

English Language and Translation 2

1st Language - 2018-19

Lesson 2: 13 November 2018

Ways to refer to future time

Future time: Definitions

English grammar provides a number of ways to indicate the future nature of an occurrence. Some argue that English does not have a future tense—that is, a grammatical form that always indicates futurity—nor does it have a mandatory form for the expression of futurity. However, there are several generally accepted ways to indicate futurity in English, and some of them—particularly those that use *will* or *shall*—are frequently described as future tense.

https://en.wikipedia.org/wiki/Future_tense

Future time: Definitions

Tense (in English) consists of only two options, as mentioned above: past and present. For lack of a special future tense, the language must resort to a number of different constructions to express future time,

Pätzold, Kurt-Michael and Gramley Stephan, A Survey of Modern English, London 2004

Future time: Definitions

"[T]he future tense has a different status from the other tenses. Rather than being a form of the verb, it is expressed by the modal auxiliary *will*. It's no accident that the future shares its syntax with words for necessity (*must*), possibility (*can, may, might*), and moral obligation (*should, ought to*), because what will happen is conceptually related to what must happen, what can happen, what should happen, and what we intend to happen. The word *will* itself is ambiguous between future tense and an expression of determination (as in *Sharks or no sharks, I will swim to Alcatraz*), and its homonyms show up in *free will, strong-willed*, and *to will something to happen*. The same ambiguity between the future and the intended can be found in another marker for the future tense, *going to* or *gonna*. It's as if the language is affirming the ethos that people have the power to make their own futures."

Steven Pinker, The Stuff of Thought. Viking, 2007

Ways to refer to Future time

Simple Present:

The company board meets tomorrow at 3.00 pm.

Interest is paid at the end of each month.

Function: a scheduled, often repeated event

Ways to refer to Future time

Present Continuous:

We are introducing new software in the planning department.

The managing director is arriving this afternoon.

Function: plans and arrangements

Ways to refer to Future time

Be to/Be about to:

Twenty-five junior managers are to be promoted next week.

The company is about to make a major investment.

Function: realisation of a previous decision

Ways to refer to Future time

Going to/Planning to/Intending to/Expecting to:
A new headquarters is going to be built next year.
We are planning to expand into Asia.
We are intending to recruit 100 new staff.
We are expecting to make a substantial profit.

Function: a programmed objective that is likely to happen

Ways to refer to Future time

Plan to/Expect to/Want to:

They plan to start production next year.

They expect to lose money on the deal.

We want to return to profit by the end of the year.

Function: a projected, less certain future objective

Ways to refer to Future time

Hope to/Mean to/Would like to:

We hope to reduce costs considerably.

We mean to fight the hostile takeover bid.

We would like to set up a joint venture.

Function: a projected, less certain future objective

Ways to refer to Future time

May, Might:

Prices may increase in the third quarter.

Unemployment might decline towards the end of the year.

Function: indication of level of probability of a future occurrence

Ways to refer to Future time

Can, Could:

We can offer a 5% discount on bulk orders.

The company could consider launching a new service.

Function: indication of level of probability of a future occurrence

Ways to refer to Future time

Must:

Sales must expand in the coming year if we are to survive.

Function: indication of level of probability
(obligation) of a future occurrence

Ways to refer to Future time

Shall, Should:

Shall we ask for a bank loan?

We should consider the possibility of reducing expenses.

Function: suggestions/recommendations for future action

Ways to refer to Future time

Will:

Next year, I think your contract will be renewed.

I will contact you tomorrow.

We will offer better conditions.

Will you let me know what you think?

If I can help, I will.

Function: predictions and promises about the future (probability); willingness

Ways to refer to Future time

Would:

If I could help, I would.

Would you mind waiting for five minutes?

Function: willingness (conditional); request for agreement

Future time: usage examples in business materials

Mission and Vision statements

Business presentations

Mission Statements

Starbucks: "To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time."

eBay: "Provide a global trading platform where practically anyone can trade practically anything."

Levi Strauss & Co.: "People love our clothes and trust our company. We will market the most appealing and widely worn casual clothing in the world. We will clothe the world."

<http://www.businessnewsdaily.com/3783-mission-statement.html>

Vision Statements

Five years from now, Paula's will be rated as a "five star" restaurant in the Greater Toronto area by consistently providing the combination of perfectly prepared food and outstanding service that creates an extraordinary dining experience.

Within the next five years, Metromanage.com will become a leading provider of management software to North American small businesses by providing customizable, user-friendly software scaled to small business needs.

<https://www.thebalance.com/vision-statement-2947999>

Amazon

Amazon's mission statement is: *"We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience."*

Amazon's vision statement is *"To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."*

<http://panmore.com/amazon-com-inc-vision-statement-mission-statement-analysis>

General Motors

General Motors' corporate mission is *“to earn customers for life by building brands that inspire passion and loyalty through not only breakthrough technologies but also by serving and improving the communities in which we live and work around the world.”*

General Motors' corporate vision is “to become the world's most valued automotive company.”

<http://panmore.com/general-motors-vision-statement-mission-statement-analysis>

McDonalds

McDonald's vision statement is as follows: *“ Our overall vision is for McDonald's to become a modern, progressive burger company delivering a contemporary customer experience. Modern is about getting the brand to where we need to be today and progressive is about doing what it takes to be the McDonald's our customers will expect tomorrow. To realize this commitment, we are focused on delivering great tasting, high-quality food to our customers and providing a world-class experience that makes them feel welcome and valued.”*

McDonald's mission statement is officially stated as follows: *“ Our mission is to be our customers' favorite place and way to eat & drink. We're dedicated to being a great place for our people to work; to being a strong, positive presence in your community; and to delivering the quality, service, cleanliness and value our customers have come to expect from the Golden Arches – a symbol that's trusted around the world.”*

<http://panmore.com/mcdonalds-vision-statement-mission-statement-analysis>

M Hammersley – 13 Nov 2018

Business Presentations

I'm going to talk to you today about our new watches. I'll talk about the technology that goes into the product, the design of the watch, and, of course, the image of our watches in the market.

So, let's start by looking at the technology. Our new range of watches features a technological miracle.

Business Presentations

Right, let's move on to design and style. Every watch we produce combines classical elegance with modern design. It represents both tradition and innovation.

Before going on, I'd just like to mention that of course we support retailers who stock our products with a full range of promotional material such as counter displays, window displays and posters.

Business Presentations

OK, finally I'd like to turn to the most important point: the image of our watches; and the feeling that our customers have when they wear one.

Right let's stop there. Thank you very much for your attention. And now, if anyone has any questions, I'd be happy to try to answer them.

Group Exercise: Modals

Group A: Can

Group B: Could

Group C: May

Group D: Might

Group E: Must

Group F/I Shall

For each Group: 3 slides giving examples to illustrate usage and function

Group Exercise: Modals

Group G: Should

Group H: Ought to

Group J: Need (to)

Group K: Dare (to)

Group L: Will

Group M: Would

For each Group: 3 slides giving examples to illustrate usage and function