

Answers to Exercises

C) Key Words from Context

1. To persuade someone strongly to do something: **to urge**

*"I would **urge** you to reconsider your decision."*

Why this word is useful in business:

This is also the best word to use in an email when you need to request something urgently but politely: "I would urge you to send us all of the relevant documents by the end of the day, otherwise your account may be terminated."

2. To cause someone to lose interest or enthusiasm in something: **to put someone off**

*"I would really love to visit the country, but the difficult political situation **is putting me off** at the moment."*

Why this word is useful in business:

This word is great because it is essentially the opposite of attracting customers. It is much more common than its synonym 'to deter'. There are many ways in which you can put customers off your product or service:

"I think our outdated branding is putting customers off buying our products."

"I think if we post too frequently on social media it will put customers off."

Using this in a sentence:

One way to use this is firstly to explain what is wrong with something, and then to start a second sentence with "this puts me off..."

E.g. "The political situation is really problematic in the country. This is putting me off visiting at the moment".

We can also add a comma before "which puts me off..."

"The restaurant always looks so busy, which puts me off going there."

3. A product or service of high price and high quality: **high-end**

*"We offer really **high-end** products, so we need to convey a **high-end** image."*

Other useful phrases:

Naturally, the phrase 'low-end' refers to products and services which have a low price and generally low quality: "I don't like visiting low-end, fast food restaurants."

4. To be in a position of extreme difficulty, confusion and lack of order: **in turmoil**

*"The company is **in turmoil** after the recent scandal caused most of the board to step down."*

5. To move together somewhere in a crowd: **to flock**

*"Everyone in my town **flocks to** to the coast during the summer holidays."*

*"Investors **flock to** to safe investments such as gold during a financial crisis."*

6. To be caused by something: **to stem from**

*"Many of the country's economic problems **stem from** the government."*

Using this in a sentence:

We can use stem from + noun, or if we want to add a full sentence we can use 'stem from the fact that...': "The company's problems stem from the fact that they did not deal with the covid situation efficiently".

7. Intense publicity and promotion causing excitement: **hype**

*"There is a lot of **hype** surrounding the launch of the latest smartphone."*

Why this word is useful in business:

- to generate hype surrounding: "We have managed to generate a lot of hype surrounding the event."
- to get swept up by the hype: "I bought the new iphone even though I can't really afford it. I got swept up by the hype."

8. Medium quality and medium price: **mid-range**

*"I prefer to buy clothes from **mid-range** stores."*

9. A strong negative reaction to a political or social development: **a backlash**

*"There was a strong **backlash** after the government changed its economic policy."*

10. To slow down gradually and come to a close: **to wind down**

*"At our company, our day usually **winds down** after about 4pm. We receive much fewer calls and emails."*

Using this in a sentence:

Never be afraid to use the word 'things' with this phrase. It is very common: "Things are winding down at the moment, so let's finish for the day."

11. To be inspired by: **to draw inspiration from**

*"I **draw inspiration from** others who have been successful in my field."*

12. To be very closely connected or associated: **to go hand in hand**

*“Hard work and success **go hand in hand**.”*

D) Comprehension

1. How did an influencer generate hype surrounding the perfume “Missing Person” by Phlur?
The influencer cried and gave elaborate descriptions of how the perfume smelt, saying that it was like the smell of someone that you love and miss.
2. How does the writer explain the link between social media and shopping in today’s world?
Social media is where people go to spend their cash. If it sells on social media, it sells in real life.
3. What is a “deinfluencer”, and what are 2 potential reasons behind their recent inception? (For this you will need to look across the whole article)
A deinfluencer convinces people not to buy products. One potential reason for the rise of the deinfluencer is a backlash against influencer culture. A second potential reason is the economic instability that the world is facing.
4. According to the article, what do deinfluencers mainly aim to achieve?
They aim to suppress hype surrounding viral products. They also aim to encourage people to go for cheaper alternatives to high end products.
5. According to the article, how likely is it that the deinfluencer trend will continue and why?
It is unlikely that it will continue for long, because social media has been linked to buying products from the beginning. Also, the trend is likely to wind down as the economy improves.
6. What is one potential way that deinfluencing could backfire?
Because expressing a mix of positive and negative reviews could indirectly cause influencers to gain more trust among consumers.

E) Key Words in a New Context

The Travel Industry

The covid 19 pandemic plunged the travel industry into **turmoil**. International travel almost stopped completely during the height of the lockdowns, and even as lockdowns started to ease, governments continued to **urge** the public not to travel unless it was absolutely necessary.

As soon as the pandemic ended, there was an immediate huge demand for travel again. In a kind of **backlash** against the lockdown policies that had been enforced for 2 years, travellers **flocked** to holiday destinations worldwide.

However, it seems like the travel boom was very short-lived. Travel appears to be **winding down** again as the economic fallout from the pandemic is really starting to kick in. It seems as if the crisis is even hitting higher earners. Even those who were able to afford luxury, **high-end** hotels are now downgrading to more **mid-range** options due to the economic crisis. The idea that the situation could get worse continues to **put people off** spending lots on a holiday. *“We are struggling to attract visitors at the moment. Now that covid has passed, it seems like people’s economic, political and humanitarian concerns mainly **stem from** the conflict in Ukraine.”* said John Selles, owner of a 5-star hotel on the island of Sicily.

Then, of course, there is the climate crisis. For many, warm sunny weather and beach holidays **go hand in hand**, although fears of forest fires in warmer climates, as well as an uncomfortable feeling surrounding air travel could deter people from travelling in the future.

It seems once again that hotels and holiday destinations will have to work hard in order to generate **hype** this summer and attract holidaymakers. If you are considering a nice holiday this year but you are not sure where to go, maybe you can **draw** inspiration from an online influencer!