

Formality 1

In general, 'Latin' words (*affirm, conclude, demonstrate, discover*) suggest formality; shorter, often Germanic, words and phrasal verbs (*say, end, show, find out*) sound more conversational.

TASK

Match up the verbs on the left with a more formal alternative. Then match each pair of verbs with a phrase on the right to make a complete expression. The first example has been done for you.

WE REALLY NEED TO

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| 1. set up | a. conduct | 1. the problem of distribution. |
| 2. carry out | b. investigate | 2. a sister company in Hamburg. |
| 3. strengthen | c. establish | 3. our position in South America. |
| 4. look into | d. consolidate | 4. more research in this area. |
| 5. buy | e. re-locate | 1. the possibility of selling direct. |
| 6. think about | f. purchase | 2. our headquarters to Lyon. |
| 7. move | g. amalgamate | 3. our raw materials at source. |
| 8. combine | h. explore | 4. the two departments. |
| 9. show | i. penetrate | 1. the development of new product. |
| 10. work out | j. accelerate | 2. the importance of the project. |
| 11. speed up | k. calculate | 3. new markets in Eastern Europe. |
| 12. break into | l. demonstrate | 4. exactly what our margins are. |
| 13. pay | m. collaborate | 1. the goods within the month. |
| 14. send | n. exploit | 2. staff according to performance. |
| 15. work together | o. remunerate | 3. our cross-cultural expertise. |
| 16. make use of | p. dispatch | 4. on the design of the product. |
| 17. use | q. formulate | 1. all our resources. |
| 18. build in | r. capitalize on | 2. several new product features. |
| 19. think up | s. incorporate | 3. the new opportunities in the CIS. |
| 20. take advantage of | t. utilize | 4. an immediate plan of action. |

How formal are the presentations you have to give or attend? Do you find an informal approach works best, even in a formal situation?