

Unit 10

A Complete the sentences with these words.

<u>billboard</u>	<u>caption</u>	<u>column</u>	<u>degree</u>	<u>essence</u>	<u>edition</u>	<u>jingles</u>
		<u>rule</u>	<u>splash</u>	<u>time</u>		

- 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?

C Choose the correct answer.

- The day she received her _____ copies of her novel, she auctioned them for charity.
a compliment b complimented c complimenting d complimentary
- We cannot _____ out buying our main rival to acquire their most popular brands.
a rule b splash c suck d wipe
- The company wants to gear their new lines _____ a younger, more modern target sector.
a at b for c on d to
- Can I _____ you into coming to the first night of my brother's play with me?
a endorse b entice c induce d pull
- Our market _____ has actually increased since we stopped advertising in that paper.
a part b piece c sector d share
- His tactics to _____ the public probably won't sway the majority.
a hype b lobby c tout d woo
- Do people still use the _____ ads to sell things or do they go online?
a classified b market c professional d trade
- 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.

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

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