

## 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.**

- 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.