

## Internation Trade

Comercio Internacional

Linguistics, vocabulary

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### Linguistics, vocabulary

**WHAT IS LINGUISTICS?**

**Language**  
Form  
sounds or handshapes

/b/ /ʌ/  
/n/ /i/

**meta-linguistic awareness**  
[ˌmetaːlɪŋˈɡwɪstɪk əˈweɪnəs]

The ability to consciously reflect on the nature of language

Hiện nay có khoảng 7000 ngôn ngữ trên thế giới. Hầu như là ngôn ngữ nói, và hàng trăm ngôn ngữ ký hiệu.

CRASH COURSE

"Emojis" comes from the Japanese for "picture character" – it's not actually etymologically related to emojis.

Unicode assigns code points for 150 modern and historical scripts to be typable on your phone and computer.

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**duality of patterning**  
[ duˈæləti vɪ ˈpætərnɪŋ ]

Words are made up of two levels of structure

**sign**  
[ saɪn ]

Anything that conveys a meaning **beyond** itself.

"rain" 

**sign**  
[ saɪn ]

A unit within a **signed language**, which is a language produced using the **hands, arms, and face**.

The connections are arbitrary, between meaning and sound

Spoken language, it is produced, by using tongue, lips, teeth and throat

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##### **displacement**

[ dɪˈspleɪsmənt ]

The ability to talk about things beyond the here and now.

Arbitrary signs,  
are a set of  
small unit  
combined

##### **duality of patterning**

[ duˈæləti əv ˈpætərnɪŋ ]

Words are made up of two levels of structure

##### **reflexivity**

[ ˌrɪfleksɪvɪti ]

The ability to use language to talk about language.

##### **Design Features of Language**

Displacement

Duality of Patterning

Arbitrary Sign

Reflexivity

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**Phonetics**  
[ fonoˈlɔs ]

The study of individual sounds in spoken languages, or handshapes in signed languages

**Morphology**  
[ morfoˈlɔdʝi ]

The study of the internal structure of words

**Syntax**  
[ sintakˈs ]

The study of how words group together to make sentences



**Semantics**  
[ seˈmãntikis ]

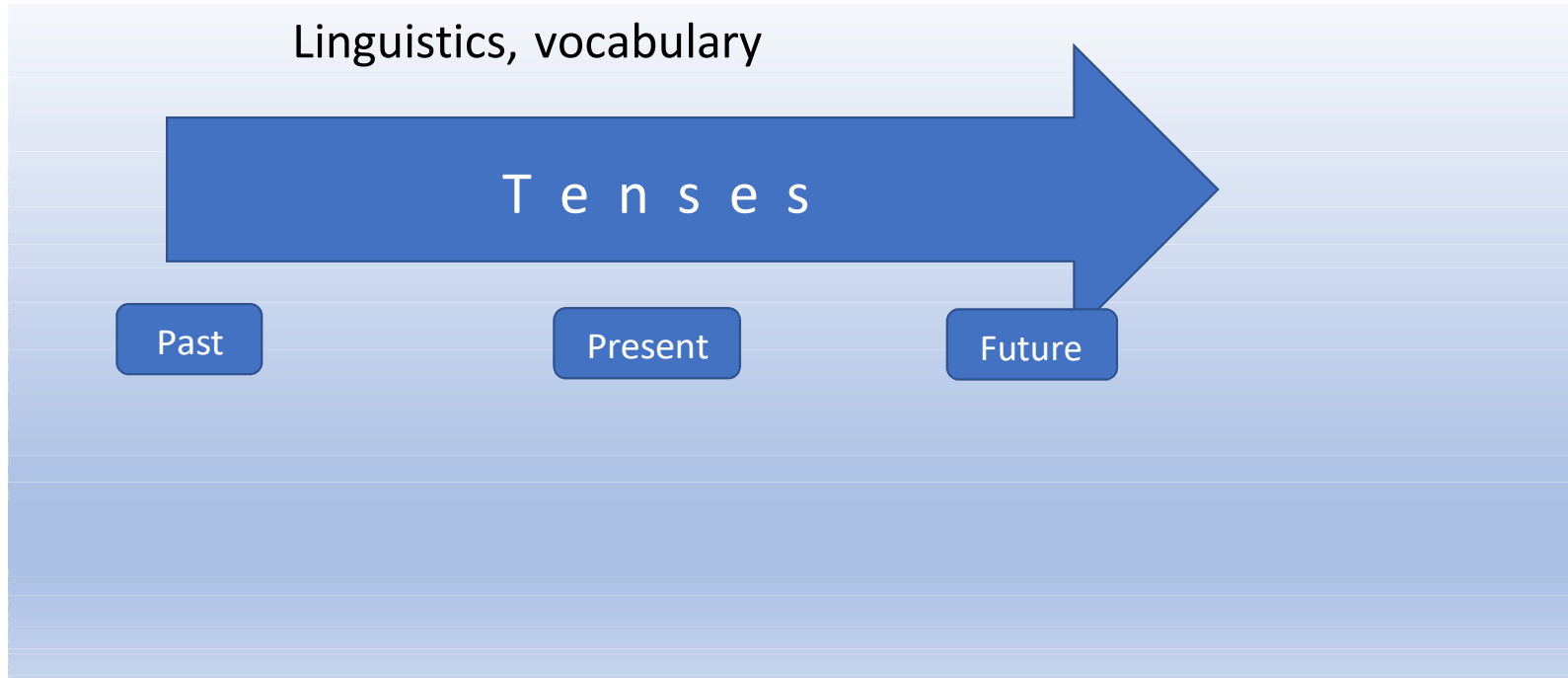
The study of meanings of words and sentences

**Pragmatics**  
[ praˈɡmatikis ]

The study of meanings of words and sentences in a larger social context

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Past simple (I did)

a) Study this example:

Tom: Look! It's raining again.

Ann: Oh no, not again. It rained all day yesterday too.

Rained is the past simple tens.

We use the past simple to talk about actions or situations in the past.

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b) Very often the past simple ends in ed:

- We invited them to our party but they decided not to come.
- the police stopped me on my way home last night.

---

She passed her examination because she studied very hard.

Many important verbs are irregular. This means that the past simple does not end in ed.



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b) We use do/does to make questions  
and negative sentences:

do I/we/you/they } WORK?  
does he/she/it }

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This is the present simple tense  
I/We/you/they → drive  
he/she/it ⇒ drives

We use the present simple to talk about things in general. We are not thinking only about the present. We use it to say that something happens all the time or repeatedly, or that something is true in general.

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# supply chain

**A supply chain is the entire network of businesses involved in providing goods or services to a customer.**



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## supply chain

**Includes all the processes related to the creation, storage, and movement of a product.**



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**example:**

The **supply chain** for gasoline begins with extracting oil from the ground and ends with the gas sold at the pump.

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# logistics

**Logistics is the process of managing the flow and storage of materials, goods, information and capital.**



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# logistics

**Good planning  
and  
communication  
is essential to  
good logistics.**





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**example:**

“Our **logistics** department has a sophisticated system for tracking materials through the supply chain.”

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# shipping

**Shipping is the movement of goods and cargo, either by land, air, or sea.**



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**example:**

**“We offer customers  
different **shipping**  
options, with different  
delivery speeds and costs.”**

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# supplier

**A supplier is a business that provides goods or services to other businesses in a supply chain.**



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**supplier**

**A manufacturer usually relies on several, or even hundreds, of different suppliers.**



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**example:**

**“Gorman Motors is looking for a new **supplier** for the electrical components of its trucks.”**

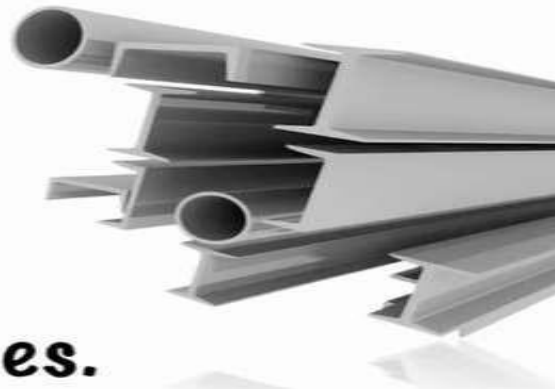
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## materials

**Materials are the physical items that a supplier provides to other businesses.**





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# materials

**These materials could be raw resources, such as oil, or manufactured parts, such as computer chips.**



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**example:**

“The high cost of **materials** has slowed down the construction sector in the past few years.”

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## manufacturer

**A manufacturer uses machines, tools, and labor to transform materials into goods.**



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**manufacturer**

**The goods might  
be for use by  
consumers or  
as parts of a  
more complex  
product.**



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**example:**

“Boeing is one of the largest **manufacturers** of airplanes in the world.”

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# distributor

**A distributor buys products from manufacturers and then resells them to retailers.**



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## distributor

**A distributor is  
like a middle man  
between the  
producers and  
the consumers.**



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**example:**

“The Canadian paper company found a European **distributor** for their specialty products.”



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## retailer

A retailer is a business that sells products directly to customers or end-users.

**Walmart**   
Save money. Live better.

**TESCO**

**Carrefour** 

**amazon.com** 

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**example:**

**“Traditional **retailers** are complaining about online retailers stealing their customers.”**

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**consumer**

**The consumer  
is the one who  
uses a good or  
service that  
has been  
produced.**



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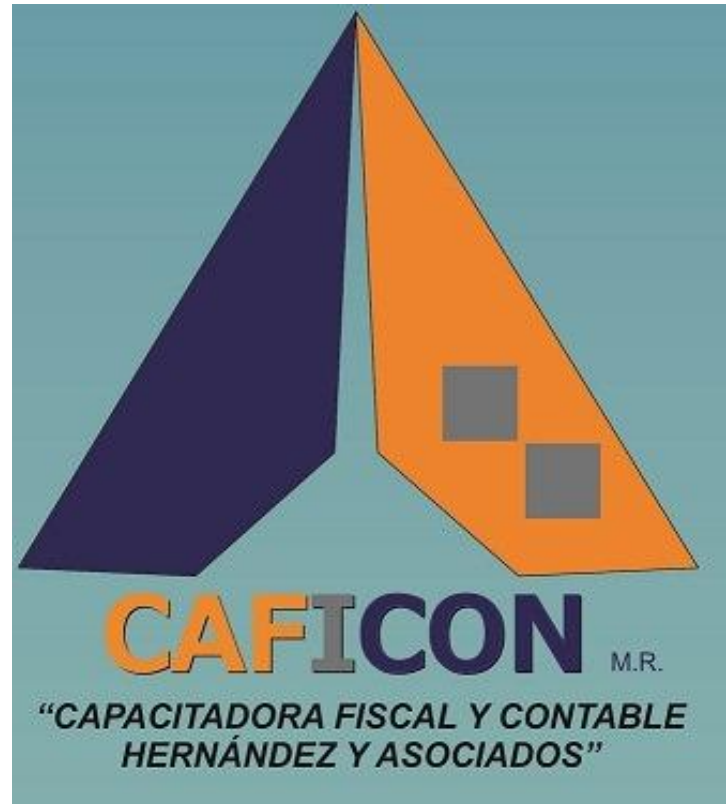
**example:**

**"After the economic crisis, consumers showed a lack of confidence by saving rather than spending."**

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**AGRADECEMOS TU ASISTENCIA**

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