

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

Name _____

Navigate

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slogan *n* /'sləʊɡən/

What slogans can you remember?

soft power *n* /sɒft 'paʊə(r)/

The Olympic Games can increase a country's soft power.

stylish **O_{ox}** *adj* /'stɑɪlɪʃ/

This particular model was never stylish! It's just awful.

switch off *phr v* /swɪtʃ 'ɒf/

Maybe every moth in Australia was heading for their light because all the others had been switched off!

upset **O_{ox}** *adj* /ʌp'set/

I was really upset when I saw this advert.

win over *phr v* /wɪn 'əʊvə(r)/

This book will help you find the perfect way to win people over.