

DISTRIBUTION

EAE Learning objectives for this lesson

Familiarise yourselves with the language of retail distribution in English. Practice using it. Learn about when to use the present continuous tense in English and Learn about intonation and stress. Comprehension activities.

Activity One - Intonation in English. Read the information.

As you learn English you will need to learn more and more about intonation, stress and phonology* in general.This is important in English because English is a **stress-timed language**. In stress-timed languages, the rhythm is based on the stressed words . In **syllable-timed language** (such as French) there is no stress differences. The language sounds more monotonous. Sentence stress is an important factor in fluency, as English spoken with only strong forms has the wrong rhythm, sounds unnatural and does not help the listener to interpret meaning. **In English we use strong and weak forms**. We say some words louder and more slowly and some words are 'swallowed' and spoken quickly. Research shows that stress rhythm and intonation are the highest priorities which contribute to a person being understood when speaking English. (Gilbert). The first step is to listen to English speech and hear the words which are emphasised. *(Phonology* is the study of the sounds used in language).*

Activity Two - Idiomatic speech.

These words and expressions are 'idiomatic' which means that they are characteristic of native speakers and so, easily understood by native speakers. As you learn English you will be exposed to more and more idiomatic expressions. You should take note of them and try to learn them. This will help you to understand better and sound clearer to native speakers. **These groups of words are often used together.** Do you understand what the expressions mean?

- *We get what we want, when we want it*
- *Fast food*
- *Ready made*
- *Up at dawn*
- *Work against the clock*



Activity Three - Read the paragraph to practice your intona

First listen to your teacher reading it. Which words are STRONG?

We live in a consumer society and a era of globalisation. We want our homes to be comfortable and our fridges to be full. We want the latest technology and this seasons' colours. We are impatient and used to getting what we want when we want it. Fast food, one click shopping, fast delivery, ready made, easy to assemble. But none of this would be possible without the men and women who DISTRIBUTE. They pack and lift, unpack and shift, they stock and store, with wheels trolleys fork lifts and floors and floors of produce. They are up at dawn ready to perform, working against the clock all day long.

QUESTIONS - ***Do you think that most people know about the distribution chain? Do your customers understand about the hard work that it takes to get products on the shelves? What are some of the challenges you face?***

Activity Four - DISTRIBUTION CHATTER - How well do you know your world?
CHALLENGE - You have **two minutes** to define as many of these terms as possible.

Supply Chain	Inventory Control	Cardboard
Conveyor belt	Shipping	Goods flow
Consignment	Container	Transport
Warehouse	Compliant	Fork lift truck

Activity Five - What **are** you do**ing**? This question is formulated in the present continuous tense. [am/is/are + present participle - ING]. We only use it to talk about something that is happening now at this very moment, (I am listening to my teacher) or that something is currently in progress (I am taking English lessons) or finally with 'always' to say that something repeatedly happens. (You are always late). If you want to talk about a general action in the present - you use the simple present tense (I live in Fos sur Mer). Don't use the present continuous in this case. ~~(I am living in Fos sur Mer)~~.

Activity Six - Observe and comment. Describe exactly WHAT IS HAPPENING in each of the images below. Use the present continuous. Use your own knowledge to guess if it's not clear to you from the image.













Activity Seven - Working on the night shift. Bob Marley.

Listen to the song (https://www.youtube.com/watch?v=gM0bT4iDWvE)
- follow the lyrics and answer the questions.

The sun shall not *smite** I by day,
Nor the moon by night;
And everything that I do
Shall be upfull* and right.
And if it's all night,
It got to be all right!
If it's all night,
Got to be all right!

*smite** = biblical word for hit.
*Upfull** - Jamaican for full up.



Your mamma won't lose this one;
You're the lucky one under the sun.
If you make me move,
Then you know you got the groove:
All night, it's all right!
All night, yeah! It's all right!

Working on a forklift
In the night shift;
Working on a night shift,
With the forklift,
from A.M. (Did you say that? Why did you say that?)
to P.M. (Working all night!)
Working on a night shift, yeah!
(Did you say that? Why did you say that? Upfull and right!)
Well, if it's (all night!) - if it's (all right!)
all night (all night!) -

Warehouse (all right!),
You're empty, yeah!
Go around the corner,
Bring your goods!
Go around the other corner,
Bring your suitcases. (All night!)
By the sweat of my brow, (All right!)
Eat your bread! (All night!)
By the sweat of my brow, (All right!)
Eat your bread!

All night (all night)! All right (all right)!
All night (all night)! All right (all right)!
Oh, yeah! (moon by night)
Why did you say that? Oh, yeah! (Upfull and right!)
Working on a night shift
With the forklift. (Moon by night!)
Working on the night shift,
Oh, yeah! (Upfull and right!) *[fadeout]*

QUESTIONS:

1. Which idiomatic expression is used to say that things will all be positive?
2. When is he working?
3. What is he working on?
4. Where is he working?
5. Where does he go to get the goods?
6. How do we know he is working hard?

READ THE TEXT - Pay attention to your intonation and stress.

The Night Shift.

Bob Marley worked as a night shift forklift operator in Chrysler's parts warehouse. This was before he became famous as a singer. His 1976 song, "Night Shift," was about his time at Chrysler. In the song he emphasises the fact that the nights were long, the work repetitive and that he was working hard to bring money to his family. He feels he is doing the right thing providing for his family through his hard work.