The opposite of *more* is *less*, and the opposite of *the most* is *the least*. However, note that we often avoid using *less*. Instead we use *not* as ... as ... or an opposite adjective, especially with one-syllable adjectives.

Example: a high score \rightarrow a lower score (not a less high score).

Make six sentences comparing the ways of keeping in touch and meeting from Exercise 4.
Use comparative or superlative forms of the adjectives below or other adjectives.

bad convenient easy fast good impersonal modern old-fashioned personal slow

Example: Using a social networking site may be easier than meeting face-to-face, but it is also less personal.

We can use words like *much* and *a bit* in comparative sentences to modify the adjective:

much (= a lot): Texting is **much** quicker than writing a letter. a bit (= a little): Texting is **a bit** quicker than emailing.

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We can also use words like *significantly*, *slightly*, *marginally* and *far*. Which words have a similar meaning to *much*? Which have a similar meaning to *a bit*?

We can also use certain words in superlative sentences to modify the adjective: by far (= by a great amount): American films are **by far** the most popular films in my country. easily (= without question): Toni is **easily** the best student in our class.

Modify the sentences you wrote in Exercise 7.2 using some of the words above.

Example: Using a social networking site may be **much** easier than meeting face-to-face, but it is also **significantly** less personal.

We can use the following structure to say that two things change together:

the + comparative (+ subject + verb), the + comparative (+ subject + verb)

Examples: The more languages you speak, the easier it is to learn a new one.

The sooner, the better.

- 1 Which word gives each sentence the correct meaning?
 - a The fewer/more mistakes you make in the exam, the better score you get.
 - **b** The more you practise speaking the *less/more* fluent you will become.
- 2 Make sentences that describe how you think the things below change together.
 - a languages you speak, your earning potential
 - **b** the spread of English and the culture of English-speaking countries, local languages and traditions