

Chunking or phrasing - bringing character into the voice.

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HINTS. A) Pause in right place. B) Don't think about words but phrases. C) Put emphasis on certain words.

1a) "There's one area of business where the best will always find a job. And it's vital to the economy that its future is guaranteed. The true professional in this field has nothing to fear from technology or the changing marketplace. In fact, they can virtually name their own salary as they provide an essential service, without which most companies would simply go out of business. I'm talking, of course, about selling."

1b) "There's one area of business/ where the best/ will always find a job./ And it's vital to the economy/ that its future is guaranteed./ The true professional in this field/ has nothing to fear from technology/ or the changing marketplace./ In fact,/ they can virtually name their own salary/ as they provide an essential service,/ without which/ most companies/ would simply go out of business./ I'm talking,/ of course,/ about selling."

2a) "If the economy is so efficient, why, in terms of its environmental consequences, is the global economy so inefficient? The answer is simple. Marketeers are brilliant at setting prices, but quite incapable of taking costs into account. Today we have a free market that does damage to the environment because it does not reflect the true costs of products and services. The proposals I will be outlining this afternoon all concern, in one way or another, this major problem in our society."

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