

## UNIT 6

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### Unit 6, Listening 1: Marketing Strategy

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**blogger:** *noun* a person who writes a personal record online that says what they do and what they think

**celebrity:** *noun* a famous person

**identify:** *verb* to say or know what something is

**influence:** *verb* to change the way that someone thinks

**leader:** *noun* a person who controls a group of people

**marketer:** *noun* someone who helps companies sell something using advertisements

### Unit 6, Listening 2: The Power of a Crowd

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**Black Friday:** *noun* in the U.S., the day after Thanksgiving Day, when stores hold big sales

**current:** *noun* water that is moving quickly

**protest:** *noun* an action that shows publicly that you do not like or approve of something

**unpleasant:** *adjective* not nice

**violent:** *adjective* strong and dangerous; causing physical harm