

## Unit 8 Media matters

### Reading

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**8.1 platform** (n) /'plætfo:m/ - platforma 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?*



**8.2 app** (abbrev) /æp/ - apka 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.*

**8.3 blog** (n) /blog/ - blog 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)

**8.4 e-book** (n) /i:buk/ - e-kniha a book which you read downloaded on your computer or other electronic device • *You can read e-books on your tablet.*

**8.5 check (sb/sth) out** (phr v) /tʃek ('sʌmbədi/ 'sʌmθɪŋ) aʊt/ - prověřit; proklepnout (někoho/něco) to look at sb/sth to see if it is interesting or useful • *You can check out the price of hotels on this website.*

**8.6 destination** (n) /destɪ'neɪʃn/ - cíl cesty the place where you are going • *On today's holiday programme, our destination is Brazil.*

**8.7 partly** (adv) /'pɑ:tli/ - částečně not completely • *Both drivers were partly to blame for the accident.* ➤ part (n)

**8.8 printed** (adj) /,prɪntɪd/ - tištěný which has been printed on paper • *I prefer to read printed books rather than those in digital form.* ➤ print (v, n)

**8.9 beyond** (prep) /bɪ'jɒnd/ - za; mimo outside the limits of a subject, activity, etc.

• *What he did was beyond our imagination.*

**8.10 shot** (n) /ʃɒt/ - záběr; snímek a photo • *Using a special underwater camera, the photographer took a beautiful shot of the shark.* ➤ shoot (v)

**8.11 filmmaker** (n) /'fɪlm,'meɪkə(r)/ - filmař; filmový tvůrce sb who directs or makes films • *Jennifer Lee became a popular filmmaker with the children's film Frozen.*

**8.12 worth** (n) /wɜ:θ/ - v hodnotě the amount of money sth costs or can be sold for • *She bought thousands of pounds' worth of photographic equipment.*

**8.13 capture** (v) /'kæptʃə(r)/ - zachytit to take (a photo or video footage) • *The photographer managed to capture the light beautifully in this image.*

**8.14 whilst** (conj) /waɪlst/ - zatímco although; whereas • *Whilst most awards go to male filmmakers, there are an increasing number of women involved who deserve more attention for their efforts.*

**8.15 let's face it** (expr) /lets 'feɪs ɪt/ - přiznejme si to let's be honest • *Let's face it, you're terrible at singing, so you'll never win the talent contest.*

**8.16 -worthy** (suffix) /'wɜ:ði/ - hodný (čeho); zasluhující (co) deserving or suitable • *Fans believe that the film is Oscar-worthy.* ➤ worth (n)

**8.17 like** (n) /laɪk/ - lajk comment, or one-click reaction from other users who like your posts • *I don't understand how your silly Facebook post got so many likes!* ➤ like (v)

**8.18 book** (v) /bʊk/ - zamluvit si; zarezervovat si 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 this summer.* ➤ booking (n)

**8.19 influencer** (n) /'ɪnfluənsə(r)/ -

influencer

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) ❖

**8.20 promote** (v) /prə'məʊt/ -

propagovat; dělat reklamu

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

**8.21 nightlife** (n) /'naɪtlaɪf/ -

noční život entertainment available in the evening and at night ● *New York is famous for its nightlife. There's always plenty of entertainment for visitors.* ❖

**8.22 follower** (n) /'fɒləʊə(r)/ - stoupenec; následovatel

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 (v), following (adj, n) ❖

**8.23 increase** (n) /'ɪŋkri:s/ - zvýšení;

nárůst

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

➤ increase (v), increasing (adj),

increasingly (adv) ❖

**8.24 purchase** (v) /'pɜ:tʃəs/ - koupit

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

purchase (n) ❖

**8.25 balance** (n) /'bæləns/ - rovnováha

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) ❖

**8.26 troll** (n) /trɒl/ - trol (mýtický tvor);

troll (v internetových diskusích apod.)

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.* ❖

**8.27 tongue** (n) /tʌŋ/ - jazyk

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.* ❖

**8.28 cliff** (n) /klɪf/ - útes; sráz

a high area of land next to the sea ● *The white cliffs on the south coast of England are a spectacular sight.* ❖

**8.29 jut** (v) /dʒʌt/ - vyčínat

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

**8.30 double** (v) /'dʌbl/ - zdvojnásobit (se)

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) ❖

**8.31 not necessarily** (adv) /,nesə'serəli/ -

ne nutně

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) ❖

**8.32 steep** (adj) /sti:p/ - prudký; strmý

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.* ❖

**8.33 inevitably** (adv) /ɪn'evɪtəbli/ -

nevyhnutelně; samozřejmě; nepřekvapivě not surprisingly; of course ● *Inevitably, it rained for the whole day we were supposed to go hiking.* ➤ inevitable (adj)

❖

**8.34 knock-on effect** (n) /'nɒk,ɒn ɪ,fekt/ -

řetězový/dominový efekt

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.* ❖

**8.35 widen** (v) /'waɪdn/ - rozšířit (se)

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

**8.36 thus** (adv) /ðʌs/ - a tak

because of this; as a result of this ● *He had*

lost his phone. Thus, it was impossible for him to call for help. ❖

**8.37 litter** (n) /'lɪtə(r)/ - (pohozené) odpadky

rubbish in the street • *Please don't drop litter in the park. Put it in the bins provided.* ❖

**8.38 bunch** (n) /bʌnʃ/ - banda; parta a group • *I shared the news with a bunch of friends on social media.* ❖

**8.39 edge** (n) /edʒ/ - okraj  
the part of sth furthest from its centre  
• *I wonder what there is at the edge of the universe.* ❖

**8.40 footage** (n) /'fʊtɪdʒ/ - záběry  
a film or part of a film of sth • *Footage of the war can be seen in documentaries about those times.* ❖

**8.41 recognition** (n) /rekəg'nɪʃn/ - rozpoznání; uznání  
a sign of admiration or respect • *Dennis posts videos on YouTube often to gain recognition for his business.* ➤ recognise (v) ❖

**8.42 landmark** (n) /'lændmɑ:k/ - výrazný/orientační bod; dominanta  
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.* ❖

**8.43 popularity** (n) /pɒpjʊ'lærəti/ - oblíbenost  
the state of being liked a lot • *The singer's popularity increased with his new video, which was promoted on social media.* ➤ popular (adj) ❖

**8.44 issue** (n) /'ɪʃu:/ - věc; téma; problém  
an important topic or problem that people talk about • *You should discuss these issues with your teacher.* ❖

**8.45 alongside** (prep) /ə,lɒŋ'saɪd/ - bok po boku s; ruku v ruce s  
together with • *The dangers of giving personal information to strangers goes*

*alongside the use of social media.* ➤ alongside (adv) ❖

## Vocabulary

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**8.46 blogger** (n) /'blɒgə(r)/ - bloger(ka)  
sb who writes a blog • *The travel blogger's main aim was to earn money from advertisements.* ➤ blog (n, v) ❖

**8.47 camera operator** (n) /'kæmərə 'ɒpəreɪtə(r)/ - kameraman  
sb who operates a TV camera • *John is a camera operator at a local TV station.* ❖

**8.48 host** (n) /həʊst/ - hostitel  
pořadatel; moderátor  
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.* ❖

**8.49 headline** (n) /'hedlaɪn/ - titulek;  
hlavní bod zpráv  
the title of a news story • *The headline yesterday was 'Town flooded in tsunami'.* ❖

**8.50 journalist** (n) /'dʒɜ:nəlɪst/ - novinář  
a person who writes news stories for newspapers and/or other media • *The journalist wrote a long article about the war.* ➤ journalism, journal (n) ❖

**8.51 selfie** (n) /'selfi/ - selfičko  
a photo that you take of yourself • *Irene's just posted another selfie on Instagram.* ❖

**8.52 offline** (adj) /,ɒf'laɪn/ - nepřipojený k internetu  
not connected to the internet • *I can write emails offline and send them later when I get a WiFi connection.* ➤ offline (adv) ❖

**8.53 online profile** (n) /'ɒnlaɪn 'prəʊfaɪl/ - internetový profil  
a short description that you give with details about yourself on the internet • *Don't write too much personal information in your online profile.* ❖

**8.54 homepage** (n) /'həʊm,peɪdʒ/ - domovská stránka  
the main page of information on a website

● *We hired a graphic designer to create a more attractive homepage for the company website.* ❖

**8.55 attachment** (n) /ə'tætʃmənt/ - příloha

sth extra that you send with an email

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

**8.56 file** (n) /faɪl/ - soubor

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) ❖

**8.57 chat room** (n) /'tʃæt ru:m/ - diskusní stránka; chatovací místnost

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.* ❖

**8.58 helpline** (n) /'help,lain/ - zákaznická linka

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.* ❖

**8.59 web chat** (n) /'web tʃæt/ - chatování na internetu

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.* ❖

**8.60 google** (v) /'gu:gl/ - (vy)googlit 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.* ❖

**8.61 search engine** (n) /sɜ:tʃ 'endʒɪn/ - internetový vyhledávač

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

**8.62 user group** (n) /'ju:zə gru:p/ - uživatelská skupina

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.* ❖

**8.63 voicemail** (n) /'vɔɪsmel/ - záznamník 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.* ❖

**8.64 truthful** (adj) /'tru:θfl/ -

pravdomluvný; pravdivý

telling the truth, not lies; honest ● *I don't believe everyone is truthful about their date of birth in their online profiles.* ➤

truth (n), true (adj) ❖

Grammar

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**8.65 unlock** (v) /,ʌn'lɒk/ - odemknout 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.* ❖ 🔑 Opp: lock

**8.66 webcam** (n) /'webkæm/ - webkamera

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

Listening

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**8.67 pleasure** (n) /'pleʒə(r)/ - potěšení happiness, enjoyment or satisfaction ● *He gets a lot of pleasure from writing his blog.* ➤ please (v), pleased, pleasant (adj) ❖

**8.68 commute** (n) /kə'mju:t/ - dojíždět do práce

the journey from home to work and vice versa ● *Mum needs at least an hour for her commute to work.* ➤ commuter (n) ❖

**8.69 estate agent** (n) /ɪ'steɪt 'eɪdʒənt/ - realitní makléř

a person whose job is to sell houses and land • *The estate agent showed us the house.* ❖

## Speaking

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**8.70 audiobook** (n) /'ɔ:diəʊbʊk/ - audiokniha

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.* ❖

**8.71 option** (n) /'ɒpʃn/ - možnost

sth you can choose to do or have • *We have two options: stay here or go to a hotel.* ➤ opt (v), optional (adj) ❖

**8.72 TV guide** (n) /,ti:'vi:gaid/ - časopis s přehledem televizních pořadů  
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.* ❖

**8.73 content** (n) /'kɒntent/ - obsah; náplň  
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) ❖

**8.74 recommendation** (n) /,rekəmen'deɪʃn/ - doporučení  
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) ❖

**8.75 tale** (n) /teɪl/ - příběh  
a story • *Grandpa told us tales about his adventures as a sailor.* ❖

## Grammar

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

**8.77 editor** (n) /'edɪtə(r)/ - redaktor

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) ❖

**8.78 artificial intelligence** (n) /ɑ:ti'fɪʃl ɪn'telɪdʒəns/ - umělá inteligence  
(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.* ❖

**8.79 audience** (n) /'ɔ:diəns/ - obecenstvo; diváci  
people watching or listening to a performance or broadcast • *At the end of the play, the audience stood up and clapped loudly.* ❖

**8.80 e-document** (n) /'i:,dɒkjumənt/ - dokument v elektronické podobě  
a document exchanged between people that is in digital form on a computer • *He received his contract by email as an e-document.* ❖

**8.81 filter** (n) /'fɪltə(r)/ - filtr  
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) ❖

**8.82 viral** (adj) /'vaɪrəl/ - virální  
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.* ❖

## Use your English

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**8.83 catch on** (phr v) /kætʃ ɒn/ - chytit se; stát se populárním  
to become popular and fashionable • *Ballroom dancing has really caught on since the TV reality show 'Dancing with the Stars' was first broadcast.* ❖

**8.84 catch up** (phr v) /kætʃ ʌp/ - dohnat; popovídat si  
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.* ❖

**8.85 bring over** (phr v) /brɪŋ əʊvə(r)/ - přivést s sebou

to take sb/sth to a place • *I'll bring over my camera to take your profile photo.* ❖

**8.86 bring up** (phr v) /brɪŋ ʌp/ - nadnést (téma)

to mention a subject • *I'd like to bring up the subject of internet safety.* ❖

**8.87 hang on** (phr v) /hæŋ ɒn/ - vydržet; počkat

to wait or be patient • *I think I can help fix your laptop. Just hang on a moment while I find the right programme.* ❖

**8.88 hang up** (phr v) /hæŋ ʌp/ - zavěsit  
to end a phone call • *Julia was so annoyed that she hung up the phone before the unknown caller could say any more.* ❖

**8.89 look up** (phr v) /lʊk ʌp/ - vyhledat  
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.* ❖

**8.90 look at** (phr v) /lʊk æt/ - zabývat se  
to think carefully about something in order to make a decision • *The company is looking at ways to save money and time.* ❖

**8.91 call in** (phr v) /kɔ:l ɪn/ - zastavit se (u)  
to make a short visit • *I'll call in on Grandma on my way to the shops.* ❖

**8.92 call back** (phr v) /kɔl bæk/ - zavolat nazpátek

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.* ❖

**8.93 screen time** (n) /'skri:n taɪm/ - čas strávený u obrazovky; čas věnovaný tématu v televizi

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.* ❖

**8.94 be mistaken** (phr) /mɪ'steɪkən/ - mýlit se

be 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) ❖

**8.95 accompany** (v) /ə'kʌmpəni/ - doprovázet

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

**8.96 journal** (n) /'dʒɜ:nl/ - deník; (odborný) časopis

a magazine, usually on a particular subject  
• *I read about this rare disease in a medical journal.* ❖

**8.97 operate** (v) /'ɒpəreɪt/ - obsluhovat  
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) ❖

## Writing

### Pages 98–99

**8.98 animal welfare** (n) /'æni:məl 'welfeə(r)/ - ochrana a péče o zvířata  
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.* ❖

**8.99 hacking** (n) /'hækɪŋ/ - hackování  
illegally accessing a computer • *Hacking is a serious problem as personal information can be stolen from your computer.* ➤ hack (v), hacker (n) ❖

**8.100 storyline** (n) /'sto:rilajnz/ - hlavní zápletka  
a plot for a novel or film • *The acting was good, but the storyline itself was a bit slow and predictable.* ❖

**8.101 confusing** (adj) /kən'fju:zɪŋ/ - matoucí  
not clear or easy to understand • *These instructions are so confusing. What do I have to do?* ➤ confuse (v), confusion (n), confused (adj) ❖

**8.102 episode** (n) /'epɪsəʊd/ - díl  
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?* ❖

**8.103 mysteriously** (n) /mɪ'stɪəriəsli/ - záhadně  
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) ❖

**8.104 recommend** (v) /rekə'mend/ - doporučit  
to suggest ● *I don't recommend the book because it's so badly written and the historical facts are incorrect.* ➤ recommendation (n) ❖

**8.105 series** (n) /'sɪəri:z/ - seriál  
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.* ❖

**8.106 star** (v) /sta:(r)/ - hrát v hlavní roli  
to have in the main role ● *The series Stranger Things stars the English actress Millie Bobby Brown in the role of Eleven.* ➤ star (n) ❖

**8.107 disappearance** (n) /,dɪsə'piərəns/ - zmizení  
the fact of having disappeared ● *Nobody could explain the prince's mysterious disappearance.* ➤ disappear (v) ❖ ✎  
Opp: appearance

**8.108 scriptwriter** (n) /'skriptraɪtə(r)/ - scénárista  
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.* ❖

**8.109 government** (n) /'gʌvənmənt/ - vláda  
a group of people elected to run a country or state ● *The government decided to pass new laws to reduce the number of cars in cities.* ➤ govern (v) ❖

**8.110 element** (n) /'elɪmənt/ - prvek  
one basic part of sth ● *The film location was one of its most successful elements.* ➤ elementary (adj) ❖ ✎ Syn: aspect

**8.111 take down** (phr v) /teɪk daʊn/ - smazat; odstranit  
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.* ❖

Video

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**8.112 priority** (n) /praɪ'ɔrəti/ - prioritá  
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) ❖

**8.113 devastating** (adj) /'devəsteɪtɪŋ/ - pustošivý; šokující  
damaging sth badly ● *The devastating fire raged through the whole forest.* ➤ devastate (v), devastation (n) ❖

**8.114 urgently** (adj) /'ɜ:dʒəntli/ - naléhavě  
without delay ● *The animal needs medical treatment urgently as it seems to be in terrible pain.* ➤ urgency (n), urgent (adj) ❖

**8.115 visual** (adj) /'vɪʒʊəl/ - vizuální  
which can be seen ● *Satellites deliver a huge amount of visual data for weather forecasting.* ➤ vision (n) ❖

**8.116 crisis mapper** (n) /'kraɪsɪs 'mæpər/ - krizový analytik  
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.* ❖

**8.117 digital humanitarian** (n) /'dɪdʒɪtl hju:mæni'teəriən/ - internetový lidumil  
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?* ❖

**8.118 key** (adj) /ki:/ - klíčový

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

**8.119 satellite imagery** (n) /'sætəlaɪt

'ɪmɪdʒəri/ - satelitní snímky

pictures taken from a satellite travelling in space around Earth • *The weather app*

*uses information from satellite imagery to show wind currents.* ❖