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Vocabulary Builder Reference from...

Jason McCue: Terrorism is a failed brand | TED Talk https://www.ted.com/talks/jason_mccue_terrorism_is_ a_failed_brand



Advanced Words Only

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Session 1: Word List

asymmetrical

 adj. lacking symmetry or balance; unevenly or irregularly shaped; not corresponding in terms of quantity, size, or position

synonym: uneven, lopsided, crooked

(1) **asymmetrical** design, (2) **asymmetrical** haircut The **asymmetrical** shape of the vase made it unique and exciting.

curtail

v. to reduce or restrict something; to shorten or truncate; to cut short or bring to an abrupt end

synonym: restrict, limit, cut back

(1) curtail spending, (2) curtail freedom

Due to budget constraints, the company had to **curtail** its marketing campaign for the new product.

heroic

 adj. courageous and daring; having or displaying qualities appropriate for legendary figures that is courage and daring

synonym: brave, courageous, daring

(1) a heroic poem, (2) heroic explorers

The **heroic** actions of individuals are now easily spread worldwide by SNS.

rev

 n. a measure of the rate at which an engine or motor rotates, often expressed in revolutions per minute (RPM); (verb) to increase the number of rotations per minute

synonym: revolution, RPM, speed

(1) low- rev engine, (2) rev up the crowd

He stepped on the gas pedal, and the engine released a loud **rev**.

preach

- v. to deliver a religious or moral message to an audience synonym: expound, advocate, sermonize
- (1) preach the gospel, (2) preach to the massesThe pastor preached about the importance of forgiveness.

scar

 a mark that remains on the skin after a wound has healed

synonym: blemish, imperfection, blotch

(1) burn scar, (2) carry a scar

Even after the wound has healed, a scar remains.

countdown

 a counting sequence leading up to an event, often marked by a series of signals or cues, also used as a term to describe the final stages leading up to a major event or deadline

synonym: timer

(1) countdown clock, (2) wedding countdown

The **countdown** to launch began as the astronauts prepared for their mission.

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.

alarming

 adj. causing concern or apprehension; causing a feeling of danger, harm, or emergency; unsettling or disturbing

synonym: forbidding, concerning, disturbing

(1) alarming news, (2) alarming statistics

The sudden rise in crime rates in our neighborhood is quite alarming.

motto

a phrase or slogan that expresses a guiding principle or goal

synonym: slogan, catchphrase, phrase

(1) the **motto** for safe traffic, (2) company **motto**

The company's **motto** is "Innovation and Service," which is reflected in its products and customer support.

shrapnel

 fragments of a bomb, shell, or other explosive object that are scattered in many directions upon detonation and can cause injury or damage

synonym: fragments, debris, shreds

(1) shrapnel wounds, (2) shrapnel damage

The soldier suffered injuries from **shrapnel** during the explosion.

pitiful

adj. making people feel sorrow or sympathy; very small or poor

synonym: miserable, contemptible, sorry

(1) a pitiful fate, (2) cast pitiful eyes

We heard their **pitiful** laments throughout the night.

sympathize

 to express or feel compassion or understanding for someone else's pain, difficulty, or misfortune; to share in someone else's emotions or experiences

synonym: empathize, understand, commiserate

(1) **sympathize** with a tragic hero, (2) **sympathize** with their situation

I **sympathize** with your struggles and am here to support you through them.

welsh

v. to fail to honor a debt or commitment; to renege on a promise or agreement

synonym: default, renege, fail to pay

(1) welsh on a promise, (2) welsh on the deal

The sheepherder had to **welsh** some of the animals due to illness.

arsenal

 a collection of weapons or military equipment stored in preparation for war or conflict; a collection of resources or tools available for use in a particular field or endeavor

synonym: storage, stockpile, armory

(1) arsenal of knowledge, (2) political arsenal

The police found a hidden **arsenal** of weapons in the suspect's house.

imp

 a mischievous or misbehaving child; a small and mischievous demon or sprite in folklore

synonym: demon, sprite, mischievous child

(1) a little imp, (2) behave like an imp

The mischievous **imp** caused trouble wherever it went.

souk

n. a market or bazaar in the Middle East or North Africa, typically consisting of a maze of narrow streets and passageways filled with vendors selling goods such as textiles, spices, and crafts

synonym: bazaar, market

(1) traditional **souk**, (2) vibrant **souk**

My favorite part of traveling to Morocco is exploring the maze-like **souks**.

dub

v. to give someone or something an unofficial name or nickname; to provide movies with a voice of a foreign language

synonym: name, designate, nickname

(1) **dub** the film in English, (2) **dub** data

We **dubbed** him Ironman because of his toughness.

maverick

adj. characterized by independence or nonconformity;unconventional, idiosyncratic, or rebellioussynonym: unconventional, nonconformist, independent-minded

(1) maverick behavior, (2) maverick politician

The **maverick** artist refused to follow traditional painting styles and created his unique art.

culprit

- n. someone who is responsible for a crime or wrongdoingsynonym: criminal, felon, fugitive
- (1) the **culprit** of global warming, (2) the arrest of the **culprit** They finally found the **culprit** of the bug after a long time.

prosecute

 to bring legal action against someone in a court of law;
 to pursue or carry out something to completion or achievement

synonym: charge, sue, bring to trial

(1) prosecute criminal, (2) prosecute case

The attorney decided to **prosecute** the suspect for stealing from the store.

underdog

n. a person or group in a competition or situation that is expected to lose or be at a disadvantage; a person or group that is seen as less powerful or less favored than others in a social, political, or economic context

synonym: loser, victim

(1) cheer for the **underdog**, (2) classic **underdog** story The **underdog** team pulled off a stunning upset against the heavily favored opponent.

embarrass

- v. to cause someone to feel awkward, worried, or ashamed synonym: disconcert, unsettle, agitate
- (1) **embarrass** political enemy, (2) **embarrass** my project He looked for an opportunity to **embarrass** that actor in public.

haunted

adj. inhabited, visited, or frequented by ghosts or spirits;disturbed or troubled by persistent or disturbing

memories or emotions

synonym: spooky, eerie, ghostly

(1) haunted house, (2) haunted by memories

The old mansion was known to be **haunted**, with strange noises and eerie sightings reported by visitors.

politic

adj. wise and displaying the ability to make reasonable decisions

synonym: wise, tactful, expedient

(1) a **politic** decision, (2) heal the body **politic** She was **politic** in her behavior.

loophole

 a gap or weakness in a legal or bureaucratic system that allows for the exploitation of unintended benefits or avoids penalties

synonym: loophole, escape clause, technicality

(1) legal **loophole**, (2) finding a **loophole**

A **loophole** in the tax code allows some people to avoid paying taxes legally.

compassionate

adj. feeling or showing sympathy and concern for the suffering or bad luck of others

synonym: empathetic, sympathetic, merciful

(1) a **compassionate** heart, (2) **compassionate** leave My father has a serious and **compassionate** personality.

coastline

n. the particular shape of the coast (= the shore of a sea or ocean) as seen from the sea

synonym: shoreline, seashore, beach

(1) **coastline** erosion, (2) deeply indented **coastline** The new resort was built along the **coastline**, offering stunning ocean views from every room.

industrious

adj. hardworking, diligent, and persistent in effort *synonym*: diligent, hardworking, assiduous

(1) industrious worker, (2) industrious student

He was known to be very **industrious** and would often work late into the night.

protagonist

the main character in a literary work, film, or other stories

synonym: hero, central figure, leading character

(1) **protagonist** of drama, (2) play a **protagonist**The **protagonist's** triumph over adversity was the theme of this play.

interlocutor

- a person who participates in a conversation or dialogue;
 a person who speaks or converses with another
 synonym: mediator, negotiator, go-between
- (1) speak with an **interlocutor**, (2) find an **interlocutor** She was my **interlocutor**, facilitating the conversation between the two sides.

receptive

adj. willing to listen to or accept new ideas or suggestions synonym: open-minded, sensory, sensorial

receptive audience, (2) receptive to change
 The voters appeared to be receptive to his new ideas.

dusty

adj. covered with or characterized by dust; having a dry, powdery texture or appearance; having a lot of dust or dirt in the air

synonym: stale, filthy, grimy

(1) dusty road, (2) dusty bookshelf

The abandoned warehouse was covered in a thick layer of **dusty** debris.

unpalatable

adj. not pleasing to the taste or palate; unpleasant or distasteful; disagreeable or unacceptablesynonym: distasteful, disagreeable, unpleasant

(1) **unpalatable** meal, (2) **unpalatable** truth

The board made an **unpalatable** decision to lay off a significant portion of the staff due to financial constraints.

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provocative

adj. arousing anger, interest, or another strong reaction, especially deliberately

synonym: instigating, provoking, inciting

(1) **provocative** questions, (2) a **provocative** smile His **provocative** style frequently sparked controversies.

moonlight

n. the light of the moon, which is reflected sunlight and is much weaker than direct sunlight; (verb) to work at a second job, often in addition to one's regular employment, usually without the knowledge or approval of one's employer

synonym: moonshine, moonbeam, moon glow

(1) **moonlight** as a bartender, (2) **moonlight** serenade The garden looked magical in the **moonlight**, with the flowers and trees casting eerie shadows.

Session 2: Spelling

1.	sh_	el damage	n.	tragments
				explosive

- 2. sym____ze with their situation
- 3. asy____cal haircut
- 4. cast pi____I eyes
- 5. political ar____l
- 6. ind us worker
- 7. classic un___og story

- fragments of a bomb, shell, or other explosive object that are scattered in many directions upon detonation and can cause injury or damage
- v. to express or feel compassion or understanding for someone else's pain, difficulty, or misfortune; to share in someone else's emotions or experiences
- adj. lacking symmetry or balance; unevenly or irregularly shaped; not corresponding in terms of quantity, size, or position
- adj. making people feel sorrow or sympathy; very small or poor
- a collection of weapons or military equipment stored in preparation for war or conflict; a collection of resources or tools available for use in a particular field or endeavor
- adj. hardworking, diligent, and persistent in effort
- a person or group in a competition or situation that is expected to lose or be at a disadvantage; a person or group that is seen as less powerful or less favored than others in a social, political, or economic context

ANSWERS: 1. shrapnel, 2. sympathize, 3. asymmetrical, 4. pitiful, 5. arsenal, 6. industrious, 7. underdog

8.	comate leave	adj.	feeling or showing sympathy and concern for the suffering or bad luck of others
9.	moht as a bartender	n.	the light of the moon, which is reflected sunlight and is much weaker than direct sunlight; (verb) to work at a second job, often in addition to one's regular employment, usually without the knowledge or approval of one's employer
10.	duy road	adj.	covered with or characterized by dust; having a dry, powdery texture or appearance; having a lot of dust or dirt in the air
11.	alng news	adj.	causing concern or apprehension; causing a feeling of danger, harm, or emergency; unsettling or disturbing
12.	prh the gospel	v.	to deliver a religious or moral message to an audience
13.	r_v up the crowd	n.	a measure of the rate at which an engine or motor rotates, often expressed in revolutions per minute (RPM); (verb) to increase the number of rotations per minute
14.	a comate heart	adj.	feeling or showing sympathy and concern for the suffering or bad luck of others
15.	arI of knowledge	n.	a collection of weapons or military equipment stored in preparation for war or conflict; a collection of resources or tools available for use in a particular field or endeavor

ANSWERS: 8. compassionate, 9. moonlight, 10. dusty, 11. alarming, 12. preach, 13. rev, 14. compassionate, 15. arsenal

16.	speak with an inttor	n.	a person who participates in a conversation or dialogue; a person who speaks or converses with another
17.	deeply indented cone	n.	the particular shape of the coast (= the shore of a sea or ocean) as seen from the sea
18.	legal lole	n.	a gap or weakness in a legal or bureaucratic system that allows for the exploitation of unintended benefits or avoids penalties
19.	moht serenade	n.	the light of the moon, which is reflected sunlight and is much weaker than direct sunlight; (verb) to work at a second job, often in addition to one's regular employment, usually without the knowledge or approval of one's employer
20.	Jeh history	adj.	of or relating to people whose traditional religion is Judaism
21.	emss political enemy	ν.	to cause someone to feel awkward, worried, or ashamed
22.	prte case	v.	to bring legal action against someone in a court of law; to pursue or carry out something to completion or achievement
23.	had by memories	adj.	inhabited, visited, or frequented by ghosts or spirits; disturbed or troubled by persistent or disturbing memories or emotions
24.	a prove smile	adj.	arousing anger, interest, or another strong reaction, especially deliberately

ANSWERS: 16. interlocutor, 17. coastline, 18. loophole, 19. moonlight, 20. Jewish, 21. embarrass, 22. prosecute, 23. haunted, 24. provocative

25.	unple truth	adj.	not pleasing to the taste or palate; unpleasant or distasteful; disagreeable or unacceptable
26.	cuI spending	ν.	to reduce or restrict something; to shorten or truncate; to cut short or bring to an abrupt end
27.	we_h on a promise	<i>v</i> .	to fail to honor a debt or commitment; to renege on a promise or agreement
28.	company moo	n.	a phrase or slogan that expresses a guiding principle or goal
29.	behave like an i_p	n.	a mischievous or misbehaving child; a small and mischievous demon or sprite in folklore
30.	a poc decision	adj.	wise and displaying the ability to make reasonable decisions
31.	play a prost	n.	the main character in a literary work, film, or other stories
32.	alng statistics	adj.	causing concern or apprehension; causing a feeling of danger, harm, or emergency; unsettling or disturbing
33.	a little i_p	n.	a mischievous or misbehaving child; a small and mischievous demon or sprite in folklore
34.	reve to change	adj.	willing to listen to or accept new ideas or suggestions
35.	d_b the film in English	ν.	to give someone or something an unofficial name or nickname; to provide movies with a voice of a foreign language

ANSWERS: 25. unpalatable, 26. curtail, 27. welsh, 28. motto, 29. imp, 30. politic, 31. protagonist, 32. alarming, 33. imp, 34. receptive, 35. dub

36.	d_b data	<i>v</i> .	to give someone or something an unofficial name or nickname; to provide movies with a voice of a foreign language
37.	cown clock	n.	a counting sequence leading up to an event, often marked by a series of signals or cues, also used as a term to describe the final stages leading up to a major event or deadline
38.	traditional sk	n.	a market or bazaar in the Middle East of North Africa, typically consisting of a maze of narrow streets and passageways filled with vendors selling goods such as textiles, spices, and crafts
39.	the cut of global warming	n.	someone who is responsible for a crime or wrongdoing
40.	burn sr	n.	a mark that remains on the skin after a wound has healed
41.	cone erosion	n.	the particular shape of the coast (= the shore of a sea or ocean) as seen from the sea
42.	hec explorers	adj.	courageous and daring; having or displaying qualities appropriate for legendary figures that is courage and daring
43.	we_h on the deal	v.	to fail to honor a debt or commitment; to renege on a promise or agreement
44.	wedding cown	n.	a counting sequence leading up to an event, often marked by a series of signals or cues, also used as a term to describe the final stages leading up to a major event or deadline

ANSWERS: 36. dub, 37. countdown, 38. souk, 39. culprit, 40. scar, 41. coastline, 42. heroic, 43. welsh, 44. countdown

45.	a piI fate	adj.	making people feel sorrow or sympathy; very small or poor
46.	heal the body poc	adj.	wise and displaying the ability to make reasonable decisions
47.	low-r_v engine	n.	a measure of the rate at which an engine or motor rotates, often expressed in revolutions per minute (RPM); (verb) to increase the number of rotations per minute
48.	symze with a tragic hero	ν.	to express or feel compassion or understanding for someone else's pain, difficulty, or misfortune; to share in someone else's emotions or experiences
49.	mack politician	adj.	characterized by independence or nonconformity; unconventional, idiosyncratic, or rebellious
50.	cheer for the unog	n.	a person or group in a competition or situation that is expected to lose or be at a disadvantage; a person or group that is seen as less powerful or less favored than others in a social, political, or economic context
51.	emss my project	<i>v</i> .	to cause someone to feel awkward, worried, or ashamed
52.	prost of drama	n.	the main character in a literary work, film, or other stories
53.	prte criminal	v.	to bring legal action against someone in a court of law; to pursue or carry out something to completion or achievement

ANSWERS: 45. pitiful, 46. politic, 47. rev, 48. sympathize, 49. maverick, 50. underdog, 51. embarrass, 52. protagonist, 53. prosecute

54.	finding a lole	n.	a gap or weakness in a legal or bureaucratic system that allows for the exploitation of unintended benefits or avoids penalties
55.	prove questions	adj.	arousing anger, interest, or another strong reaction, especially deliberately
56.	a hec poem	adj.	courageous and daring; having or displaying qualities appropriate for legendary figures that is courage and daring
57.	shel wounds	n.	fragments of a bomb, shell, or other explosive object that are scattered in many directions upon detonation and can cause injury or damage
58.	the moo for safe traffic	n.	a phrase or slogan that expresses a guiding principle or goal
59.	the arrest of the cut	n.	someone who is responsible for a crime or wrongdoing
60.	find an inttor	n.	a person who participates in a conversation or dialogue; a person who speaks or converses with another
61.	duy bookshelf	adj.	covered with or characterized by dust; having a dry, powdery texture or appearance; having a lot of dust or dirt in the air
62.	cuI freedom	<i>v</i> .	to reduce or restrict something; to shorten or truncate; to cut short or bring to an abrupt end
63.	prh to the masses	<i>v</i> .	to deliver a religious or moral message to an audience

ANSWERS: 54. loophole, 55. provocative, 56. heroic, 57. shrapnel, 58. motto, 59. culprit, 60. interlocutor, 61. dusty, 62. curtail, 63. preach

64. had house	inhabited, visited, or frequented by ghosts or spirits; disturbed or troubled by persistent or disturbing memories or emotions
65. Jeh culture	of or relating to people whose traditional religion is Judaism
66. carry a sr	a mark that remains on the skin after a wound has healed
67. vibrant sk	a market or bazaar in the Middle East or North Africa, typically consisting of a maze of narrow streets and passageways filled with vendors selling goods such as textiles, spices, and crafts
68. mack behavior	characterized by independence or nonconformity; unconventional, idiosyncratic, or rebellious
69. unple meal	not pleasing to the taste or palate; unpleasant or distasteful; disagreeable or unacceptable
70. indus student	 hardworking, diligent, and persistent in effort
71. reve audience	 willing to listen to or accept new ideas or suggestions
72. asycal design	lacking symmetry or balance; unevenly or irregularly shaped; not corresponding in terms of quantity, size, or position

ANSWERS: 64. haunted, 65. Jewish, 66. scar, 67. souk, 68. maverick, 69. unpalatable, 70. industrious, 71. receptive, 72. asymmetrical

Session 3: Fill in the Blanks

1. I with your struggles and am here to support you through them.
v. to express or feel compassion or understanding for someone else's pain, difficulty, or misfortune; to share in someone else's emotions or experiences
2. A in the tax code allows some people to avoid paying taxes legally.
 a gap or weakness in a legal or bureaucratic system that allows for the exploitation of unintended benefits or avoids penalties
3. The board made an decision to lay off a significant portion of the staff due to financial constraints.
adj. not pleasing to the taste or palate; unpleasant or distasteful; disagreeable or unacceptable
4. They finally found the of the bug after a long time.
n. someone who is responsible for a crime or wrongdoing
5. The sheepherder had to some of the animals due to illness.
v. to fail to honor a debt or commitment; to renege on a promise or agreement
6. The police found a hidden of weapons in the suspect's house.
a collection of weapons or military equipment stored in preparation for war or conflict; a collection of resources or tools available for use in a particular field or endeavor
7. The actions of individuals are now easily spread worldwide by SNS.
adj. courageous and daring; having or displaying qualities appropriate for legendary figures that is courage and daring
ANSWERS: 1. sympathize, 2. loophole, 3. unpalatable, 4. culprit, 5. welsh, 6. arsenal

8.	The voters appeared to be to his new ideas.
adj	willing to listen to or accept new ideas or suggestions
9.	The attorney decided to the suspect for stealing from the store.
ν.	to bring legal action against someone in a court of law; to pursue or carry out something to completion or achievement
10.	The to launch began as the astronauts prepared for their mission.
n.	a counting sequence leading up to an event, often marked by a series of signals or cues, also used as a term to describe the final stages leading up to a major event or deadline
11.	My father has a serious and personality.
adj	feeling or showing sympathy and concern for the suffering or bad luck of others
12.	The pastor about the importance of forgiveness.
<i>v</i> .	to deliver a religious or moral message to an audience
13.	Due to budget constraints, the company had to its marketing campaign for the new product.
ν.	to reduce or restrict something; to shorten or truncate; to cut short or bring to an abrupt end
14.	The shape of the vase made it unique and exciting.
adj	 lacking symmetry or balance; unevenly or irregularly shaped; not corresponding in terms of quantity, size, or position
15.	The sudden rise in crime rates in our neighborhood is quite
adj	causing concern or apprehension; causing a feeling of danger, harm, or emergency; unsettling or disturbing
	SWERS: 8. receptive, 9. prosecute, 10. countdown, 11. compassionate, 12. ached, 13. curtail, 14. asymmetrical, 15. alarming

16.	The mischievous caused trouble wherever it went.
n.	a mischievous or misbehaving child; a small and mischievous demon or sprite in folklore
17.	He stepped on the gas pedal, and the engine released a loud
n.	a measure of the rate at which an engine or motor rotates, often expressed in revolutions per minute (RPM); (verb) to increase the number of rotations per minute
18.	My friend is a woman who celebrates Hanukkah every year.
adj	of or relating to people whose traditional religion is Judaism
19.	The triumph over adversity was the theme of this play.
n.	the main character in a literary work, film, or other stories
20.	The garden looked magical in the with the flowers and trees casting eerie shadows.
n.	the light of the moon, which is reflected sunlight and is much weaker than direct sunlight; (verb) to work at a second job, often in addition to one's regular employment, usually without the knowledge or approval of one's employer
21.	The soldier suffered injuries from during the explosion.
n.	fragments of a bomb, shell, or other explosive object that are scattered in many directions upon detonation and can cause injury or damage
22.	My favorite part of traveling to Morocco is exploring the maze-like
n.	a market or bazaar in the Middle East or North Africa, typically consisting of a maze of narrow streets and passageways filled with vendors selling goods such as textiles, spices, and crafts
	SWERS: 16. imp, 17. rev, 18. Jewish, 19. protagonist's, 20. moonlight, 21. apnel, 22. souks

23. He looked for an opportunity to that actor in public. v. to cause someone to feel awkward, worried, or ashamed
24. Even after the wound has healed, a remains. n. a mark that remains on the skin after a wound has healed
25. She was in her behavior. adj. wise and displaying the ability to make reasonable decisions
26. We heard their laments throughout the night. adj. making people feel sorrow or sympathy; very small or poor
27. The team pulled off a stunning upset against the heavily favored opponent.
n. a person or group in a competition or situation that is expected to lose or be at a disadvantage; a person or group that is seen as less powerful or less favored than others in a social, political, or economic context
28. The artist refused to follow traditional painting styles and created his unique art.
 adj. characterized by independence or nonconformity; unconventional, idiosyncratic, or rebellious
29. He was known to be very and would often work late into the night. adj. hardworking, diligent, and persistent in effort
 30. She was my facilitating the conversation between the two sides n. a person who participates in a conversation or dialogue; a person who speaks or converses with another
ANSWERS: 23. embarrass, 24. scar, 25. politic, 26. pitiful, 27. underdog, 28. maverick, 29. industrious, 30. interlocutor,

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31. The abandoned warehouse was covered in a thick layer of debris.
adj. covered with or characterized by dust; having a dry, powdery texture or appearance; having a lot of dust or dirt in the air
32. The new resort was built along the offering stunning ocean views from every room.
n. the particular shape of the coast (= the shore of a sea or ocean) as seen from the sea
33. The company's is "Innovation and Service," which is reflected in its products and customer support.
n. a phrase or slogan that expresses a guiding principle or goal
34. We him Ironman because of his toughness.
v. to give someone or something an unofficial name or nickname; to provide movies with a voice of a foreign language
35. The old mansion was known to be with strange noises and eerie sightings reported by visitors.
adj. inhabited, visited, or frequented by ghosts or spirits; disturbed or troubled by persistent or disturbing memories or emotions
36. His style frequently sparked controversies.
adj. arousing anger, interest, or another strong reaction, especially deliberately
ANSWERS: 31. dusty, 32. coastline, 33. motto, 34. dubbed, 35. haunted, 36. provocative