## **Contents**

1: Architecture: Applied Science	1
Part 1: Architecture as an Art and a Science Pre-Speaking Activities Strategy: Encouraging Discussion Speaking: Greetings Making Contact	2 2 3 6 7
Part 2: Architecture as an Art Pre-Speaking Activities Strategy: Expressing Your Feelings Speaking: <i>I'm Sorry</i> and <i>Excuse Me</i> Video: Managing Group Dynamics Information Gap	8 8 9 10 12 14
Part 3: Architecture as a Science Pre-Speaking Activities Presentation Strategy: Using Process Words and Phrases Preparing a Short Speech: Process In-Depth Group Discussion Rapid Vocabulary Review Vocabulary Log	17 17 18 19 20 21
2: Marketing: Product Management	24
Part 1: Branding Pre-Speaking Activities Strategy: Giving Advice Speaking: Asking for Advice Making Contact	25 25 26 28 30
Part 2: Product Differentiation Pre-Speaking Activities Strategy: Making Introductions Speaking: Making Comparisons and Stating Contrasts Video: Comparing and Contrasting Ranking	31 31 32 34 36

X	Contents
Part 3: Marketing Mix	40
Pre-Speaking Activities	40
Presentation Strategy: Using Persuasion Words and Phrases	41
Preparing a Short Speech: Persuasion	42
In-Depth Discussion	43
Rapid Vocabulary Review	44
Vocabulary Log	45
3: Earth Science: Earth's Composition	47
Part 1: Global Positioning	48
Pre-Speaking Activities	48
Strategy: Telling a Story	49
Speaking: Using the Phone	51
Making Contact	53
Part 2: Earthquakes	54
Pre-Speaking Activities	54
Strategy: Asking for Clarification	56
Speaking: Responding to Clarification Questions	58
Video: Asking for Clarification During an Office Hour	60
Information Gap	63
Part 3: Types of Rocks	65
Pre-Speaking Activities	65
Presentation Strategy: Adding Examples	66
Preparing a Short Speech: Narrative	69
In-Depth Discussion	70
Rapid Vocabulary Review	71
Vocabulary Log	72
4: U.S. History: Presidents	74
Part 1: Abraham Lincoln	75
Pre-Speaking Activities	75
Strategy: Recognizing Guesses and Expressing Certainty	76
Speaking: Giving Your Opinion	81
Making Contact	83

Contents	Xİ
Part 2: Richard Nixon Pre-Speaking Activities Strategy: Presenting Arguments Speaking: Interrupting Video: Discussing an Issue	84 84 85 87 89
Ranking  Part 3: John F. Kennedy Pre-Speaking Activities Presentation Strategy: Using Cause-and-Effect Words and Phrases Preparing a Short Speech: Cause and Effect In-Depth Discussion Rapid Vocabulary Review Vocabulary Log	92 93 93 94 96 97 98 99
5: Chemistry: The Elements	101
Part 1: Green Chemistry Pre-Speaking Activities Strategy: Asking for Opinions and Input Speaking: Asking for an Explanation Making Contact	102 102 103 105 107
Part 2: The Periodic Table of Elements  Pre-Speaking Activities  Strategy: Using Language to Paint a Picture  Speaking: Stating Correct or Incorrect  Video: Describing and Confirming  Information Gap	108 108 110 112 114 117
Part 3: Ocean Acidification Pre-Speaking Activities Presentation Strategy: Guiding the Audience Through Your Speech with Change-of-Topic Words and Phrases	119 119 120
Preparing a Short Speech: Description In-Depth Discussion Rapid Vocabulary Review Vocabulary Log	122 123 124 125

хіі	Contents
6: Fine Arts: Art Appreciation	127
Part 1: Sculptures	128
Pre-Speaking Activities	128
Strategy: Asking Questions to Fuel Discussion	129
Speaking: Expressing Positive or Negative Reactions	133
Making Contact	135
Part 2: Painting	136
Pre-Speaking Activities	136
Strategy: Adding Information	137
Speaking: Making Yourself Clear	139
Video: Discussing a Topic	142
Ranking	145
Part 3: Photography	146
Pre-Speaking Activities	146
Presentation Strategy: Avoiding Stereotypes	147
Preparing a Short Speech: Definition	149
In-Depth Discussion	150
Rapid Vocabulary Review	151
Vocabulary Log	152
Appendix: EAP Projects	154