

## 8 The Media – Rhetoric Helpful Vocabulary

Texts: Topic *Advertising*, from: Düwel/von der Grün, *The Media*, Viewfinder Topics New Edition plus (München: Langenscheidt, 2011), pp. 50ff.

### B DESCRIBING A PICTURE

#### IN AN ADVERTISING AGENCY

##### Picture Number ONE

###### Helpful vocabulary:

Plakatwand/ Anschlagwand	hoarding (BE), billboard (AE)
Übergewicht	overweight
Muskelshirt/ Unterhemd	tank top, muscle shirt (coll.)
verschwitz	sweaty, soaked with sweat

##### Picture Number TWO

###### Helpful vocabulary:

Einkaufstasche	shopping bag
Griff/ Henkel	handle
Gewichte	bars, weights, handle weights

##### Picture Number THREE

###### Helpful vocabulary:

öffentliches Verkehrsmittel	public transport, public means of transport
Gewichte	bars, weights, handle weights
die Gewichte locker heben	lift the weights easily
schelmisch lachen	to laugh mischievously

(Daniela Pröls)