

# Unit 8

## Unit 8 Revision

### 1 Vocabulary digital media

Complete the expressions to do with digital media. Use verbs from box A and words from box B.

A

chat download post review upload write

B

blog comment music online photos products

- 1 If you read an article online, you can usually ..... a ..... to give your opinion about the topic.
- 2 He's a travel journalist, so he's started to ..... a ..... about his latest trips to Africa so people can read about his adventures.
- 3 It's simple to ..... you have taken onto your Facebook page – you just select 'Share'!
- 4 My daughter likes to ..... with her friends.
- 5 How often do you ..... onto your iPhone?
- 6 It's useful when people ..... online – it makes it easy to research something before you buy.

### 2 Language focus passive reporting verbs

Rewrite the sentences using passive reporting verbs.

- 1 Many employees presumed that the company would make some redundancies following the restructuring.  
It ..... some redundancies following the restructuring.
- 2 People expect the minister to announce the new budget tomorrow.  
The minister ..... the new budget tomorrow.
- 3 Fellow sportspeople have alleged that the athlete has been taking drugs.  
It ..... drugs.
- 4 The CBI announced that the company faced significant losses last year.  
It ..... significant losses last year.
- 5 The HR department advised that applicants apply before 28 April.  
Applicants ..... before 28 April.
- 6 People think that someone probably hacked into the computer system and accessed all the confidential files.  
It ..... all the confidential files.
- 7 Economists expect that the supermarket will announce its first fall in profits in 20 years.  
The supermarket ..... its first fall in profits in 20 years.

# Unit 8

## Unit 8 Revision

### 3 Idioms business buzz words

Rewrite the expressions in italics using the words in brackets to make business buzz words.

- 1 Just to make sure *we understand each other*, I'd like to check a few key points. (same)  
.....
- 2 Everyone will be happy. *It's advantageous to both sides*. (situation)  
.....
- 3 Hang on a minute – that's not going to work. We need to *take a moment to face the true facts*. (check)  
.....
- 4 That decision is for the marketing director. *Ultimately*, it's not my place to say yes or no. (day)  
.....
- 5 Success in this campaign will be down to common sense, good practice and creativity. *It's simple*. (rocket)  
.....
- 6 We don't want the same old strategies and ideas. We want people to *be imaginative* and come up with something original. (outside)  
.....
- 7 This is an important project – please keep everyone *up to date with events*. (in)  
.....
- 8 You've given me 50,000 as a *rough estimate*. I now need more definitive numbers. (figure)  
.....

### 4 Language focus expressions with *no*

Rewrite the sentences using expressions with *no* and the words in brackets.

- 1 The journey to the new office was straightforward. (difficulty)  
I had ..... the new office.
- 2 It won't work if you try to set up a business without careful research. (good)  
It's ..... without careful research.
- 3 I'm certain she won't complete her dissertation before the deadline. (hope)  
She ..... before the deadline.
- 4 We don't intend to meet the client until our marketing strategy is finalised. (intention)  
We ..... until our marketing strategy is finalised.
- 5 Even if you don't like social media, a lot of people certainly use it. (doubt)  
Even if you don't like social media, ..... use it.
- 6 I'm sorry for the confusion. We wanted a website designer, but we weren't ever going to ask Jim to do the job. (suggestion)  
I'm sorry for the confusion. We wanted a website designer, but ..... to do the job.
- 7 This strategy isn't effective and sales are down. We will have to come up with some new ideas. (alternative)  
This strategy isn't effective and sales are down. ....  
some new ideas.
- 8 Even if you really like using social media, meeting a friend for coffee is more fun! (how much)  
..... is more fun!

# Unit 8

## Unit 8 Revision

### 5 Word focus *break*

Complete the sentences using expressions with *break*. Use no more than three words in each space. Remember to use the correct form of the verb.

- 1 My friend is very sociable and finds it easy to ..... with people she doesn't know, by chatting about local sports or news, for example.
- 2 I think going to the conference will be a worthwhile experience and at 80 euros, it won't ..... !
- 3 The Managing Director had to ..... to the employees about the restructuring and subsequent job losses before it became public.
- 4 It was a long assignment, but I've finally ..... of it now. I've only got the conclusion and bibliography left to write.
- 5 My lecturer's approach to teaching really ..... in our department – it was a completely different method from anything we had done before.
- 6 The company ..... this year – we didn't make any money, but we didn't make a loss either, and hopefully we'll make a profit next year.