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## Vocabulary Builder Reference from...

Steve Howard: Let's go all-in on selling sustainability |

TED Talk

[https://www.ted.com/talks/steve\\_howard\\_let\\_s\\_go\\_all\\_in\\_on\\_selling\\_sustainability](https://www.ted.com/talks/steve_howard_let_s_go_all_in_on_selling_sustainability)

### Advanced Words Only

#### IMPORTANT

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## Session 1: Word List

### swell

*v.* to become larger or more inflated; to become more intense or important

*synonym*: expand, increase, inflate

(1) **swell** at room temperature, (2) **swell** a population

His arm was **swelling** from the insect bite.

### scarcity

*n.* the state of being in short supply; a small and inadequate amount

*synonym*: lack, absence, dearth

(1) fuel **scarcity**, (2) **scarcity** of capital

Some research says that a relative decline in teacher salaries is causing labor **scarcity**.

### centigrade

*n.* a system of temperature measurement in which the freezing point of water is 0 degrees and the boiling point of water is 100 degrees; also known as the Celsius scale

(1) **centigrade** scale, (2) **centigrade** thermometer

The temperature reached a peak of 35 degrees **centigrade**.

### blueprint

*n.* a photographic print of an early plan for a building or machine

*synonym*: draft, prototype, sketch

(1) **blueprint** for economic reform, (2) architect's **blueprint**  
A business plan is a **blueprint** for your success.

## disappoint

v. to fail to meet someone or their hopes or expectations;  
to make someone feel sad

*synonym*: sadden, dismay, frustrate

(1) **disappoint** the audience, (2) don't **disappoint** me  
She worked very hard not to **disappoint** her boss's  
expectations.

## detergent

n. a substance used for washing or cleaning, especially  
one that can remove dirt or stains effectively

*synonym*: soap, cleanser, disinfectant

(1) **detergent** solution, (2) laundry **detergent**  
I use environmentally friendly **detergent** when I wash my  
clothes and dishes.

## recycle

v. to sort and collect things to process them and produce  
valuable materials that can be used again

*synonym*: reclaim, reuse, reprocess

(1) **recycle** the cardboard boxes, (2) **recycle** milk packaging  
into new paper  
We largely **recycle** the circuit board of cell phones because  
they contain a lot of valuable metals.

## incandescent

adj. emitting light as a result of being heated; shining  
brightly; passionate or enthusiastic

*synonym*: glowing, radiant, brilliant

(1) **incandescent** emotion, (2) **incandescent** personality  
The **incandescent** lights in the room created a warm and  
inviting atmosphere.

## electrify

v. to make a machine or system work by using electricity;  
to make someone extremely enthusiastic about or  
interested in something

*synonym*: wire, amaze, astonish

(1) **electrify** the audience, (2) **electrify** a manufacturing process

The product developed through years of research continues to **electrify** the market.

## smartphone

*n.* a mobile phone that functions as a computer and connects to the Internet

(1) **smartphone** app developer, (2) **smartphone** addict  
Internet traffic volumes have increased significantly with the advent of **smartphones**.

## grandkid

*n.* the grandchildren of a particular person

*synonym*: grandchildren, grandnieces, grandnephews

(1) spend the weekend with their **grandkids**, (2) cute **grandkids**

She was so proud of her **grandkids**, who were all doing well in school and had great personalities.

## halogen

*n.* a non-metallic element from Group 17 of the periodic table, such as chlorine, bromine, or iodine, which has properties similar to those of the alkali metals

*synonym*: non-metal, element, chemical

(1) **halogen** compound, (2) **halogen** acid

The **halogen** lamps in the car provide brighter and clearer lighting compared to traditional incandescent bulbs.

## 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.

## halve

*v.* to divide something into two equal parts; to reduce something by half its original amount or size

*synonym*: reduce by half, cut in half, split

(1) **halve** the price, (2) **halve** the workload

I need to **halve** the recipe to make just enough for two people.

## deforestation

*n.* the act of cutting down or burning trees in a large area  
*synonym*: clear-cutting, desertification

(1) **deforestation** of the tropics, (2) the lowest **deforestation** rate

Large-scale **deforestation** also has a significant impact on marine ecosystems in the area.

## steward

*n.* a person responsible for the management and care of another's property or for the supervision of the domestic staff of a large household or organization; a person in charge of arranging for the supply of food to a college, club, etc.

*synonym*: caretaker, manager, custodian

(1) **steward** duties, (2) **steward** service

The **steward** on the flight was very helpful in assisting passengers with their needs.

## 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.

## discerning

*adj.* able to make good judgments about what is true or right

*synonym*: discriminating, perceptive, insightful

(1) **discerning** reader, (2) have a **discerning** palate

She has a **discerning** eye for art and can spot a fake a mile away.

## weave

*v.* to make cloth, a carpet, a basket, etc., by repeatedly crossing a single thread through two sets of long threads at a right angle to them

*synonym*: braid, unite, contrive

(1) **weave** on a loom, (2) **weave** a story

The girl **weaves** a garland for her friend.

## Session 2: Spelling

1. cen\_\_\_\_\_de scale  
*n.* a system of temperature measurement in which the freezing point of water is 0 degrees and the boiling point of water is 100 degrees; also known as the Celsius scale
2. op\_\_\_\_\_ne occasion  
*adj.* suitable or happening at a time that is suitable or convenient for a particular purpose
3. sma\_\_\_\_\_ne app developer  
*n.* a mobile phone that functions as a computer and connects to the Internet
4. cen\_\_\_\_\_de thermometer  
*n.* a system of temperature measurement in which the freezing point of water is 0 degrees and the boiling point of water is 100 degrees; also known as the Celsius scale
5. have a dis\_\_\_\_\_ng palate  
*adj.* able to make good judgments about what is true or right
6. sc\_\_\_\_\_ty of capital  
*n.* the state of being in short supply; a small and inadequate amount
7. we\_\_e on a loom  
*v.* to make cloth, a carpet, a basket, etc., by repeatedly crossing a single thread through two sets of long threads at a right angle to them
8. def\_\_\_\_\_ion of the tropics  
*n.* the act of cutting down or burning trees in a large area
9. de\_\_\_\_\_nt solution  
*n.* a substance used for washing or cleaning, especially one that can remove dirt or stains effectively

ANSWERS: 1. centigrade, 2. opportune, 3. smartphone, 4. centigrade, 5. discerning, 6. scarcity, 7. weave, 8. deforestation, 9. detergent

- |  |      |   |
|--|------|---|
| 10. don't dis_____nt me                    | v.   | to fail to meet someone or their hopes or expectations; to make someone feel sad                    |
| 11. ha__e the workload                     | v.   | to divide something into two equal parts; to reduce something by half its original amount or size   |
| 12. sw__l a population                     | v.   | to become larger or more inflated; to become more intense or important                              |
| 13. dis_____ng reader                      | adj. | able to make good judgments about what is true or right   |
| 14. bl_____nt for economic reform          | n.   | a photographic print of an early plan for a building or machine                                     |
| 15. dis_____nt the audience                | v.   | to fail to meet someone or their hopes or expectations; to make someone feel sad                    |
| 16. ha__e the price                        | v.   | to divide something into two equal parts; to reduce something by half its original amount or size   |
| 17. re_____e the cardboard boxes           | v.   | to sort and collect things to process them and produce valuable materials that can be used again    |
| 18. laundry de_____nt                      | n.   | a substance used for washing or cleaning, especially one that can remove dirt or stains effectively |
| 19. re_____e milk packaging into new paper | v.   | to sort and collect things to process them and produce valuable materials that can be used again    |
| 20. sw__l at room temperature              | v.   | to become larger or more inflated; to become more intense or important                              |

ANSWERS: 10. disappoint, 11. halve, 12. swell, 13. discerning, 14. blueprint, 15. disappoint, 16. halve, 17. recycle, 18. detergent, 19. recycle, 20. swell

21. cute gr\_\_\_\_ids *n.* the grandchildren of a particular person
22. an op\_\_\_\_\_ne remark *adj.* suitable or happening at a time that is suitable or convenient for a particular purpose
23. housing per he\_\_\_\_\_e *n.* a unit of area equal to 10,000 square meters
24. we\_\_e a story *v.* to make cloth, a carpet, a basket, etc., by repeatedly crossing a single thread through two sets of long threads at a right angle to them
25. fuel sc\_\_\_\_\_ty *n.* the state of being in short supply; a small and inadequate amount
26. el\_\_\_\_\_fy the audience *v.* to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something
27. st\_\_\_\_\_d service *n.* a person responsible for the management and care of another's property or for the supervision of the domestic staff of a large household or organization; a person in charge of arranging for the supply of food to a college, club, etc.
28. inc\_\_\_\_\_ent personality *adj.* emitting light as a result of being heated; shining brightly; passionate or enthusiastic
29. el\_\_\_\_\_fy a manufacturing process *v.* to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something

ANSWERS: 21. grandkid, 22. opportune, 23. hectare, 24. weave, 25. scarcity, 26. electrify, 27. steward, 28. incandescent, 29. electrify

30. ha\_\_\_\_n acid *n.* a non-metallic element from Group 17 of the periodic table, such as chlorine, bromine, or iodine, which has properties similar to those of the alkali metals
31. inc\_\_\_\_ent emotion *adj.* emitting light as a result of being heated; shining brightly; passionate or enthusiastic
32. the lowest def\_\_\_\_ion rate *n.* the act of cutting down or burning trees in a large area
33. sma\_\_\_\_ne addict *n.* a mobile phone that functions as a computer and connects to the Internet
34. he\_\_\_\_e land *n.* a unit of area equal to 10,000 square meters
35. architect's bl\_\_\_\_nt *n.* a photographic print of an early plan for a building or machine
36. st\_\_\_\_d duties *n.* a person responsible for the management and care of another's property or for the supervision of the domestic staff of a large household or organization; a person in charge of arranging for the supply of food to a college, club, etc.
37. ha\_\_\_\_n compound *n.* a non-metallic element from Group 17 of the periodic table, such as chlorine, bromine, or iodine, which has properties similar to those of the alkali metals
38. spend the weekend with their gr\_\_\_\_ids *n.* the grandchildren of a particular person

ANSWERS: 30. halogen, 31. incandescent, 32. deforestation, 33. smartphone, 34. hectare, 35. blueprint, 36. steward, 37. halogen, 38. grandkid



## Session 3: Fill in the Blanks

1. The product developed through years of research continues to \_\_\_\_\_ the market.
  - v. to make a machine or system work by using electricity; to make someone extremely enthusiastic about or interested in something
  
2. The \_\_\_\_\_ lights in the room created a warm and inviting atmosphere.
  - adj. emitting light as a result of being heated; shining brightly; passionate or enthusiastic
  
3. The girl \_\_\_\_\_ a garland for her friend.
  - v. to make cloth, a carpet, a basket, etc., by repeatedly crossing a single thread through two sets of long threads at a right angle to them
  
4. The \_\_\_\_\_ lamps in the car provide brighter and clearer lighting compared to traditional incandescent bulbs.
  - n. a non-metallic element from Group 17 of the periodic table, such as chlorine, bromine, or iodine, which has properties similar to those of the alkali metals
  
5. The farm spans over 100 \_\_\_\_\_ of land.
  - n. a unit of area equal to 10,000 square meters
  
6. She has a \_\_\_\_\_ eye for art and can spot a fake a mile away.
  - adj. able to make good judgments about what is true or right
  
7. The phone rang at the most \_\_\_\_\_ time.
  - adj. suitable or happening at a time that is suitable or convenient for a particular purpose

ANSWERS: 1. electrify, 2. incandescent, 3. weaves, 4. halogen, 5. hectares, 6. discerning, 7. opportune

8. I use environmentally friendly \_\_\_\_\_ when I wash my clothes and dishes.
- n.* a substance used for washing or cleaning, especially one that can remove dirt or stains effectively
9. The temperature reached a peak of 35 degrees \_\_\_\_\_.
- n.* a system of temperature measurement in which the freezing point of water is 0 degrees and the boiling point of water is 100 degrees; also known as the Celsius scale
10. The \_\_\_\_\_ on the flight was very helpful in assisting passengers with their needs.
- n.* a person responsible for the management and care of another's property or for the supervision of the domestic staff of a large household or organization; a person in charge of arranging for the supply of food to a college, club, etc.
11. Internet traffic volumes have increased significantly with the advent of \_\_\_\_\_.
- n.* a mobile phone that functions as a computer and connects to the Internet
12. She was so proud of her \_\_\_\_\_ who were all doing well in school and had great personalities.
- n.* the grandchildren of a particular person
13. His arm was \_\_\_\_\_ from the insect bite.
- v.* to become larger or more inflated; to become more intense or important
14. A business plan is a \_\_\_\_\_ for your success.
- n.* a photographic print of an early plan for a building or machine
15. We largely \_\_\_\_\_ the circuit board of cell phones because they contain a lot of valuable metals.
- v.* to sort and collect things to process them and produce valuable materials that can be used again

ANSWERS: 8. detergent, 9. centigrade, 10. steward, 11. smartphones, 12. grandkids, 13. swelling, 14. blueprint, 15. recycle

16. Some research says that a relative decline in teacher salaries is causing labor \_\_\_\_\_.
- n.* the state of being in short supply; a small and inadequate amount
17. Large-scale \_\_\_\_\_ also has a significant impact on marine ecosystems in the area.
- n.* the act of cutting down or burning trees in a large area
18. I need to \_\_\_\_\_ the recipe to make just enough for two people.
- v.* to divide something into two equal parts; to reduce something by half its original amount or size
19. She worked very hard not to \_\_\_\_\_ her boss's expectations.
- v.* to fail to meet someone or their hopes or expectations; to make someone feel sad

ANSWERS: 16. scarcity, 17. deforestation, 18. halve, 19. disappoint