

4 Express Yourself

Reading

pages 50-51

- 4.1 branding** (n) /'brændɪŋ/
promoting an attractive name and an image for a product or service to attract customers • *Clever branding should attract customers without pushy marketing techniques.* > brand (v), brand (n)
- 4.2 host** (n) /həʊst/
a large number of things/people • *Our website features a host of electronic goods at down-to-earth prices.* > host (v)
- 4.3 goatherd** (n) /'gəʊθɜːd/
sb whose job it is to look after a herd of goats • *Alex dreams of living a simple life as a goatherd tending his herd in the mountains.*
- 4.4 conceivably** (adv) /kən'siːvəbli/
imaginably; seemingly possible • *It was conceivably the worst film I've ever seen.* > conceive (v), conceivable (adj)
- 4.5 mind-boggling** (adj) /maɪnd 'bɒɡlɪŋ/
very surprising; hard to imagine • *Using clever hashtags, Sharon has collected a mind-boggling number of followers on social media.*
- 4.6 entertain** (v) /,entə'teɪn/
consider • *Until a few years ago, most people would never entertain the thought of 'chatting' to strangers online.* > entertainer (n), entertaining (adj)
- 4.7 lay the foundation for** (expr) /leɪ ðə faʊn'deɪʃn fɔː(r)/
create the ideas and basic structures to develop a larger initiative • *Ancient Greeks laid the foundations for democracy.*
- 4.8 empirical** (adj) /ɪm'pɪrɪkl/
based on observations or experience • *Only through accurate and qualitative research can scientists collect empirical data to prove or disprove a theory.* > empiricism (n), empirically (adv)
- 4.9 randomly** (adv) /'rændəmli/
by chance; in no special order • *The practice of randomly targeting potential clients by phone must be the most annoying form of marketing.* > random (adj)
- 4.10 popularise** (v) /'pɒpjələraɪz/
make sth popular • *The interactive exhibition was designed to popularise museums by using state-of-the-art technology.* > popularity (n), popular (adj)
- 4.11 parlour game** (n) /'pɑːlə(r) geɪm/
a word game or miming game, etc. played at home • *It's fun to put away the tablets and have an evening playing parlour games with friends occasionally.*
- 4.12 precursor** (n) /priː'kɜːsə(r)/
sth/sb that preceded sth/sb else and affects its progress • *The teachings of Pythagoras were a precursor to European culture.*
- 4.13 to all intents and purposes** (expr) /tə ɔːl ɪn'tents ənd 'pɜːpəsɪz/
more or less; almost entirely • *Like it or not, Facebook has become, to all intents and purposes, a major communication platform.*
- 4.14 applicable** (adj) /ə'plɪkəbl/
that applies to or affects sb/sth; relevant (to sb/sth) • *Despite being applicable to all public places, the non-smoking laws seem to be ignored in many cafes and restaurants.* > apply (v), application (n), applicant (n)
- 4.15 elaborate** (v) /ɪ'læbəreɪt/
expand on a point by going into details • *Tania simply announced her resignation and refused to elaborate on her reasons.* > elaboration (n), elaborate (adj), elaborately (adv)
- 4.16 inherent** (adj) /ɪn'hɪərənt/
that is an intrinsic part of sth, therefore can't be taken out of it • *Politeness was an inherent part of Robert's upbringing.* > inhere (v), inherently (adv)
- 4.17 mentality** (n) /men'tæləti/
the general way of thinking of an individual or group • *I was utterly appalled at the mentality of the villagers regarding animals.* > mental (adj), mentally (adv)
- 4.18 intrigued** (adj) /ɪn'triːɡd/
so interested that you want to find out more about sth • *I was intrigued to know how Francis had set up his website so quickly.* > intrigue (v), intrigue (n), intriguing (adj), intriguingly (adv)
- 4.19 commodity** (n) /kə'mɒdəti/
sth that is produced for sale • *How can we put a price on our time when it's our most irreplaceable commodity?*
- 4.20 cheerily** (adv) /'tʃɪrɪli/
happily; in a cheerful way • *Smiling cheerily, Paul announced that he was dropping out of university to travel the world.* > cheer (v), cheer (n), cheery (adj)

- 4.21 connectedness** (n) /kə'nektɪdnəs/
the sense of having a connection with others and being a part of a group • *Social media may offer a sense of connectedness to people living in remote areas.* > connect (v), connection (n)
- 4.22 dissimilar** (adj) /dɪ'sɪmɪlə(r)/
not similar • *Katie was finding it hard to settle down in China as the culture was so dissimilar to that of Wales.* > dissimilarity (n)
✎ Opp: similar
- 4.23 transmittable** (adj) /trænz'mɪtə,bəl/
that can be passed on or transmitted from sb/sth to sb/sth else • *The common cold is caused by highly transmittable infections.* > transmit (v), transmission (n)
- 4.24 intrinsic** (adj) /ɪn'trɪnsɪk/
that is a basic part of sth/sb which can't be taken out • *Email has become an intrinsic part of business communications.* > intrinsically (adv)
- 4.25 essence** (n) /'esns/
the important basic quality central to what or how sth is • *In essence, people not using social media find it increasingly difficult to stay informed about certain events.* > essential (adj), essentially (adv)

Vocabulary pages 52-53-54

- 4.26 kin** (n) /kɪn/
people you are related to; family members • *Police are trying to trace the victim's next of kin.* > kinship (n), kindred (adj)
- 4.27 board** (n) /bɔ:d/
an official decision-making group in a company or organisation • *The staffing cuts will be discussed at the next meeting of the board of directors.*
- 4.28 cabinet** (n) /'kæbɪnət/
a team of members of parliament chosen to make decisions on policy • *The Prime Minister is meeting with the cabinet ministers to discuss tax reforms.*
- 4.29 faction** (n) /'fæksjən/
a small part of a group whose beliefs or aims differ from those of the wider group • *Trouble broke out between rival factions in the stadium after the match.* > factional (adj)
- 4.30 lobby** (n) /'lɒbi/
a pressure group who try to influence decision makers on a particular issue • *Community groups organised a lobby against the closure of the local school.* > lobby (v), lobbyist (n)
- 4.31 brigade** (n) /brɪ'geɪd/
a group of people who share a common opinion; a unit of soldiers in an army • *Desmond finally gave up cigarettes under pressure from the anti-smoking brigade at work.*
- 4.32 entourage** (n) /'ɒntʊrɑ:ʒ/
a group of people who travel with or follow an important person • *The actor entered the hotel surrounded by his entourage of security staff.*
- 4.33 fraternity** (n) /frə'tɜ:nəti /
a close-knit group formed around a particular ideal or shared experience • *Dramatic fluctuations in currency rates have raised concerns among the banking fraternity.*
- 4.34 squad** (n) /skwɒd/
a group of police or soldiers working together on a specific task; a large group of players from which a team is selected • *The rowdy demonstrators were turned back by the riot squad.*
- 4.35 cartel** (n) /kɑ:'tel/
a group of companies who agree to price fixing to maximise profits • *The dairy cartel has ensured that milk prices are much the same across all the supermarkets.*
- 4.36 syndicate** (n) /'sɪndɪkət/
a group of companies or people who work together towards a particular objective • *The politician had links with the largest crime syndicate in Mexico.*
- 4.37 union** (n) /'ju:niən/
an organisation established to protect workers needs and negotiate improved conditions • *Flights were delayed due to a strike by the baggage handlers' union.* > unite (v), unify (v), unionise (v), unionisation (n)
- 4.38 dynasty** (n) /'dɪnəsti/
a long line of rulers from the same family group • *The Tudor dynasty ruled England for centuries.* > dynastic (adj)
- 4.39 platoon** (n) /plə'tu:ɪn/
a small group of 10-12 soldiers that is part of a larger group • *Two platoons advanced on the enemy camp in the middle of the night.*
- 4.40 diaspora** (n) /daɪ'æspərə/
the movement of people from one ethnic group to another country • *The annual Notting Hill festival brings out the music and spirit of the Jamaican diaspora.*
- 4.41 horde** (n) /hɔ:d/
a huge crowd of people • *Miltiades gave the command to charge upon the horde of Persians advancing across the plain of Marathon.*

- 4.42 troupe** (n) /tru:p/ a team of performers • *The troupe of acrobats gave a breathtaking performance.* > trouper (n)
- 4.43 posse** (n) /'pɒsi/ a small group of people with a similar purpose or interest • *Eagerly awaiting the star's arrival, a small posse of photographers stood outside the theatre.*
- 4.44 throng** (n) /θrɒŋ/ a large crowd • *Throng of people lined the streets to watch the parade.* > throng (v)

Groups

brigade	faction	posse
cabinet	fraternity	squad
cartel	horde	syndicate
cluster	host	throng
diaspora	kin	troupe
dynasty	lobby	union
entourage	platoon	

- 4.45 be thick as thieves** (expr) /bi θɪk əz θi:vz/ be extremely friendly with each other, often in a conspiratorial way • *Beth and Judy are thick as thieves; anything you say to one always gets back to the other.*
- 4.46 get along famously** (expr) /get ə'lɒŋ 'feɪməsli/ have a very good relationship • *Though a little worried about meeting her new colleagues, Christine got on famously with them from the first day.*
- 4.47 have a nodding acquaintance with sb** (expr) /həv ə 'nɒdɪŋ ə'kweɪntəns wɪθ 'sʌmbədi/ know sb very casually and not closely • *We have a nodding acquaintance with most of our neighbours, but only know a few of them by name.*
- 4.48 one-sided** (adj) /wʌn 'saɪ,dɪd/ that only involves or benefits one person • *The match was entirely one-sided as United had no chance of winning with two players sent off in the first half.*
- 4.49 avatar** (n) /'ævətɑ:(r)/ an image of a person or animal, etc. that represents a user on a website or game • *Vicky uses a photo of her favourite pet as an avatar on social media.*
- 4.50 bio** (n) /'baɪəʊ/ a record of your qualifications and work experience; a CV • *Colin had sent copies of his bio to over 20 companies before he received even one job offer.*
- 4.51 clickbait** (n) /'kɪkbeɪt/ images and words, etc. on the internet which attract users to open links to particular sites • *It may be hard to ignore those cute kitty videos, but most of them are purely clickbait from advertisers.*
- 4.52 crowdfunding** (n) /'kraʊdfʌndɪŋ/ the act of raising money for a project by attracting large numbers of small donations, usually through social media sites • *Valerie used crowdfunding to pay for her awareness-raising documentary about the children's home.* > crowdfund (v)
- 4.53 emoticon** (n) /ɪ'məʊtɪkən/ a set of symbols used in text messages to represent a facial expression or feeling • *It is inadvisable to include smileys and other emoticons in a business email.*
- 4.54 meme** (n) /mi:m/ an image or saying that is transmitted quickly on internet and adapted to various situations to make it funny • *While some memes can be funny, most tend to lack originality, so I usually delete them – and never share such trivia!*
- 4.55 tag** (v) /tæg/ add a link with a user's name to a photo on social media • *Kindly ask my permission before tagging me on a photo next time; my friends thought I was in Rome with you.* > tag (n)
- 4.56 trend** (v) /trend/ be a popular subject of discussion currently on social media • *Though her family have requested privacy, the singer's death is currently trending on social media.* > trend (n), trendy (adj)
- 4.57 analogy** (n) /ə'nælədʒi/ a comparison of sth with sth else that is similar to give an example • *Our biology teacher drew an analogy between the human body and a machine.* > analogous (adj)
- 4.58 contradict** (v) /,kɒntrə'dɪkt/ say sth that is the opposite of what has been said to correct sb or show disagreement • *It was obvious they were about to break up when they were constantly contradicting each other.* > contradiction (n), contradictory (adj)
- 4.59 detract from sth** (phr v) /dɪ'trækt frəm 'sʌmθɪŋ/ take away from the enjoyment of sth • *The unsightly forest of wind turbines detracted from the beauty of the island.* > detractor (n)
- 4.60 diversify** (v) /daɪ'vɜ:sɪfaɪ/ begin to include a wider range of things to become more varied • *The lifestyle of the islanders has diversified over the year through the influence of foreign tourists.* > diversity (n), diversification (n), diverse (adj), diversely (adv)
- 4.61 homogenise** (v) /hə'mɒdʒənaɪz/ change sth so that all its features blend and become similar • *The spread of chain stores has homogenised shopping centres across the UK so they are almost all identical.* > homogenisation (n), homogeneity (n), homogenous (adj), homogenised (adj)

- 4.62 proximate** (adj) /'prɒksɪmət/
closest in distance or time • *Brake failure was the proximate cause of the accident.*
> proximity (n)
- 4.63 shrinkage** (n) /'ʃrɪŋkɪdʒ/
the process of getting smaller; the extent to which sth reduces in size • *Due to shrinkage in the wash, my new sweater was too small to wear.* > shrink (v), shrunken (adj), shrinking (adj)
- 4.64 telecommunications** (n) /,telɪkə,mjuːnɪ'keɪʃnz/
the communications between people using technological means • *Advances in telecommunications have meant that we can now get in touch with people almost anywhere at anytime.*
- 4.65 globalisation** (n) /,glɒʊbəlaɪ'zeɪʃn/
the worldwide spread of trade and production of the same goods and services in many countries • *Traditional craftsmen blame the increase in globalisation for their loss of business.* > globalise (v), global (adj), globally (adv)
- 4.66 connectivity** (n) /,kɒnektɪvɪti/
the state of being connected • *Before you buy that country house, check the internet connectivity in the area.* > connect (v), connection (n)
- 4.67 get hold of sb** (expr) /get həʊld əv'sʌmbədi/
manage to contact sb • *I couldn't get hold of Nigel this morning; he was in meetings for hours.*
- 4.68 in the loop** (expr) /ɪn ðə luːp/
involved in a group dealing with or sharing information about a particular issue • *Peter attends all the board meetings so he keeps in the loop with management decisions.*
📌 Opp: out of the loop
- 4.69 touch base (with sb)** (expr) /tʌtʃ baɪs wɪθ'sʌmbədi/
make contact with sb, often after being out of touch • *David hadn't heard from his brother in months, so he decided to phone to touch base with him.*
- 4.70 disassemble** (v) /,dɪsə'sembəl/
take sth to pieces; spread apart in different directions • *The technician disassembled the laptop to pinpoint the problem.*
> disassembler (n)
- 4.71 deactivate** (v) /,dɪ:'æktɪveɪt/
cause sth to stop functioning • *If you use the incorrect PIN number too often, the bank will deactivate your card.* > deactivation (n)
- 4.72 discontinue** (v) /,dɪskən'tɪnjuː/
stop manufacturing a product; stop doing sth • *Sales of the phone have been discontinued following vast numbers of customer complaints.*
> discontinuity (n), discontinuous (adj)
- 4.73 caption** (n) /'kæpʃn/
words written on or below an image • *Cynthia always inserts hilarious captions on her Instagram photos.* > caption (v)
- 4.74 communal** (adj) /kə'mjuːnəl/
shared by a number of people • *As a student, Anita rented a room in a flat and shared a communal kitchen and bathroom.*
> communalism (n), communally (adv)
- 4.75 cultivate** (v) /'kʌltɪveɪt/
develop sth, such as support, friendship, etc. • *We aim to cultivate loyalty and trust with our clients.* > cultivation (n), cultivated (adj)
- 4.76 nourish** (v) /'nʌrɪʃ/
help sth to grow or develop; keep sth/sb alive and healthy by feeding them • *Face-to-face communications beats virtual contact when it comes to nourishing a relationship.*
> nourishment (n), nourishing (adj)
- 4.77 comrade** (n) /'kɒmreɪd/
sb that you serve together with in a military group or fellow member of a socialist or communist party • *Granddad gets together with his old army comrades every year on Remembrance Day.* > comradeship (n), comradely (adj)
- 4.78 confidant** (n) /'kɒnfɪdənt/
sb that you trust with your personal secrets • *Robert has been my closest friend and confidant for years.* > confide (v)
📌 Also: confidante
- 4.79 confederate** (n) /kən'fedərət/
sb who helps or conspires with sb to do sth • *Police have arrested one of the terrorists, but his confederates are still at large.*
> confederate (adj)
- 4.80 counsellor** (n) /'kaʊnsələ(r)/
sb who offers specialist advice to others • *Meg and Tom sought the advice of a guidance counsellor in an effort to save their marriage.* > counsel (v), counselling (n)
- 4.81 overhaul** (n) /'əʊvəhɔːl/
a review of a system to assess and repair or change it • *Our country's education system is outmoded and needs a complete overhaul.*
> overhaul (v)
- 4.82 infrastructure** (n) /'ɪnfɹəstrʌktʃə(r)/
the basic networks, such as roads, power, water supply, hospitals, schools, etc. that help a country or organisation function • *The complex infrastructure of the multi-national giant means that any new plans take months to implement.* > infrastructural (adj)
- 4.83 framework** (n) /'freɪmwɜːk/
the basic ideas or structure that a system is built around • *Discussions are underway regarding the legal framework for environmental protection.*

- 4.84 underpinning** (n) /ˌʌndəˈpɪnɪŋ/
sth that supports the basis of an idea or building • *Though I disagree with him, the underpinnings of his theory are quite logical.*
➤ underpin (v)

Expressions

be thick as thieves
get along famously
get hold of sb
going forward
have a nodding acquaintance with sb
in the loop
lay the foundation for
to all intents and purposes
touch base (with sb)

Networking: nouns

attention-seeking	framework
avatar	globalisation
bio	infrastructure
branding	medium
caption	meme
clickbait	mentality
commodity	newsfeed
confederate	norm
confidant	overhaul
connectedness	small talk
connectivity	telecommunications
counsellor	trolling
crowdfunding	underpinning
emoticon	vehicle
encounter	

Grammar

pages 55-56-57

- 4.85 viral** (adj) /ˈvaɪrəl/
that is spread rapidly over the internet • *News of the bombing went viral within minutes on Twitter.*
- 4.86 small talk** (n) /smɔːl tɔːk/
polite conversation about trivial everyday subjects • *After half an hour of small talk, Stan realised he had very little common with his new colleague.*
- 4.87 trolling** (n) /trɒlɪŋ/
writing offensive or annoying messages on an online discussion • *She was quite upset by the trolling attack that followed her objective comment on Facebook.* ➤ troll (v), troll (n)
- 4.88 far-reaching** (adj) /fɑː ˈriːtʃɪŋ/
with long-term consequences • *Mass immigration of people from different cultures will have far-reaching consequences for our society.*
- 4.89 embrace** (v) /ɪmˈbreɪs/
include within sth • *'Copyright' embraces legal rights related to books, films, plays and music.*
➤ embrace (n)
- 4.90 formative** (adj) /ˈfɔːmətɪv/
affecting the development of sth • *Oliver spent his formative years in an orphanage.* ➤ form (v), formation (n)
- 4.91 monocultural** (adj) /ˌmɒnəˈkʌltʃərəl/
having only a single belief system, way of life, etc. • *Having never left her hometown in Ireland, Siobhan had a completely monocultural upbringing.*
➤ monoculture (n)

Listening

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- 4.92 notoriously** (adv) /nəʊˈtɔːriəsli/
well-known for negative reasons • *My internet provider is notoriously unreliable.* ➤ notoriety (n), notorious (adj)
- 4.93 incidentally** (adv) /ˌɪnɪˈdentli/
by the way; used to add extra information in passing • *Incidentally, I notice we have a common acquaintance in Canada on Facebook.* ➤ incidental (adj)
- 4.94 non-verbal** (adj) /nɒn ˈvɜːbəl/
without spoken words • *You can often tell if someone is lying by their non-verbal signals.*

Adverbs

cheerily	notoriously
conceivably	randomly
incidentally	

Writing

pages 60-61

- 4.95 blatant** (adj) /ˈbleɪtnt/
frank and open, without regard to what others feel or think • *He made a blatant attempt to win the boss's favour.* ➤ blatantly (adv)
- 4.96 attention-seeking** (n) /əˈtenʃn ˈsiːkɪŋ/
doing sth in order to receive recognition from others • *Constantly posting new selfies is the most irritating form of attention-seeking.*
- 4.97 medium** (n) /ˈmiːdiəm/
way or means of expressing sth • *Television is rapidly becoming the least credible news medium.*
📎 Plural: media

- 4.98 vehicle** (n) /'vi:əkl/
means of achieving or expressing sth
• *Clever memes are used as a vehicle to attract potential customers to her online shop.*
- 4.99 bombard** (v) /bɒm'bɑ:d/
give large amounts of sth at once • *The moment she signed the online petition she was bombarded by spam emails.*
> bombardment (n)
- 4.100 newsfeed** (n) /'nju:z, fi:d/
a constant updating list of stories, comments, photos, etc. on social media sites • *I had to block notifications from my daily newsfeed as there was too much repetition of information to bother with.*
- 4.101 self-absorbed** (adj) /self əb'zɔ:bd/
only interested in yourself • *The morning train was filled with self-absorbed commuters wired up to their personal listening devices.*
> self-absorption (n)
- 4.102 narcissistic** (adj) /,nɑ:sɪ'sɪstɪk/
being too preoccupied with admiring your own appearance • *The band's performance would have been fantastic were it not for the overacting of the narcissistic lead singer.*
> narcissism (n), narcissist (n)
- 4.103 inflated** (adj) /ɪn'fleɪtɪd/
exaggerated; made to seem more important than is really the case • *Ivan has an inflated view of his own importance, but is no better than any other group member.* > inflate (v), inflation (n)
- 4.104 norm** (n) /nɔ:m/
usual or accepted standard of behaviour
• *Multicultural classrooms are becoming the norm in some societies.* > normality (n), normal (adj), normally (adv)
- 4.105 shudder** (v) /'ʃʌdə(r)/
shake because of a strong feeling • *Nick shuddered at the thought of the amount of work he still had to do.* > shudder (n)
- 4.106 skew** (v) /skju:/
cause sth to change so that it becomes distorted or wrong • *The journalist skewed the witness's account of the incident so that it bore no resemblance to what had happened.*
- 4.107 colloquial** (adj) /kə'lɒkwɪəl/
slang way of speaking, common to a local area • *Visitors to Newcastle often have problems understanding the colloquial slang which differs widely from that of its Scottish neighbours.* > colloquialism (n)

- 4.108 emotive** (adj) /i'məʊtɪv/
full of or inspiring emotion • *He wrote an emotive account of his ordeal.* > emotion (n), emotional (adj), emotionless (adj), emotionally (adv)
- 4.109 going forward** (expr) /'gəʊɪŋ 'fɔ:wəd/
as from now; looking ahead • *Going forward, we expect a gradual improvement in the company's performance.*

Verbs

bombard	embrace
contradict	entertain
cultivate	homogenize
deactivate	nourish
detract from sth	popularise
disassemble	shudder
discontinue	skew
diversify	tag
elaborate	trend

Video 4: Elephant Alert

page 62

- 4.110 alert** (n) /ə'lɜ:t/
a warning signal of impending danger
• *Smelling smoke when he woke up, the farmer raised the alert and called the fire brigade.* > alert (v), alertness (n), alert (adj)
- 4.111 encounter** (n) /ɪn'kaʊntə(r)/
an unexpected meeting • *I'll never forget my first encounter with a snake; it was more scared than I was and disappeared fast.*
> encounter (v)
- 4.112 cluster** (n) /'klʌstə(r)/
a small group of similar things or people in one place • *A cluster of local children were feeding the elephants bathe.* > cluster (v)
- 4.113 plantation** (n) /plɑ:n'teɪʃn/
a large field where a particular crop is grown
• *Travelling through Nepal, we saw vast tea plantations on the hillsides.* > plant (v), planter (n)
- 4.114 bulk** (n) /bʌlk/
a large number or amount of similar things; size or quantity of sth • *The bulk of demand for their products comes from northern Europe.*
> bulky (adj)

- 4.115 cautious** (adj) /'kɔːʃəs/
careful not to take risks • *We kept a cautious eye on the weather forecast before setting off on our hiking trip.* > caution (v), caution (n), cautiously (adv)
- 4.116 primary** (adj) /'praɪməri/
basic; main • *Their primary concern was how to keep the animals out of danger.* > primarily (adv)
- 4.117 vicinity** (n) /və'sɪnəti/
the surrounding area • *There was no phone signal in the vicinity, so we walked for miles to find help.*

Adjectives

applicable	intrigued
blatant	intrinsic
cautious	mind-boggling
colloquial	monocultural
communal	narcissistic
dissimilar	non-verbal
emotive	one-sided
empirical	primary
far-reaching	proximate
formative	self-absorbed
inflated	transmittable
inherent	viral