

7 Investment

Emphasis adverbs and adverbials

Certain adverbs can be used to add something either to a particular phrase in a sentence or to the whole sentence. When the adverbs add something to, or 'modify' a particular phrase, they nearly always come just before the phrase.

She's managing extremely effectively [adverb modifying adverb]

That's absolutely fascinating [adverb modifying adjective]

It was quite a surprise [adverb modifying noun phrase]

rather to my annoyance [adverb modifying prepositional phrase]

Almost half failed [adverb modifying determiner]

Alternatively, when the adverbs add something to the whole clause or sentence, they are being used as adverbials. Along with subject, verb, object and complement, adverbials are clause elements. Unlike the other clause elements adverbials are mobile and can often be put in different places in the clause or sentence.

1 Put the emphasis adverb in brackets into the most appropriate place in the sentence.

- 1 I have no complaints with their service. (whatsoever)
- 2 I am appalled that they should let you down in this manner. (utterly)
- 3 You have made an extremely useful contribution. (indeed)
- 4 Had I known about his directorship at the time, I would have trusted him. (scarcely)
- 5 We were more impressed with their level of service than their reasonable fee. (even)
- 6 This project is more challenging than the previous one. (rather)
- 7 The share price ended up doubling, to my surprise. (somewhat)
- 8 Merely tracking the all-share index is an unacceptable policy, given their high management fees. (absolutely)

2 Complete each sentence by putting the words in brackets in the correct order.

- 1 (why the I oppose reason) his approach is that he concentrates on tiny details rather than the broader picture.
- 2 (is it not his but punctuality) his aggression that is the real problem.
- 3 (stake is what at is) nothing less than the company's future well-being.
- 4 (tactics would to by only resorting underhand we) be able to win – and we're not going to stoop that low.
- 5 (no you under should put circumstances) more than 10% of your assets into that fund.
- 6 (would changes I be would where make) in the areas of responsibility and accountability.
- 7 (I witnessed rarely have) such firmness in the teeth of such opposition.
- 8 (approach would the how problem I is) irrelevant – it's your department and your responsibility.

- 9 (not they respond should), we do have a secret Plan B.
- 10 (on what we the focus need product is to), not the process itself.

3 Cross out the extra word in each of the following sentences.

- 1 Mr Fortinbras was the person to whom I appointed Chief Investment Strategist.
- 2 Not only by shedding 5% of the workforce was the company able to get through the recession.
- 3 Had you to put that question to me last week we might have avoided this mess.
- 4 What do I aim to do by Thursday is complete my final report.
- 5 It is commodities what I particularly want you to focus your attention on in the coming months.
- 6 Under no circumstances should you to borrow to invest.

Inversion and fronting

Subject and verb can be inverted in certain situations:

- with the modals *had*, *should*, *were* when they are used in conditional sentences. In these cases *if* is omitted: *Had I known, I wouldn't have done it.* (= *If I had known ...*)
- after certain prepositional phrases, particularly those indicating place or negative structures: *In the town where I was born lived a man who made a billion.*
- after negative structures such as *hardly*, *scarcely*, *never*, *on no account*, *no sooner*. With these structures the auxiliary verb follows directly after: *No sooner had she finished/did she finish/was the job finished, she was told it wasn't actually necessary.*

For emphasis and more dramatic effect, sentences can start with the complement of verbs such as *be*, *seem*, *appear*, *look*: *Even more alarming is the lack of transparency.* These sentences can easily be 'reversed' for a more conventional order: *The lack of transparency is even more alarming.* The sentences often begin with *wh-* clauses for even more emphasis: *What is even more alarming is the lack of transparency.*

4 Rewrite the following sentences to make them more emphatic, using a range of structures.

- 1 The dip in consumer confidence is also clearly significant.
- 2 If you ever need any further assistance, please do not hesitate to contact us.
- 3 I will never again go to so much trouble for so little gain.
- 4 He failed to turn up on time. He didn't apologize either.
- 5 The inflationary risk appears to be far more serious.
- 6 If I had caught my flight I would not have missed the meeting.
- 7 You cannot claim expenses without a receipt at any time.
- 8 If a solution were found, we would implement it.