

Answers to Exercises

C) Key Words from Context

1. To remove someone from power or a powerful position at the top: **to topple**

*"Can anyone **topple** Google in the race for search engine superiority?"*

2. To talk with too much pride about your achievements or what you own: **to boast**

*"He **boasted** at length about his promotion."*

In the article, the meaning is to have something that you should be proud of. This is an excellent phrase to talk about the facilities of your business:

*"The hotel **boasts** a large swimming pool."*

3. Many: **numerous**

*"We collected our data from **numerous** sources."*

4. To compete intensively in order to achieve something: **to vie for something**

*"Many candidates are **vying for** the job position."*

5. Important or famous in your field. This is preferable to famous especially in areas such as business, politics, academia, sciences or the arts: **prominent**

*"She is one of the most **prominent** economists in the world today."*

Why this word is useful in business:

We can think of this word almost as an equivalent of the word 'famous' in the world of business, economics or academia: A prominent businessman, a prominent journalist, a prominent lawyer, a prominent mathematician.

Collocations:

- To propel someone to prominence: "Her first scientific discovery propelled her to prominence"

6. To protect and care for something in a loving way: **to cherish**

*"We really **cherish** our customers and staff."*

7. To drive or push something forwards: **to propel**

*"It was his first essay on electromagnetism which really **propelled** him to prominence."*

8. Widespread admiration and respect either for a person or an institution based on their achievements: **prestige**

*"Many people want to work at the company purely due to its **prestige** on the world stage."*

Why this word is useful in business:

The adjective 'prestigious' is a great adjective to describe a business or an established institution. E.g. a prestigious law firm, a prestigious qualification, a prestigious organisation.

9. To get an advantage or slightly superior position over a competitor: **to gain an edge over someone**

*"The new improved product will surely help the company to **gain an edge** over its competitors."*

10. A strange characteristic of a person, culture, tradition or thing: **a quirk**

*"Our Christmas traditions have many interesting **quirks**."*

11. To prove yourself to be more powerful or superior after a long battle: **to prevail**

*"Who will **prevail** in the battle for sales this summer season, Pepsi or Coca Cola?"*

Using this in a sentence:

- To prevail over someone: "With a lot of hard work we can prevail over our rivals."
- To prevail over something: "I believe that we can prevail over this tough economic situation"

12. To raise the standards against the competition: **to raise the bar**

*"Apple have really **raised the bar** with the release of the latest iPhone."*

Why this word is useful in business:

This word is great because companies are always trying to improve their products and services in order to gain an edge over the competition

Other uses in a sentence:

- To raise the bar in terms of...: "I believe that we have really raised the bar in terms of customer service this year".

D) Comprehension

1. What does the author claim is a common misconception about Oxford and Cambridge?
The misconception is that the two cities are interchangeable, that they are one of the same.
2. What 3 things do Oxford and Cambridge Universities have in common in the 3rd paragraph?
They have both just celebrated 800 years of scholarly study. They also both have a fierce pride, and a strong desire to prevail over each other.
3. What are Oxford aiming to do in the next few years of the famous boat race?
They aim to overtake Cambridge in the total number of historic wins in the men's boat race.
4. What are some examples of the "linguistic quirks" that the author refers to?
Cambridge uses the term "cloistered court"; Oxford uses the term "quadrangle".
Cambridge uses the term "tutorial"; Oxford, uses the term "supervision".
Cambridge uses the term "master" to refer to the dean of the University; Oxford uses the terms "Warden", "Dean", "Provost", "President", "Rector" or "Principal".
5. What does the author advise you to do with a beer in Oxford?
You can relax with a pint in the Eagle & Child pub and imagine CS Lewis and JRR Tolkien debating their Narnia and Middle-Earth epics.
6. According to the author, what is contradictory about the overall symbolism and the overall feel of Oxford as a city?
Oxford is known for its symbolic dreaming spires, yet it has an urban feel.
7. What is one way that the students of Cambridge University mock Oxford?
They refer to Oxford University as "the other place".
8. What do you think is the writer's attitude towards the differences in punting styles?
The writer hints at the fact that the differences in the efficiency and effectiveness of the styles don't really matter; it is the tradition which matters most rather than logic.

E) Key Words in a New Context**The Search Engine Arms Race**

Google has dominated the search engine world for many years, but could Microsoft be set to **topple** it? Microsoft has teamed up with OpenAI, the company behind ChatGPT, a cutting-edge artificial intelligence technology which is about to **raise the bar** in terms of providing information based on a search query. ChatGPT is able to provide its own detailed answer to your search query. Not only that, but it is also to write a presentation, a recipe, a meeting agenda, even an essay when it is given a few prompts. It **boasts** the ability to do all this within a matter of seconds. This technology could help Microsoft's Bing search engine to **gain an edge** over Google's search engine for the first time in over a decade.

Naturally, Google feels threatened by the fact that this new technology could suddenly **propel** Microsoft and its software to renewed **prominence** in the battle for supremacy and **prestige**. Consequently, Google has since announce that it is also working on its own answer to ChatGPT, which it claims will be superior to the AI capabilities of ChatGPT.

However, this technology is not simply a matter of raising the bar for the quality of searches, it could completely change the game in terms of how we use search engines in the future. Instead of typing in a query and being presented with a list of **numerous** websites which can help to answer it, this new technology could simply answer our query with as much detail as is necessary without needing to visit a site at all.

Could we also be entering into an era where whole speeches, non-fiction books or even literature could be written by AI. Will this become vastly superior to anything that a human could write, or will we still **cherish** the **quirks** and imperfections of something written by human hands, or typed by human fingers?

Either way, expect a fascinating race over the coming years as the two companies **vie for** superiority in big tech. Who will **prevail**?