



# ENGLISH FOR SPECIAL PURPOSES

## LESSON 6: PRODUCTION

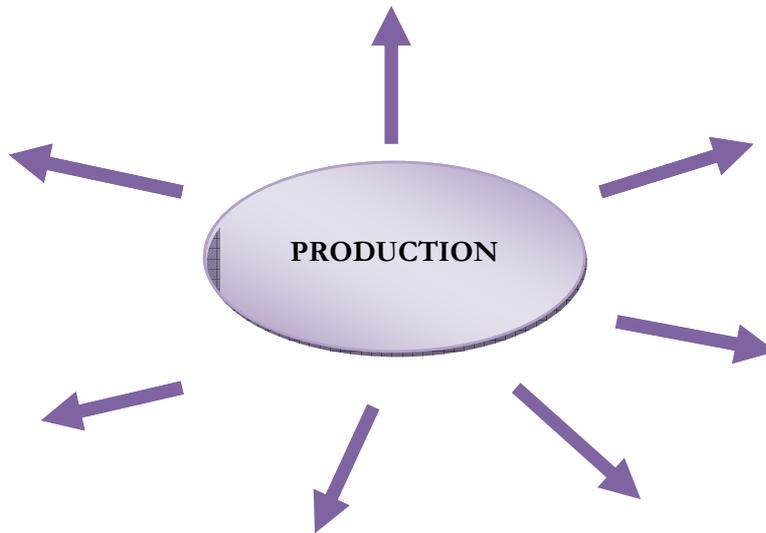


Version with a key



**WARM UP** – what are your associations with “**PRODUCTION**”.

**BRAINSTORM YOUR IDEAS**



**SPEAKING**

► **NOW:** Explain your associations, using the following pattern:

When I think “**PRODUCTION**”, I think about ... .

Or

I associate “boredom” with “**PRODUCTION**” because... .



Complete the definition of “PRODUCTION” with the words from the box.

|          |       |         |
|----------|-------|---------|
| tangible | goods | methods |
|----------|-------|---------|

**What is “production”?**

The processes and \_\_\_\_\_ employed to transform \_\_\_\_\_ inputs (raw materials, semi-finished goods, or subassemblies) and intangible inputs (ideas, information, knowledge) into \_\_\_\_\_ or services.

Source: <http://www.businessdictionary.com/definition/production.html>



**SPEAKING**

- Look at the synonyms of tangible and intangible. Use them to explain the notion of “production”. While explaining, try to use your own words.

|                   |   |  |
|-------------------|---|--|
| <b>Tangible</b>   | → | real, concrete, physical, substantial, visible |
| <b>Intangible</b> | → | indefinite, obscured, unreal, abstract         |



## EXTEND YOUR KNOWLEDGE!

Read the text about the outline of production and order the different kinds of industries to the proper type of production sector.

|                |                          |                   |
|----------------|--------------------------|-------------------|
| water industry | research and development | service providers |
| contruction    | farming                  | logging           |

### Types of production

- Industry – production of an economic good or service within an economy. Industry is divided into four sectors, or types of production; they are:

**Primary sector** - this involves the extraction of resources directly from the Earth, this includes agricultural and resource extraction industries. In these industries, the product (that is, the focus of production) is a natural resource.

1. Agriculture – **cultivation** of animals, plants, fungi, and other life forms for food, **fiber**, and other products used to **sustain** life.
  - Animal husbandry – agricultural practice of breeding and raising livestock.
  - \_\_\_\_\_ – cultivating land for the purpose of agricultural production.
  - Fishing – activity of catching or **harvesting** fish and other aquatic animals such as molluscs, cephalopods, crustaceans, and echinoderms.
  - Forestry – creating, managing, using, and conserving forests and associated resources in a sustainable manner to meet desired goals, needs, and values for human benefit.
2. Resource **extraction**
  - Fishing – activity of catching or harvesting fish and other aquatic animals such as molluscs, cephalopods, crustaceans, and echinoderms.
  - \_\_\_\_\_ – harvesting timber, including cutting, **skidding**, on-site processing, and loading trees or logs onto trucks or skeleton cars.
  - Mining (outline) – extraction of valuable minerals or other geological materials from the earth, from an ore body, vein or (coal) seam.

- Extraction of petroleum – process by which usable petroleum (oil) is extracted and removed from the earth.
- Extraction of natural gas – Natural gas is commercially extracted from oil fields and natural gas fields.
- \_\_\_\_\_ – provides drinking water to residential, commercial, and industrial sectors of the economy.

**Secondary sector** – involves the processing of raw materials from primary industries, and includes the industries that produce a finished, tangible product.

- \_\_\_\_\_ – process that consists of the building or assembling of infrastructure, including buildings, roads, dams, etc.
- Manufacturing – process which involves tools and labor to produce goods for use or sale. Ranges from handicraft to high tech industrial production.

1. **Tertiary sector** – this group is involved in the provision of services. They include teachers, managers and other \_\_\_\_\_.

2. **Quaternary sector** – the part of the economy that produces knowledge-based services.

- Information industry
  - Information generation and sharing
  - Information technology
- Consulting services
- Education
- \_\_\_\_\_
- Financial planning services

Source: [http://en.wikipedia.org/wiki/Outline\\_of\\_production](http://en.wikipedia.org/wiki/Outline_of_production)



**VOCABULARY EXERCISE** → Use the highlighted expressions from the text in the sentences below.

|         |            |           |
|---------|------------|-----------|
| sustain | skid       | harvest   |
| fiber   | extraction | cultivate |

1. The \_\_\_\_\_ are woven into fabric.
2. Trevor's bus \_\_\_\_\_ on some ice and hit a tree.
3. The villagers \_\_\_\_\_ mostly maize and beans.
4. The soil in this part of the world is not rich enough to \_\_\_\_\_ a large population.
5. Farmers are reporting a **bumper** (very big) \_\_\_\_\_ this year.
6. Methods of \_\_\_\_\_ vary from mine to mine.



### GRAMMAR – IRREGULAR PLURAL FORM –us -> -i.

- ▶ In the text about types of production, find an example of an irregular plural form.

**KEY:**

fungi / fungus -> fungi

- ▶ Do you know other nouns that end with “-us” and change into “-i” in the plural form.

**! REMEMBER:**

If a noun ends with “-us” it changes into “-i” in plural.

Informally they can also have an ending –es.

**For example:**

|         |   |                    |
|---------|---|--------------------|
| cactus  | → | cacti / cactuses   |
| nucleus | → | nuclei / nucleuses |
| focus   | → | foci / focuses     |
| fungus  | → | fungi / funguses   |

► Now complete the sentences with the plural forms of: cactus, focus, fungus, nucleus.

1. Mushrooms and mould are \_\_\_\_\_.
2. The \_\_\_\_\_ always lie on the major (longest) axis, spaced equally each side of the center.
3. Promotes the study, conservation, propagation and cultivation of \_\_\_\_\_ and other succulent plants.
4. Physics of Atomic Nuclei was founded in 1965 as the leading Russian journal on elementary particles and \_\_\_\_\_.



### EXTEND YOUR EXPRESSIONS WITH “PRODUCTION”.

► Match the definitions with the names.

|                           |   |
|---------------------------|---|
| <b>Product budget</b>     | volume of products that can be generated by a production plant or enterprise in a given period by using current resources.  |
| <b>Product capacity</b>   | an operational state whereby a company cannot increase output of a specific good or service without additional costs.   |
| <b>Product concept</b>    | activities involved in handling materials, parts, assemblies, and subassemblies, from their raw or initial stage to the finished product stage in an organized and efficient manner. It may also include activities such as planning, scheduling, routing, dispatching, storage, etc. |
| <b>Product efficiency</b> | management philosophy that buyers prefer goods and services which are cheap and widely available.   |
| <b>Product control</b>    | a financial plan for items that are in the process of being manufactured. A typical production budget for a manufacturing business will contain an estimate of the number of units that need to be produced in order to meet sales targets and inventory requirements.                |



## VOCABULARY EXERCISE

- Build sentences with the expressions from the previous exercise.
- Complete the extracts with the following expression (only one expression in each extract is correct):

|                     |                    |                       |
|---------------------|--------------------|-----------------------|
| production capacity | production budget  | production efficiency |
| production concept  | production control |                       |

1.

“Practiced by earlier industrials, it soon became an standardized practice. Ford, considered as one of the early champions of this concept once remarked that Americans can get any car from Ford until it is black. This is one of the most famous quotes in Marketing stressing the importance of \_\_\_\_\_ and level of stress and importance given to it.”

2.

“How does production planning differ from \_\_\_\_\_ in an organization? Production planning is the projected flow of production, while \_\_\_\_\_ is the systematic approach to control the flow of projected production.”

3.

The \_\_\_\_\_ is prepared after the sales budget.

The \_\_\_\_\_ lists the number of units that must be produced during each budget period to meet sales needs and to provide for the desired ending inventory.

4.

“In today’s markets, manufacturers must steadily increase productivity to stay ahead of the competition. Typically, however, they don’t have the luxury to start from scratch. Instead, they need to enhance their existing operation by improving \_\_\_\_\_, flexibility, and customer orientation in their current environment.”

5.

“Ford Motor Company announced today it is tripling \_\_\_\_\_ of its electrified vehicle lineup through 2013, further boosting volumes of its all-new C-MAX Hybrid and C-MAX Energi plug-in hybrid, which begin production next year.”