

## Analysis

1 Read the extracts again and answer the questions.

- 1 Which email is aggressive, motivating, commercial, cordial, formal?
- 2 Which email associates two pairs of ideas for more impact? What are they?
- 3 Which email associates two groups of three ideas for more impact? What are they?
- 4 Which email uses two adverbs to emphasize the writer's attitude? What are they?
- 5 Which email uses two polite formulae to flatter the receiver?

## Language focus

1 Pairing, (facts and figures) tripling, (signed, sealed and delivered), repetition (better products, better prices and better service) and alliteration (product, price, place, promotion) are frequently used to increase impact. Choose the correct word from the box to complete each example.

customers enchanted looking process sales  
second sell shareholders unacceptable unimaginative

- 1 It's unfair, it's unprofessional and it's \_\_\_\_\_.
- 2 The new CEO will be welcomed by staff and \_\_\_\_\_ alike.
- 3 Substantial improvements have been made in both product and \_\_\_\_\_.
- 4 Trade shows are all about first impressions, no \_\_\_\_\_ chances, and the third degree.
- 5 Cutting corners doesn't win prizes, it doesn't win friends, and it certainly doesn't win \_\_\_\_\_.
- 6 The exhibition was as uninspiring as it was \_\_\_\_\_.
- 7 A good salesman is not only good-hearted and good-humoured, he's good-\_\_\_\_\_ too.
- 8 Follow this simple advice and you'll get more leads, more appointments, and above all, more \_\_\_\_\_!
- 9 Visitors come to the show hoping to be wooed, seduced and \_\_\_\_\_ by new products.
- 10 We take a no-frills approach; pile 'em high and \_\_\_\_\_ 'em cheap.

5 Adverb and adjective collocations give a text more colour. Choose the adverb which is commonly used to intensify each group of adjectives below.

highly radically thoroughly totally

deeply perfectly utterly widely

- 1 unacceptable, irresistible, honest, inappropriate
- 2 entertaining, miserable, inadequate, unreasonable
- 3 recommended, controversial, effective, qualified
- 4 innovative, different, simple, altered
- 5 disappointing, concerned, honoured, disturbed
- 6 available, praised, accepted, used
- 7 valid, happy, timed, executed
- 8 disastrous, boring, petrified, charming

6 Choose an appropriate adverb and adjective collocation from Exercise 5 to replace the more tentative synonyms in *italics* in the report below.

Although the substance of Dr Clavain's presentation was (1) *quite acceptable*, unfortunately the style was (2) *not very suitable* for this audience. As a result, many people found the session (3) *somewhat uninteresting* and left the room well before the end. Whilst Dr Clavain is a (4) *well trained* physician whose views are (5) *not usually contested*, it would seem that a (6) *slightly modified* approach is needed. Regrettably, a majority of researchers possess (7) *less than perfect* presentation skills and it should come as no surprise that many conference speeches are (8) *not as good as expected* for the audience and the organizers alike.

## Output

7 Write two or more of the following messages using appropriate style and collocations.

- 1 An email thanking a consultant for a team-building session run at your institution or company.
- 2 A complaint to a hotel after a disappointing conference weekend.
- 3 An invitation to an awards ceremony to be held at your institution or company.
- 4 A follow-up message to a visitor to your institution or company's open day.
- 5 A motivational message to members of your team before an important event.

## Internet research

Search for the keywords *adverb* and *adjective collocations* to find more typical combinations. Google the adverbs you find, in inverted commas and with an asterisk (e.g. "*painfully* \*"), to discover which adjectives they collocate with. Compare their popularity on googleflight.com (e.g. *painfully shy* versus *painfully aware*).

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alliteration  
all-nighter  
booth  
woo