



IELTS READING/Writing MATERIAL 9-19-2018

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Lesson Objective

This lesson isn't about presenting manners and etiquette in some countries as being superior in any way. It's about what people expect others to do.

Section One Idioms

Directive: Study the following sentences and match each underlined idiom to its correct definition below.

SENTENCE

- At the end of the meal, we decided to **go Dutch**.
- If you want to win the argument, you should **stick to your guns**.
- Thank you for all your help. I hope someday we can **return the compliment**.
- The politician managed to **save face** by escaping blame for the mistake.
- Everyone at the party was wearing special costumes, and we had to **follow suit**.
- During the negotiation, they decided to **give ground** in order to reach an agreement.
- We were **wined and dined** all over the city.
- I was trying to be polite, but he **got the wrong idea**.

MEANING

- Change your position in order to make it easier to reach an agreement.
- Do something for someone because they have done something for you.
- Do what other people are doing.
- Keep your position even if people try to criticize you.
- Misunderstood.
- Pay 50% of the bill each.
- Protect your reputation.
- Taken out for expensive meals.

GRAMMAR REFRESHER:

- Which modal verb means that something is generally possible?
- Which modal verb means that something is possible, although not very likely?
- Which modal verb means 'it is a good idea'?
- Which two modal verbs express an obligation?
- What is the difference between these two sentences?
 - I **must** get some sleep.*
 - I **have to** get some sleep.*
- What is the difference between these two sentences?
 - I **don't have to** get up early tomorrow.*
 - I **mustn't** get up late tomorrow.*
- What other modal verbs express possibility and speculation? What are the past forms?

Have to
Must
Should
Could
Would
Can
May
Might
Ought to
Shan't
Shall



Section Two Reading Comprehension, Pronunciation and Writing skills.

Evaluation Criteria: Ability to effectively read and comprehend written English in a social or business environment.

ARTICLE A

The Importance of Etiquette

Source

What Is Etiquette?

1. Etiquette, the unwritten set of rules that govern good behavior and our social and business interactions, is always evolving and changing as society changes. It reflects our cultural norms, generally accepted ethical codes, and the rules of various groups we belong to. But let's not confuse it with law, which consists of statutes, regulations, common law and constitutional law.



Etiquette helps us show respect and consideration to others and makes others glad that we are with them; in other words, it gives us a hand to display well-mannered behavior. Without proper manners and etiquette, the customs of polite society would soon disappear and we would act more like animals and less like people. Aggressiveness and an "every man for himself" attitude would take the lead. **Nevertheless, it is not a good idea to confuse law and etiquette with morality,** which is the moral code of an individual or of a society to discern good from wrong.

Questions:

- a. Is etiquette static? Why?
- b. What's the difference between etiquette and morality?
- c. Write and rephrase the sentence in color using a proper modal verb.

2. In earlier times, the rules of etiquette were used for two purposes: to remind people of their own status within society and to reinforce certain restrictions on individuals within that society.

In the middle Ages and the Renaissance, for instance, etiquette dictated everything from how low a person of inferior rank had to bow to a person of higher rank to how long a man had to spend courting a woman before the two could marry. Even the way a person mourned was strictly outlined by rules of etiquette until as recently as the Civil War era in the United States. Widows then were expected to dress in "widow's weeds," or completely black clothing and veils, for a full year after the death of a husband.

These types of rules in earlier society were usually determined by the ruling classes because they served the purpose of making them more secure in their roles as the rulers of society. **By far, the most strenuously enforced rules of etiquette were tied to how one showed respect for the king and his highest ranking officials, such as dukes and princes.** It reinforced their authority. The rules of etiquette concerning marriage, mourning, and other major events of life largely applied only to the ruling classes or the wealthy. Peasants and workers, as long as they followed the rules of etiquette pertaining to respecting their superiors, were not expected to follow formalized rules of courtship; they tended to base their own "rules" of courtship on good manners and common sense.

Questions:

- a. What was the influence of etiquettes in the past?
- b. Who were the ones who strengthened the use of etiquettes in the past and why?
- c. Rewrite and paraphrase the sentence in color.



3. Over the centuries, as society has become more democratic, etiquette has become an excellent combination of good manners, common sense, and rules of conduct that reflect cultural norms and the rules of our society as a whole rather than just one distinct group within it. It has less to do with the fashion of the moment or who is in power and more to do with putting others at ease and an ethical code of conduct.

Etiquette in Today's Society

Today's etiquette serves several important functions:

1. **It provides personal security.** Knowing how to behave appropriately in a given situation makes you more comfortable.
2. **It protects the feelings of others.** Proper etiquette requires that you make others comfortable and protect their feelings. You do not point out their errors or draw attention to their mistakes.
3. **It unites society.** Etiquette enhances communication among all individuals regardless of their social status. It breaks down barriers, it does not erect them.
4. **It will enhance your status at work.** In any working situation, you are perceived as more capable, more professional, and more intelligent if you are familiar with the proper code of conduct for the workplace.
5. **It makes good first impressions.** The first five to seven seconds after you meet someone are crucial. Your first impression lingers in the other person's mind long after you are gone. If you use proper etiquette, that first impression will be a positive one.

Questions:

- a. What's the most significant difference between today's etiquette and the past?
- b. Which etiquette from the list above best point out this difference?
- c. Rewrite and paraphrase the sentence in color.

4. Society and our culture are now changing so fast that it is hard for the rules of etiquette to keep up. As quickly as a book of etiquette is published, a new form of communication is developed or a new style of dating becomes all the rage and someone declares the latest etiquette book "hopelessly outdated." Keep in mind that etiquette is meant to be a **guideline**, not a set of strict rules carved in stone. Those guidelines are developed using common sense, a sense of fairness, politeness, and above all, consideration for others. If you let consideration for others be your final arbiter, you will be well on your way to being the kind of polite person who understands the rules of etiquette instinctively.

Questions:

- a. Why etiquettes are not intended to last forever?
- b. What is the biggest factor that shapes etiquette?
- c. Rewrite and paraphrase the sentence in color.

5. Etiquette Begins at Home

The reason many young people today do not know much about etiquette is because they never learned it at home--parents no longer directly teach children and teenagers etiquette. If you are reading somewhere to learn more about proper manners and how to practice etiquette in public, your best bet is to start practicing it in **private**. It is difficult to switch on good behavior only when you feel like you "need to." In fact, we really should not be on our best behavior only around people we barely know or want to impress. Our best behavior should also be for the people we love: our friends and family.



Therefore, practice the highest standards of etiquette at home. Be sure to be polite and kind toward your spouse, parents, and children, especially your children, so they will learn from example the proper way to treat other people. If they grow up with etiquette ingrained in them, they will find it easier to form lasting relationships, be successful in their jobs, and move through life as the kind of people others enjoy being around.

You also will find that etiquette becomes second nature to you rather than a set of rules, and your own life will be more pleasant. People respond positively to those who are nice to them and who treat them with respect. Proper etiquette guides you in how to do this without "missing something" because you simply were not aware that something you did or did not do might be offensive to the other person.

Questions:

- a. Are schools responsible for young people not knowing good manners? Why?
- b. What is the most effective way to teach our children etiquette?
- c. Why is it a good idea to use etiquette not only with people we barely know?
- d. Rewrite and paraphrase the sentence in color.

ARTICLE B**Why online etiquette matters**

[Source](#)

1. There's no denying that social networks and online connections can shape how we work, think and interact to a dramatic degree. High-tech analyst and consultant Scott Steinberg offers guidance on how to get along in this digital world with his new book, [Netiquette Essentials: New Rules for Minding Your Manners in a Digital World](#), where he discusses why manners matter on social media, and why C.I.O.s should care.

**What observations prompted this book?**

I have a passion for helping people succeed, and I love watching them network and forgo meaningful relationships. And the ability to communicate and establish relationships is key to business success. But the more managers you talk to, you find that over the years that people — while they have better access to education and technology — are less equipped for face-to-face interactions because they're getting less and less of them. They're less equipped to present in public or give a speech or a presentation. And you see it day to day.

You're talking to younger people and they're checking their phones and texting and tapping while you're talking. It creates the impression that they're snubbing you, even if that isn't their intent. A lot of this isn't just high-tech etiquette. Some of it is classic etiquette, and we seem to be losing it as we move further online.

Questions:

- a. Who is Scott Steinberg and why has he written a book about online etiquette?
- b. According to Steinberg, what is the opposite exponential phenomenon he observes?
- c. Rewrite and paraphrase the sentence in color.



2. What's the top faux pas people make in or regarding the digital world?

They forget that social networks are some of the most public spaces available and are shared over the entire world. And while these settings seem very relaxed and informal, and people enjoy them in a casual manner, we tend to post things that we wouldn't say out loud in a real-world or office setting.

Posting something you thought was funny or liking a politically charged comment, it can be seen as an endorsement. You have to think twice about posting or liking something controversial. It could be a lightning rod. That like or share could be seen as an endorsement. And the other piece that's interesting, too, is you can often get private and personal information that people have shared online. And people forget when they post something online that tone of voice and human elements are lost in the translation to the electronic realm. So something you think is said in jest can be taken out of context.

Questions:

- What does *faux pas* mean? What other word or phrase would you use to say same thing?
- Why should we be careful about what we post or say on the internet? Have you ever had any experience about this?
- Rewrite and paraphrase the sentence in color.

3. Smiley faces don't do the trick?

A smiling emoticon does not harm even once when it is used in the correct time and in an unofficial discourse. Thank Goodness for emojis. Some people talk in very logical manner, and it comes off very harshly if you don't add a smiley face. Conversely, if you use them too much, it may seem that you are always joking around and never speak seriously. This can be an issue if the other person tries to have a serious conversation and you just joke around with smileys. Learning when and when not to use them could result useful.

We've seen headlines about people getting in trouble for their social posts.

Maybe because social networks have a more informal feel to them. You can forget that people might not have context around it. Social networks and online tools encourage us to be more social-facing than ever; there's less privacy than ever before. They're meant for short bites — most people don't put a lot of thought into what they post. You have to be more purposeful and intentional about what you're putting out there.

Questions:

- Do we always need to use smileys in our conversations? Why?
- According to the passage, name the factors that prevent people from learning the lesson when getting in troubles for social posts.
- Rewrite and paraphrase the sentence in color.

4. Etiquette by echelon

The levels of working people are as diverse as their online manner of conducting themselves, and a portion of the possible reasons may include merely the feeling of keeping their facade on which they have been working for so long. Another possible reason could be that they want to show that they are something different than how they really are. Senior leaders, because they're seen as the voice of the organization, tend to be more reserved and a little more thoughtful. If you have folks not in senior leadership roles, they tend to be more active online and more casual about the thoughts they're projecting into the world. In contrast, a senior executive under massive scrutiny will be more reticent to share something they perceive as having some controversy around it.

**What some famous public figures do online:**

President Trump's social media use has been a subject of controversy. Things like this make these basic rules more important. It's fair to say that oftentimes a lot of these folks have broken every rule in the book and the more we see it, the more we'll tend to see it mirrored down the chain. We do our best to fight the good fight.

Questions:

- a. What are the causes for different tiers of workers following different rules regarding online behavior?
- b. What's the impact when famous people's online activities go against basic etiquette?
- c. Rewrite and paraphrase the sentence in color.

5. How can we counteract the negative?

Some of the things that can help here are codifying a social media policy [at work] and assigning social media managers to serve as a consistent voice; to talk with employees about what to share, the tone of voice that's appropriate, the content they should be putting out there in the world; and to really work with them to understand how they should communicate online and add value for end users and customers.

The impact of employees' online activity on the business:

Most co-workers nowadays spend at least some of their time on the internet and whether they work for you or with you, they will be seen as a representative voice of the brand. It's hard to separate that online. So it's tremendously important because the people you send to conferences and events, you expect them to be a positive face of the brand even if their activities are not related to their jobs; which sometimes makes it more important. You would expect them to be the same in person and on social media, when they're comporting themselves to an ever wider audience and more and more customers.

Questions:

- a. What is the purpose of a media manager?
- b. Why should businesses care, especially if their employees' online activity is separate from work?
- c. Rewrite and paraphrase the sentence in color.

End of Lesson discussion:**Should anyone live offline?**

Some may argue that finding balance and finding time for offline interactions is key, as is cultivating healthy online habits. Do you agree?