

VOCABULARY

MEDIA AND MARKETPLACE WORDS

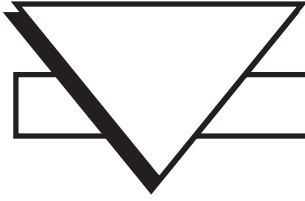
- ◆ **Print Ads and TV Commercials**
- ◆ **Recognizing Propaganda**

- ◆ **Electronic Media**
- ◆ **Consumer Awareness**

VOCABULARY
in context

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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)