

INNOVATIVE DIFFICULTIES



OVERVIEW

- **Reading:**
In the Bag
- **Language Work:**
Nouns (3)
- **Skills:**
Leading a Meeting
- **Applied Writing:**
Meeting Report

Getting Ready

- A. Finding a new use for something that already existed is a great idea.
Can you think of everyday objects which were originally developed using technology for use in space?
- B. Which of the following statements do you agree/disagree with? Why?
- Finding a new use of something is trend nowadays.
 - The trend is popular because of global warming issue.

Word Power

- A. In the following sentences, the owner of a cell phone company is telling people about his company's latest model of cell phone. However, each sentence contains a spelling mistake. Identify and correct the word in each case.
- Everybody says that the market for cell phones is very crowded, and there is no more room or demand for new products.
→ Correct: _____
 - However, we believe we've found a nich in the market for something a little bit different: a cell phone that lets you smell the person you're talking to!
→ Correct: _____
 - We call it the 'Smell-O-Phone®', and you can find it in our latest brocure, along with some of our other models.
→ Correct: _____
 - We made the decision to start making it after extensive reserch into what people wanted from a cell phone in the 21st century.
→ Correct: _____
 - We're going to premote the Smell-O-Phone® any way we can.
→ Correct: _____
 - There are going to be comercials on all of the main radio stations and television channels.
→ Correct: _____
 - And naturally we'll be making some sponsership deals with some of the country's major sporting teams.
→ Correct: _____

8. If we're lucky, we might even get a famous rock star, actor or sports personality to endorse it for us.
→ Correct: _____
9. In fact, there probably won't be a single major retail outlet anywhere in the country that doesn't sell the Smell-O-Phone®!
→ Correct: _____
10. There will be lots of special offers, including discounts on phone and talk-time packages.
→ Correct: _____

B. Get the keywords from each sentence above and make a new sentence using those keywords to check your understanding. We have already taken some out for you. Find the rest.

1. Demand :

2. :

3. :

4. :

5. Promote :

6. :

7. :

8. :

9. :

10. Discount :

Reading Passage

Get as much information as possible from the text.

Text 1

In the Bag

By: Michael Skapinker



If you want to be a hero, an engineer once told Steve Gleich, then solve the banana bag problem in Costa Rica. What, asked Mr. Gleich, a researcher at DuPont, the US science group, was the banana bag problem?

The engineer pulled a bag from his drawer. Costa Rica used millions of them to cover bunches of bananas, he said. The bags were used as miniature hothouses to ripen the bananas while protecting them during transport. Imagine the work involved in removing them from every bunch and the financial and environmental cost of disposing of them.

Mr. Gleich had the answer: Biomax, a material that naturally decomposes. The DuPont researchers who developed Biomax had first thought of using it for disposable nappies. Nothing had come of that. Why not banana bags that would disintegrate as the fruit ripened?

Del Monte's Costa Rica banana operation was interested—but then the country manager had an unrelated disagreement with his head office and refused to take any more bags. More than a decade after DuPont first came up with Biomax, it has yet to find a use for it.

Taken from: The Financial Times – Market Leader

A. Based on the information above, which of these statements is T for TRUE, F for FALSE?

- | | | |
|---|----------|----------|
| 1. The article is about finding a use for Biomax, a material developed by DuPont. | T | F |
| 2. Biomax remains in the same state for many years. | T | F |

- | | | |
|--|----------|----------|
| 3. It had been planned to use Biomax to make nappies, but this did not happen. | T | F |
| 4. Biomax was used to make special bags for bananas. | T | F |
| 5. The bags were not a success for technical reasons. | T | F |
| 6. DuPont has found many other uses for Biomax. | T | F |

B. Choose the correct answer to complete the sentences.

1. A hero is someone that people:
 - a. dislike a lot
 - b. admire a lot
2. A bunch of bananas (paragraph 2) is a group of them joined together. You can also talk about a bunch of:
 - a. oranges
 - b. grapes
3. Something miniature (paragraph 2) is :
 - a. very small
 - b. very big
4. Greenhouses (paragraph 2) are used to:
 - a. ripen fruit
 - b. store fruit
5. If fruit ripens (paragraph 2), it is:
 - a. ready to eat
 - b. not ready to eat
6. If a material decomposes (paragraph 3), it:
 - a. remains the same
 - b. decays and may eventually disappear
7. If a product is disposable (paragraph 3), it is designed to be:
 - a. thrown away
 - b. kept and reused
8. If a material disintegrates (paragraph 3), it:
 - a. stays in one piece
 - b. breaks into smaller pieces

C. Read the next text about 'ideas' below and do the following tasks.

Text 2

Getting Ideas Across

By: Michael Skapinker



Why can't companies produce more innovative ideas? Because the structure of large organization is against innovation, and they are too conservative. New ideas also often threaten the profits of existing products and services.

Now, Leifer and Schrage have examined the problems of innovation in large organizations and what companies can do to develop their employees' ideas. There are some depressing stories. Being innovative can damage your career. Of the leaders of 12 innovation projects studied, four resigned from their companies, two were dismissed.

Several innovators felt they would be poorly rewarded if they succeeded and criticized if they failed. 'The origin of a successful breakthrough project is often forgotten,' one innovator warned, 'but a research and development effort that fails is never forgotten.'

Many innovators are technically minded and find it difficult to explain their ideas in business terms. Many do not even see the business benefits of their ideas until these are pointed out to them.

Taken from: The Financial Times – Market Leader

D. Number the paragraph summaries in the correct order. Two of the summaries are NOT used.

1. A lot of people with new ideas are more interested in technology than in business. ()
2. If you succeed with a new project, you don't benefits and your success is not remembered. If you fail, you are critised and your failure is not forgotten. ()

3. Examples of innovations in the car industry are listed. ()
4. The structure of many organisation does not help innovation. ()
5. Leifer and Schrage give some interesting innovation stories. ()
6. Innovation in many companies is completely impossible. ()

E. Match the words (1-8) to their meanings (a-h)

- | | |
|----------------|--|
| 1. Innovative | a) When you look at something closely. |
| 2. Conserve | b) When someone feels sad and hopeless |
| 3. Threat | c) When someone decides to leave their job |
| 4. Examination | d) Keep things as they are |
| 5. Depression | e) When a company tells someone to leave their job |
| 6. Damage | f) Producing new ideas. |
| 7. Resignation | g) Harm caused to something. |
| 8. Dismissal | h) Danger |

F. Now find words from the first two paragraphs of the article related grammatically to the words 1-8. For example: innovative – innovation.

G. Is it true that failures in innovation are remembered and that successes are forgotten? Can you think of an example?

NOUNS (3)

The term 'countable and uncountable' is really familiar to hear. However, we often are confused to differentiate which nouns are countable and those are uncountable.

1. If a noun is **countable**:
 - a. We can use *a/an* in front of it:
*I bought **a book**.* (Not *I bought book*)
 - b. It has a plural and can be used in questions with *How many*?:
*How many **books**...?*
 - c. We can use a number in front of it:
one book, two books.
2. If a noun is **uncountable**:
 - a. We do not normally use *a/an* in front of it:
I bought some bread (Not *a bread*)
 - b. It does not normally have a plural and can be used in questions with *How much*?
How much bread...? (Not *How many breads?*)
 - c. We cannot normally use a number in front of it
3. We need to know whether nouns are countable or uncountable in English to be able to use *a/an, some, any, much, many, a few, a little*, etc. correctly.
Compare:
 - It was **a marvelous experience**. (countable = something that happened)
 - We need someone with **experience**. (uncountable = skill and knowledge)

Nouns which can be either countable or uncountable

1. Some nouns are countable when they refer to single items, but they are uncountable when they refer to substances:

| | |
|--|---|
| Countable (a single item) <i>He ate a whole chicken!</i> <i>I had a boiled egg for breakfast.</i> | Uncountable (substance/material) <i>Would you like some chicken?</i> <i>There's egg on your tie.</i> |
|--|---|
2. Some nouns are uncountable when they refer to a material, but they are countable when they refer to an object made from that material:

| | |
|---|---|
| Countable ('thing') <i>I broke a glass this morning.</i> <i>I picked up a stone.</i> | Uncountable ('material') <i>Glass is made from sand and lime.</i> <i>We used stone to build our walls.</i> |
|---|---|

A. Underline the noun in each sentence and write 'C' or 'U' to show whether the noun is countable or uncountable.

1. This is an excellent painting. C
2. I don't like milk. _____
3. How many photos did he take? _____
4. Add a little more oil. _____
5. His drawings really interest me. _____
6. Hope keeps me going. _____
7. He hasn't a hope. _____
8. How much flour did you buy? _____
9. Where are my two new shirts? _____
10. We've got plenty of coal. _____

B. Underline the noun in each sentence and write 'C' or 'U' to show whether the noun is being used as a countable or as an uncountable.

1. Add more onion. U
2. Would you like some fish? _____
3. I eat two eggs every day. _____
4. Too much cake isn't good for you. _____
5. They've built a new motorway. _____
6. Would you like an ice? _____
7. I need two clean glasses. _____
8. Don't throw stones. _____
9. A lot of paper is wasted. _____
10. We bought a new iron yesterday. _____

C. Put in *some, any, a, the, a lot of*, or 'x' (nothing).

1. I'd like some information, please.
2. The tree was struck by _____ lightning.
3. Is there _____ toast, please?
4. I've just received _____ letter from John.
5. Can you give me _____ description of it?
6. There was _____ traffic this morning.

7. John's gone to bed with _____ flu.
8. Have you made _____ progress with Chinese?
9. I've got _____ permission to park here.
10. I'm going to plant _____ tree in the garden.

D. FIRST CONTEXT.

Put in *a*, *some*, or *'x'* (nothing).

OOOPS!

...x... wine is not cheap and _____ good wine can cost a lot of money these days. So spare _____ thought for Mr. Sokolin, _____ New York wine merchant, who recently lost _____ bottle of wine worth £305.000 (or about £50.000 _____ glass!). It was _____ 1784 Chateau Margaux which had once belonged to Thomas Jefferson, the third president of America. Mr. Sokolin took the bottle to _____ wine tasting and put it on _____ table. The bottle was made of _____ dark glass and a waiter didn't notice it. He hit it with _____ tray, making _____ large hole in it. Most of the wine was lost, but Mr. Sokolin was able to taste _____ of it. He said it was 'not very good', but the loss of the bottle was described as _____ terrible tragedy.

E. SECOND CONTEXT.

Put in *a*, *a lot of* (use once only), *some*, or *'x'* (nothing).

JUNK OR ART?



Who became famous for painting ...a... tin of soup? The answer is the American pop artist, Andy Warhol. Andy painted everyday objects and he also liked to collect them in large number: _____ cookie jars, _____ sets of cutlery, _____ vases, _____ furniture and _____ paintings. Andy died in 1987 and his vast collection was sold. Someone paid \$23.100 for two cookie jars which had cost a few dollars each. _____ pieces of furniture were sold for nearly \$300.000. The sale raised _____ money for the Andy Warhol Foundation for the Visual Arts, which may now

have \$100 M! So, before you clear out your attic, take another look. What you think is _____ rubbish today, might be _____ treasure tomorrow. That ugly old vase belonging to Grandma may be more valuable than you think!

Speak Up!

Have you been in a meeting? As you have become a student, you get used to it. Moreover if you are a member of an organization, meeting is like a breakfast! However, some people are not aware of how it should be led. A meeting will be successful if it is led by reliable and firm person. Here, you will learn how to hold a successful meeting in English. It can also be applied in your routine meeting.

USEFUL LANGUAGE

LEADING A MEETING

The one leading the meeting is called *Chairperson* or *Leader*. S/he is in charge of directing the meeting so that the participants are not going around the bush about what should be discussed.



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Beginning the Meeting

- Assalamu'alaikum Wr. Wb.
- Can we start, please?
- Right, let's begin.

Stating the Aim

- The main aim/purpose of this meeting is to ...
- We are here to unite our ideas about ...

Commonly, we hold meeting in a hurry because of people's individual activity. It is best to know how long we should be in a meeting so that it is well-directed.

Asking for Comment

- What do you think?
- How do you feel about this matter?

Clarifying

- What do you mean by ...?
- Sorry, I don't quite understand.

And, if it is getting too long, you can just:

Changing the Subject

- Let's move on now to ...
- The next thing to discuss is ...

Summarising/Closing

- OK, let's summarise.
- Right, let's recap.

A. Work in group of five. Act as if you were the committee of a national event in your campus and you will hold the last meeting as it is already D-5 of the event.

| | |
|--|--|
| What kind of event? <i>a. National competition</i> <i>b. Scientific seminar/conference</i> <i>c. Visiting lecture</i> <i>d. Etc.</i> | |
| How well does each division prepare for the event? <i>a. Program division</i> <i>b. Publication division</i> <i>c. Equipment</i> <i>d. Etc.</i> | |
| What kind of problem does each division face? | |

- B. Record your meeting (video). The video should be 10 minutes length at most. No more! You were only given limited time. Make use of it.**

Writing

MEETING REPORT

After holding a meeting, you need to write it in detail because you must have every track of activities. It should not be difficult because report means:

- ✓ Short description of what should have been done
 - ✓ It should not be long. Short and brief
- A. Start from reviewing what you discussed in meeting video. You can use the table in the previous session.
- B. Write it in the form report as follow. Rewrite it (**hand-written**).

[illegible]