

Name _____

Class _____

Vocabulary for Unit 4: The Science of Branding: Why We Buy — LIST 2

Activity 1: In-Context Predictions

Directions: Use context clues to determine the meaning of each of your new vocabulary words. Your teacher will review the correct definitions with you after. The example below shows you how to do this.



1. Begin by looking at the photo.
Ask yourself, **What do I see?**
I see birds flying in the air.
They are not being controlled or told where to go.
2. Next, look at the caption.
Ask yourself, **what word could I put in place of the underlined vocabulary word?**
Here I might substitute "all" or "complete" for absolute.
3. Then, look at the example sentence.
Ask yourself, **do my substitutions from the caption — "all" and "complete" — make sense in this sentence?**
Yes, "complete" works in the example sentence as well.
4. Finally, **write or type a prediction** in the last box.

Example: Absolute [ab-suh-loot]

My mother's no was absolute. Once she said it, there was no chance of changing her mind.



Birds have absolute freedom to go wherever they like.

What's your prediction?

My Answer: complete

Correct Definition:

1. Alternative [awl-tur-nuh-tiv]

Mr. Perryman offered the students a second book as an alternative to *Of Mice and Men*.



Undecided about which scarf to wear, Leslie packed several alternatives.

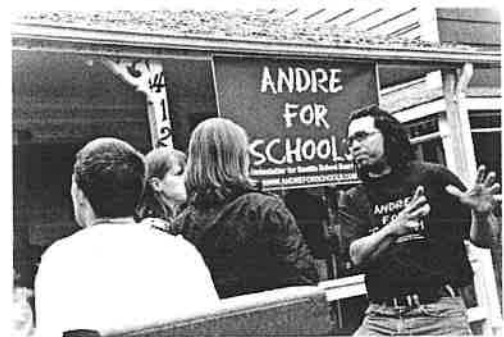
What's your prediction?

My Answer:

Correct Definition:

2. Campaign [kam-peyn]

Feeling change was necessary, Carly began a campaign to make the dress code fairer for both boys and girls.



Andre based his campaign on increasing middle school science funding.
Photo by J. (CC BY-SA 2.0)

What's your prediction?

My Answer:

Correct Definition:

3. Divert [dahy-vurt]

Celine had to divert her attention away from the television and onto her homework.



Because of construction, signs were put in place diverting drivers to a new route.

What's your **prediction**?

My Answer:

Correct Definition:

4. Elicit [ih-lis-it]

Mr. Perez tried to elicit more student responses by awarding points for participation.



The band played their hit song, eliciting excited cheering from the crowd.

What's your **prediction**?

My Answer:

Correct Definition:

5. Emphasize [em-fuh-sahyz]

Mrs. Laiky emphasized multiple times that we should be careful to cite our sources; if not, we could fail the paper.



Ayesha used a highlighter to emphasize important parts of the text.

What's your **prediction**?

My Answer:

Correct Definition:

6. Exploit [ek-splait]

By studying tapes of games, the coach was able to help her team exploit their opponents' weaknesses.



There are protective laws in place that prevent big factories from exploiting their workers.

What's your **prediction**?

My Answer:

Correct Definition:

7. Market [mahr-kit]

Theirry took a course to learn how to successfully market his new product.



The team presented their idea: marketing their company using social media.

What's your **prediction**?

My Answer:

Correct Definition:

8. Perceive [per-seev]

Laney perceived a change in herself when she came home from college and didn't want to hang out in her old places.



Secret Service agents must use all their senses to perceive a possible threat to the President before anything happens.

What's your **prediction**?

My Answer:

Correct Definition:

9. Prestige [pre-steezh]

Her years of experience and record of winning several difficult cases brought the lawyer great prestige.



Some people believe buying a fancy car will add to their prestige.

What's your **prediction**?

My Answer:

Correct Definition:



Activity 2: Fill-in-the-Blank Sentences

Directions: Fill in the blanks using the correct vocabulary word to complete each sentence. You may have to change the form of the word (ex: go, going, gone).

Alternative Campaign Divert Elicit Emphasize Exploit Marketing Perceive Prestigious

	My answer
1. Because the roads could be closed for construction, Zev knew that he needed to be prepared with a(n) ___ set of directions.	
2. Alaina quickly ___ that something was wrong when she opened her door and smelled smoke and felt a wave of heat hit her in the face.	
3. Jackie ran a successful ___ to get bike lanes on every street in town by posting signs all over that convinced people it would lessen traffic.	
4. The coach continued to ___ that learning, sportsmanship, and having fun are more important than winning every game.	
5. After years of training, Gabe finally landed a job at the ___ restaurant, known for having top chefs and excellent customer reviews.	
6. Kai knew that her brother was just trying to ___ a negative response from her by making noises while she studied, so she ignored him.	
7. Ms. Simpson was annoyed when her students' attention was ___ by the snow falling outside.	
8. Some brands use social media as a(n) ___ strategy to get attention from potential customers.	
9. It was unfair for the boss to ___ her authority and force her employees to work longer days without paying them overtime.	



Activity 3: Fill-in-the-Blank Scenarios

Directions: Fill in the blanks using the correct vocabulary word to complete each scenario. Then, explain why that vocabulary word fits best based on context clues provided in the scenario. You may have to change the form of the word (ex: go, going, gone).

For Example:

Every single day, Bryan wakes up at 5 o'clock in the morning to take a 10-mile jog. Then, he goes to the gym to lift weights. Afterwards, he does 20 laps in the pool. And this is before he goes to practice with the team every afternoon! Bryan is _____ about training because _____.

My Answer	My Reason
<i>relentless</i>	<i>He is extremely dedicated and exercises all of the time. He runs 10 miles, lifts weights, swims, and attends practice every day.</i>

Prestigious Market Emphasize Divert Alternative Advocate Campaign Elicit Exploit Perceive

- The dance teacher continually reminded the dancers that Friday night was their final performance. She encouraged them to set their fears aside and do their absolute best because there would not be another chance afterwards. She wanted to be sure that they ended the season with a successful performance.

The dance teacher wanted to _____ her point because _____.

My Answer	My Reason

- Shane thought his coach was unfairly picking on him. He was always asked to redo drills and he was constantly being pulled aside during practice to receive extra pointers. However, his coach told him later that he saw great talent in Shane and wanted him to improve.

Shane _____ his coach's actions as unfair because _____.

My Answer	My Reason

3. When Kyle found out some of his friends did not like chocolate cake, he made sure to have some vanilla cupcakes at the birthday party for them to eat instead.

Kyle offered a(n) _____ because _____

My Answer	My Reason

4. Several big banks took advantage of their customers' lack of knowledge and made money by offering them risky loans. The banks did not fully inform people of the risks, leading customers to take out loans they were unable to pay back.

The banks were _____ their customers because _____

My Answer	My Reason

5. When the politician announced that he would be lowering taxes, it got a huge response from the crowd. People began to cheer and chant his name.

The politician _____ a positive response because _____

My Answer	My Reason

6. Harvard University is considered one of the top colleges in the country. It is over 200 years old and many successful, famous Americans have gone there. It also has some of the best professors and excellent facilities.

Harvard is a _____ university because _____

My Answer	My Reason

7. The company hired Imogen because she had successful experience in advertising and knew exactly how to get people to buy a product.

The company believe Imogen would help _____ their product because _____.

My Answer	My Reason

8. When Joe wanted to save money for a new car, he opened up a new bank account. Each month he would shift some money from his paycheck into the new account, slowly building towards his goal.

Joe _____ money into a new account because _____.

My Answer	My Reason

9. Gerald successfully ran for class president. He gave speeches during lunch periods, passed out pins with his name on them, and made sure there were posters all over the school explaining his views on important issues. In the end, he won because everyone was familiar with his name and his opinions.

Gerald ran a successful _____ because _____.

My Answer	My Reason

Activity 4: Matching

Directions: Match the following vocabulary words to their synonyms from the box. Write your answer in the column next to the word.



Synonyms: Prompt Abuse Sense Strategy Shift Admiration Highlight Promote Option

Words	My Answer
1. Alternative	
2. Campaign	
3. Divert	
4. Elicit	
5. Emphasize	
6. Exploit	
7. Market	
8. Perceive	
9. Prestige	



Activity 5: Application of Vocabulary

Directions: Answer each question in 1-2 complete sentences. Make sure that you use the underlined vocabulary word in your answer.

1. Name a brand which has had unsuccessful marketing. Explain why you chose this brand.

2. How might you elicit an excited response from your class?

3. Name a prestigious award and explain what brings this award such prestige.

4. What measures could be put in place to prevent companies from exploiting their employees?

5. Do you find it difficult to divert your focus from one task to another? Why or why not?

6. What is one thing you now perceive about high school that you didn't at the beginning of the year?



7. How do speed limit signs and warnings about red light cameras emphasize driving rules?

8. The United States government currently uses tax dollars to fund part of every presidential campaign. Do you think tax dollars should be used in this way? Why or why not?

9. When making plans for after high school, why is it important to have multiple alternatives?