

7 Worksheet on Vocabulary: Synonyms

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

A SYNONYMS AND ANTONYMS

Why learn them?

Learning synonyms (same meaning) and antonyms (opposite meaning) should be a part of your vocabulary work because they increase the number of words you can use.

Funny fact!

Paul Dickson, a consulting editor and lexicographer at Merriam-Webster, holds the record for collecting the most synonyms for any term in the English language. He made the Guinness Book of World Records with 2,231 terms meaning “drunk” (e.g. tipsy, boozed, canned, crocked, blitzed, on the sauce, whazood, or Boris Yelsinned (source: Paul Dickson, *Drunk: The Definitive Drinker's Dictionary*).

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.)

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

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

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.)

The next round of research shows ad awareness going through the roof. (ll. 36 ff.)

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

Robson, the cornerstone of Barclays' vastly expensive new football sponsorship campaign, has just been sacked as manager of Newcastle United. (ll. 48 ff.)

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 unimpressive new commercial, which shows a whole football crowd computer tricked up with Bobby Robson heads? Celebrities can be right for the role: Pringle cites Joan Collins as a plausible customer for the Bristol and West building society - and they can go wrong in the role. Pepsi dropped Michael Jackson when the adult molester charges surfaced. O J Simpson won his contract with Hertz in 1994 when he was accused of murder - and he didn't get it back when he was convicted.

Obviously celebrity spokesmen shouldn't break minor 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 - ugly, brilliant at his job but wonderfully dumb and unfaithful. 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 bland. But for M&S, the family store, and their boyswear, it's the same. Whatever the thinking, Beckham's out of there.

Celebrities aren't fantastically loyal types. If you don't commit them 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 nothing (she's currently in the Privilege Insurance commercials - "If you're really posh ...").

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

(Daniela Pröls)