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Vocabulary Builder Reference from...

Adam Clulow: How one of the most profitable companies in history rose to power | TED Talk
https://www.ted.com/talks/adam_clulow_how_one_of_the_most_profitable_companies_in_history_rose_to_power

Advanced Words Only

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Session 1: Word List

recognizable

adj. easy to become aware of or identify

synonym: noticeable, perceptible, definite

(1) to a **recognizable** degree, (2) **recognizable** landmark

His car was easily **recognizable** in the parking lot.

diplomacy

n. the art and practice of conducting negotiations between nations, organizations, or people; the fine art of dealing with people in a sensitive and effective way

synonym: tact, negotiation, delicacy

(1) the language of **diplomacy**, (2) the art of **diplomacy**

Effective **diplomacy** is necessary to resolve conflicts and maintain relationships between countries.

seize

v. to catch or take hold of someone or something suddenly and forcibly; to capture the attention or imagination of something

synonym: grab, grasp, capture

(1) **seize** a person's property, (2) **seize** the day

He has the superpower to **seize** a business opportunity.

nutmeg

n. a spice made from the seed of the nutmeg tree, used to flavor food and drinks; the hard, aromatic seed of the

nutmeg tree

synonym : spice, seasoning, flavoring

(1) ground **nutmeg**, (2) fresh **nutmeg**

I love adding **nutmeg** to specific recipes to give them a warm and spicy flavor.

deprive

v. to take away something from someone

synonym : deny, take away, divest

(1) **deprive** others of profit, (2) **deprive** him of his status

He was **deprived** of his freedom when sentenced to life in prison.

adversary

n. a person, group, or force that opposes or fights against another; an enemy or opponent

synonym : opponent, enemy, foe

(1) **adversary** team, (2) political **adversary**

The boxer's toughest **adversary** was his fear of losing.

hinge

n. a joint that holds the edge of a door, window, lid, etc. and allows it to open or close

synonym : joint, pivot

(1) a stiff **hinge**, (2) insecure **hinge**

His involvement is the **hinge** of our plan.

ruthless

adj. lacking in pity or compassion; willing to do whatever it takes to achieve their goals, regardless of the consequences for others

synonym : heartless, pitiless, merciless

(1) show **ruthless** behavior, (2) **ruthless** brutality

The dictator was known for his **ruthless** tactics and had no qualms about using violence to maintain power.

confederate

n. a person who is allied or associated with another person or group, especially in a political or military context; a supporter of the Confederate States of America

synonym : ally, associate, partner

(1) **confederate** soldier, (2) **Confederate** government
The two countries are **confederates** and have a strong alliance.

orangutan

n. a large long-armed ape with red-brown hair that lives in Borneo and Sumatra and has arboreal habits

(1) **orangutan** arm, (2) female **orangutan**

The researcher found new species of **orangutan** on the island.

smuggle

v. to import or export something or someone without paying appropriate customs duties, often illegally

(1) **smuggle** drugs, (2) **smuggle** herself out of a country

He was able to **smuggle** a gun inside the prison.

deflation

n. a decrease in the general price level of goods and services; the act of letting the air out of something

synonym: contraction, recession, shrinkage

(1) anti- **deflation** policies, (2) **deflation** of the lung

The economy is experiencing severe **deflation**.

deteriorate

v. to become worse in quality; to decline or degenerate

synonym: decline, degenerate, regress

(1) **deteriorate** at a slow pace, (2) **deteriorate** condition

The patient's health **deteriorated** rapidly after being diagnosed with the disease.

villager

n. a person who lives in a village or small rural community; a person who is part of a close-knit and traditional community

synonym: resident, inhabitant, countryperson

(1) **villager** community, (2) local **villager**

The rural **villagers** were saddened by the destruction of their homes in the natural disaster.

ambush

n. the act of hiding and waiting for someone before the sudden attack

synonym: trap, surprise, lure

(1) attacking from **ambush**, (2) **ambush** marketing

Armed police officers lay in **ambush** in front of the criminal's house.

admiral

n. a high-ranking naval officer commissioned to serve as commander of a fleet or naval station; the commander of a naval force or fleet; a naval officer of high rank

synonym: commander, captain, flag officer

(1) naval **admiral**, (2) respected **admiral**

Many high-ranking military officials attended the **admiral's** retirement ceremony.

escalate

v. to increase in intensity, size, or severity; to make something greater, worse, or more serious

synonym: increase, intensify, expand

(1) **escalate** into a major international incident, (2) to **escalate**

The situation quickly **escalated** and turned violent.

exterminate

v. to destroy completely, often referring to the eradication of pests or weeds

synonym: eradicate, eliminate, wipe out

(1) **exterminate** pests, (2) **exterminate** communism

The government **exterminated** the invasive species to protect native plants and animals.

confession

n. a formal statement in which one admits that they have done something wrong or illegal

synonym: admission, avowal, acknowledgment

(1) a **confession** of guilt, (2) a **confession** of faith

The prisoner made a full **confession** and admitted to his crime.

troop

n. a group of soldiers, especially a large one; a group of people, animals, or things considered as a unit.

synonym : group, unit, band

(1) the members of a military **troop**, (2) a **troop** of deer
The **troop** of soldiers marched through the city in a parade.

decimate

v. to destroy a significant portion of something or reduce by ten percent; to cause extensive destruction or severe damage; to drastically reduce in size or number

synonym : devastate, destroy, annihilate

(1) **decimate** population, (2) **decimate** economy
The hurricane **decimated** the small town, leaving behind destruction and devastation.

starve

v. to suffer or die from lack of food; to cause someone or something to suffer or die from lack of food; to deprive something of necessary nourishment or sustenance

synonym : famish, hunger

(1) **starve** for a victory, (2) **starve** to death
If you don't eat soon, you're going to **starve**.

enslave

v. to make someone a slave; to deprive someone of their freedom of choice or action

synonym : coerce, deprive, imprison

(1) **enslave** poor peasants, (2) **enslave** indigenous people
Her beauty **enslaved** me completely.

remnant

n. a small remaining quantity of something, considered separately from what has been lost or destroyed; a surviving piece or fragment of something

synonym : remainder, leftover, residue

(1) **remnant** of the past, (2) **remnants** of fabric
The only **remnant** left of the ancient civilization was the crumbling ruins of their temples.

plummet

v. to fall or drop suddenly and steeply; to decline rapidly or sharply

synonym : drop, plunge, fall

(1) **plummeting** sales, (2) **plummet** against other major currencies

The stock prices have **plummeted** in the last hour, causing concern for investors.

supercharge

v. to increase the power or energy of something

synonym : boost, enhance, power up

(1) **supercharge** economic growth, (2) **supercharge** the battery

They **supercharged** the engine to get more power.

massacre

n. the brutal and indiscriminate killing of a large number of people; a violent and bloody event that typically results in the death of many individuals

synonym : slaughter, bloodbath, butchery

(1) **massacre** in the village, (2) animal **massacre**

The **massacre** of innocent civilians in the war zone was a tragic event.

soar

v. to fly or rise very high or to a great height, often with great grace or ease

synonym : fly, rise, ascend

(1) **soar** in popularity, (2) **soar** to new heights

The bird **soared** through the sky, and its wings spread wide.

Session 2: Spelling

- | | | |
|------------------------------|----|---|
| 1. s__r to new heights | v. | to fly or rise very high or to a great height, often with great grace or ease |
| 2. de_____e others of profit | v. | to take away something from someone |
| 3. animal ma_____re | n. | the brutal and indiscriminate killing of a large number of people; a violent and bloody event that typically results in the death of many individuals |
| 4. st___e to death | v. | to suffer or die from lack of food; to cause someone or something to suffer or die from lack of food; to deprive something of necessary nourishment or sustenance |
| 5. ad_____ry team | n. | a person, group, or force that opposes or fights against another; an enemy or opponent |
| 6. local vi_____er | n. | a person who lives in a village or small rural community; a person who is part of a close-knit and traditional community |
| 7. re_____t of the past | n. | a small remaining quantity of something, considered separately from what has been lost or destroyed; a surviving piece or fragment of something |
| 8. ground nu____g | n. | a spice made from the seed of the nutmeg tree, used to flavor food and drinks; the hard, aromatic seed of the nutmeg tree |

ANSWERS: 1. soar, 2. deprive, 3. massacre, 4. starve, 5. adversary, 6. villager, 7. remnant, 8. nutmeg

9. es____te into a major international incident *v.* to increase in intensity, size, or severity; to make something greater, worse, or more serious
10. con____te soldier *n.* a person who is allied or associated with another person or group, especially in a political or military context; a supporter of the Confederate States of America
11. fresh nu____g *n.* a spice made from the seed of the nutmeg tree, used to flavor food and drinks; the hard, aromatic seed of the nutmeg tree
12. re____ts of fabric *n.* a small remaining quantity of something, considered separately from what has been lost or destroyed; a surviving piece or fragment of something
13. en____e indigenous people *v.* to make someone a slave; to deprive someone of their freedom of choice or action
14. s__r in popularity *v.* to fly or rise very high or to a great height, often with great grace or ease
15. show ru____ss behavior *adj.* lacking in pity or compassion; willing to do whatever it takes to achieve their goals, regardless of the consequences for others
16. political ad____ry *n.* a person, group, or force that opposes or fights against another; an enemy or opponent
17. se__e the day *v.* to catch or take hold of someone or something suddenly and forcibly; to capture the attention or imagination of something

ANSWERS: 9. escalate, 10. confederate, 11. nutmeg, 12. remnant, 13. enslave, 14. soar, 15. ruthless, 16. adversary, 17. seize

- | | |
|---|--|
| 26. a stiff hi__e | <i>n.</i> a joint that holds the edge of a door, window, lid, etc. and allows it to open or close |
| 27. female or _____an | <i>n.</i> a large long-armed ape with red-brown hair that lives in Borneo and Sumatra and has arboreal habits |
| 28. de_____te population | <i>v.</i> to destroy a significant portion of something or reduce by ten percent; to cause extensive destruction or severe damage; to drastically reduce in size or number |
| 29. attacking from am____h | <i>n.</i> the act of hiding and waiting for someone before the sudden attack |
| 30. sup_____ge economic growth | <i>v.</i> to increase the power or energy of something |
| 31. de_____on of the lung | <i>n.</i> a decrease in the general price level of goods and services; the act of letting the air out of something |
| 32. pl_____ting sales | <i>v.</i> to fall or drop suddenly and steeply; to decline rapidly or sharply |
| 33. st___e for a victory | <i>v.</i> to suffer or die from lack of food; to cause someone or something to suffer or die from lack of food; to deprive something of necessary nourishment or sustenance |
| 34. pl_____t against other major currencies | <i>v.</i> to fall or drop suddenly and steeply; to decline rapidly or sharply |
| 35. respected ad_____l | <i>n.</i> a high-ranking naval officer commissioned to serve as commander of a fleet or naval station; the commander of a naval force or fleet; a naval officer of high rank |

ANSWERS: 26. hinge, 27. orangutan, 28. decimate, 29. ambush, 30. supercharge, 31. deflation, 32. plummet, 33. starve, 34. plummet, 35. admiral

36. insecure hi__e *n.* a joint that holds the edge of a door, window, lid, etc. and allows it to open or close
37. vi_____er community *n.* a person who lives in a village or small rural community; a person who is part of a close-knit and traditional community
38. ext_____te pests *v.* to destroy completely, often referring to the eradication of pests or weeds
39. sm_____e herself out of a country *v.* to import or export something or someone without paying appropriate customs duties, often illegally
40. sup_____ge the battery *v.* to increase the power or energy of something
41. det_____te at a slow pace *v.* to become worse in quality; to decline or degenerate
42. rec_____ble landmark *adj.* easy to become aware of or identify
43. anti-de_____on policies *n.* a decrease in the general price level of goods and services; the act of letting the air out of something
44. ext_____te communism *v.* to destroy completely, often referring to the eradication of pests or weeds
45. a con_____on of faith *n.* a formal statement in which one admits that they have done something wrong or illegal
46. de_____e him of his status *v.* to take away something from someone
47. de_____te economy *v.* to destroy a significant portion of something or reduce by ten percent; to cause extensive destruction or severe damage; to drastically reduce in size or number

ANSWERS: 36. hinge, 37. villager, 38. exterminate, 39. smuggle, 40. supercharge, 41. deteriorate, 42. recognizable, 43. deflation, 44. exterminate, 45. confession, 46. deprive, 47. decimate

48. am___h marketing *n.* the act of hiding and waiting for someone before the sudden attack
49. naval ad_____l *n.* a high-ranking naval officer commissioned to serve as commander of a fleet or naval station; the commander of a naval force or fleet; a naval officer of high rank
50. a tr__p of deer *n.* a group of soldiers, especially a large one; a group of people, animals, or things considered as a unit.
51. det_____te condition *v.* to become worse in quality; to decline or degenerate
52. to a rec_____ble degree *adj.* easy to become aware of or identify
53. se__e a person's property *v.* to catch or take hold of someone or something suddenly and forcibly; to capture the attention or imagination of something
54. en_____e poor peasants *v.* to make someone a slave; to deprive someone of their freedom of choice or action
55. the members of a military tr__p *n.* a group of soldiers, especially a large one; a group of people, animals, or things considered as a unit.
56. ma_____re in the village *n.* the brutal and indiscriminate killing of a large number of people; a violent and bloody event that typically results in the death of many individuals

ANSWERS: 48. ambush, 49. admiral, 50. troop, 51. deteriorate, 52. recognizable, 53. seize, 54. enslave, 55. troop, 56. massacre

Session 3: Fill in the Blanks

1. The situation quickly _____ and turned violent.
 - v. to increase in intensity, size, or severity; to make something greater, worse, or more serious

2. The researcher found new species of _____ on the island.
 - n. a large long-armed ape with red-brown hair that lives in Borneo and Sumatra and has arboreal habits

3. The government _____ the invasive species to protect native plants and animals.
 - v. to destroy completely, often referring to the eradication of pests or weeds

4. He was able to _____ a gun inside the prison.
 - v. to import or export something or someone without paying appropriate customs duties, often illegally

5. Many high-ranking military officials attended the _____ retirement ceremony.
 - n. a high-ranking naval officer commissioned to serve as commander of a fleet or naval station; the commander of a naval force or fleet; a naval officer of high rank

6. The patient's health _____ rapidly after being diagnosed with the disease.
 - v. to become worse in quality; to decline or degenerate

7. The rural _____ were saddened by the destruction of their homes in the natural disaster.
 - n. a person who lives in a village or small rural community; a person who is part of a close-knit and traditional community

ANSWERS: 1. escalated, 2. orangutan, 3. exterminated, 4. smuggle, 5. admiral's, 6. deteriorated, 7. villagers

8. He has the superpower to _____ a business opportunity.
- v.* to catch or take hold of someone or something suddenly and forcibly; to capture the attention or imagination of something
9. Effective _____ is necessary to resolve conflicts and maintain relationships between countries.
- n.* the art and practice of conducting negotiations between nations, organizations, or people; the fine art of dealing with people in a sensitive and effective way
10. The boxer's toughest _____ was his fear of losing.
- n.* a person, group, or force that opposes or fights against another; an enemy or opponent
11. His involvement is the _____ of our plan.
- n.* a joint that holds the edge of a door, window, lid, etc. and allows it to open or close
12. The _____ of innocent civilians in the war zone was a tragic event.
- n.* the brutal and indiscriminate killing of a large number of people; a violent and bloody event that typically results in the death of many individuals
13. The two countries are _____ and have a strong alliance.
- n.* a person who is allied or associated with another person or group, especially in a political or military context; a supporter of the Confederate States of America
14. He was _____ of his freedom when sentenced to life in prison.
- v.* to take away something from someone
15. The prisoner made a full _____ and admitted to his crime.
- n.* a formal statement in which one admits that they have done something wrong or illegal

ANSWERS: 8. seize, 9. diplomacy, 10. adversary, 11. hinge, 12. massacre, 13. confederates, 14. deprived, 15. confession

16. The economy is experiencing severe _____.

- n.* a decrease in the general price level of goods and services; the act of letting the air out of something

17. The bird _____ through the sky, and its wings spread wide.

- v.* to fly or rise very high or to a great height, often with great grace or ease

18. Her beauty _____ me completely.

- v.* to make someone a slave; to deprive someone of their freedom of choice or action

19. His car was easily _____ in the parking lot.

- adj.* easy to become aware of or identify

20. They _____ the engine to get more power.

- v.* to increase the power or energy of something

21. The only _____ left of the ancient civilization was the crumbling ruins of their temples.

- n.* a small remaining quantity of something, considered separately from what has been lost or destroyed; a surviving piece or fragment of something

22. I love adding _____ to specific recipes to give them a warm and spicy flavor.

- n.* a spice made from the seed of the nutmeg tree, used to flavor food and drinks; the hard, aromatic seed of the nutmeg tree

23. The _____ of soldiers marched through the city in a parade.

- n.* a group of soldiers, especially a large one; a group of people, animals, or things considered as a unit.

ANSWERS: 16. deflation, 17. soared, 18. enslaved, 19. recognizable, 20. supercharged, 21. remnant, 22. nutmeg, 23. troop

24. The hurricane _____ the small town, leaving behind destruction and devastation.
- v.* to destroy a significant portion of something or reduce by ten percent; to cause extensive destruction or severe damage; to drastically reduce in size or number
25. Armed police officers lay in _____ in front of the criminal's house.
- n.* the act of hiding and waiting for someone before the sudden attack
26. The stock prices have _____ in the last hour, causing concern for investors.
- v.* to fall or drop suddenly and steeply; to decline rapidly or sharply
27. If you don't eat soon, you're going to _____.
- v.* to suffer or die from lack of food; to cause someone or something to suffer or die from lack of food; to deprive something of necessary nourishment or sustenance
28. The dictator was known for his _____ tactics and had no qualms about using violence to maintain power.
- adj.* lacking in pity or compassion; willing to do whatever it takes to achieve their goals, regardless of the consequences for others

ANSWERS: 24. decimated, 25. ambush, 26. plummeted, 27. starve, 28. ruthless