

Model essay

<p>Introduction It puts readers in a context</p>	<p>Law-makers are keeping pace with calls for anti-discrimination legislation which are made from all quarters, typically, groups within society which see their rights violated or their dignity trampled on. Among those violations and rising fast to the top of the grievances list is ageism, that is, discriminating on grounds of age. Hasty discharges that send bed-blocking octogenarians home whereas a younger adult's pains are concluded to be more cost-effectively treatable; enshrined employment laws which allow employers to get away with age-based, tiered minimum wage. These are just some telling examples that fly in the face of acceptable criteria.</p>
<p>connected arguing</p>	
<p>definitions conciseness</p>	
<p>topic-specific voc</p>	
<p>profuse descriptive tools</p>	
<p>one's opinion without worn-out phrases such as I believe....</p>	
<p>variety of sentence format -ly adverbs of degree collocations connected arguing and variety</p>	<p>Commendable as such readiness on the part of the self-appointed custodians of public morals may be, excessive zeal in curbing discrimination may unduly reinforce deep-seated animosities which find their way into legal concepts such as homophobia and a long list of -isms. These prejudices are set to permeate areas such health provision, insurance and recruitment. We should also claim, equally categorically, that not all decision-making that is based upon age should be readily dismissed as discriminatory. It all boils down to whether there is any or no unfair disadvantage directly attributable to one's age. (192 words)</p>
<p>-ly adverbs of degree</p>	
<p>variety and precision</p>	
<p>connected body</p>	<p>We will turn our attention to...</p>

THE USE OF APPROPRIATE ADJECTIVES

A Some adjectives may add to the force, intensity of the nouns they precede by increasing the degree to which they show their characteristics. Let's consider this passage. It lacks adjectives, and because of that it is far less vivid, less vigorous than the version that is given below, in which the rough time that accompanies a marriage breakup is best conveyed.

There are a number of experiences that are shared by all whose marriage is at an end. Emotions such insecurity, sense of failure, and hostility to the ex-partner commonly emerge at this time. Anxiety and depression will also be a characteristic feature. And then there is that sense of guilt about the children's welfare.

There are a number of experiences that are shared by all whose marriage is at an end. **Unfamiliar** emotions such insecurity, **deep** sense of failure, and **intense** hostility to the ex-partner commonly emerge at this time. Anxiety and depression will also be a characteristic feature. And then there is that **haunting** sense of guilt about the children's welfare.

B The choice of adjectives: **clear**, **overwhelming**, and **unquestioned**, plays another role. It helps us to avoid the temptation of overusing more versatile but less specific adjectives such as GREAT, thus introducing variety in the descriptions.

Some failures might be **BLATANT** failures.
A victory may be viewed by some as **OVERWHELMING**.
Your success will always be **UNQUESTIONED**.

EXERCISES ON ADJECTIVES

1	mindless harrowing tasteless unpleasant glaring heart-warming hopeless insurmountable	vulgarity untidiness barriers trainee images of war fairy tales inconsistency killers	2	degrading moving ruthless excessive daring hair-raising stunning plain	nightmares breakthrough Explorer Nonsense use of force tragedy violence dictator
3	unmatched paramount damaging pure strict breathtaking noisy strenuous	mountain scenery rulers fabrication protesters climb quality caricature importance	4	complete bitter sheer angered far-reaching cosy crippling luxurious	demonstrators arrogance victory criticism villa consequences disease home
5	devastating smart compelling significant flashy action-packed fanatical offputting	thriller decline political manoeuvres design narrative natural disasters red tape follower	6	unbearable record-breaking gruesome eclectic virulent innate brutal odious	virus mix attendance skills oppression pain sight task
7	pointless hideous tedious inscrutable burdensome prohibitive preposterous interminable	lecture look prices stop crime proposal responsibilities action	8	moribund slandorous unheard-of drastic first-class majestic untimely exhaustive	statements accomplishment remark stone house investigation changes regime service
9	intangible irreparable indelible illiterate interminable irreplaceable irresponsible immeasurable	villager mediator mark task damage harm benefits leader	10	immemorial immobile immodest immaterial innate immature infinite irrelevant	outcome pleasure ability behaviour tradition cripple high-flier issues

Appealing to Authority: Proverbs

It might be wise to use quotations or referencing credible professional bodies, reports or academics which support the arguments made in a speech, thereby adding weight to that speech and making it more persuasive..

This what we call **Appeal to Authority**. We may also appeal to another kind of authority, that of wisdom encapsulated in proverbs.

Over to you. In up to 5 minutes you should prepare a 1 minute speech that will meaningfully make use of the following proverbs or set phrases:

He was digging his own grave

be responsible for one's own downfall or ruin.

when in Rome do as Romans do

It is polite, and possibly also advantageous, to abide by the customs of a society when one is a visitor.

you should not bite the hand that feeds you

You should not severely criticize the person or organization that helps you or pays you

all that glitters is not gold

Not everything that is shiny and superficially attractive is valuable.

barking up the wrong tree

Making a mistake or a false assumption in something you are trying to achieve.

the Emperor's new clothes

The label given to any fictional item that viewers have been induced into believing as real..

know which way the wind blows

to understand what is happening in changing circumstances and to be able to anticipate the future.

hard cases make bad law

Hard', that is, exceptional, legal cases aren't suitable as the source of generalised laws.



1 You will hear five different people talking about a key change in their lives Tick each speaker's life-changing moment.

out of the blue

go downhill

fall into place

be on the cards

the rest is history

life-changing moment	speaker
Being made redundant	
Gaining media attention	
Meeting 'Mr Right'	
Heading the wrong way	
Losing something special	
Stepping in for someone	

What does future hold for us?

One of the purposes of my trip across my native country was to listen –to hear speech, accent rhythms, overtones and emphasis. For speech is so much more than words and sentences. I did listen everywhere. It seemed to me that regional speech is in the process of disappearing; not gone, but going. Decades of radio and television must have this impact. Communications must destroy localness, by a slow, inevitable process. Radio and television speech becomes standardized, just as our bread, mixed and baked, packaged and sold without benefit of accident or human frailty, is uniformly good and uniformly tasteless.

Even while I protest the assembly-line production of our food, our songs, our language, and eventually our souls, I know that it was a rare home that baked good bread in the old days. Mother's cooking was with rare exceptions poor: that good unpasteurized milk was touched by flies and bits of manure crawling with bacteria. The healthy old-time life was riddled with aches and sudden death from unknown causes. Likewise, that sweet local speech I mourn was the child of illiteracy and ignorance. It is the nature of a man as he grows older to protest against change. But it is true that we have exchanged corpulence for starvation, and either one will kill us. We, or at least I, can have no conception of human life in a hundred years or fifty years...

Is progress always in the right direction, i.e., providing comfort and convenience and peace and painlessness?

Toys: How have they evolved?



Dieting: How have cooking and eating evolved?



Scientific research: Many inventions and discoveries that made us live more comfortably, more safely, more happily have turned into evil tools. Say ways in which these inventions have been put to dreadful uses:



Word Building - Negative prefixes!

Prefix	Meaning
under-	It expresses the idea that there is not enough of something or that something has not been done as much or as well as is needed. underestimate underuse underclothe
un-	It describes or refers to things that are the opposite of what the original words describe or refer to. unacceptable unable unconventional It also expresses the idea that something has not happened or is not true. unbeaten undetected unwritten

non-	It expresses the idea that a person or thing does not have the qualities or characteristics referred to.
	non-aggressive non-national non-alcoholic
	It also combines with nouns that refer to a particular kind of action to express the idea that that action has not been taken.
	non-acceptance non-alignment non-appearance

ill-	It describes an action as having been done badly or inadequately.
	illtimed ill-bred
	It also refers to or describes something that is unpleasant or bad.
	ill-tempered ill-fortune

Exercises

Fit these words into the appropriate blank. Some changes to the words might be necessary.

1

adapted predictability equip flatter temper staff citizen compliance account for treatment

- 1 Victoria Station was full of anxious, ill-..... .
- 2 It's three days after the ferry incident and twenty people remain un..... .
- 3 They had laid down very strict rules and warned that non-..... would have very serious consequences.
- 4 The un..... of his behavior is a source of mistrust.
- 5 Non-..... will see their health benefits increased, together with easy access to the job market.
- 6 Under..... police stations are demanding more

officers.

- 7 They raised several issues such as ill-..... , cruelty and xenophobic attitudes.
- 8 The hospitals were seriously under..... and the complaints encountered claims that more cash was out of the question.
- 9 Ill-..... retail businesses are frequently severely hit transformations in the way business is done.
- 10 He was surprised at the un..... comments on the project.

2

believers price identify economic demand play feeling health harm fate

- 1 Alice recounted the story of her ill-..... boating expedition.
- 2 Nobody wanted to under..... the magnitude of the atrocities so that proper action would be taken.
- 3 He was un..... in the terrorist attack thanks to the armor of the vehicle he was in.
- 4 He sought to show them how they could benefit from simple non-..... values like beauty, health, or cleanliness.
- 5 Those fabulous suits are definitely under..... People would keep snatching at them even if they cost much more.

- 6 She would come across as an un..... level-headed boss, always ready to help.
- 7 He bore ill-..... with considerable fortitude.
- 8 Those religious practices were stunning for non-..... .
- 9 An un..... individual leaked the embarrassing information to the press.
- 10 It was ill-..... and a boundless desire for revenge that propelled him to take those steps.

3

advise change athletic clothe size write dispose payment helpfulness examine

- 1 They had been ill-..... towards the plan since day one.
- 2 He had his license suspended for major infractions and non-..... of fees.
- 3 Parents have always maintained that the headmaster was ill-..... .
- 4 Keeping away from the president's family is one of those un..... laws that every journalist is well aware of.
- 5 The answer is not non-....., but a different kind of change.

- 6 They will confront troops that are under..... , as the winter has taken them by surprise.
- 7 The fact that part of the evidence has remained un..... for so long is outrageous.
- 8 Non-..... people should not be discouraged by the need of exercising.
- 9 Most beggars turned out to be under....., malnourished boys and girls who should have been bigger and taller if properly fed.
- 10 His un..... is isolating him from the rest of workmates.

4

sell suit academic rehearse profit judge populate even bias value

- 1 He felt that his skills as a salesman had been under....., as many tests revealed a great potential.
- 2 The financial sources of non-..... organizations will have to be given more transparency.
- 3 Not many agreed that he was ill-..... for teaching.
- 4 His farewell speech sounded un..... and unplanned.
- 5 There aren't enough people in the country. It's under.....
- 6 Truthful and un..... reporting is the principle

5

verbal indulge estimate pay hear alter beat equip time specialist

- 1 The schools are understaffed, ill-....., and in poor repair.
- 2 It must have been very difficult for those non-..... invited to the lecture to follow Rubenstein's deep reasoning.
- 3 They say they're under..... and want more money.
- 4 His ability to communicate with people from other cultures is un..... of.
- 5 We under..... the cost of the holiday and ran out of money.

6

nurture sort moderate align budget

- 1 She admitted she had spoken with un..... harshness.
- 2 Listed below are some commonly encountered items that usually won't qualify as non-..... expenses.
- 3 A group of 20 non-..... nations urged a treaty to ban space weapons.
- 4 The Prince and his wife were admittedly an ill-..... pair.
- 5 Animal health services are understaffed and under....., he protested.
- 6 An un..... commission simply means that the business doesn't limit a salesman's earning potential.

7

*clutter attend age durable adhesive cease favour conceive
meet bid*

- 1 In the event of non-..... at a disciplinary hearing, the employee has the right to reschedule the meeting.
- 2 Ill-..... goals may have negative effects on the company's effectiveness.
- 3 Under..... drinking under parental supervision is permitted, with some restrictions, on one's own property.
- 4 Being someone with an un..... mind, he might be more suited to making swift decisions.
- 5 She was so ill-..... and bad-tempered that no one else would have her on their shifts.

8

*blemish believe dressed achieve perform accept exist civilised
disguise*

- 1 In the background a young man, slim, pale, ill-

he always upheld.

7 It was an ill-..... response that did no good to his already tarnished reputation.

8 The vehicle seems to perform at its best on un..... and rough terrain.

9 It is not good trading practice to under..... if that is at a loss.

10 His teaching was labeled non-..... by most professors at College.

6 The ill-..... marketing strategy did not boost sales.

7 He was reduced to use some non-..... communication as he could not speak the language.

8 The words of these regulations have been un..... for centuries.

9 While overindulging in eating, they also under..... in exercise.

10 This week's defeat has ended the team's un..... start.

7 ill-..... infants are left to the chance care of poverty-stricken mothers.

8 Low enrollment rates, poor attendance, high drop-out rates, and widespread under..... during the early grades all signal that a school system is not achieving the goal of 'readiness for children'.

9 It came to a point where he could no longer contain his ill-.....

10 It is important not to under..... the enormous structural changes that still await new Member States.

6 Addressing un..... business goals is a continual process you will work on throughout the lifetime of your company.

7 A non-..... dressing does not stick on by itself. You need to tape it or wrap it to keep it on

8 If a competitor under..... the usual supplier and 'stole' the business, another project would allocated to the aggrieved party.

9 Protesting un..... became a regular habit and paid off.

10 Non-..... goods are things such as stockings, shoes pencils and paper that wear out quickly.

..... in sober black.

- 2 He was performing his role weakly or with insufficient expressiveness, he was manifestly under.....
- 3 There was always some ill-..... animosity in her posts to students.
- 4 I say this with an un..... record of staunch heterosexuality.
- 5 He was not overwhelmed by the seemingly un..... goals he had set.

- 6 His superior's non..... of resignation kept him on board.
- 7 After such a string of fiascos his self-confidence was non.....
- 8 Non..... say that opinions should be formed on the basis of science, logic, and reason.
- 9 Un..... barbarian invaders could not have brought much culture and knowledge.

Complete these sentences using a phrasal verb from the boxes below in a suitable tense. Some of them might be three-part phrasal verbs. Sometimes the passive form will be needed.

verbs	particles
break catch cheer	around at back down
cut end get	in off
help jump pay	on out up
settle take track	with
come hang run turn	

- a Their lives changed completely once the loan as it meant they could treat themselves to meals out and weekends away.
- b An old school friend me on the Internet and we met up recently to compare our life stories.
- c The company offered Maria a post in the New York branch and she the chance.
- d During the last recession, local businesses recruitment and no graduate trainees as a result.
- e Jeff explained that shortly after they bought the house together, he and his wife and she moved to another town.
- f People often manage to advance their careers by the right people and telling them what they want to hear.
- g Everything fell into place - she was offered the scholarship at Harvard, the flight was booked and her missing passport just in time!
- h My brother has had a change of heart and is willing to me with decorating the flat after all.

Disrupting rural tranquility

Village at war with its American squire: Furious that a U.S millionaire is turning their idyllic parish into a theme park, locals are fighting back... with an Asbo

Property expert Chad Pike bought £3.5m Grade I-listed mansion in Wiltshire three years ago. Neighbours discovered Pike saw beauty spot as tourist destination for wealthy Americans

Walking around Edington, it isn't hard to see why the fabulously wealthy American property expert Chad Pike chose it as the place to buy a rural weekend retreat. The Wiltshire beauty spot — population 750, home to a pub and a 14th-century church and with spectacular views over Salisbury Plain — is a perfect example of a sedate English village. And it hosts all manner of community events, including next month's harvest supper.



Best of all, it boasts some of the smiliest, most welcoming people you could ever meet. 'There is a real sense of community. It's friendly and peaceful.' Until now, that is. Thanks to a flurry of digging and drilling, Edington is not feeling very peaceful or friendly at all. The source is Pike's £3.5million Grade I-listed mansion next door.

Pike won over villagers by donating £60,000 to the church organ fund. Then 18 months ago he stepped in to buy the

village pub, The Lamb.

Finied Tycoon faces villagers' revolt

Philip Day, 47, lives in a castle and owns Edinburgh Woollen Mill chain. He allowed trees to be felled on land where he has a pheasant shoot. His work severely damaged protected flora in the ancient woodland



Philip Day, whose fortune ranks him at 277th in The Sunday Times Rich List, lives at Edmond Castle, a 19th century mansion near the Cumbrian market town of Brampton. He was charged almost £1million for destroying protected woodland.

The 47 year-old businessman was charged £950,000 in July after turning woodland where Hadrian's wall was quarried into a wasteland to improve his pheasant shoot. Day, who owns the Edinburgh Woollen Mill chain and is worth around £300million, told a court he did not know the work was to be carried out and had not authorised it. He also said: 'We don't have to come up with replanting schemes if we don't want to. We own the woods, we can please ourselves.'

Phillip Day, has now come under fire for bulldozing rural property in order to build himself a holiday home. He has knocked down a quaint country cottage in rural Cumbria, near Carlisle, and plans to build a three-storey holiday house in its place. Mr Day's plans for the new house, which will accommodate 24 if finished, have been met with local outrage.

The development is set to include an underground swimming pool, spa, hot tub and gym, and would almost double the population of the tiny village it is to be built in, which is home to just 24 properties now.

Residents of Townhead in Cumbria claim the plans threaten environment and wildlife, including colonies of bats which roost in local homes. There are concerns over noise and increased traffic along narrow country lanes, as well as fears that the ostentatious property will stand out in the village which is filled with 200 year-olds converted barns and farms.

Michael Aldersey and Alison Clarricoats, who live next to the proposed development, told the council: 'The original building that was demolished was a pretty two-bedroom stone-built cottage which blended in with the surroundings.

'It is now to be replaced with this new monstrous development which will dwarf the village and will be totally out of character'.

For sentences a-j, replace the words in italics with a single adjective formed from one of the verbs or nouns given.

adventure	alternate	disaster	dispose	exhaust
experiment	flaw	hope	identify	mass
philosophy	predict	speech	understand	

a My boss's response to my plea for changes to my job description was *exactly what I was expecting*.

b If the weather is unfavourable, do you have *any other suggestions to replace our original* plans?

c Both sides in the conflict are *expressing their optimism* that the ceasefire will hold.

d Jeremy seems *to have calmly accepted the news* about the break-in.

e That play I went to see last night was *trying something new* in its use of dialect.

f I was *incapable of any reply* when Ella told me she had quit her job.

g It's *really easy to see* how much fitter Liam has become since he started swimming regularly.

h Your last piece of writing was *without any mistakes whatsoever*.

i Many of today's products are *used only once and then thrown away*, which is having an impact on the environment.

j The updating of the university's computer system has had *extremely bad and far-reaching* consequences.

Fill in the gaps with a derived word from the ones provided.

1

a There are a number of activities now being offered at the school. CURRICULUM

b People have always enjoyed the effects of sea air. BENEFIT

c Tony is a really person. OPINION

d The animal really fascinates my young daughter. KING

e Stefan was a collector of gadgets throughout his life. COMPEL

f It was rapidly becoming that we would have to make changes to our plans. APPEAR

- g There have been a number of female in the field of aircraft design. INNOVATE
- h There were a number of built into the contract. CONSTRAIN
- i The of fast food is increasing at a frightening rate. CONSUME
- j seems to suit Ella - she's really happy with her home life. DOMESTIC
- k The side wall of the house had to be STRONG
- l I believe she had the to have been seriously ill as a child. FORTUNE
- m The broken vase turned out to be totally REPLACE
- n She showed her deep by slamming the door in our faces. APPROVE
- o The police tried to evict the three from the building. OCCUPY
- p The of the meeting was rather inconclusive. COME
- q His brother had a second-hand car which was barely ROAD

2

IT'S ONLY SKIN DEEP

We are the only animal that chooses what it will look like. True, the chameleon changes colour - but not (0) Unlike us, it doesn't get up in the morning and ask itself, 'What shall I look like today?', but we can and do. Indeed, the (1) of body decoration points to the conclusion that it is a key factor in our development as the (2) life-form on our planet. By (3) their physical appearance our ancestors distanced themselves from the rest of the animal kingdom . Within each tribe this helped them to mark out differences of role, status, and (4) Our ancestors (5) developed extraordinary techniques of body decoration for practical reasons. How to show where one tribe ends and another begins? How to (6) in a lasting way the significance of an individual becoming an adult member of society? (7) , without the expressive capabilities of such 'body language' we would have been (8) less successful as a species.

- WILL
- ANTIQUE
- DOMI NATE
- CUSTOM
- KIN
- APPEAR
- LINE
- ARGUE
- FINITE

GRAMMAR BITES

Have no.....

Have is often used in expressions with an abstract noun with no. Use a *have no + noun* expression to paraphrase the following statements as in the example:

I **don't object to** staying at home instead of travelling abroad.
 I **have no objection to** staying at home instead of travelling abroad.

- a I'm not interested in going somewhere like Las Vegas.
- b I don't regret spending too much money on my last holiday.
- c I can't remember childhood holidays.
- d I wouldn't hesitate to book a cruise.
- e I will have to stay at home this year rather than go away.
- f I don't intend to ever go to Disneyland.
- g I don't have time to look at lots of travel brochures.

Complete sentences a-i with the following prepositional phrases. (Use each phrase once only.)

- in the region of on the brink of to some extent
- in conjunction with on behalf of in vain on the verge of
- on the grounds (of)/(that) with the exception of

- a The judge closed the club there was too much noise being made.
- b The speech to the assembly was made the Prime Minister who, unfortunately, couldn't attend.
- c I think you, , bear some responsibility for making her leave home.

- d Tom was downloading the file when he realised it might have a virus attached.
 e The journalist reported that the city was a crisis.
 f The staff pay rise was 3%.
 g Tom looked for the photos he had put away in the attic.
 h The book was released a TV special and a DVD.
 i Everyone here, Agnes and Liam, has tickets for the trip.

On which holiday might you...

- get off the beaten track?
- be able to chill out?
- possibly have to rough it?
- end up spending a fortune?
- get by on a shoestring budget?
- enjoy being a culture vulture?
- get back to nature?
- be in the lap of luxury?



Grab a gap year while you can – even if you are called Tabitha



The number of young people deferring their university place to go travelling has fallen dramatically, but they should seize the opportunity while they can.

FACT

Only 6,000 students have applied to defer their university entry, compared to 20,000 last year.

The gap year, it seems, is dead.

It's easy to make jokes about gap years — and the people who take them:

- ☞ Rejoice! say parents. No more 3am phone calls from Cusco asking for more money because Tabitha wants to do the Inca trail.
- ☞ Phew! says everyone who was never planning on taking a gap year anyway. No more annoying people called Tabitha boring me about the "realness" of the sunsets over Machu Picchu.
- ☞ Last week The Daily Mash, the satirical website, reported that Gapnadesh, a theme park in Wales, will fill the void by offering dangerous bus rides, infectious diseases and weed smoking for impoverished students, Israelis recently released from national service and middle-aged divorcees having a "yoga episode".

However, some enthusiastically claim that gap-year travel is unique:

The truth, of course, is that a good gap year can offer much more than the stereotypes. I had a year off between school and university, teaching English in an Israeli Arab village. I did a lot of fun/stupid things — sleeping on a pavement in Gaza; contemplating smuggling myself over the Lebanese border in the back of a truck; emerging drunk into the middle of a riot in Jerusalem and deciding to call my parents to tell them about it. However, I'm sure I learnt more of lasting value in eight months than I did in four years at university. It also cost much less.

Drawbacks:

You give your future classmates, and competitors, a head start.

You might face an uphill struggle to settle back into university life after overindulging in recreation.

TRAVELLING COLLOCATIONS

Circle the most suitable collocation in these sentences.

a Dr Parr was a **frequent/recurrent** traveller to Dublin.

b There has been a rise in the numbers of **self-contained/independent** travellers as opposed to those on packages.

c **Seasoned/Practised** travellers know exactly how to get an upgrade on their bookings.

d I'm fed up with reading about all these **intrepid/heroic** travellers going up the Amazon river in a canoe.

e The hotel offers **fatigued/weary** travellers an excellent opportunity to recharge their batteries.

f LuxVac is the resort for **judicious/discerning** travellers - ones who know how to appreciate the good things in life.

g My father has always been more of a/an **armchair/sofa** traveller, much to my mother's disgust!

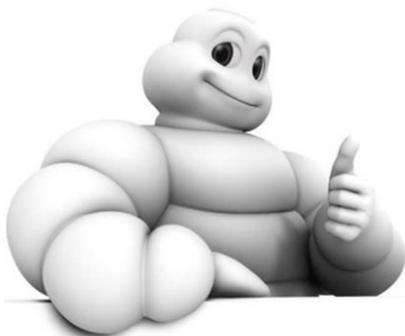
h Susie is the kind of **inveterate/habitual** traveller who will probably never settle down in one place.

i The hotel touts lie in wait for **unguarded/unwary** travellers and then take them to unsuitable lodgings.

Irresponsible behaviour?

Excessive drinking, excessive smoking, excessive eating, excessive speed ...

foetal alcohol syndrome cardiovascular conditions lung cancer
25 years being cut off your life brain damage



When Your Boss Makes You Pay for Being Fat

Are you a man with a waist measuring 40 inches or more? If you want to work at Michelin North America Inc., that spare tire could cost you. Employees at the

tire maker who have high blood pressure or do not meet healthy standards for blood pressure, glucose, cholesterol, triglycerides and waist size may have to pay as much as \$1,000 more for health-care coverage starting next year.

Is this a wellness incentive, a salary cut or debt being paid off?

Corporate leaders say they can't lower health-care costs without changing workers' habits, and they cite the findings of behavioral economists showing that people respond more effectively to potential losses, such as penalties, than expected gains, such as rewards.

Should the rod be back?

Employers may argue that tough measures benefit their staff and lower health-care costs, but some such steps also portend a murky future in which a chronic condition, such as hypertension, could cost workers jobs or promotions—or prevent them from being hired in the first place.

Could some practices be discriminatory?

They are also asked to share personal-health information, such as body-mass index, weight and blood-sugar level, as well as reporting for health screenings.

Could there be confidentiality issues here?

Companies may say ...

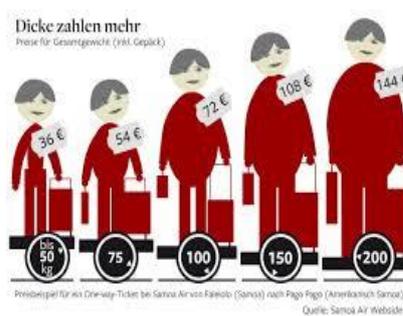
We have tried softer approaches, but many haven't exhausted their options, like putting healthier food in their cafeterias, building a fitness center or subsidizing gym memberships.

We offer employees free smoking cessation programs or cash incentives.

Critics retort ...

"At best, these programs are giving employers an enormous amount of control over our private lives."

SAMOA AIR'S FAT TAX



Samoa Air is a minuscule operation that runs very short flights. One aircraft Samoa Air flies is the Britten-Norman BN-2 Islander, with room for two pilots and nine passengers. Empty, it weighs 3,675 pounds. Its maximum takeoff weight is just 6,600 pounds. The airline has recently become the world's first airline to institute a "pay-by-weight" system, where the weight of a passenger and his luggage correlates exactly to his fare. Chief Executive Chris Langton told Radio Australia's Pacific Beat the new approach is not just the "fairest" way to charge travelers, but also addresses the obesity crisis, which is acute in Samoa's Pacific region.

At Samoa Air we think the move does make sense for larger carriers.

The pros ...

weighing each person can be technically and economically feasible to implement
saving money is an extra incentive for people to lose weight.
many many travelers have accepted to pay for having a bit of extra leg room, printing out a ticket ahead of time, checking a bag or even bringing one into the cabin. The same will happen with stepping on a scale.

The cons ...

a pricing system that clearly and directly benefits lightweight passengers is in blatant breach of disability and discrimination acts.
any airline that tried the system would probably be quickly boycotted and picketed by equality organizations.
heavier passengers don't burn that much incremental fuel



2 You will hear three different people talking about their expectations. For each extract, choose the answer (A, B or C) which fits best according to what you hear.

EXTRACT ONE

You hear a woman talking about her expectations of a round-the-world trip. How does the speaker say she felt when planning her trip?

- A shocked by the potential cost
- B happy to make compromises
- C doubtful whether she could go

EXTRACT TWO

You hear a student talking about someone who has influenced him. What does he think is the most important factor in becoming successful?

- A having a supportive family
- B having academic qualifications
- C having high expectations of yourself

EXTRACT THREE

You hear a radio newsreader talking about a new survey of young people. What does he say about young people's expectations now?

- A They continue to rise with their age.
- B They are slightly more realistic than previously.
- C They are different to those of a previous generation.

high-profile scandals

a senior judge



According to a recent survey, Spaniards categorically state that corruption is rampant in Spanish politics and some other public areas.

a police chief



- ¿Why are politicians never the most popular characters in our society?
- ¿Do we rank with other countries in the Mediterranean Belt in terms of corruption figures?
- ¿Could investigative journalism get rid of corrupt mayors, officials,?
- ¿Do those caught and convicted pay a price?
- ¿Will a code of conduct, of 'good governance' in public life such as politicians and officials being expected to hold only one job, reveal their wealth, and accept only nominal gifts where courtesy demands it, be feasible and enforceable?

more mundane cheating

A benefits cheat, who claimed he was so crippled by arthritis that he was unable to walk, was caught out when he was spotted jiving at a 1940s dance competition.

Terence Read, 61, from Blackley, Manchester claimed nearly £20,000 in disability benefits before he was exposed in 2008. He was filmed performing an energetic five-minute dance routine that included the jitterbug, the charleston and the lindy hop.

Mr Read began claiming the benefits in 1995 when he was genuinely ill, but failed to tell the Department for Work and Pensions when his physical health improved. He has been given a community sentence and ordered to do 120 hours of unpaid work.

Which of these benefit thieves will you not report or feel more sympathetic towards?

- living with a partner while claiming to be living alone so that your single mother's allowance is not withdrawn.
- claiming to live in a less affluent area with a lower property tax rate because you believe property tax is a rip-off.
- not telling the full amount of income, savings or capital when they claim a means-tested benefit such as Council Tax benefit because you know as many as three acquaintances who do the same.
- working and fraudulently claiming an unemployment benefit because you hold that politicians are scrounging off everybody else.

Variety: Conditional Clauses

Other uses of the auxiliaries will/would and should

Normally these auxiliaries are not used after **if** in conditional sentences. There are, however, certain exceptions.

1 if you will/would is often used in polite requests. **would** is the more polite form.

if you will/would step aside, the president will be coming out in no time (please step aside)

I would be very grateful if you would send the requested information by Monday.

2 if +will/would can be used with all persons to indicate willingness:

If he'll listen to me I'll be able to help him = If he is willing to listen...

If Tom would tell me what he wants for his dinner, I'd cook it for him. (The speaker implies that Tom is unwilling to tell her.)

won't, wouldn't in the past, used in this way can mean 'refuse':

If he won't listen to me I can't help him = If he is unwilling to listen/If he refuses to listen....

If they won't accept a check we'll have to pay cash = If they refuse to accept...

3 if + should can be used to indicate that the action, though possible, is not very likely. It is usually combined with an imperative and is chiefly used in written instructions: *If you should have any difficulty in getting spare parts, ring this number.*

If these biscuits should arrive in a damaged condition, please inform the factory at once.

Variety in word order

The standard sequence **if** + subject + auxiliary can be replaced, in formal style, by auxiliary + subject, in which the conjunction **if** has been omitted. This is called **inversion** and constitutes an effective way of avoiding monotony of style. The auxiliaries that allow this are: **should, were** and **had**.

Should this machine fail, ring the bell and wait.

Were it to be known that he had been behind the leaks, he could be prosecuted.

Had they been told earlier, they might have been able to put together a more solid defense.

Seeking variety through conjunctions other than if

IF is the most common conjunction meaning condition and is very often overused. In order to avoid monotony of style we can replace it, under varied circumstances, by a variety of other conjunctions, namely: **unless, otherwise, as/so long as, on condition that, provided/providing (that)**.

1 unless + affirmative verb = **if** + negative

Unless you start at once you'll be late = if you don't start

Unless you had a permit you couldn't get a job = If you didn't have a permit...

2 otherwise = **if** not, in the preceding sentence

We must be back before midnight; otherwise we'll be locked out. =

If we are not back by midnight we'll be locked out.

Her father pays her fees; otherwise she wouldn't be here =

If her father didn't pay her fees she wouldn't be here.

I used my calculator; otherwise I'd have taken much longer =

If I hadn't used my calculator I'd have taken much longer.

3 as/so long as, providing/provided (that), on condition that replace **if** when there is a strong idea of limitation or restriction. They are chiefly used with permission.

Genetic engineering regulations will be in place in the EU as long as there is strong consensus among its member states.

Farmers and cattle-breeders associations have pledged to commit themselves to dramatic but all-too-necessary changes provided that the government grants the subsidies requested.

Pilgrims will be allowed to camp in the fields surrounding the chapel on condition that they comply with municipal ordinances.

Seeking variety through prepositions of condition

The compound prepositions **but for** and **depending on** have a conditional meaning and, therefore, may enter the formation of conditional sentences.

but for may be replaced by longer sequences such as 'If it had not been/weren't for him/her/it/them'.

Bur for our Red Cross sweaters, we would probably have been pulled off the bus and killed as well.

His speech would have stirred up violent outbursts among those longing for reforms but for his promise at the end to initiate some changes in his policies.

depending on comes before an element on which a situation or the performance of an action hinges or needs for it to be existent.

Films may dash into success or go unnoticed, depending on how they have been marketed.

Reactions may range from utter inhibition to enthusiastic involvement, depending on the individual's personality.

Match in each text the conditions to the appropriate facts and insert them in the right gaps within the text, making use of a conditional format other than the conjunction *if*.

1

IF

- the greenhouse effect is not made worse
- they happen to be given relative access to modern energy
- the Alps, Himalayas, the Rockies and Alaska were to keep losing glaciers
- we don't come to terms with the fact that it is partly through inadequate farming methods, overgrazing and forest destruction
- it hadn't been for nature's own means of restoring the damage caused

FACTS

- deserts would continue to spread
- the greatest challenge is, therefore, to provide the power desperately needed
- their lives are bound to change dramatically
- the costs would be impossible to afford
- more and more gallons of water will be released

Climate change is recognized as the biggest single threat to life on Earth, and as conditions worsen, those least equipped, the poor, will suffer its worst impacts.

One third of the world's population is without electricity [] Already the costs of disasters from floods, droughts, storms and sea-level rise are escalating, although moderately [] The spread of disease because of warmer temperatures, which insects such as mosquitoes aid, and lower crop yields caused by excessive heat and uncertain rains are taking an increasing toll, particularly in Africa.

[] Italy and Spain have joined the Desertification Convention because of fears that the Sahara is crossing the Mediterranean. Elsewhere, [], which, together with the thermal expansion of the oceans (warm water expands), will cause an unprecedented rise in sea levels.

Across the world more than 2 billion people are cooking on wood, dung and charcoal. Women and children often have to spend hours each day collecting heating fuel, further destroying tree cover. Indoor air pollution, due to smoke from cooking fires, causes 1.8m deaths a year, mostly in rural areas. It's not a wild guess that [].

2

IF

- they do their artistic work on a titanic scale
- great talent is not exposed for much less time
- it weren't for the influential style of commercials
- they do not make longer and more expensive films
- its director had overspent their budget

FACTS

- cinemagoers would sit through longer films
- mean and ruthless studio heads would be quite happy to scrap a picture in the middle of shooting
- film directors do not seem to feel secure
- they will not find obstacles to the expression of their vision and deep thought
- the film becomes unbearable

In art, size has frequently, but probably wrongly, associated with profundity. Miniature paintings and carvings have hardly ever made anyone into a Great Artist.

Young artists are advised by their mentors that []. But this is a fallacy that has been strangely beguiling, particularly to artists, and it feeds megalomaniac fantasies. The idea is quite similar to that other fallacy which contains that the bigger the writing, the more important the message.

Film directors might well be the biggest megalomaniacs of them all. And with film being the most popular form of

entertainment in the 20th century's, []. Their artistic credentials would be at risk. However, there was a brake on directors' aspirations and that was money. [], or wasn't shooting to the approved script. That has changed. The increasing length of Hollywood films reflects the shift in the balance of power away from the studios towards the Artists and their agents. The Artists say that [], which manage to tell a story in 30 seconds. One example of increasing length in films could be *Wyatt Earp*, a western starring Kevin Costner. It is a long, self-indulgent attempt at creating an epic vision of America's past. Many critics have claimed that [].

3

IF

- those plans are not stopped
- Brussels should stick to its current 20 per cent wine production reduction
- there was a fair approach to the issue
- Brussels does not reconsider its proposals

FACTS

- 340,000 hectares of Spanish vineyards will have to be pulled up
- it will use its veto to stop the reforms
- they would readily accept a compromise
- they will bring about catastrophic consequences

The Rioja, one of Spain's award-winning wines, far from being triumphant in Europe, is being threatened by Europe's politicians in Brussels. They are proposing to rip out thousands of hectares of ancient Spanish vines in an attempt to reduce the continent's costly wine lake.

From grape picker to agricultural minister, Spaniards – who have the largest area devoted to wine production in the EU – are opposed to the plans. Grape growers warn that []. They contend that it will be a direct attack not only on the Spanish economy but on the country's cultural identity and its heritage. While everyone in Spain agrees that the EU wine lake should be reduced, the extent of the proposals for Spain are seen as lethal. []. The estimated cost of pulling up the vines is the loss of around 30,000 jobs, and a further 15,000 subsidiary jobs. The alternative suggested is planting some other crop, but not many would be suitable because of the climate.

Spain has warned that []. But Spain is not alone in fighting Brussels on the issue. Italy, Portugal and Greece and raising similar protests.

[]. Apparently, what is most irritating is the shared belief that the countries that will lose out are the ones that produce better quality wine. Those wine-producing countries on the Mediterranean coast produce wine naturally. They rely on the natural effects of the sun. On the other hand, countries such as France, Germany and Luxembourg, rely on a wine-making process which adds sugar to unfermented grape juice to increase alcohol content.

Word Building - 'Excess' prefixes

Prefix	Meaning
over-	It indicates that a quality exists or an action is done to too great an extent. <div style="display: flex; justify-content: space-around; margin-top: 5px;"> overload overuse overdiligent </div>
out-	It describes someone or something as doing a particular action much better or to a greater extent than another person or thing. <div style="display: flex; justify-content: space-around; margin-top: 5px;"> outrun outdo outwit </div>

Exercises

Fit these words into the appropriate blank. Some changes to the words might be necessary.

1

- fund*
work
charge
populate
manoeuvre
grow
crowd
vote
- smart*
play

- 1 He needs a good holiday. He's suffering from over.....
- 2 There were too many people in the ballroom. It was far too over..... No room for twisting away at ease.
- 3 Predictably, the French rugby team was out..... in the away match.
- 4 Then this funny feeling crosses your mind that they have over..... you as the price was £8 not £10.
- 5 She has out..... most of her dresses already but still feels comfortable in them.

2

rate *sleep* *do* *load*
staff

- 1 I can't quite understand why unions are claiming there over..... police stations.
- 2 The company they want to take over was out them in every sense.
- 3 The pilot warned him that the plane was over..... and wouldn't fly.
- 4 They may have brought peace to the village but time-old distrust will out..... them.
- 5 Polite and caring attendants have contributed significantly to its out..... its competitors.

3

abundant *heat* *shine* *weigh*
number

- 1 Your safety is a consideration which out..... all the others in my mind.
- 2 Do not over..... if your child gets into trouble at school. It is wiser to keep a cool head.
- 3 She out..... her brothers and sisters by more than twenty years.
- 4 Over..... crops made prices plummet.
- 5 One performance in the play out..... all the rest and I'd say the actress concerned had a promising future ahead of her.

- 6 It's outrageous that such programs be over..... whereas others are struggling to keep afloat financially.
- 7 He was a senior diplomat at the embassy who thought he could out..... the Vietnamese.
- 8 English ships easily out..... the lumbering galleons of the Spanish fleet.
- 9 Abortion has become a method of birth control in over..... areas.
- 10 Who would have ever thought that such unexperienced candidate out..... the media-backed former Minister for cuisine.

sell *fight* *run* *state*
last

- 6 She didn't hear the alarm clock and over.....
- 7 They surely over..... their opponents as they requested they be given more time to go over the evidence, which was generally considered good enough.
- 8 She had a talent for karate and out..... all other participants.
- 9 Some were keen on over..... the magnitude of the atrocities so that proper action would be taken.
- 10 No one was able to out..... this incredible athlete in the three races he entered.

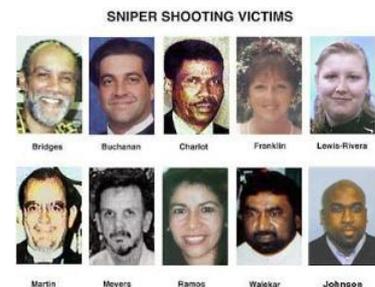
qualify *confidence* *manoeuvre*
live *react*

- 6 Over..... enclosed spaces with temperatures above standard are uncomfortable and very often unhealthy.
- 7 He was out..... in his attempts to gain control of the company by the other major shareholders.
- 8 He was too over..... . He rejected all that meant any assistance.
- 9 It is sad and a sign of the times that many applicants are far too over..... for the job requirements.
- 10 Brave as they were, the Scottish rebels led by *Braveheart* were hopelessly out..... by the English army.

Mindless Violence

Two snipers in US: The Beltway Snipers

Lee Boyd Malvo said he remembers each of the sniper shootings in detail. Malvo remembers being in the blue Chevrolet Caprice, in which police found binoculars and walkie-talkies. He scanned the area to make sure John Allen Muhammad had a clean shot. He gave the "go" order and looked across Route 50 in Seven Corners at the target. Muhammad, hidden on a hill above, pulled the trigger. A bullet screamed across the highway, instantly killing Linda Franklin, who just happened to be going about her business at the Home Depot in Virginia at precisely the wrong time.



The domestic slavery case in south London

A woman who was born into captivity and allowed no contact with the outside world is one of three 'slaves' who have been rescued after being kept against their will in a south London house for 30 years, the police revealed on Thursday. A man and a woman, both aged 67, were arrested after officers from Scotland Yard were alerted to the plight of the three women last month. Detectives from the human trafficking unit said it was the worst case of modern slavery they had ever come across in Britain.

Lord of the Flies

In the midst of a wartime evacuation, a British plane crashes near an isolated island in a remote region of the Pacific Ocean. The only survivors are boys in their middle childhood. Soon, loyalties and resentment build around two main characters.



What approaches to life do Ralph, Piggy and Jack typify?
All this is leading to some distressing conclusions:

Is human cruelty boundless? Is there in nature anything like it?

IDIOMS WITH PARTS OF THE BODY: Match the verbs 1-6 with a-f to form phrases or idioms.

- | | |
|------------|----------------|
| 1 elbow | a the burden |
| 2 face | b the bill |
| 3 foot | c the idea |
| 4 shoulder | d the line |
| 5 stomach | e the music |
| 6 toe | f people aside |

Use the phrases to complete these sentences, changing the verb form where necessary.

- It is part of a manager's job to of complaints made by guests.
- Don't worry about paying for your hotel - I'm happy to
- On his return to Canada, he finally and told his wife about his debts.
- At the resort, I always on company policy, even if I disagreed with it.
- Jenny couldn't really of moving to a big city, so she turned the job down.
- The woman in the queue so she could get on the plane first.



3 You are going to hear a writer called Peter Watkins being interviewed by the programme presenter, Sue Manchester. He is talking about his book, which discusses the behaviour of animals and birds in relation to the weather. For questions a-j decide whether these statements are true or false.

- Sue has little faith in the accuracy of sayings about the weather.
- Peter says that nowadays people are less interested in sayings than in previous times.
- Peter says that low-flying birds suffer badly in storms.
- Peter believes that there is a logical explanation for why certain birds change their habits.
- According to Peter, insects have difficulty in sensing changes in the atmosphere.
- Sue concludes that the rain goose's behaviour is surprising.
- Peter says that weather sayings used to be confined to the farming community.
- Peter says that the sayings fulfilled a basic human need for control.
- Sue agrees with Peter about the contradictory nature of some of the sayings.
- Peter says that in the past people relied on animal and bird behaviour to predict the weather.

From Playgrounds to Battlegrounds

The lethal mix of children and guns has reached a crisis in the United States. However, here in Spain a public opinion poll has showed that an increasing percentage of adolescents fear their lives will be cut short by violence of various types.

Singling out causes

Before dealing with solutions, we should concentrate on the causes. Many causes have been proposed which might answer fairly successfully everybody's question: What is causing this epidemic of violence and how can it be stopped? How would you rate them?

The deterioration of the traditional family
 A sheer decline in values
 Would-be offender was the victim of child abuse and neglect
 The impact of drugs
 Both victims and perpetrators come from one- or no-parent families

Increasingly, juveniles believe they need guns for protection or carry them as status symbols
 Gang membership increase
 Guns are readily available to juveniles: they are easy to buy illegally
 Poverty and hopelessness
 Copying violence in the media

At Secondary Schools

In our country those unsafe conditions that disrupt the learning environment so severely that students and teachers are unable to focus their full attention on academic goals may not exist or show the same degree of penetration.

When considering our own schools' environment, which of the following disrupting factors would you say exist and to what extent?

widespread	chronic	on the increase
unremitting	almost non-existent	of no great concern
	limited	

serious crime and violence
truancy
bullying

drug trafficking and drug abuse
vandalism
discipline problems

Case Study

A **Police State** is a political system where those in power use naked force by police, secret police, the military and even private armies to control and dominate the population. This system has been camouflaged in the past as a necessary step to curb rampant crime, although it was primarily conceived as political repression.

Say whether the two initiatives below may be tantamount to police states.

Neighborhood Watch schemes

Everyone is well-equipped to prevent crime. Everyone comes with their own built-in burglar alarm, which is called the sense of sight and sound. Unfortunately, many of us go around with the alarm switched off.

We don't see the stranger loitering outside the house next door. We overlook the kids trying the car doors. We don't notice the sounds from the flat upstairs, when they were supposed to be on holiday.

We probably know far more about our immediate neighborhood than the police ever could, therefore, we can act as an efficient line of communication between them and our community. Providing, of course, you were on the look-out. The whole idea behind this scheme is to create a spirit of watchfulness within a community, anything suspicious being reported to the police.

Street Squads

The police can only do so much to prevent crime. There never can be enough of them to guard every street in every town. So they need our help in combating the burglars, the vandals, the car thieves.

We should create unarmed groups of citizens that patrol the streets at times and places where police presence is insufficient. They will volunteer to perform this task, and should be chosen according to their physical fitness as well as their self-control and sound criteria to safeguard civil liberties.

Of course, they will not 'have a go' every time they see something suspicious. It'll always be the job of the police to arrest criminals.

PHRASE HOARD: Using a dictionary to help you, decide whether these pairs are in the right order.

give and take
again and time
high and dry
fortune and fame

first and foremost
black and white
thick and thin
go and touch

blood and flesh
soul and life

Complete the sentences below with the correct phrase.

- a Jenny promised to live with Nigel through
- b When Joe was 18 he left home to find
- c It was whether we would get to the airport in time.
- d, we need to solve the budget problem and then we can move on to other issues.
- e, we see this pattern of behaviour repeating itself.
- f There needs to be a bit of in every relationship.
- g My brother James is the of any family party.
- h My aunt treats her relatives really badly, considering they are her own
- i When the company closed down I was left without a job.
- j How could you not understand? Look at this letter - it's all there in

GM, cloning and the like

What are GM food? What is eugenics? What is organic food?



A size comparison of an AquaAdvantageAE Salmon (background) vs. a non-transgenic Atlantic salmon sibling (foreground) of the same age

Fast-growing GM salmon 'safe to be farmed and eaten'

Genetically modified salmon which grow at twice the speed of their natural counterparts are safe to be farmed and eaten, US regulators have ruled.

The decision by scientists from the Food and Drug Administration (FDA) paves the way for the first GM animal to be sold as food. The fish, called AquaAdvantage salmon, could be on American plates within two to three years, which raises fears among environmental and food-safety campaigners. However, shares in Aqua Bounty Technologies Inc, the company which created the fish, leapt by 26 per cent on the London Stock Exchange on Friday, a sure sign of analysts seeing GM as the future of fish production.

The FDA is to hold a public meeting later this month on the DNA-altered fish, which could also open the door to producing genetically engineered trout and tilapia.

In a report prior to the talks, FDA experts said the altered salmon were "as safe to eat as food from other Atlantic salmon" and that they saw "no biologically relevant differences" in vitamins, minerals or fatty acids.

The fish are "highly unlikely" to cause significant harm to the environment, the report added.

However, critics of the technology have voiced concerns that it could lead to the creation of mutant misshapen fish and could harm wild fish populations if they escape.

Research on GM trout in Canada found that while they grew faster and were much bigger, a number developed misshapen heads and bloated bodies.

A coalition of 31 US consumer, animal welfare, environmental and fisheries groups is opposing approval of the salmon for food production. They claim tests used to show the safety of the GM salmon were based on very small samples and point out that some of the fish had higher levels of growth hormone in their bloodstream, which is claimed to create a cancer risk.

While the GM fish are supposed to be sterile, critics said up to 5 per cent might be able to conceive and breed if they got into the wild. Pete Riley, director of campaign group GM Freeze, added: "We are extremely concerned about the potential for these fish to escape." However, the FDA said the chances of the salmon escaping from production or growing facilities and reproducing are "extremely small" due to the Aqua Bounty's containment measures.

Aqua Bounty claims the technology could boost the US fish sector and reduce pressure on the environment from

overfishing. The firm's chief executive Ronald Stotish added that the salmon taste "great". The salmon reach a market weight of around 6.6lbs in 16-18 months instead of the three years for farmed fish. The growth is speeded up by the insertion of two genes, one

linked to the production of growth hormone and a second to ensure growth continues even in very cold temperatures. The technology allows fish farmers to produce many more salmon at much lower cost, so boosting output and profits.

OVER TO YOU

- *Shares in Aqua Bounty Technologies Inc, the company which created the fish, leapt by 26 per cent...* Is this a sure sign of a government agency having bullied or pure and simple enthusiasm about a company with a promising future?

- *"We are extremely concerned about the potential for these fish to escape."* What is the overriding concern of anti-GM foods campaign groups?

- *Aqua Bounty claims the technology could reduce pressure on the environment from overfishing. The firm's chief executive Ronald Stotish added that the salmon taste "great".* Do both arguments carry the same weight?

COMMENT ON READERS' COMMENTS

Excellent, let's hope we see salmon come down in cost soon then.

Since President Obama appointed former Monsanto executive Michael Taylor as the new Head of the Food & Drug Administration which approves all these things, like putting the fox in charge of the henhouse, I'm sure we can all have complete faith in anything the FDA recommends.

The US-FDA does not currently have adequate safety testing to ensure that these animals will be safe for human health, wild fish populations and the environment. Worst of all, while consumers should have a right to know what's in their food and how it's being produced, under current law, these genetically engineered salmon would not have to be labeled.

The scary thing is, the FDA doesn't do its own testing of genetically engineered animals, it relies on information provided by the company that wants approval. And because GE salmon are being considered as a new animal drug, the process isn't focused on what happens to people who eat genetically engineered animals. So on top of the health concerns posed by raising salmon in crowded factory fish farms that rely on antibiotics and other chemicals, the FDA could be adding the unknown risks of GE salmon to the mix.

The FDA is the same agency that's in charge of overseeing the egg industry, and we saw how well they've done that job –over a half billion eggs, which were shipped all over the world were recalled because of that salmonella poisoning.

should we clone Neanderthals?

Neanderthal is a byword for backwardness, but this relative of ours, who disappeared only 25,000 or 30,000 years ago, was clearly human. The Neanderthals built fires, wore clothes, probably had language, made tools and even had a larger brain than we do. After a visit to the barber's you probably wouldn't recognise them on the street.



George Church, a leading genome researcher at Harvard Medical School, has claimed that a Neanderthal could be brought to life for about US\$30 million through cloning. This could solve many mysteries about why they disappeared and lead to new gene therapy or drug treatments as they may display differences in their biology.

Creating an artificial genome is a daunting challenge, but Church – unlike most other geneticists – is confident that it is possible. But would it be ethical?

YES Church himself believes that it might be unethical not to clone them, as so much useful information could be obtained. Because Neanderthals had a larger, but differently shaped brain, they may have thought differently. Perhaps we could learn from their unique problem-solving skills.

NO

1 The argument against cloning Neanderthals are basically the same as those marshalled against cloning us, except it stands out more clearly. First of all, despite Church's optimism, most cloned mammals die and most of those which survive to birth are sick. So far, all attempts to clone human embryos have failed. Cloning a Neanderthal would be very risky indeed – for the clone.

2 Lori Andrews, of Chicago-Kent College of Law, says that she doesn't see any problem with cloning as such. However, she points out that the Neanderthal's legal rights would include the right not to be experimented on. Since experimentation is the main purpose of cloning them, this makes the whole exercise useless. It's easy to imagine Neanderthal rights groups springing up to protect them against exploitation.

3 The ultimate argument against cloning Neanderthals is that it violates human dignity to create a being outside of the loving circle of a family. The first right of a human being is to be loved for who he or she is, not as a product or scientific experiment. A cloned Neanderthal would be as close as possible to synthetic humanity as you can imagine. Part of her would be chimpanzee; the rest would be a patchwork quilt of Neanderthal DNA sequenced from the bones of dozens of forebears who may have lived thousands of years apart, scattered across Europe. Everyone involved in her conception and birth would want to exploit her; none of them would cherish her. She would enter the world as a circus freak.



What makes you angry? Look at this list. Put them in order with the most infuriating at the top. Justify your decisions.

- a People talking loudly on their mobiles
- b Being overtaken by a sports car

- c Rude shop assistants
- d Computers that keep crashing
- e Jokes which are in bad taste
- f Poor government decisions
- g Being overcharged

The following nouns in the box express extreme emotions. Think about contexts for some of them.

rage dejection revulsion tedium bliss sorrow fury
dread incredulity terror loathing astonishment apathy delight

How shocking can it get?

Women's rights activists parade disfigured or burned faces.

The National Road Authority selects particularly gruesome scenes of road fatalities.

In what other examples do we find the same tactics?
How would you describe the slogans and the visuals?

abominable appalling tasteless detestable revolting repulsive offensive degrading

What effect do they expect to have on audiences?

ALARM
INTIMIDATE

DISHEARTEN
OUTRAGE

INSULT
GET TALKED ABOUT
SHAKE

NAUSEATE
DISCONCERT
PONDER

Who pioneered the use of "shock tactics" in the 1990s?

What campaigns, advertisements or organisations opt for calming slogans, comforting messages and soothing visuals?

The most offensive ads of all time

- Find out what is the Advertising Standards Authority (**ASA**).

To coincide with its 50th anniversary, the UK's advertising watchdog has collected and released the 10 adverts from the past half century that have garnered the most complaints. On which grounds would you expect complainants to have lodged their complaints? Rate them in terms of impact.

sex bad manners violence swearing animal cruelty blasphemy

- Is social media now a more effective medium to lobby against offensive advertisements?

Here are some complaints lodged with the ASA and whether they were upheld or dismissed. Would you have done the same?

As drug and gun culture becomes more prevalent, **Reebok**, featured the rapper 50 Cent, famous for surviving a nine-bullet wounding. As nine gunshots sound, he talks about his life in the 'hood, before concluding: "I am what I am." **UPHELD**



Phones 4 U Ltd shows a woman who sees ghost-like girl (above) with mobile phone in underground car park. Voiceover says "Missing our deals will haunt you." **DISMISSED**

A **Kentucky Fried Chicken** TV ad featured call centre workers singing while eating with mouths full of food. The KFC ad received a record 1,671 complaints. **DISMISSED**

A **Paddy Power** ad featured a team of blind footballers kicking around a ball with a bell on it until it goes out of play. A cat with a bell wanders onto the pitch, the players restart their game and a painful miaow is heard. **DISMISSED**

What do you make of the following rulings by the ASA?

over sexually explicit content

"Concerns over "decency" motivate many complainants. However, it's down to personal taste about what is seen to be decent. A lot of it is about context."

over the kicked-about cat

"The ad was unlikely to encourage or condone cruelty to animals or cause serious or widespread offence".

What do you make of the following comment by Simon Fanshawe, author of *The Done Thing. Negotiating The Minefield Of Modern Manners*, on people singing with full mouths:

The British public has a finely tuned sensor in relation to disgust. We are quite curious about it, though. For example, if we were sitting on a train and someone opposite us was putting on their make up, we wouldn't really mind. If they were cutting their nails, it would be a different story.

In my mind, it's all to do with the invention of the sewers. All the things that people used to do in public were literally swept away and the Victorians developed a sense of disgust. In terms of eating and other bodily functions, we've developed a very refined sense of disgust. The thing about eating, there are no absolutes, they are culturally determined. Other cultures eat differently to how we do in western Europe. We are quite bourgeois in that we set a great deal of social store in the degree of delicacy with which we eat.

WORD FORMATION

Complete the second sentence of each pair below with an adjective with a negative prefix.

a It's very hard to predict the results of the meeting, I'm afraid.

The outcome of the meeting is , I'm afraid.

b You can't deny that global warming is becoming a real threat.

It is that global warming is becoming a real threat.

c There is a real need to raise consciousness about the influence of the media on our lives.

Many of us are still largely of the influence of the media on our lives and this needs to change.

d The damage to the car was of no significance.

There was an amount of damage to the car.

e It won't be possible to replace that vase, I'm afraid.

Unfortunately, that vase is

f My father never seemed to exhaust his supply of jokes.

My father seemed to have an supply of jokes.

g Liz never tries to assert herself in tricky situations.

Liz is a very type of person.

h The solicitor's advice didn't help me form any conclusions about my situation.

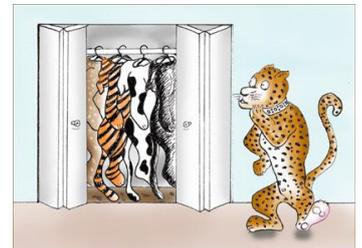
The solicitor's advice was rather about my situation.

i The driver didn't apologise for his bad behaviour.

The driver was about his bad behaviour.



**He who pays the piper calls
the tune**



**A leopard cannot change its
spots**

INTRODUCING COMPOUNDS

Fork-like implements for spearing food have been used for over 2000 years. The first 'modern' fork is thought to have been used in the eleventh century by the wife of the Venetian Doge. However, the first real evidence that forks had spread as eating tools came some two hundred years later, in a 1570 engraving of a knife, fork and spoon. In 1605, King Henri III of France and his companions were satirised for their fork-wielding effeminacy. They would rather touch their mouths with their little forked instruments than with their fingers,' wrote Thomas Artus....

The text refers to **fork-like** implements and **fork-wielding** effeminacy. Answer these questions.

- 1 Who or what might be spoon-fed by
a a vet? b an academic? c a manager?
- 2 Why might the following be on a knife-edge?
a a president b the economy c a top athlete
- 3 If a salver is silver-plated, name an object that is
a copper-plated. b chrome-plated. c gold-plated.
- 4 Why might each of the following have been foil-wrapped?
a soft cheese b smoked fish c baked potatoes
- 5 Sweets are often sugar-coated. Can you name a food that is
a vanilla-flavoured? b vitamin-rich? c fat-free?
- 6 Who or what would you describe as
a flesh-eating? b beer-swilling? c blood-sucking?
- 7 What might be
a oven-proof? b foolproof? c tamper-proof?
- 8 How would someone look or behave if they were
a clown-like? b doll-like? c owl-like?



4 Now listen to a journalist's report on the growing of mangoes in India. Take notes under these headings.

- Ideal temperature for ripening
- Chief mango-growing area
- Facts about the mango tree
- History of mango-growing in India

Listen again and explain the meaning of these phrases.

- a perfect wilting weather
- b stacked up according to variety
- c exotic foliage
- d the Moghul dynasties
- e amazing diversity

The journalist talks about people in India eating *seasonally*. With the variety of choice offered by supermarkets, it is often possible to buy produce out of season. Is this a good thing? Discuss the following related points.

- Big supermarkets offer maximum diversity, but minimal flavour.
- Local food producers do not get a fair deal from multinational companies.
- There should be larger government subsidies for organic farming. _
- People should eat to live and not live to eat.

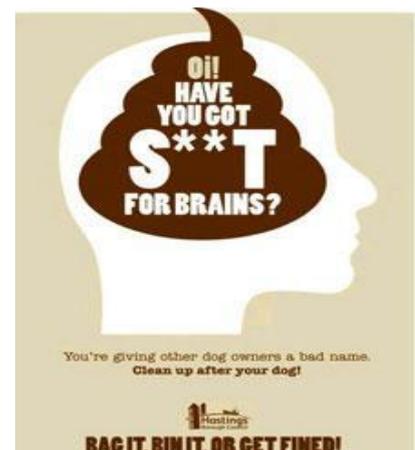
Council in mess over dog fouling campaign

A council has divided public opinion by launching an expletive-ridden campaign against dog owners who fail to clean up after their pets.

The posters and car stickers, most of which start with Oi!, include the phrases “Have you got s--- for brains?”, “We’re not taking your s--- any more!” and “Sort your s--- out!”. But while councillors have defended the use of swear words, some local residents have condemned it as “unnecessarily offensive”.

The £4,000 campaign was launched by Hastings Borough Council as part of a get tough policy against dog fouling, litter and fly-tipping in the seaside town in Sussex. Dog fouling is a growing problem in the resort and 250 on-the-spot fines have already been handed out in the last two years at £75 a time and that’s before the get tough campaign has kicked in.

Everyone agrees that something must be done about the problem which is not only unsightly but can be a health hazard as well.



“What kind of impression does this give of Hastings as a town?” she said. “Plus I don’t want to have to be explaining to my children why they can’t use that word but it’s OK to see it on posters.” But council leaders have said the campaign is necessarily hard hitting to get the message across to a “minority of irresponsible dog owners”. Councillor

Phil Scott admitted there had been some complaints but defended the foul-mouthed language. “Yes, these posters are hard-hitting and yes they make you look twice but we want the small minority of irresponsible dog owners to be very aware that we will not tolerate this behaviour,” he said.

caught failing to clear up after your dog, you will be fined. It’s as simple as that. The vast majority of residents we’ve talked to are behind our campaign.

“While the residents might find the posters offensive, it’s not nearly as offensive as treading in dog mess and bringing it home,” he said.

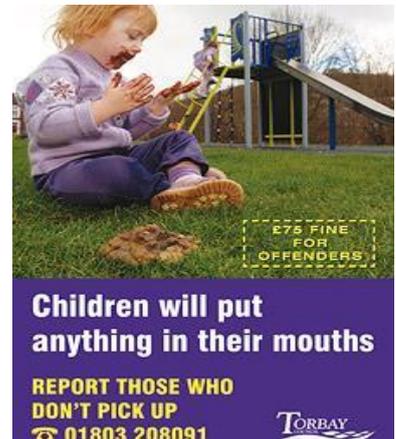
Some residents think that the council are stooping to low with the wording of the campaign. “If you are

- Are **on-the-spot fines** easy to enforce or rather typically scorned at by offenders?
- Explain the meaning of the phrase on the poster:
 - *You’re giving other dog owners a bad name*
- What are the arguments voiced by advocates and opponents?
- Some local residents *“have condemned it as “unnecessarily offensive”*. What would you remove to placate them while keeping the campaign equally persuasive?
- The spokesman for the council said quite bluntly *“it’s not nearly as offensive as treading in dog mess and bringing it home”*. Is that the way you feel?

- Give more examples of anti-social behaviour.

Anti-fouling campaign features toddler eating dog mess

Torbay Council launched the poster campaign at the end of April to tackle a long-running problem of dog fouling. Now local councillor Dave Butt said that dog mess on the streets has fallen by more than half from 400 reported incidents in April to 185 in June. He added that there had been no complaints about the posters.



Both campaigns could be labelled as disgusting but in a different way judging by the response. In which ways do Hastings and Torbay campaigns differ?

What makes advertising and campaign slogans effective and acceptable?

Advertising Ethics

The harmful and the beneficial effects of advertising.

How would you rate the following statements on advertising? You may make use of the adjectives below.

- | | | |
|--------------------------|---|----------------------------------|
| frivolous | common knowledge | hits the nail on the head |
| thought-provoking | makes a mountain out of a molehill | untrue |
| unusual but solid | outrageous | irrelevant |

- Advertising creates a desire for more and more material possessions and a need for totally unnecessary products (eg kitchen gadgets), sometimes resorting to a plethora of brands of goods, different only in name (eg detergents). It helps to encourage an acquisitive society _____

- Not only most advertisements are in poor taste, young people may also be harmed by certain advertisements (eg alcoholic drink) _____

- Commercials on TV interrupt programs, which is very annoying _____

- Ads stimulate envy among the less well-off, and may lead to a rise in crime rate (eg thefts of expensive cars)

- Ads lead to dissatisfaction with one's standard of living and may lead to people trying to live beyond their means

- Many ads are amusing and informative, often more amusing than the programmes on TV or articles in a magazine. The world would be dull and drab without amusing and colourful ads

Do advertisers perform a useful service to the community?

Advertisers tend to coming in for bitter criticism. Some critics seem to resent this 'unproductive industry' because they think big and have a flair for self-promotion and because they have so much money to throw around. But reality may differ greatly from the picture drawn.

The arguments that the advocates of advertising put forward have been printed on the left. Opposite them there are counterarguments. Decide which of the arguments and counterarguments carry more weight regarding different issues.

<p>The consumer would have to pay a great deal more if advertising didn't create mass markets for products. It is precisely because of the heavy advertising that consumer goods are so cheap. Ads stimulate competition between companies, thus keeping prices down.</p>	<p>price of goods</p>	<p>If advertising were stopped, the price of goods would be much reduced as prices are maintained high by artificial means and the big companies make too much profit out of it because it's the consumer who is made to pay for the costly advertising budgets.</p>
<p>The purpose of advertising is not only to sell goods. Another equally important function is to <i>inform</i>. A great deal of what we know about household goods, regarding performance, price, etc., derives largely from the advertisements we read. Advertisements create consumer awareness about ranges of products.</p>	<p>the message</p>	<p>Advertisements are an insidious form of brainwashing that always uses the same techniques: slogans, catch-phrases, etc, that linger in the brain.</p> <p>Advertising is often also offensive as it appeals to very basic instincts. It preys on our fears (insurance), our vanity (cosmetics), our greed (eat more than necessary), etc.</p>
<p>Advertisements these days brighten up our everyday life, our railway stations, the media... We would not prefer to look at blank walls or read newspapers full of closely-printed columns packed with calamities.</p>	<p>cheerful read and view</p>	<p>Many have their minds set on not reading advertisements at all. This claim cannot be seriously doubted.</p> <p>Besides, it's frivolous to defend advertising just because it provides cheerful reading matter. Advertisements are often unsightly. Billboards spoil the countryside.</p>
<p>Newspapers, magazines, commercial radio and television companies could not subsist without this source of revenue. Therefore, advertising makes a positive contribution to our pockets as our daily paper or TV channels are made affordable because of the money spent by advertisers.</p>	<p>essential revenues for newspapers and commercial broadcasting</p>	<p>We have no choice: they are imposed on a captive television audience.</p>
<p>'Small ads' perform a tremendously useful service to the community. Just about anything can be accomplished through these columns: find a job, buy or sell a house, announce a birth,</p>	<p>useful service to</p>	

marriage or death. But by far the most fascinating section is the personal or 'agony' column. No other item in a newspaper provides such entertaining reading or offers such a deep insight into human nature.

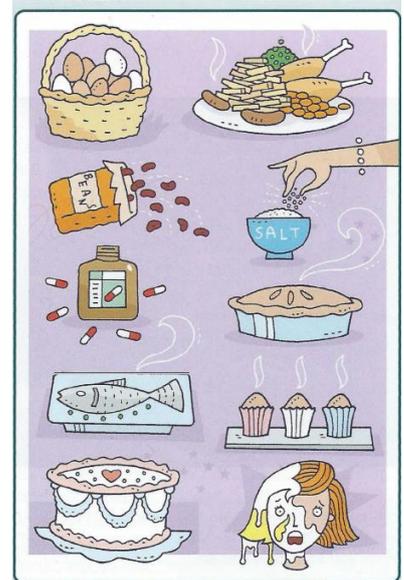
the community

There are other publications that specialize in 'small ads', with better quality service.

IDIOM HOARD

There are many common English idioms to do with food. Use the pictures to complete idioms a-j. Then use some of these idioms in sentences describing the situations in a-h.

- a the on the
 b have a on you r
 c put all you r in one
 d have bigger to fry
 e sweeten the
 f take something with a of
 g spill the
 h sell like
 i get on your
 j eat humble



- a This government is raising taxes but is also bringing in additional benefits for employees.
 b Although I'm freelance, I'm only working for one company - if they closed down, I'd be left high and dry.
 c Not realising that Professor Samuels was in front of him in the canteen queue, Harry started imitating his Australian accent - when the professor turned round, Harry felt really embarrassed.
 d Valentina had decided to stay on here as a student, but now she's been offered a scholarship at Harvard, so she's off to the US.
 e Journalists have been criticising the rugby team all season but after this amazing victory, they will have to admit they were wrong.
 f I finally managed to persuade Simon to tell me his big secret - he's getting married!
 g Sharon is studying for an MBA and running a big department - and she has building work going on at home too.
 h The earrings Maria has designed are doing really well on the market stall.

Advertising Techniques

bandwagon appeal

We are persuaded into thinking that we will be better off if we adjust our lifestyle to the patterns others have made their own. It comes down to the old-time maxim of being socially accepted. Within this there are various categories, depending on the cross-section of the society that sets the example.

avant garde. The suggestion that using this product puts the user ahead of the times.

plain folks. The suggestion that the product is a practical product of good value for ordinary people, average citizens. It suggests everybody is using the product and that you should too climb aboard the bandwagon. The average citizen tries the product in the ad, or explains why she switched, or the benefits he now enjoys. They reflect a mirror image of the target audience, and that's what makes them believable. You can have a little fun with this technique by selecting unusual characters to make the sales pitch.

snob appeal. The suggestion that the use of the product makes the customer part of an



elite group with a luxurious and glamorous lifestyle. We are compelled to take advantage of the advantage of the product, in that it sets us apart. In the case of brands such as Rolls Royce, Rolex or a pair of Nike sport shoes, the advantage is self-expressive. They give the wearer the personality of the brand.

“Everyone agrees, our product is the best!”

“Watch **Blah**, the hottest new show of the season”

Felson’s Furs – the feeling of luxury, for those who can afford the very best.

Here is an example of the Bandwagon Appeal:

“Over 99 Billion Served”



facts and figures

Statistics and objective factual information is used to prove the superiority of the product.

tangible benefits

It is about promising a specific benefit to the reader or viewer. A benefit is something of value to the target audience. Avoid clichés, the obvious and avoid showing worn out images. The persuasive energy in a benefit ad comes from two characteristics. First is the importance of the benefit to the reader. Second is the specificity of the benefit.

As to the relevance of the benefit, you make the target audience an offer they can't refuse. Make your offer too valuable to turn down. Something that gets people to sample the product or switch services.

Regarding specificity, consider the headline, “The last Battery your car will ever need.” That’s a clearly stated promise of a well defined benefit. It is vital then to create a concept that clearly states, with visuals and words, a competitive and practical advantage of your product or service. One that is still rooted in real product qualities and that competitors cannot match. An advantage can be: it costs less, does more, works faster than competitive offerings.

If you want to focus on a practical advantage, say it in the headline. Create visuals that bring it to life, that show it. Use testimonials or other evidence to prove it. And guarantee it if you can. You can be clever or direct. But communicate the advantage clearly.

glittering generalities

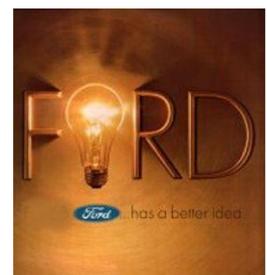
This is the opposite to the one above. Ambiguous or abstract words such as “professional” or “beautiful” or “unique” and their relatives are not specific enough to mean much but are smartly used to suggest a positive meaning without actually really making any guarantee. They **elicit strong emotional responses** through the use of words and phrases which present no concrete argument or analysis, and protect the source from having to commit to anything certain.



“Things go better with Coke,” while sounding warm and fuzzy, is not a substantial claim, and it leads to the questions “What things go better?” and

“How does drinking Coca-Cola make things go better, anyway?”

The same holds true for Ford’s “Ford has a better idea”, where no concrete argument or analysis is presented.





ad for Sony's Playstation 3, we're subjected to a short demonstration of the "smarter" cell processor (See? It can solve floating Rubik's Cubes!), but we still don't know exactly what's so special about it.

making it human

It consists in giving human characteristics to your product, or to something that represents your service. This technique, called personification, can help you create ads that are more interesting, and relevant to viewers because they are more human. You can literally turn the product into a person. Or give it human abilities, such as speech, thought or emotion. Or go the other way, and blend something about the product into a real person.

prove it

Demonstrate the product or service. Simply showing the product in action, what it can do, might be sufficient to communicate a strong benefit, a compelling reason to buy. It might help if we change the setting, the normal way the product is used, or if we explore something unexpected or funny to make the demonstration more interesting.

hidden fears

The description of a danger or problem the user can be protected from or that troubles or concerns the target audience. Everyone has problems and some products can solve them. If a commercial opens with the a headline that reads, "Do you have enough money for retirement?", the aim is to grab attention, to engage people who are concerned about the problem. Later in the ad, commercial, or mailer they will explain how the product solves the problem, but the focus of the ad, the concept, should be about the problem.

For this concept to work well the target audience may not need to have pressing concerns. It can also be used in reverse, using an insignificant problem to highlight a benefit.



side-by- side comparison

Making a side-by-side comparison is a particularly effective technique to visualize a benefit, to bring it to life. Whether you are comparing your product to the competition's or to itself, having concepts like these:

Your strengths / Competitor's weaknesses.
 Low price / High quality
 Problem / Solution
 Old way / New way

set alongside each other grabs viewers' attention immediately.

When it is the same product that is being compared to itself, the persuasive power of this technique lies in its focusing on what has been improved about the product or the problem that has been addressed.

magic ingredients

The suggestion that some almost miraculous discovery makes the product exceptionally effective.

patriotism

The suggestion that purchasing this product shows your love of your country.

human-interest story

Tell a human-interest story. People are interested in people. We all have a natural curiosity about their fellow inhabitants on this planet. This advertising technique can cover a wide range of people. From celebrities to the "typical consumer". If your product or service is not exactly brimming with excitement the human-interest approach can be an excellent way to increase the number of people who read or watch your ads.

One way to do that is to create an idea that places your product or service at the center of a human drama, personal confession, or a funny situation. And if you have a strong benefit or competitive advantage, consider presenting it in a human-interest scenario. Like a novelist or screenwriter, you can create fictional human-interest stories.

testimonial

This technique features people who use the product or service. The approach is to find, or create someone, to make remarks such as: “*Expressions* made it possible for me to return to my modeling career in just weeks!”, or “When I look into the mirror, I see a more vibrant and confident person”. Testimonial ads have a double advantage. They can be an effective way to engage and interest your audience and at the same time, a great way to build your brand if you use people who embody the brand’s personality.

You can get testimonials from the famous, or just interesting. Here are some categories:

Celebrities. A famous personality is used to endorse the product. The advantage is instant recognition and interest. Just make sure you select a celebrity who has an image that is compatible with your brand personality. Celebrities have been behind long-running, award-winning successful campaigns

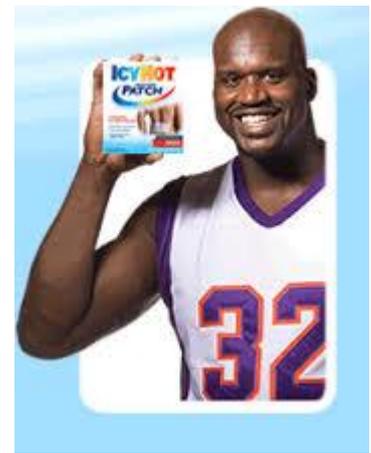
Out of the ordinary. Select real users who also happen to be interesting. Perhaps they’ve accomplished something that sets them apart, like winning the bronze medal in the 20 km walking race at the 2000 Olympics.

Experts. The doctor, the scientist, the computer whiz. These are people we look up to. People who have credibility because of their expertise.

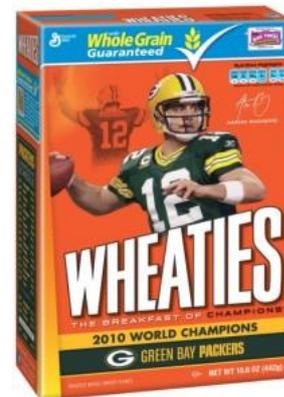
ACT



See the claim **Dentist Recommended Brand**



Wheaties



Wheaties cereal often includes sports figures on the covers of their boxes



William Devane Rosland Capital Devane Gold

wit and humor

Customers are attracted to products that amuse the audience by giving viewers a reason to laugh or to be entertained by clever use of visuals or language. Other ads resort to choosing a real user of the product that is amusing in themselves. Perhaps they have an unexpected personality, or an interesting job. Or an unusual appearance. Dead celebrities, boring people, dumb people. People with terribly negative attitudes. Animals. A family of cartoon characters. People who have done something interesting but irrelevant.

Sometimes the source of amusement stems from exaggerating, a little or a lot. Take the basic idea you want to communicate, your concept, then exaggerate it. Get extreme. Push it beyond reality. To work with this technique, it can help to simplify your message, the main thing you want to say, into one sentence or one visual. Then let your imagination push it from there, all the way to outrageous exaggeration.

Compounds I

Compounds are made from existing words by bringing them together:

wait		room		waiting room
fault		find		fault-finding
land	+	slide	→	landslide
two		wheel		two-wheeled

Two things to note about the 'appearance' of the resulting compounds:

1 As regards hyphenation, there are three options as to how to write a compound:

- as separate words.
- as a single word, hyphenated.
- as a single word, with no hyphen.

No fixed rules can be provided, as the option chosen for a specific compound may vary even according to users.

2 Sometimes one of the words is slightly transformed before it joins the compound. That transformation may involve putting it into the singular or attaching an ending, such as *-ing* or *-ed* to it. The word transformed is usually, but not always, placed in second position within the compound:

blue + uniform + ed	man	→	blue-uniformed man
car + manufacture + ing	company	→	car manufacturing company
two + laps	race	→	two-lap race

Some transformations may look quite unusual. For example, in **blue-uniformed** the ending *-ed*, normally attached to verbs, has been used with a noun: **uniform**. **two-lap** can be equally striking because the *-s* denoting plural has been omitted in **laps**. In this latter case, the reason is that the compound has become an adjective and as such cannot be put into the plural.

Compounds may compress into one word ideas that otherwise would require many more words to be expressed. For example:

*It is high time authorities stopped turning a deaf ear to all those **long-suffering** battered wives.*

It is high time authorities stopped turning a deaf ear to all those battered wives who have been suffering for too long.

*The bill already drafted is intended to improve **information-sharing** services between government agencies.*

The bill already drafted is intended to improve those services which require that government agencies share information.

Let us consider a whole paragraph:

*He was the journalist who exposed the scandal **involving money that was being laundered** behind a company **that specialized in cloning pets** and a number of factories **that packed meat**. All of them investments **that yielded high profits**. The case propelled the government to toughen the rules that govern banking procedures*

*He was the journalist who exposed the **money-laundering** scandal behind a **pet-cloning** company and a number of **meat-packing** factories. All of them **high-yielding** investments. The case propelled the government to toughen the rules that govern banking procedures.*

PATTERNS

In their formation, many compounds follow rules that give rise to recurring patterns. We will now study in detail some of the patterns that produce nouns and adjectives.

NOUN COMPOUNDS

1
verb-*ing* + noun

cleaning woman
investigating committee

hiking boots
flying machine

firing squad
drawing board

The expanded versions can be of two major types:

A The noun may function as the subject of the verb represented by the *-ing* form:

She made very contemptuous remarks about the woman that cleans. → **cleaning woman**
A committee to carry out the investigation is urgently needed. → **investigating committee**

B The verb may denote the use the noun is put to:

He was unable to find proper boots for hiking. → **hiking boots**
He has asked for a board to draw on. → **drawing board**

2

noun + verb *-ing*

fault-finding
storytelling
town-planning
apartment-living

name-calling
daydreaming
dressmaking
buck-passing

air-conditioning
churchgoing
film-making

Gramatically speaking, this is the inverted form of the one above. The expanded versions can be again of two major types.

A The noun may function as the object of the verb expressed by the *-ing* form:

Some soft-spoken people earn a living out of telling stories to audiences. → **storytelling**
She was inclined to continuously finding faults in everybody else. → **fault-finding**

B The noun may also be found in a prepositional phrase:

Some surveys of how many people go to church have proven to be quite revealing. → **churchgoing**
They attributed it to her readiness to dream of pleasant thing by day. → **daydreaming**

3

noun + verb + *-er*

computer designer
window-cleaner
gamekeeper

shareholder
songwriter
crime reporter

city-dweller
cigar smoker
winemaker

Expanded versions

A The noun may function as the object of the verb. As for the verb-*er*, it splits up into a subject and its verb:

Only those that hold shares were allowed at the meeting. → **shareholders**
People who specialise in designing computers may have a promising future. → **computer designers**

B The noun may also be found in a prepositional phrase. The verb-*er* splits up again into a subject and its:

Those that dwell in a city are aware of the daily ordeal they go through. → **city-dwellers**