

## Vocabulary Word building

3 Complete this table with words related to the ones given, most of which you heard in the recording. Use an English–English dictionary if necessary.

verbs	nouns	adjectives
.....	product, productivity, ....., .....	(un).....
.....	consumer, .....	
.....	competition, .....	(un).....

4 Complete each sentence using a word from the table in exercise 3 in the correct form.

- 1 Many manufacturers these days are trying to appeal to the growing number of ..... who are concerned about environmental issues.
- 2 The meeting was very ..... as the chairperson was ineffective.
- 3 As countries grow more prosperous, the ..... of non-essential goods rises.
- 4 Manufacturers try hard to ensure their ..... don't get ahead of them.
- 5 Oil will soon run out if we continue to ..... it at the current rate.
- 6 In order to remain ....., many companies move production to regions or countries with lower labour costs.
- 7 There is an increasing demand for organically grown agricultural .....

## Pronunciation Stressed vowels

5  Mark the stressed syllable in each of these words, then listen to the recording and check your answers. The first one has been marked.

0 pro'duce (v)	6 productivity
1 producer	7 compete
2 product	8 competitor
3 produce (n)	9 competitive
4 production	10 competition
5 productive	

## Style extra

The language of lectures and academic writing is typically fairly formal and impersonal, with, for example:

- fairly complex sentence structures
- passive sentences
- technical expressions
- relatively formal, often long, words
- a tendency to use nouns rather than verbs (for example, *The mass production of most consumer goods results in there being few differences between them*, rather than the less formal *Most consumer goods are mass-produced, and so they aren't very different from each other.*)

6 The a and b sentences below have very similar meanings, but the b sentences are written in a more formal style.

Complete each b sentence with a noun (singular or plural) formed from one of the verbs in the box.

consume	deduce	perceive	purchase
recognise	reduce		

- 1 a People mostly buy things to use themselves.  
b People make most of their ..... for their own .....
- 2 a A 'brand image' is how people think of the brand; for example, one brand might be thought of as young and fashionable.  
b A 'brand image' is made up of consumers' ..... and beliefs concerning the brand.
- 3 a Companies often use a logo to help keep a brand in people's minds.  
b Companies often use a logo to strengthen brand .....
- 4 a Cutting prices can be bad for sales of luxury goods with an image of being exclusive.  
b Price ..... can harm sales of luxury goods with an image of being exclusive.
- 5 a The production manager thought hard, and worked out why some goods were faulty.  
b Through a process of ....., the production manager identified the reason why some goods were faulty.

7 In small groups, imagine that you're going to launch a new line of clothing. Discuss what image you want the clothes to have, and how you would advertise them.

## Useful language

**Image**  
luxury, upmarket, downmarket, sporty, casual, smart

**Advertising**  
TV and radio commercials, magazines, billboards, sponsorship, target market