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ReportingTense ReviewFocus: Two colleagues discussing the progress of a marketing campaign1. Listening1.1 Information transferListen to the dialogue in which two colleagues discuss the progress of a marketing campaign. As you listen, complete the key for the project planner below.请见附图1-11.2 CommunicationIn the listening extract, the speakers had a clearly defined relationship-boss/subordinate. What made this so clear?2.

PresentationIn the dialogue, the speakers used a range of tenses to talk about different events:I The Past SimpleI The Present PerfectI The Present SimpleI The Present ContinuousI Future forms with ‘ will ’ and ‘ going to ’ .We can position the tense usage on a time continuum:请见附图1-2Look in detail at how these tenses are used:2.1 The Past SimpleThis tense can be used to describe a state, or an event or a series of events which took place clearly in the past.For example:We ran the market test for 2 months, until the middle of November.What were the results like?... sales reached their target.2.2 The Present PerfectThis tense is used when we refer to an event or time period which is unfinished. It is not used when a past time (e.g. last week/last year/when we started/at the beginning) is stated.For example:So what has gone wrong? (e.g. since then/in the meantime/recently)Basically we ’ ve had problems... scaling up for the national launch has been much more difficult... e.g. until now)2.3

The Present Simple This tense is commonly used when we refer to states, events or activities which are characteristic of the present but which do not take place in any defined time period. Here, it is often used with verbs of perception (e.g. to think, to feel, to look, etc.). (Note that verbs of perception are rarely expressed using the Present Continuous.) For example: It seems that they 've run into difficulties...

2.4 The Present Continuous This tense is used when we refer to an event which is current or temporary. For example: At the moment, we 're working on some new promotion literature,... We 've having to update it.

2.5 Future forms There are several verb forms which are used when we refer to future events. For example: We 're going to hold both national and local press..... promotion literature, which will be used in...

Listening Task

A: OK, let 's go back to the original plan and see where we have got to. The preliminary market test was due to start last September, is that right?

B: Yes, that 's right. We set up a small-scale trial in the North. We ran the market test for 2 months, until the middle of November.

A: And what were the results like?

B: Very encouraging. Sales reached their target and generally consumer reaction was good.

A: So what was the next step?

B: Well, as you know, the plan was to move to a national launch fairly quickly. We had planned January this year for a major TV advertising campaign.

A: So what 's gone wrong?

B: Basically, we 've had problems in production. It seems that scaling up production for a national launch has been much more difficult than expected.

A: That 's ridiculous. We had no problems with production during the test market phase.

B: I know, but that was on a

much smaller scale. It seems that they 've run into difficulties with the tooling for the machines-you 'll have to talk to Brian about that.A: I don 't want to talk to Brian. I want you to tell me where we stand.B: Of course. We now have a launch date for early next month-May 5th. The TV advertising will start the weekend before on 2nd May. At the moment, we 're working on some new promotion literature, which will be used in the shops.A: I thought you finished that ages ago.B: Yes, that 's true. But because of the delay on the launch date, we 're having to update it.A: I see.B: So, besides the launch advertising and promotion campaign, we are going to hold both national and local press conferences so that we maximise the media coverage during the launch phase.A: When are they due to take place?B: Next week actually, on 15th and 16th April. 100Test 下载频道开通 , 各类考试题目直接下载。详细请访问 www.100test.com