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# IELTS<sup>®</sup> EXPRESS



ANGLAIS

## Spécial vocabulaire

Auto-évaluation



# Advertising and media (1)

## Information platforms and advertising

- **Actual** : réel
- **Ad(vert) = advertisement, commercial** : (une) publicité
- **Advertising** : la publicité
- **Brand** : marque
- **Breaking news** : dernières nouvelles
- **Celebrity endorsement** : promotion par une célébrité
- **Current events** : actualité
- **Information** : informations
- **Instant = instantaneous** : instantané
- **Interactive** : interactif
- **Knowledge** : connaissance(s)
- **Leading = major** : principal
- **Mainstream media** : médias traditionnels
- **Media coverage** : couverture médiatique
- **News events** : actualité
- **News presenter** : présentateur du journal télévisé
- **News story** : reportage
- **Newscast** : journal télé/  
**newscaster** : présentateur
- **Newspaper** : journal
- **Product placement** : placement de produit
- **Social media** : réseaux sociaux/  
**social network** : réseau social
- **To broadcast (broadcast, broadcast)** : diffuser
- **To browse** : consulter
- **To collect information** : recueillir des informations
- **To cover an event** : couvrir un événement
- **To happen = occur** : se produire
- **To hit the headlines** : faire la une
- **To post content** : publier des contenus
- **To promote = advertise** : promouvoir
- **To target = address** : cibler
- **To upload** : publier en ligne
- **To urge = incite** : pousser, inciter
- **To witness** : être témoin de, constater/  
**witness** : témoin
- **Topical** : d'actualité/  
**topical issue** : sujet d'actualité
- **Trustworthy = reliable** : fiable
- **Viewer** : (télé)spectateur

## Exercices

**1. Complétez ces phrases avec un terme de la liste.**

- a. The film was ..... on channel 4 yesterday.
- b. The more you read, the more ..... you acquire.
- c. Covid-19 ..... of many newspapers for several months.
- d. Traditional news media remain a ..... source of information.
- e. Manufacturers rely on ..... to promote their products.

**2. À quels mots ou expressions correspondent les définitions suivantes ?**

- a. To look through a book or magazine without reading everything. ....
- b. A way of advertising a product by supplying it for use in films or television programmes. ....
- c. Marketing strategy whose purpose is to use one or multiple celebrities to advertise a specific product or service. ....
- d. A person who sees an event happening, especially a crime or an accident. ....
- e. To copy or move programmes or information to a larger computer system or to the internet. ....

**3. Associez les mots des deux colonnes.**

a. Breaking	1. media	a. ....
b. News	2. an event	b. ....
c. Media	3. news	c. ....
d. Social	4. coverage	d. ....
e. To cover	5. network	e. ....

**4. Traduisez les phrases suivantes.**

- a. Un événement incroyable s'est produit hier.  
.....
- b. Les principaux médias traditionnels publient des contenus fiables.  
.....
- c. La réaction des téléspectateurs a été instantanée.  
.....
- d. La panne mondiale des principaux réseaux sociaux a fait la une de la presse.  
.....
- e. Plus un sujet est d'actualité, plus il a de couverture médiatique.  
.....

## Advertising and media (2)

### Information versus disinformation

- **Accurate = exact/accuracy** : exactitude
- **Actual = real** : réel
- **Bias = prejudice** : préjugé/**biased** : biaisé ≠ **unbiased** : neutre
- **Conspiracy theory** : théorie du complot
- **Disinformation** : désinformation (délibérée)
- **Down-to-earth = realistic** : terre-à-terre
- **Event** : événement/**eventful** : mouvementé
- **Evidence = proof** : preuves
- **Fact-checking site** : site de vérification des faits
- **Fake news** : fausses informations
- **Harmful content** : contenu dangereux
- **Hoax** : supercherie, canular
- **Influential** : influent
- **Information** : informations
- **Leak** : fuite
- **Lie** : mensonge
- **Media hype** : battage médiatique
- **Misinformation** : mésinformation (par erreur)
- **Misleading = deceptive** : trompeur
- **Mistrust = distrust** : méfiance/**mistrustful = distrustful** : méfiant
- **Obtrusive = intrusive** : envahissant
- **Pervasiveness = prevalence** : omniprésence
- **Social media** : réseaux sociaux
- **To bias/distort/skew results** : fausser les résultats
- **To check = verify** : vérifier
- **To deceive = mislead** : tromper
- **To disclose = reveal** : divulguer
- **To discredit the legitimacy** : discréditer la légitimité
- **To get involved in = interfere in** : se mêler de
- **To investigate** : enquêter
- **To manipulate** : manipuler
- **To mislead into thinking** : induire faussement à penser que
- **To spread** : diffuser
- **To tell the truth** : dire la vérité/**true** : vrai/**truthful** : véridique
- **Trustworthy = reliable** : fiable ≠ **unreliable**
- **Whistleblower** : lanceur d'alerte

## Exercices

**1. Trouvez la racine des mots suivants et indiquez leur nature.**

- a. To mislead.....
- b. Unreliable .....
- c. Harmful.....
- d. Mistrust .....
- e. Eventful.....
- f. Truthful .....
- g. Pervasiveness .....
- h. Unbiased.....

**2. Traduisez les termes suivants.**

- a. Influent .....
- b. Envahissant.....
- c. Diffuser .....
- d. Divulguer .....
- e. Canular .....

**3. Trouvez les mots correspondant à ces définitions.**

- a. A theory that explains an event or set of circumstances as the result of a secret plot by usually powerful conspirators.
- b. Anything that you see, experience, read or are told that causes you to believe that something is true or has really happened.
- c. A person, who could be an employee of a company or a government agency, disclosing information to the public or some higher authority about any wrongdoing (fraud, corruption...).

**4. Qu'est-ce que les mots suivants ont en commun ?**

- a. Actual, evidence, deceive      b. Information, evidence, media

**5. Traduisez les phrases suivantes.**

- a. Plus il y a de fausses informations sur les réseaux sociaux, moins ils sont fiables.  
.....
- b. Les sites de vérification sont un bon moyen de vérifier si les informations sont vraies.  
.....



## Advertising and media (3)

### Vocabulaire appliqué à l'IELTS®

#### Sujet

*Some people say that advertising is extremely successful at persuading us to buy things. Other people think that advertising is so common that we no longer pay attention to it. Discuss both these views and give your own opinion.*

#### Proposition de corrigé

Since the early twentieth century, advertising has held tremendous **sway** over people's lives. Some people think that it **persuades** us to buy things, but others claim that it has lost its effectiveness. We will see that advertising is still as **powerful** as ever.

To begin with, people argue that advertising has lost its impact because it is so prevalent. It is hard to deny that most people nowadays are **aware** of advertising and that many of them make efforts to avoid it. When using websites or apps, we are bombarded by hundreds of ads and we generally ignore them, which obviously diminishes their power.

However, it should be clear that **advertisers** are conscious of this and constantly **innovate** in order to **attract** attention. Though people are more distrustful and critical, adverts **still** have a strong influence over what people buy because advertisers succeed in implanting **subtle** messages. Data harvesting by search engines and social media sites has also made advertising much more **targeted**, allowing companies to pitch products to specific demographics rather than attempting to show their product to the greatest number of people. This means that even people who avoid adverts are likely to be influenced after seeing one. Advertising is a science that is developing quickly and will continue to dictate our shopping habits for many more years.

All in all, people are generally more aware of advertising than they used to be and many try to avoid it, but that does not mean that it has lost its power. Advertisements still exert influence over our lives because they are more intelligently designed and more invasive than they used to be. (273 words)

## Activités

**1. Classez les mots en gras du texte selon leur catégorie. Traduisez-les.**

Noms	Verbes	Adjectifs	Adverbes

**2. Recherchez dans le texte les traductions des mots suivants.**

- a. Efficacité      b. Affirmer      c. Présent      d. Adapter  
 e. Éviter      f. Susceptible

**3. Réécrivez les phrases suivantes en vous aidant des listes de la fiche 1 et de la fiche 2 et des mots entre parenthèses.**

- a. Data harvesting by search engines and social media sites has made advertising much more targeted (to collect, to send, specific, ads).  
 .....
- b. People are generally more aware of advertising than they used to be and many try to avoid it, but that does not mean that it has lost its power (distrustful, misleading, pervasive, influence).  
 .....
- c. Advertising is a science that is developing quickly and will continue to dictate our shopping habits for years to come (brands, advertisements, to manipulate, viewers, to urge).  
 .....

**En route vers l'IELTS®**



**1. Expression orale**

**Répondez en anglais à ces questions. Utilisez le vocabulaire des fiches.**

- a. Are you influenced by ads? Why? Why not?  
 b. What do you think about celebrity endorsement?  
 c. Describe an advertisement you like.

**2. Expression écrite**

**Traitez ce sujet en anglais. Utilisez le vocabulaire des fiches.**

Some methods used in advertising are unethical and unacceptable in today's society. To what extent do you agree with this view? (250 words).

# Art and design, archaeology (1)

## Culture and arts

- **Aerosol paint** : peinture en aérosol
- **Anonymous** : anonyme/  
**anonymity** : anonymat
- **Art gallery** : galerie d'art
- **Art venue** : lieu d'art
- **Artifact** : artefact
- **Artwork = work of art** : oeuvre d'art
- **Auction** : vente aux enchères
- **Bone** : os
- **Cartoonist** : caricaturiste
- **Creative** : créatif
- **Culture shock** : choc culturel
- **Design** : dessin, conception
- **Drawer** : dessinateur
- **Exhibition** : exposition/**exhibit** : œuvre exposée/**to exhibit** : exposer
- **Freehand drawing** : dessin à main levée
- **Graffiti** : graffiti(s)
- **Handicraft = craftsmanship** : artisanat
- **Mainstream art** : art conventionnel
- **Monotheistic** : monothéiste ≠ **polytheistic**
- **Mural** : fresque
- **Museum** : musée
- **Painter** : peintre
- **Photograph** : une photo/  
**photographer** : un photographe
- **Prehistoric settlement** : vestiges préhistoriques
- **Satirical** : satirique
- **Spray can** : aérosol
- **Stencil** : pochoir
- **Tag** : tag, signature
- **Talented** : talentueux
- **Temporary** : temporaire ≠ **permanent**
- **To bring art to the street** : faire descendre l'art dans la rue
- **To bypass censorship** : contourner la censure
- **To depict = represent** : représenter
- **To devise** : concevoir
- **To interlock letters and symbols** : imbriquer des lettres et des symboles
- **To play an instrument (the guitar, the piano)** : jouer d'un instrument
- **To unearth** : déterrer



## Exercices

**1. Relevez les mots qui font référence aux éléments suivants.**

- a. Des lieux d'art
- b. Des artistes

**2. Complétez ces phrases avec des mots de la liste.**

- a. Street artists use ..... to paint graffiti.
- b. Banksy has chosen to remain ..... by not revealing his real identity.
- c. Archeologists sometimes ..... bones.
- d. The painting was sold at .....
- e. There will be a temporary ..... at the museum.
- f. The first time we went to Japan, we had a .....

**3. Expliquez en anglais les mots suivants.**

- a. Monotheistic
- b. Polytheistic
- c. Satirical
- d. To bypass censorship

**4. Complétez ces expressions par le mot qui convient.**

- a. Prehistoric .....
- b. Freehand .....
- c. To bypass .....
- d. .... art

**5. Faites des phrases en utilisant les mots donnés.**

- a. Cartoonist, creative, depict  
.....
- b. Photographer, temporary, exhibition  
.....
- c. Museum, art venue, mainstream art  
.....
- d. Work of art, auction, anonymous  
.....

**6. Traduisez cette phrase.**

Les artistes de rue contournent la censure et cherchent à créer un choc culturel.  
.....