

Contents

PART I

Language and communication

Meanings are in people	7
Meanings are learnt	8
How can you learn the meanings of the words in a foreign language?	9
Effectiveness of communication	14

The word and its meanings

Words as symbols	16
Denotation and connotation: two coexisting dimensions of meaning	17
Denotation, connotation, and context	19
Denotation, connotation, and dictionary	20
Denotation and connotation in marketing communications	20
Meaning relations between words: synonyms, antonyms, hyponyms	22
The word and its structural meanings	25
Derivational suffixes	31

Word groups as units of meaning 33

The sentence as a unit of meaning

Structural units	35
Meaning relations between word groups in the sentence	37
Logical relations between the units of information in the sentence	39
The sentence and its informativity	48
The sentence and its communicative functions: observations, judgments, arguments and inferences	51

The paragraph as a unit of meaning

Unity	59
Continuity	60
Information hierarchy	61

The text as a unit of meaning

Unity	77
Hierarchy	78
Continuity	79
Text analyses	80
A: The thematic structure and the macro-theme	80
B: The hierarchical function of paragraphs	82
C: Logical relations and transitions	84
D: Topics, comments, logical relations, macro-theme, text message and communicative purpose	85

PART II

UNIT 1

How to create and deliver presentations	91
Section A – topics and key words	93
Section B – information hierarchy and outlining	95
Section C – completing an outline	99
Section D – extracting comment key-words to complete the thematic outline	103
Section E – from visuals to texts	108
Section F – creating visuals from outlines	117
Section G – searching for specific information	121
Section H – project work – prepare the presentation on <i>“The secrets of successful presenters”</i>	125

UNIT 2

Branding

Section A – terms and definitions	126
Section B – giving your own examples	128
Section C – combining the explicit and the implied information	130
Section D – collecting information from different sources	137
Section E – searching for specific information	140
Section F – linking specific to general	142

UNIT 3

Marketing philosophies

Section A – making inferences	144
Section B – making inferences	147
Section C – combining English and Slovene sources	149
Section D – making inferences	153
Section E – completing a summary	158

UNIT 4

Designing advertising messages

Section A – using information from different texts covering the same topic	163
Section B – converting text into table	169
Section C – combining table and text	174
Section D – analyzing advertisements	176

UNIT 5

Describing graphs

Section A – transforming texts into graphs	186
Section B – transforming graphs into texts	190
Section C – making your own English-Slovene glossary	192
Section D – making your own Slovene-English glossary	198

PART III

Grammar in use

Inflections -ed, -ing	205
Time and Tense forms	207
Passive structures	213
Can, may, must, shall, will, ought to, could, might, should, would	218
Infinitive structures	226
Verbs followed by -ing forms	232
Prepositional groups with nouns and verbs	237
Referential words: we, they, he, him, his, it, this, these, that, those, such	241
Relational words: who, whom, whose, that, which	245