

Sound Professional When Talking About Rules And Regulations

Every business has to **adhere to** or **comply with** regulations. Some regulations are very strict and others are **lenient**, meaning that you can break the rule a little bit without receiving any kind of penalty or punishment. There might be a little bit of **room for manoeuvre**, whereby the rules are not so strict or well-defined, allowing you to avoid the rules in some way without actually breaking them, or without receiving any punishment.

Governments, management or independent regulators can **impose** new **measures**, laws and regulations. They can also impose penalties, fines and **bans** on those who break the rules. If governments or managers want to really reduce illegal activity or bad behaviour, they will impose measures to **crack down on** it.

Punishments can also be strict or lenient. Governments might impose punishments on businesses, and managers might impose punishments on staff members who don't follow the rules. Breaking some rules may not cause you to receive a punishment, but people still might not approve of it. It might **be frowned upon**.

If someone has imposed a regulation which affects your company, then you are **subject to** that regulation. A government might **lift** regulations if they think that the regulations are too strict.

Most companies prefer to do things **by the book**, meaning that they strictly follow the rules. Sometimes a company might break the rules and **engage in illegal activity**, or maybe they will **engage in underhand activity**, or do something underhand, which means they are acting not necessarily illegally but dishonestly.



A) Match the phrases to the definitions

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

to adhere to/comply with	lenient	to engage in underhand/illegal activity
to impose	measures	to crack down on
to be frowned upon	to be subject to	by the book
		a ban
		to lift
		room for manoeuvre

- Not strict, allowing you to break the rules a little bit and not punishing as much as expected: _____

"Our manager is too _____ with sales people who are not hitting their targets."

2. To introduce strong measures to stop something or really reduce something:

"The government are _____ tax avoidance."
3. To follow (a law, rule): _____

"We must _____ strict ethical practices."
4. An official prohibition stopping you from doing something: _____

"The government have introduced a _____ on smoking indoors."
5. Strictly following the rules or the best practices: _____

"As a law firm we have to do things _____."
6. To officially introduce a rule, law or punishment: _____

"During covid 19, the government _____ strict lockdowns on the population."
"Our manager has _____ some stricter rules about when we must be in the office."
7. An opportunity and freedom to change things slightly: _____

"The spending regulations are not so strict; there is some _____. I estimate that we can go around \$1000 over budget without any real consequences"
8. To be in a situation where you have to follow a rule or law: _____

"Our factory _____ strict hygiene controls."
9. To do illegal or dishonest things: _____

"The company was finally The company has been _____ for many years."
10. A plan or course of action introduced for a specific purpose: _____

"Management have introduced new _____ to tackle employee absences."
11. To officially end a restriction, law or ban: _____

"The final lockdown measures were _____ in February 2022."
"The government have _____ the ban on dairy imports."
12. To be disapproved of: _____

“Leaving the office before 5pm is generally _____. I wouldn’t advise this if you want to progress in the company.”

B) Key Words in a New Context

Below you can find a paragraph. Can you fill in the gaps in the paragraph with the words from the box below? You may need to change the form of some of the verbs in order for them to fit into the sentence.

to comply	lenient	to engage in underhand activity	
to impose	measures	to crack down on	a ban
to be frowned upon	to be subject to	room for manoeuvre	

The Vaping Explosion

In recent years, the e-cigarette industry has exploded in popularity, with more and more people turning to vaping as an alternative to traditional smoking. However, this industry is full of controversy, with concerns over health risks, regulation, and dishonest business practices.



E-cigarettes are a fairly new technology, which means that there is a fierce debate raging as to whether e-cigarettes are a viable alternative to smoking, or whether they are in fact more dangerous in the long-term.

On the one hand, e-cigarettes produce fewer carcinogens than real cigarettes, and they can act as a vehicle for smokers to eventually quit the habit. They are potentially influential in a general shift in societal attitudes, whereby smoking real cigarettes seems to be much more _____ and much less fashionable. On the other hand, the technology is still in its infancy, and there is relatively little understanding of the potential risks of inhaling such vapours. Furthermore, the industry is still highly unregulated in some parts of the world

The e-cigarette industry is _____ specific regulations in each country. Some countries have _____ strict _____ on vaping. In around 40 countries, including India and many South American countries, there is some kind of _____ on e-cigarettes. Other countries take a slightly more _____ attitude, whereby normal cartridges are legal, but flavoured cartridges are illegal.

One of the most controversial issues surrounding e-cigarettes is their marketing. Unlike cigarettes, there is very little regulation in terms of the presentation of their products.

This has created a situation where some companies are able to _____, creating colourful products and exciting new flavours which are clearly aimed at young teenagers. It is not just about colours and flavours, however. There is also very little regulation in place regarding the presentation of the dangers of vaping on packaging. Unlike cigarettes, vapes can be presented as fun, harmless, trendy alternatives. There is so much _____ and so many ways to skirt regulations.

In response to these concerns, the UK government has begun to _____ the illegal sale of vapes to underage teenagers. Like many countries, only people over the age of 18 can legally purchase e-cigarettes in the UK. Thousands of teenagers have been recruited to form an “enforcement team” to go into shops to make test purchases in order to ensure that shopkeepers are _____ with the law.

C) Comprehension Questions

1. Paragraph 2 mentions that there is a ‘fierce debate raging’ about e-cigarettes. Could you rephrase this in simpler English?

2. What are some of the main pros and cons regarding e-cigarettes mentioned in paragraph 3?

3. What are the 2 main ways in which e-cigarette companies can engage in underhand practices regarding the marketing of their products?

4. What do you think the phrase ‘to skirt regulations’ means in paragraph 5?

5. What is the UK government’s plan to tackle the sale of vapes to underage teenagers?

D) More Uses of Selected Key Words**Adhere to**

This can be used commonly as a noun 'adherence': *"We take our adherence to the regulations very seriously."*

Comply with

This can be used commonly in the structure 'to be in compliance with': *"I can assure you that our company has always acted in compliance with local laws."*

A ban

This can also be used as a verb: *"This product has been banned in many countries."*

We can also 'ban someone from doing something': *"The government has banned the firm from exporting its products to the USA."*

Room for manoeuvre

'Room for manoeuvre' can be used in many different ways:

There is room for manoeuvre
We have room for manoeuvre
They have offered us/given us room for manoeuvre

We can use all different levels of 'room for manoeuvre'

Plenty of room for manoeuvre / a lot of room for manoeuvre / some room for manoeuvre / a bit of room for manoeuvre / not much room for manoeuvre / hardly any room for manoeuvre / no room for manoeuvre

We don't have to use 'room for manoeuvre' only with regard to regulations. We can use it to talk about negotiations and plans as well:

"We should offer them some room for manoeuvre on the price, but not too much."

"She refuses to change plans even when they are not working. There is absolutely no room for manoeuvre."

E) Idioms + 'regarding'**Room for manoeuvre regarding..**

"I'm afraid there isn't much room for manoeuvre regarding the deadline. If the project isn't completed by the end of March then the launch won't happen."

F) Glossary of words to sound professional when talking about rules and regulations

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