

# Unit 2 Finance

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## A The Economy

### Discussion

1. What do you understand from the term 'boom and bust'?
2. What factors do you think most effect economic cycles?
3. How heavily is the economy influenced by government policy?

### Reading Comprehension

The economic cycle refers to the fluctuations of economic activity about its long term growth trend. The cycle involves shifts over time between periods of relatively rapid growth of output (recovery and prosperity), and periods of relative stagnation or decline (contraction or recession).

These fluctuations are often measured using the real gross domestic product. The length of an economic cycle varies greatly depending on the economy and how a full cycle is classified. It has been proposed by various economists that they can be as short as 3 to 5 years or as long as 45 years. Common theory states that periods of growth are caused by increases in productivity, consumer confidence, demand and prices. And that stagnation begins with the failure of speculative investments built on a bubble of confidence that bursts or deflates.

In recent decades it has become clear that economic cycles are heavily influenced by government's monetary and fiscal policy and that to a certain extent they can be managed to serve political needs.

### Questions

1. What leads to periods of growth in an economy?
2. What does the term 'a bubble of confidence that bursts or deflates' relate to?
3. Why do governments attempt to manage economic cycles?

## Vocabulary

### Activity 1

Match these words to their definitions.

- |                |   |
|----------------|---|
| 1) Fluctuate   | a) a restriction or withdrawal                                  |
| 2) Stagnation  | b) full trust and belief in the abilities of a person or people |
| 3) Speculation | c) to change continually  |
| 4) Contraction | d) to stop developing, growing or advancing                     |
| 5) Confidence  | e) contemplation or consideration of a subject                  |

### Activity 2

Fill in the blanks to make correct sentences.

domestic      involved      comparable      stimulating      recession

1. This latest \_\_\_\_\_ is hitting our sales hard.
2. He was heavily \_\_\_\_\_ in the decision to make cutbacks at our main plant.
3. I don't think the two products are at all \_\_\_\_\_.
4. We need to focus on \_\_\_\_\_ demand for our new product.
5. In today's market we need to consider global as well as \_\_\_\_\_ factors.

## Language Focus

### Giving Advice

Giving advice is similar to expressing your opinion but usually occurs when someone has asked your advice on a problem.

*Should* and *ought to* are basically the same, although 'should' is much more widely used than *ought to*. The negative and interrogative forms of *ought to* are becoming increasingly rare. Both *should* and *ought to* are used to talk about obligation and duty and to give advice. Both *should* and *ought to* give advice that may be refused or accepted.

- Europeans **should** send food to poor African countries.
- We **ought to** leave early to catch the first train of the day.

### Activity 1

Your co-worker has come to you with a problem and asked your advice. Using the expressions below offer him some helpful advice.

1. He's running late for a big meeting. (Via phone)
2. He isn't happy with his latest report.
3. He is constantly exhausted at work.
4. She isn't getting along with her new boss.
5. She is upset about being overlooked for promotion again.

### Activity 2

Think of occasions recently when you've had problems at work and ask the advice of a partner.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Role Play Activities

### Activity 1

Read the dialog aloud.

- A: Hi Joanna, how are you? You look really stressed, is everything okay?  
B: I'm fine thanks I'm just a little worried about the latest report my boss has asked me to compile for him.  
A: Anything I can help with?  
B: Would you mind? He's asked me to analyze the individual economic cycles of members of the EU. I don't know where to start.  
A: Why don't you start with the main economies of Europe; Germany, France and Britain?  
B: I'm not sure about including Britain; he wanted me to focus on the countries who adopted the Euro.  
A: If I were you I'd include Britain as a comparison to those who joined the Euro, it might provide some useful insight.  
B: You're right. Let's start by gathering information on their real GDP over the last thirty years.

### Activity 2



Write a dialog similar to the one above and practice aloud.

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## B Accounting

### Discussion

1. Do you know the names of any of the institutions that govern the rules of accounting?
2. Who is the main beneficiary of an internal audit?
3. What do you know about the history of accounting?

### Reading Comprehension

I'm sure we're all aware of the basics of accounting but what do you know about the history of accounting? How far back can modern practices be traced? Mr. K. Glover is a business and accounting historian who is more than capable of shedding some light on the subject.

"The first published description of the method of keeping accounts was back in 1494 and recorded the methods that Venetian merchants used at that time. This became known as the double-entry accounting system. Although the authors codified rather than invented this system, they are widely regarded as the "Fathers of Accounting".

The system they published included most of the accounting cycle as we know it today. They described the use of journals and ledgers, and warned that a person should not go to sleep at night until the debits equaled the credits! Their ledger had accounts for assets (including receivables and inventories), liabilities, capital, income, and expenses — the account categories that are reported on an organization's balance sheet and income statement, respectively. They demonstrated year-end closing entries and proposed that a trial balance be used to prove a balanced ledger. Their book also touches on a wide range of related topics from accounting ethics to cost accounting that are still relevant today."

### Questions

1. In what year was the first book on accounting published?
2. What was it based upon?
3. How closely related do you think the accounting practices of 1494 are with those of today?

## Vocabulary

### Activity 1

Match these words to their definitions.

- |                 |  |
|-----------------|--|
| 1) Codify       | a) to offer or suggest                             |
| 2) Respectively | b) to impart or release                            |
| 3) Propose      | c) Arrange in a systematic collection              |
| 4) Shed         | d) In the order given                              |
| 5) Publish      | e) To issue for sale or distribution to the public |

### Activity 2

Fill in the blanks to make correct sentences.

distinguish      correspondence      derogatory      intuition      untenable

1. I thought I made it clear in my \_\_\_\_\_ that you were to finish by Friday.
2. This present situation is completely \_\_\_\_\_.
3. He relied on his own \_\_\_\_\_, and it proved correct.
4. The last thing we need is \_\_\_\_\_ press reports on our new product.
5. There is little to \_\_\_\_\_ between the two files.

## Language Focus

### Already, Still and Yet

These three adverbs all refer to a time, before 'now' and up to 'now'.

Already = 'sooner than expected'

Still = 'continuing later than expected'

Yet = 'before now' (often used after negatives and in questions)

- "I've *already* finished my report"
- "I haven't started *yet*"
- "We're *still* waiting for the final draft"
- "Have you finished the report *yet*?"

### Activity 1

Write your own sentences for *yet*, *already* and *still*.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Activity 2

Complete these sentences using *already*, *still* or *yet*.

1. You don't have to do it. I've \_\_\_\_\_ done it.
2. I've had no time. I haven't done it \_\_\_\_\_.
3. Don't wake him. He's \_\_\_\_\_ asleep.
4. I've \_\_\_\_\_ told you what to do. Listen carefully this time.
5. The plane has \_\_\_\_\_ arrived. It was really early.
6. We broke up six months ago but I \_\_\_\_\_ miss him.
7. Are you \_\_\_\_\_ working for the same company?
8. There's no need to tell him. He \_\_\_\_\_ knows.
9. We haven't finished \_\_\_\_\_.
10. Nobody else knows \_\_\_\_\_.
11. I have \_\_\_\_\_ done this type of work before.
12. It's old but it \_\_\_\_\_ works well.
13. I bought it seven years ago and I haven't had any problems \_\_\_\_\_.
14. I read your report but I \_\_\_\_\_ need to talk to you.
15. Is it \_\_\_\_\_ nine o' clock?
16. Oh no! It's \_\_\_\_\_ raining.
17. I'm feeling lazy. I'm \_\_\_\_\_ in bed.
18. Is the pizza cooked \_\_\_\_\_?

## Role Play Activities

### Activity 1

Read the dialog aloud.

- A: Hey Robbie, did you catch the seminar on the history of accounting?  
B: Sure did, I wasn't expecting it to be so interesting; I've never had much interest in history.  
A: Me either, but the historian, Mr. Glover was a great public speaker. I never knew our accounting practices went so far back.  
B: You're right who'd of guessed double entry book keeping would have been older than Anderson, she practically claims to of invented it!  
A: I know, so many of the procedures they used back then are relevant today. Speaking of which are all your accounts in order for the end of the financial year?  
B: I've completed most of them already, but one or two I still need to balance out. How about you?  
A: There's a few I've finished already, some I've still to finish and a few I haven't even looked at yet.  
B: You best get working then, I won't keep you any longer.

### Activity 2



Write a dialog similar to the one above and practice aloud.

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## C Insurance

### Discussion

1. What are the most common forms of insurance?
2. What factors do you think affect insurance premiums?
3. How important is it to have adequate insurance in today's society?

### Reading Comprehension

In simple terms, insurance allows someone who suffers a loss or accident to be compensated for the effects of their misfortune. It lets you protect yourself against everyday risks to your health, home and financial situation.

- **Travel:** Holidays can be dangerous occasions - especially abroad. If someone falls ill it is much more difficult than it would be at home to cope with the situation. Medical treatment is expensive.
- **Household contents and building insurance:** Contents insurance covers the contents of a home such as furniture, carpets, clothes, television, refrigerators, jewellery and so on. In other words, what you would take with you if you moved. Buildings insurance protects against damage to the actual structure of the home and to its fixtures and fittings.
- **Car insurance:** Most people know something about motor insurance. This is because any vehicle driven on public roads must have a certain level of insurance.
- **Life insurance:** A means of providing for your dependents should you die early, but also a way to save cash through endowment policies or similar.
- **Private medical insurance:** This covers the costs of private medical treatment for curable short-term illness or injury. It means that should you become ill you could be treated immediately privately rather than being put on a waiting list.
- **Critical illness insurance:** This allows you to insure your income/ health were you to become too ill to work later on in life, and protects any dependents/ loved ones from the financial consequences of such unexpected events.
- **Accident, sickness and unemployment cover:** Many lose their homes because they can no longer afford to pay their mortgage payments through an accident, sickness or unemployment.
- **Pet insurance:** This basically helps you foot the vet's bills if your pet gets poorly. By paying regularly into an insurance policy it means you have paid for the bill gradually rather than having to find the money for a steep bill when you can least afford it.

## Questions

1. What is insurance?
2. What does accident/sickness and unemployment insurance cover?
3. What types of insurance do you have?

## Vocabulary

### Activity 1

Match these words to their definitions.

- |                   |  |
|-------------------|--|
| 1) Appraise       | a) apart or detached from others                       |
| 2) Beneficiary    | b) a distinguishing feature or quality                 |
| 3) Characteristic | c) of the same kind or nature; essentially alike       |
| 4) Discrete       | d) the recipient of funds, property, or other benefits |
| 5) Homogeneous    | e) to estimate the monetary value of                   |

### Activity 2

Fill in the blanks to make correct sentences.

typically    exposure    determine    perspective    intervene

1. We need to \_\_\_\_\_ the exact value of the stolen goods.
2. \_\_\_\_\_ I wouldn't involve myself in matters like this.
3. We need to get more \_\_\_\_\_ if we're going to push this product.
4. We need to focus on the product from our client's \_\_\_\_\_.
5. I'm not going to \_\_\_\_\_ in this argument.

## Language Focus

### Contrasting

Probably the most common and simplest word to use is the conjunction **but**. It comes between the two clauses that you wish to contrast: *The team was beaten, **but** Paul scored three goals.*

**Although** is also a conjunction, and can come either at the beginning of a sentence, or between the two clauses that you wish to contrast: ***Although** it was raining, they went on a picnic.*

If we use **even though** in this way, the word even stresses that what follows is surprising: ***Even though** he's almost ninety, he's entered the marathon.*

We use **mind you** and **still** to introduce whatever contrasts as an afterthought: *He's a horrible man. **mind you**, many people like him.*

**Yet**, **still** and **in spite of this** all emphasize that something is surprising, considering what has already been said: *He's been an invalid since he was a child and **yet** has had a brilliant career.*



### Activity 1

Express the following facts in one sentence as a surprising contrast.

1. Low risk to insure/ high premium

2. Lack of experience/ got a promotion

3. Lack of export competitiveness/ favorable exchange rate

4. Lower bid/ offer accepted

### Activity 2

Think of four surprising contrasts in your or your friends personalities.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Role Play Activities

### Activity 1

Read the dialog aloud.

A: Morning Mel, how are things today?

B: Not great actually. I've just found out my colleague has been promoted above me despite the fact I have been at the company much longer.

A: Ah yes, you're talking about Duncan aren't you? He's an arrogant young man but he does have a very charming side to him as well.

B: I know he's full of contrasts. Anyway what's wrong with you? You look how I feel!

A: I just received a quote from my car insurer for next year and my premium has nearly doubled. And that's in spite of never making a claim.

B: That's tough luck, but you need to make sure you're properly insured, you never know what's going to happen.

A: I know, a friend of mine let his health insurance lapse, despite being a very cautious person. Two weeks later he broke his leg.

B: Poor guy, but that's Murphy's Law isn't it!

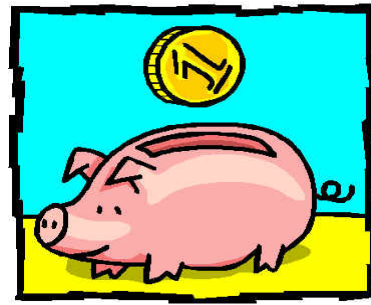
### Activity 2



Write a dialog similar to the one above and practice aloud.

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## D Investing

### Discussion

1. How important is investment for the continued success of a business?
2. What factors determine whether a particular investment is a wise choice?
3. What forms can financial investments take?

### Reading Comprehension

The term "investment" is used differently in economics and in finance. Economists refer to a real investment (such as a machine or a house), while financial economists refer to a financial asset, such as money that is put into a bank or the market, which may then be used to buy a real asset.

An asset is usually purchased, or equivalently a deposit is made in a bank, in hopes of getting a future return or interest from it. The investment decision is one of the fundamental decisions of business management.

In finance, investment is buying securities or other monetary or paper (financial) assets in the money markets or capital markets, or in fairly liquid real assets, such as gold, real estate, or collectibles. Valuation is the method for assessing whether a potential investment is worth its price. Types of financial investments include shares, other equity investment, and bonds. These financial assets are then expected to provide income or positive future cash flows, and may increase or decrease in value giving the investor capital gains or losses.

The investment decision (also known as capital budgeting) is one of the fundamental decisions of business management: managers determine the assets that the business enterprise obtains. These assets may be physical (such as buildings or machinery), intangible (such as patents, software, goodwill), or financial. The manager must assess whether the net present value of the investment to the enterprise is positive; the net present value is calculated using the enterprise's marginal cost of capital.

## Questions

1. Do you believe investments with a possible high rate of return represent a greater risk?
2. What is the main aim of financial investment?
3. What forms of investment (other than those detailed above) might a company make?

## Vocabulary

### Activity 1

Match these words to their definitions.

- |                |  |
|----------------|--|
| 1) Equivalent  | a) capable of being or becoming                          |
| 2) Deferring   | b) to issue or express in terms of a given monetary unit |
| 3) Fundamental | c) to put off to a future time                           |
| 4) Potential   | d) equal in value  |
| 5) Denominate  | e) an essential part of                                  |

### Activity 2

Fill in the blanks to make correct sentences.

transparency      sound      liquidity      accountable      commissioning

1. I'm worried about the lack of \_\_\_\_\_ in my investments.
2. This deal is lacking \_\_\_\_\_.
3. We must remember that we are ultimately \_\_\_\_\_ to our shareholders.
4. There is little doubt in my mind that this was a \_\_\_\_\_ investment.
5. He made a huge mistake \_\_\_\_\_ that portrait for his office wall

## Language Focus

### Tag questions

A tag question is a little question we add to the end of a statement. If the statement is positive the tag question is negative. If the statement is negative the tag question is positive. Almost always the auxiliary (the verb be) is the same in the statement and the tag.

- You're going to finish that report by tonight, aren't you?
- He isn't making you work late again, is he?
- The sales team will be here soon, won't they?

English tag questions normally put stress on the verb, but the stress can be on the pronoun if there is a change of person.

The intonation pattern is a fall-rise with English tag questions. The emphasis is usually on the last verb or pronoun.

### Activity 1

Turn the following into tag questions.

1. He/ working hard.  
\_\_\_\_\_
2. She/ not/ putting in enough effort  
\_\_\_\_\_
3. John/ making bad decisions  
\_\_\_\_\_
4. Susan and Julie/ not/ going for drinks after work  
\_\_\_\_\_
5. We/ expected to work this weekend  
\_\_\_\_\_

### Activity 2

Think of tag questions and ask a partner or group.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Role Play Activities

### Activity 1

Read the dialog aloud.

A: Morning Burt, I just heard we're working on this new investment portfolio for Mr. Reynolds.  
B: That's great news Dan, I'm sure we'll make a formidable team. Do you want to get started right away?  
A: Just let me grab a quick coffee and I'll meet you up in your office in twenty minutes.  
B: I'll come with you and we'll start throwing some ideas around. Do you know what Mr. Reynolds is looking for?  
A: With the economy how it is he's not looking for any high risk investments but he wants a good rate of return.  
B: So a low risk investment with a high rate of return, should be easy!  
A: Well I was thinking we should try to think outside the box on this one. I've been looking at investing in employees rather than capital.  
B: You mean staff training? What a great idea, we can increase our productivity and profits without gambling on the markets.

### Activity 2



Write a dialog similar to the one above and practice aloud.

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## E Personal Expenditures

### Discussion

1. What do you understand from the term personal expenditures?
2. What kind of expenses would you expect your employer to reimburse you for?
3. How do think personal expenditures are treated in relation to taxes?

### Reading Comprehension

Expense accounts, also called personal expense allowances, are plans under which companies reimburse employees for business-related expenses. These expenses include travel, entertainment, gifts, and other expenses related to the employer's business activity. Of particular interest to businesses and their employees is the tax treatment of business-related expenses, the types of expenses for which employees will be reimbursed, and the manner in which those reimbursements are made.

For tax purposes an employee's expense account plan can be either accountable or non-accountable. An accountable plan must meet the following requirements; there must be a business connection; expenses must be verified or substantiated through a receipt.

Substantiation means that the employer must be able to identify the specific nature of each expense and determine that the expense was business-related. If the employee's plan is in fact an accountable plan, then all money received by an employee under the plan is excluded from the employee's gross income. It is not reported as wages or other and it is exempt from tax. In non-accountable plans, where the above requirements are not met the funds the employee receives are treated as income and can be taxed like any other form of income.

### Questions

1. What is the difference between an accountable and non-accountable expense account?
2. What substantiation may be required by the employer?
3. How easy do you think it is for an employee to abuse their expense privileges?

## Vocabulary

### Activity 1

Match these words to their definitions.

- |                |  |
|----------------|--|
| 1) Reimburse   | a) a need or necessity   |
| 2) Particular  | b) of or pertaining to a single person, thing or group                 |
| 3) Requirement | c) security pledged for the payment of a loan                          |
| 4) Collateral  | d) originating in and characteristic of a particular region or country |
| 5) Indigenous  | e) to make repayment to for expense or loss incurred                   |

### Activity 2

Fill in the blanks to make correct sentences.

fluctuations      minor      contemplating      void      petition

1. There are only a few \_\_\_\_\_ mistakes left to iron out.
2. He has over 1000 signatures on his \_\_\_\_\_.
3. She's \_\_\_\_\_ a complete career change.
4. Her departure has left a huge \_\_\_\_\_ in our department.
5. Exchange rate \_\_\_\_\_ need to be taken into account.

## Language Focus

### Examples

E.g. is a linking adverb, it is abbreviated from the Latin *exempli gratia*. It stands for 'for example'. We can use it to link clauses or phrases and it is found mainly in written English.

- The museum contains many artifacts from the Second World War; e.g., Tanks and guns.

➤

I.e. is also an abbreviation for *id est*, a Latin phrase meaning "that is." It indicates that an explanation or paraphrase is about to follow.

- "Many workers expect to put in a forty-hour week — i.e., to work eight hours a day."

Both i.e. and e.g. are used in a similar fashion and are comparable if not interchangeable.

### Activity 1

Use e.g. to give examples after these sentences.

1. There are many Italian dishes on the menu. \_\_\_\_\_
2. There are many reasons I stay late at work. \_\_\_\_\_
3. I claimed for several different items on my expense account. \_\_\_\_\_
4. I am learning English for a lot of different reasons. \_\_\_\_\_

### Activity 2

Write four sentences that use e.g. to show at least one example.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Role Play Activities

### Activity 1

Read the dialog aloud.

A: Morning Clara, you're looking very tired this morning. Did you have a late night?

B: Yes I did, I was entertaining some clients. We went out for dinner, then to a singing room.

A: Sounds fun, did you charge it to your expense account?

B: I'll try but unfortunately I forgot to get a receipt, do you think it will be a problem?

A: It could be, you need a receipt to show Finance, I think it's for tax reasons. Don't you have one?

B: No, and I played golf in the afternoon with some of the clients, I charged it to my credit card. I hope I get reimbursed for that as it was very expensive.

A: If you have a credit card receipt you might be okay. You should go and see Meagan in Finance; she'll be able to tell you how to make a claim.

B: Thanks, I'll head down there right away. Have a good day.

### Activity 2



Write a dialog similar to the one above and practice aloud.

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F

Profits

## Discussion

1. How would you define profit?
2. Is it fair to say that generating a profit is the main goal of any organization?
3. What do you think the differences are between accounting and economic profit?

## Reading Comprehension

Very few people get rich by their wages. But if you are an intelligent investor, you can be one of the elite groups. You can continue to make astounding gains if you are well versed with the stock market. You can also make thousands from the property market, gold, or by investing in the right sector at the right time. Of course, making millions of pounds everyday is not everyone's cup of tea. But if certain ways are followed one can certainly achieve this with a special kind of knowledge.

Your hobbies can fetch you that added income. Skills, contacts and knowledge that are gained and developed in hobbies like upholstery, or interior design, gardening or picture framing can boost your income. Such skills are god-gifted. Right from selling your work to teaching the craft to others, there are plenty of opportunities of making money.

If you are planning to set up a new venture, plan carefully to make it a success. You can come up with millions of ideas when you sit idle. All you need to do is take pen and paper and catch every idea that passes through your mind and jot it down. The ideas should be unique and should be your own invention. You can take suggestions from your family members and friends. Once you have finalized the theme of your new venture, research on similar businesses in your area. Find out what people want.

The Internet can be another lucrative area for creative people. Individuals with a talent for writing, drawing, photography or music can use the Internet to make enough to live comfortably at the same time do what they like to do professionally. It is the aim of all organizations or individuals to generate profit.



## Questions

1. What are some ways to gain extra income?
2. What is important when starting a new business venture?
3. How can the Internet provide creative people with extra income?

## Vocabulary

### Activity 1

Match these words to their definitions.

- |                |   |
|----------------|---|
| 1) Externality | a) the making of goods  |
| 2) Exhibit     | b) bring into existence   |
| 3) Latin       | c) a consequence of an economic activity that is experienced by unrelated third parties |
| 4) Generate    | d) an Italic language spoken in ancient Rome  |
| 5) Manufacture | e) to offer or expose to view   |

### Activity 2

Fill in the blanks to make correct sentences.

over-estimate    operating    under-estimate    predicted    optimistic

1. I think our profit projections for the next quarter are very \_\_\_\_\_.
2. We must be careful not to \_\_\_\_\_ consumer confidence.
3. He's doing really well, I completely \_\_\_\_\_ him.
4. We are definitely not \_\_\_\_\_ at our full capacity.
5. Few of us could of \_\_\_\_\_ such a surge in sales over last year.

## Language Focus

### Homophones

Homophones are words that sound the same, but have different spellings and meanings.

➤ e.g. flower and flour.

A homophone is a specific type of homonym. The term may also be used to apply to units shorter than words, such as letters or group of letters which are pronounced the same as another letter or group of letters.

You need to learn these words as there are no spelling rules to help you remember them.

### Activity 1

Fill in the blanks with the correct form of the word.

1. My little brother can \_\_\_\_\_ good-bye. waive/wave
2. Oliver is a member of the \_\_\_\_\_ in the school play. cast/caste
3. Will you hand me that \_\_\_\_\_ of plastic sheets? bail/bale
4. I am quite \_\_\_\_\_ that I have made the right decision. confidant/confident
5. What will we do with all the \_\_\_\_\_ we received? correspondence/ correspondents
6. George listed several \_\_\_\_\_ on his tax return form. dependence/dependents
7. What is the \_\_\_\_\_ price of fresh salmon? currant/current
8. The radar \_\_\_\_\_ in the airplane showed storms ahead. sensor/censor

### Activity 2

Finish the homophone pairs.

1. see \_\_\_\_\_
2. stares \_\_\_\_\_
3. they're \_\_\_\_\_
4. week \_\_\_\_\_
5. made \_\_\_\_\_

## Role Play Activities

### Activity 1

Read the dialog aloud.

- A: Good afternoon Bill, you're just getting back from lunch, aren't you?  
B: Yes, I had a lunch meeting with an associate of mine who works for POLTUS Oil Company.  
A: I see, they weren't hoping we might be able to generate them some good publicity, were they?  
B: I'm afraid they were Ben; it's not going to be easy, even for a big PR firm like ourselves.  
A: You're right; I heard they'd just announced revised profit forecasts for the next year and there up 18%.  
B: That's right, but obviously they haven't taken social profit into account. Large polluters rarely consider the externalities they create.  
A: You said it; the cost of the pollution is passed onto third parties further down the line.  
B: But this could be a very big account for us so I want everyone in the conference room in twenty minutes. Let's get the ball rolling!

### Activity 2



Write a dialog similar to the one above and practice aloud.