

12.3 Vocabulary development

Vocabulary dependent prepositions

- Choose the correct dependent prepositions to complete the sentences.
 - If we are interested *at / on / in* the culture of another country, we tend to like the people there.
 - People around the world love Brazilians because they are so good *at / in / on* football.
 - Everybody knows what a huge red M refers *about / to / for*. It's an iconic symbol of globalization – and burgers!
 - British pop music succeeded *in / to / about* developing a worldwide following in the 1960s.
 - When they want to buy clothes or shoes, many people look *on / for / about* Italian designer labels.
 - People who work *in / to / for* Nissan or Toyota in Europe have a very positive view of Japan.
- Complete the text with the missing dependent prepositions.

Soft Power

For anybody who is interested ¹ in politics or worries ² _____ the world's future, Joseph S. Nye's best-seller *Soft Power: The Means to Success In World Politics* is a book they must read. Nye invented the phrase 'soft power' to describe how the attractiveness of a country's culture, ideals and policies could influence other countries, and naturally, he really believes ³ _____ the idea. In his book, Nye talks ⁴ _____ how powerful governments should concentrate ⁵ _____ spreading a positive message rather than using 'hard power' to make other countries afraid ⁶ _____ them. If people in a country are listening ⁷ _____ your pop music, eating your fast food and working ⁸ _____ your multinational companies, this will inevitably lead ⁹ _____ better relations with these countries. Although he accepts that countries like the US should sometimes use their 'hard power', their military or economic strength, he believes that a peaceful future for the world ultimately depends ¹⁰ _____ the use of soft power.

Vocabulary review

- Unscramble the words to make advertising words.
 - vreadt advert
 - oglo _____
 - abbolidrl _____
 - danbr _____
 - restop _____
 - crudtpo _____
 - angols _____
- Match adjectives 1-7 to sentences a-g that have a similar meaning.

1 persuasive	a It's funny.
2 clever	b I don't understand it.
3 effective	c It isn't nice.
4 amusing	d It's intelligent.
5 memorable	e It makes me want to buy it.
6 unpleasant	f It works really well.
7 confusing	g I won't forget it.
- Complete the phrases with one word.
 - convince someone you're right
 - get your _____ way
 - bring people _____ to your way of thinking
 - see things their _____
 - win people _____

