

# LANGUAGE STUDY

## A. COLLOCATIONS

### VERB + ADJECTIVE + NOUN COMBINATIONS

a. Choose an adjective and a noun from the boxes below that collocate with the following verbs. Some adjectives may be used more than once. The first one is done for you.

#### NOUN

conflict	targets	benefits	presentation	business	success	fieldwork
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#### ADJECTIVE

realistic	mutual	extensive	unprecedented	wholesale	a serious	a formal
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VERB	ADJECTIVE	NOUN
1. achieve	---unprecedented---	_____success_____
2. resolve	→	→
participate	→	→
3. offer	→	→
4. deliver	→	→
5. go into	→	→
6. set	→	→

Rewrite the following statements using the words in parantheses in correct order. The first one is done for you.

1. She is an extrovert. (outgoing / have / personality) *She has an outgoing personality.*
2. Previous experience of applicants should involve outstanding customer service. (possess / proven / track record)  
\_\_\_\_\_.
3. Science has gained much from his work. (contribution / valuable / make)  
\_\_\_\_\_.
4. She is very much keen on arts. (display / interest / considerable)  
\_\_\_\_\_.

5. As a result of her extraordinary accomplishments in software design, she earned a prize. (give prize / impressive / achievements)

\_\_\_\_\_.

6. Sam was able to develop himself intellectually owing to his deep interest in reading. (fulfillment / obtain / intellectual)

\_\_\_\_\_.

7. Jack's report appears to be quite meticulously prepared. (unusually detailed / prepare / report)

\_\_\_\_\_.

## B. ADVERB CLAUSES & RELATIONSHIP BETWEEN IDEAS

**A. TIME:** when, while, before, after, once, no sooner...than, as, until, as soon as, every time, since, hardly...when

Examples:

1. The committee *will start* (future) working on the report **after** they *receive* (simple present) all the necessary data.
2. **As soon as** he *printed out* (simple past) the document, he *submitted* (simple past) it to the manager.
3. The meeting *had already started* (past perfect) **when** Sam *arrived* (simple past). 4. The two companies *have decided* (present perfect) to act together on environmental issues **since** they *received* (simple past) a formal warning.

**B. CAUSE-EFFECT:** because, since, as, inasmuch as, now that, for, because of, due to, owing to, so, consequently, therefore, hence, thus, as a result, that's why

Examples:

1. **Because** the company could not find the necessary funds, they decided to postpone the project till next spring.
2. **Due to** lack of necessary funding, the company decided to postpone the project till next spring.
3. The company could not find the necessary funds, **so** they decided to postpone the project till next spring.

**C. PURPOSE:** so that, in order that, lest, in order to, so as to

Examples:

1. Tilda attended an NLP course last year **so that** she could improve her managerial skills.
2. Tilda attended an NLP course last year **so as to** improve her managerial skills.

**D. CONTRAST:** although, even though, in case, in the event that, unless, in spite of, despite, in case of, in the event of, nevertheless, yet, on the other hand, still, but, however, in contrast

Examples:

1. **Although** the country was going through a serious recession, the firm increased its revenue by 10%.
2. **In spite of** the serious recession in the country, the firm increased its revenue by 10%.
3. The country was going through a serious recession; **nevertheless**, the firm increased its revenue by 10%.

**E. MANNER:** as if, as though, as

Example:

Our director repeatedly *asked* us the reason for late submission of goods **as if** he *had been* unaware of the railway strike going on for over a week.

**F: INVERSION:** No sooner...than, Hardly/Scarcely...when, Never, Seldom, Only when, Only if

Examples:

1. **Only when** he started making job applications *did he realize* the importance of having a solid academic background.
2. **No sooner** *had she arrived* at her office than she received a call from their subsidiary in Bursa.

**REDUCTION:**

Full Clause	Reduced Clause
As <i>this handbook</i> explains the company culture in detail, it will be a good guide for the new employees.	<b>Explaining</b> the company culture in detail, <i>this handbook</i> will be a good guide for the new employees.
<b>Because</b> <i>the school management</i> thought peer learning worked well, <i>they</i> decided to run a workshop for teachers last semester.	<b>Having found</b> out peer learning worked well, <i>the school management</i> decided to run a workshop for teachers last semester.
<b>Although</b> <i>the plan</i> was rejected by the committee, <i>it</i> seems to be the most effective one among others.	<b>Although rejected</b> by the committee, <i>the plan</i> seems to be the most effective one among others.
<b>If</b> <i>the content</i> is illustrated through pictures and graphs, <i>it</i> will be more clearly understood.	<b>If illustrated</b> through pictures and graphs, <i>the content</i> will be more clearly understood.

Complete the following paragraph using the word(s) from the below list.

<b>when starting</b>	<b>after having</b>	<b>before</b>	<b>thinking</b>	<b>so that</b>	<b>if</b>
<b>in the event that</b>	<b>although</b>	<b>however</b>	<b>unless</b>	<b>while</b>	<b>as</b>

(1) \_\_\_\_\_ you start marketing your new business, you first need to determine your target market. Some people do not limit the scope of their pool of potential customers (2) \_\_\_\_\_ that they should sell to everybody, which, in the end, may work against their aim. Therefore, you should define your market (3) \_\_\_\_\_ you can increase the effectiveness of your promotional activities. (4) \_\_\_\_\_ defined your market, you should ensure right timing. (5) \_\_\_\_\_ you may have a brilliant idea, if the market is not ready for your products, the venture will fall by the wayside. (6) \_\_\_\_\_ you have a product that is so new in the market, be prepared to take on the cost of informing the buyers. (7) \_\_\_\_\_ they are not familiar with your products, it is better to show them how it will benefit their lives and demonstrate how they can use it. Infomercials, (8) \_\_\_\_\_ costly, are very good vehicles for very new products. Moreover, (9) \_\_\_\_\_ a new business, you need to consider the expenses. Sure, you can start a business even with little cash; (10) \_\_\_\_\_, you need to be extremely creative in stretching your money and be prepared to compromise the growth of your business. Another point to bear in mind is to have a business plan, which will let you test your planning assumptions and create fall-back measures (11) \_\_\_\_\_ real life proves to be vastly different from your initial visions. Finally, you need to market your product. (12) \_\_\_\_\_ you are a nationally known name, you need to promote customer awareness for your business. That is, inform and persuade customers to buy your product.