

Unit 3 Vocabulary

Media

1 Correct the underlined errors in the sentences.

- Alexander is going to bring you the backing news of the day. _____
- Have you tried that new dream service for sport? _____
- On this website you can see all the stories that are trendy at the moment. _____
- I don't like beach watching. I prefer to wait and think between episodes. _____
- Don't reveal any spoils because I haven't seen the new episode yet. _____
- Press 'guide' on the remote control to see a list of scheduled projects. _____
- I can't believe the last twist from Taylor Swift. _____
- You can watch all of NASA's spacewalks in a life stream on their website. _____

2 Complete the text with the words in the box.

box sets broadcast catch-up TV status update

I recently read on a friend's (1) _____ on Facebook that she was going to stop watching (2) _____ of her favourite series online. She said that it's better when they are (3) _____ on normal TV. She has a point. I've got (4) _____ that lets me watch anything that has already been on and even that is too much. Perhaps, I should stop too!

Prefixes

3 Complete the sentences with the words in bold and a suitable prefix.

- The minister apologized for the _____ comments he made on Twitter. **acceptable**
- I _____. I think it's a bad idea. **agree**
- Sometimes she _____ the situation and says something embarrassing! **judge**
- We deleted the video from YouTube, but it later _____ on another website. **appear**
- The Daily* printed some things about me that were completely _____. **true**
- The webchat is for people to ask questions and _____ how the system works. **mystify**
- The study found that most of the comments on the article were _____. **informed**
- My dad tends to _____ when he thinks I've been online for too long. **React**

Advertising words

4 Choose the correct options.

- The new campaign of product **location** / **placement** was very effective.
- My boss is an expert in **word of** / **mouth to** mouth advertising.
- We successfully raised our **mark** / **brand** awareness in the first quarter of this year.
- What the product really needs is a **catchy** / **catching** slogan.
- They've done a lot of research into their target **public** / **audience**.
- Our use of **celebrity** / **famous** endorsement had increased sales immensely.
- I work for one of the top **advert** / **advertising** agencies in the world.
- We could get our TV **commerce** / **commercials** on at half time during the Super Bowl.

Consolidate

5 Complete the second sentence so that it has the same meaning as the first.

- Onlookers were very surprised by the parade.
Onlookers were _____ by the parade.
- Maria ended the relationship with Tom.
Maria _____ the relationship with Tom.
- The festival celebrated the collecting of crops.
The festival celebrated the _____.
- Jenny arrived late for class.
Jenny _____ late for class.
- She is the main figure in the campaign.
She is the _____ figure in the campaign.
- Nicola prefers to be on her own.
Nicola prefers to be _____.

6 Translate the sentences into your own language.

- I made up for letting my friend down.

- We dressed up in costumes and masks.

- From time to time we turn up ahead of schedule.

- He always gets away with being disrespectful.

- They are waiting for a bus to go to school.
