

Despite Economy, Banner Year for Video Game Industry

Notes ANSWERS

Vocabulary

A Which expressions in the report mean the following?

*The verbs in the definition are given in the infinitive form.

bucks the trend	- to differ in opinion to most others; to be an exception to the rule
credit goes to	- recognition/glory/acknowledgment
cutting back on	- to reduce
downturns	- decrease (n.)
in droves	- in great numbers
never mind	- do not worry or be troubled; to be of no concern
Plus	- more than
ride out	- to sustain or endure successfully

*nevermind = tant pis

B Put the words or expressions in the correct sentence.

never mind	cutting back on	bucks the trend
in droves	credit goes	ride out
downturns		

1. According to reports, many dot-com companies are **cutting back on** Internet consulting.
2. **Never mind** that Cisco is already the fastest-growing company ever listed on Nasdaq. That was only the first act.
3. I'll admit that I don't really like Java apps, but Jajuk **bucks the trend** of the previous Java apps I've used by managing to be both fast and stable.
4. The early 1980s and the early part of this decade were also marked by economic **downturns**.
5. I'd read that article 17 years before I wrote about links using computers and honestly do not remember if I took the idea from Bush deliberately or only went back to his article later. But the **credit goes** to him for inventing the idea certainly.
6. In the late '90s, AOL looked like one of the strongest businesses ever created. Margins were high, capital expenditures were down, and subscribers were signing up **in droves**. You were the Internet's **kingmaker**.
7. If Palm wants to retain its position as the top-selling PDA in the market, Kim said, it will need to **ride out** the rough times and come out with a new line of products -- products other than PDAs.

Commentaire [UW1]: Noun
[Warwick](#), [Earl of Warwick](#), [Richard Neville](#),
Kingmaker (English statesman; during the War of the Roses he fought first for the house of York and secured the throne for Edward IV and then changed sides to fight for the house of Lancaster and secured the throne for Henry VI (1428-1471))

kingmaker (an important person who can bring leaders to power through the exercise of political influence) "*the Earl of Warwick was the first kingmaker*"

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Grammar: like / as

- **Like** meaning 'similar to', 'the same as'. You cannot use **as** in this way:
What a beautiful house! It's like a palace. (not as a palace)
'What does Sandra do?' 'She's a teacher, like me.' (not as me)
Be careful! The floor has been polished. It's like walking on ice. (not as walking)
In these sentences, **like** is a preposition. So it is followed by a noun (*like a palace*), a pronoun (*like me*) or -ing (*like walking*).
 - You can also say '... **like** (somebody/something) doing something':
'What's that noise?' 'It sounds like a baby crying.'
 - Sometimes **like** means "for example":
Some sports, like motor-racing, can be dangerous.
 - You can also use **such as** (= for example):
Some sports, such as motor-racing, can be dangerous.
 - **As** meaning 'in the same way as', or 'in the same condition as'. We use **as** before *subject + verb*:
I didn't move anything. I left everything as it was.
You should have done it as I showed you.
 - **Note: like** is also possible in informal spoken English:
I left everything like it was.
 - Compare **as** and **like**:
You should have done it as I showed you. (or like I showed you)
You should have done it like this. (not as this)
 - We say **as usual** / **as always**:
You're late as usual.
As always, Nick was the first to complain.
 - Sometimes **as** (+*subject + verb*) has other meanings. For example, after **do**:
You can do as you like. (= do what you like)
They did as they promised. (= They did what they promised.)
 - We also say **as you know** / **as I said** / **as she expected** / **as I thought** etc. :
As you know, it's Emma's birthday next week. (= you know this already)
Andy failed his driving test, as he expected. (= he expected this before)
 - **Like** is not usual in these expressions, except with **say** (**like I said**):
As I said yesterday, I'm sure we can solve the problem. or Like I said yesterday ...
 - **As** can also be a preposition, but the meaning is different from **like**. Compare:
- | | |
|--|--|
| Sue Casey is the manager of a company. <u>As the manager</u> , she has to make many important decisions.
(As the manager = in her position as the manager.) | Mary Stone is the assistant manager. <u>Like the manager</u> (Sue Casey), she also has to make important decisions.
(Like the manager = similar to the manager) |
|--|--|
- **As** (preposition) = in the position of, in the form of etc.
A few years ago I worked as a taxi driver. (not like a taxi driver)
We haven't got a car, so we use the garage as a workshop.

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1. Someone has left his umbrella.
2. Someone has left his or her umbrella.
3. Someone has left their umbrella.

- The first is the traditional way, but it doesn't allow for women.
- The second is all-inclusive, but it is wordy.
- The third is also all-inclusive, but it stands open to criticism that singular and plural are mis-matched.

	here	there
Sing.	this	that
Pl.	these	those
	indicates that the object is:	indicates that the object is:
	<ul style="list-style-type: none"> • physically close • close in time • psychologically/emotionally close 	<ul style="list-style-type: none"> • physically far away • far away in time • psychologically/emotionally far away

Adverbs of Indefinite Frequency

- | | |
|--|---|
| <ul style="list-style-type: none"> Adverbs of indefinite frequency occur in the middle of the sentence.
They occur: <ol style="list-style-type: none"> After the auxiliary verb;
<i>They can <u>always</u> work until six.</i> Before any main verb;
<i>They <u>usually</u> start at eight.</i> After be if it is the main verb.
<i>They are <u>never</u> on time.</i> | <p>100%</p> <p><i>always</i></p> <p><i>usually</i></p> <p><i>frequently</i></p> <p><i>often</i></p> <p>50%</p> <p><i>sometimes</i></p> <p><i>occasionally</i></p> |
| <ul style="list-style-type: none"> <i>Occasionally, sometimes, often, frequently and usually can also go at the beginning or end of a sentence:</i>
<i><u>Sometimes</u> they come and stay with us.</i>
<i>I play tennis <u>occasionally</u>.</i> | <p><i>rarely</i></p> <p><i>seldom</i></p> <p><i>hardly ever</i></p> |
| <ul style="list-style-type: none"> <i>Rarely and seldom can also go at the end of a sentence (often with "very"):</i>
<i>We see them <u>rarely</u>.</i>
<i>John eats meat very <u>seldom</u>.</i> | <p>0%</p> <p><i>never</i></p> |

every day twice a week once a month every other year
= occur at the beginning or at the end of a sentence.

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Phrasal Verbs

CUT	RIDE	LOOK
cut across - go across a place rather than around it to make the journey quicker - affect people of different groups, classes, etc cut back - reduce cut back on - reduce expenditure cut down - consume less - shoot - reduce a vertical thing to ground level by cutting - cut something from a high position cut down on - reduce cut in - start functioning - drive in front of another vehicle without warning - interrupt - include someone in a deal that makes money - mix fat and flour until the combine cut it out - stop your unfair or unreasonable behaviour cut off - disconnect - isolate or make inaccessible cut out - exclude - when an engine or motor stops - cut a picture or similar from a magazine, etc cut out on - let down, snub cut up - cut into smaller pieces - drive into a neighbouring lane, directly in front of another vehicle - upset - have a lot of small injuries	ride off - go away on a bike, horse, etc ride on - depend on ride out - survive a difficult time ride up - move higher on the body (of clothes)	look after - take care look back - think about the past look down on - have a low opinion of look for - try to find look forward to - wait for or anticipate something pleasant look in - make a quick visit look in on - visit briefly to see if everything's all right look into - research, investigate look on - watch something like a crime without helping look on as - consider, regard look out - be careful look over - inspect look round - inspect a house look to - expect, hope look up - consult a reference work (dictionary, phonebook, etc.) for a specific piece of information. - improve - find, trace an old friend look up to - respect look upon as - consider, regard

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Business Culture: Gender Neutral English

gender (references to males and females)

- English does not have many problems of grammatical gender. Usually, people are *he* or *she* and things are *it*. Note the following points.

animals, cars, ships and countries

- People sometimes call animals *he* or *she*, especially when they are thought of as having personality, intelligence or feelings. This is common with pets and domestic animals like cats, dogs and horses.
Once upon a time there was a rabbit called Joe. He lived ...
Go and find the cat and put her out.
- In these cases, *who* is often used instead of *which*.
She had an old dog who always slept in her bed.
- Some people use *she* for cars, motorbikes etc; sailors often use *she* for boats and ships (but most other people use *it*).
How's your new car? ~ Terrific. She's running beautifully.
The ship's struck a rock. She's sinking!
- We can use *she* for countries, but it is more common in modern English.
France has decided to increase its trade with Romania.
(OR ... *her* trade ...)

he or she

- Traditionally, English has used *he/him/his* when the sex of a person is not known, or in references that can apply to either men or women, especially in a formal style.
If a student is ill, he must send his medical certificate to the College office.
If I ever find the person who did that, I'll kill him.
- Many people now regard such usage as sexist and try to avoid it. *He or she*, *him or her* and *his or her* are common.
If a student is ill, he or she must send a medical certificate ...

unisex they

- In an informal style, we often use *they* to mean 'he or she', especially after indefinite words like *somebody*, *anybody*, *nobody*, *person*. This usage is sometimes considered 'incorrect', but it has been common in educated speech for centuries.
- They/ them/ their* is often used to refer to a singular indefinite person. This is common after *a person*, *anybody/one*, *somebody/one*, *nobody/one*, *whoever*, *each*, *every*, *either*, *neither* and *no*. *They* has a plural verb in this case:
If a person doesn't want to go on living, they are often very difficult to help.
If anybody calls, take their name and ask them to call again later.
Somebody left their umbrella in the office. Would they please collect it?
Nobody was late, were they?
Whoever comes, tell them I'm not in.
Tell each person to help themselves to what they want.
Every individual thinks they're different from everybody else.
- This singular use of *they/ them/ their* is convenient when the person referred to could be either male or female (as in the examples above). *He or she*, *him or her* and *his or her* are clumsy, especially when repeated, and many people dislike the traditional use of *he/ him/ his* in this situation. However, *they/them/their* can also be used when the person's sex is known. Two examples from interviews:
I swear more when I'm talking to a boy, because I'm not afraid of shocking them.
No girl should have to wear school uniform, because it makes them look like a sack of potatoes.
- They/ them/ their* is sometimes used for a definite person who is not identified.
I had a friend in Paris, and they had to go to hospital for a month.

correctness

This use of *they/ them/ their* has existed for centuries, and is perfectly correct. It is most common in an informal style, but can also be found in formal written English. Here is an example from a British passport

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application form:

Dual nationality: if **the child** possesses the nationality or citizenship of another country **they** may lose this when **they** get a British Passport.

actor and actress etc

- A few jobs and positions have different words for men and women. Examples:

Man	Woman	Man	Woman
actor	actress	monk	nun
(bride)groom	bride	policeman	policewoman
duke	duchess	prince	princess
hero	heroine	steward	stewardess
host	hostess	waiter	waitress
manager	manageress	widower	widow

Note

A *mayor* can be a man or a woman; in Britain a *mayoress* is the wife of a male mayor.

- Some words ending in *-ess* (e.g. *authoress*, *poetess*) have gone out of use (*author* and *poet* are now used for both men and women). The same thing is happening to *actress* and *manageress*. *Steward* and *stewardess* are being replaced by other terms such as *flight attendant*, and *police officer* is often used instead of *policeman*/ *woman*.

words ending in *-man*

- Some words ending in *-man* do not have a common feminine equivalent (e.g. *chairman*, *fireman*, *spokesman*). As many women dislike being called, for example, 'chairman' or 'spokesman', these words are now often avoided in references to women or in general references to people of either sex. In many cases, *-person* is now used instead of *-man*.
Alice has just been elected chairperson (or chair) of our committee.
A spokesperson said that the Minister does not intend to resign.
- In some cases, new words ending in *-woman* (e.g. *spokeswoman*) are coming into use. But there is also a move to choose words, even for men, which are not gender-marked (e.g. *supervisor* instead of *foreman*; *ambulance staff* instead of *ambulance men*, *firefighter* instead of *fireman*).

man

- Man* and *mankind* have traditionally been used for the human race.
Why does man have more diseases than animals?
That's one small step for a man, one giant leap for mankind.
(Neil Armstrong, on stepping onto the moon)
- Some people find this usage sexist, and prefer terms such as *people*, *humanity* or *the human race*. Note also the common use of *synthetic* instead of *man-made*.

titles

- Ms* (pronounced /mlz/ or /maz/) is often used instead of *Mrs* or *Miss*. Like *Mr*, it does not show whether the person referred to is married or not.

Note

Note the pronunciations of the titles *Mr*, *Mrs* and *Ms* (used before names):

Mr /,mrstə(r) *Mrs* /'mrsz/ *Ms* /mrz/ or /maz/

Mr (= *Mister*) is not normally written in full, and the other two cannot be. Like *Mr*, *Ms* does not show whether somebody is married or not. It is often used, especially in writing, to talk about or address women when one does not know (or has no reason to say) whether they are married. Many women also choose to use *Ms* before their own names in preference to *Mrs* or *Miss*. *Ms* is a relatively new title: it has been in common use in Britain since the 1970s, and a little longer in the United States.

- Dr* (= *Doctor*) is used as a title for medical and other doctors. *Doctor* can be used alone to talk to medical doctors whom one is consulting, but not usually in other cases.
Doctor, I've got this pain in my elbow.
- Professor* does not mean 'teacher'; it is used only for heads of university departments and some other very senior university teachers.

Note that we do not normally combine two titles such as *Prof Dr* or *Mrs Dr*.