

**Unit 7**

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| **Use the vocabulary below to create your own mind map and add more words if necessary!** | | | | | |  |
|  | **Nouns** |  | **Adjectives** |  | **Verbs & Expressions** |  |
|  | **•** adv**e**rtisement /ədˈvɜːtɪsmənt/  **• a**dvertiser /ˈædvətaɪzə/  **• a**dvertising /ˈædvətaɪzɪŋ/  **• a**rtwork /ɑːtwɜːk/  **•** b**il**lboard /ˈbɪlbɔːd/  **•** brand  **•** Br**a**ndalism  **•** cl**i**ent /ˈklaɪənt/  **•** comm**e**rcial /kəˈmɜːʃl/  **•** conf**o**rmity /kənˈfɔːmɪti/  **•** cons**u**mer /kənˈsjuːmə/  **•** c**u**stomer /ˈkʌstəmə/  **•** goal = obj**e**ctive  **• i**tems = cons**u**mer goods  **•** l**a**yout  **•** l**o**yalty /ˈlɔɪəlti/  **•** m**u**ral /ˈmjʊərəl/  **•** p**a**rody = spoof ad  **•** s**a**tire /ˈsætaɪə/  **•** st**o**rytelling  **•** t**a**rget /ˈtɑːgɪt/ |  | **• a**ccurate /ˈækjʊrət/  **•** b**oo**ming  **•** b**u**llied /ˈbʊlid/  **•** comp**e**lling /kəmˈpelɪŋ/  **•** def**e**nseless /dɪˈfenslɪs/  **•** disp**o**sable /dɪˈspəʊzəbl/  **•** dist**u**rbing  **•** effect**i**ve /ɪˈfektɪv/  **•** em**o**tive /ɪˈməʊtɪv/  **•** eng**a**ging  **• e**ye-c**a**tching  **•** impr**e**ssive  **•** ir**o**nic /aɪˈrɒnɪk/  **•** m**e**morable  **•** prov**o**cative /prəˈvɒkətɪv/  **•** re**u**sable /ˌriːˈjuːzəbl/  **•** s**a**vvy /ˈsævi/  **•** str**i**king /ˈstraɪkɪŋ/  **•** th**ou**ght-provoking  /ˈθɔːtprəvəʊkɪŋ/  **•** thr**i**ving /ˈθraɪvɪŋ/  **•** tr**u**e-to-l**i**fe |  | **•** addr**e**ss an **i**ssue /ˈɪʃuː/  **• a**dvertise /ˈædvətaɪz/  **• a**dvocate for /ˈædvəkeɪt/  **• be** hooked on sth/sb  **•** comm**u**nicate  **•** conv**ey** the **i**dea / a m**e**ssage /ˈmesɪdʒ/  **•** den**ou**nce = exp**o**se  **•** draw / catch att**e**ntion  **•** eng**a**ge  **•** enh**a**nce /ɪnˈhɑːns/  **•** feel the urge /ɜːdʒ/ to  **•** get inv**o**lved  **•** impr**o**ve /ɪmˈpruːv/  **• i**nfluence  **•** inf**o**rm /ɪnˈfɔːm/  **•** poke fun at = make fun of  **•** raise aw**a**reness/əˈweənɪs/  **•** reach /riːtʃ/  **•** rel**y** on  **•** spread a m**e**ssage  **•** take a stand  **•** urge sb to + V |  |
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