

Answers to Exercises

C) Key Words from Context

1. To leave somewhere even though you want to stay, or to stop yourself from doing something even though you want to continue to do it: **to tear yourself away from**
*"I was not able to **tear myself away from** my social media feed."*
2. To increase gradually or to get bigger. This is often used when negative things increase, but not always: **to mount**
*"The product launch is approaching, so my workload is **mounting**."*
3. Extremely interesting: **intriguing**
*"I was reading about her life story. It is really **intriguing**"*
4. A loud argument, or a serious dispute: **a row**
*"There is a serious **row** between the two companies over image rights."*
5. To start developing more and more quickly: **to gain momentum**
*"Our social media campaign is **gaining momentum**. We are getting thousands of clicks each day"*
6. To make something a lot worse: **to exacerbate**
*"The long winter really **exacerbated** the Covid 19 pandemic."*
7. Negative, often unintended consequences of an action: **repercussions**
*"The loss of tourism had serious **repercussions** for the country's economy."*
8. To move speedily forward in time: **to fast forward**
*"Let's **fast forward** to this time next year. What developments would you like to see in the company and where would you want to be?"*
9. To decrease gradually in size, amount or strength: **to dwindle**
*"Our profits started to **dwindle** at the end of last year."*
10. To slow down or stop the progress of something: **to put the breaks on**
*"The construction of the new office was progressing very nicely. However, problems with funding soon **put the breaks on** the project."*
11. To decrease very quickly in value or amount: **to plummet**

*"The politician's popularity **plummeted** after he made some very offensive comments."*

Why this word is useful in business:

This is probably the best phrase to use to describe something which is falling dramatically.

"Sales are plummeting."

"The stock price started to plummet after the news broke about the company's problems."

12. Very deep, great or intense: **profound**

*"I have a **profound** knowledge of geopolitics."*

Collocations:

- to have a profound influence / impact / effect on: "Carbon emissions from planes have a profound impact on the climate."

"My mentor has had a profound influence on my life."

- profound knowledge

- a profound statement (a statement with deep meaning): "She made a profound statement about what it means to be successful."

- a profound interest in: "I have always had a profound interest in the arts, and therefore I would relish the opportunity to invest in your theatre."

- a profound understanding of: "She clearly has a profound understanding of economics."

D) Comprehension

1. What does the author suggest as one of the potential problems of genetic modification?
We could introduce a culture of 'designer babies', which could have many ethical implications, and could broaden the gap between rich and poor.
2. The author explains that it will become more difficult to care for elderly people, because so many more people are living longer. What could potentially make this problem worse?
The plummeting birth rate in some countries.
3. According to the author, what 4 problems are caused by social media in today's world?
A lack of privacy and cyberbullying are 2 problems. A further problem to consider is how do we decide who has a platform to express their views. Finally, social media is difficult to tear ourselves away from.
4. What is the general feeling surrounding driverless car technology at the moment according to the author, and why?
There is a lack of enthusiasm for this among car makers due to recent accidents.

5. What potential issues can arise from the development of pharmaceuticals to boost brain power?
We could face issues of inequality, as those that can afford implants or products to boost brainpower could gain a huge advantage over those who cannot. The second issue is where do we draw the line between which pharmaceuticals are acceptable and which are not?
6. What is 'The Singularity', and do you think that you will ever witness it in your lifetime?
The singularity is the point at which artificial intelligence becomes more powerful than human intelligence.
7. In terms of the overall tone of the article, do you feel that the author has a positive or negative outlook on the future? Is your outlook similar to the author's?
At first glance, the author appears fairly negative about the future, as he/she suggests that many of these new technologies have ethical implications. Also, the article suggests that many of these new technologies potentially pose more questions than answers, especially those related to ethics. However, at various points in the article, the author refers to 'challenges' of the future, which indicates a sense of excitement and intrigue.

E) Key Words in a New Context

The 11th Challenge, Will we Face another Pandemic like Covid?

There can be no doubt that the Covid 19 pandemic had a **profound** impact on most people's lives, with serious **repercussions** both for individuals and the global economy as a whole. Many people claim that such a global pandemic was a once in a generation event, further **exacerbated** by **rows** over vaccine distribution and ways to mitigate the damage. However, other experts believe that the likelihood of another global pandemic in the next 30 years is relatively high.

On the one hand, it is true that sanitation around the world is improving rapidly, and charitable projects to boost healthcare have **gained momentum** since the "end" of the covid pandemic, or should we say at the point where the strength of the virus has finally started to **dwindle** and the danger has decreased significantly enough to start such projects. Cases of certain serious diseases such as polio and measles have **plummeted** over the past few years, and may soon disappear completely. This is mainly a result of better healthcare and better sanitation, cleaner water etc.

On the other hand, overpopulation of many areas is **mounting**. The global population passed 8 billion people in 2022, and if we **fast forward** to the year 2050, the population of the world is likely to reach nearly 10 billion despite a declining birth rate in some developed nations. We are also seeing a trend whereby people are migrating to big cities, meaning that these populations are becoming more and more concentrated in urban areas. Cities offer more opportunities and are often seen as more **intriguing**, especially for young people who are now much more mobile thanks to technology and travel. This could cause a perfect environment for a new pandemic to spring up. Many governments have implemented

policies to encourage young people to **tear themselves away** from big cities and to move to smaller villages. This has proved successful in some places but not in others.

Even if a new pandemic arose in the near future, we could hope that governments around the world would be able to coordinate and cooperate much more effectively than in 2019/20 and **put the brakes on** the spread of the disease before it became too devastating.