

VOCABULARY

MEDIA AND MARKETPLACE WORDS

- ◆ **Print Ads and TV Commercials**
- ◆ **Electronic Media**
- ◆ **Recognizing Propaganda**
- ◆ **Consumer Awareness**

VOCABULARY
in context

JOANNE SUTER

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EVERYDAY LIVING WORDS

HISTORY AND GEOGRAPHY WORDS

MEDIA AND MARKETPLACE WORDS

MUSIC, ART, AND LITERATURE WORDS

SCIENCE AND TECHNOLOGY WORDS

WORKPLACE AND CAREER WORDS



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INTRODUCTION

Welcome to VOCABULARY IN CONTEXT!

A well-developed vocabulary pays off in many important ways. Better-than-average “word power” makes it easier to understand everything you read and hear—from textbook assignments to TV news reports or instructions on how to repair a bicycle. And word power obviously increases your effectiveness as a communicator. Think about it: *As far as other people are concerned, your ideas are only as convincing as the words you use to express them.* In other words, the vocabulary you use when you speak or write always significantly adds or detracts from what you have to say.

VOCABULARY IN CONTEXT was written especially for *you*. The program was designed to enrich your personal “word bank” with many hundreds of high-frequency and challenging words. There are six thematic books in the series—**Everyday Living Words, Workplace and Career Words, Science and Technology Words, Media and Marketplace Words, History and Geography Words, and Music, Art, and Literature Words**. Each worktext presents topic-related readings with key terms in context. Follow-up exercises provide a wide variety of practice activities to help you unlock the meanings of unfamiliar words. These strategies include the study of synonyms and antonyms; grammatical word forms; word roots, prefixes, and suffixes; connotations; and the efficient use of a dictionary and thesaurus. Thinking skills, such as drawing conclusions and completing analogies, are included as reinforcement.

A word of advice: Don’t stop “thinking about words” when you finish this program. A first-class vocabulary must be constantly renewed! In order to earn a reputation as a first-rate communicator, you must incorporate the new words you learn into your everyday speech and writing.

PREVIEW

Here’s an introduction to the vocabulary terms, skills, and concepts you will study in this unit. Answers are upside down on the bottom of the page.

TRUE OR FALSE?

Write **T** or **F** to show whether each statement is *true* or *false*.

1. ____ Adding the prefix *ful-* to the noun *color* makes the adjective *colorful*.
2. ____ *Billboard* and *layout* are examples of compound words.
3. ____ The word *deposit* can be used as both a noun and a verb.
4. ____ An *advertiser* is someone who reads the ads before shopping.
5. ____ The abbreviation for *ounce* is *oz*.
6. ____ The words *freedom* and *liberty* are antonyms.
7. ____ Readers are likely to find *opinions* in *editorials*.
8. ____ The Latin root *vita* means “life.”

SPELLING

Circle the correctly spelled word in each group.

1. cunsomar consumer consumor
2. magazine magizine magusine
3. contraversail controversial controvershul
4. corporation corparation corperation

ANSWERS: TRUE OR FALSE? 1. F 2. T 3. T 4. F 5. T 6. F 7. T 8. T
 SPELLING: 1. consumer 2. magazine 3. controversial 4. corporation

GLOSSARY

A *glossary* is an alphabetical list of unusual or specialized words from a certain field of knowledge. Following are some important words that relate to marketing and the media.

advertiser a person or group who publicly praises a product so that people will want to buy it

commercial a paid advertisement on radio or television

consumer a person who buys things for his or her personal use

controversial describes something that is being debated or argued about

deposit money placed in a bank for safekeeping

editor a person who prepares manuscripts for publication

editorial an article in a magazine or newspaper, or a talk on television or radio, that presents the opinion of the owner or staff

effective capable of producing the desired results

endorse to give support or approval to a product or cause

guarantees a company's promises that something will be done if their product or service is unsatisfactory

insurance a company's contract guaranteeing a client that a certain sum of money will be paid to cover any losses

magazine a booklet-style publication containing stories, articles, and pictures that is published monthly or weekly

newspaper a daily or weekly publication containing news, opinions, advertisements, and photographs printed on large, folded sheets of paper

objective having to do with facts rather than opinions

opinion a belief based on what one thinks to be true; a judgment

press newspapers, magazines, and other such printed material; reporters who work for such publications

product something made by nature or manufactured by human beings

publisher a person or business that puts out and sells books, magazines, newspapers, and other printed materials

VOCABULARY IN CONTEXT

Complete each sentence with a word from the glossary. Use context clues for help.

1. As members of the _____, news reporters were allowed into the important meeting.
2. When Nellie earned \$50.00, she made a \$40.00 bank _____ and kept \$10.00 to spend.
3. The _____ claimed that Growpher Super Pellets would make lawns greener overnight.
4. Superstar Horton Hornblower was hired to _____ Crispy Flakesters as his cereal of choice.
5. As a _____ of many goods and services, you should think carefully before making choices and spending your money!
6. The _____ policy promised to pay for the cost of replacing stolen goods.

MULTIPLE-MEANING WORDS

Some words have entirely different meanings when they're used in different contexts. Write the word from the glossary that matches each pair of definitions below.

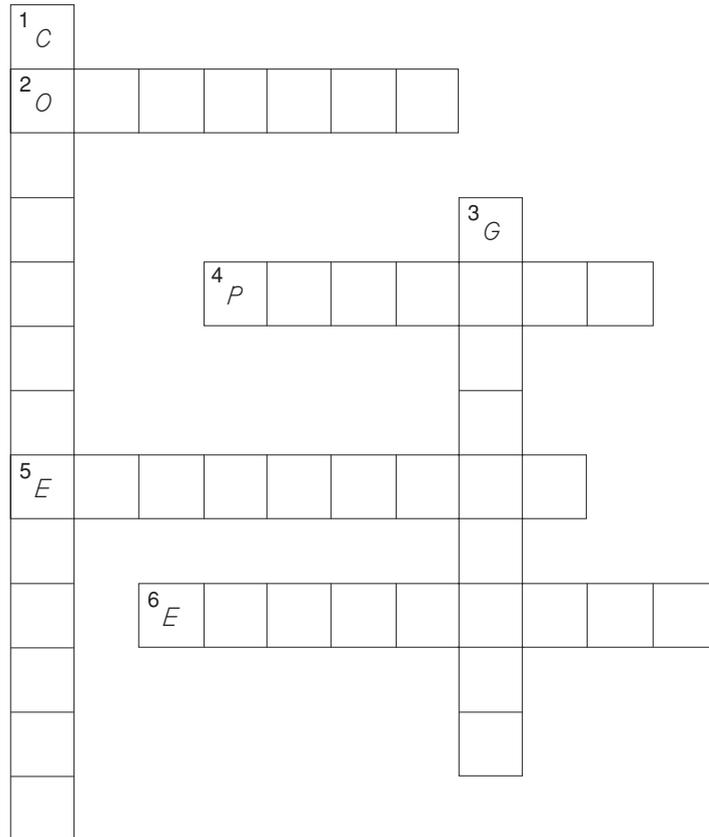
1. _____
 - a. a paid advertisement on radio or television (noun)
 - b. having to do with business or trade (adjective)
2. _____
 - a. something one tries to reach; a goal or purpose (noun)
 - b. having to do with facts rather than opinions (adjective)

USING GLOSSARY WORDS

Solve the crossword puzzle by completing the sentences below with words from the glossary.

ACROSS

2. Your ___ is your personal viewpoint on a topic.
4. Rubber boots are the only ___ that factory makes.
5. The publisher recommended a candidate in his newspaper ___.
6. An ___ shampoo makes your hair manageable.



DOWN

1. We are not in agreement on that ___ topic.
3. The company offered a written ___ that defective products would be replaced.

SELECTING EXAMPLES

Circle the one word that is *not* an example of each **boldface** topic.

1. **publications:** magazine newspaper consumer
2. **people:** consumer editor guarantee publisher
3. **things that aim to sell:** advertiser deposit commercial
4. **things that make promises:** editorial guarantee insurance
5. **things a person could buy:** product magazine consumer

Advertisers Take Aim at Heads and Hearts

Turn on the TV, open a magazine, or drive down a city street. What do you see? Ads! Billboards, commercials, and colorful page layouts are all around us. Each advertisement is aimed at persuading the consumer to buy, buy, and buy some more!



vacuum cleaners. The Swooper is lighter, quieter, and less costly than the other vacuum. This ad appeals to logic and intelligence. The comparison shows that the *Swooper* is clearly the wise buy.

What do wise consumers do when they see an ad? They ask themselves, “Is this message aimed at my heart or aimed at my brain?” Advertisers make a conscious decision to appeal to feelings and emotions—or to logic and intelligence.

Some ads use famous people to sell their product. Testimonials by celebrities are most often aimed at emotions. A famous basketball star is selling soda pop. Is there any logical reason why a sports figure should have special knowledge of beverages? Probably not—but emotions make people relate to the star. Advertisers want consumers to transfer their admiration of the celebrity to admiration of the product.

Imagine a vacuum cleaner ad that describes the *Swooper*. It pictures a family lounging in a sparkling clean house because the *Swooper* leaves them so much free time. This ad appeals to emotions—to everyone’s desire to enjoy leisure time and escape hard work.

Ads that are colorful, funny, and exciting are enjoyable. But it’s important to understand what advertisers are doing. Be aware of ads that appeal to your emotions. Look for facts and logical reasons when you make your decisions to buy.

Now imagine a Swooper ad that compares the features of two popular

WORD SEARCH

1. What ten-letter noun from the reading means “a paid advertisement on radio or television”?

c _____

2. What ten-letter noun from the reading means “the act of noting the similarities of two or more things”?

c _____

3. What eleven-letter noun from the reading means “a well-known person’s statement praising a product”?

t _____

ANTONYMS

Match each word in the first column with its *antonym* (word with the opposite meaning) in the second column.

- | | |
|------------------------------|--------------|
| 1. _____ celebrity | a. stupidity |
| 2. _____ intelligence | b. dislike |
| 3. _____ admiration | c. unknown |
| 4. _____ appeal | d. unaware |
| 5. _____ conscious | e. repel |

SYNONYMS

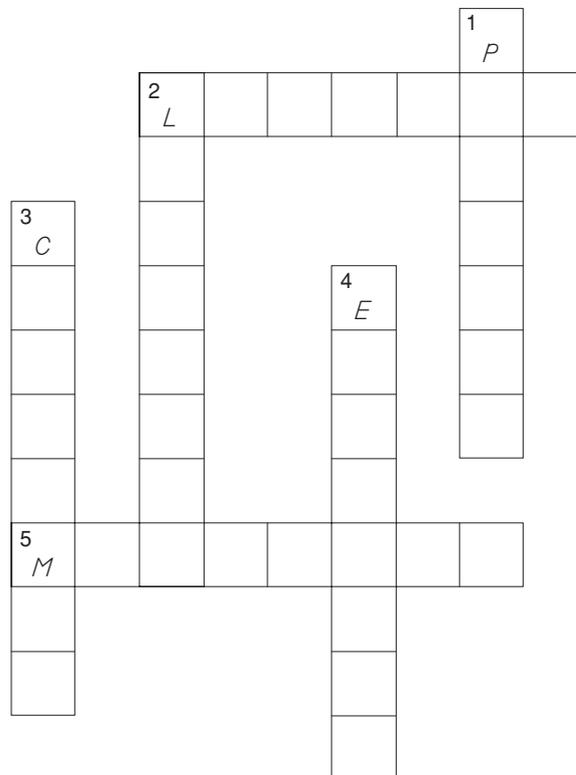
Complete the crossword puzzle. Clue words are *synonyms* (words with similar meanings) of words from the reading.

ACROSS

- 2. free time
- 5. periodical

DOWN

- 1. a good
- 2. resting
- 3. purchaser
- 4. feelings



EMOTIONAL WORDS

Why would a manufacturer name a vacuum cleaner the *Swooper*? Perhaps because the word *swoop* suggests grace, ease of movement, and a gliding action.

1. Write three names that suggest desirable qualities for an automobile.

2. Write three names that suggest good qualities for a breakfast cereal.

CATEGORIZING WORDS

Read the following ad copy. Decide whether each **boldface** word takes aim at the consumer's emotions or intelligence. List the word under the proper heading.

The SKIMMER-SCOOTER is the **newest** way to get around! A rear-mounted motor adds **reliable** power when needed. Easy-action hand brakes guarantee a **safe** ride and fast stops. **Freedom** can be yours as you **zoom** along on your **streamlined** SKIMMER-SKOOTER. The SKIMMER-SCOOTER is **simple** to operate. It's **economical** too, costing just pennies a week to power. Buy a SKIMMER-SCOOTER—it's an **exciting** way to get where you're going with **flair**!

FEELINGS/EMOTIONS

LOGIC/INTELLIGENCE

SHORTENED WORDS

- The short forms of some words are common in our language. For example, we often say "photo" instead of "photograph." Write the complete word for these items from the reading.

1. ad = _____ 2. TV = _____

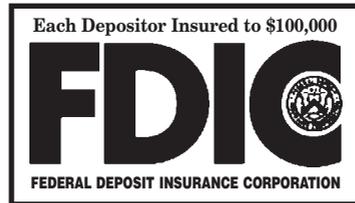
- Now write the commonly used short form of each of the following words.

3. professional = _____ 5. microphone = _____

4. memorandum = _____ 6. situation comedy = _____

As Safe as Money in the Bank!

People often say “It’s as safe as money in the bank” when they are describing something that is well-protected. Do you know what safeguards your dollars when you make a bank deposit?



During America’s Great Depression in the 1930s, many banks failed and customers lost their savings. That’s why, in 1933, the U.S. Congress created the Federal Deposit Insurance Corporation. The FDIC was meant to rebuild public confidence in America’s banking system. It guaranteed the safety of depositors’ money. The FDIC insures bank deposits up to \$100,000. If a bank fails, the FDIC will replace depositors’ funds up to that amount.

The FDIC does more than boost public confidence. It also helps the banks. What could happen when customers hear that a bank is having problems? Depositors could panic.

They might rush to close their bank accounts. If that happened, the bank could be driven out of business. Because of the FDIC, bank customers are more likely to disregard rumors and leave their accounts open. The FDIC assures people that their money will be available when they want it. It gives them the confidence they need.

Most banks have insurance—either from the FDIC or from other agencies. In 1985, however, several savings and loan associations in Ohio went out of business. Their funds were not insured—so depositors lost their money. That’s why it’s important for depositors to make sure that their banks are insured. What should they do if they have more than \$100,000 in bank savings? To make certain that all of their funds are secure, depositors may decide to open accounts in several banks.

WORD SEARCH

1. What four-letter noun from the reading means “a place of business for keeping, exchanging, or lending money”?

h _____

2. What seven-letter noun from the reading, when used with the word *bank*, means “money deposited and held ready for withdrawal by the depositor”?

a _____

3. What two words from the reading name a period in the early 1930s when many businesses closed and banks failed?

G _____ D _____

SYNONYMS

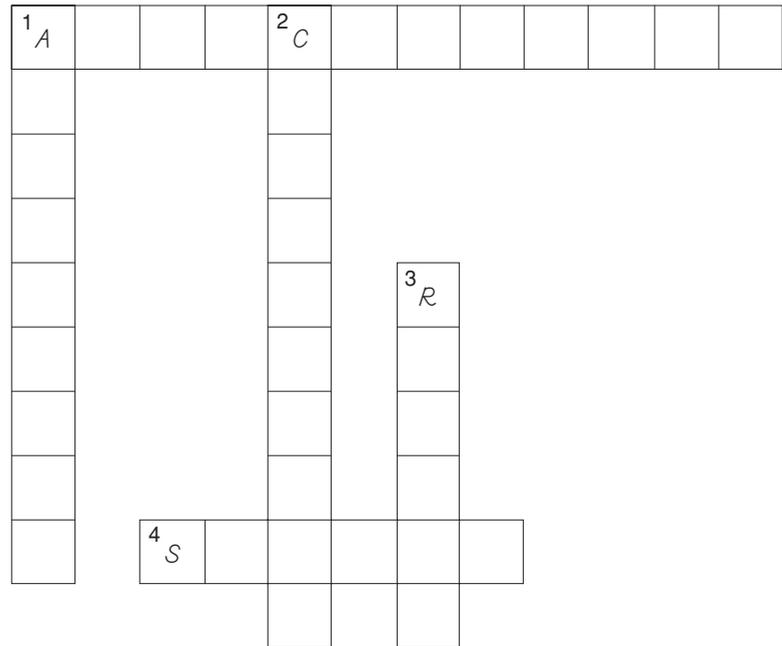
Complete the puzzle. Clue words are *synonyms* (words with similar meanings) of words in the reading.

ACROSS

- 1. organizations
- 4. safe, protected

DOWN

- 1. accessible, obtainable
- 2. trust, faith
- 3. gossip, hearsay



PARTS OF SPEECH

Many words can be used as more than one part of speech. First notice that the **boldface** word in each sentence below is used as a *noun*. Then write new sentences, using each boldface word as a *verb*.

1. If you make a bank **deposit**, do you know what safeguards your dollars?

2. A bank **panic** can drive the bank out of business.

3. The FDIC gives bank customers **guarantees** of protection.

4. The **safeguards** against loss make depositors feel secure.

ABBREVIATIONS

The names of many government and financial agencies are better known by abbreviations. *FBI*, for example, is the abbreviation for the *Federal Bureau of Investigation*. Write a letter by each number to match an abbreviation with the correct agency.

- | | | |
|-----------|------------------|--|
| 1. _____ | FDIC | a. Federal Communications Commission |
| 2. _____ | FICA | b. Food and Drug Administration |
| 3. _____ | FAA | c. Federal Deposit Insurance Corporation |
| 4. _____ | DEQ | d. Federal Insurance Contributions Act |
| 5. _____ | FDA | e. Savings and Loan |
| 6. _____ | S & L | f. Federal Trade Commission |
| 7. _____ | IRS | g. Federal Aviation Administration |
| 8. _____ | FEMA | h. Federal Emergency Management Agency |
| 9. _____ | FCC | i. Department of Environmental Quality |
| 10. _____ | FTC | j. Internal Revenue Service |

COMMONLY CONFUSED WORDS

The verbs *assure* and *insure* are both used in the reading. Because they look and sound somewhat alike, these words are sometimes confused. Read the following definitions. Then circle the word that correctly completes each sentence.

assure = to make a person sure of something, to convince

insure = to get or give a contract guaranteeing a customer that a loss will be covered

1. Most drivers (insure / assure) their cars against damage and theft.
2. “I (insure / assure) you that your money is safe!” said the banker.
3. How can I (insure / assure) you that I’ll be there if you need me?
4. The doctor gave me her (insurance / assurance) that my disease could be cured.

Freedom of the Press: The Trial of John Peter Zenger

On November 17, 1734, John Peter Zenger was arrested. Zenger, the publisher of a newspaper called the *New York Weekly Journal*, had dared to print some controversial articles. America’s colonies were still under British control at this time. The articles were written by people who sharply opposed British rule. They criticized William Cosby, the colony’s governor, who had been appointed by the King of England. Although Zenger did not write the articles himself, he took responsibility for their content.



Governor Cosby was outraged. He had Zenger arrested. His complaint was that Zenger was printing false information about him. The governor also accused Zenger of trying to incite a revolt.

Before he went on trial in August 1735, Zenger was in jail for nine months. Philadelphia lawyer Andrew Hamilton represented Zenger. Hamilton admitted that Zenger had published the articles. But

he insisted that every word that Zenger had printed was true. He went on to say that Zenger—and every American—had the right to speak and write the truth!

The jury listened to Hamilton’s arguments. They heard him declare that he was not pleading “the cause of a poor printer, nor of New York alone,” but “the cause of liberty.” The jury found John Peter Zenger not guilty of any crime. He was set free.

When American patriots wrote the United States Constitution, they remembered John Peter Zenger’s trial. Thomas Jefferson declared, “Our liberty depends on the freedom of the press.” And Benjamin Franklin described freedom of the press as “a liberty which every Pennsylvanian would fight and die for.”

To this day, the first amendment to the Constitution clearly guarantees this liberty. It says: “Congress shall make no law abridging freedom of speech or of the press.”

WORD SEARCH

1. What eight-letter plural noun from the reading means “places where people from distant lands settle and live under the rule of the country from which they came”? c _____
2. What thirteen-letter adjective from the reading means “debatable, open to argument”? c _____
3. What four-letter noun from the reading means “a group of people chosen to reach a decision in a law trial”? j _____

USING SYNONYMS AS CONTEXT CLUES

Sometimes writers will provide a *synonym* (word with a similar meaning) of an unfamiliar word in the same sentence or paragraph. Notice the **boldface** word in the first sentence of each item. Find and underline its synonym in the second sentence.

1. John Peter Zenger published a **newspaper**. The journal came out daily.
2. Benjamin Franklin called for **freedom** of the press. He described it as “a liberty which every Pennsylvanian would fight and die for.”
3. Hamilton **insisted** that the news articles spoke the truth. He declared that Zenger had done nothing wrong.
4. The **duty** of a newspaper is to print the truth. Most publishers take this responsibility seriously.
5. The first **amendment** to the Constitution guarantees freedom of speech. This change to the original document is part of the Bill of Rights.
6. The Constitution says, “Congress shall make no law **abridging** freedom of speech or of the press.” This prevents the government from restricting news reports.
7. The court charged Zenger with **inciting** a revolt. They said he was guilty of sparking anger and discontent.

ANTONYMS

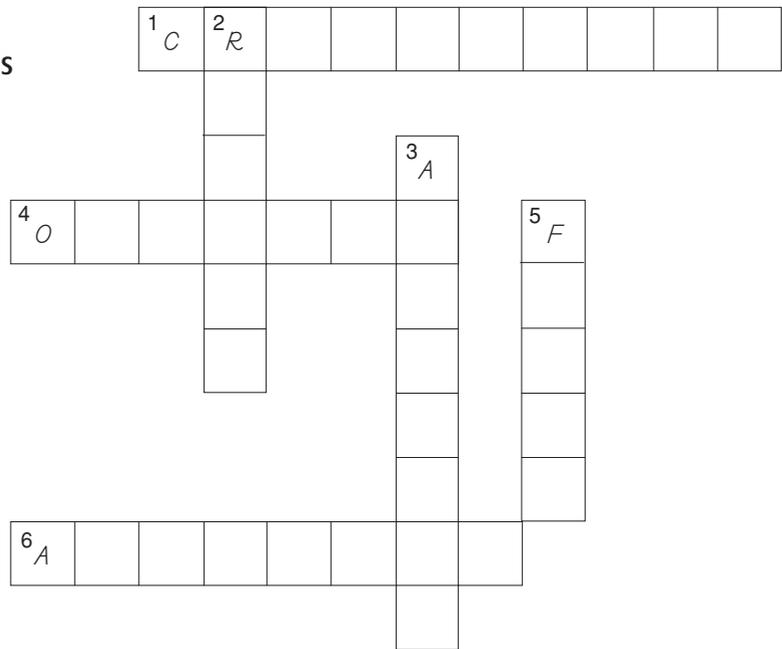
Complete the crossword puzzle.
Clue words are *antonyms* (words with opposite meanings) of words from the reading.

ACROSS

1. praised
4. favored
6. released

DOWN

2. agreement
3. denied
5. true



COMMONLY CONFUSED WORDS

- Two words that are spelled exactly the same may be pronounced differently and have different meanings. Read the dictionary entries below. Notice the differences in pronunciation and meaning.

1. content cənˈtɛnt *noun* all the things dealt with or contained in a piece of writing or a speech

2. content cənˈtɛnt *adjective* happy and satisfied with what one has or is

- Now decide which definition matches the word *content* as it is used in each sentence. Write **1** for the *first definition* or **2** for the *second*.

1. _____ John Peter Zenger took responsibility for the content of the articles.
2. _____ Hamilton was not content to let an innocent man stay in prison.
3. _____ Thomas Jefferson helped determine the content of the U.S. Constitution.
4. _____ I am content in knowing that the truth was heard!

Read It and Buy!

Advertisers are masters at attracting consumers! That's why a close look at ads is a lesson in the art of persuasion. As you read the following advertisement, think about the ideas that might lure shoppers.



PET PAL: A DOG'S BEST FRIEND

Pet Pal will be your pet's best friend during Customer Appreciation Days, July 14 through July 24. Visit one of Pet Pal's seven convenient locations and get a **FREE** 32-ounce box of veterinarian-endorsed Vita-Crunchers Dog Biscuits or Vita-Crunchers Kitty Treats. Just present the coupon below. We'll scan the bar code and give you your **FREE** gift.

FREE from PET PAL

**32-oz. box of Vita-Crunchers
Dog Biscuits or Kitty Treats.**

Expires 7/24



PET PAL

VITA-CRUNCHERS

At Pet Pal, your pet's health and happiness come first! Whether you're looking for nutritious pet food, an entertaining squeak-toy, or an effective flea spray, you'll find it quickly, conveniently, and economically at Pet Pal.



WORD SEARCH

1. What six-letter noun from the reading means “a printed ticket or statement that gives the holder certain rights or bonuses”?

C _____

2. What twelve-letter word from the reading means “a doctor who treats animals”?

v _____

SYNONYMS

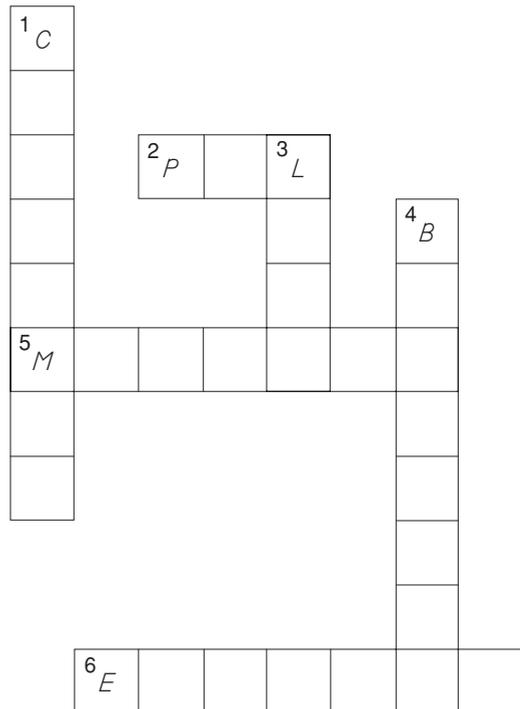
Complete the crossword puzzle.
Clue words are *synonyms* (words with similar meanings) of words in the reading.

ACROSS

- 2. buddy
- 5. experts
- 6. to approve

DOWN

- 1. patron
- 3. to attract
- 4. crackers



ANTONYMS

Circle the *antonym* (word with the opposite meaning) of each **boldface** word from the reading.

- 1. **effective** powerful useless friendly
- 2. **convenient** troublesome handsome tasty
- 3. **entertaining** funny clean boring
- 4. **treats** gifts tortures food
- 5. **nutritious** unhealthy expensive free

ABBREVIATIONS

Abbreviations are often used when writing weights and measurements. (You may have noticed an abbreviation on the coupon.) Match each commonly used abbreviation in the first two columns with the full word in the second two columns. Write a letter by each number.

- | | | | |
|---------------|------------------|----------|----------------|
| 1. _____ oz. | 6. _____ pt. | a. foot | f. square foot |
| 2. _____ ft. | 7. _____ qt. | b. dozen | g. gallon |
| 3. _____ in. | 8. _____ yd. | c. quart | h. yard |
| 4. _____ lb. | 9. _____ sq. ft. | d. inch | i. pint |
| 5. _____ gal. | 10. _____ doz. | e. ounce | j. pound |

INTERPRETING AN AD

1. Why do you think the advertiser chose to write the letter *S* backward on the sign in the dog's mouth?

2. Why do you think the advertiser capitalized the word **FREE** every time it was used in the ad?

3. List three *adverbs* the advertiser used to convince the reader to shop at Pet Pal.

4. Why do you think the ad included the phrase "veterinarian-endorsed"?

5. If you had a pet, which idea in the ad would be most likely to persuade *you* to shop at Pet Pal?

Letters to the Editor

Most newspapers set aside a section of each edition as an editorial page. This is a place for editors, reporters, and readers to voice their opinions. Most news reports strive to be objective. They present facts and details rather than opinions. The editorial page, however, gives different viewpoints on subjects of public interest. Members of the

newspaper staff express their views in editorials. Readers submit letters to the editor. The newspaper usually prints letters that present both sides of a debatable issue.

The following letters from readers appeared in a daily local newspaper. They express the readers' ideas about energy conservation.

To the Editor:

Everyone is frantic about providing enough power. But Americans are forgetting one serious threat: global warming. Current energy plans will only make this pressing problem worse.

The world's leading scientists are all in agreement: Global warming is a grim problem—for both our environment and our personal health. We need an energy plan that doesn't rely on dirty, heat-producing fuels such as oil and coal. We must reduce carbon output. Our attention needs to be focused on developing cleaner energy sources, such as solar and wind power. The health of our people and our planet depends on reducing carbon pollution!

Erin Cho

To the Editor:

Scientists and politicians are both looking for solutions to the energy crisis. My suggestion is simple. It may not solve the problem, but it could help reduce air pollution. *People should turn off their car engines when they are not going anywhere.*

A great number of people sit in their cars with their engines running! They may be waiting to pick up children. Maybe they pulled to the roadside to make a call on a cellular phone or read a map. They may be in for a long wait at a construction site. I challenge citizens to think about high gas prices and our polluted atmosphere. I suggest they turn off their engines while they wait!

Rufus Goodman

WORD SEARCH

1. What seven-letter noun from the reading means “all the copies of a newspaper printed at the same time (or any one of those copies)”? *e* _____
2. What six-letter noun in the title means “the head of a department of a newspaper or magazine”? *e* _____
3. What six-letter noun in the first letter names a chemical element found in all plant and animal matter as well as in rocks and petroleum? *c* _____
4. In the second letter, what two words name a kind of mobile telephone? *c* _____ *p* _____

SYNONYMS

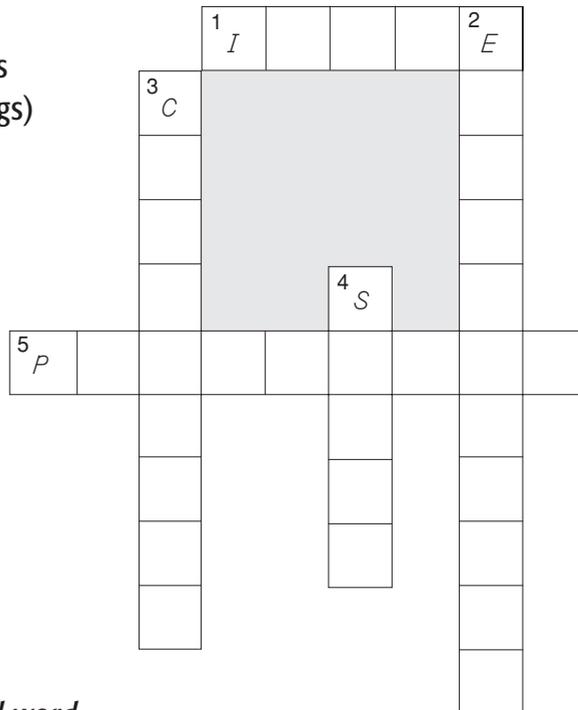
Complete the crossword puzzle. Clue words are *synonyms* (words with similar meanings) of words in the reading.

ACROSS

1. topic
5. contamination

DOWN

2. surroundings
3. dare
4. crew



COMPOUND WORDS

Complete each sentence with a *compound word* (word made up of two shorter words) from the reading.

1. Our local _____ publishes letters to the editor in each edition.

2. Readers are invited to express their _____ on many subjects.
3. Some readers are worried about the _____ of pollutants from automobiles.
4. One reader suggested that drivers who pull off on the _____ should turn off their car engines.

ANALOGIES

Analogies are statements of relationship. To come up with the missing word, you must figure out the relationship between the first two words or phrases. Then complete each analogy with a word from the reading that shows the same relationship.

1. *Once a month* is to *monthly* as *once a day* is to _____.
2. *Report* is to *fact* as _____ is to *opinion*.
3. *Coal and oil* is to *dirty* as *wind and solar* is to _____.
4. *Opinions* are to *subjective* as *facts* are to _____.

WORDS WITH FEELING

How do writers persuade readers to accept an opinion? They appeal to feelings as well as reason.

- Circle words from the reading that are aimed at exciting emotions.

dirty frantic newspaper grim amazing staff map

- Circle the punctuation mark that suggests emotion.

. (period) ! (exclamation point) ' (apostrophe) , (comma)

Vocabulary Stretch

Get out your dictionary and thesaurus! The challenging words in this lesson were especially selected to stretch the limits of your vocabulary.

LOOK IT UP!

Write a letter to match each of the ten challenge words with its definition. If you need help, check a dictionary.

- | | |
|-------------------------------|--|
| 1. _____ gazette | a. to tempt by offering something |
| 2. _____ strategy | b. not correct, wrong |
| 3. _____ tedious | c. having an imperfection or fault |
| 4. _____ erroneous | d. the act of cheating, tricking, or lying;
or, someone who cheats and lies |
| 5. _____ substantiate | e. a newspaper |
| 6. _____ defective | f. to come to a conclusion or opinion
by reasoning |
| 7. _____ authoritative | g. coming from an authority or expert |
| 8. _____ infer | h. a plan or scheme |
| 9. _____ fraud | i. to prove to be real or true |
| 10. _____ entice | j. long and boring |

WORDS IN CONTEXT

• Circle the challenge word that correctly completes each sentence.

1. The advertising agency had a clever (strategy / gazette) for promoting the new soda.
2. They hoped to (tedious / entice) customers to buy the beverage.
3. The reporter will (infer / substantiate) his report on Bigfoot with photographs and eyewitness accounts.

ANTONYMS

Complete each sentence by replacing the *italicized* word with its *antonym* (word with the opposite meaning). The antonym will be one of the challenge words.

1. Most students found the teacher's long, drawn-out lecture quite *exciting*. _____
2. The electronics company was accused of selling *perfect* equipment that broke after a few uses. _____
3. The news report contained *accurate* information that misled the public. _____
4. After cheating customers out of thousands of dollars, the travel agency was accused of *honesty*. _____
5. The ad for Tony's Gym tried to *dissuade* new customers by picturing healthy, fit-looking men and women. _____

WORDS WITH FEELING

Some words strongly suggest positive or negative emotions. The feelings and ideas attached to certain words are called their *connotations*.

- Underline the word in each group that has the strongest *positive* connotation.

1. glorious pleasant nice
2. healthful invigorating good
3. mouth-watering pleasing tasty
4. incredible surprising unusual

- Underline the word in each group that has the strongest *negative* connotation.

5. weak feeble unhealthy
6. mad angry raging
7. inaccurate deceptive wrong
8. useless good-for-nothing unimportant

REVIEW

Here's your chance to show what you've learned about the material you studied in Unit 1!

ANALYZING WORDS

Write words you studied in Unit 1 to complete each sentence. The first letter of each word is given as a clue.

1. *P* _____ such as *re-* and *dis-* are added to base words to change their meaning.
2. The *s* _____ *-er* and *-or* mean "one who does something."
3. The *a* _____ for *ounce* is *oz*.
4. *Newspaper* and *viewpoint* are *c* _____ words.
5. *Economically* is the *a* _____ form of the adjective *economical*.
6. The words *persuade* and *convince* are *s* _____.

ANALOGIES

Remember that *analogies* are statements of relationship. First figure out the relationship between the first two words. Then complete each analogy with a word from the readings that shows the same relationship.

1. *Gas* is to *gasoline* as _____ is to *advertisement*.
2. *Quick* is to *quickly* as *convenient* is to _____.
3. *Report* is to *fact* as *editorial* is to _____.
4. *Newspaper* is to *advertisement* as *television* is to _____.
5. *Agree* is to *disagree* as *regard* is to _____.

HIDDEN WORDS PUZZLE

- Find and circle the words in the puzzle. Words may go up, down, across, backward, or diagonally. Check off each word as you find it.

___ **MAGAZINE**

___ **JOURNAL**

___ **EDITOR**

___ **CONSUMER**

___ **PRESS**

___ **GUARANTEE**

___ **PUBLISH**

___ **PERSUADE**

___ **DAILY**

___ **AMENDMENT**

___ **BANK**

___ **INSURANCE**

I	N	S	U	R	A	N	C	E	D
A	C	E	P	O	O	G	H	M	W
M	O	M	J	A	E	U	S	D	E
E	R	A	O	M	D	A	I	L	Y
N	B	G	U	J	A	R	L	C	H
D	O	A	R	G	U	A	B	O	K
M	E	Z	N	A	S	N	U	N	S
E	L	I	A	K	R	T	P	S	Q
N	O	N	L	A	E	E	S	U	U
T	S	E	V	I	P	E	A	M	C
E	D	I	T	O	R	F	A	E	B
W	A	H	I	P	A	X	N	R	O

- Now use each word in a sentence of your own. Be sure that each sentence makes the word's meaning clear.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

ANTONYMS AND SYNONYMS

Write **A** or **S** to identify each word pair as *antonyms* or *synonyms*.

- | | |
|-------------------------------|--------------------------------|
| 1. _____ consumer / shopper | 5. _____ accurate / erroneous |
| 2. _____ emotions / feelings | 6. _____ defective / faulty |
| 3. _____ admiration / dislike | 7. _____ fraud / trickery |
| 4. _____ lure / repel | 8. _____ duty / responsibility |

WORDS IN CONTEXT

Circle the word from the unit that correctly completes each sentence.

1. The (advertisement / editorial / amendment) encouraged people to buy *Shoo-Fly Bug Repellent*.
2. The (commercial / insurance / jury) policy promised to pay for any losses.
3. The trial of John Peter Zenger was a victory for freedom of the (fraud / press / consumer).
4. An editorial expresses the writer's (opinion / deposit / panic) on a topic.

MULTIPLE-MEANING WORDS

Each **boldface** word from the unit has more than one meaning. Write two sentences for each word, using the word in two different ways. Make sure each sentence makes the word's meaning clear.

1. **press**

SENTENCE 1: _____

SENTENCE 2: _____

2. **article**

SENTENCE 1: _____

SENTENCE 2: _____

3. **express**

SENTENCE 1: _____

SENTENCE 2: _____

PREVIEW

Here's an introduction to the vocabulary terms, concepts, and skills you will study in this unit. Answers are upside down on the bottom of the page.

TRUE OR FALSE?

Write **T** or **F** to show whether each statement is *true* or *false*.

1. ____ Phrases like “sit on the fence” and “read between the lines” are idioms.
2. ____ The prefix *-ize* turns the noun *computer* into the verb *computerize*.
3. ____ A *correspondent* sends written news from a distance.
4. ____ To “shop online” means to make purchases at a supermarket.
5. ____ The Greek word part *hydro* means “water.”
6. ____ *Accept* and *reject* are antonyms.
7. ____ The word *mirror* can be used as both a noun and a verb.
8. ____ The “media” includes television stations, newspapers, and mattress stores.

SPELLING

Circle the correctly spelled word in each group.

1. brosure brochure broshure
2. journalism jurnalism journulizm
3. grafix graphics graffics
4. columnest collumnist columnist

ANSWERS: TRUE OR FALSE? 1. T 2. F 3. T 4. F 5. T 6. T 7. T 8. F
 SPELLING: 1. brochure 2. journalism 3. graphics 4. columnist

GLOSSARY

A *glossary* is an alphabetical list of specialized words from a certain field of knowledge. Following are some important words relating to the media and the marketplace.

bonus something extra, beyond what is expected or required

brochure a small printed leaflet or pamphlet, especially one that advertises something

cash register a business machine that shows the amount of a sale, prints out a receipt, and has a drawer for holding money

computer an electronic device, usually accompanied by a keyboard and screen, that can be used to compute, store, and retrieve information

correspondent a person who reports news from a distant place

debit an amount deducted from an account for payment of a charge

episode one part in a series of continuing story parts

investment something for which money has been spent in order to get something in return

journalism the work of gathering and preparing news for presentation to the public

marketing the work of moving goods from the producer to the buyer, including advertising and selling

network a chain of radio or TV stations that broadcasts many of the same programs

produce fruits and vegetables grown and harvested for marketing

redeem to turn in a coupon for a prize, money, or a discount

scanner a device that scans prices and other recorded information with an electronic beam

supermarket a large food store with open aisles and checkout stands; it usually also sells other household goods

syndicated sold articles for publication in a network of many newspapers

VOCABULARY IN CONTEXT

Complete each sentence with a word from the glossary. Use context clues for help.

1. The American Broadcasting Company (ABC) is the _____ that airs *Good Morning America* every weekday.

2. A specialty store that sells lettuce, tomatoes, apples, and other _____ is sometimes called a “greengrocer.”
3. With every new tennis racket, the sporting goods store offered a _____ can of tennis balls.
4. The foreign _____ reported the daily news live from Paris.
5. After watching one _____ of the weekly TV show, I became a fan of the program.
6. The column “Helene’s Household Hints” is _____ in more than 100 newspapers across the country.

WORD FORMS

Circle the form of the word that correctly completes each sentence.

1. On his first assignment, the (journalism / journalist) reported news from Iraq.
2. A laser beam (scanner / scanned) the bar code on the package.
3. At the (redeem / redemption) center, you can exchange your coupons for prizes.
4. The (marketing / market) for new homes is very good right now.
5. A (computer / compute) is a good (investment / invested) for most families.
6. José and Marsha (correspondent / correspond) by writing letters and e-mails.
7. Soap operas are (episode / episodic) programs that usually air every weekday.

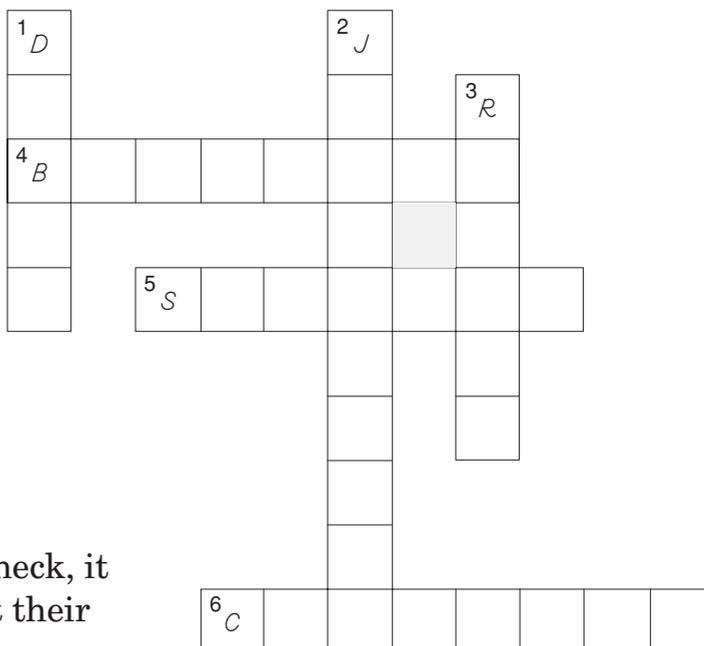
SCRAMBLED WORDS

First unscramble the words from the reading. Then solve the crossword puzzle with the unscrambled words that complete the sentences.

MEDEER _____	ARECNSN _____
CREBRUHO _____	IDTBE _____
PETROMUC _____	SLIMNAJUOR _____

ACROSS

- A colorful four-page _____ described the features of the hotel.
- The clerk ran each item under a _____ to check its price.
- Modern businesses often use a _____ to keep track of payroll and purchases.



DOWN

- When customers write a check, it appears as a _____ against their bank account.
- Students who want jobs as news reporters often take classes in _____.
- Winners of the drawing can _____ their tickets for prizes.

SELECTING EXAMPLES

Circle the two glossary words that are examples of each heading.

1. two-syllable words

syndicated bonus debit marketing

2. supermarket devices

cash register scanner correspondent episode

3. words with suffixes

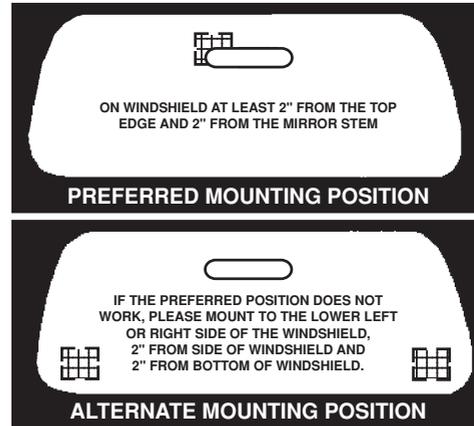
investment bonus produce computer

Speed Sells

Speed has become a major selling feature for many businesses. Today's customers seem to want things to be fast, fast, and faster! Not only do consumers require their products and service quickly, but they also like to pay quickly. To meet the demand, businesses across the country are trying out a new concept called "Fast Pay." Certain highway tollbooths, fast food restaurants, and gas stations now offer electronic payment programs. Customers use the cashless system by purchasing passes. To use some systems, they are given a tiny, barrel-shaped wand. Customers wave the wand at a device at the cash register. As sensors scan the pass, the total purchase is deducted from the customer's bank account.

Several New York City highways have installed the new system. An *E-Zpass* is stuck to the windshield behind a vehicle's rearview mirror. Drivers who purchase the *E-Zpass* save time by rolling through toll plazas at 5 mph. Each time they pass

How to install your tollbooth transponder



the scanner, the toll becomes a debit to their bank account.

These electronic pay systems go by names such as *SpeedPass*, *FreedomPay*, *Smart Card*, and *FasTrak*. Most businesses are pleased with them. Why? Marketing surveys show that people who use the system spend more money. As one market analyst explained, "People focus less on price and more on the product when they've already paid the bill."

Time itself has become a valuable commodity in today's world. A cashless system that speeds things along is likely to have a great impact on the marketplace.

WORD SEARCH

1. What nine-letter compound noun from the reading means "a pay station at which a charge for use is collected"?

 t

2. What two-word noun from the reading means “a business machine with a money drawer that records the amount of each sale”?

cash register

3. What seven-letter noun from the reading means “a device with an electronic beam for scanning prices and other recorded information”?

barcode

SYNONYMS

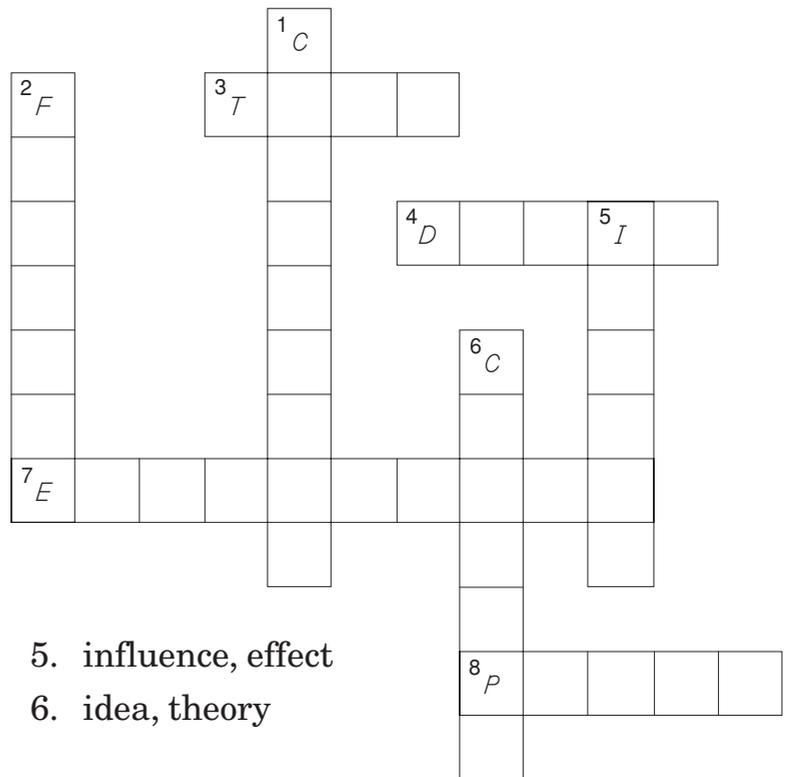
Complete the crossword puzzle with words from the reading. Clue words are *synonyms* (words with similar meanings) of the answer words.

ACROSS

- 3. charge, fee
- 4. deduction, debt
- 7. automatic, computerized
- 8. square, park

DOWN

- 1. goods, merchandise (singular)
- 2. characteristic, trait
- 5. influence, effect
- 6. idea, theory



SUFFIXES

- The *suffix* (word ending) *-less* means “without.” For example, the word *worthless* means “without any worth or value.”

What word from the reading means “without coins or bills”?

- Now write words that include the suffix *-less*.

1. *without* hope: _____ 3. *without* flavor: _____

2. *without* care: _____ 4. *without* motion: _____

PARTS OF SPEECH

Write a letter to match each word with its meaning. Use the parts of speech as clues.

- | | |
|---|--|
| 1. _____ marketplace
(noun) | a. (noun) a person who studies and examines events in the business world |
| 2. _____ marketing
(noun) | b. (noun) the work of moving goods from the producer to the buyer, including advertising and selling |
| 3. _____ market analyst
(noun) | c. (adjective) ready and fit for sale |
| 4. _____ marketable
(adjective) | d. (verb) put up for sale |
| 5. _____ marketed
(verb) | e. (noun) the world of trade and business |

ABBREVIATIONS

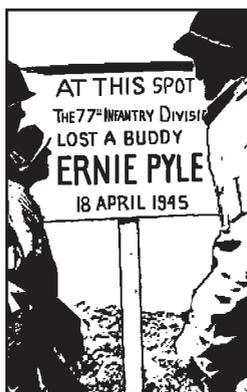
Did you notice that the author of this reading uses the abbreviation *mph*? Write the full meaning of each **boldface** abbreviation below.

1. The cars rolled through the toll plaza at five **mph**. _____
2. On the open highway, her compact car got 22 **mpg**. _____
3. I paid the delivery driver for my purchase, because the company sent it to my house **C.O.D.** _____
4. Before I could cash a check, I had to show some **I.D.** _____
5. The price tag on the candlesticks read, "\$11.00 **ea.**" _____
6. Marco Martinez **Jr.** joined the family business last year. _____

Ernie Pyle, War Correspondent

War correspondents have especially adventurous and dramatic news reporting jobs. They cover war zones around the world. In America, on-the-scene war reporting dates back to the Mexican War of 1846–1848. Messengers carried war news back to the *New Orleans Picayune* in the United States. During the Civil War (1861–1865), correspondents for both the North and South sent reports from the front by telegraph. Correspondents from the United States traveled with American troops during World War I and World War II.

During the second World War, journalist Ernie Pyle became America's most popular foreign correspondent. Pyle's columns set a new tone for war reporting. While most correspondents related facts about battlefield events, Pyle focused on the lives and feelings of the soldiers. First, he interviewed individuals. Then, in a simple, friendly style, he wrote about the things that were happening to these men. Pyle wrote with warmth and humor. His reports presented the soldiers as regular people placed in extraordinary situations.



Ernie traveled with World War II troops in Africa and in Europe. He then accompanied them to the Pacific. In 1943, Ernie Pyle won the Pulitzer Prize in journalism for his reporting. He died on the Pacific front in 1945. At the Ii Shima Island battle for Okinawa, he was killed by Japanese machine gun fire. Pyle's grave is in the Punchbowl Cemetery in Honolulu, Hawaii.

During the war, Ernie Pyle's columns were syndicated in more than 300 newspapers. They were later published in *Ernie Pyle in England*, *Here Is Your War*, and *Brave Men*.

The invention of television added a new face to war reporting. In the 1960s and 1970s, the Vietnam War became the first to receive widespread TV coverage. During the Persian Gulf War in 1991, correspondents broadcasted live from war-torn cities. These reporters showed more than bombs and rockets. In the tradition of Ernie Pyle, they made war personal with close-up looks at the men and women on the battlefield.

WORD SEARCH

1. What nine-letter noun from the reading names a device for sending messages over a wire by a code of electrical signals? t_____
2. What two-word proper noun names a yearly award made for outstanding accomplishments in the fields of journalism, literature, music, or art? (The awards are named for the famous journalist who established the fund for these prizes.) P_____ P_____
3. What ten-letter noun from the reading means “the work of gathering and preparing news to present to the public”? j_____
4. What ten-letter verb in the reading means “sold articles to a network of many newspapers”? s_____

IDIOMS

An *idiom* is a figurative expression. The words in an idiom are not meant literally. For example, if someone asks if you have a “bee in your bonnet,” they aren’t really asking about insects. They’re asking if something is bothering you. Notice the *italicized* idiom in each sentence below. Circle the letter of the idiom’s meaning.

1. The invention of television *added a new face* to war reporting.
 - a. made things look different than they really were
 - b. made things different than they had been in the past
 - c. hired new reporters with handsome faces
2. Some news stories make their points very clear, but in others the readers must *read between the lines*.
 - a. figure out suggested ideas for themselves
 - b. hold the paper up to the light
 - c. find the page where the story is continued

3. The outspoken reporter refused *to sit on the fence* about the important topic.
 - a. sit on uncomfortable airplanes when traveling to events
 - b. story enclosed within fenced areas
 - c. be unwilling to voice a strong opinion on an issue

4. Ernie Pyle was not your *run-of-the-mill* reporter.
 - a. typical
 - b. most adventurous
 - c. most talented

SYNONYMS

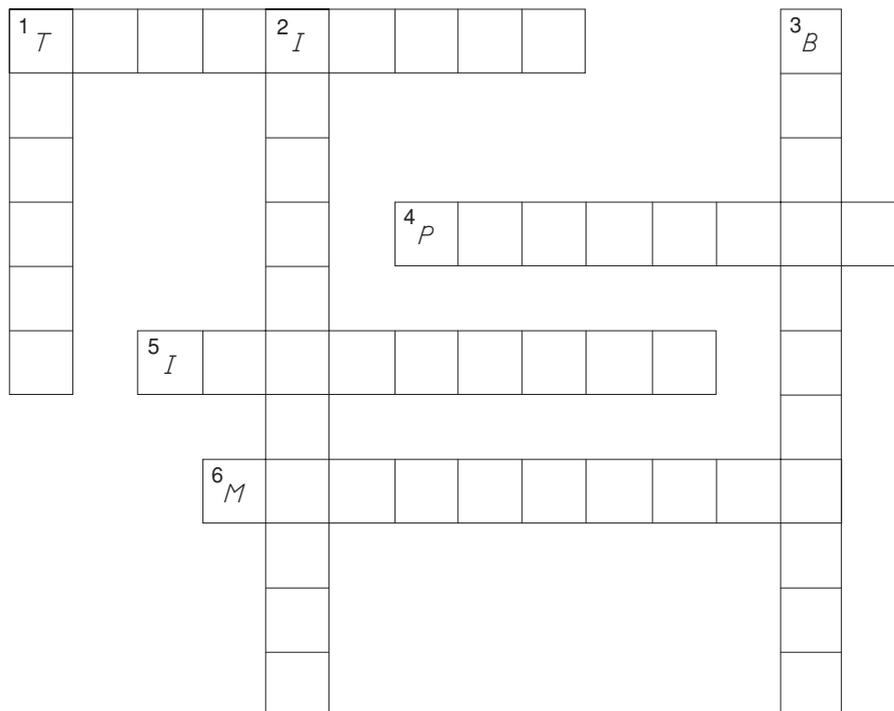
Complete the crossword puzzle with words from the reading. Clue words are *synonyms* (words with similar meanings) of the answer words.

ACROSS

1. custom, belief
4. individual, special
5. creation, discovery
6. dispatchers, couriers

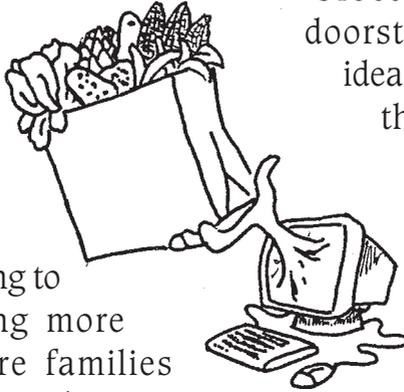
DOWN

1. regiments, soldiers
2. conversed, questioned
3. aired, transmitted



www.groceries.com

Many shoppers complain about frequent visits to the grocery store. They don't enjoy the wobbly-wheeled carts, busy parking lots, crowded aisles, or long check-out lines. But when you need food, the shopping must be done! Some companies are trying to make grocery shopping more convenient. With more families owning personal computers, dot-com companies are offering buyers the chance to grocery shop over the Internet. Now consumers can shop from home—and they can do it 24 hours a day, seven days a week.



Most Internet supermarkets are national businesses. They ship goods to their customers from warehouses located in different regions. When shoppers go online, they are welcomed into a virtual supermarket. They can browse the aisles and select products. Graphics allow them to see specific items. If they want to, they can pull up nutritional information. They can even contribute personal information—such as just how ripe they want their produce to be. Just like the neighborhood market, many online grocers redeem coupons. Regular customers are encouraged to

set up lists of frequently used items to help them place orders quickly.

Groceries delivered to the doorstep! It's an appealing idea for busy career people, the sick or elderly, and others who find it difficult to find time or leave their home. Online shopping is generally a little more expensive. But a great many customers feel that convenience is worth the extra cost. Some believe they actually *save* money. Why? Because they aren't buying impulse items that "look good."

Other consumers, however, are less satisfied with online grocery shopping. They can't sniff the cantaloupes or inspect the peaches. And just how big is that 16-oz. can of green beans? It's much harder to visualize products over the Internet.

Online grocery shopping is fairly new. Right now, only a small percentage of shoppers are logging on to use the services. But owners of Internet "grocery stores" are hopeful. They expect online shopping to increase as people become more comfortable in cyberspace.

WORD SEARCH

1. What eleven-letter noun in the reading means “a large store with open aisles that sells food and other household goods”? s _____
2. What seven-letter adjective from the reading means “being or seeming almost real—although not, in fact, actual”? v _____
3. What seven-letter word from the reading means “a sudden feeling or urge to do something”? i _____

WORDS IN CONTEXT

Complete each sentence below with one of the words you wrote in the Word Search.

1. The new _____ on Lombard Street has discounted prices.
2. I couldn't resist the _____ to buy a candy bar.
3. The video took viewers on a _____ tour that made them feel they were actually in the ancient city.

ANALOGIES

Analogies are statements of relationship. To come up with the missing word, you must figure out the relationship between the first two words or phrases. Then complete each analogy with a word from the reading that shows the same relationship.

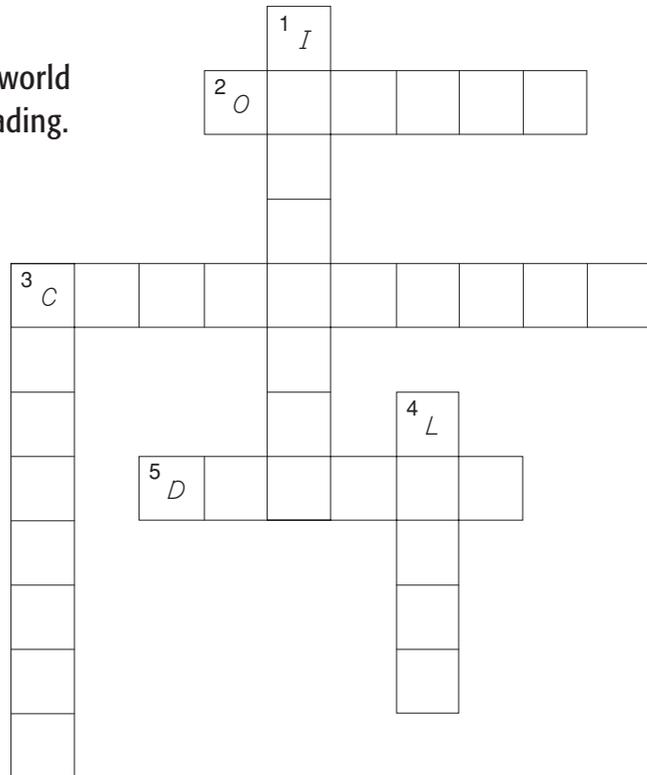
1. *Pork* is to *meat* as *lettuce* is to _____.
2. *Words* are to *text* as *pictures* are to _____.
3. *Economical* is to *expensive* as *seldom* is to _____.
4. *Person* is to *mature* as *peach* is to _____.
5. *Convenient* is to *handy* as *inviting* is to _____.
6. *World Wide Web* is to _____ as *Street* is to *St.*

COMPUTER VOCABULARY

Complete the puzzle with words from the world of computers. Answer words are in the reading.

ACROSS

2. connected to the Internet
3. another name for the electronic computer world of the Internet
5. nickname for a company that does business on the Internet—the Internet address (or URL—Universal Resource Locator) usually ends with a dot followed by the letters *com*)



DOWN

1. a network of computers and databases that allows users to interact and to access information
3. an electronic machine that takes in data and performs operations according to the directions given
4. to direct a computer terminal to start work (two words)

THINKING ABOUT THE READING

Voice your opinion on Internet grocery shopping. Answer the question below. Try to use a form of at least *two* of the boxed words.

Internet	convenient	online	aisles	groceries
browse	supermarket	expense	personal computer	

QUESTION: Would you rather shop for groceries in an actual supermarket or online? What are your reasons?

YOUR ANSWER: _____

Give It a Try!

The advertisement below makes every effort to convince readers to try the product. It offers testimonials from everyday folks who claim they've tried it and liked it. The ad presents persuasive reasons why the product is better than others. In addition, it offers consumers a chance to test the product free of charge. Notice the bonus for giving the product a try. Could this mattress be too good to be true? Check the fine print!

GET A GREAT NIGHT'S REST ON FLOATRESS!

It's better than a mattress! It's a whole new kind of sleep comfort. It's like floating down a lazy stream. It's a *LOATRESS!*

Take advantage of the newest technology for a better night's sleep. Our comfort technicians have developed hydro-coils that really do make you feel like you're floating on air.

Here's what some satisfied customers have to say:



"In 1996, I was in an automobile accident. Until I bought the *Floatress*, I suffered from constant neck and back pain. Ever since I began sleeping on the *Floatress*, I've been pain free! I say thanks to your wonderful new invention!"

Sylvester S. Snoozer
Milwaukee, Wisconsin

"In the past, I dreaded bedtime. I knew I would toss and turn for hours before finally falling into a restless sleep. Now I sleep like a log on my *Floatress*. It's like floating on a cloud! This was the best investment I ever made!"

Hilda Honkshiff
Bridgeport, Maine

Imagine drifting off every night and sleeping soundly until morning! Today, over one million Americans sleep better on a *Floatress*. Instead of hard steel springs, the *Floatress* supports you with a cushion of flexible water-filled tubes. You'll get a better rest night after night or your money back!

Try the *Floatress* for 30 nights!** We're so sure you'll sleep better on the *Floatress*, we'll

let you try it without any obligation. We'll even include two FREE feather pillows—yours to keep! Test the *Floatress* in the comfort of your own home for a full month. Call now for a free brochure. If you accept our offer, your *Floatress* will be delivered* in just 3–5 days. You deserve to cradle yourself in comfort. Experience the ecstasy of sleeping on air! For your no-obligation trial, call 1-800-525-1731 now.

* Customer agrees to pay \$55.00 delivery charge.

** If customer is not completely satisfied within the 30-day trial period, *Floatress, Inc.* will accept returned product. Customer must pay return shipping. Product must be in original condition and packed in original container. Customer will accept responsibility and charges for any damages. If not returned within 30 days, customer will be billed full product price.

WORD SEARCH

1. What five-letter noun from the reading means “something extra—beyond what is expected or required”?

h_____

2. What twelve-letter plural noun from the reading means “people who have skill in scientific or engineering techniques”?

t_____

3. What eight-letter noun from the reading is a synonym for *pamphlet*?

h_____

4. What ten-letter noun from the reading means “something for which money has been spent in order to get something in return”?

i_____

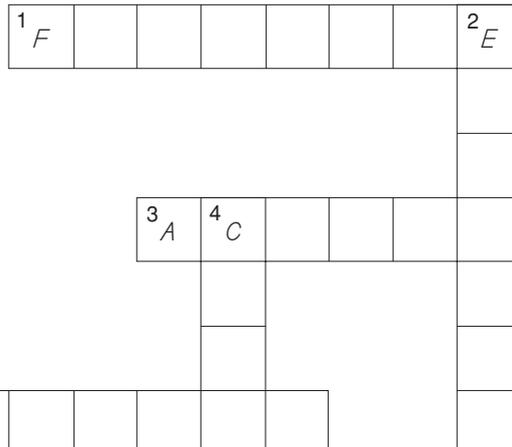
ANTONYMS

Clue words are *antonyms* (words with opposite meanings) of words in the reading. Answers are the unscrambled words that appear in the box.

CETPAC	FOOTMRC	TEASYSC	LIXLFEBE	FISTYAS
---------------	----------------	----------------	-----------------	----------------

ACROSS

- 1. rigid
- 3. to reject
- 5. to displease



DOWN

- 2. misery
- 4. irritation

CLICHÉS

Clichés are overused expressions. Like idioms, clichés don't mean exactly what the words say. For example, "a chip on your shoulder" is a cliché meaning "feeling grouchy or angry."

Underline the cliché in each of the following sentences. Then write the meaning of the cliché in your own words.

1. Now I sleep like a log on my Floatress.

THE CLICHÉ MEANS: _____

2. It's like floating on a cloud!

THE CLICHÉ MEANS: _____

3. Waiting to enter the ring, the boxer paced like a caged lion.

THE CLICHÉ MEANS: _____

4. I'd sure like to get the job, but I think it's a long shot.

THE CLICHÉ MEANS: _____

PARTS OF SPEECH

Decide whether the *italicized* word in each sentence is used as a noun or verb. Write the part of speech on the line. Then write a sentence using the word as a *different* part of speech. Identify the part of speech.

1. The company will *bill* customers for return shipping.

PART OF SPEECH: _____ SENTENCE: _____

_____ PART OF SPEECH: _____

2. The customer will pay for any *damage*.

PART OF SPEECH: _____ SENTENCE: _____

_____ PART OF SPEECH: _____

Television: Society's Mirror

The term “media” includes America’s favorite pastime for nearly 50 years. It’s television! Viewers all over the country turn to their TV sets for entertainment and information.

Television gives a sharp reflection of real life and times in America. Consider the shows that are popular as the 21st century begins. One network has earned high ratings with *Survivor*. On this show, healthy contestants come together from all walks of life and all parts of the country. These hardy people team up to use their physical and mental prowess to “survive” in a scenic, remote region. Team members have to fight the elements. And they also have to compete to be most favored by their group members. To remain on the team and in the “game,” they must be popular. Not surprisingly, winners are strong, clever, and ambitious. They not only have to overcome threats in nature, they must beat out their own teammates.

Situation comedies, or sitcoms, have always mirrored the times. Early TV sitcoms, such as *Leave It to Beaver*, depicted two-parent, two-child families. The mother stayed at home and could usually be found in the kitchen. June Cleaver, mother of the mischievous Beaver Cleaver, is

remembered for her pearl necklace and full-skirted, small-waisted dresses. Mrs. Cleaver cheerfully cleaned house, cooked dinner, and doled out wise advice. From the pilot show to the last episode, she represented the ideal mom of her day!



Now compare June Cleaver with more modern sitcom moms. Think about Roseanne Barr, starring in *Roseanne*, and Peggy Bundy in *Married With Children*. The pearls and frilly skirts are gone! These moms have a much rougher edge. Roseanne works hard for a living, and Peggy makes a career of doing as little as possible for her family. Actually, it’s hard to find a “typical” family in the modern-day sitcoms. Many of today’s plots revolve around young adults launching careers. Others are built around single moms and dads struggling to make a new life.

Watching TV can give us insight into what the American public is doing and thinking. In no small way, TV programming mirrors the values and the social climate of the times.

WORD SEARCH

1. What two-word plural noun from the reading names TV series based on humorous situations in the main characters' daily lives? s _____ c _____
2. What is the commonly used *abbreviated* form of the words above? s _____
3. What eleven-letter word from the reading ends in *-ing* and means "placing in a lineup of programs"? p _____
4. What seven-letter noun from the reading means "a part of a story that continues from week to week"? e _____

SYNONYMS

Read each pair of sentences. Then underline the *synonym* (word with a similar meaning) of the **boldface** word.

1. Television programs **reflect** society's values and interests. Sitcoms especially mirror the times.
2. The game show *Survivor* brings together **contestants** from all across America. The players must be hardy and clever.
3. The **storyline** of the program involved a pair of adventurous college students. In the plot of the first adventure, they were climbing a mountain.
4. The events in another sitcom **turned** on the problems of a single dad. One story revolved around his troubles with a nosy neighbor.
5. Mrs. Cleaver **doled out** advice. She dispensed words of wisdom to her sons Wally and Beaver.
6. A TV **timetable** appears in the daily newspaper. It shows the day's schedule of television programs.

DEFINITIONS

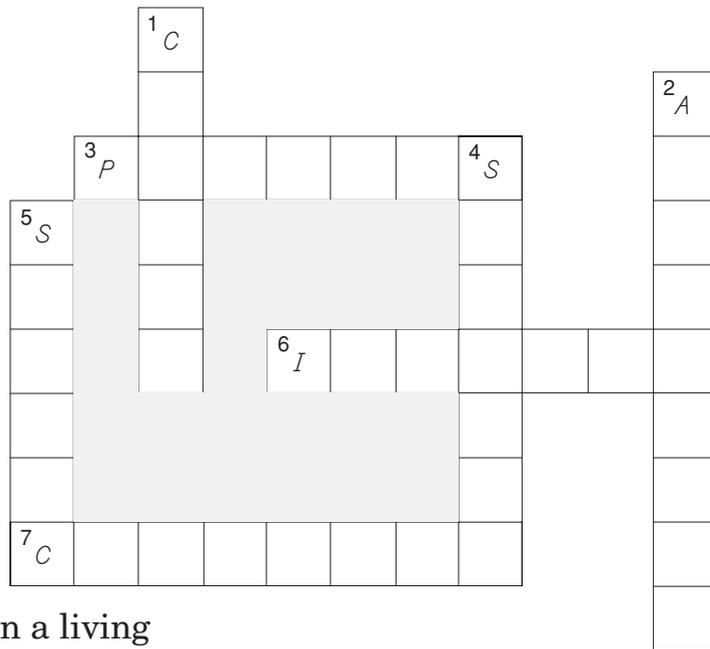
Complete the crossword puzzle with words from the reading.

ACROSS

3. very great skill, ability, or courage
6. a clear understanding of something
7. a classification or group of similar things

DOWN

1. what a person does to earn a living
2. having a strong desire to succeed or to gain wealth, fame, power
4. the people of one time and place considered as a whole
5. having an interesting or beautiful setting or landscape



MULTIPLE-MEANING WORDS

Read the definitions of each **boldface** noun. Then write a letter to match each sentence with the correct definition.

1. **climate**
 - a. the average weather conditions of a place over a long period of time
 - b. the general feeling, atmosphere, or spirit in a certain time and place

_____ The social **climate** of the day was one of acceptance of different living styles.

_____ Arizona's **climate** is very warm and dry.

2. **mirrors**
 - a. smooth sheets of glass that reflect light
 - b. accurately corresponds with something else

_____ The story **mirrors** life in a midwestern small town.

_____ The funhouse **mirrors** made people look taller, fatter, or thinner than they really were.

Vocabulary Stretch

Get out your dictionary and thesaurus! The challenging words in this lesson were especially chosen to stretch the limits of your vocabulary.

director	producer	commentator	footage	misquote
investigative	confidential	documentary	obituary	redundant

WORD MEANINGS

- Write a word from the box next to the definition it fits.
 1. _____ *adj.* 1. told in secret 2. trusted with private or secret matters
 2. _____ *noun* 1. a person who directs or controls the work of others, especially the actors in a play or film
2. a member of a company chosen to direct business matters
 3. _____ *noun* an announcement that someone has died, often including a short article about the person’s life
 4. _____ *verb* 1. to repeat someone else’s words incorrectly 2. to give the wrong price of something
 5. _____ *noun* 1. a person who writes or gives observations 2. a radio or TV reporter whose job is to make observations on the news
- Notice that each **boldface** word below is followed by a *correct* definition and a *false* one. Write **C** by the correct definition and **F** by the false one.
 6. **footage**
 - _____ number of years a creature’s foot has been in use
 - _____ a length of film

7. **redundant**

_____ completely incorrect

_____ more than enough

8. **documentary**

_____ a dramatic film or TV show based mainly on facts

_____ an electronic tool usually found in a doctor's office or hospital

9. **producer**

_____ the person in charge of a supermarket's produce section

_____ a person who organizes the business side of putting on a play, TV show, or film

10. **investigative**

_____ describing someone or something that questions and explores a matter

_____ describing someone who invests funds in a play, film, or other business

WORDS IN CONTEXT

Circle the challenge word that correctly completes each sentence.

1. The (investigative / redundant) report examined several accounts of police brutality.
2. The (producer / commentator) put up the money for the play, rented the theater, and organized an advertising campaign.
3. When he was (director / misquoted) in the *Biffelton Daily Bulletin*, Senator Wardlack declared, "I never said that!"
4. When I read the (documentary / obituary), I learned that my friend's grandmother had died.
5. The (confidential / footage) report was locked in the safe to keep it away from prying eyes.

REVIEW

Here's your chance to show what you know about the material you studied in Unit 2.

SENTENCE COMPLETION

Write words from the unit to complete each sentence.

1. The _____ *-less*, which ends the word *hopeless*, means "without."
2. The _____ *mph* means "miles per hour."
3. *Correspondent* is the noun form of the verb _____.
4. The Greek word part _____ means "water."
5. The words *timetable* and *schedule* are _____.

MULTIPLE-MEANING WORDS

Circle the word in each pair that can have an entirely different meaning when it is used in a different context.

- | | | | |
|--------------|------------|-----------|-------|
| 1. columnist | column | 3. sitcom | log |
| 2. pilot | television | 4. bill | bonus |

COMPOUND WORDS

Answer each question with a compound word from Unit 2. Combine two of the words in the box to make the answer word.

battle booth field market news paper spread super toll wide

1. What store sells most everything in the way of food and household goods? _____
2. Where would you find soldiers fighting each other in war? _____

3. In what type of publication would you find reports of current events?

4. At what place do drivers pay a small fee for using a bridge or road?

HIDDEN WORDS PUZZLE

Find and circle the words in the hidden word puzzle. Words may go up, down, across, backward, or diagonally. Check off each word as you find it.

- | | |
|-----------------------|----------------------|
| ___ BROCHURE | ___ ONLINE |
| ___ INVESTMENT | ___ BONUS |
| ___ TESTIMONY | ___ EPISODE |
| ___ ELECTRONIC | ___ GRAPHIC |
| ___ JOURNALISM | ___ BROADCAST |
| ___ COMMODITY | ___ SYNDICATE |

S	E	L	E	C	T	R	O	N	I	C
M	B	A	M	O	P	B	V	I	X	T
S	R	R	A	W	E	R	G	N	H	E
I	O	G	O	A	E	R	T	V	D	S
L	A	R	N	C	W	Q	Z	E	E	T
A	D	A	L	J	H	F	S	S	D	I
N	C	P	I	R	T	U	K	T	O	M
R	A	H	N	X	N	F	R	M	S	O
U	S	I	E	O	J	K	L	E	I	N
O	T	C	B	F	D	G	C	N	P	Y
J	S	Y	N	D	I	C	A	T	E	Q
C	O	M	M	O	D	I	T	Y	U	Y

SYNONYMS

Some words from the hidden words puzzle are synonyms of the **boldface** words below. Write the synonym on the line after the sentence.

1. We laughed at the first **installment** of *The Ricky Show*.

2. On Monday, ABC will **air** the news one-half hour early.

3. With every purchase of Airtron athletic shoes, the lucky buyer gets a **gift** pair of sweat socks.

4. Water is a valuable **good** in arid regions.

5. The rock musician **gave his word** that the hair gel helped make him a star.

6. The supermarket uses *automated* machines to speed customers through the checkout lines.

7. Richard's *stake* in the company earned him more than \$100.00 last month.

MATCHING

Write a letter to match the term on the left with its description on the right.

- | | |
|-----------------------------------|--|
| 1. _____ Ernie Pyle | a. famous award given for literature, art, music, and journalism |
| 2. _____ EZPass | b. lettuce, peas, and oranges |
| 3. _____ produce | c. war correspondent |
| 4. _____ sitcom | d. Internet address |
| 5. _____ Pulitzer | e. debit system of payment |
| 6. _____ www.groceries.com | f. TV series about characters' lives |

PARTS OF SPEECH

Each **boldface** word below can be used as more than one part of speech. Write two sentences for each word. First, use the word as a noun and then as a verb.

1. **report**

NOUN: _____

VERB: _____

2. **market**

NOUN: _____

VERB: _____

3. **cash**

NOUN: _____

VERB: _____

PREVIEW

Here's an introduction to the vocabulary terms, concepts, and skills you will study in this unit. Answers are upside down on the bottom of the page.

TRUE OR FALSE?

Write **T** or **F** to show whether each statement is *true* or *false*.

1. _____ A newspaper's classified ads list only items that are priced under \$100.00.
2. _____ *You'll* is the contraction of the words *you will*.
3. _____ The words *purchase* and *sell* are synonyms.
4. _____ In a classified ad for a rented apartment, the abbreviation *bdrm.* usually means *big rooms*.
5. _____ A newspaper that *sensationalizes* reports is likely to *exaggerate* events.
6. _____ A *logo* is a flaw that would make a product unacceptable to the customer.
7. _____ Names like *Kleenex* and *Scotch Tape* are trademarks.
8. _____ The word *statement* has more than one meaning.

SPELLING

Circle the correctly spelled word in each group.

- | | | | |
|----------------|-----------|-------------|-----------|
| 1. merchandise | 2. are'nt | 3. interest | 4. colone |
| murchindize | aren't | intrest | collone |
| merchandise | arn't | intarest | cologne |

ANSWERS: TRUE OR FALSE? 1. F 2. T 3. F 4. F 5. T 6. F 7. T 8. T
 SPELLING: 1. merchandise 2. aren't 3. interest 4. cologne

GLOSSARY

A *glossary* is an alphabetical list of unusual or specialized words from a certain field of knowledge. Following are some important words that relate to the media and the marketplace.

balance the amount of money still owed on a partially paid bill

cassette a plastic case containing a roll of recording tape; meant for use in a tape recorder

CD the abbreviation for *compact disc*—a small, circular, flat piece of plastic on which music or information has been digitally recorded

classified arranged or put into groups according to some system; *classified ads* are grouped according to the type of item or service advertised

credit card small plastic charge plate consumers use in place of cash; card owners can charge bills to their account and pay at a later date

headline large print above a news article that draws the reader's attention and tells in a few words what the article is about

inaccurate containing mistaken information; incorrect or faulty

interest money paid for the use of borrowed money

lease an agreement by which an owner allows a house, car, or other item to be used for a certain period of time for a certain fee

logo an emblem, design, or symbol used by a company or organization

merchandise things that are bought and sold; goods

muckrakers journalists who search out dishonest acts and reveal them in writing to the public

real estate land and the buildings on land, such as houses and apartments

refund an amount of money given back; money repaid

sensational capable of stirring up feelings of excitement, shock

trademark a licensed name, picture, mark, or word placed on a product by the manufacturer

VOCABULARY IN CONTEXT

Complete each sentence with a word from the glossary. Use the other words in the sentence to help you decide which word to add. Check a dictionary definition if you're still not sure.

1. The brand name *Jell-O* is a licensed _____, but many people use the word to describe any gelatin dessert.
2. Kristen applied for a _____ so she could charge purchases rather than using cash.
3. Warren slipped a _____ into the player in his car's dashboard.
4. The _____ ads are a good place to look for bargains on used items.
5. At ThriftyMart, shoppers who are not satisfied with a purchase can bring it back for a full _____.
6. Next Saturday, all _____, including clothing and housewares, is on sale at ThriftyMart.
7. The newspaper gave an _____ account of the accident's location.
8. The front page _____ read: FLOOD THREATENS RIVERSIDE NEIGHBORHOODS.

EXAMPLES

Circle the item in each group that does *not* belong.

1. Things you would find in a newspaper:
classified ads headlines credit cards
2. Things you would find on a credit card billing statement:
interest rate muckrakers balance
3. Materials used for musical recordings: logo cassette CD
4. Things a department store offers:
real estate merchandise refunds

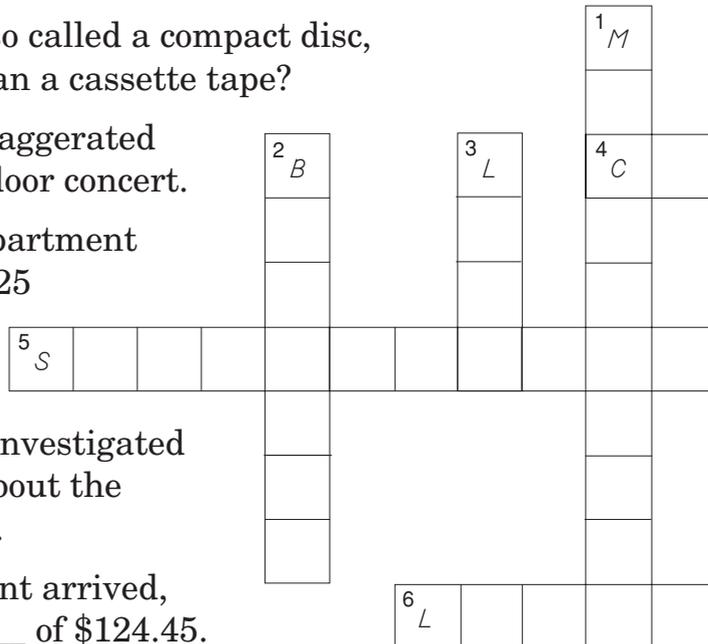
SCRAMBLED WORDS

First unscramble the words from the glossary. Then solve the crossword puzzle with the unscrambled words that complete the sentences.

SLEEA _____	NESTLISOANA _____
GOOL _____	CARRUKKEMS _____
DC _____	CABLANE _____

ACROSS

4. Does a _____, which is also called a compact disc, produce clearer sound than a cassette tape?
5. The _____ news report exaggerated the noise level of the outdoor concert.
6. Mike Santos signed an apartment _____, agreeing to pay \$725 a month for one year.



DOWN

1. In the early 1900s, _____ investigated big business and wrote about the problems they uncovered.
2. When the billing statement arrived, it showed an account _____ of \$124.45.
3. The delivery service's _____ was a pair of shoes with wings.

MULTIPLE-MEANING WORDS

Some words have entirely different meanings when they're used in different contexts. Find a word in the glossary that matches each pair of definitions below. Write the words on the lines.

1. _____
 - a. eagerness to know something; curiosity
 - b. an extra charge for borrowing money
2. _____
 - a. equality between two things
 - b. the amount still due after part of a bill has been paid
3. _____
 - a. meant to shock, thrill, or excite
 - b. very good



Book and Music Clubs

Do you like to shop by mail? This is a convenient and sometimes economical way to build your library of books or music. You may have seen flyers advertising book-of-the-month clubs or music clubs. You may have read their ads in newspapers or magazines. When new members join, most of these clubs offer two or more items at a very low price. Club members often continue to enjoy prices lower than those offered in local stores. But if you're thinking about joining a mail-order club, read *all* the information carefully. What looks like a bargain may have some strings attached!

Many clubs require members to make at least one purchase a month. If you're low on cash one month, you'll still need to pay your bill. Other clubs allow members to skip a month or two each year. But members are usually obligated to stay in the club for at least 12 months. If you decide to drop out before the year is up, you could be billed for extra books, CDs, or cassette tapes anyway. That's why it's important to understand all the membership requirements before joining!

There are other factors to think about before becoming a club

member. Are you the kind of shopper who likes to leaf through a book before buying it? Do you like to check the picture on the CD cover or preview a selection? If so, you might be better off shopping in a store. You should also think about storage space. Once you're a club member, you'll receive a lot of merchandise. Do you have plenty of shelf space? Do you have a large CD rack? Do you have the time to enjoy all the books or recordings you'll be paying for?

To avoid trouble later, understand the club's refund policy *before* joining. If you aren't satisfied with an item, will the club make an exchange? How will you return the item? Who will pay the return postage? Always return unwanted goods promptly. Open packages as soon as they arrive. If you don't want the item, you can usually write "Refused" on the outside of the box and send it back.

Read the small print when considering a mail-order club. That's the only way to determine if you're really getting a good deal. The price of the book or recording might seem lower than in the stores. But be sure to check the details such as shipping charges and club rules. The total cost might be higher than you think!

WORD SEARCH

1. What six-letter noun from the reading means “any one of the persons who make up a club or other group”? m
2. What two-letter abbreviation stands for *compact disc*? C
3. What eight-letter word means “a plastic case containing a roll of recording tape meant for use in a tape recorder”? c

SYNONYMS

Find and underline two *synonyms* (words with similar meanings) in each pair of sentences.

1. Are members required to stay in the book club for at least one year?
Are they obligated to buy at least one book a month?
2. The books from this club are a real bargain! Getting two books for the price of one was a great deal!
3. The club mailed flyers to potential members. My neighbor and I both received the leaflets.
4. Joining a book club can be a good idea. Consumers, however, should check out the organization carefully.

IDIOMS

An *idiom* is an expression that has a different meaning from the literal meaning of the words. For example, “on the warpath” does not really mean “launching a battle.” It is an idiom meaning “to be angry and looking for an argument.” Notice the *italicized* idiom in each sentence below. (The first one comes from the reading.) Circle the letter of the idiom’s meaning.

1. What looks like a bargain may *have some strings attached*!
 - a. be broken and held together with string or glue
 - b. include some requirements that could cause problems
 - c. be an even better bargain

2. The new rock star *can't hold a candle to* singers of the old days!
- a. won't be using a flashlight b. isn't nearly as good as c. cannot make as much money as
3. You might think a music club will save a lot of money, but *don't count your chickens before they're hatched*.
- a. Don't count on something before it has happened. b. Don't try to raise baby chickens unless you can give them a lot of care. c. Don't buy through a club before comparing prices with those at the store.
4. First, I broke my CD player. Then I locked myself out of the house. *When it rains it pours!*
- a. Don't leave valuable CDs out in the rain! b. I should have been more careful that day! c. When one bad thing happens, lots of bad things happen!

ANTONYMS

Complete the puzzle with words from the reading. Clue words are *antonyms* (words with opposite meanings) of the answer words.

ACROSS

1. expectedly

6. review

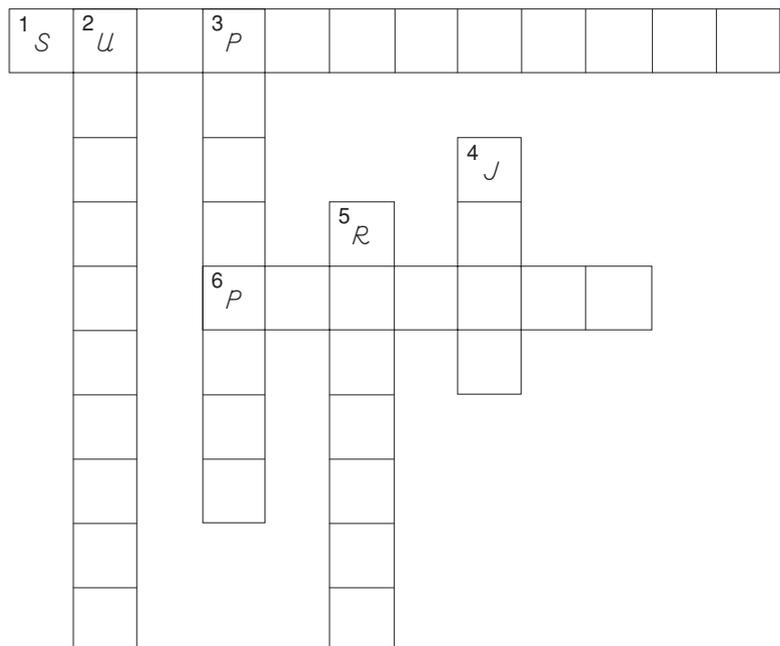
DOWN

2. misinterpret

3. tardily

4. drop out

5. accepted



Find It in the Classified Ads



The classified ad section is the marketplace of a newspaper. In the classifieds, readers can find real estate for sale or rent. They can find ads for transportation, furniture, pets, and miscellaneous goods and services. Shoppers looking for a good used automobile are likely to turn to the classifieds. Here's a sample of an ad they might find there:

1998 Ford Mustang convert. Summer fun! Bright red beauty with 28k lo mi., auto, AC, PW, PDL, CD player, loaded! Only \$11,998/offer. (412) 777-7796.

Most classified ads sell space by the line. Why do you think the seller of the Mustang decided to use up costly space with so many adjectives and phrases? He or she wanted to catch a reader's attention and make the car sound appealing. To conserve space, the advertiser abbreviates words such as "automatic," "power windows," and "power door locks." The letter *k* is an abbreviation for 1,000. Do you know the meanings of other abbreviations in the ad?

Imagine a young adult is looking for a first apartment. The classified ads

would be a likely place to begin a search. Compare the following ads. Notice that there are some appealing features about each unit.

Modern and bright. 1 brm, 1 bth, \$675 + dep. WW cpt, pool, AC, DW, disp, W/D hookup. Quiet, subrb. setting. No smkg/pets. 2121 NE Wren Ln. (541) 610-4434.

Airy charm. Dntwn 1 bdrm, 1 ba. 900 sq ft in vintage bldg, \$725. Hrdwds, hi ceilings, fpl, Indry on site. Nr bus, shops, cafes. 6 mo lease. Cat, sm. dog OK. 14 N Elm St. (541) 610-1392.

Both renting and buying require money, of course. That usually means finding a job! Most classified sections include advertisements for employment along with help-wanted ads. Here are some sample job opportunities that might be listed.

SALES Need friendly people to sell cookware and hshld goods. Attitude more imp. than expr. FT / PT. Work wknds. \$9/hr. Call (812) 310-1549 for appt. or e-mail kitchgds@link.com

OFFICE ASST. Need "people person" w/ basic computer skills! FT, M-F. Exclt pay & bnfts. Fast-paced insurance co. Mail résumé to: Office Manager, P.O. Box 4126, Lynnwood, OR 97229 or fax to (503) 236-0898. Equal Opportunity Employer

THINKING ABOUT THE READING

Answer the following questions.

1. Suppose you do *not* have \$11,998. Might you still be able to buy the advertised Mustang? Why or why not? _____

2. Describe the type of person you think would be attracted by the Mustang ad. _____

3. Which apartment advertised would likely attract someone who likes city life and wants to take a bus to work? Why? _____

4. Which apartment sounds most appealing to *you*? Which features did you like most? _____

5. Suppose you're a student who needs to arrange work hours around classroom hours. Would you be more likely to apply for the first or second job listed? Why? _____

The Media Stirs Things Up

Media outlets are sometimes harshly criticized for being overly *sensational*. To gain attention, reporters may emphasize stories that are meant to shock, alarm, or excite readers. This is nothing new for journalism. In the late 1800s and early 1900s, American papers were filled with stories that dealt with crimes, disasters, and scandals. There were so many shocking items, in fact, that this era in journalism was called *the Age of Sensationalism*.

One of the leading newspapers of the time was the *New York Journal*. Its publisher was William Randolph Hearst. The millionaire son of a U.S. senator, Hearst spent a fortune to interest and attract readers. In the late 1800s, he wanted to lure readers away from the *New York World* and its publisher Joseph Pulitzer. The two rival papers were both known for their use of sensationalism. In competing for readers, both papers sometimes reported inaccurate and exaggerated stories. This type of reporting became known as *yellow journalism*.

Some sensational stories (those that demanded reform) had positive



results. Ida Tarbell and Lincoln Steffens, for example, investigated and reported dishonest practices in business and government. They wrote about social problems such as child labor and racial prejudice. These news writers became known as *muckrakers* because they “dug up the dirt” about politics and business.

Ida Tarbell exposed dishonest practices of some huge corporations, including the Standard Oil Company. Lincoln Steffens investigated and reported on corrupt city government in St. Louis and other major cities and states. In this era of sensationalism, Tarbell, Steffens, and other muckrakers performed a public service. They turned formerly hidden social problems into headlines! By exposing corruption, they forced government and business to make positive changes.

WORD SEARCH

1. What seven-letter noun from the reading means “something that shocks people and causes shame and disgrace”? s _____
2. What eight-letter compound word means “large print above a news article that briefly tells what the article is about”? h _____
3. What twelve-letter plural noun from the reading means “companies or business organizations”? c _____

SYNONYMS

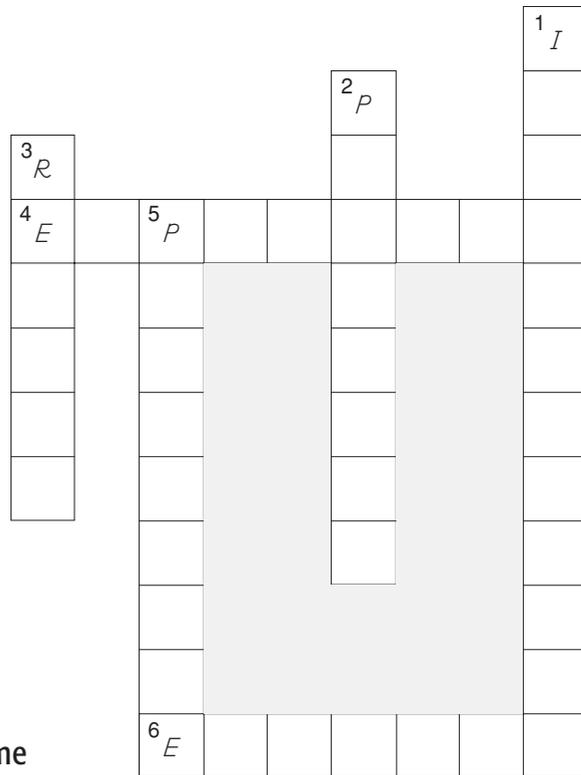
Complete the puzzle with words from the reading. Clue words are *synonyms* (words with similar meanings) of the answer words.

ACROSS

4. to stress or highlight
6. revealed, uncovered

DOWN

1. explored, examined
2. helpful, beneficial
3. change, correction
5. discrimination, intolerance



ANALOGIES

Analogies are statements of relationship. To come up with the missing word, you must figure out the relationship between the first two words. Unscramble these words from the reading and use them to complete the analogies.

JUICEPDR _____	DEALHNI _____
PORTRUINCO _____	VESTPOII _____

1. *No* is to *yes* as *negative* is to _____.
2. *Wise* is to *stupid* as *tolerance* is to _____.

3. *Vigor* is to *laziness* as *honesty* is to _____.
4. *Title* is to *book* as _____ is to *news article*.

COMPOUND WORDS THAT NAME TYPES OF PEOPLE

Write a letter to match each compound word with the type of person it names.

- | | |
|------------------------------|--|
| 1. _____ muckraker | a. a person who brings couples together in hopes they will marry |
| 2. _____ troublemaker | b. a journalist who searches out and writes about dishonest acts |
| 3. _____ matchmaker | c. a leader, especially of a group of lawbreakers |
| 4. _____ bellyacher | d. one who causes problems |
| 5. _____ busybody | e. one who meddles in other people's affairs |
| 6. _____ ringleader | f. one who complains loudly and often |

COLORS AS SYMBOLS

Certain colors have come to stand for, or symbolize, certain ideas and qualities. The color white, for example, is often associated with purity and innocence. Use one of the phrases below to complete each sentence.

yellow journalism	black humor	golden years	in the pink
--------------------------	--------------------	---------------------	--------------------

1. Sensationalized, inaccurate, exaggerated reporting is called _____.
2. Something funny that contains a depressing, grim element is called _____.
3. Someone who is feeling really good and peppy might be described as _____.
4. A contented, happy period in one's life is often recalled as the _____.

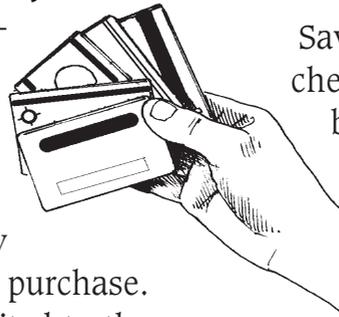
Credit Cards: Protecting Your Plastic

Consumers find it convenient to use small plastic charge plates in place of cash. For one reason, shoppers don't have to carry much cash around. And—if they pay off the full balance each month—no interest is charged. Returns of unwanted merchandise are usually easier with a charge card purchase. The refund is simply credited to the customer's account. When you start using a credit card, however, you take on responsibilities. What if your credit card gets lost or stolen? That can mean unlawful charges on your account—charges for purchases *you* did not make.

How can you prevent credit card problems? Know where your credit cards are at all times. Carry only a card you expect to need. Keep a record of your account numbers in a safe place. Make sure this record is separate from your cards. Also record card expiration dates and the telephone numbers of each card issuer. This will enable you to report a loss quickly.

An account number is private information! Always be cautious about giving out the number over the phone. Disclose that information only

if you're sure you are dealing with a reputable company. Never write your account number on the outside of an envelope or on a postcard.



Save your purchase receipts to check against your monthly billing statement. Never leave statements lying around unopened! As soon as they arrive, compare them with your receipts. Report any mistakes immediately. You'll find a special address on your statement.

Suppose you lose a credit card. Don't panic! If you report the loss before someone else uses your card, you cannot be held responsible for the charges. But what if a thief uses your card before you've reported it missing? The most you will owe for unauthorized charges is \$50 per card. After a loss, review your new billing statements carefully. If you find charges you didn't make, notify the credit card company. It's a good idea to report billing discrepancies in writing. Send your letter to the address given for "billing errors."

Use your credit card with care. If you don't safeguard your card and check each statement, the convenience you enjoy can turn into a credit card catastrophe!

WORD SEARCH

1. What seven-letter word from the reading is a commonly used *nickname* for credit cards? (It comes from the material they're made of.) pl
2. What thirteen-letter plural noun from the reading means "things that do not agree with each other; differences"? d
3. What six-letter noun from the reading means "an amount of money given back or money repaid"? r
4. What two words from the reading mean "the specific time that something comes to an end"? e d

SYNONYMS

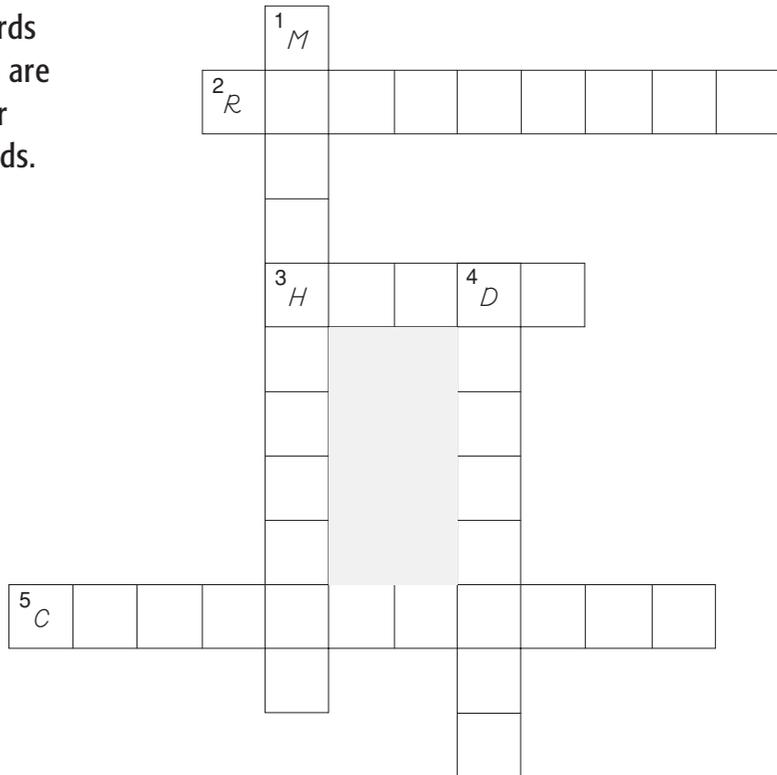
Complete the puzzle with words from the reading. Clue words are *synonyms* (words with similar meanings) of the answer words.

ACROSS

2. respectable
3. convenient
5. calamity

DOWN

1. goods
4. to reveal



MULTIPLE-MEANING WORDS

- Some words have entirely different meanings when they're used in different contexts. Find a word in the reading that matches each pair of definitions below. Write the words on the lines. Then circle the letter of the definition used by the author of the reading.

1. _____ a. persons one must take care of
b. the amount due as payment; the prices or costs
2. _____ a. equality between two things
b. the amount of money owed on an account

- Now read each sentence below. Write **a** or **b** to tell which definition of the *italicized* word is used.

3. _____ The babysitter took her three young *charges* to the movies.
4. _____ Each month, Sophie always paid her account *balance* in full.
5. _____ Sophie tries to keep a *balance* between the money she earns and the money she spends.
6. _____ Daniel did not pay off his credit card *charges* each month.

THINKING ABOUT THE READING

Answer each question in complete sentences.

1. What is one way to safeguard your credit card? _____

2. What should you do if you lose your credit card? _____

3. What should you do if you find a discrepancy on your billing statement? _____

Trademarks

Manufacturers create certain names and pictures and place them on their products. These trademarks identify the product. The manufacturers hope a catchy, appealing, exciting trademark will become familiar to consumers. The trademark is a part of a company's advertising campaign. It aims to create a demand for the product.

Trade names often suggest qualities the manufacturers want customers to associate with their products. Think about the qualities implied by car names such as *Mustang*, *Mountaineer*, *Escape*, and *Wrangler*. Both manufacturers and advertisers can pack a lot of attractive ideas into one short name!

Some trade names are so catchy that they've become part of our language. Words such as *zipper*, *aspirin*, and *thermos* were once trade names. Now they are used as common nouns to name a whole class of items. Other trade names are in such common use that they are often listed in dictionaries. Names such as *Scotch Tape*, *Levi's*, *Band-Aid*, and *Kleenex* are registered trademarks. Such names are licensed to a particular manufacturer. But these names are so familiar that they're often used for *all* items of the same type.

Many famous trade names have interesting origins. Where do you think graham crackers got their name? If you guessed the product was named after a person called "Graham," you are right. Actually, the crackers are made from a whole wheat flour once known as graham flour. That was the kind of flour preferred by Sylvester Graham, who thought it made delicious baked goods.

When it comes to cameras, the trade name *Kodak* comes to mind. George Eastman, an American industrialist, invented the popular *Kodak* camera. He created its name by taking the first letter of his mother's maiden name, *K*, and trying it in combination with other letters. He finally settled on the letters KODAK.

Product logos and designs become as well-known as the trade names. Think about the familiar peacock that serves as a TV network's logo. This image suggests pride. Some logos are simple geometric designs—triangles, circles, and squares. The simple emblems on a Mercedes-Benz car and the circular logo and letters *GE* on General Electric appliances are good examples. These symbols identify the product as clearly as the name itself.



WORD SEARCH

1. What nine-letter compound word from the reading means “a licensed name, picture, mark, or word placed on a product by the manufacturer”? *t* _____
2. What four-letter, two-syllable noun from the reading means “an emblem, design, or symbol used by a company or organization”? *l* _____
3. What thirteen-letter noun from the reading names a person who owns or manages a large business, especially in manufacturing? *i* _____

SYNONYMS

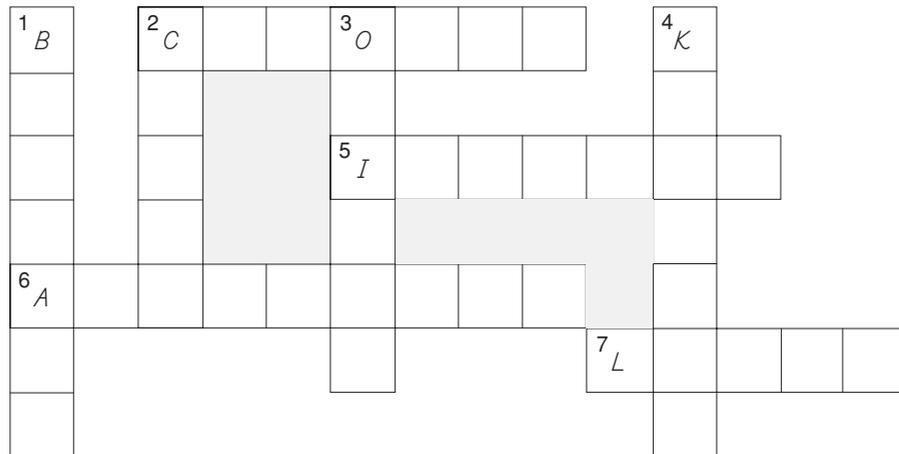
Complete the puzzle with words from the reading. Clue words are *synonyms* (words with similar meanings) of the answer words.

ACROSS

2. perfume
5. suggested
6. to connect
7. jeans

DOWN

1. bandage
2. category
3. beginning
4. tissue



WORD FORMS

Write the *adjective* form of each word in the first column. The first one has been done for you.

1. **speed** (noun) *speedy* _____ (adjective)
2. **circle** (noun) _____ (adjective)
3. **excite** (verb) _____ (adjective)
4. **catch** (verb) _____ (adjective)
5. **geometry** (noun) _____ (adjective)

COMMONLY MISUSED WORDS

Writers sometimes confuse the words *affect* and *effect*. *Affect* is a verb meaning “to bring about a change or have an influence on.” *Effect* is usually used as a noun meaning “anything that is caused by something else; a result or an impression.”

Circle the word that correctly completes each sentence.

1. Product logos and designs aim for an (*affect* / *effect*) similar to that of the trade names.
2. The name of a product can (*affect* / *effect*) its success in the marketplace.
3. Consumers often let an attractive package (*affect* / *effect*) their choice of product.
4. The yellow wrapper and picture of a sunrise had a cheerful, appealing (*affect* / *effect*).

WORD CONNOTATIONS

Along with their dictionary definitions, words often carry certain ideas and feelings. These associated feelings are called *connotations*. Advertisers make use of word connotations when selecting product names. They usually pick words that have positive, favorable connotations. Circle the best name for each product below. Consider the connotations of the words before you underline your choice. Then, on the writing line, give reasons for your choice.

1. Take a test drive in the powerful, exciting 2002 (*Stallion* / *Nag*).

2. Get your clothes clean with (*Clear and Gentle* / *Chemical-Clean*) detergent.

3. Nourish yourself and build strong bones with (*Straight From the Cow* / *DairyFresh*) milk.

4. Add life to your hair with (*Summer's Morning* / *Winter's Night*) shampoo.

5. Your kids will love starting their morning with (*Sugar Tasties* / *Fruity Wheats*) cereal.

Vocabulary Stretch

Get out your dictionary and thesaurus! The challenging words in this lesson were especially chosen to stretch the limits of your vocabulary.

anonymous	floundering	dynamic	abstain	motive
persistent	burgeoned	barter	fad	influx

WORD MEANINGS

Circle a word to correctly complete each definition. Use a dictionary for help.

1. (*Barter / Fad*) is a verb meaning “to pay for goods with other goods; to trade.”
2. An (*anonymous / influx*) is the coming in or pouring in of something.
3. (*Dynamic / Persistent*) is an adjective that means “full of energy or power.”
4. The verb (*abstain / burgeoned*) means to hold oneself back from something.
5. (*Motive / Floundering*) is a noun meaning “a feeling that makes a person do something.”

SYNONYMS

Replace the *italicized* word in each sentence with its *synonym* (word with a similar meaning) from the box above.

1. The *energetic* (_____) publisher made every reporter in the newsroom want to work harder.
2. The carpenter found he could *trade* (_____) with his barber by exchanging home repair work for haircuts.
3. That news tip came from an *unnamed* (_____) source.
4. Until he gained some experience, the cub reporter felt he was *stumbling* (_____) in his job.

5. Once the holiday season arrived, business really *blossomed* (_____) at Sweet Sue's Flower Shop.
6. Rest-Easy Cough Syrup helps cure a *nagging* (_____) cough.
7. Some fashion experts say baggy pants are here to stay, but others say they're just a *craze* (_____).
8. The reporter uncovered the *incentive* (_____) that drove the thief to steal.
9. The careful shopper decided to *refrain* (_____) from eating strawberries until the price went down.
10. Each weekend a *flood* (_____) of tourists makes Terrytown a very busy place.

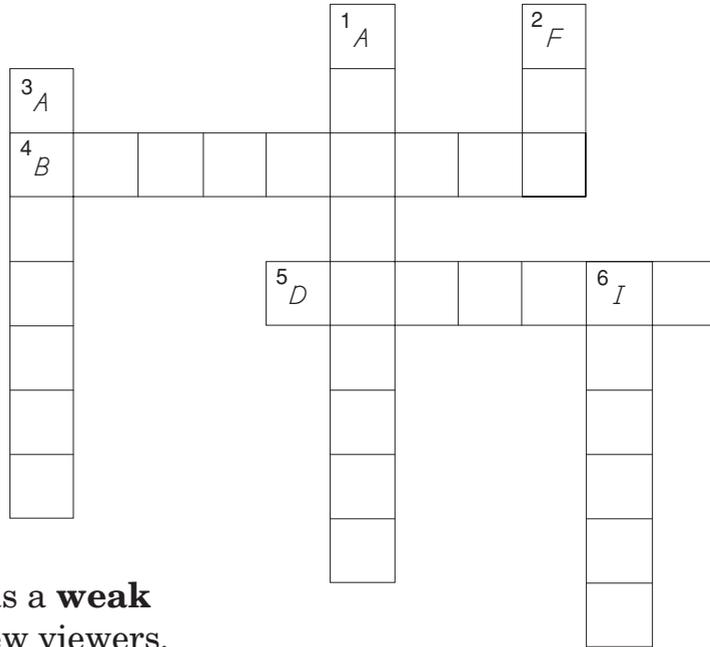
PLACES AS SYMBOLS

Some names, words, and phrases have come to stand for whole ideas. For example, if someone is described as an "uptown guy," this usually suggests he's of high social class. Read each sentence below. Then circle the idea suggested by the *italicized* words.

1. *Madison Avenue* decides what attracts people to certain products.
 - a. big advertising agencies
 - b. price tags
 - c. consumers
2. When *Wall Street* is unstable, the whole country gets nervous!
 - a. the weather
 - b. the stock market
 - c. the earthquake zone
3. According to *Washington*, the economy is improving.
 - a. economic experts
 - b. the federal government
 - c. the newspaper
4. Barbara Benston believed her future was in *City Hall*.
 - a. the building trades
 - b. the fashion industry
 - c. local politics

ANTONYMS

Complete the crossword puzzle with *antonyms* (words with the opposite meaning) of the **boldface** words in the sentence clues. Answer words are in the box on page 74.



ACROSS

- Because of the new advertising campaign, business at the car dealership **faded**.
- The TV news reporter was a **weak** speaker who attracted new viewers.

DOWN

- Not wishing to be **known**, the writer did not sign the letter to the editor.
- Raccoon coats were a **classic** fashion of the 1920s.
- In order to save power, I will **indulge in** watching TV.
- Summertime always means **a reduction** of fresh produce in the markets.

WORD FORMS

Add missing vowels (*a, e, i, o, u*) to complete the sentences. Completed words will be a different form of a word from the box on page 74.

- Because of its fair prices and delicious food, May's Cafe has a b__r g__ __n__ng business.
- "How can we m__t__v__t__ our employees to work harder?" wondered the shop manager.
- Without the proper training, a new employee is likely to fl__ __nd__r.
- The young reporter learned to p__rs__st until she got the whole story.
- Mr. Polasky could have become famous for his many donations, but he preferred to live quietly in __n__nym__ty.

REVIEW

Here's your chance to show what you know about the material you studied in Unit 3!

SENTENCE COMPLETION

Circle the word from the unit that correctly completes each sentence.

1. When added to a word, the (prefix / suffix) *un-*, as in *unlawful*, reverses the base word's meaning.
2. In an automobile classified ad, the (antonym / abbreviation) *AC* means *air conditioning*.
3. The word *circular* is the (verb / adjective) form of the noun *circle*.
4. *You're* is a (contraction / compound word) that combines the words *you* and *are*.
5. The words *purchase* and *buy* are (antonyms / synonyms).
6. *Glade* is the (headline / trademark) of a popular air freshener.
7. The feelings we associate with words are called (connotations / analogies).
8. An (example / idiom) is a familiar phrase, such as "comes with strings attached," that has a meaning different from what the words usually suggest.

MULTIPLE-MEANING WORDS

Circle the word in each pair that can have an entirely different meaning when used in a different context.

- | | | | |
|---------------|------------|-------------|-----------|
| 1. rent | interest | 4. charge | logo |
| 2. automobile | balance | 5. cologne | club |
| 3. statement | journalist | 6. purchase | publisher |

HIDDEN WORDS PUZZLE

- Find and circle the words in the hidden words puzzle. Words may go up, down, across, backward, or diagonally. Check off each word as you find it.

- | | |
|-------------|-----------------|
| ___ CREDIT | ___ CLASSIFIED |
| ___ RIVAL | ___ OBLIGATED |
| ___ LEASE | ___ EXCHANGE |
| ___ LOGO | ___ EXPIRATION |
| ___ REFUND | ___ SENSATIONAL |
| ___ RECEIPT | ___ CORPORATION |



- Now use each puzzle word in a sentence of your own. Be sure that your sentence makes the word's meaning clear.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

COMPOUND WORDS

Complete each sentence with a compound word from the unit.

1. At the top of a news story, you'll usually find a _____, such as CROWDS CHEER VISITING HERO.
2. *Jell-O* and *Pepsi* are familiar _____ of popular food products.
3. A journalist who investigates unfair practices in business and government might be called a _____.

ANALOGIES

Remember that *analogies* are statements of relationship. Figure out the relationship between the first two words. Then complete the analogy with a word from the unit that shows the same relationship.

1. *It's* is to *it is* as _____ is to *you are*.
2. *VCR* is to *video cassette recorder* as _____ is to *compact disc*.
3. *Bdrm.* is to *bedroom* as *frpl.* is to _____.
4. *Title* is to *novel* as _____ is to *news story*.
5. *Correct* is to *incorrect* as *accurate* is to _____.

ANTONYMS AND SYNONYMS

Write **A** or **S** to identify each word pair as *antonyms* or *synonyms*.

- | | |
|------------------------------|-----------------------------------|
| 1. _____ cash / credit | 6. _____ reform / change |
| 2. _____ corrupt / honest | 7. _____ positive / negative |
| 3. _____ club / organization | 8. _____ abbreviate / lengthen |
| 4. _____ refused / accepted | 9. _____ miscellaneous / assorted |
| 5. _____ reveal / disclose | 10. _____ merchandise / goods |

PREVIEW

Here's an introduction to some of the vocabulary terms, skills, and concepts you will study in this unit. Answers are upside down on the bottom of the page.

TRUE OR FALSE

Write **T** or **F** to show whether each statement is *true* or *false*.

1. _____ *Inter-* is a prefix meaning “between” or “among.”
2. _____ An *auctioneer* is a person who often complains about purchases.
3. _____ A person who draws comic strips is called a *cartooner*.
4. _____ The words *seller* and *cellar* are homonyms.
5. _____ The word part *-ist* is a prefix that means “one who does something.”
6. _____ The words *it's* and *its* are synonyms.
7. _____ *Competition* is the noun form of the verb *compete*.
8. _____ The words *foreign* and *local* are antonyms.

SPELLING

Circle the correctly spelled word in each group.

1. caricature characiture characterchure
2. exagerate eggzaturate exaggerate
3. criticise criticize critisize
4. posessive possesive possessive

ANSWERS: TRUE OR FALSE? 1. T 2. F 3. F 4. T 5. F 6. F 7. T 8. T
 SPELLING: 1. caricature 2. exaggerate 3. criticize 4. possessive

GLOSSARY

A *glossary* is an alphabetical list of unusual or specialized words from a certain field of knowledge. Following are some important words relating to the media and the marketplace.

auction a public sale at which each item is sold to the person who offers the highest price

bargain something offered for sale for less than the usual cost

bid to offer as a price for something

caption the written comments or explanation appearing below or beside a picture

cartoon a humorous drawing; it often appears in a newspaper or magazine

competition a contest or match; a rivalry

complaint the act of finding fault with something, of showing displeasure

contract a written agreement that one can be held to by law

financial having to do with matters of money

interpret to understand in one's own way; to figure out a meaning

model an item of a certain type or style

nonprofit not intended to be money-making

quality the degree of excellence something possesses

retail the sale of goods in small amounts to customers who will use them

satellite a communication device put into orbit around the earth

title the name given to a book, magazine, picture, or story; it usually appears at the top, front, or beginning of the item

transmit to send from one person or place to another

warranty a promise or guarantee to repair or replace a faulty product within a certain timeframe

VOCABULARY IN CONTEXT

Complete each sentence with a word from the glossary. Use the other words in the sentence to help you decide which word to add. Check a dictionary if you need help.

1. Once a communications _____ is put into orbit, it beams information around the world.

2. Many readers laughed at the _____, a drawing that poked fun at the city's new mayor.
3. Most readers understood the drawing, but some could not _____ its meaning.
4. At the _____, three people were shouting out bids on the same set of golf clubs.
5. Whitley's fall sale is a great time to get a _____.
6. The _____ under the sports photo listed the names of the basketball players from left to right.
7. Ruthie took all her _____ business to Western States Bank.
8. The most expensive _____ of the dishwasher has some unusual features.

SYNONYMS

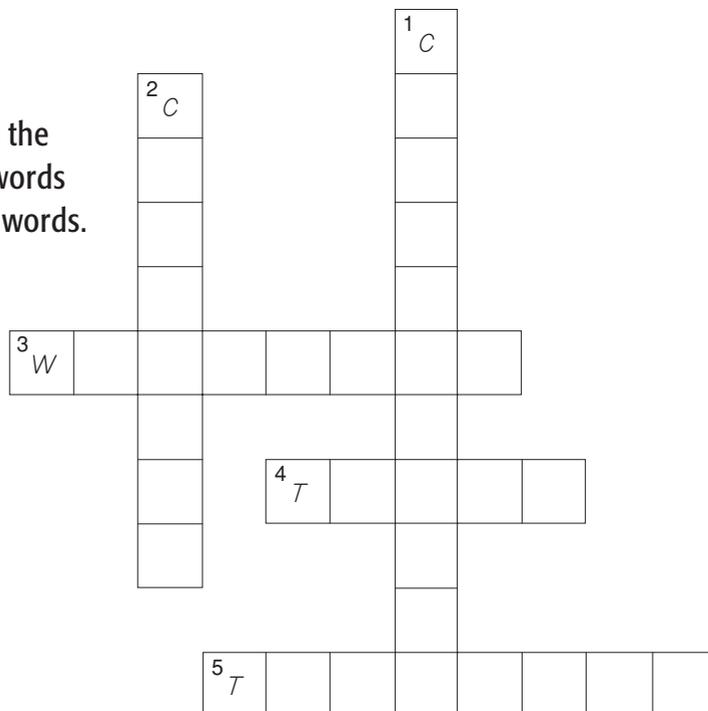
Complete the puzzle with words from the glossary. Clue words are *synonyms* (words with similar meanings) of the answer words.

ACROSS

3. guarantee
4. name
5. to send

DOWN

1. rivalry
2. agreement



ANTONYMS

Replace each *italicized* word with its *antonym* (word with the opposite meaning) from the glossary.

1. Mr. McCord and his son Michael opened a *wholesale* _____ furniture store.

2. The Brothers and Sisters Club is a *money making* _____ organization that gets funds from bake sales and car washes.
3. I called the store with a *compliment* _____ when the motor gave out on my brand new dishwasher.

MULTIPLE MEANING WORDS

Some words have entirely different meanings when they're used in different contexts. Find a word in the glossary that matches each group of definitions below. Write the words on the lines.

1. _____
 - a. the name given to a book, chapter, picture, etc. (noun)
 - b. a legal right to ownership, especially of a car or piece of real estate (noun)
 - c. a championship (noun)
2. _____
 - a. any of the features that make a thing what it is (noun)
 - b. a degree of excellence that something possesses (noun)
3. _____
 - a. an agreement that is binding by law (noun)
 - b. to get or come to have (verb)
 - c. to make an agreement (verb)
4. _____
 - a. a small-scale object created to serve as a plan for a final, larger thing (noun)
 - b. a certain style or design (noun)
 - c. a person whose work is wearing clothes that are for sale so others can see how they look (noun)

WORD FORMS

Add vowels (*a, e, i, o, u*) to complete *a different form* of a glossary word. Use context clues for help. The first one has been done for you.

1. "Sold!" shouted the auctioneer as he pounded his hammer.
2. Each item at the sale went to the highest b__d d__r.
3. My father offered to help f__n__n c__ my first car.
4. The two athletes will c__mp__t__ in a 10-mile race.

Attending an Auction

The VanHorn family decorates their home with antiques. Violet VanHorn is always on the lookout for bargains in furniture from bygone days. She often finds them at local auctions. At these events, people bid on each article presented for sale. Antiques are just one kind of goods frequently sold at auctions. Business and industrial equipment, farm products, livestock, real estate, used automobiles, and works of art are often placed on the auction block.

Before they go to an auction, the VanHorns set price limits. They figure out how much they are willing to spend and the highest price they will bid on each item. While buyers are setting their limits, the sellers may be deciding on the minimum prices they will accept. An auction that sets bidding minimums is called an "auction with reserves."

Today Violet and her daughter Vicky have driven the VanHorn family van to the Crossroads Antique Auction. They find a large, crowded room. An auctioneer at the auction block is holding a small hammer. He will conduct the sale. The first item he presents is an oak rocking chair.



"It's perfect for my room," Vicky whispers to her mother.

A bidder shouts, "\$50."

Then Violet raises her hand and nods at the auctioneer. At an auction, buyers sometimes bid by gesture as well as by voice. The bidding continues and soon climbs to \$95.00.

"Remember that we've set a \$100.00 limit," Violet reminds Vicky.

Vicky crosses her fingers as Violet bids \$98.00. The room is still. Then the auctioneer gives the last call.

"Going once, going twice," he cries, warning bidders that a final sale is near.

"Sold!" The auctioneer's hammer falls, signaling a sale. The final price, or "hammer price," is \$98.00. Vicky has the rocking chair she wanted!

The VanHorns like the excitement of a live auction. Recently, however, Vicky and her father Victor have made purchases at online auctions over the Internet. The largest and most popular auction Web site is called eBay. The online auctions are similar to a live auction. Items go to the highest bidder. Online auctions allow sellers to reach a wide, international audience.

WORD SEARCH

1. What five-letter noun in the reading means “the platform used at an auction”? h _____
2. What three-letter verb in the reading means “to offer as a price for something”? h _____
3. What seven-letter noun in the reading means “a motion made with some part of the body”? g _____
4. What two words in the reading mean “an information site on the World Wide Web (a part of the Internet that lets users retrieve information from other computers)”? W _____ s _____

COMMONLY CONFUSED WORDS

- Some words sound so much alike that writers may confuse them. Circle the word in parentheses that correctly completes each sentence. Use a dictionary if you need help.
 1. The auctioneer will (accept / except) the highest bid.
 2. Every item (accept / except) the green sofa is for sale.
 3. Oranges and lemons grow very well in this (local / locale).
 4. We bought this calendar at a (local / locale) bookshop.
- Some words sound just the same but have different spellings and meanings. We call these words *homonyms*. Circle the correct homonym in each sentence.
 5. The (seller / cellar), not the buyer, tries to get the highest price.
 6. The new home owner discovered some dusty antiques in his (seller / cellar).
 7. Once we patch the torn (sale / sail), we will have a seaworthy boat.
 8. Let’s paint (it’s / its) hull bright yellow.
 9. The auction is at 1:00 P.M., but we should arrive at the (sale / sail) at noon.
 10. To beat the crowds, (it’s / its) a good idea to get there early.

ANTONYMS

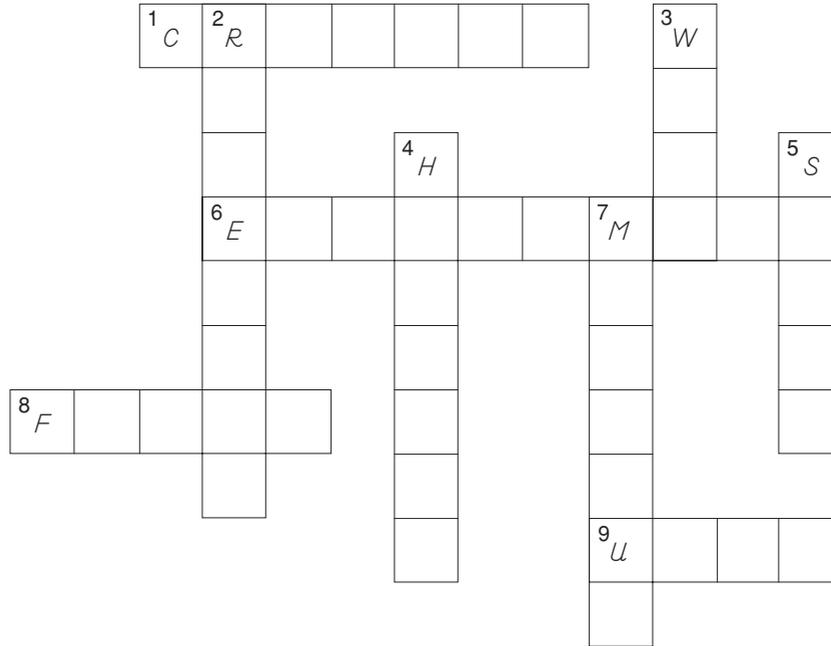
Complete the puzzle with words from the reading. Clue words are *antonyms* (words with opposite meanings) of the answer words.

ACROSS

1. deserted
6. boredom
8. rises
9. new

DOWN

2. historically
3. narrow
4. lowest
5. noisy
7. maximum



PREFIXES

The prefix *inter-* can mean “between” or “among.” For example, an *interstate* highway runs between states. Write a letter to match each **boldface** word on the left with an example on the right.

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. _____ international 2. _____ interplanetary 3. _____ intercontinental 4. _____ intercollegiate 5. _____ interview | <ol style="list-style-type: none"> a. something that occurs between Earth and Mars b. an agreement among France, Spain, and the United States c. a meeting attended by two people d. something that concerns South America, Europe, and Asia e. a sports league that includes the University of Oregon, University of Idaho, and Washington State University |
|---|---|

News Services

Do you ever read something in the newspaper and then hear it reported later on TV news? Why do both reports present the same information in nearly the same words? Because most foreign and national news is provided by *news services*.

Many media agencies hire their own teams of local reporters. But few can afford their own national and foreign correspondents. Large news services employ reporters throughout the world. These companies transmit the news to local newspapers and radio and television stations that subscribe to their service. All subscribers receive the same national and international stories. In addition, each subscriber gets regional news, weather, and sports items.

News services began in Europe during the 1820s and 1830s. One of the first was Reuters [ROY tuhrrs]. It was founded by German-born Baron de Reuter, who began spreading the news in 1849. Reuter transmitted information mainly by telegraph. He used pigeons to carry news where

telegraph lines did not go. In 1851, he officially opened the Reuters News Service based in London, England. Its earliest service provided only financial news. The first major news event that Reuters covered was America's Civil War.

Today, along with Reuters, the Associated Press (AP) and United Press International (UPI) are two of the world's largest news-gathering services. The AP is a nonprofit group. It was founded in 1848 by six New York City newspapers. Today, it is owned and run by more than 1,500 daily presses. U.S. radio and television stations—as well as foreign news media—also subscribe to the service.

Modern news services provide newspapers, radio and TV stations, cable networks, and news magazines with daily reports, photographs, and artwork. They've come a long way from relying on pigeons and telegraph wires! Around the clock, today's news stories are rapidly transmitted worldwide via satellite.



WORD SEARCH

1. a. What nine-letter verb from the reading means “to agree to receive and pay for something, such as a newspaper, for a period of time”? 1
- b. What 12-letter noun from the reading is a form of the word you just wrote? 1
2. What nine-letter noun from the reading means “an object or device put into orbit around the earth”? 1
3. What nine-letter adjective from the reading means “having to do with matters of money”? f

SYNONYMS

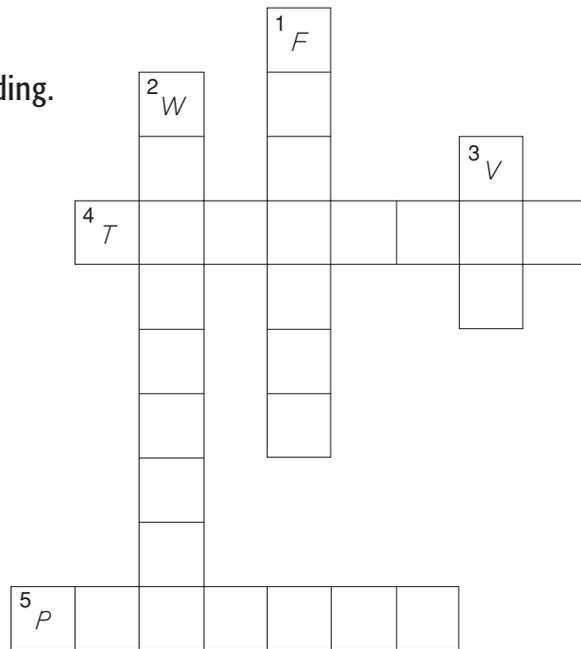
- Complete the puzzle with words from the reading. Clue words are *synonyms* (words with similar meanings) of the answer words.

ACROSS

4. send
5. newspapers

DOWN

1. established
2. globally
3. by



- Now use words 3 *Down* and 4 *Across* in a sentence of your own.
-

WORD FORMS: ADVERBS

Write the *adverb* form of each word below. You will find adverbs in the reading.

1. **region** (noun) _____ (adverb)
2. **near** (adjective) _____ (adverb)

3. **official** (adjective) _____ (adverb)

4. **rapid** (adjective) _____ (adverb)

POSSESSIVES

Possessive nouns (nouns that show ownership) contain an *apostrophe* ('). To make a singular noun possessive, simply add 's. For example, when writing about the notebook owned by a reporter, you would write: the *reporter's* notebook.

For each sentence below, rewrite the *italicized* phrase with a phrase that contains a singular, possessive noun. The first one has been done for you.

1. In *the world of today* news services send information via satellite.

today's world

2. One of *the largest news services in America* is the Associated Press.

3. Reuters was among *the first news services in the world*.

ANALOGIES

Analogies are statements of relationship. To come up with the missing word, you must first figure out the relationship between the first two words. Unscramble these words from the reading and use them to complete the analogies.

ALIYD _____

NERDMO _____

SOPGEIN _____

NEROFIG _____

1. *Near* is to *far* as *local* is to _____.

2. *January through December* is to *monthly* as *Sunday through Saturday* is to _____.

3. *Spaniels* are to *dogs* as _____ are to *birds*.

4. *Dated* is to *old-fashioned* as *current* is to _____.

How to Complain...and Get Results!

No matter how careful a shopper you are, at some time you won't get the service or product you paid for. That's the time to complain! No one likes a whiner, and most people don't enjoy conflict, but complaining is appropriate in some situations. When making a complaint, getting something off your chest is not your goal. Your goal is to solve a problem. A few tips can make the complaint process more effective.

TIP 1: First take a deep breath! Do not speak angrily to an employee. Think for a moment before you complain. Are you in a bad mood about something else? Is the problem this person's fault?

TIP 2: Stick to the facts! Be ready with the details of your complaint. These include the time of sale or service, the names of people and products involved, and the specific problem you found.

TIP 3: Know the rules! If the business has a complaint procedure, follow their rules. This may take patience



and persistence, but will get you better results.

TIP 4: If possible, complain face-to-face! It's hard to ignore a complaint that is presented in person. Be friendly. Smile. Be likable—but expect action.

TIP 5: Go up the ladder! Are you dealing with the right person? Does he or she have the authority to act on your complaint? Ask to see the proprietor or manager.

TIP 6: Put it on paper! Follow up phoned-in or in-person complaints with a letter. Create a “paper trail” that records your efforts. A letter of complaint should include the following: A description of the disappointing product or service, the date and location of the purchase, serial or model numbers of the product, a statement of the problem, and a request for specific action. Enclose photocopies of documents such as receipts, warranties, canceled checks, and contracts. Set a time by which you expect a response. Tell how you can be reached.

WORD SEARCH

1. What eight-letter noun from the reading means “the ability to remain calm and put up with something over a period of time”? p_____
2. What eleven-letter noun from the reading means “the quality of refusing to give up, of stubbornly going on”? p_____
3. What nine-letter plural noun from the reading means “papers used to record or prove something”? d_____

IDIOMS

An *idiom* is an expression that has a meaning different from what the words usually suggest. For example, someone who has “a bee in his bonnet” is not really being attacked by an insect. Having “a bee in your bonnet” is an idiom meaning “very angry or upset over something.” Circle a letter to show the meaning of each *italicized* idiom.

1. A complaint should do more than *get something off your chest*.
 - a. keep you from having a heart attack
 - b. allow you to air your feelings
 - c. make someone mad
2. Before losing your temper, *take a deep breath*.
 - a. take time to calm down and think about things
 - b. go outside and breathe fresh air
 - c. blow on the person you are angry with
3. “I see you can’t help me,” Lily said to the sales clerk. “I’d like to *go up the ladder*.”
 - a. be taller than the other person
 - b. leave the store
 - c. talk to that person’s boss
4. Mr. Devries talked to the manager *face-to-face*.
 - a. through a two-way mirror
 - b. in person
 - c. over the telephone
5. By writing several letters and sending some e-mails, Ms. Lee left a *paper trail* of her efforts to solve the problem.
 - a. written proof
 - b. messy path
 - c. bags of paper bills

SYNONYMS

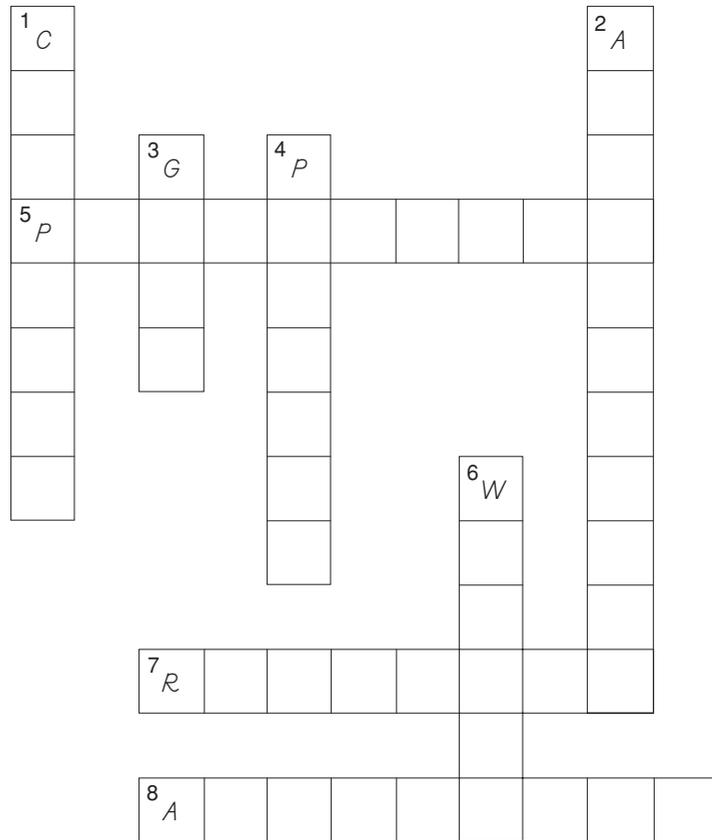
Complete the puzzle with words from the reading. Clue words are *synonyms* (words with similar meanings) of the answer words.

ACROSS

5. owner
7. a reply
8. power

DOWN

1. protest
2. fitting
3. aim
4. procedure
6. grumbler



THE VOCABULARY OF BUSINESS

Match the business *documents* named in the reading with their meanings. Write a letter by each number. Use a dictionary if you need help.

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. _____ serial number 2. _____ model number 3. _____ receipt 4. _____ warranty 5. _____ canceled check 6. _____ contracts | <ol style="list-style-type: none"> a. a bank draft marked to show it has been processed b. written agreements that one can be held to by law c. a specific number that identifies all items of a certain type and style d. an identification number given to each product at the time it was made e. a written statement that something, such as payment, has been received f. a written promise or guarantee to repair or replace something if there are problems within a certain time |
|---|--|

Consumer Rights



American consumers have certain rights, and these rights can be protected. Groups of consumer advocates try to do that. They provide product information to help shoppers make wise decisions. And they seek justice from the government for damages due to inferior goods.

A lawyer named Ralph Nader has been at the forefront of the American consumer rights movement. Over many years, his investigations have exposed certain products as dangerous to public health and safety. In his 1965 book *Unsafe at Any Speed*, Nader took aim at the U.S. auto industry. He argued that companies were more interested in profit than in safety. His book led to the National Motor Vehicle Safety Act of 1966.

Nader organized teams of investigators. These groups—known as “Nader’s Raiders”—examined food industries and coal mines. They looked into the dangers of radiation from color TV sets and X-rays. They encouraged Americans to demand product safety. In 1990, thanks in part to Nader’s 10-year campaign, General Motors made airbags standard on many of their models. An organization called Public Citizen, founded by Nader, conducts continuing research on products. It educates consumers and encourages government to take action.

In general, consumer rights fall into the following four categories:

1. **THE RIGHT TO QUALITY.** Warranties and money-back guarantees ensure that a product will live up to the manufacturer’s claims. Warranties may be written or implied. An “implied warranty” is an unwritten guarantee that a product will adequately serve the purpose for which it was sold. A washing machine, for example, should be able to wash clothes clean.
2. **THE RIGHT TO SAFETY.** Federal agencies—such as the Food and Drug Administration, the Consumer Product Safety Commission, and the National Highway Traffic Safety Administration—oversee the safety of many goods sold in America.
3. **THE RIGHT TO INFORMATION.** The Federal Trade Commission acts as a watchdog for truth in advertising. It requires that companies’ ads contain accurate information about their goods and services.
4. **THE RIGHT TO CHOICE.** Business in America is based on competition. This ensures that consumers can choose from a wide range of products and services.

WORD SEARCH

1. What nine-letter noun from the reading means “the energy or rays sent out from atoms and molecules because of changes inside them”?
2. What five-letter plural noun from the reading means “invisible rays that can go through solid substances and are used to study the insides of bodies”?
3. What plural compound word from the reading means “inflatable safety devices that cushion drivers and passengers in case of a car crash”?
4. What nine-letter plural noun from the reading means “people who write, speak, or act in support of something”?

r _____

x- _____

a _____

a _____

ANTONYMS

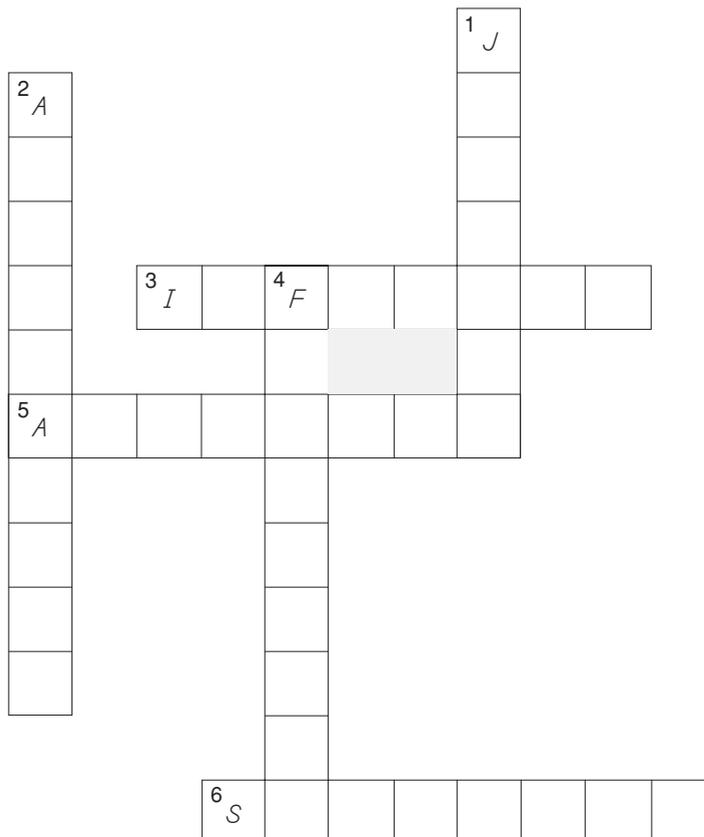
Complete the puzzle with words from the reading. Clue words are *antonyms* (words with opposite meanings) of the answer words.

ACROSS

3. superior
5. incorrect
6. optional

DOWN

1. unfairness
2. unsatisfactorily
4. background



SYNONYMS

Replace each **boldface** word with a *synonym* (word with a similar meaning) from the reading. Unscramble the letters to spell the synonym.

1. Ralph Nader was an **attorney** (REWYAL) _____ who worked for consumers' rights.
2. Nader and his Raiders **uncovered** (EOSDEXP) _____ problems in government and business.
3. Consumer groups conduct **studies** (CHEERASR) _____ on popular products.

EXAMPLES

Write a letter to match each word on the left with an example on the right. The first one has been done for you.

- | | |
|------------------------------------|--|
| 1. <u>e</u> investigations | a. Bob's SureFit Tires and The Tire Tree both <i>try to offer the lowest price</i> on all-weather tires. |
| 2. _____ competition | b. <i>Springfield city representatives</i> debated the issue. |
| 3. _____ profit | c. After costs, insurance, salaries, and taxes, Margie's Coffee Stand <i>made \$3,000</i> last month. |
| 4. _____ federal government | d. The <i>Arizona legislature</i> met last week. |
| 5. _____ state government | e. A consumer group <i>visits and inspects</i> local restaurants for cleanliness and food freshness. |
| 6. _____ local government | f. The <i>U.S. Congress</i> passed the bill last month. |

Editorial Cartoons

An *editorial*, you may remember, presents an opinion. It encourages the reader to accept that opinion. An editorial cartoon has a similar aim—but it presents an opinion in the form of a picture. The cartoonist uses humor to comment, criticize, or make a point. This type of humor is sometimes called *satire*.



The idea of the satirical cartoon is to poke fun at something while making a serious point about it. The target of an editorial cartoon might be a new law or a current event. Very often, the subject of the cartoon is a political figure. Cartoonists often exaggerate their subject's features. For example, if a senator's nose is prominent, the cartoonist may make it enormous! This exaggerated form of drawing is called a *caricature*.

Cartoons often appear on the editorial page of the newspaper. Many have captions or titles. Sometimes cartoons accompany and comment on a written editorial. Others stand alone, leaving it up to the reader to interpret the drawing's message. Editorial cartoons are

usually a single panel, or box, rather than the strip of boxes readers find in the “comics” or “funny pages.”

One of the most famous American political cartoonists was Thomas Nast. In the 1860s, Nast's cartoons began appearing in *Harper's Weekly*, a popular magazine. During the

Civil War, Nast's cartoons encouraged readers to support the North. Political cartoons in today's papers often feature two familiar characters—the Democratic donkey and the Republican elephant. Thomas Nast first popularized the donkey in his drawings. And he originated the Republican elephant. Nast is also considered to be the creator of the modern-day figure of Santa Claus.

Each year, a Pulitzer Prize (founded by the publisher Joseph Pulitzer) is awarded in the category of cartoons. In recent years, winners have included cartoonists for newspapers such as the *New Orleans Times-Picayune*, the *Miami Herald*, and the *Atlanta Constitution*.

WORD SEARCH

1. What ten-letter noun from the reading means “a picture of a person that jokingly exaggerates certain features”? c _____
2. What seven-letter noun from the reading means “the written comments or explanation below or beside a picture”? c _____
3. What five-letter noun from the reading means “the name given to a book, magazine, picture, or story that is usually found at the top, front, or beginning of the item”? t _____

ANTONYMS

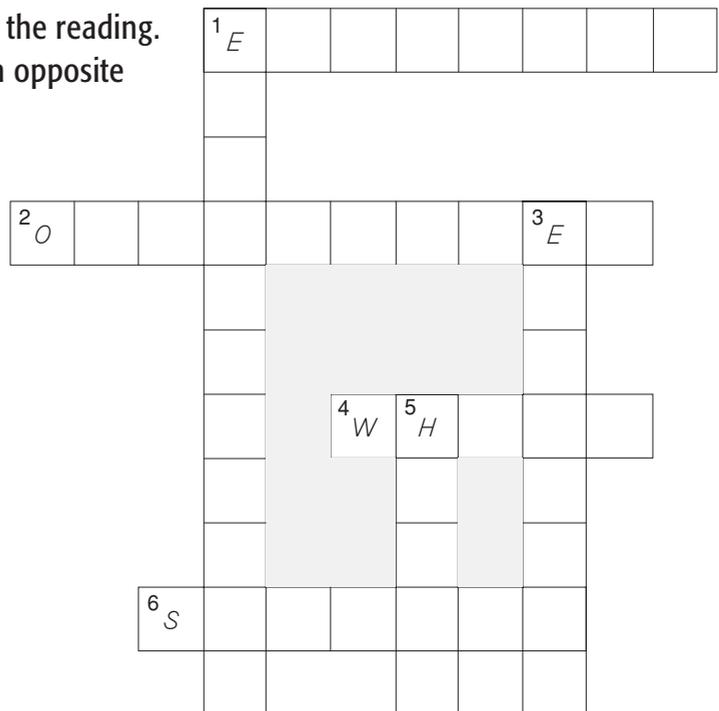
Complete the puzzle with words from the reading. Clue words are *antonyms* (words with opposite meanings) of the answer words.

ACROSS

1. tiny
2. copied
4. partial
6. light-hearted

DOWN

1. understated
3. latest
5. seriousness



ANALOGIES

Use words from the reading to complete each analogy.

1. *Editorial* is to *words* as *editorial cartoon* is to _____.
2. *Joseph Pulitzer* is to *publisher* as *Thomas Nast* is to _____.
3. *Donkey* is to *Democrat* as *elephant* is to _____.

SUFFIXES

SUFFIX	MEANING	SUFFIX	MEANING
<i>-al, -ial</i>	of, like, or suitable for	<i>-ize</i>	to cause to become or to be
<i>-ist, -or, -ian</i>	one who does something		

Combine the **boldface** words with suffixes from the box. Use the new words to complete the following sentences. The *italicized* words in each sentence should help you write the correct word. Hint: One of the **boldface** words is used twice.

editor

satire

politics

popular

create

1. A _____ editorial or cartoon *uses humor to criticize something*.
2. A _____ is *a person who uses humor to criticize something*.
3. An _____ may contain the opinions *of the newspaper's editor*.
4. *A person involved in politics* is a _____.
5. *The person who originates something* is its _____.
6. Thomas Nast was able to _____ the Democratic donkey by picturing it in a magazine that was read *by lots of people*.

POSSESSIVES

Remember that *possessives* are words that show ownership. In the phrase "the student's book," the possessive form of the noun *student* is made by adding an *apostrophe* and an *s* ('s) to the word. Find five possessive nouns in the reading.

Write them on the lines below.

1. _____
2. _____
3. _____
4. _____
5. _____

Vocabulary Stretch

Get out your dictionary and thesaurus! The challenging words in this lesson were especially chosen to stretch the limits of your vocabulary.

bias	masthead	columnist	etiquette	incentive
installment	lead	liquidate	cajole	boycott

DEFINITIONS

Each of the following challenge words is followed by a correct definition and a false one. Write **C** by the *correct* definition. Write **F** by the *false* one. Use a dictionary as needed.

1. **masthead**
 - _____ an artist’s drawing of the human head that is considered a masterpiece
 - _____ the listing in a newspaper of information about its staff and operation

2. **incentive**
 - _____ a thing that makes a person want to do a certain thing, such as buy something or try hard to do something
 - _____ an item that costs less than a dollar; its value can be measured in cents

3. **boycott**
 - _____ a bed that is just the right size for a small boy
 - _____ an organized act in which many people refuse to buy, sell, or use something in order to make a point

4. **cajole**
 - _____ to sing songs during a holiday season
 - _____ to use flattery or promises to make a person agree with you

5. **liquidate**
 - _____ to settle a business’s affairs and sell off all merchandise, usually because the business has failed
 - _____ to turn something solid into a fluid

CHOOSE THE CORRECT WORD

Circle the challenge word in each pair that correctly completes the item.

1. The word (*boycott / etiquette*) comes from a French word that means “ticket.” Perhaps it is “just the ticket” to doing the right thing.
2. The word (*cajole / boycott*) developed when two French words were blended. It is a combination of the French word *caresser*, which means “to caress,” and *enjoler*, which means “to capture.”
3. (*Masthead / installment*) is a compound word.
4. The word (*columnist / incentive*) has a suffix that means “one who does something.”
5. (*Cajole / Lead*) is a multiple-meaning word. Its definition depends on the way it is used in context.

BORROWED WORDS

You have learned that two of the challenge words in this lesson came into the English language from French origins. Each of the words below was also borrowed from another language. Use a large dictionary to help you match each word with its original source. Write a letter by each number. (You will write some letters more than once.)

- | | | |
|----------|----------------------------|--------------------|
| 1. _____ | pardon | a. French |
| 2. _____ | discotheque (disco) | |
| 3. _____ | piano | b. Spanish |
| 4. _____ | kindergarten | |
| 5. _____ | cougar | c. Italian |
| 6. _____ | moccasin | d. German |
| 7. _____ | waltz | |
| 8. _____ | rodeo | e. Native American |

REVIEW

Here's your chance to show what you know about the material you studied in Unit 4!

SENTENCE COMPLETION

Circle the word from the unit that correctly completes each sentence.

1. Something that has to do with money can be described as (editorial / financial).
2. The Greek root *phos* has to do with (business / light).
3. The noun form of the verb *complain* is (complained / complaint).
4. The newspaper printed a copy of the (senator's / senators) speech.
5. A caricature would most likely be drawn by a (cartoonist / columnist).
6. AP and UPI are (abbreviations / antonyms) for two news services.

ANALOGIES

Remember that *analogies* are statements of relationship. Begin by figuring out the relationship between the first two words. Then complete each analogy with a word from the unit that shows the same relationship.

1. *Editor* is to *editorial* as _____ is to *cartoon*.
2. *Cellar* is to *seller* as *sail* is to _____.
3. *Suffix* is to *-ial* as _____ is to *non-*.
4. *Violent* is to *nonviolent* as *profitable* is to _____.
5. *Editor* is to *-or* as *auctioneer* is to _____.
6. *Artistic* is to *adjective* as _____ is to *noun*.
7. *Prescribe* is to *prescription* as *subscribe* is to _____.

HIDDEN WORDS PUZZLE

- Find and circle the words in the hidden words puzzle. Words may go up, down, across, backward, or diagonally. Check off each word as you find it.

___ AUCTIONEER

___ AGENCIES

___ CONTRACT

___ ADVOCATE

___ BIDDER

___ SATIRE

___ CARTOONIST

___ RETAIL

___ COMPLAINT

___ WARRANTY

___ CARICATURE

___ CAPTION

W	A	R	R	A	N	T	Y	S	A	R	F	C
C	A	R	I	C	A	T	U	R	E	S	P	O
X	S	A	D	F	E	G	J	H	L	K	N	M
C	B	U	N	R	M	O	P	A	S	O	C	P
D	R	C	I	L	K	J	H	G	I	B	A	L
E	B	T	O	B	L	I	A	T	E	R	D	A
G	A	I	Y	U	T	R	P	I	O	P	V	I
S	Q	O	D	S	D	A	Z	V	B	M	O	N
W	A	N	D	D	C	O	N	T	R	A	C	T
R	O	E	A	G	E	N	C	I	E	S	A	Z
Y	T	E	U	P	Z	R	X	E	O	F	T	S
C	A	R	T	O	O	N	I	S	T	Y	E	D

- Now use each word from the puzzle in a sentence of your own. Be sure that your sentence makes the word's meaning clear.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

MATCHING

Match the **boldface** items from the readings with the words that describe them.
Write a letter by each number.

- | | |
|---------------------------------|--|
| 1. _____ Ralph Nader | a. the Associated Press, a large news service |
| 2. _____ Baron de Reuter | b. political cartoonist of the 1800s |
| 3. _____ Thomas Nast | c. consumer rights advocate |
| 4. _____ Joseph Pulitzer | d. newspaper publisher who set up a foundation to award excellence |
| 5. _____ AP | e. founder of one of the large news services |

RHYMING WORDS

Make the two lines of each item rhyme. Unscramble the letters and complete the rhyme with a word from the unit. The first one has been done for you.

- I wanted the golden antique clock
That the auctioneer put on the auction KLOBC block.
- When my new shoes gave me pain,
I went back to the store to PACMONLI _____.
- My good friend Joe has wealth that's substantial.
He's a downright genius at all things NAINIFLAC
_____.
- Mr. Nader launched many fights,
To guard consumers and preserve their GRSITH _____.
- I found the book! The price was right!
I ordered it from a new Web TIES _____.

2. ELEMENT: _____
 EXAMPLES: _____
3. ELEMENT: _____
 EXAMPLES: _____
4. ELEMENT: _____
 EXAMPLES: _____
5. ELEMENT: _____
 EXAMPLES: _____
6. ELEMENT: _____
 EXAMPLES: _____
7. ELEMENT: _____
 EXAMPLES: _____
8. ELEMENT: _____
 EXAMPLES: _____

SYNONYMS AND ANTONYMS

Write a *synonym* (word with a similar meaning) and an *antonym* (word with the opposite meaning) for each **boldface** word from the book.

	SYNONYM	ANTONYM
1. antique	_____	_____
2. consumer	_____	_____
3. international	_____	_____
4. popular	_____	_____
5. persuade	_____	_____
6. transmit	_____	_____

HOMONYMS

Homonyms are words that sound alike but have different meanings and often different spellings. First figure out a homonym for each **boldface** word from the book. Then use each of the homonyms in a sentence. The first one has been done for you.

1. **air** _____ *heir* _____

a. *When does the news show air?* _____

b. *The prince is heir to the throne.* _____

2. **patience** _____

a. _____

b. _____

3. **serial** _____

a. _____

b. _____

4. **symbol** _____

a. _____

b. _____

5. **seller** _____

a. _____

b. _____

6. **sale** _____

a. _____

b. _____

WORDS IN CONTEXT

Complete the following paragraphs with words from the box.

THE BARGAIN

antique auction bargain classified ads leased persistent

The Hadley sisters _____ their first apartment. Sarah Hadley thought it needed a desk. She wanted a big oak desk—perhaps one old enough to be an _____. Emily Hadley suggested they look in the newspaper _____ under “furniture.” Sarah wanted to go to a furniture _____ and bid on an item.

Sarah and Emily found a _____ right next door. Their neighbors were selling a solid oak desk. The cost was high, but Sarah was _____, and the neighbor accepted the price she offered.

THE DEAL

bonus cash complain deal expensive guarantees warranty

“We won’t accept a personal check,” the neighbors declared. “We want _____ for the desk.”

Sarah and Emily agreed to the _____.

“Remember,” the neighbors said, “there are no _____ with this old desk. Please don’t _____ if the drawers stick.”

“Maybe we should buy a new desk,” Emily told Sarah. “It would be more _____, but it would probably come with a _____.”

Sarah shook her head. “I love this desk! And as a _____, we only have to move it down the hall!”

WORD LIST

Abbreviation	assignment	Cable networks	competing
abridge	associate	cajole	competition
abstain	association	calamity	complaint
accept	assure	campaign	compliment
acceptance	atmosphere	candidate	computer
accessible	atom	capable	computerize
accompany	attorney	caption	concept
accomplishment	attract	carbon	conclusion
account	auction	career	conduct
accurate	auctioneer	caricature	confidence
accused	audience	cartoon	confidential
ad (advertisement)	authoritative	cash	conflict
adequately	authority	cash register	conscious
admiration	automated	cassette	conserve
adventurous		cast	Constitution
advertise	Balance	catastrophe	consumer
advertiser	bandage	catchy	contamination
advocate	bank	category	content
affairs	bargain	cautious	contestants
agency	barrel	CD (compact disc)	contract
agreement	barter	celebrity	contribute
aim	beam	characteristic	controversial
airbags	bellyacher	charge	convenient
aisles	beneficial	circular	conversed
ambitious	beverages	City Hall	convince
amendment	bias	claim	corporation
analyst	bid	classic	correspondent
ancient	bill	classified ads	corrupt
angrily	billboard	cleanliness	corruption
announcement	binding	clever	costly
annually	blossomed	client	coupon
anonymous	bonnet	close-up	couriers
antique	bonus	club	coverage
appeal	boost	coax	cradle
appealing	boycott	code	creation
appliances	broadcast	cologne	credit card
appointed	brochure	column	credited
appreciation	browse	columnist	criticize
appropriate	brutality	comment	curiosity
approval	bulletin	commentator	current
arguments	burgeoned	commercial	cushion
arid	business	commodity	custom
arrested	busybody	communication	customer
article	bygone	company	cyberspace
artwork		comparison	

MEDIA AND MARKETPLACE WORDS

WORD LIST

Daily	document	expose	greengrocer
data	documentary	expresses	grim
deal	doled	extraordinary	groceries
dealt	dot com	eyewitness	grumbler
debatable	downright		guarantees
debate	dramatic	F act	
debit	dusty	factors	H andy
debt	dynamic	factory	hardy
decade		fad	harshly
deception	E agerness	faded	headline
deceptive	economical	faith	hearsay
decision	ecstasy	familiar	highlight
declared	edition	feature	household
decorate	editor	federal	housewares
deduce	editorial	feeble	hull
deducted	effective	figure	humorous
deduction	electrical	financial	
defective	electronic	fitting	I dentify
degree	elements	flair	image
delivery	emblem	flattery	impact
demand	emotions	flaw	imply
depict	emphasize	flexible	impulse
deposit	employment	floundering	inaccurate
deserted	enable	fluid	incentive
desirable	enclose	flyer	incite
details	encourage	focus	indulge
determine	endorse	footage	industrial
device	energetic	forefront	industrialist
digitally	engineering	foreign	industry
director	ensure	founded	infer
disasters	entertainment	frantic	inferior
disclose	entice	fraud	inflatable
discontent	episode	freedom	influx
discount	episodic	frilly	innocent
discovery	equality	funds	inquisitive
discrepancies	era	funhouse	insight
discrimination	erroneous		insisted
disgrace	established	G azette	inspect
dishonest	etiquette	gelatin	inspiration
dislike	event	geometric	installment
dispatchers	exact	gesture	insurance
dispense	exaggerate	global	intelligence
displease	exchange	goal	intercollegiate
displeasure	excite	goods	intercontinental
disregard	expense	gossip	interest
dissuade	expert	governor	international
distant	expiration	graphics	Internet
distort	explanation	Great Depression	interplanetary

**MEDIA AND MARKETPLACE WORDS****WORD LIST**

Racial
rack
radiation
rain check
real estate
reasoning
recalled
receipt
recorded
recordings
redeem
redemption
reduction
redundant
reflection
reform
refrain
refund
refuse
regiments
regions
reject
relate
rely
remind
remote
rent
repair
repel
repellent
replace
report
reporter
represent
reputable
request
require
requirements
research
respectable
responsibility
results
résumé
retail
retrieve

review
revolt
revolve
rigid
ringleader
rival
rivalry
rumors

Safeguard
safekeeping
safety
sale
satellite
satire
satirical
satirist
satisfied
savings and loan
scale
scandals
scanner
scenic
schedule
scheme
seaworthy
secure
selection
semiannually
sensational
sensationalize
sensor
serial
series
service
setting
shame
shopper
signaling
signals
similarities
situation comedy
(sitcom)
society
solutions

specialty
specific
staff
stake
standard
statement
stations
storage
storyline
strategy
streamlined
stress
strive
stub
subject
submit
subscribe
subscription
substantiate
superior
supermarket
support
survey
swoop
symbol
symbolize
syndicated

Tactic
tardily
target
technician
technique
tedious
telegraph
tempt
terminal
testimonials
theory
threat
threaten
ticket
timeframe
timetable
tiresome

tissue
title
tolerance
tollbooth
tone
topic
trademark
trait
transfer
transit
transmit
transponder
transportation
trial
troops
troublemaker
TV (television)

Unacceptable
unauthorized
understated
unlawful

Value
veterinarian
via
victory
viewpoint
vintage
virtual
visualize
vital

Wall Street
wand
war zones
warehouse
warranty
watchdog
Web site
whiner
wholesale
widespread
withdrawal
worldwide

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