Lesson Plan © Easy Access English

Agreeing and Disagreeing about Food…



EAE Learning objectives for this lesson

Practice stating your opinion, agreeing, disagreeing and convincing in English. Improve your Ikea Food Vocabulary. Learn new expressions for expressing your opinion. Learn to be more convincing and clearer when arguing a point.



Activity One - In your opinion which are the most contentious issues involving food?

Activity Two - Which statement do you agree the most with and are these statements linked to your job?

- French people know that Ikea sells good quality food which is good for the environment.
- French people have a bad impression of the quality and taste of Swedish food.

How convincing were you on a scale of 1-5? How clear were your arguments on a scale of 1-5? Which linking words or introductory words did you use to explain your views?

Activity Three - Let's look at ways you can be more **convincing** and clearer when arguing a point:

Here are some expressions you can use. Read them out loud paying attention to your **intonation** and **stress** (*rising pitch, falling pitch and words said more quickly, slowly, louder or more quietly depending on their importance*.)

To State an opinion

* The way I see it…
* In my opinion...
* If you want my honest opinion....
* According to Lisa...
* As far as I'm concerned...
* If you ask me...

To ask for an opinion

* What's your idea?
* What are your thoughts on all of this?
* How do you feel about that?
* Do you have anything to say about this?
* What do you think?
* Do you agree?
* Wouldn't you say?

To express agreement

* I agree with you 100 percent.
* I couldn't agree with you more.
* That's so true.
* You're absolutely right.
* Absolutely.
* That's exactly how I feel.
* Exactly.
* I'm afraid I agree with James.
* No doubt about it.
* (Weak) I suppose so. /I guess so.
* You have a point there.
* I was just going to say that.
* Clearly
* Obviously
* That seems obvious to me
* That's true of course…

To express disagreement.

* I would have to disagree with that.
* That doesn't seem right
* That doesn't ring true
* I don't think that can be true
* That's clearly not the case.
* That's not the case.
* That is not in fact correct.
* That is incorrect.
* I don't think so.
* (Strong) No way.
* I'm afraid I disagree.
* (Strong) I totally disagree.
* (Strong) I'd say the exact opposite.
* Not necessarily.
* That's not always true.
* That's not always the case.
* No, I'm not so sure about that.
* That's completely untrue.



Using intonation and stress when arguing a point is a very good way of drawing attention to the points which you really want to emphasize. It also makes you more interesting to listen to and therefore more convincing.

Use rising pitch at the start of a sentence and falling pitch at the end, with a pause to mark the end of your statement. This shows you have finished making a point and allows people to stop and think about what you have said. It makes you a lot clearer and again, more convincing.

The use of introductory words acts as a way of attracting attention and saying 'listen to me', it sounds quite authoritative especially if you emphasize proof or experience:
In my experience, It has been proved that, Essentially, Ultimately, Basically, Obviously…

To learn these words and expressions try forcing yourself to use them. If you make a conscious effort to put the new expressions into practice then you will soon own them and be able to use them easily and have more varied ways of expressing your opinions. Try noting one from each category on a 'post it' note every day and using them in a work related discussion where you have to express your opinion.



Review them now and choose some to try out later today. Which expressions are the strongest, the weakest, the most idiomatic, the most enthusiastic?

Activity Four - Read the following statements one by one and, using expressions and advice from the list in activity three, give your opinion on each one.



- IKEA in-store restaurants are central to its merchandising strategy.
- IKEA only wants to sell food so that it can spread Swedish propaganda.
- There is no meat content in the IKEA hot dogs.
- IKEA launched it's own label food range in order to boost sales in a difficult economic period. The food services become therefore a more important part of business for IKEA.
- Swedish people don't really eat meatballs but they want everyone else too as a joke.
- If people don't like the quality of the restaurant food then they will not buy food in the shop.
- IKEA does not want people to shop on an empty stomach because they will not stay in the store as long. This is the only reason why they have restaurants in the store.
- IKEA is one of the biggest exporters of Swedish food in the world.
- IKEA is a restaurant that happens to also sell furniture. The restaurant services are the most important part of the business.
- French people expect high quality food compared to many other countries where IKEA offers food services. This means that there is an extra challenge to this part of the business in France.
- It is paradoxical that IKEA sells such high volumes of food when Sweden is not well know for its food, particularly in France, which is renowned for its food!
- French people's palates are not accustomed to the type of food that people in Sweden eat. They only buy it because it's convenient and therefore the IKEA own brand food will never sell well in France and will continue to be a drain on the IKEA France business profits.

- The IKEA restaurants in France should offer French food as well as Swedish food.
- IKEA employees in France don't like the products they are serving and selling in the restaurants and this is obvious to the clients.
- IKEA restaurant employees have to feel passionate about the products they are sel order to be successful.
- IKEA needs to strengthen its low price profile for food.
- IKEA does not offer food for everyone, it's all got pork in it.
- IKEA sells reindeer meat in all its meatballs. It doesn't really say what's in them.
- IKEA restaurants sell a wide range of food appealing to many people.
- Food is too expensive for IKEA coworkers and not varied enough.



Activity Five: Read the advice below about being persuasive and answer the comprehension questions: (Edited from: http://www.forbes.com/sites/jasonnazar/2013/03/26/the-21-principles-of-persuasion/)

Here are 10 examples from the "21 principles of persuasion":

1. Persuasion is not Manipulation - Manipulation is coercion through force to get someone to do something that is not in their own interest.
2. Context and Timing - The basic building blocks of persuasion are context and timing. Context creates a relative standard of what's acceptable.
3. Reciprocity Compels – When I do something for you, you feel compelled to do something for me.
4. Compliment Sincerely - We are all so positively affected by compliments, and we're more apt to trust people for whom we have good feelings.
5. Create Scarcity – Besides the necessities to survive, almost everything has value on a relative scale. We want things because other people want these things.
6. Build Rapport - We like people who we are like. This extends beyond our conscious decisions to our unconscious behavior.
7. Learn to Transfer Energy - Some people drain us of our energy, while others infuse us with it.
8. Communicating Clearly is Key - If you can't explain your concept or point of view to an 8th grader, such that they could explain it with sufficient clarity to another adult, it's too complicated.
9. Detach and Stay Calm in Conflict - Nobody is more effective when they are "On Tilt."
10. Confidence and Certainty - There is no quality as compelling, intoxicating and attractive as certainty.

Questions:

1 What does 'coercion' mean in the text?
2 What term is used in the text that can be a synonym of "to be aware"?
3 Think of an example of how to 'build rapport'
4 What does the expression 'on tilt' mean in the text?
5 Which points can be classified as personality traits?
6 Which point is described a good foundation to persuasion?
7 What word is used to express need?
8 What is the opposite of 'drain' in the text?
9 In what situation would you realize your argument is too complicated?
10 Which quality is indicated in the text as the most attractive?



