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## Vocabulary Builder Reference from...

Johanna Blakley: Social media and the end of gender  
| TED Talk

[https://www.ted.com/talks/johanna\\_blakley\\_social\\_media\\_and\\_the\\_end\\_of\\_gender](https://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender)

### Advanced Words Only

#### IMPORTANT

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## Session 1: Word List

### dismantle

v. to take apart or demolish (a structure, machine, system, or the like); to strip off fittings or equipment

*synonym*: take apart, demolish, take down

(1) **dismantle** a machine, (2) **dismantle** a system

The old building had to be **dismantled** because it was structurally unsound.

### demean

v. to lower or damage someone's dignity, honor, or reputation; to treat someone disrespectfully, often in a way that makes them feel inferior or humiliated

*synonym*: lower, degrade, humiliate

(1) **demean** the value, (2) **demean** the reputation

You shouldn't **demean** yourself by taking on tasks beneath your skill level.

### stereotype

n. a fixed and unvarying idea or image that people have about what someone or something is like, but which is often not true in reality and may cause hurt and offense

(1) avoid **stereotype**, (2) negative **stereotypes**

Changing **stereotypes** about LGBTQ requires considerable effort.

## distort

*v.* to change something's shape, appearance, or sound so that it appears weird or unclear

*synonym*: fudge, deform, contort

(1) **distort** the facts, (2) **distort** the economy

Economists contend that taxes **distort** consumer behavior in general.

## presumption

*n.* an idea or belief taken to be true without proof or confirmation; an assumption or hypothesis based on incomplete evidence or understanding; a forward or audacious attitude or behavior that assumes too much authority or familiarity

*synonym*: assumption, arrogance, audacity

(1) **presumption** against forfeiture, (2) **presumption** of guilt

It is a common **presumption** that doctors know best, but patients should always ask questions and be informed about their healthcare decisions.

## mill

*n.* a person who operates a mill (= a plant consisting of one or more buildings with facilities for manufacturing), especially a grain mill

*synonym*: grinder, pulverizer, crusher

(1) **mill** flour, (2) water **mill**

The **mill's** work was a vital component of the local economy, providing flour to the bakeries and farmers in the area.

## psychographics

*n.* the study and categorization of people based on their psychological and behavioral characteristics, particularly for marketing or advertising purposes

*synonym*: behavioral research, psychometry, profiling

(1) **psychographics** research, (2) **psychographics** analysis

She's studying the millennial generation's **psychographics** for her marketing thesis.

## Norman

*adj.* relating to or characteristic of the Normans, a people who originally came from Normandy, France, and who had a significant impact on the history and culture of Britain and other European countries; the term can also refer to a style of architecture or art that developed during the Norman period

*synonym* : medieval, antique, archaic

(1) **norman** cathedral, (2) **norman** invasion

The **Norman** architecture in the old city was a sight to behold.

## redefine

*v.* to change the meaning or interpretation of something; to make people think about something in a new or different way

*synonym* : reconsider, reformulate, alter

(1) **redefine** customer experience, (2) **redefine** our role

The video telephony application has **redefined** the way we work.

## determinant

*n.* a factor, circumstance, or condition that contributes to the shaping, influencing, or determining of a particular outcome or result

*synonym* : cause, factor, element

(1) environmental **determinant**, (2) a **determinant** of crop yields

One **determinant** of success is having a positive attitude and a strong work ethic.

## creepy

*adj.* causing an uneasy feeling of fear or unease

*synonym* : eerie, unsettling, spooky

(1) feel **creepy**, (2) **creepy** atmosphere

The old, abandoned house was **creepy** and gave me the chills.

## presume

*v.* to suppose or assume something to be true, often without sufficient evidence or proof; to take liberties, behave impolitely, or overstep one's bounds, often due

to arrogance or ignorance

*synonym* : assume, suppose, guess

(1) **presume** innocence, (2) **presume** on his tolerance  
I **presume** you've already made plans for the weekend since you didn't respond to my invitation.

## slay

v. to kill violently, especially with a weapon

*synonym* : kill, murder, eliminate

(1) **slay** a dragon, (2) **slay** civilians

The singer **slayed** the audience with her powerful voice and amazing performance.

## outnumber

v. to be more numerous or greater in number than another group or entity; to exceed in quantity or number

*synonym* : surpass, exceed

(1) **outnumber** our opponents, (2) **outnumber** males

The number of tourists in the city now **outnumbers** the locals.

## blockbuster

n. a movie, book, or other product that is extremely successful and popular, especially one that makes much money

*synonym* : hit, success, smash

(1) **blockbuster** movie, (2) international **blockbuster**

The new action movie is expected to be a **blockbuster** hit.

## flick

v. to make a sudden sharp movement or hit something quickly with a sharp movement

*synonym* : snap, tap, flip

(1) **flicker** candle, (2) **flick** through pages

He **flicked** the light switch, and the room was illuminated.

## simplistic

*adj.* oversimplified or lacking in complexity or depth; characterized by an attempt to explain something complex or multifaceted with overly vague or simple terms

*synonym* :

basic, uncomplicated, elementary

(1) **simplistic** approach, (2) **simplistic** design

The politician's solution to the problem was too **simplistic** to solve the underlying issue.

## **amuse**

v. to entertain or divert the mind; to make someone laugh

*synonym*: entertain, delight, divert

(1) **amuse** a baby with a rattle, (2) **amuse** guests

He **amused** himself by playing video games during his free time.

## Session 2: Spelling

1. pr\_\_\_\_e innocence      *v.* to suppose or assume something to be true, often without sufficient evidence or proof; to take liberties, behave impolitely, or overstep one's bounds, often due to arrogance or ignorance
2. am\_\_e a baby with a rattle      *v.* to entertain or divert the mind; to make someone laugh
3. no\_\_\_\_n cathedral      *adj.* relating to or characteristic of the Normans, a people who originally came from Normandy, France, and who had a significant impact on the history and culture of Britain and other European countries; the term can also refer to a style of architecture or art that developed during the Norman period
4. di\_\_\_\_t the economy      *v.* to change something's shape, appearance, or sound so that it appears weird or unclear
5. di\_\_\_\_le a machine      *v.* to take apart or demolish (a structure, machine, system, or the like); to strip off fittings or equipment
6. international blo\_\_\_\_er      *n.* a movie, book, or other product that is extremely successful and popular, especially one that makes much money
7. s\_\_y a dragon      *v.* to kill violently, especially with a weapon
8. pre\_\_\_\_on of guilt      *n.* an idea or belief taken to be true without proof or confirmation; an assumption or hypothesis based on incomplete evidence or understanding; a forward or audacious attitude or behavior that assumes too much authority or familiarity

ANSWERS: 1. presume, 2. amuse, 3. Norman, 4. distort, 5. dismantle, 6. blockbuster, 7. slay, 8. presumption

9. avoid ste\_\_\_\_\_pe *n.* a fixed and unvarying idea or image that people have about what someone or something is like, but which is often not true in reality and may cause hurt and offense
10. psy\_\_\_\_\_ics research *n.* the study and categorization of people based on their psychological and behavioral characteristics, particularly for marketing or advertising purposes
11. s\_\_y civilians *v.* to kill violently, especially with a weapon
12. fl\_\_ker candle *v.* to make a sudden sharp movement or hit something quickly with a sharp movement
13. no\_\_\_n invasion *adj.* relating to or characteristic of the Normans, a people who originally came from Normandy, France, and who had a significant impact on the history and culture of Britain and other European countries; the term can also refer to a style of architecture or art that developed during the Norman period
14. negative ste\_\_\_\_\_pes *n.* a fixed and unvarying idea or image that people have about what someone or something is like, but which is often not true in reality and may cause hurt and offense
15. cr\_\_\_y atmosphere *adj.* causing an uneasy feeling of fear or unease
16. sim\_\_\_\_\_ic approach *adj.* oversimplified or lacking in complexity or depth; characterized by an attempt to explain something complex or multifaceted with overly vague or simple terms

ANSWERS: 9. stereotype, 10. psychographics, 11. slay, 12. flick, 13. Norman, 14. stereotype, 15. creepy, 16. simplistic

17. de\_\_\_n the reputation      *v.* to lower or damage someone's dignity, honor, or reputation; to treat someone disrespectfully, often in a way that makes them feel inferior or humiliated
18. sim\_\_\_\_\_ic design      *adj.* oversimplified or lacking in complexity or depth; characterized by an attempt to explain something complex or multifaceted with overly vague or simple terms
19. pre\_\_\_\_\_on against forfeiture      *n.* an idea or belief taken to be true without proof or confirmation; an assumption or hypothesis based on incomplete evidence or understanding; a forward or audacious attitude or behavior that assumes too much authority or familiarity
20. am\_\_\_e guests      *v.* to entertain or divert the mind; to make someone laugh
21. fl\_\_k through pages      *v.* to make a sudden sharp movement or hit something quickly with a sharp movement
22. psy\_\_\_\_\_ics analysis      *n.* the study and categorization of people based on their psychological and behavioral characteristics, particularly for marketing or advertising purposes
23. feel cr\_\_\_y      *adj.* causing an uneasy feeling of fear or unease
24. mi\_\_\_r flour      *n.* a person who operates a mill (= a plant consisting of one or more buildings with facilities for manufacturing), especially a grain mill

ANSWERS: 17. demean, 18. simplistic, 19. presumption, 20. amuse, 21. flick, 22. psychographics, 23. creepy, 24. miller



25. blo\_\_\_\_\_er movie *n.* a movie, book, or other product that is extremely successful and popular, especially one that makes much money
26. di\_\_\_\_\_t the facts *v.* to change something's shape, appearance, or sound so that it appears weird or unclear
27. water mi\_\_\_\_r *n.* a person who operates a mill (= a plant consisting of one or more buildings with facilities for manufacturing), especially a grain mill
28. environmental det\_\_\_\_\_nt *n.* a factor, circumstance, or condition that contributes to the shaping, influencing, or determining of a particular outcome or result
29. a det\_\_\_\_\_nt of crop yields *n.* a factor, circumstance, or condition that contributes to the shaping, influencing, or determining of a particular outcome or result
30. re\_\_\_\_\_ne our role *v.* to change the meaning or interpretation of something; to make people think about something in a new or different way
31. de\_\_\_\_n the value *v.* to lower or damage someone's dignity, honor, or reputation; to treat someone disrespectfully, often in a way that makes them feel inferior or humiliated
32. ou\_\_\_\_\_er our opponents *v.* to be more numerous or greater in number than another group or entity; to exceed in quantity or number
33. re\_\_\_\_\_ne customer experience *v.* to change the meaning or interpretation of something; to make people think about something in a new or different way

ANSWERS: 25. blockbuster, 26. distort, 27. miller, 28. determinant, 29. determinant, 30. redefine, 31. demean, 32. outnumber, 33. redefine

34. pr\_\_\_\_\_e on his tolerance
- v. to suppose or assume something to be true, often without sufficient evidence or proof; to take liberties, behave impolitely, or overstep one's bounds, often due to arrogance or ignorance
35. ou\_\_\_\_\_er males
- v. to be more numerous or greater in number than another group or entity; to exceed in quantity or number
36. di\_\_\_\_\_le a system
- v. to take apart or demolish (a structure, machine, system, or the like); to strip off fittings or equipment

ANSWERS: 34. presume, 35. outnumber, 36. dismantle

## Session 3: Fill in the Blanks

1. The old building had to be \_\_\_\_\_ because it was structurally unsound.
  - v. to take apart or demolish (a structure, machine, system, or the like); to strip off fittings or equipment
2. The politician's solution to the problem was too \_\_\_\_\_ to solve the underlying issue.
  - adj. oversimplified or lacking in complexity or depth; characterized by an attempt to explain something complex or multifaceted with overly vague or simple terms
3. It is a common \_\_\_\_\_ that doctors know best, but patients should always ask questions and be informed about their healthcare decisions.
  - n. an idea or belief taken to be true without proof or confirmation; an assumption or hypothesis based on incomplete evidence or understanding; a forward or audacious attitude or behavior that assumes too much authority or familiarity
4. He \_\_\_\_\_ himself by playing video games during his free time.
  - v. to entertain or divert the mind; to make someone laugh
5. The \_\_\_\_\_ work was a vital component of the local economy, providing flour to the bakeries and farmers in the area.
  - n. a person who operates a mill (= a plant consisting of one or more buildings with facilities for manufacturing), especially a grain mill
6. You shouldn't \_\_\_\_\_ yourself by taking on tasks beneath your skill level.
  - v. to lower or damage someone's dignity, honor, or reputation; to treat someone disrespectfully, often in a way that makes them feel inferior or humiliated
7. One \_\_\_\_\_ of success is having a positive attitude and a strong work ethic.
  - n. a factor, circumstance, or condition that contributes to the shaping, influencing, or determining of a particular outcome or result

ANSWERS: 1. dismantled, 2. simplistic, 3. presumption, 4. amused, 5. miller's, 6. demean, 7. determinant

8. She's studying the millennial generation's \_\_\_\_\_ for her marketing thesis.
- n.* the study and categorization of people based on their psychological and behavioral characteristics, particularly for marketing or advertising purposes
9. The singer \_\_\_\_\_ the audience with her powerful voice and amazing performance.
- v.* to kill violently, especially with a weapon
10. He \_\_\_\_\_ the light switch, and the room was illuminated.
- v.* to make a sudden sharp movement or hit something quickly with a sharp movement
11. The video telephony application has \_\_\_\_\_ the way we work.
- v.* to change the meaning or interpretation of something; to make people think about something in a new or different way
12. Changing \_\_\_\_\_ about LGBTQ requires considerable effort.
- n.* a fixed and unvarying idea or image that people have about what someone or something is like, but which is often not true in reality and may cause hurt and offense
13. The old, abandoned house was \_\_\_\_\_ and gave me the chills.
- adj.* causing an uneasy feeling of fear or unease
14. The new action movie is expected to be a \_\_\_\_\_ hit.
- n.* a movie, book, or other product that is extremely successful and popular, especially one that makes much money
15. The \_\_\_\_\_ architecture in the old city was a sight to behold.
- adj.* relating to or characteristic of the Normans, a people who originally came from Normandy, France, and who had a significant impact on the history and culture of Britain and other European countries; the term can also refer to a style of architecture or art that developed during the Norman period

ANSWERS: 8. psychographics, 9. slayed, 10. flicked, 11. redefined, 12. stereotypes,

13. creepy, 14. blockbuster, 15. Norman

16. I \_\_\_\_\_ you've already made plans for the weekend since you didn't respond to my invitation.
- v. to suppose or assume something to be true, often without sufficient evidence or proof; to take liberties, behave impolitely, or overstep one's bounds, often due to arrogance or ignorance
17. The number of tourists in the city now \_\_\_\_\_ the locals.
- v. to be more numerous or greater in number than another group or entity; to exceed in quantity or number
18. Economists contend that taxes \_\_\_\_\_ consumer behavior in general.
- v. to change something's shape, appearance, or sound so that it appears weird or unclear

ANSWERS: 16. presume, 17. outnumber, 18. distort