

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 / *sociable* at the party, he said he spoke to everyone.
- The neighbours have promised to *discomfort* / *deactivate* the alarm until they can get it fixed.
- Lottie apologized for *disobeying* / *undoing* 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* / *illegal* but I don't believe it.
- These quantities are very *imprecise* / *impossible*, do you have the exact measurements?
- They said the house was off the beaten track, but if this road is closed then it's *inaccessible* / *nonexistent*.
- The children admitted they had behaved *inability* / *irresponsibly* and promised not to do it again.
- It is suggested that there is a lot of *misinformation* / *untruthful* on social media these days.

3 Complete the sentences with the correct form of the word in brackets.

- This actor is so quiet on social media, no wonder their fanbase is almost non-existent. (existent)
- The teacher explained that Jill was being very _____ in class and not helping others. (cooperative)
- She reminded me that once you have posted something on social media, you cannot _____ it. (do)
- Mum told me that this app would be _____, but I didn't believe her until now. It's really great. (use)
- The explorer described how he felt so _____ when he fell on the rocks that he didn't think he'd survive. (help)

- I don't understand why he is so _____ now, he used to be very polite and kind. (respectful)
- 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. (appropriate)

4 Complete the conversation with the words in the box.

antisocial clash with come across boost
disrespectful followers inappropriate
product placement sponsor unhelpful

- 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