

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:lsɦud/
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:zən/
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:ʒɪv/
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

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- 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.*