

Unit 8

Unit 8 Extra practice

1 Vocabulary digital media

Unscramble the letters to make expressions to do with digital media.

1 londdaow sicum

2 stop tommsenc

3 trewi a glob

4 duloap thoops

5 cath lionne

6 weiver durctops

2 Language focus passive reporting verbs

Read the first sentence. Then choose the correct option to complete the second sentence so it has the same meaning.

1 The media reported that the football player was sold for a record £32 million.

It was reported / It had been reported that the football player had been sold for a record £32 million.

2 People believe that the new smartphone has eye-recognition technology.

It is believed / It was believed that the new smartphone has eye-recognition technology.

3 Economists know that the company has made huge profits this year.

The company is known *to have made / to make* huge profits this year.

4 Everyone expects that the results of the election will be announced tomorrow.

The results of the election *are expected / will be expected* to be announced tomorrow.

5 The governors understood that the headteacher would be leaving at the end of the term to take up a new position.

The headteacher was understood *to be leaving / to leave* at the end of term to take up a new position.

6 The mountain rescuers thought that the climbers had not followed the safety guidelines.

It was thought / It had thought that the climbers had not followed the safety guidelines

3 Idioms business buzz words

Choose the correct option to complete the sentences.

1 You don't need to be precise about costs at this stage, but I do need a *ballpark / loop* figure.

2 Marketing is simple. It's about clear messages and creativity – it's not *rocket science / a game plan*.

3 The customer gets a great product and so do we: it's a *customer focused / win-win* situation.

4 My boss wants me to work on the new campaign, but he won't insist. At the end of the *day / project*, it's my decision.

5 If we want to improve our sales strategies, we should look at *reality check / best practice* in other successful companies.

6 I'm not going to be involved in the details for this project, but please update me regularly to keep me *in / on* the loop.

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4 Language focus expressions with *no*

Complete the sentences using these expressions with *no*.

no choice but no matter what no matter where no point in no question that no way of

- 1 There's entering your password because the website's crashed.
- 2 This is a completely new marketing strategy, so there's telling what might happen.
- 3 It's impossible to find anywhere that's quiet. I sit, people are talking on their mobile phones!
- 4 There's flexibility is our unique selling point: we always try to work around our clients' demands.
- 5 He shared confidential commercial information on Facebook. Therefore the company had to sack him.
- 6 My mum loves technology; tablet I buy for her, she'll be delighted.

5 Word focus *break*

Read the definitions. Then complete the expressions with *break* using these words.

bank even habit ice in news

- 1 make neither a profit or a loss:
break
- 2 tell someone something important:
break
- 3 use up all one's money:
break the
- 4 enter a property by force:
break
- 5 stop doing something you usually do:
break the
- 6 help people relax:
break the