

image

1 Verb + image (how others see us)

Use the correct form of these verbs:

change	create	improve
shed	tarnish	project

1. Millions have been spent on advertising in an effort to a sexy image for the new perfume from Chanel.
2. Since winning the gold medal at the Olympic Games, his image has been by accusations of drug use which he hotly denies.
3. Many businesses hire public relations consultants to help them their image in the market place.
4. Getting a totally new hair-do is the way most women try to their image.
5. Eastbourne on the south coast of England is trying hard to the dull image the public have of it and promote itself as an attractive seaside resort.
6. Sometimes it's difficult to find out what pop idols and filmstars are really like – all you ever see is the image they on the screen.

2 Common adjective collocations

Use these adjectives to complete the sentences:

clean	new	right
public	stereotyped	staid and stuffy

1. The police in the UK are often accused of having a image of black people and other ethnic minorities.
2. I changed my hairstyle and replaced my entire wardrobe in order to create a and younger image.
3. Like most politicians, the prime minister's image is very different from the person underneath.
4. Museums are trying hard to shed their image and become more interesting and attractive to young people.
5. There is no doubt that recent events have damaged the image that the President has successfully cultivated over the years.
6. Today all political parties have to project the image if they are going to attract the female vote.

3 Verb + image (picture)

Use the correct form of these verbs:

appear	blot out	capture
conjure up	produce	project

1. Some horrific images of war were by TV crews filming on the battlefield.
2. Slowly, a blurred image began to on the screen. Man had landed on Mars.
3. I've tried to the image of my mother's sad face, but it just keeps coming back to me.
4. The Hubble telescope sharper images of stars than those of any telescope on earth.
5. For many people, the word 'tropical' images of palm trees and deserted beaches.
6. A giant image of Madonna was onto a huge screen above the stage. Her fans went wild.



"Yes, Mum, it IS a new image, but is it younger?"

Notes

1. In 1-3 'promote' is also possible.
In 1-5 'shake off' is also possible.
2. This expression means 'identical':
William is the spitting image of his father.
3. Things can be 'bad for your image':
Daly's advisers said it would be bad for his image to be photographed with the protesters.
4. Note the expression 'fit (somebody's) image of something':
Wearing jeans and no tie, Mr Jones hardly fits most people's image of a headmaster!
5. Note the expression 'part of somebody's image':
I don't need glasses – they're just part of my image.