

Exercises

31.1 Look at A. Complete these collocations.

- | | |
|------------------------------------------|-----------------------------|
| 1 to a company on the stock market | 6 to into partnership |
| 2 to a new product | 7 to market research |
| 3 to a profit | 8 to public |
| 4 to bankrupt | 9 to up a business |
| 5 to into business | 10 to a loss |

31.2 Match the newspaper headlines 1–6 with the topics of the stories a–f.

- | | |
|-------------------------------------------|------------------------------------------------------|
| 1 BUSINESS GOES UNDER | 4 JACKSON'S STRIKE SUCCESSFUL DEAL WITH JAPAN |
| 2 STIFF COMPETITION FOR LOCAL FIRM | 5 ICE CREAM COMPANY TO BE FLOATED |
| 3 BUSINESS BOOMING IN THE AREA | 6 PAPER COMPANY EXPECTED TO FOLD |

- a) a company wins a promising new contract
 b) a rival company is causing problems
 c) a firm is going to sell shares for the first time
 d) a company has ceased trading
 e) a company may go out of business
 f) local companies' sales figures are looking good

31.3 Choose the correct collocation.

- Our company sets a high *value / price / cost* on after-sales service.
- Competition to *earn / win / achieve* the contract was *strong / stiff / hard*.
- You need a wide range of skills in order to *work / run / go* a successful business.
- How long have you been *doing / making / getting* business with China for?
- The annual *takeover / overtake / turnover / overturn* of our company is growing rapidly.
- It's my job to *weigh / balance / add* the budget.
- We've put in a very competitive *offer / bid / deal* so I hope we'll get the job.
- We've been doing *rapid / stiff / brisk* business all morning.

31.4 Fill the gaps in this local magazine article.

Jan Vickers now (1) a successful bicycle company in the town. He set it (2) ten years ago to cater for students and he has done extremely well. He (3) a lot of rental business with the tourist trade at local hotels. In his first year of operations he (4) a loss, but his sales (5) for his second year showed an upturn and he has never looked back since. Indeed you could say that (6) is currently booming as he has just (7)

an important new contract with a chain of fitness centres. There was stiff (8) but Jan (9) in a bid which was more attractive than anything that (10) companies could offer. So, the deal was (11) As a result Jan's company is planning to (12) 20 new jobs. When asked to explain the (13) of his success, Jan puts it down to his company's emphasis on after-sales (14)

FOLLOW UP

Choose an article from the magazine *Management Today*, some of which are available online at www.clickmt.com/public/home/. Make a note of any interesting collocations you find.



Mr Daffy got very few customers after he decided to float his business.

A Reviewing the work of academics

Look at these extracts from reviews in academic journals.

In 1998, Lucas Georgescu published the results of his **groundbreaking research** on genetics. His latest paper also **makes a significant contribution** to the field. He **sets out** some **powerful arguments** which will **shape¹ our thinking** for years to come.

¹ influence

In this latest book, Marina Kass **gives an account of** Karl Marx's philosophy and **provides evidence to support the claim** that Garpov seriously misinterpreted Marx. In addition, the book offers a **concise² summary** of the present state of Marxist philosophy.

² short and clear

Partridge **strenuously defends** her theory, which has **come under attack** recently in several journals. She argues that the Prime Minister **played a central role** in the political crisis of 1811, and **goes into great detail** to support her argument.

Nathan Peel attempts to **establish a connection** between mobile phone use and physical damage to users' brains, but he does not offer **irrefutable proof³** and the statistics do not show any **significant trends**.

³ absolute proof, impossible to prove wrong

B Stating things strongly and less strongly

The sentences below express opinions, either strongly or less strongly.

Strong expressions of opinion

The invention of the steam engine was the **key factor** in the birth of the industrial revolution.

The events of 1954 are a **perfect example** of how political leaders make misjudgements that have serious long-term effects.

This is a **clear illustration** of the importance of a strong monetary policy.

Less strong expressions of opinion

The figures offer a **tentative explanation** of the causes of acid rain pollution. [an explanation given by someone who is not totally certain that it is the correct explanation]

The statistics **broadly support** the view that the economy is heading towards recession.

C Other general academic collocations

There is a **strong tendency** in the work of some linguists to suggest that spoken language is inferior to written language.

We must first **gather evidence**, then **carry out** a detailed study of all the factors that **play a part** in social conditioning.

You cannot expect your claim to be accepted if you cannot offer **supporting evidence**.

Simon Hart **challenges the theory** of social change put forward by Professor Kemp.

It is important in academic writing always to **acknowledge your sources**. If you fail to do this, you will **commit plagiarism**. [use another person's idea or a part of their work and pretend that it is your own]

ERROR WARNING

We **do research** or **carry out research**, NOT ~~make~~ research.
Someone **puts forward a theory** or **proposes a theory**, NOT ~~gives~~ a theory.

Exercises

32.1 Look at A and answer the questions.

- 1 Which collocations suggest that the writer admires Georgescu's work?
- 2 Which collocations indicate that Partridge's work has not been accepted by everyone?
- 3 Which collocations suggest that Marina Kass focuses on facts?
- 4 Which collocations suggest that Nathan Peel is interested in analysing social statistics?

32.2 Rewrite each sentence using the word in brackets, so that it keeps the same meaning.

- 1 The example of Mrs Brown clearly illustrates the need for better medical services in the area. (ILLUSTRATION)
- 2 A doctoral thesis must always make it clear where it got its information. (SOURCES)
- 3 Dr Kahn's results provide clear evidence that our theory is correct. (IRREFUTABLE)
- 4 The article begins by concisely summarising the background to the research project. (CONCISE)
- 5 The book interestingly describes the life of Marx as a young man. (ACCOUNT)
- 6 Janet's theory has been attacked recently in a number of journals. (COME)

32.3 In B some collocations are presented as expressing an opinion in a strong way. Which collocations in the texts in A also express an opinion in a strong way?

32.4 Match the words in the box on the left with the words that they collocate with on the right.

play
set
convinced
come
make
carry
go
shape

people's thinking
a contribution
out a study
by someone's argument
under attack
a part
out an argument
into detail

32.5 Choose the correct collocation.

REVIEWS

Kelly has written a fascinating study of how early people originally got to Australia. He presents some very (1) *powerful / mighty* arguments to support his theory. He offers plenty of (2) *persuading / supporting* evidence to back up his ideas. He has a rather strong (3) *trend / tendency* to (4) *test / challenge* others' theories too aggressively, but in general this is a (5) *groundbreaking / irrefutable* research paper which will (6) *form / shape* thinking for some time to come.

32.6 Complete this table with collocations for the nouns listed. Use a dictionary to help you if necessary. The first line is completed as an example.

verb	adjective	noun
to publish	an outstanding	article
		research
		experiment
		theory
		survey

A Organising the text

Here are some useful collocations for organising one's arguments.

Adverbs in English **fall into** two main **categories**: those ending in *-ly* (e.g. *softly*) and those with other endings (e.g. *well*).

Later, I shall **make reference to** the work of Georgi Perelmutter, a leading figure in the field of zoology.

In this chapter, I **draw a distinction between** societies where democracy has developed slowly and those where it came about quickly or suddenly.

Chapter 3 **raises** important **questions** about the need for transport planning in rapidly growing urban environments. It also **touches on issues** such as pollution.

But we also need to **take into consideration** the economic history of Latin America as a whole.

This chapter **makes a case for** re-examining the assassination of President Kennedy in the light of evidence which has emerged since 1963.

B Reinforcing arguments

Look at these extracts from university lectures and note the collocations.

Many studies have attempted to **assess the significance** of diet in the prevention of cancer.

Wastov **lays emphasis on** examining the vital first three years of a child's development.

These statistics **lend support to** the view that attitudes to the environment are changing fundamentally.



Some economists **hold firmly to** the belief that a certain level of unemployment is inevitable.

C More collocations for referring to arguments

The book *The Eye of the Universe* **draws an analogy**¹ between the birth of the universe and a lottery. It also **draws parallels**² between the formation of new stars and the birth and death of flowers. It **presents the case for** a complete rethinking of how we understand space. The author, Patrick Rivaux, **puts forward the argument** that the universe is as it is because we humans are here looking at it. The author **takes up / adopts the position** that the universe cannot have any beginning or end, and **states his opinion** that we can never understand the universe using the human ideas of time and space. He **argues convincingly**³ that the universe has a unique nature. He **draws attention to** new **research** which **suggests** that other universes may also exist alongside ours. He **briefly summarises**⁴ the views of leading physicists and mathematicians, **disagrees profoundly**⁵ with some of them and **draws the conclusion** that science alone cannot solve the mystery of the universe.

¹ makes a comparison between things which have similar features, to help explain an idea

² says that something is very similar to something else

³ argues in a way that makes people believe that something is true or right

⁴ expresses the most important ideas in a short and clear form

⁵ disagrees very strongly or in an extreme way

Exercises

33.1 Look at A and fill the gaps in this article about collocations.

Collocations in English (1) into a number of different categories. In this article I should like to draw a (2) between 'ordinary' collocations and those that are so fixed that they can be called idioms. Although my main focus is on 'ordinary' collocations, I shall also to some extent (3) idioms into consideration too. I plan to (4) a number of questions about learning collocations in a foreign or second language. I shall attempt to answer these questions by (5) reference to the work of the leading writers in the field. My intention is to make a strong (6) for a more intensive focus on collocation in the language learning process. I shall also (7) on issues such as pronunciation.

33.2 Look at B and C and complete these collocations.

- | | |
|--------------------------------------|----------------------------------|
| 1 the significance of a factor | 6 firmly to a belief |
| 2 argue something very | 7 attention to a new trend |
| 3 an analogy | 8 emphasis on one factor |
| 4 support to an argument | 9 disagree with someone |
| 5 put an argument | 10 a conclusion |

33.3 Choose the correct collocation.

- 1 This paper *proposes* / *presents* / *offers* the case for the complete revision of the theory.
- 2 Recent research *hints* / *explains* / *suggests* that Jackson's theory of economic development is flawed.
- 3 The author of the book *adopts* / *adapts* / *affects* an unusual position on the topic.
- 4 The writer of the article *explains* / *states* / *declares* his opinion very clearly.
- 5 The article concludes by *briefly* / *shortly* / *precisely* summarising the main points that the author wishes to put across.
- 6 The writer *does* / *draws* / *creates* some interesting parallels between life now and life in the Middle Ages.
- 7 I *keep* / *take* / *hold* firmly to my belief in the importance of basic human rights.
- 8 The book *rises* / *arises* / *raises* some key questions but fails to deal with them in a satisfactory manner.

33.4 Correct the nine collocation errors in this review of an academic article.

Kerr takes in a controversial position in his latest article. He gets forward the argument that differences in behaviour between the sexes can be explained totally by the genes. He attempts to do a case for educating boys and girls separately in their primary school years. He argues, occasionally persuadingly, that both sexes would benefit from

this. He pulls attention to recent research which, he claims, makes support for his argument. However, he fails to draw a number of important factors into consideration. He also gives no reference to the important work of Potter and Sinclair in this field. I am sure that I will not be alone in disagreeing highly with many of his conclusions.

**FOLLOW
UP**

Look up the words *theory*, *research* and *argument* (with its academic meaning) in a good learner's dictionary. Make a note of any other interesting collocations that you find.