



## A Exploring Language

### COMPARISONS (Παραθετικά)

- Τα επίθετα και τα επιρρήματα έχουν τρεις βαθμούς: τον Θετικό (**Positive**), τον Συγκριτικό (**Comparative**) και τον Υπερθετικό (**Superlative**).

### ΣΧΗΜΑΤΙΣΜΟΣ

- Τα μονοσύλλαβα επίθετα και επιρρήματα και τα δισύλλαβα που τελειώνουν σε **-er** ή **-y** σχηματίζουν το συγκριτικό βαθμό με την κατάληξη **-er** και την λέξη **than**.

#### (Επίθετο/Επίρρημα + er + than)

*clever – cleverer      easy – easier*  
*(tall – taller)      John is taller than George.*

- Τα μονοσύλλαβα επίθετα και επιρρήματα και τα δισύλλαβα που τελειώνουν σε **-er** (clever) ή **-y** (easy) σχηματίζουν τον υπερθετικό βαθμό με την κατάληξη **-est**, το άρθρο **the** και το **of** για ποσότητα ή το **in** όταν πρόκειται για τόπο.

#### (the + Επίθετο / Επίρρημα + est ... of/in)

*(clever - cleverer - cleverest)      John is the cleverest of all.*  
*John is the cleverest in the classroom.*

- Όταν το επίθετο ή το επίρρημα τελειώνει σε **-e** προσθέτουμε μόνο **-r** στον συγκριτικό και **-st** στον υπερθετικό.

*large – larger – largest*

- Όταν το επίθετο ή το επίρρημα είναι μονοσύλλαβο και τελειώνει σε ένα φωνήεν + σύμφωνο, τότε διπλασιάζουμε το τελικό σύμφωνο πριν τις καταλήξεις.

*big – **bigger** – **biggest** thin – **thinner** – **thinnest** fat – **fatter** – **fattest***

- Όταν το επίθετο ή επίρρημα τελειώνει σε σύμφωνο+y τότε το **y** αποβάλλεται και το επίθετο παίρνει την κατάληξη **-ier** και **-iest**.

*dry – **drier** – **driest** easy – **easier** – **easiest** early – **earlier** – **earliest***

- Τα πολυσύλλαβα επίθετα και επιρρήματα σχηματίζουν τον συγκριτικό βαθμό με την λέξη **more**: (**more** + **Επίθετο** / **Επίρρημα** + **than**) και τον υπερθετικό βαθμό με την λέξη **most**: (**the most** + **Επίθετο** / **Επίρρημα**).

*Our management team is **more productive than** yours.*

*Their equipment is **the most modern** in West Macedonia.*

- Μερικά επίθετα και επιρρήματα είναι ανώμαλα και σχηματίζουν τα παραθετικά τους ως εξής:

Positive	Comparative	Superlative
good / well	better	best
bad / ill / badly	worse	worst
much / many	more	most
little	less	least
far	farther / further	farthest / furthest

- Όταν συγκρίνουμε δύο πρόσωπα ή πράγματα που είναι ίδια, χρησιμοποιούμε τις εκφράσεις: **as + adjective + as** (τόσο ... όσο) και **not as / so + adjective + as** στην άρνηση.

*Paul is **as competent as** Mary.*

*Paul is **not so / as competent as** Mary.*

- Όταν θέλουμε να δώσουμε έμφαση στα επίθετα / επιρρήματα του θετικού βαθμού χρησιμοποιούμε την λέξη **very**.

*This company is **very big**.*

- Όταν θέλουμε να δώσουμε έμφαση στα επίθετα / επιρρήματα του συγκριτικού βαθμού χρησιμοποιούμε την λέξη **much**.

*Our company is **much bigger than** yours.*

## ΧΡΗΣΗ

- Ο Συγκριτικός βαθμός των επιθέτων ή επιρρημάτων χρησιμοποιείται για να συγκρίνουμε ΔΥΟ πρόσωπα, πράγματα ή πράξεις.
- Ο Υπερθετικός βαθμός των επιθέτων ή επιρρημάτων χρησιμοποιείται για να συγκρίνουμε ένα πρόσωπο, πράγμα ή πράξη με περισσότερα από δύο.

## B Developing Language



**1 MAKING GROUPS.** Write the following adjectives under the right column.

attractive, best selling, big, cheap, competent, competitive, demanding, dynamic, efficient, expensive, experienced, fast-growing, friendly, international, leading, national, newly-established, practical, qualified, reasonable, small, useful, valuable, well-known.

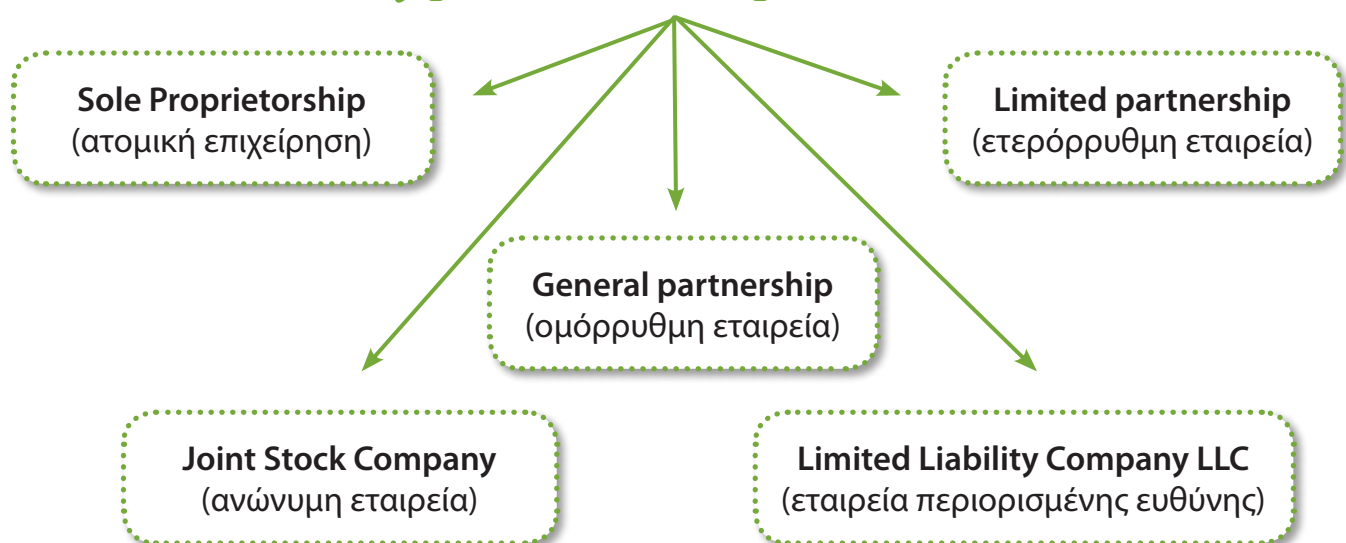
COMPANY	PRODUCT	MANAGER



**2 SCANNING.** Read the text carefully and decide whether the statements following are true or false.

Undoubtedly, the economic and financial globalisation has caused extensive changes in the world of businesses. The world, with the help of improved technology, has become a smaller place. The interdependence of countries and companies is radically increasing; goods and services are gradually more available across the globe and information travels more quickly than ever.

## Types of Companies



These changes forced many small and medium-sized companies to merge and create new larger entities. The majority of these mergers occurred for reasons such as: to increase performance and so increase market share and revenues, to reduce competition, to save operational costs in order to maximize benefits and to strengthen resources. However, mergers are not always the best solution, because lots of problems may appear.

A merger is like a marriage. Although every marriage starts as a big celebration, the road to the happy end is not easy. When people marry they try to merge different values, cultures, backgrounds, ideas, beliefs, history, and property. When companies merge they try to do the same. Two similar companies may perform quite differently and it is very common for a business to attempt to merge with another one that has complementary strengths and weaknesses.

ATN and SIBS, the largest companies in Greece in the electronics business, have decided to merge. Both companies have worked hard to establish their brand and they have earned credibility and customer loyalty. The first one began in 1975, is located in Athens and employs over one thousand people. The second one began in 1987, is located in Thessaloniki and employs three hundred and fifty people. However, there seem to be a lot of difficulties in this decision.



SIBS is a much younger company and it has had faster growth because of their very successful advertising strategy. It is now more famous than ATN and has a better reputation for product quality. Managers in SIBS are younger, more dynamic and riskier than the ones in ATN. Employees in SIBS work longer hours, have shorter lunch breaks than employees in SIBS and they earn higher salaries.

On the other hand, ATN is a larger and more traditional company. The managers in ATN are older, more experienced and more competent than the managers in SIBS. Employees earn lower salaries but they have longer holidays and lunch breaks. The company may have slower growth than SIBS but its products are more competitive and more reliable than the SIBS ones, and what's more, their prices are much lower.

- |  | <b>T</b>                 | <b>F</b>                 |
|--|--------------------------|--------------------------|
| 1 Financial globalization improved technology.               | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Companies merge to increase their market share.            | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Mergers fail when the companies have opposite strengths.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Both SIBS and ATN have established their brand name.       | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 ATN is located in Thessaloniki and employs 250 people.     | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 SIBS has better reputation for product quality.            | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 ATN has faster growth because of its advertising strategy. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Managers in ATN are more competent.                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 Employees in ATN earn lower salaries.                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 SIBS products are cheaper.                                | <input type="checkbox"/> | <input type="checkbox"/> |

 **3 DESCRIBING FACTS.** Fill in the table with a suitable adjective and then compare the two companies as in the example.


*ATN is larger than SIBS.*

*SIBS is smaller than ATN.*

	ATN	SIBS
Size of Company	<i>large</i>	<i>small</i>
Rate of Growth		
Salaries		
Lunch Break		
Holidays		
Managers		
Reputation		
Products		

 **4 MATCHING. Match the words with their definitions.**

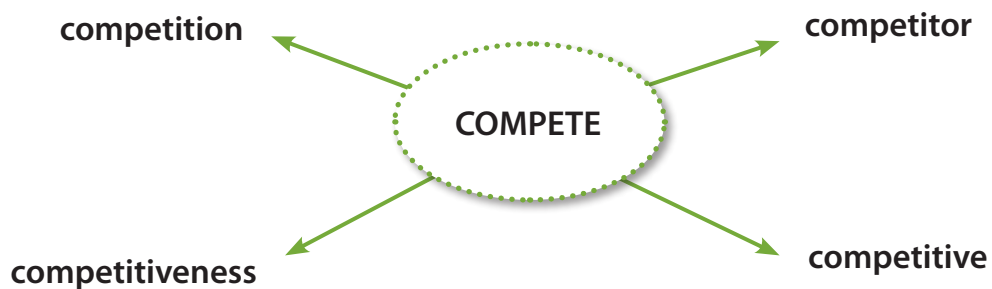
- |  |               |                                 |
|--|---------------|---------------------------------|
| 1 to lose identity by being combined   | a dynamic     | <input type="text" value="1"/>  |
| 2 wide-spread                          | b reputation  | <input type="text" value="2"/>  |
| 3 a way of managing or planning        | c entity      | <input type="text" value="3"/>  |
| 4 someone's fame or image              | d to merge    | <input type="text" value="4"/>  |
| 5 willing to take the chance of damage | e risky       | <input type="text" value="5"/>  |
| 6 from generation to generation        | f revenues    | <input type="text" value="6"/>  |
| 7 someone you can depend on            | g extensive   | <input type="text" value="7"/>  |
| 8 income, profits                      | h reliable    | <input type="text" value="8"/>  |
| 9 an energetic and forceful person     | i traditional | <input type="text" value="9"/>  |
| 10 a single and complete unit          | j strategy    | <input type="text" value="10"/> |

 **5 CHECKING YOUR UNDERSTANDING. Read the text and find words that have the opposite meaning.**

- |                     |                 |
|---------------------|-----------------|
| 1 unlimited _____   | 5 rapidly _____ |
| 2 unavailable _____ | 6 modern _____  |


- 3 minority \_\_\_\_\_ 7 extraordinary \_\_\_\_\_  
 4 split \_\_\_\_\_ 8 expenses \_\_\_\_\_

 **6 BRAINSTORMING ROUND A WORD.** Use the words given to complete the sentences.



- 1 John decided to join the \_\_\_\_\_ for the best product design.
- 2 The head of the Sales Department supports \_\_\_\_\_.
- 3 If you want to stay in the market you must be \_\_\_\_\_.
- 4 He had to \_\_\_\_\_ with about fifty candidates.
- 5 His extreme \_\_\_\_\_ made him unsympathetic.
- 6 There are quite many well known \_\_\_\_\_ in the Fashion Industry.
- 7 They will announce the results of the \_\_\_\_\_ next week.
- 8 The secretaries were always \_\_\_\_\_ for his attention.




 **7 EXPANDING YOUR VOCABULARY.** Complete the following sentences with an appropriate word.

competitive  
credibility    entity    extensive  
maximize    merger    occurred  
revenues

- 1 The Chairman decided an important \_\_\_\_\_ last week.
- 2 The company increased its \_\_\_\_\_ during the summer holidays.
- 3 An \_\_\_\_\_ is a separate, complete unit.
- 4 The sales manager worked hard to earn \_\_\_\_\_ and customer loyalty.
- 5 My secretary is always trying to \_\_\_\_\_ her productivity.
- 6 I always do my shopping at that department store. The prices are highly \_\_\_\_\_.
- 7 The board has decided \_\_\_\_\_ changes in the Human Resources Department.
- 8 Because of the director's incompetency lots of problems have \_\_\_\_\_.

 **Practising Language**

 **1 CHOOSING THE RIGHT STRUCTURE.** Make sentences in the comparative or superlative as in the examples.

Bob/be/efficient/Peter

*Bob is more efficient than Peter.*

Your work/be/good/all

*Your work is the best of all.*

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**1** The exports manager / be experienced person / company.

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**2** ATN / have / slow growth / SIBS.

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**3** Christmas Holidays / be / long / Easter Holidays.

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**4** The Marketing manager / be / risky / the Exports manager.

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**5** Meg / look / happy girl / factory today.

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**6** Jane / seem / dynamic / Julie.

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**7** Mr Kane / be / good teacher / all.

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**8** German products / be / competitive / the Greek ones.

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**9** She / own / little money / me.

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**10** I / have / many friends / my sister.

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**2 LETTER BUILDING.** Put the correct positive, comparative or superlative forms in the letter following. Make any other necessary changes.

October 20, 2009

Dear Athina,

I was very \_\_\_\_\_ (happy) to receive your letter yesterday. I am having a \_\_\_\_\_ (wonderful) time here. What about you? Have you decided yet or are you still thinking about the new offer?

Well, I can't tell you what to do, but if I were in your shoes, I would accept. First of all, I think Thessaloniki is \_\_\_\_\_ (good) city in Greece. It is certainly \_\_\_\_\_ (good) and \_\_\_\_\_ (exciting) Kozani, \_\_\_\_\_ (many) places to go, \_\_\_\_\_ (many) pubs, cafes, restaurants, sports centres and cinemas.

Of course life is \_\_\_\_\_ (expensive) too, but as they say, Thessaloniki is one of \_\_\_\_\_ (cheap) cities. However, your salary will be \_\_\_\_\_ (high), won't it? As for John, he can find a \_\_\_\_\_ (good) job in Thessaloniki \_\_\_\_\_ (late). After all, he is not \_\_\_\_\_ (attractive) person in the world! You will perhaps meet someone \_\_\_\_\_ (good looking) and \_\_\_\_\_ (rich) him. At least \_\_\_\_\_ (tall)!