

6.3 LANGUAGE PRACTICE

6.3.1 Contrast

Look at the following ways of expressing contrast:

a) Turnover increased. *However*, profitability fell.

Although turnover increased, profitability fell.

Profitability fell (*even though*) turnover increased.

b) It would be difficult to ventilate site B, *while/whereas* the exterior position of site A would improve ventilation.

a) *However* is used for general contrasts where the ideas are not equivalent. *Although* is used when there is a contrast that surprises us. *Even though* is like *although* but more emphatic.

b) *While/whereas* are used where there is a contrast between equivalent ideas.

Use **although**, **even though**, **whereas**, **while** or **however** to contrast the following:

1 There are only six recruiters.	They do most of the work.
2 Site B would be easy to build on.	Site A would require new foundations.
3 Salaries have been fixed for two years.	They will be revised if business improves.
4 The recruitment agency concentrated on the UK.	Its competitors turned to foreign markets.
5 There are ten managers.	Only the Managing Director has decision-making power.
6 Working conditions are above average.	There is no rest room.
7 The Recruitment Managers received a basic salary of £7,250.	They benefitted from high rates of commission.
8 Prospective clients were offered discounted rates for the first year of business.	Many of these new clients continued to pay less after the first contract year.
9 There are ten managers.	There are only seven non-management staff.
10 Site A will be easy to ventilate.	Site B will be exposed to fumes from the shop floor.

6.3.3 Addition

We can express the idea of addition as follows:

The recruitment interviews are carried out by six junior recruiters. *In addition*, there is a full-time secretary.

Besides the six junior recruiters, there is (also) a full-time secretary.

There are *not only* six Recruitment Managers, *but also* four other managers.

Like the other directors, the Managing Director receives a high salary. *Moreover* he is paid a management fee of £10,000.

Complete the following passage by inserting appropriate expressions:

To summarise, the company faces several problems. The last two years have shown that it is slow to adapt to changing conditions unwilling to look for new markets., the management structure of the company is unsuitable for this kind of business. the excessive number of managers, there is the problem of poorly defined responsibilities., the ratio between salary and commission is out of proportion.