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## Vocabulary Builder Reference from...

*Debbie Millman: How symbols and brands shape our humanity | TED Talk*

[https://www.ted.com/talks/debbie\\_millman\\_how\\_symbols\\_and\\_brands\\_shape\\_our\\_humanity](https://www.ted.com/talks/debbie_millman_how_symbols_and_brands_shape_our_humanity)

### Advanced Words Only

#### IMPORTANT

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## Session 1: Word List

### reorganize

*v.* to change to a more sufficient or suitable form of organization

*synonym*: rearrange, reconstruct, reshuffle

(1) **reorganize** a department, (2) **reorganize** his debts

The new CEO was appointed to **reorganize** their business.

### poetic

*adj.* of or relating to poetry (= a piece of writing that emphasizes the expression of feelings and ideas); using language in an imaginative and expressive way

*synonym*: literary, verse-like, rhythmic

(1) **poetic** genius, (2) **poetic** justice

The sunset was so beautiful it looked like a **poetic** scene from a movie.

### weaponry

*n.* a collection of weapons (e.g., guns, knives, bombs, missiles, etc.) used or owned by a particular individual, group, military, or country

*synonym*: arms, munition, artillery

(1) **weaponry** development, (2) advanced **weaponry**

The army used various **weaponry** to defend the country from attack.

## decorate

*v.* to add beauty or distinction to something by the addition of ornament, art, etc

*synonym*: adorn, embellish, beautify

(1) **decorate** a wall, (2) **decorate** for Christmas

They **decorated** the room with balloons and streamers for the birthday party.

## seductive

*adj.* tempting or alluring attractively or persuasively; often used to describe a person, behavior, or idea that is intended to lure or entice someone into a specific action or belief

*synonym*: alluring, tempting, enticing

(1) a **seductive** smile, (2) **seductive** behavior

The actor's **seductive** gaze drew the audience's attention on stage.

## ancestor

*n.* a person from whom one is descended; a forefather

*synonym*: forebear, forefather, progenitor

(1) **ancestor** language, (2) earliest human **ancestor**

My remote **ancestor** immigrated to the United States from Ireland in the 1800s.

## telegraph

*n.* a method of long-distance transmission of messages by electrical or radio signals

(1) answer by **telegraph**, (2) **telegraph** wires

The **telegraph** service was interrupted for a while.

## like-minded

*adj.* having the same ideas or interests

*synonym*: simpatico, kindred-spirited, compatible

(1) find a **like-minded** friend, (2) **like-minded** group

They formed a group of **like-minded** individuals who shared a common goal.

## ascribe

*v.* to attribute something to a particular cause or source

*synonym*: attribute, credit, assign

(1) **ascribe** everything to nature, (2) **ascribe** my failure to

bad luck

The project's success was **ascribed** to the team's hard work.

## ironic

*adj.* using words to express something different from and often opposite to their literal or usual meaning, often for humorous or rhetorical effect

*synonym*: sarcastic, wry, sardonic

(1) **ironic** result, (2) an **ironic** turn of events

It was **ironic** that the heavy rain started just as they set up for an outdoor picnic.

## baffle

*v.* to bewilder or perplex someone completely and to be unable to understand or explain something

*synonym*: perplex, astound, hinder

(1) **baffle** his plan, (2) **baffle** outside noises

The paradox **baffled** most philosophers.

## scatter

*v.* to cause to separate and go in different directions

*synonym*: disperse, spread, bestrew

(1) **scatter** seeds, (2) **scatter** around the internet

The hunter's approach **scattered** the geese.

## procreation

*n.* the act or process of producing offspring; reproduction

*synonym*: progeny, offspring, breeding

(1) **procreation** instinct, (2) natural **procreation**

The use of contraception can significantly impact the rate of **procreation** within a population.

## eerie

*adj.* strange, or frightening; suggestive of the supernatural

*synonym*: bizarre, creepy, dreadful

(1) **eerie** silence, (2) the **eerie** whistle of dropping bombs

The street was entirely silent and a bit **eerie**.

## foe

*n.* an enemy or opponent; someone or something that is opposed to or in conflict with another

*synonym*: enemy, adversary, opponent

(1) a political **foe**, (2) bitter **foe**

The superhero's arch- **foe** was an evil mastermind who always got away.

## swoosh

*v.* to move through the air with a rushing or hissing sound; to make such a sound; (noun) a sound that something makes when it moves quickly through the air

*synonym* : whoosh, swish, sweep

(1) **swoosh** sound, (2) **swoosh** through the tall trees

The basketball **swooshed** into the net, signaling the end of the game.

## Jewish

*adj.* of or relating to people whose traditional religion is Judaism

*synonym* : Judaic

(1) **Jewish** history, (2) **Jewish** culture

My friend is a **Jewish** woman who celebrates Hanukkah every year.

## swastika

*n.* an ancient symbol consisting of a cross with arms bent at right angles, often used by cultures around the world as a symbol of good fortune or well-being, but more recently and unfortunately, associated with the Nazi party and its atrocities during World War II

*synonym* : hakenkreuz, fylfot, gammadion

(1) **swastika** symbol, (2) **swastika** tattoo

The use of the **swastika** sign during World War II has forever tarnished its once-positive connotations in many cultures.

## heinous

*adj.* extremely wicked or cruel; evil

*synonym* : evil, wicked, cruel

(1) **heinous** firm, (2) **heinous** act

The **heinous** crime shocked the whole community.

## 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.

## Sanskrit

*n.* an ancient language of India and an important sacred language in Hinduism, Buddhism, and Jainism; used as a scholarly and literary language in South Asia for thousands of years

(1) **Sanskrit** language, (2) **Sanskrit** literature

Some Indian classical dances and music are based on **Sanskrit** scriptures and texts.

## well-being

*n.* the state of being happy and healthy and prosperous  
*synonym*: health, welfare, happiness

(1) the **well-being** of a nation, (2) a sense of **well-being**

We are responsible for the care and **well-being** of all our employees.

## poke

*v.* to push or prod with a sharp object or the finger  
*synonym*: prod, jab, push

(1) **poke** around the desk, (2) **poke** a fire

They **poked** fun at each other's jokes, laughing and teasing.

## plethora

*n.* an overabundance or excess of something; a state of having too much of something

*synonym*: abundance, excess, surplus

(1) **plethora** of information, (2) **plethora** of opportunities

The restaurant's menu offered a **plethora** of options for vegetarians.

## far-reaching

*adj.* having a wide or significant impact or influence  
*synonym*: extensive, widespread, broad

(1) achieve **far-reaching** reform, (2) **far-reaching** consequences

The **far-reaching** effects of the policy change are still being felt.

## amplify

*v.* to enhance something, particularly sound or brightness  
*synonym*: intensify, boost, argument

(1) **amplify** a signal, (2) **amplify** the effect

You might need to **amplify** this point.

## hashtag

*n.* a word or phrase preceded by the symbol #, used on social media websites and applications to identify messages on a specific topic

(1) marked with a **hashtag**, (2) trending **hashtag**

Our brand's campaign uses a unique **hashtag** to track engagement and reach.

## inauguration

*n.* the formal beginning or initiation of something, especially the beginning of a political leader's term in office; a ceremony marking the beginning of an organization or event

*synonym*: swearing-in, investiture, initiation

(1) **inauguration** ceremony, (2) presidential **inauguration**

The **inauguration** of the new station was a great success.

## 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.

## manifestation

*n.* a visible or tangible form of something, especially a particular sign of a disease or condition

*synonym*: expression, embodiment, presentation

(1) **manifestation** of a deeper problem, (2) **manifestation** of psychological stress

The **manifestation** of his anxiety was evident in his shaking hands.

## Session 2: Spelling

- |  |   |
|--|---|
| 1. to a rec_____ble degree             | <i>adj.</i> easy to become aware of or identify   |
| 2. am_____y the effect                 | <i>v.</i> to enhance something, particularly sound or brightness  |
| 3. lik_____ed group                    | <i>adj.</i> having the same ideas or interests  |
| 4. a political f_e                     | <i>n.</i> an enemy or opponent; someone or something that is opposed to or in conflict with another   |
| 5. rec_____ble landmark                | <i>adj.</i> easy to become aware of or identify   |
| 6. sw_____ka symbol                    | <i>n.</i> an ancient symbol consisting of a cross with arms bent at right angles, often used by cultures around the world as a symbol of good fortune or well-being, but more recently and unfortunately, associated with the Nazi party and its atrocities during World War II |
| 7. te_____ph wires                     | <i>n.</i> a method of long-distance transmission of messages by electrical or radio signals   |
| 8. Sa_____it language                  | <i>n.</i> an ancient language of India and an important sacred language in Hinduism, Buddhism, and Jainism; used as a scholarly and literary language in South Asia for thousands of years  |
| 9. man_____ion of psychological stress | <i>n.</i> a visible or tangible form of something, especially a particular sign of a disease or condition   |

ANSWERS: 1. recognizable, 2. amplify, 3. like-minded, 4. foe, 5. recognizable, 6. swastika, 7. telegraph, 8. Sanskrit, 9. manifestation

10. advanced we\_\_\_\_\_ry *n.* a collection of weapons (e.g., guns, knives, bombs, missiles, etc.) used or owned by a particular individual, group, military, or country
11. find a lik\_\_\_\_\_ed friend *adj.* having the same ideas or interests
12. an\_\_\_\_\_or language *n.* a person from whom one is descended; a forefather
13. ir\_\_\_\_c result *adj.* using words to express something different from and often opposite to their literal or usual meaning, often for humorous or rhetorical effect
14. a sense of wel\_\_\_\_\_ng *n.* the state of being happy and healthy and prosperous
15. he\_\_\_\_\_s act *adj.* extremely wicked or cruel; evil
16. sw\_\_\_\_h sound *v.* to move through the air with a rushing or hissing sound; to make such a sound; (noun) a sound that something makes when it moves quickly through the air
17. pro\_\_\_\_\_on instinct *n.* the act or process of producing offspring; reproduction
18. the wel\_\_\_\_\_ng of a nation *n.* the state of being happy and healthy and prosperous
19. man\_\_\_\_\_ion of a deeper problem *n.* a visible or tangible form of something, especially a particular sign of a disease or condition
20. ee\_\_e silence *adj.* strange, or frightening; suggestive of the supernatural

ANSWERS: 10. weaponry, 11. like-minded, 12. ancestor, 13. ironic, 14. well-being, 15. heinous, 16. swoosh, 17. procreation, 18. well-being, 19. manifestation, 20. eerie



21. achieve far \_\_\_\_\_ing reform *adj.* having a wide or significant impact or influence
22. de \_\_\_\_\_te for Christmas *v.* to add beauty or distinction to something by the addition of ornament, art, etc
23. he \_\_\_\_\_s firm *adj.* extremely wicked or cruel; evil
24. as \_\_\_\_\_e everything to nature *v.* to attribute something to a particular cause or source
25. ina \_\_\_\_\_ion ceremony *n.* the formal beginning or initiation of something, especially the beginning of a political leader's term in office; a ceremony marking the beginning of an organization or event
26. answer by te \_\_\_\_\_ph *n.* a method of long-distance transmission of messages by electrical or radio signals
27. Sa \_\_\_\_\_it literature *n.* an ancient language of India and an important sacred language in Hinduism, Buddhism, and Jainism; used as a scholarly and literary language in South Asia for thousands of years
28. p\_\_e a fire *v.* to push or prod with a sharp object or the finger
29. far \_\_\_\_\_ing consequences *adj.* having a wide or significant impact or influence
30. earliest human an \_\_\_\_\_or *n.* a person from whom one is descended; a forefather
31. de \_\_\_\_\_te a wall *v.* to add beauty or distinction to something by the addition of ornament, art, etc

ANSWERS: 21. far-reaching, 22. decorate, 23. heinous, 24. ascribe, 25. inauguration, 26. telegraph, 27. Sanskrit, 28. poke, 29. far-reaching, 30. ancestor, 31. decorate

32. pl\_\_\_\_ra of opportunities *n.* an overabundance or excess of something; a state of having too much of something
33. natural pro\_\_\_\_\_on *n.* the act or process of producing offspring; reproduction
34. pl\_\_\_\_ra of information *n.* an overabundance or excess of something; a state of having too much of something
35. p\_\_e around the desk *v.* to push or prod with a sharp object or the finger
36. as\_\_\_\_\_e my failure to bad luck *v.* to attribute something to a particular cause or source
37. an ir\_\_\_c turn of events *adj.* using words to express something different from and often opposite to their literal or usual meaning, often for humorous or rhetorical effect
38. sc\_\_\_\_\_r seeds *v.* to cause to separate and go in different directions
39. ba\_\_\_e his plan *v.* to bewilder or perplex someone completely and to be unable to understand or explain something
40. am\_\_\_\_\_y a signal *v.* to enhance something, particularly sound or brightness
41. marked with a ha\_\_\_\_\_g *n.* a word or phrase preceded by the symbol #, used on social media websites and applications to identify messages on a specific topic
42. a tra\_\_\_\_\_ry missile *n.* the curved path followed by an object moving through space

ANSWERS: 32. plethora, 33. procreation, 34. plethora, 35. poke, 36. ascribe, 37. ironic, 38. scatter, 39. baffle, 40. amplify, 41. hashtag, 42. trajectory

43. we\_\_\_\_ry development *n.* a collection of weapons (e.g., guns, knives, bombs, missiles, etc.) used or owned by a particular individual, group, military, or country
44. sw\_\_\_\_ka tattoo *n.* an ancient symbol consisting of a cross with arms bent at right angles, often used by cultures around the world as a symbol of good fortune or well-being, but more recently and unfortunately, associated with the Nazi party and its atrocities during World War II
45. reo\_\_\_\_ze a department *v.* to change to a more sufficient or suitable form of organization
46. bitter f\_e *n.* an enemy or opponent; someone or something that is opposed to or in conflict with another
47. the ee\_\_e whistle of dropping bombs *adj.* strange, or frightening; suggestive of the supernatural
48. Je\_\_\_\_h culture *adj.* of or relating to people whose traditional religion is Judaism
49. po\_\_\_\_c genius *adj.* of or relating to poetry (= a piece of writing that emphasizes the expression of feelings and ideas); using language in an imaginative and expressive way
50. se\_\_\_\_ve behavior *adj.* tempting or alluring attractively or persuasively; often used to describe a person, behavior, or idea that is intended to lure or entice someone into a specific action or belief

ANSWERS: 43. weaponry, 44. swastika, 45. reorganize, 46. foe, 47. eerie, 48. Jewish, 49. poetic, 50. seductive

51. po\_\_\_c justice *adj.* of or relating to poetry (= a piece of writing that emphasizes the expression of feelings and ideas); using language in an imaginative and expressive way
52. ba\_\_\_e outside noises *v.* to bewilder or perplex someone completely and to be unable to understand or explain something
53. a se\_\_\_\_\_ve smile *adj.* tempting or alluring attractively or persuasively; often used to describe a person, behavior, or idea that is intended to lure or entice someone into a specific action or belief
54. career tra\_\_\_\_\_ry *n.* the curved path followed by an object moving through space
55. Je\_\_\_h history *adj.* of or relating to people whose traditional religion is Judaism
56. sc\_\_\_\_\_r around the internet *v.* to cause to separate and go in different directions
57. reo\_\_\_\_\_ze his debts *v.* to change to a more sufficient or suitable form of organization
58. presidential ina\_\_\_\_\_ion *n.* the formal beginning or initiation of something, especially the beginning of a political leader's term in office; a ceremony marking the beginning of an organization or event
59. trending ha\_\_\_\_\_g *n.* a word or phrase preceded by the symbol #, used on social media websites and applications to identify messages on a specific topic

ANSWERS: 51. poetic, 52. baffle, 53. seductive, 54. trajectory, 55. Jewish, 56. scatter, 57. reorganize, 58. inauguration, 59. hashtag

60. sw\_\_\_h through the tall trees

v. to move through the air with a rushing or hissing sound; to make such a sound; (noun) a sound that something makes when it moves quickly through the air

ANSWERS: 60. swoosh

## Session 3: Fill in the Blanks

1. The use of the \_\_\_\_\_ sign during World War II has forever tarnished its once-positive connotations in many cultures.
  - n.* an ancient symbol consisting of a cross with arms bent at right angles, often used by cultures around the world as a symbol of good fortune or well-being, but more recently and unfortunately, associated with the Nazi party and its atrocities during World War II
2. My remote \_\_\_\_\_ immigrated to the United States from Ireland in the 1800s.
  - n.* a person from whom one is descended; a forefather
3. They formed a group of \_\_\_\_\_ individuals who shared a common goal.
  - adj.* having the same ideas or interests
4. The army used various \_\_\_\_\_ to defend the country from attack.
  - n.* a collection of weapons (e.g., guns, knives, bombs, missiles, etc.) used or owned by a particular individual, group, military, or country
5. The company has shown an excellent growth \_\_\_\_\_ over the years.
  - n.* the curved path followed by an object moving through space
6. The \_\_\_\_\_ service was interrupted for a while.
  - n.* a method of long-distance transmission of messages by electrical or radio signals
7. The new CEO was appointed to \_\_\_\_\_ their business.
  - v.* to change to a more sufficient or suitable form of organization

ANSWERS: 1. swastika, 2. ancestor, 3. like-minded, 4. weaponry, 5. trajectory, 6. telegraph, 7. reorganize

8. The \_\_\_\_\_ crime shocked the whole community.  
*adj.* extremely wicked or cruel; evil
9. Our brand's campaign uses a unique \_\_\_\_\_ to track engagement and reach.  
*n.* a word or phrase preceded by the symbol #, used on social media websites and applications to identify messages on a specific topic
10. Some Indian classical dances and music are based on \_\_\_\_\_ scriptures and texts.  
*n.* an ancient language of India and an important sacred language in Hinduism, Buddhism, and Jainism; used as a scholarly and literary language in South Asia for thousands of years
11. The street was entirely silent and a bit \_\_\_\_\_.  
*adj.* strange, or frightening; suggestive of the supernatural
12. The \_\_\_\_\_ effects of the policy change are still being felt.  
*adj.* having a wide or significant impact or influence
13. The sunset was so beautiful it looked like a \_\_\_\_\_ scene from a movie.  
*adj.* of or relating to poetry (= a piece of writing that emphasizes the expression of feelings and ideas); using language in an imaginative and expressive way
14. The use of contraception can significantly impact the rate of \_\_\_\_\_ within a population.  
*n.* the act or process of producing offspring; reproduction
15. They \_\_\_\_\_ the room with balloons and streamers for the birthday party.  
*v.* to add beauty or distinction to something by the addition of ornament, art, etc

ANSWERS: 8. heinous, 9. hashtag, 10. Sanskrit, 11. eerie, 12. far-reaching, 13. poetic, 14. procreation, 15. decorated

16. The basketball \_\_\_\_\_ into the net, signaling the end of the game.
- v. to move through the air with a rushing or hissing sound; to make such a sound;  
(noun) a sound that something makes when it moves quickly through the air
17. The restaurant's menu offered a \_\_\_\_\_ of options for vegetarians.
- n. an overabundance or excess of something; a state of having too much of something
18. The paradox \_\_\_\_\_ most philosophers.
- v. to bewilder or perplex someone completely and to be unable to understand or explain something
19. The hunter's approach \_\_\_\_\_ the geese.
- v. to cause to separate and go in different directions
20. His car was easily \_\_\_\_\_ in the parking lot.
- adj. easy to become aware of or identify
21. You might need to \_\_\_\_\_ this point.
- v. to enhance something, particularly sound or brightness
22. It was \_\_\_\_\_ that the heavy rain started just as they set up for an outdoor picnic.
- adj. using words to express something different from and often opposite to their literal or usual meaning, often for humorous or rhetorical effect
23. The project's success was \_\_\_\_\_ to the team's hard work.
- v. to attribute something to a particular cause or source

ANSWERS: 16. swooshed, 17. plethora, 18. baffled, 19. scattered, 20. recognizable, 21. amplify, 22. ironic, 23. ascribed



24. The \_\_\_\_\_ of his anxiety was evident in his shaking hands.  
*n.* a visible or tangible form of something, especially a particular sign of a disease or condition
25. They \_\_\_\_\_ fun at each other's jokes, laughing and teasing.  
*v.* to push or prod with a sharp object or the finger
26. The \_\_\_\_\_ of the new station was a great success.  
*n.* the formal beginning or initiation of something, especially the beginning of a political leader's term in office; a ceremony marking the beginning of an organization or event
27. The actor's \_\_\_\_\_ gaze drew the audience's attention on stage.  
*adj.* tempting or alluring attractively or persuasively; often used to describe a person, behavior, or idea that is intended to lure or entice someone into a specific action or belief
28. My friend is a \_\_\_\_\_ woman who celebrates Hanukkah every year.  
*adj.* of or relating to people whose traditional religion is Judaism
29. The superhero's arch-\_\_\_\_ was an evil mastermind who always got away.  
*n.* an enemy or opponent; someone or something that is opposed to or in conflict with another
30. We are responsible for the care and \_\_\_\_\_ of all our employees.  
*n.* the state of being happy and healthy and prosperous

ANSWERS: 24. manifestation, 25. poked, 26. inauguration, 27. seductive, 28. Jewish, 29. foe, 30. well-being