

## 2 Corporate image

### The future in English

Not only *will*, the most neutral modal, but all the other modals are used to talk about the future. Other ways include *ought to*, *going to*, the present tense for timetabled events and the present continuous for arrangements.

There are also many longer forms popular in journalistic writing which can include one or more of the following: a modal verb, state verb and finally the main verb:

<i>may</i>	<i>be</i>	<i>about to</i>	<i>finish</i>
<i>might</i>	<i>appear</i>	<i>bound to</i>	
<i>must</i>	<i>look</i>	<i>likely to</i>	
<i>could</i>	<i>seem</i>	<i>unlikely to</i>	
<i>can</i>		<i>sure to</i>	
<i>shall</i>		<i>set to</i>	
<i>should</i>		<i>certain to</i>	
<i>ought to</i>		<i>due to</i>	
<i>will</i>		<i>poised to</i>	
<i>would</i>		<i>destined to</i>	
		<i>on the point of</i>	
		<i>on the verge of</i>	<i>finishing</i>
		<i>on the brink of</i>	

**1** Read the newspaper article and fill in the spaces with the missing future forms from the box.

are expected to focus mainly on can tackle  
could significantly worsen is likely to seek  
is set to ask for leaves 'll see meet move  
should have take would be lost

US President Doug Winehouse and John Diaz (1) \_\_\_\_\_ today in London for formal talks on a wide range of issues. They (2) \_\_\_\_\_ the current financial crisis and the next round of trade talks. The British Prime Minister (3) \_\_\_\_\_ concessions on certain UK exports to the United States, while Mr Winehouse (4) \_\_\_\_\_ reassurances on sustaining current troop levels from his UK counterpart. Although there is less than a year before President Winehouse (5) \_\_\_\_\_ office, Mr Diaz hopes that they (6) \_\_\_\_\_ a wide range of important issues before his actual departure. Diaz feels that without action now the world trade and security prospects (7) \_\_\_\_\_ and the chances of making a positive impact (8) \_\_\_\_\_. 'As we (9) \_\_\_\_\_ towards greater economic integration over the coming months, and provided we (10) \_\_\_\_\_ action soon, the situation (11) \_\_\_\_\_ every chance of success,' said Mr Diaz yesterday. We (12) \_\_\_\_\_.

**2** Choose the most appropriate future form for each sentence.

- 1 The report \_\_\_\_\_ ready for you by the end of the week – I've already written most of it.  
a) will have been b) is c) should be

- 2 What do you think about the latest proposals? Do you think they \_\_\_\_\_?  
a) 're likely to work b) must work c) 're sure to work
- 3 My meeting is supposed to be at two, but it \_\_\_\_\_ late – it always does.  
a) 's going to start b) 's bound to start c) should start
- 4 Following the recent adverse trading conditions, a series of profit warnings \_\_\_\_\_.  
a) are on the brink of being made  
b) look likely to be made c) can be made
- 5 And with an insurmountable lead and just one game to go Marina Splendova \_\_\_\_\_ the women's final!  
a) will win b) is winning c) is on the verge of winning
- 6 Why not take my laptop – I \_\_\_\_\_ it until tomorrow.  
a) won't be needing b) am not needing  
c) don't seem to need

### Verb patterns in advice structures

A major area in which we refer to the future is to express functions such as offering advice, suggestions and recommendations. The most common tense for these is the present. The *-ing* form (gerund), *would* (as we're giving advice which is not yet real) or the imperative form are also used.

**3** Match a beginning on the left with an ending on the right to make advice structures.

- |                              |   |
|------------------------------|---|
| 1 My view is that you should | a) putting strategy before image.   |
| 2 I would recommend that     | b) are going to have to allow your workforce to settle down before the next big change. |
| 3 I'd advise                 | c) I'd come up with a new mission statement.  |
| 4 You want                   | d) for it!  |
| 5 If I were you              | e) give your staff a raise.   |
| 6 It's high time you         | f) to get your sales staff working better as a team.                                    |
| 7 Go                         | g) concentrated on finding out how people see the company.                              |
| 8 It looks as if you         | h) you listen to your boss a bit more.  |

### Modal verbs

Verbs comprise about one in six words in texts, and one in every ten verbs is a modal. In order of frequency the core modals are: *will, would, can, could, may, should, must, might and shall*.

Modal verbs are used to express both personal meanings and more impersonal, logical meanings; their major functions are to express stance (see 6.3), which is personal, and impersonal notions such as possibility and prohibition. Modal verbs are not associated with things that actually exist; they are used for things which are possible, likely, necessary, uncertain, habitual or expected.