8 Worksheet on Vocabulary: Context

Text: Ron Moreau/Sudip Mazumdar, "A Change of Address", from: Mita Banerjee and Susanne Stadler, *India,* Viewfinder Topics New Edition plus (München: Langenscheidt, 2010), pp. 50-52.

The exercise should be done <u>after</u> having read the text.

A   LEARNING VOCABULARY IN CONTEXT

Context is what makes words meaningful. Of course there are situations when a single word is sufficient information for your partner in a conversation, but when you read a text, the context of a word gives it its full meaning. A "Bank" can be the side of a river or an organisation that provides financial services. And if you want to have some fun with a word that has various diverse meanings, look up "trunk" in your dictionary. In each text that makes use of words with several meanings, the context will make it clear what is meant in the specific case at hand. This is also true for simpler words that do not have a lot of different meanings. The context shows you, how the word can be embedded syntactically, you can see what prepositions can be used with nouns or verbs.

If you use all the information that a text gives you while you are learning new vocabulary, you will remember it all the more efficiently. While many students think that memorising words and their meanings is an outdated studying activity because of the bilingual dictionaries they can now use, even in tests, and because you can look up words on the internet, it is still true that the memory inside your head can be very fast: If you know a word and its meaning and usage, there is no need to look it up.

So try to remember when and where you came across a word for the first time when you commit it to memory, and this context information will help you to remember what it means and how it is used - until it is firmly rooted in your long-term memory.

B TASK

Test your memory with this gapped version of the first half of the text in your Viewfinder Topic *India.* There are gaps for most of the words in the vocabulary section on p. 52, but for some other words, too. Choose the appropriate word from the box at the bottom of the text; but be careful, in some cases the form of the word has to be adapted to the context.

India's robust _____ industry grew up in the country's major cities - New Delhi, Mumbai and Bangalore, to name three. Prominent information-technology firms like Wipro, TCS and Infosys _____in those places, took advantage of smart but inexpensive technical talent, and _____. In the mid- to late 1990s, Bangalore became one of the world's hottest IT centers. The city was clean, leafy, uncongested and offered financial _____ to businesses. Many firms grabbed them and _____ the southern city into a symbol of India's low-cost tech prowess.

But nearly a decade later, Bangalore's success is turning into a _____. The city's infrastructure is creaking; citizens face _____ shortages, maddening traffic jams and poor public transportation. The cost of living has _____. Other big cities are experiencing similar urban problems, including high real-estate prices and worker salaries that are _____ by 10 to 15 percent annually.

That's an alarming trend for an industry largely dependent on cheap _____. To lower their cost structure, top outsourcing firms are now moving both new and existing operations to smaller, cheaper cities - among them, Cochin, Jaipur and Pune. Some in India are calling these cities "mini-Bangalores." _____ to the National Association of Software and Service Companies (NASSCOM), about 30 percent of India's outsourcing revenues ($12.5 billion last year) will be _____ to smaller cities within a few years.

Some _____ firms are already making the move. Last year General Electric Capital International Services (GECIS), a _____ of the giant U.S. company, opened a customer-service call center in Jaipur, a city of 2 million people that's fabled for its

royal palaces. The GECIS call center _____ 200 local youth to handle voice and online customer service, but the firm has bigger _____ for the area. It's now building a large, modern facility on the outskirts of Jaipur that will house 2,500 employees within two years. Wipro, India's second largest IT firm, is following GE's _____. It has bought 10 hectares in the new $100 million Infopark in the southern coastal city of Cochin, and is building a $22 million campus that will eventually employ 5,000 workers in its software development and business-process outsourcing operations.

Wipro studied several smaller towns before settling on Cochin. The city, with a population of 1.6 million, has relatively cheap _____, reliable power, good schools and a privately run airport. It sits along a beautiful, _____ coastline, and has one of India's largest seaports. There are 25 colleges in the city, and as elsewhere in India, they produce a large pool of _____ English-speaking young people. "People simply like living there," says Wipro vice president Tamal Dasgupta. The starting salary for Web designers and software developers is about $130 a month, half the pay for the same job in Bangalore.

The shift is not merely a _____ of saving money. Officials at IT firms now in the provinces say their employees tend to be more loyal. In Delhi, Mumbai and Bangalore, competition is fierce for _____ tech graduates. Trained engineers are not only more difficult to hire in the megacities, they're ready to jump at the first better offer. In less-developed provincial capitals, there's less _____for good graduates and a lower employee-attrition rate - roughly 5 percent, say experts, compared with about 30 percent in Delhi. For these reasons, says Sunil Metha, vice-president of NASSCOM, "There's no doubt that the movement of outsourcing to _____ cities will quickly gain momentum."

according, ambition, competition, to employ, to flourish, to grab, to head, labor (BrE labour), lead, liability, literate, major, matter, outsourcing, palm-fringed, power, real estate, to rise, to set up shop, to soar, subsidiary, tier-two, top-notch, to turn

(Peter Ringeisen)