

Recap from last week!!

Select the most appropriate meaning of the underlined words.

1. Corruption rests at the roots of Thailand's current political problems and public resentment about social and economic gaps within the country.
 - a. restores energy
 - b. remains
 - c. is at peace
2. True Online, the broadband internet arm of True Corp, is targeting millions of light internet service users in a bid to broaden its customer base.
 - a. pale
 - b. full of illumination
 - c. consuming a little of something
3. Managing director Vichaow Rakphongphairoj said True Online's package was expected to tap a new market with high potential.
 - a. select or appoint someone for a particular role
 - b. make sounds by tapping
 - c. hit something or someone lightly

Getting meaning from context

1. Punctuation: Sometimes a sentence gives a definition of a new vocabulary item or information about it. This information may be in parentheses (), after a dash (-), or after a comma (.).
Example
Prasarn Trairatvorakul, president of Kasikornbank, has emerged as the top candidate for the BOT (Bank of Thailand) governor's post after going head to head with three others in the final round.
2. Another sentence: Sometimes a clue to the meaning of a new vocabulary item is in another sentence or sentence part.
Example
Tarisa Watanagase, the current BOT governor, is due to retire at the end of September and her successor should start working from October 1.
3. Logic: Sometimes simple logic helps you to guess a new word.
Example
The educational system is a mirror that reflects the culture. (You probably know the word *mirror*, so you can guess that *reflects* means *shows*.)
4. The words *for example*, *for instance*, *such as*, and *among them* introduce examples that may help you. (Sometimes examples appear without these words, in parentheses, or between dashes.)
Example
Context: Almost four billion people will be living in cities in developing countries such as India and Nigeria.

Meaning: You can guess that *developing* countries are *not rich*.

5. Sometimes another word or words in another sentence or sentence part has the opposite meaning from a new vocabulary item

Example

Context: In some cities, instead of worsening, urban life is actually getting much better.

Meaning: You see that *worsening* is the opposite of *getting better*.

6. A definition or explanation follows the connecting words *that is* or *in other words*.

Example

Context: The downtown shopping area is now a pedestrian zone—in other words, an area for walkers only, no cars.

Meaning: A *pedestrian zone* is an area for walkers only.

Exercise 1: Getting Meaning from Context

1. It might not be a surprise to find that life in affluent cities is improving, but what about cities that aren't rich?
affluent =
2. Under his leadership, city planners established priorities—in other words, a list of what was most important.
priorities =
3. They exchange the trash for fresh produce—such as potatoes or oranges—or for bus tickets.
produce =
4. They cultivate medicinal plants and then process them into herbal teas.
cultivate =
5. In a number of countries, education is both compulsory—required—and universal, available to everyone, at least in primary school (elementary school).
compulsory =
universal =
primary school =
6. There are many more schools in cities than in rural areas.
Rural =
7. Results on these exams affect the entire family because there is high status, or social position, for a whole family in which children have high test scores.
entire =
status =

(Taken and partly adapted from *Interaction 2: Reading* by Pamela Hartmann and Elaine Kirn)

Exercise 2: Reading

Robinson to focus on house brand

Robinson Department Store Plc plans to develop more house-brand fashion labels to build its margins and increase its appeal to teenagers.

Gerard McGurk, senior vice-president for general goods merchandising, said the move was part of Robinson's plan to increase the sales proportion of its house-brand products to 10% of total sales in the near future, up from 6.5% last year. "The purchasing of fashion products ranging from bags and leather goods to men and women's fashion products and accessories grew by 10% in the first five months of the year, higher than the whole year projection of 6%," he said.

The higher-than-expected growth of fashion products reflected the company's co-development of fashion products with suppliers that were introduced at Robinson two months before being supplied to other retailers. Robinson's house-brand fashion products offered good value at cheap prices, he said. More product lines would be introduced throughout the year.

The company hired George Ermis Maroulis - a veteran fashion designer with more than two decades of experience in Australia, the US and Asia - to design apparel under the Viva Candy brand exclusively for Robinson. Mr Maroulis previously designed for international brands such as Banana Republic and The Gap. He also worked for Macy's department store in the US.

Viva Candy is Robinson's 31st fashion label. It targets teenagers and working women, with items from 890 to 1,590 baht. Competing brands usually charge 2,000 baht for similar items, he said. The company also plans to add the "I am a man" house-brand to expand its male customer base. Sales of Robinson in the first quarter grew by 8%. The company said the sales momentum continued through May despite the country's political uncertainties.

The performance of some of some Bangkok stores, including the Sukhumvit and Bang Rak branches, was only slightly affected by the unrest. However, falling sales were offset by some upcountry branches such as Jungceylon in Phuket, which grew by 43%, and Hat Yai, up 23%.

ROBINS shares closed on the SET at 13.80 baht, down 10 satang, in trade worth 9.92 million baht.

Source: <http://bangkokpost.com/business/retail/38429/robinson-to-focus-on-house-brand>

Can you guess the meaning of the following words?

appeal	_____
goods	_____
veteran	_____
apparel	_____
unrest	_____
offset	_____
upcountry	_____

