

# Englist.me



## Vocabulary Builder Reference from...

*Mona Chalabi: Do 9 out of 10 dentists really recommend that toothpaste? | TED Talk*

[https://www.ted.com/talks/mona\\_chalabi\\_do\\_9\\_out\\_of\\_10\\_dentists\\_really\\_recommend\\_that\\_toothpaste](https://www.ted.com/talks/mona_chalabi_do_9_out_of_10_dentists_really_recommend_that_toothpaste)

### All Words

#### IMPORTANT

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## Session 1: Word List

### toothpaste

*n.* a paste or gel used for cleaning the teeth and freshening the breath

*synonym* : paste, gel, dentifrice

(1) **toothpaste** hygiene product, (2) **toothpaste** tube

I always use mint-flavored **toothpaste** to refresh my mouth in the morning and at night.

### commerce

*n.* the activity of buying and selling things, especially on a large scale

*synonym* : trade, transaction, dealings

(1) interstate **commerce**, (2) the local chamber of **commerce**

This company has invested heavily in Internet **commerce**.

### claim

*v.* to assert that something is true; to demand or request something as one's own; to lay legal or moral right to something; (noun) a demand or assertion of a right or something that one believes to be true

*synonym* : assert, declare, maintain

(1) **claim** responsibility, (2) false **claim**

He wants to **claim** ownership of the abandoned property.

## dentist

*n.* a person who is qualified and licensed to treat people's teeth

*synonym*: oral surgeon, orthodontist, periodontist

(1) a **dentist's** office, (2) consult a **dentist**

I am going to the family **dentist** to get my teeth cleaned.

## recommend

*v.* to suggest that someone or something would be a suitable fit for a particular purpose or role

*synonym*: advise, suggest, instruct

(1) **recommend** a hospitalization, (2) **recommend** reading

We **recommend** taking media training every six months.

## radar

*n.* a technology that employs radio waves to locate items that cannot be seen

*synonym*: sonar, radiolocation

(1) **radar** air traffic control, (2) **radar** scanning

**Radar** systems cannot spot the submarine.

## suspicious

*adj.* making you feel that someone has done something wrong, illegal, or dishonest without any evidence

*synonym*: fishy, questionable, doubtful

(1) report **suspicious** activity, (2) a person who is

**suspicious**

We carefully examine each **suspicious** transaction report we receive.

## statistics

*n.* the discipline that concerns the collection, organization, analysis, interpretation, and presentation of data

(1) **statistics** for cancer, (2) official **statistics**

The **statistics** demonstrate that poverty and unemployment are genuine problems.

## survey

*n.* an investigation of the opinions, behavior, etc. of a particular group of people, made by asking people questions

*synonym*: study, examination, poll

(1) a comprehensive **survey**, (2) recent **survey**

That **survey** shows that people are accepting the tax increase to some extent.

## billboard

*n.* a large outdoor sign or display that is used for advertising, marketing, or public information, typically located along highways or main roads

*synonym* : hoarding, signboard, advertisement

(1) **billboard** advertising, (2) digital **billboard**

The new **billboard** on the highway promotes a popular vacation destination.

## instance

*n.* a particular example or single occurrence of something

*synonym* : example, sample, illustration

(1) for **instance**, (2) notable **instance**

These articles cite five **instances** of climate change.

## prefer

*v.* to like, choose, or want one thing or person better than another

*synonym* : choose, like, favor

(1) **prefer** physics to chemistry, (2) **prefer** a window seat

The birds **prefer** open water areas with reeds around them.

## advertise

*v.* to draw attention to something such as a product, service, or event in public to encourage people to buy, use, or attend it

*synonym* : publicize, announce, promote

(1) **advertise** the campaign, (2) **advertise** on social media

We want to **advertise** our company through your media.

## discovery

*n.* the act or process of finding information, a place, or an object, or learning about something that was previously not known

*synonym* : finding, uncovering, detection

(1) a scientific **discovery**, (2) the great **discovery** of the century

Her research team made an important **discovery**.

## brand

*n.* a type of product, service, etc., made by a particular company and sold under a specific name; identification mark on the skin of livestock, criminals, etc., made by burning

*synonym*: trademark, label, symbol

(1) create a **brand** logo, (2) the **brand** of the new car  
There's a new **brand** of hero in the movies now.

## deem

*v.* to consider or decide something in a particular way

*synonym*: believe, consider, suppose

(1) **deem** socially responsible, (2) **deem** wrong or inappropriate

Regarding earthquakes, some commercial buildings were **deemed** unsafe.

## mislead

*v.* to cause someone to believe something that is not true

*synonym*: misinform, delude, belie

(1) **mislead** him into trusting her, (2) **mislead** the enemy  
Our troops pulled back to **mislead** the enemy.

## gum

*n.* a soft, sticky substance that is chewed to freshen the breath or to clean the teeth; the flesh that surrounds the teeth in the mouth

*synonym*: mucilage, glue, alveolar arch

(1) bubble **gum**, (2) chewing **gum**

I always like having a pack of **gum** to freshen my breath.

## 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.

## upfront

*adj.* frank and honest; (adverb) (of payment) in advance  
*synonym* : honest, authentic, fair

(1) an **upfront** tone, (2) pay **upfront**

He was very **upfront** with him about his intentions.

## chew

*v.* to crush or grind something, especially food, with the teeth and then swallow it

*synonym* : masticate, crush, grind

(1) **chew** each word, (2) **chew** a stick of gum

My dog loves to **chew** on bones.

## forthcoming

*adj.* likely to happen or be available soon

*synonym* : imminent, upcoming, anticipated

(1) in the **forthcoming** week, (2) **forthcoming** book

The **forthcoming** election is causing a lot of tension and uncertainty.

## manufacture

*v.* to make goods in large numbers, usually in a factory using machines

*synonym* : create, fabricate, assemble

(1) **manufacture** an enzyme, (2) **manufacture** a product

The majority of synthetic vitamins are **manufactured** from oil.

## blame

*v.* to think or say that someone or something did something wrong or is responsible for something bad

*synonym* : condemn, rebuke, find fault with

(1) **blame** circumstances for the failure, (2) **blame** the lack of knowledge

We **blamed** our impeded progress on lack of money.

## freak

*n.* an abnormality that is not typical or expected

*synonym* : anomaly, deviation, oddity

(1) a rock **freak**, (2) **freak** weather

The **freak** accident caused the car to flip over and land on its roof.

## accident

*n.* an unfortunate event, especially one causing damage or injury

*synonym*: calamity, casualty, chance

(1) cause an **accident**, (2) injury in a car **accident**

The **accident** partially destroyed my vehicle.

## squirrel

*n.* a small to medium-sized rodent with a bushy tail, found in almost every part of the world

*synonym*: rodent, chipmunk, tree-dweller

(1) agile **squirrel**, (2) gray **squirrel**

The **squirrels** in the park were very friendly and came right up to us looking for food.

## deviate

*v.* to depart from an established course or plan; to change direction or take a different route or approach

*synonym*: stray, diverge, veer

(1) **deviate** from the norm, (2) **deviate** from the plan

It's important not to **deviate** from the established safety procedures.

## decide

*v.* to make up someone's mind about something; to come to a conclusion or judgment after considering options

*synonym*: choose, determine, settle

(1) **decide** a question, (2) **decide** on a course of action

She couldn't **decide** whether to order the pizza or the pasta for dinner.

## sugary

*adj.* having the taste, texture, or appearance of sugar; excessively sweet or cloying; overly sentimental or flattering in a way that seems insincere

*synonym*: sweet, syrupy, saccharine

(1) **sugary** treat, (2) excessively **sugary**

I avoid eating **sugary** foods to maintain a healthy diet.

## context

*n.* the circumstances, facts, or conditions that surround a particular event, situation, or statement and that give it meaning

*synonym* : background, setting, environment

(1) historical **context**, (2) legal **context**

It's important to understand the **context** of a situation before making a decision.

## methodology

*n.* a set of ways or principles of doing, teaching, or studying something

*synonym* : procedure, approach, process

(1) **methodology** for optimizing, (2) research **methodology**

We are developing a new **methodology** for assessing marketing measures.

## accord

*n.* an official agreement or treaty between two organizations, countries, etc.; (verb) allow to have

*synonym* : alliance, pact, agreement

(1) **accord** with public opinion, (2) binational **accord**

The organization finally signed a peace **accord**.

## dental

*adj.* of or relating to teeth

*synonym* : oral, tooth, mouth

(1) **dental** hygiene, (2) **dental** care

I have a **dental** appointment at 2 pm to get my teeth cleaned.

## association

*n.* a people or groups of people who have joined in a single organization together for a particular purpose; a social or business connection or relationship

*synonym* : affiliation, collaboration, society

(1) word **associations**, (2) a scholarship **association**

His membership in the **association** provided him with numerous benefits.

## registration

*n.* the process of recording or enrolling for a particular course or event; the action or process of officially recording or enrolling something, such as a name or trademark

*synonym* : enrollment, registry, record-keeping

(1) **registration** agency, (2) **registration** for a course

The online **registration** process was quick and easy to complete.

## mathematics

*n.* the science dealing with the logic of quantities, shapes, spaces, and arrangement

*synonym*: arithmetic, calculation, calculus

(1) a good grounding in **mathematics**, (2) **mathematics** competition

He has a flair for **mathematics**.

## ploy

*n.* a strategic maneuver or tactic used to gain an advantage; a cunning plan or scheme

*synonym*: tactic, maneuver, strategy

(1) clever **ploy**, (2) marketing **ploy**

The thief's **ploy** to distract the security guard worked perfectly.

## skepticism

*n.* an attitude of doubting or questioning that claims or statements are true or valuable or that something will happen; the disbelief in any claims of ultimate knowledge

*synonym*: distrust, doubt, suspicion

(1) natural **skepticism**, (2) **skepticism** toward bureaucracy

This party expresses **skepticism** about the efficacy of the health insurance system.

## legitimate

*adj.* accordant with or allowed by law; lawful

*synonym*: lawful, honest, fair

(1) a **legitimate** child, (2) **legitimate** question

Public political demonstrations are considered **legitimate** rights for citizens.

## irrelevant

*adj.* not connected with or related to something and therefore not important

*synonym*: unrelated, immaterial, extrinsic

(1) an **irrelevant** thought, (2) do something **irrelevant**



They removed **irrelevant** content from the slides.

## Session 2: Spelling

- |                                |  |
|--------------------------------|--|
| 1. notable in _____ce          | <i>n.</i> a particular example or single occurrence of something   |
| 2. for _____ng book            | <i>adj.</i> likely to happen or be available soon  |
| 3. mat _____cs competition     | <i>n.</i> the science dealing with the logic of quantities, shapes, spaces, and arrangement  |
| 4. injury in a car ac _____nt  | <i>n.</i> an unfortunate event, especially one causing damage or injury  |
| 5. marketing p ____y           | <i>n.</i> a strategic maneuver or tactic used to gain an advantage; a cunning plan or scheme   |
| 6. false cl ____m              | <i>v.</i> to assert that something is true; to demand or request something as one's own; to lay legal or moral right to something; (noun) a demand or assertion of a right or something that one believes to be true |
| 7. a person who is sus _____us | <i>adj.</i> making you feel that someone has done something wrong, illegal, or dishonest without any evidence  |
| 8. a comprehensive su ____y    | <i>n.</i> an investigation of the opinions, behavior, etc. of a particular group of people, made by asking people questions  |
| 9. ad _____se on social media  | <i>v.</i> to draw attention to something such as a product, service, or event in public to encourage people to buy, use, or attend it  |

ANSWERS: 1. instance, 2. forthcoming, 3. mathematics, 4. accident, 5. ploy, 6. claim, 7. suspicious, 8. survey, 9. advertise

10. binational ac\_\_\_d *n.* an official agreement or treaty between two organizations, countries, etc.; (verb) allow to have
11. report sus\_\_\_\_\_us activity *adj.* making you feel that someone has done something wrong, illegal, or dishonest without any evidence
12. legal co\_\_\_\_\_t *n.* the circumstances, facts, or conditions that surround a particular event, situation, or statement and that give it meaning
13. interstate co\_\_\_\_\_ce *n.* the activity of buying and selling things, especially on a large scale
14. a rock fr\_\_k *n.* an abnormality that is not typical or expected
15. man\_\_\_\_\_re an enzyme *v.* to make goods in large numbers, usually in a factory using machines
16. leg\_\_\_\_\_te question *adj.* accordant with or allowed by law; lawful
17. too\_\_\_\_\_te hygiene product *n.* a paste or gel used for cleaning the teeth and freshening the breath
18. de\_\_\_l hygiene *adj.* of or relating to teeth
19. ra\_\_r air traffic control *n.* a technology that employs radio waves to locate items that cannot be seen
20. chewing g\_m *n.* a soft, sticky substance that is chewed to freshen the breath or to clean the teeth; the flesh that surrounds the teeth in the mouth
21. cl\_\_m responsibility *v.* to assert that something is true; to demand or request something as one's own; to lay legal or moral right to something; (noun) a demand or assertion of a right or something that one believes to be true

ANSWERS: 10. accord, 11. suspicious, 12. context, 13. commerce, 14. freak, 15. manufacture, 16. legitimate, 17. toothpaste, 18. dental, 19. radar, 20. gum, 21. claim

22. d\_\_m wrong or inappropriate *v.* to consider or decide something in a particular way
23. the great di\_\_\_\_\_ry of the century *n.* the act or process of finding information, a place, or an object, or learning about something that was previously not known
24. natural ske\_\_\_\_\_sm *n.* an attitude of doubting or questioning that claims or statements are true or valuable or that something will happen; the disbelief in any claims of ultimate knowledge
25. mi\_\_\_\_\_d the enemy *v.* to cause someone to believe something that is not true
26. excessively su\_\_\_\_y *adj.* having the taste, texture, or appearance of sugar; excessively sweet or cloying; overly sentimental or flattering in a way that seems insincere
27. man\_\_\_\_\_re a product *v.* to make goods in large numbers, usually in a factory using machines
28. de\_\_\_l care *adj.* of or relating to teeth
29. create a br\_\_d logo *n.* a type of product, service, etc., made by a particular company and sold under a specific name; identification mark on the skin of livestock, criminals, etc., made by burning
30. pr\_\_\_r physics to chemistry *v.* to like, choose, or want one thing or person better than another
31. an irr\_\_\_\_\_nt thought *adj.* not connected with or related to something and therefore not important

ANSWERS: 22. deem, 23. discovery, 24. skepticism, 25. mislead, 26. sugary, 27. manufacture, 28. dental, 29. brand, 30. prefer, 31. irrelevant

32. pay up\_\_\_\_t *adj.* frank and honest; (adverb) (of payment) in advance
33. de\_\_\_\_e from the norm *v.* to depart from an established course or plan; to change direction or take a different route or approach
34. ske\_\_\_\_\_sm toward bureaucracy *n.* an attitude of doubting or questioning that claims or statements are true or valuable or that something will happen; the disbelief in any claims of ultimate knowledge
35. consult a de\_\_\_\_t *n.* a person who is qualified and licensed to treat people's teeth
36. a scholarship ass\_\_\_\_\_on *n.* a people or groups of people who have joined in a single organization together for a particular purpose; a social or business connection or relationship
37. too\_\_\_\_\_te tube *n.* a paste or gel used for cleaning the teeth and freshening the breath
38. de\_\_\_e a question *v.* to make up someone's mind about something; to come to a conclusion or judgment after considering options
39. gray sq\_\_\_\_\_el *n.* a small to medium-sized rodent with a bushy tail, found in almost every part of the world
40. de\_\_\_e on a course of action *v.* to make up someone's mind about something; to come to a conclusion or judgment after considering options
41. cause an ac\_\_\_\_nt *n.* an unfortunate event, especially one causing damage or injury

ANSWERS: 32. upfront, 33. deviate, 34. skepticism, 35. dentist, 36. association, 37. toothpaste, 38. decide, 39. squirrel, 40. decide, 41. accident

42. digital bi\_\_\_\_\_rd *n.* a large outdoor sign or display that is used for advertising, marketing, or public information, typically located along highways or main roads
43. bubble g\_m *n.* a soft, sticky substance that is chewed to freshen the breath or to clean the teeth; the flesh that surrounds the teeth in the mouth
44. the br\_\_d of the new car *n.* a type of product, service, etc., made by a particular company and sold under a specific name; identification mark on the skin of livestock, criminals, etc., made by burning
45. fr\_\_k weather *n.* an abnormality that is not typical or expected
46. ra\_\_r scanning *n.* a technology that employs radio waves to locate items that cannot be seen
47. bl\_\_e the lack of knowledge *v.* to think or say that someone or something did something wrong or is responsible for something bad
48. 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
49. ac\_\_\_d with public opinion *n.* an official agreement or treaty between two organizations, countries, etc.; (verb) allow to have
50. bi\_\_\_\_\_rd advertising *n.* a large outdoor sign or display that is used for advertising, marketing, or public information, typically located along highways or main roads

ANSWERS: 42. billboard, 43. gum, 44. brand, 45. freak, 46. radar, 47. blame, 48. slogan, 49. accord, 50. billboard

- |   |           |  |
|---|-----------|--|
| 51. the local chamber of co_____ce      | <i>n.</i> | the activity of buying and selling things, especially on a large scale   |
| 52. for in_____ce                       | <i>n.</i> | a particular example or single occurrence of something   |
| 53. a scientific di_____ry              | <i>n.</i> | the act or process of finding information, a place, or an object, or learning about something that was previously not known                              |
| 54. c__w each word                      | <i>v.</i> | to crush or grind something, especially food, with the teeth and then swallow it   |
| 55. word ass_____ons                    | <i>n.</i> | a people or groups of people who have joined in a single organization together for a particular purpose; a social or business connection or relationship |
| 56. re_____nd reading                   | <i>v.</i> | to suggest that someone or something would be a suitable fit for a particular purpose or role  |
| 57. d__m socially responsible           | <i>v.</i> | to consider or decide something in a particular way  |
| 58. mi_____d him into trusting her      | <i>v.</i> | to cause someone to believe something that is not true   |
| 59. bl__e circumstances for the failure | <i>v.</i> | to think or say that someone or something did something wrong or is responsible for something bad  |
| 60. agile sq_____el                     | <i>n.</i> | a small to medium-sized rodent with a bushy tail, found in almost every part of the world  |
| 61. ad_____se the campaign              | <i>v.</i> | to draw attention to something such as a product, service, or event in public to encourage people to buy, use, or attend it                              |

ANSWERS: 51. commerce, 52. instance, 53. discovery, 54. chew, 55. association, 56. recommend, 57. deem, 58. mislead, 59. blame, 60. squirrel, 61. advertise

62. sta\_\_\_\_\_cs for cancer *n.* the discipline that concerns the collection, organization, analysis, interpretation, and presentation of data
63. do something irr\_\_\_\_\_nt *adj.* not connected with or related to something and therefore not important
64. a leg\_\_\_\_\_te child *adj.* accordant with or allowed by law; lawful
65. reg\_\_\_\_\_ion agency *n.* the process of recording or enrolling for a particular course or event; the action or process of officially recording or enrolling something, such as a name or trademark
66. re\_\_\_\_\_nd a hospitalization *v.* to suggest that someone or something would be a suitable fit for a particular purpose or role
67. in the for\_\_\_\_\_ng week *adj.* likely to happen or be available soon
68. recent su\_\_\_\_y *n.* an investigation of the opinions, behavior, etc. of a particular group of people, made by asking people questions
69. clever p\_\_y *n.* a strategic maneuver or tactic used to gain an advantage; a cunning plan or scheme
70. an up\_\_\_\_\_t tone *adj.* frank and honest; (adverb) (of payment) in advance
71. de\_\_\_\_\_e from the plan *v.* to depart from an established course or plan; to change direction or take a different route or approach
72. reg\_\_\_\_\_ion for a course *n.* the process of recording or enrolling for a particular course or event; the action or process of officially recording or enrolling something, such as a name or trademark

ANSWERS: 62. statistics, 63. irrelevant, 64. legitimate, 65. registration, 66. recommend, 67. forthcoming, 68. survey, 69. ploy, 70. upfront, 71. deviate, 72. registration



73. met\_\_\_\_\_gy for optimizing *n.* a set of ways or principles of doing, teaching, or studying something
74. research met\_\_\_\_\_gy *n.* a set of ways or principles of doing, teaching, or studying something
75. a good grounding in mat\_\_\_\_\_cs *n.* the science dealing with the logic of quantities, shapes, spaces, and arrangement
76. su\_\_\_\_y treat *adj.* having the taste, texture, or appearance of sugar; excessively sweet or cloying; overly sentimental or flattering in a way that seems insincere
77. c\_\_w a stick of gum *v.* to crush or grind something, especially food, with the teeth and then swallow it
78. pr\_\_\_\_r a window seat *v.* to like, choose, or want one thing or person better than another
79. official sta\_\_\_\_\_cs *n.* the discipline that concerns the collection, organization, analysis, interpretation, and presentation of data
80. 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
81. historical co\_\_\_\_\_t *n.* the circumstances, facts, or conditions that surround a particular event, situation, or statement and that give it meaning
82. a de\_\_\_\_\_t's office *n.* a person who is qualified and licensed to treat people's teeth

ANSWERS: 73. methodology, 74. methodology, 75. mathematics, 76. sugary, 77. chew, 78. prefer, 79. statistics, 80. slogan, 81. context, 82. dentist

## Session 3: Fill in the Blanks

1. The organization finally signed a peace \_\_\_\_\_.  
*n.* an official agreement or treaty between two organizations, countries, etc.;  
(verb) allow to have
2. There's a new \_\_\_\_\_ of hero in the movies now.  
*n.* a type of product, service, etc., made by a particular company and sold under a specific name; identification mark on the skin of livestock, criminals, etc., made by burning
3. That \_\_\_\_\_ shows that people are accepting the tax increase to some extent.  
*n.* an investigation of the opinions, behavior, etc. of a particular group of people, made by asking people questions
4. She couldn't \_\_\_\_\_ whether to order the pizza or the pasta for dinner.  
*v.* to make up someone's mind about something; to come to a conclusion or judgment after considering options
5. My dog loves to \_\_\_\_\_ on bones.  
*v.* to crush or grind something, especially food, with the teeth and then swallow it
6. The \_\_\_\_\_ partially destroyed my vehicle.  
*n.* an unfortunate event, especially one causing damage or injury
7. Regarding earthquakes, some commercial buildings were \_\_\_\_\_ unsafe.  
*v.* to consider or decide something in a particular way
8. These articles cite five \_\_\_\_\_ of climate change.  
*n.* a particular example or single occurrence of something

ANSWERS: 1. accord, 2. brand, 3. survey, 4. decide, 5. chew, 6. accident, 7. deemed, 8. instances

9. The \_\_\_\_\_ in the park were very friendly and came right up to us looking for food.
- n.* a small to medium-sized rodent with a bushy tail, found in almost every part of the world
10. The thief's \_\_\_\_\_ to distract the security guard worked perfectly.
- n.* a strategic maneuver or tactic used to gain an advantage; a cunning plan or scheme
11. We are developing a new \_\_\_\_\_ for assessing marketing measures.
- n.* a set of ways or principles of doing, teaching, or studying something
12. The online \_\_\_\_\_ process was quick and easy to complete.
- n.* the process of recording or enrolling for a particular course or event; the action or process of officially recording or enrolling something, such as a name or trademark
13. I am going to the family \_\_\_\_\_ to get my teeth cleaned.
- n.* a person who is qualified and licensed to treat people's teeth
14. They removed \_\_\_\_\_ content from the slides.
- adj.* not connected with or related to something and therefore not important
15. We \_\_\_\_\_ our impeded progress on lack of money.
- v.* to think or say that someone or something did something wrong or is responsible for something bad
16. The \_\_\_\_\_ election is causing a lot of tension and uncertainty.
- adj.* likely to happen or be available soon

ANSWERS: 9. squirrels, 10. ploy, 11. methodology, 12. registration, 13. dentist, 14. irrelevant, 15. blamed, 16. forthcoming

17. He has a flair for \_\_\_\_\_.

- n.* the science dealing with the logic of quantities, shapes, spaces, and arrangement

18. The \_\_\_\_\_ accident caused the car to flip over and land on its roof.

- n.* an abnormality that is not typical or expected

19. This company has invested heavily in Internet \_\_\_\_\_.

- n.* the activity of buying and selling things, especially on a large scale

20. I have a \_\_\_\_\_ appointment at 2 pm to get my teeth cleaned.

- adj.* of or relating to teeth

21. It's important not to \_\_\_\_\_ from the established safety procedures.

- v.* to depart from an established course or plan; to change direction or take a different route or approach

22. Public political demonstrations are considered \_\_\_\_\_ rights for citizens.

- adj.* accordant with or allowed by law; lawful

23. The \_\_\_\_\_ demonstrate that poverty and unemployment are genuine problems.

- n.* the discipline that concerns the collection, organization, analysis, interpretation, and presentation of data

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. mathematics, 18. freak, 19. commerce, 20. dental, 21. deviate, 22. legitimate, 23. statistics, 24. slogans

25. I always like having a pack of \_\_\_\_ to freshen my breath.

- n.* a soft, sticky substance that is chewed to freshen the breath or to clean the teeth; the flesh that surrounds the teeth in the mouth

26. I avoid eating \_\_\_\_\_ foods to maintain a healthy diet.

- adj.* having the taste, texture, or appearance of sugar; excessively sweet or cloying; overly sentimental or flattering in a way that seems insincere

27. We want to \_\_\_\_\_ our company through your media.

- v.* to draw attention to something such as a product, service, or event in public to encourage people to buy, use, or attend it

28. He was very \_\_\_\_\_ with him about his intentions.

- adj.* frank and honest; (adverb) (of payment) in advance

29. It's important to understand the \_\_\_\_\_ of a situation before making a decision.

- n.* the circumstances, facts, or conditions that surround a particular event, situation, or statement and that give it meaning

30. This party expresses \_\_\_\_\_ about the efficacy of the health insurance system.

- n.* an attitude of doubting or questioning that claims or statements are true or valuable or that something will happen; the disbelief in any claims of ultimate knowledge

31. I always use mint-flavored \_\_\_\_\_ to refresh my mouth in the morning and at night.

- n.* a paste or gel used for cleaning the teeth and freshening the breath

32. Her research team made an important \_\_\_\_\_.

- n.* the act or process of finding information, a place, or an object, or learning about something that was previously not known

ANSWERS: 25. gum, 26. sugary, 27. advertise, 28. upfront, 29. context, 30. skepticism, 31. toothpaste, 32. discovery

33. We carefully examine each \_\_\_\_\_ transaction report we receive.  
*adj.* making you feel that someone has done something wrong, illegal, or dishonest without any evidence
34. His membership in the \_\_\_\_\_ provided him with numerous benefits.  
*n.* a people or groups of people who have joined in a single organization together for a particular purpose; a social or business connection or relationship
35. The new \_\_\_\_\_ on the highway promotes a popular vacation destination.  
*n.* a large outdoor sign or display that is used for advertising, marketing, or public information, typically located along highways or main roads
36. \_\_\_\_\_ systems cannot spot the submarine.  
*n.* a technology that employs radio waves to locate items that cannot be seen
37. He wants to \_\_\_\_\_ ownership of the abandoned property.  
*v.* to assert that something is true; to demand or request something as one's own; to lay legal or moral right to something; (noun) a demand or assertion of a right or something that one believes to be true
38. The majority of synthetic vitamins are \_\_\_\_\_ from oil.  
*v.* to make goods in large numbers, usually in a factory using machines
39. The birds \_\_\_\_\_ open water areas with reeds around them.  
*v.* to like, choose, or want one thing or person better than another
40. Our troops pulled back to \_\_\_\_\_ the enemy.  
*v.* to cause someone to believe something that is not true

ANSWERS: 33. suspicious, 34. association, 35. billboard, 36. Radar, 37. claim, 38. manufactured, 39. prefer, 40. mislead

41. We \_\_\_\_\_ taking media training every six months.

- v. to suggest that someone or something would be a suitable fit for a particular purpose or role

ANSWERS: 41. recommend