

# First ESP Lecture: Culture and ESP (Practice)

## Level: Master 2 Classes

Consider the following cases:

### Case 01: what does the word “scratch” mean in every sentence?

- “He didn't come up to scratch” .....
- “The deal was scratched” .....
- “They used a scratch sales team” .....
- “He survived the business without a scratch” .....
- “We'll have to start the campaign from scratch” .....
- “No worries, I'll scratch up the money somehow” .....

### Case 02

Savaş Yeşiltaş is a Turkish businessman. Savaş needs English in his workplace to deal with his foreign partners in Germany, Nigeria and China. His company of Solar Energy is expanding, the fact which led to an enormous interest in communication in English, such as making deals and writing and receiving emails. Also, travelling and meeting his partners is the major part of his work. Savaş did not encounter any difficulty in running his business for several years. In 2018, Savaş travelled to Hamilton, New Zealand to meet his new partner Olivia. Actually, the first meeting was not that good and both of them were confused and embarrassed: here is what happened:

Savaş: Olivia, who're you?

Olivia: mmmmm, I'm Kiwi

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### Case 03

Amélie and Catherine are French in-service doctors, well brought-up, reserved and middle aged ladies who work at Hotel Dieu Hospital in Paris. They were sent on a 2-month training period to a big British hospital.

After a fortnight, an attending physician, and hence an important person in the hospital rang Hotel Dieu Hospital Director and said:

“Diddier, I think I have a problem here, the ladies don't seem to cooperate!”

“Oh, come on, John, that's hardly likely. What's happening?”

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**Case 04**

Ella is a German purchasing agent; she is in charge of buying products, evaluating suppliers and negotiating contracts for a coffee packaging company which is considered as one of the main coffee importers. Ella sent a business email to a Brazilian supplier to ask for shipping the goods by November 16<sup>th</sup>. After two days, the Brazilian sales manager replied and refused to send the goods.

Ella wrote the following:

Dear Carlos,

I hope this email finds you well.

Are the goods ready for shipment?

Please know that you must ship it due November 16<sup>th</sup>.

I look forward to hearing from you

Regards

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**Case 05**

Nazim is an Algerian specialist medical doctor who was sent to Sidney for a 3 months training period. Nazim was asked to issue a guidance letter to one of the Australian fellow doctors Lucas.

As a response to Nazim’s letter, Lucas did not accept to receive the patient:

Here is the letter issued:

Dear colleague,

Allow me to refer to you the above-named patient (.....), over-aged (.....) who comes to our consultation for (...), I direct it to you for a specialized opinion (or for better PEC)

confraternally.

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