

## Useful Vocabulary 1

headword	pronunciation	translation/notes
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<b>ban</b> (v)	/bæn/	A few years ago, the French Ministry of Finance decided to <b>ban</b> English terms like <i>e-mail</i> and <i>start-up</i> , replacing them with French equivalents.
<b>choice</b> (n)	/tʃɔɪs/	For most EU citizens, speaking English is not a question of <b>choice</b> but of necessity.
not have much choice		My company wants me to learn English, so I <b>don't</b> really <b>have much choice</b> .
<b>cite</b> (v)	/saɪt/	The article <b>cites</b> the case of the South Korean airline that bought its flight simulators from a French supplier rather than a British one because they understood their English better!
<b>communication</b> (n)	/kə,mju:nɪ'keɪʃən/	English is to international <b>communication</b> what Google is to search engines.
<b>competition</b> (n)	/kəmpe'tɪʃən/	In spite of increasing <b>competition</b> from other languages, it is still worth making the investment in learning English.
<b>concern</b> (n) express concern about sth	/kən'sɜ:n/	Politicians have <b>expressed concern about</b> the growing threat of English to their national culture.
<b>cultural identity</b> (n)	/,kʌltʃərəl aɪ'dentəti/	Some German politicians are concerned that the growth of the English language may present a threat to their <b>cultural identity</b> .
<b>disadvantage</b> (n) (opposite = <b>advantage</b> ) feel at a disadvantage	/dɪsəd'vɑ:ntɪdʒ/	I <b>feel at a disadvantage</b> with native speakers.
<b>effective</b> (adj) (opposite = <b>ineffective</b> )	/ɪ'fektɪv/	In some cases, Global English can be even more <b>effective</b> than the original.
<b>equivalent</b> (n)	/ɪ'kwɪvələnt/	A few years ago, the French Ministry of Finance decided to

		ban English terms like <i>e-mail</i> and <i>start-up</i> , replacing them with French <b>equivalents</b> .
<b>evolve</b> (v)	/ɪˈvɒlv/	English needs to <b>evolve</b> if it is to remain the world's number one language.
<b>exceed</b> (v)	/ɪkˈsiːd/	By 2050 the number of English-speaking Chinese is likely to <b>exceed</b> the number of native English speakers.
<b>get on in</b> (phr v)	/get ˈɒn ɪn/	I want to <b>get on in</b> my career.
<b>global</b> (adj)	/ˈɡləʊbəl/	In <b>Global</b> English the grammar is a little more restricted and the vocabulary rather more basic.
<b>idea</b> (n) be sb's idea of ...	/aɪˈdɪə/	Learning English <b>isn't my idea of</b> fun.
<b>industry standard</b> (n)	/ˈɪndəstri ˌstændəd/	English is the " <b>industry standard</b> " of international communication.
<b>investment</b> (n) make an investment in sth	/ɪnˈvestmənt/	In spite of increasing competition from other languages, it is still worth <b>making the investment in</b> learning English.
<b>market value</b> (n)	/ˌmɑːkɪt ˈvæljuː/	According to one commentator, a global <b>market value</b> can be given to speaking English.
<b>the media</b> (n pl)	/	English is the language of <b>the media</b> .
<b>necessity</b> (n)	/nəˈsesəti/	For most EU citizens, speaking English is not a question of choice but of <b>necessity</b> .
<b>outnumber</b> (v)	/aʊtˈnʌmbə/	Already non-native speakers of English <b>outnumber</b> native speakers.
<b>overtake</b> (v)	/ˌəʊvəˈteɪk/	The number of English-speakers in China is likely to <b>overtake</b> the total number of native speakers by 2050.
<b>popularity</b> (n) gain popularity	/pɒpjʊːˈlærəti/	Spanish is growing fast as it <b>gains popularity</b> in Asia and Africa.
<b>proportion</b> (n)	/prəˈpɔːʃən/	Over the last 15 years or so the <b>proportion</b> of English websites has fallen by 25%.

<b>ratio</b> (n) ratio of sth to sth	/ˈreɪʃiəʊ/	The current <b>ratio of</b> native <b>to</b> non-native speakers of English in the world is 1 to 4.
<b>restricted</b> (adj)	/rɪˈstriktəd/	In global English the grammar is a little more <b>restricted</b> and the vocabulary rather more basic.
<b>risk</b> (v)	/rɪsk/	Those who don't speak at least a little English <b>risk</b> losing business to the increasing number who do.
<b>see</b> (v) the way I see it ....	/si:/	<b>The way I see it</b> , if I'm trying to sell you something, I should speak your language.
<b>socialise</b> (v)	/ˈsəʊʃəlaɪz/	I mostly speak English when I am <b>socialising</b> with clients and colleagues.
<b>supplier</b> (n)	/səˈplaɪə/	A South Korean airline bought its flight simulators from a French <b>supplier</b> rather than a British one because they understood their English better!
<b>thing</b> (n) that's the thing with/about ...	/θɪŋ/	<b>That's the thing with</b> English - it's easy to speak a little quite quickly.
<b>threat</b> (n)	/θret/	Politicians have expressed concern about the growing <b>threat</b> of English to their national culture.
<b>worth</b> (adj) it's worth it	/wɜːθ/	Learning English is hard work but <b>it's worth it</b> .