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Lecture - 08 Vocabulary

Welcome back friends. So, in this another class and lecture for business vocabulary, we will continue with developing vocabulary. And look at other important aspects of business English Jargon, clichés, weasel. Now look at these 3 terms. Jargon, clichés and weasel words what are those? I will explain in a moment. We will also look at collocations.

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What is collocation? Just as a warm up exercise, let me give you an example. You take 2 words cash and crunch. So, you can say cash crunch, I am going through a cash crunch.

I am going through some kind of a financial crunch. But I cannot say payment crunch therefore, I have put a question mark. So, collocation is, where how one word would collocate or go along with the other word. So, payment and crunch remember this way these 2 words they do not get along with each other. So, they would not to collocate. But there are words which go beautifully along with each other. So, therefore, we say they collocate. Apart from doing several exercises, we are going to look at jargon clichés and weasel words.

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And then here are some pointers that I will ask you to make a note of while writing. And while using vocabulary in your day to day speech; particularly, in a workplace and a academic purposes. So, what are jargons?

Now remember Jargons and clichés are those tired expressions that we are sick of hearing. For example, in the pink of health. So, I have given you example. Pink of health this is jargon. Dear sally, I hope this letter finds you in pink of health. This a pink of health has been used so often as a way of as a mark of opening a letter, that it has become a cliché, a jargon none of us would use it. Most of us would avoid using it in in good writings. So, this is not very elegant expression anymore. Remember, the target of communication is to convey information with clarity and brevity. You are communicating, you are not writing a novel here, you are not writing a literary essay here remember those things. So, therefore, it has to be very clear.

Communication should be clear. Often one tries to impress the readers or audiences with usage of verbal flourishes, and words that do not really act to one's content. Specially in business and technical communication, you need to be clear and concise nobody is looking for flowery language here because information is the king here. In order to avoid jargon, you have to use words with great wisdom. Choose words with great wisdom; avoid clichés which are over used words and phrases, phrases sorry.

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Weasels are those words which are misleading and ambiguous. We will give you example soon. So, try to avoid weasel words also. When you use too much of cliché or weasel kinds of words, you are writing automatically or your speech automatically becomes very difficult to understand. I will give you an example here.

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Look at this example:

"At the end of the day, while there are two sides to every coin, fulfilling stakeholder outcomes, cultural diversities and synergy savings can help the company in enhancing deep customer engagement. Indeed, moving forward, such change will substantially grow the value pool".

Look at the slide. At the end of the day, while there are 2 sides 2 every coin, fulfilling a stakeholder outcomes cultural diversities and synergy savings can help the company in enhancing deep customer engagement. Indeed, moving forward such change will

substantially grow the value pool. Now look at the first, second sentence. 2 sides to every coin. Now this is this is an expression that has been used to death. So, avoid using this overused cliché.

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• One way could be:

"There are many ways to think about improving company performance. The guiding motives of these changes are- meeting all the needs of customers, using the diverse talents of employees and making cost savings wherever possible. Initiatives taken with this in mind will augment the organization's core values"

Now, look at this one way could be of writing this. Look at this solved example.

There are many ways to think about improving company performance. The guiding motives of these changes are- meeting all the needs of customers, using the diverse talents of employees and making cost savings wherever possible, initiatives taken with this in mind will augment the organizations core values. So, this is one way of doing the earlier passage. Look at this again at the end of the day. See this is also quite an overview or you know over cliched kind of an expression 2 side to every coin, fulfilling stakeholder's cultural diversity synergy saving etcetera. So, look at this and see how this has been re-written. Initiatives taken with this in mind will argument the organizations core values. Now language is good. And you cannot pay, you cannot really find tired expressions, overused expressions here.

Remember, that this does not mean that you can exclude the use of completely exclude the use of jargon. Some jargon and clichés are always there. For example, in conclusion; to conclude my essay yeah, these are the things that we use very frequently and what do we do if we I mean, if when we want to conclude something? So, those are the standard sign pose. So, cannot be avoided. Although they are also overused, but in the pink of health, and to drive home the point and 2 sides of the same coins, these are the terms and expressions that one is that I would suggest that you be careful about both in your speech as well as in your written communication.

One needs to be very a particular, one needs to be thoughtful of the audience, one communicates with. Also remember that jargon can be helpful when communicating with within a specific group. But too much jargon or jargon that is not clearly defined can lead to a very confusing texts.

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Rewrite this paragraph in your own words

"One needs to take a granular look to the company's position in terms of employee engagement in the context of the bleak financial situation of the economy.

Knowledge transfer initiatives need to be thought of while keeping to enhance the core competencies of the company".

• Think of what are the shortcomings of the paragraph. disambiguate

I will give you another example, and my question is think of what are the shortcomings of the paragraphs look at this paragraph, look at the slide here. So, re write this paragraph in your own words. One needs to take a granular look, to the company's position in terms of employee engagement, in the context of the bleak financial situation of the economy. Knowledge transfer initiatives need to be thought of while keeping to enhance the core competencies of the company.

Disambiguate that means, make it more clear make it clearer and precise and less ambiguous. Remember, and this is what I would suggest, ask yourself these questions that what happens to the information when you are rewriting. So, therefore, these are the pointers. Be clear and precise and make sure that you are giving the information. Just in order to make your writing better do not leave out any important specific information to. So, be specific, be clear. Remember, you have to ask yourself that does my writing have

the right amount of detail in the right format so that my intended audience would be able to understand.

Clarity and lucidity those are the things, so that is what we mean here. No ambiguity and remember to proof read effectively, I know very often we find certain lapses here and there. For example, a word that can be that is repeated twice, or a word that is misspelt. We are all in a hurry to finish particular task in a particular in a specific time. And therefore, we are not able to focus on these small, but very important details, so proof read. Remember that your format and your structure should help the reader, and stay true to the intended message.

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Vocabulary Check		
	Recession	
Disambiguate	Retention	
Employee Engagement	Stakeholders	
Knowledge Transfer	Synergy	
Exercise: Create vocabulary notes for the words		

Now, look at this vocabulary, here look at this slide.

The other day I showed you a word like deficit. And this is your today's exercise that I would want you to do. Look at the slide here. Look at the words. These are the words that you may come across very frequently, in your reading as well as you may be expected to use them in your oral, and written presentation and communication. Disambiguate, look at the slide, employee engagement knowledge transfer. Recession, retention, stakeholder synergy these words were not so popular. Let us say 2 decades ago, but in the last 15 or 20 years a particularly in the last decade or so these words are become extremely popular knowledge transfer, knowledge eco economy, globalization, recession. So, these are the world that we keep coming across, and we should be very

particular about how to use them careful about how to use them. What are these words? Nouns, adjectives, adverbs, what are they? So, you have to be careful and you should also be able to change the categories of the words. Find, think of the antonyms of opposites of these words. So, create vocabulary notes for the words this is a self-help kind of an exercise, do it yourself kind of an exercise.

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Exercise 2.3.1 : Read the passage carefully

Recent research at business schools in the USA has shown that traditional management styles are rapidly becoming obsolete. In the traditional model, senior management exercises its 1. _____ to ensure that decisions are carried out by 2.____ at lower levels of the company 3.____. However, in today's rapidly evolving business environment, it has become clear that 4.____ is something that all managers will have to live with and adapt to.

Now, let us move onto another exercise. And read the passage carefully. Recent research at business schools in the USA has shown that traditional management styles are rapidly becoming obsolete in the traditional model senior management exercises it is dash to ensure that decision are carried out by dash at lower levels of the companies dash however in today's rapidly evolving business environment. It has become clear that dash is something that all managers will have to live with and adapt to.

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Cont
In the modern digital organization 5 is no longer restricted
to senior managers, and employees are not expected to blindly
6 orders from above. Because of the increasing complexity
of business, managers have had to 7 tasks to people at
lower levels and to 8 them to take necessary decisions. It
has become a system where what you achieve, in other words your
9, is what determined not only the respect that other people
in the organization have for you but also how you are 10 for
the work that you accomplish.

It is Continued in the modern digital organization dash is no longer restricted to senior managers. And employees are not expected to blindly dash orders from above. Because of the increasing complexity of business, managers have had to dash task to people at lower levels and to dash then to take necessary decisions. It has become a system where what you achieve in other words your dash is what determined not only the respect that other people in that organization have for you, but also how you are dash for the work that you accomplish.

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Now, choose	the correct word f	rom A, B, C to fill the gap
Α	В	C
1. Custom	1. Gesture	1. Authority
2. Bosses	2. Subordinates	2. Partners
3. Culture	3. Hierarchy	3. Headquarters
4. Inititative	4. Change	4. Etiquette
5. Knowledge	5. Communication	5. Decision-making
6. Obey	6. Operate	6. Value
7. Reward	7. Signal	7. Delegate
8. Empower	8. Infer	8. Familiarise
9. Relationship	9. Education	9. Performance
10. Rewarded	10. Scheduled	10. Measured

And these are the words that you have to use quite complicated exercise. You may not necessarily have to use all these words. After all you are given only a limited number of blanks. Make sure what are you trying to use. What you are expected to use. I will take you back to the exercise in the next slide, and your choices up wards. This is your exercise, and you have to do it yourself see how these words are going together how they are collocating.

So, this is one warm up exercise towards collocation. I would not give you solution to each an exercise each and every exercise, because there are some things that you have to do yourself as well. Now coming to collocation that we started with today, collocation helps in building vocabulary. Remember, vocabulary and words do not just exist in isolation. Words get along move along with each other. Think of groups a group of words that you that can be used together while speaking or writing. For example, we always say management studies, knowledge transfer, knowledge economy, global resources, human development, human resources, customer care, customer service, sales executive, sales team. We say human resources.

We say environmental resources, but just try to collocate resources with some other word. And see if that works well or not. So, if we do not collocate properly appropriately then, it may be a problem. When words go together, this is called this practice is called collocation. Collocations can help you your language become more interesting, more elegant, more natural and understandable. It also gives you a good way to express concepts. Collocations also remember have different grammatical structures. When we are doing grammar, then we will talk about collocation and their grammatical structures. So, we have compound noun, coming together we have adjectives and verbs coming together.

So, collocations exist in all forms and all manners. Sometimes you may feel that words may combine to make just one word, as in let us say landmark or trademarks. So, we do not break landmark and trademark. They are one single words, but we often say signature style, write this is the signature style of this essay, as if they of this writer of the or this filmmaker or this managers signature style. It is not the way you would sign or do your signature. signature style is the way you work something the way you create or the way you behave which is so peculiar to you, that it becomes your trademark your signature

style. So, trademark is one word, signature style is signature style 2 words. But they collocate.

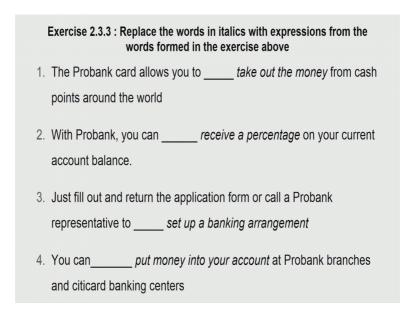
Landmark collocates. You do not say signature mark. You do not say land style. You get the points? So, you say signature style you say trademark, you say landmark, you say output. You do not say or input, yeah. So, you do not say in and put those are one words. So, remember how words collocate.

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Exercise 2.3.2 : Match the verbs on the left with nouns on the right to form common banking collocations		
Open	interest	
Purchase	bills	
Earn	funds	
Make	an account	
withdraw	a deposit	
Pay	financial data	
Transfer	cash	
Download	goods	

Now, here is another exercise for you. Look at it. Look at the slide here. Match the verbs on the left with nouns on the right to form common bank banking collocations. Open, purchase, earn, make, withdraw, pay, transfer, download, interest, bills, funds, an account, deposits, financial data, cash goods. You withdraw cash. You open an account, right? I am giving you examples. So, see how you collocate different words.

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You pay bills. You earn interest. Look at the second exercise for this. Replace the words in italics with expressions from the words which have you which you have already formed in the previous exercise. In the exercise above, that is the previous exercise. First the Probank card allows you to dash take out the money from cash points around the world. So, what word are you what expression or what collocation are you going to use in this blank? Second with pro bank you can dash receive a percentage on your account current account balance. So, receive a percentage, how to replace? Third just fill out and return the application form or call a pro bank representative to dash setup a banking arrangement. Next, you can dash put money into your account at pro bank branches and city card banking centers.

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Cont 5. Online banking services let you move money from one account to another quickly and easily
6. All you need is an internet connection to transfer account information onto your electronic devices
7. Using your phone, Prophone Banking lets you settle invoices from wherever you are at a touch of your finger.
8. The Probank euro account allows you to buy products in local currencies without paying any exchange rates.

Next one, online banking services let you dash move money from one account to another quickly and easily. Next, all you need is an internet connection to dash transfer account information onto your electronic devices. Number 7 using your phone through phone banking let us you dash settle invoices from where ever you are, at a touch of your finger. Number 8 the pro bank euro account allows you to dash, by products in local currencies without paying any exchange rates and now moving on to the next exercise.

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Exercise 2.3.4: Combine words from Column A with Column B		
Column A	Column B	
1. Department	1. Hunters	
2. Shopping	2. Pitch	
3. Sales	3. Stores	
4. Retail	4. Chains	
5. Special	5. Offers	
6. Bargain	6. Centers	
7. Stock	7. Turnover	

Combine words from column A with column B. Department, shopping, sales, retail, special, bargain, stock. Column B; hunters, pitch, stores, chains, offers, centers, turn over.

How do you combine and collocate? Take a moment and look at this slide carefully. Can you say department hunters for example? But can you say department change, would it be would it be appropriate? Can you say special pitch? And can you say special offers? How does it work? This is what we are trying to do here giving you some taste of collocation.

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	a persuasive argument to sell a product
	the rate at which goods are sold
	sales promotions to attract customers
	shops with outlet in many locations
	_ customers who seek the lowest price
	large shops, usually located in city centres, which sell a
variety of products	
	retail facilities where customers have access to different

Now, here next exercise, match these words with their definitions. Not its, but their definitions is whatever we have done. A persuasive argument to sell a product, the rate at which goods are sold, sales promotions to attract customers, shops with outlet in many locations, customers who seek the lowest price. Large shops usually located in city centre, which sell a variety of products, retail facilities where customers have access to different stores in the same location.

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Exercise 2.3.5: Match the words and expressions in the box with the headings given				
losses securities jump equities	gains regulators retreat dividends	climb tumble bonds plunge	surge shareholders brokers shares	analysts closing price share price price-earnings ratio
Poor perfore Good perfore	munoc	. Financial produc	ts in the stock market	5. Financial data

And next one the match the words and expressions in the box with the headings given, headings are those which are given in red and box is these words that are giving in that columns and rows. So, losses, securities, jump, equities, gains, regulators, retrieve, dividends, climb, tumble, bonds, plunge, surge, shareholders, brokers, shares, analyst, closing, price, share, price, price, earnings, ratio, how would you give headings to each of these columns?

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Exercise 2.3.6: Match and complete the phrases.

- Note how phrases given below are situated in the context of meetings.
- 1. Has anyone received
- 2. To dissolve the disagreement let us take
- 3. Could we begin by reviewing
- 4. Do give out this
- 5. That is an interesting point, but I think we are getting.
- a. Sidetracked
- b. The agenda of the meeting?
- c. A vote
- d. A copy of the minutes of

the last meeting?

e. handout

And your next exercise match and complete the phrases.

Note how phrases given below are situated in the context of meaning. Has anyone received to dissolve the disagreement? Let us take and you have to complete it from the next column. I hope you understand exercise here. Could we begin by reviewing? Do give out this that is an interesting point, but I think we are getting. And then you have to collocate with sidetracked, the agenda of the meeting, a vote, a copy of the minutes of the last meeting, handout, how do we collocate? How do we complete the 2 columns?

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Answers (Exercise 2.3.1)

- 1. Authority:
- 2. Subordinates
- 3. Hierarchy
- 4. Change
- 5. Decision-making

So, answers. First one is we have already seen the very first exercise that we did. One authority, 2 subordinates, 3 hierarchy, number 4, is change, number 5, decision making.

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Cont...

6. Obey

7. Delegate

8. Empower

9. Performance

10.Rewarded

Number 6, obey, number 7, delegate, number 8, empower, number 9, performance, number 10 is rewarded.

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Answers 2.3.2

Withdraw cash Make a deposit

Earn interest Purchase goods

Open an account Transfer funds

Download financial data Pay bills

Answers to exercise 2.3.2. First expression with withdraw cash, earn interest, open an account, download financial data, make a deposit, purchase goods, transfer funds and pay bills.

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Answers - Ex 2.3.3

- 1. Withdraw cash
- 2. Earn interest
- 3. Open an account
- 4. Make a deposit
- 5. Transfer funds
- 6. Download financial data
- 7. Pay bills
- 8. Purchase goods

And next exercise 2.3.3 withdraw cash, earn interest, open an account, make a deposit, transfer funds, download financial data, pay bills, purchase goods.

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Answers: Ex 2.3.4

- 1. Sales Pitch
- 2. Stock Turnover
- 3. Special Offers
- 4. Retail Chains
- 5. Bargain Hunters
- 6. Department Stores
- 7. Shopping Centres

Answers to the next exercise; sales pitch, stock turnover, special offers, retail chains, bargain hunters, department stores, shopping centers, the match the column kind of exercise.

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Answers - Ex 2.3.5

- 1. Poor performance
- Losses. Tumble. Retreat. Plunge
- 2. Good performance
- Gains. Surge. Jump. Climb
- 3. Financial products
- Securities. Equities. Shares. Bonds.

Next one poor performance is losses this is a headings and columns. Losses, stumble, retreat, plunge. Good performance, gains, surge, jump, climb. Financial product, securities, equities, shares, bonds.

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- 4. People involved in the stock market
- Analysts. Regulators. Shareholders. Brokers
- 5. Financial data
- Closing price, share price, price-earnings ratio,
 Dividends.
- Make vocabulary notes on the terms in answers
 3, 4 and 5.

People involved in the stock market, analyst, regulator, shareholders, brokers. Financial data, closing price, share price, price-earnings ratio, dividends.

Answers - Ex 2.3.6

- 1. Has anyone received a copy of the minutes of the last meeting?
- 2. To dissolve the agreement let us take a vote
- 3. Could we begin by reviewing the agenda of the meeting?
- 4. Do give out this handout
- 5. That is an interesting point, but I think we are getting sidetracked.
- Can you think of more such sentences that are used in official meetings?

And then the last one has anyone received a copy of the minutes of the last meeting? That is the way this columns are mashed. To dissolve the agreement let us take a vote. That is the answer. Could we begin by reviewing the agenda of the meeting? Do give out this hangout. We generally give out hangouts. That is an interesting point, but I think we are getting sidetracked.

So, in business and official setups, can you think of any more sentence as expressions that you can use in real time situations, in real time, in real workplace? And before we wind up, use the following words. Look at the slide here.

Use the following words

- Ecological
- Approximately
- Proportion
- Uplift
- Bankruptcy
- Modernity
- Simplicity

And these words are becoming very common and popular. Look at them look at the slide carefully. Use the words find the meanings of these words, and see if you can use them in your everyday expression in your written expression. Ecological, things like, terms like, global warming, environmental concerns, corporate responsibility, they are becoming very popular and famous. So, use all the words that are related to ecology. At least you should be able to have intelligent conversations around these very happening kinds of terms.

Then approximately when do you use approximately, when you cannot be very certain. So, approximately always comes to your help or to your aid because you do not know the exact numbers or amount. Then proportion uplift bankruptcy, modernity, simplicity, these are the words that you should be able to use the following words. And now I am going to show you this passage, and where you are supposed to, how you are supposed to use these words in the blanks. The first you know these words, use the following words, and now use the words in the blanks that come in the exercise next, next exercise.

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Read the following:

•Downshifters are people who adopt long-term voluntary i....... in their life. They accept less money through fewer hours worked in order to have time for the important things in life. Downshifters also place emphasis on consuming less in order to reduce their ii.....footprint. There are two primary aspects to downshifting. One is about connection – connection to life, family, food, place – and the other is about maintaining a healthy balance – balance in the personal, work, family, spiritual, physical, and social aspects of their life. Research has shown that people in the US, and it would be similar for other western countries, have iiii. five hours more free time per week than they had 30 years ago. Thanks to iv..... we perform less housework, we have fewer children, and we are retiring earlier. But we are busier than ever before. Although we have more free time a large v.of that time is spent watching television, and the remainder of our 'free' time is spent in leisure obligations. These leisure obligations take the place of traditional sources of meaning in our life such as religious traditions, community, etc. Leisure is now a means to an end not undertaken for its own sake. Our leisure obligations are for a purpose – fitness, socialising, or fulfilling expectations

This is a passage about downshifters.

Now downshifters are people who adopt long term voluntary dash in their life. They accept less money through fewer hours worked in order to have time for the important things in life. Down shifters also plays emphasis on consuming less in order to reduce their dash footprint. There are 2 primary aspects to downshifting. One is about connection, connection to life, family, food, place and the other is about maintaining a healthy balance. Balance in the personal work, personal work, family, spiritual, physical and social aspects of their life.

Research has shown that people in the US and it would be similar for other western countries have dash 5 hours more free time per week then they had 30 years ago. Thanks to dash we perform less house work. We have fewer children and we are retiring earlier. But we are busier than ever before, although we have more free time, a large dash of that time is spent watching television and the remainder of our free time is spent in leisure obligations. These leisure obligations take the place of traditional sources of meanings in our life such as religious, traditions, community, etcetera. Leisure is now a means to an end not undertaken for it is own sake. A leisure obligations are for a purpose, fitness, socializing or fulfilling expectations.

Cont...

•Basically downshifters seek a life filled with more passion and purpose, meaning, fulfilment and happiness. A life to look back on with no regrets. Downshifters want to slow down at work in order to vi' in others areas of their lives. For most people the change to a slow life through downshifting comes after a long quest for true happiness and fulfilment. For others it may come after a significant life event such as severe illness, relationship breakup vii....., or the death of someone close.

http://www.slowmovement.com/downshifting.php

Basically, downshifters seek a life filled with more passion and purpose meaning fulfillment and happiness. A life to look back on with no regrets. Downshifter want to slow down at work in order to dash in other areas of their lives. For most people the change to a slow life through downshifting comes after a long quest for true happiness and fulfillment. For others it may come after a significant life even such as severe illness, relationship breakup, dash or the death of someone close.

So, this is the source given to you reference. And this passage is about downshifters people who voluntarily choose a slower way of life. Not because they can not do any better, but they choose it because they have something else to do something better to do. And I have already given you the list of words. I hope you look up those words and their meanings their collocations and see how they are used. So, look at the solution here.

Solution

•Downshifters are people who adopt long-term voluntary **simplicity** in their life. They accept less money through fewer hours worked in order to have time for the important things in life. Downshifters also place emphasis on consuming less in order to reduce their **ecological** footprint. There are two primary aspects to downshifting. One is about connection – connection to life, family, food, place – and the other is about maintaining a healthy balance – balance in the personal, work, family, spiritual, physical, and social aspects of their life. Research has shown that people in the US, and it would be similar for other western countries, have **approximately** five hours more free time per week than they had 30 years ago. Thanks to **modernity** we perform less housework, we have fewer children, and we are retiring earlier. But we are busier than ever before. Although we have more free time a large **proportion** of that time is spent watching television, and the remainder of our 'free' time is spent in leisure obligations. These leisure obligations take the place of traditional sources of meaning in our life such as religious traditions, community, etc. Leisure is now a means to an end not undertaken for its own sake. Our leisure obligations are for a purpose – fitness, socialising, or fulfilling expectations.

I have highlighted the blanks here for you. Look at the passage here. I will read out to you. Down shifters are people who adopt long term voluntary simplicity in their life. They accept less money through fewer hours worked in order to have time for the important things in life. Downshifters also plays emphasis on consuming less in order to reduce their ecological footprint.

There are 2 primary aspects to downshifting one is about connection. Connection to life family food place and the other is about maintaining a healthy balance. Balance in the personal, work, family, spiritual, physical and social aspects of their life. Research has shown has shown that people in the us and it would be similar for other western countries have approximately 5 hours more free time per week, then they had 30 years ago. Thanks to modernity we perform less house work, we have fewer children, and we are retiring earlier, but we are busier than ever before.

Although, we have more free time a large proportion of that time is spent watching television. And the remainder of our free time is spent in leisure obligations. These leisure obligations take the place of traditional sources of meaning in our life such as religious traditions, religious traditions community etcetera. Leisure is now a means to an end, not undertaken for it is own sake. A leisure obligations are for a purpose. Fitness, socializing, or fulfilling expectations.

Thank you very much.