

Business English

texts, articles and extracts

Autumn 1999

**Faculty of Economics and Languages
Sogn og Fjordane College**

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Preface

This compendium was written specifically to be used by Business English students at Sogn and Fjordane College. It comprises articles from general interest and business magazines, newspapers, textbook extracts, Internet material and the students own work. The material in most cases has been adapted for use in Business English classes in various ways. It covers a range of interests and subjects such as: business, general interest, politics, the environment and texts concerning the Sogn and Fjordane region. The texts are thematised into these categories.

The material has been used on the 2 and 4 credit Business English courses at Sogn og Fjordane College in conjunction with casework, and in order to familiarise the student with the kind of English used in newspapers, magazines as well as textbooks. Working with these articles and extracts has given the students the opportunity to approach relatively difficult texts; reading of the texts has involved in-depth understanding. They have also been used as part of the oral work the students have done in class, such as in presentations, class debate, pair and group discussions. These discussions have sometimes involved the use of drama methods such as in the case work in *Business Communications*¹ where various 'role-play' methods were employed, such as in negotiating and debating. These methods enable students to simulate real situations in business life such as negotiating a contract, attending meetings and taking part in hearings.

The oral exam will to some extent focus on the material in this booklet, especially that which has been primarily used for oral practice in classwork.

Some of the material in this compendium illustrates and exemplifies some of the texts we have been working on in the course textbooks, such as the 'environmental' cases in Rodgers' *Business Communications*.

Ian Harkness

Sogndal, Autumn 1999

¹ Rodgers, D (1995) *Business Communications*, New York, St. Martin's Press.

Exercise

Ethical Debate

1. Do you think these laws (in the Middle East - decapitation and hanging) are barbaric? What about other countries? Do you think the death penalty in all countries should be abolished?

2. Debate

Some students may want to abolish the death penalty completely, whereas others might have reservations.

Others may think it is up to the individual countries themselves to decide whether or not it should be abolished.

Organisation of debate:

Students should divide into two groups: group one for the complete abolishment of the death penalty in all countries (to be imposed by international organisations should as the UN [various sanctions can be used against countries which don't comply]). Group two - those who do not want to abolish the death penalty or feel that it should only be partially abolished, for example: it might be kept for some crimes such as treason, or that it should be retained in some countries, but not others.

The question will be discussed in TV-debate form. Two teams of two/four sitting at the front and two 'referees' or hosts (the hosts should try to remain relatively neutral). The TV hosts have to keep the debate going by asking questions themselves, and getting the audience to ask questions. They should also try to dampen the debate if it becomes too exuberant or spice it up if it gets too boring. The audience have to actively participate if the debate is to be a success. The debate should be kept serious and the referees should ignore any non-serious contributions or deal with them in other ways.

Before the debate takes place teams need to prepare notes. It is important to use the right words - key words - use dictionary and Thesaurus. Spend 15 minutes preparing the debate. The debate should be kept short so as to keep the interest of the audience, so why not a '6 minute debate'? The hosts make sure the time limit is kept or they are sacked by the television producer who risks being sued by his sponsors for shortening the commercial breaks!

Comprehension for oral exam texts

Arabian punishment - preserving values

1. What particular type of execution is still in use in the United Arab Emirates; a type of execution which we might associate with the Bible?
2. How are people executed in Saudi Arabia?
3. What type of crimes receive the death penalty in Saudi Arabia?
4. Consider the questions posed by the 'debate' above.

HOLLYWOOD

Why Oscar Went Global

Independents, foreign talent and new technology

By Oliver Morton

Saving Private Ryan” is the sort of film that the academy awards were created to honor. It set out to say something about America, and did so in a big way, with big talents and big themes. It blended sweep with sentiment, and looked awesome. It established itself as a landmark in its genre, it moved audiences deeply and it pulled in a great deal of money—more than \$200 million in United States, with an additional \$250 million worldwide. So though the pundits warned that the Oscars were hard to call this year, most ended up believing that “Ryan” would win best picture. On the night, the film won Oscars for best editing, cinematography and direction, and in the past 50 years only two films have won those three and not gone on to win best picture.

And yet, in the end, the winner was “Shakespeare in Love.” The television cameras studiously ignored Steven Spielberg’s reaction to this coup. Perhaps he was stoically reminding himself that the movie industry is a very confusing place. So it is—and as the awards ceremony suggested, globalization and technology are about to make it more confusing still. The Hollywood that created and honored “Saving Private Ryans” of the past is changing to keep pace with that confusion.

There could be almost any number of reasons people voted for “Shakespeare in Love,” including a ferocious campaign by its producers and the fact that it is funny, touching and charming. But one big reason might have been comfort.



”Shakespeare in Love,” is a very comforting film—especially if you are in the entertainment industry. If the studios’ power has collapsed around you and foreigners seem to be outnumbering Americans in all the films that matter and you don’t even know what constitutes the right sort of movie to give Oscars to anymore, the sweet balance of loss and promise offers solace. Even while it exemplifies some of the changes Hollywood is facing—the new roles of independents and foreign talent—it honors the most Hollywood of feel-good sentiments.

The decline of the studios was a big theme in Oscar commentary two years ago, when “Jerry Maguire” was the only film by a major studio up for best picture (the studio was Sony, but that’s another story). This year the only major Hollywood studio to win feature-film Oscars was Spielberg’s Dream Works, the newest of them all. “Shakespeare” and “Life is Beautiful” won Miramax, an “independent” company owned by Disney, twice as many Oscars as Dream-Works got; Lions Gate, an independent, also took a couple, as did PolyGram. Excellent studio films—most notably Paramount’s “The Truman Show” – were treated so poorly one almost wonders whether being an independent has come to be compulsory.

The importance of the independents is a matter not just of acclaim but of commerce; look at the films that make most money worldwide for each dollar spent in making them. The

best performers are often the work of independents; they may be quirky; they may appeal to minorities; they may be funny. What they are almost without exception *not* is big Hollywood studio dramas. Indeed, many are not even American. The Academy has taken note. This year two fifths or more of the nominees in most major categories came from beyond America.

In itself, that's hardly a threat to Hollywood—co-opting foreign and immigrant talent has been one of its great strengths. The documentary maker Keiko Ibi wept when she won: "Who would have thought a girl from Japan could make a movie about Jewish senior citizens and actually receive the award." Martin Scorsese praised Elia Kazan's "lifelong quarrel with his adopted country." But it's not just adopted talent; foreign ideas are slipping in as well. On four out of five of the films nominated for best picture this year, the director apparently had control over the final cut, a power that studio chiefs used to consider at least as un-American as membership in the Communist Party.

On top of the foreign ideas and foreign talent, there's also new technology. Of this year's five nominees for best art direction, the two films with the most impressive and expressive looks—"Pleasantville" and "What Dreams May Come"—both relied on computerized effects. The craft skills of all sorts of future films will be programming skills, and Hollywood has no lock on them. A full-blown science-fiction-effects extravaganza such as "Lost in Space" can now be put together using the work of the small and medium effects houses of London.

One so far unrecognized and far from spectacular aspect of this digital revolution may turn out to be crucial to furthering internationalization of cinema. Dubbing dialogue into a foreign language is not terribly satisfactory. *Cinéastes* prefer subtitles—which the American public normally shuns. As films become entirely digital, software to match an actor's mouth movements to dialogue in a different language would come into its own. Such software already exists, and it's a fair bet it will get pretty good pretty quick. When that happens, foreign-language films will be able to enjoy much wider releases within America.

None of this means Hollywood is going to stop being a significant cultural influence around the world. But everything at the Oscars suggest it is going to have to come to a new accommodation with that world and its changes. As Whoopi Goldberg told the worldwide audience, "We love that you love what we do, and if you want to do it too, well then, like that young lady who won the documentary Oscar, you come on over." So far, so Hollywood. But then she added something new: "Or stay where you are." Just like the Oscar voters, would-be Oscar winners have a choice, too, and the world's films will be better for it.

Questions and exercises:

1. Discuss content of article in pairs.
2. Which film won the 'best film award' this year and what was so special about it?
3. What is meant by 'the Independents', and how does the role of the director differ in the Independents?
4. What role does the 'new technology' play?
5. What conclusions does the article make?

Adapted from an article by Oliver Morton in Newsweek International, April 5, 1999.

COMPUTERS

When E-Mail Bites Back

Bill Gates isn't the only one whose old messages have proved perilous

by Jerry Adler

This **antitrust**² thing,” Microsoft chairman Bill Gates allegedly told executives from Intel at a meeting in 1995,” will blow over.” Microsoft wasn’t changing its business practices at all as a result of the United States government investigation, Gates continued, according to handwritten notes by an Intel executive--except that it might revise its policy on keeping records of corporate e-mail. That may have been meant as a joke. As of last week the company has never *had* an e-mail policy, according to a Microsoft spokesman. Thus, in its protracted investigation the government was able to get its hands on an estimated 3.3 *million* Microsoft documents, including megabytes of e-mail messages dating from the early 1990s--and is now using them to contradict Gate’s own videotaped testimony in the most significant antitrust case of the decade.

Across America, from the glass towers of midtown **Manhattan**³ to the glass shoe boxes of **Silicon Valley**⁴, rose a muffled murmur of clicks last week, the sound of cubicle dwellers hitting DELETE as they scrolled through years of accumulated electronic correspondence, in search of business plans that were brilliant, but perhaps also illegal; plans of how much money the company could save by laying off everyone over 55; dirty jokes and love letters. Those who didn’t think of this on their own were encouraged to do so by employers. Until now, only around a third of all businesses have had formal policies on the content, handling and archiving of e-mail. But this will most probably increase, considering recent developments. Chevron had to dole out \$2.2 million in 1995 to a group of female employees who took offence at e-mail postings, such as the one headed “25 reasons why beer is better than women.”

Surprisingly, indiscreet e-mail can be even more dangerous than written records and memos. An unfiled note gets deleted in the next day’s trash, but in a typical office network almost all e-mail is recorded on the system server. Messages sent years ago may live on in taped storage, far beyond the reach of the DELETE key.

Even before Gate’s e-mail was used against him, companies were starting to take the problem seriously. There has been a boom in programs that automatically censor e-mail, especially those sent to addresses outside the company. One program, Accentor, checks for forbidden phrases and meanings. Another program, MIME-sweeper, blocks e-mail containing swear words, racial insults, sexist content or anything else a company wants to specify.

If you’re bothered by the thought that a computer somewhere is sifting through your message to your wife, well, get used to it, at least in the office. And at Microsoft, 2 million e-mails a day still fly among the 28,000 employees, any of whom can sit down at his terminal and tell Gates what he ought to be doing. “It’s the only way we communicate with one another,” says Bob Herbold, Microsoft’s chief operating officer. “I don’t get any paper mail. None. Except from a lawyer occasionally.”

² **antitrust** legislation which aims to promote fair competition, especially by controlling trusts and other monopolies.

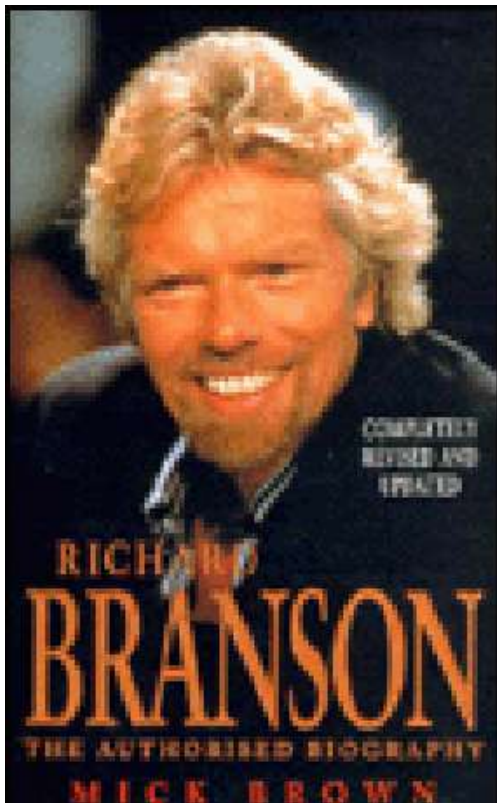
³ **Manhattan** an island near the mouth of the Hudson River forming part of the city of New York. It is a commercial and cultural centre and is famous for its skyscrapers.

⁴ **Silicon Valley** Santa Clara County in western California - a centre for electronics and computers.

Interview

A High-Flier Looks to Asia

British adventurer Richard Branson, 48, has made three attempts to circumnavigate the globe in a balloon, and though he plans yet another try, he has been far more successful as a high-flying entrepreneur. In 1984 he launched Virgin Atlantic Airways, and currently leads Virgin Group, comprising the airline as well as Virgin Megastores (which sell CDs, videos, magazines and other items) and Virgin Cola, among other enterprises. Branson now hopes to expand his business into China by winning the right to inaugurate a direct round-trip flight between London and Shanghai. He talked with NEWSWEEK'S Anna Esaki-Smith in Shanghai during a business trip there last week. Excerpts:



ESAKI-SMITH: Are you optimistic about becoming the first British carrier allowed to fly the London-to-Shanghai direct route?

Branson: We were delighted when the Chinese government said that the route would be open. There will be a Chinese carrier chosen by the Chinese, and there will be a British carrier. We've been campaigning hard for 10 years to fly to Shanghai. Since British Airways already has the Beijing route we're hopeful. But there will be a [U.K.] Civil Aviation Authority hearing [in December] where British Airways and Virgin Atlantic will do battle. There are quite a few routes we are looking at the moment.

Why are you expanding when most airlines in the region are retreating?

We think it is quite short-term thinking for them to pull out or cut back on just when there is a downturn in the economy. Take Shanghai, for example. Shanghai will grow by 10 to 11 percent this year. It's laudable growth in a time of a world recession, only a slowdown of 3 percent from the previous few years.

And there's a population of 12 to 13 million without a direct service to London. We believe that by having that direct service we can bring a lot of tourists here—we've brought a lot of tourists to Hong Kong [on the Virgin direct route]. And Shanghai is a beautiful, fascinating city with an incredible museum and thriving nightlife.

You don't think Londoners might find China's nightlife a bit subdued?

We'll liven it up.

Do you plan on expanding in China?

We want to launch Virgin Cola in China. We're talking to various bottlers in China and we're hoping to have a simultaneous launch of Virgin Cola around the same time that we start our [flight] service. We're also looking at multiplex cinemas. We hear there are not many of them in China. [Because of limits placed on the number of Western films allowed in China] you'd have to show local Chinese films in the cinemas. As for Virgin Megastores, obviously we are

watching the copyright piracy issue with great interest. We'd like to see whether the Chinese authorities are doing their best to stamp out piracy business. We'd like to see whether that battle is won before we risk opening a Megastore here. I think we'll be looking for sites, and we may take the risk.

You've said before that your business strategy has been based on the book "Small is Beautiful," the premise of which is not allowing any one entity to get too big. [Laughing] I never read it. I read the title. I glanced at the book. I liked the philosophy.

How might the premise relate to Asia's current problems?

I believe that governments have made the mistake over the last few years of allowing, not just in Asia but in the West as well, big takeovers. Governments should encourage competition. Governments seem to be won over by big business. Big businesses have grown bigger and bigger, and more and more impersonal. There's no reason to strive to keep the quality up, no reason to strive to keep the costs down, and a lot of blame can be attributed to government for not zealously following policies [which encourage competition]. Take the airline industry. These growing alliances are not good for the consumer. Why should Cathay and British Airways act as one? The government should be telling them to compete.

Any advice on how to fix large, inefficient Asian businesses?

I think that big Asian companies should consider splitting themselves into smaller units, maybe even floating off parts of their companies. There have been successful examples in Britain of companies who have become too big but then split themselves into the three or four companies which have become more successful than the single company on its own. One of the problems is, people have become chairmen of enormous conglomerates having fought their way to the top, and they like to be able to say "I employ 100,000 people." For them to cut their companies into five units of 20,000 staff is unnatural.

What's your outlook on China?

We're extremely optimistic about Shanghai. Shanghai is the fastest growing city in China, the fastest in the world, and if you're in business you've got to be operating in Shanghai. China seems to have managed to have withstood the downturn better than anyone in the Far East. The fact that it has a lot of bureaucracy indicates that if it manages to sort out some of these problems it can be ferociously competitive in the world. To be doing so well with all the inherent problems [China's] got shows the potential once change starts coming about.

Adapted from a *Newsweek* [December 7, 1998] article.

ENVIRONMENT AND BUSINESS LEADERS' SOCIAL RESPONSIBILITY

Environmental Groups

Due to increased concern for the fate of our planet, environmental groups have become both more popular and stronger. There are a number of groups, such as the Sierra Club and Greenpeace, which, through demonstrations and lobbying, have begun to have a strong impact both on people's awareness of the dangers of increased pollution and on political decisions. Organisations like these have local groups that monitor local conditions. Political activism at the local level is typical in the United States, as people's loyalties are strongly connected to their local environment. On the other hand, Americans tend to feel just as strongly that the individual should decide his or her own fate, and that feeling carries over to companies in a free-enterprise system, prompting a dislike of regulations.

Industrial waste, though not the only source of pollution, has been a focus of environmental groups, such as the Sierra Club and Greenpeace, with a special emphasis on waste dumping and air pollution. It has been claimed that business leaders have frequently avoided their environmental responsibilities by pretending not to know about their company's emissions or claiming that expenses associated with cleanups and factory modernisation would be prohibitively expensive. When faced with demands from environmental groups and governmental agencies, business leaders sometimes threaten plant closures. The effect may be that the local population, fearing unemployment, turns on environmental groups. Politicians, fearing defeat in the next election, may decide not to pressure businesses to pollute less.

However, according to World Watch, an environmental organisation, if we do not seriously reduce pollutants being released into the atmosphere within forty years, we will face an environmental catastrophe. One possible scenario is that global warming, due to the greenhouse effect, will lead to mass flooding of low-lying areas and a radical increase in the total desert area. Another problem is the thinning of the ozone layer due to CFC (chlorofluorocarbons) gases, which will lead to a dramatic rise in the number of skin cancer cases.

A Public Hearing

Many companies' environmental records are being investigated. Such is the case with Northern Electrical Services. This company is located in a town of 12,000 people along the Connecticut River. It employs 800 people and is the town's largest employer in an area with over 10 percent unemployment. If the company were to close operations, it would be an economic disaster for the community. Not only would the unemployment figures double immediately, but the effect on local businesses would threaten the entire economic base of the community.

Northern Electrical Services services parts for electrical power plants. PCBs, a toxic material, were once used in producing many of the components the company services, and tests done by local environmentalists show that a ten-mile down-river stretch of the Connecticut River has high concentrations of PCBs in the river sediments. In addition, PCB concentrations in fish caught in the river are twice the FDA (Food and Drug Administration) standards of two ppm (parts per million) for levels of PCBs in fish. The number of cancer patients in the local area is 50 percent higher than the national average. Although there is no definite proof that the

PCBs in the river sediments are the direct cause of these high rates of illness, it is difficult to find any other explanation. In any case, the possibility of a health risk has limited the use of the most important recreational area the townspeople have - the Connecticut River.

Another major problem allegedly caused by Northern Electrical Services is the emission of sulphur dioxide and nitrogen oxide from their heating unit, which burns fossil fuels. The company's plant, which was constructed in 1945, has inadequate cleansing equipment in its smoke stacks. The management has estimated that the installation of the most advanced filters would cost \$2 million, which is approximately half of the company's annual profits. It is estimated that this equipment would eliminate 99 percent of all sulphur dioxide and nitrogen oxide, which would greatly improve the air quality in the area. As it is now, poor air quality is blamed for nausea, headaches, and a high rate of respiratory diseases in the area. Forty percent of all school-age children suffer from asthma. Northern Electrical Services, on the other hand, claim their sulphur dioxide and nitrogen oxide emissions are within the EPA (Environmental Protection Agency) limits of 1.2 pounds per million BTUs and 0.6 pounds per million BTUs respectively. Thus, they feel that they are adhering to the law and do not feel any responsibility to install the new filters. An opinion poll taken in a local newspaper found that 62 percent of the population felt that Northern Electrical Services had a responsibility to install the new filters; 28 percent felt that emission controls were adequate, while 10 percent had no opinion.

In terms of responsibility, the local environmentalist organisation's representative wrote a letter to the editor of the local newspaper stating that Northern Electrical Services should be held responsible for cleaning up the entire stretch of the Connecticut River polluted with PCBs - a process that would cost an estimated \$25 million. Naturally, the company's spokesperson responded that this demand was unrealistic, since it would force the closing of the plant. The plant is not highly profitable as it is, and even the cost of installing smokestack equipment could push the administration to consider closing the plant.

The local environmentalists further demand a study of health conditions of the workers at Northern Electrical Services paid for by the company. Its purpose would both to help improve the possibility of limiting the number of deaths from cancer through early detection, and to determine if workers at the factory are more prone to develop cancer. If this was the case, the environmentalists would bring a class-action suit on behalf of the workers.

With the obvious conflicts of interests and strong emotions, tempers have been flying. In a few cases, the tension has led to violent confrontations between workers, who are afraid of losing their jobs, and environmentalists. Thus, the mayor of the town has called a hearing. She has invited representatives from the management of Northern Electrical Services, the environmentalists, the factory workers, and representatives of the State Department of Environmental Protection. In addition, all residents of the town are welcome to attend. All groups participating in the meeting will undoubtedly prepare their positions and arguments thoroughly.

Management of Northern Electrical Services

At the hearing the management will attempt to present their company in the best light, and talk about their civic concern and show what they have done for their community and what their business means for the local economy. They will present a study which will show that their emissions of sulphur dioxide and nitrogen oxide are within the EPA limits. They will

also emphasize that there is no proof that the PCBs stem from their factory. They will explain the financial situation of their company and the limitations that situation puts on meeting the demands raised by the environmentalists.

The Workers

The workers have two conflicting concerns. They are worried about the possible loss of jobs, and are thus mainly aligned with management and against the environmentalists. However they are also concerned about their health and the health of their family. Information about the high incidence of cancer and respiratory diseases in their community concerns them and will affect what they will say at the hearing.

The Environmentalists

Naturally, they are the most outspoken group. They will come to the hearing armed with statistics, charts, and a list of demands. Their statistics will present a different picture than that of the management of Northern Electrical Services. They will try to enlist the support of local residents.

Local Residents

They share similar concerns with the workers; that is, they are concerned with both the economic and health aspects of the situation. They will be free to express their individual opinions or formulate a unified position for their entire group.

The Connecticut State Department of Environmental Protection

They will listen to arguments from all participants at the hearing and formulate a judgement. If they find that Northern Electrical Services has broken the law, they will force them to take necessary steps to bring air pollution within EPA standards. They can even force them to take necessary steps to clean up the down-river stretch of the Connecticut River if it is proven that they are the sole, or major, polluter. They can also levy fines. One of their members will chair the meeting.

The Hearing

The chairperson will call the meeting to order. The management from Northern Electrical Services will be allowed to present their case. After they are finished, the environmentalists will be allowed to present their case and their demands. Then the discussion will be opened to the floor, which will mean that anyone can speak.

Some days later the Connecticut State Department of Environmental Management will present their decision, beginning by announcing whether or not Northern Electrical Services has broken the law. If the Department representatives determine that Northern Electrical Services has broken the law, they must announce which specific points the company is responsible for, and what they must do to remedy the situation. Also, Department representatives must determine whether any fines are going to be levied, and if so, how much the company will be charged.

Adapted from case 6, 'Environment and business leaders' social responsibility' in Business Communications.

Questions and exercises:

1. What do you know about environmental issues in the Sogn and Fjordane region, or/and in Norway?

In answering this question you may wish to consider some of the following questions:

a) Are industrial leaders fully aware of the amount of pollution their companies emit into the environment?

b) If yes, what are they doing to reduce it? If not, why not? Is it because they don't want to accept the responsibility and costs associated with such pollution, or is it due to a lack of information?

2. Should industrial leaders be more responsive to the problem of pollution? What can be done, if necessary, to make them responsive?

3. What sanctions (such as fines, jail sentences, and so on) would be most effective in cases of repeated environmental offences on the part of industries in your country or region?

4. Write a letter to the local newspaper expressing your point of view on this case: the case concerning the pollution of the Connecticut River.

5. The Environmentalists and Northern Electrical Services will write a report on what took place at the Meeting.

**A REPORT OF THE MEETING BETWEEN
NORTHERN ELECTRICAL SERVICES,
THE ENVIRONMENTALISTS, THE WORKERS
AND THE LOCAL RESIDENTS.**

**Present for Northern Electrical Services:
Financial director Tommy Haukeland
Assistant director Ole Petter Heggstad
Chief Legal Adviser Pernille Grimnes
Official spokesman Paal Halvorsen**

EXECUTIVE SUMMARY

On the 14th of September 1999 a meeting was held in Connecticut to discuss the situation concerning the pollution in the area. The discussion concerned the pollution in the air and in the Connecticut River. The local residents and the workers were present at the meeting along with the environmentalists and us representatives from NES. We've had some serious accusations against the NES concerning the pollution, and feel that everyone is blaming us for this unfortunate situation.

We opened the meeting with a brief presentation of the company, the problems we're in, and also our plans and solutions for the future.

We also explained our difficult economic situation:

Our machines are very old and represent a danger to the employees, and need to be exchanged with new ones. Also new machines will reduce the pollution. However, this is extremely costly for us, and will amount to more than we can afford. The estimated costs for the new equipment are \$23.576.376,72.

The environmentalists claimed that we only had to use half of our annual profits to install the new air filter. It's obvious that if we have to purchase the new machines, our financial situation will not allow us to install the air filter and clean the river.

We also have a costly new health program. We started this cooperation with the local hospital a year ago. The local residence were extremely impatient, and wanted results right away. However, a project like this will take time before the results show.

We've received some economic support from the municipality, but this is not enough. This support is only supposed to cover our expenses considering the air filters, and not for cleaning up the PCB in the river.

We felt that the reaction to our suggestions was aggressive, and that the other parts at the meeting weren't interested in our solutions to the problems. They seemed to already have made up their mind about the case, and were hostile minded and negative from the beginning.

Our "opponents" were not able to present any conclusive evidence. Our outlet of PCB was within the limits, but at the meeting false accusations were made against us, saying the outlet of PCB was twice as big.

If the environmentalists had done their research in a proper way, they would know that it was the municipality who decided how high the legal outlet of PCB are allowed to be.

We've always been under this limit, so if the limit had been lower we would not have had this problem.

At the end of the meeting The Connecticut State Department of Environmental Protection formulated a judgement. They found that NES had broken the law and forced us to take the necessary steps to bring air pollution within EPA-standards. They did even force us to clean up the down-river stretch of the Connecticut River. Altogether this will cost us \$28.876.437,11.

Later on we arranged an extraordinary meeting in NES, to discuss the serious situation. We found out:
If we're forced to go through this programme without any more financial support, we'll have to close the company down.

A REPORT
OF THE NEGOTIATIONS BETWEEN
NORTHERN ELECTRICAL SERVICES
AND
THE LOCAL ENVIRONMENTAL GROUP

COMPILED BY THE LOCAL ENVIRONMENT GROUP
- Rannveig, Trude, Astrid and Kari

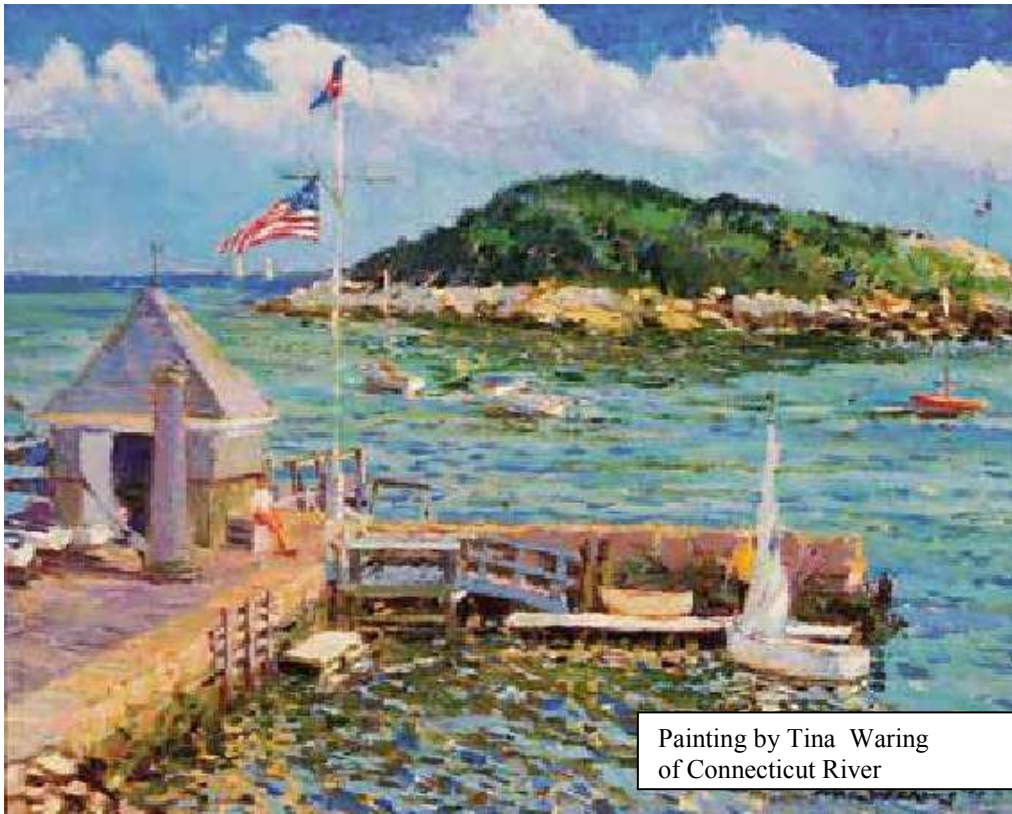
The chairperson opened the meeting by allowing Northern Electrical Services (NES) to present their case. NES presented some statistical facts about the poor health conditions in the area, and closed their argument by denying all responsibility.

We, the local environmental group, took over and presented our facts. We also "ruined" some of their arguments, and had some demands about what NES should do to improve the environment.

After the introduction the discussion was opened to the floor. A local journalist had some questions. So did the factory workers and the local residents. It was a lively discussion between the local environmental group and Northern Electrical Services. NES agreed to clean up the river and change the air filter, but only if the government would grant subsidies. They still denied all responsibility though.

The representative from the state department of environmental protection close the meeting by finding NES responsible for the pollution of the area. She demanded that they install the new air filter. No decisions concerning the river were made.

CONNECTICUT TIMES



Painting by Tina Waring
of Connecticut River

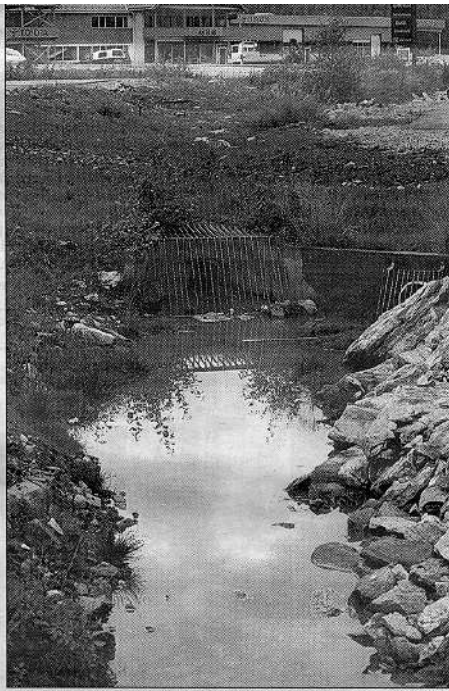
On Monday evening there was a meeting where Northern Electrical Services, and the environmentalists tried to come to an agreement, about the pollution in the beloved Connecticut River.

All the local people had a lot of interesting points of view. I think that most of us agree with the environmentalists. It's true that the number of cancer patients, asthma patients and spontaneous abortions are much higher than the national average. But what will happen to Connecticut if we all work against our only big company?

WAKE UP!!! We all have to work together, and do everything we can to save our town and our people. If we don't we will no longer have a place to go fishing, no place for our children to swim, people will have to move out to get jobs and families will be torn apart! So, you see, dear readers of *Connecticut Times*, we all have to work together to keep Connecticut the same nice place it has always been!

Reader's letter

Mange miljøsyndarar langs med Kaupangselvi



U.F. Denne bekken fører avin frå den gamle bossplassen på Kau-

Tor Yttri

KAUPANGER: Det er truleg fleire som må ta ansvaret for at Kaupangselvi luktar og ser fælt ut.

Det meiner i alle fall Liv Byrkjeland, miljøvernleiar i Sogndal kommune. Ho avviser ikkje at også kommunen truleg må ta sin del av ansvaret for ureininga av elva. Frå den gamle bossplassen, der det i dag er fotballaner, sig det raudbrun, tjuktflytande masse nedover elva.

Sit i glashus

Bekken kjem fram i dagen like ved verksemdene Hjelmeland Byggforretning og Sogn Bилpleie, og renn vidare inn i ei stikkrenne med retning Kaupangselvi. Kaupingen Jens Terje Hammervoll er ikkje i tvil om at dette avsaget frå den gamle fyllinga er ei vesentleg årsak til at Kaupangselvi er urein og vatnet brunfarga. Han meiner Sogndal kommune sit i glashus når der er kommunen som utøver kontrollfunksjonen i høve private verksemder langs med Kaupangselvi.

Fiskedød

Det var for halvanna veke sidan det vart oppdaga massevis med død bekkauere i den stillrennande, vesle elva,

frå stikkrenna som kjem ut ved rundkjøringa og ned til Knakadammen, ei demning eit steinkast nedanfor ungdomshuset Skogly. Under synfaringa kommunen gjennomførde, saman med representantar for Lerum Fabrikker, kom det klart fram at fisken med tilhald over denne stikkrenna var frisk og fin, trass i at vatnet også der er sterkt brunfarga. Stikkrenna miljøvernleiar Liv Byrkjeland og avdelingsingeniør Karl Henrik Shoel meiner har ført så ureina vatn ut i elva at fisken har dauda, skal føra overflate- og regnvatn frå Lerum sitt fabrikkområde.

Ventar på resultat

Lerum på si side hevdar at eit gammalt bekkefar fører møk inn i stikkrenna, og at dei er utan skuld i fiskedøden.

Det er ikkje utslepp frå fabrikkområdet som er årsaka til fiskedøden og ureininga, sa Per Rygg til Sogn Avis onsdag 25. august. Han er prosjektleiar for den pågåande utbygginga ved Lerum Fabrikker.

Resultatet av vassprøvene som vart tekne under synfaringa førre tysdag er enno ikkje klart.

Liten kapasitet

-Ja, det er nok mange syndarar når det gjeld ureining av Kaupangselvi. Bekken og avsaget frå den gamle bossplassen vert overvaka, sameleis utslepp frå ulike verksemder. Eigentleg skal bekken frå den gamle fyllinga vera tilknytta kloaknett, men det er helt tydeleg at det er avsigt her som går utanom, seiar ho. For miljøvernleiar og kommunen er problemet underkapasitet. Dei har ikkje tid eller ressursar til å kontrollere og utarbeida alle feil og manglar så raskt og effektivt som dei ynskjer.

Edited extract from Sogn Avis, Wednesday, September 1, 1999.

Exercises

This article has been chosen from a local newspaper, *Sogn Avis*. The article is relevant for case 6, 'Environment and Business Leader's' Social Responsibility' in Drew Rodgers, *Business Communications*. The case emphasises the importance of students investigating and discussing local environmental problems.

- 1.** In pairs students translate a section each and hand in the written work to the teacher. The teacher in conjunction with the students proof read the translations and produce a full 'correct' translation of the article. A translation of the article will acquaint the student with the kind of terminology utilised on this kind of case, for instance: environmental leader. Sogn Municipality, polluting, refuse dump, private businesses and inspection etc.
- 2.** Compare the pollution problems of Kaupanger river with those of Connecticut River (although they are obviously of different sizes - the problems involved have some points of similarity).

Several environmental sinners along the Kaupanger river

Kaupanger: Responsibility for the fact that Kaupanger river looks and smells terrible lies undoubtedly with several people.

At least, this is the opinion of Liv Byrkeland, the environmental leader for Sogn Municipality. She does not deny that fact that the county should also take their share of the responsibility for the polluting of the river. A red-brownish mass seeps out down towards the river, from the old refuse dump, where there is a football pitch today,

People living in glass houses...

The stream emerges near the businesses Hjelmland Byggforretning and Sogn Bilpleie, and then continues into a sub-drain in the direction of the Kaupanger river. Jens Terje Hammervoll, from Kaupanger, has no doubts that the stream from the old refuse dump is the main cause of the Kaupanger river's dirtiness and brownish colour. In his opinion, people in glass houses shouldn't throw stones, since it is the municipality's responsibility to control the private businesses' along the river.

Dead fish

A lot of dead trout were discovered in the slow-running little river one and a half weeks ago. The inspection arranged by the municipality, together with representatives from Lerum Factories, clearly showed that the fish in this stream were healthy in spite of the water having a muddy brown colour. Environmental leader Liv Byrkeland and department engineer, Karl Henrik, believe that the sub-drain, which should drain surface water and rain water away from Lerum's factory area, has polluted the river with dirty water, resulting in the death of the fish.

Waiting for a result

Lerum for their part maintains that an old stream leads refuse into the sub-drain, and think that they should not be given the blame for the dead fish.

On Wednesday 25 August, Per Rygg said to *Sogn Avis* that the dead fish and pollution are not caused by the discharge from the factory area. He is the project leader for the current expansion of Lerum factories.

The result of the water tests which were made under the inspection last Tuesday is not ready yet.

Lack of resources

-Indeed, there are several sinners concerning the pollution of the Kaupanger river. The stream and the water from the old refuse dump are being monitored⁵, the same goes for the refuse from different factories. Byrkjeland says that in actual fact the stream from the old refuse dump should be connected to the sewer system, but it's clear that some of it doesn't end up in this system, The problem for the leader of the environment, and the municipality is that they have too few resources. They have neither the time nor resources to control and fix all the problems as quickly and efficiently as they would like to.

⁵ 'Overvaka'. Translators translating from Norwegian into English will use a bilingual dictionary, such as Kunnskapforlagets *Norsk-engelsk ordbok*. W. A. Kirkeby's dictionary (1979) gives the following translation of 'overvaka': (vt) look after, watch over (føre tilsyn med) oversee (fx a pharmacist should oversee the sale of this drug); *kvaliteten av det garnet vi produserer* – s nøye the quality of the yarn we produce is carefully monitored.

There are four translations of 'overvåke' given here: 'look after', 'watch over', 'oversee' and 'monitor'. The translator has to be careful in his/her choice of the right word. In this particular case, 'monitor' seems appropriate. Sometimes the word which the translator is looking for will not be in the bilingual dictionary, and a thesaurus might be used.

Vegkanten – en artsrik biotop

Mange tenker på veger – og vegkanter – som støyende, forurensede områder som umulig kan ha noen verdi som naturtype, eller noen betydning for det biologiske mangfoldet. I virkeligheten er vegkantene mange steder viktige og artsrike vegetasjonstyper. I noen tilfeller representerer vegkantene siste rest av det gamle kulturlandskapet, som mange steder er i ferd med å forsvinne helt.

Derfor er vegkanten i fokus i et spennende samarbeidsprosjekt mellom Seksjon for landskapsøkologi, Høgskulen i Sogn og Fjordane og Statens Vegvesen Sogn og Fjordane.

Vegkantene er viktige biotoper!

Kunnskapen om artsmangfoldet i vegkantene og om hvordan det kan opprettholdes, skjottes og eventuelt utvikles er mangelfull i Norge. Denne kunnskapen er viktig og nødvendig for å kunne identifisere og innarbeide gode skjøtselsrutiner i Vegvesenets vedlikeholdsarbeid.

Prosjektet "Vegkanten - en artsrik biotop" har som overordnet mål å få en oversikt over vegkantens betydning for det biologiske mangfoldet. Sogn og Fjordane fylke tjener som modellområde for studier av floraen i vegkanter. Den varierte topografien i fylket og variasjonen fra kyst til innland gjør at resultatene herfra har overføringsverdi til andre regioner.

Selv om det er kjent at vegkantene kan være artsrike biotoper, har vi hatt liten oversikt over variasjonen i vegkantene. Hva karakteriserer artene som finnes i vegkanter? Hvilke økologiske, klimatiske, historiske og fysiske forhold påvirker vegetasjonen i vegkantene? Hvilke vegkanttyper kan identifiseres, og hvilke har størst betydning for det biologiske mangfoldet? Hvordan har disse blitt stelt? Ved å innhente og sammenholde slik informasjon, kan vi i neste omgang tilrå hva som må gjøres for å opprettholde og forhåpentligvis forsterke artsmangfoldet langs vegnettet.

Pilotundersøkelse av vegkantene

For å få en oversikt over typer av vegkanter og fordelingen av dem, ble det i 1997 og 1998 gjort undersøkelser langs store deler av fylkes- og riksveinettet i Sogn og Fjordane. Vegetasjon og økologiske forhold i ulike kanter ble registrert, og en enkel klassifisering av forskjellige typer vegkanter ble gjort.

Det mangfoldige mangfoldet

Som forventet inneholdt vegkantene et stort mangfold av karplanter. En del av disse plantene fantes i nesten alle de undersøkte vegkantene, mens andre arter hadde mer spesialiserte krav til miljø og voksested.

Engkvein (*Agrostis capillaris*) og raudsvingel (*Festuca rubra*) er eksempler på svært utbredte arter som vokste i nesten alle vegkanter. Disse grasene inngår også i svært mange andre vegetasjonstyper.

En del plantearter trives godt i litt ustabil og forstyrret miljø, og slike arter er vanlige i mange vegkanter. Revebjelle (*Digitalis purpurea*) og filtkongsløys (*Verbascum thapsus*) er eksempler på høgvekste to-flerårigte arter som trives godt i grusrike vegkanter. Også lågere urter som lintorskemunn (*Linaria vulgaris*) og stemorsblomst (*Viola tricolor*) greier seg best i forstyrret, tørre kanter, for de taper i konkurransen med andre plantearter under stabile forhold.

Typiske eng-arter er vanlige i vegkanter. Tepperot (*Potentilla erecta*), ryllik (*Achillea millefolium*) og smalkjempe (*Plantago lanceolata*) er eksempel på alminnelige grasmarksarter som finnes i svært mange lysåpne vegkanter med en viss stabilitet. Disse artene er spesielt viktige i de engpregede vegkanttypene.

Vegetasjonen langs en veg har sitt utspring i mange ulike naturtyper, og floraen i arealene som grenser til vegkantene har stor betydning for hvilke arter som finnes der. En naturlig invasjon pågår hele tiden, og bidrar til det store artsmangfoldet i vegkantene.

En del arter har strenge klimatiske krav og har derfor en avgrenset geografisk utbredelse. Dette påvirker artssammensetningen også i vegkantene. I kyststrøk kan de

inneholde frostskyende arter som purpurlyng (*Erica cinerea*) og heibljåfjør (*Polygala serpyllifolia*), mens vegkantene i indre strøk i stedet arter inneholder med mer kontinental utbredelse, for eksempel enghavre (*Avenula pubescens*) og gjeldkarve (*Pimpinella saxifraga*).

Vegkantens indre variasjon

I tillegg til at vegkantvegetasjonen varierer langs vegnettet på grunn av bl.a. klima, har de fleste vegkanter også en tydelig indre variasjon eller sonering. Plantearter er, avhengig av sine miljøkrav, gjerne fordelt i markante belter i ulike avstander fra vegbanen.

De artene som tåler mest tørke og slitasje, som følblom (*Leontodon autumnalis*), groblad (*Plantago major*) og småsyre (*Rumex acetocella*) dominerer nærmest vegbanen. Innenfor denne kantsonen finnes ofte en mer engpreget midtsone dominert av det vi kan kalle tørketålende engarter som rødkløver (*Trifolium pratense*), kvitmaure (*Galium boreale*) og hårsveve (*Hieracium pilosella*).

Innerst får vegkanten gjerne et stort innslag av arter fra nærliggende vegetasjon. En skogsvegkant vil for eksempel ha et stort innslag av skogsplanter som blåbær (*Vaccinium vitis-idaea*), småmarimjelle (*Melampyrum sylvaticum*) og ulike bregner. I en del vegkanter har den innerste delen av vegkanten tydelig grøftestruktur. Slike vegkanter har gjerne innslag av nitrogenelskende arter som mjødukt (*Filipendula ulmaria*) og geitrams (*Epilobium angustifolium*).

Tørrengvegkanter og friskengvegkanter er mest artsrike

Undersøkelsene i Sogn og Fjordane viste også at de engpregede vegkantene er svært viktige for det biologiske mangfoldet. De er lysåpne, gras- og urtedominerte og har høy diversitet av engarter som blåklokke (*Campanula rotundifolia*), gulaks (*Anthoxanthum odoratum*), engsmelle (*Silene vulgaris*), raudknapp (*Knautia arvensis*) og gulskolm (*Lathyrus pratensis*). I tillegg kan enkelte av dem være voksested for mer eksklusive (gjerne baseelskende) arter som ellers først og fremst forekommer i ”tradisjonelle” kulturmarker med lang kontinuitet. Et eksempel er grov nattfiol (*Platanthera chlorantha*) som er en (relativt sjelden) orkidé knytta til gammel slåtte- og beitemark. Smånøkkel (*Androsace septentrionalis*) og ullurt (*Logfia arvensis*) er eksempel på to andre ganske sjeldne norske arter som begge vokser i tørre, solrike vegkanter i indre Sogn.

Men engvegkantene har ikke betydning bare for det biologiske mangfoldet. Ofte er de fargerike og av stor estetisk verdi.

Vegkantslått –en fordel både for trafikantene og artsmangfoldet

Vegkantene kan variere både i fysisk og floristisk utforming, og undersøkelsen viste at mange ulike faktorer bidrar til å strukturere dem. De faktorene som synes å være viktigst for artsinnhold og mangfold i vegkanten er geografisk plassering, næringsforhold, fuktighet, omgivelser og stabilitet. Stabilitetsfaktoren omfatter blant annet skjøtsel, alder og historie, og den synes å være svært betydningsfull.

Den årlige slåtten som Vegvesenet utfører av hensyn til trafikksikkerhet kan være med på å opprettholde lysåpne miljøer, samtidig som den hindrer høge, kraftige urter, busker og trær å skygge ut lågvokste arter. Det er viktig at dette skjøtels- og vedlikeholdsarbeidet blir utført på en måte som tar vare på og opprettholder artsmangfoldet. Faktisk er vegkantene av de få områdene som fremdeles blir holdt lysåpne gjennom slått, og de blir derfor stadig viktigere som leveområder for en lang rekke kulturmarksarter som er i ferd med å bli borte i det moderne, intensivt utnyttede eller gjengroende landskapet.

Vegkantene langs gårds- og bygdeveger ble tidligere aktivt utnyttet til beite og slått for å skaffe fôr til husdyra. Mange steder la denne årvisse høstingen grunnlag for lågvokste og artsrike vegkanter med stort innslag av velkjente kulturmarksarter som prestekrage

(*Leuchanthemum vulgare*), marinøkkel (*Botrychium lunaria*), småengkall (*Rhinanthus minor*) bakkesøte (*Gentianella campestris*), fuglevikke (*Vicia cracca*), engnellik (*Dianthus deltoides*) og blåklokke (*Campanula rotundifolia*).

De lågvokste artene trives best i lysåpne, magre områder, og de konkurreres fort ut av høg, frodig og (ofte artsfattig) vegetasjon med innslag av arter som hundekjeks (*Anthriscus sylvestris*), hundegras (*Dactylis glomerata*), bringebær (*Rubus idaeus*) og nesle (*Urtica dioica*) dersom næringstilgangen blir for stor. Selv om den tradisjonelle bruken mer eller mindre har opphørt i dag, kan enkelte vegkanter fremdeles utgjøre artsrike rester etter eldre eng og beitemark.

Siden de engpregede vegkantene gjerne er lågproduktive og lågvokste, kan de være særlig interessante for Vegvesenet med hensyn til trafikkikkerhet, samtidig som de krever et mindre intensivt (og dermed rimeligere) vedlikehold.

Konklusjon

Foreløpige resultater fra vegkantprosjektet i Sogn og Fjordane viser at det er tydelige mønster i utbredelsen til en del vegkantarter i forhold til økologiske, geografiske og klimatiske faktorer. Det er markant forskjell i artsinnholdet i vegkanter på kysten og i innlandet. En mer detaljert kunnskap om dette kan brukes til videre utvikling av regionalt tilpassete frøblandinger. Slike frøblandinger vil være viktige av både økonomiske og miljømessige årsaker, siden de sannsynligvis vil gi bedre og enklere etablering av nyanlegg.

Undersøkelsene viser også at de engpregede vegkantene tydelig skiller seg fra andre vegkanttyper. Den store diversiteten og de sjeldne artene i disse vegkantene er spesielt avhengige av at Vegvesenets skjøtsel blir gjennomført på rett måte, slik at det biologiske mangfoldet blir ivaretatt.

Litteratur

Auestad, I., Austad, I. & Norderhaug, A. 1997. *Vegkanten - en artsrik biotop. Rapport fra forprosjektet.* - Høgskulen i Sogn og Fjordane / Statens vegvesen Sogn og Fjordane.

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Om forfatteren

Inger Auestad er Cand. scient. i botanisk økologi fra Universitetet i Oslo. Hun er knyttet til seksjon for landskapsøkologi ved Høgskulen i Sogn og Fjordane, og er ansatt som forsker på prosjektet "Vegkanten – en artsrik biotop."

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The Road Verge - a Species-rich Habitat

Most people consider road verges to be noisy, polluted areas without any botanical value, and of no importance for the conservation of biological diversity. In reality, road verges are in many places important and species-rich habitats. In some cases, they represent remnants of older cultural landscapes, which in many places are in the process of disappearing completely. For these reasons, the road verge habitats are now the subject of a cooperation-project between the Institute for Landscape Ecology, Sogn og Fjordane College, and the Public Roads Administration (Sogn og Fjordane).

Road verges are important habitats!

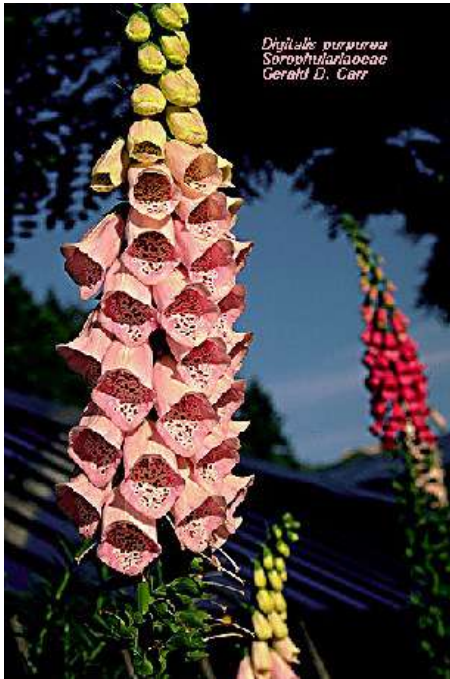
In Norway, there is a lack of knowledge of how the diversity of species along road verges should be managed and developed. This knowledge is important and necessary in order to identify and establish good working practices in the Public Roads Administration's maintenance work.

The main goal of the project is to acquire an outline of the importance of road verges, especially in relation to biodiversity. Despite the fact that it is well known that road verges are often species-rich habitats, little data concerning the species variation exists. What are the characteristics of road verge species? Which ecological, climatic, historical and physical conditions influence the vegetation along road verges? Which road verge types can be identified, and which are the most important for the conservation of biological diversity? How have these been maintained? By collecting and comparing such information, we will be able to advise on what needs to be done to maintain and, hopefully, reinforce the species diversity along road verges.

Sogn og Fjordane County will serve as a model for the study of flora along road verges. Because of the county's varied topography and climate the results obtained from the project may be utilised in other counties.

A pilot-investigation of the road verges

In 1997 and 1998, investigations were carried out along large sections of the county and national road network in Sogn og Fjordane, in order to acquire an outline of the different types of road verges and to map their distribution. The vegetation and ecological conditions of different road verges were registered, and a simple classification of the different road verge types was carried out.



The diverse diversity

The road verges contained a large variation of vascular plant species, as was expected. Some of these plants were found in nearly all of the road verges investigated, while others were less common as they had more specialised demands of the habitat. *Agrostis capillaris* and *Festuca rubra* are examples of very common species along road verges. These grasses are also common in many other vegetation types. Some of the plant species thrived on an unstable and disturbed environment, and such species are common along many road verges. *Digitalis purpurea* (foxglove) and *Verbascum thapsus* are examples of tall biennial species which flourish along gravel road verges. In addition,

lower-growing herbs such as *Linaria vulgaris* and *Viola tricolor* thrive along disturbed, dry edges, whereas under stable conditions they are outcompeted by other plant species.

Along the meadow-like road verges common grassland species such as *Potentilla erecta*, *Achillea millefolium* and *Plantago lanceolata* are predominant. These are found along road verges with optimal light conditions and a certain amount of stability.

As road verges are ecotones, species from neighbouring vegetation types constantly invade and influence the vegetation of the road verges, thus providing an important element of the total variation.

Some of the species have strict climatic needs and consequently a limited geographical distribution. In coastal areas, road verges often contain frost-shy species such as *Erica cinerea* and *Polygala serpyllifolia*. In inland regions, on the other hand, road verges will often contain species with a more continental distribution, i.e. *Avenula pubescens* and *Pimpinella saxifraga*.

The road verge's inner variation

The majority of road verges have an inner floristic variation or zonation, in addition to the variation along the road network caused by factors such as climate. Species are often distributed in marked belts in relation to their distance from the edge of the road, depending on the demands of the environment.

The species most tolerant of drought and wear and tear, such as *Leontodon autumnalis* (dandelion), *Plantago major* and *Rumex acetocella* dominate the area nearest the road edge. A meadow-like middle-zone is often found within this edge area, dominated by dry-tolerant meadow species such as *Trifolium pratense*, *Galium boreale* and *Hieracium pilosella*.



The area furthest from the road edge is characterised by a large number of species from the nearby vegetation. For instance, a road verge in a woodland area will have a large element of woodland plants such as *Vaccinium vitis-idaea*, *Melampyrum sylvaticum* as well as various ferns. Along some road edges, a ditch may be found in this area containing species such as *Filipendula ulmaria* and *Epilobium angustifolium*.

Dry meadow road verges and fresh meadow road verges are the most species-rich

Investigations in Sogn og Fjordane showed that the meadow-like road verges are very important for the conservation of biological diversity. These road verges are open areas with optimal light conditions, dominated by grasses and herbs and containing a high diversity of meadow species such as *Campanula rotundifolia* (bluebell), *Anthoxanthum odoratum*, *Silene vulgaris*, *Knautia arvensis* and *Lathyrus pratensis*. In addition, some of the road verges may hold exclusive (often base-demanding) species which otherwise would normally only appear in species-rich, semi-natural grasslands. One example is *Platanthera chlorantha*, a relatively rare orchid often found in old hayfields and pasture. *Androsace septentrionalis* and *Logfia arvensis* are two other examples of relatively rare species, which grow along dry, sunny road verges in inner Sogn.

The meadow-like road verges are not only of importance for the conservation of biological diversity, but may also be colourful and of great aesthetic value as well.

Mowing of road verges - benefits both road users and preserves species diversity

The road verges often vary both regarding their physical and floristic shape, and the investigation showed that many different factors contribute to their structure. The geographical position, nutrient conditions, humidity, surroundings and stability are the most important factors determining the composition and diversity of species along the road verges.

The stability factor seemed to be very important as it includes elements like management, age and history.

For reasons of road safety, annual mowing of the road verges is carried out by the Public Roads Administration. This contributes to the maintenance of light-open habitats and prevents tall, vigorous herbs, bushes and trees from outcompeting low-growing, shade-intolerant species. It is important that this maintenance work is carried out in such a manner that the species diversity is preserved. Road verges are amongst the few habitats left still providing the light-demanding environments by means of cutting. They are becoming increasingly important as habitats for a large number of species adapted to semi-natural vegetation types, which are in the process of disappearing in a modern, intensively exploited or overgrown landscape.

Road verges along farm and country roads were earlier actively exploited for pasture and hay making in order to provide fodder for domestic animals. In many places, the annual mowing provided the conditions for low-growing and species-rich road verges containing a large element of semi-natural vegetation species such as *Leuchanthemum vulgare*, *Botrychium lunaria*, *Rhinanthus minor*, *Gentianella campestris*, *Vicia cracca*, *Dianthus deltoides* and (*Campanula rotundifolia*).

The low-growing species thrive best in open areas with poor soil. If there is an increase in the availability of nutrients they quickly become dominated by a tall-growing, luxuriant vegetation (often with poor species diversity), which will include species such as *Anthriscus sylvestris*, *Dactylis glomerata*, *Rubus idaeus* and *Urtica dioica*. Although the traditional farming methods are rarely practised today, some road verges may still contain species-rich remnants of older meadow and pasture.

Meadow-like road verges have a low production and are dominated by low-growing plants. These facts may be of special interest to the Public Roads Administration in relation to traffic safety, and also because this type of road verge would require a less intensive and costly maintenance.

Conclusion

Preliminary results from the project indicates that road verge species show distinct distribution patterns in relation to ecological, geographical and climatic factors. The difference between i.e. coastal and inland areas in relation to the composition of species may be utilised in further development of regionally adapted seed-mixtures. These seed-mixtures

will be of importance for both economic and environmental reasons, as they probably will provide better conditions for the establishment of new planting.

The investigations also showed that there was a clear difference between the meadow-like road verges and other road verge vegetation types. The maintenance of the meadow-like road verges needs to be carried out in the correct manner by the Public Roads Administration, in order to preserve the large diversity and occurrence of rare species along these road verges.

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The author

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The geography of Britainⁱ



Physical Geography

The British Isles is the geographical term for a group of about 5,000 islands off the north-west coast of mainland Europe. The United Kingdom of Great Britain and Northern Ireland includes the island of Great Britain, consisting of England, Scotland, and Wales; and Northern Ireland, occupying part of the island of Ireland. Ireland is made up of Northern Ireland (or Ulster) and the Irish Republic (also known as Eire). In everyday usage, however, Great Britain or Britain is used to mean the United Kingdom.

The United Kingdom lies entirely within the British Isles. The total area of the United Kingdom is 244,046 sq km (94,227 sq miles), of which Great Britain accounts for 229,898 sq km (88,764 sq miles) and Northern Ireland 14,148 sq km (5,463 sq miles).

From 1801, when Great Britain and Ireland were united, to 1922, when the Irish Free State was established, the kingdom was officially designated the United Kingdom of Great Britain and Ireland. The capital of the United Kingdom is London.

Exercise 1

1. Match the terms with their correct definitions.

- 1 The British Isles
2. Britain
3. The United Kingdom

- England, Scotland and Wales
- A group of islands including Britain and Ireland
- England, Scotland, Wales and Northern Ireland

2 What is the difference between Eire and Ireland?

Population

With 57 million people, the United Kingdom ranks about fifteenth in the world in terms of population, with England (46 million) by far the most populous part (followed by Scotland 5 million, Wales 2.8 million and Northern Ireland 1.5 million).

Conurbations and New Towns

The highest densities are to be found in conurbations, which are groups of once separate towns that have grown to form a single community. Although Britain is short of housing, planners like to keep a belt of undeveloped land around cities known as a green belt to reduce pollution and provide open spaces for leisure. This has meant that the only alternative to the redevelopment of slum areas in the conurbations (such as the Docklands development in London) has been the creation of New Towns such as Harlow in Essex. The industrial area in these purpose-built towns is separate from housing and there are more green, open spaces.

Exercise 2

Match the terms with their correct definitions.

1. conurbations
2. dormitory towns
3. green belt
4. new towns

- towns built in accordance with town planning
- groupings of towns that were formerly separate, forming single large communities
- areas of park and farmland encircling an urban area and protected from development

The Big Score

High-stakes tests are rapidly becoming a rite of passage in districts around the country. But do they really improve learning? By Daniel McGinn

How the States Stack Up in School Reform



Inside Chicago's top-ranked Whitney Young High School, the posters started appearing last December. LET'S BE #1! GIVE IT 110%! Usually this sort of rah-rah propaganda supports the basketball team, but this campaign by the principal had a different aim: urging kids to score high on the Illinois Goal Assessment Program, a standardized test that students would take in February. Tests are nothing new to the kids at Whitney Young — they already take three other batteries of standardized exams each year. But for a group of high-achieving 11th graders, the pressure was just too much. These kids say real learning is being shoved aside as teachers focus on boosting test scores. Creative writing? Forget it.

Instead, they say, teachers emphasize a boilerplate essay format that exam scorers prefer. So on Feb. 2, eight juniors purposely failed the social-studies portion of the test. The next day 10 failed the science test. Then they sent a letter to the principal: "We refuse to feed into this test-taking frenzy."

As rebellions go, it wasn't exactly the Boston Tea Party. But it's a small sign of the growing anxiety among parents, teachers and kids over the proliferation of standardized tests. Fill-in-the-bubble exams have been part of classroom life for decades, but for most of their history they were no big deal. Scores were tucked in students' folders; at most, they were used to segregate kids into higher- and lower-level classes. That's changed dramatically in the last

decade as reformers try to improve school quality by holding educators accountable for learning. Every state has a different testing scheme, but many state legislatures are writing new standards for what kids should learn in each grade and mandating tough new "high stakes" tests to gauge progress. Unlike such old-style standardized tests as the Iowas or

Metropolitans, many of the new exams are linked to the curriculum and feature essays and short answers, not just multiple choice. The biggest difference: low scores can bring real pain. Kids can be held back, forced into summer school or, under rules in 26 states, denied a diploma. Educators can lose pay or be fired; schools can face state takeover. In polls, the tests win wide public support, and more states are jumping on the bandwagon.

From *Newsweek*, Monday, August 30, 1999.

Exercise: In pairs carry out the following role play. One student plays the part of a High School student and the other plays the part of a journalist. The 'student' reads the above text and prepares to answer questions which the 'journalist' will pose in an interview. Questions may include: what kind of test, why, when, where etc. Other relevant questions may relate to the school, the students opinions concerning testing etc. Students should try to re-enact as near as possible a genuine interview situation. Afterwards the 'journalists' present their story back at the newspaper office.

Nice Work

Questions:

1. What does Vic do and what type of factory does he work at?
2. Make a note of any terms relating to business and industry.
3. Where is the city of Rummidge situated?
4. What characters do we meet in *Nice Work* - describe the two main characters.
5. Describe the city of Rummidge.

Nice Work by David Lodge

Vic Wilcox (This description is based on students' notes)

Vic is 47 yrs. old and is married with 3 children. His wife is named Marjorie, and their children: Raymond (20), Sandra (17) and Gary (14). He is like other parents with teenage children, he is a bit worried about them. He thinks his kids should have higher ambitions than they have. His daughter wants to be a hairdresser which he is not satisfied with and one of his sons is a dropout from university and doesn't do anything. Victor is a managing director at an engineering firm, Pringles, and makes good money. He is middle class and lives in a four bathroom house - which perhaps he feels gives him some kind of status. He is the one who makes the money in the family (the breadwinner). He has a good education and a long career in his line of business, especially engineering firms. Victor drives a Jaguar, a British car, and he prefers to buy goods manufactured in Britain and support British industry. He likes driving his Jaguar and enjoys the drive to work, listening to his favourite music which relaxes him; he likes female vocalists and music with a slow tempo. Sitting in the luxurious Jaguar he can perhaps feel that his life is not that unsuccessful, although he is not pleased about all aspects of his life.

In his position as managing director he prefers that the people work under him show him some respect. His secretary, Shirley, calls him by his first name which he is not too comfortable with. Through the eyes of the III person storyteller (narrator) we are given the impression that Vic doesn't like it that Shirley is putting on her make-up when he arrives at the factory in the morning, and he doesn't particularly appreciate the fact that she shows him a pin-up folder of her daughter. He probably looks upon himself as an effective boss, and he drinks a lot of coffee, probably to keep up his energy. He doesn't seem to be too pleased with the people around him - perhaps he is a perfectionist. He wants to be a good and forceful leader, and make the firm more effective by rationalising the work force and the work done; this is especially important because if the factory isn't efficient it might be closed down, it has already become reduced in size. If it closes down, then he will lose his job, and at his age it might be difficult to find a new position in the same line of business. He is a man of habit, and doesn't like his life to be changed unless he is doing the changing. He would rather be alone in the kitchen, drinking coffee and reading the newspaper, than talk to his wife about her plans for the day, before going to work.

***Nice Work* by David Lodge**

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*Summary of Nice Work*⁶

The author, David Lodge, has been teaching at a university for more than 25 years. He taught at the English department at the University of Birmingham, which is the place that Rummidge is a pseudonym for. The book was published in 1979.

The action takes place, as I've already said, in Rummidge, in the middle of the 1980's, at the end of Thatcher's period as prime minister. Lodge gives us a picture of how he thinks society will change during the Thatcherite period.

First, we meet Vic Wilcox. He is the managing director of Pringles & Sons, a factory on the outskirts of Rummidge. We are introduced to his family (wife and three teenage children) and get to know his "every-day habits". His family and especially his wife are very preoccupied with material luxuries. Vic is a "slave to his habits", he gets annoyed if something unusual turns up. He is socially insecure and intelligent, but only within limited cultural areas.

Then we get introduced to the other principal character, Robyn Penrose. She teaches English and Women's studies at the University of Rummidge. She lives with her boyfriend Charles, who is also teaching, but in another town, so he commutes to Rummidge every weekend. Robyn involves herself in several of the intellectual fashions of the time, like Marxism, feminism, psychoanalysis and post-structuralism.

Robyn and Vic meet when Robyn volunteers to take part in a "shadow scheme", part of a program which is organised because it is "Industrial Year". She is supposed to be the "shadow" of a person in a factory, to learn more about work outside the university. The person she is to shadow turns out to be Vic.

At first Robyn and Vic don't like each other; they feel uncomfortable with the situation. Then the relationship turns into mutual respect and understanding (and they are also curious about each other's lives). After some time they develop a liking for each other.

During a business-trip to Germany they have a brief, intense, sexual relationship, initiated by Robyn. When they come back home, Vic believes that he is in love with her, but she doesn't want to continue the "relationship".

The book has a happy ending. Robyn is given a permanent job at the university, a publisher wants to publish her book and she receives a legacy from a dead uncle in Australia. Vic is starts on his own, and is financed by Robyn - his wife will work for him, and they regain sexual interest in one another.

⁶ Adapted from Astrid Heggeland's summary of *Nice Work*.

WRITING A BUSINESS LETTER

Writing effective business letters will help you transact business quickly, effectively, and courteously.⁷

Business Letter Style

Parts of a Business Letter

Business letters require good solid communication skills and knowledge of business letter conventions. This study guide will provide you with guidelines for writing business letters that will transact business quickly, effectively, and courteously.

When do you write a business letter?

Business letters represent you when you conduct transactions in writing. For example, you might write to request a price list, apply for a job, or inquire about a refund policy.

Although your letter should not be particularly personal in tone, it should reflect courtesy, clarity, and an understanding of your reader's needs. In business, time is valuable. Make it easy for your reader to help you by writing simply and by including only the information your reader needs.

Business letter style

Make your letters readable and direct. Choose short, accurate word choices, short sentences, and orderly paragraphs. These are easy to read, understand and remember. Use personal pronouns, active voice, and action verbs. Avoid formal and stuffy expressions (like "thanking you in advance," "as per," "be advised," or "enclosed herewith") and don't use technical terms unless you are positive your reader will understand them as you do. Don't write to impress; write to explain.

Preparing your letters

Make your letters readable by typing them on 8 by 11 inch typing paper. Check your text for clarity, completeness, and readability, and don't ever forget to proofread. Minor errors in spelling, punctuation, and grammar hurt your credibility. Make sure that your letters look neat and tidy on the page. Sloppy appearance will detract from even a well written letter.

⁷ Adapted from ACC Home Page: <http://lrs.austin.cc.tx.us/research/guides/busletter/busltr.htm>

PARTS OF A BUSINESS LETTER

| | |
|--|--|
| <p>4455 Turnbolt Ave Austin, Texas 78713</p> <p>September 14, 1997</p> <p>Underwood Computers 11213 Technology Blvd Houston, Texas 77078</p> <p>Dear Mr. Underwood:</p> <p>I am writing this letter to express my appreciation for the wonderful assistance we received from your staff during the past month.</p> <p>Your salespersons did a terrific job in analyzing our company's needs and providing us with options which were well within our budget for the project. The equipment was shipped in a timely fashion and the installation was as easy as we were told it would be. When a few minor problems arose, your technical assistance staff were very responsive and the problems quickly resolved over the telephone.</p> <p>Please thank all of the people who were instrumental in getting the project up and running on time.</p> <p>Sincerely,</p> <p><i>Joseph Goodenhour</i></p> <p>Joseph Goodenhour</p> | <p>RETURN ADDRESS: Always provide your address so that your reader can contact you.</p> <p>DATE: The date is useful for record-keeping.</p> <p>RECIPIENT ADDRESS: Give the reader's name and address as they appear on the envelope in which your letter is mailed.</p> <p>SALUTATION or attention line: Address the reader by name punctuated with a colon. When writing to a manager you do not know by name or to a department, use an attention line. (Example: "Attention Claims Manager.") Avoid stuffy "Dear Sir" or "Dear Madam" salutations.</p> <p>INTRODUCTION: Begin your letter with a short statement of your subject and reason for writing.</p> <p>YOUR TEXT: Explain your subject fully and clearly. Be accurate and don't waste your reader's time with unnecessary details.</p> <p>CLOSING: End your letter by saying something helpful or courteous to your reader. If you thank your reader, explain why.</p> <p>COMPLIMENTARY CLOSE: "Sincerely" is a good choice. Punctuate your close with a comma.</p> <p>YOUR SIGNATURE</p> <p>A TYPED COPY OF YOUR NAME</p> |
|--|--|

F. Lynch & Co. Ltd.

(Head Office), Nesson House, Newell Street, Birmingham B3 3EL

Telephone No.: 021 236 6571 Fax: 021 236 8592 Telex: 341641

Satex S.p.A
Via di Pietra Papa
00146 Roma
ITALY

Your ref:
Our ref: Inq. C351
6 February 19—

Dear Sirs,

We were impressed by the selection of sweaters that were displayed on your stand at the 'Menswear Exhibition' that was held in Hamburg last month.

We are a large chain of retailers and are looking for a manufacturer who could supply us with a wide range of sweaters for the teenage market.

As we usually place very large orders, we would expect a quantity discount in addition to a 20% trade discount off net list prices, and our terms of payment are normally 30-day bill of exchange, documents against acceptance.

If these conditions interest you, and you can meet orders of over 500 garments at one time, please send us your current catalogue and price-list. We hope to hear from you soon.

Yours faithfully,



L. Crane
Chief Buyer

Questions:

- 1. How did Lynch & Co. Get to know about Satex?**
- 2. What market are Lynch & Co. Interested in?**
- 3. How many sweaters are they likely to order?**
- 4. What discounts are they asking for?**
- 5. How will the payment be made?**

Write a reply to this letter.

*adapted from: Ashby, A (1996) *A Handbook of Commercial Correspondence*, Oxford University Press, p. 21

Satex S.p.A.

Via di Pietra Papa, 00146 Roma

Telefono: Roma 769910

Telefax: (06) 681 5473

Telex: 285136

Mr L. Crane, Chief Buyer
F. Lynch & Co. Ltd.
Nesson House
Newell Street
Birmingham B3 3EL
UNITED KINGDOM

Vs. rif.: Inq C351
Ns. rif.: D/1439

21 February 19—

Dear Mr Crane,

We are pleased to receive your enquiry, and to hear that you liked our range of sweaters.

There would certainly be no trouble in supplying you from our wide selection of garments which we make for all age groups.

We can offer you the quantity discount you asked for which would be 5% off net prices for orders over £2,000, but the usual allowance for a trade discount in Italy is 15%, and we always deal on payment by sight draft, cash against documents. However, we would be prepared to review this once we have established a firm trading association with you.

Enclosed you will find our summer catalogue and price-list quoting prices c.i.f. London.

We are sure you will find a ready sale for our products in England as have other retailers throughout Europe and America, and we do hope we can reach an agreement on the terms quoted.

Thank you for your interest; we look forward to hearing from you soon.

Yours sincerely,



D. Causio



EKSAMENSOPPGÅVER

KURSKODE: EN650 001

KURSNAMN: Merkantil Engelsk

VEKTTAL: 2

EKSAMENS DAG: 04.05.99

KL:09:00 - 13.00

FAGANSVARLEG: Ian Harkness **SENSOR:** Werner Bigell

DATO FOR SENSUR:

LOVLEGE HJELPEMIDDEL: English-English dictionary

NYNORSK

OPPGÅVESETTET ER PÅ 6 SIDER OG ER SETT SAMAN AV 3 OPPGÅVER.



EKSAMENSOPPGAVER

KURSKODE: EN650 001

KURSNAVN: Merkantil Engelsk

VEKTTAL: 2

EKSAMENS DAG: 04.05.99

KL:09.00-13.00

FAGANSVARLIG: Ian Harkness

SENSOR: Werner Bigell

DATO FOR SENSUR:

TILLATTE HJELPEMIDLER: English-English Dictionary

BOKMÅL

OPPGAVERNE ER PÅ 6 SIDER OG BESTÅR AV 3 OPPGAVER.

The exam consists of three main parts. You should spend about 1,5 hours on part 1, half an hour on part 2, and 1 hour on part 3.

PART 1: Read this text and answer the questions below. Try to answer the questions in your own words as far as possible.

WORKING TOGETHER

Work relations with other people at the place of work include relationships with fellow employees, workers or colleagues. A major part of work or job satisfaction comes from "getting on" with others at work. Work relations will also include those between the "boss" and yourself: management-employee relations are not always straightforward, particularly as the management's assessment of your performance can be crucial to your future career.

There will always be matters about which employees will want to talk to the management. In small businesses the "boss" will probably work alongside his workers. Anything which needs to be sorted out will be done face-to-face as soon as the problem arises. There may be no formal meetings or procedures. The larger the business, the less direct contact there will be between employees and management. Special meetings have to be held and procedures set up, to say when, where, how and in what circumstances their employees can talk to the management. Some companies have specially organised consultative committees for this purpose.

In many countries of the world today, particularly in large firms, employees join in a trade union and ask the union to represent them to the management. Through the union all categories of employees can pass on the complaints they have and try to get things changed. The process through which unions negotiate with management on behalf of their members is called "collective bargaining". Instead of each employee trying to bargain alone with the company, the employees join together and collectively put forward their views. Occasionally a firm will refuse to recognise the right of a union to negotiate for their members and a dispute over union recognition will arise.

Where there is disagreement, bargaining or negotiating will take place. A compromise agreement may be reached. Where this is not possible, the sides can go to arbitration and bring a third party from outside to say what they think should happen. However, sometimes one of the sides decides to take industrial action. The management can "lock out" the employees and prevent them from coming to work. This used to be quite common, but it is a method which is rarely used today by management because it does not help them very much.

The main course of action open to a trade union in most democratic countries, where they are legally organised, are the strike, a ban on working overtime, "working to rule" (when employees work according to the company rule-book), "go-slow" and picketing.

Every country has its own tradition of industrial relations, so it is difficult to generalise. In some businesses unions are not welcomed by the management. But in some countries the unions play an important role both in the everyday working relations in individual companies and also in the social and political life of the country.

QUESTIONS

1. What is meant by "work relations"?
2. Why are these especially important for the employee?
3. What part is played by the trade union at the place of work?
4. What happens if the trade union fails to agree with the employer in a negotiation situation?
5. Explain the meaning of the following terms, especially taking into consideration how they are used in the article above:

trade union, employee, assessment, negotiate, picketing, "go-slow"
6. Would you prefer to work in a small or a large business? Give reasons for your choice. **(Write approximately a page on this question!)**

2B For each of the sentences below, write a new sentence starting with the word suggested, and meaning more or less the same as the first one.

Example:

She enjoyed the party in spite of her language problems.

Although she had language problems, she enjoyed the party.

1 I would have brought some lunch if I'd known how long it would take.

Had _____

2 Mr. Williams is buying the property.

The property _____

3 Three young girls were waiting for him at the airport.

There _____

4 They were disappointed when they heard that the show had been cancelled.

It _____

5 They had arranged for the manager to be present at the opening.

The manager _____

6 He gave her the most fabulous diamond ring.

What _____

7 What was your holiday like?

How _____

8 I can't believe that Charles ran off with your wife.

I find _____

9 Please tell him to hurry home, if you see him.

Should _____

10 He works very hard, but he is always ready to help a friend.

However _____

PART 3: BUSINESS LETTER WRITING

You have seen samples of Finnish wine glasses at a trade fair, and would like to import a large quantity of them. However, you have heard that the manufacturer in question tends to pack his products rather carelessly, with the result that consignments often include large numbers of broken glasses. You have also heard that crates often arrive late because of insufficient marking.

Send an order to the Finnish manufacturer giving detailed instructions as to how the goods are to be packed and the containers marked.

MOCK EXAM - BUSINESS ENGLISH - AUTUMN 1999⁸

PART 1: Read the following text and answer the questions below. You can base most of your answers on the text, but do not copy sentences from the text.

ANITA RODDICK AND THE BODY SHOP

The cosmetics industry evokes a world of beauty, glamour and eternal youth. Cosmetics companies spend vast sums of money promoting this dream. It can cost over £ 5 m just to design a bottle of perfume. It can cost well over GBP 5m to launch it onto the market. But one of the world's most successful cosmetics companies goes completely against this trend. It has never used advertising to promote its products. It doesn't even have a marketing department. Instead, it has a resident company anthropologist. Its products are not linked to photographs of beautiful models, but to images of burning rain forests and Kayapo Indians. Its managing director pours scorn on the profit motive and talks the language of a civil rights activist from the 1960s. The company is the British-based Body Shop; one of the pioneers of green consumerism. Since it started in 1976, it has grown from a one-woman business to become a multi-national company, with over 600 shops in 38 countries. Its success is largely due to its founder and managing director, Anita Roddick, who started out as a mother of two small children with a husband away for a long time.

On her travels, Roddick had watched how women in Third World countries used natural products like cocoa butter or jojoba oil to care for their skin and hair. She was convinced that she could adapt some of their ideas and so she found a manufacturing chemist who could produce a range of cosmetics based solely on natural ingredients. At the time it was a highly unusual approach. But unfortunately, when she had met the production costs, she had no money left for bottling or packaging. She solved the problem by improvising; using any bottles she could find, and encouraging her customers to bring them back for refills. So, almost by chance, Anita Roddick found herself selling environmentally-friendly products in environmentally-friendly packaging. The first Body Shop in Brighton was a roaring success, and soon Roddick was ready to open another shop.

Green consumerism has had its boom since then, and through franchising the Body Shop concept has spread all over the world. Franchises put up the money to open a new shop, and Roddick simply gives them a licence to use the Body Shop name and supplies them with products to sell.

⁸ This exam is adapted from "Utsatt eksamen ved Høgskolen i Finnmark, høsten 1997, 3 vektall (parts 1-3, and part 4 from: Kirkeby, W. (1976) *Business English*, Gyldendal Norsk Forlag, Oslo.

QUESTIONS:

1. How does the beauty industry normally relate to the advertising industry?

2. What is the Body Shop concept, and how is this different from other firms dealing, in cosmetics?

3. Explain the following terms:
 - environmentally-friendly

 - production costs

 - franchising

 - green consumerism

4. Give some reasons why the Body Shop and later other similar companies have had such success since the 1980s. Write about 100 words on this question.

PART 2:

A: Decide which of the words in brackets fits into the empty space in the sentences below. List just the word on your answering sheet, as the example shows:

Managers _____ trust their employees. (usual/usually)

(answer: usually)

1. The banks will _____ not meet another crisis. (hopeful/hopefully)
2. It is _____ that they have made people resign. (true/truly)
3. These goods have not been packed _____. (satisfactory/satisfactorily)
4. The advertising costs were _____ . (extreme/extremely, high/highly)
5. All our bills will be paid in the _____ time. (right/rightly)

B. Explain the difference between the two words in each pair:

1. employer - employee
2. export-import
3. advertising-advertisement

Part 3: Correspondence

You are the chief buyer of a large furniture store, Johnson møbler, Storgata 10, 9000 Tromsø. You have received a catalogue from a supplier in England, Comsfit, 440 Surrey Road, Northampton. Their sales manager has sent you this catalogue after you met him at an international fair in London. Write an enquiry in which you explain what products you find especially interesting, and ask for terms of payment and delivery. If you ask for credit, you should indicate that you may place substantial orders in the future.

Part 4: Translation

Translate this letter into English writing it in the form of a business letter.

Brev av 22. februar 1998 fra firma Larsen & Knutsen, 5000 Bergen til firma Evans & Sons, 13 Market Street, York, England.

De bomullsstoffene som vi bestilte 3. januar i år, kom med «Jupiter» fra Newcastle for omtrent en uke siden, men vi fikk dem dessverre ikke gjennom, tollen før i går. Det viste seg nemlig at dokumentene var blitt liggende i en bank i hele fem dager uten at vi visste om det.

Grunnen til dette var at Deres bank ved en feiltakelse hadde sendt dokumentene til Fokus Bank og ikke til Fokus Forretningsbank som vanlig. Så vidt vi skjønner, fikk banken papirene fredag i forrige uke, men på grunn av sterkt *arbeidspress i samband* med ferie blant personalet fikk de ikke sendt melding til oss før mandag. Vi fikk meldingen tirsdag like før bankene stengte og kunne derfor ikke innløse dokumentene før neste dag. Og deretter gikk det enda en dag før varene ble frigitt av tollvesenet.

For å unngå liknende forsinkelser i fremtiden tør vi be om at De sørger for at dokumentene for ettertiden blir sendt oss gjennom Fokus Forretningsbank.

I slike tilfeller belaster banken kontoen vår for beløpet etter å ha kontaktet oss pr. telefon så snart dokumentene er kommet.

Vi har pakket ut varene i dag og kontrollert dem. Det viste seg dessverre at tre av ballene var skadd, trolig fordi emballasjen ikke var sterk nok til så store og tunge baller.

Av en samlet lengde på 600 yards har vi måttet skjære bort 132 yards. Vi har foreløpig lagt stoffet til side, men kan om ønskelig sende det tilbake.

Vårt tilgodehavende kan godskrives vår konto og trekkes fra ved neste oppgjør.

Men vi trenger kreditnota for 132 yards snarest for at *merverdiavgiften* kan bli refundert.

arbeidspress: pressure of work

merverdiavgift: value added tax

Larsen & Knutsen
5000 Bergen
NORWAY

Evans & Sons
13 Market Street
York
ENGLAND

22 February 1998

Dear Sir or Madam,

Re: purchase of cotton fabrics

The cotton fabrics which we ordered on January the 3rd this year came on the "Jupiter" from Newcastle about a week ago, but unfortunately we were unable to clear them through customs until yesterday. It turned out that the documents had been lying in a bank for as long as five days without our knowledge.

The reason for this was that your bank had sent the documents to Fokus Bank by mistake, and not to Fokus Forretningsbank as usual. As far as we know, the bank received the papers on Friday last week, but owing to heavy pressure of work due to staff holidays, they were unable to notify us until Monday. We received the message on Tuesday, just before the banks closed, and were therefore unable to obtain release of the documents until the next day. It then took an additional day before the merchandise was released by the customs.

To prevent similar delays in the future, we would prefer it if you could send the documents to us through Fokus Forretningsbank. In such cases the bank debits our account with the amount, after having contacted us by telephone, as soon as the documents have arrived.

We unpacked the merchandise today and examined it. Unfortunately, it turns out that three of the bales were damaged, most likely because the packing was not strong enough for such big and heavy bales.

Of a total length of 600 yards, we had to cut off 132 yards. For the time being, we have put the material aside, but can return it if required.

The amount owing to us can be credited to our account and deducted at the next settlement. But we need a credit note for the 132 yards as soon as possible so that the VAT can be refunded.

Yours faithfully,

Erling Larsen

Erling Larsen (MD)

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