

Name _____

Class _____

Vocabulary for Unit 4: The Science of Branding: Why We Buy — LIST 1

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. Archetype [ahr-ki-tahyp]

From *Star Wars* to *Avengers*, the archetypes of the hero and the villain drive people to watch movie after movie with the same storyline.



In *The Lord of the Rings*, Gandalf represents the archetype of the wise guardian who protects the hero on his journey.

What's your **prediction**?

My Answer:

Correct Definition:

2. Differentiate [dif-uh-ren-shee-eyt]

It's hard for people with colorblindness to differentiate between colors such as blue, green, and brown.



Meredith put stickers all over her suitcase so they would be easy to differentiate from other plain suitcases at the baggage claim.

What's your **prediction**?

My Answer:

Correct Definition:

3. Endow [en-dou]

Jamie's glasses and severe bun endowed her with a seriousness that impressed the class.



Grant hoped to endow his son with great intelligence by spending lots of time reading to him.

What's your **prediction**?

My Answer:

Correct Definition:

4. Evoke [ih-vohk]

Smelling the cinnamon rolls baking in the oven evoked memories of breakfast with Grandma.



Watching the sun set can evoke feelings of peace and calm.

What's your **prediction**?

My Answer:

Correct Definition:

5. Iconic [ahy-kon-ik]

Many restaurants imitate New York City's style of pizza, but if you want the iconic slice, go to Joe's Pizza in Manhattan.



The Golden Gate Bridge is one of the most iconic bridges in America.

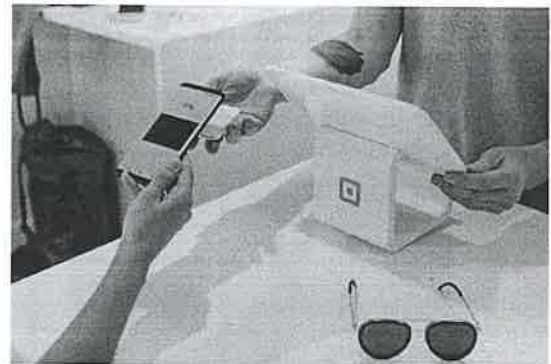
What's your **prediction**?

My Answer:

Correct Definition:

6. Innovative [in-uh-vey-tiv]

The hospital uses an innovative cancer treatment that works faster than the old methods.



Innovative technology makes it easier and faster to pay for purchases.

What's your **prediction**?

My Answer:

Correct Definition:

7. Portray [pawr-trey]

Although Junior portrayed himself as a serious student, he was actually out late every night and failing all his classes.



Directors help actors successfully portray their characters by offering tips and advice from behind the camera.

What's your **prediction**?

My Answer:

Correct Definition:

8. Statistics [stuh-tis-tiks]

I heard a disturbing statistic: one in every five girls is bullied online.



Carmelo generated statistics to show the relationship between technique and injuries.

What's your **prediction**?

My Answer:

Correct Definition:

9. Strategy [strat-i-jee]

Tammy's strategy of waiting until Sunday night to write her research paper failed miserably; now she has no paper.



Lizzie's strategy for completing articles was to break the work up over several reading sessions.

What's your **prediction**?

My Answer:

Correct Definition:

10. Technique [tek-neek]

Tyler found out that swimming became much easier once he learned the proper breathing technique.



Learning the correct skateboarding technique can make the difference between staying safe and getting hurt.

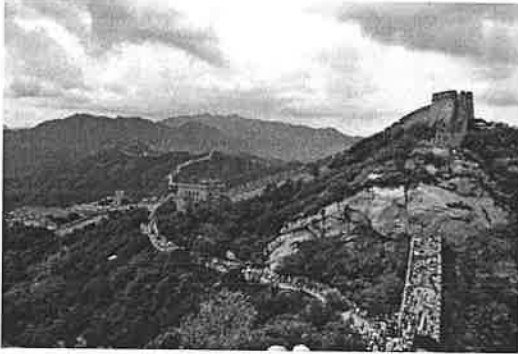
What's your **prediction**?

My Answer:

Correct Definition:

11. Universal [yoo-nuh-vur-suhl]

Many American taxpayers would like for healthcare to be universal so that everyone would be covered.



Visiting the Great Wall of China causes universal awe, no matter the visitor's language or cultural background.

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).

Innovative Strategy Differentiate Archetype Endowment Iconic Universally Portrays Technique Evokes Statistics

My answer	

- Hannah ruined her cake because she couldn't ___ sugar from salt.
- All humans are ___ with the right of liberty at birth.
- The ___ "swoosh" on all of the products, from shoes to headbands, lets you know you're wearing Nike.
- The newspaper article said that 3,000 people responded to the question about smartphone usage to generate the ___ published in the article.
- Tanya's ___ app has made accessing all your homework assignments at once possible for the first time.
- In Jim's first week as head coach of the cross country team, he focused on teaching proper running ___ so his runners could avoid injury.
- For me, the sound of church bells ringing always ___ the memory of midnight Mass, snow, and family holiday gatherings.
- The ___ of the underdog who somehow wins it all is popular in movies, especially sports movies.
- Concern about climate change and the fight to save the planet is becoming more ___ accepted around the world.
- In this romantic comedy, the lead actress ___ a weak and helpless character, even though she was the opposite in real life.
- Realizing they needed a ___, the team sat down and made a plan for how to bake 100 cupcakes in one hour.



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>

Technique Evoke Universal Differentiate Endowment Iconic Innovative Portray Statistics Strategy Archetype

1. Tamela wanted her guests to feel welcome in her home, so she lit a fire in the fireplace. She baked cookies so the air was filled with a delicious scent, and she made a playlist of soft, slow music. When the guests arrived, they felt completely at home!

Tamela _____ her her home with coziness because _____

My Answer	My Reason

2. Timothy wondered if more boys than girls recieved dress code infractions. So he designed a questionnaire and interviewed over 300 students. After collecting the data, Timothy used formulas to find relationships between the numbers. After analyzing the data, he was surprised to see that girls actually received more infractions than boys.

Timothy used _____ because _____

My Answer	My Reason

3. People have been glueing eyelashes on for years. This year, a new product hit the market. Instead of using glue, the product uses magnetized mascara. The lashes have magnets that attach to the magnetic mascara!

The new eyelashes were _____ because _____

My Answer	My Reason

4. Bernard had to come up with a plan for how he was going to ask Carly to the prom. He got one of her friends to make sure she was in the right place at the right time. When Carly walked outside, she found her car covered in sticky notes and Bernard holding a sign saying, "Will you stick by my side at prom?"

Bernard had a _____ because _____

My Answer	My Reason

5. "The tan suit" is easily the most recognizable suit of former President Obama's presidency. Since most presidents wear dark blue, gray, or black suits, the tan suit caused quite a stir. Now, if you were to mention the suit to an adult, they would immediately know you were referring to President Obama.

The tan suit was _____ because _____

My Answer	My Reason

6. Lisa and Kimberly were painting the wall of their apartment. While Lisa could tell the difference between "egg shell" white and "fresh snow" white, Kimberly could not. They looked identical to her.

Kimberly had a hard time _____ because _____

My Answer	My Reason

7. The children's movie is easy to understand because it follows a familiar pattern. It opens with an orphaned child who finds out their parents were special people and ends with the child fulfilling a special task.

The movie contained a(n) _____ because _____

My Answer	My Reason

8. The actors and actresses studied their characters' personalities and descriptions for several weeks. For many of the students, this was their first time acting and taking on an identity different from their own.

The students prepared to _____ characters because _____

My Answer	My Reason

9. After years of practice, Dan became a master carpenter. He knew how to use every tool, his measurements were exact, and the furniture he built was solid and sturdy

Dan had great _____ because _____

My Answer	My Reason

10. When Mrs. Wilder saw her students organizing for a cause they believed in, she remembered her own youth. She couldn't help but think about her days of protesting and standing up to fight against the injustice of the world.

Her students _____ proud memories because _____

My Answer	My Reason

11. The experience of live theater is something that people across countries and cultures can appreciate. People around the world have been enjoying the emotions and authenticity of live theater for centuries.

The experience of live theater is _____ 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: Data Distinguish New Recognizable Plan Give Method Global Pattern Suggest Represent

Words	My Answer
1. Archetype	
2. Differentiate	
3. Endow	
4. Evoke	
5. Iconic	
6. Innovative	
7. Portray	
8. Statistics	
9. Strategy	
10. Technique	
11. Universal	



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. Many parents of twins dress them in identical outfits. Do you think parents should use clothing to differentiate twins instead of making them look the same? Explain why or why not.

2. Would you rather be endowed with beauty or intelligence? You can have one, but not both — which one would you choose and why?

3. Who is an iconic figure for your generation? What characteristics does this person have that makes them iconic?

4. Some people consider the smartphone one of the most innovative inventions of the 20th century. Do you agree or disagree? Explain why.

5. How might statistics be used in a helpful way? How might statistics be used for harm or in a harmful way?

6. What are your goals and dreams for life after high school? What is one strategy you might use while in high school to point you in that direction?

7. What is one archetype you frequently see in movies? Why do you think this archetype is so popular?

8. What smells, sights, or sounds evoke pleasant memories for you?

9. Why might someone want to portray themselves differently at work than at home?

10. Why is it beneficial to learn the proper technique for typing on a keyboard?

11. Describe a creative work (television show, movie, music, book, etc.) that you think should be universally known. Explain why you picked this work.

