

## Week X – Unit 10b

### Discuss:

- What does being an ethical consumer mean?
  - What are ethically produced products?
- In what ways do the types of products / practices below contribute to more ethical consumerism:

Energy – saving, animal-friendly, sweatshop-free, fair trade, consumers' co-operative, eco-friendly, organic

*Consumerism is a social and economic order that encourages an acquisition of goods and services in ever-increasing amounts.*

## Week X – Unit 10b

- Reading: ‘*Consumer mentality is changing*’

Vocabulary: to encompass, mere, to come to view, to soar, fair labour, accelerating, reassurance, empowering, to translate into, instrumental, to splash out, concerted effort, to make one’s stance

- Vocabulary (pg. 178) – using prefixes and suffixes

**Endanger      Empower      Infuriate      Imprison**

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- Words easily confused:

Emigrate – immigrate – migrate

Perspective – prospective

Adapt – adopt – adept

Illusion – allusion

Precede – proceed

Device – devise

Adverse – averse

Decent – descent

Eminent - imminent



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- Explain the difference between the words in each pair:

Emit – omit

Fair-fare

Lightning – lightening

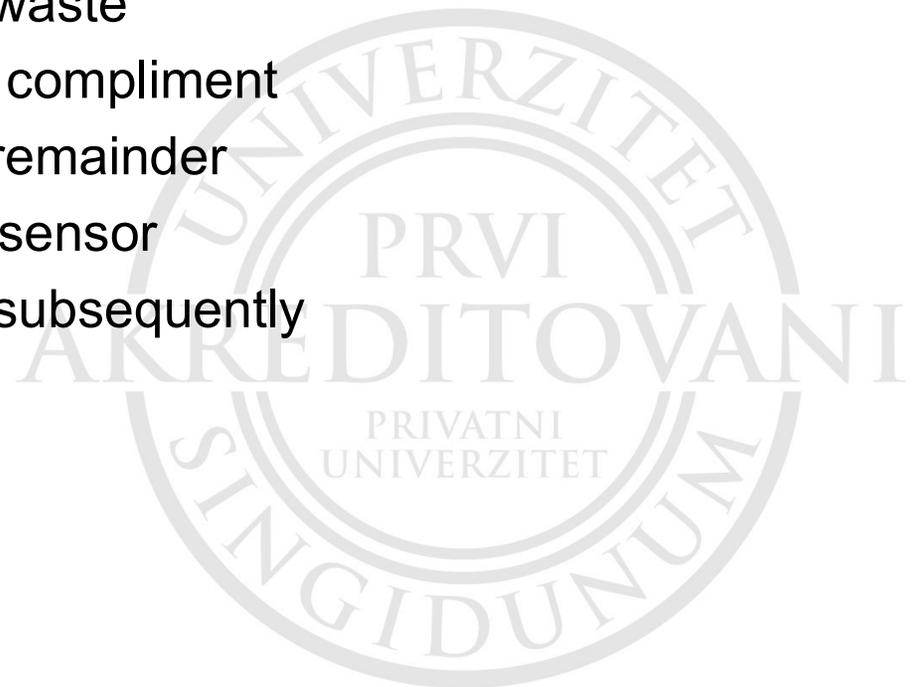
Waist – waste

Complement – compliment

Reminder – remainder

Censor – sensor

Consequently - subsequently



## GRAMMAR: **Expressing Purpose**

### 1. **So (that)**

- So that is usually followed by **can, may, will** (not) for **present/future** time reference:

You should study hard so that you can pass all your tests.

- So that is followed by **could, might, would** (not) for **past** time reference:

The police locked the door so that no-one could get on.

## 2. Infinitive of purpose

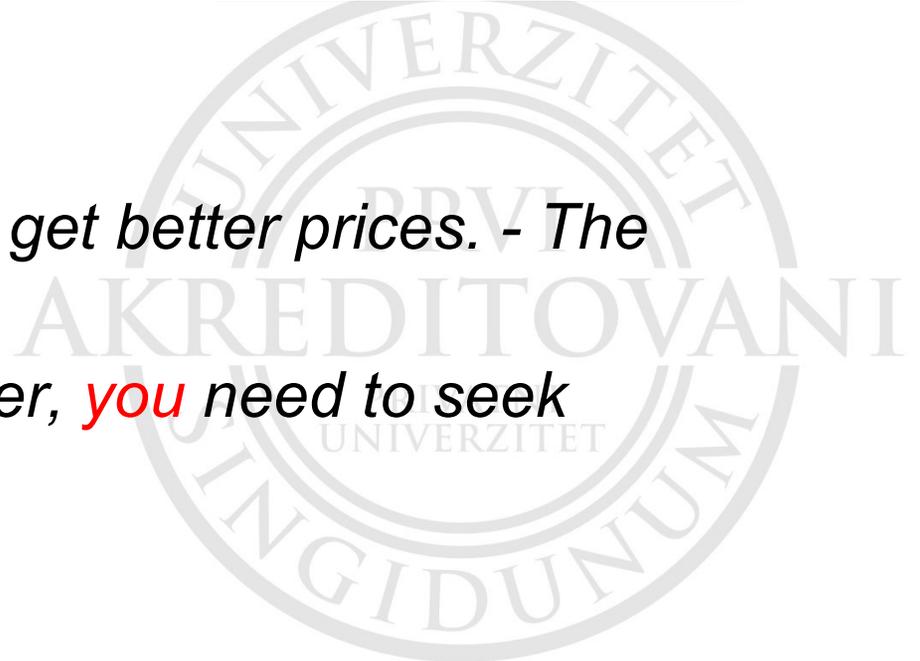
- Jack went to England to study engineering.

## 3. In order (not) to, so as (not) to

- These are more formal ways of expressing purpose:  
Scientists used only local materials, in order to/so as to save money.

*We booked early in order to get better prices. - The same subjects*

*In order **for things** to get better, **you** need to seek professional help.*

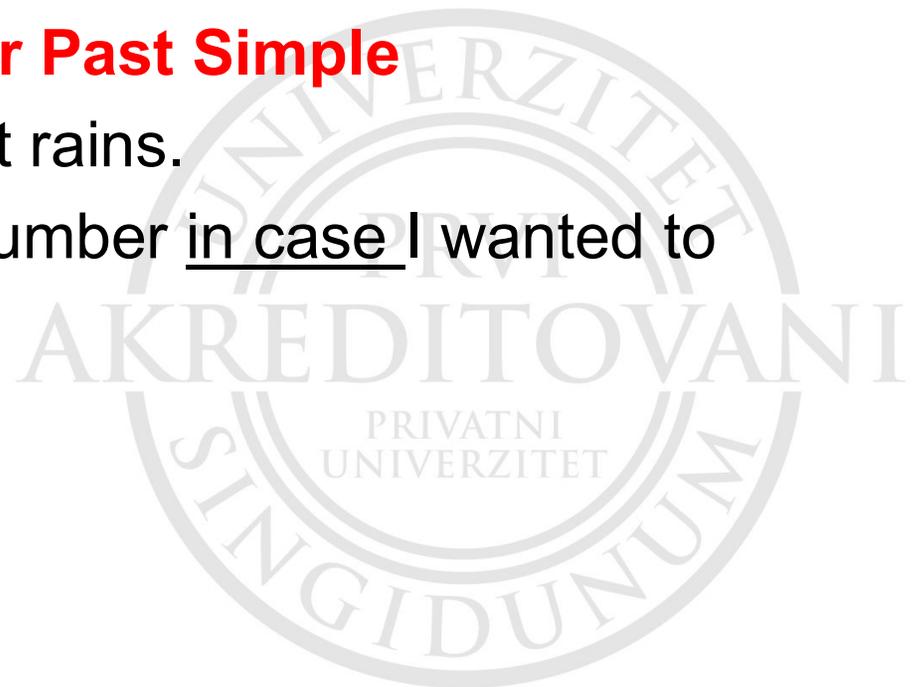


**4. For + noun** (intentions), **for + ing** (purpose or function of an item)

- This button is for starting the engine. He went to the bakery for a loaf of bread.

**5. In case + Present Simple or Past Simple**

- I'll take an umbrella in case it rains.
- He gave me his telephone number in case I wanted to call him.



## 6. With a view to/with the aim of + ing form

- She is here on an extended stay with a view to maybe **moving** in with him.
- He took evening courses in Marketing with the aim of **getting** more qualifications.

## 7. For fear (that) + subject + might/would (negative purpose)

### For fear of + noun/ing-form

- I didn't want to take a guess for fear that I **would be** terribly wrong.
- No one dared refuse the order for fear of **losing** their job.

## Expressing Result

### 1. So + adjective/adverb + that clause

- Jim was so tall (that) he hit his head on the ceiling.
- They shouted so loudly that everybody heard them.

### 2. So + adjective + a/an + noun + (that)

- It was so boring a documentary that I fell asleep.

### 3. Such + (a/an) + (adjective) + noun + that clause

- Helen is such a busy person (that) she never feels bored.

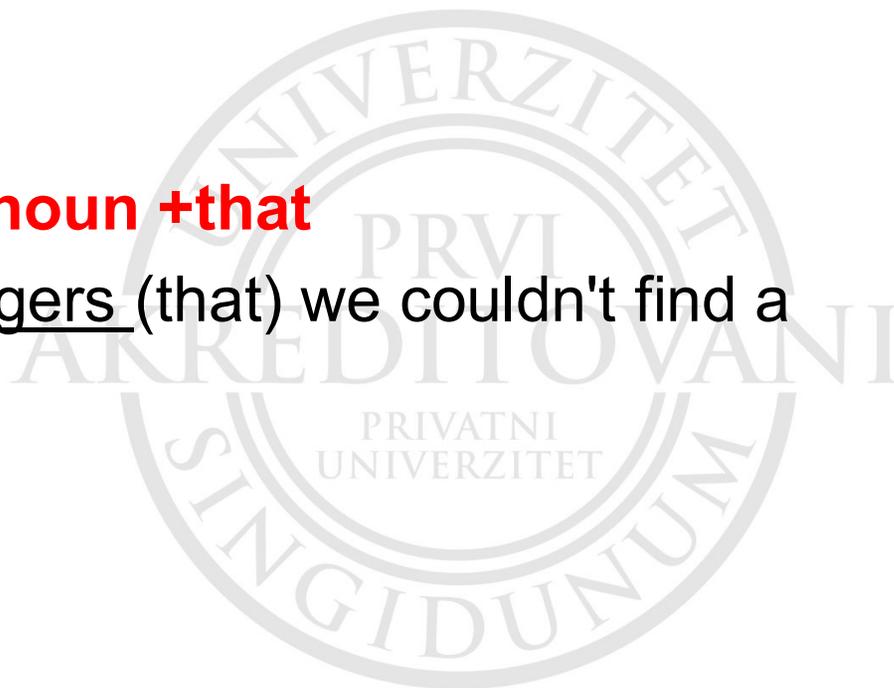
- She was wearing such strange clothes that everyone was looking at her.

#### **4. Such + a lot of + noun + (that)**

- I've put such a lot of weight that I don't fit into my clothes any more.

#### **5. So much/many/few/little + noun +that**

- There were so many passengers (that) we couldn't find a seat.



## 6. Too + adjective + to infinitive

- The table was far too heavy to lift.

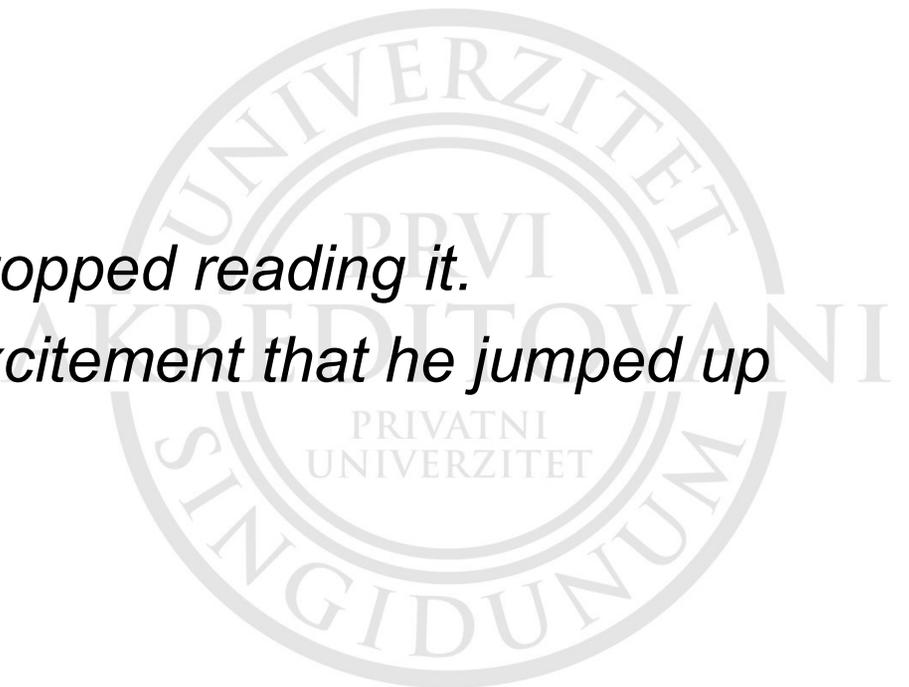
## 7. Not + adjective + enough + to infinitive

- The table was not light enough to lift.

Emphatic - inversion:

***So bad** was the book that I stopped reading it.*

***Such** was the young boy's excitement that he jumped up and down.*



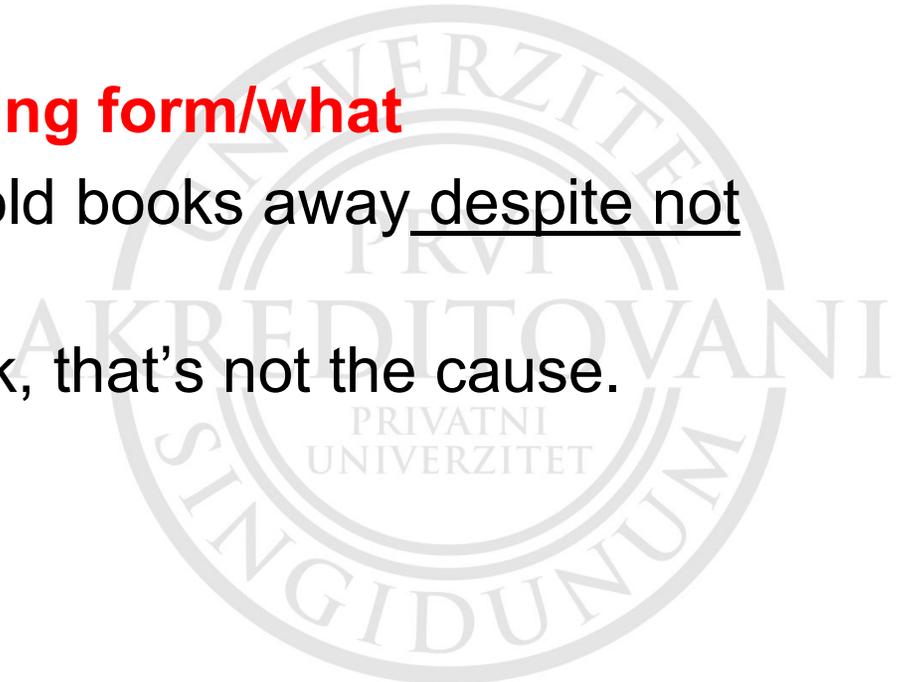
## Expressing Concession

### 1. **Although/even though + subject + verb**

- Even though Ted had the necessary qualifications, he didn't get the job.

### 2. **In spite of/despite + noun/-ing form/what**

- Sally didn't want to give her old books away despite not needing them.
- In spite of what you may think, that's not the cause.



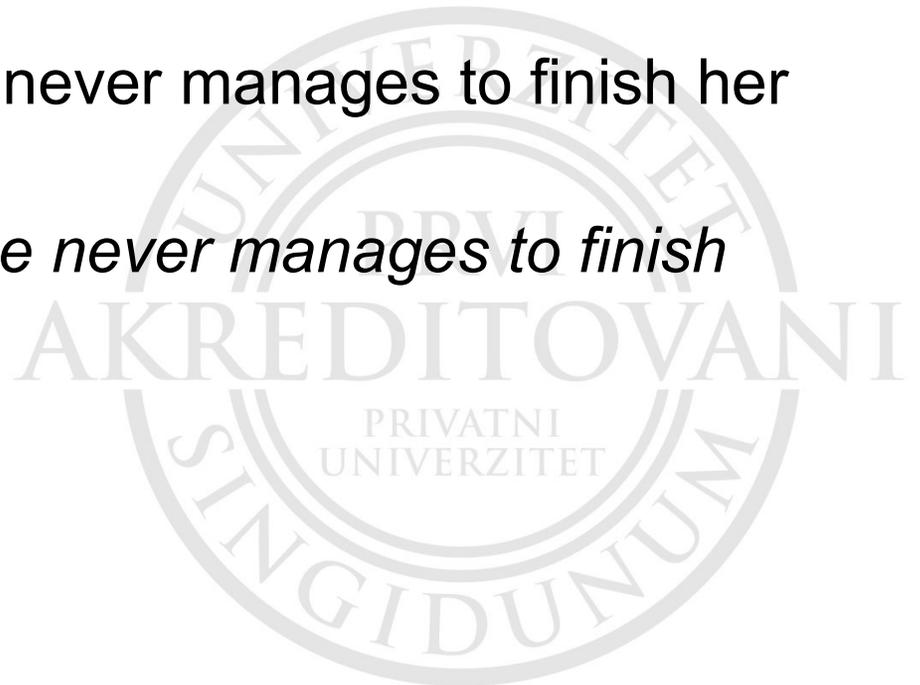
### 3. In spite of / despite + the fact + that-clause

- He went outside despite the fact that we wasn't feeling well.

### 4. However / no matter how + adjective / adverb + subject + verb

- However hard she tries, she never manages to finish her work on time.

*(She tries hard. However, she never manages to finish her work on time.)*



## 5. Whatever / no matter what + clause

- Nobody pays attention to him anymore, no matter what he does.

## 6. Adjective / adverb + as / though + subject + verb

(be, become, seem, appear, feel, sound, etc)

*Very emphatic and formal*

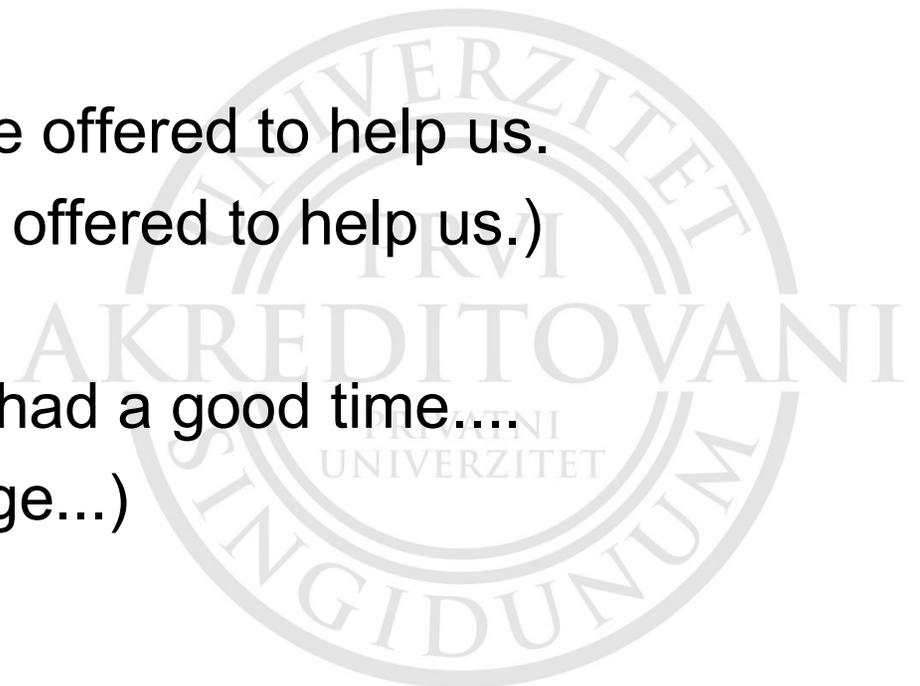
- Tired though/as she was, she offered to help us.

(Although she was tired, she offered to help us.)

With may

Strange as it may seem, we had a good time.....

(Although it may seem strange...)



## 7. **But / while / whereas + subject + verb**

- I like travelling by plane, while/whereas my husband doesn't.

## 8. **Still / yet / however / nevertheless / nonetheless + subject + verb**

- She has been a teacher for a very short time, yet the children adore her.
- He stepped forward, his arms at his sides, but I was nonetheless within his personal space.
- He was born with deformities in both legs but nevertheless became a champion rider and high jumper in his teens.

## Homework – attendance points

Dear students,

with the purpose of getting attendance points you are expected to do homework on a weekly basis. This week's hw refers to Business English vocabulary. You need to complete an assignment via

**test. singidunum.ac.rs/Student.**

- You need to complete your homework within two days.
- If you have any further questions do not hesitate to contact me.

