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Vocabulary Builder Reference from...

Dan Copley: What physics taught me about marketing | TED Talk

https://www.ted.com/talks/dan_copley_what_physics_taught_me_about_marketing

Advanced Words Only

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Session 1: Word List

disturb

v. to interrupt someone who is trying to work, sleep, etc.

synonym: agitate, bother, intrude

(1) **disturb** the peace, (2) **disturb** his sleep

Tourists frequently **disturb** the island's delicate natural balance.

Newtonian

adj. relating to Sir Isaac Newton or his laws of motion and universal gravitation

synonym: classical, physics, mechanics

(1) **Newtonian** physics, (2) **Newtonian** mechanics

The motion of planets can be described using **Newtonian** mechanics.

rearrange

v. to change the order or position of things already made; to change the time, date, or place of an event already planned

synonym: readjust, reorganize, reconstruct

(1) **rearrange** the furniture, (2) **rearrange** his schedule

Please **rearrange** these files as we start a new project tomorrow.

Arthurian

adj. relating to king Arthur and the tales and legends associated with him

(1) the **Arthurian** cycle, (2) **Arthurian** romances

The **Arthurian** legends of King Arthur and the knights of the Round Table are popular literary motifs.

reposition

v. to move to a new or different position or location

synonym: relocate, move, shift

(1) **reposition** me in my bed, (2) **reposition** object

The company decided to **reposition** itself by changing its marketing strategy.

trolley

n. a wheeled cart or platform used for transporting items or goods; (in British English) a device for collecting electrical power from an overhead line to power an electric vehicle; (in American English) a shopping cart used in supermarkets

synonym: cart, tram, tramcar

(1) **trolley** cart, (2) shopping **trolley**

The tourists enjoyed taking a ride on the historic **trolley** in the city.

axiom

n. a statement or principle that is regarded as being self-evidently true and does not require proof or justification; a fundamental truth upon which other truths or theories are based

synonym: principle, maxim, postulate

(1) self-evident **axiom**, (2) fundamental **axiom**

It is an **axiom** in mathematics that two parallel lines never intersect.

disprove

v. to show that something is not true or correct

synonym: refute, discredit, invalidate

(1) **disprove** global warming, (2) **disprove** the conjecture

The researchers were unable to **disprove** the theory.

conclusive

adj. serving to settle an issue or put an end to doubt or uncertainty; irrefutable and leaves no room for doubt

synonym: decisive, definitive, convincing

(1) **conclusive** information, (2) **conclusive** statement
The research provided **conclusive** evidence that the new treatment was effective.

credential

v. to provide someone with certification or verification of their qualifications, usually in a particular field or profession; (noun) a document attesting to the truth of certain stated facts

synonym: certify, verify, (noun) certificate

(1) **credential** themselves by showing their registration,
(2) teaching **credential**

To get the job, I need to **credential** my experience and education.

revered

v. highly respected or admired, often because of moral or spiritual qualities

synonym: respected, admired, honored

(1) **revered** figure, (2) the most **revered** President

The **revered** teacher was loved by her students.

screwup

n. a person or thing that causes a mistake or error; a disorderly or confused situation resulting from mistakes or errors

synonym: blunder, mistake, error

(1) financial **screwup**, (2) career **screwup**

His latest **screwup** at work may cost him his job.

entropy

n. a scientific concept that is most commonly associated with a state of disorder, randomness, or uncertainty

synonym: randomness

(1) **entropy** calculation, (2) **entropy** conservation

Since the second law of thermodynamics is applicable to the universe, the **entropy** of the universe continues to increase.

thermodynamics

n. the area of physics that deals with heat, work, and temperature and their relation to energy, entropy, and the physical properties of matter and radiation

(1) applied **thermodynamics**, (2) the laws of **thermodynamics**

The second law of **thermodynamics** denies the existence of a perpetual motion engine.

disperse

v. to spread out or distribute over a broad region, or to cause something to do so

synonym: dissipate, spread, scatter

(1) **disperse** false information, (2) **disperse** the protesters

Before authorities **dispersed** the protesters, they yelled slogans.

chaotic

adj. without any order or organization; extremely disorganized, unpredictable, and confusing

synonym: disorderly, cluttered, topsy-turvy

(1) the **chaotic** economic situation, (2) **chaotic** theory

Change is also occurring in Turkey as a result of **chaotic** reform.

unsettle

v. to make somebody feel anxious or upset, especially because of an unstable or problematic situation

synonym: aggravate, annoy, disturb

(1) **unsettle** the nervous system, (2) **unsettle** his conviction

This nationwide strike may **unsettle** the country's economy.

Session 2: Spelling

1. shopping tr_____y
n. a wheeled cart or platform used for transporting items or goods; (in British English) a device for collecting electrical power from an overhead line to power an electric vehicle; (in American English) a shopping cart used in supermarkets
2. the Ar_____an cycle
adj. relating to king Arthur and the tales and legends associated with him
3. tr_____y cart
n. a wheeled cart or platform used for transporting items or goods; (in British English) a device for collecting electrical power from an overhead line to power an electric vehicle; (in American English) a shopping cart used in supermarkets
4. ch_____c theory
adj. without any order or organization; extremely disorganized, unpredictable, and confusing
5. re_____ge his schedule
v. to change the order or position of things already made; to change the time, date, or place of an event already planned
6. di_____se false information
v. to spread out or distribute over a broad region, or to cause something to do so
7. cre_____al themselves by showing their registration
v. to provide someone with certification or verification of their qualifications, usually in a particular field or profession; (noun) a document attesting to the truth of certain stated facts

ANSWERS: 1. trolley, 2. Arthurian, 3. trolley, 4. chaotic, 5. rearrange, 6. disperse, 7. credential

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|-------------------------------------|------|---|
| 8. the most re_____d President | v. | highly respected or admired, often because of moral or spiritual qualities |
| 9. en_____y calculation | n. | a scientific concept that is most commonly associated with a state of disorder, randomness, or uncertainty |
| 10. di_____se the protesters | v. | to spread out or distribute over a broad region, or to cause something to do so |
| 11. di_____b the peace | v. | to interrupt someone who is trying to work, sleep, etc. |
| 12. re_____d figure | v. | highly respected or admired, often because of moral or spiritual qualities |
| 13. con_____ve statement | adj. | serving to settle an issue or put an end to doubt or uncertainty; irrefutable and leaves no room for doubt |
| 14. rep_____on me in my bed | v. | to move to a new or different position or location |
| 15. the laws of the_____ics | n. | the area of physics that deals with heat, work, and temperature and their relation to energy, entropy, and the physical properties of matter and radiation |
| 16. di_____ve the conjecture | v. | to show that something is not true or correct |
| 17. the ch_____c economic situation | adj. | without any order or organization; extremely disorganized, unpredictable, and confusing |
| 18. di_____ve global warming | v. | to show that something is not true or correct |
| 19. fundamental ax__m | n. | a statement or principle that is regarded as being self-evidently true and does not require proof or justification; a fundamental truth upon which other truths or theories are based |

ANSWERS: 8. revered, 9. entropy, 10. disperse, 11. disturb, 12. revered, 13. conclusive, 14. reposition, 15. thermodynamics, 16. disprove, 17. chaotic, 18. disprove, 19. axiom

20. di____b his sleep *v.* to interrupt someone who is trying to work, sleep, etc.
21. un____le his conviction *v.* to make somebody feel anxious or upset, especially because of an unstable or problematic situation
22. con_____ve information *adj.* serving to settle an issue or put an end to doubt or uncertainty; irrefutable and leaves no room for doubt
23. self-evident ax__m *n.* a statement or principle that is regarded as being self-evidently true and does not require proof or justification; a fundamental truth upon which other truths or theories are based
24. re_____ge the furniture *v.* to change the order or position of things already made; to change the time, date, or place of an event already planned
25. applied the_____ics *n.* the area of physics that deals with heat, work, and temperature and their relation to energy, entropy, and the physical properties of matter and radiation
26. financial sc____p *n.* a person or thing that causes a mistake or error; a disorderly or confused situation resulting from mistakes or errors
27. career sc____p *n.* a person or thing that causes a mistake or error; a disorderly or confused situation resulting from mistakes or errors
28. Ar_____an romances *adj.* relating to king Arthur and the tales and legends associated with him

ANSWERS: 20. disturb, 21. unsettle, 22. conclusive, 23. axiom, 24. rearrange, 25. thermodynamics, 26. screwup, 27. screwup, 28. Arthurian

29. rep_____on object *v.* to move to a new or different position or location
30. teaching cre_____al *v.* to provide someone with certification or verification of their qualifications, usually in a particular field or profession; (noun) a document attesting to the truth of certain stated facts
31. un_____le the nervous system *v.* to make somebody feel anxious or upset, especially because of an unstable or problematic situation
32. Ne_____an physics *adj.* relating to Sir Isaac Newton or his laws of motion and universal gravitation
33. en_____y conservation *n.* a scientific concept that is most commonly associated with a state of disorder, randomness, or uncertainty
34. Ne_____an mechanics *adj.* relating to Sir Isaac Newton or his laws of motion and universal gravitation

ANSWERS: 29. reposition, 30. credential, 31. unsettle, 32. Newtonian, 33. entropy, 34. Newtonian

Session 3: Fill in the Blanks

1. This nationwide strike may _____ the country's economy.
 - v. to make somebody feel anxious or upset, especially because of an unstable or problematic situation

2. The researchers were unable to _____ the theory.
 - v. to show that something is not true or correct

3. The research provided _____ evidence that the new treatment was effective.
 - adj. serving to settle an issue or put an end to doubt or uncertainty; irrefutable and leaves no room for doubt

4. Tourists frequently _____ the island's delicate natural balance.
 - v. to interrupt someone who is trying to work, sleep, etc.

5. The company decided to _____ itself by changing its marketing strategy.
 - v. to move to a new or different position or location

6. It is an _____ in mathematics that two parallel lines never intersect.
 - n. a statement or principle that is regarded as being self-evidently true and does not require proof or justification; a fundamental truth upon which other truths or theories are based

7. The tourists enjoyed taking a ride on the historic _____ in the city.
 - n. a wheeled cart or platform used for transporting items or goods; (in British English) a device for collecting electrical power from an overhead line to power an electric vehicle; (in American English) a shopping cart used in supermarkets

ANSWERS: 1. unsettle, 2. disprove, 3. conclusive, 4. disturb, 5. reposition, 6. axiom, 7. trolley

8. His latest _____ at work may cost him his job.
n. a person or thing that causes a mistake or error; a disorderly or confused situation resulting from mistakes or errors
9. The _____ legends of King Arthur and the knights of the Round Table are popular literary motifs.
adj. relating to king Arthur and the tales and legends associated with him
10. Please _____ these files as we start a new project tomorrow.
v. to change the order or position of things already made; to change the time, date, or place of an event already planned
11. Change is also occurring in Turkey as a result of _____ reform.
adj. without any order or organization; extremely disorganized, unpredictable, and confusing
12. Since the second law of thermodynamics is applicable to the universe, the _____ of the universe continues to increase.
n. a scientific concept that is most commonly associated with a state of disorder, randomness, or uncertainty
13. The second law of _____ denies the existence of a perpetual motion engine.
n. the area of physics that deals with heat, work, and temperature and their relation to energy, entropy, and the physical properties of matter and radiation
14. Before authorities _____ the protesters, they yelled slogans.
v. to spread out or distribute over a broad region, or to cause something to do so
15. The motion of planets can be described using _____ mechanics.
adj. relating to Sir Isaac Newton or his laws of motion and universal gravitation

ANSWERS: 8. screwup, 9. Arthurian, 10. rearrange, 11. chaotic, 12. entropy, 13. thermodynamics, 14. dispersed, 15. Newtonian

16. The _____ teacher was loved by her students.

- v. highly respected or admired, often because of moral or spiritual qualities

17. To get the job, I need to _____ my experience and education.

- v. to provide someone with certification or verification of their qualifications, usually in a particular field or profession; (noun) a document attesting to the truth of certain stated facts

ANSWERS: 16. revered, 17. credential