

# Englist.me



## Vocabulary Builder Reference from...

Zoë Karl-Waithaka: Got millet? How marketing could improve the lives of African farmers | TED Talk  
[https://www.ted.com/talks/zoe\\_karl\\_waithaka\\_got\\_millet\\_how\\_marketing\\_could\\_improve\\_the\\_lives\\_of\\_african\\_farmers](https://www.ted.com/talks/zoe_karl_waithaka_got_millet_how_marketing_could_improve_the_lives_of_african_farmers)

### Advanced Words Only

#### IMPORTANT

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## Session 1: Word List

### avocado

*n.* a pear-shaped fruit with a hard skin and buttery flesh, commonly eaten raw in salads, sandwiches, or as guacamole

*synonym*: alligator pear, butter pear, midshipman's butter

(1) **avocado** toast, (2) **avocado** smoothie

I love adding **avocado** to my salads for that extra creaminess.

### mash

*v.* to crush or grind something into a soft, wet, pulpy mass; to talk or behave amorously, without serious intentions; (noun) a mixture of crushed malt grains and hot water

*synonym*: crush, grind, pulverize

(1) **mash** his words, (2) potato **mash**

She **mashed** the potatoes with a fork until they were smooth and creamy.

### hipster

*n.* a person who follows a trend or style characterized by a particular subculture, particularly one that is associated with alternative music, fashion, and lifestyle practices

*synonym*: trendsetter, nonconformist, bohemian

(1) **hipster** fashion, (2) **hipster** lifestyle

She is always wearing vintage clothing and listening to vinyl

records, a true **hipster** at heart.

## insanity

*n.* the state of being seriously mentally ill; madness

*synonym*: madness, psychosis, lunacy

(1) sheer **insanity**, (2) alcoholic **insanity**

His behavior became increasingly erratic, leading many to believe he was experiencing a bout of **insanity**.

## alligator

*n.* a large semiaquatic reptile with a long tail, powerful jaws, and rough skin, native to the Americas and China

*synonym*: crocodile, caiman, gator

(1) **alligator** habitat, (2) **alligator** watch strap

**Alligator** skin is used to make purses, boots, and other luxury goods.

## obscurity

*n.* the state of being hard to see or understand; lack of clarity or distinction

*synonym*: vagueness, ambiguity, uncertainty

(1) sink into **obscurity**, (2) **obscurity** of expression

The **obscurity** of the author's writing style made it difficult to understand the book.

## livelihood

*n.* a means of earning money people need to pay for food, a place to live, clothing, etc.

*synonym*: occupation, living, income

(1) a means of **livelihood**, (2) **livelihood** assistance

I could no longer earn my own **livelihood**.

## philanthropy

*n.* the practice of voluntarily helping the poor, especially by giving money

*synonym*: altruism, benevolence, generosity

(1) **philanthropy** organization, (2) private **philanthropy**

Tech billionaires often spend the majority of their time on **philanthropy**.

## posit

*v.* to suggest or accept something as fact or as a basis for argument or consideration

*synonym* : assert, declare, assume

(1) **posit** the existence of life after death, (2) **posit** the premise

We should **posit** several hypotheses to discuss the matter.

## opportune

*adj.* suitable or happening at a time that is suitable or convenient for a particular purpose

*synonym* : suitable, timely, practical

(1) **opportune** occasion, (2) an **opportune** remark

The phone rang at the most **opportune** time.

## sub-Saharan

*adj.* of or relating to or situated in the area south of the Sahara Desert

(1) **sub-Saharan** Africa, (2) **sub-Saharan** countries

The coffee producers in **sub-Saharan** countries are at the sharp end of fluctuations in price.

## smallholding

*n.* a small farm or estate that the owner or family typically works; often used to describe a farm that is smaller than a standard agricultural unit

*synonym* : small farm, homestead, mini ranch

(1) **smallholding** farm, (2) **smallholding** agriculture

The farmer's **smallholding** was enough to grow and sell vegetables for their family at the local market.

## hectare

*n.* a unit of area equal to 10,000 square meters

(1) **hectare** land, (2) housing per **hectare**

The farm spans over 100 **hectares** of land.

## slogan

*n.* a short, catchy phrase or motto that is used by a person, organization, or company to promote a particular product, cause, or idea

*synonym* : catchphrase, tagline, motto

(1) catchy **slogan**, (2) advertising **slogan**

The company spent months researching and testing different

brand **slogans** before finally settling on 'Just Do It' as their new tagline.

## industrious

*adj.* hardworking, diligent, and persistent in effort

*synonym* : diligent, hardworking, assiduous

(1) **industrious** worker, (2) **industrious** student

He was known to be very **industrious** and would often work late into the night.

## subsidize

*v.* to pay part of the cost of something to support an organization, activity, etc. financially

*synonym* : finance, endow, sponsor

(1) **subsidize** the project, (2) **subsidize** the cost

Governments **subsidize** renewable energy generation in various ways.

## doe

*n.* a mature female of mammals of which the male is called a buck, such as a deer or a rabbit

*synonym* : rabbit, bunny, hare

(1) **doe** rabbit, (2) buck and **doe**

Hunters use a whistle that makes the **doe** sound to lure stags.

## dub

*v.* to give someone or something an unofficial name or nickname; to provide movies with a voice of a foreign language

*synonym* : name, designate, nickname

(1) **dub** the film in English, (2) **dub** data

We **dubbed** him Ironman because of his toughness.

## jingle

*v.* to create or make a ringing sound, particularly one that is musical or catchy

*synonym* : tinkle, chime, ring

(1) **jingle** a little bell, (2) **jingle** money in my pocket

The keys on her keychain **jingled** loudly as she fumbled to unlock the door.

## catchy

*adj.* pleasing and easy to remember; likely to attract attention  
*synonym*: captivating, haunting, memorable

(1) **catchy** nickname, (2) a **catchy** title for a movie

This track starts with a **catchy** guitar riff.

## kale

*n.* a type of leafy green vegetable that belongs to the cabbage family, often eaten raw in salads or cooked as a side dish

*synonym*: collard greens, cabbage, broccoli

(1) **kale** salad, (2) baked **kale** chips

I like to add chopped **kale** to my smoothies for an extra boost of nutrition.

## pomegranate

*n.* red fruit with a tough outer layer and sweet, juicy, edible seeds inside; a bitter white membrane surrounds the seeds

(1) delicious **pomegranate** dessert, (2) **pomegranate** juice

I love adding **pomegranate** seeds to my salads.

## superfood

*n.* a nutrient-rich food considered to be especially beneficial for health and well-being

*synonym*: nutrient-rich food, healthy food

(1) **superfood** diet, (2) **superfood** smoothie

Blueberries are considered a **superfood** because they are packed with antioxidants.

## antioxidant

*n.* a substance that inhibits oxidation, especially one used to counteract the deterioration of stored food products

(1) high levels of **antioxidants**, (2) **antioxidant** behavior

Fruits and vegetables are good sources of **antioxidants**.

## procure

*v.* to obtain, acquire, or secure something, often by effort or skill

*synonym*: obtain, acquire, secure

(1) **procure** a rare antique, (2) **procure** services

I need to **procure** some supplies for the upcoming project.

## staple

*adj.* essential, crucial, or regularly used

*synonym*: essential, fundamental, pivotal

(1) **staple** commodities, (2) **staple** crop

Rice and beans are a **staple** food in many cultures.

## millet

*n.* a tiny seed of any of several annual cereal types of grass used as food, mainly to manufacture flour and to feed birds and animals

(1) increasing **millet** harvests, (2) cooking **millet**

The primary crop harvested during autumn is **millet**.

## pumpkin

*n.* large, round, yellow or orange fruit with a thick rind and pulpy interior, often carved into a Halloween decoration or used as a base for pies, soups, or other dishes

*synonym*: gourd, squash, vegetable

(1) **pumpkin** soup, (2) **pumpkin** pie

The **pumpkin** festival was filled with giant carved pumpkins on display and pumpkin-themed food stalls.

## lentil

*n.* a small, flat, round legume that is cooked and often used in soups, stews, salads, and other dishes, and which is a good source of protein, iron, and other nutrients

*synonym*: pulse, legume, bean

(1) **lentil** soup, (2) **lentil** salad

I made a hearty stew for dinner tonight with **lentils**, vegetables, and spices.

## trajectory

*n.* the curved path followed by an object moving through space

*synonym*: course, curve, orbit

(1) career **trajectory**, (2) a **trajectory** missile

The company has shown an excellent growth **trajectory** over the years.

## Session 2: Spelling

1. sma\_\_\_\_\_ing farm *n.* a small farm or estate that the owner or family typically works; often used to describe a farm that is smaller than a standard agricultural unit
2. he\_\_\_\_\_e land *n.* a unit of area equal to 10,000 square meters
3. alcoholic in\_\_\_\_\_ty *n.* the state of being seriously mentally ill; madness
4. cooking mi\_\_\_\_\_t *n.* a tiny seed of any of several annual cereal types of grass used as food, mainly to manufacture flour and to feed birds and animals
5. pr\_\_\_\_\_e a rare antique *v.* to obtain, acquire, or secure something, often by effort or skill
6. ji\_\_\_\_\_e a little bell *v.* to create or make a ringing sound, particularly one that is musical or catchy
7. su\_\_\_\_\_ze the cost *v.* to pay part of the cost of something to support an organization, activity, etc. financially
8. sub\_\_\_\_\_an countries *adj.* of or relating to or situated in the area south of the Sahara Desert
9. an op\_\_\_\_\_ne remark *adj.* suitable or happening at a time that is suitable or convenient for a particular purpose
10. increasing mi\_\_\_\_\_t harvests *n.* a tiny seed of any of several annual cereal types of grass used as food, mainly to manufacture flour and to feed birds and animals

ANSWERS: 1. smallholding, 2. hectare, 3. insanity, 4. millet, 5. procure, 6. jingle, 7. subsidize, 8. sub-Saharan, 9. opportune, 10. millet

- |   |    |  |
|---|----|--|
| 11. po__t the existence of life after death | v. | to suggest or accept something as fact or as a basis for argument or consideration   |
| 12. sma_____ing agriculture                 | n. | a small farm or estate that the owner or family typically works; often used to describe a farm that is smaller than a standard agricultural unit                             |
| 13. advertising sl___n                      | n. | a short, catchy phrase or motto that is used by a person, organization, or company to promote a particular product, cause, or idea   |
| 14. baked k__e chips                        | n. | a type of leafy green vegetable that belongs to the cabbage family, often eaten raw in salads or cooked as a side dish   |
| 15. po__t the premise                       | v. | to suggest or accept something as fact or as a basis for argument or consideration   |
| 16. ji___e money in my pocket               | v. | to create or make a ringing sound, particularly one that is musical or catchy  |
| 17. hi____r fashion                         | n. | a person who follows a trend or style characterized by a particular subculture, particularly one that is associated with alternative music, fashion, and lifestyle practices |
| 18. high levels of ant_____nts              | n. | a substance that inhibits oxidation, especially one used to counteract the deterioration of stored food products   |
| 19. a means of liv_____od                   | n. | a means of earning money people need to pay for food, a place to live, clothing, etc.  |

ANSWERS: 11. posit, 12. smallholding, 13. slogan, 14. kale, 15. posit, 16. jingle, 17. hipster, 18. antioxidant, 19. livelihood



20. a tra\_\_\_\_\_ry missile *n.* the curved path followed by an object moving through space
21. delicious pom\_\_\_\_\_te dessert *n.* red fruit with a tough outer layer and sweet, juicy, edible seeds inside; a bitter white membrane surrounds the seeds
22. private phi\_\_\_\_\_opy *n.* the practice of voluntarily helping the poor, especially by giving money
23. su\_\_\_\_\_od smoothie *n.* a nutrient-rich food considered to be especially beneficial for health and well-being
24. al\_\_\_\_\_or habitat *n.* a large semiaquatic reptile with a long tail, powerful jaws, and rough skin, native to the Americas and China
25. hi\_\_\_\_\_r lifestyle *n.* a person who follows a trend or style characterized by a particular subculture, particularly one that is associated with alternative music, fashion, and lifestyle practices
26. pom\_\_\_\_\_te juice *n.* red fruit with a tough outer layer and sweet, juicy, edible seeds inside; a bitter white membrane surrounds the seeds
27. career tra\_\_\_\_\_ry *n.* the curved path followed by an object moving through space
28. d\_e rabbit *n.* a mature female of mammals of which the male is called a buck, such as a deer or a rabbit
29. k\_\_e salad *n.* a type of leafy green vegetable that belongs to the cabbage family, often eaten raw in salads or cooked as a side dish

ANSWERS: 20. trajectory, 21. pomegranate, 22. philanthropy, 23. superfood, 24. alligator, 25. hipster, 26. pomegranate, 27. trajectory, 28. doe, 29. kale

30. d\_b the film in English *v.* to give someone or something an unofficial name or nickname; to provide movies with a voice of a foreign language
31. buck and d\_e *n.* a mature female of mammals of which the male is called a buck, such as a deer or a rabbit
32. catchy sl\_\_\_n *n.* a short, catchy phrase or motto that is used by a person, organization, or company to promote a particular product, cause, or idea
33. ant\_\_\_\_\_nt behavior *n.* a substance that inhibits oxidation, especially one used to counteract the deterioration of stored food products
34. m\_\_h his words *v.* to crush or grind something into a soft, wet, pulpy mass; to talk or behave amorously, without serious intentions; (noun) a mixture of crushed malt grains and hot water
35. su\_\_\_\_\_od diet *n.* a nutrient-rich food considered to be especially beneficial for health and well-being
36. sub\_\_\_\_\_an Africa *adj.* of or relating to or situated in the area south of the Sahara Desert
37. st\_\_\_e crop *adj.* essential, crucial, or regularly used
38. ob\_\_\_\_\_ty of expression *n.* the state of being hard to see or understand; lack of clarity or distinction
39. su\_\_\_\_\_ze the project *v.* to pay part of the cost of something to support an organization, activity, etc. financially

ANSWERS: 30. dub, 31. doe, 32. slogan, 33. antioxidant, 34. mash, 35. superfood, 36. sub-Saharan, 37. staple, 38. obscurity, 39. subsidize

40. a ca\_\_\_y title for a movie *adj.* pleasing and easy to remember; likely to attract attention
41. ind\_\_\_\_\_us worker *adj.* hardworking, diligent, and persistent in effort
42. pr\_\_\_\_\_e services *v.* to obtain, acquire, or secure something, often by effort or skill
43. le\_\_\_l soup *n.* a small, flat, round legume that is cooked and often used in soups, stews, salads, and other dishes, and which is a good source of protein, iron, and other nutrients
44. ca\_\_\_y nickname *adj.* pleasing and easy to remember; likely to attract attention
45. potato m\_\_h *v.* to crush or grind something into a soft, wet, pulpy mass; to talk or behave amorously, without serious intentions; (noun) a mixture of crushed malt grains and hot water
46. st\_\_\_e commodities *adj.* essential, crucial, or regularly used
47. sheer in\_\_\_\_\_ty *n.* the state of being seriously mentally ill; madness
48. le\_\_\_l salad *n.* a small, flat, round legume that is cooked and often used in soups, stews, salads, and other dishes, and which is a good source of protein, iron, and other nutrients
49. phi\_\_\_\_\_opy organization *n.* the practice of voluntarily helping the poor, especially by giving money
50. sink into ob\_\_\_\_\_ty *n.* the state of being hard to see or understand; lack of clarity or distinction

ANSWERS: 40. catchy, 41. industrious, 42. procure, 43. lentil, 44. catchy, 45. mash, 46. staple, 47. insanity, 48. lentil, 49. philanthropy, 50. obscurity

51. liv\_\_\_\_\_od assistance *n.* a means of earning money people need to pay for food, a place to live, clothing, etc.
52. al\_\_\_\_\_or watch strap *n.* a large semiaquatic reptile with a long tail, powerful jaws, and rough skin, native to the Americas and China
53. av\_\_\_\_\_o toast *n.* a pear-shaped fruit with a hard skin and buttery flesh, commonly eaten raw in salads, sandwiches, or as guacamole
54. pu\_\_\_\_\_n soup *n.* large, round, yellow or orange fruit with a thick rind and pulpy interior, often carved into a Halloween decoration or used as a base for pies, soups, or other dishes
55. pu\_\_\_\_\_n pie *n.* large, round, yellow or orange fruit with a thick rind and pulpy interior, often carved into a Halloween decoration or used as a base for pies, soups, or other dishes
56. av\_\_\_\_\_o smoothie *n.* a pear-shaped fruit with a hard skin and buttery flesh, commonly eaten raw in salads, sandwiches, or as guacamole
57. d\_b data *v.* to give someone or something an unofficial name or nickname; to provide movies with a voice of a foreign language
58. op\_\_\_\_\_ne occasion *adj.* suitable or happening at a time that is suitable or convenient for a particular purpose
59. ind\_\_\_\_\_us student *adj.* hardworking, diligent, and persistent in effort

ANSWERS: 51. livelihood, 52. alligator, 53. avocado, 54. pumpkin, 55. pumpkin, 56. avocado, 57. dub, 58. opportune, 59. industrious

60. housing per he\_\_\_\_\_e

*n.* a unit of area equal to 10,000 square meters

ANSWERS: 60. hectare

## Session 3: Fill in the Blanks

1. He was known to be very \_\_\_\_\_ and would often work late into the night.  
*adj.* hardworking, diligent, and persistent in effort
2. The phone rang at the most \_\_\_\_\_ time.  
*adj.* suitable or happening at a time that is suitable or convenient for a particular purpose
3. I need to \_\_\_\_\_ some supplies for the upcoming project.  
*v.* to obtain, acquire, or secure something, often by effort or skill
4. This track starts with a \_\_\_\_\_ guitar riff.  
*adj.* pleasing and easy to remember; likely to attract attention
5. We should \_\_\_\_\_ several hypotheses to discuss the matter.  
*v.* to suggest or accept something as fact or as a basis for argument or consideration
6. The \_\_\_\_\_ festival was filled with giant carved pumpkins on display and pumpkin-themed food stalls.  
*n.* large, round, yellow or orange fruit with a thick rind and pulpy interior, often carved into a Halloween decoration or used as a base for pies, soups, or other dishes
7. Tech billionaires often spend the majority of their time on \_\_\_\_\_.  
*n.* the practice of voluntarily helping the poor, especially by giving money
8. She is always wearing vintage clothing and listening to vinyl records, a true \_\_\_\_\_ at heart.  
*n.* a person who follows a trend or style characterized by a particular subculture, particularly one that is associated with alternative music, fashion, and lifestyle practices

ANSWERS: 1. industrious, 2. opportune, 3. procure, 4. catchy, 5. posit, 6. pumpkin, 7. philanthropy, 8. hipster

9. The farm spans over 100 \_\_\_\_\_ of land.  
*n.* a unit of area equal to 10,000 square meters
10. I love adding \_\_\_\_\_ to my salads for that extra creaminess.  
*n.* a pear-shaped fruit with a hard skin and buttery flesh, commonly eaten raw in salads, sandwiches, or as guacamole
11. I love adding \_\_\_\_\_ seeds to my salads.  
*n.* red fruit with a tough outer layer and sweet, juicy, edible seeds inside; a bitter white membrane surrounds the seeds
12. I could no longer earn my own \_\_\_\_\_.  
*n.* a means of earning money people need to pay for food, a place to live, clothing, etc.
13. The \_\_\_\_\_ of the author's writing style made it difficult to understand the book.  
*n.* the state of being hard to see or understand; lack of clarity or distinction
14. The primary crop harvested during autumn is \_\_\_\_\_.  
*n.* a tiny seed of any of several annual cereal types of grass used as food, mainly to manufacture flour and to feed birds and animals
15. Hunters use a whistle that makes the \_\_\_\_ sound to lure stags.  
*n.* a mature female of mammals of which the male is called a buck, such as a deer or a rabbit
16. She \_\_\_\_\_ the potatoes with a fork until they were smooth and creamy.  
*v.* to crush or grind something into a soft, wet, pulpy mass; to talk or behave amorously, without serious intentions; (noun) a mixture of crushed malt grains and hot water

ANSWERS: 9. hectares, 10. avocado, 11. pomegranate, 12. livelihood, 13. obscurity, 14. millet, 15. doe, 16. mashed

17. The farmer's \_\_\_\_\_ was enough to grow and sell vegetables for their family at the local market.
- n.* a small farm or estate that the owner or family typically works; often used to describe a farm that is smaller than a standard agricultural unit
18. The company has shown an excellent growth \_\_\_\_\_ over the years.
- n.* the curved path followed by an object moving through space
19. I like to add chopped \_\_\_\_\_ to my smoothies for an extra boost of nutrition.
- n.* a type of leafy green vegetable that belongs to the cabbage family, often eaten raw in salads or cooked as a side dish
20. Governments \_\_\_\_\_ renewable energy generation in various ways.
- v.* to pay part of the cost of something to support an organization, activity, etc. financially
21. We \_\_\_\_\_ him Ironman because of his toughness.
- v.* to give someone or something an unofficial name or nickname; to provide movies with a voice of a foreign language
22. Blueberries are considered a \_\_\_\_\_ because they are packed with antioxidants.
- n.* a nutrient-rich food considered to be especially beneficial for health and well-being
23. \_\_\_\_\_ skin is used to make purses, boots, and other luxury goods.
- n.* a large semiaquatic reptile with a long tail, powerful jaws, and rough skin, native to the Americas and China
24. The company spent months researching and testing different brand \_\_\_\_\_ before finally settling on 'Just Do It' as their new tagline.
- n.* a short, catchy phrase or motto that is used by a person, organization, or company to promote a particular product, cause, or idea

ANSWERS: 17. smallholding, 18. trajectory, 19. kale, 20. subsidize, 21. dubbed, 22. superfood, 23. Alligator, 24. slogans



25. Fruits and vegetables are good sources of \_\_\_\_\_.
- n.* a substance that inhibits oxidation, especially one used to counteract the deterioration of stored food products
26. His behavior became increasingly erratic, leading many to believe he was experiencing a bout of \_\_\_\_\_.
- n.* the state of being seriously mentally ill; madness
27. I made a hearty stew for dinner tonight with \_\_\_\_\_ vegetables, and spices.
- n.* a small, flat, round legume that is cooked and often used in soups, stews, salads, and other dishes, and which is a good source of protein, iron, and other nutrients
28. Rice and beans are a \_\_\_\_\_ food in many cultures.
- adj.* essential, crucial, or regularly used
29. The coffee producers in \_\_\_\_\_ countries are at the sharp end of fluctuations in price.
- adj.* of or relating to or situated in the area south of the Sahara Desert
30. The keys on her keychain \_\_\_\_\_ loudly as she fumbled to unlock the door.
- v.* to create or make a ringing sound, particularly one that is musical or catchy

ANSWERS: 25. antioxidants, 26. insanity, 27. lentils, 28. staple, 29. sub-Saharan, 30. jingled