

3 Harmony

VOCABULARY IN CONTEXT

9 Read the extracts from the podcast. Choose the correct meaning of the words in bold.

1 ... which has had extraordinary **repercussions**.

- a consequences
- b challenges
- c reasons

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2 ... the major **setback** two thirds of the way through.

- a risk
- b difficulty
- c disaster

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3 ... lots of **spin-off** Facebook movements.

- a identical (and unoriginal)
- b new (but inspired by the previous)
- c instant (but superficial)

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4 ... without **preaching** or any political bias.

- a being unclear
- b being aggressive
- c telling people what to think

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5 We should all ... **take a leaf out of Ronny Edry's book**.

- a follow Edry's example
- b read what Edry wrote
- c memorize what Edry says

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GRAMMAR Cleft sentences

1 Tick [✓] the statements from the advert that are cleft sentences.

Is PR for you?

- 1 If you are an excellent communicator and thrive in a competitive environment, Public Relations (PR) is for you. ☐
- 2 We'll show you how to connect customers with organizations and services through information and events. ☐
- 3 The thing about PR is knowing the sources and the market forces well. ☐
- 4 You'll learn about these with expert lecturers and relevant work placements. ☐

- 5 It's great communication skills that can make or break a career in PR. ☐
- 6 If you need help using the range of multimedia and communication channels available today, we'll work with you to improve your repertoire. ☐
- 7 It's creating the right message that is the real skill of PR. ☐
- 8 What PR people of the future need is familiarity with many different applications from press releases to Twitter. ☐

2 . 1 18 Rewrite 1–8 as cleft sentences. Then listen and check your answers.

- 1 I've had enough of working on my own.
It's working _____.
- 2 I haven't had any colleagues for twenty years.
It's been twenty years _____.
- 3 I thought you liked the freedom and independence.
I thought it _____.
- 4 I don't want to give up my freedom.
What _____.

- 5 I've been thinking that I'd really like to go into partnership with someone else.
What _____.
- 6 I need someone with good social media skills.
The person _____.
- 7 I miss having someone to share ideas with.
The thing _____.
- 8 You solve problems by talking about them with someone.
The way _____.

- 3** **19** Put the words in *italics* in the correct order to complete cleft sentences. Then listen and check your answers.

M: I wonder if you can guess ¹ *have / I / in / is / it / mind / that / who*.

J: Are you talking about me?

M: Exactly. I think the reason it ² *benefit / both / from / is / that / we / work / would / would / well* a wider skills base.

J: Yes, good point! The thing ³ *is / lacking / media / skills / social / you're* and I need your fashion and lifestyle connections for my new project.

M: Actually, ⁴ *gave / idea / it's / me / project / that / the / your*.

J: Let's talk about it over lunch.

- 6** Rewrite the statements as cleft sentences.

- 1 Attending the PR course changed his career prospects completely.
What _____ his career prospects completely. (emphasis on verb)
- 2 The co-founders started to disagree about everything and eventually the business collapsed.
What _____ and eventually the business collapsed. (emphasis on whole sentence)
- 3 The marketing manager is only interested in the press releases.
The only _____ the press releases. (emphasis on a limitation)

VOCABULARY Conformity and non-conformity

- 4** Match the verbs (1–6) with the nouns (a–f) to make expressions about conformity and non-conformity.

- | | |
|-------------------|------------|
| 1 to rock | a the tide |
| 2 to go with | b the line |
| 3 to stick your | c the flow |
| 4 to swim against | d it safe |
| 5 to toe | e the boat |
| 6 to play | f neck out |

GRAMMAR EXTRA! Cleft sentences for emphasis

- 5** Match the words or phrases in **bold** in sentences 1–4 with the emphasis they give (a–d).

- | | |
|--|--------------------------|
| 1 What we did was join forces. | ☐ |
| 2 What happened was I got fed up of working alone. | ☐ |
| 3 All / The only thing the course focused on was teamwork. | ☐ |
| 4 It wasn't until I went freelance that I realized how stressed I'd been. | ☐ |
| a Emphasis on time expression | |
| b Emphasis on a limitation | |
| c Emphasis on verb | |
| d Emphasis on whole sentence | |

- 4 I'll make sure the trade fair dates are carefully co-ordinated with the launch.
What _____ carefully coordinated with the launch. (emphasis on verb)
- 5 The reporter focused on the problems with the company.
All _____ problems with the company. (emphasis on a limitation)
- 6 I changed companies and realized how competitive my previous colleagues had been.
It wasn't _____ my previous colleagues had been. (emphasis on time expression)

6 Complete the sentences with the correct form of the expressions from Exercises 4 and 5.

- 1 It's a company that always *swims against the tide*; they are the ones always starting new trends, taking risks rather than _____.
- 2 The new administrator _____ to the new work environment straight away. It was as if he'd worked there for years.
- 3 He'd always been a bit of a rebel and never really wanted to be like everyone else or _____ at school. It wasn't until he went to university that he settled down and started _____.
- 4 She really _____ in the meeting and spoke so authoritatively that no-one knew what to say.
- 5 He's a great boss and really believes in his team. If it comes to it, he is prepared to _____ for people.

8 **122** Complete the sentences with the words (1–6) from Exercise 7. Then listen and check your answers.

- 1 a The _____ was blowing so hard they had difficulty walking.
b Can you _____ the cables up to keep them out of the way?
- 2 a The _____ of the presentation was perfect for the sales meeting.
b The customer wasn't _____ with the outcome; she wanted a full refund.
- 3 a Have you got a _____? I'd like to have a word about that complaint.
b There was a _____ flaw in the paintwork on the new car, so they gave us a discount.
- 4 a Please _____ the window. It's starting to rain.
b They're still very _____ friends despite living in different countries.
- 5 a The groom looked dashing in dinner jacket and _____ tie.
b When meeting royalty you should _____ or curtsy.
- 6 a They gave her a lovely leaving _____ on her last day.
b He said that he wanted to _____ the team with a certificate for their achievement.

WORDBUILDING Heteronyms

7 Heteronyms are words that look the same but have a different meaning and pronunciation. Match the heteronyms (1–6) with their meanings (a–f).

- | | |
|---|--|
| 1 | present and present |
| 2 | bow and bow |
| 3 | close and close |
| 4 | content and content |
| 5 | minute and minute |
| 6 | wind and wind |
| a | a strong breeze and to coil something |
| b | a kind of tie and to bend from the waist |
| c | one of sixty in an hour and very small |
| d | being happy and the topic of something |
| e | a gift and to give an award |
| f | near and the opposite of to open |

WORD FOCUS play

9 Match the expressions in bold with the correct definitions.

- | | |
|--|--|
| 1 Be careful! You're playing with fire by making him that angry. | ☐ |
| 2 I'm not sure exactly what's expected, we'll just have to play it by ear . | ☐ |
| 3 I wish he'd stop playing games and tell me what the problem is. | ☐ |
| 4 If you play your cards right I think you might be in with a chance of promotion. | ☐ |
| 5 He said he had to make a few phone calls. I think he's just playing for time before he makes a decision. | ☐ |
| 6 I know he's being unreasonable but I suggest you just play along with his ideas. It'll make everyone's life easier. | ☐ |
| a | hiding your real feelings and trying to get what you want in an indirect way |
| b | behave in the right way |
| c | improvise and be spontaneous about it |
| d | doing something dangerous that could cause problems later |
| e | delaying on purpose because of some other objective |
| f | pretend to agree in order to get what you want or avoid an argument |