It's mandatory

EAE Learning objectives for this lesson

Practice Giving Your opinion. Advice for learning grammar rules. Practice using linking words. Dependent prepositions.

mandatory (adj.)

1570s, "of the nature of a mandate, containing a command," from Late Latin *mandatorius* "pertaining to a *mandator*" (one who gives a charge or command), from Latin *mandatus*, past participle of *mandare* (see **mandate** (n.)). Sense of "obligatory because commanded" is from 1818.

Activity One: Discuss - Talking Points.

Use the following expressions to give your opinion on the following:

- ***Ultimately, Essentially, Clearly, Basically.***
- ***I'm positive that, It seems clear to me that, I really feel that.***
- ***This is just my opinion but…***
- ***I do feel that…, In my experience…***
- ***It does seem clear that…***
- ***I strongly believe that…***
- ***To my mind…***
- ***To be honest…, In all honesty…***
- ***Without a doubt.., Arguably…***
- ***I'd definitely say that…***
- ***I would think that…, I would say that…***



1. Is the word 'mandatory' used a lot in your job?
2. What is it used for?
3. What does it inspire in you when someone says that something is 'mandatory'?
4. Do some 'mandatory' instructions get forgotten in your department? Give examples.
5. Are there any recent new 'mandatories' in your work? Give examples?
6. Is it difficult to respect a long list of 'mandatories'?
7. What kind of problems do you encounter in trying to respect all of the 'mandatories'?
8. Do you think there are too many or not enough 'mandatories' in your job?
9. What's the point of them in your opinion?
10. Do too many rules stifle creativity and entrepreneurship in your opinion

Activity Two: Read the article from 'Commitments and mandatories' © Inter IKEA Systems B.V. 2020.

The IKEA mandatories

By fulfilling the mandatories in all IKEA customer meeting points and in all markets, we help protect the uniqueness of the IKEA Concept and together develop a better IKEA for the future.

Read the following points and ***explain with examples what they mean in practice and how their introduction in the 'basics' could change things for you in your job or for colleagues in their jobs.*** *The following mandatories are all new this year:*

- It's mandatory to apply the unique way of presenting the IKEA range, by using the IKEA range presentation media, for customers to experience in all IKEA customer meeting points. This secures a strong and consistent IKEA identity. Working with all clusters of range presentation media meets the different customer needs throughout the buying process. The range presentation principles, how to work with the range presentation media mix and the IKEA display techniques need to be applied.

- It's mandatory to use the IKEA layout as a commercial tool in all physical IKEA customer meeting points. This secures that the layout provides optimal conditions for commerciality, which means inspiration, efficiency and profitability. The Ease of navigation principles and range presentation principles need to be applied.

- It's mandatory to offer and clearly communicate a range of fast and easy to use ways to checkout within all IKEA customer meeting points. By letting customers decide when, where and how they want to pay, depending on what they buy and their preferred payment method, we create a more convenient customer experience. Secure this mandatory by applying the IKEA payment process guidelines.

- It's mandatory that IKEA mobile applications are consistently designed, developed and operated to create a seamless, secure and consistent customer experience. IKEA mobile applications are part of the digital IKEA customer meeting points. They help us make IKEA more accessible and they create a more convenient and rewarding customer experience across IKEA customer meeting points. Therefore, they should be designed, developed and operated to support the IKEA Brand identity and safeguard a consistent IKEA Brand experience. Secure this mandatory by applying the IKEA mobile applications guidelines.

- It's mandatory that IKEA retailers only sell IKEA products and only to end customers. This makes the IKEA Brand unique and builds long-term brand value. By selling to end-customers only we protect the IKEA Brand as much as we can from sales through third parties. Excluded from this mandatory are IKEA services and local food products approved by Inter IKEA Systems B.V.

Use the following words to give your explanations:

- ***All in all, Essentially, Basically.***
- ***There are three main points here… first of all, secondly, finally.***
- ***In a nutshell…, The main point here is that…, The fact is that…***
- ***The aim here is to…, It's essential to… therefore…, However…, so…***

Activity Three: - English Mandatories.

Some mandatories in English grammar are confusing, some are hard to remember because they are different from French, such as the past tenses. Some are hard to be clear on because they offer choices, such as which modal verb to use, which can be open to interpretation or nuance. Some have complex rules such as conditionals. Some are quite simple but equally difficult to remember. The third person 's' in the present simple is a good example. Many French people don't pronounce it, or write it incorrectly. -ING participles, dependent prepositions and phrasal verbs are also common stumbling blocks. Adjective word order, when to use the definite article, how to use an apostrophe, vowels and double consonants in spelling, homophones, false friends, syllabic stress, silent letters, who or whom, these are all difficult to get right, and I could go on… What do you get stuck with?

It's important however not to get too hung up on getting everything right and respecting every rule. For a start, there are a lot of exceptions to rules. Secondly, perfect grammar doesn't necessarily lead to perfectly understandable sentences. Here is a famous example: *"This exceeding trifling, considering ranting criticising concerning adopting fitting wording being exhibiting transcending learning, was displaying, notwithstanding ridiculing, surpassing boasting swelling reasoning, respecting correcting erring writing, and touching detecting deceiving arguing during debating."* This example was given by the author* of a 19th century grammar guide to illustrate the fact that it is possible to make an excessively long sentence without breaking any grammar rule. (*Goold Brown in his The Grammar of English Grammars, published in 1851). In order to feel more confident and therefore be less hesitant, it's a good idea to study grammar in a practical manner, with examples, paying attention to new structures you notice. However when you speak you should put the rules to the back of your mind and trust your instinct and your brain! You will reproduce the structures you have understood. Often you will find yourself hesitating without reason, because what you were about to say was correct.

As long as you are able to convey your message, there is no point in hesitating. Hesitation makes it difficult to follow what you are saying. So keep an eye on the grammar rules and keep working on it, but when you speak, commit to what you are saying and don't worry about everything being perfect. It's best not to study English grammar in French. Grammar rules in English are often completely different from French. Therefore trying to talk about them in French is a little like comparing apples and pears. It gets really confusing and encourages you to try to find similarities where there are none. So studying grammar rules consciously, with examples is a good idea and will help you little by little to reproduce what you learn. Learning from your mistakes is the best possible way to learn though. Through English lessons with a good teacher who knows how to correct you with clear explanations and without interrupting your train of thought, or through reciprocal language learning with a partner who understands the grammar rules of their native English. However, when your aim is to discuss, debate, exchange, get your point across, don't get hung up on the rules - go with the flow and say what feels right!

Activity Four: - Interconnected.

In the **IKEA commitments and Mandatories** memo, it says;



All mandatories are equally important. They are all are interconnected and they complement each other.

Similarly, mandatories in language are often connected and complement each other. For example, some verbs depend on specific prepositions. So they are different parts of speech but they need each other to make sense! In all systems we can find an interconnectedness which makes it important to have an overview and not to work alone on one thing.

Do you agree that all the different rules, departments and aspects of your business have to work together?

When learning a language it's also important to see things in context and not isolate them into abstract concepts. It's very difficult to learn theory and essential to put grammatical rules into practice so that you can see the pattern and imitate it. What works well for you when you want to learn grammar rules?

Activity Five: - Let's have a look at some **dependent prepositions.**

Prepositions are hard to guess in a foreign language. You just have to remember how to use them. In English, some verbs use particular prepositions and we call them **dependent**.



For example, do you say

- *We are arriving in Paris* or *We are arriving to Paris?*
- *When are you meeting him?* or *When are you meeting with him?*
- *She asked a coffee* or *She asked for a coffee?*

*Let's see if you can **correct the mistakes** in the following article, with the correct dependent prepositions.*

When you enter to an IKEA store you will see a lot of things which you may not even notice as a customer, but which the business really depends of. The space is divided on sections with different rooms settings in. The settings are supposed to reflect the rooms that local inhabitants really live at. In this way local people visiting the store are more likely to find something they are happy to spend for. Everything is set out so that customers get instant gratification. Everything that you see in the store is an IKEA product. IKEA is famous of its storage solutions. It's easy to get hooked of buying shelves, boxes and containers on display for low prices in IKEA. In fact most people are incapable with leaving without buying some small add on item! IKEA are really serious on showing off their range. This is why there is only one way through the store, with some shortcuts for those who get tired to walking. If you are used of shopping in IKEA, you will be excited for the digital access which is now available so that you can easily buy your favourite IKEA products online.

Activity Six: - **dependent prepositions to talk about your work.**

Practice using dependent prepositions by finishing the following sentences:

1. Many people are unaware of the fact that…
2. With the transformation of our business model we will have to be vigilant about…
3. According to some people…
4. We know that our customers have been dissatisfied with…..
5. Some co-workers are doubtful about…
6. IKEA is famous for…
7. We are sometimes guilty of…
8. IKEA co-workers are fed up with..
9. IKEA employees are proud of…
10. We are all responsible for…

Activity Seven: - **Look at the following pictures and say which 'mandatories' they illustrate. Try and find as many as you can.**





Activity Eight: - **Look at the following pictures and say which 'mandatories' are not being respected!**





