

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

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

- a risk
- b difficulty
- c disaster

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

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

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

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

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

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 **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 .1 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)

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

6 Rewrite the statements as cleft sentences.

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)

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

5 Complete the definitions of three verbs of conformity and non-conformity.

1 If you blend _____, you become similar to others around you, in a way that makes you unnoticeable.

2 If you fit _____, you are accepted by others around you, because you become similar to them.

3 If you stand _____, you are noticeable by being different to others.

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 1 22 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 curtsey.
- 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 carefull You're playing with fire by making him that angry.	<input type="checkbox"/>
2	I'm not sure exactly what's expected, we'll just have to play it by ear .	<input type="checkbox"/>
3	I wish he'd stop playing games and tell me what the problem is.	<input type="checkbox"/>
4	If you play your cards right I think you might be in with a chance of promotion.	<input type="checkbox"/>
5	He said he had to make a few phone calls. I think he's just playing for time before he makes a decision.	<input type="checkbox"/>
6	I know he's being unreasonable but I suggest you just play along with his ideas. It'll make everyone's life easier.	<input type="checkbox"/>

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