

Language at work | Articles

- 1 If you are going to a conference, what type of information can you normally find on the conference website?
- 2 Work with a partner. Read four sections of a conference website and write an appropriate heading for sections 2–4.

HOME
TICKETS
NEWS
WHAT'S ON
PARTNERS
CONTACT US




1 About the conference

The [Gaming World Expo](#) attracts over 4,000 delegates from all over the world and is one of **the biggest** annual gaming events in **Europe**.

2 _____

The venue offers over 200 stands to show new products, make contacts and recruit new talent. Reserve **a stand** by 1st March to guarantee your place.

3 _____

Delegates are advised to travel **by public transport**, as parking is limited. An [airport shuttle bus](#) runs every day with stops at all [major hotels](#). **The bus** is free for all delegates.

4 _____

Delegates should go directly to the registration desk to collect a badge and for **information** on the day.

BOOK YOUR TICKETS [HERE](#)

- 3 Complete the examples in the *Language point*, using the words in bold in 2.

LANGUAGE POINT

We use *a/an*

- to talk about singular countable nouns in a general way (the person or thing could be one of many): *an airport bus, a badge, ¹ _____*

We use *the*

- to talk about specific nouns (it's clear to the listener which person or thing): *the registration desk, ² _____*
- to refer back to the same noun for a second time: ³ _____
- with superlatives: *the best, ⁴ _____*

We use **no article**

- with plural nouns and uncountable nouns in a general way: *hotels, ⁵ _____, coffee, ⁶ _____*
- with proper nouns (names, countries, continents, cities, languages, etc.): *New York, ⁷ _____*
- with transportation: *by taxi, ⁸ _____*

Tip | the + country

Some countries need *the* before their name because they are groups of:

- countries (e.g. *the United Kingdom*)
- states (e.g. *the United States*)
- islands (e.g. *the Philippines*)

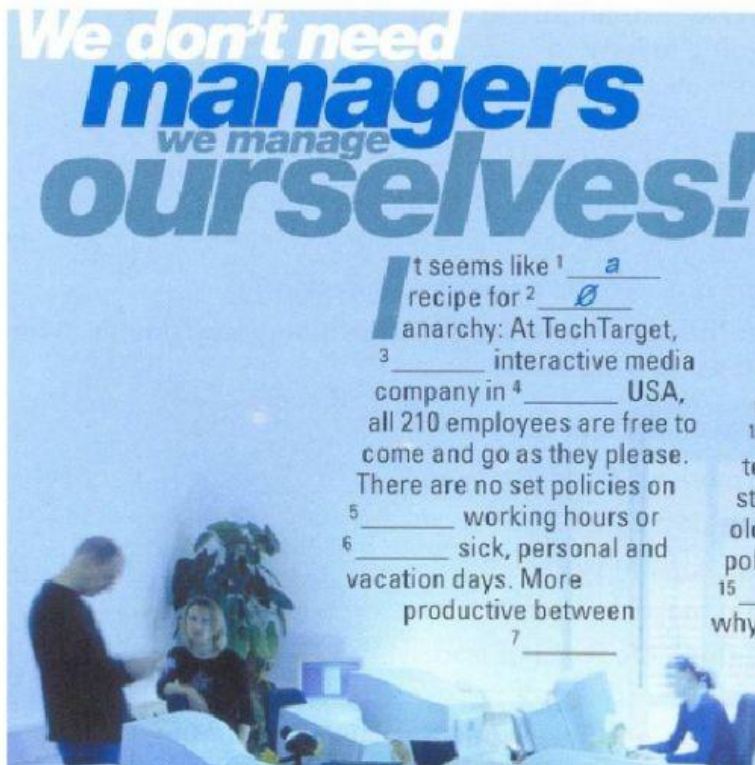
» For more information, go to **Grammar reference** on page 117.

- 4 Work with a partner. Think of two more nouns to add to each category in 3. Try to choose nouns that are important for your work.

Read the extract below and underline all the nouns. Which nouns are preceded by indefinite articles *a/an*, the definite article *the* or no article at all?

Does fear really motivate? In sport, says Scott Snook, a teacher in organisational behaviour at Harvard Business School, (one of the most famous business schools in the world) 'fear can become a barrier to taking risks, yet can provide the essential emotional kick needed to meet a challenge. Coaches need to strike the right balance in order to develop talent.'

Practice Complete the following article with either a definite or indefinite article or no article at all (Ø).



We don't need managers we manage ourselves!

It seems like ¹ a recipe for ² Ø anarchy: At TechTarget, ³ a interactive media company in ⁴ the USA, all 210 employees are free to come and go as they please. There are no set policies on ⁵ the working hours or ⁶ the sick, personal and vacation days. More productive between ⁷ Ø

midnight and 4 am? 'No problem,' says ⁸ a founder and CEO Greg Strakosch.

Strakosch, 40, may sound like ⁹ a leftover from ¹⁰ the feverish, try-anything days of ¹¹ the new economy. But ¹² the financial results tell ¹³ a different story. ¹⁴ A four-year-old company's 'open-leave' policy, Strakosch says, is ¹⁵ the biggest reason why turnover is expected to hit \$35 million this year, up nearly 30 per cent

from last year. 'It's ¹⁶ a competitive weapon,' he says. That doesn't surprise Shoshana Zuboff, ¹⁷ a professor of ¹⁸ the business administration at ¹⁹ the Harvard. In ²⁰ the age of intellectual assets, she says, it's absurd to treat workers with ²¹ a industrial-age mindset. 'We should be beyond demanding just ²² a loyalty from workers and we should trust them to be honest about managing their time,' Zuboff says.

5 Study these delegates' questions at the conference. Correct the mistakes with articles. Two questions contain no mistakes.

- 1 Which day is Doctor Doyle giving ^a talk?
- 2 Can you tell me the way to main auditorium?
- 3 There's a presentation about next-generation mobile games today. What time does presentation start?
- 4 Are there any sightseeing tours for delegates?
- 5 Is quickest way to the airport by bus or by taxi?
- 6 Do you have excursion with a guided tour of the old city?
- 7 Can I have an accommodation as close to exhibition hall as possible?
- 8 Is the conference in Asia next year?
- 9 Is it possible to get taxi to the city centre, please?

Student A

- 1 You are going to a trade fair. Read some sentences about it and write in *the*, *a* or no article (-).
 - The annual Garden Trade Fair in ¹___ Cologne attracts over 40,000 visitors who come from all over ²___ world.
 - ³___ exhibition centre is 200,000 square metres with ⁴___ outdoor and indoor displays.
 - All exhibitors must reserve ⁵___ stand by May 5th to guarantee ⁶___ place.
 - For overseas visitors, there is ⁷___ regular shuttle bus leaving from ⁸___ airport every 15 minutes.
- 2 You are going to ask your partner for more information about the trade fair. Prepare these questions with the correct article (or no article) and ask your partner for the information.

How many / exhibitors attend / trade fair?
Which parts of / world do exhibitors come from?
What opportunities does / exhibition offer?
Why should you go sightseeing in / Cologne?
- 3 Your partner is also going to the trade fair. Answer his/her questions using the information in 1.

Student B

- 1 You are going to a trade fair. Read some sentences about it and write in *the*, *a* or no article (-).
 - Every year, 2,000 exhibitors attend ¹___ annual Garden Trade Fair in ²___ Cologne.
 - There are exhibitors from over ³___ 50 countries in Europe, North and South America, and ⁴___ Asia.
 - ⁵___ exhibition offers opportunities to show ⁶___ latest trends in plants and garden products.
 - Cologne is ⁷___ ancient and beautiful city, so you should go ⁸___ sightseeing while you are here.
- 2 Your partner is also going to the trade fair. Answer his/her questions using the information in 1.
- 3 You are going to ask your partner for more information about the trade fair. Prepare these questions with the correct article (or no article) and ask your partner for the information.

How many / visitors attend / trade fair?
How large is / exhibition?
By what date do you need to book / stand?
How do I get from / airport to / trade fair?