

Vocabulary

Trends

1 Match the sentence halves.

- 1 There's been a real hike _____
 - 2 There has been a decline in _____
 - 3 There's been an epidemic _____
 - 4 Online retailers have slashed _____
 - 5 The cost of raising a child has soared _____
 - 6 The standard of care at the hospital has slipped _____
- a the price of clothes this summer.
 - b in the price of oil recently.
 - c considerably in recent years.
 - d to around £233,000 per year.
 - e of the influenza virus over the winter period.
 - f sales of DVD players.

2 Replace each phrase in bold with a word in the box.

decline dip epidemic explosion
hike plunged slipped surge

- 1 Flooding is to blame for the **sudden or quick increase** _____ of mosquitoes.
- 2 The price of oil has **decreased by a large amount** _____ over the last three months.
- 3 The drought has caused a **sudden rise** _____ in demand for bottled water.
- 4 The current **sudden increase in the number of occasions** _____ of knife crime is worrying.
- 5 There's been a **fall for a short time** _____ in the number of visitors to the area.
- 6 The steady **decrease** _____ in demand for PCs is not surprising.
- 7 The popularity of e-books has **become lower** _____ in recent years.
- 8 The **large increase** _____ in the price of bread is not popular.

Language focus

Making new words

3 Choose the correct alternatives.

- 1 I can take you. I don't mind *hoovering/ taxiing* you around.
- 2 If you need some ideas, *crowdsource/ friend* it.
- 3 I'll see you soon. My *ETA/ FOMO* is 3.45 p.m.
- 4 We've invested money in a small tech *startup/ workshop*.
- 5 My stomach's *ballooned/ on the up* after all that food.
- 6 I'm *busyish/ impactful* at the moment, but have some free time.

4 Complete the blog post with the words in the box.

balloon elbow eyeing friend google hoovering party trendsetter

The verbification of the English language

If there's one thing that English language purists can't stand it's verbification. If you're a ¹ _____, you might think turning a noun into a verb is keeping the language up-to-date, but for the more traditional linguists, it appears not to be. Verbification isn't new, however. We've been doing the ² _____ for a long time, a verb which came from the name of an early manufacturer of vacuum cleaners. Similarly, these days you can also ³ _____ information online, a verb which comes from the inventors of the most successful search engine. There are verbs derived from nouns all over the place: you can also ⁴ _____ someone on social media, ⁵ _____ when you want to celebrate, or ⁶ _____ when you've eaten too much cake! In English, verbs can even be formed from body parts – you might spend time ⁷ _____ a bike you'd like to buy, or ⁸ _____ someone to get their attention.

5 Complete the sentences with words/phrases in the box. Use a dictionary to check your answers.

chair cosplay FYI ginormous hangry pocket dial regift tsunami

- 1 The _____ waves reached a height of three metres. _____
- 2 A friend gave me this really old-fashioned scarf. I might _____ it to my grandma. _____
- 3 Let's meet at the stadium at 8 p.m. _____, Dan's coming, too.
- 4 Why do you get so _____ when you've not eaten?! _____
- 5 My cousins are into _____. They love dressing up as their favourite characters. _____
- 6 Lucia's going to _____ today's meeting. She'll keep the presentations on schedule. _____
- 7 Did you _____ me last night? You called me, but when I answered, you weren't there. _____
- 8 Your house is _____. It's too big for one person. _____

6 Match each word in Exercise 5 with the definition of how it was formed, a–f.

- a derivation b conversion c abbreviation d loan word
e compounding f portmanteau