3.3 Grammar Articles, relative clauses and noun combinations

Test yourself: Articles

1 Insert the missing articles *a(n)* or *the* in the text below.

Did you know ...
- ... that some popular products took 100 years or more to get to **the** marketplace? In 1485, Leonardo da Vinci made detailed sketches of parachutes. He also sketched studies for helicopter, tank and retractable landing gear. First helicopter that could carry person was flown by Paul Cornu at beginning of twentieth century. During First World War, tanks were first used in France in 1917. Airplane with retractable landing gear was built in United States in 1933.
- Bar codes were invented by Silver and Woodland in 1948. They used light to read set of concentric circles, but it was two decades before advent of computers and lasers made system practical. However, bar code system in use today is Universal Product Code, introduced by IBM in 1973. First bar-coded items sold were packs of chewing gum in 1974.
- Computer was launched in 1943, more than 100 years after Charles Babbage designed first programmable device. In 1998, Science Museum in London built working replica of Babbage machine, using materials and work methods available in Babbage's time. It worked just as Babbage had intended.

Test yourself: Relative clauses

2 Complete the relative clauses by choosing the correct pronoun or group of pronouns from the box.

| who | which | that / which | that / which / no pronoun |

1. The fax process, _____ was first patented in 1843 by Alexander Bain, did not go into commercial service until 1964.
2. Penicillin, the antibiotic compound _____ was discovered by Alexander Fleming in 1928, only went into production in 1942.
3. The steam engine _____ George Stephenson famously demonstrated in 1815 was actually discovered in 50 BC by Heron of Greece.
4. Kevin Tuohy, _____ invented the soft plastic lens in 1948, was not the first person to suggest contact lenses: Adolph Fick had the idea in 1888.
5. Orville Wright is the man _____ is usually credited with the first powered flight in 1903, but Gustave Whitehead and Richard Pearse were also experimenting with flying machines at the same time.
6. Several other people claim to be the inventors of the machine _____ John Logie Baird demonstrated in 1926 and called a 'televisor'.

Test yourself: Noun combinations

3 Put the words in the noun combinations (in **bold**) in the correct order.

As new technologies arrive on an increasingly globalized market, companies are facing (1) **development product cycles ever-shorter**. What's more, as products become more sophisticated, manufacturers are having to work with (2) **support increasingly requirements complex technical**. One of the new tools available to help cope with such difficulties are (3) **programs web-based feedback customer**, which enable firms to work with (4) **real-world product pre-market feedback**. Another time-saving innovation is the (5) **product cross-functional team development**, which can make dramatic cuts in development lead-times.

THE WRIGLEY COMPANY LTD., PLYMOUTH, DEVON, PL6 7PR, ENGLAND. CHEWING GUM WITH FRUIT FLAVOUR. INGREDIENTS: SUGAR, GUM BASE, GLUCOSE SYRUP, FLAVOURINGS, HUMECTANT GLYCERINE (NON-ANIMAL), FLAVOUR ENHANCER ASPARTAME, ANTIOXIDANT (E320), CONTAINS A SOURCE OF PHENYLALANINE, SUITABLE FOR VEGETARIANS

Expanding notes

4 1:36 When writing notes in English, pronouns, articles and common verbs like *be* and *have* are often omitted. Listen to a product review and write the words you hear which the customer omitted in the notes below.

> Easily best phone so far. Perfect phone for basic user. Already bumped and dropped few times but still going strong. Battery life incredible. Overall real workhorse – no frills, but does what cellphone needs to do. Rating 5/5.

5 1:37–1:38 With a partner, discuss how to expand these notes written by customers into full product reviews. Then listen and compare your versions with the recordings.

1
> Hate this phone. Too small – can't open flip cover with one hand. No screen on outside to see caller identity. Reception – horrible. Drops calls probably 30% of time. Very long key delay, incredibly annoying. Anxiously awaiting day can upgrade and get rid of monstrosity. Rating 0/5

2
> Had phone about three weeks. Like size and design. Features good too. Easy enough to use, and survived couple of drops. However, alarm clock won't work anymore. Not too sure about internal antenna. Hate having full signal when making call, only to have dramatic drop when put phone to head. Everybody says telecom company's fault, not phone, or maybe just got bad one. We'll see. Going to try 9200 next. Rating 3/5.

Defining words

6 Complete these definitions by matching the noun combinations with the appropriate relative clause.

1. Decision-making tools are tools
2. Feature-packed spreadsheets are spreadsheets
3. An industry-standard battery package is a pack of batteries
4. Market studies are investigations

a) that have many different functions.
b) that companies conduct to identify customer needs.
c) that you evaluate choices and options with.
d) whose specifications comply with industry norms.

7 Finish these definitions by completing the relative clause.

1. Focus groups are groups _____ companies get product feedback _____.
2. Consumer empowerment is an approach _____ gives consumers _____.
3. A ring-pull can is a can _____ has a ring to open it _____.
4. Complex text layout languages are languages _____ text layout is _____.
5. Child-proof packaging is packaging _____ _____ can't open.
6. An award-winning design is a design _____ a jury has given an award _____.
7. Portable document format (PDF) is a standard format _____ code can be read by all computers.
8. Household-cleaning products are products _____ you clean the house _____.

Definitions game

8 In small groups, divide into As and Bs.

Internet research

Open an online dictionary by searching for the keywords *online dictionary*.
Search for the noun *information*. Is information countable or uncountable? What is its informal form? Which prepositions is it used with? What typical collocations and constructions is it used in?
Browse several online dictionaries and find out what other features they offer. Vote to find out which online dictionary the class prefers.