

# SPICE UP YOUR VOCABULARY

Unit 7

Use the vocabulary below to create your own mind map and add more words if necessary!

## Nouns

- advertisement /əd'vɜ:tɪsmənt/
- advertiser /'ædvətəɪzə/
- advertising /'ædvətəɪzɪŋ/
- artwork /ɑ:twɜ:k/
- billboard /'bɪlbɔ:d/
- brand
- Brandalism
- client /'klaɪənt/
- commercial /kə'mɜ:ʃl/
- conformity /kən'fɔ:mɪti/
- consumer /kən'sju:mə/
- customer /'kʌstəmə/
- goal = objective
- items = consumer goods
- layout
- loyalty /'lɔɪəlti/
- mural /'mjʊərəl/
- parody = spoof ad
- satire /'sætəɪə/
- storytelling
- target /'tɑ:ɡɪt/

## Adjectives

- accurate /'ækjʊrət/
- booming
- bullied /'bʊlɪd/
- compelling /kəm'pelɪŋ/
- defenseless /dɪ'fenslɪs/
- disposable /dɪ'spəʊzəbl/
- disturbing
- effective /ɪ'fektɪv/
- emotive /ɪ'məʊtɪv/
- engaging
- eye-catching
- impressive
- ironic /aɪ'rɒnɪk/
- memorable
- provocative /prə'vɒkətɪv/
- reusable /,ri:'ju:zəbl/
- savvy /'sævi/
- striking /'straɪkɪŋ/
- thought-provoking /'θɔ:tpɹəvəʊkɪŋ/
- thriving /'θraɪvɪŋ/
- true-to-life

## Verbs & Expressions

- address an issue /'ɪʃu:/
- advertise /'ædvətəɪz/
- advocate for /'ædvəkət/
- be hooked on sth/sb
- communicate
- convey the idea / a message /'mesɪdʒ/
- denounce = expose
- draw / catch attention
- engage
- enhance /ɪn'hɑ:ns/
- feel the urge /ɜ:dʒ/ to
- get involved
- improve /ɪm'pru:v/
- influence
- inform /ɪn'fɔ:m/
- poke fun at = make fun of
- raise awareness /ə'weənɪs/
- reach /ri:tʃ/
- rely on
- spread a message
- take a stand
- urge sb to + V