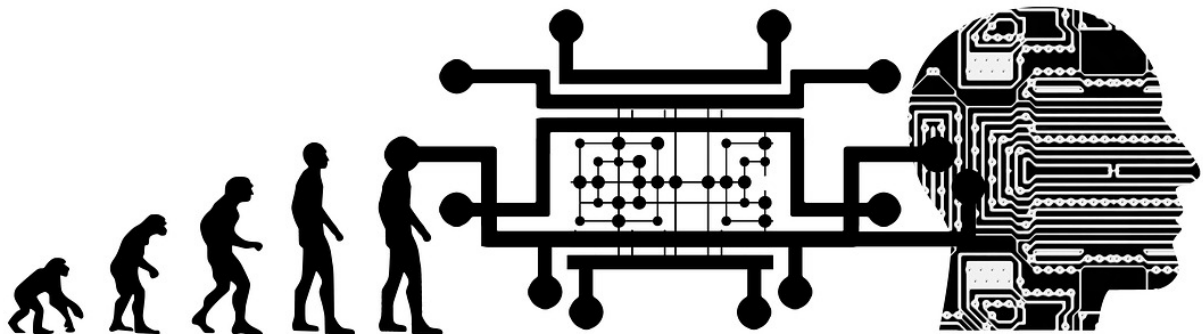


Automation



Mini Lecture

EXAMPLE

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Lesson Plan: Automation EXAMPLE

Lessons: Lecture Listening.

Time: 1 hour.

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'.

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**.

Post lecture extra ideas

- Write a 100-word summary of the lecture.
- Apply critical thinking strategies to the lecture. Use this critical thinking question document: <https://www.academic-englishuk.com/wp-content/uploads/2020/03/Critical-Questions-a-linear-model-AEUK.pdf> (writing, presentation or seminar).
- Research other types of automation (presentation or seminar).
- Research the positives and negatives of automation (presentation or seminar).

Listening: Mini Lecture Worksheet EXAMPLE

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

PowerPoint Slides

Listen to the lecture and take notes using the PPT slides

<h3>Chatbots</h3>  <p>WWW.ACADEMIC-ENGLISHUK.COM</p> <p><small>AE Academic English UK</small></p>	
<h3>How chatbots work</h3> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 20px;">  <p>Voice-activated</p> </div> <div style="margin-right: 20px;">  <p>Typed</p> </div> <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. </div> </div> <p>WWW.ACADEMIC-ENGLISHUK.COM</p> <p><small>AE Academic English UK</small></p>	
<h3>Growth in the use of chatbots</h3> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; align-items: center; margin-bottom: 20px;"> <p>BUSINESS INSIDER</p> →  </div> <div style="display: flex; align-items: center;">  →  </div> <div style="display: flex; align-items: center; margin-top: 10px;"> <p>Facebook messenger</p> 300,000+ </div> </div> <p>WWW.ACADEMIC-ENGLISHUK.COM</p> <p><small>AE Academic English UK</small></p>	
<h3>Advantages of using chatbots</h3> <div style="display: flex; align-items: center;"> <div style="margin-right: 20px;">  <p>Online marketing</p> </div> <div style="margin-right: 20px;">  </div> <div style="text-align: center;">  </div> </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><small>AE Academic English UK</small></p>	

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...