

MORE ABOUT COMPARATIVE

In the previous issue of *Business.hr* you could have read general information on the form and use of comparative in a variety of English-speaking business situations. As a reminder, comparative is the form of an adjective that is usually used to indicate more of a particular quality. Indeed, the word more itself is added to adjectives of three or more syllables in order to form their comparative. Below are some examples that will refresh your memory.

According to the APOC, palm oil is *healthier than* any other vegetable oil.

Commuting by car nowadays is *more time-consuming than* it used to be.

Today, computers can handle *more advanced programmes than* in the 80s.

All three sentences can be paraphrased using the word *less* instead of *more*, which is a quantifier meaning not as great in amount or degree. However, you will notice that when using the quantifier *less*, one- or two-syllable adjectives that normally receive the *-er* suffix remain in their original form.

According to the APOC, all vegetable oils are *less healthy than* palm oil.

Commuting by car used to be *less time-consuming than* it is nowadays.

In the 80s, computers could handle *less advanced programmes than* they can today.

A. Paraphrase the following sentences in the same way, that is by substituting *more* with *less*.

1. Mobile users are *more demanding than* desktop users.
2. The shop on the corner is *cheaper than* this one.
3. Express delivery is a *faster* delivery service *than* standard delivery.
4. I recently moved into a much *larger* office *than* I had previously had.
5. Protecting reputation has become infinitely *more* challenging in the past five years.

Key: 1. Desktop users are less demanding than mobile users, 2. This shop is less cheap than the one on the corner, 3. Standard delivery is less fast than express delivery, 4. The office I had previously had was less large than the one I moved into recently, 5. Five years ago, protecting reputation was infinitely less challenging than it is today.

When we want to express a continuing or gradual increase or decrease, we can use two comparatives joined by *and*.

Example: The problem is becoming *worse and worse*.

Films are getting *more and more expensive* to distribute.

B. Complete the following sentences using twice the comparative form of the adjective in brackets.

1. In today's economy, it's getting _____ (hard) to find a job.
2. As the date of the interview draws nearer, you start to feel _____ (nervous).
3. Your ability to read, speak and understand English will get _____ (good) over time.
4. Travelling is _____ (popular) in young people.
5. We had a positive net income last year as the costs associated with the financial disaster of 2010 are becoming _____ (far) in the past.

Key: 1. harder and harder, 2. more and more nervous, 3. better and better, 4. more and more popular, 5. further and further

We use the pattern with *the* and comparative to say that a change in one thing goes with a change in another.

Example: *The longer* the journey is, *the more expensive* the ticket is.

The older you get, *the more difficult* it becomes to find a job.

C. Match the two parts of sentences.

1. The higher the taxes placed on income are,
 2. The longer he waited,
 3. The longer the phone call,
 4. The bigger your office will be,
 5. The more interested you are in a subject,
- a. the more staff will be needed.
 - b. the more people lose their incentives to earn more taxable income.
 - c. the higher it goes in a hit list that is monitored by the supervisors.
 - d. the more impatient he became.
 - e. the easier it is to comprehend.

Key: 1b, 2d, 3c, 4a, 5e

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