

Viewing

- ▶ 4 Watch Versions 1 and 2 of the video from 20.40 to 23.18 with no sound. As you watch, make notes on Dr Linden's body language. Use this checklist to help you. Compare your notes with the key on page 63.

Checklist

Version 1

Version 2

General appearance

Stance and posture

Hands – position

Hands – gestures

Eye contact

Facial expression

Movement

- ▶ 5 Watch Version 2 of the video from 22.14 to 23.18 again, this time listening to the sound. As you watch, underline the expressions in these extracts which are strongly emphasized. The first one has been done for you. Check your answers in the key on page 64.
- a These cost cuts are going to cause considerable pain.
 - b We need to draw up a plan of action. I have put some ideas on the board.
 - c These are some of the measures we could consider. There are broadly three approaches.
 - d First, we could accept the cuts and reduce staff drastically. Secondly, we could fight and hope to achieve some reduction in the level of the cuts. Or thirdly, and this is what I support, we could put forward an alternative proposal. Now, this would mean...

Post-viewing

- 6 Choose one of the topics (a-c below) and prepare a brief presentation. Try to be persuasive. (If possible, record your performance on video and use the recording for feedback. Play it back with no sound.)
- a Women make better managers of people than men.
 - b The world is changing so fast that long-term planning is no longer feasible.
 - c Body language is at least as important as spoken language.

Language knowledge



DR LINDEN

'Or thirdly, and this is what I support, we could put forward an alternative proposal.'



- 1 You are going to hear eight short extracts from different presentations. As you listen, decide whether the language in each extract is being used to emphasize or minimize the message, and complete the table. The first one has been done for you. Check your answers in the key on page 64.

Emphasize	Minimize
<input type="checkbox"/>	<input checked="" type="checkbox"/> a
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>



Language focus Emphasizing and minimizing

Emphasizing

Strong adverbs intensify adjectives:

*We've had an **extremely** good year.*

Adverbs can be total, very strong, or moderate.

TOTAL

absolutely (fantastic)

completely (awful)

entirely (depressing)

VERY STRONG

extremely (good)

very (bad)

MODERATE

fairly (safe)

reasonably (expensive)

quite (cheap)

Minimizing

Look at the way the following expressions of degree and uncertainty modify, or minimize, the message:

*It **seems** we will have to delay the delivery.*

*The Chief Executive Officer **appears** to have left the country.*

*It's **just** a little bit further.*

*We're going to **reduce** our staff a bit.*

***Perhaps** we should consider resigning.*

*There **might** be another way.*

*I **tend** to think we should stop now.*

*To **some extent**, the company has failed to realize its potential.*

Intonation is also very important in giving more or less emphasis to what we say.

2 Add an adverb to these sentences to emphasize the message. Compare your answers with the key on page 64.

- | | |
|---|----------------|
| a This has been a good year. ** | Key |
| b We have had a difficult time. * | moderate * |
| c We have seen a disastrous decline in our profits. *** | very strong ** |
| d It was easy to achieve our objectives. * | total *** |
| e The announcement was unexpected. *** | |
| f I've got some bad news. ** | |

3 Complete these sentences with words that will minimize the message. Compare your answers with the key on page 64.

- a We _____ see things differently. _____
your experience is _____ limited.
- b _____, you're right. But _____ we
_____ consider the long-term view.
- c There's _____ time. _____ we
_____ discuss this question now.

Presentation practice

The trouble with business today is that people don't have time. Companies have reduced their workforce so that fewer people have to do the same amount of work. This means that managers don't see what is happening around them. They need their time to work through their regular tasks and have no time to take on new initiatives. Time for reflection is important. Decisions taken now not only affect today's business, they can also have influence on business in the long term. Strategy is the concern of senior management when it needs to be the concern of everybody in the company.

8

Intensifying and softening adverbs

Adverbs are often used before adjectives and verbs either to strengthen their meaning (intensifying adverbs) or to weaken it (softening adverbs).

Her comments were **deeply** offensive. (intensifier – very/extremely)

Her comments were **slightly** offensive. (softener – a little bit)

A Intensifying adverbs

Notice how intensifying adverbs are used to mean 'extremely' or 'completely' in the sentences below. The expressions marked with * are very informal.

Jane really enjoys doing housework. You should see her flat – it's always **spotlessly** clean.

It was **downright** rude of Antonio to tell Paula that she looked older than her own mother. I hope he feels **thoroughly** ashamed.

It's **blatantly** obvious that Olga is only interested in Richard because he's **stinking** rich*.

I wonder what she'll do when she finds out he's **wildly** exaggerated how rich he really is!

I don't know what I was worrying about! The exam turned out to be **dead easy***!

This celebrity website is good fun but most of the information is **wildly** inaccurate.

B Softening adverbs

Note the softening adverbs used in these sentences from newspapers.

The spokesperson said the new insurance scheme was only **slightly** different from the old one. [weak collocation; *slightly* can be used with a wide range of adjectives]

The Chief Executive said he was **mildly** surprised by the public interest in the firm's plans. [*mildly* also collocates with *amusing/ed*, *irritating/ed*, *offensive*]

Alfredo Scaluzzi's new film is **loosely** based on a nineteenth century novel. [*loosely* also collocates with *centred*, *structured*, *related*, *connected*]

Ms Giroa said she regarded reports that she was about to seek a divorce as **faintly** ridiculous. [fairly formal; *faintly* also collocates with *amused*, *surprised*, *patronising*, *absurd*]

C Alternatives to very

There are a variety of words that you can use as alternatives to *very* which collocate with most adjectives, for example: *really*, *extremely*, *terribly*, *incredibly* and *awfully*. Other adverbs collocate with certain adjectives and verbs but not with others.

alternatives to very	✓	NOT
highly	unlikely, educated, recommended	appreciate, influence, interesting
strongly	influence	appreciate
greatly	appreciate, influence	
utterly	absurd, ridiculous	sorry, busy, glad, lonely
completely/totally/entirely	different, dependent, separate	
thoroughly	enjoy	



Absolutely only collocates with adjectives which have strong meanings, e.g. **absolutely** (NOT very) **delighted**, **very** (NOT *absolutely*) **happy**.

Exercises

8.1 Match a word from each box to form collocations.

blatantly downright spotlessly
stinking thoroughly wildly

ashamed clean inaccurate
obvious rich rude

8.2 Complete each sentence using a collocation from 8.1.

- 1 He's just bought a 200,000 dollar yacht – he must be
- 2 I'm amazed you didn't realise she was lying! It was to me!
- 3 It was of him not to say hello to the secretary.
- 4 I've been hoovering and dusting all day, so now my flat is
- 5 Most of the facts were wrong in that news report. It was
- 6 You should be of yourself. Your behaviour was appalling!

8.3 Rewrite the underlined part of each sentence using a collocation from the opposite page.

- 1 The American writer Mark Twain is famous for commenting that reports of his death had been over-exaggerated.
- 2 This restaurant is recommended by many different people.
- 3 The exam was extremely easy; everyone got high marks. (make this informal)
- 4 The musical *West Side Story* is kind of based on the plot of Shakespeare's play *Romeo and Juliet*. (make this less informal)
- 5 The idea of the boss singing *Happy Birthday* to me struck me as a little bit ridiculous.
- 6 The success of the Wimbledon tennis tournament is 100% dependent on the weather. (give two answers)
- 7 I really enjoyed the days I spent at your lovely house in the country.
- 8 I was just a little surprised by her decision to quit her job so soon.
- 9 I was really delighted when they told me I'd got the job.
- 10 The new model of this camera is a little bit different from the old one.

8.4 Add intensifying adverbs from the opposite page to these sentences to make the words in bold stronger.

- 1 I **appreciate** the fact that you have given me so much of your time.
- 2 Sometimes Tony says **ridiculous** things.
- 3 The crossword in today's newspaper is **difficult**. I can't even start it!
- 4 It's **sweet** of you to offer to help.
- 5 I found his remarks **offensive**; he should apologise.
- 6 She leads a **lonely** life in a tiny house on a remote island.
- 7 We should try to keep the two groups **separate** from each other.
- 8 She is an **educated** person.
- 9 I've been **busy** all week.
- 10 That meal was **expensive**! I'm not eating there again.

8.5 Are the adverb collocations correct or not? If they are incorrect, correct them using collocations from C opposite.

- 1 I thoroughly enjoyed the film.
- 2 Your help would be strongly appreciated.
- 3 The song is highly influenced by Brazilian folk rhythms.
- 4 I find the situation utterly absurd.

TIP

Look out for more collocations with these words as you listen and read, and record them in collocation bubbles indicating what they do, and do not collocate with.