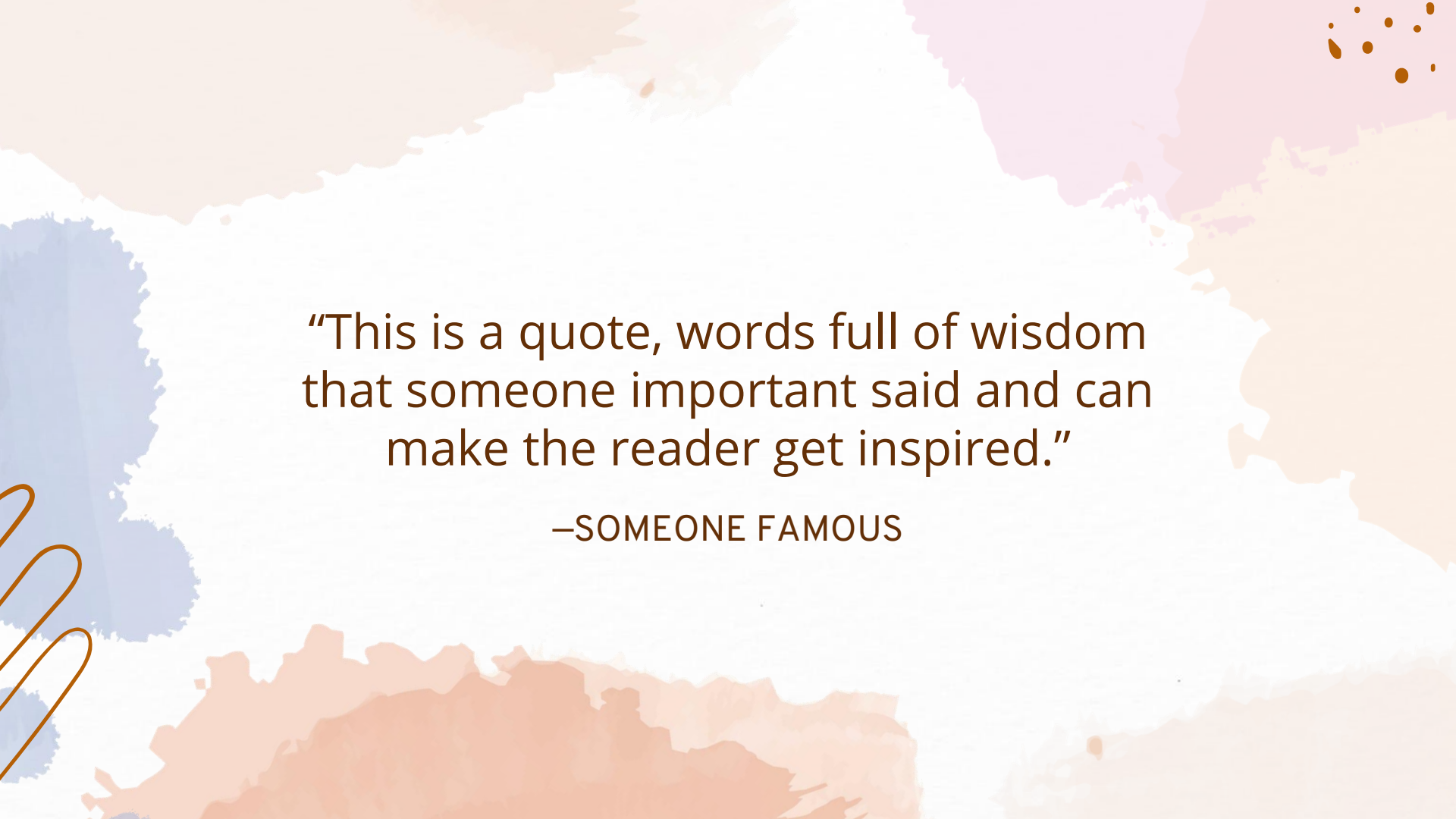
A critical
mission

It's the smallest and
innermost planet in the
Solar System



Trusted
partnership

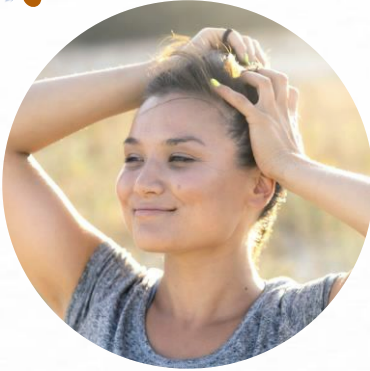
It's the sixth planet from
the Sun and the second-
largest



“This is a quote, words full of wisdom
that someone important said and can
make the reader get inspired.”

—SOMEONE FAMOUS

Buyer Persona



Angelina Doe

Age: 35

Occupation: IT

Education: University

Personality: Extrovert

Skills:



Must Do

Despite being red,
Mars is a cold place



Must Never

Saturn is a gas giant
and has rings

Influences

Venus has a
beautiful name

Frequency

Earth is the third
planet from the Sun

Relationship

Mercury is the
smallest planet

Buyer Journey



01

Awareness

Mercury is the closest planet to the Sun



02

Consideration

Despite being red, Mars is a cold place

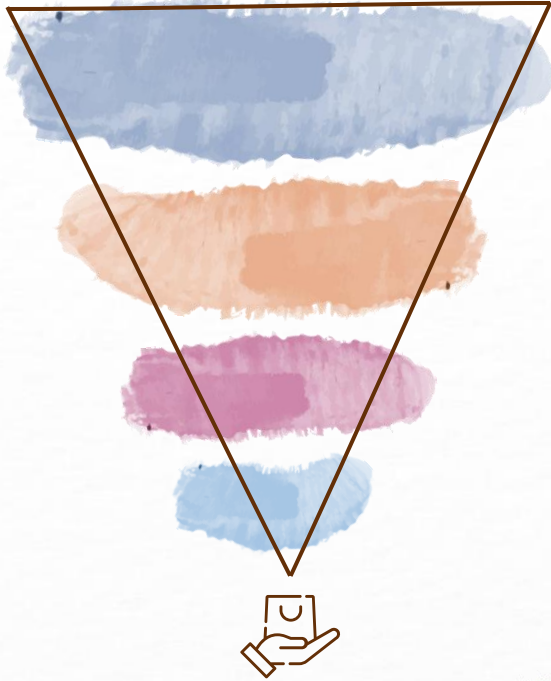


03

Decision

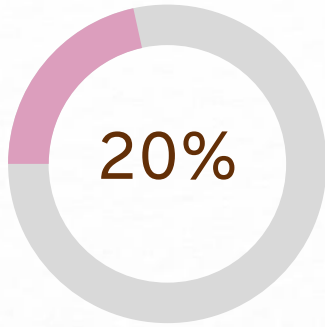
Jupiter is a gas giant and the biggest planet

Sales Funnel



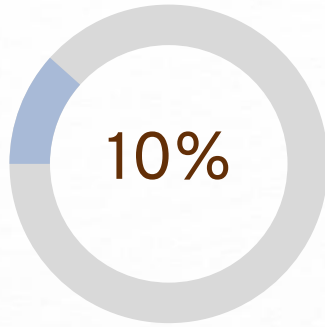
- 01 Awareness
Mercury is the closest planet to the Sun
- 02 Interest
It's a gas giant and has several rings
- 03 Decision
It's the closest planet to the Sun
- 04 Purchase
Despite being red, Mars is a cold place

Competitor Analysis



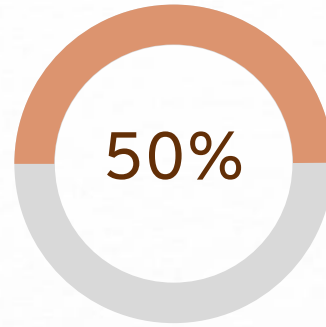
Mercury

It's the closest planet
to the Sun



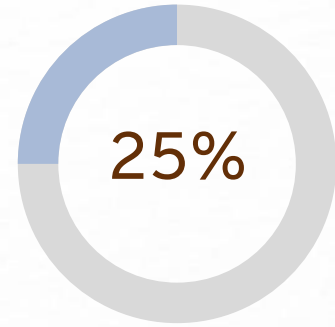
Mars

Despite being red,
Mars is a cold place



Venus

Venus has a
beautiful name



Jupiter

A gas giant and the
biggest planet

SWOT Analysis



Strengths

Venus is the second planet from the Sun. It is named after a Roman goddess



Opportunities

Saturn is the sixth planet from the Sun and the second-largest in the Solar System



Weaknesses

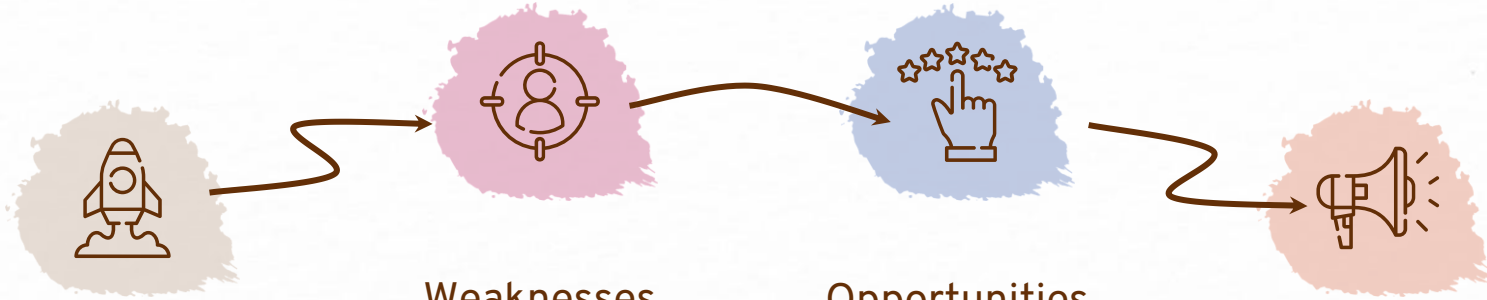
Mercury is the smallest and innermost planet in the entire Solar System



Threats

Jupiter is the fifth planet from the Sun and the largest in the Solar System

Our SWOT Analysis



Strengths

Despite being red,
Mars is actually a
very cold place

Weaknesses

Jupiter is the biggest
planet in the entire
Solar System

Opportunities

Neptune is the
farthest planet from
the Sun

Threats

Saturn is composed
mostly of hydrogen
and helium

Goals

Goal 1

Venus has a beautiful name, but also very high temperatures

Goal 2

Saturn is composed mostly of hydrogen and helium



Goal 3

Jupiter is a gas giant and the largest planet in the Solar System

Goal 4

Mercury is the smallest and innermost planet in the Solar System

A woman with brown hair in a ponytail, wearing a white t-shirt, is shown in profile drinking from a blue plastic water bottle. The background is a bright, sunny beach scene with waves and a clear blue sky. The image is decorated with teal dots in the top left and teal wavy lines in the top right. A pink, torn-edge banner is positioned across the lower half of the image.

A Picture Is Worth a Thousand Words

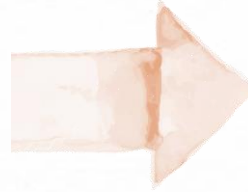
Strategy

Goals

It is named after
a Roman goddess

Key Action 1

Neptune is far
away from Earth

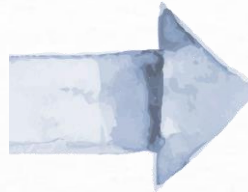


Mars

Despite being red,
Mars is cold

Key Action 2

Earth is where we
all live on



Saturn

It's a gas giant and
has several rings

Key Action Items

First Quarter

Second Quarter

Third Quarter

Key Action 1

Here you can describe
your items for the
quarter

Here you can describe
your items for the
quarter

Here you can describe
your items for the
quarter

Key Action 2

Here you can describe
your items for the
quarter

Here you can describe
your items for the
quarter

Here you can describe
your items for the
quarter

Key Action 3

Here you can describe
your items for the
quarter

Here you can describe
your items for the
quarter

Here you can describe
your items for the
quarter

Timeline

Mars

Despite being red,
Mars is cold

Jupiter

It's the biggest
planet of them all

Saturn

Saturn is the sixth
planet from the Sun

Mercury

It's the closest planet
to the Sun

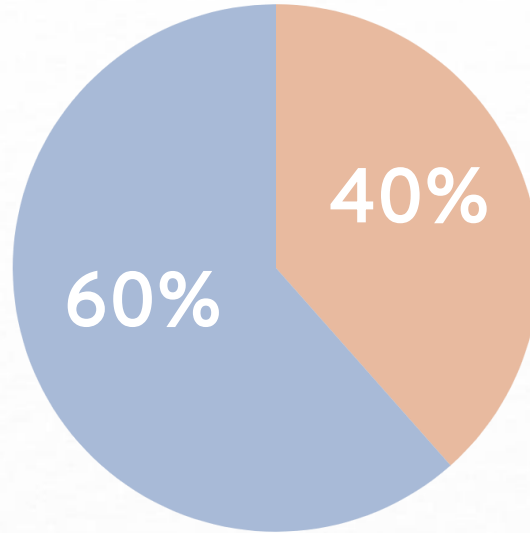
Neptune

It's the farthest
planet from the Sun

Budget

Jupiter

Jupiter is a gas giant and the biggest planet in the Solar System

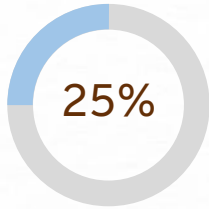


Neptune

Neptune is the fourth-largest planet in the Solar System

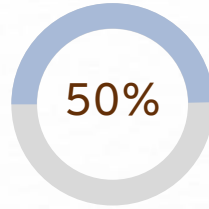
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KPI Overview



Jupiter

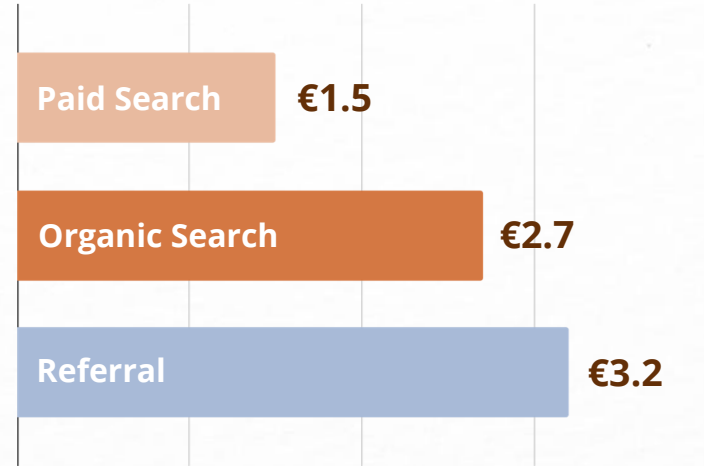
A gas giant and the biggest planet



Venus

Planet Venus has a beautiful name

Productivity



CPC by traffic

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Our Team



David James

You can replace the image on
the screen with your own



Keanu Doe

You can replace the image on
the screen with your own

Project Vision

Venus has a beautiful name, but also a poisonous atmosphere

Deliver Value

The second planet from the Sun. It is named after a Roman goddess

Guiding Principles

Effective Efficiency

The fifth planet from the Sun and the largest in the Solar System

Teamwork

Saturn is the sixth planet from the Sun and the second-largest



Awesome Words

Maybe You Need More Columns



Venus

Planet Venus has a beautiful name



Mercury

It's the closest planet to the Sun



Saturn

It's composed of hydrogen and helium



Jupiter

It's the biggest planet in the Solar System



Mars

Despite being red, Mars is a cold place



Earth

It's the third planet from the Sun



3,235.00

Big numbers catch your audience's attention

Active Marketing List

- **Accessory Buyers:** Venus has a beautiful name, but also high temperatures
- **Bloggers:** Mercury is the smallest and innermost planet in the Solar System
- **Computer Buyers:** Saturn is the sixth planet from the Sun and the second-largest
- **Current Customers:** Jupiter is the biggest planet in the entire Solar System
- **Home Appliance Buyers:** Neptune is the farthest planet from the Sun
- **Online Reviewers:** Earth is the third planet from the Sun and where we all live on

Map

Venus

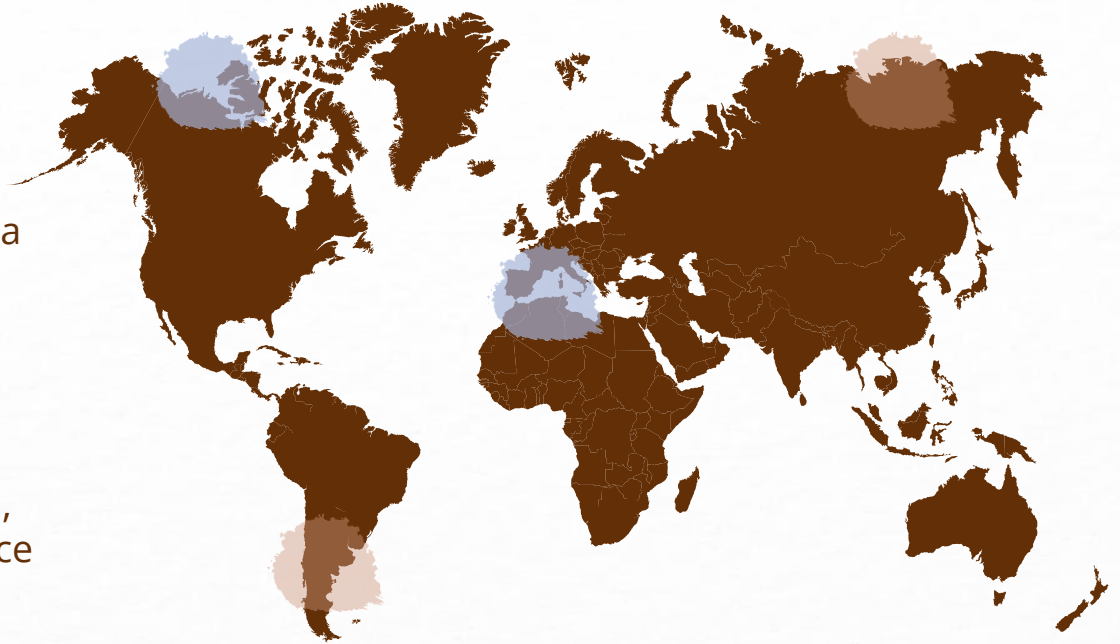


Planet Venus has a beautiful name

Mars



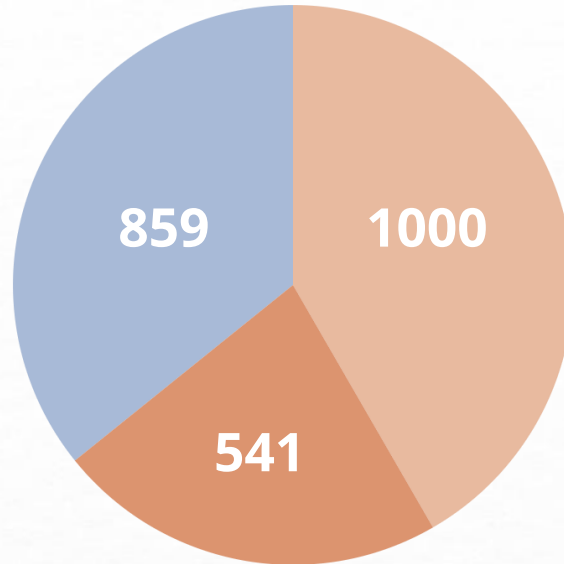
Despite being red, Mars is a cold place



Market Share

Saturn

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and paste the new
graph here



Venus

Planet Venus has a
beautiful name

Mars

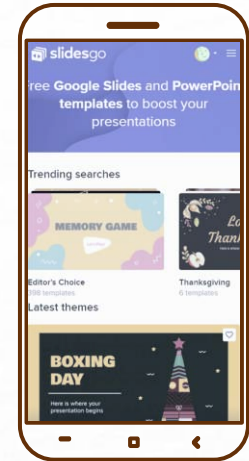
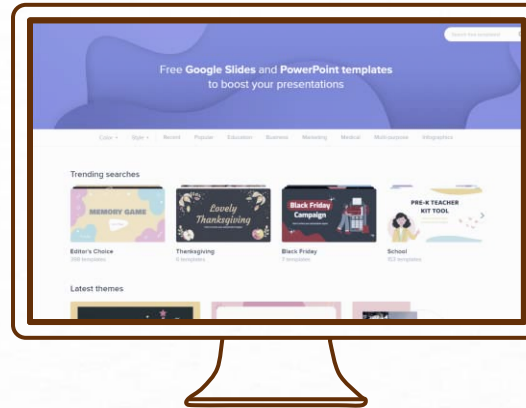
Despite being red,
Mars is a cold place

Jupiter

It's a gas giant and
the biggest planet

Sneak Peek

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Marketing Icon Pack



Alternative Resources



Alternative Resources

Photos

- Side view pregnant woman drinking water
- Smiley woman working out on the beach
- Older man staying hydrated while traveling outdoors
- Older man outdoors enjoying the beach

Resources

Photos

- Front view of woman training on the beach
- Content black man posing with laptop
- Sitting ethnic teenager in checkered shirt on curb
- Glass and jug with refreshing water
- Smiley women staying hydrated while working out on the beach
- Smiley woman working out on the beach

Vectors

- Colorful watercolor arrows
- Mix of brown, green, aquamarine, red and pink paints on white paper
- Abstract watercolor shapes covers collection
- Abstract watercolor shapes covers pack

Icons

- Marketing Icon Pack

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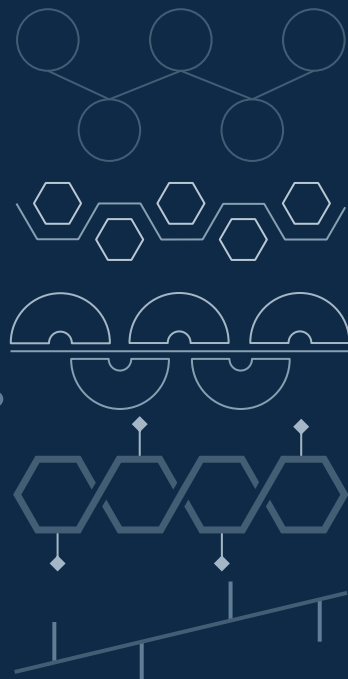
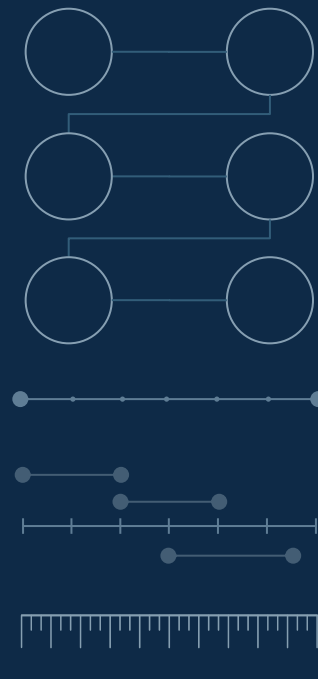
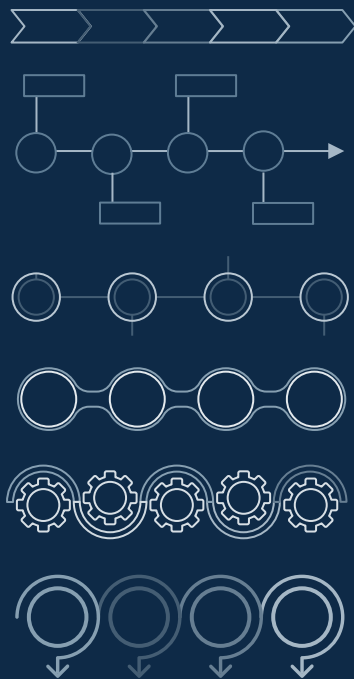
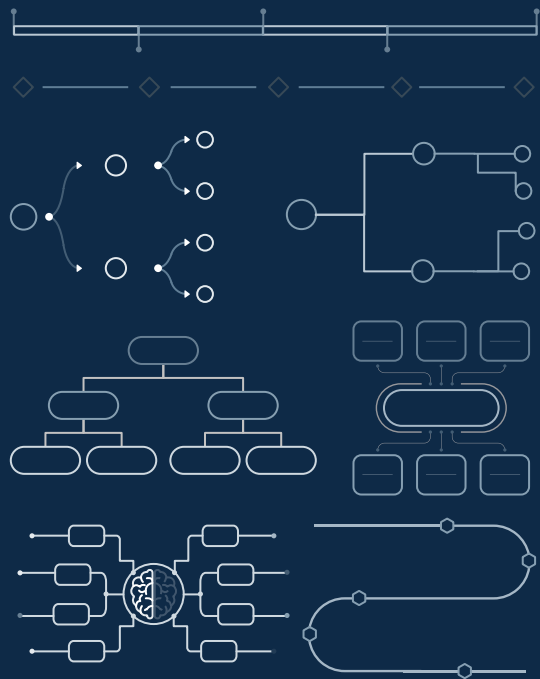
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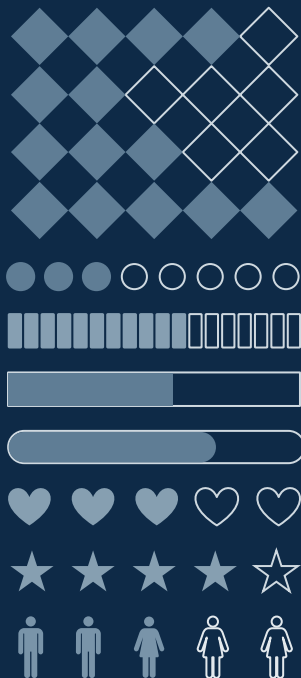
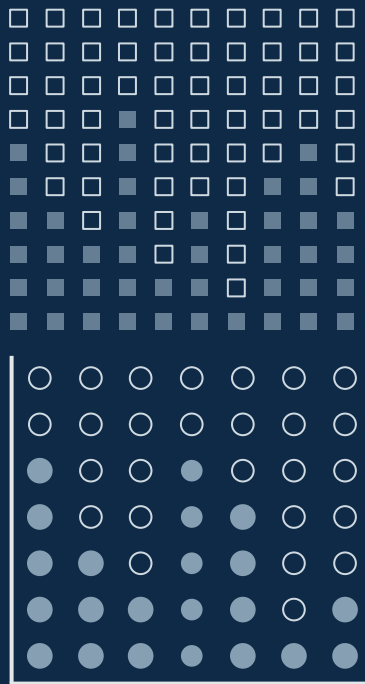


	✓	✗	✗	✗
	✗	✓	✓	✓

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
PHASE 1						
Task 1						
Task 2						
PHASE 2						
Task 1						
Task 2						

	JANUARY	FEBRUARY	MARCH	APRIL
PHASE 1				
Task 1				
Task 2				





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