

S.6 English Project on Workplace communication

Worksheet 1

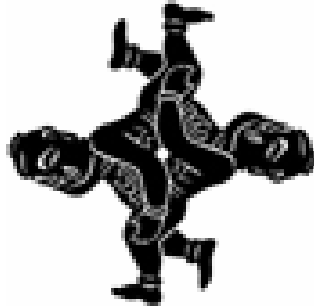
Company's logo

Name: _____())

Class: _____

Part A

What kind of firm does this logo represent?



Questions:

What can you see?

What is your first impression of the logo?

Are there any words / pictures in the logo? What are they?

Why do you think the company includes those words / pictures in the logo?

What is the colour of the logo? What kind of feeling does the colour give you?

What is special / unusual about the logo?

What kind of qualities do you think the company wants to show?

What kind of firm could it be?

Do you think it is a good / successful logo? Why?

Part B

Each group is going to work on 1 particular set of logos. Try to understand why the companies design their logos in those ways and decipher the meanings behind the logo.

Set 1



Set 2



Set 3



Set 4



BEA 東亞銀行

Set 5



GIORGIO ARMANI



GUCCI

ANTEPRIMA

Set 6



Set 1 / 2 / 3 / 4 / 5 / 6

Names: _____

Questions:

What can you see in each logo?

What is your first impression of these logos?

Are there any words / pictures in the logos? What are they?

Why do you think the company includes those words / pictures in the logo?

Do they have any colours? What kind of feelings do the colours give you?

What is special / unusual about the logos?

What kind of qualities do you think the companies want to show?

What images do you think those firms want to create?

Can you find any similarities among these logos? Why do they share those similarities?

What are the differences among them? Why do they have those differences?

Do you have any other things special about the logos that you would like to share with your classmates?

What kind(s) of firm could they be?

Do you think it is a good / successful logo? Why?

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Worksheet 2

Business Language

Name: _____())

Class: _____

Part 2

Compare the following descriptions and see which one is more appealing to you?

Company A

xxx is the leading supermarket chain in Hong Kong, with an unrivalled reputation for giving customers outstanding value for money, the highest quality in fresh food, an unmatched range, and world-class service.

Company B

xxx is known as a leading supermarket retailer with a substantial market share of total food sales in Hong Kong. The chain's long-term strategy continues to be building customer and brand loyalty through a continued focus on low prices, fresh foods, store environment and customer service.

I like _____ better because _____

Part 2

Read the following descriptions of different companies and answer the questions that follow.

Company A

We are an international legal practice with a network of 27 offices in 20 countries. We have over 5,000 staff, including some 2,600 lawyers and over 470 partners.
We are one of a small group of truly international and integrated legal practices.
We combine a leading local law practice (with lawyers qualified to practise in over 30 countries), a leading international law practice and a leading US law practice, with over 250 US qualified lawyers across our network of offices.

Company B

Established in 1992, **City Telecom (H.K.) Limited** is a Hong Kong main board and US NASDAQ listed entity. With its wholly-owned subsidiary, **Hong Kong Broadband Network Limited**, CTI Group is a fast growing and innovative provider of diversified telecommunications services including international telecommunications, broadband Internet access, local telephony and IP-TV. We are inviting professional talent(s) pursuing career in telecommunications industry to fill in the following challenging position(s) as one of our work-force of over 2,000 talents in Hong Kong, Guangzhou and Canada. For details on the Group's HR policies,

Company C

We are the largest publicly listed Chinese Fast Food restaurant group in the world with over 200 outlets in Hong Kong and over 200 quick service restaurants in North America. To cope with our business needs, we invite high calibre professional to fill the following position:

Company D

Pizza Hut is the leading pizza restaurant with over 79 shops and over 4000 staff in Hong Kong and Macau. Our key mission is to ensure every pizza centred food service occasion is an enjoyable experience to our customers. To support the mission and expansion, we are now inviting high calibre, passionate professional who strives for executional excellence to join our Team.

Company F

Join Bank of China (Hong Kong)
Be a dynamic member of our team
We commit to excellence and professionalism
We value people
We offer challenging and rewarding careers that will further your personal development.

Company G

We are the franchised manufacturer and distributor of Coca-Cola, Sprite, Fanta, Schweppes, Sunfill, Hi-C, Powerade, Nagomi, Qoo together with Nestea, Nescafe and Bonaqua brand beverages in Hong Kong. We invite high caliber and competent individuals for the following position:

Company H

AXA China Region is a member of the global AXA Group, a worldwide leader in financial protection and wealth management. AXA has a history dating back to the early 19th century and commenced business in Hong Kong in 1986. AXA secures the future of 52 million people around the world and one million people in Hong Kong and Macau trust AXA China Region to protect their families.

Company I

Gucci Group N.V. is one of the world's leading multi-brand luxury goods companies. Through the Gucci, Yves Saint Laurent, Sergio Rossi, Boucheron, YSL Beaute, Bottega Veneta, Bédar & Co., Alexander McQueen, Stella McCartney and Balenciaga brands, the Group designs, produces and distributes high-quality personal luxury goods, including ready-to-wear, handbags, luggage, small leather goods, shoes, timepieces, jewelry, ties and scarves, eyewear, perfume, cosmetics and skincare products. The Group directly operates stores in major markets throughout the world and wholesales products through franchise stores, duty-free boutiques and leading department and specialty stores.

Our dynamic Asia Pacific headquarters in Hong Kong is now seeking high calibre personnel to fill the following position:

Questions:

What adjectives are associated with these companies?

What kind of feelings do these words give you? Do you think the adjectives have been used effectively?

What adjectives are associated with their staff / target candidates?

What are the most important qualities do you think today's employers are looking for?

What are the common characteristics in these advertisements?

Can you list the common linguistic strategies that these companies have used in building up their image?