

Answers to Exercises

C) Key Words from Context

1. To understand something, especially something which is strange, or something which you are not willing to accept: **to wrap your head around something**

*"I can't **wrap my head around** why he made that strange decision."*

*"I have been trying to **wrap my head around** the problem for 2 days."*

Other examples:

*"I can't **wrap my head around** it."*

*"I'm trying to **wrap my head around** these figures. Somehow they don't make any sense."*

*"I can't **wrap my head around** their crazy proposal."*

2. The fact that something is very common and can be seen everywhere: **prevalence**

*"The government have failed to recognise the **prevalence** of mental health problems in the area."*

Other uses:

'Prevalent' is the adjective meaning that something is everywhere. It has some excellent business uses:

"In today's business world, digital marketing strategies are prevalent, with companies focusing on online advertising and social media outreach."

"Employee burnout has become a prevalent issue in many organizations, leading to increased turnover rates."

3. Very briefly, giving the main points (often used at the beginning of a sentence): **in a nutshell**

*"Revenue is down by about 10% and our client base has also fallen by around 5%. **In a nutshell**, we are experiencing difficult times."*

4. To attract: **to draw**

*"We need to **draw** visitors to the sales page on our website."*

*"The city of New York **draws** approximately 4 million tourists per year."*

To draw means to direct or attract someone to something. I often prefer the verb 'to draw' over the verb 'to attract' in a business context. Here are some other great collocations with 'draw'

To draw a conclusion

I would like to draw your attention to..

To draw inspiration from

Other uses of 'draw':

We can also use 'draw' as a noun meaning something which is attractive and of particular interest:

"The main draw of the Canary Islands is the fabulous sandy beaches."

5. To offer an opinion, idea, plan or proposal: **to put forward**

*"I am really interested in the proposal that you have **put forward**. Let's set up a call next week to discuss it further."*

Why this is useful in business:

This phrase is excellent for a meeting

"I would like to put forward a proposal."

"Everyone should feel comfortable to put forward their own suggestions."

6. To seem very small, very insignificant when compared to something else: **to pale in comparison to something**

*"Our current problems **pale in comparison to** those we experienced during the pandemic."*

7. Intensive publicity and promotion: **hype**

*"There is a lot of **hype** surrounding the event."*

8. To show the ways in which two things are similar: **to draw parallels with**

*"With the current economic crisis, many experts are **drawing parallels with** the situation in 2008."*

Why this is useful in business:

This is a really nice alternative to 'make a comparison with'

Other uses:

We can also draw parallels 'between' something and something else

"We can draw parallels between the current crisis and the crisis in 2008."

9. Certain to happen, unavoidable: **inevitable**

*"In light of financial problems at the company, redundancies seem **inevitable**."*

10. The likelihood / chances are that...: **The odds are that...**

*"**The odds are that** we will secure this deal."*

11. A general concept, idea, belief about something: **notion**

*"We discussed the **notion** of success in-depth, and what it takes to become successful."*

12. To be the main reason for a situation: **to boil down to**

*"There are many factors which contribute to becoming a good sales person. However, in reality it all **boils down to** confidence."*

13. To deal briefly with a subject in a written or spoken discussion: **to touch upon**

*"Earlier in the presentation, I **touched upon** sustainability in the workplace. I would now like to explore that further in the next section."*

Why this is useful in business:

Great for use in a presentation or a meeting

"I believe we have already touched upon this topic, but I just wanted to add that.."

"I wanted to add something to the point that you touched upon earlier."

"I touched upon this briefly earlier, but I want to dig a little deeper into this topic.."

14. To be better or more than something else: **to surpass**

*"This year's profits have **surpassed** last year's profits quite significantly."*

*"The athlete has far **surpassed** his father's achievements by winning his 5th world title."*

D) Comprehension

Can you answer the questions below about the text?

- How does esports compare with the other fastest-growing sports on the planet?
It is much bigger in terms of viewership, participation and revenue. Other fastest growing sports such as drone racing or rugby 'pale in comparison' to esports.
- Which 4 key factors make competitive esports so accessible to the masses?
 - Games translate across cultural barriers.
 - The rules of games are easy to understand
 - There is no advantage or disadvantage when it comes to physical makeup
 - Mobile phones are everywhere and accessible
- Which factors make it easier to organise and run esports events over traditional sporting events?
 - There are much lower overheads for producing events - they cost less money
 - There is much less liability (the suggestion here is that insurance etc. isn't an issue due to the fact that it isn't a particularly physical sport)
 - There is much more access for the audience.

4. What physical attributes does a competitive gamer need to demonstrate in order to be successful in the sport?
Dexterity, acuity (which means sharpness and speed of thought) and mental and physical stamina
5. According to the author, what constitutes a real sport?
The author appears to be of the opinion that teams, contracts, fans, brand deals, practice, and matches are all that matters in terms of what constitutes a real sport.

E) Key Words in a New Context

Underwater Rugby - Making Waves in the World of Sport

In the vast ocean of sports, there's a gem that manages to draw attention in the most unique and exhilarating way. That's right, we're diving deep into the world of underwater rugby. **The odds are** that you have never heard of this sport before, but it is starting to **draw** more and more attention around the world.



The **notion** of Underwater Rugby - What is it about?

For a beginner, it can be quite difficult to **wrap your head around** underwater rugby. Two teams attempt to score a goal by placing the ball in the opposing team's basket. The basket, however, is located underwater, which is precisely what sets it apart from conventional sports.

Parallels with Traditional Rugby

At a glance, one might be tempted to **draw parallels** with traditional rugby, but underwater rugby takes this concept to a whole new level. Players have to manoeuvre around the pool whilst consistently holding their breath, adding an entirely new dimension to the game.

A Sport Like No Other

The casual first-time viewer of the sport may mistakenly think that the sport basically **boils down to** who can hold their breath for the longest, but there is much more to the game than that - it's also about strategy and teamwork. Players must communicate effectively, plan their movements, and execute plays in an environment where speaking is impossible.

Generating excitement around the sport

As you might imagine, **hype** is starting to build for this unique sport across the globe. The more people learn about underwater rugby, the more they become intrigued by its complexity and beauty. Many claim it is **inevitable** that this underwater phenomenon will an even wider audience within the next few years. Its popularity may even **surpass** that of sports such as water polo within the next 10 years.