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Word of the Day – **Gear**

Transcript

Hi everyone. This is Paul. Today's word of the day is **gear**. **Gear** is a noun and the original meaning of **gear** is part of a mechanical machine. Or the number of **gears** in your car, like 1st **gear**, 2nd **gear**, 3rd **gear**, and 4th **gear**. But we're not going to use it as a noun today because nowadays the most common way to use it is to use it as a verb or an idiom. This is an informal use and it is positive but it can also be negative too. The first meaning is when you want to describe preparing something, adapting, adjusting to something for a specific reason or person. For example,

"The company geared its products to a new generation of customers so that's why they look different."

So what you're trying to say in this sentence is that you adjusted your products, that you adapted your products, that you changed your products to fit your customers' needs. Now other idioms include **gear up** and **gear down**. **Gear up** means to start up, to prepare, to get ready. **Gear down** means to lower. For example,

"Our staff is gearing up to the launch of our new product this month."

So that means your staff is getting ready for the launch of your new product. Or you can say that,

"You need to gear down your voice as you're intimidating the clients."

So what this means is, you need to lower your voice or you need to change the way you talk to your clients. The final and the most common idiom is **switching gears**. So **switching gears** means to quickly change directions to go in opposite ways in terms of attitude and actions. You can use it in this way.

"Our company needs to switch gears to adapt to this new market. We need to stop making flip phones and start making smartphones."

So if you'd like more information or the full transcript, you can go to Practicus.co.kr. Thank you very much and take care.