

- ▶ relative clauses
- ▶ *a/an, the* and no article
- ▶ noun combinations

Refresh your memory

Relative clauses

who: people
which: things
that: people or things, but not after a comma

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Articles

a/an: non-specific or not previously mentioned
the: specific, unique or previously mentioned
 no article: generalizations

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Noun combinations

The main noun comes at the end. Any others describe it.

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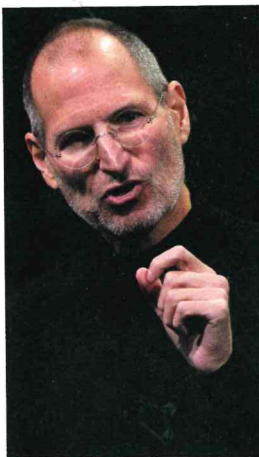
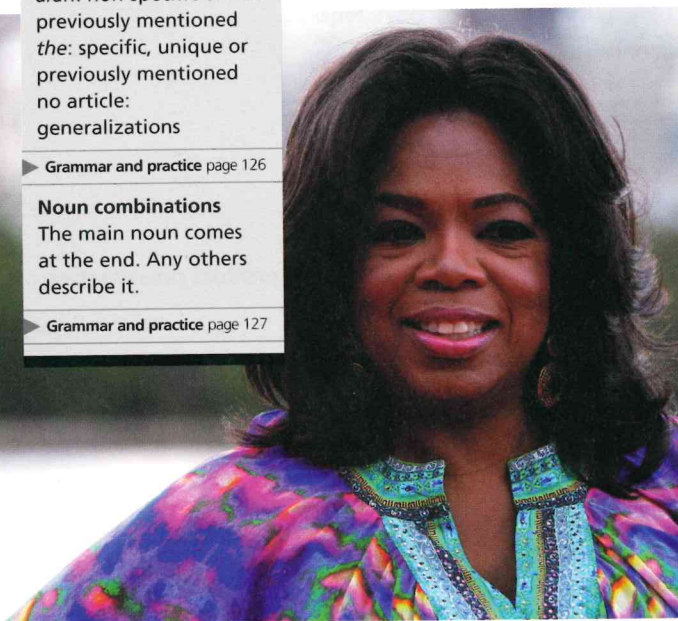
3.3 Grammar Relative clauses, articles and noun combinations

Defining relative clauses

1 In small groups, answer these business trivia questions.

- 1 What was the communications device that was invented by John Logie Baird? *first TV*
- 2 Who was the woman who is famous for her research on radioactivity? *Marie*
- 3 What was the business process that was introduced by Henry Ford? *mass production*
- 4 Who was the man who invented radio? *Marconi, Tesla*
- 5 What was the business model first developed by Martha Matilda Harper in 1891? *franchising*
- 6 What was the revolutionary pointing device which was invented by Douglas Engelbart in 1963? *computer mouse*

2 In your groups, write your own business and technology trivia quiz using the formulae 'Who was the man/woman ...' or 'What was the product/device/process/model ...'. Use the Internet if you have a connection. Then challenge another group.



Non-defining relative clauses

3 With a partner, take turns making sentences and adding relative clauses about famous people, products and organizations. How much information can you add?

- A: *Steve Jobs was the co-founder of Apple®.*
 B: *Steve Jobs, who was from California, was the co-founder of Apple.*
 A: *Steve Jobs, who was from California, was the co-founder of Apple, which is famous for high-end electronic products like the iPhone.*
 B: *Steve Jobs, who was from California, and whose parents adopted him at birth, was the co-founder of Apple, which is famous for high-end electronic products like the iPhone.*

- 1 Steve Jobs, Apple (iPhone)
- 2 Oprah Winfrey, The Oprah Winfrey Show (Harpo Studios®)
- 3 Walt Disney, Walt Disney Co. (Mickey Mouse)
- 4 Mark Zuckerberg, Facebook (Facebook)
- 5 Ben Cohen and Jerry Greenfield, Ben & Jerry's (Yes Pecan)
- 6 Jeff Bezos, Amazon (Kindle)
- 7 Sergey Brin and Larry Page, Google (Google Earth)
- 8 Richard Branson, Virgin (Virgin Galactic)
- 9 Muhammed Yunus, Grameen Bank (micro-credit)
- 10 Victoria Beckham, Beckham Brand ('Intimately Beckham' perfumes)

Discussion

4 Which of the people in Exercise 3 have had the biggest influence on the business world? Choose your top three.


Articles

- 5** Complete texts about important products and inventions with *a/an, the* or *-* (no article).

Some popular products take a long time to get to the marketplace.

- In 1485, Leonardo da Vinci made detailed drawings of ___ parachutes. He also made sketches of ___ helicopter and ___ tank. ___ 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.
- ___ 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 ___ arrival of ___ computers and ___ lasers made ___ system practical.
- ___ first computer was built in 1943, more than 100 years after Charles Babbage had designed ___ first programmable device. In 1998, ___ Science Museum in London built ___ working copy of ___ Babbage machine using his original plans and ___ materials that would have been available at the time. It worked just as Babbage had intended.

Expanding notes

- 6**  **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.

- 7**  **1:37-1:38** With a partner, expand these notes written by customers into full product reviews. Then listen and compare your versions with the recordings.

1 *Hate the 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

- 8** Complete the definitions by matching the noun combinations 1-4 with the appropriate relative clauses a-d.

- | | |
|---|---|
| 1 Decision-making tools are tools | a) that have many different functions. |
| 2 Feature-packed spreadsheets are spreadsheets | b) that companies conduct to identify customer needs. |
| 3 An industry-standard battery package is a pack of batteries | c) that you evaluate choices and options with. |
| 4 Market studies are investigations | d) whose specifications comply with industry norms. |

Definitions game

- 9** In small groups, divide into As and Bs.

As: turn to page 115. Bs: turn to page 121.

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.

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bump
drop calls
empowerment
flip cover
get rid of
no frills
rating
workhorse

3 Products and packaging

Articles

1 Complete the sentences using *the*, *an* or no article.

- I have an idea. Let's develop the completely new model with extra features – we could call it 'Premia'.
Of course, it would sell at no much higher price.
- When we launch the new 'Premia' model, we will have to redesign ___ packaging. We want to differentiate it from the standard model we sell now.
- Anyone who works in the marketing will tell you – the packaging is very important – no products don't just sell themselves.

2 Complete the grammar rules using *the*, *a/an* or *no article*.

- You use an when the listener doesn't know which person or thing you are talking about because:
 - you are mentioning it for the first time or
 - it is not specific.
- You use the when it is clear which person or thing you are talking about because:
 - it's clear from the context or
 - there is only one or
 - you have already mentioned it.
- You use no when you are talking generally.

3 Fill in the gaps using *the* or *a/an*.

- I've brought with me a mockup of our latest GPS device – a mockup shows how compact the new product will be.
- I'd like to finish a presentation by telling you a story.
- Have you heard about a MPbunny? It's an electronic rabbit that dances and talks.
- We've developed a great new product – an idea came from our R&D department.

4 Fill in the gaps using *the* where necessary.

- People say that ___ money makes the world go round.
- The money we spend on the market research is only a small part of our whole budget.
- ___ football these days is much more commercialized than the football they played 20 years ago.
- ___ plastic is often used as a packaging material, and the plastic we use is 100% biodegradable.

Defining relative clauses

5 Read how to join two short sentences.

Here is the package. We designed it last week.

→ Here is the package ***which/that we designed last week.***

(NOT *Here is the package which we designed it last week.*)

Here is the CV of the Portuguese candidate. She got the job.

→ Here is the CV of the Portuguese candidate ***who/that got the job.***

(NOT *Here is the CV of the Portuguese candidate who she got the job.*)

The underlined phrases are relative clauses.

The words in **bold** are relative pronouns. You use *which* for things, *who* for people and *that* for both things and people.

(In speech, *that* is more common for things, and *who* is more common for people.)

Join the sentences below. Write both relative pronouns.

- FedEx® is an international company. It operates in the transportation business.
which
- Charlie Wang is a dynamic man. He runs the New China Packaging Company.
who

Relative clauses without the relative pronoun

6 Look at the two joined sentences with the underlined relative clauses in the box in Exercise 5.

In one of the sentences you can leave out the relative pronoun. Write the whole sentence again, without any relative pronoun.

7 Underline the correct words in **bold** to make a rule. Think about your last answer and look again at the box above to help you.

- You can leave out *who*, *which* or *that* in a defining relative clause if they are followed immediately by a **verb / a pronoun / a noun**.
- You must keep *who*, *which* or *that* if they are followed immediately by a **verb / a pronoun / a noun**.

Relative clauses with *whose*

8 The relative pronoun *whose* shows possession. Read the examples in the box.

FedEx® is an international company. Its reputation is very good.
 → *FedEx is an international company whose reputation is very good.*
 Charlie Wang is a dynamic man. His ideas about business are very interesting.
 → *Charlie Wang is a dynamic man whose ideas about business are very interesting.*

Combine these sentences using *whose*.

- These are the views of the consultants. Their report was used by the government.

whose
- Look at this article about that German manufacturing company. Their production was outsourced to Slovakia.

whose

Prepositions in relative clauses

9 Tick (✓) the two sentences that are in modern spoken English.

- Microsoft® is a company about which I know quite a lot.
- Microsoft is a company which I know quite a lot about. ✓
- The person to whom I spoke was called Sandra. ✓
- The person I spoke to was called Sandra.

Normally you put a preposition at the end of the relative clause (although this may not be the end of the sentence).
 The word *whom* following a preposition is rare in modern English. It sounds very formal.

Non-defining relative clauses

10 Read the examples of non-defining relative clauses in the box.

FedEx®, **which is one of America's largest companies**, has its head office in Memphis.
 Charlie Wang, **who is President of New China Packaging**, has some interesting ideas about cross-functional teams.

Underline the correct words in bold to make rules.

- A non-defining relative clause **identifies exactly which person or thing we mean / simply adds extra information.**
- In a non-defining relative clause you **use / do not use** commas around the clause.
- In a non-defining relative clause you **can / cannot** leave out *who* or *which*.
- In a non-defining relative clause you **can / cannot** use *that*.

Noun combinations

11 Read the information about noun combinations in the box.

A **credit card** is a card used for getting credit.
 A **company credit card** is a card used for getting credit that has been provided by a company.
 An **insurance document** is a document that shows you have insurance.
 A **travel insurance document** is a document that shows you have insurance for travel.

So, the main noun comes at the end, and any others describe it.

An adjective can come at the beginning. The examples below are all two-part adjectives.

- a **long-lasting printer cartridge**
- a **high-quality water treatment system**
- a **six-month government training course**

Make two-word noun combinations from the words in each group.

- rate features inflation product

inflation rate, product features
- force focus task group

- forecast aid hearing sales

- leader stock market control

- price feedback customer range

12 Make three-word noun combinations by putting the words in the correct order.

- product¹ team³ design² _____
- hero¹ film³ action² _____
- development strategy staff _____
- engineer computer software _____
- feedback program customer _____
- construction bridge project _____

13 Choose the best adjective to put at the beginning of each noun combination in Exercise 12. Find a solution that uses each adjective once only.

hard-working long-term nice-looking
 over-budget self-employed web-based

- a hard-working product design team
- a self-employed hero actor
- a web-based development staff
- a hard-working engineer computer software
- a long-term customer feedback
- an over-budget construction project