

COMPARATIVE

In our daily business activities we regularly compare things. We compare our prices with our competitors' prices, we compare the quality of service of similar companies or we compare the quality of a new product with an old or existing one. In such situations we might say:

Three-star hotel prices are *higher* in Birmingham *than* anywhere else in the UK. Our service at lunchtime is usually *faster than* at a sit-down restaurant.

This drink is *more refreshing than* most other energy drinks.

If you are learning English, you might even come across comparatives in dictionaries. Below are some examples of definitions with missing adjectives in the comparative form.

A. Complete the definitions with one of the following adjectives: longer, better, lower, more representative, heavier, more attractive, bigger

- Competitive price is a price _____ than that offered by the competitors, or a price made _____ because of added incentives, such as _____ payment terms.
- Excess baggage is an extra payment at an airport for taking baggage which is _____ than the normal passenger's allowance.
- Benchmarking is a process by which a business systematically measures itself against a _____ performing business.
- Stratified sample is a sample that is drawn separately from a number of disjoint strata of the population in order to ensure a _____ sample.
- Oversize means _____ than usual.

Key: 1. lower, more attractive, longer, 2. heavier, 3. better, 4. more representative, 5. bigger

Let us now look at the rules for forming comparative adjectives in English.

- For one-syllable adjectives simply add the *-er* suffix: *high - higher, fast - faster*
- For one-syllable adjectives spelled with a final *e* preceded by a consonant, remove the *e* and then add the *-er* suffix: *fine - finer, wide - wider*
- For one-syllable adjectives spelled with a final consonant preceded by a single vowel, double the final consonant and add the *-er* suffix: *big - bigger, hot - hotter*
- For one- or two-syllable adjectives spelled with a final *y* preceded by a consonant, change the *y* into *i* and then add the *-er* suffix: *heavy - heavier, easy - easier*
- For adjectives with three syllables or more, add *more* before

the adjective: *refreshing - more refreshing, attractive - more attractive*

Comparative adjectives compare two things, and therefore frequently the word *than* accompanies the comparative but not always. If the second thing which is compared is mentioned, we put *than* before it: *Organic food is more expensive than conventional food.*

B. Complete the following sentences with one of the following adjectives in their comparative form: efficient, tough, greedy, thin, safe

- Forty-six percent of respondents said the rich are more likely to be _____ than the average person.
- Flying is _____ than driving because airplanes crash much less often than cars do.
- This product is _____ than any other product on the market today.
- The graduates entering the job market this month can expect to face _____ competition than last year.
- People who sleep on their back need a _____ pillow than those who sleep on their side.

Key: 1. greedier, 2. safer, 3. more efficient, 4. tougher, 5. thinner

Some adjectives have irregular comparative forms:

good	better
well (healthy)	better
bad	worse
far (distance)	farther
far (distance & other meanings)	further
old (general use)	older
old (people in the family)	elder
little (quantity)	less
little (size)	smaller

C. Complete the following sentences with one of the irregular comparatives from the list above.

- This is especially true for countries which have not made progress or whose performance was _____ than in the previous year.
- Which one of these cities is _____ from us - Glasgow or Edinburgh?
- The U.S. Department of Agriculture recently said Americans were consuming _____ sugar than in the past.
- He ran the company with this _____ brother until they fell out and went into business on their own account.
- The sales teams have been achieving _____ result thanks to a new market approach.

Key: 1. worse, 2. further, 3. less, 4. elder, 5. better

SMART
BUSINESS

prof. Jasminka
Šturić,
Smart škola
stranih jezika

Lekcija 35. KOMPARATIV

SMART Business

Palinovečka 19 (Vrbani III), Zagreb

Mob: +385 91 3874 357

Tel: +385 1 3874 355

E-mail: business@smart-jezici.hr

Web: <http://business.smart-jezici.hr/>

Sve tvrtke koje sklope s nama ugovor o tečaju stranog jezika najkasnije do **30. 04. 2013.** dobivaju **konverzacijski tečaj gratis!**

Više na business@smart-jezici.hr

SMART
BUSINESS