

## 7 Worksheet on Vocabulary: Synonyms – Answer Key

“It seemed like such a good idea at the time”, from Düwel/Grün, *The Media*, Viewfinder Topics (München: Langenscheidt, 2011), pp. 62f.

### B SYNONYMS

Find synonyms or synonymous expressions for the underlined words. Do not change the meaning of the sentences.

Celebrities are a crucial part of the workforce. (ll. 4f.)  
Stars/ VIPs are an important/ decisive part of the labour force.

And, like any new sector, the whole head-hunting side of celebrity things is distinctly amateurish. (ll. 20 ff.)  
Plus, like in any new sector, the whole head-hunting side of celebrity things is distinctly unprofessional.

Advertising is at the core of the celebrity business axis. (ll. 24f.)  
Advertising is at the heart/ center of the celebrity business axis.

Hamish Pringle, director general of the IPA, the advertising industry's trade association, describes exactly what happens in his new book, *Celebrity Sells*. (ll. 25 ff.)  
Hamish Pringle, director general of the IPA, the advertising industry's trade association, describes precisely what's going on in his new book, *Celebrity Sells*. (ll. 25 ff.)

The next round of research shows ad awareness going through the roof. (ll. 36 ff.)  
The next round of study shows ad awareness going up the wall/hitting the ceiling.

Take Bobby Robson, for instance. (l. 47)  
Take Bobby Robson, for example.

Robson, the cornerstone of Barclays' vastly expensive new football sponsorship campaign, has just been sacked as manager of Newcastle United.  
Robson, the cornerstone of Barclays' immensely pricy new football sponsorship campaign, has just been fired as manager of Newcastle United.

## C ANTONYMS

Find antonyms for the underlined words. Check the text in your book for the answers (see II. 52 ff.).

What does Barclays do with its spectacular new commercial, which shows a whole football crowd computer tricked up with Bobby Robson heads? Celebrities can be wrong for the role: Pringle cites Joan Collins as an unlikely customer for the Bristol and West building society - and they can go wrong in the role. Pepsi dropped Michael Jackson when the child molester charges surfaced. O J Simpson lost his contract with Hertz in 1994 when he was accused of murder - and he didn't get it back when he was acquitted.

Obviously celebrity spokesmen shouldn't break big laws. But it's a harder call when they break a little one - speeding or secondary drugs - or when they act out of character. Take David Beckham. We used to think of him as a kind of Forrest Gump - beautiful, brilliant at his job but wonderfully dumb and loyal. The Rebecca Loos affair implied he wasn't like that at all. But did it matter for Police sunglasses or his new Gillette contract? Arguably it made him sexier and more interesting. But for M&S, the family store, and their boyswear, it's different. Whatever the thinking, Beckham's out of there.

Celebrities aren't fantastically loyal types. If you don't tie them down legally you find they're working all over the place, to max their income while they're hot. Linda Barker has been in heavy rotation for the last couple of years for DFS and Currys and the public gets confused. And there was a time when Joanna Lumley seemed to be in everything (she's currently in the Privilege Insurance commercials - "If you're really posh ...").

Or they can say and do rather disloyal things. Paul Kaye - "Dennis Pennis" - said he bitterly regretted appearing in a Woolworths Christmas campaign - and he said it in a thoroughly modern dirty-words way. Lots of forgetful darlings made it clear rather publicly that they didn't use the products they'd endorsed: Britney drank Coke while Pepsi was paying her millions, Jamie Oliver admitted his restaurant wasn't supplied by Sainsbury's, Tiger Woods turned from his Nike equipment back to his original brand when his performance dipped.

*(Daniela Pröls)*