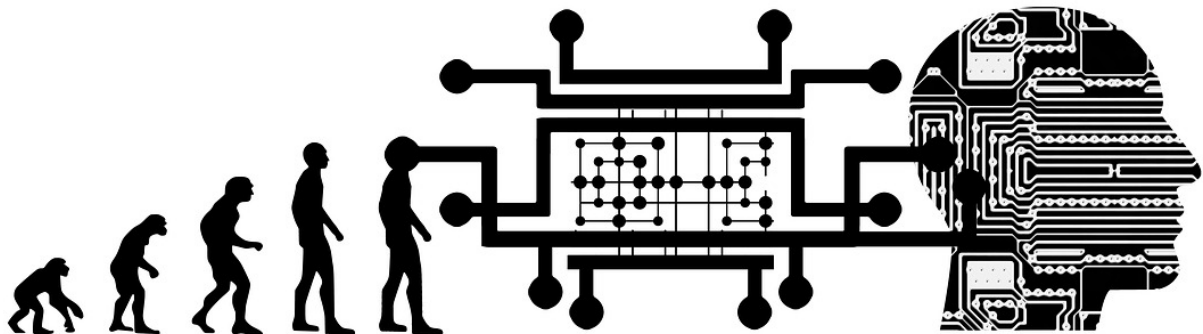




Automation



Instant Lessons

EXAMPLE

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Lesson Plan: Automation **EXAMPLE**

Lessons: Introduction, reading, listening, speaking (seminar) and writing.

Time: 1-1.5 hours + homework task

Level: ****[B1/ B2/C1].

Lesson Aim:

To focus on one key topic and develop a range of key academic skills based on this topic.

Introduction [5 minutes]

- Introduce the topic 'automation'.
- Give out the '**Reading Text Worksheet**' and discuss the lead in questions.

Reading: Test-Type Questions [20-30 minutes + feedback]

- Students read the text. Check words & meanings with a dictionary.
- Answer the questions.
- Feedback: distribute or project **ANSWERS**.

Listening: Lecture & Test Questions [30-40 minutes + feedback]

Video: Available in paid download

MP3: Available in paid download

- Give out the '**Listening: Mini Lecture Worksheet**'.
- Students check key vocabulary.

Option 1

- Students look at the questions.
- Students listen & answer the questions.
- Give 2 minutes to tidy answers.
- Students listen again. Check answers & answer missed questions.
- Feedback: distribute or project **ANSWERS**.

Option 2 (harder)

- Students listen & take notes (Use paper or the PPT slides in the Appendix).
- Students listen again & add to their notes.
- Students use their notes to answer the questions.
- Feedback: distribute or project **ANSWERS**.

Speaking: Seminar [10-15 minutes]

- Give out the '**Speaking Worksheet**'.
- Students revise content from the reading & lecture texts.
- Students hold a seminar discussion using the question prompts.
How to run a seminar: <https://www.academic-englishuk.com/seminars>

Writing: Summary [20 minutes + tutor feedback]

- This can be a homework task if limited time.
- Students use the two texts (reading and listening) to write a 150-word paragraph on 'the [redacted] business world'.
- Tutor to error correct & return: <https://www.academic-englishuk.com/error-correction>

Reading Text Worksheet

Task 1: Lead In

1. Why do you think businesses are minimising human input in favour of robots?
2. In what contexts [redacted]?
3. Look at the title of the reading text – what do you think it is about?

Task 2: Reading Text **Automation: the next Artificial Intelligence evolution?**

By H. Kennedy (2022)

Automation can be defined as [redacted] to oversee and control the processes and systems required for the production and delivery of products and [redacted]. Its overriding purposes are to boost productivity, reliability, quality and safety.

According to IBM (2021), there are three main types of automation. On the one hand, process automation, [redacted], helps to increase uniformity and transparency in a business. On the other hand, integration automation enables machines to mimic [redacted] have set the machine rules. Perhaps the most well-known is artificial intelligence automation which is when machines acquire the ability to make [redacted], as in the case of a [redacted]. All of these types of automation require a huge range of technologies in order to function, from robotics, telemetry and electro-optics to [redacted]. With regard to application, automation can be found within several areas of a business, including installation, procurement, management and even marketing and sales (ISA, 2021).

Many industries, [redacted] rely on automation to successfully operate their business. Many industrialised nations have also seen that automation can not only increase overall output but also reduce costs, as in the case of [redacted], where labour [redacted]. Yet, in agriculture and manufacturing, automation has resulted in a rise in job displacement. A notable example is in the US, where the manufacturing [redacted] yet the [redacted] of the time (MBN, 2021). However, in the UK for example, adoption of automation has been rather lacklustre in comparison. As reported by the Business, Energy and Industrial Strategy Committee (2019), [redacted] and the uncertainty surrounding the time needed to recoup the value of investment, in addition to its perceived complex nature and a potential lack of skills required to manage it, are the most significant reasons why [redacted] rate was at one point only 85 robots per 10,000 workers. Thus, it remains to be seen whether all of the [redacted]

References

- House of Commons Business, Energy and Industrial Strategy Committee., (2019). *Automation and the future of work* [pdf]. Available at: <https://publications.parliament.uk/pa/cm201719/cmselect/cmbeis/1093/1093.pdf>. [Viewed 11.01.2022].
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Reading Text Questions

Task 3: Headings

Choose a subheading for each paragraph. One title is not needed.

1		A	
2		B	How much of an impact has automation had globally?
3		C	
		D	What is automation?

___ / 3

Task 4: True, False or Not Given

Decide if these statements are true (T), false (F) or not given (NG). Highlight the answer in the text.

		T / F / NG
1	The main	
2	Integration automation allows robots to carry out tasks done by humans.	
3	AI automation	
4	Automation is generally only utilised by a small number of industries.	
5		
6	In the US, the number of robots have doubled in twenty years.	
7	The current	
8	major businesses worldwide will be fully automated by 2020.	

___ / 8

Task 5: Vocabulary

Key language – search for the word in the text that means:

Paragraph		Word
1		
2	A system for managing repetitive processes and tasks which occur in a particular order.	
2	The recording and transmission of data from remote or inaccessible sources to an IT system in a different location.	
2		
3	An amount that a machine or organisation produces.	
3		
3	To get back money you have spent or invested.	

___ / 7

Total Score ___ / 18

Listening: Mini Lecture Worksheet

Task 1: Key Vocabulary

Check these words and phrases before listening:

		simulate		machine learning		boost
untapped	brand awareness	brand loyalty		enhance	tailor-made	

Task 2: Lecture Listening

Listen to the lecture on chatbots and answer the following questions:



2.1 Gap Fill

Complete the definition of a chatbot. The first letter is already given.

A chatbot can be defined as an _____ computer p_____ which can conduct _____ in place of a h_____ through spoken or written text.

____ / 2

2.2 Name ONE sector in which the use of chatbots has already been implemented.

--

____ / 1

2.3 Open Questions

Answer these questions about how chatbots work and why they are popular.

i.	_____	
ii.	What is the primary goal of the chatbot?	
iii.	_____	
iv.	Why do nearly 40% of people prefer chatbots?	
v.	_____	

____ / 5

2.4 Multiple Choice

Answer these questions about how chatbots help other areas. Select ONE answer only per question.

i.	By how much could retail spend via chatbots _____?	A. By 300%.

		C. By almost 100%.
ii.	How much could chatbots save the retail sector each year?	_____
		B. \$1.1 billion.
		C. \$11 billion.
iii.	How can _____ boost their brand awareness through chatbots?	_____
		B. Data collection and analysis.

iv.	What effect does enhanced customer _____?	A. Increase in brand loyalty.

		C. Increase in consumer satisfaction and sales.

____ / 4

2.4 Gap Fill

What does the lecturer say about the chatbot industry in the next decade? Complete the gaps.

The chatbot industry is likely to grow thanks largely due to the continuous _____ of _____ but also due to the facilities _____ to _____
--

____ / 2

Total Score ____ / 14

Speaking Worksheet

Discussion

Use the two texts (reading and listening) to discuss these questions:

Key Sources:

Reading: **Kennedy (2022)**

MBN (2021) / [redacted] / ISA (2021)

Lecture: **Watts (2022)**

Business Insider (2021) Business Partner Magazine
(2020) / HBR (2019)

Seminar Questions

- 1) What is automation?
- 2) In which areas has [redacted]
- 3) How has automation, including chatbots, impacted the world of work?
- 4) How will [redacted]?
- 5) Summarise your discussion.
(Each person summarises one main interesting point discussed).

Writing Task

Summary

Use the two texts (reading and listening) to write a paragraph on 'the [redacted] of [redacted] world'.

Write 150 words:

Reading ANSWERS

Task 3: Headings

Choose a subheading for each paragraph. One title is not needed.

1	<i>D</i>	A	What does automation involve?
2	<i>A</i>	B	How much of an impact has automation had globally?

___ / 3

ALL ANSWERS ARE INCLUDED IN PAID VERSION...

Listening ANSWERS

2.1 Gap Fill

Complete the definition of a chatbot. The first letter is already given.

A chatbot can be defined as an artificially intelligent computer *programme* which can conduct on-line conversations in place of a *human* through spoken or written text.

ALL ANSWERS ARE INCLUDED IN PAID VERSION...

Chatbots: more than simply the 21st century call centre




by C. Watts (2022)

Hello and welcome to this short lecture about professional jobs delivered through automated interfaces, most notably chatbots. A chatbot, a shortened version of chatterbot, is a computer programme built on AI technology and designed to simulate online conversations via text or text-to-speech software without human involvement.

THE FULL TRANSCRIPT IS INCLUDED IN THE PAID VERSION...

Appendix: PowerPoint Slides

Listen to the lecture and take notes using the PPT slides

<h3>Chatbots</h3>  <p>www.academic-englishuk.com</p> <p>AE Academic English UK</p>	
<h3>How chatbots work</h3> <div>  <p>Voice-activated</p>  <p>Typed</p> </div> <ul style="list-style-type: none"> • Scans customers' requests. • Geographical location. • Account details. • Data powers the machine learning. • Two fifths of internet users prefer to interact with them. • Faster than a phone call. <p>www.academic-englishuk.com</p> <p>AE Academic English UK</p>	
<h3>Growth in the use of chatbots</h3> <p>BUSINESS INSIDER → </p> <p>Facebook messenger → </p> <p>300,000+</p> <p>www.academic-englishuk.com</p> <p>AE Academic English UK</p>	
<h3>Advantages of using chatbots</h3> <div>  <p>Online marketing</p>   </div> <ul style="list-style-type: none"> • Present product recommendations. • Build brand awareness. • Encourage brand loyalty. • Increase productivity. <p>www.academic-englishuk.com</p> <p>AE Academic English UK</p>	