

LESSON 13

The modern world

NOUNS

attitude= the way that you think and feel about sb/sth.

brand= a type of product made by a particular company.

culture= the customs and beliefs, art, way of life and social organization of a particular country or group.

cycle= the fact of a series of events being repeated many times, always in the same order.

demographics= the changing number of birth, death, diseases, etc. in a community over a period of time; the scientific study of those changes.

development= the gradual growth of sth so that it becomes more advanced, stronger, etc.

diversity= a range of many people or things that are very different from each other.

globalisation=it operates all around the world.

hind sight= the understanding that you have of a situation only after it has happened and that means you would have done things differently.

icon= symbol.

identity= who are what sth/sb is.

implication= a possible effect or result of an action or a decision.

impact= the powerful effect that sth has on sb/sth.

increase= a rise in the amount, number or value of sth.

influence= effect – the effect that sb/sth has on the way a person thinks or behaves on the way that sth works or develops.

industry= the production of goods from raw materials, especially in factories.

isolation= the act of separating sb/sth.

joint= a place where people meet to eat, drink, dance, etc. especially one that is cheap.

(have a) monopoly= have complete control.

market= an occasion when people buy and sell goods.

modernisation= update – to start using modern equipment ideas, etc.

multiculturalism= for or including people of several different races, religions, languages and traditions.

percentage= the number, amount, rate of sth, expressed as if it part of a total which is 100.

population= all the people who live in a particular area, city or country.

prediction= a statement that say what you think will happen.

projection= an estimate or a statement of what figures amount, or events will be in the future, or what they were in the past, based on what is happening now.

proportion= a part of whole.

rate= a measurement of the speed at which sth happens.

statistics= collection of information shown in numbers.

trend= a general direction in which a situation is changing or developing.

ADJECTIVES

ageing= becoming older and usually less useful, safe, healthy, etc.

current= happening now.

demographic= population.

elderly= people who are old.

ethnic=

exotic= from or in another country, especially a tropical one.

global= covering the whole world.

local= belonging to or connected with the particular place or area that you are talking about or with the place where you live.

long- term= that will last or have an effect over a long period of time.

mid- term= the middle of the term.

multicultural= for or including people of several different races, religions, languages and traditions.

productive= doing and achieving a lot.

sceptical= having doubts that a claim or statement is true or that sth will happen.

short- term= designed only for a short period of time in the future.

subsequent= happening after sth else.

wealthy= people who are rich.

worldwide= affecting all parts of the world.

VERBS

compound= to make sth bad become even worse by causing further harm.

contribute= to be one of the causing of sth.

decline= to become small, fewer, weaker, etc.

diminish= decrease.

dominate= to control or have a lot of influence over sb/sth.

dwindle= to become gradually less or smaller.

factor= to include a particular fact or situation when you are thinking about or planning sth.

indicate= to show that sth is true or exists.

merge= to join together.

migrate= to move from one town, country, etc. to go and live and/ or work in another – emigrate.

Error warning

Per cent is the word form of the symbol %. We can write 20% or 20 per cent. Percentage is the noun form: the **percentage** of women in Parliament increased in 2001. NOT ~~the percent of women.~~ :