

Unit 1. Showing topic importance

This unit introduces the language that helps authors show the importance of the topic or issue at hand.

Look at these examples. Note the expressions in bold that stress the importance of a topic or issue:

1. Venture capitalists **have received notable attention** in the academic literature.
2. Emerging technology **has attracted great interest** in the research on governance and non-state actors.
3. Technology-based agricultural practices **are of growing importance** to modern farmer-entrepreneurs.

Key noun and adjective collocations for showing importance

Adjectives	Noun collocates	Examples
central/main/major key/primary	concern, focus, issue, role	Gender-based bias in evaluating business ventures has been a primary focus in some management studies.
considerable/notable significant/great particular/special	attention, concern, importance, interest	Service-oriented manufacturing has received considerable interest over the last decade.
critical, pressing, urgent	call, concern, issue, need	Reducing poverty represents a pressing concern .
growing/increasing increased	concern, interest, importance, need	There has been a growing interest in studying the factors that influence a child's brain development.

Other collocations and structures with key 'importance' nouns

attention	attract/receive/gain/generate (considerable, etc.) ~; give/devote/direct/draw/turn one's ~ (to); be worthy of/deserve/merit ~; concentrate/center/focus one's ~ (on)
call	make a ~ for (= demand) sth; be a ~ (to do sth); respond to/address a ~; there is a ~ (for sb or sth) to do sth
concern	be/become/represent a (matter of) ~; express/voice/raise a ~ (about); address/deal with/tackle a ~; there is much ~ (about/that)
focus	be/become a ~ of (attention/interest/research); represent a (primary, etc.) ~
importance	be of (growing, etc.) ~ (to/for)
interest	be of (significant, etc.) ~ (to); attract/receive/generate (great, etc.) ~
issue	be/become/remain an ~; raise an ~ (about); address/deal with/tackle, overcome/resolve an ~
need	express/voice a ~ (for); address/overcome a ~; there is a ~ (for sb or sth) to do sth
role	play a (central, etc.) ~ (in); have a (central, etc.) ~ to play (in)
urgency	be a matter of ~; signal an ~ (for sb or sth to do sth); there is an ~ (for sb) to do sth

Common verbs in statements of 'need' and 'importance'

One can **emphasize, highlight, point out, point to, stress, or underline a need for or importance of** something.

To emphasize that the subject of research is important and **worthy of attention**, one can also say that it:

calls for/demands/requires deserves/merits/warrants necessitates/needs	(special) attention (careful/close, etc.) consideration (detailed/systematic, etc.) examination/investigation.
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Collocations with participles and the 'be' verb

Participles	Be + participle	Examples
discussed	be much/widely discussed (by/in)	The rate of genetic evolution has been widely discussed in the scientific literature.
interested	be particularly/increasingly interested (in)	Researchers have become increasingly interested in studying the evolution of mind and behavior.
needed	be much/clearly needed	Studies such as this one are much needed.
recognized	be widely/clearly recognized (as)	Confidence has been widely recognized as influencing the future state of the economy.

ACTIVITIES

1.1. Match the sentence halves:

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| 1. There has been | a) represent a major focus in some medical studies. |
| 2. Policies for innovation | b) a growing interest in research on biosemiotics. |
| 3. Addressing the impact of nuclear energy | c) have received notable attention in psychology. |
| 4. The effects of technology on social skills | d) is of special interest to marketing scholars. |
| 5. Developments in treatments for diabetes | e) continues to be a matter of urgency. |
| 6. Identifying trends in customer use of online platforms | f) have played a central role in the growth dynamics of many national economies. |

1.2. Cross out the adjective that does not normally go with the keyword in bold:

- attract *considerable/notable/dramatic/particular* **attention**
- represent a *pressing/vast/central/primary* **concern**
- be of *great/severe/special/particular* **importance**
- address a(n) *urgent/pressing/growing/sharp* **need**
- play a *major/critical/drastic/growing* **role**

1.3. Complete each group of collocations with the correct word from the box:

attention	a call	a concern	an issue	a (research) focus	interest
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1. deal with an issue tackle ——— overcome	2. be of attract ——— generate	3. be become ——— represent
4. make address ——— respond to	5. raise represent ——— voice	6. be worthy of devote ——— merit

1.4. Complete each sentence with a noun and the correct form of a collocating verb from activity 1.3. Use the given prompts for verbs:

- Economic conditions a primary in the research on governance and non-state actors.
- Service-oriented manufacturing has considerable over the last decades.
- Genetic research a number of ethical regarding confidentiality of participants' data.
- Some scholars have much to the tax treatment of Internet commerce.
- In this paper, we a recent for more integrated consumer research.
- Global efforts are necessary in the critical of poverty.

1.5. Cross out the wrong adverb in these phrases:

- be *much/clearly/widely* needed
- be *increasingly/particularly/essentially* interested in
- be *widely/much/clearly* recognized as
- be *much/widely/strongly* discussed

1.6. Choose the correct option:

- Exploring the effects of peer pressure on academic performance merits in research on adolescents.
A. of special attention B. special attention C. having special attention
- There has been a need differences among family firms with regard to innovation.
A. to examine B. in examining C. for examining
- Parents, teachers, and other mentors have a role in promoting children's reading skills.
A. played B. to play C. playing
- Developing new methods for evaluating and managing carbon emissions remains a matter .
A. to be concerned B. to concern C. of concern
- There is an urgency for some firms more proactively to the changed business environment.
A. in adapting B. adapting C. to adapt