



## Sample Text

The research is **primarily** intended to show that food advertising is linked to unhealthy behaviors and **ultimately** to illness. This connection is supported by several findings. First, food advertising **largely** focuses on unhealthy options such as highly processed fast foods and sugary soda: ads **seldom** encourage consumers to buy nutritious foods such as fruits and vegetables. Second, children ages 2 to 17 see **approximately** 20 food ads per day on television, encouraging consumption of these non-nutritious products during the critical growth phase of their lives. Third, food advertising on television, in movies, and online **specifically** targets consumers who are already engaged in a passive behavior. Finally, products that are known to be **directly** harmful, like tobacco products and alcohol, are **comparatively** common in ads located in highly public places. The author's published report is **explicitly** intended to influence policy makers, and to encourage the food industry to **considerably** reduce the number of ads focused on unhealthy products.

## Glossary

### 1) comparatively / relatively

*in comparison with something else*

- Our sample was **comparatively** small.
- The database we use in our research is **relatively** large.

### 2) somewhat (ant. considerably)

*somewhat: a little, slightly*

- When we did our field-work, we obtained **somewhat** different results.
- The author's findings were **considerably** different from his initial hypotheses.

### 3) primarily

*mainly*

- Our team is **primarily** interested in bio-physics.
- Our paper is **primarily** based on qualitative research.



## Academic Writing Podcast 7 – Key Adverbs in Academic Writing

### 4) mostly / largely

*almost completely*

- The research was **largely** successful.
- His report at the conference was **mostly** spontaneous.

### 5) directly (ant. indirectly)

*without anything else being involved*

- The illness is **directly** linked to poor nutrition.
- The disease is **indirectly** linked to environmental factors.
- In podcasting, success is usually **directly** linked to the anchorman's voice.

### 6) approximately (ant. precisely or exactly)

*about*

- The temperature was **approximately** half a degree lower than the average.
- There were **exactly** 350 people living in the village in 1958.

### 7) frequently (ant. seldom)

*occurring regularly or often*

- Soil erosion is **frequently** caused by water or wind.
- Senior citizens **seldom** use the internet to communicate with one another.

### 8) ultimately

*finally, after other things have been completed*

- We investigated the problem and **ultimately** found some small errors in the calculations.
- A poor diet will **ultimately** lead to illness.

### 9) specifically

*restricted to a particular situation, group, or effect: not to be confused with especially (which means more than usual)*

- Parents **specifically** complained that the school authorities failed to inform them of changes.
- We **specifically** have chosen this method to avoid inaccuracies.

### 10) explicitly

*openly; explicit means clear and easy to understand.*

- This work is **explicitly** critical of the government.
- The report states **explicitly** that the system was to blame.
- Singh (1998) is **subtly** critical of existing theories of economic growth.



## Tasks

Change the sentences using adverbs which mean the **opposite** of the underlined ones.

1. There were roughly 24 students in each group.
2. The problem is directly linked to environmental factors.
3. The lecturer explicitly discussed the weaknesses of the approach.
4. When we tested senior citizens, we obtained results which were a little bit different.
5. Exactly 200 bird species inhabit Moscow parks.<sup>1</sup>

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<sup>1</sup>Voices: Imanni Wilkes Burg and Zhenya Bakin