**UNIT 2**

**“Social Media: The New Power of the Public Sphere”**

1. **Candidate (n):** countable

**Definition:** someone who is being considered for a job or is competing in an election

*Hillary Clinton is a presidential candidate in the US.*

*There are only three candidates for the job.*

**Word Forms:**

candidacy (n): the position of being one of the people who are competing in an election

**Collocations:**

**adjective + candidate verb + candidate**

potential elect

prime support

prospective vote

**Example sentence:**

* *Candidates should be at their desks 5 minutes before the start of the examination.*
* *I think Reid is definitely the best candidate for this position.*
* *One candidate must receive a majority of the vote.*

1. **Credibility (n)** uncountable

**Definition:** the quality of deserving to be believed and trusted

*The scandal has damaged his credibility as a leader.*

**Word Forms:**

credible (adj): deserving or able to be believed or trusted

credibly (adv)

**Collocations:**

**verb + credibility**

gain

lose

damage (one’s credibility)

**Example sentence:**

* *There are serious questions about the credibility of these reports.*
* *Predictions of economic recovery have now lost all credibility.*

1. **Diverse (adj)**

**Definition:** very different from each other

*New York is one of the most culturally diverse cities in the world.*

**Word Forms:**

diversity (n): the fact of including many different types of people or things / a range of different people, things, or ideas

diversify (v): to change something or to make it change so that there is more variety

diversely (adv)

**Collocations:**

**diverse + noun adverb + diverse**

background culturally

population ethnically

society

**Example sentence:**

* *I never realized that the terrain in Africa is so diverse.*
* *Indian cinema shows several diverse influences.*
* *It is difficult to design a program that will meet the diverse needs of all our users.*

1. **Exploit (v)**

**Definition:** to use something fully and effectively

*The new TV companies are fully exploiting the potential of satellite transmission.*

**Word Forms:**

exploitation (n): the full and effective use of something

*the exploitation of new business opportunities*

**Collocations:**

**exploit + noun**

advantage

opportunity

potential

power

**Example sentence:**

* *We can exploit social media’s power to bring together people from all walks of life.*
* *Such a state of affairs provides the seller with a unique opportunity to exploit the relatively weak bargaining position of the investor.*

1. **Merge (v)**

**Definition:** to combine, or to join things together to form one thing

*The two banks have announced plans to merge next year.*

*There are plans to merge the two most successful TV channels.*

**Collocations:**

**merge + preposition**

with

into

together

**Example sentence:**

* *The two companies have now merged into one with three divisions, covering sales, marketing and operations.*
* *In the factories of bioengineering firms and in the chips of neural-net computers, the organic and the machine are merging.*
* *The colors would soon disperse, merging with others and moving on or fading as the night appeared.*

1. **Regime (n)** countable

**Definition:** a government, especially one that was not elected fairly or that you disapprove of for some other reason

*The military regime refused to recognize the results of the election.*

*The US supported several right-wing regimes in central America.*

**Collocations:**

**adjective + regime verb + regime**

democratic overthrow

corrupt

oppressive

military

totalitarian

**Example Sentence:**

* *There are at least four crucial differences between the new regime and the old.*
* *The regime got rid of most of its opponents.*
* *Within this, the regime was heavily dependent upon the civil administration.*

1. **Retrieve (v)**

**Definition**: to get information that has been stored in the memory of a computer

*If you want to retrieve a file from the computer press FIND and then enter the name of the file you want.*

*The new version of the software automatically retrieves digital information.*

**Word Forms:**

retrieval (n): the process of getting back information stored on a computer system

retrievable (adj)

**Collocations:**

**retrieve + noun**

data

document

file

information

**Example Sentence:**

* *Under X Window, the user can also retrieve data from several sources simultaneously and switch between applications.*
* *Even though much of this information may already be in electronic form, retrieving the correct document from a database is not simple.*

1. **Wisdom (n)**

**Definition:** good sense and judgment, based especially on your experience of life / knowledge gained over a long period of time through learning or experience

*Gandhi was a man of great wisdom*.

*Old libraries offer the collected wisdom of many centuries.*

wise (adj): wise decisions and actions are sensible and based on good judgment

wisely (adv)

**Collocations:**

**adjective + wisdom verb + wisdom**

conventional question

received doubt

traditional

**Example Sentence:**

* *Local people are questioning the wisdom of spending so much money on a new road.*
* *The conventional wisdom is that boys mature more slowly than girls.*
* *Some people were beginning to doubt the wisdom of their leader's decisions.*
* *Their new role is to challenge conventional wisdom.*