

## Lesson 22

## 1 PHRASE OF THE DAY

今日のフレーズ

We would like to introduce the latest...

最新の、、、を紹介します。

## 2 SITUATION

状況

Miles is introducing a new line of women's shoes in a meeting.

マイルズはミーティングで女性用の靴の新商品を紹介しています。



## 3 DIALOGUE

ダイアログ

Directions: First repeat after your tutor and then practice each role.

**Miles** : Today's the day. **We would like to introduce the latest** line of women's athletic footwear.

**Cathy**: I can see you're excited about it. What's so special about the new products?

**Miles** : This new line of jogging and cycling footwear is targeted towards our female demographic. We've created separate products targeting all three age groups.

**Cathy**: Wasn't the new line supposed to come out next month?

**Miles** : That was the original plan, but since our major competitor is coming out with its own line soon, we wanted to get a jump on them. We had to scramble to get the shoes ready ahead of schedule, but I think it was worth it. They're really going to make a splash.

**Cathy**: I hope so. I hope all of this hype has been justified.

**Miles** : Oh, it will be. We'll know soon enough. We're working with an advertising agency and we'll start with sponsoring a couple of sporting events to help launch the new line of shoes.

## 4 VOCABULARY

語い

Directions: First repeat after your tutor and then read aloud by yourself.

**a new line (of product)** 新しい製造工程

**demographic**

層(商品の購買層、ターゲット層)、人口区分(年齢、性別、収入に分けられた人口の区分)

**get a jump on** ～の先に行く、～に対して先手を打つ

**scramble** 急いですすめる

**launch** 発信する

# Lesson 22

## 5 LANGUAGE FOCUS

今日のポイント

# We would like to introduce the latest...

最新の、、、を紹介します。

## Meeting - Presenting a New Idea or Product.

Directions: First repeat after your tutor and then read aloud again by yourself.

We're rolling out a new product this ...

We're proud to present our new breakthrough in ...

I was wondering if we could all discuss the upcoming launch of our new product line.

I'd like to propose a new idea in today's meeting.

The marketing team would like to show us the new line of...

Might I be able to propose a new idea for a product?

We'll be releasing this product very soon.

## 6 ACTIVITY

練習

Activity 1: Have you ever been to the unveiling of a brand new product? If so, discuss your experience and briefly talk about the product. Did the unveiling cause such a hype that you instantly wanted to purchase the product?

If you have never been to a product unveiling, discuss the most innovative and interesting product that has been released this year. Talk about how the product was unveiled to the public and if the unveiling was effective.

Activity 2: Work with your tutor to design a new product, like a new type of Smartphone. Talk about features you'd like it to have (they can be as unrealistic as possible). Once you have designed your product, practice unveiling the new product to your tutor. Allow the tutor to ask as many questions about the new product as he/she wants.

## Hints

ヒント

**hype** 誇大広告

**unveil** 発表する

**tantalizing** じれったい

**pioneering** 開拓の

**feature** 機能

**unattractive** 魅力のない

**unappealing** 魅力のない