

| Word/Phrase                          | Part of speech     | IPA (UK)           | IPA (US)        | Definition                                                                            | Sample sentence                                                                     |
|--------------------------------------|--------------------|--------------------|-----------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <b>Dependent prepositions: verbs</b> |                    |                    |                 |                                                                                       |                                                                                     |
| adhere to                            | verb + preposition | əd'hɪə(r) tu       | əd'hɪr tu       | to obey a rule, law, agreement etc                                                    | You must strictly <b>adhere to</b> the terms of the contract.                       |
| apologize for                        | verb + preposition | ə'pɒlədʒaɪz fɔː(r) | ə'pələdʒaɪz fɔr | to tell someone that you are sorry for doing something wrong or for causing a problem | She <b>apologized for</b> arriving so late.                                         |
| argue about                          | verb + preposition | 'ɑː(r)ɡju ə'baʊt   | 'ɑːɡju ə'baʊt   | if people argue, they speak to each other in an angry way because they disagree       | They used to <b>argue about</b> who would pick up the kids.                         |
| complain about                       | verb + preposition | kəm'pleɪn ə'baʊt   |                 | to say that you are not satisfied with something                                      | What are you <b>complaining about</b> ?                                             |
| consent to                           | verb + preposition | kən'sent tu        | kən'sent tu     | to give permission to do something                                                    | The child's parents would not <b>consent to</b> the treatment.                      |
| deal with                            | verb + preposition | dɪ:l wɪð           | dɪl wɪð         | to take action to do something, especially to solve a problem                         | The government must now <b>deal with</b> the problem of high unemployment.          |
| insist on                            | verb + preposition | ɪn'sɪst ɒn         | ɪn'sɪst ən      | to say very firmly that something must happen or must be done                         | Some companies <b>insist on</b> staff undergoing regular medical checks.            |
| thank for                            | verb + preposition | θæŋk fɔː(r)        | θæŋk fɔr        | to tell someone that you are grateful for something that they have said or done       | First, I'd like to <b>thank</b> you all <b>for</b> coming here today.               |
| <b>Science</b>                       |                    |                    |                 |                                                                                       |                                                                                     |
| analysis                             | noun               | ə'næləɪsɪs         |                 | a process of studying or examining something in order to understand or explain it     | The report included an <b>analysis</b> of customer complaints.                      |
| data                                 | noun               | 'deɪtə             | 'dætə           | facts or information used for making calculations or decisions                        | We have collected <b>data</b> from over 200,000 people.                             |
| evidence                             | noun               | 'eɪvɪd(ə)ns        | 'eɪvɪdəns       | facts or signs that make you believe something is true                                | There was no <b>evidence</b> to support the claim that the product reduced anxiety. |
| researcher                           | noun               | rɪ'sɜː(r)tʃə(r)    | rɪ'sɜːrtʃər     | someone who studies something carefully to discover new information about it          | According to <b>researchers</b> in the US, nine out of ten people are at risk.      |
| theory                               | noun               | 'θiəri             |                 | one or more ideas that explain how or why something happens                           | One <b>theory</b> is that people are directly influenced by their peers.            |
| <b>Advertising</b>                   |                    |                    |                 |                                                                                       |                                                                                     |
| ad campaign                          | noun               | 'æd kæm'peɪn       |                 | a series of advertisements that share a single idea or theme                          | This poster is part of our new <b>ad campaign</b> .                                 |
| brand                                | noun               | brænd              |                 | a product or group of products that has its own name and is made by one company       | I've used the same <b>brand</b> of toothpaste for the last 40 years!                |
| consumer                             | noun               | kən'sjuːmə(r)      | kən'sumər       | someone who buys or uses goods and services                                           | She has a good understanding of what <b>consumers</b> want.                         |

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| endorse            | verb           | ɪnˈdɔː(r)s              | ɪnˈdɔrs              | to express support for someone or something, especially in public        | They hired a famous musician to <b>endorse</b> their new range.            |
| high-profile       | adjective      | haɪ ˈprəʊfaɪl           | haɪ ˈproʊfaɪl        | often seen in public, mentioned in newspapers or appearing on television | They usually feature <b>high-profile</b> celebrities in their advertising. |
| marketing strategy | noun           | ˈmɑː(r)kɪtɪŋ ˈstrætədʒi | ˈmɑrkətɪŋ ˈstrætədʒi | a plan of how to encourage people to buy a product or service            | Marcus is working on a new <b>marketing strategy</b> .                     |
| target market      | noun           | ˈtɑː(r)ɡɪt ˈmɑː(r)kɪt   | ˈtɑrgət ˈmɑrkət      | the group of people that a product or service is aimed at                | The <b>target market</b> is men over the age of 65.                        |
| trend              | noun           | trend                   |                      | a gradual development or change in a situation                           | We've seen a <b>trend</b> toward veganism in the last few years.           |