



## UNIT 9 COMPETITIVE EDGE

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## IN THIS UNIT YOU

-  learn language to talk about competition, personality types and science
-  read about the reasons for competitiveness
-  talk about different aspects of competition
-  listen to experts' opinions about the effects of competition on young people
-  write a description of a TV contest
-  learn about synthesising information
-  watch a video about a cat show competition



# CAMBRIDGE DEFINITION


- **Competitive edge**

the fact that a company has an advantage over its competitors:

- *The low overheads of the company gave it a competitive edge over other retailers.*
- **gain/maintain/retain a competitive edge**
- *The business needs to innovate in order to maintain a competitive edge.*

# Q&A

- *Do we really need a competition in life?*
- *What is the sense of competing against each other in various activities?*
- *Can animals also be involved in competitions?*
- *Why the types of competitions are changing over the time?*

**A**  Work in groups. Look at the photos of competitions in different places around the world. Number them in order of how strange you think they are from 1 (strangest) to 6 (least strange). Then discuss the questions.

- 1 Did most people in the group have similar choices for the strangest and least strange competitions?
- 2 Do you know of any other unusual competitions? If so, do they take place in your country or other countries?

# STRANGE COMPETITIONS



■ extreme ironing

Challenge: to iron a shirt while doing an extreme sport  
Winner: most creative; best ironing skills



■ air guitar world championships

Challenge: to pretend to play an electric guitar  
Winner: best technical accuracy and artistic form



■ beard and moustache competitions

Challenge: to grow facial hair

Winner: most creative style



■ limbo skating

Challenge: to roller skate under low objects

Winner: the skater who clears the lowest object



■ mobile-phone throwing world championships

Challenge: to throw a mobile phone  
Winner: furthest throw



■ wing suit flying

Challenge: to wear a flying suit and jump off a high point  
Winner: the jumper who lands first



# 10 EXTREME SPORTS

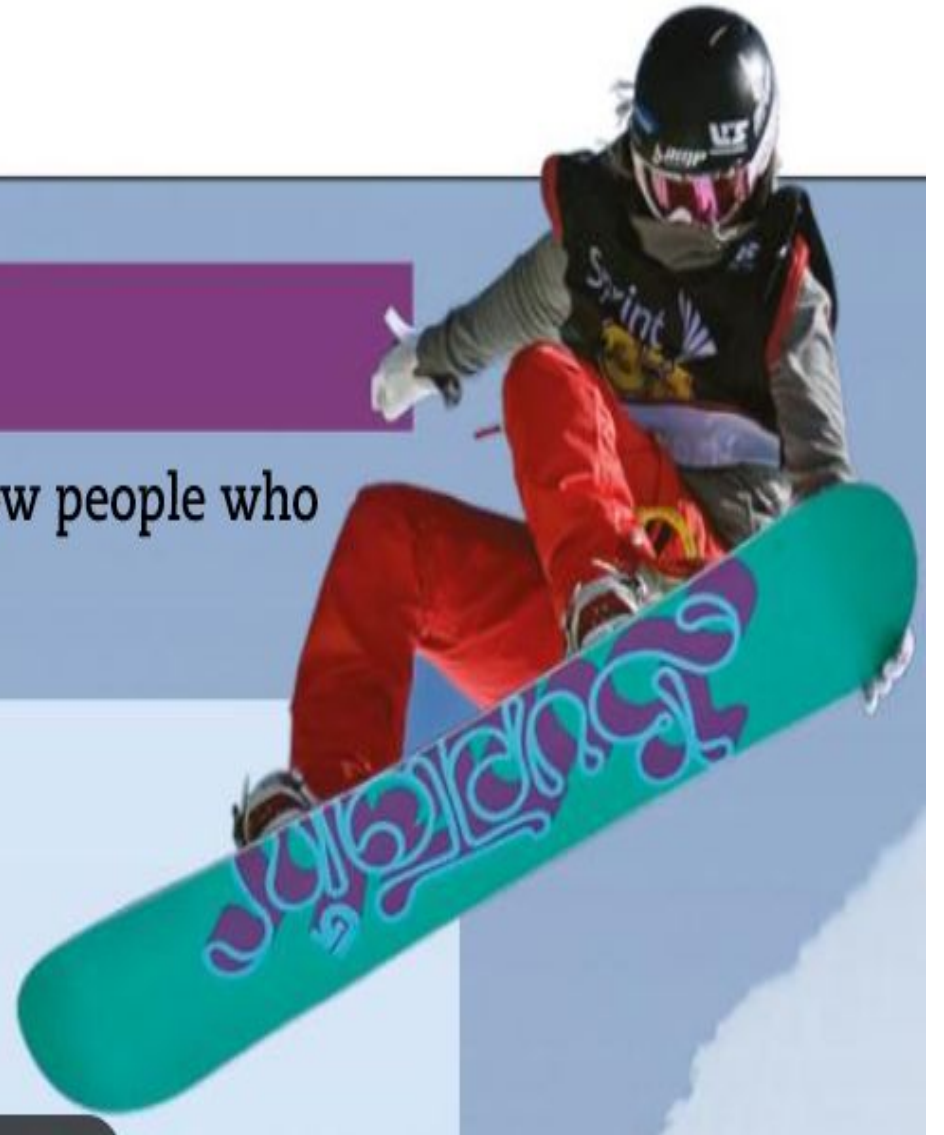
# UNUSUAL COMPETITION FOR BABIES

## GRAMMAR: gerunds after prepositions

**A LANGUAGE IN CONTEXT** Read the text. Do you know people who fit each of the four personality types?

### *A, B, C or D?*

<sup>1</sup> Do you get excited about having new challenges? Are you fond of competing in games or competitions? Do you complain about having to queue? Are you easily bored with doing routine activities? Then you are probably a Type A personality.



## ***A, B, C or D?***

<sup>1</sup> Do you get excited about having new challenges? Are you fond of competing in games or competitions? Do you complain about having to queue? Are you easily bored with doing routine activities? Then you are probably a Type A personality.

<sup>2</sup> Do you look forward to going to parties or other social events? Are you good at telling stories or jokes? Are you interested in having a career that involves working with lots of different people? Then you may be a Type B.

<sup>3</sup> Do you care about having all the facts and insist on getting the details right? Do you like to be responsible for organising information or events? Do you worry about making mistakes? You are probably a Type C.

<sup>4</sup> Finally, do you feel happy about doing repetitive activities? Are you capable of following instructions and sticking to routines? Do you object to making changes in the way you do things? Those are traits of a Type D personality.

<sup>5</sup> Of course, the truth is that most people are a combination of two or more personality types, but we may have more traits of one type than of all the others.



**B ANALYSE** Read the text in Exercise A again.

**Form** Complete the table with verb and adjective phrases from the text.

Verb + preposition (+ gerund)	Adjective + preposition (+ gerund)
<i>complain about</i>	<i>excited about</i>
_____	_____
_____	_____
_____	_____

**NOTICE!**  
Find and underline in the text the gerunds that follow prepositions. How do we form gerunds?

**C PRACTISE** Complete the sentences with the correct preposition and the gerund form of the verbs in brackets.


- 1 Do you care \_\_\_\_\_ (use) correct grammar when you speak English, or are you more interested \_\_\_\_\_ just \_\_\_\_\_ (communicate)?
- 2 Do you object \_\_\_\_\_ (have) to queue for a bus?
- 3 Are you fond \_\_\_\_\_ (tell) stories and jokes or are you more interested \_\_\_\_\_ (listen) to other people talk?
- 4 Do you get excited \_\_\_\_\_ (compete) in games or sports?
- 5 Do you get bored \_\_\_\_\_ (do) repetitive activities, or do you feel happy \_\_\_\_\_ (do) routine things?
- 6 Do you look forward \_\_\_\_\_ (learn) to do new things, or do you worry \_\_\_\_\_ (make) mistakes if you have to do something new?
- 7 Do you enjoy being responsible \_\_\_\_\_ (organise) things or do you prefer to follow others' instructions?
- 8 Are you capable \_\_\_\_\_ (concentrate) on very detailed information for long periods of time?

**WHAT'S RIGHT?**

- I look forward to going out tomorrow.
- Sherrie is opposed to see violent films.
- We want to go out tomorrow.
- I would like to seeing that film.




## LISTENING: to experts' opinions

**A**  Work in pairs. Look at the title of the presentation and brainstorm some of the things the speakers might mention.

Is competition healthy?

**B**  **2.13** Listen to the presentation and check your ideas.

**C** Listen again and take notes on the main arguments each speaker presents. Compare your answers in pairs and revise your notes if necessary.

**D**  Work in small groups. Say which speaker you most agreed with and why. You can refer to your notes.



## E VOCABULARY: SCIENTIFIC NOUNS AND VERBS

Complete the table. Use Nouns and the infinitive of verbs from the presentation. Check your answers in a dictionary.

Verb	Noun	Verb	Noun
test	(1) _____	theorise	(5) _____
(2) _____	study	(6) _____	experiment
research	(3) _____	(7) _____	measurement
prove	(4) _____	(8) _____	conclusion



## F VOCABULARY: SCIENTIFIC NOUNS AND VERBS

Complete the sentences with a word from Exercise E in the correct form.  
There may be more than one correct answer.

- 1 Psychologists use different methods to \_\_\_\_\_ theories to find out if they are true.
- 2 In the field of psychology, \_\_\_\_\_ are done on the behaviour of both people and animals.
- 3 I don't think that theory has been \_\_\_\_\_ yet.
- 4 After reading this article, I have \_\_\_\_\_ that a limited amount of competition is good.
- 5 The desire to play games is one \_\_\_\_\_ of competitiveness.
- 6 I want to do some internet \_\_\_\_\_ on the effects of competition on young adults.
- 7 I don't think scientists should \_\_\_\_\_ on animals.
- 8 His theory is interesting, but I want to see some \_\_\_\_\_ to support it.



- <https://www.engblocks.com/grammar/exercises/would-rather-would-prefer/would-rather-would-prefer-gap-filling-exercise-1/>
- <https://speakspk.com/english-grammar-exercises/intermediate/would-rather-would-prefer-prefer>
- <https://www.learnenglishfeelgood.com/esl-noun-clauses1.html#>
- <https://www.englishtestsonline.com/gerunds-test-exercises-multiple-choice-questions-with-answers-advanced-level-29/>

## • Exercise 1

- Use your own ideas to complete these sentences.
- **1** 'Shall I tell Anna what happened?' 'No, I'd rather she \_\_\_\_\_ know.'
- **2** Do you want me to go now or would you rather I \_\_\_\_\_ here?
- **3** Do you want to go out this evening or would you rather \_\_\_\_\_ at home?
- **4** This is a private matter. I'd rather you \_\_\_\_\_ tell anybody else.
- **5** I don't want to make a decision without Jack and Sue. I'd rather they \_\_\_\_\_ here.
- **6** A: Do you mind if I put some music on?  
B: I'd rather you \_\_\_\_\_. I'm trying to study.

THANK YOU