

Answers

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 convey	high-end	mid-range	to hone
To feed into	rebellious	squeaky-clean	to be pigeon-holed
To shake off	to be seen in a good light		to tarnish

1. To have a positive image among consumers: **to be seen in a good light**

*"Every company wants to **be seen in a good light**."*

2. To make something perfect gradually over a period of time: **to hone**

*"We have spent 3 years trying to **hone** the perfect company image."*

3. Behaving in a way which does not follow rules or authority: **rebellious**

*"The motorbike brand has really honed its **rebellious** image through its advertising campaign and celebrity endorsements."*

4. High-quality products for a high price: **high-end**

*"We convey our **high-end** image through expensive packaging on our products."*

5. To have an influence on the development of something, especially in a way to strengthen an image: **to feed into**

*"The media's portrayal of the protests **feeds into** the image that the country is a dangerous place."*

6. To communicate a message or an image: **to convey**

*"We need to **convey** a really professional image when the visitors arrive."*

7. To make something become less valuable or respected: **to tarnish**

*"The scandal has really **tarnished** his image as a respected professional."*

8. Intermediate in terms of quality and price: **mid-range**

*"**Mid-range** brands still need to present their products professionally."*

9. A person or an organisation who has never done anything wrong or immoral: **Squeaky-clean**

*"After the scandal, the politician lost her **squeaky-clean** image."*

10. To think of a person or organisation as belonging to a particular group or only having a particular skill, when in reality they do not exclusively belong to that group: **to be pigeon-holed**

*"The author didn't want to be **pigeon-holed** as a writer who could only write horror stories, so she experimented with thrillers as well."*

11. To get rid of something which is unwanted: **to shake off**

*"The company have spent years attempting to **shake off** their low-end image".*

12. Tidy and respectable (often used to describe a person, but can also be used to describe a company's image): **clean-cut**

*"He looked really **clean-cut** before the job interview."*

*"The **clean-cut** image of our website is sure to attract new clients."*

B) Key Words in a New Context

The Luxury Hotel

As a luxury hotel, our primary aim was always to **convey/hone** a **high-end** image. With our luxurious facilities and fabulous views over the harbour, we very much managed to achieve that during the first few years of the hotel's opening.

However, since the Covid 19 pandemic we have really been struggling to keep the hotel running. It has meant that our standards of service slipped for a short while, and we had no choice other than to close the 3 heated swimming pools in the hotel complex due to rising energy costs. Naturally, this caused several complaints which **tarnished** our reputation as being one of the best hotels in the coastal city. The speed at which we lost our reputation was scary. After so many years of **honing** a luxury, **squeaky-clean**, faultless reputation, it felt like it was suddenly gone within days, and as a result bookings started to dry up once again. What your hotel starts to receive bad reviews on popular booking websites, your hotel is immediately **seen in a bad light** generally.

We had to **shake off** our negative image quickly, so we decided to drastically reduce our prices in order to keep money coming in. We started to attract more **mid-range** clients, which has been fine, but unfortunately we have now been **pigeon-holed** as a mid-range hotel. Once you become a mid-range hotel it is almost impossible to reclaim your high-end image. It is easy to slip down from high-end to mid-range, but climbing up in the opposite direction is almost impossible. Publicity that we have from influencers who stay at our hotel **feeds into/has fed into** this mid-range image, which means that we will no longer be able to receive the revenue from high-end customers paying high-end prices.

C) Comprehension Questions

1. In paragraph number 2, the author mentions that bookings soon started to 'dry up'.
What do you think is meant by 'dry up' in this sentence?
If something dries up, it means that it decreases and stops. It is often used in business when your profits dry up, your customers dry up or your resources dry up.
2. What does paragraph 2 suggest was the main catalyst for the hotel losing its good reputation so quickly?
The article suggests that when you start to receive bad reviews on booking websites, then your reputation starts to decline rapidly.
3. To what extent did the hotel decide to reduce its prices in order to attract tourists.
What adverb is used to suggest this?
The hotel reduced its prices 'drastically'. If something is done 'drastically', then it means that it is done in an extreme way, which is likely to have far-reaching effects.
4. What does the article say about moving between a mid-range and a high-end brand?
The article suggests that its easy to go from being a high-end brand to a mid-range brand, but it is very difficult to go from being a mid-range brand to a high-end brand.