

## Internet research

Search for the keywords *preparing for media interviews*. With a partner, draw up a list of your top ten dos and don'ts.

## Alliteration

**5** Find suitable words to complete these examples of alliteration and grouping.

- The new factory will be bigger, brighter and \_\_\_\_\_.
- Holidaymakers will always come to our islands in search of sea, sand and \_\_\_\_\_.
- Our goal is to become Britain's best \_\_\_\_\_.
- The company intends to fulfil its obligations to shareholders, suppliers and \_\_\_\_\_.
- We believe better people make better \_\_\_\_\_.
- Our restaurants use only the finest and freshest \_\_\_\_\_ available.
- We aim to give every child a \_\_\_\_\_ home, a healthy family and a hopeful future.
- The company is making every \_\_\_\_\_ to reduce \_\_\_\_\_.

## Analogies

**8** Match the two halves of these analogies.

- |  |   |
|--|---|
| 1 Life is like an onion, <i>c</i>  | a) except they keep moving the net and changing the slope of the court. |
| 2 Starting a business is like bungee jumping, <i>b &amp; f</i>             | b) the gaps in its cover are only shown by accident.                    |
| 3 Running a company is like playing tennis, <i>d</i>                       | c) you peel it off one layer at a time, and sometimes you weep.         |
| 4 Job interviews are like dating, <i>e</i>                                 | d) the more you practise, the better you get.                           |
| 5 An insurance policy is like old underwear, <i>a</i>                      | e) everybody oversells themselves.                                      |
| 6 Managing a crisis is like playing a musical instrument, <i>f &amp; d</i> | f) only one isn't certain if the cord is short enough.                  |

**7** With a partner, suggest your own ideas for these analogies.

- |  |                          |
|--|--------------------------|
| 1 Learning English is like ...         | 3 Deadlines are like ... |
| 2 Giving a media interview is like ... | 4 Crises are like ...    |

## Speaking

**8** Work in pairs. Prepare to be interviewed about one of the crisis situations below.

- Try to foresee the questions you will be asked, and how you will answer them.
  - Prepare what you will say in response to questions you cannot answer.
  - Prepare the main message you would like to convey, and formulate a 20-second sound bite.
  - Try to think of an analogy and/or alliteration to use which will make it more memorable.
- A cook at your restaurant has been taken to hospital with a suspected tropical disease.
  - Police have raided your football club to investigate rumours of financial irregularities.
  - Some of the futuristic office chairs your company makes have collapsed, injuring users.
  - Your building company has not paid 50 immigrant workers' salaries for the last three months.
  - Your airline has cancelled all flights due to bad weather. Thousands of angry customers are stranded.
  - Your nightclub is said to refuse entry to certain people on the grounds of their physical appearance.

**8** Work in small groups. Take turns to be interviewed by the rest of the group about the crisis you have prepared for.

### eWorkbook

Now watch the video for this unit.

