



1551112

**LISTENING AND SPEAKING
IN BUSINESS ENGLISH 2**

สิริวรปัญญา



Unit 2

GIVING OPINIONS AND PREFERENCES

In this unit you will explore vocabulary and expressions related to giving opinions and preferences. You will make comparisons and give reasons for your preferences.



LESSON OBJECTIVES

1

recognize and understand common phrases and vocabulary used when expressing opinions and preferences in a business context

2

develop listening skills to comprehend opinions and preferences expressed by others in meetings

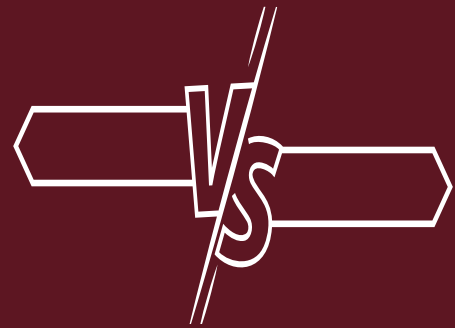
3

improve speaking fluency by engaging in discussions and role-plays related to business topics.





LESSON CONTENT



1. Making comparisons



3. Agreeing and disagreeing



2. Choosing the best product



4. Performance Task



Let's start

WHICH ONE DO YOU PREFER?



Interview your classmates and ask their preferences and reasons for their choices.

	Name	I prefer...	because...
McDonald's or KFC			
Amazon or Starbucks			
Online or onsite shopping			



WHICH ONE DO YOU PREFER?



Interview your classmates and ask their preferences and reasons for their choices.

	Name	I prefer...	because...
iPhone or Android			
Regular watch or smart watch			
series or music			



WHICH ONE DO YOU PREFER?



Interview your classmates and ask their preferences and reasons for their choices.

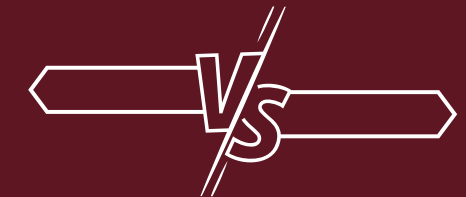
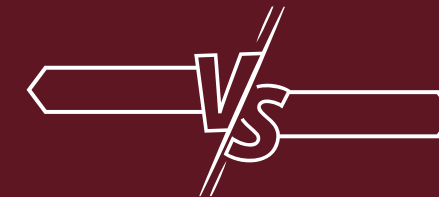
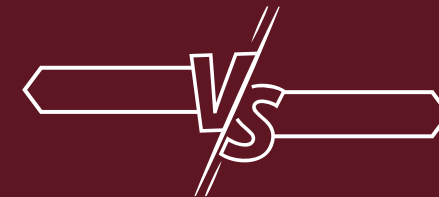
McDonald's or KFC	iPhone or Android
Amazon or Starbucks	Regular watch or smart watch
Online or onsite shopping	series or music





01

CHOOSING THE BEST CANDIDATE





Judy Lim is the Marketing Manager at Kite Shoes. She is holding a meeting to decide which popular celebrity should appear in their TV commercial. Which player does each person prefer? Check (✓) the correct box.

	Brandon Lewis	Zhu Ming
Kim		
Satoshi		
Maria		
Kyung-Mo		



Now, write down the reasons of each speaker.

	Brandon Lewis	Zhu Ming	Reasons
Kim	✓		younger
Satoshi		✓	more confident
Maria	✓		a more exciting player
Kyung-Mo	✓		more popular with teenagers



Listen again. Who uses these expressions? Check the correct box.

	Kim	Satoshi	Maria	Kyung-Mo
Personally, I like...	✓			
I'm sorry, I don't agree.		✓		
I think...		✓	✓	✓
I prefer...			✓	✓
I agree with...				✓



02

MAKING COMPARISONS





MAKING COMPARISONS

Look at the information below about two smartphones.

	 APhone 345	 S4680
front camera	50-megapixel	20-megapixel
storage	256 GB	128 GB
weight	216 g	190 g
released date	December 2023	September 2020



APhone 345



S4680

	APhone 345	S4680
front camera	50-megapixel	20-megapixel
storage	256 GB	128 GB
weight	216 g	190 g
released date	December 2023	September 2020

A: Which smartphone do you prefer?

B: I like the APhone 345. It has higher megapixel than S4680. How about you?

A: I prefer the APhone 345 too. It's newer.



	 APhone 345	 S4680
front camera	50-megapixel	20-megapixel
storage	256 GB	128 GB
weight	216 g	190 g
released date	December 2023	September 2020

A: Which smartphone do you prefer?

B: I like the APhone 345. It has **higher** megapixel than S4680. How about you?

A: I prefer the APhone 345 too. It's **newer**.



	 APhone 345	 S4680
front camera	50-megapixel higher	20-megapixel lower
storage	256 GB bigger	128 GB smaller
weight	216 g heavier	190 g lighter
released date	December 2023 newer	September 2020 older

A: Which smartphone do you prefer?

B: I like the APhone 345. It has **higher** megapixel than S4680. How about you?

A: I prefer the APhone 345 too. It's **newer**.

MAKING COMPARISONS



Complete the table below using the words with the opposite meaning.

bigger

more difficult to use

cheaper

shorter






faster

battery life:	longer	shorter
size:	more compact	bigger
price:	cheaper	more expensive
memory:	bigger	smaller
speed:	faster	slower
ease of use:	easier to use	more difficult to use



SPEAKING

Use this information to talk about these products with your partner:

Health watch	\$ price	 battery life
 G586	*****	*****
 A094	***	***
Printer	 speed	 ease of use
 DOP-857	*****	*****
 EP-304	***	**

A: Which smartphone do you prefer?

B: I like the APhone 345.

It has better camera than S4680.

How about you?

A: I prefer the APhone 345 too.

It's newer.



SPEAKING

Use this information to talk about these products with your partner:

A: Which smartphone do you prefer?

B: I like the APhone 345.

It has better camera than S4680.

How about you?

A: I prefer the APhone 345 too.

It's newer.

tablet	GB memory	size
 iP2040	***	*****
 SM261	*****	***
Game console	\$ price	 ease of use
 PS5	*****	***
 NI 697	***	**



03

AGREEING AND DISAGREEING



What's your idea?
What do you think?

How do you feel about that?
What are your thoughts on all of this?
Do you have anything to say about this?
Do you agree?

USEFUL EXPRESSIONS:

ASKING FOR AN OPINION



I think...

Personally, I...

I prefer...to....

In my opinion...

As far as I'm concerned...

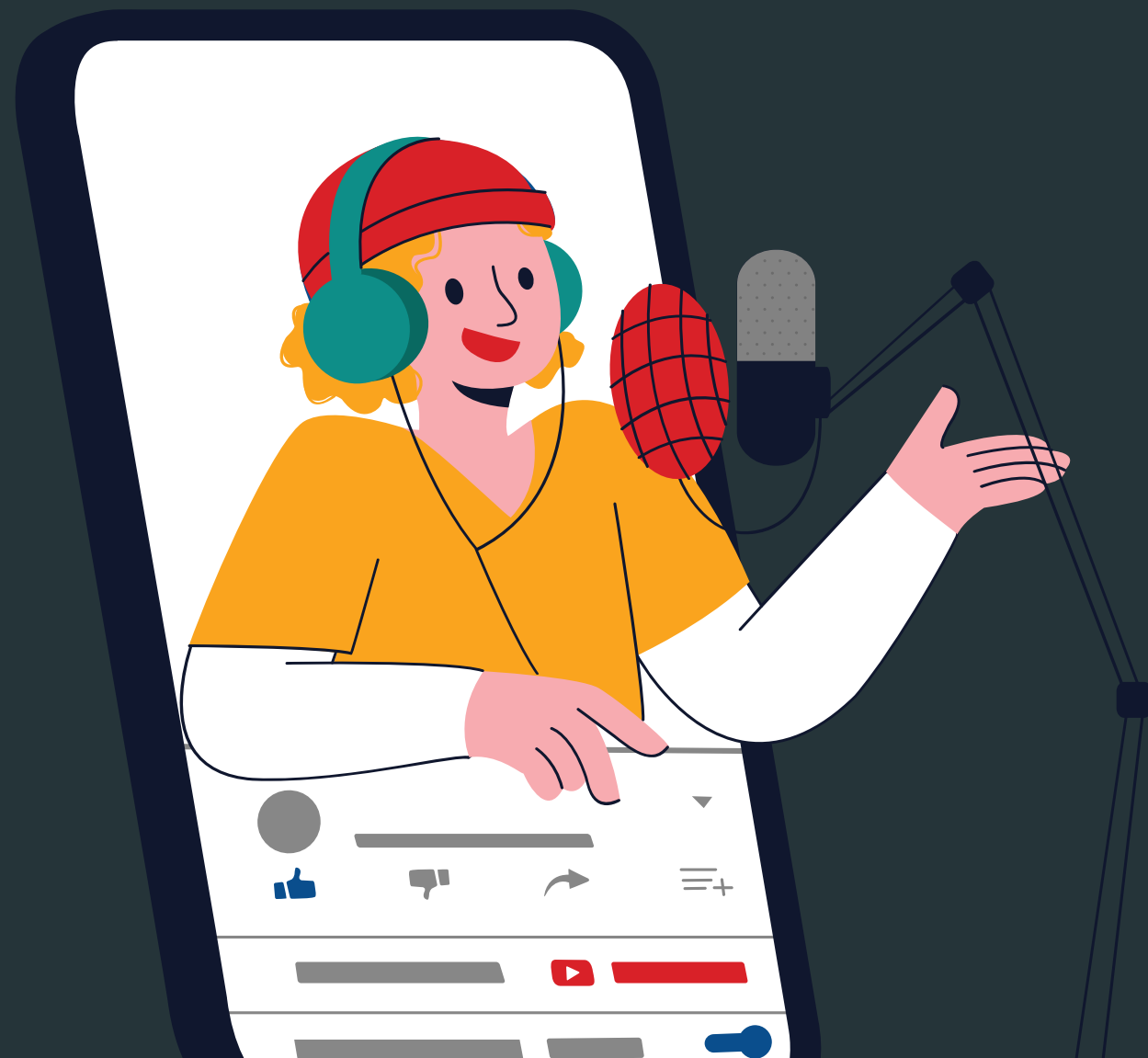
If you want my honest opinion...

The way I see it...

If you ask me...

USEFUL EXPRESSIONS:

STATING AN OPINION



I agree (with you).
I think so, too.
Yes, that's right.
That's so true.
That's for sure.

I agree with you 100 percent.
I couldn't agree with you more.
You're absolutely right.
That's exactly how I feel.
No doubt about it.
Exactly.

USEFUL EXPRESSIONS:

EXPRESSING AGREEMENT

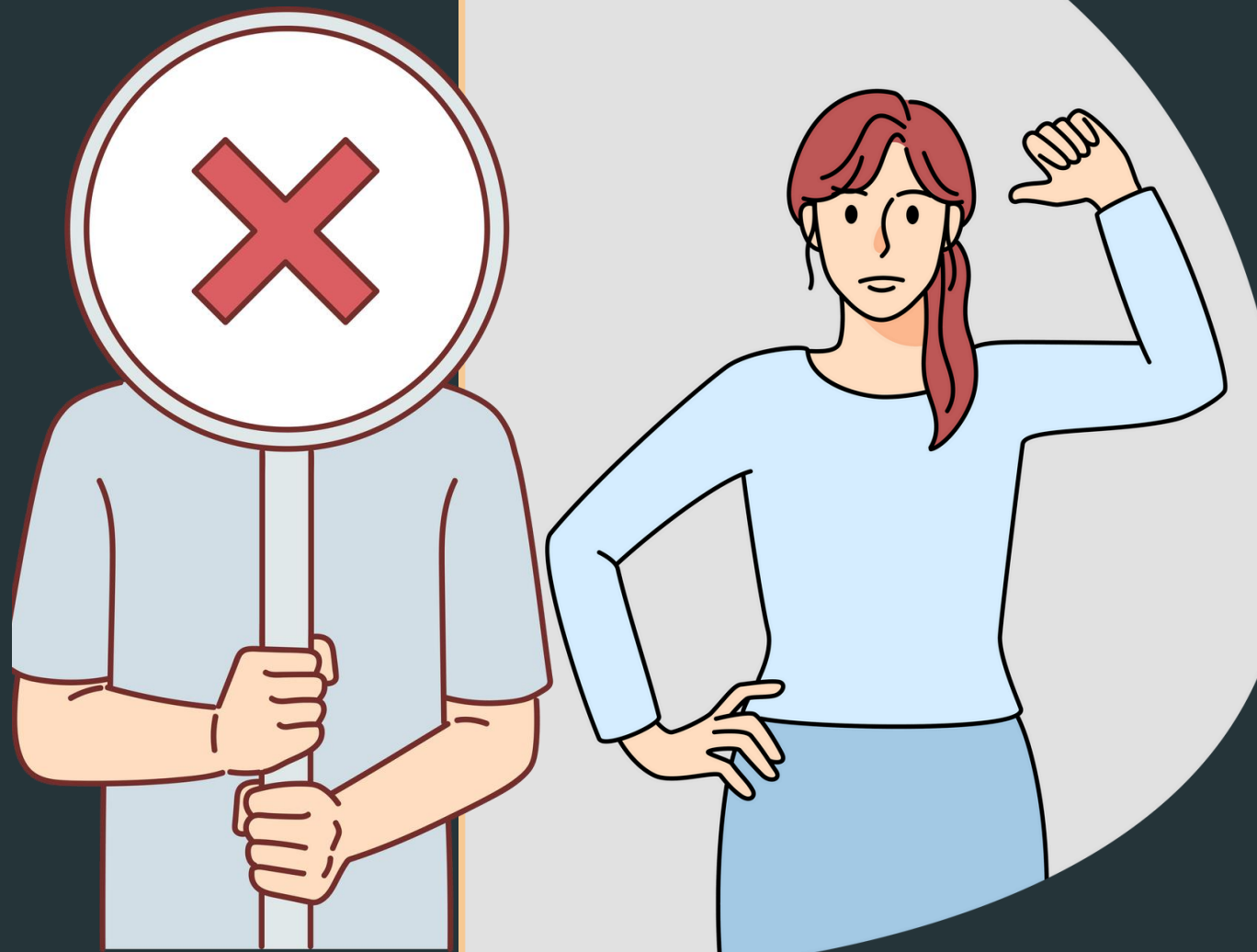


I don't think so.
I'm afraid I disagree.
(strong) No way.
(strong) I totally disagree.

Not necessarily.
That's not always true.
That's not always the case.
No, I'm not so sure about that.

USEFUL EXPRESSIONS:

EXPRESSING DISAGREEMENT



SPEAKING

A

B



Which health watch do you prefer?

Personally, I prefer the G586 to the A094. For one thing, the battery lasts longer.

I agree with you.

OR

Yes, but the A094 is cheaper. I think that's more important.

Health watch	price	battery life
 G586	*****	*****
 A094	***	***



A

B

WRITE A NAME OF A POPULAR:

Which health watch
do you prefer?

Personally, I prefer the G586
to the A094. For one thing, the
battery lasts longer.

electronics company

social media app

movie streaming app

I agree with you.

OR

Yes, but the A094 is cheaper.
I think that's more important.



A

Which health watch do you prefer?

B

FIND SOMEONE WHO HAS WRITTEN A DIFFERENT NAME FOR EACH ITEM, AND COMPARE YOUR CHOICES USE THE IDEAS BELOW TO HELP YOU.

Personally, I prefer the G586 to the A094. For one thing, the battery lasts longer.

car companies

-----'s cars are safer / cheaper / better designed than -----'s cars.

I agree with you.

OR

Yes, but the A094 is cheaper. I think that's more important.



A

Which health watch
do you prefer?

B

**FIND SOMEONE WHO HAS WRITTEN A
DIFFERENT NAME FOR EACH ITEM, AND
COMPARE YOUR CHOICES USE THE IDEAS
BELOW TO HELP YOU.**

Personally, I prefer the G586
to the A094. For one thing, the
battery lasts longer.

electronics company
_____'s products are cheaper /
more reliable / better quality
than ____'s products.

I agree with you.

OR

Yes, but the A094 is cheaper.
I think that's more important.



A

Which health watch do you prefer?

B

FIND SOMEONE WHO HAS WRITTEN A DIFFERENT NAME FOR EACH ITEM, AND COMPARE YOUR CHOICES USE THE IDEAS BELOW TO HELP YOU.

Personally, I prefer the G586 to the A094. For one thing, the battery lasts longer.

social media app

----- is easier to use / larger / more entertaining than -----.

I agree with you.

OR

Yes, but the A094 is cheaper. I think that's more important.



A

Which health watch do you prefer?

B

FIND SOMEONE WHO HAS WRITTEN A DIFFERENT NAME FOR EACH ITEM, AND COMPARE YOUR CHOICES USE THE IDEAS BELOW TO HELP YOU.

Personally, I prefer the G586 to the A094. For one thing, the battery lasts longer.

movie streaming app

----- is easier to use / more affordable / more diverse than -----.

I agree with you.

OR

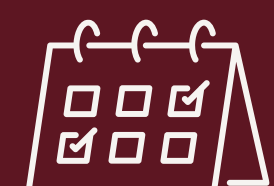
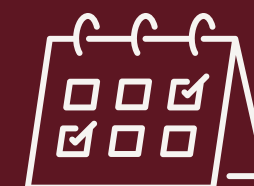
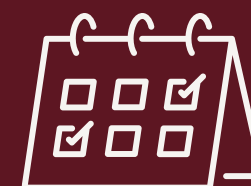
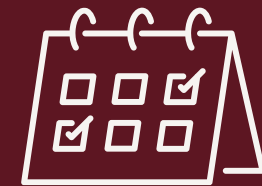
Yes, but the A094 is cheaper. I think that's more important.





04

PERFORMANCE TASK



PERFORMANACE TASK



Work in groups. You all work for an American company which wants to launch a new low-calories chocolate bar in your country. Hold a meeting to discuss the points on the agenda below, and make a decision for each one.

AGENDA

1. Target customer? - age
2. Wrappings?
 - a. sporty
 - b. classic
 - c. young
3. Product name?



4. Price?

- a. same as other chocolate bar
- b. higher than usual
- c. lower than usual

5. Launch date?

- a. June
- b. November
- c. January

6. Advertising

- a. A famous personality to promote it
- b. a slogan for the advertising campaign





Unit 2

GIVING OPINIONS AND PREFERENCES



REFERENCE

Barnard, R., Cady, J., Buckingham, A., & Trew, G. (2015). *Business Venture 1*. Oxford University Press.