**UNIT 8 Social Media**

**Vocabulary**

* **Vital** adjectiveUK /ˈvaɪ.təl/ US /ˈvaɪ.t̬əl/vital adjective (***IMPORTANT***)

***necessary for the success or continued existence of something; extremely important:***

*A strong opposition is vital to a healthy democracy.*

*She had found out some information of vital importance.*

*The kidney plays a vital role/part in the removal of waste products from the blood.*

* **Tweens** noun [ plural UK /twiːnz/ US

***a child between the ages of around 9 and 12:***

*Tweens are more interested in having fun so we have changed our advertising accordingly.*

* **build-up** noun [ C usually singular ] UK /ˈbɪld.ʌp/ US /ˈbɪld.ʌp/ build-up noun [C usually singular] (INCREASE)

***an increase, especially one that is gradual:***

*The build-up of troops in the region makes war seem more likely.*

* **come/follow hard/hot on the heels of sth**

***to happen very soon after something:***

*For Walter, disaster followed hard on the heels of his initial success.*

* **Unprecedented** adjective UK /ʌnˈpres.ɪ.den.tɪd/ US /ʌnˈpres.ə.den.t̬ɪd/

***never having happened or existed in the past:***

*This century has witnessed environmental destruction on an unprecedented scale.*

* **meteoric** adjective (VERY FAST)

***used to describe something that develops very fast and attracts a lot of attention:***

*The group had a meteoric rise to fame in the 70s.*

*Her political career has been meteoric.*

* **vicious circle** noun [ S ] UK /ˌvɪʃ.əs ˈsɜː.kəl/ US /ˌvɪʃ.əs ˈsɝː.kəl/

***a continuing unpleasant situation, created when one problem causes another problem that then makes the first problem worse:***

*Many people get caught/trapped in a vicious circle of dieting and weight gain.*

* **Likelihood** noun [ U ] UK /ˈlaɪ.kli.hʊd/ US /ˈlaɪ.kli.hʊd/

***the chance that something will happen:***

*This latest dispute greatly increases the likelihood of a strike.*

*[ + that ] There is every likelihood that more jobs will be lost later this year.*

*There is little likelihood now that interest rates will come down further.*

* **Slumber** noun [ C or U ] literary UK /ˈslʌm.bər/ US /ˈslʌm.bɚ/

***sleep:***

*I fell into a gentle slumber.*

*I didn't want to rouse you from your slumbers.*

*figurative Sharp cuts in interest rates have failed to bring the economy out of its slumber.*

* **Inhibit** verb [ T ] UK /ɪnˈhɪb.ɪt/ US /ɪnˈhɪb.ɪt/

***to prevent someone from doing something by making them feel nervous or embarrassed :***

*Some workers were inhibited (from speaking) by the presence of their managers.*

***to slow down a process or the growth of something:***

*This drug inhibits the growth of tumours.*

* **Emit** verb [ T ] UK /iˈmɪt/ US /iˈmɪt/ -tt-

***to send out a beam, noise, smell, or gas:***

*The alarm emits infrared rays which are used to detect any intruder.*

*The machine emits a high-pitched sound when you press the button.*

* **Melatonin** noun [ U ] CHEMISTRY, BIOLOGY specializedUK /mel.əˈtəʊ.nɪn/ US /mel.əˈtoʊ.nɪn/

***a hormone in the body that produces changes in skin colour and is involved in controlling biorhythms such as our sleep pattern***

* **nod off** — phrasal verb with nod verb [ I or T ] UK /nɒd/ US /nɑːd/ -dd- informal

***to begin sleeping, especially not intentionally:***

*After our busy day, we both sat and nodded off in front of the TV.*

* **Allure** noun [ U ] UK /əˈljʊər/ /əˈlʊər/ US /əˈlʊr/

***the quality of being attractive, interesting, or exciting:***

*the allure of working in television*

*sexual allure*

* **merry-go-round** noun [ C ] UK /ˈmer.i.ɡəʊˌraʊnd/ US /ˈmer.i.ɡoʊˌraʊnd/

**merry-go-round** noun [C] (FOR CHILDREN) (UK also roundabout); (US also **carousel**)

***a large machine at a fair that turns round and has wooden or plastic animals or vehicles on which children ride:***

*The girls wanted the merry-go-round to go faster.*

* **Deprivation** noun [ C or U ] UK /ˌdep.rɪˈveɪ.ʃən/ US /ˌdep.rəˈveɪ.ʃən/

***a situation in which you do not have things or conditions that are usually considered necessary for a pleasant life:***

*They used sleep deprivation as a form of torture.*

*There is awful deprivation in the shanty towns.*

*There were food shortages and other deprivations during the Civil War.*

* **side effect** noun [ C ] (also side-effect) UK /ˈsaɪd ɪˌfekt/ US /ˈsaɪd ɪˌfekt/

***an unpleasant effect of a drug, medical treatment, or vaccine (= a substance put into a person's body to stop them getting a disease) that happens in addition to the main intended effect:***

*Does this drug have any side effects?*

*Chemotherapy can have some very unpleasant side-effects.*

* **Obesity** noun [ U ] UK /əʊˈbiː.sə.ti/ US /oʊˈbiː.sə.t̬i/

***the fact of being extremely fat, in a way that is dangerous for health:***

*The National Institute of Health is discussing ways of tackling the problem of childhood obesity.*

*A diet that is high in fat and sugar can lead to obesity.*

* **Diabetes** noun [ U ] UK /ˌdaɪ.əˈbiː.tiːz/ US /ˌdaɪ.əˈbiː.t̬əs/

***a disease in which the body cannot control the level of sugar in the blood***

* **Adversely** adverb UK /ˈæd.vɜːs.li/ /ədˈvɜːs.li/ US /ædˈvɝːs.li/

***in a way that has a negative or harmful effect:***

*A lot of companies have been adversely affected by the recession.*

* **Adolescence** noun [ U ] UK /ˌæd.əˈles.əns/ US /ˌæd.əˈles.əns/

***the period of time in a person's life when they are developing into an adult:***

*She had a troubled adolescence.*

*yet another novel about the joys and sorrows of adolescence*

* **Exacerbate** verb [ T ] UK /ɪɡˈzæs.ə.beɪt/ US /ɪɡˈzæs.ɚ.beɪt/

***to make something that is already bad even worse:***

*This attack will exacerbate the already tense relations between the two communities.*

* **Drab** adjective disapproving UK /dræb/ US /dræb/ drabber | drabbest

***boring, especially in appearance; having little colour and excitement:***

*She walked through the city centre with its drab, grey buildings and felt depressed.*

*I feel so drab in this grey uniform.*

* **keep up** — phrasal verb with keep verb UK /kiːp/ US /kiːp/kept | kept

***to be able to understand or deal with something that is happening or changing very fast:***

*I read the papers to keep up with what's happening in the outside world.*

* **Moderation** noun [ U ] UK /ˌmɒd.ərˈeɪ.ʃən/ US /ˌmɑː.dəˈreɪ.ʃən/moderation noun [U] (REASONABLE LIMITS)

***the quality of doing something within reasonable limits:***

*You can eat whatever you want as long as it's in moderation.*

*All parties will have to show great moderation during these very difficult negotiations.*

* **ring-fence** verb [ T ] UK (also ring fence) UK /ˈrɪŋˌfens/ US /ˈrɪŋˌfens/

***to make sure that a sum of money is protected and only used for a particular purpose; to protect a particular area of spending so that there is no reduction in the amount spent on it:***

*Over £500 million was ring-fenced for improvements to the transport system.*

*The following ring-fenced areas account for around 46 percent of total departmental spending.*

* **buffer zone** noun [ C ] UK /ˈbʌf.ə ˌzəʊn/ US /ˈbʌf.ɚ ˌzoʊn/

***an area intended to separate two armies that are fighting***

* **buffer** verb UK /ˈbʌf.ər/ US /ˈbʌf.ɚ/ buffer verb (PROVIDE PROTECTION)

***to provide protection against harm***

* **puberty** noun [ U ] UK /ˈpjuː.bə.ti/ US /ˈpjuː.bɚ.t̬i/

***the stage in people's lives when they develop from a child into an adult because of changes in their body that make them able to have children:***

*At puberty, pubic hair develops and girls begin to menstruate.*

* **Allocate** verb [ T ] UK /ˈæl.ə.keɪt/ US /ˈæl.ə.keɪt/

***to give something to someone as their share of a total amount, to use in a particular way:***

*The government is allocating £10 million for health education.*

*[ + two objects ] As project leader, you will have to allocate people jobs/allocate jobs to people.*

*It is not the job of the investigating committee to allocate blame for the disaster/to allocate blame to individuals.*

* **self-esteem** noun [ U ] UK /ˌself.ɪˈstiːm/ US /ˌself.ɪˈstiːm/

***belief and confidence in your own ability and value:***

*The compliments she received after the presentation boosted her self-esteem.*

*She suffers from low self-esteem and it prevents her from pursuing her goals.*

* **Invincible** adjective UK /ɪnˈvɪn.sə.bəl/ US /ɪnˈvɪn.sə.bəl/

***impossible to defeat or prevent from doing what is intended:***

*Last year the company seemed/looked invincible but in recent weeks has begun to have problems.*

* **Avid** adjective UK /ˈæv.ɪd/ US /ˈæv.ɪd/

***extremely eager or interested:***

*an avid football fan*

*an avid supporter of the arts*

*He took an avid interest in the project.*

* **Augment** verb [ T ] formal UK /ɔːɡˈment/ US /ɑːɡˈment/

***to increase the size or value of something by adding something to it:***

*He would have to find work to augment his income.*

* **Tweak** verb [ T ] UK /twiːk/ US /twiːk/ tweak verb [T] (CHANGE SLIGHTLY)

***to change something slightly, especially in order to make it more correct, effective, or suitable:***

*The software is pretty much there - it just needs a little tweaking.*

*You just need to tweak the last paragraph and then it's done.*

* **Erode** verb [ I or T ] UK /ɪˈrəʊd/ US

***to slowly reduce or destroy something, or to be slowly reduced or destroyed:***

*erode value/profits/margins Sudden movements in exchange and interest rates can erode profit margins.*

*erode confidence/support*

*The retail industry is struggling with eroding consumer confidence and a weakening sales trend.*

* **Misguided** adjective UK /ˌmɪsˈɡaɪ.dɪd/ US /ˌmɪsˈɡaɪ.dɪd/

***unreasonable or unsuitable because of being based on bad judgment or on wrong information or beliefs:***

*He was shot as he made a misguided attempt to stop the robbers single-handed.*

*The company blamed its disappointing performance on a misguided business plan.*

* **ease up** — phrasal verb with ease verb [ I/T ] US /iz/ (STOP)

***to gradually stop or become less:***

*At last the rain began to ease up.*