

**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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