

## Reading

pages 140-141

- 10.1 billboard** (n) /'bɪlbɔ:d/  
a large board where advertisements are posted on a building or on a roadside  
• *Thanks to local activists, most of the unsightly billboards which festooned the national roads have been removed by law.*
- 10.2 juggernaut** (n) /'dʒʌgənɔ:t/  
a very large organisation which has overwhelming power • *Independent films cannot easily compete with the Hollywood juggernaut.*
- 10.3 platform** (n) /'plætfɔ:m/  
an opportunity to make your ideas or beliefs known publicly • *She uses Facebook as a platform to air her personal views.*
- 10.4 cut-throat** (adj) /kʌt θrəʊt/  
aggressively competitive • *She could not afford any bad press that might destroy her name in the cut-throat world of modelling.*
- 10.5 sitcom** (n) /'sɪtkɒm/  
a TV comedy series based on the same group of characters in funny situations • *Wendy never misses an episode of the sitcom *Absolutely Fabulous* reruns.*
- 10.6 endorsement** (n) /ɪn'dɔ:smənt/  
a statement made by sb to show they support sth • *Sales of the scent have increased since its endorsement from the popular actor.*  
> endorse (v)
- 10.7 foray** (n) /'fɔreɪ/  
an effort to become involved in a different area of activity • *He made a short-lived foray into the business world before becoming an author.*
- 10.8 replete** (adj) /rɪ'pli:t/  
full with sth • *The article was replete with factual errors.*
- 10.9 falsehood** (n) /'fɔ:lsɦʊd/  
the state of being untrue • *They set up an experiment to test whether the advertising claims reading the shampoo were truth or falsehood.* > falsify (v), false (adj), falsely (adv)
- 10.10 pseudo-** (prefix) /'su:dəʊ/  
false; pretending to be true • *The pseudo-celebrity regularly appears on breakfast TV chat shows.*
- 10.11 medication** (n) /,medɪ'keɪʃn/  
a form of medicine • *You should avoid driving whilst taking certain medications.* > medicate (v), medicated (adj)
- 10.12 mandatory** (adj) /'mændətəri/  
compulsory by law • *It is mandatory for food companies to list ingredients on the labels of their products.* > mandate (v), mandate (n)
- 10.13 mindful** (adj) /'maɪndfl/  
aware; conscious • *Mindful of the risks involved, he decided not to attempt the climb alone.* > mindfulness (n)
- 10.14 go down** (phr v) /gəʊ daʊn/  
be received or remembered in a particular way  
• *The film went down well with the critics.*
- 10.15 gushing** (adj) /'gʌʃɪŋ/  
over-enthusiastic in an insincere way • *Her gushing endorsement of the washing powder left viewers unconvinced.* > gush (v), gush (n)
- 10.16 disclaimer** (n) /dɪs'kleɪmə(r)/  
a statement which shows that a person or organisation, etc. rejects responsibility for sth  
• *The packaging included a disclaimer that the supplements were not recognised as having medicinal value.* > disclaim (v)
- 10.17 semblance** (n) /'sembləns/  
an outward appearance of sth which may not be a reality • *The advertisement bore no semblance of truth whatsoever.*
- 10.18 authenticity** (n) /,ɔ:θen'tɪsəti/  
the quality of being genuine • *The authenticity of their claims are open to question.*  
> authenticate (v), authentication (n), authentic (adj), authentically (adv)
- 10.19 intimacy** (n) /'ɪntɪməsi/  
closeness between people • *The blogger developed an intimacy with her followers which helped promote her website.* > intimate (v), intimate (adj), intimately (adv)
- 10.20 trim** (adj) /trɪm/  
slim and fit-looking • *When we saw him perform live, he looked nothing like the photoshopped trim figure from the profile image.* > trimness (n)
- 10.21 infusion** (n) /ɪn'fju:ʒən/  
a hot drink made from herbs or fruit • *A soothing chamomile infusion will assist relaxation.* > infuse (v)
- 10.22 gruelling** (adj) /'gru:əlɪŋ/  
extremely difficult and tiring • *It was a gruelling eight-hour flight made worse by the extra delay.*
- 10.23 dismantle** (v) /dɪs'mæntl/  
take sth to pieces • *The computer had to be completely dismantled to replace the part.*  
> dismantling (n)

- 10.24 credibility** (n) /ˌkredəˈbɪləti/  
the quality that makes sb appear trustworthy and respectable • *The scandal destroyed his credibility as a politician.* > credit (v), credible (adj), credibly (adv)
- 10.25 attainable** (adj) /əˈteɪnəbl/  
that can be achieved or reached • *You would be more self-content if you set more realistically attainable goals instead of wearing yourself out.* > attain (v), attainment (n)
- 10.26 vouch for sb/sth** (phr v) /vaʊtʃ fɔː ˈsʌmbədi/ ˈsʌmθɪŋ/  
state that you can verify the good character of sb/sth • *Can you vouch for Judy's work experience?*
- 10.27 rub off** (phr v) /rʌb ɒf/  
have an influence on sb/sth else so that it adopts some of the same qualities, beliefs, etc. • *His optimism never fails to rub off on his companions.*
- 10.28 sneaky** (adj) /ˈsniːki/  
secretive or deceptive • *That was a sneaky trick you pulled on your brother.* > sneak (v)
- 10.29 camouflage** (v) /ˈkæməflɑːʒ/  
cover the appearance of sth to make it look like sth else • *His natural looks are well camouflaged by hairpieces and botox.* > camouflage (n)
- 10.30 suspend** (v) /səˈspend/  
stop an activity • *Authorities have finally suspended the search for the missing plane.* > suspension (n), suspended (adj)
- 10.31 snappy** (adj) /ˈsnæpi/  
witty and easily remembered • *T-shirts bearing snappy slogans hung outside the souvenir shop.*
- 10.32 pepper sth with sth** (expr) /ˈpepə(r) ˈsʌmθɪŋ wɪθ ˈsʌmθɪŋ/  
include large quantities of sth repeatedly in sth • *Her Twitter feed is peppered with quotes from others more famous than she will ever be.* > pepper (n)
- 10.33 plug** (v) /plʌg/  
give words of praise to promote sth • *In his cookery book, the chef avoided reference to specific brands in order to avoid plugging them.* > plug (n)
- 10.34 efficacy** (n) /ˈefɪkəsi/  
the ability to have the desired effect • *Exhaustive tests have been carried out to assess the efficacy of the medication.* > efficacious (adj)
- 10.35 manipulation** (n) /məˌnɪpjʊˈleɪʃn/  
the act of controlling sb/sth by making them behave in a certain way • *Political campaigners are adept at the manipulation of public opinion.* > manipulate (v), manipulative (adj)
- 10.36 candid** (adj) /ˈkændɪd/  
(of photos) taken unexpectedly while the subject is behaving naturally; open and direct • *The magazine was full of candid shots of celebrities, supposedly caught unawares as they went about their daily lives.* > candour (n), candidly (adv)
- 10.37 unwitting** (adj) /ʌnˈwɪtɪŋ/  
unaware of what is happening • *She became the unwitting victim of a telephone scam.* > wit (n), unwittingly (adv)
- 10.38 disclosure** (n) /dɪsˈklɔːʒə(r)/  
the act of revealing sth that was previously unknown • *She took the publishers to court over the public disclosure of her letters.* > disclose (v)
- 10.39 versus** (prep) /ˈvɜːsəs/  
used to compare two different things • *A child can figure out the difference between hearsay versus facts.*
- 10.40 get into hot water** (expr) /get ɪntə hɒt wɔːtə/  
get into trouble • *You're liable to get into hot water if you put too much personal information for the whole world to see on social media.*
- 10.41 take a dim view of sth** (expr) /teɪk ə dɪm vjuː əv ˈsʌmθɪŋ/  
disapprove of sth • *Our science teacher took a dim view of being called a geek.*
- 10.42 from scratch** (expr) /frɒm skrætʃ/  
from the beginning • *When I realised my essay was off topic, I had to start writing it from scratch again.*
- 10.43 rake in sth** (phr v) /reɪk ɪn ˈsʌmθɪŋ/  
collect sth, especially money, in large amounts • *That actor must be raking it in from the coffee ads.*
- 10.44 tantalising** (adj) /ˈtæntəlaɪzɪŋ/  
tempting • *The tantalising view of the tropical beach beckoned to them from the glossy ad.* > tantalise (v), tantalisingly (adv)
- 10.45 make money hand over fist** (expr) /meɪk mʌni hænd əʊvə fɪst/  
make a lot of money very quickly • *The skilled hacker has been making money hand over fist from online gaming.*
- 10.46 staggering** (adj) /ˈstægərɪŋ/  
very surprising • *She has a staggering number of followers who read her blogs on social media.* > stagger (v)
- 10.47 overt** (adj) /əʊˈvɜːt/  
publicly open • *Pay no attention to their overt claims that using a credit card will solve your problems.*
- 10.48 fall foul of sth** (expr) /fɔːl faʊəv ˈsʌmθɪŋ/  
do sth wrong or illegal often without intending to • *The film fell foul of the censorship board.*

- 10.49 explicit** (adj) /ɪk'splɪsɪt/  
open and direct • *The reasons why the post were deleted should be made explicit.*  
> explicitly (adv)
- 10.50 monetary** (adj) /'mʌnɪtri/  
related to money • *How can they market goods of little monetary value at such extortionate prices?*
- 10.51 egocentric** (adj) /,egəʊ'sentri:k/  
self-centred and not considering the needs of others • *Who has time to read through all the egocentric messages and photos on social media?* > ego (n), egoism (n), egoist (n)
- 10.52 effusive** (adj) /ɪ'fju:si:v/  
appearing to be overly emotional • *I didn't know quite how to respond to her effusive welcome since we were practically strangers.*  
> effusion (n), effusively (adv)

### Expressions

fall foul of sth  
from scratch  
get into hot water  
make money hand over fist  
take a dim view of sth

### Nouns: marketing

asset	infomercial
benchmark	infusion
billboard	jingle
consumerism	juggernaut
desolation	materialism
disclaimer	medication
disclosure	merchandising
endorsement	momentum
epitome	platform
falsehood	recession
foray	saturation
franchise	semblance
immediacy	sitcom

## Vocabulary pages 142-143-144

- 10.53 infomercial** (n) /,ɪnfəʊ'mɜ:ʃl/  
an extended advertisement that emulates documentary style • *Until the last scene of the infomercial, we'd made several guesses what it was advertising.*
- 10.54 jingle** (n) /'dʒɪŋɡl/  
a short piece of music used in an advertisement • *You know you've been watching too much TV when you start humming the jingles.* > jingle (v)

- 10.55 materialism** (n) /mə'tɪəriəlɪz(ə)m/  
the way of life that puts money and possessions over everything else • *The economic downturn has led us to question the ethics of materialism.* > materialist (n), materialistic (adj)
- 10.56 merchandising** (n) /'mɜ:ʃəndaɪzɪŋ/  
the activity or process of advertising and marketing goods • *The trashy novel and film became a box office success only through clever merchandising.* > merchandise (v), merchandise (n)
- 10.57 momentum** (n) /mə'mentəm/  
a moving object's (or similar metaphor's) retention of kinetic energy • *Support for the leading candidate began to lose momentum as the election day drew near.* > momentous (adj), momentarily (adv)
- 10.58 franchise** (n) /'fræntʃaɪz/  
an agreement between a company and sb who wants to market its products or services using its brand name in a given place • *Airport baggage handling services are run through a private business franchise.* > franchise (v), franchisee (n)
- 10.59 discern** (v) /dɪ'sɜ:n/  
understand the meaning of or notice sth  
• *It was difficult to discern the source of the misinformation.* > discernible (adj), discernibly (adv)
- 10.60 vanity** (n) /'vænəti/  
extreme pride in your own appearance or abilities • *Are compulsive selfies acts of vanity or a sign of insecurity?* > vain (adj), vain (adv)
- 10.61 typographical** (adj) /,taɪpə'græfɪkl/  
related to typing and the preparing of written material for print • *His bank statement showed a staggering balance, as a result of a typographical error.* > typography, typographer (n), typographically (adv)  
✎ Syn: typographic
- 10.62 promotional** (adj) /prə'məʊʃənl/  
related to advertising • *They sent out a promotional email to all their customers.*  
> promote (v), promotion (n), promoter (n)

### Adjectives

attainable	overt
candid	promotional
cut-throat	replete
effusive	snappy
egocentric	sneaky
explicit	staggering
gruelling	tantalising
inescapable	trim
mandatory	typographical
mindful	unwitting

- 10.63 classified** (adj) /'klæsɪfaɪd/  
a small advertisement in a newspaper or website placed by people who want to buy or sell goods or services, etc. • *They sold their old car through an online classified ad.*
- 10.64 market share** (n) /'mɑːkɪt ʃeə(r)/  
the relative number of sales of a product that one company has compared with sales of all companies selling the same thing • *He claims to have a 60 % share of the international publishing market.*
- 10.65 leaflet drop** (n) /'liːflət drɒp/  
a distribution of large numbers of advertising leaflets to homes, etc. • *As a student, he earned some cash by doing leaflet drops for a promotional company.*
- 10.66 trade paper** (n) /treɪd 'peɪpə(r)/  
a newspaper with news exclusively related to a particular type of business • *The latest word in the trade papers is that a merger of the telecommunication giants is imminent.*
- 10.67 cajole** (v) /kə'dʒəʊl/  
persuade sb to do sth through kind words • *She had to be cajoled into doing the interview.*
- 10.68 coax** (v) /kəʊks/  
encourage; persuade • *Len tried to coax his father into buying him a car.* > coaxing (n), coaxing (adj)
- 10.69 entice** (v) /ɪn'taɪs/  
attract or persuade sb to do sth • *Promises of cash rewards are used to entice clients to change their phone providers.* > enticement (n), enticing (adj), enticingly (adv)
- 10.70 hype** (v) /haɪp/  
exaggerate the qualities of sth to attract attention to it • *Stunning landscape images were used to hype up the hotel's location.* > hype (n)
- 10.71 induce** (v) /ɪn'djuːs/  
cause sth to happen; persuade sb to do sth • *Even the offer of a bonus could not induce her to stay another moment in the job.* > inducement (n), induction (n)
- 10.72 pitch** (v) /pɪtʃ/  
promote a product; put forward (an idea) • *The energy bars are pitched as a healthy snack despite containing harmful additives.* > pitch (n)
- 10.73 sway** (v) /sweɪ/  
cause sth to change; cause sb to change an opinion • *Currency rates began to sway dramatically when the election result was known.* > sway (n)
- 10.74 tout** (v) /taʊt/  
try to persuade people to buy sth • *Street vendors touted their wares at every corner.* > tout (n)
- 10.75 woo** (v) /wuː/  
try to persuade sb to support sth • *Targeted offers of cut-price vouchers are aimed to woo customers to overpriced restaurants.*
- 10.76 equate** (v) /ɪ'kweɪt/  
regard sth as the same as sth else • *High earnings do not equate with happiness, but they might help make life more comfortable.* > equation (n), equality (n), equal (adj), equally (adv)
- 10.77 gear sth to/towards sb/sth** (phr v) /geə 'sʌmθɪŋ tuː/tə'wɔːdz 'sʌmθɪŋ/'sʌmbədi/  
adapt sth to make it suitable for a particular purpose • *The ad for snack bars was clearly geared towards working parents.*
- 10.78 saturation** (n) /,sætʃə'reɪʃn/  
the point where sth cannot be added to because there is already an abundance • *The best way to avoid saturation coverage of news events is to switch off the TV and media threads.* > saturate (v)
- 10.79 restraint** (n) /rɪ'streɪnt/  
sth that prevents sth increasing • *Those annoying marketing calls keep coming without restraint.* > restrain (v), restraining (adj)
- 10.80 charisma** (n) /kə'rɪzmə/  
the quality to charm and impress others • *She lacked the charisma and finesse of her parents.* > charismatic (adj)
- 10.81 hypocrite** (n) /'hɪpəkraɪt/  
sb who pretends to believe in or support sth that they don't • *He's always recommending products he's never used himself. What a hypocrite!* > hypocrisy (n), hypocritical (adj), hypocritically (adv)
- 10.82 acquire** (v) /ə'kwɪə(r)/  
obtain by buying or receiving as a gift; gain by your own efforts • *Miranda has acquired a reputation as film director.* > acquisition (n), acquired (adj)
- 10.83 compliment** (n) /'kɒmplɪmənt/  
a comment or gesture that expresses admiration or praise • *It was a great compliment to be invited to dinner by the mayor.* > compliment (v), complimentary (adj)
- 10.84 fraud** (n) /frɔːd/  
a crime of cheating a person or organisation out of money • *The gang were involved in large-scale internet fraud, cheating small companies out of cash.* > fraudulent (adj)
- 10.85 wear sb down** (phr v) /weə 'sʌmbədi daʊn/  
tire sb out so they agree to do sth • *The sales staff's approach is to wear customers down with repeated phone calls until they give in and buy something. It's water-on-a-stone tactics.*



- 10.86 suck sb/sth in** (phr v) /sʌk'sʌmbədi/'sʌmθɪŋ  
 in/  
 make sb get involved in sth • *Don't get sucked in to pyramid marketing schemes; the only one who profits is the company owner.*
- 10.87 splash out** (phr v) /splæʃ aʊt/  
 spend a lot of money at once • *With discounts that were almost too good to be true, she splashed out and treated herself to a couple of new outfits.*
- 10.88 flick through sth** (phr v) /flɪk θruː 'sʌmθɪŋ/  
 look quickly through written material, photos, information, etc. • *In search of a housewarming gift for his friend, Andy flicked through the pages of the brochure from that well-known Swedish furniture outlet.*
- 10.89 vacant** (adj) /'veɪkənt/  
 unresponsive as though devoid of thought • *My enquiry about the comparative technical specs of the various TVs on sale was met with a shrug and a vacant look from the sales assistant.* > vacate (v), vacancy (n), vacantly (adv)
- 10.90 persistence** (n) /pə'sɪstəns/  
 the act of continuing to try to do sth in a determined way despite difficulties • *My persistence paid off when the company finally agreed to give me a refund for the faulty printer.* > persist (v), persistent (adj), persistently (adv)
- 10.91 strive** (v) /straɪv/  
 try very hard • *The shop strives to retain its existing customers through loyalty incentives.* > strife (n) (adv)
- 10.92 inescapable** (adj) /,ɪnɪ'skeɪpəbl/  
 that cannot be avoided; unavoidable • *Counting their losses, they came to the inescapable conclusion that it was time to close the business.* > inescapably (adv)
- 10.93 tank** (v) /tæŋk/  
 fail by reaching a point with no hope of growth • *When Greece's economy tanked, it translated into the closing of numerous family businesses.* > tank (n), tanker (n)
- 10.94 recession** (n) /rɪ'seʃn/  
 an economic period when trade and production levels are at a low, resulting in high unemployment • *The world economy has been in deep recession for the past decade.* > recede (v), recess (n), recessive (adj), recessively (adv)
- 10.95 scorn** (n) /skɔːn/  
 an attitude towards sb/sth that you regard as stupid or inferior • *His suggestion was met with scorn from the store manager.* > scorn (v), scornful (adj), scornfully (adv)
- 10.96 satire** (n) /'sætɪə(r)/  
 a form of criticism through humour often to exaggerate weaknesses in an amusing way • *Aristophanes masterfully addressed social issues through satire in ancient time.* > satirise (v), satirical (adj), satirically (adv)
- 10.97 sarcasm** (n) /'sɑːkæzəm/  
 the use of comments that have an opposite meaning to what they say to criticise or make fun of sb • *'So the dog ate your homework again,' said the teacher with more than a hint of sarcasm.* > sarcastic (adj), sarcastically (adv)
- 10.98 asset** (n) /'æset/  
 anything of value which a person or company owns • *After the company declared bankruptcy, its assets were sold off.*
- 10.99 benchmark** (n) /'bentʃmɑːk/  
 a standard used to draw comparisons against • *The country's national health service was seen as a benchmark for the rest of Europe.* > benchmark (v)
- 10.100 intimidate** (v) /ɪn'tɪmɪdeɪt/  
 frighten sb into doing sth you want them to • *The bank tried to intimidate them into settling our debts out of court.* > intimidation (n), intimidating (adj)
- 10.101 fracture** (v) /'fræktʃə(r)/  
 break sth; split sth into pieces so it can't function • *The ranks of the opposition party fractured after their electoral defeat.* > fracture (n), fractious (adj)
- 10.102 repression** (n) /rɪ'preʃn/  
 the use of force to restrict a group of people • *Greeks suffered religious and other forms of repression during the Ottoman rule.* > repress (v), repressive (adj), repressively (adv)
- 10.103 desolation** (n) /,desə'leɪʃn/  
 the feeling of loneliness and sadness; the state of a place that has been abandoned or destroyed • *He lived with a constant sense of desolation during the long period of unemployment.* > desolate (v), desolate (adj)

### Nouns: behaviour & attitude

authenticity	persistence
charisma	repression
compliment	restraint
credibility	sarcasm
hypocrite	satire
inferiority	scorn
intimacy	vanity
manipulation	fraud

### Phrasal verbs

butt in	rake in sth
flick through sth	rub off
gear sth to/towards sb/sth	splash out
go down	suck sb/sth in
pepper sth with sth	vouch for sb/sth
	wear sb down

## Speaking

page 149

- 10.104 butt in** (phr v) /bʌt ɪn/  
interrupt rudely • *Sorry to butt in, but I've just had some serious news.*
- 10.105 consumerism** (n) /kən'sju:məɪz(ə)m/  
the idea that people should buy and use goods in large quantities for a society to progress  
• *The family got into extreme debt due to excessive consumerism.* > consume (v), consumer (n), consumption (n)
- 10.106 status symbol** (n) /'steɪtəs 'sɪmbəl/  
sth that people believe to show high social status and wealth • *Large cars, once a status symbol, have simply become a tax burden for most.*

### Compound nouns

leaflet drop	status symbol
market share	trade paper
raw material	

## Writing

pages 150-151

- 10.107 blight** (v) /blaɪt/  
destroy or damage sth • *The country has been blighted by public sector redundancies and company closures.* > blight (n)

- 10.108 raw material** (n) /rɔ: mə'tɪəriəl/  
the basic untreated components used to make sth • *China imports a number of raw materials from Australia for use in manufacturing.*
- 10.109 swell** (v) /swel/  
increase in size • *Due to the heavy rains, the river began to swell and burst its banks.*  
> swell (n), swelling (n), swollen (adj)
- 10.110 sparingly** (adv) /'speərɪŋli/  
using sth carefully in small amounts  
• *Use inverted forms sparingly in your text.*  
> spare (v), spare (n), sparing (adj)
- 10.111 immediacy** (n) /ɪ'mi:diəsi/  
the direct importance and resulting urgency  
• *Texting lacks the immediacy of face-to-face discussion.* > immediate (adj), immediately (adv)
- 10.112 epitomise** (v) /ɪ'pɪtəmi/  
be an accurate example of sth • *His books epitomised the living conditions in post-war Britain.* > epitome (n)
- 10.113 epitome** (n) /ɪ'pɪtəmi/  
an accurate example of sth • *Materialism was regarded as the epitome of success.*  
> epitomise (v)
- 10.114 inferiority** (n) /ɪn,fɪəri'brəti/  
the state of being less important or of lower quality than sth/sb else • *The book goes a long way to debunk the myth of racial inferiority.* > inferior (adj)

## Video 10: Skateboards from Trash

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- 10.115 repurpose** (v) /,rɪ:'pɜ:pəs/  
adapt sth to make it suitable for another purpose • *He repurposed his great-grandmother's old sewing machine to make a stylish table.*