

# StartUp 7
## Vocabulary

Unit8 – Lesson2
Page92


afaq
WHAT KINDS OF PRODUCTS DO YOU SEE CELEBRITIES PROMOTING ON SOCIAL MEDIA? DO THEY MAKE YOU WANT TO BUY THINGS?
Share in class.
5148
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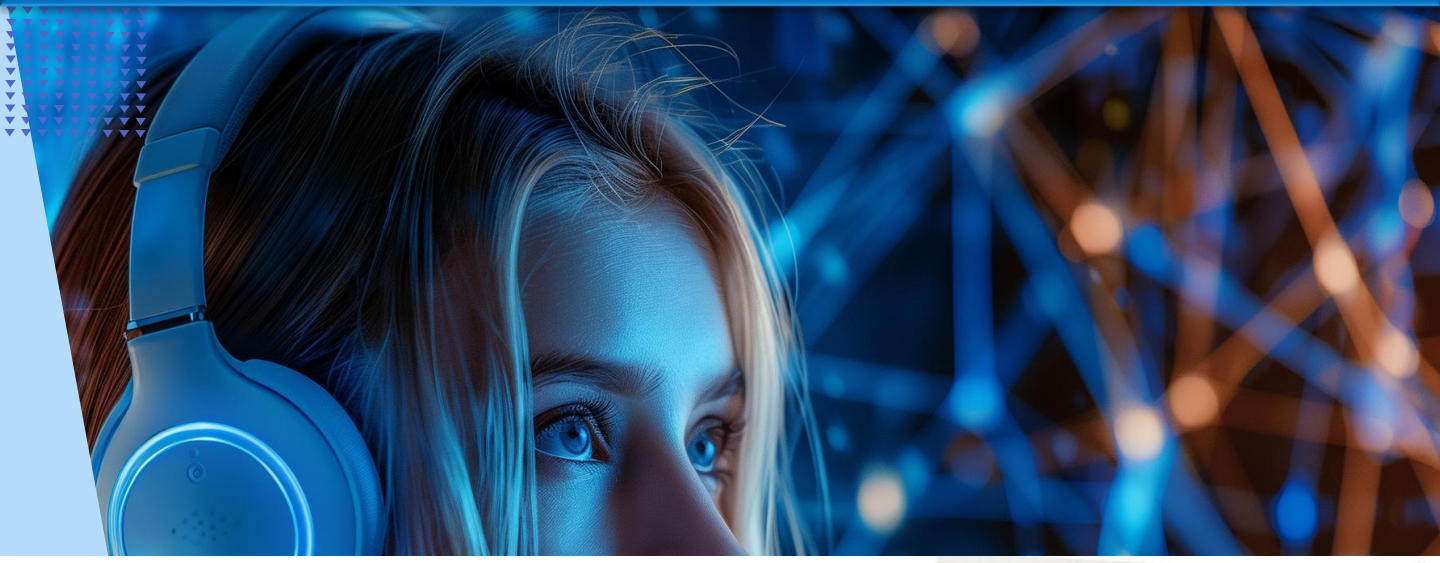
Have your Ss do the task for a couple of minutes. Then check the answers in class.

# Match the words with the definitions.

vouch for - authenticity - put off - plug - word of mouth - turn into computer-generated - an endorsement - get in on - engage

1. to become something different
2. to advertise a book, movie, idea, etc., by talking about it publicly
3. to become involved in something that other people are doing or planning
4. a statement in which you officially say that you support or approve of someone or something
5. the quality of being real or true and not a copy
6. designed or created by a computer program
7. to say that you firmly believe that something is true or good because of your knowledge
8. to arrange to do something at a later time or date, especially because there is a problem
9. information or news that someone tells you instead of you reading about it or seeing an advertisement
10. to attract someone and keep his or her interest

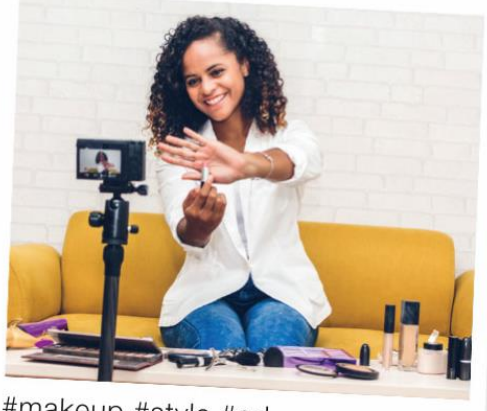
Teach the challenging words to your Ss. Then play the audio to practice the pronunciation.



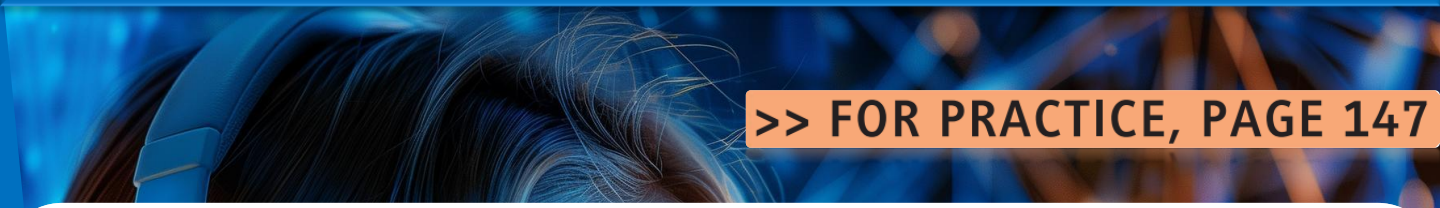
**B** ▶08-07 **VOCABULARY** Look at the words and listen to the sentences. Do you know these words?

| | | |
|---|---|---|
| vouch for | authenticity | put off |
| plug | word of mouth | turn into |
| computer-generated | an endorsement | |
| get in on | engage | |

>> FOR PRACTICE, PAGE 147 / DEFINITIONS, PAGE 163



#makeup #style #ad



>> FOR PRACTICE, PAGE 147

**VOCABULARY PRACTICE** Complete the sentences with the correct form of the words in the box.

| | | | | |
|---|---|---|---|---|
| vouch for | plug | computer-generated | get in on | authenticity |
| word of mouth | an endorsement | engage | put off | turn into |

1. You should try to _____ this deal. You'll save a lot of money!
2. We don't need to advertise. Everyone hears about us by _____ .
3. That scene doesn't look very realistic. You can tell it's _____ .
4. I'm not sure if I should believe Zoe. Can you _____ her honesty?
5. Have you thought about what you'll do to _____ the customers' interest?
6. The shoe company got an important _____ from the soccer star.
7. Gaby is hoping the lessons will _____ her _____ a great chef.
8. The customers were _____ by the unfriendly man at the front counter.
9. Oscar doesn't dress in expensive clothes, but people like his _____ .
10. Ali brought the company T-shirts to the party so that he could _____ the business.

Practise all the new words with your students. Ask and answer questions using the words.

# Talk together

vouch for - authenticity - put off - plug - word of mouth - turn into computer-generated - an endorsement - get in on - engage

Tell me a sentence with “vouch for ” about promotion.



I can vouch for this ad; it really helped increase sales.



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