

Step up your game

- 1 Match the words for product descriptions in A with the words in B to make meaningful collocations. Write the function (E/U/C/D/P) in the appropriate column. Get into pairs and compare your results.

(E) emotional use of language ■ (U) use of descriptive words ■ (C) customer being addressed directly ■ (D) description of results, not functions ■ (P) product being simplified

VocabBooster

function		A		B
<input type="text"/>		perfect 1		<input type="text"/> instant comfort
<input type="text"/>		to have 2		<input type="text"/> your comfort
<input type="text"/>		it's easier 3		<input type="text"/> new heights
<input type="text"/>		to individualise 4		<input type="text"/> is yours
<input type="text"/>		to be in a league 5		<input type="text"/> than ever
<input type="text"/>		the choice 6		<input type="text"/> and simple
<input type="text"/>		feel 7		<input type="text"/> your finest
<input type="text"/>		to reach 8		<input type="text"/> of one's own

- 2 Choose a synonym from the box to replace the adverb in bold in each sentence (1–9) without changing the meaning. Sometimes there is more than one possibility. The first one (0) has been done for you. Then get into pairs and compare your results.

exactly ■ extremely ■ definitely ■ actually ■ essentially ■ certainly ■ rather

- 0 Offering perks is **undoubtedly** a way to increase job satisfaction. *definitely, certainly*
- 1 **Basically**, involving employees in decision-making processes improves the company culture.
- 2 A high level of employee motivation is **absolutely** desired by employers.
- 3 Empowering employees is **precisely** what good leaders do.
- 4 **Fundamentally**, treating employees with disrespect is out of question.
- 5 Offering above average benefits and perks **really** helps to motivate employees.
- 6 Maintaining transparent and regular communication **for sure** makes employees feel valued.
- 7 For numerous employees it is **quite** motivating to be involved in decision-making processes.
- 8 Employers should only make a minimum number of rules and policies needed, **in fact**.
- 9 The rules and regulations must be **very** clearly communicated among the staff.



At the international trade fair in Dublin, students get the chance to talk about business-related topics in front of an international crowd. You applied for a spot and got nominated to talk about entrepreneurship. In your talk you should

- say what entrepreneurship means
- evaluate the pros and cons of being your own boss
- give examples of advice from successful business people.

(▶ Best Shots 4/5 – modular. HAK/HUM, Unit 3, Tracks 5, 6)

Speak for about five minutes.

(▶ Best Shots 4/5 – modular. HAK/HUM, Presentation phrases, p. 16)



The minimalists Joshua Fields Millburn and Ryan Nicodemus began to live a different life in 2010. For them, happiness does not equal more goods and more money, it is basically the other way round. Go online and check out some videos on *YouTube* about their beliefs and their lifestyle. Then write an entry for your blog in which you should

- describe who Joshua and Ryan are and what they do
- comment on consumer behaviour these days
- reflect on your personal attitude towards goods and possessions.

Give your blog entry a title. Write about 250 words.

(▶ Best Shots 4/5 – modular. HAK/HUM, Writing reference, p. 259)