

## UNIT 8

Student's Book page 99

### EXERCISE 1

1 A            2 F            3 C            4 B            5 D            6 E

### EXERCISE 2

1 adverts      2 brand      3 buyers      4 reviews      5 influenced      6 logo

Page 100

### EXERCISE 1

Influencers make videos while they talk about products, and then share them on social media to promote products.

### EXERCISE 3

1 UGC            2 UGC            3 N            4 I            5 I            6 N

### EXERCISE 4

1 followers      2 personalised      3 campaign      4 block      5 sponsored