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#Jenny



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#Markus Jensen



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MARKET LEADER ANSWER KEYS

UNIT 1

Warner

Diagrams	Paintings
Pigeon post	Sculpture
Smoke signals	Music
Semaphore	
Morse code	
Telephone	
Newspapers	Language sign language
Radio	Body language
Television	Dance
Internet	
Interactive television	

Vocabulary: Good communication

- A
- Good communicators: articulate, coherent, eloquent, fluent, focused, extrovert, persuasive, responsive, sensitive, succinct.
 - Bad communicators: hesitant, inhibited, rambling, reserved.

B

1. focused, succinct
2. hesitant, inhibited, reserved
3. rambling
4. fluent, eloquent, sensitive
5. articulate, coherent
6. persuasive
7. extrovert
8. responsive

Reading: Internal communication

- A
1. Senior managers hide behind their computers.
 2. Staff use voice mail to screen calls.
 3. employees using text to each other send e-mails rather than speak to each other.
- B
1. They had language and geographical difficulties, huge amounts of paperwork and great difficulty working and monitoring jobs.
 2. They installed an automated system so that data was only entered once but could be accessed by everyone in the company.
 3. Thebold recommends checking e-mail only three times a day and allocating a set time to deal with it.
 4. People use the "reply all" button so e-mail goes to all people who don't need it as well as those who do.

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