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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

Advanced Words Only

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.

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.

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.

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.

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.

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.

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.

Session 2: Spelling

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|-----------------------------------|--|
| 1. natural ske_____sm | <i>n.</i> 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 |
| 2. d__m wrong or inappropriate | <i>v.</i> to consider or decide something in a particular way |
| 3. de_____e from the norm | <i>v.</i> to depart from an established course or plan; to change direction or take a different route or approach |
| 4. c__w a stick of gum | <i>v.</i> to crush or grind something, especially food, with the teeth and then swallow it |
| 5. agile sq_____el | <i>n.</i> a small to medium-sized rodent with a bushy tail, found in almost every part of the world |
| 6. d__m socially responsible | <i>v.</i> to consider or decide something in a particular way |
| 7. mi_____d him into trusting her | <i>v.</i> to cause someone to believe something that is not true |
| 8. de_____e from the plan | <i>v.</i> to depart from an established course or plan; to change direction or take a different route or approach |
| 9. gray sq_____el | <i>n.</i> a small to medium-sized rodent with a bushy tail, found in almost every part of the world |
| 10. bi_____rd advertising | <i>n.</i> a large outdoor sign or display that is used for advertising, marketing, or public information, typically located along highways or main roads |

ANSWERS: 1. skepticism, 2. deem, 3. deviate, 4. chew, 5. squirrel, 6. deem, 7. mislead, 8. deviate, 9. squirrel, 10. billboard

11. 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
12. 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
13. clever p___y *n.* a strategic maneuver or tactic used to gain an advantage; a cunning plan or scheme
14. 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
15. too_____te tube *n.* a paste or gel used for cleaning the teeth and freshening the breath
16. 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
17. 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
18. marketing p___y *n.* a strategic maneuver or tactic used to gain an advantage; a cunning plan or scheme
19. mi_____d the enemy *v.* to cause someone to believe something that is not true

ANSWERS: 11. sugary, 12. slogan, 13. ploy, 14. slogan, 15. toothpaste, 16. billboard, 17. skepticism, 18. ploy, 19. mislead

20. c__w each word
21. too_____te hygiene product
22. an up_____t tone
23. pay up_____t
24. excessively su____y
- v.* to crush or grind something, especially food, with the teeth and then swallow it
- n.* a paste or gel used for cleaning the teeth and freshening the breath
- adj.* frank and honest; (adverb) (of payment) in advance
- adj.* frank and honest; (adverb) (of payment) in advance
- adj.* having the taste, texture, or appearance of sugar; excessively sweet or cloying; overly sentimental or flattering in a way that seems insincere

ANSWERS: 20. chew, 21. toothpaste, 22. upfront, 23. upfront, 24. sugary

Session 3: Fill in the Blanks

1. 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
2. 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
3. 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
4. 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
5. Our troops pulled back to _____ the enemy.
v. to cause someone to believe something that is not true
6. 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
7. 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

ANSWERS: 1. sugary, 2. skepticism, 3. slogans, 4. deviate, 5. mislead, 6. toothpaste, 7. billboard

8. 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

9. My dog loves to _____ on bones.

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

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. He was very _____ with him about his intentions.

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

12. Regarding earthquakes, some commercial buildings were _____ unsafe.

v. to consider or decide something in a particular way

ANSWERS: 8. squirrels, 9. chew, 10. ploy, 11. upfront, 12. deemed