

Unit 3 Vocabulary

Media

1 Read the sentences and complete the words.

- I rarely watch TV series anymore when they are b _____ live.
- The list of s _____ p _____ in the newspaper lets you know what's on TV.
- My dad hardly ever goes out now that he has c _ _ _ _ -u _ TV.
- We b _____ w _____ the latest series from the US on Sunday mornings.
- My favourite celebrity posted another t _____ about their wedding plans an hour ago.
- My brother is always revealing s _____ for my favourite series.

2 Put the letters in bold in order to complete the sentences.

- Do you want to watch the _____ (vile **meatsr**) of the next Space X rocket launch?
- Watch RSCN to keep up to date with all the _____ (rgeiakbn wesn) of the day!
- Follow what's _____ (dentgirn) on social media with our new application.
- Find all your favourite _____ (oxb **esst**) on sale on our new website.
- Are you tired of reading _____ (ttuass **pudsate**) about other people's perfect lives?
- Our new _____ (esrnagimt rceisev) lets you watch your favourite shows in the highest quality.

Prefixes

3 Match the prefixes to the verbs.

- | | | |
|---------|-------|------------|
| 1 de- | _____ | react |
| 2 dis- | _____ | attributed |
| 3 re- | _____ | informed |
| 4 mis- | _____ | mystify |
| 5 un- | _____ | possible |
| 6 over- | _____ | agree |
| 7 im- | _____ | publish |
| 8 ill- | _____ | judge |

4 Complete the dialogues with the correct prefixes.

- A** You were late again this morning. The management highly _____ approves.
B I'm sorry, it's completely _____ acceptable.

2 A The comments you made about me were quite _____ informed!

B Well, in my defence, not everything I said was _____ true.

3 A In my new book I'm trying to _____ mystify the technology behind social media.

B Isn't that an _____ possible task?

4 A Why did you _____ post that fake news story?

B I'm sorry, I didn't realize it was _____ information at the time.

5 Choose the correct options.

- To be honest, I think your comments were **de-** / **un-** helpful. Liam is really upset.
- Have you ever **re-** / **over-** read a book because it was so good first-time round?
- We agree – the system is **im-** / **un-** perfect, but it is all we have at the moment.
- I'm sorry I'm late but I **de-** / **mis-** read the meeting time in the message.

Advertising words

6 Complete the dialogue with the words in the box.

advertising billboards brand catchy celebrity guerrilla product target TV word of mouth

Dan: Okay, have you thought about our new (1) _____ campaign?

Sarah: Yes, and we think we need to raise our (2) _____ awareness.

Pete: We thought a (3) _____ commercial with a (4) _____ endorsement would be effective. Perhaps, someone young and attractive.

Dan: Good! That will work well with our (5) _____ audience.

Pete: We could do some (6) _____ placement on a chat show.

Dan: That's quite expensive. I think we should focus on (7) _____ at the side of the road.

Sarah: It would need a (8) _____ slogan in that case.

Pete: How about *A happier life, a happier soul?*

Sarah: Nice! We could get some (9) _____ advertising going, too.

Dan: I agree, let's see if we can do a bit of (10) _____ marketing to build up some interest. Good work, guys!