

Glossary

Reading Pages 90–91

- 8.1 platform** (n) /'plætfɔ:m/
a place where you can communicate your ideas or share images and videos, etc. in public • *Is Instagram the best social media platform for sharing photos with friends?* ❖ платформа
- 8.2 app** (abbr) /æp/
abbreviation for 'application': a program on a computer or mobile phone designed to do a particular job • *My smartphone doesn't have enough memory to download any more apps.* ❖ приложение
- 8.3 blog** (n) /blɒg/
a website where somebody puts new information regularly • *If you want to read some of his new book, visit his blog.*
> blog (v), blogger (n) ❖ блог
- 8.4 e-book** (n) /i:bu:k/
a book which you read downloaded on your computer or other electronic device • *You can read e-books on your tablet.* ❖ электронная книга
- 8.5 check (sb/sth) out** (phr v) /tʃek ('sɪmbədi/ 'sɪmθɪŋ) aʊt/
to look at sb/sth to see if it is interesting or useful • *You can check out the price of hotels on this website.* ❖ проверить
- 8.6 destination** (n) /destɪ'neɪʃn/
the place where you are going • *On today's holiday programme, our destination is Brazil.* ❖ назначение
- 8.7 partly** (adv) /'pɑ:tlɪ/
not completely • *Both drivers were partly to blame for the accident.* > part (n) ❖ частично
- 8.8 printed** (adj) /,prɪntɪd/
which has been printed on paper • *I prefer to read printed books rather than those in digital form.* > print (v, n) ❖ печатный
- 8.9 beyond** (prep) /bɪ'jɒnd/
outside the limits of a subject, activity, etc. • *What he did was beyond our imagination.* ❖ за пределами
- 8.10 shot** (n) /ʃɒt/
a photo • *Using a special underwater camera, the photographer took a beautiful shot a of the shark.* > shoot (v) ❖ снимок
- 8.11 filmmaker** (n) /'fɪlm,meɪkə(r)/
sb who directs or makes films • *Jennifer Lee became a popular filmmaker with the children's film, 'Frozen'.* ❖ режиссер
- 8.12 worth** (n) /wɜ:θ/
the amount of money sth costs or can be sold for • *She bought thousands of pounds' worth of photographic equipment.* ❖ ценность
- 8.13 capture** (v) /'kæptʃə(r)/
to take (a photo or video footage) • *The photographer managed to capture the light beautifully in this image.* ❖ снимать
- 8.14 whilst** (conj) /waɪlst/
although; whereas • *Whilst most awards go to male filmmakers, there are an increasing number of women involved who deserve more attention for their efforts.* ❖ хотя
- 8.15 let's face it** (expr) /lets feɪs ɪt/
let's be honest • *Let's face it, you're terrible at singing, so you'll never win the talent contest.* ❖ взглянуть в лицо
- 8.16 -worthy** (suffix) /'wɜ:ði/
deserving or suitable • *Fans believe that the film is Oscar-worthy.* > worth (n) ❖ стоить
- 8.17 likes** (n pl) /laɪks/
comments, or one-click reactions from other users who like your posts • *I don't understand how your silly Facebook post got so many likes!* > like (v) ❖ лайк
- 8.18 book** (v) /bu:k/
to make arrangements to stay in a place, eat at a restaurant, etc. on a particular date or time • *We're going to book a holiday in Italy for summer.* > booking (n) ❖ бронировать
- 8.19 influencer** (n) /'ɪnfluənsə(r)/
sb who uses social media to affect other people's opinions or knowledge about sth • *Laura's fashion blog has made her a well-known influencer on social media.*
> influence (n, v), influential (adj) ❖ инфлюэнсер
- 8.20 promote** (v) /prə'məʊt/
to advertise • *The band made a video clip to promote their latest song.* > promotion (n) ❖ продвигать

- 8.21 nightlife** (n) /'naɪtlaɪf/
entertainment available in the evening and at night • *New York is famous for its nightlife. There's always plenty of entertainment for visitors.* ❖ ночная жизнь
- 8.22 follower** (n) /'fɒləʊə(r)/
a person who admires a particular person, sport, idea, etc. • *I write a blog on sport and I have a large number of followers.*
> follow (n, v), following (adj, n) ❖ подписчик
- 8.23 increase** (n) /'ɪŋkriːs/
a rise in number, amount or value • *There has been an increase in crime in this area.*
> increase (v), increasing (adj), increasingly (adv) ❖ увеличение
- 8.24 purchase** (v) /'pɜːtʃəs/
to buy • *They purchased a new washing machine yesterday for 400 euros.*
> purchase (n) ❖ приобретать
- 8.25 balance** (n) /'bæləns/
a fair position between two things at which both are the same level • *Panos is trying to find a balance between his work and his family life.* > balance (v), balanced (adj) ❖ баланс
- 8.26 troll** (n) /trɒl/
a creature, especially in Scandinavian stories, which looks like an ugly person • *In her favourite fairy story, a family of huge ugly trolls lived inside a huge tree.* ❖ троль
- 8.27 tongue** (n) /tʌŋ/
the soft organ inside your mouth that you use for eating and talking • *I bit my tongue while having lunch today and it really hurt.*
❖ язык
- 8.28 cliff** (n) /klɪf/
a high area of land next to the sea • *The white cliffs on the south coast of England are a spectacular sight.* ❖ скала
- 8.29 jut** (v) /dʒʌt/
to be further forward, or to stick out • *Small balconies jut out from the sides of the hotel.*
❖ выдаваться
- 8.30 double** (v) /'dʌbl/
to increase by twice the amount or number • *The city's population doubled when people moved there from the countryside to find jobs.*
> double (adj) ❖ удваивать
- 8.31 necessarily** (adv) /,nesə'serəli/
in all cases • *You don't necessarily have to be an expert to set up a website – anyone can do it by following some instructions.* > necessary (adj), necessity (n) ❖ обязательно
- 8.32 steep** (adj) /stiːp/
this describes a slope that goes up or down very quickly • *I had to get off my bicycle and push it up the steep hill.* ❖ крутой
- 8.33 inevitably** (adv) /ɪn'evɪtəbli/
not surprisingly; of course • *Inevitably, it rained for the whole day we were supposed to go hiking.* > inevitable (adj) ❖ неминуемо
- 8.34 knock-on effect** (n) /'nɒk,ɒn ɪfekt/
sth that causes other results to follow indirectly • *If you go to school when you have the flu, it will have a knock-on effect on the health of your classmates and their families.*
❖ цепная реакция
- 8.35 widen** (v) /'waɪdn/
to make sth wider; to become wider • *The river widened as it got closer to the sea.* > wide (adj), width (n) ❖ расширять
- 8.36 thus** (adv) /ðʌs/
because of this; as a result of this • *He had lost his phone. Thus, it was impossible for him to call for help.* ❖ хотя
- 8.37 litter** (n) /'lɪtə(r)/
rubbish in the street • *Please don't drop litter in the park. Put it in the bins provided.*
❖ мусор
- 8.38 bunch** (n) /bʌntʃ/
a group • *I shared the news with a bunch of friends on social media.* ❖ группа
- 8.39 edge** (n) /edʒ/
the part of sth furthest from its centre • *I wonder what there is at the edge of the universe.* ❖ край
- 8.40 footage** (n) /'fʊtɪdʒ/
a film or part of a film of sth • *Footage of the war can be seen in documentaries about those times.* ❖ кинохроника
- 8.41 recognition** (n) /rekəg'nɪʃn/
a sign of admiration or respect • *Dennis posts videos on YouTube often to gain recognition for his business.* > recognise (v) ❖ признание
- 8.42 landmark** (n) /'lændmɑːk/
an object or structure that you can see easily from far away and that helps you know your location • *The Eiffel Tower is a famous landmark that can be seen for miles in the centre of Paris.* ❖ ориентир
- 8.43 popularity** (n) /pɒpjʊ'lærəti/
the state of being liked a lot • *The singer's popularity increased with his new video, which was promoted on social media.* > popular (adj) ❖ популярность
- 8.44 issue** (n) /'ɪʃuː/
an important topic or problem that people talk about • *You should discuss these issues with your teacher.* ❖ проблема
- 8.45 alongside** (prep) /ə,ɒŋ'saɪd/
together with • *The dangers of giving personal information to strangers goes alongside the use of social media.* > alongside (adv)
❖ вместе с

Vocabulary Page 92

- 8.46 blogger** (n) /'blɒgə(r)/
sb who writes a blog • *The travel bloggers' main aim was to earn money from advertisements.* > blog (n, v) ❖ блоггер
- 8.47 camera operator** (n) /'kæmrə 'ɒpəreɪtə(r)/
sb who operates a TV camera • *John is a camera operator at a local TV station.*
❖ оператор камеры
- 8.48 host** (n) /həʊst/
sb who talks to the guests on a TV or radio show • *The talk show host announced that his special guests that day would be Lady Gaga and Kanye West.* ❖ хозяин
- 8.49 headline** (n) /'hedlaɪn/
the title of a news story • *The headline yesterday was 'Town flooded in tsunami'.*
❖ заголовок
- 8.50 journalist** (n) /'dʒɜːnəlɪst/
a person who writes news stories for newspapers and/or other media • *The journalist wrote a long article about the war.*
> journalism, journal (n) ❖ журналист
- 8.51 selfie** (n) /'selfi/
a photo that you take of yourself • *Irene's just posted another selfie on Instagram.* ❖ селфи
- 8.52 offline** (adj) /ɒf'laɪn/
not connected to the internet • *I can write emails offline and send them later when I get a WiFi connection.* > offline (adv) ❖ офлайн
- 8.53 online profile** (n) /'ɒnlaɪn 'prəʊfaɪl/
a short description that you give with details about yourself on the internet • *Don't write too much personal information on your online profile.* ❖ сетевой профиль
- 8.54 homepage** (n) /'həʊm,peɪdʒ/
the main page of information on a website
• *We hired a graphic designer to create a more attractive homepage for the company website.* ❖ главная страница
- 8.55 attachment** (n) /ə'tætʃmənt/
sth extra that you send with an email
• *Never open attachments that you receive from senders you don't know.* > attach (v), attached (adj) ❖ вложение
- 8.56 file** (n) /faɪl/
a set of data on a computer • *This file on my computer is called HW01 because it was the first homework task I did this year.* > file (v)
❖ файл
- 8.57 chat room** (n) /'tʃæt ru:m/
an area on the internet where people can write messages to each other, often on one subject
• *Before ordering goods online from a new company, I often check out chat rooms for any comments about them.* ❖ чат-комната

- 8.58 helpline** (n) /'help,laɪn/
a phone service or chat room that offers support on a particular problem • *If your bank card is lost or stolen, call the helpline immediately to report it.* ❖ телефон поддержки
- 8.59 web chat** (n) /'web tʃæt/
an area on the internet where people can write messages to discuss things with each other
• *In a web chat on the group's Facebook page, the members arranged to meet in person for a social event.* ❖ веб-чат
- 8.60 google** (v) /'guːgl/
to search for information on the internet by writing words on the Google™ search engine • *To get an idea of what something costs, just google it to compare prices online.* ❖ искать в гугле
- 8.61 search engine** (n) /sɜːtʃ 'endʒɪn/
a program that finds data from an online network • *I usually use Google as a search engine.* ❖ поисковик
- 8.62 user group** (n) /'juːzə gru:p/
a group of people who share information on the internet, usually about computers, other digital equipment, or an online service
• *In the user group chat room, I found some useful tips on how to operate my camera.*
❖ группа пользователей
- 8.63 voicemail** (n) /'vɔɪsmel/
a phone service that stores messages that you can listen to later • *When she checked her voicemail, she realised she had missed an important call from her boss.* ❖ голосовая почта
- 8.64 truthful** (adj) /'truːθfl/
telling the truth, not lies; honest • *I don't believe everyone is truthful about their date of birth on their online profiles.* > truth (n), true (adj) ❖ честный

Grammar Page 93

- 8.65 unlock** (v) /,ʌn'lɒk/
to open sth that was locked • *He's left his keys inside the house and now he can't unlock the door to get in.* ❖ открыть 🗝 Opp: lock
- 8.66 webcam** (n) /'webkæm/
a camera on a computer • *My grandparents use their webcam so we can see them when we talk on the laptop.* ❖ веб-камера

Listening Page 94

- 8.67 pleasure** (n) /'plezə(r)/
happiness, enjoyment or satisfaction
• *He gets a lot of pleasure from writing his blog.* > please (v), pleased, pleasant (adj)
❖ удовольствие
- 8.68 commute** (n) /kə'mju:t/
the journey from home to work and vice versa
• *Mum needs at least an hour for her commute to work.* > commuter (n) ❖ поездка на работу
- 8.69 estate agent** (n) /'ɪsteɪt 'eɪdʒənt/
a person whose job is to sell houses and land
• *The estate agent showed us the house.*
❖ агент по продаже недвижимости

Speaking Page 95

- 8.70 audiobook** (n) /'ɔ:diəʊbʊk/
a recording of a book being read out, which you can download or listen to online
• *She enjoys listening to audiobooks while she's travelling.* ❖ аудиокнига
- 8.71 option** (n) /'ɒpʃn/
sth you can choose to do or have
• *We have two options: stay here or go to a hotel.* > opt (v) ❖ вариант
- 8.72 TV guide** (n) /,ti:'vi: gaɪd/
a magazine or webpage with details of TV programme times on each channel
• *Let's check out the TV guide to see if there's a good film on tonight.* ❖ программа телепередач
- 8.73 content** (n) /'kɒntent/
what is included in sth
• *Before each film begins, there is a notice saying which age group the content is suitable for.* > contain (v), contents (n pl) ❖ содержание
- 8.74 recommendation** (n) /,rekəmen'deɪʃn/
a suggestion or advice about the best thing to do, buy, etc.
• *Based on his experience, he made some recommendations for improving our work.* > recommend (v) ❖ рекомендация
- 8.75 tale** (n) /teɪl/
a story
• *Grandpa told us tales about his adventures as a sailor.* ❖ история

Grammar Page 96

- 8.76 appreciate** (v) /ə'pri:ʃeɪt/
understand how good sb/sth is
• *I appreciate all your help. I couldn't have done everything by myself.* > appreciation (n), appreciative (adj) ❖ быть признательным

- 8.77 editor** (n) /'edɪtə(r)/
sb who is in charge of a newspaper or magazine
• *The editor liked the journalist's work and offered her a job at the newspaper.*
> edit (v), editorial (adj) ❖ редактор
- 8.78 artificial intelligence** (n) /ɑ:tɪfɪʃl ɪn'telɪdʒəns/
(abbreviation: AI) computer technology where computers work in a similar way to human brains
• *Artificial intelligence is used to build computers that learn while they work.*
❖ искусственный интеллект
- 8.79 audience** (n) /'ɔ:diəns/
people watching or listening to a performance or broadcast
• *At the end of the play, the audience stood up and clapped loudly.*
❖ публика
- 8.80 e-document** (n) /'i:,dɒkjumənt/
a document exchanged between people that is in digital form on a computer
• *He received his contract by email as an e-document.*
❖ электронный документ
- 8.81 filter** (n) /'fɪltə(r)/
a special effect added to a digital photo
• *Just add a filter to your profile photo if you want to make your skin look smoother.*
> filter (n) ❖ фильтр
- 8.82 viral** (adj) /'vaɪrəl/
spread quickly over the internet and seen by many people
• *Her video of the incident went viral and everyone was discussing it on social media.* ❖ вирусный

Use your English Page 97

- 8.83 catch on** (phr v) /kæʃ ɒn/
to become popular and fashionable
• *Ballroom dancing has really caught on since the TV reality show 'Dancing with the Stars' was first broadcast.* ❖ стать модным
- 8.84 catch up** (phr v) /kæʃ ʌp/
to talk with sb to share each other's news
• *I must finish some work now. Let's catch up later and have a coffee.* ❖ наверстать упущенное
- 8.85 bring over** (phr v) /brɪŋ əʊvə(r)/
to take sb/sth to a place
• *I'll bring over my camera to take your profile photo.* ❖ принести
- 8.86 bring up** (phr v) /brɪŋ ʌp/
to mention a subject
• *I'd like to bring up the subject of internet safety.* ❖ упомянуть
- 8.87 hang on** (phr v) /hæŋ ɒn/
to wait or be patient
• *I think I can help fix your laptop. Just hang on a moment while I find the right programme.* ❖ ждать

- 8.88 hang up** (phr v) /hæŋ ʌp/
to end a phone call • *Julia was so annoyed that she hung up the phone before the unknown caller could say any more.* ❖ вешать трубку
- 8.89 look up** (phr v) /lʊk ʌp/
to look for information about sth, e.g. in a dictionary, book or the internet • *You can look up words in a dictionary if you don't understand them.* ❖ искать информацию
- 8.90 look at** (phr v) /lʊk æt/
to think carefully about something in order to make a decision • *The company is looking at ways to save money and time.* ❖ рассматривать
- 8.91 call in** (phr v) /kɔ:l ɪn/
to make a short visit • *I'll call in on Grandma on my way to the shops.* ❖ заглянуть
- 8.92 call back** (phr v) /kɔl bæk/
to phone sb who has phoned you earlier • *Jerry can't come to the phone at the moment, so he'll have to call you back.* ❖ перезвонить
- 8.93 screen time** (n) /'skri:n taɪm/
the amount of time spent looking at a screen on a device • *Perhaps parents should try to limit their own screen time as an example to their children.* ❖ время за экраном
- 8.94 mistaken** (adj) /mɪ'steɪkən/
incorrect • *I thought the online profile belonged to my cousin in Canada, but I was mistaken. It was another person with the same name.* > mistake (n, v) ❖ неправильный
- 8.95 accompany** (v) /ə'kʌmpəni/
to travel with sb else • *Young children must be accompanied by their parents.* ❖ сопровождать
- 8.96 journal** (n) /'dʒɜ:nəl/
a magazine, usually on a particular subject • *I read about this rare disease in a medical journal.* ❖ журнал
- 8.97 operate** (v) /'ɒpəreɪt/
to use; to make sth work • *Please show me how to operate this camera as I don't know where to begin.* > operator, operation (n) ❖ управлять

Phrasal verbs

bring over	catch on	hang up
bring up	catch up	look at
call back	check out	look up
call in	hang on	take down

- 8.98 animal welfare** (n) /'æni:məl 'welfeə(r)/
the protection of animals to keep them healthy and safe • *The RSPCA is an animal welfare organisation in the UK which looks after lost or injured animals.* ❖ защита животных
- 8.99 hacking** (n) /'hækiŋ/
illegally accessing a computer • *Hacking is a serious problem as personal information can be stolen from your computer.* > hack (v), hacker (n) ❖ взлом компьютера
- 8.100 storyline** (n) /'sto:ri:lain/
a plot for a novel or film • *The acting was good, but the storyline itself was a bit slow and predictable.* ❖ сценарий
- 8.101 confusing** (adj) /kən'fju:ziŋ/
not clear or easy to understand • *These instructions are so confusing. What do I have to do?* > confuse (v), confusion (n), confused (adj) ❖ сбивающий с толку
- 8.102 episode** (n) /'epɪsəʊd/
a part of a story in a series on TV or radio • *I missed the final episode of that series last night. What happened in the end?* ❖ серия
- 8.103 mysteriously** (n) /mɪ'stɪəriəsli/
strangely; in a way that's hard to explain • *The computer went off mysteriously when he was about to upload his documents.* > mystery (n), mysterious (adj) ❖ таинственный
- 8.104 recommend** (v) /rekə'mend/
to suggest • *I don't recommend the book because it's so badly written and the historic facts are incorrect.* > recommendation (n) ❖ рекомендовать
- 8.105 series** (n) /'siəri:z/
a set of TV programmes • *The series 'Bewitched' from the 1970s was made into a film in 2005 with Nicole Kidman in the main role.* ❖ сериал
- 8.106 star** (v) /stɑ:(r)/
to have in the main role • *The series 'Stranger Things' stars the English actor Millie Bobby Brown in the part of Eleven.* > star (n) ❖ в роли
- 8.107 disappearance** (n) /,dɪsə'piərəns/
the fact of having disappeared • *Nobody could explain the prince's mysterious disappearance.* > disappear (v) ❖ исчезновение
✎ Opp: appearance
- 8.108 scriptwriter** (n) /'skriptwaɪtə(r)/
sb who writes the dialogues and instructions for films and plays • *Though the film was based on the book, the scriptwriter had modernised the dialogues.* ❖ сценарист

- 8.109 government** (n) /'gʌvənmənt/
a group of people elected to run a country or state • *The government decided to make new laws to reduce the number of cars in cities.*
> govern (v) ❖ правительство
- 8.110 element** (n) /'elɪmənt/
one basic part of sth • *The film location was one of its most successful elements.*
> elementary (adj) ❖ элемент 📖 Syn: aspect
- 8.111 take down** (phr v) /teɪk daʊn/
to remove sth that was written or shown on the internet • *The rude comments were taken down from Twitter after several users complained about them.* ❖ убирать

Jobs and people

audience	editor	influencer
blogger	estate agent	journalist
camera operator	filmmaker	aid worker
digital	follower	scriptwriter
humanitarian	host	

Video Page 100

- 8.112 priority** (n) /praɪ'ɒrəti/
sth that is more important than everything else and should be given attention first • *Of course your work is important, but staying healthy should be your top priority.* > prioritise (v)
❖ приоритет
- 8.113 devastating** (adj) /'devəsteɪtɪŋ/
damaging sth badly • *The devastating fire flattened the whole forest.* > devastate (v), devastation (n) ❖ разгромный
- 8.114 urgently** (adj) /'ɜːdʒəntli/
without delay • *The animal needs medical treatment urgently as it seems to be in terrible pain.* > urgency (n), urgent (adj)
❖ незамедлительно

- 8.115 visual** (adj) /'vɪʒʊəl/
which can be seen • *Do you have a visual recording of the storm on your camcorder?*
> vision (n) ❖ визуальный
- 8.116 crisis mapper** (n) /'kraɪsɪs 'mæpər/
a person whose job is to collect and analyse data during a crisis • *After the disastrous earthquake, crisis mappers helped relief organizations distribute aid to the places in most need.* ❖ кризисный менеджер
- 8.117 digital humanitarian** (n) /'dɪdʒɪtl hjuː'mænɪ'teəriən/
sb who supports charities, but only on social media • *Anyone can give 'likes' or comments on posts about people in need, but how many of these digital humanitarians are willing to go out and give practical help?*
❖ цифровой гуманитарий
- 8.118 key** (adj) /kiː/
the most important • *A strong title is a key factor in attracting the reader's attention to an article.* ❖ ключевой
- 8.119 satellite imagery** (n) /'sætələɪt 'ɪmɪdʒəri/
pictures taken from a satellite travelling in space around Earth • *The weather app uses information from satellite imagery to show wind currents.* ❖ спутниковые изображения

Online communication and media

artificial	filter	satellite imagery
intelligence	google	search engine
attachment	hacking	selfie
audiobook	headline	user group
blog	helpline	viral
chat room	homepage	visual
e-book	journal	voicemail
e-document	likes	web chat
file	platform	webcam