

## EMPHASIS TECHNIQUE

### TASK 1

Read the following presentation extracts. First, decide where you could add extra emphasis. Then write in the intensifiers given at the end of the sentence. The first one has been done for you as an example.

- |  | extremely | even |                                      |
|--|-----------|------|--------------------------------------|
| 1. We're doing well now. But how can we do better?                       | ▲         | ▲    | (extremely, even)                    |
| 2. The project is underfunded.   |           |      | (whole, badly)                       |
| 3. It's obvious that we made a mistake.                                  |           |      | (pretty, terrible)                   |
| 4. It works out cheaper to take on casual workers.                       |           |      | (actually, much)                     |
| 5. I'm aware that it's been a disaster from start to finish.             |           |      | (fully, total)                       |
| 6. I'm certain that we're in a better position now.                      |           |      | (one hundred percent, significantly) |
| 7. There's no hope of reaching our targets by the end of phase two.      |           |      | (absolutely, at all)                 |
| 8. There's been a decrease in demand, and yet sales are up on last year. |           |      | (dramatic, well)                     |
| 9. We shouldn't be neglecting a lucrative market.                        |           |      | (really, such, highly)               |
| 10. There's no chance of making progress.                                |           |      | (absolutely, whatsoever, real)       |
| 11. It's going to be too expensive to re-equip the factory.              |           |      | (just, far, entire)                  |
| 12. It's difficult to know whether the figures are going to improve.     |           |      | (just, so, actually)                 |
| 13. We can't be expected to manage on a tiny budget. It's ridiculous.    |           |      | (really, such, just)                 |
| 14. It's too late to do anything about it.                               |           |      | (actually, far, at all)              |

## TASK 2

Match up the three parts of the sentences below to make twelve emphatic expressions. The first one has been done for you as an example.

- |                        |               |   |
|------------------------|---------------|---|
| 1. We strongly         | a. reject     | 1. any suggestion that we should sell.    |
| 2. We totally          | b. admit      | 2. you withdraw the product.              |
| 3. We deeply           | c. recommend  | 3. having to lay off 2,000 workers.       |
| 4. We freely           | d. regret     | 4. that the buyout was a bad idea.        |
| 5. We sincerely        | e. refuse     | 1. what the board is trying to do.        |
| 6. We enthusiastically | f. accept     | 2. that profits will continue to recover. |
| 7. We utterly          | g. endorse    | 3. that there will have to be changes.    |
| 8. We readily          | h. hope       | 4. to back down on this crucial issue.    |
| 9. We categorically    | i. encourage  | 1. that this is in everyone's interests.  |
| 10. We fully           | j. believe    | 2. having anything to do with it.         |
| 11. We positively      | k. deny       | 3. the difficulties they've been having.  |
| 12. We honestly        | l. appreciate | 4. initiative-taking at all levels.       |

## TASK 3

Divide the following expressions into those which introduce an additional point and those which emphasize a point.

- |                      |   |
|----------------------|---|
| 1. Plus...           | 6. What's especially important is...    |
| 2. Above all,...     | 7. But there's more to it than that.... |
| 3. In particular,... | 8. It's also a matter of...             |
| 4. What's more,...   | 9. I'd like to emphasize...             |
| 5. In addition,...   | 10. The main thing is...                |

ADDING	EMPHASIZING

## TASK 4

Match up the following to make four additional remarks:

It's not JUST that KAJIMA are ONE of the BIGGEST CONSTRUCTION COMPANIES in JAPAN.  
We ALSO need to ....

- |             |   |
|-------------|---|
| 1. remember | a. account of the fact that construction is Japan's fifth industry.   |
| 2. remind   | b. in mind that they are consistently in Japan's corporate top fifty. |
| 3. bear     | c. that they are one of our best customers.                           |
| 4. take     | d. ourselves of what this firm was like before we got their business. |

## TASK 5

Look at the following emphasis pattern. Complete the adjectives by writing in the missing vowels.

I can't emphasize enough just how	1. d _ f f _ c _ l t 2. c r _ t _ c _ l 3. r _ s k y 4. _ m p r _ c t _ c _ l 5. _ m p _ r t _ n t 6. v _ t _ l	7. d _ n g _ r _ _ s 8. _ s s _ n t _ _ l 9. s _ g n _ f _ c _ n t 10. _ n c _ n v _ n _ _ n t 11. p r _ b l _ m _ t _ c 12. c r _ c _ _ l	this is. was. has been. will be. would be. might be.
--------------------------------------	--	---	---

Which of the adjectives above mean the same as *important*?

Say each expression several times. Concentrate on pausing and stress.

## PRESENTATION

Here is a list of qualities needed by a good manager. Present this information, adding and emphasizing points. Emphasize the points which are marked like this \*.

The ideal manager should:

be able to take responsibility and make decisions

be able to delegate

be a good communicator\*

be confident and assertive

be able to motivate people\*

be up to date with the latest developments in their field

keep calm when everyone else panics\*