

SECTION 5

Starting and ending; creating and destroying

1 STARTING

There are many common phrases related to starting things:

Mothers give birth to babies, farmers plant their crops, gardeners sow the seed, businesses and funds are set up, and bank customers open accounts.

1 Fill the gaps below with the verbs listed.

initiate found pass create evoke formulate

- a an institution
- b an impression
- c memories of one's youth
- d proceedings against someone
- e a response to a demand
- f a new law

2 Do the same with these items.

form arouse instil conjure up adopt embark

- a an image of peace and harmony
- b feelings of bitterness
- c a new policy
- d on a solo career
- e an alliance
- f a sense of responsibility in someone

2 ENDING

There are also many common phrases related to ending things:

People die, pass away and 'go to meet their maker', crops fail, the seed falls on stony ground and bank customers close accounts.

A newspaper reporter might write of whole communities being massacred, annihilated, wiped out, slaughtered, even butchered.

Reputations can be ruined, destroyed, forever tarnished or stained, in tatters, in ruins.

Public figures can be cut down to size, brought down to earth with a bump, stripped of their dignity, reduced to ciphers, consigned to the scrap-heap, be kicked out of office or just stand down.

Companies can close, shut down, cease trading, be taken over, go out of business, go bankrupt, go to the wall, go into liquidation or simply call it a day.

3 Match a first half (1–6) with a second half (a–f) to make complete sentences.

- 1 His career took off with two successful films
 - 2 They got engaged in spring
 - 3 He was made skipper last season
 - 4 He joined the fitness club in August
 - 5 He took up the post in 1997
 - 6 He set up the company in 1996
- a but within weeks he had cancelled his membership.
 - b but then he faded into oblivion.
 - c but it folded in 1998.
 - d but within three months he was stripped of the captaincy.
 - e but he broke it off soon afterwards.
 - f but was relieved of his position six months later.

3 PHRASAL VERBS

There are many phrasal verbs related to starting and ending. Note how particles and prepositions can have quite different meanings according to the verb we use them with;

*start up open up sign up
close up finish up dry up
start out branch out open out
die out wipe out fade out
start off lift off shoot off
go off wear off finish off*

4 Which of the verbs above fit in the gaps in the following sentences? Use an appropriate form.

- a I think this milk has – smell it.
- b It's time the company into different areas.
- c It would be awful if the great turtle were to
- d He suddenly in the middle of his speech.
- e Don't worry; the effects of the injection will in a few hours.

Practice

1 Underline the words or phrases that can complete each sentence. One, two, three or all four options may be possible.

- 1 This old jacket of mine is out.
a wearing b throwing c fallen d worn
- 2 Our organisation was in 1960.
a found b established c set up d founded
- 3 I think we should this new policy of co-operation.
a embrace b adopt c accept d introduce

- 4 Enthusiasm for the play-school scheme simply
 a went out b extinguished c petered out
 d dispelled
- 5 These old buildings next to the river should be down.
 a scrapped b pulled c brought d knocked
- 6 This painting an atmosphere of almost total tranquillity.
 a reminds b makes up c conjures up
 d evokes
- 7 Nobody could quite believe the matron's
 a dismissal b appointment c resignation
 d sacking
- 8 My best friend was out of the team.
 a kicked b put c thrown d sacked
- 9 In zoos many animal species are in captivity.
 a made b breeding c bred d produced
- 10 Farmer John's been cows for nearly 40 years.
 a breeding b giving birth to c raising
 d growing

2 Fill each of the numbered blanks with one suitable word.

John D Martin (1) born in a little village just outside Chester in the year 1923. In his lifetime he (2) up 154 companies, all of which (3) out of business and had to (4) down with the receivers being (5) in and the firm (6) into liquidation. (He once ploughed thousands of pounds (7) a business responsible for the (8) of a hundred seaside homes fifteen miles from the beach.) He was declared (9) in court seventy-nine times and (10) up with fifteen suspended prison sentences. Every single one of his ventures (11), not one (12) off. All of his businesses ceased (13) within six months of wheels being set in (14); any scheme that he tried to (15) into practice died a (16). Asked late in life why so many of the projects he had (17) life into had had to be (18) up, he replied: 'I quite enjoy (19) up in the morning and I really like (20) to bed at night. It's just the bit in between I've never been able to come to terms with.'

3 Rewrite each of the sentences using the two prompt words given so that it is similar in meaning to the sentence printed before it.

Example: What sometimes begins as a minor matter can ultimately lead to a major policy issue.

off / up

What sometimes starts off as a minor matter can end up as a major policy issue.

- a There is a danger that many beautiful animals will soon be extinct.
strong / facing
- b No one thinks the new law that is being brought in is very good.
welcomes / introduction
- c They seem to think that a new supervisory body will solve the problem.
creation / solution
- d A special party was held to commemorate when the company was set up.
setting-up / celebrated
- e We've only had this situation since Ian's resignation as chairperson.
being / stood
- f There's no way this area will be saved unless those buildings are demolished.
demolition / save
- g Our local MP was voted out barely six months after he had been voted in.
seat / elected

4 Fill each of the blanks with a suitable word or phrase.

- a Tragically, this is a disease very from.
- b In which year Nations founded?
- c Billions of insects and small animals are wiped pesticides every month.
- d The new law will come as from January 1 next year.
- e More cynical members of the committee don't think our scheme will see day.
- f We remain unconvinced that the project will ever get ground.

