

Name \_\_\_\_\_

# Navigate

## B1+ Wordlist Unit 12

Here is a list of useful or new words from Unit 12 of Navigate B1+ Coursebook. You can insert your own translation. Words marked with a key (O) all appear in the *Oxford 3000*.

adj = adjective  
adv = adverb

conj = conjunction  
n = noun

phr v = phrasal verb  
pl = plural

phr = phrase  
prep = preposition

pron = pronoun  
v = verb

advert <b>O</b> n /'ædvɜ:t/	_____	I think the most effective adverts are those that make people laugh.
associate <b>O</b> v /ə'səʊʃieɪt/	_____	One tip for remembering a person's name is to look at their face and associate it with the name.
billboard n /'bɪlbɔ:d/	_____	Have you seen the new advertising billboards near the cinema?
brand <b>O</b> n /brænd/	_____	She always buys the well-known brands.
bring (someone) round to phr v /brɪŋ 'raʊnd/	_____	You won't be successful in business if you can't bring people round to your way of thinking.
drawback n /'drɔ:bæk/	_____	Another drawback is the cost of production.
effective <b>O</b> adj /ɪ'fektɪv/	_____	What are the most effective adverts?
homeless adj /'həʊmləs/	_____	I saw an amazing ad to raise our awareness of the problems homeless people have.
image <b>O</b> n /'ɪmɪdʒ/	_____	I think this gives the companies a negative image.
influence <b>O</b> v /'ɪnfluəns/	_____	Funny adverts can be a good way to influence people.
logo n /'ləʊgəʊ/	_____	Each product is recognized by its own logo.
make (someone) aware of phr /meɪk (,sʌmwəm) ə'weə əv/	_____	Adverts can make people aware of social issues.
major <b>O</b> adj /'meɪdʒə(r)/	_____	What do you think are the major advantages?
memorable adj /'memərəbl/	_____	It's important to make sure our adverts are memorable.
menswear store n /'menzweə stɔ:(r)/	_____	I was in town recently in a menswear store.
moth n /mɒθ/	_____	He saw a huge cloud of moths coming towards them.
negotiator n /nɪ'gəʊʃieɪtə(r)/	_____	With this book, you will become an amazing negotiator.
news agenda n /'nju:z ə,dʒendə/	_____	France 24 online provides an alternative to the English-language dominated news agenda.
objection n /əb'dʒekʃn/	_____	This book will help you to overcome objections.
objective <b>O</b> n /əb'dʒektɪv/	_____	The main objectives of 'fast fashion' are to bring high-fashion clothes into the shops quickly and cheaply.
overcome <b>O</b> v /,əʊvə'kʌm/	_____	What do you think is the best way to overcome someone's objections to an idea?
pass a law phr /,pɑ:s ə 'lɔ:/	_____	The instructor told them that a new law had been passed.
perspective n /pə'spektɪv/	_____	The 226 Alliance Françaises and France 24 online provide news from a different perspective.
persuasion n /pə'sweɪʒn/	_____	Philip is a full-time speaker on the psychology of persuasion.
persuasive <b>O</b> adj /pə'sweɪsɪv/	_____	It's a very persuasive advert.
point of view n /,pɔɪnt əv 'vju:/	_____	It's important that you understand the other person's point of view.
poster n /'pəʊstə(r)/	_____	Please can you put this poster up to advertise the concert?
psychology n /saɪ'kɒlədʒi/	_____	Philip Hesketh is a full-time international business speaker on the psychology of persuasion.
rely on phr v /rɪ'laɪ ɒn/	_____	They don't rely on radio stations to tell them what music they should listen to any more.

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slogan *n* /'sləʊɡən/

soft power *n* /sɒft 'paʊə(r)/

stylish **Om** *adj* /'stɑɪlɪʃ/

switch off *phr v* /swɪtʃ 'ɒf/

upset **Om** *adj* /ʌp'set/

win over *phr v* /wɪn 'əʊvə(r)/

- \_\_\_\_\_ What slogans can you remember?
- \_\_\_\_\_ The Olympic Games can increase a country's soft power.
- \_\_\_\_\_ This particular model was never stylish! It's just awful.
- \_\_\_\_\_ Maybe every moth in Australia was heading for their light because all the others had been switched off!
- \_\_\_\_\_ I was really upset when I saw this advert.
- \_\_\_\_\_ This book will help you find the perfect way to win people over.