

ENGLISH C1

Diego Esteban Gisbert

IDEASPROPIAS
editorial

speaker styles
course listener core refer
British community subordina
coherence disjunctive oath he
humorous dialect catapho
graphic social loan words quotat
expository healthcare acknowl
palatalization voiceless scor
below English C1 indi
predict valency Lexicon body wel
schedules daily vowel parentheses
apostrophe prepositional apposition synta
educational metathesis brackets
icing environments

ENGLISH C1

ENGLISH C1

This book may not be reproduced in whole or in part, nor electronically processed or distributed in any format or by any means, whether electronic, mechanic, photocopied, recorded or otherwise, without the prior written consent of the Copyright holders.

ALL RIGHTS RESERVED 2015, on the first edition, by

© Ideaspropias Editorial.

ISBN: 978-84-9839-554-9

Legal Deposit: VG 779-2015

Author: Diego Esteban Gisbert

Format: 21 x 29.7 cm

Pages: 226

Printed in Spain-Impreso en España

Ideaspropias Editorial has incorporated quotes and references from disclosed works into the development of this training material and has complied with all requirements established under the Intellectual Property Law. We apologise in advance for any possible errors or omissions and will include additions or corrections in future editions and reprints.

phic social health care
pository health care
latalization voiceless
below English C1
edict valency Lexicon
daily vowel parenthesis
epositional apposition syntax in
devoicing environmental
er style semicolons theme
rse listener coreference ability
n community subordinate
nerence disjunctive oath hearer
norous dialect cataphoric
phic social loanwords quotatio
pository health care acknowledge
latalization voiceless compl
below English C1 diacrit
edict valency Lexicon body websi
daily vowel parenthesis p
osition syntax in
ackets

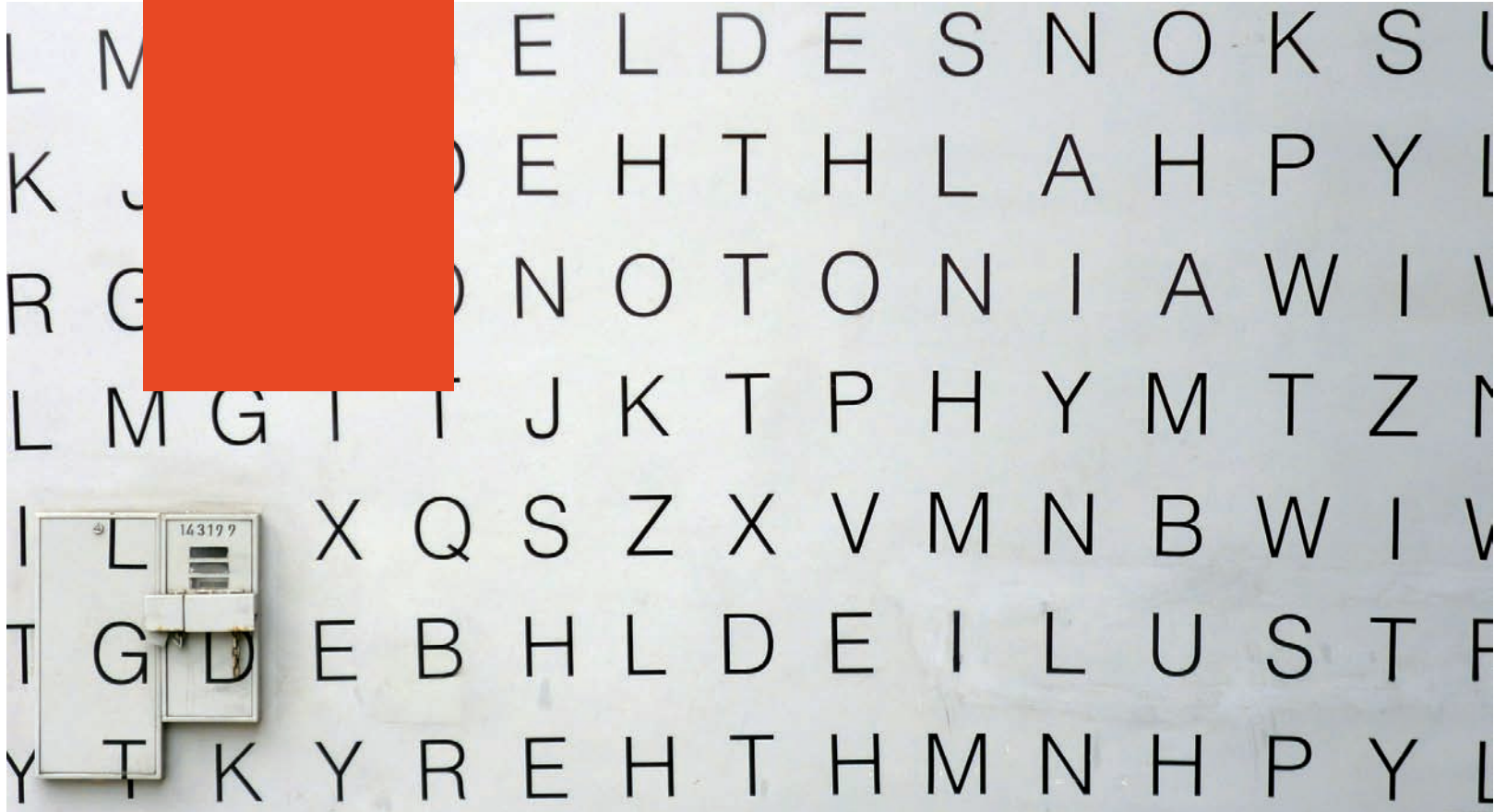


Table of contents

1.	Lexical and semantic contents _____	006	4.3. Place and manner of articulation _____	109	
	1.1. Introduction _____	008	4.4. Phonetic changes and processes _____	115	
	1.2. Lexicon _____	008	4.5. Stress and intonation _____	119	
	1.2.1. Personal identity _____	008	SUMMARY _____	123	
	1.2.2. Housing, home and real estate _____	010	CHECK WHAT YOU HAVE LEARNED _____	124	
	1.2.3. Food and drinks _____	012	ANSWER KEY _____	126	
	1.2.4. Healthcare and physical care _____	014			
	1.2.5. Personal and social relationships _____	016	5.	Sociolinguistic and sociocultural contents _____	128
	1.2.6. Work and professional activities _____	017		5.1. Introduction _____	130
	1.2.7. Education and academic activities _____	019		5.2. Daily life _____	130
	1.2.8. Leisure _____	020		5.3. Living conditions _____	132
	1.2.9. Travel, accommodation and transport _____	021		5.4. Personal relationships _____	133
	1.2.10. Purchasing and trading activities _____	022		5.4.1. Social structure _____	133
	1.2.11. Goods and services _____	024		5.4.2. Gender, family and generational relationships _____	134
	1.2.12. Economy and industry _____	025		5.4.3. Relationships in a work environment _____	135
	1.2.13. Government, politics and society _____	026		5.4.4. Relationships with the authorities, the administration and the community _____	136
	1.2.14. Information and mass media _____	029		5.4.5. Relationships among political and religious groups _____	137
	1.2.15. Culture and artistic activities _____	030		5.5. Values, beliefs and attitudes _____	137
	1.2.16. Religion and philosophy _____	032		5.5.1. Social classes _____	138
	1.2.17. Geography, nature and environment _____	034		5.5.2. Occupational groups _____	139
	1.2.18. Science and technology _____	036		5.5.3. Regional culture _____	139
	1.3. Word formation _____	037		5.5.4. Institutions _____	140
	1.4. Collocations _____	041		5.5.5. History and traditions _____	141
	1.5. Idiomatic expressions and fixed phrases _____	044		5.5.6. Politics _____	143
	SUMMARY _____	047		5.5.7. Arts _____	143
	CHECK WHAT YOU HAVE LEARNED _____	048		5.5.8. Religion _____	145
	ANSWER KEY _____	050		5.5.9. Humour _____	146
				5.6. Kinesics, proxemics and paralinguistic aspects _____	146
2.	Grammatical contents _____	052		5.7. Social conventions _____	147
	2.1. Introduction _____	054		5.8. Celebrations _____	148
	2.2. Sentences _____	054		5.9. Ceremonies and social and religious practices _____	150
	2.2.1. Simple sentence and clauses _____	054		SUMMARY _____	151
	2.2.2. Compound sentences _____	058		CHECK WHAT YOU HAVE LEARNED _____	152
	2.3. Noun phrase _____	064		ANSWER KEY _____	154
	2.3.1. Head _____	065			
	2.3.2. Modification by determiners, phrases, apposition, sentences, relative clauses and other ways _____	069	6.	Functional contents _____	156
	2.4. Adjective phrase _____	072		6.1. Introduction _____	158
	2.4.1. Head _____	074		6.2. Assertive speech acts _____	158
	2.4.2. Modification by phrase, clause and other ways _____	075		6.3. Commissive speech acts _____	161
	2.5. Verb phrase _____	076		6.4. Directive speech acts _____	163
	2.5.1. Head _____	078		6.5. Phatic utterances and the expression of social attitudes _____	166
	2.5.2. Modification by negation and other ways _____	080		6.6. Expressive speech acts _____	169
	2.6. Adverbial phrase _____	081		SUMMARY _____	171
	2.6.1. Head _____	082		CHECK WHAT YOU HAVE LEARNED _____	172
	2.6.2. Modification by adverbial and prepositional phrases and other ways _____	083		ANSWER KEY _____	174
	2.7. Prepositional phrase _____	084			
	2.7.1. Head _____	085	7.	Text coherence _____	176
	2.7.2. Modification by adverbial and prepositional phrases and other ways _____	086		7.1. Introduction _____	178
	SUMMARY _____	087		7.2. Text type and form _____	178
	CHECK WHAT YOU HAVE LEARNED _____	088		7.3. Linguistic variety and register _____	182
	ANSWER KEY _____	090		7.4. Theme, approach and content _____	185
3.	Orthographical contents _____	092		7.5. Space-time context _____	187
	3.1. Introduction _____	094		SUMMARY _____	189
	3.2. Variation of alphabet and characters _____	094		CHECK WHAT YOU HAVE LEARNED _____	190
	3.3. Loanwords in the English language _____	095		ANSWER KEY _____	192
	3.4. Discursive value and use of typographic symbols and punctuation marks _____	098			
	SUMMARY _____	101	8.	Text cohesion _____	194
	CHECK WHAT YOU HAVE LEARNED _____	102		8.1. Introduction _____	196
	ANSWER KEY _____	104		8.2. Opening _____	196
4.	Phonetic and phonological contents _____	106		8.3. Developing _____	199
	4.1. Introduction _____	108		8.4. Concluding _____	205
	4.2. Phonetic symbols and spelling correspondences _____	108		SUMMARY _____	207
				CHECK WHAT YOU HAVE LEARNED _____	208
				ANSWER KEY _____	210

1.

Lexical and semantic contents



Contents



- 1. Lexical and semantic contents
 - 1.1. Introduction
 - 1.2. Lexicon
 - 1.3. Word formation
 - 1.4. Collocations
 - 1.5. Idiomatic expressions and fixed phrases

Aims

- To improve and expand our vocabulary in order to communicate appropriately.
- To acknowledge word formation by adding prefixes and suffixes to create new nouns, verbs and adjectives.
- To recognize idiomatic expressions within a text, as well as their correct meaning.



Together with grammar, vocabulary is the key to understanding what we hear and what we read. Furthermore, while learning new words we improve our reading and listening comprehension skills.



1.1. Introduction

This teaching unit focuses on the English lexicon, the meaning and the formation of words, and how different words relate to each other to create new meanings and thus describe different situations, feelings, opinions, etc. What you are going to find here is a lexicon ordered by semantic fields, so you can have a vocabulary reference for your study, along with texts for each different field to have an example of the level of written comprehension you need to have in order to acquire a C1 level of English.

At the end of the teaching unit, you will find two additional sections: one focused on word formation and a second one focused on idiomatic and fixed expressions. The first section presents a list of English affixes, explanations on how words are created or modified, and examples of each one of them. The second one, about idioms, sets out a series of idiomatic expressions and fixed phrases, which are paramount for an adequate level of expression in English and very useful for a C1 level examination.

Collocations are also very important to express ourselves and to produce a more natural speech, and they are logically related to the English lexicon, and to the pragmatics of the language.

1.2. Lexicon

This section is divided into 18 different semantic fields. In each one of them you are going to find lists of words separated either by word type or by some semantic relation, along with a few examples of sentences including words that might be more difficult to understand or use in a specific context.

Some fields include a text which has been selected because of the adequacy of its topic, its difficulty, its vocabulary or the use of syntax. They should help you form a picture of what kind of level of comprehension you are expected to have to pass the C1 exam. You should read them carefully as many times as necessary, being aware of the use having been made of the vocabulary, connectors, expressions, syntax, etc., using them as well to help you practice your pronunciation or your writing.

Check it out!

At this level of learning, you are supposed to know and be able to use all this vocabulary, so generally you are not going to find here definitions of the words. If you need to use a dictionary along with this book in order to study this vocabulary you can check online dictionaries like the Oxford Dictionaries (www.oxforddictionaries.com).

Quotation

«Character is like a tree and reputation like a shadow. The shadow is what we think of it; the tree is the real thing.»

Abraham Lincoln

Vocabulary

Traditionally, we would use the adjective «handsome» to describe a good-looking man, but we can also use it to describe, according to Oxford Dictionaries, a man that may be considered «striking and imposing rather than conventionally pretty».

1.2.1. Personal identity

We are going to divide personal identity into two main fields: the physical side and the psychological side of our identity. In order to talk about our physical identity, to describe it, we can begin with terms related to **parts of the body**.



Adam's apple	Cheek	Heel	Palm
Ankle	Chest	Hip	Shin
Armpit	Elbow	Kidney	Shoulder blade
Back	Eyebrow	Lip	Skeleton
Bones	Eyelid	Lung	Skin
Bottom	Forearm	Muscle	Thigh
Brain	Forehead	Navel	Thumb
Breast	Hair	Nerve	Waist
Calf	Heart	Nostril	Wrist

To describe properly someone's **physical appearance**, we would use some of the following adjectives.



Attractive	Dull	Scruffy
Auburn	Fat	Shapely
Average build	Flat (nose)	Sinewy
Bald	Good-looking	Skinny
Beautiful	Heavy	Slender
Blonde	Hooked (nose)	Squint
Bright	Lame	Straight
Brunette	Lean	Tanned
Bulbous (nose)	Maimed	Tattooed
Chubby	Overweight	Ugly
Curly	Pale	Unattractive
Disabled	Plain	Underweight
Disproportioned	Plump	Weak

Very often, when describing a person's physical appearance, we refer to clothing and we also relate **clothing** to identity, it is something by which in many cases we identify ourselves.



Anorak	Button-down	Leather jacket	Suit
Ballet flats	Chelsea boots	Nightdress	Sweatshirt
Blazer	Chinos	Overcoat	Tank top
Blouse	Dinner jacket	Parka	Tights
Boat shoe	Flannel shirt	Pencil skirt	Tote bag
Bow tie	Fur coat	Raincoat	Trench coat
Boxer shorts/briefs	Gown	Shawl	Underwear
Bra	High heels	Skinny jeans	Vest
Brogue shoes	Knickers	Stockings	Waistcoat

In order to describe someone's **style**, we can use adjectives such as: alluring, fashionable, stylish, well-dressed, casual, untidy, scruffy or dishevelled.



She looked at him slyly since she did not want him to notice she was spying on him. He was a tall and slender man in his fifties, with dark short hair and a protruding nose that did not feel unattractive, but on the contrary, gave him a certain air of self-assurance. He was quite good-looking and handsome in his crimson sweatshirt and informal jeans, but she could not help but laugh when she saw the ridiculous and childish orange trainers he was wearing. She was so impressed by his outlook and demeanor that she was afraid of not knowing what to say to him in the upcoming meeting at the office.

To talk about the psychological dimension of a person, we can use adjectives describing his or her **personality and character**; let's see some examples: admirable, creative, genuine, pompous, impatient, mature, likeable, generous, obstinate, clumsy, proud and talkative. When used appropriately in a descriptive text or speech, this type of adjectives would make our description richer and stronger.

Additionally, we can also describe **intelligence and ability** using adjectives such as: brilliant, clever, intellectual, analytical, competent, reasonable, thoughtful, talented or unconscious. These adjectives are useful to describe some person, like in «bright child» or «unreasonable husband».

Moreover, **moods and feelings** can also be described when talking about someone or, for instance, to explain how we feel; some adjectives falling into this category are: anguished, anxious, concerned, relieved, sensitive, upset, gladden, thrilled and static.

?? Did you know...?

The official mascot of Yale University's sports teams is a bulldog called Handsome Dan, which, in fact and besides the person wearing a costume, is an actual bulldog. The selection of the bulldog is based on its ability to tolerate bands, children and cleanliness. The honour and the title is transferred to another dog upon death or retirement of the former titleholder.





No doubt he has always been a very accomplished child, extremely clever and analytical, though not very easy-going or talkative. He was not very liked by his peers, who always felt half clumsy and childish, half jealous and impressed, when near him. As a result, as an adult he has become exceedingly reserved and a little bit pompous and arrogant. He does not approve of anyone who in his opinion is lazy or brainless.

1.2.2. Housing, home and real estate



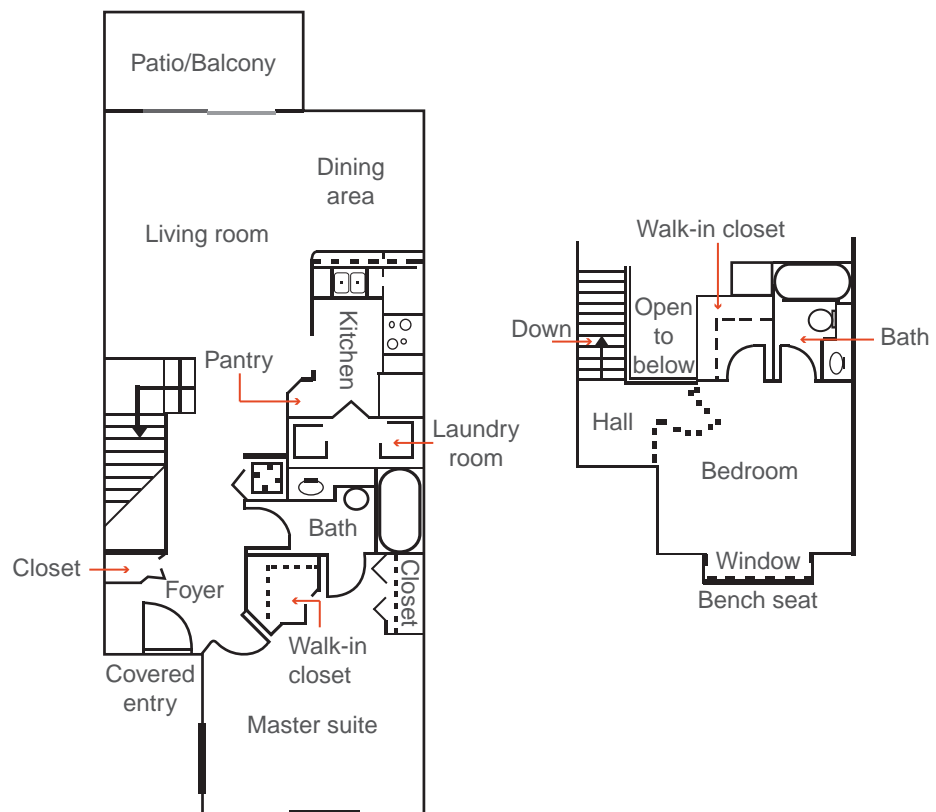
Quotation

«Ah! There is nothing like staying at home for real comfort.»

Jane Austen

This section's purpose is to supply you with a good amount of words related to housing, home appliances, and furniture. Firstly, we will talk about rooms, spaces and other common elements we can find in a house.

A house would be divided into **floors** (first and second floors, attic, basement and garage) and each floor into different **rooms**: living room, dining room, master bedroom, nursery, bathroom and kitchen, often separated by hallways, doorways and staircases. In addition, the house can also have a fenced yard, backyard, patio or porch, a swimming pool, doghouse and garden shed.



The different rooms and spaces can be described as elegant, tasteful and roomy or, by contrast, dull, and tasteless. Frequently, when describing these rooms and spaces, we find these adjectives working in pairs, «neat and tidy», «cramped and cluttered», «warm and cosy» or «dark and dingy», for instance.

?? Did you know...?

Although they are called «Venetian blinds», these slatted blinds have their origin in Persia, not in the Italian city of Venice. This type of slatted blinds have existed since the times of ancient Egypt, where Egyptians tied reeds together to cover their windows.

Inside the house, we can also find different appliances, furniture and other items. To be more specific, appliances can be divided into major **appliances** (refrigerator, freezer, stove, dishwasher, washing machine, dryer, etc.) and minor appliances (microwave, toaster, kettle, coffee maker, air conditioning, etc.).

Some pieces of **furniture** also found inside the house, along with beds, chairs, tables, shelves, wardrobes and sofas, could be a linen closet, armchair, coffee table or a fireplace. Furthermore, rooms and furniture can be completed by adding some curtains or Venetian blinds, rugs, picture frames or paintings.

You can find a great part of this vocabulary in real estate advertisements; for instance, take a look at this advertisement for a flat in Hammersmith, London.



Looking for an intimate and affordable space in the middle of the city? We have the perfect rental for you! Located in Hammersmith, this recently decorated two-bedroom flat is fully furnished and ready to move in. Includes furniture, and the kitchen and bathroom are equipped with modern appliances. Sunny and roomy living area with wooden floors throughout.

The flat is walking distance from major transportation links (Hammersmith tube station is only a ten-minute walk!) shops, restaurants and cafes.

Rent is £250 per week including Internet and additional services. Deposit: 1 month.

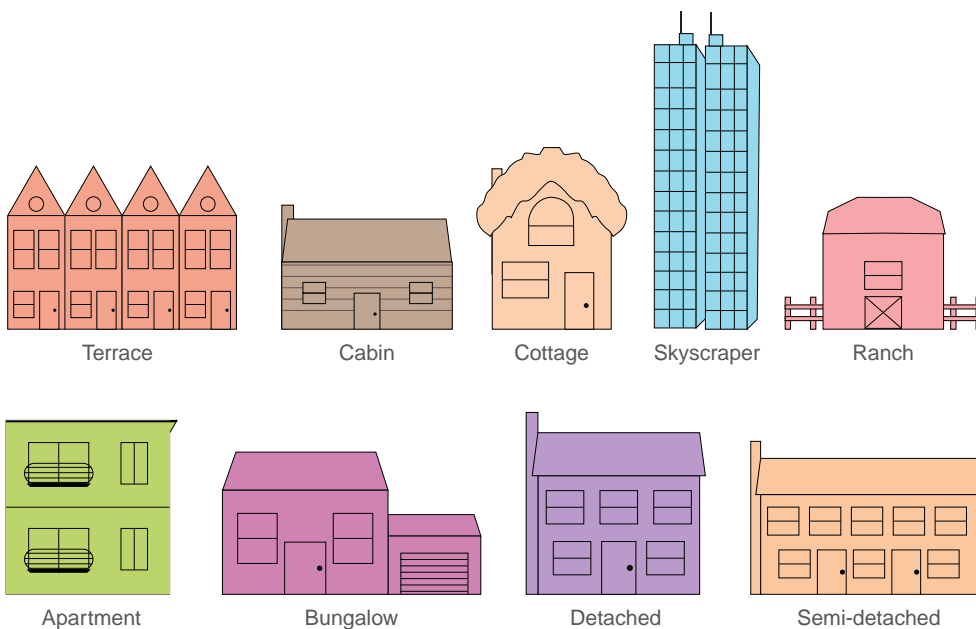


Speaking of real estate, words such as home insurance, mortgage, loan, lease agreement, tenant, interest rate or closing, among others, are considered essential concepts for anyone buying or renting a property.

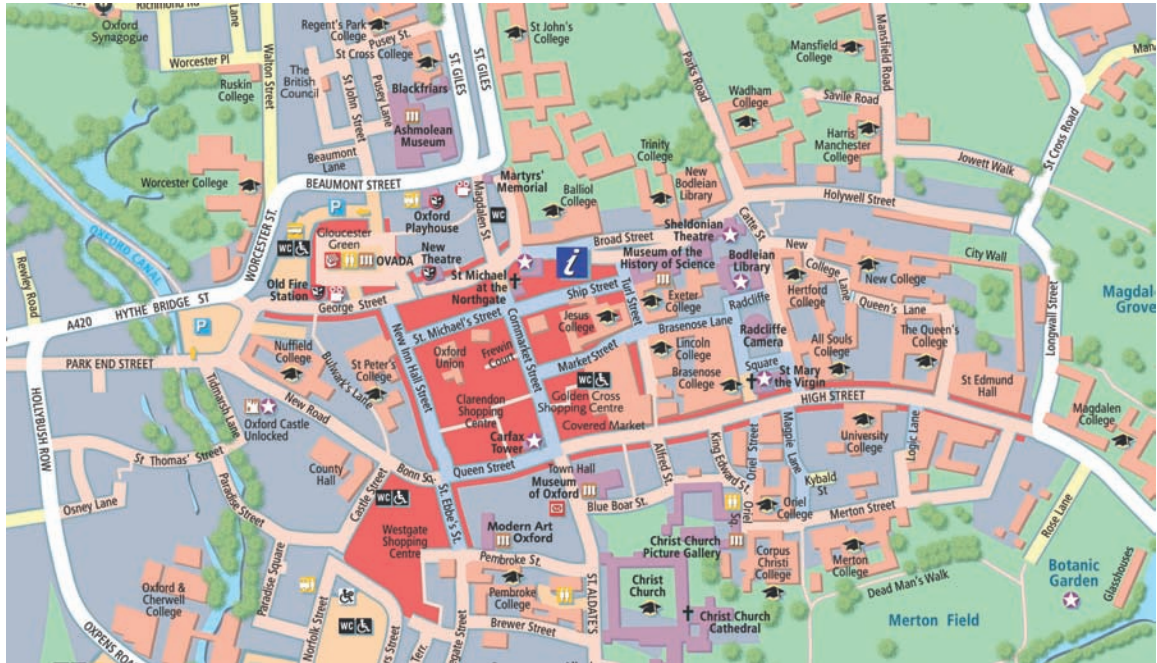
At this point, it is also interesting to recognize the variety of **house types** we can find in the city (apartment, skyscraper, terrace, etc.) or in the countryside (ranch, cabin, cottage, etc.).

 **Vocabulary**

The origin of the word «mortgage» is from Old French *morgage* (*mort* + *gaige*) circa the 13th century, which literally means «dead pledge» in English.



Finally, knowing the diversity of **buildings** you can see around in a city comes in handy to describe the city itself; you can see some of these main buildings in the street map of Oxford below.



1.2.3. Food and drinks

« » Quotation

«Laughter is brightest where food is best.»

Irish proverb

In this section you are going to find a lexicon related to food and drinks, how to prepare said food and what utensils you should use. Listed below are some **food and drinks**.



- | | | | |
|------------------|-----------------|-------------|---------------|
| Anchovy | Cod | Lamb | Ribs |
| Apricot | Corn | Lentils | Rosemary |
| Artichoke | Crab | Liquorice | Rye |
| Asparagus | Crackers | Liver | Salmon |
| Avocado | Cranberry | Lobster | Seaweed |
| Bagel | Cucumber | Maize | Seltzer water |
| Barley | Cupcake | Meatball | Shallots |
| Blackberry | Custard | Mushroom | Shrimp |
| Black-eyed peas | Doughnut | Mussels | Soda |
| Blood orange | Endive | Noodles | Soy |
| Blueberry | Flour | Oyster | Sprouts |
| Brownie | Garlic | Parsley | Squid |
| Brussels sprouts | Ginger | Pickle | Sriracha |
| Cauliflower | Gooseberry | Pomegranate | Turnip |
| Cayenne pepper | Guacamole | Pork chops | Waffle |
| Celery | Hazelnut | Pretzel | Walnut |
| Chickpeas | Iceberg lettuce | Radish | Yeast |
| Chutney | Iced tea | Rhubarb | Yolk |

Besides finding them in recipes and restaurant menus, you can also find this kind of vocabulary in food reviews or gastronomy articles like the one you can see below; it is a food review of some traditional Scottish dishes from Scotland's National Tourism Organisation website Visit Scotland.



Full Scottish breakfast: a full breakfast usually consists of a link sausage, bacon, eggs, tattie scone (potato scone), fried mushrooms, grilled tomatoes, baked beans, buttered toast and the Scottish favourite-black pudding. It certainly is a very complete meal, which will leave you feeling rather full when you finish your last bite. Served typically at breakfast time, but it is also common to feature on the menus as an 'all day' dish.

Tablet: tablet is a traditional Scottish sweet made from sugar, condensed milk and butter. This sugary confection is similar to fudge but with a harder, grainy texture. It is often flavoured with vanilla, and sometimes has nut pieces in it.

Scotch pie: this savoury snack is a small, double-crust meat pie filled with minced meat. This traditional Scottish pie has an outer shell of hard crust pastry allowing you to hold the pie while eating it which makes it popular with take-away restaurants, bakeries, and at outdoor events such as football matches. The type, quantity and quality of the ingredients used by an individual pie maker are a closely guarded secret. This gives the scotch pie its distinctive individual character that separates it from a scotch pie made by another producer.

Source: Visit Scotland (bit.ly/1bOPMw2) (adapted)



Full Scottish breakfast



Tablet



Scotch pie

The following verbs express actions for the preparation of food, **cooking or baking**. For the most part, we use them to describe the detailed process in the preparation section of any recipe.



To congeal	To chill	To grate	To rub
To deglaze	To dice	To fry	To scald
To debone	To dip	To frost/defrost	To scoop
To deep fry	To drain	To grease	To scramble
To aerate	To drizzle	To harden	To season
To coddle	To dry	To heat	To shred
To chop	To hard boil	To infuse	To simmer
To burn	To ferment	To macerate	To slice
To chunk	To fillet	To marinate	To smoke
To brew	To grind	To mash	To soak
To bake	To filter	To melt	To steam
To broil	To gratin	To pan fry	To stew
To boil	To garnish	To peel	To stir
To blacken	To grill	To pour	To stuff
To braise	To flip	To preserve	To tenderize
To barbecue	To glaze	To refrigerate	To toast
To blend	To flambé	To roast	To whisk
To caramelize	To freeze	To roll	To zest

?? Did you know...?

Scotch pies were originally called «tuppenny pies» because they cost two pennies.

! Important

Frequently, we can also find some of these verbs in their past participle form taking the function of an adjective: smoked salmon, barbecued ribs, scrambled eggs, caramelized apples, roasted chicken, etc.



Classic scones

Serves: 8.

Time: preparation time is 5 min and cooking time is 10 min.

Utensils: bowl, jug, cutter, cutlery knife, egg beater, brush.

Ingredients

350 g self-rising flour, plus more for dusting.

¼ tsp salt.

1 tsp baking powder.

85 g, cut into cubes.

3 tbsp caster sugar.

175 ml milk.

1 tsp vanilla extract.

Squeeze lemon juice.

Beaten egg, to glaze.



Preparation

Heat the oven to 220 °C.

Tip the flour into a large bowl with the salt and baking powder, then mix. Add the butter, then rub in with our fingers until the mix looks like fine crumbs. Stir in the sugar.

Put the milk into a jug and heat in the microwave for about 30 seconds until warm, but not hot. Add the vanilla and lemon juice, then set aside for a moment. Put a baking sheet in the oven.

Make a well in the dry mix, then add the liquid and combine it quickly with a cutlery knife — it will seem pretty wet at first. Scatter some flour onto the work surface and tip the dough out. Dredge the dough and your hands with a little more flour, then fold the dough over 2 - 3 times until it is a little smoother. Pat into a round about 4 cm deep.

Bake for 10 min until risen and golden on the top. Eat just warm or cold on the day of baking. If freezing, freeze once cool. Defrost, then put in a low oven (about 160 °C) for a few minutes to refresh.

Source: BBC Good Food (bit.ly/1ePmp7t) (adapted)

Check it out!

How would you pronounce «scone»? Visit OxfordWords blog to find out if you are doing it correctly!: bit.ly/1jNZf7H

Furthermore, what are the **essential tools** a cook needs in the kitchen? To begin with, everyone should have some cutlery to slice, dice and cut in various ways all the veggies and other products for our consumption, and a sharpening steel is also useful to keep all those knives from getting blunt. Measuring cups, a mortar and a pestle and some mixing bowls are also good for preparing the food before actually cooking it.

Of course, we are going to need a saucepan or a frying pan in order to heat, fry, boil or poach our food. Finally, a cooling rack or a colander will be needed to finish some dishes and a tablespoon to serve them. Of course, butter is a must in every English kitchen.

1.2.4. Healthcare and physical care

Health is obviously very important to every one of us and it is something that nowadays people in general are very aware of. Healthcare and physical care are something to take into account, be it by being conscious of the kind of products we consume or the ones we buy for our skin, hair, etc.

In fact, experts say that the secret of a healthy lifestyle is the combination of healthy and regular sport with a good nutrition plan that includes the right amount of each kind of food.

This section provides us with vocabulary related to healthcare and fitness, to illness and injury, as well as to beauty products and personal hygiene. Some basic vocabulary regarding **health and exercise**, such as diet, calories, fitness, workout and specific aerobics or cardio routines are frequently found in diet meal plans or workout plans, for instance.

Quotation

«The devil has put a penalty on all things we enjoy in life. Either we suffer in health or we suffer in soul or we get fat.»

Albert Einstein



Number of Exercises, Sets, Reps, Rest

During your workouts, you must aim for 4 - 5 exercises per workout with a number of 3 - 4 sets per exercise. Your number of repetitions can vary depending on the difficulty of the exercise, so we will keep a general repetition range between 12 - 30 repetitions. If you're doing 30 repetitions easily, you should consider doing another exercise or add some kind of weights to the exercise; otherwise you will work muscle endurance instead of muscle growth.

Your rest period must change according to your fitness goals. If your time period is short; your workout is short and you will burn more calories. So if your goal is to burn fat, aim for 30 sec rest between each sets. Otherwise, keep it between 45 sec and 1 min.

- Stationary lunges: 3 sets 15 to 25 repetitions (each leg).
- Squat jump: 4 sets x 20 reps to failure.
- Pull-ups: 5 sets x 8 to 10 repetitions.
- Crunches: 3 sets x 12 repetitions.
- Push-ups: 3 sets x 8 repetitions.
- Treadmill: 20 to 30 min.

Source: Gymaholic (bit.ly/1EFYqVX) (adapted)



Also, there are some expressions to describe someone's **physical condition**, from the healthiest (to be in good shape, a picture of health and to be fighting fit) to the unhealthiest (to be out of condition or to have an unhealthy attitude/disregard).

Let's now talk about the difference between the concepts «illness» and «injury». The first concept refers to a sickness, while the second one is a physical bodily harm. Thus, **illnesses** include infections, sore throat, the flu or migraines, whereas a twisted ankle, a swollen knee, a sprained wrist or a dislocated shoulder are **injuries**.

Depending of the illness or injury, we could get one cure or another to heal back to health; painkillers, shots, prescription drugs, eye drops and pills are some basic remedies for recovering from illness.

In relation to **physical care**, here we have some beauty products, which help us keeping a good personal hygiene.



Aftershave	Face mask	Lipstick	Shampoo
Body scrub	Facial cream	Liquid soap	Shaver
Cleansing milk	Hair straightener	Mascara	Shaving cream
Conditioner	Hairbrush	Moisturizing cream	Shower gel
Cotton swab	Hairpin	Mouthwash	Tonic
Dental floss	Hairspray	Nail polish	Toothbrush
Eye contour cream	Lip balm	Razor blade	Toothpaste



Personal hygiene routines

Hair: wash your hair at least once a week using soap or mild shampoo. Avoid shampoos with borax or alkalis. Rinse well. This is more important than working up a head load of lather. Dry your hair afterwards. Brush your hair three to four times a day with a soft bristled brush or a wide toothed comb. Wash your brush and comb every time you wash your hair.

Skin: soap and water are essential for keeping the skin clean. A good bath once or twice a day is recommended, especially in tropical countries like India. Those who are involved in active sports or work out to a sweat would do well to take a bath after the activity. A mild soap will do the job adequately. Germicidal or antiseptic soaps are not essential for the daily bath. You can use a bath sponge for scrubbing, but do not use abrasive material. Wash off well after soaping. Drying with a clean towel is important. Avoid sharing soaps and towels.

Vocabulary

Plasters are commonly called «Band-Aid®» in AmE (American English) from the namesake company that commercializes them.

? Did you know...?

Fingernails grow 0.1 mm daily, that is, 1 cm every 100 days. It takes them approximately 4 to 6 months to regrow completely; while the period of regrowth for toenails is between 12 and 18 months.



Teeth: brush teeth twice a day and rinse well after every meal. Brushing before going to bed is important (especially recommended for people with a sweet tooth); for normal teeth this is adequate.

While brushing, pay attention to the fact that you are getting rid of the food particles stuck in between the teeth and in the crevices of the flatter teeth at the back, the molars and pre molars. Brush down on the upper teeth and brush up on the lower teeth. Use a circular motion. Pay attention to the tongue and the inner surface of teeth as well.

Hands: wash hands thoroughly with soap and water before and after every meal and after visiting the toilet. Soaping and rinsing should cover the areas between fingers, nails and back of the hand. Hands should be dried with a clean towel after wash. The towel at the wash stand has to be washed and changed every day.

Feet: give your feet a good scrub with a sponge, pumice stone or foot scrubber that is not made of very abrasive material when having a bath; dry after bath between toes and keep toenails clipped.

Source: Web Health Centre (bit.ly/1GoRWzp) (adapted)

1.2.5. Personal and social relationships

« » Quotation

«To be social is to be forgiving.»

Robert Frost

Social relationships are part of our everyday life since we are social beings. Utterances related to personal and social relationships represent a big part of our daily share of conversation, and this is why it is important to have these lexical resources at your fingertips.

This section includes vocabulary related to human relationships: both personal and social. On the one hand, we have some expressions we can use to describe common situations regarding **personal and social relationships**.

?? Did you know...?

According to a new research conducted by the Institute of Neuroscience and Psychology at the University of Glasgow, there are six possible emotions we can experience when meeting someone for the first time: happiness, surprise, fright, disgust, anger and sadness.



- | | |
|-----------------------------------|-------------------------------------|
| To be happily married | To get on well/badly with |
| To be in love | To give birth |
| To be pregnant | To have a special relationship with |
| To be de facto partnership | To have to depend on others |
| To confide in/trust one's friends | To respect other people's feelings |
| To evolve/work out a relationship | To share/keep a secret |
| To fall in love | To strike up friendships |
| To get divorced | To support each other |
| To get married | To tolerate others |

On the other hand, we should also know how different people can be addressed or referred to in relation to other people, this is, depending on their personal relationship. The following list includes words to denominate romantic relationships, people we know day to day, at work, people we do not like and relatives.

Relatives: blood relative, in-law, progenitor, foster parent/child, adoptive mother/father, step-parent/stepchild, half-brother/sister, sibling, firstborn, orphan, heir/heirress.

Romantic relationships: crush, girlfriend/boyfriend, heartthrob, SO (Significant Other), love interest, blind date, lover, sweetheart, fiancé/fiancée, groom/bride, best man/bridesmaid.

People we know: friend, classmate, buddy, acquaintance, roommate, neighbour, teammate, assistant, mate, partner, mentor, leader.

People we don't like: enemy, frenemy, rival, opponent, competitor, traitor.

We also need to know how to describe personal feelings and human relationships. On the one hand, if we want to express a positive feeling towards someone, we would **verbs** such as: to admire, to enjoy, to respect or to emulate. On the other hand, if we want to describe an unfavourable relationship, we would use verbs like: to avoid, to ignore, to scorn or to exclude.



Lonely hearts on the internet?

The noun «relationship» can be further described by modifying it with an **adjective**. For instance, the relationship between two managers working in different companies can be called a «business relationship», and alternatively, the relationship between siblings is a «family relationship». Other adjectives that collocate with «relationship» are: formal, love-hate, intimate, professional, personal, close, intimate, strong or difficult.

In the same way, you can also describe these relationships using **adverbs** related to attitude, for example: amazingly, apparently, conveniently, funnily, happily, inevitably, naturally, predictably, presumably, regrettably, sadly, unbelievably, unexpectedly and worryingly, among others.



Does online dating actually work?

It's a simple question and a common one — one whose answer could determine the fates of both a multi-billion dollar industry and millions of lonely hearts. It's a question that seems distinctly answerable: we have user data, surveys, clear metrics for success or failure, entire books full of colorful charts.

And yet, just this week, a new analysis from Michigan State University found that online dating leads to fewer committed relationships than offline dating does — that it doesn't work, in other words. That, in the words of its own author, contradicts a pile of studies that have come before it. In fact, this latest proclamation on the state of modern love joins a 2010 study that found more couples meet online than at schools, bars or parties. And a 2012 study that found dating site algorithms aren't effective. And a 2013 paper that suggested Internet access is boosting marriage rates. Plus a whole host of dubious statistics, surveys and case studies from dating giants like eHarmony® and Match.com®, who claim — insist, even!! — that online dating «works».

This much should be obvious: We don't actually know.

Some of the reasons for that ambiguity are clear in this latest study. For starters, there's this greater cultural issue of how we define relationship success: Is it marriage? Is it monogamy, a la Patti Stanger? Is it what OkCupid's data team calls a «fourway» — four messages back and forth between two semi-interested parties? That's a tough one to parse, and different studies have defined it different ways. (This one, for the record, looked at marriages and other long-term relationships; if you're not looking to tie the knot, its conclusions aren't for you.)

Source: The Washington Post (wapo.st/1r9DQFi) (adapted)

Work and professional activities 1.2.6

This present section lists the vocabulary related to work, companies, work environment and everything related to professional activities. You will find nouns and adjectives for professions, positions, business and workplace. First, let's take a look at some names of **professions and occupations**.



Accountant	Fashion designer	Postman
Air hostess	Firefighter	Reporter
Architect	Fisherman	Sailor
Baker	Gardener	Salesman
Bank clerk	Graphic designer	Security guard
Barber	Hairdresser	Shoemaker
Bookseller	Inspector	Sports instructor
Bricklayer	Interior designer	Stockbroker
Butcher	Judge	Surgeon
Chemist	Lawyer	Tailor
Chimney-sweeper	Librarian	Technician
Consultant	Lifeguard	Tourist guide
Customs officer	Lorry driver	Translator
Driving instructor	Nanny/Babysitter/Au pair	University lecturer
Dustman	Painter	Waiter/Waitress
Engineer	Plumber	Watchmaker
Factory worker	Politician	Writer

« » Quotation

«Your profession is not what brings home your weekly paycheck, your profession is what you're put here on earth to do, with such passion and such intensity that it becomes spiritual in calling.»

Vincent Van Gogh

Something very important nowadays for anyone working on the corporate world is to know the correct designations of the different **positions in a company**. Thus, in any SME (Small and Medium-sized Enterprise) there is a board of directors, made up of managers (quality manager, project manager or communication manager) and directors (finance director, deputy director, managing director or sales director), executives, assistants, or agents and some specific positions that will depend on the business environment: analyst, engineer, supervisor, editor, etc.

Job positions and their responsibilities are generally found in job offers as you can see in the one presented below.



Salary: £17k-£22k per annum
 Location: Harrogate, Yorkshire
 Job type: Permanent, full-time

Elevation Sales & Marketing are currently recruiting a Marketing Assistant for a leading financial organisation based in the North Yorkshire area.

Based in Harrogate and reporting to the marketing manager the successful candidate will be an integral part of the team where you will take responsibility for the following activities:

- You will assist with all marketing activities contributing to and developing marketing plans and strategies.
- You will source and negotiate prices for advertising opportunities, placing adverts in regional, national and specialist publications.
- You will assist with the creation of marketing materials, including adverts, e-newsletters and leaflets.
- You will write content and proofread copy for marketing collateral, website and company social media accounts.
- You will manage online marketing campaigns, such as Google AdWords™.
- You will organise and attend events such as exhibitions.
- You will evaluate and report on marketing campaigns.
- You will work closely with designers, printers, advertisers and other stakeholders.

Elevation Sales & Marketing would be keen to speak with candidates with the following skills and experiences:

- A marketing degree would be an advantage.
- A high attention to detail.
- A minimum of 12 months experience in a full mix marketing role.
- Excellent communication skills (including high standards of written communication, grammar and spelling).
- Be well organised and self-motivated.
- Enjoy a fast-paced environment.

Elevation Sales & Marketing is a specialist division of Elevation Recruitment focusing on sales and marketing positions in Yorkshire and surrounding regions. If you match the specified criteria and are interested in discussing the position in more detail, we would love to hear from you.

Source: Reed.co.uk (bit.ly/1RluKAt) (adapted)

Vocabulary

Business vocabulary is often filled with acronyms, such as CEO (Chief Executive Officer), CFO (Chief Financial Officer), CIO (Chief Investment/Information Officer), CMO (Chief Marketing Officer), COO (Chief Operating Officer), CTO (Chief Technology Officer), HRM (Human Resource Manager), IPO (Initial Public Offering), NDA (Non-Disclosure-Agreement), PR (Public Relations), R&D (Research & Development), ROI (Return On Investment) or VP (Vice President).

Business and workplace lexicon is quite vast and, as we said before, it will depend on the job position or professional environment. For example, if we work in a bank, we would be familiar with concepts such as accounting, commission, capital or credit; while someone working in the International Sales department of a company will use packing list, shipment or purchase order, almost daily. However, there are some basic terms related to almost any professional field.



Agenda	Deal	Mailbox	Receipt
Agreement	Department	Management	Recruit
Benefits	Discount	Meeting	Refund
Bonus	Entrepreneur	Memo	Resign
Budget	Expenses	Merchandise	Retail
Business card	Figures	Negotiation	Salary
Capital	Fund	Network	Sick leave
Career	Goods	Niche	Spreadsheet
Client	Headquarters	Offer	Staff
Competition	Income	Paperwork	Stockholder
Cubicle	Insurance	Personnel	Supply
Currency	Intern	Policy	Target
Customer	Investment	Portfolio	Trainee
Database	Invoice	Quarter	Vacancy
Deadline	Liability	Rank	Warranty

Some adjectives related to work, to modify, for example, a noun like project or method, are shown in the following text about traditional manufacturing versus additive manufacturing.



The techniques used to manufacture parts and consumer products are becoming a very controversial topic. On the one hand there are those old-fashioned family businesses that still defend the obsolete method of production of putting together the different elements of an item in a traditional way and its costly shipment to the customer. On the other hand there are those people who favour a more efficient manufacturing method: additive manufacturing. This innovative method of production is able to provide the needed parts in a short time, with little labour and wherever they are needed without huge logistic costs, in fact it is very cost-effective.

Education and academic activities 1.2.7.

This section talks about education and its many aspects. Lists of words have been categorized depending on level of education or topic. This is a list of some of the most common **educational establishments** in English speaking countries, ordered from the nursery school, the one for the youngest children, to higher education institutions.

In their first years, children would go to nursery school (for 3-to-5-year-old children) and kindergarten (for 4-to-6-year-old kids). After that, they start their elementary education at primary school, from the first grade (6 years old) to the sixth grade (11 years old). Secondary school starts at 11 years of age and ends at 17 or 18, in 12th grade.

Once they graduate from secondary school, teens can go to a sixth-form college (aged 16 to 18), which is an establishment exclusively preparatory for college. Afterwards, they can choose between going to college, an institution for higher education that grants Bachelor degrees of a concrete field; or to university, another institution for higher education that grants students Bachelor and Master's degrees and Doctorates.

Furthermore, there are specific educational establishments such as vocational colleges, where practical courses on mechanics, carpentry, plumbing or construction are taught. Additionally, there are teacher-training colleges, where soon-to-be teachers are trained; art colleges, for different types of arts; and technical colleges, institutions for further education that provide courses on technology, secretarial skills, agriculture, etc.

Educational establishments, from nursery school to college and university can be state schools, supported by public funds; or private schools. Other option is a boarding school, often private, where pupils are provided with meals and lodging.

All these educational establishments have a series of **facilities**, some of them designed for lessons needing special equipment, such as the laboratory, where students take physics and chemistry lessons, the computer room, where IT (Information Technology) lessons are taught, or the gym, changing room, sports hall and playing field, all of them facilities that students use to play sports. Common facilities include the hall of residence, where students live, the cafeteria or canteen, where they eat and hang around, and the library and lecture hall, places intended for studying.

Some of the most frequently used words related to **university** and higher education are: undergraduate and graduate programs, Bachelor's and Master's degree, tuition fees, student loans, and specific programs such as MSc (Master of Science), MA (Master of Arts) or MBA (Master of Business Administration).

Likewise, these are some of the most outstanding **fields of study and research** taught at university. Remember not to capitalize these fields of study and disciplines unless they refer to an official academic title as in «School of Law»; a diploma or certificate, for example «Bachelor of Science in Biology»; or an official degree title such as «Cambridge University School of Technology offers a Master's in Computer Science».

Check it out!

Visit Jobs.co.uk (www.jobs.co.uk), choose a job offer for a position you would like to apply to and describe it including the responsibilities and daily tasks it involves.

Quotation

«Education is the most powerful weapon we can use to change the world.»

Nelson Mandela



Important

Note how «public school» in the United Kingdom stands for a private boarding school for children from 13 to 18, while in the USA a public school is a school supported by public funds, that is, a state school in the United Kingdom.

Likewise, although the terms primary school and secondary school are also known in the States, they use elementary school, junior high and high school, respectively.

Vocabulary

«Kindergarten» is actually a German word that means «children's garden».

Did you know...?

Practising sports or athletic activities is very common during university and college in the United Kingdom. University sports have such prestige they there is an organisation called BUCS (British Universities and Colleges Sport) that regulates all the leagues and competitions for more than a hundred universities and colleges across the country. Some of these sports are football, field hockey, rugby, rowing and tennis.

! Important

Do not mistake «Arts» for «Fine Arts». The second refers to artistic activities such as painting, sculpting, drawing or photography, but «Arts» is the general name given to Humanistic studies such as Literature, Philosophy, History or Linguistics.



- | | | | |
|---------------------|--------------|---------------------|-------------------|
| Anthropology | Design | Geology | Music |
| Archaeology | Economics | History | Pharmacology |
| Architecture | Engineering | Information Science | Philology |
| Astronomy | Entomology | Science | Philosophy |
| Biology | Epidemiology | Law | Physics |
| Business Management | Film studies | Linguistics | Political Science |
| Chemistry | Fine Arts | Literature | Psychology |
| Communication | Genetics | Mathematics | Public Affairs |
| Computer Science | Geography | Medicine | Sociology |

In order to get a **certificate or a diploma** in higher education, students are required to follow a specific curriculum comprising different courses and subjects, and to sit several exams at the end of the academic year and get the necessary qualifications or marks. Passing or failing said exams is a matter of whether they attend the lessons and study and revise on their own, as well as of writing all the required essays, papers or dissertations.

« » Quotation

«In our leisure we reveal what kind of people we are.»

Ovid

1.2.8. Leisure

This section talks about leisure, hobbies and how we spend our free time in general. This first list summarizes several ways of enjoying your **free time** and mentions some related words, as names of possible **hobbies**.



- | | | | |
|-----------------------|--------------------------|--------------------|----------------------|
| Cooking | Going for a coffee | Learning languages | Sculpting |
| Dancing | Going shopping | Listening to music | Sewing |
| Doing arts and crafts | Going to cultural events | Painting | Surfing the Internet |
| Drawing | Going to the cinema | Playing videogames | Watching TV |
| Gardening | Knitting | Reading | Writing |

?? Did you know...?

The word «hobby» comes from Middle English «hobyn», which stands for pony, although in the mid-16th century the meaning evolved to a child's toy riding horse, «hobby-horse» for short, term that later on, in 1670, acquired the meaning of «favourite pastime».



As you know, each hobby has its own related vocabulary. Let's say that you are fond of writing, then you can choose to write short stories, poetry, essays or novels (mystery, sci-fi, autobiography, non-fiction, etc.). If you like spending your evenings watching TV, you will find a wide selection of sitcoms, documentaries, reality shows, talk shows and TV shows to choose from.

You can also practice **sports** in your free time. Here, you need to remember that depending on the sport we are talking about, we use different verbs, «to play», «to do» or «to go»; and that «to go» is always followed by an activity that ends in «-ing».

As you suggested, I've chosen to play rugby instead of soccer this year and, to be honest, I'm quite excited!

My brother did karate when he was in primary school; he was very good at it, but had to leave after he broke his leg.

Do you have any plans for Easter Holiday? I'll go skiing with my boyfriend, you may want to come with us.



- | | | | | |
|---------------------|--------------|--------------|---------------------|---------------|
| Archery | Fencing | Jogging | Rhythmic gymnastics | Snowboarding |
| Artistic gymnastics | Handball | Kayaking | Rowing | Softball |
| Bowling | Hang-gliding | Lacrosse | Rugby | Squash |
| Boxing | Hiking | Martial arts | Running | Water polo |
| Cricket | Horse riding | Netball | Sailing | Weightlifting |
| Diving | Ice hockey | Parachuting | Skydiving | Wrestling |

One of our favourite activities when we have free time off-work is going on **vacation**. Lexicon related to vacation will vary if you are spending your holidays on the mountain, in the city or at the beach. For instance, if we are vacationing on the beach, we would be familiar with terms like seashore, sand, seashells, sunscreen or sunburns, while if we spend our break in a cabin in the woods, we would use mountain-related words such as ski lodge, fire camp, canopy, tent, campground or trail.



Visiting Gettysburg, Pennsylvania, now has more meaning than ever. 2011-2015 marks the 150th anniversary of the Civil War. If you have kids, planning a trip to Gettysburg, Pennsylvania, with our travel information can teach your children about one of the most important events in American history. Our travel information is a great tool for kids who are currently studying the American Civil War in school. There are plenty of re-enactments performed in Gettysburg, Pennsylvania, which brings American history to life. With our free travel information you can optimize your Gettysburg, Pennsylvania, vacation.



Our free vacation guides, offer more than just information on historic sites. Gettysburg has amazing restaurants and great shopping. You will be amazed when you look at our Gettysburg travel brochure, just how many entertainment attractions can be enjoyed in Gettysburg. Have one of our vacation brochures mailed to you and make the very most out of your Gettysburg Pennsylvania vacation.

Source: Travel Information (bit.ly/1L5Lv3Q) (adapted)

Travel, accommodation and transport 1.2.9.

When we talk about the means of transport we use to **travel** with, we need to know certain expressions and typical questions that are going to be helpful for us.

For instance, it is necessary to be able to ask about the arrival or departure time of a certain transport, be it plane, train or coach, or about the information desk where to request information or buy tickets, for example one-way/single tickets or return tickets. Sometimes you can get reduced fares or prices for children, large families or pensioners.

If, instead of going on a trip, we use daily public or private transportation to go from home to our workplace, we say that we «commute» by public transport. This is a possible conversation in the airport between a customs officer and a passenger using some specific vocabulary.

?? Did you know...?

Eastern Woodlands' Native Americans are considered the first to play lacrosse, circa the 17th century, in the Great Lakes, Mid-Atlantic and American South regions. However, lacrosse, as we know it today, was modified by European immigrants to establish the current academic and professional sport.



« » Quotation

«Not all those who wander are lost.»

J. R. R. Tolkien

□ Vocabulary

Oxford Dictionaries defines the verb «to commute» as «travel some distance between one's home and place of work on a regular basis».

Check it out!

In 1977, American rock band Eagles released its legendary single *Hotel California*, a song that describes, according to Don Henley, «a journey from innocence to experience» (2013). Listen to it on [bit.ly/11k64rS!](http://bit.ly/11k64rS)



Example

If we are planning a trip to the mountain, we should rent a 4x4 car or truck instead of trying to go uphill driving a coupé or a sedan.

Vocabulary

An aircraft is called «aeroplane» in BrE (British English), whereas «airplane» is mainly used in AmE.

Quotation

«I would trade all of my technology for an afternoon with Socrates.»
Steve Jobs

Important

When talking about shops, we would commonly use the genitive case, since the object possessed, «shop», is dropped, as it is implicit in our general knowledge.

Customs officer: Madam, would you be so kind as to show me your passport, please.
Passenger: Of course; here it is.
Customs officer: Are you travelling alone? On business?
Passenger: No, I'm visiting some relatives.
Customs officer: Do you have anything to declare on your luggage?
Passenger: No sir, nothing to declare.
Customs officer: Very well madam, thank you, and have a safe flight!

Now, moving on to a related topic, **accommodation**, we can mention different places where to accommodate that can be classified according to their location. For example, inland we can find ski resorts, cottages, mountain shelters and cabins; while beach resorts and apartments are frequently found on the seashore; and hotels, hostels, and guesthouses are common in urban areas.

Also, there are some verbs that we use frequently when talking about **travelling and lodging**, be it before, during or after our trip: to plan, to book, to hold/make a reservation, to confirm, to have a good/bad time, to check in/out, or to rent a car. Likewise, some of them are related to activities we can do while travelling, such as going sightseeing, going hiking, going skiing or going camping.

When travelling, it is quite important to know what **vehicle or mean of transportation** we are using or which one is the best choice for our trip.

For this reason, let's see some vehicles and means of transportation we can use both in trips and in daily life.



4x4	Funicular railway	Moped
Aeroplane	Glider	Motorcycle
Bullet train	Gondola	RV (Recreational Vehicle)
Cabin cruiser	Hot-air balloon	Sailboat
Chopper	Hovercraft	Sedan
Convertible	Hydroplane	Shuttle
Coupé	Jet	Sled
Cruise ship	Limousine	Steamboat
Ferry	Minivan	Tramcar

1.2.10. Purchasing and trading activities

Purchasing, be it online or offline, is a common activity that most probably you are going to have to undertake in English at one time or another. In this section you are going to find vocabulary related to buying and trading activities, such as types of stores, or words related to money or to business.

Let's remember the names of different **shops and stores** in English.



Baker's	Electrical store	Newsagent's
Bookshop	Fishmonger's	Off-licence
Boutique	Florist's	Optician's
Butcher's	Greengrocer's	Record store
Chemist's	Grocery	Shoe shop
Cobbler's	Haberdasher's	Shopping centre
Delicatessen	Ironmonger's	Tailor's
Department store	Jeweller's	Toy shop

Normally, when you want to purchase something you need first to have cash or a credit card. You can withdraw money from a cash machine, also known as ATM (Automated Teller Machine), and put the notes in your wallet. With the right currency of course, pound sterling if you are, for example, in Britain, you can go into any shop and make a payment in exchange of any item you can afford.

This will depend on your income and your savings. The price of said item will always include the corresponding VAT (Value Added Tax). After your purchase you should be given a receipt, a bill, or an invoice.

The business world is a complex one, and there are my possible types of trading activities, such as purchasing, selling, or loaning. There is much lexicon related to invoices, companies' shipment processes, products' life cycles, etc.

Here is an article by A. T. Kearney (2012) where the topic of e-commerce is dealt with. This kind of texts, especially company documentation and writings, more than articles, can be difficult at the beginning, due to the amount of specialized vocabulary, but they are of an utmost importance to everyone in the business world.

Vocabulary

In the United Kingdom a shop is a small premise that sells retail goods of one kind: flowers, shoes, food, books, etc., while a store is generally a place where goods are stored, and it is sometimes used for larger selling points where different kinds of products are found, like in a department store. However, in the USA, a store is usually any kind of premise where retail goods are sold.



E-Commerce Is the Next Frontier in Global Expansion

Online shopping is changing how retailers develop their global expansion strategies. A.T. Kearney's E-Commerce Index reveals which developing markets hold the most potential for online growth.

Retailers are constantly seeking new paths to growth. As revenues plateau in developed markets, expansion into developing markets is a popular means for reaching new growth targets and boosting returns in overall portfolios. But choosing a developing market is more complex than looking through the traditional bricks-and-mortar lens to determine where to locate — it also requires looking through the online lens.

As e-commerce sales skyrocket across the developing world, building an online presence is a low-risk way to test new markets or complement existing store footprints. Gaining maximum advantage from such strategies requires knowing a country's true e-commerce potential and its online market challenges.

Global e-commerce is thriving as infrastructure, laws, and consumer preferences evolve. Global e-commerce has grown 13 percent annually over the past five years. Retail expansion is increasingly occurring through online channels as a way to tap into growth markets, build brands, and learn about consumers while investing less capital than traditional formats. For example, American luxury retailer Neiman Marcus acquired partial ownership in a Chinese fashion website to test China's market, learn about Chinese consumers' likes and dislikes, and capitalize on the country's increasing demand for luxury goods. Neiman Marcus got all the information it needed without entering into expensive real estate contracts or trying to navigate the complexity of tier 2 and tier 3 cities. French luxury retailer LVMH (Louis Vuitton Moët Hennessy) used a similar strategy, acquiring Sack's, Brazil's leading online beauty retailer, to develop local recognition of its Sephora cosmetics line.

E-commerce is playing a vital role in multichannel retail strategies, which are new to many developing markets. In late 2011, U.K.-based Argos partnered with Chinese electronics manufacturer Haier to create a new multichannel operation in mainland China. Argos plans to open a showroom in Shanghai and take advantage of Haier's existing franchise network of 6,000 stores to serve as delivery points for online orders.

Pursuing international online expansion often means doing battle with domestic e-commerce players that already control a large portion of a market. Chilean retailers Falabella and Cencosud combined own nearly 40 percent of their home country's online retail market, and Brazilian retailers B2W and Magazine Luiza own 30 percent of the Brazil market — similar trends are occurring across Asia, Eastern Europe, and the Middle East. Competing against these domestic players requires understanding online consumers within each market and tailoring e-commerce operations accordingly.

Source: ATKearney (bit.ly/1BU9LF4) (adapted)

1.2.11. Goods and services

« » Quotation

«Speculation is only a word covering the making of money out of the manipulation of prices, instead of supplying goods and services.»

Henry Ford

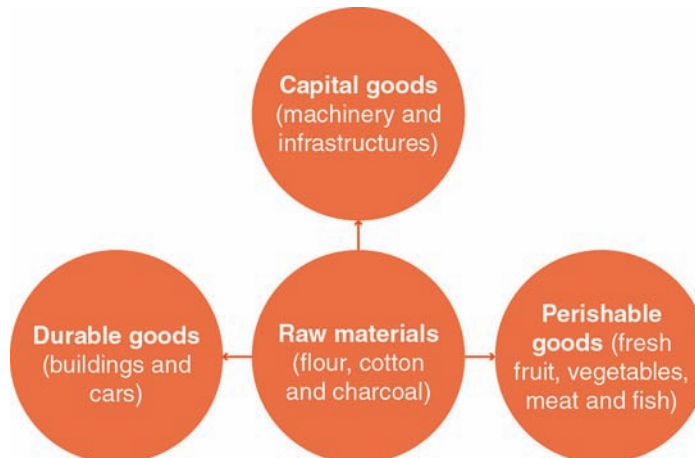
This section is related to both the previous one, about commercial activities, and the next one, about economy. For this, a great deal of vocabulary related to this semantic field, about money for instance, will be found in the other two sections. This section focuses on **goods and services**, so let's look first at some words they both have in common.



Capital resources	Factors of production	Physical capital
Circular flow	Final goods	Private goods
Comparative advantage	Households	Productive resources
Competition	Human resources	Productivity
Complements	Inflation	Public goods
Consumption	Interdependence	Quantity demanded
Deflation	Investment	Revenue
Demand increase/decrease	Law of demand	Stock
Distribution	Law of supply	Store of value
Entrepreneurship	Money market	Supply increase/decrease
Exchange rates	Natural resources	Taxes

The final goal of every economic activity is to produce goods and services, they are at the core of our economic and production systems and, in some aspects, of our society.

According to economic theories there are many different types of **goods**. For example some are limitless, like the air we breathe or the sunlight, but some other are limited and have a price, like a TV set or a work of art. Goods can be further classified as raw materials to produce new things, capital goods, durable and perishable goods.



There are also different types of **services**, which always have a price, and we have to pay to have access to them. Services can be usually classified as private or public services. A private service could be that which is offered by some private company or individual, like for example a translation service. Further examples of private services are: surveillance services, Internet services or a catering service.

On the contrary, public services are those offered by the state to its citizens, and paid for through our taxes, such as the water and power supplies, for instance. Healthcare and education systems can be either public or private depending on the country.

Moreover, we can also find services related to social work; for example, legal assistance, psychological care, or emergency services, such as law enforcement, fire brigade and EMS (Emergency Medical Services).

Economy and industry 1.2.12

This section delves into economy and industry, and as it has been said before, some related vocabulary will be found in the two previous sections. In order to have a general idea of the **economy** of a country, you have to master some basic terms that will help you understand all its aspects.



Business cycle	Household	Opportunity cost
Capital	Human capital	Poverty threshold
Centrally planned economy	Incentive	Private property
Command economy	In-kind benefits	Production possibilities curve
Competition	Interest group	Production possibilities frontier
Consumer sovereignty	Invisible hand	Profit motive
Economic system	Labour	Public good
Efficiency	Laissez-faire	Public interest
Externality	Macroeconomics	Safety net
Factor payments	Market economy	Scarcity
Factors of production	Market failure	Self-interest
GDP (Gross Domestic Product)	Market specialization	Standard of living
Heavy industry	Microeconomics	Traditional economy

« » Quotation

«Money never made a man happy yet, nor will it. The more a man has, the more he wants. Instead of filling a vacuum, it makes one.»

Benjamin Franklin

! Important

It is essential to know the difference between «economy» and «economics». On the one hand, the first term refers to the system that organizes trade, currency and industry within a country, and on the other hand, the second one refers to the academic field that studies said system and all its aspects.

To illustrate this, here is an article written by James Kanter for *The New York Times* about the foreseeable economic growth of the European Union in the context of the economic crisis affecting the continent in 2015.



E.U. Raises Its Forecast for Growth

BRUSSELS — European Union officials on Thursday nudged up growth forecasts across the 28-nation bloc amid optimism that falling oil prices, a weaker euro and intervention by the European Central Bank were brightening the outlook for a region wrestling with economic stagnation.

Growth is expected to be 1.7 percent in the bloc this year, up from the 1.5 percent predicted in November, according to the European Commission, the union's executive arm. The economy is set to expand 2.1 percent in 2016, the commission said in its winter economic forecast.

It is the first time in eight years that all the economies of the bloc are expected to grow.

Growth in Germany, the region's economic powerhouse, is expected to reach 1.5 percent this year compared with the earlier forecast of 1.1 percent. Other major Eurozone economies like France and Spain also received slightly upgraded growth forecasts.

But in Greece — where a lingering debt crisis threatens the rest of the bloc's stability — the commission lowered projected growth to 2.5 percent this year compared with a more optimistic forecast of 2.9 percent in November.

That relatively robust level of growth is dependent on the implementation of overhauls Greece had agreed to make in exchange for bailout funding before the election victory of the anti-austerity party Syriza late last month. But Alexis Tsipras, the new Greek prime minister from Syriza, came to power promising to renegotiate or even scrap that package. This week, Mr Tsipras and his finance minister, Yanis Varoufakis, were struggling to find common ground with European leaders and policy makers over the terms of the bailout.

For Italy, which is battling to lower its huge debt, the projected growth rate for 2015 remains a meager 0.6 percent.

In Britain, where the relatively strong economy has made the country one of the bloc's star performers, growth this year is expected to be 2.6 percent, down slightly from the earlier forecast of 2.7 percent.

The levels of economic growth in Europe are still not enough to make a strong dent in unemployment. Although the jobless rate across the European Union should dip just below 10 percent this year, the rate in the euro area will still be nudging 11 percent in 2016 — well above precrisis levels.

Source: The New York Times (nyti.ms/1zeWDmS) (adapted)



□ Vocabulary

The economic concept «laissez-faire» comes from the French expression *laissez faire*, which literally stands for «let (people) do (as they think best)».

Global economy is supported by all the **industries** of every country. Economy is divided into three large sectors: primary, secondary and tertiary sector.



If we think, for instance, in the car industry, we can see how the processing of a final product, like a motor vehicle, goes through all the different sectors before being purchased by a consumer.

First the raw materials, like metal, wood, petroleum, etc., are extracted and processed in order to be ready for their use. Different industries from the secondary sector will buy those raw materials to use them to manufacture all the different parts that will compose a vehicle.

Those parts will be sold and delivered, with the help of a logistics company, at a later stage to another industry from the same secondary sector, an automotive company. This is the one that will assemble all the parts and build the vehicle, which will then be sent to a dealer.

This dealer from the tertiary sector is the one who will have the finished product on display or in stock in its shop. There, the customer will see the product and finally buy it.

« » **Quotation**

«Politics is the art of looking for trouble, finding it everywhere, diagnosing it incorrectly and applying the wrong remedies.»

Groucho Marx

🔍 **Check it out!**

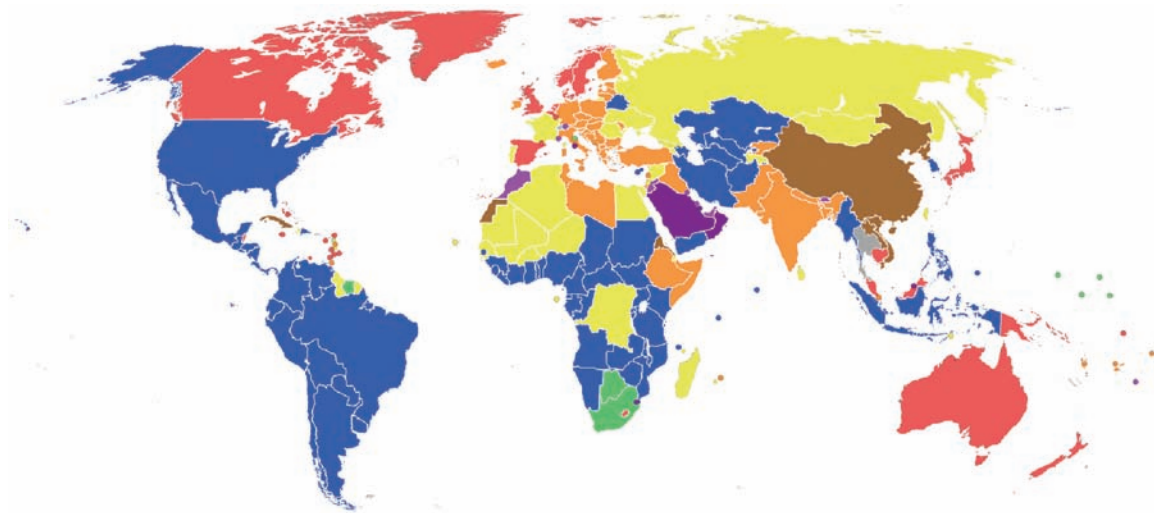
If you want to know more about how politics, the government and the electoral system of the United Kingdom or the USA work, check section 5.5.6 in the fifth teaching unit of this book.

1.2.13. Government, politics and society

The focus of this section is on government and law, political tendencies and society. First, let's take a look at some vocabulary related to government, elections and representatives. It is very common, though not always very accurate, to describe different political ideologies and doctrines as being right-wing or left-wing. Right-wing doctrines that exist nowadays in many countries of the Western world are for example capitalism, neo-liberalism or the neo-colonialism. Some remarkable left-wing ideologies are communism and socialism.

Other forms of **government** are the monarchy, where there is some kind of sovereign, or the republic, a manner of organizing a government without a king. Also a theocracy is a form of government in which clergy is the ruler, and democracy is the system where all the citizens of a country choose some representative rulers.

Other political doctrines or forms of government that are worth mentioning are anarchism, dictatorship, authoritarianism, benevolent despotism, colonialism, imperialism, federalism, liberalism and conservatism.



- Presidential republic
- Semi-presidential republic
- Presidential republic where the executive branch is linked to a parliament
- Parliamentary republic
- Parliamentary constitutional monarchy
- Constitutional monarchy
- Absolute monarchy
- Single political party or coalition
- Government has been suspended

To improve our knowledge about governments, here we have some basic concepts and terms, from elections and representatives to the branches of a government.



- | | | |
|-------------------|---------------------------|---------------------|
| Absentee ballot | Executive branch | Poll |
| Allegiance | Federal government | Populace |
| Amendment | General election | President |
| Article | House of Commons | Prime minister |
| Assembly | House of Lords | Quorum |
| Ballot | Impeachment | Referendum |
| Cabinet | Judicial branch | Regulate |
| Campaign | Justice | Representative |
| Candidate | Law | Revenue |
| Census | Legislate | Rights |
| Chancellor | Legislative branch | Senate |
| Citizenship | Legislature | Senator |
| Congress | Midterm elections | Separation of power |
| Constitution | MP (Member of Parliament) | Speech |
| Delegate | Oath | Succession |
| Electoral College | Open primary | Suffrage |
| Electorate | | Vice president |

Check it out!

One of the most acclaimed political speeches is the one Barack Obama gave in New Hampshire the night of the primary elections in 2008. You can watch it on bit.ly/1Xe1H7V.

?? Did you know...?

Since 1642, when King Charles I burst in to try to arrest five Members of Parliament, no subsequent King or Queen of the United Kingdom or the British Empire has entered the House of Commons.



Legal English is generally very complex due to its large amount of technical terms; that is the reason why it is often studied as a separate subject. In order to have a general idea, the following list depicts some basic terms related to **judicial bodies and officers**.



Advocate	Human rights committee
Arbitration court	Judicial officer
Civil court	Jury
Civil law	Justice of the peace
Civil litigation	Magistrate
Common law	Magistrate's Court
Constitutional law	Notary public
Court of appeal	Precedent
Court system	Summary offence
Criminal law	Supreme Court
High court	Trial judge

Check it out!

If you want to read further about society and other social issues, please check sections 5.4.1. and 5.5.1. in the fifth teaching unit of this book.

Some lexicon about **society** and several social issues, which are closely related to the previous vocabulary about politics and government, are presented below.



Antisocial	Housing benefits	Peer pressure	Stereotype
Child benefits	Majority	Population	Subculture
Common good	Middle class	Poverty	Unemployment benefits
Equal pay	Minority	Prejudice	Upper class
Gender gap	Multicultural society	Social class	Voluntary work
Generation gap	Outcast	Social exclusion	Working class

To illustrate all this lexicon, here is part of a speech by Noam Chomsky, one of the most renowned linguists and also famous for his political activism, at a conference held at Columbia University. In his speech, he talked about where we should find what is best for our society as a whole, from a libertarian point of view.



What is the Common Good?

Classical liberalism shipwrecked on the shoals of capitalism, but its humanistic commitments and aspirations didn't die. Rudolf Rocker, a 20th-century anarchist thinker and activist, reiterated similar ideas. Rocker described what he calls «a definite trend in the historic development of mankind» that strives for «the free unhindered unfolding of all the individual and social forces in life».

Rocker was outlining an anarchist tradition culminating in anarcho-syndicalism — in European terms, a variety of «libertarian socialism». This brand of socialism, he held, doesn't depict «a fixed, self-enclosed social system» with a definite answer to all the multifarious questions and problems of human life, but rather a trend in human development that strives to attain Enlightenment ideals.

So understood, anarchism is part of a broader range of libertarian socialist thought and action that includes the practical achievements of revolutionary Spain in 1936; reaches further to worker-owned enterprises spreading today in the American rust belt, in northern Mexico, in Egypt, and many other countries, most extensively in the Basque country in Spain; and encompasses the many cooperative movements around the world and a good part of feminist and civil and human rights initiatives.

This broad tendency in human development seeks to identify structures of hierarchy, authority and domination that constrain human development, and then subject them to a very reasonable challenge: Justify yourself.

If these structures can't meet that challenge, they should be dismantled — and, anarchists believe, «refashioned from below», as commentator Nathan Schneider observes.

In part this sounds like truism: Why should anyone defend illegitimate structures and institutions? But truisms at least have the merit of being true, which distinguishes them from a good deal of political discourse. And I think they provide useful stepping stones to finding the common good. For Rocker, «the problem that is set for our time is that of freeing man from the curse of economic exploitation and political and social enslavement».

It should be noted that the American brand of libertarianism differs sharply from the libertarian tradition, accepting and indeed advocating the subordination of working people to the masters of the economy, and the subjection of everyone to the restrictive discipline and destructive features of markets.

Anarchism is, famously, opposed to the state, while advocating «planned administration of things in the interest of the community», in Rocker's words; and beyond that, wide-ranging federations of self-governing communities and workplaces. Today, anarchists dedicated to these goals often support state power to protect people, society and the earth itself from the ravages of concentrated private capital. That's no contradiction. People live and suffer and endure in the existing society. Available means should be used to safeguard and benefit them, even if a long-term goal is to construct preferable alternatives.

Source: Chomsky.info (bit.ly/1ILfH4H) (adapted)

Information and mass media 1.2.14

We all know the different mass media and more or less how they work. Both radio and television, advertising and the printing press, they control information and how every story is covered, they have the power to influence on the public opinion and to some extent, on how we perceive everything going on in the world.

Nowadays there are still some independent media, but the vast majority of the sector is ruled by a few huge monstrosities that encompass many different kinds of media: blogs, TV channels, newspapers and magazines, tabloids and other print media, radio broadcasts, and even publishing companies. In the following list you can find some more vocabulary about **mass media and information**.



Advertisement	Editorial	Prime time
Advertising revenue	Eyewitness report	Propaganda
Blogsphere	Forecast	Report
Breaking news	Host	Review
Broadsheets	Investigative journalism	Rolling news
Circulation	Media bias	Talking heads
Citizen journalism	News	TV Producer
Colum	Press conference	Yellow journalism

This section's text was written by Rami G. Khouri at *PASSIA* (1999). It talks about mass media and its power to influence people, but is also interesting to see what the approach was so many years ago and how it has or has not changed.



The Role and Power of the Mass Media

Using the mass media and communication channels in the four contexts mentioned above requires a clear understanding of each one, and how it works within its own political culture and national values. The Palestinian mass-communication sector is fragmented, very local in its orientation, highly personalized, and also both traditional and very new. The Israeli sector is highly political and commercial, with few personal dimensions. The Arab sector is a combination of two very different extremes: tightly controlled national institutions that mainly reflect the official views, and free-market and entertainment-based private media channels that reflect a combination of state and private views.

The world mass-communication sector is global, market-driven, and increasingly based on entertainment values, even in the news business. These four very different contexts require different approaches, and each can serve a very different purpose. Palestinian NGOs seeking mass-communication coverage must first identify their target audience and the intended results they wish to achieve, and then decide which channels best meet those aims. Goals will differ widely, from NGOs that seek funding and members, to NGOs that want to educate families and students, to private firms that want to sell their products, to cultural groups that want to promote social values, to government institutions that want to project a policy line or political viewpoint.

Finally, the impact of the mass media should be monitored, so that you can determine what kind of and how much impact the media has on people and society. It might prove more useful for your organizational goals to use other communication means, such as religious, social or tribal groups, the school system, political parties, the government agencies, or other NGOs.

Source: PASSIA.org (bit.ly/1FksFXX) (adapted)

« » Quotation

«Whoever controls the media, controls the mind.»

Jim Morrison



🔍 Check it out!

To improve your reading and comprehension skills and, at the same time, be aware of what's happening around you, read a daily newspaper in English. Visit www.onlinenewspapers.com and choose the most interesting one!

Nowadays, one of the main means for sharing any kind of information is our computer, and at the same time the use of IT is widespread. Therefore, it is essential to study some lexicon related to the **Internet, computers and IT.**



Application	Cyberspace	Interface	Social network
Backup	Dashboard	Operating system	Spam
Blogger	Database	Password	Spreadsheet
Bookmark	Desktop	Podcast	Spyware
Broadband	Domain	Screenshot	Template
Browser	File	Script	Text editor
Buffer	Folder	Scroll	Thread
Cache	Freeware	Search engine	Toolbar
Cloud computing	Hyperlink	Snapshot	Website

Vocabulary

Oxford Dictionaries defines «spam» as «irrelevant or unsolicited messages sent over the Internet, typically to large numbers of users, for the purposes of advertising, phishing, spreading malware, etc.».

1.2.15. Culture and artistic activities

This section deals with cultural activities and arts in general. We are going to be mentioning here vocabulary related to several arts such as prose, painting, sculpture, drawing, music, poetry or drama. First let's take a look at some vocabulary about art, especially **painting and sculpting.**

Quotation

«Literature is where I go to explore the highest and lowest places in human society and in the human spirit, where I hope to find not absolute truth but the truth of the tale, of the imagination, and of the heart.»

Salman Rushdie



Abstract	Drawing	Pastel
Airbrush	Fresco	Portfolio
Assemblage	Gold leaf	Portrait
Canvas	Gouache	Portray
Charcoal	Graffiti	Sculpture
Chisel	Graphite	Sketchbook
Clay	Landscape	Stained glass
Collage	Lithograph	Stonecutting
Composition	Marble	Watercolour
Decoupage	Palette	Wood carving

In this short review you are going to find many adjectives that are useful to write or talk about novels, movies or works of art.



This weekend's play at the Globe Theatre was really something impressive and exhilarating. The famous playwright managed to create a work of art of a truly compelling, credible and atmospheric nature, the plot was really entertaining and sentimental, always fast-moving and action-packed, and especially the soliloquy of the protagonist at the end was memorable and moving. The *mise en scène* was very innovative and supported powerfully the performance. A point of note were the stunning costumes, they made the whole play even more gripping.

On the other hand we do not recommend anybody to check the clichéd new film by our disappointing local filmmaker. In one word: excruciating. An implausible, predictable, overhyped and unconvincing plot provides us with just three tedious hours of boredom.

Vocabulary

Mise en scène is French for, literally, «putting on stage». Oxford Dictionaries defines this expression as «the arrangement of the scenery, props, etc. on the stage of a theatrical production or on the set of a film».

Music is also an art, and there are many possible ways of enjoying it. For those who live in a city, there are normally several options available; like going to a concert, be it with more classical instruments like lyres and cellos, or to a rock concert; going to a jazz café to enjoy more relaxing music; going to the opera to enjoy famous tragedies and comedies; or even for those more daring, playing in a jam session.



Accordion	Brass instruments	Harp	String instruments
Bagpipe	Cello	Keyboard	Trumpet
Bass	Fiddle	Lute	Wind instruments
Bass guitar	Flute	Lyre	Woodwind instruments