

4th Edition

WORDLY WISE 3000®

SAMPLE LESSONS

Direct Academic Vocabulary Instruction | Grades K–12 | RTI 

BOOK 10:
Lessons
1 & 10

Lesson 1 Word List

Study the definitions of the words. Then do the exercises.

asperity
as per' a te
n. 1. Sharpness or harshness of manner. There was a noticeable **asperity** in her voice as she scolded Andrea.
2. Roughness of surface; unevenness. Running my fingers over the new countertop, I detect **asperity**.

bane
ban
n. A person or thing that destroys or causes harm. Juanka's little brother was the **bane** of our slumber parties.

baneful
ban' e ful
adj. Causing destruction or ruin. Hitler's **baneful** rule ended with his death in 1945.

buffoon
bu' foon
n. A person who often makes attempts to be funny. Although he acted like a **buffoon** at parties, Matt was a serious person.

doleful
dol' e ful
adj. Mourful or full of sorrow; causing grief. The **doleful** look on her face told me she had not had a good day.

extrovert
ek' t' a vert
n. A person whose attention is focused on other people, rather than on her or his own feelings. Rachel is an **extrovert** now, but she was rather shy when she was a child.
adj. Because she is so **extroverted**, she loves to party.

garish
gar' ish
adj. Excessively bright and flashy; tastelessly showy. I told Lu that his tie was too **garish** to wear to work.

hierarchy
hi' ar' a ke
n. A group or system in which positions of power or authority are ranked from highest to lowest. In the state government **hierarchy**, the governor is the highest-ranking official.

imbue
im' byoo
v. To fill completely with a feeling or idea. The really great athletes are **imbued** with a sense of teamwork.

instigate
in' stig' a te
v. To stir up or urge on; to provoke. Because Sabina was jealous of Dana's friendship with Matt, she **instigated** her to break up with him.

BOOK 10

WORDLY WISE

3000®

Direct Academic Vocabulary Instruction

Fourth Edition



Kenneth Hodkinson • Sandra Adams • Erika Hodkinson

EDUCATORS PUBLISHING SERVICE

Lesson 10 Word List

Study the definitions of the words. Then do the exercises that follow.

attest
a test
v. To declare or be evidence of something as true, genuine, or accurate. The constant long lines at Romolo's bakery **attest** to its popularity.

axiom
ak' se am
n. A statement or principle that requires no proof because its truth is obvious. My pleasure-loving aunt believes in the **axiom** that no one lives forever.
adj. The fact that no one can be in two places at once is **axiomatic**.

churlish
churl' ish
adj. Lacking good manners; rude; impolite. Barry's **churlish** remarks started an altercation.

concoct
kon' k' a kt
v. To make up, prepare, or invent. We were able to **concoct** a delicious meal from the leftovers in the refrigerator.

concoction
kon' k' a sh' en
n. The drink he created was a **concoction** of mango, pineapple, and grapefruit juice.

derivative
di' riv' a te
n. Something that grows out of or results from an earlier form or condition. The artificial sweetener saccharin is a **derivative** of coal tar.
adj. Based on what has gone before; lacking originality. The artist's work is **derivative** of the Flemish school of painting.

differentiate
di' fer' en' sh' e at
v. 1. To see the difference; to distinguish. The twins looked so much alike I could not **differentiate** between them.
2. To be or make different. Her expressive way of playing the piano **differentiated** her from the other contestants.

disparage
dis per' ij
v. To criticize in a negative, disrespectful manner. I didn't mean to **disparage** your relationship with Corey when I said that he was not a loyal person.
adj. Her **disparaging** remarks about his artwork did not discourage him from applying to art school.



Word List

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asperity
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n. 1. Sharpness or harshness of manner.

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2. Roughness of surface; unevenness.

Running my fingers over the new countertop, I detected a certain **asperity**.

bane
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n. A person or thing that destroys or causes harm.

Juanita's little brother was the **bane** of our slumber party.

baneful *adj.* Causing destruction or ruin.

Hitler's **baneful** rule ended with his death in 1945.

buffoon
bəˈfūn'

n. A person who often makes attempts to be funny; a clown; a fool.

Although he acted like a **buffoon** at parties, Matt was usually rather serious.

doleful
dōl'fəl

adj. Mournful or full of sorrow; causing grief.

The **doleful** look on her face told me she had not gotten the grant to go to the summer program.

extrovert
eks'trəvɜrt

n. A person whose attention is focused on others and on what is going on around her or him, rather than on her or his own feelings.

Rachit is an **extrovert** now, but he was rather shy as a young child.

extroverted *adj.*

Because she is so **extroverted**, she loves to perform in front of a large crowd.



.....
Discuss with your partner how an extrovert might act at a party.

garish
gâr'ish

adj. Excessively bright and flashy; tastelessly glaring.

I told Li that his tie was too **garish** to wear to a job interview.

hierarchy
hī'ər'är'kē

n. A group or system in which positions of power are ranked, usually from lowest to highest.

In the state government **hierarchy**, the governor is at the top.



.....
Tell your partner how you rank in the age hierarchy of your family.

imbue
imbyoo'

v. To fill completely with a feeling or idea; to inspire.

The really great athletes are **imbued** with a desire to excel.



.....
Share with your partner a moment this week when you were imbued with happiness.

instigate
in'stægät

v. To stir up or urge on; to provoke.

Because Sabina was jealous of Dara's friendship with Taisha, she **instigated** an argument between them.

penchant
pen' chənt

n. A strong attraction or leaning.
Mae's parents shared a **penchant** for crossword puzzles and made a ritual of doing them together every Sunday morning.



.....
Talk to your partner about something you have a penchant for doing, and explain why you like it so much.

rambunctious
ram bunj' shəs

adj. Behaving in a wild and unruly manner.
When the puppies get too **rambunctious** in their play, the trainer separates them.

repertoire
rep' ərtwār

n. The list of pieces an actor, musician, etc., is ready to perform; the skills or accomplishments of a person or group.
The band knew most of the requests, but several songs were not part of its **repertoire**.

rudiment
rū' də mənt

n. (usually plural) 1. A basic principle or skill.
This book teaches the **rudiments** of cooking, but it will not make you a master chef.
2. An undeveloped or beginning stage.
The **rudiments** of the club's plan to raise money seemed promising until we realized how unrealistic they were.



.....
Chat with your partner about what you think the rudiments of polite behavior are.

undermine
un' dər mīn

v. 1. To weaken or ruin by degrees.
His habit of staying up all night seriously **undermined** his health.
2. To attack by indirect, secret, or underhanded means.
During World War II, the French underground sought to **undermine** the Nazi occupation.



.....
Tell your partner about how you might react if someone tried to undermine you.

unremitting
un rē mit' īŋ

adj. Not stopping or slowing down; constant.
The **unremitting** sounds of the city kept me awake in my room all night.



.....
Make an unremitting sound until your partner tells you to stop.

1A

Understanding Meanings

Read the following sentences. If the word in bold is used correctly, write C on the line. If the word is used incorrectly, write a new sentence using the word correctly.

1. A **doleful** tale is one that expresses sadness or gloom.

2. A **penchant** is a fondness for something.

3. One's **repertoire** is one's range of skills or accomplishments.

4. An **unremitting** effort is one made in a halfhearted manner.

5. **Asperity** is abrasive behavior.

6. A **rambunctious** crowd is one that is excessively exuberant.

7. **Rudiments** are basic skills.

8. A **buffoon** is a person who tries to amuse people with tricks and silliness.

9. A **hierarchy** is a group that is organized according to status.

10. To **undermine** a plan is to work subtly to make sure that it isn't executed.

11. An **extrovert** is an effort that goes beyond what is expected.

12. To be **imbued** with a quality is to have it in abundance.

13. To **instigate** something is to examine it closely.

14. A **garish** display is one that is showy to the point of gaudiness.

15. A **baneful** policy is one that is full of kindness.

1B

Using Words

If the word (or a form of the word) in bold fits in a sentence in the group following it, write the word in the blank space. If the word does not fit, leave the space empty. There may be more than one correct answer or no correct answer.

1. **garish**

- (a) Walter gave me a _____ look when I told him I couldn't come to his party.
- (b) The school gym was covered with _____ decorations for the dance.
- (c) The multicolored sequined dress was a little too _____ for my taste.

2. **penchant**

- (a) Trina's _____ for long words sometimes makes her sound pretentious.
- (b) Isolation from the company of others had made him increasingly _____.
- (c) A _____ for stretching the truth gave Jamie a reputation for being unreliable.

3. **buffoon**

- (a) With his ill-fitting suit and mismatched socks, he looked like a _____.
- (b) The salesperson tried to _____ us into paying twice what the watch was worth.
- (c) Whenever Jieun tried to _____ her brother, he got annoyed and walked away.

asperity

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buffoon

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extrovert

garish

hierarchy

imbue

instigate

penchant

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repertoire

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undermine

unremitting

4. **bane**

- (a) Our neighbors caused us so much _____ we were forced to move.
- (b) Mosquitoes are the _____ of people camping in the northern woods this season.
- (c) The _____ effects of DDT led to the banning of this toxic pesticide in the United States.

5. **repertoire**

- (a) The magician's _____ included making coins disappear into thin air.
- (b) The 1929 model was the prize object in the antique-car collector's _____.
- (c) Beckham demonstrated for us his incredible _____ of bird calls.

6. **undermine**

- (a) Your constant criticism will seriously _____ his confidence.
- (b) Reports of mismanagement have _____ the public's confidence in the agency.
- (c) Interfering with her practice sessions will _____ her chances of winning the cello competition.

7. **instigate**

- (a) A mutiny doesn't start by itself; someone has to _____ it.
- (b) The amateur detective vowed to _____ the dreadful crime.
- (c) The college will _____ its new admissions policy immediately.

8. **imbue**

- (a) The stump was so deeply _____ in the ground that we couldn't remove it.
- (b) All their children were _____ with a deep love of learning.
- (c) She _____ in her followers a deep loyalty to her beliefs.

1c

Word Study: Synonyms and Antonyms

Each group of words contains two words that are either synonyms or antonyms. Circle them. Then circle S if they are synonyms or A if they are antonyms.

- | | | | | | |
|--------------|-------------|--------------|--------------|---|---|
| 1. baneful | ecstatic | doleful | questionable | S | A |
| 2. fill | instigate | recall | imbue | S | A |
| 3. hierarchy | penchant | aversion | description | S | A |
| 4. roughness | instigation | clarity | asperity | S | A |
| 5. docile | garish | rambunctious | clever | S | A |
| 6. garish | unremitting | thoughtful | plain | S | A |
| 7. provoke | undermine | instigate | overlook | S | A |
| 8. undermine | support | begin | barter | S | A |
| 9. constant | silent | baneful | unremitting | S | A |
| 10. blessing | hierarchy | bane | buffoon | S | A |

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Images of Words

Circle the letter next to the sentence that suggests the bold vocabulary word. There may be more than one correct answer or no correct answer.

1. **extroverted**

- (a) No matter what I say, you seem to take pleasure in disagreeing with me.
- (b) I notice that Catalina spends more and more time alone in her room.
- (c) Ever since he was a child, Tyrone has liked to take part in all group activities.

2. **asperity**

- (a) "Don't you dare contradict me," she said to her son.
- (b) The engine knocks loudly because it needs a tune-up.
- (c) Wearing itchy wool next to sensitive skin can cause a rash.

3. **unremitting**

- (a) My grandparents worked for twelve months on the house and never took a day off.
- (b) The Eagles kept up the pressure on the Colts for the entire game.
- (c) After thirty days, the drought showed no signs of ending any time soon.

4. **rambunctious**

- (a) Lucy was disappointed with the ending to the novel.
- (b) The garden had been sadly neglected and was overgrown with weeds.
- (c) Jamilla's orange coat clashed horribly with her pink pants.

5. **hierarchy**

- (a) The Arc de Triomphe, a central landmark in Paris, was completed in 1835.
- (b) The captain let me see the major, who then allowed me to see the colonel.
- (c) In chess, a queen is a more powerful piece than either a rook or a knight.

6. **doleful**

- (a) The headline read, "Earthquake Fatalities Exceed 2,000."
- (b) The song was about the Great Famine that devastated Ireland.
- (c) I could tell by their expressions that the rescue mission had failed.

7. **instigate**

- (a) The server suggested that we try the goulash, which she said was delicious.
- (b) The starter waved the flag, and the 400-meter relay got underway.
- (c) "Something is not right here, and I intend to get to the bottom of it," said Hector.

8. **rudiments**

- (a) For his first basketball lesson, I taught Jin how to dribble the ball.
- (b) My grandmother commented on my impolite behavior.
- (c) Coach Ginsberg was surprised by how quickly I learned the basic moves.

9. **undermine**

- (a) Another big storm could collapse that wall.
- (b) Maura’s hiking boots were so worn out that they couldn’t be repaired.
- (c) Termites had weakened the beams on which the floor rested.

10. **repertoire**

- (a) The comedy duo exchanged impromptu quips that had the audience in fits of laughter.
- (b) The band plans to add two new songs to its Friday performance.
- (c) Bhavya plays six instruments and is proficient on all of them.

1E

Vocabulary in Context

Read the passage.

Clown College

When Irvin Feld purchased Ringling Brothers Barnum & Bailey Circus in 1967, he was concerned that the number of clowns in his circus was dwindling. The circus had only about a dozen clowns, and the average age of the group was about sixty. After seeing some clowns perform, Feld remarked with **asperity**, “They can fall down, but can they get up?”

Feld found a solution to his problem in 1968 when he started a school that would train a new generation of clowns. It ran for thirty years and at its peak was receiving thousands of applications from those **imbued** with a desire to make people laugh. During their audition, applicants might be asked to walk like a lizard or to pretend they’re on a planet with too much gravity and then on one with too little. Only about thirty were accepted each year, usually the most **extroverted**. Shyness had to be overcome, or it would **undermine** their chances of success. The college’s director once said what he looked for in a clown was “a heart as big as Alaska and [a willingness] to give it away on a daily basis.”

After admission, eight weeks of **unremitting** hard work faced the successful applicants. For fourteen hours a day, six days a week, students learned the **rudiments** of clowning. Classes were typically taught by veteran clowns, many of whom were big-name circus performers at the top of the circus **hierarchy**. Their day began with warm-ups at 8:00 a.m., followed by an hour-long makeup class. From 9:30 a.m. until dinnertime, students practiced the physical aspects of clowning: tumbling, taking pratfalls, walking on stilts, riding unicycles, and juggling. At the same time, they worked on developing their own **repertoire** of tricks and stunts. They also had to decide which basic type of clown they aspired to be.

The auguste (pronounced *oh-GOOST*) wears **garish** clothing several sizes too big for him or her. The makeup is greatly exaggerated, and the costume often features a

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bright red fake nose and curly orange wig. The **bane** of the other clowns, the auguste specializes in **rambunctious** behavior and delights in **instigating** mischief in the circus ring and acting like a **buffoon**. Hampered by a pair of enormous shoes, the auguste is often seen being chased around the ring by an authority figure like a police officer or the ringmaster.

Students with a **penchant** for mime are often drawn to another basic type, known as the whiteface clown. Makeup for the whiteface is applied sparingly around the eyes and mouth, over a white base. The shoes are a normal size, and the costume is loose-fitting. The hair is completely hidden under a skullcap, over which the whiteface wears a neat, cone-shaped hat. Much of circus comedy is based on interactions between the auguste and the whiteface clowns. The whiteface is often a victim of the auguste's antics and therefore usually has a **doleful** expression.

In 1995, Clown College moved from Florida to Wisconsin. Two years later, as a result of cost-cutting measures, the circus closed its doors permanently. Clown College today exists only in the form of smaller clowning seminars and programs offered throughout the United States.

During its thirty years, Clown College graduated about fifteen hundred clowns. Class reunions are held every year when about three hundred present and former clowns get together to swap stories of circus life. With no more clowns being graduated, many of them tell of receiving calls from the circus, inviting them to return. But the work is hard, the pay is low, and the turnover is high. Not many are tempted by such offers. All agree, however, that their experience with the circus was an exciting time of their lives. They had lived a childhood dream: They ran away to join the circus.

► **Answer each question with a sentence. If a question does not contain a word from the lesson, use one in your answer. Use each word only once.**

1. How did Feld express his opinion of the state of the clowns in his circus in 1967?

2. What kind of person is likely to apply to Clown College?

3. Why would shyness **undermine** an audition to Clown College?

4. Is Clown College all fun and games?

5. What do students learn at Clown College?

6. Why might one conclude that students at Clown College get a good education in clowning?

7. What kind of student might be interested in becoming a whiteface clown?

8. How does the auguste's makeup and hair differ from those of the whiteface clown?

9. How would you characterize the auguste?

10. Why is the auguste the **bane** of the other clowns?

Fun & Fascinating FACTS

-
- The Latin *dolere* means "to feel pain" and is the root of several English words. A life of *dolor* is filled with sorrow. A **doleful** expression is an unhappy one. *Indolent* once meant "free of pain" but now means "lazy."
-
- **Extrovert** and its antonym *introvert* are formed from the Latin verb *vertere*, "to turn," combined with the prefixes *extro-*, "outward," and *intro-*, "within," respectively. *Extroverts* turn their attention to what is going on outside themselves; *introverts* turn their attention inward, focusing on their own feelings and thoughts.
-
- **Repertoire** and *repertory* can be used interchangeably in some instances. One can speak of a singer's *repertoire* of songs or of a singer's *repertory* of songs. However, in this case, *repertoire* is the preferred term. *Repertory* is also the term for a type of theatrical practice in which several different plays are put on in rotation over the course of a season. Many actors learn their skills in *repertory*. A *repertory* company may put on a tragedy one night and a comedy the next, with the same actors performing in both plays.

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adj. Based on what has gone before; lacking originality.

The artist's work is **derivative** of the Flemish school of painting.



.....
Discuss with your partner an artist whose music you think is derivative.

differentiate

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v. 1. To see the difference; to distinguish.
The twins looked so much alike I could not **differentiate** between them.

2. To be or make different.

Her expressive way of playing the piano **differentiated** her from the other contestants.



.....
Talk to your partner about how people can use clothes to differentiate themselves.

disparage

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v. To criticize in a negative, disrespectful manner.
I didn't mean to **disparage** your relationship with Corey when I said that he was not a loyal person.

disparaging *adj.*

Her **disparaging** remarks about his artwork did not discourage him from applying to art school.



.....
Think of a disparaging remark about a song you don't like and share it with your partner.

dissipate
dis' i pāt

- v. 1. To break up and spread out so thinly as to disappear; to scatter or be scattered.
The sun **dissipated** the morning fog.
2. To spend or use foolishly.
He **dissipated** his inheritance in six months and has now incurred heavy debts.



.....

Ask your partner what can make the crowd at a sporting event dissipate.

esoteric
es ə ter' ik

- adj. Not generally known or understood; familiar to only a relatively small number of people.
Arabic used to be so **esoteric** that almost no one in America studied it, but it has become much more popular recently.

olfactory
əl fak' tər ē

- adj. Relating to the sense of smell.
His **olfactory** sense told him that he was close to a chocolate factory.

plethora
pleth' ə r ə

- n. Too great a number; an excess.
Of the **plethora** of suggestions, there were a few that were useful.



.....

Tell your partner something your school has a plethora of.

refurbish
rē fər' bish

- v. To make like new; to renovate.
We **refurbished** the guest room before our cousins came to stay with us.

secrete
sə krēt'

- v. 1. To produce and give off.
Enzymes **secreted** by the stomach aid in digestion.
2. To place so as to be hidden from view; to conceal.
The money was **secreted** in a hidden compartment of the suitcase.



.....

Make a list with your partner of fruits that secrete juices when they are squeezed.

vagary
vā' gər ē

- n. (usually plural) A departure from the normal, expected course; a whim or unpredictable action.
The **vagaries** of the marketplace make it difficult to predict how well the stock market will perform each year.

volatile
väl' ə təl

- adj. 1. Evaporating quickly.
Gasoline is a **volatile** substance.
2. Changing readily; explosive; unpredictable.
Emotions run high when people discuss a **volatile** subject like politics.



.....

Chat with your partner about some strategies for talking to a volatile child.

Determining Precise Meaning

Choose the most accurate paraphrase for each sentence.

1. Everyone agreed that Eric's behavior was **churlish**.
 - (a) Everyone agreed that Eric's behavior was **lacking in good manners**.
 - (b) Everyone agreed that Eric's behavior was **winning him new friends**.
2. To Antonia, chess is an **esoteric** subject.
 - (a) To Antonia, chess is a **difficult** subject.
 - (b) To Antonia, chess is a **familiar** subject.
3. His statement is obviously an **axiom**.
 - (a) His statement is obviously a **lie**.
 - (b) His statement is obviously **true**.
4. Our fears began to **dissipate** when we heard the news.
 - (a) Our fears began to **increase** when we heard the news.
 - (b) Our fears began to **lessen** when we heard the news.
5. The talk-show host seems attracted to **volatile** subjects.
 - (a) The talk-show host seems attracted to **explosively controversial** subjects.
 - (b) The talk-show host seems attracted to **religiously based** subjects.
6. Three different judges **attest** to the political candidate's honesty.
 - (a) Three different judges **declare their belief in** the political candidate's honesty.
 - (b) Three different judges **declare themselves neutral** regarding the political candidate's honesty.
7. The professor wrote a book on the **vagaries** of the weather.
 - (a) The professor wrote a book on the **often unpredictable nature** of the weather.
 - (b) The professor wrote a book on the **beauty** of the weather.
8. Dogs are noted for their **olfactory** sense.
 - (a) Dogs are noted for their sense **of hearing**.
 - (b) Dogs are noted for their sense **of smell**.
9. Did you mean to **disparage** Lenny's efforts?
 - (a) Did you mean to **exaggerate the benefit of** Lenny's efforts?
 - (b) Did you mean to **disrespectfully criticize** Lenny's efforts?
10. The pirate treasure was **secreted** somewhere.
 - (a) The pirate treasure was **hidden away** somewhere.
 - (b) The pirate treasure was **destroyed** somewhere.
11. We must learn to **differentiate** between the good and the bad.
 - (a) We must learn to **ignore the difference** between the good and the bad.
 - (b) We must learn to **know the difference** between the good and the bad.

12. The story they had **concocted** could not possibly be true.
- (a) The story they had **learned by heart** could not possibly be true.
 - (b) The story they had **made up on the spur of the moment** could not possibly be true.
13. The house has been **refurbished**.
- (a) The house has been **made like new**.
 - (b) The house has been **opened to the public**.
14. I sorted through the **plethora** of library books.
- (a) I sorted through the **disappointingly small number** of library books.
 - (b) I sorted through the **extremely large number** of library books.
15. The poems are **derivative** but are permeated by a deep melancholy.
- (a) The poems are **brief** but are permeated by a deep melancholy.
 - (b) The poems are **not original** but are permeated by a deep melancholy.

10B

Understanding Word Relationships

Circle the letter next to each correct answer. There may be more than one correct answer.

1. Which word or words are related to *confirm*?
 - (a) authenticate
 - (b) attest
 - (c) corroborate
 - (d) disparage
2. Which word or words are related to *truthful statement*?
 - (a) plethora
 - (b) maxim
 - (c) adage
 - (d) axiom
3. Which word or words are related to *dream up*?
 - (a) envisage
 - (b) dissipate
 - (c) differentiate
 - (d) concoct
4. Which word or words are related to *low opinion*?
 - (a) secrete
 - (b) disparage
 - (c) belittle
 - (d) malign

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derivative
differentiate
disparage
dissipate
esoteric
olfactory
plethora
refurbish
secrete
vagary
volatile

5. Which word or words are related to *spend foolishly*?
- (a) circumvent
 - (b) dissipate
 - (c) refurbish
 - (d) differentiate
6. Which word or words are related to *changing quickly*?
- (a) volatile
 - (b) churlish
 - (c) capricious
 - (d) olfactory
7. Which word or words are related to *plenty*?
- (a) plethora
 - (b) esoteric
 - (c) copious
 - (d) bountiful
8. Which word or words are related to *hide*?
- (a) refurbish
 - (b) expose
 - (c) vagary
 - (d) secrete
9. Which word or words are related to *ill-tempered*?
- (a) disgruntled
 - (b) churlish
 - (c) derivative
 - (d) prominent
10. Which word or words are related to *improve*?
- (a) disparage
 - (b) constrain
 - (c) refurbish
 - (d) enhance

10C

Word Study: Word Parts

Complete each sentence. Then write a brief definition of the word. The number after each sentence is the lesson the word is from.

1. The prefix *epi-* means "upon." It combines with the Greek *taphos* (a tomb) to form the English word _____ (7).
Definition: _____
2. The Latin *tenax* means "holding fast." It forms the English word _____ (9).
Definition: _____
3. The prefix *con-* means "together." It combines with the Latin *coquere* (to cook) to form the English word _____ (10).
Definition: _____
4. The Latin *magnus* means "great." It forms the English word _____ (8).
Definition: _____
5. The prefix *eu-* means "good" or "well." It combines with the Greek *phemos* (speech) to form the English word _____ (6).
Definition: _____
6. The Latin *vagus* means "wandering." It forms the English word _____ (10).
Definition: _____
7. The Latin *olere* (to smell) and *facere* (to make) combine to form the English word _____ (10).
Definition: _____
8. The Latin prefix *circum-* means "around." It combines with the Latin *venire* (to go) to form the English word _____ (6).
Definition: _____
9. The Latin *melior* means "better." It forms the English word _____ (6).
Definition: _____
10. The Latin *volare* means "to fly." It forms the English word _____ (10).
Definition: _____

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10D

Understanding Contextual Meanings

Read the following sentences. If the word in bold is used correctly, write C on the line. If the word is used incorrectly, write a new sentence using the word correctly.

1. One of the chief **derivatives** of petroleum is plastic.

2. I can easily **differentiate** between telling fibs and outright lying.

3. **Esoteric** animals are of great interest to Monique.

4. It is an **axiom** of business to under-promise and over-perform.

5. Refusing to shake hands with your opponent is **churlish**.

6. The coach **disparaged** the team to do better.

7. The rain began to **dissipate** heavily in a huge downpour.

8. Sana always wore what she liked to wear, avoiding the **vagaries** of fashion.

9. The crowds at her concerts **attest** to the pop singer's popularity.

10. I **refurbished** every room in the house in a vain attempt to find my keys.

The Sweet Smell of Success

With over eight hundred fragrances on the market and a new one appearing almost every week, the perfume business is very competitive. Creating a distinct, new fragrance is both complicated and expensive; each manufacturer seeks to **differentiate** its perfume from the **plethora** of others on the market. This process begins with the “nose,” a person with a keen **olfactory** sense. This person helps **concoct** new perfumes by combining up to several hundred ingredients from the thousands available. The manufacturer’s goal is to produce a fragrance that the public will find irresistible.

To develop a new perfume, the “nose” tries to balance three key ingredients, called “notes.” The top notes are the more **volatile**, easily accessible aromas such as lemon or orange. These provide the initial tang to a perfume and give potential buyers their first impression. Floral smells from jasmine, iris, or rose oil, a **derivative** of rose petals from Bulgaria, are often the source of the middle notes, also known as the “heart notes”; they give richness and body to the fragrance. The base notes come from ingredients such as sandalwood or cedar and provide what is called the “dry-down,” the smell that lingers after the fragrance has dried on the skin.

Increasingly, synthetic ingredients are being used in creating perfumes. They are usually cheaper and can cut the cost of a fragrance by as much as three-quarters. Furthermore, they greatly extend the range of possibilities available to the “nose.” They are also readily available and not subject to the uncertainties of the weather: The harvest of Bulgarian rose petals, for example, can be ruined by a hot, dry spell at the wrong time.

Synthetic substances have also replaced two ingredients that were once used to “fix” the various oils in perfume to ensure that the fragrance did not **dissipate** once the bottle was opened. One is ambergris, a grayish wax found in the intestines of sperm whales. The other is musk, the strong-smelling substance **secreted** by a gland in the stomach of the male musk deer. Because they were derived from endangered species, both products are now banned by international agreements.

Once a new perfume has been created by the “nose” and approved by the maker, attention turns to the name, the packaging, and the commercial launch of the perfume. While all three are important, no one factor can guarantee success, for there is a saying in the trade that “in the end, the perfume decides.” In spite of the **vagaries** of the marketplace, however, once a perfume wins acceptance, it can create a strong consumer loyalty. The success of some perfumes is **attested** to by the fact that they remain best-sellers for generations.

Because the perfume business is a worldwide one, the name chosen is usually one that can be easily pronounced in many languages; a conscientious manufacturer considers thousands of possible names before making a decision. The final choice

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may be a word that is familiar, or it may be something more **esoteric**, perhaps a name taken from a language such as Sanskrit, that suggests mystery and romance.

The packaging consists of the bottle holding the perfume, the box it comes in, and the point-of-sale advertising material. The shape, size, color, and overall design of each package are carefully engineered to give the product both a timeless quality and a fashionable look. A design that is too trendy at the time it is introduced, but which quickly becomes dated and in need of **refurbishment** within a few years, would be a costly mistake.

The introduction of a new perfume is critical to its success and can cost tens of millions of dollars. It often begins with a trade party, perhaps held in an exotic location, to which hundreds of guests from the fashion business and media are invited, all expenses paid. The manufacturer hopes that none of the recipients of such largesse would be so **churlish** as to **disparage** the product after being so lavishly entertained. After all, it is **axiomatic** that most people do not bite the hand that feeds them.

Who pays for all this? Ultimately, the consumer does. An expensive perfume might sell for as much as \$150 an ounce. The total cost of that bottle's contents? Anywhere from \$5 to \$10.

► **Answer each question with a sentence. If a question does not contain a word from the lesson, use one in your answer. Use each word only once.**

1. What quality must a perfume blender have?

2. What does the "nose" do?

3. What are top notes?

4. What is rose oil?

5. What is musk?

6. What advantages do perfume makers gain from using synthetic ingredients instead of plant **derivatives**?

7. What were ambergris and musk used for?

8. How might a perfume maker attempt to **refurbish** a poorly selling product?

9. Why might a perfume manufacturer give a perfume an **esoteric** name?

10. Why do perfume makers entertain guests from the fashion and media industries so lavishly?

Fun & Fascinating FACTS

-
• In England, a thousand years ago, a member of the poorest or peasant class was called a *ceorl*. Over the centuries, the word changed to *churl* and acquired a negative meaning. It eventually dropped out of use, although the adjective form **churlish** has survived.
.....
- When George Washington became ill in 1799, his condition was diagnosed as **plethora**, an excess of blood in the

body. Doctors treated this condition by bleeding the patient. No one was ever cured by this treatment, which contributed to the deaths of many patients, including Washington. The practice was eventually abandoned, but the word survives, referring to a general oversupply. The word is formed from the Latin word *plere*, "to fill." Other words sharing this root include *complete*, *replenish*, and *deplete*.

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