Unit 10

A Complete the sentences with these words.

billboard	caption	column	degree	essence	edition	jingles
		rule	splash	time		

1 I'm not sure who it is in the photo but the _____ under it is quite amusing.
2 He writes a _____ in the Sunday paper and it's really very popular.
3 They took his favourite series off prime _____ when audience figures started to drop.
4 The chief editor is, in _____, the heart of the magazine – she keeps it alive and well.
5 He earned quite a lot writing _____ for radio programmes as well as background music for films.
6 The _____ of risk involved in being a war correspondent is predictably high.
7 You should never _____ out telling the truth as an option in journalism.
8 Someone has graffitied the _____ opposite our school, because the advert on it was sexist.
9 She says she wants to _____ out and buy a new car she has seen on television.
10 The international _____ of the Guardian online paper is a bit too US-orientated for many Europeans.

B Complete the second sentence so that it has a similar meaning to the first sentence. Use the words in bold. You may use between three and eight words.

1 He earns a large part of his income from product endorsement and advertising.
for
Product endorsement and advertising _____ of his income.
2 Supported by everyone in his home town, he won the telephone vote easily.
getting
He won the telephone vote easily thanks to everyone _____ him.
3 They want to try to persuade him to film an infomercial for their campaign.
into
They're hoping to _____ a campaign infomercial for them.
4 On planes, I always find a quick read of the inflight magazine is a pleasant way to pass the time.
flicking
I always enjoy passing the time _____ the inflight magazine.
5 They manipulate people's emotions in order to maximise the amount of money they donate.
way
They use _____ of getting people to donate more money.
6 Some people think that the price we have paid for materialism is happiness and our sense of community.
of
It is said that materialism has taken over at _____ and our sense of community.
7 He's just trying to cajole you into buying him the latest video game.
over
He wants _____ you'll buy him the latest video game.
8 Do you think materialism and greed are their main driving force, or is it fame?
by
What do you think they _____: materialism and greed or fame?

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C Choose the correct answer.

1 The day she received her _____ copies of her novel, she auctioned them for charity.
a compliment **b** complimented **c** complimenting **d** complimentary

2 We cannot _____ out buying our main rival to acquire their most popular brands.
a rule **b** splash **c** suck **d** wipe

3 The company wants to gear their new lines _____ a younger, more modern target sector.
a at **b** for **c** on **d** to

4 Can I _____ you into coming to the first night of my brother's play with me?
a endorse **b** entice **c** induce **d** pull

5 Our market _____ has actually increased since we stopped advertising in that paper.
a part **b** piece **c** sector **d** share

6 His tactics to _____ the public probably won't sway the majority.
a hype **b** lobby **c** tout **d** woo

7 Do people still use the _____ ads to sell things or do they go online?
a classified **b** market **c** professional **d** trade

8 She _____ her ideas for jingles to them this morning, and says she's hopeful.
a coaxed **b** pitched **c** pushed **d** tempted

D Circle the correct answer.

1 They congratulated **each other / themselves** enthusiastically on a very successful campaign.
2 He put quite a **few / great deal** of thought into the choice of location for the advert.
3 He has worked with a lot of agents but **no / no one** has managed to turn his career around.
4 It's impulse control that makes **a / the** teenager vulnerable to marketing, not lack of judgement.
5 Far **fewer / less** people use the word 'fewer' than ten or twenty years ago.
6 The concept is so simple that almost **anybody / somebody** could have come up with it.
7 Rock bands often split when they no longer get along with **one another / themselves** artistically.
8 **- / The** one thing I can't resist is temptation; everything else is easy.
9 There's any number of **justification / reasons** why I wouldn't use that particular product.
10 A lot of actors appeared in those commercials, but **none / no one** was as memorable as him.
11 She used a lot of data, **many / some** of which was very up-to-date, to base her theory on.
12 Before we criticise others, we should really look at **each other / ourselves** closely in the mirror.

E Complete the sentences with one word where necessary. Use – if you think no word is required.

1 His company is _____ important player in the world of advertising.
2 With the decline of the CD, musicians make much of their money from _____ merchandising, nowadays.
3 Can you think of _____ else we can use to make the room look nicer?
4 I've tried all their products, but _____ one is as bad as the next.
5 Many people think he's attractive, but they say beauty is in _____ eye of the beholder.
6 She can give you a _____ advice if you need help choosing.
7 I sincerely believe there is _____ else we can do to help. We've run out of options.
8 The company holds marketing strategy meetings on _____ Mondays.
9 Someone has left a phone in the cafeteria. _____ can pick it up from Henry's office.
10 They received a _____ of complaints about their new ad, although of the half dozen or so, most were from trolls.

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