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Seth Godin: How to get your ideas to spread | TED Talk

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Advanced Words Only

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Session 1: Word List

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.

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.

confer

v. to have a meeting or discussion to come to a decision or agreement or exchange ideas; to bestow something

synonym: consult, meet, discuss

(1) **confer** degree, (2) **confer** honor

The leaders of the two countries met to **confer** on the issue.

intellect

n. the ability to think logically and comprehend information, especially at an advanced level

synonym: mind, brightness, cleverness

(1) enrich my **intellect**, (2) human **intellect**

Your **intellect** is capable of distinguishing among similar objects.

medicinal

adj. of or relating to the treatment or cure of disease

synonym : curative, therapeutic, healing

(1) **medicinal** chemistry, (2) traditional **medicinal**

The **medicinal** properties of this herb have been known to help with various ailments.

shelve

v. to put or arrange something, especially books, on a shelf; to decide not to take action on something either for a short time or permanently

synonym : defer, postpone, freeze

(1) **shelve** a book, (2) **shelve** a bill

Considering the recent increase in interest rates, we must **shelve** our plans to buy a new house.

hydrate

v. to add water or moisture to something; to drink enough fluids to maintain proper moisture; (noun) any compound that contains water of crystallization

synonym : moisturize, water, rehydrate

(1) **hydrate** my skin, (2) acid **hydrate**

She drank water to **hydrate** her body.

roast

v. to cook food by surrounding it with hot, dry air, especially in an oven

synonym : bake, broil, grill

(1) **roast** coffee beans, (2) **roast** beef

The chef **roasted** the chicken to perfection in the oven.

animate

v. to make something full of interest and energy

synonym : invigorate, energize, enliven

(1) **animate** the body, (2) **animate** his soul

The positive attitude of the supervisor **animated** the discussion.

revolve

v. to rotate around a central point

synonym: rotate, spin, orbit

(1) **revolve** at high speed, (2) **revolve** around a central axis
The Earth **revolves** around the Sun in an elliptical orbit.

parable

n. a short allegorical story designed to illustrate a moral or spiritual lesson

synonym: allegory, fable, tale

(1) **parable** story, (2) biblical **parable**

Jesus quoted **parables** to teach important lessons to his disciples.

godfather

n. a male godparent who witnesses a child's baptism and accepts a spiritual responsibility for their upbringing; a trusted mentor or advisor who has significant influence and offers support and guidance in personal or professional matters

synonym: sponsor, mentor, protector

(1) political **godfather**, (2) be my **godfather** at my christening

The wealthy businessman acted as a **godfather** to his protege, helping him to succeed in his career.

second-rate

adj. of inferior quality or standard; not of the highest or best quality; mediocre

synonym: inferior, subpar, mediocre

(1) **second-rate** equipment, (2) **second-rate** product

The team's performance was described as **second-rate** due to their lack of focus and effort.

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.

reinvent

v. to change something so drastically that it looks to be completely new

synonym: recreate, remake, revive

(1) **reinvent** local dishes, (2) **reinvent** our life

They have tried to **reinvent** their grocery stores.

loaf

n. a quantity of bread that is shaped and baked in one piece and usually sliced for serving; (verb) to be lazy or idle

synonym: bread, boule, brioche

(1) crusty **loaf**, (2) **loaf** around during the day

On my way home from work, I picked up a **loaf** of bread from the bakery.

bakery

n. a place where bread and other baked goods are made and sold

synonym: bakeshop, bakehouse

(1) run a **bakery**, (2) **bakery** industry

He worked at the **bakery** as a baker.

forbid

v. to order somebody not to do something, especially officially; to keep something from happening or arising

synonym: prohibit, ban, outlaw

(1) **forbid** smoking in public areas, (2) **forbid** the use of chemical weapons

God **forbid** you should regret your marriage.

laggard

n. a person or thing that falls behind or moves slowly, particularly in a group or in comparison to others

synonym: straggler, dawdler, idler

(1) tech **laggard**, (2) **laggard** stock

The **laggard** pace of innovation in the industry has allowed competitors to gain ground.

obsess

v. to fill the mind of someone continually so that one can't think of anything else

synonym: torment, beset, engross

(1) **obsess** over her weight, (2) he is **obsessed** with the fear

He's utterly **obsessed** with his promotion.

ram

v. to strike or push forcefully, often to cause damage; to batter or break open a door or barrier using brute force

synonym: crash, collide, slam

(1) **ram** the door open, (2) **ram** into the ice

The car **rammed** into the wall, causing significant damage.

mustard

n. a yellow or brown condiment that tastes spicy made from the seeds of various plants; (adjective) between yellow and brown

synonym: condiment, sauce, spice

(1) **mustard** leaf, (2) black **mustard** seed

He had to endure the **mustard** gas attack during the war.

bulletproof

adj. intended to resist bullet penetration

synonym: unassailable, impregnable

(1) **bulletproof** armor, (2) **bulletproof** vehicle

Because of the **bulletproof** vest he was wearing, the officer could escape injury.

crib

n. a small, enclosed bed for a baby, typically on rockers

synonym: bed, bassinet, cradle

(1) **crib** bed, (2) baby **crib**

She put the baby in the portable **crib** for a nap.

slap

v. to strike something or someone with an open palm or flat object, producing a sharp sound or sensation; to place something firmly, suddenly, or unexpectedly

synonym: smack, hit, whack

(1) **slap** on the back, (2) **slap** a heavy fine

The politician tried to **slap** down the rumors about his personal life.

grandchild

n. a child of someone's son or daughter

synonym: offspring, descendant, progeny

(1) **grandchild-grandparent** relationship, (2) **grandchild** development

The grandparents take care of their **grandchild** while the parents are at work.

cremains

n. (a portmanteau of "cremated" and "remains") the ashes or remains that are left after a person or a pet has been cremated

synonym: ashes, remains

(1) scattered **cremains**, (2) **cremains** container

She kept her grandfather's **cremains** in a beautifully crafted urn on the mantle.

aft

adj. (the opposite of "forward") located at or towards the rear or back of a ship, aircraft, or other vehicle

(1) **aft** cabin, (2) **aft** view

The **aft** section of the ship suffered significant damage after the collision with the reef.

cremate

v. to burn a dead body to reduce it to ash, often as part of a funeral or other death-related ritual

synonym: burn, incinerate, immolate

(1) **cremate** a body, (2) **cremate** the remains

They plan to **cremate** their loved ones according to their cultural traditions.

mortuary

n. a place where dead bodies are kept, prepared, and stored before burial or cremation; a funeral home or a building or facility for handling deceased individuals

synonym: funeral home, morgue

(1) **mortuary** services, (2) small-town **mortuary**

I received the sad news that my uncle passed away, and his body was taken to the local **mortuary**.

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.

proctor

n. a person who supervises or monitors an examination, often ensuring compliance with regulations and preventing cheating; a person who oversees the conduct of others, particularly in an educational or professional setting

synonym : supervisor, monitor, examiner

(1) university **proctor**, (2) online **proctor**

The **proctor** of the exam ensured that all students followed the rules.

gamble

v. to take risky action in the hope of being successful; to play or game for money or other stakes

synonym : bet, venture, wager

(1) **gamble** \$100 on the race, (2) **gamble** away my fortune

Will you **gamble** on the result of the fight?

refrigerate

v. to cool or preserve food or other items by using a refrigerator or other cold storage device; to keep something at a low temperature to prevent spoilage or degradation

synonym : chill, cool, freeze

(1) **refrigerate** perishable, (2) **refrigerate** medicine

We need to **refrigerate** the leftovers to keep them from spoiling.

sect

n. a group of people who follow a particular religious or philosophical belief system, especially one that is regarded as outside the norm or mainstream

synonym : group, faction, cult

(1) **sect** beliefs, (2) secret **sect**

The minority **sect** believed in a set of unconventional religious practices.

lava

n. molten rock that has been extruded from a volcano and solidified; a highly fluid, highly heated substance or material

synonym : molten rock, magma, volcanic rock

(1) **lava** flow, (2) molten **lava**

The volcano's eruption caused a **lava** river to flow down the mountainside.

Session 2: Spelling

1. online pr____r
n. a person who supervises or monitors an examination, often ensuring compliance with regulations and preventing cheating; a person who oversees the conduct of others, particularly in an educational or professional setting
2. tech la____d
n. a person or thing that falls behind or moves slowly, particularly in a group or in comparison to others
3. cr____ns container
n. (a portmanteau of "cremated" and "remains") the ashes or remains that are left after a person or a pet has been cremated
4. ob____s over her weight
v. to fill the mind of someone continually so that one can't think of anything else
5. mo____ry services
n. a place where dead bodies are kept, prepared, and stored before burial or cremation; a funeral home or a building or facility for handling deceased individuals
6. university pr____r
n. a person who supervises or monitors an examination, often ensuring compliance with regulations and preventing cheating; a person who oversees the conduct of others, particularly in an educational or professional setting
7. cr____e a body
v. to burn a dead body to reduce it to ash, often as part of a funeral or other death-related ritual

ANSWERS: 1. proctor, 2. laggard, 3. cremains, 4. obsess, 5. mortuary, 6. proctor, 7. cremate

8. molten l__a *n.* molten rock that has been extruded from a volcano and solidified; a highly fluid, highly heated substance or material
9. bul_____of armor *adj.* intended to resist bullet penetration
10. baby c__b *n.* a small, enclosed bed for a baby, typically on rockers
11. enrich my in_____ct *n.* the ability to think logically and comprehend information, especially at an advanced level
12. ro__t coffee beans *v.* to cook food by surrounding it with hot, dry air, especially in an oven
13. sec_____te product *adj.* of inferior quality or standard; not of the highest or best quality; mediocre
14. r_m the door open *v.* to strike or push forcefully, often to cause damage; to batter or break open a door or barrier using brute force
15. re_____e at high speed *v.* to rotate around a central point
16. gra_____ld-grandparent relationship *n.* a child of someone's son or daughter
17. s__p a heavy fine *v.* to strike something or someone with an open palm or flat object, producing a sharp sound or sensation; to place something firmly, suddenly, or unexpectedly
18. ref_____te medicine *v.* to cool or preserve food or other items by using a refrigerator or other cold storage device; to keep something at a low temperature to prevent spoilage or degradation

ANSWERS: 8. lava, 9. bulletproof, 10. crib, 11. intellect, 12. roast, 13. second-rate, 14. ram, 15. revolve, 16. grandchild, 17. slap, 18. refrigerate

19. pa____e story *n.* a short allegorical story designed to illustrate a moral or spiritual lesson
20. political go_____er *n.* a male godparent who witnesses a child's baptism and accepts a spiritual responsibility for their upbringing; a trusted mentor or advisor who has significant influence and offers support and guidance in personal or professional matters
21. fo___d the use of chemical weapons *v.* to order somebody not to do something, especially officially; to keep something from happening or arising
22. ref_____te perishable *v.* to cool or preserve food or other items by using a refrigerator or other cold storage device; to keep something at a low temperature to prevent spoilage or degradation
23. re_____e around a central axis *v.* to rotate around a central point
24. l__f around during the day *n.* a quantity of bread that is shaped and baked in one piece and usually sliced for serving; (verb) to be lazy or idle
25. sh___e a book *v.* to put or arrange something, especially books, on a shelf; to decide not to take action on something either for a short time or permanently
26. ro__t beef *v.* to cook food by surrounding it with hot, dry air, especially in an oven
27. a_t cabin *adj.* (the opposite of "forward") located at or towards the rear or back of a ship, aircraft, or other vehicle

ANSWERS: 19. parable, 20. godfather, 21. forbid, 22. refrigerate, 23. revolve, 24. loaf, 25. shelve, 26. roast, 27. aft

28. 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
29. traditional me_____al *adj.* of or relating to the treatment or cure of disease
30. te_____ph wires *n.* a method of long-distance transmission of messages by electrical or radio signals
31. fo___d smoking in public areas *v.* to order somebody not to do something, especially officially; to keep something from happening or arising
32. ga___e \$100 on the race *v.* to take risky action in the hope of being successful; to play or game for money or other stakes
33. acid hy_____e *v.* to add water or moisture to something; to drink enough fluids to maintain proper moisture; (noun) any compound that contains water of crystallization
34. environmental det_____nt *n.* a factor, circumstance, or condition that contributes to the shaping, influencing, or determining of a particular outcome or result
35. r_m into the ice *v.* to strike or push forcefully, often to cause damage; to batter or break open a door or barrier using brute force
36. an_____e the body *v.* to make something full of interest and energy
37. s__p on the back *v.* to strike something or someone with an open palm or flat object, producing a sharp sound or sensation; to place something firmly, suddenly, or unexpectedly

ANSWERS: 28. determinant, 29. medicinal, 30. telegraph, 31. forbid, 32. gamble, 33. hydrate, 34. determinant, 35. ram, 36. animate, 37. slap

38. gra_____ld development *n.* a child of someone's son or daughter
39. biblical pa_____e *n.* a short allegorical story designed to illustrate a moral or spiritual lesson
40. 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
41. sh_____e a bill *v.* to put or arrange something, especially books, on a shelf; to decide not to take action on something either for a short time or permanently
42. mu_____d leaf *n.* a yellow or brown condiment that tastes spicy made from the seeds of various plants; (adjective) between yellow and brown
43. me_____al chemistry *adj.* of or relating to the treatment or cure of disease
44. 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
45. ind_____us worker *adj.* hardworking, diligent, and persistent in effort
46. co_____r degree *v.* to have a meeting or discussion to come to a decision or agreement or exchange ideas; to bestow something
47. black mu_____d seed *n.* a yellow or brown condiment that tastes spicy made from the seeds of various plants; (adjective) between yellow and brown

ANSWERS: 38. grandchild, 39. parable, 40. redefine, 41. shelve, 42. mustard, 43. medicinal, 44. redefine, 45. industrious, 46. confer, 47. mustard

48. co___r honor *v.* to have a meeting or discussion to come to a decision or agreement or exchange ideas; to bestow something
49. ba___y industry *n.* a place where bread and other baked goods are made and sold
50. hy_____e my skin *v.* to add water or moisture to something; to drink enough fluids to maintain proper moisture; (noun) any compound that contains water of crystallization
51. la_____d stock *n.* a person or thing that falls behind or moves slowly, particularly in a group or in comparison to others
52. ind_____us student *adj.* hardworking, diligent, and persistent in effort
53. cr_____e the remains *v.* to burn a dead body to reduce it to ash, often as part of a funeral or other death-related ritual
54. crusty l__f *n.* a quantity of bread that is shaped and baked in one piece and usually sliced for serving; (verb) to be lazy or idle
55. he is ob___sed with the fear *v.* to fill the mind of someone continually so that one can't think of anything else
56. bul_____of vehicle *adj.* intended to resist bullet penetration
57. l__a flow *n.* molten rock that has been extruded from a volcano and solidified; a highly fluid, highly heated substance or material
58. scattered cr_____ns *n.* (a portmanteau of "cremated" and "remains") the ashes or remains that are left after a person or a pet has been cremated

ANSWERS: 48. confer, 49. bakery, 50. hydrate, 51. laggard, 52. industrious, 53. cremate, 54. loaf, 55. obsess, 56. bulletproof, 57. lava, 58. cremains

59. an____e his soul *v.* to make something full of interest and energy
60. small-town mo____ry *n.* a place where dead bodies are kept, prepared, and stored before burial or cremation; a funeral home or a building or facility for handling deceased individuals
61. human in____ct *n.* the ability to think logically and comprehend information, especially at an advanced level
62. ga____e away my fortune *v.* to take risky action in the hope of being successful; to play or game for money or other stakes
63. secret s__t *n.* a group of people who follow a particular religious or philosophical belief system, especially one that is regarded as outside the norm or mainstream
64. run a ba____y *n.* a place where bread and other baked goods are made and sold
65. c__b bed *n.* a small, enclosed bed for a baby, typically on rockers
66. s__t beliefs *n.* a group of people who follow a particular religious or philosophical belief system, especially one that is regarded as outside the norm or mainstream
67. re____nt local dishes *v.* to change something so drastically that it looks to be completely new

ANSWERS: 59. animate, 60. mortuary, 61. intellect, 62. gamble, 63. sect, 64. bakery, 65. crib, 66. sect, 67. reinvent

68. be my go_____er at my christening *n.* a male godparent who witnesses a child's baptism and accepts a spiritual responsibility for their upbringing; a trusted mentor or advisor who has significant influence and offers support and guidance in personal or professional matters
69. a_t view *adj.* (the opposite of "forward") located at or towards the rear or back of a ship, aircraft, or other vehicle
70. answer by te_____ph *n.* a method of long-distance transmission of messages by electrical or radio signals
71. sec_____te equipment *adj.* of inferior quality or standard; not of the highest or best quality; mediocre
72. re_____nt our life *v.* to change something so drastically that it looks to be completely new

ANSWERS: 68. godfather, 69. aft, 70. telegraph, 71. second-rate, 72. reinvent

Session 3: Fill in the Blanks

1. The grandparents take care of their _____ while the parents are at work.
n. a child of someone's son or daughter
2. The wealthy businessman acted as a _____ to his protegee, helping him to succeed in his career.
n. a male godparent who witnesses a child's baptism and accepts a spiritual responsibility for their upbringing; a trusted mentor or advisor who has significant influence and offers support and guidance in personal or professional matters
3. He was known to be very _____ and would often work late into the night.
adj. hardworking, diligent, and persistent in effort
4. The ____ section of the ship suffered significant damage after the collision with the reef.
adj. (the opposite of "forward") located at or towards the rear or back of a ship, aircraft, or other vehicle
5. They have tried to _____ their grocery stores.
v. to change something so drastically that it looks to be completely new
6. Will you _____ on the result of the fight?
v. to take risky action in the hope of being successful; to play or game for money or other stakes
7. We need to _____ the leftovers to keep them from spoiling.
v. to cool or preserve food or other items by using a refrigerator or other cold storage device; to keep something at a low temperature to prevent spoilage or degradation

ANSWERS: 1. grandchild, 2. godfather, 3. industrious, 4. aft, 5. reinvent, 6. gamble, 7. refrigerate

8. Because of the _____ vest he was wearing, the officer could escape injury.
adj. intended to resist bullet penetration
9. On my way home from work, I picked up a _____ of bread from the bakery.
n. a quantity of bread that is shaped and baked in one piece and usually sliced for serving; (verb) to be lazy or idle
10. Considering the recent increase in interest rates, we must _____ our plans to buy a new house.
v. to put or arrange something, especially books, on a shelf; to decide not to take action on something either for a short time or permanently
11. The _____ service was interrupted for a while.
n. a method of long-distance transmission of messages by electrical or radio signals
12. The _____ of the exam ensured that all students followed the rules.
n. a person who supervises or monitors an examination, often ensuring compliance with regulations and preventing cheating; a person who oversees the conduct of others, particularly in an educational or professional setting
13. Your _____ is capable of distinguishing among similar objects.
n. the ability to think logically and comprehend information, especially at an advanced level
14. The Earth _____ around the Sun in an elliptical orbit.
v. to rotate around a central point
15. The minority _____ believed in a set of unconventional religious practices.
n. a group of people who follow a particular religious or philosophical belief system, especially one that is regarded as outside the norm or mainstream

ANSWERS: 8. bulletproof, 9. loaf, 10. shelve, 11. telegraph, 12. proctor, 13. intellect, 14. revolves, 15. sect

16. The _____ properties of this herb have been known to help with various ailments.

adj. of or relating to the treatment or cure of disease

17. She drank water to _____ her body.

v. to add water or moisture to something; to drink enough fluids to maintain proper moisture; (noun) any compound that contains water of crystallization

18. She kept her grandfather's _____ in a beautifully crafted urn on the mantle.

n. (a portmanteau of "cremated" and "remains") the ashes or remains that are left after a person or a pet has been cremated

19. The chef _____ the chicken to perfection in the oven.

v. to cook food by surrounding it with hot, dry air, especially in an oven

20. He's utterly _____ with his promotion.

v. to fill the mind of someone continually so that one can't think of anything else

21. The team's performance was described as _____ due to their lack of focus and effort.

adj. of inferior quality or standard; not of the highest or best quality; mediocre

22. Jesus quoted _____ to teach important lessons to his disciples.

n. a short allegorical story designed to illustrate a moral or spiritual lesson

23. I received the sad news that my uncle passed away, and his body was taken to the local _____.

n. a place where dead bodies are kept, prepared, and stored before burial or cremation; a funeral home or a building or facility for handling deceased individuals

ANSWERS: 16. medicinal, 17. hydrate, 18. cremains, 19. roasted, 20. obsessed, 21. second-rate, 22. parables, 23. mortuary

24. God _____ you should regret your marriage.

- v. to order somebody not to do something, especially officially; to keep something from happening or arising

25. He worked at the _____ as a baker.

- n. a place where bread and other baked goods are made and sold

26. The leaders of the two countries met to _____ on the issue.

- v. to have a meeting or discussion to come to a decision or agreement or exchange ideas; to bestow something

27. The positive attitude of the supervisor _____ the discussion.

- v. to make something full of interest and energy

28. She put the baby in the portable _____ for a nap.

- n. a small, enclosed bed for a baby, typically on rockers

29. They plan to _____ their loved ones according to their cultural traditions.

- v. to burn a dead body to reduce it to ash, often as part of a funeral or other death-related ritual

30. 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

31. The volcano's eruption caused a _____ river to flow down the mountainside.

- n. molten rock that has been extruded from a volcano and solidified; a highly fluid, highly heated substance or material

ANSWERS: 24. forbid, 25. bakery, 26. confer, 27. animated, 28. crib, 29. cremate, 30. determinant, 31. lava

32. The car _____ into the wall, causing significant damage.
- v. to strike or push forcefully, often to cause damage; to batter or break open a door or barrier using brute force
33. He had to endure the _____ gas attack during the war.
- n. a yellow or brown condiment that tastes spicy made from the seeds of various plants; (adjective) between yellow and brown
34. The _____ pace of innovation in the industry has allowed competitors to gain ground.
- n. a person or thing that falls behind or moves slowly, particularly in a group or in comparison to others
35. The politician tried to _____ down the rumors about his personal life.
- v. to strike something or someone with an open palm or flat object, producing a sharp sound or sensation; to place something firmly, suddenly, or unexpectedly
36. 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

ANSWERS: 32. rammed, 33. mustard, 34. laggard, 35. slap, 36. redefined