

# Unit 3 Vocabulary

## Media

### 1 Complete the definitions with the correct words.

- \_\_\_\_\_ :  
(n) a transmission of an event on the internet in real time
- \_\_\_\_\_ :  
(v) becoming a popular subject of posts on social media
- \_\_\_\_\_ :  
(v) watch multiple episodes of a series in one sitting
- \_\_\_\_\_ :  
(n) the explanation of a plot detail which removes suspense
- \_\_\_\_\_ :  
(v) transmit a TV or radio show
- \_\_\_\_\_ :  
(n) a provider of online TV and films, typically by subscription

### 2 Rewrite the sentences changing the words in bold with words from Unit 3.

- They use an app to check what **planned TV shows** \_\_\_\_\_ are on.
- I love reading Ian's **Twitter posts** \_\_\_\_\_.
- You can watch it on a **system for watching TV shows after shown** \_\_\_\_\_ later.
- I saw Joe's last **new details about his current situation on social media** \_\_\_\_\_.
- Last week we watched an entire **series sold as one unit** \_\_\_\_\_ of our favourite show.
- All **recently received information about an event** \_\_\_\_\_ is sent to my phone.

## Prefixes

### 3 Complete the sentences with suitable words.

- I found your advice very \_\_\_\_\_. In fact, it made things worse.
- Sabine \_\_\_\_\_ the recipe and used 20g of salt instead of 2g.
- Why do you always \_\_\_\_\_? I didn't mean to offend you, but you get so angry.

- Tom and Ed \_\_\_\_\_ on everything. I'm surprised that they get any work done.
- They spread \_\_\_\_\_ about the opposition party to win the election.
- I thought he'd recovered from the illness, but his symptoms \_\_\_\_\_ a few days later.

## Advertising words

### 4 Rewrite the sentences using advertising words.

- We need to increase public knowledge of our product by having famous people say they like it.  
\_\_\_\_\_  
\_\_\_\_\_
- There's a lot of positive talk about our product among the people we want to sell it to.  
\_\_\_\_\_  
\_\_\_\_\_
- Our planned promotion of the product needs an expression that is easy to remember.  
\_\_\_\_\_  
\_\_\_\_\_

## Consolidate

### 5 Complete the blog with the correct words.

#### Nike @: Just do it!

In the late 1980's Nike were (1) u\_\_\_\_\_ in the sports-shoe market. In 1988, Nike hired an (2) a\_\_\_\_\_ a\_\_\_\_\_ to come up with a catchy and (3) p\_\_\_\_\_ slogan for their advertising campaign. They created *Just Do It*. Over the next ten years, sales of Nike trainers in the US (4) s\_\_\_\_\_ from just 18% of the market to 43%. It became one of the major (5) f\_\_\_\_\_ t\_\_\_\_\_ of the 1990's. Now, even the most (6) f\_\_\_\_\_ c\_\_\_\_\_ buyer can purchase (7) l\_\_\_\_\_ Nike trainers for as much as \$100,000. Nike have continued to be (8) t\_\_\_\_\_ s\_\_\_\_\_ with their innovative adverts shown during the (9) c\_\_\_\_\_ b\_\_\_\_\_ of sports games such as the Super Bowl. They have also successfully run a (10) v\_\_\_\_\_ m\_\_\_\_\_ campaign where people were invited to upload videos of themselves to popular video site YouTube showing how they *Just Do It*. Nowadays, thanks to this campaign, Nike are seen by many as an American icon.