

**B1+ Wordlist Unit 12**

# Navigate

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 *n* /'ædvɜ:t/ \_\_\_\_\_

I think the most effective adverts are those that make people laugh.

associate O *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 O *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 O *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 O *n* /'ɪmɪdʒ/ \_\_\_\_\_

I think this gives the companies a negative image.

influence O *v* /'ɪnfluəns/ \_\_\_\_\_

Funny adverts can be a good way to influence people.

logo *n* /'ləʊɡəʊ/ \_\_\_\_\_

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 O *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* /mʊθ/ \_\_\_\_\_

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 O *n* /əb'dʒektɪv/ \_\_\_\_\_

The main objectives of 'fast fashion' are to bring high-fashion clothes into the shops quickly and cheaply.

overcome O *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 O *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.

Name \_\_\_\_\_

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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 *adj* /'stailɪʃ/

\_\_\_\_\_

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 *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.