

## 3A IT IS SAID



<b>1</b> They will launch a revolutionary new mobile phone next week.	<b>2</b> Many believe that e-books are still not as popular as printed books.
<b>3</b> The local news reported several cases of avian flu in the area.	<b>4</b> Residents accused a local cat of stealing their clothes.
<b>5</b> Many people saw a well-known celebrity dining alone in a restaurant last night.	<b>6</b> People still believe that mobile phones interfere with an airplane's equipment.
<b>7</b> They find several new animal and plant species every year.	<b>8</b> A young amateur astronomer discovered a new planet outside the Solar System.
<b>9</b> Many people often quote Einstein as saying things he never actually said.	<b>10</b> A long time ago people thought the earth was flat.
<b>11</b> Many people consider black cats a sign of bad luck.	<b>12</b> Nasa denied news that they had found water on Mars.
<b>13</b> Scientists have published proof that an asteroid wiped out the dinosaurs.	<b>14</b> Some people consider the number thirteen to be unlucky.

# 3B MEDIA MEMORY



unfairly preferring one person or group over another	to make something publicly known, especially after it has been kept secret	a piece of writing in a newspaper that gives the editor's opinion
available or belonging only to particular people, and not shared	a quality that makes a story interesting because it is about people's feelings, lives, relationships, etc.	someone or something seen a lot on television, written about in newspapers, etc.
fair or reasonable	based on facts, or making a decision that is based on facts rather than on your feelings or beliefs	information which is false or which emphasises just one part of a situation, used by a government or political group to make people agree with them
intended to interest, excite, or shock people – used to show disapproval	a statement, report, etc. that is influenced by personal opinion	passed on to other people on the internet or using mobile phones

<b>biased</b>	<b>disclose</b>	<b>editorial</b>
<b>exclusive</b>	<b>human interest</b>	<b>in the public eye</b>
<b>legitimate</b>	<b>objective</b>	<b>propaganda</b>
<b>sensational</b>	<b>subjective</b>	<b>viral</b>

# 3C SIMILAR WORDS BATTLESHIPS

## Student A

	1	2	3	4
A	method	meaning		way
B			influential	
C		consumer		event
D	activity		affection	

Write the words you hit:

- 1 People are exposed to too much information in the ..... of TV advertising.
- 2 The show attracts a regular ..... of about twenty million.
- 3 Despite their apparent differences, most advertisements have certain ..... in common.
- 4 His YouTube channel is highly ..... by internet experts.
- 5 The beautiful beaches are the island's main .....
- 6 Dealing with customer complaints is an important ..... of my work.
- 7 Outside food is not ..... in some cinemas.
- 8 Some parents do not ..... of teenagers uploading 'selfie' photos to social networks.



## Student B

	1	2	3	4
A		attraction		
B	form		audience	regarded
C	allowed	features		
D	approve		aspect	

Write the words you hit:

- 1 Their advertising is aimed at teenagers because they are the main ..... market.
- 2 The company will introduce its new smartphone at its Spring .....
- 3 No single advertising ..... is suitable for all products.
- 4 YouTubers may be more ..... on teenagers than parents or teachers.
- 5 Terms like 'vlog' have a precise ..... to people born after 2000.
- 6 Regular physical ..... is essential for office workers.
- 7 It is clear that social media greatly influences the ..... teenagers dress.
- 8 Vloggers have always had more ..... to me than TV celebrities.