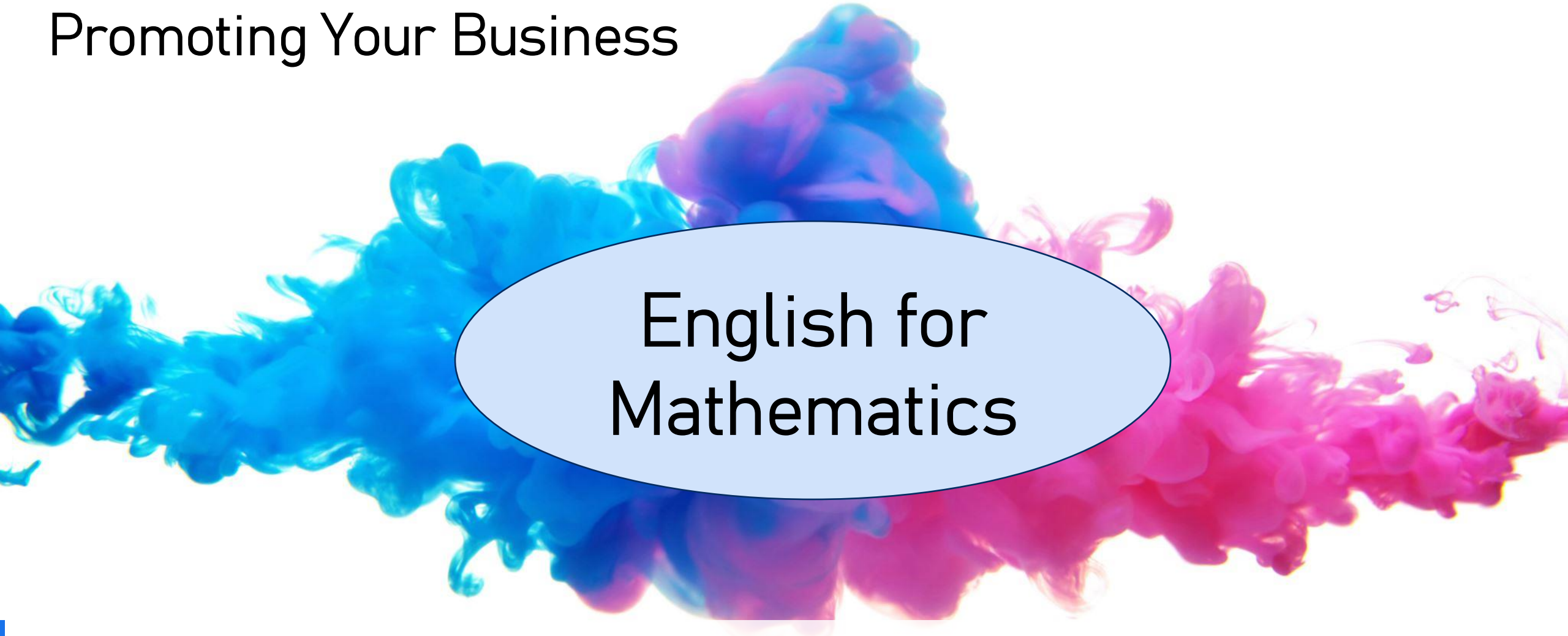


Lecture 10

Promoting Your Business



English for Mathematics

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Universitas Kristen Wira Wacana Sumba

Review

Conjunctions & Transition Words

- Write your brochures smoothly and professionally using conjunctions and transition words.

If Conditionals

- Describe real or hypothetical results of real or hypothetical situations.

Brainstorming

- Flyers and brochures are alternatives to promote your business.
- You have learned conjunctions and transition words to help you create a well-organized brochure.
- It is time to learn how crucial it is to write them in a persuasive way.
- Let's read a brief passage written in a hypothetical brochure.
- While reading, pay attention to the highlighted sentences.



Source: <https://shorturl.at/K1li4>

Reading

"Why Choose Our Math Tutoring Services?"

Are you struggling to understand math concepts? Do you find it difficult to keep up with your classmates? Our expert tutors can help you! With our personalized approach, we guarantee improvement in your math grades. You should join our program because we have a team of certified math experts who specialize in making complex concepts easy to understand. Our tutors will help you master algebra, calculus, and geometry in no time.

If you enroll in our tutoring services, you will develop better problem-solving skills and be more confident in your math abilities. This course will help you succeed in your exams and beyond. Don't wait until the last minute—sign up now to get the help you need!

- What do you think of the passage?
- Are you convinced?

Persuasive Language

- Persuasive language is a form of communication meant to **persuade someone to do or believe something.**
- It is a text that **invites or influences someone or the reader to follow the writer's feelings.**
- It is created by a person, institution/agency, or company **to convince and influence people to buy or use a product or service marketed to the general public.**

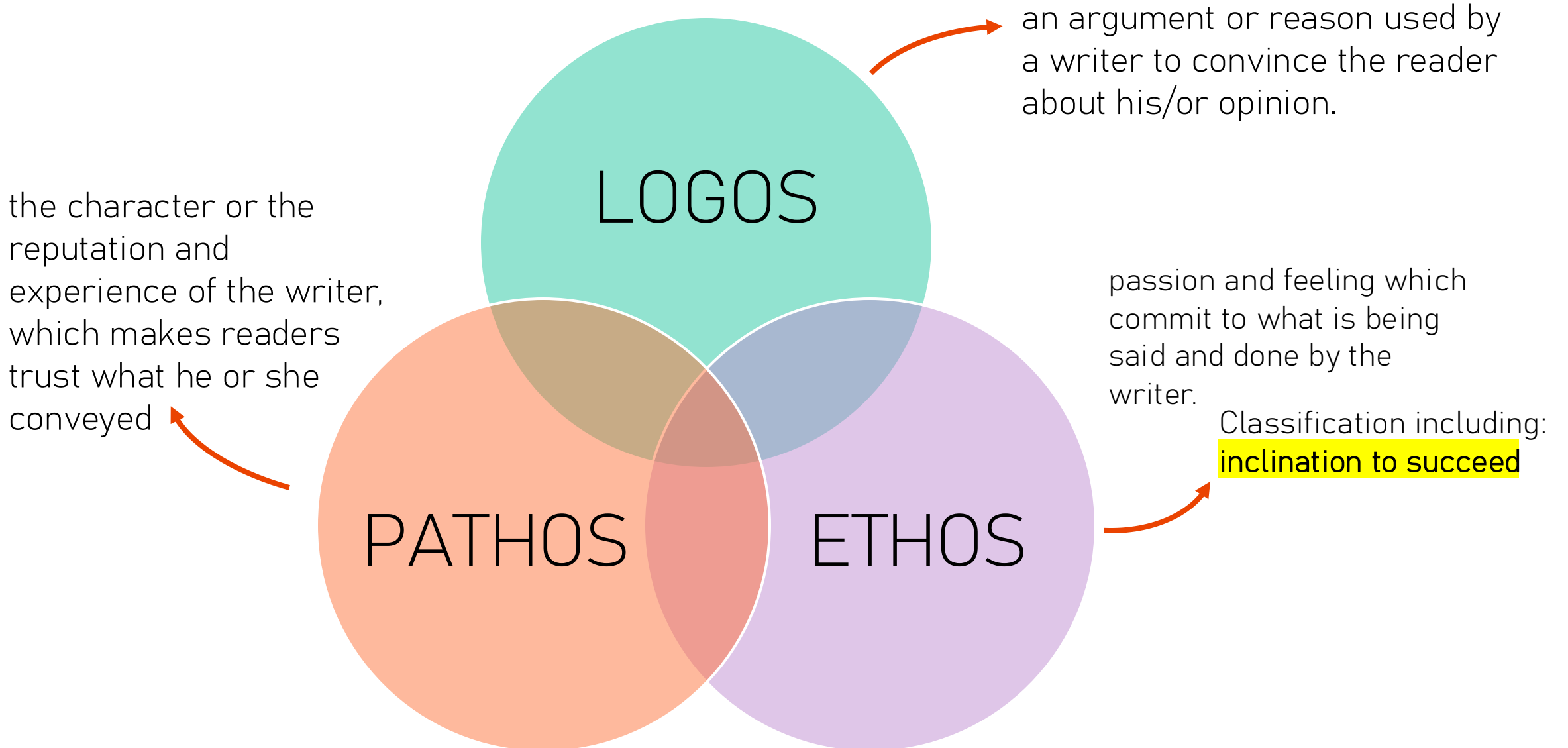
(Vita Losi & Rosida, 2022)

Persuasive Language

Apriyanti and Sumira (2021) describe:

- In writing a brochure that is intended to convince readers to believe in an idea or opinion and to do an action, a set of strategies for persuasion is needed (*logos, pathos, and ethos*).

Persuasive Language



Persuasive Language

Earlier, you find these sentences in the brochure:

- You should join our program because we have a team of certified math experts who specialize in making complex concepts easy to understand.
- Our tutors will help you master algebra, calculus, and geometry in no time.
- If you enroll in our tutoring services, you will develop better problem-solving skills and be more confident in your math abilities.
- This course will help you succeed in your exams and beyond.
- Don't wait until the last minute—sign up now to get the help you need!

'should'

'will'

'if conditional'

'will'

*'don't'; "sign up now!"
→ instruction*

Persuasive Language

- You found directive phrases (“*Don’t wait until the last minute*”; “*Sign up now!*”) in the business profile/ brochure because they are precise and also give a clear call to action)
- As Yuliah et al., (2021) found that among the 10 types of persuasive languages used in the advertisement in Forbes magazines, they mention the use of **short sentences, use of imperatives, simple and colloquial language.**
- In the earlier passage, you also found the use of *if conditional*.
- Remember the use of the *If Conditional*?

Persuasive Language

- Sometimes, you need to “tease” your potential customers with future scenarios (their **desired** outcome of a certain situation).
- If conditionals will allow us to discuss potential scenarios and their outcomes by setting conditions.
- It is useful for referring to two events and how they relate to one another. This means that various professionals in different industries often use them to demonstrate why they've put a particular proposal together or similar (Indeed Editorial Team, 2025)

Future Tense

- You can apply conditional clauses in your brochure.
- You have learned *First Conditional*. Also called the “**future** real” conditional, it is used to describe a realistic action that might lead to a **future** result.
- Now, it is time to learn the “**future**”.

Future Tense

Future forms in English are formed using auxiliary verbs. One of the most commonly used constructions is “going to” plus the base form of the main verb.

Subject	BE (not)	GOING TO	REST OF SENTENCE
I	am (not)	join	the tutoring program.
You/ We/ They/ Rambu and Umbu	are (not)		
She/ It/ Rambu	Is (not)		

The future with '*going to*'

1. "*Going to*" for future plans

"*Going to*" is used to talk about future events that have been planned in advance, rather than decided upon at the time of speaking.

Our tutoring center **is going to** expand to other cities in Sumba Timur.

Base form of verb.

"*Be*" matches the subject of the sentence.

"*Going to*" doesn't change with the subject.

The future with '*going to*'

2. "*Going to*" for prediction

"*Going to*" is used to make predictions when there is evidence in the present moment.

With fun and effective tutoring sessions, your child **is going to** build strong Math skills.

Evidence in the present moment means that you can make a prediction.

"*Going to*" gives the prediction

The future with 'going to'

Questions with "going to"

Questions with "going to" are formed by swapping the subject and "be."

The tutoring center **is going to** open admission soon.

Is the tutoring center **going to** open admission soon?



The future with 'will'

- “*Will*” is used to form some future tenses in English.
- It can be used in several different ways, which are all different from the future with “*going to*.”
- To form future with ‘*will*’:

Subject	WILL (not)	BASE FORM OF VERB	REST OF SENTENCE
I/ You/ We/ They/ Rambu and Umbu/ He/ She/ It/ Rambu	will (not)	join	the tutoring program.

‘*will*’ doesn’t change with the subject



The future with 'will'

- English uses “*will*” when talking about the future in four main ways (Hall & Barduhn, 2016):

1. **To make a prediction about what you think will happen.**

“*Will*” is used to talk about predictions about the future when there is no firm evidence for that prediction.



What if we offer discounts for the first 10 applicants? I think it **will** attract more students to join.

This prediction is not based on evidence.

The future with 'will'

2. To offer to do something for someone.

"Will" is also used to offer to do something for someone.



Excuse me. Where is the library?



Come! I **will** show you.

Offering help

3. To make a promise.



Our tutors **will** help you master algebra, calculus, and geometry in no time.

The future with 'will'

4. To describe a decision you've just made.

- "Will" is used to describe **quick decisions** that someone has made at the time of speaking.
- They are often a solution to an unexpected problem.



The cafeteria is full. I **will** order food online.

"Will" shows you have just made the decision.

The future with *'will'*

TIP:

- Remember to use the future with “going to” for predictions based on current evidence, and for decisions made before the time of speaking.

Exercise 1

Choose either "will" or "going to" to complete each sentence.

1. Our tutoring center _____ launch a new program for math excellence next month.
2. Don't miss out! You _____ love how quickly your child improves.
3. We _____ offer discounts for students who register this week.
4. My team _____ meet tomorrow to plan our weekend workshop.
5. Students _____ benefit from our personalized learning strategies.

Discussion

Choose either "**will**" or "**going to**" to complete each sentence.

1. Our tutoring center **is going to** launch a new program for math excellence **next month.**

This is a planned future event

2. Don't miss out! You **will** love how quickly your child improves.

This is a persuasive **prediction**

3. We **are going to** offer discounts for students who register this week.

This is a promotional action

Discussion

4. My team **is going to** meet tomorrow to plan our **weekend workshop**.

This is a scheduled plan



5. Students **will** benefit from our personalized learning strategies.

This is a **promise**/ persuasive statement



Exercise 2

*Rewrite each sentence below using either "**will**" or "**going to**" to sound more persuasive for a brochure.*

1. We plan to open the admission.
2. We are sure that students will enjoy our teaching methods.
3. We intend to use interactive learning games.
4. We think parents will be happy with the progress.

Discussion

1. We plan to open the admission .

We **are going to** open admission soon.

- “*Going to*” is used because the action (opening a class) is **already planned or decided**.
- It reflects a specific intention or arrangement, making the sentence **sound confident and informative in a brochure**.

2. We are sure that students will enjoy our teaching methods.

Students **will** enjoy our teaching methods.

- “*Will*” expresses a **strong prediction or promise based on confidence**.
- This sentence becomes **more direct and persuasive**, ideal for marketing language.

Discussion

3. We intend to use interactive learning games.

We **are going to** use interactive learning games.

- “*Going to*” fits well with the word “*intend*,” as it shows a clear plan that is going to happen soon.
- This **gives readers assurance that the method is part of the program’s strategy.**

4. We think parents will be happy with the progress.

Parents **will** be happy with the progress.

- “*Will*” used here to make a **positive prediction** based on the program’s expected success.
- Removing “*we think*” makes the sentence more assertive and **persuasive.**

Take Home Notes

- To promote your business, you have to be able to introduce it using persuasive languages.
- Persuasive language is a form of communication meant to **convince and influence people to buy or use a product or service marketed to the general public.**
- You can use future tense as a persuasive way to promote your business because it offers your plans and promises.

Take Home Notes

going to

- for future plans
- to make predictions **based on evidence**

will

- to make a prediction
- to offer to do something for someone
- to make promises
- to describe a decision that you've just made

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**Thank you, and see you in the
next lecture!**