

1 Complete the text with the words in the box.

boost designer goods emulate ~~engage with~~
fanbase followers market product placement
sponsor targeting

It has been said that in order to write a successful fashion blog, you must first of all ¹ engage with your audience. It's essential to know who you are ² _____, so that you know what their tastes are and how to ³ _____ your blog. Bloggers are advised to blog regularly to build up a ⁴ _____ and have loyal ⁵ _____. Bloggers are encouraged to be original and to get a ⁶ _____ who provides them with ⁷ _____. This isn't as hard as it sounds because a successful blog can ⁸ _____ their sales. ⁹ _____ is harder to achieve as companies often aim at big productions. However, it's always good to ¹⁰ _____ those you admire where you can. Aim high and see what you can achieve.

2 Choose the correct options to complete the sentences.

- Jack denied being antisocial / *uninteresting* / *useful* at the party, he said he spoke to everyone.
- The neighbours have promised to *discomfort* / *deactivate* / *undo* the alarm until they can get it fixed.
- Lottie apologized for *disobeying* / *undoing* / *unending* me and going out even when I told her she couldn't.
- It is said that they are going to make listening to music outside *illiterate* / *irrational* / *illegal* but I don't believe it.
- These quantities are very *imprecise* / *impossible* / *immature*, do you have the exact measurements?
- They said the house was off the beaten track, but if this road is closed then it's *unreliable* / *inaccessible* / *nonexistent*.
- The children admitted they had behaved *inability* / *nonstop* / *irresponsibly* and promised not to do it again.
- It is suggested that with all the social media nowadays there is a lot of *misinformation* / *untruthful* / *nonexistent*.

3 Complete the sentences with the correct form of the words in the box.

appropriate cooperative do existent help
respectful truth use

- This actor is so quiet on social media, no wonder their fanbase is almost non-existent.
- The teacher explained that Jill was being very _____ in class and not helping others.
- She reminded me that once you have posted something on social media, you cannot _____ it.

- Mum told me that this app would be _____, but I didn't believe her until now. It's really great.
- The explorer described how he felt so _____ when he fell on the rocks that he didn't think he'd survive.
- I don't understand why he is so _____ now, he used to be very polite and kind.
- I've always encouraged my children to be _____ because lying is a bad thing. (truth)
- The manager remarked that the advertisement was _____ for the target market and he recommended we replace it.

4 Complete the conversation with the words in the box. You may need to add a prefix or a preposition to some of the words.

social clash come boost respectful
followers appropriate product placement
~~sponsor~~ helpful

- Andy:** So, how did your meeting with the ¹ sponsor go?
- Vero:** Not too bad. They were encouraged by the number of ² _____ we have online and they admitted that the ³ _____ we managed to get in that last film created a huge ⁴ _____ to sales.
- Andy:** Good. I sense they weren't totally happy though.
- Vero:** No, they weren't. Unfortunately, the director doesn't like Rick very much. She thinks he's ⁵ _____ to her because he uses her first name. She also said his last few suggestions were very ⁶ _____ because they were ⁷ _____ for the event which is aimed at children.
- Andy:** Oh. That's not good. I'm not surprised they ⁸ _____ each other though. They have very different personalities and Rick can ⁹ _____ as ¹⁰ _____ sometimes, but we both know that's because he's really quite shy.
- Vero:** Right! I'll have to have a word with him.

1

- 2 targeting
- 3 market
- 4 fanbase
- 5 followers
- 6 sponsor
- 7 designer goods
- 8 boost
- 9 Product placement
- 10 emulate

2

- 2 deactivate
- 3 disobeying
- 4 illegal
- 5 imprecise
- 6 inaccessible
- 7 irresponsibly
- 8 misinformation

3

- 2 uncooperative
- 3 undo
- 4 useful
- 5 helpless
- 6 disrespectful
- 7 truthful
- 8 inappropriate

4

- 2 followers
- 3 product placement
- 4 boost
- 5 disrespectful
- 6 unhelpful
- 7 inappropriate
- 8 clash with
- 9 come across
- 10 antisocial