

## Unit 2 Global views

### WORDS AND PHRASES

Word / Phrase	Part of Speech	Phonetic Spelling	Definition	Sample Sentence
appreciate	verb	/ə'pri:ʃi,eɪt/	to recognise what is good or special about a situation	It's important to appreciate all the good things in your life.
benefit	verb	/'benɪfɪt/	to give help or an advantage to something	It is hoped that the campaign to 'go local' will benefit small businesses.
boost	verb	/bu:st/	to help something to increase or become more successful	Tourism in the area has helped to boost the local economy.
campaign	verb	/kæm'peɪn/	to try to achieve something, for example political or social change, by persuading people to do something	They are campaigning for stronger anti-pollution laws.
communication	noun [uncountable]	/kə,mjʊnɪ'keɪʃ(ə)n/	the process of exchanging information or news	Communication is getting faster and faster in our globalised world.
community	noun	/kə'mjʊnəti/	the people who live in an area	People who live in the same community should try to help one another.
compete	verb	/kəm'pi:t/	to try to be successful in business	It's hard for small businesses to compete in today's globalised world.
consumer	noun	/kən'sju:mə(r)/	someone who buys and uses goods and services. The expression 'the consumer' is often used for referring to consumers as a group	They provide services to a broad range of consumers.
consumer item	noun	/kən'sju:mə(r) aɪtəm/	something that you buy for personal or home use, such as food or clothing	Large supermarkets have a greater choice of consumer items.
create	verb	/kri'eɪt/	to cause something new or original to exist	The campaign has created an interest in shopping locally.
destroy	verb	/dɪ'strɔɪ/	to damage something so severely that it can no longer exist	Large companies have destroyed local businesses.
determine	verb	/dɪ'tɜ:(r)mɪn/	to decide when something should happen or what should be done	Who determines when you can take your coffee breaks?
dominate	verb	/'dɒmɪneɪt/	to control a situation, often in a negative way, because you have too much power or influence	British and American songs and movies seem to dominate popular culture.
economic growth	noun [uncountable]	/'i:kə'nɒmɪk 'grəʊθ/; /,ekənɒmɪk 'grəʊθ/	an increase in the amount of trade and business	Countries such as India and Brazil have experienced huge economic growth in recent years.
effective	adjective	/ɪ'fektɪv/	producing a good result	The medication is effective in the treatment of malaria.

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evaluate	verb	/ɪ'veljʊ,eɪt/	to make a judgment about the value, quality or importance of something	Sometimes you have to evaluate how useful information on the internet is.
facilitate	verb	/fə'sɪlə,tet/	to make it easier for something to exist or happen	Communication and information sharing has been facilitated by the internet.
generate	verb	/'dʒenə,reɪt/	to make something happen, or to cause a new situation to exist	The campaign has generated an interest in shopping locally.
globalisation	noun [uncountable]	/,gləʊbəlɪz'eɪʃ(ə)n/	the idea that the world is developing a single economy and culture as a result of improved technology and communications and the influence of very large multinational corporations	Some people believe that globalisation creates a lot of opportunities for people.
harm	verb	/hɑ:(r)m/	to have a bad effect on something	Smoking harms people's health.
improve	verb	/ɪm'pru:v/	to have a good effect on something by making it better or stronger	Do you think, overall, that the internet has improved our lives?
inequality	noun	/,ɪnɪ'kwɒləti/	a situation in which people are not equal because some groups have more opportunities, power, money, etc than others	There are many problems with racial, economic and social inequality around the world.
initiative	noun	/ɪ'nɪʃətɪv/	an important action that is intended to solve a problem	The 'Shop Small' campaign is an initiative that helps local businesses.
multinational	adjective	/,mʌltɪ'næʃən(ə)l/	a multinational company or business has offices, stores or factories in several countries	She works for a large multinational corporation.
participate	verb	/pɑ:(r)'tɪsɪpeɪt/	to take part in something	All students are expected to participate in this activity.
producer	noun	/prə'dʒu:sə(r)/	a person or company that grows food or makes goods to be sold	A lot of our producers come from the local community.
profits	noun	/'prɒfɪts/	money that a business makes by selling its products	Local businesses have seen a decrease in profits in recent years.
promote	verb	/prə'məʊt/	to encourage something to develop	The campaign aims to promote local businesses.
regional	adjective	/'ri:dʒ(ə)nəl/	belonging to a particular place or area, rather than to a whole country	It's sad to see regional cultures disappearing.
shelf life	noun	/'ʃelf ,laɪf/	the amount of time that food products can be kept in a shop before they become too old to sell	Fruit and vegetables have a relatively short shelf life.
small business	noun	/smɔ:l 'bɪznəs/	a business or shop that operates on its own and does not have other branches	Small businesses are struggling in an increasingly globalised world.
supplier	noun	/sə'plaɪə(r)/	a company, organisation or country that supplies or sells a product	Which supplier do you buy the products from?

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support	verb	/sə'pɔ:(r)t/	to help something to develop or to continue to exist	It's important to support your local community.
sustain	verb	/sə'steɪn/	to make sure that something continues to exist	People are anxious to sustain their regional cultures.
value	verb	/'vælju:/	to show that you think someone or something is important	Thank you – I really value your support.

## USEFUL EXPRESSIONS

Expression	Topic / Category	Sample Sentence
like ...	Discourse markers (fillers)	You see the same stores, like, wherever you go.
well ...	Discourse markers (fillers)	Well, I don't like the fact that multinational companies are dominating the world.
... you know ...	Discourse markers (fillers)	It's sad, you know, to see small businesses disappearing.