**8** Media matters

Glossary

Reading **Pages 90–91**

* 1. **platform** (n) /ˈplætfɔːm/

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?*

* + - platforma
  1. **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.*

* + - apka
  1. **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) ❖ blog

* 1. **e-book** (n) /iːbʊk/

a book which you read downloaded on your computer or other electronic device ● *You can read e-books on your tablet.* ❖ e-książka

* 1. **check (sb/sth) out** (phr v) /ʧek (ˈsʌmbədi/

ˈsʌmθɪŋ) 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.* ❖ sprawdzać

* 1. **destination** (n) /destɪˈneɪʃn/

the place where you are going ● *On today’s holiday programme, our destination is Brazil.*

* + - cel podróży
  1. **partly** (adv) /ˈpɑːtli/

not completely ● *Both drivers were partly to blame for the accident.* ➣ part (n)

* + - częściowo
  1. **printed** (adj) /ˌprɪntɪd/

which has been printed on paper ● *I prefer to read printed books rather than those in digital form.* ➣ print (v, n) ❖ wydrukowany

* 1. **beyond** (prep) /bɪˈjɒnd/

outside the limits of a subject, activity, etc.

* *What he did was beyond our imagination.*
  + - ponad
  1. **shot** (n) /ʃɒt/

a photo ● *Using a special underwater camera, the photographer took a beautiful shot a of the shark.* ➣ shoot (v) ❖ zdjęcie, ujęcie

* 1. **filmmaker** (n) /ˈfɪlmˌmeɪkə(r)/

sb who directs or makes films ● *Jennifer Lee became a popular filmmaker with the children’s film, 'Frozen'.* ❖ filmowiec

* 1. **worth** (n) /wɜːθ/

the amount of money sth costs or can be sold for ● *She bought thousands of pounds’ worth of photographic equipment.* ❖ wartość

* 1. **capture** (v) /ˈkæpʧə(r)/

to take (a photo or video footage) ● *The photographer managed to capture the light beautifully in this image.* ❖ uchwycić

* 1. **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*. ❖ podczas

* 1. **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.*

* + - spójrzmy prawdzie w oczy
  1. **-worthy** (suffix) /ˈwɜːði/

deserving or suitable ● *Fans believe that the film is Oscar-worthy.* ➣ worth (n)

* + - wart, godny
  1. **likes** (n pl) /lɑɪks/

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) ❖ polubienia

* 1. **book** (v) /bʊk/

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) ❖ rezerwować
  1. **influencer** (n) /ˈɪnfluənsə(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) ❖ influencer

* 1. **promote** (v) /prəˈməʊt/

to advertise ● *The band made a video clip to promote their latest song.* ➣ promotion (n)

* + - promować
  1. **nightlife** (n) /ˈnaɪtlaɪf/

entertainment available in the evening and at night ● *New York is famous for its nightlife.*

*There’s always plenty of entertainment for visitors.* ❖ życie nocne

* 1. **follower** (n) /ˈfɒləʊə(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) ❖ obserwujący

* 1. **increase** (n) /ˈɪŋkriːs/

a rise in number, amount or value ● *There has been an increase in crime in this area.*

➣ increase (v), increasing (adj), increasingly (adv) ❖ wzrost

* 1. **purchase** (v) /ˈpɜːʧəs/

to buy ● *They purchased a new washing machine yesterday for 400 euros.*

➣ purchase (n) ❖ kupować

* 1. **balance** (n) /ˈbæləns/

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)

* + - równowaga
  1. **troll** (n) /trəʊl/

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.* ❖ troll, gnom

* 1. **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.*

* + - język
  1. **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.* ❖ klif

* 1. **jut** (v) /dʒʌt/

to be further forward, or to stick out ● *Small balconies jut out from the sides of the hotel.*

* + - wystawać
  1. **double** (v) /ˈdʌbl/

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) ❖ podwajać

* 1. **necessarily** (adv) /ˌnesəˈserəli/

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) ❖ koniecznie

* 1. **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.* ❖ stromy

* 1. **inevitably** (adv) /ɪnˈevɪtəbli/

not surprisingly; of course ● *Inevitably, it rained for the whole day we were supposed to go hiking.* ➣ inevitable (adj) ❖ niechybnie, pewnie

* 1. **knock-on effect** (n) /ˈnɒkˌɒn ɪˌfekt/

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.*
  + - efekt domina
  1. **widen** (v) /ˈwaɪdn/

to make sth wider; to become wider ● *The river widened as it got closer to the sea.* ➣ wide (adj), width (n) ❖ poszerzać

* 1. **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.* ❖ dlatego też, w ten sposób

* 1. **litter** (n) /ˈlɪtə(r)/

rubbish in the street ● *Please don’t drop litter in the park. Put it in the bins provided.*

* + - śmieci
  1. **bunch** (n) /bʌnʧ/

a group ● *I shared the news with a bunch of friends on social media.* ❖ grupa

* 1. **edge** (n) /eʤ/

the part of sth furthest from its centre

* *I wonder what there is at the edge of the universe.* ❖ krawędź
  1. **footage** (n) /ˈfʊtɪʤ/

a film or part of a film of sth ● *Footage of the war can be seen in documentaries about those times.* ❖ nagranie

* 1. **recognition** (n) /rekəgˈnɪʃn/

a sign of admiration or respect ● *Dennis posts videos on YouTube often to gain recognition for his business.* ➣ recognise (v)

* + - uznanie
  1. **landmark** (n) /ˈlændmɑːk/

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.* ❖ punkt orientacyjny

* 1. **popularity** (n) /pɒpjʊˈlærəti/

the state of being liked a lot ● *The singer’s popularity increased with his new video, which was promoted on social media.* ➣ popular (adj) ❖ popularność

* 1. **issue** (n) /ˈɪʃuː/

an important topic or problem that people talk about ● *You should discuss these issues with your teacher.* ❖ kwestia

* 1. **alongside** (prep) /əˌlɒŋˈsaɪd/

together with ● *The dangers of giving personal information to strangers goes alongside the use of social media.* ➣ alongside (adv)

* + - wraz z

Vocabulary **Page 92**

* 1. **blogger** (n) /ˈblɒɡə(r)/

sb who writes a blog ● *The travel bloggers’ main aim was to earn money from advertisements.* ➣ blog (n, v) ❖ blogger

* 1. **camera operator** (n) /ˈkæmrə ˈɒpəreɪtə(r)/ sb who operates a TV camera ● *John is a camera operator at a local TV station.*
     + operator kamery
  2. **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.* ❖ prowadzący

* 1. **headline** (n) /ˈhedlaɪn/

the title of a news story ● *The headline yesterday was ‘Town flooded in tsunami’.*

* + - nagłówek
  1. **journalist** (n) /ˈdʒɜːnəlɪst/

a person who writes news stories for newspapers and/or other media ● *The journalist wrote a long article about the war.*

➣ journalism, journal (n) ❖ dziennikarz

* 1. **selfie** (n) /ˈselfi/

a photo that you take of yourself ● *Irene’s just posted another selfie on Instagram.* ❖ selfie, zdjęcie robione samemu sobie

* 1. **offline** (adj) /ˌɒfˈlaɪn/

not connected to the internet ● *I can write emails offline and send them later when I get a WiFi connection.* ➣ offline (adv) ❖ offline

* 1. **online profile** (n) /ˈɒnlaɪn ˈprəʊfaɪl/

a short description that you give with details about yourself on the internet ● *Don't write too much personal information on your online profile.* ❖ profil internetowy

* 1. **homepage** (n) /ˈhəʊmˌpeɪdʒ/

the main page of information on a website

* *We hired a graphic designer to create a more attractive homepage for the company website.* ❖ strona główna
  1. **attachment** (n) /əˈtætʃmənt/

sth extra that you send with an email

* *Never open attachments that you receive from senders you don't know.* ➣ attach (v), attached (adj) ❖ załącznik
  1. **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)

* + - plik
  1. **chat room** (n) /ˈtʃæt ruːm/

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.* ❖ czatownia, pokój rozmów
  1. **helpline** (n) /ˈhelpˌlaɪn/

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.* ❖ infolinia

* 1. **web chat** (n) /ˈweb 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.* ❖ czat internetowy
  1. **google** (v) /ˈɡuːɡl/

to search for information on the internet by writing words on the GoogleTM search engine ● *To get an idea of what something costs, just google it to compare prices online.* ❖ googlować

* 1. **search engine** (n) /sɜːʧ ˈenʤɪn/

a program that finds data from an online network ● *I usually use Google as a search engine.* ❖ wyszukiwarka internetowa

* 1. **user group** (n) /ˈjuːzə ɡruːp/

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.*
  + - grupa użytkowników
  1. **voicemail** (n) /ˈvɔɪsmeɪl/

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.* ❖ poczta głosowa

* 1. **truthful** (adj) /ˈtruːθfl/

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) ❖ prawdomówny, szczery

Grammar **Page 93**

* 1. **unlock** (v) /ˌʌnˈlɒk/

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.* ❖ otwierać, odkluczać

✎ Opp: lock

* 1. **webcam** (n) /ˈwebkæm/

a camera on a computer ● *My grandparents use their webcam so we can see them when we talk on the laptop*. ❖ kamerka internetowa

Listening **Page 94**

* 1. **pleasure** (n) /ˈpleʒə(r)/

happiness, enjoyment or satisfaction

* *He gets a lot of pleasure from writing his blog.* ➣ please (v), pleased, pleasant (adj)
  + - przyjemność
  1. **commute** (n) /kəˈmjuːt/

the journey from home to work and vice versa

* *Mum needs at least an hour for her commute to work.* ➣ commuter (n) ❖ dojazd do i z pracy
  1. **estate agent** (n) /ɪˈsteɪt ˈeɪdʒənt/

a person whose job is to sell houses and land

* *The estate agent showed us the house.*
  + - agent nieruchomości

Speaking **Page 95**

* 1. **audiobook** (n) /ˈɔːdiəʊbʊk/

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.* ❖ audiobook

* 1. **option** (n) /ˈɒpʃn/

sth you can choose to do or have ● *We have two options: stay here or go to a hotel.* ➣ opt

(v) ❖ opcja, wybór

* 1. **TV guide** (n) /ˌtiːˈviː ɡaɪd/

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.* ❖ program telewizyjny

* 1. **content** (n) /ˈkɒntent/

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) ❖ treść

* 1. **recommendation** (n) /ˌrekəmenˈdeɪʃn/

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) ❖ rekomendacja

* 1. **tale** (n) /teɪl/

a story ● *Grandpa told us tales about his adventures as a sailor.* ❖ opowieść

Grammar **Page 96**

* 1. **appreciate** (v) /əˈpriːʃɪeɪt/ understand how good sb/sth is
* *I appreciate all your help. I couldn’t have done everything by myself.* ➣ appreciation (n), appreciative (adj) ❖ doceniać
  1. **editor** (n) /ˈedɪtə(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) ❖ redaktor

* 1. **artificial intelligence** (n) /ɑːtɪˈfɪʃl ɪnˈtelɪʤəns/ (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.*
     + sztuczna inteligencja
  2. **audience** (n) /ˈɔːdɪəns/

people watching or listening to a performance or broadcast ● *At the end of the play, the audience stood up and clapped loudly.*

* + - publiczność
  1. **e-document** (n) /ˈiːˌdɒkjumənt/

a document exchanged between people that is in digital form on a computer ● *He received his contract by email as an e-document.*

* + - e-dokument
  1. **filter** (n) /ˈfɪltə(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) ❖ filtr

* 1. **viral** (adj) /ˈvaɪrəl/

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.* ❖ szybko rozprzestrzeniający się w internecie

Use your English **Page 97**

* 1. **catch on** (phr v) /kæʧ ɒn/

to become popular and fashionable ● *Ballroom dancing has really caught on since the TV reality show 'Dancing with the Stars' was first broadcast.* ❖ zyskać popularność

* 1. **catch up** (phr v) /kæʧ 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.* ❖ porozmawiać z kimś
  1. **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.* ❖ przynosić

* 1. **bring up** (phr v) /brɪŋ ʌp/

to mention a subject ● *I’d like to bring up the subject of internet safety.* ❖ poruszać

* 1. **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.* ❖ poczekać

* 1. **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.*

* + - rozłączyć się
  1. **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.* ❖ sprawdzać

* 1. **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.* ❖ rozważać

* 1. **call in** (phr v) /kɔːl ɪn/

to make a short visit ● *I’ll call in on Grandma on my way to the shops.* ❖ wstępować, wpadać

* 1. **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.*
  + - oddzwaniać
  1. **screen time** (n) /ˈskriːn 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.* ❖ czas spędzony przed ekranem

* 1. **mistaken** (adj) /mɪˈsteɪkən/

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) ❖ błędny

* 1. **accompany** (v) /əˈkʌmpəni/

to travel with sb else ● *Young children must be accompanied by their parents.*

* + - towarzyszyć
  1. **journal** (n) /ˈʤɜːnʊl/

a magazine, usually on a particular subject

* *I read about this rare disease in a medical journal.* ❖ czasopismo
  1. **operate** (v) /ˈɒpəreɪt/

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)

* + - obsługiwać

**Phrasal verbs**

bring over catch on

bring up catch up

call back check out

call in hang on

hang up look at look up take down

Writing **Pages 98–99**

* 1. **animal welfare** (n) /ˈænɪml ˈwelfeə(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.* ❖ dobrostan zwierząt

* 1. **hacking** (n) /ˈhækɪŋ/

illegally accessing a computer ● *Hacking is a serious problem as personal information can be stolen from your computer.* ➣ hack (v), hacker (n) ❖ hakowanie

* 1. **storyline** (n) /ˈstɔːrilaɪn/

a plot for a novel or film ● *The acting was good, but the storyline itself was a bit slow and predictable.* ❖ fabuła

* 1. **confusing** (adj) /kənˈfjuːzɪŋ/

not clear or easy to understand ● *These instructions are so confusing. What do I have to do?* ➣ confuse (v), confusion (n), confused (adj) ❖ zawiły

* 1. **episode** (n) /ˈepɪsəʊd/

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?* ❖ odcinek
  1. **mysteriously** (n) /mɪˈstɪəriəsli/ 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)

* + - w tajemniczy sposób
  1. **recommend** (v) /rekəˈmend/

to suggest ● *I don’t recommend the book because it's so badly written and the historic facts are incorrect.* ➣ recommendation (n)

* + - polecać, rekomendować
  1. **series** (n) /ˈsɪərɪz/

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.* ❖ serial

* 1. **star** (v) /stɑː(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)

* + - występować
  1. **disappearance** (n) /ˌdɪsəˈpɪərəns/

the fact of having disappeared ● *Nobody could explain the prince’s mysterious disappearance.*

➣ disappear (v) ❖ zaginięcie

✎ Opp: appearance

* 1. **scriptwriter** (n) /ˈskrɪptraɪtə(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.* ❖ scenarzysta

* 1. **government** (n) /ˈɡʌvənmənt/

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) ❖ rząd

* 1. **element** (n) /ˈelɪmənt/

one basic part of sth ● *The film location was one of its most successful elements.*

➣ elementary (adj) ❖ element ✎ Syn: aspect

* 1. **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.* ❖ zdjąć, usunąć

**Jobs and people**

audience blogger

camera operator digital humanitarian

editor

estate agent filmmaker follower host

influencer journalist aid worker scriptwriter

Video **Page 100**

* 1. **priority** (n) /praɪˈɒrəti/

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)

* + - priorytet, pierwszeństwo
  1. **devastating** (adj) /ˈdevəsteɪtɪŋ/

damaging sth badly ● *The devastating fire flattened the whole forest.* ➣ devastate (v), devastation (n) ❖ niszczycielski

* 1. **urgently** (adj) /ˈɜːʤəntli/

without delay ● *The animal needs medical treatment urgently as it seems to be in terrible pain.* ➣ urgency (n), urgent (adj)

* + - niezwłocznie
  1. **visual** (adj) /ˈvɪʒʊəl/

which can be seen ● *Do you have a visual recording of the storm on your camcorder?*

➣ vision (n) ❖ wzrokowy, wizualny

* 1. **crisis mapper** (n) /ˈkraɪsɪs ˈmæpər/

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.* ❖ osoba zbierająca dane w czasie kryzysu

* 1. **digital humanitarian** (n) /ˈdɪdʒɪtl hjuːˌmænɪˈteəriən/

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?*

* + - cyfrowy humanitarysta
  1. **key** (adj) /kiː/

the most important ● *A strong title is a key factor in attracting the reader’s attention to an article.* ❖ kluczowy

* 1. **satellite imagery** (n) /ˈsætəlaɪt ˈɪmɪdʒəri/ pictures taken from a satellite travelling in space around Earth ● *The weather app uses information from satellite imagery to show wind currents.* ❖ zdjęcia satelitarne

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