

put off: cancel, postpone, delay

Unit 1

encounter = Face

Dealing with Unknown Vocabulary

In every text you read, you will probably meet words that are unfamiliar to you. If you learn some strategies for dealing with this unknown vocabulary, then you will be able to save a lot of time and enjoy your reading more. Looking up every unknown word in the dictionary interrupts your reading, is very boring, and ^{distract} turns away your concentration from the subject you are reading. Dictionary work can be useful, but you should try to delay it until after you've read the passage at least once.

interrupts: Cut the flow of understanding



Learning the use and meaning of words in English can be made easier and even enjoyable if you know how to do it. In this part, you will learn some ways to deal with unknown vocabulary. Try to learn them well and apply wherever possible in your reading assignments in this book and other books.

Make use of sth.

Lesion: wound (زخم)

hints

I. Making use of clues (ideas, information) in the sentence:

A. Look for the verb to be. It is easy to find a meaning for a new word when the definition is clearly given. This usually happens with the verb *to be*.

Examples:

1. registered nurse is a nurse who has a degree in nursing and has passed an exam to be allowed to work.

[General]

2. Ailment is a disease which is not serious.

به ناخوشه

3. MP3 is a method of reducing the size of a computer file containing sound, or a file that is reduced in size in this way.

General term: common terms

Umbrella term: items or functions fall under **1**

a single common category

word = term



4. MP3 player is a piece of computer equipment that can open and play MP3 files.

5. DNA is the short form of deoxyribonucleic acid, the chemical in the cells of animals and plants that carries genetic information.

epidemy → Specific area

pandemy → multiple areas

علامت نگارشی

B. Look for commas, dashes, parentheses, etc. (punctuation marks) and words such as: i.e. (that is or that is to say), in other words, for example, such as, and or.

Examples:

1. Skimming, a reading skill to read fast to get a general idea, is very important to learn.
2. The context, that is the sentence situation, helps the reader to choose the appropriate (proper, correct) meaning.

What is **context**?

Scanning → details
Skimming → Gist of the point

What does “**appropriate**” mean? proper, correct

3. Modern “disease detectives” such as microbiologists, epidemiologists and other health experts try to find out the reason for epidemic-- a sickness that many people in one region have.

Who are “**disease detectives**”?

What is an **epidemic**?

4. Linguists and educationists (specialists in theories and methods of teaching) are working on the ways to make language acquisition or language learning easier.

acquire →
use for mother tongue

What does **acquisition** mean?

5. Workaholism, in other words, an addiction to work has both advantages and disadvantages.

What does **workaholism** mean?

Modern medicine and new methods of food production allow adults to live longer and babies to survive, not die soon after birth.

What does **survive** mean?

C. Look for words which show contrast, opposite ideas such as but, while, whereas, etc. *although, though, In spite of, as opposed to, on the contrary*

Examples:

1. Her husband was gaunt, but she was obese (very fat) .

What does **gaunt** mean?

holic=addiction

2. There are some diseases which can be diagnosed and treated using simple equipment whereas (while) the successful treatment of some diseases depends on the availability of sophisticated modern, high-tech equipment.

What does **sophisticated** mean?

3. As we age our physical ability declines, but our mental ability and experience increase.

What does **decline** mean?

D. Look for words surrounding around the unknown word.

Sometimes the words around the unknown word (context) can help you guess the meaning of that word. For example, when you hear or read “She had a lesion”, it is very difficult or maybe impossible to guess what “lesion” means. But if you continue reading “she had a lesion on her left arm.”, you may limit the number of your guesses. That is, lesion is something that can be on the arm. So it can’t be a house, a car, etc. If you continue reading further, “She had a lesion on her left arm that did not stop bleeding.”, you can guess that lesion can probably be something like an injury or a wound.

arrogant (Selfish) متعزز

Examples:

1. His haughty manner continually talking about himself and his *behavior*

phrase: عبارت

success made even his friends angry.

What does “**haughty**” mean? arrogant & selfish

2. The test was so *tough* that only few students were able to pass it.

What does “**tough**” mean? hard & difficult

3. The more *competent* a doctor is, the better and more quickly he/she can diagnose one's disease.

What does **competent** mean? able & skillful

4. You will need a very sharp knife to slice those potatoes?
 → piece of sth.

What does **slice** mean? piece

5. I cannot read what you've written; your handwriting is *illegible*.
What does **illegible** mean? Is an illegible handwriting readable or unreadable?
 → unreadable

6. Psychologists say that a person usually has a *self-image* that is different from the way other people see him or her.

What does “**self-image**” mean?

↳ خود شای

phrases

E. Sometimes the meaning of the word may be in the other sentence or sentences which follow.

The boy went to the hospital once a week for *therapy* on his injured leg. The treatment included swimming and other exercises.

You can guess that *therapy* means *treatment*.

Examples :

1. Sick people often feel *resentful*. They seem to be angry because they are ill. They think that it is unfair for them to be sick when others are enjoying good health.

↳ ناخوشی
What does “**resentful**” mean? aggrieved

2. The doctor removed the *tumor* from the patient's body. He found that the large group of unusual cells were cancer cells.

What does “**tumor**” mean?

3. The patient had all the *symptoms* of flu. His head ached, his muscles were sore (red and painful), and he had a high fever. The doctor said that these signs mean flu.

What does 'symptom' mean? *signs, signals, marks*

4. After 3 nights of sleeplessness, the man was *hallucinating*. For example, when he saw a street sign, he thought it was a person.

What does "hallucinate" mean? *See n hear things not really there*
لے توہم، وہم،

II. Word Analysis → تجزیہ تحلیل کلمات

Another important way to learn the meaning of unknown vocabulary is to analyze the words into their parts. Words are usually made up of three parts. The main **stem** can stand alone or in combination with the other parts. A **prefix** is a form which is fixed to the beginning of a stem and usually changes the meaning of a word. A **suffix** is a form which is fixed to the end of the stem, and usually changes the part of speech of a word. That is, it changes a verb to a noun or an adjective to an adverb, etc.

If students learn the meaning of some prefixes, stems and suffixes, they can guess the meaning of many words and there is no need to waste their time looking the words up in a dictionary.

For example, there are some prefixes such as un, in, im, il, dis which mean not or the opposite of.

	honest		comfortable		complete		patient		legal
	advantage		natural		correct		moral		literate
Dis:	appear	Un:	happy	In:	dependent	Im:	mobile	Il:	logical
	believe		friendly		visible		mature		
	approve		fair		ability		possible		
	comfort		common		active		passive		
			cover		expert				

Prefix "mal" (before nouns, verbs and adjectives) means bad or badly; not correct or correctly. Example:

malfunction, malformation.

لے سوز تغذیہ

prefix: Change meaning (usually)
Suffix: Change parts of speech

Prefix “mis” (in verbs and nouns) means bad or wrong; badly or wrongly.
Example: misbehavior, misinterpret, misapply, misdeed; misdial, mislead, mishandle, misinform.

In the chart below, you will find some other most common prefixes.
 Find two examples for each prefix.

Prefix	Area of meaning	Example (s)
ante = <i>pre</i>	before, in front of	<i>antenatal / antecedent / ante date</i>
anti	against, opposite	<i>antibiotic / anti social</i>
auto	self = <i>خودکار</i>	<i>automobile / automatic</i>
bi	two, twice	<i>bilateral / bicyde / bisect / bicep</i>
co, com	with, together, <i>همکاری</i>	<i>cooperation / coworker / coexist</i>
de	down, the opposite of; removing something	<i>detoxify / decrease / dehydration / devalue</i>
ex, e	out, from	<i>exit / exclude / evoke / eject</i>
infra	below	<i>infrared : <i>فروسرخ</i></i>
inter <i>ما بین</i>	between, among	<i>intercity, interstellar</i>
intra	inside	<i>intracellular</i>
macro	large	<i>macromolecular / macroorganism</i>
micro	small	<i>microscope / microorganism</i>
mono	one, alone	<i>monolog / monomolecular</i>
post	after, behind	<i>post virus era / post modern</i>
Pre	before, in front of	<i>prearranged / pre study</i>
prim	first	<i>primed</i>
pro	for, before, in front of	<i>prolife / prognosis / proceed</i>
re	again	<i>replay / resubmit / reassure</i>
sub, sup	under	<i>subcontous / subsoil / subzero / subway</i>
trans	across <i>در طول</i>	<i>transaction / transfer / transform / transplace</i>
tri	three	<i>triangle / tri cycle</i>
uni	one	<i>unicorn / universe</i>
ultra	beyond, excessive	<i>ultrasound / ultraviolet</i>

Word Stem Exercises

In the chart below, some of the most common word stems are listed alphabetically. The meaning of the stem is given as an area of meaning because most often there is not one single specific meaning. In the right-hand column, space has been left for you to record examples of words which are built upon the stem.

Word stem	Area of meaning	Example
anthro	man, mankind	anthropology
bibl	book	bibliography
chrome	color	chromosome/Chromophobid/monochrome
chron	time	chronic/chronological/chronometer
cosm	order, world	cosmology
cycl	wheel, circle	tricycle/motorcycle/recycle
dic, dict	say, speak	dictionary/dictator/dictation
duc, duct	lead	conduct/misconduct
fac, fact, fect	do, make	factory / facilitate
form	form, shape	formation/deform/malformation/form
fort	strong	fortify
geo	earth	geography/geology/geoplatic
gram, graph	write, writing	grammar/telegram/biography
hetero	other, different	heteropolysaccharide /heterogeneous
homo	same	homology
log, logy	speech, word, study	
man, manu	hand	manual/manuscript
mater, matri	mother	maternal/matriarc
medi	middle	medium/mediocre → normal ميانوس
mit, miss	send	transmit/admit/dismiss
multi	many	multicolored /multiform/multiconcepted
nomen, nym	name	nomenate/antonym/synonym/ anonymous

omni	all	omnivore
pan	all entire	pandemy
pater, patri	father	
pathy	feeling, suffering	A pathy → senseless uninterested
phil	like, love	philosophy/philanthropist
phon	sound	telephone/homophone
port	carry	portable/porter
scrib, script	write	manuscript/prescription/description
sequ, secut	follow = کوالی	sequence/frequence
soph	wisdom; wise : دانایی	philosoph/sophomore/Sophisticated
tax, tact	arrange, order	taxi/taxonomy
tele	far, distant	telecommunicate/telescope
tempor	time	temporary/temprature/contemporary
tract	draw, pull	distract/extract
vene, vent	come, go	intervention/convent/ventilator
vert, vers	turn	convert/disvert/versus
voc, vok	call	vocall/vocalcords/vocabulary/invoke
volve, volu	roll, turn	involve/revolve/volume/revolution

style
representative: Show sth of

Unit 2

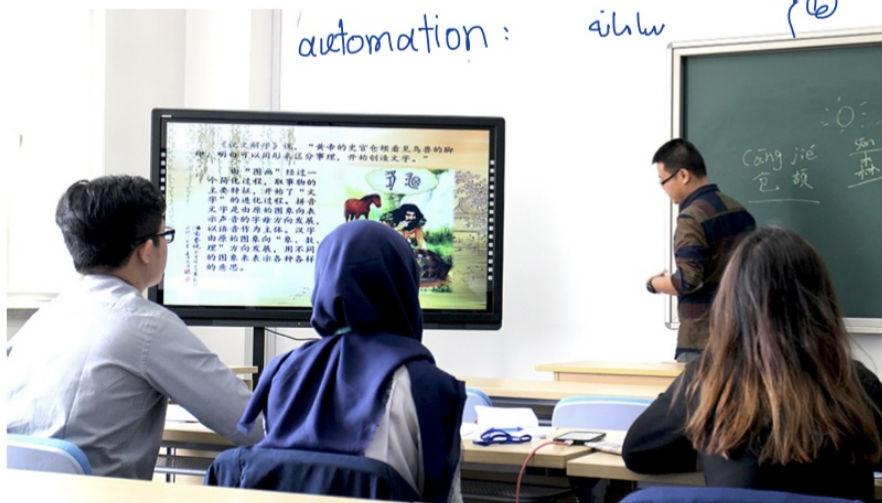
Pre-reading Activity

A. Think about the following questions. You will find the answers in the reading selection.

1. Does culture give clue to the educational system in different countries?
2. Can each educational system reflect the economy, values, social structure and problems in the society?

B. Skim through the reading selection and decide what the general idea of the whole passage is.

imperative
A
same similar
gist of the point
Education: A Reflection of Society
Visit schools anywhere in the world, and you will probably notice a number of similarities. There are students, teachers, books, blackboards, and exams everywhere. However, a school system in one country is not identical to the system in any other country. It cannot be exactly the same because each culture is different. The educational system is a mirror that reflects the culture. Look at the school system, and you will see the social structure and the values of its culture. «It» refers to



Kenya

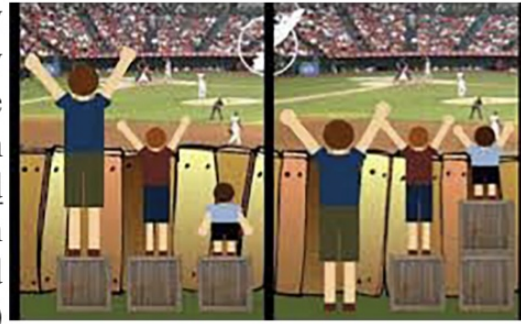
B Kenya, a developing country on the east coast of Africa, has a rapidly

Fast

startled : surprised / shocked
 considered: reflect on
 degree : certificate

state university

growing population. The economy is based on agriculture (especially the sale of tea leaves and coffee beans) and tourism. Visitors from another country might be startled by one statistic about education in Kenya. They might be surprised



Which word in the next sentence gives clue to the meaning of "startled"? -----

figure out

proceed

← to learn that about 90 percent (%) of all students who finish **primary school**--elementary school-- don't continue on to secondary school. One reason is economic. Education in Kenya is free only during primary school; students must pay tuition in secondary school, and many people can't afford this. Also, far from cities, in rural areas, children need to quit school to work on their families' farms. The other reason is social. Some rural tribes (such as the Maasai) don't want their children to have a formal education because they don't see its relevance--its connection to real life.

Primary school is the same as -----

fees / bill / money payment
 "this" refers to -----

"relevance" means ----.

on contrary
 apposed to c

justice
 equal

might → 50<
 may → 50>

Japan

In contrast, the Japanese value education highly. They place such importance on it that 88 percent of all students complete not only primary school but also high school. Public schools are all both free and **egalitarian**; all students are considered equal and learn the same material. For social reasons, it's important for a student to receive a university degree--and a degree from "the right university". To reach this goal, students have to go through "examination hell". There are difficult exams for entrance to all universities, to many of the better primary and secondary schools, and even to some kindergartens! Japanese students need great **discipline**, in order to make time for their studies, they need the self-control to give up hobbies, sports and social life. Results of these exams affect the entire family because there is high status, or social position, for the whole family when the children have high test scores. = grade

extremely

allocate, specify

You can guess from context that "egalitarian" means -----.

→ achieve
 "this goal" refers to ----.

Which word in the next sentence gives clue to the meaning of "discipline"? -----

social
 stance

affect → influence

Britain

D

should
 ought to

In the United Kingdom (Britain), the educational system reflects the class system. All state schools--primary, secondary, and university--are free, and the first nine years are egalitarian; all students learn the same material. At age eleven, students take an important national exam. After this, they attend one of three possible secondary schools: college preparatory, vocational (for job training), or comprehensive (with both groups of students). However, 6 percent of British students attend expensive private schools. These are students from upper-class families. Half of the students at Oxford and Cambridge Universities come from such expensive secondary schools. Although all universities are free, only 1 percent of the lower class goes to

occupation
 training course

material: source

take a part: cut & separate
take part: participate

university. Because graduates from good universities get the best jobs, it is clear that success is largely a result of one's social class.

The United States

- E Education in the United States is more democratic than in many countries, but it also has serious problems. Public primary and secondary schools are free, and almost 80 percent of all Americans are high school graduates. Students themselves decide if they want collage-preparatory or vocational classes in high school; no national exam determines this. Higher education is not free, but it is available to almost anyone, and about 60 percent of all high school graduates attend college or university. Older people have the opportunity to attend college, too, because Americans believe that "you're never too old to learn." However, there are also problems in U.S. schools. In many secondary schools, there are problems with lack of discipline and with drugs and crime. In addition, public schools receive their money from local taxes, so schools in poor areas don't have enough good teachers or laboratory equipment, and the buildings are often not in good condition. Clearly, U.S. education reflects both the best and the worst of the society.
- Lack: scarcity/
Shortage
- Primary school
is the same as
-----.
- participate
- facilities

Conclusion

- F It is clear that each educational system is a reflection of the larger culture: its economy, values, social structure, and problems. Look at a country's schools, and you will learn about the society in which they exist.

A. Read the following sentences and decide if based on the information provided in the text they are true or false. Then show your choice by writing T (for true) or F (for false) in the blank space next to each sentence.

--T-----1. There are similarities as well as differences in the educational system of different countries.

related to
associated with
↑ --T-----2. Differences in the educational system of each country can be attributed to its culture.

--T-----3. The values of each society can be observed in its school system.

--T-----4. Many Kenyan students do not attend secondary school since they need to work and also because the society doesn't see it necessary.

--T-----5. To Kenyan families, education is relatively connected to life.

--F-----6. More Kenyan students attend high school than Japanese ones.

---F-----7. In Japan, the students who are not rich don't go to good schools.

---I-----8. Social class is so important in Britain.

---I-----9. Most of the British students attending expensive private schools end their education in Cambridge or Oxford Universities.

---J-----10. The principle of equality is more considered in education in the U.S. than any other country.

B. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. Cultural values -----of each country.

a. are not considered significant in the education system

☒ b. play an important role in the education system

c. have no relevance to the education system

d. are assumed important only in the university education

2. The main idea of the reading selection is that -----.

a. both British and Japanese people consider a relationship between education and status

☒ b. the culture of each country can be considerably known from its educational system

c. the United States and Japan hold national exams

d. Kenyan, Japanese and American students enjoy free public education in the primary school

3. Japanese students avoid entertaining activities since -----.

a. they don't like to be involved in such activities

b. their parents want them not to

c. the right universities are expensive

☒ d. they want to get a university degree

4. Families in Japan ----- their children's education.

a. are rather indifferent to

☒ b. place a lot of importance on

c. are not as concerned as the government about

d. usually have no control on

5. Secondary schools in Britain -----

a. are all egalitarian

b. do not have a role in the students' future careers

☒ c. help students train for their future decisions

job = occupation → general term
career = duration → Resume
profession = career → to be good enough

☒ d. are not usually free

6. In Britain -----attend university.

- ☒ a. only a small number of lower class students
b. most of the students in secondary schools
c. all of the students from higher classes
d. half of the students in vocational schools

7. This in paragraph E (line 7) refers to -----.

- a. the students' decision
☒ b. being a high school graduate
c. using free education
d. democracy in education

8. According to paragraph E,-----

- a. national exams are necessary to enter high schools in the U.S.A
☒ b. more than half of the high school graduates go to university
c. high school graduates see it difficult to attend colleges
d. the majority of the college students are old

9. Americans believe that "you are never too old to learn".

This is -----of American education

- a. one of the drawbacks
☒ b. one of the advantages
c. neither a drawback nor an advantage
d. both a drawback and an advantage

drawback = disadvantage/pitfall

C. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. Have you ever ----- that Japanese students are so disciplined?

- ☒ a. noticed b. guessed c. regretted d. attended

2. The student's behavior ----- his lazy attitude to work; it is clearly shown in his behavior

- a. lacks ☒ b. reflects c. values d. receives
 ↳ indicate

3. We were all ----- to hear the news; some were even shocked as well as upset to hear that they were getting divorced.

- a. pleased ☒ b. startled c. prepared d. educated

4. Many students in this country have to ----- school since their families are poor and cannot afford it

- a. initiate ☒ b. quit c. continue d. attend
 ↳ start

*run on democracy

5. There was no -----between the topic under discussion and what the teacher said ; therefore, the students got confused.

- a. opportunity b. success c. relevance d. priority

6. The schools here are -----; all students are considered equal and receive the same education.

- a. tribal b. disciplined c. egalitarian d. educational

7. "What is her ----- in the organization?" She is a manager.

- a. belief b. culture c. campus d. status → position

8. The department is run on -----lines, and all the staff are involved in making decisions.

- a. foreign b. technology c. secondary d. democratic

9. You shouldn't miss the ----- to attend that college; everybody is trying hard to achieve it.

- a. opportunity b. tuitions c. knowledge ^{wisdom} d. charges

10. The students who ----- confidence are not able to function well in class since they cannot contribute to the discussions.

- a. possess b. grant ^{generously give} c. instruct ^{help} _{teach build} d. lack

Grammar: present participle and past participle as modifiers

Sometimes adjectives are made from verb and are used like adjectives to modify a noun. They are of two types:

1. Subject adjective = صفت فاعلي

This adjective is made by using a verb +ing.

Example: a growing population=a population that grows

contracting muscles=muscles which contract

a developing country=a country which is continuing to develop

2. Object adjective = صفت مفعولي

This adjective is made by using past participle of a verb.

Example: a developed country = a country which is developed

a balanced diet = a diet which is balanced

an enlarged gland = a gland which has been enlarged

Note: - The - ing form is derived from an active verb

- The - ed form is derived from a passive verb

- The choice between the - ing and the - ed

form depends on active / passive NOT on tense.

D. Find examples of subject and object adjectives from both the reading selection in the first part and in the further reading.

subject adjective

developing
growing
training
surprising
startling
exciting

object adjective

based
startled
surprised
excited
developed
grown

E. Find the words in the reading selection with the following meanings and write the words on the lines.

1. shows, is the sign of (A) --- reflects ---
2. puts importance on (C) --- value ---
3. highly surprised (B) --- startled ---
4. money paid for education (B) --- tuition ---
5. to be able to pay for (B) --- afford ---
6. aim, objective (C) --- goal ---
7. whole, complete (C) --- entire ---
8. opposite of failure (D) --- success ---
9. related to profession (E) --- vocation ---
10. any illegal unlawful action (E) --- crime ---
11. money which must be paid to the government based on salary income, property, etc. (E) --- tax ---

F. Answer the following questions orally

1. What are the similarities and differences between two different school

systems ?

2. Why can't the school system of each country be the same ?
3. What is Kenya's economy based on ?
4. What do some Kenyans living in rural areas believe about education ?
5. How are public schools run in Japan ?
6. What does education system reflect in Britain ?
7. Is there any national exam in Britain ? If yes , at what level ?
8. What does success of the graduates depend on in Britain ?
9. Why do we say that education in the U.S. is democratic?
10. Where do American schools get their money from ?

G. Discuss the following questions?

1. What's the education system in your country like?
2. What are the similarities and differences between the education system in your country and the countries mentioned in the reading selection? Which do you prefer? Why?

Further Reading

International students

- ^A All around the world, there are international students at institutions of higher learning. The definition of an international student is "a postsecondary student from another country." The meaning of postsecondary is "after high school." Another phrase for international students is "foreign students." The word foreign means "of a different country or culture." **Even so**, some people don't like the word foreign, so they use the phrase "international students". For institution of higher learning, they usually say "university ", "college ", or "school."
- ^B International students leave their home countries and go to school abroad. One meaning of the word abroad is "in a foreign place." By far, the country with the most students from abroad is the United States. Canada, Great Britain, and some European countries also have a lot of

"post" is a prefix which means after.

in spite of that

- ad v n obj, adj
- 2. educational, educate, education, educated**
- The government is spending a lot of money on education.
 - He is visiting schools and other educational establishments in the area.
 - The officials have started a campaign to educate the public on the dangers of smoking.
 - He is an educated person.

- 3. affect, effect, effective, effectively**
- Smoking affects health.
 - Their efforts to improve the school have been very effective = impressive.
 - One of the effects of this illness is that you lose your hair.
 - If you try more, you'll learn to deal with the situation effectively.

- 4. attendance, attend, attendant, attending**
- A person employed to look after and help visitors or customers in a public place is called an attendant asked.
 - In our country, attendance at school is demanded by law.
 - Please let me know if you are unable to attend.
 - In the USA and Canada, an attending doctor (also known as a staff physician or an attendant) is a physician who has completed residency and practices in a clinic or hospital in the specialty learned during residency. => speciality

- 5. development, develop, developing, developed**
- They do exercise to develop their muscles.
 - A poor country trying to build up its industry and improve the living conditions of its people is referred to as a developing country.
 - It was an important stage in the country's development.
 - The U.S.A is one of the world's developed countries.

- 6. industrial, industrialization, industry, industrialize**
- They are trying hard to industrialize their country.
 - Are the government's policies helpful to industrialize?
 - The process of industrialization is a long-term one.
 - Industrial relations are concerned with the relationship between the management and workers in an industrial country.

- 7. knowledge, know, known, knowledgeable, knowledgeably**
- This is a disease with no known cure. = founded
 - He always thinks he knows all the answers.
 - My knowledge of French is rather poor.
 - He speaks very knowledgeably about politics, because he is a knowledgeable person.

- 8. immigrant, immigrate, immigration**
- He immigrated to Japan in 1999.

rather: to some extent

charged: sue sb
money for service
responsible

immigrations

- b. There are strict controls on -----into this country.
c. Someone coming into a country from abroad to make his/her home there is called an -----.

D. Match the words in column I with their equivalents in column II.

I	II
1. identical <i>d</i>	a. stop
2. startled <i>h</i>	b. not public
3. quit <i>a</i>	c. related to village
4. relevance <i>f</i>	d. exactly alike
5. discipline <i>j</i>	e. fee for instruction
6. abroad <i>g</i>	f. connection
7. tuition <i>e</i>	g. to or in another country
8. postsecondary <i>i</i>	h. suddenly surprised
9. private <i>b</i>	i. after high school
10. rural <i>c</i>	j. self-control

E. Fill in the blank using the words in the list.

goal preparatory available

status lacks charge

entrance experience recreations = *enjoyment*

- Our main *goal* ---- must be the preservation of environment.
recreation *→ maintenance*
- His -----include golf, football and shooting.
- Women around the world are asking to be given equal *status* ----- as men.
- To get the job, you need some *preparatory* ----- training.
- In order to attend the concert, you need to pay *entrance* -----fees.
- Do you have any previous *experience* ----- of this type of work?
- He is good at his job but he *lacks* confidence.
- Do you think museums should *charge* ----- for admissions?

9. We will send you a copy as soon as it becomes ~~available~~ *available*

F. Parts of Speech

Although you do not need to look up every word in the dictionary, sometimes you may want to find the pronunciation or part of speech of a word. A dictionary can give you the following information .

1. spelling
2. number of syllables divided by dots ag. ri. cul. ture (4)
3. stress on the first syllable ag. ri. cul. ture
4. part of speech (n)
5. meaning (the practice of science of farming)
6. usage (formal, informal)
7. type of word (British or American)

Example : ag. ri. cul. ture n[u]

The practice of farming, esp, of growing crops. agricultural /
adj: *agricultural products / machinery* . agriculturalist n

F. Find these words in the dictionary. Write the pronunciation, part of speech, meaning, example, synonym,

Word	part of speech	meaning	example sentence
notice	<i>v & n</i>	<i>understanding observe</i>	
identical	<i>adj</i>	<i>equivalent</i>	
primary	<i>adj</i>	<i>minitial</i>	
important	<i>adj</i>	<i>significant</i>	
graduate	<i>v</i>	<i>end</i>	
success	<i>n</i>	<i>achievement</i>	<i>favorite outcome</i>
national	<i>adj</i>	<i>State/ civic</i>	
foreign	<i>adj</i>	<i>external</i>	

G. Fill in the blanks using the correct form of the words given in the list.

Noun	Verb	Adjective	Adverb
education	educate	educated educational	X
surprised	surprise	surprised surprising	surprisingly
de fi ni tion	de fine	defined	X
connection	connect	connective connected	connectively connectedly
comprehension	com prehend	com prehen sive	
diffrence	differ		differently
knowledge	known	known knowledgable	knowlegably
value	value	valuable	
industry industrialization	industrilize	industrialized	indu strially

Unit 3

Pre-reading Activities

A. Skim the following reading selection to get a general idea of what it is about.

B. Scan the reading selection for more exact or concise synonyms.

The phrases are listed in the order of their appearance.

1. I have created Health Longevity Magazine. Come to share my (strong feeling) passion and interest for human health.
2. Because it is not the most effective way to health and (long life) lifespan longevity
3. Provide your computer with (right, suitable) ----- data and it will (produce) ----- proper information.
4. In today's world, our body is bombarded with (poisons) toxic from the air we breathe.
5. There are literally toxins in everything we (face) -----
6. Lack of relaxation and rest has negative (effects) -----
7. This is why I developed a (real) ----- care for health and wellness issues.
8. It is an additional help to fight the impact of the aging process and a (increase) ----- for enhanced health and longevity.

passion: enthusiasm & eagerness

Reading

A

How to Find the Road to Health and Longevity Published

My name is Marc Deschamps. I have created Health Longevity Magazine. Come to share my passion and interest for human health and to help YOU live a healthier and longer life. My father died (of) a heart attack at the age of 46. I was 9 years old and I could not understand why life had taken my father so soon. Two of my father's brothers died at the age 38 and 42 ... of heart attacks. My mother retired at age 62, a few months later she contracted a vicious dangerous virus and was hospitalized for 3 weeks. One year later she was diagnosed with the Parkinson's disease. quite cuz aging

affected
suffered from

identity

acceptable: allow able

obey: follow
compare: analogy

B Every year, ^{recall} when I visit my doctor, he reminds me that I am at "risk" because of family history. I ^{Take} go through blood tests and ^{prescribe prepared} check ups and the doctor is ready to fire pills and diet plans at me if I go above acceptable levels of cholesterol, weight, blood pressure, etc. You know what? I don't want to take pills and



^{feeding} follow diet plans because it is not the most effective way to health and longevity. The health and longevity ^{equality relation} equation is about prevention, it is about ^{high standard} providing your body with quality ^{compare} input to produce a long and healthy output. Our body is like a car or a computer system. Feed your car with good oil and gas and it will work well; provide your computer system with ^{suitable} appropriate data and it will ^{produce} generate proper information. In today's world our body is ^{high exposure} bombarded with toxins from the air we breathe, the water we drink, the food we eat. There are literally toxins in everything that we ^{face/meet} encounter. Is it any wonder that one out of every 2.5 people in the United States are dying and will die of cancer (according to the United States Government's own statistics)?

"It" refers to -----.

C Our health is also ^{influenced} affected by the ^{daily} day-to-day pressure to perform at work and at home. Lack of relaxation and rest has negative impacts on our health condition both short- term and long-term. In many cases, our marital life also suffers. ^{calm/comfort} ^{mid-term}

D This is why I developed a ^{started to do} genuine care for health and ^{well being} wellness issues, and for ways to help our body fight against the "attacks" of our environment. I did lots of ^{studies} personal research on various health topics such as anti-aging, stress, relief, energy level, sexual health, heart attack prevention, immune system, skin care, common diseases, etc. ... I read books and newspapers and I consulted several public libraries. I ^{gather up} documented my work in short articles and this gave birth to Health Longevity Magazine. ^{collected} ^{academic essays}

E As a ^{in consequence} result of this research I came up with a **rock solid conviction**: we need to maintain life with life and we must support our system with natural supplements. It is an insurance policy against the deterioration of our body cells occurring daily with the effect of time. It's certainly not a guarantee of endless health and youth but it is an additional help to fight the impact of the ^{extra} aging process and a boost for enhanced health and longevity. ^{over lasting} ^{growth expansion}

"it" refers to -----.
→ make sth worse
be worse over time

A. Read the following sentences and decide if based on the information provided in the text they are true or false. Then show your choice by writing T (for true) or F (for false) in the blank space next to each sentence.

- ☒---- 1. The writer is definitely an expert in the field of health.
- ☒---- 2. Most of Marc's family members died from cardiac diseases.
- ☒---- 3. It seems that Marc is bored with frequent check ups.
- ☒---- 4. Marc doesn't believe in treatment; he believes in prevention.
- ☒---- 5. According to this reading selection, healthy life requires good food.
- ☒---- 6. Life stresses ^{just} merely affect us physically.
- ☒---- 7. All Marc's efforts, research and consultations have been published in a book.
- ☒---- 8. To the writer, medications are more effective than natural substances.
- ☒---- 9. Our body deteriorates no matter we care about it or not.
- ☒---- 10. Rock solid conviction is not considered as the best method of well being and long life but it could contribute to them.

B. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. By creating Health Longevity Magazine, Marc aims at -----.
- a. holding lectures and seminars
 - b. making people get involved in reading magazines
 - ☒ c. helping people boost their health and longevity
 - d. recommending others follow a routine check up
2. What has motivated Marc to create Health Longevity Magazine is -----.
- ☒ a. his interest in others' health and longevity
 - b. his great interest for reading magazines
 - c. to remind himself of the risk in his family
 - d. to fight against the environmental hazards
3. Marc doesn't believe in -----.
- a. the effect of medication
 - b. the effect of diet plans
 - c. physicians' role
 - ☒ d. all of the above

4. To the writer of this reading, the most effective approach to health is -----.

- healthy
- ☒ a. preventing the disease by the right food
- b. having routine check ups
- c. following physicians' recommendations
- d. curing the disease through the prescribed pills

5. According to this passage, all of the following endanger health and longevity except:

- a. poisonous food and water
- b. toxins in air
- c. tensions in life
- ☒ d. insufficient output

↳ not enough

6. Marc's rock solid conviction was brought about by -----.

- a. his sufferings in life
- ☒ b. the research conducted by him
- c. his belief in traditional therapy
- d. the development of health issues

caused

C. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. My uncle has ----- pneumonia; he has just begun to have the disease.

- ☒ a. contracted
- b. diagnosed
- c. overcome
- d. known

2. My family doctor is used to ----- us that we are one of the high risk group.

- a. supporting
- ☒ b. reminding
- c. forgetting
- d. firing

3. As the ----- of energy to the machine is increased, the volume gets louder.

- a. access
- b. pressure
- c. output
- ☒ d. input

بخش کارکنان

4. The personnel department seems to be ----- a lot of paper work these days; this requires a great deal of budget.

- a. cutting
- b. reducing
- ☒ c. generating
- d. rejecting

huge, enormous

5. I think this is a/an ----- moment to raise the question of promotion since the authorities have enough time to listen.

- ☒ a. appropriate
- b. risky
- c. vicious
- d. adequate

ask → pop up

↓
officials

6. We ----- a lot of opposition; nobody agreed with us, so we couldn't go further. = *beyond*

- a. contradicted = *deny* b. approved
c. classified d. encountered = *forced with*

7. Although he was educated, his ----- of experience made the interviewer not accept him for the job.

- a. abundance b. lack
c. perfection d. plan

8. The researcher decided to determine the ----- of stress on the workers' job performance; it was significant. → *meaningful*

- a. amount b. impact
c. diagnosis d. performance

9. After asking about her ----- status, he found that she was single.

- a. financial b. social c. economic d. marital

10. This service is only available to ----- tourists not insiders. = *domestic*

- a. genuine b. local c. national d. domestic

11. After a lot of effort and research, the committee ----- a good solution to the problem of sick building; it is somehow solved by now.

- a. came up with b. looked in
c. affected d. investigated
- old damaged*

12. To expand our business, we need to ----- good relations with our suppliers.

- a. decline b. drop c. maintain d. borrow
- keep up*

13. Due to her lack of appetite, dietary----- is necessary to be used.

- a. deficit b. credit c. supplement d. deprivation

براست غیر مستقیم

D. Making inferences = *interpretation = guess = implicit*

dietary dairy

Sometimes ideas presented in a reading selection are not directly stated, but they can be concluded or inferred from the words and/ or phrases used by the writer. These are referred to as inference. Write "yes" in front of sentences that can be inferred from the reading. (If you are not sure, skim the whole reading again).

----- 1. Marc is fed up with tests, check ups, medications and diet plans.

implicit
↓
indirect

29
explicit
↓
direct

state ← *publically*
officially
explain => saying sth using feeling

infer = understanding sth indirectly
read between the lines

regular = routine

Y-----2. Prevention of diseases is the most effective way to health and longevity.

N-----3. Everybody needs to have regular yearly check ups.

Y-----4. Our body is like any other system which needs good input.

N-----5. Air pollution and toxins were not existent in the past.

Y-----6. Many American people die due to pollution and toxins.

Y-----7. Stresses influence us both physically and socially.

N-----8. Withstanding the environmental problems is impossible.
fighting = withdrawing

N-----9. If we are insured, our body will not deteriorate.

E. Find the words or phrases in the reading selection which have the following meanings.

1. strong, deep and uncontrollable feeling (p. A) ----- passion -----.

2. stop working at one's job usually due to aging (p. A) ----- retirement -----.

3. get or begin to have a disease (p. A) ----- diagnosed = contract -----.

4. a feeling of surprise, strangeness (p. B) ----- wonder -----.

5. subjects (p. D) ----- issue = topic -----.

6. a feeling of comfort at the end of a pain or illness (p. D) ----- respite -----.

7. a firm, sincere belief (p. E) ----- rock solid conviction -----.

8. keep (p. E) ----- maintain -----.

9. becoming worse (p. E) ----- deterioration -----.

mention: recall

10. happen (p. E) ----- occur -----.

confess: اعتراف

cite → refer

F. Answer the following questions orally.

1. Why is Marc at risk, according to his physician?

2. What is Marc's idea about his doctor's recommendations?

decoding: ترجمه کردن depict: تصویر کردن

reveal: فاش

7. Not having enough sleep may lead to all of the following except-----.

- a. boredom b. accidents c. disease d. laziness

8. Paragraph C----- paragraph B.

- a. contradicts b. confirms
c. is the result of d. is the cause of

9. Sleeping five hours a day -----.

- a. makes the person get used to sleeping less than enough
b. causes other people to consider the person a businessman
c. is advantageous to the person and brings about success
d. requires the person to pay back for it at a later time

C. Use the correct form of the words in the blanks.

understand, understanding, understandable

- a. After the meeting, it was quite able----- that he was annoyed. = bodered / disturb
b. Luckily, I have a very ing-----boss.
c. You don't need to and-----how computers work in order to use them.

hospitalization, hospital, hospitalize

- a. The sick man has been sent to the hospital.
b. He broke a leg and was lize-----for a month.
c. tion-----of the patient was put off postponed by his family.

diagnosis, diagnose, diagnostic

- a. The doctor diagnosed-----my illness as a rare bone disease.
b. Sis----- is one of the most important parts of the doctors' work.
c. A diagnostic-----test was prescribed for him by his family doctor.

toxin, toxic, toxicology

- a. The factory has been sending out toxic-----wastes.
b. The scientific study of poisons and their nature is referred to as logy-----.
c. There are lots of toxic-----in the air we breathe. tolerated

despoid
with hold

deprive, deprivation, deprived

- a. The refugees suffered terrible deprivation----- = 12f
b. The law will deprive-----us of our most basic rights. = fundamental rights
c. The deprived children in this area have long suffered from lack of enough food, money and comfort.

waste, wasteful, wasting

- a. It is ful----- to throw these away; we might be able to use them one day.

- b. Lots of ^{waste}---materials are disposed of in the river.
 c. He is suffering from tuberculosis which is a ^{get rid of} ~~waste~~ful---disease. ^{destructive}
 d. It is a ^{waste}---of time trying to talk to her.

political, policy, politics, politically, politician, politicize

- a. The governors are trying to find a ^{cal}----- solution to the problem.
 b. You need to be a ^{cian}-----to succeed in such a situation.
 c. Causing to develop an interest in and understanding of is to ^{cize}-----.
 d. This is a ^{cally}---arranged dispute. = ^{argument}
 e. What is the company's ^{policy}-----on employing new workers.

sleep, sleepy, asleep, sleeper, sleepless, sleeping

- a. I couldn't hear the explosion, I am a heavy^{sleeper}---.
 b. Since I ^{sleep}-----late at night, usually in the morning I am^{sleepy}-----.
 c. I have spent many ^{sleepless}-----nights worrying about what I should do.
 d. He usually falls ^{asleep}-----easily.
 e. Those who suffer from insomnia (inability to sleep) tend to take ^{sleeping}----- pills.

D. Fill in the blank using the words in the list.

- | | | |
|------------|-------------|---------|
| during 4 | chemicals 5 | guess 1 |
| evidence 8 | repair 7 | need 6 |
| helps 10 | produce 9 | |
| called 3 | correct 2 | |

No one knows why we sleep. There are two theories, but a theory is only an idea or a ---1---. Scientists don't know if these theories are ---2---. One theory of sleep is ---3--- the "Repair Theory". This says that ---4--- the day we use many important ---5--- in our bodies and brains. We ---6--- sleep to make new chemicals and ---7--- and fix our bodies. One piece of ---8--- for this theory is that our bodies ---9--- more of a growth hormone (a chemical that ---10--- us grow) while we sleep.

E. Unscramble the words in each group to make a sentence

- tired, people, always, sleep-deprived, are, who, are
 (7) (3) (6) (1) (2) (4) (5)
- used, he, to, work, is, hard, sleep, and, well, doesn't
 (2) (1) (3) (4) (5) (8) (6) (9) (7)
- later, you, don't, when, sleep, need, to, you, enough, sleep, more
 (6) (7) (3) (1) (10) (8) (9) (2) (5) (4) (11)

* planting seed

criteria & criterion

Unit 4

Pre-reading Activities

A. Before you start reading the reading selection, discuss the following questions in a group.

1. How much do you think people are affected by advertisements? *ads & advert*
2. Do you have any reason for your choice of one brand rather than another one?
3. How can consumerism and marketing be related? *self satisfaction → ideology*
4. How does self-fulfilling prophecy affect consumers? *content: happy
goal: accomplishment*

B. Scanning for Members of Word Families.

One way of developing your vocabulary is to learn by word families which are some words related in meaning and form, such as protect, protection, protective, protected. Scan the passage for the word related to the words given below and write them on the line. The words are in the order of their appearance in the passage.

1. consume
----- A noun meaning “a person who uses up, wastes or destroys”.
2. weak
----- A noun meaning “the state or quality of being weak” .
3. offend
----- An adjective meaning “rude in a way that causes you to feel upset, insulted or annoyed”.
4. fresh
----- A noun meaning “ something that makes a thing clearer, purer or more pleasant”.
5. popular
----- A noun meaning “the state of being popular”.
6. succeed
----- An adjective meaning “ achieving your aims or what was intended”.
7. compulsive
----- A noun meaning “some irrational desire that we can’t control”

supply and demand cycle

consumer: rights

4. dangers, sleep, that, possible, it, protected, is, us, from
 ⑨ ⑤ ④ ③ ① ⑥ ② ⑦ ⑧
5. people, more, work, less, culture, our, sleep, in, and
 ④ ⑥ ⑧ ⑨ ③ ② ⑤ ① ⑦

F. Fill in the blank using the words in the list .

foolish mood valued

diagnosed feed retired

crash lazy

1. There was a serious plane crashed this morning ; all passengers died.

2. I have always valued your advice; it is precious to me.

3. He is too lazy to work; in fact, he avoids it.

4. Her mood changes very quickly; one moment she is joyful, and the next she is nagging about everything .

5. It is foolish to spend money on something you can't afford. => handle financially

6. They retired my father on partial pay at the age of 60.

7. The two doctors diagnosed his disease differently

8. Babies learn to feed themselves after some time.

Tip

English people say "time is money". When they talk about time and money, they often use the same verbs. For example, time is spent and money is spent. Time is wasted and money is wasted. Time is saved and money is saved. Does your language have this pattern? In your culture do people talk about time and money with the same words?

access: availability

dozen → 12
dozens: many

consume → ⊖
use → ⊕

8. lose

-----A noun meaning "the state of no longer having something or as much of something."

9. reason

----- An adjective meaning "fair, practical and sensible"

10. choose

-----A noun meaning "an act of choosing between two or more possibilities".

per se' → by itself

huge: wide range of

Reading

Consumerism and the Human Brain

A

We are all consumers. We all ^{purchase} buy and use products and services: ^{which means} that is, we consume. The word comes from the Latin *consumere*, which means "to use up, to waste or destroy." Most of us don't think of ourselves as wasteful or destructive, but the word economy is based on consumerism. ^{Nowadays} Today, people worldwide have greater access than ever before to a huge variety of products--and, often to dozens of brands of the same product. What

considers

makes us decide to buy Brand A instead of Brand B, when the two items are really identical? Why do we buy things that we don't actually need? The answer lies in marketing --the advertising and selling of products. Successful marketers use their knowledge of psychology---and increasingly of recent studies of the human brain---to persuade us to consume more and more.

similar
exist



consumer or customer

you can guess from the context that "lies" means--.

→ convince & force
trigger & stimulate

B

A good understanding of human weakness is essential if a company wants to sell a product. One way that advertisers persuade us to buy a product is by targeting our dissatisfaction with ourselves, our fears. Consider for a moment a ^{common, typical} typical fear---fear of being offensive to other people. Advertisers persuade us, for example, that if we don't buy their mouthwash, we'll have bad breath and offend other people. Dentists tell us that mouthwash is actually unnecessary; they explain that we need only simple dental ^{sanitation, cleanliness} hygiene--- ^{regularly} regular, correct use of a soft toothbrush and of dental floss. But we continue to spend money on mouthwash, breath freshener and breath mints. Our fear of offending people outweighs our dentists' logic.

We can understand from the context that floss is something used for -----the tooth.
a. washing
b. cleaning
c. drying
d. whitening

نفع دندان

override, defeat, exceed,
overcome

desire: passion

similarly

use opportunity of

c In a similar way, advertisers also take advantage of our need for a good self-image, our desire to appear attractive, successful, and even exciting. Take the example of the Marlboro cowboy. For years, this famous image has appeared everywhere, in even the smallest rural villages. Many men see it and think that's the kind of person they would like to be--strong, handsome, and adventurous--- a person with an exciting life. Although it's irrational-impossible to explain reasonably-they buy the cigarettes



long time

illogical

because they want to be like the Marlboro man. It's common knowledge that the original model for these advertisements was a man addicted to smoking who died of lung cancer. However, this brand of cigarette remains very popular. Another example is the recent popularity in the United States of SUVs---sports utility vehicles. These vehicles are more expensive than most cars. They use more gasoline and create more pollution than most cars. They take up more space than most cars. But commercials show them climbing rocky mountain roads and crossing rivers, which seems exciting to many people. Most people who buy an SUV never get out of city. They spend their morning commute in gridlock, not driving up and down mountains. Although it may seem irrational, advertisers persuade them that SUV owners are people with an exciting life.

unreasonable

similar

scent: perfume fragrance

D With so many different (but almost identical) brands of the same product, what causes us to choose one brand instead of another? According to Dr. Alan Hirsch, our sense of smell actually influences our opinion of a product and our decision to buy it. A scientist at the Smell and Taste Treatment and Research Foundation in Chicago, Hirsch ran a careful, well-organized study. There were two identical pairs of Nike sneakers in each room. There was only one difference: he sprayed one of the rooms with a scent of flowers. Volunteers entered each room and answered questions about the sneakers. The result was that 84 percent of the people preferred the sneakers in the room with the floral smell---even though they were exactly the same as the ones in the other room!

adj. of flower

pairs of sneakers

"ones" refers to -----.

E This is also the effect of self-fulfilling prophecies. A self-fulfilling prophecy is a situation in which people cause a prediction to come true. (For example a teacher tells a class that they are especially intelligent, and that semester the class does especially well on exams). In marketing, a successful advertisement persuades consumers that a

Which other word in this sentence gives clue to the meaning of "prophecy"? -----.

run do conduct

study

product works well. Their belief causes them to use the product in such a way that it does work well. For example, the ads for Brand x of a diet pill say, "Take this pill, and you will lose weight because you won't be hungry". So people buy brand X. Because they believe it will cause weight loss, they begin to eat less. They establish a new habit of eating less. The result ? They lose weight. Is this because of the pill or because they are eating less?

① Start to have a habit (new one)

open mind

F Most of us like to think that we are reasonable, independent thinkers. We like to believe that we have a good reason for our choices. We don't want to buy products because of some strange compulsion--- some irrational desire that we can't control. The truth is, however, that---with their increasing knowledge of what goes on in the human brain---marketers might have more power over us than we realize.

force, pressure

illogical passion

A. Read the following sentences and decide if based on the information provided in the text they are true or false. Then show your choice by writing T (for true) or F (for false) in the blank space next to each sentence.

T----- 1. Psychologists may help marketers to encourage people buy one brand instead of another one.

T----- 2. Consuming can be wastefulness.

T----- 3. Knowledge of what people don't have but seek to have can be the basis of an advertisement.

F----- 4. Dentists are marketers of their new products .

F----- 5. We are often misguided by the dentists' logic.

F----- 6. Those who are dissatisfied with themselves are not usually affected by ads.

F----- 7. Sport utility vehicle owners have an interesting life.

T----- 8. Sense of smell might lead a person to buy a brand rather than another one.

T----- 9. Compulsive buyers usually purchase things irrationally.

T----- 10. What goes on in the consumers' brain helps the marketers to force them to choose a specific brand.

B. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. The questions asked in the first paragraph -----.
☐ a. have remained unanswered through the passage
☒ b. are used to emphasize the importance of marketing
c. show the recent studies on human brain
d. highlight the diversity of the brands
 → verify
2. The best topic for the first paragraph is -----.
a. the origin of the word "consume"
☒ b. the effect of marketing on consumers
c. human brain and human psychology
☒ d. comparison of the consumers in the past and now
3. According to paragraph B, advertisers -----.
a. are cleverer than dentists
b. are as persuasive as dentists
c. and dentists have some similarities
☒ d. make us disregard our logic
 → ignore
4. "it" in paragraph C (line 6) refers to-----.
a. Marlboro cigarette b. attractive image
c. rural village ☒ d. Marlboro cowboy
5. To the writer of this passage -----is not reasonable.
a. our need for a good self image
☒ b. buying Marlboro cigarette
c. being an adventurous person
d. our morning commute in gridlock
6. The topic sentence of paragraph C -----.
a. is brought in the middle
b. has appeared at the end of the paragraph
c. could be the last sentence
☒ d. is the first sentence
7. All of the following are mentioned as factors affecting our choice of a product except:
☒ a. our desire for what we lack
☒ b. our sense of sight
c. our tendency toward being pretty
d. our sense of smell

8. Paragraph E mostly talks about -----.

- ☒ a. the effect of self-fulfilling prophecy
- b. establishment of new habits
- c. the result of losing weight
- d. weight loss among consumers

9. According to the reading selection, -----can make us compulsive.

- a. consumers
- b. dentists
- ☒ c. marketers
- d. independent thinkers

C. Answer the following questions orally.

1. What is marketing?
2. Why do we buy things that we don't need?
3. What is necessary for a company owner to know before selling his products?
4. Is Marlboro cowboy a successful character in reality ?
5. Why are SUVs so popular although they have many drawbacks?
6. Can smell have any effect on the consumers' decision to buy something?
7. What is self-fulfilling prophecy?
8. How do compulsive buyers act?

D. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. The consumers who are -----use more of something than is necessary.

- a. adventurous
- ☒ b. wasteful → use more of sth more than need
- c. excited
- d. queasy

2. Marketing specialists usually -----people to destroy or waste things; to do this they use the knowledge of psychology.

- ☒ a. persuade
- b. require
- c. determine
- d. circulate

3. This advertising company tries to ----- young people, trying hard to have an effect on this particular group of the society.

- a. relax
- b. promote
- ☒ c. target
- d. verify

of fend = annoy

severely

4. His comments were deeply ----- to the managers; the language he used was annoying for them.

- a. satisfying
b. pleasant
c. perfect
d. offensive

5. The advantages of this program far ----- the disadvantages; in fact, there are few drawbacks. = pitfall drawback side disadvantage

- a. cover
b. explain
c. outweigh
d. influence

6. He tries to win ----- among the students by giving them unnecessary credits.

- a. utility
b. decision
c. prediction
d. popularity

7. Our teacher was believed to have the power of -----; she was able to say what will happen in the future.

- a. prophecy
b. efficiency
c. fulfillment
d. independence

8. He is considered a/an ----- buyer since he always has some irrational uncontrollable desire to buy things.

- a. compulsive → واجب
b. reasonable
c. intelligent
d. knowledgeable

9. New habits are not readily -----; in fact, it gets some time to be created.

- a. considered
b. monitored
c. projected
d. established

10. A person who does a job without being paid for it is called a/an -----.

- a. consumer
b. employee
c. volunteer
d. criminal

11. An experienced teacher can ----- the results of the exam for each student even before the exam is given.

- a. enhance
b. conduct
c. predict
d. target

12. College students need easy ----- to their specialized books and Internet so that they can write up their reports.

- a. activity
b. marketing
c. breath
d. access

13. By spitting in the street, you are actually ----- other people.

- a. offending
b. pleasing
c. forcing
d. attracting

E. Understanding Parts of Speech.

Knowledge of the parts of speech of words can help you guess the meaning of the new word. To know the part of speech of words, suffixes are helpful. Some suffixes related to noun and adjective are chosen from the passage and listed:

پسوندهای اسم ساز

Noun	Meaning	Example	Adjective	Meaning	Example
ism	school, tendency	consumerism	ful	with, having	wasteful
logy	study, science	psychology	al/cal	related to	dental
er/or	doer	consumer	ent, ant		different
ness	fact or state of	weakness	ive	having; with	attractive
tion/ ion	state of	dissatisfaction	ous	related to	adventurous
ity	state or quality	popularity	able/ ible	can	reasonable

حالت
موصوفه

F. Write the part of speech of the following words. The suffixes will tell you.

1. adjective destructive

2. Noun variety

3. adjective identical

4. adjective successful

5. adjective essential

6. adjective typical

7. adjective offensive

8. noun freshener

9. adj-----irrational

10. adj-----original

11. adj----- utility

12. adj----- expensive

13. noun volunteer

14. noun prediction

15. adj----- independent

16. noun thinker

adj

G. Complete the following sentences by using the words in the list.

1. For a variety----- of reasons, the manager decided to cancel the meeting.



irrational

arrive to X
arrive at ✓

2. It was a completely ----- decision not to let the physician have an operation on his heart

independent

3. Three ----- studies in three different countries all arrived at the same conclusions.

get

4. We can live without clothes, but food and drink are ----- = vital

identical → typical → اولی، معمولی

5. This painting is fairly ----- of his early work; it has the same quality.

destructive, offensive

6. Some behaviors are ----- in that they cause much problem for the person.

demand → has

7. The requested project is of limited practical -----.

utility → functional use

8. Any article to be published in journals must be -----; no other researcher must have worked on it.

Original

(نویزات ردید)

اساسی ترکیب

H. Analyzing compound words

Many English words consist of two shorter words, usually in the form of nouns. These are called compound nouns. In order to guess the meaning of compound nouns, try to analyze them; in other words, break them into parts.

Circle the word or phrase which best explains the meaning of the underlined word.

global, international, universal

1. worldwide (p. A, line 6)

- a. existing in the world
c. experienced in the world

- ☒ b. in or over all the world
d. things in the world

2. mouthwash (p. B, line 7)

- a. washing the mouth
b. mouth hygiene
c. as much drink in the mouth
☒ d. liquid used for making the mouth fresh

3. self-image (p. C, line 2)

- ☒ a. opinion you have of yourself
b. confidence in yourself
c. belief in yourself
d. ability to think by yourself

4. gridlock (p. C, line 24)

- a. a safe lock
c. a metal frame
☒ b. a traffic jam
d. a rocky frame

5. well-organized (p. D, line 8)
- a. formed well
 - b. involving a high number of items
 - c. involving a large number of people

d. arranged in the best way → *best way possible*

6. self-fulfilling prophecy(p. E, line1)

- a. a prediction which comes true
- b. a prediction based on personal ideas
- c. a prediction which is satisfying
- d. a prediction which is hoped to occur → *happend*

Further Reading

Scientists Say Aromas Have Major Effects on Emotions

A Perhaps it has always been apparent, as plain as the nose on your face. But nobody was paying much attention. "From an evolutionary point of view, we typically don't think of the nose as very important," said Dr. Gary Schwartz, professor of psychiatry and psychology at the University of Arizona. "But **it** is stuck square in the middle of the face. Why would something that was less relevant to normal activities be so prominent? It implies there is something more important **there** than we may have realized."

"it" refers to
-----.

"There" refers to
-----.



B Indeed, scientists are learning that fragrance affects us more than previously thought. New research indicates that smells influence our minds, our moods and our bodies. But smell remains one of the least-

7. ----- is an example of subliminal scents .
- Apple spice
 - Sick building
 - Plain air
 - Chamomile
8. Aromatherapy has only recently been used by the -----.
- Japanese
 - German
 - French
 - Belgian
9. We might feel relaxed in a pine forest due to -----.
- the existence of the mixture of molecules in pine
 - lack of air pollution, smog, paint, etc
 - the effect of stresses on our nervous system
 - both pine molecules and unpolluted air
10. Smell is considered our most basic and primitive sense due to the fact that it -----.
- is the least-understood sense
 - reaches the limbic system directly
 - connects with the limbic system indirectly
 - affects us more than previously realized
11. “The study of scent is positively blossoming”. By “blossoming” the writer means this study-----.
- is enhancing
 - has just started
 - has long been practiced
 - is well established

C. Use the correct form of the words in the blanks .

product, production, productivity, producer, produce, productive, productively ^{توليد}

- Consumers expect ----- to value the quality of their ----- more than the mere financial benefits.
- Most of the pharmaceutical ----- made in our own country are cheaper than their foreign counterparts. ^{→ viral → رقيب}
- Some drugs tend to ----- feelings of excitement; that's why some people, particularly adolescents, are eager to take them.
- The new drug will be in ----- by the end of the year. ^{productive}
- The students believed their time spent in the library was not ----- enough.
- It is important for everybody to use their time ----- ^{fruitful}

consumer, consumption, consume

- Before he died, he had ----- a large quantity of alcohol.
- Health-conscious ----- want more information about the food they buy.
- He was advised to reduce his meat-----.

offensive, offence, offend

- a. The TV interviewer must be careful not to offend others.
 b. The new legislation makes it an offence to carry a gun.
 c. He acted in a way that some viewers might find it offensive.

hygienic, hygiene, hygienically, hygienist

- a. In the interest of hygiene, please wash your hands.
 b. Food must be prepared in hygienic conditions.
 c. A person working with a dentist and giving people advice about keeping their teeth clean is referred to as a hygienist.
 d. Used medical supplies were disposed of hygienically.

reference, preferable, prefer

- a. I would prefer that you did not mention my name.
 b. Many people express a strong preference for sea food.
 c. Anything was preferable to the tense atmosphere at home.

emotional, emotion, emotionless

- a. The decision was made based on emotion rather than rational thought.
 b. He is suffering some emotional problems.
 c. He ran his lecture with an emotionless voice; there was no expression of feeling on his face.

computer, computerize, computerization

- a. The computerization of the medical records have only recently been achieved.
 b. The company has been fully computerized.
 c. In research, the data are usually processed by computer.

D. Match the words in column I with their equivalents in column II.

I	II
1. tackle <u>d</u>	a. treatment by scents <u>4</u>
2. enhance <u>i</u>	b. clear, obvious <u>2</u>
3. routine <u>h</u>	c. pleasant smell <u>9</u>
4. aromatherapy <u>a</u>	d. try to deal with a difficult situation <u>1</u>
5. distilled <u>j</u>	e. find, discover <u>10</u>
6. replication <u>f</u>	f. copy <u>6</u>
7. invigorate <u>g</u>	g. make fresh and give strength <u>7</u>
8. apparent <u>b</u>	h. something done ordinarily <u>3</u>

G. Find the following words in the dictionary. Write the pronunciation, part of speech, meaning, example , etc.

Word	Part of speech	Meaning	Example Sentence
vigilance	noun	alertness	maintain vigilance
fragrance	noun	aroma, scent	spread fragrance
monitor	verb	check, observe	
phase	noun	stage of process	
tension	noun	suspense, nervousness	
absence	noun	not attending	
queasy	adj	feel vomit sick nauseous	

وسواسی