Building ideas

Nouns such as *concept, impact, issue, principle* and *problem* have been given various names, for example *shell nouns* or *carrier nouns*. They are important because they are flexible words that form the essential DNA of a text. You can learn to use these nouns to add information, to build ideas, to connect, summarize and bind a text together. A thorough knowledge of these words can help you read, write, speak and listen efficiently.

▶ Activity 1

What other adjectives with the meaning of 'strong' can you use with the noun *impact*? The first one is provided for you. Check your answers in the dictionary.

dramatic _____

_____

_____

_____

▶ Activity 2

Find as many alternative verbs as you can to replace the underlined verbs in the sentences below.

1. Investment in jobs <u>limited</u> the impact of spending cuts.

_____

2. This chapter <u>assesses</u> the impact of education on the economy.

_____

3. Transport investment <u>created</u> an impact on the economy.

_____

▶ Activity 3

Look at the diagram on page 2, summarizing the word *impact*. Use the dictionary to help you fill in the gaps.

▶ Activity 4

Complete the newspaper article headings below with a word from the box. Then predict the possible contents of the articles with these headings, using your dictionary to help you come up with ideas.

arguments	benefits	effect	solution

1. A long-term _____ to the housing problem.

2. Compelling _____ for education.

3. A profound _____ on traffic congestion.

4. The _____ of job creation.

Follow up

Work in groups. Choose a noun like *argument, disadvantage, idea, solution,* or *effect*. Make your own diagram summarizing all or part of the dictionary entry and present it to the rest of the class.

Activity 3 continued

Meaning 1 _____

adjective:
_____ / not strong

adjective:
direct

adjective:
_____

e.g. *cultural, ecological*

adjective:
emotional

impact

adjective:
lasting

adjective:
commercial

adjective:
positive / _____

verbs:
have / _____ / examine / measure

preposition:
_____