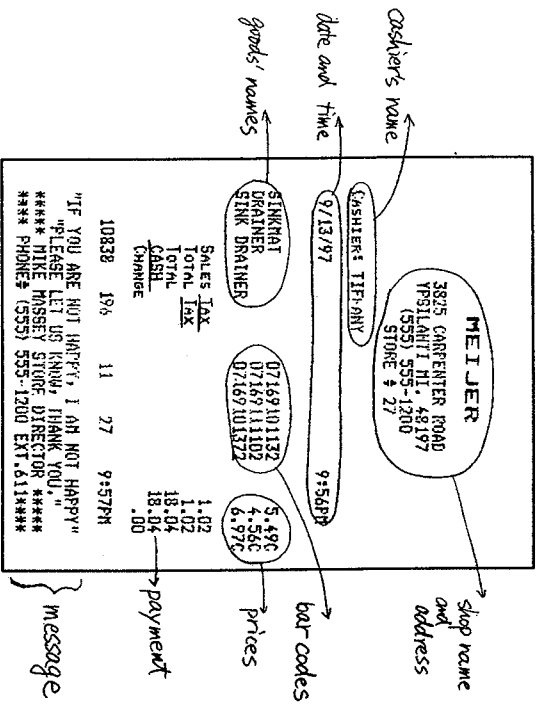


Task 1: "Receipt" Speech

This unit begins with a presentation by an international student in economics in which he describes an object. While economics generally deals with more abstract concepts and principles, the topic of this speech is an object that everyone is familiar with.

With a partner or in a small group, read aloud the speech entitled "Receipt." Then answer the questions that follow.



Receipt

1. Hello, everybody.
2. Today I'm talking about an object related with my major. My major is economics, and almost every economic transaction is ended by getting or giving receipts. So I'll talk about what kind of information we can see on a receipt. Let me talk about it from top to the bottom of the receipt.
3. I think you may get receipts every day, but I suppose you don't look at the details of this, so I think it's valuable to explain what kind of information is on the receipt.

4. (Points to the transparency on the screen) First, as you can see, this is the name of the shop, store, you know, Meijer. It's a very famous shopping store in town. And this part has very basic information—name and address and phone number so you can see where you get, you bought those goods, from what store.
5. (Points) And next, the cashier's name is written here. It's important because for the store they can know who is responsible for this transaction. Okay?
6. (Points) And next is the date and time. These are important for both store and shopper.
7. (Points) Below this, these are the items I bought the other day—three items. This is the name of goods—in this case, sink mat. (Points to "sinkmat")
8. (Points) And this is the bar code. Each good has its unique bar code. This is not important for buyer, but this is very important for seller because they manage, ah, they control what goods are sold or what goods remain in the store by checking these codes.
9. (Points) And this is the price, the most concerned part. And below that there is the total price and tax. And this, how I paid. In this case, I paid by cash. If I pay by a credit credit card, I think this is "Change." So this is the information of the payment.
10. (Points to the numbers under the word "Change") And I don't know this part, what it stands for.
11. (Points) And the final part is a message from supermarket to customers. Customers don't need this information, uh, so often, but I think this is important for the seller because in this case this message says how much they are concerned with their reputation or customers, how much they care about their customers. (Points to and reads writing) In this case, "If you are not happy, I am not happy. Please let us know." Thank you." So if there's any complaint on this store, please let us know. If the customers see this, they think the shop, the store, cares about us.
12. I think this is a good example for explaining what a receipt is. Thank you.

(Speech by Shuichi Matsura, with minor modifications.)

Discussion Questions

1. What is the topic and purpose of the speech? Is the topic appropriate for a general academic audience?
2. How does the speaker introduce his topic?
3. What organization strategy does he use? How do you know?
4. Underline some connecting words or signposts the speaker uses to move from one part of the receipt to another. How does the speaker indicate that he has reached the last section of the receipt?
5. What words does the speaker define in his speech?
6. The speaker doesn't actually give a formal definition of the word *receipt*. Why not?
7. Do you think the speaker's visual is effective? Why or why not?
8. What suggestion would you give the speaker for improving his speech?

Pointing with Words

In English, there are a number of ways to point to, introduce, or name an object. The parts of an object can also be introduced using the same or similar strategies.

- One of the most common ways of introducing an object is by using *this is*.

This is a harp.

Notice that the article *a* is used when the object is first introduced. The parts of the object can also be introduced by using *This is* (or *These are*). However, the article *the* is generally used instead of *a*.

These are the strings.

- Another common way to point to the parts of an object in English is by using the expression *Here you have*. It has the same function as *this is*.

Here you have the pins, which are used to tune the strings.

- The expression *That is* (*That's*) is also commonly used, especially when the speaker wishes to spatially relate one part of an object to another.

This is the pupil (of the eye), and that's the lens (right behind the pupil).*

This is can be accompanied by *here* and *that is* by *there*.

This is the cornea here and that's the retina there.

- Speakers can also name a part by using the expression *is* (*are*) *called*.

And this (that) is called the bar code.

- Spatial connectors such as *next* and *after that* and prepositions of location such as *behind*, *underneath*, *in back of*, *next to*, *inside of* are also used to introduce parts and relate them to each other.*

And next is the date and time.

This is the outer bark of the tree, and behind it is the inner bark.**

| you can see

| you have |

*Notice that *and* is used in this example and in the next three examples to help move the discussion from one part of the object to another.

Statements of Purpose

When describing an object, one of the speaker's goals is to explain the purpose or function of both the object and its parts, especially if the audience is unfamiliar with them. Take a body part, such as an eye. The general purpose of the eye may be known to the audience, but the purpose of the retina, cornea, and so on may not be. Two common ways to express purpose are by using

- A formal definition
- Terms that express purpose or function

Formal definitions

Formal definitions generally consist of three parts: the term (in this case, the object), the class the term belongs to, and the term's essential differences or distinguishing characteristics. One essential difference or distinguishing characteristic of an object may be its function or purpose. (See unit 4 for further discussion of formal definitions.)

Example:

Term	Class	Essential differences/Distinguishing characteristics (Function/Purpose)
↓	↓	↓
<i>A bar code is an electronic signal that's used to track the product.</i>		

Terms that express purpose or function

In addition to using a formal definition, there are a number of ways to express purpose in spoken academic English. Six are listed here.

Term	Examples
1. <i>Term</i> functions as + noun	1. <i>The cornea</i> functions as a protective cover for the lens.
2. The purpose (function) of <i>term</i> is to + verb (infinitive)	2. The purpose of <i>the cornea</i> is to protect the lens.
3. <i>Term(s)</i> + verb (present simple)	3. <i>The pedestal, pillar, and neck</i> (of the harp) provide the main support.
4. <i>Term</i> is used to + verb (infinitive)	4. <i>The pedals</i> are used to enhance the sound.
5. <i>Term</i> is for + verb + ing (gerund)	5. <i>The pins</i> are for tuning the strings.
6. What <i>term</i> does is (cleft-sentence with <i>what</i> + infinitive)*	6. What the <i>pedals</i> do is (to) enhance the sound

*See unit 3 "Supplementary Materials," p. 87, for another use of cleft sentences using *what*.

Organization Indicator Statements

When preparing your object speech, keep in mind that organization indicator statements can be an effective means of notifying the audience of upcoming information and how the information is likely to be organized. (See unit 1, p. 5.) For example, an organization indicator could be used to tell the audience

- How many major parts you have divided the object into

Trees consist of three major parts—the crown, the trunk, and the roots.

- How many purposes of an object you will discuss

The cornea has two main purposes. One is to The other* is . . .*

EATP2 Homework

March 18, 2008

Task 6: Preparing Your Presentation [5-6 minutes]

To help you develop your speech, you may wish to quickly fill in the table that follows. First, write down the name of your object and its major parts. Then, if it's relevant, write down some words that usefully describe them. Think about shape, texture, color, taste, size, type, and so on. Finally, write down the purpose(s) or function(s) of both the object and its major parts. After you have finished, decide what organizational strategy you will use to introduce the parts.

Object	Descriptive words	Function(s)/purpose(s)
Parts		
Organizational strategy/strategies:		