

# Lesson 10

## Word List

Study the definitions of the words below; then do the exercises for the lesson.

**anticipate**  
an tis' ə pat

v. 1. To look forward to; to expect.

We **anticipated** having a good time at the party.

2. To be aware of and to provide for beforehand.

The speaker **anticipated** their questions by explaining the plan thoroughly.

**bankrupt**  
ban'krupt

adj. 1. Unable to pay one's debts and freed by law from doing so.

The store owner was **bankrupt** after the business failed.

2. Left without any worth or value.

The opposition party was **bankrupt** of ideas and received few votes.

v. To leave without worth or value.

His extravagances **bankrupted** him.

**brief**  
brēf

adj. Short; not long-lasting.

The guests had time for just a **brief** visit, so they did not linger when it was time to leave.

v. To give a short explanation or set of instructions to.

An assistant **briefed** the mayor before the debate.

n. A statement, giving the main points in a case, for use in a court of law.

The attorney glanced at her **brief** before addressing the judge.

**brisk**  
brisk

adj. 1. Quick; active.

The runners kept up a **brisk** pace at the start of the race.

2. Stimulating; refreshing.

The **brisk** wind blowing off the ocean felt good.

**budget**  
bud'ət

n. A plan for spending money during a certain period.

The extravagant dinner caused the tourists to overspend their weekly food **budget**.

v. To plan the use of carefully.

A part-time job may affect your schoolwork unless you **budget** your time.

**compete**  
kam pēt'

v. To try to win against others.

Five students **competed** for first prize.

**competition** n. (kām pə tish' ən) 1. The act of trying to win against others.

**Competition** to get into a good college is keen.

2. A contest.

The team entered the **competition** even though it had little chance of winning.

**competitor** n. (kām pēt' i tər) One who competes against others.

Six **competitors** entered the race.

**complicate**  
kām pli kāt

v. To make difficult.

An extra guest may **complicate** the seating for a formal dinner.

**complicated** adj. Not easy or simple; having many different parts.

The instructions are so **complicated** that no one could figure them out.

**effect**  
ə fekt'

v. To make happen.

The new manager will **effect** many changes.

n. A result.

The aspirin I took for my headache had no **effect**.

**effective** adj. (ə fek' tiv) 1. Bringing about the desired result.

Gargling with salt water is an **effective** treatment for a minor sore throat.

2. In operation; active.

A new dress code was **effective** the day school opened.

3. Making a strong and favorable impression.

People are likely to remember what an **effective** speaker says.

**err**  
er

v. To be wrong or to do wrong.

I **erred** when I accused you of lying.

**error** n. (er' ə r) A mistake.

**Errors** in punctuation are easily corrected.

**erroneous** adj. (ə r rō' nē ə s) Mistaken; wrong.

The facts are correct, but the conclusion is **erroneous**.

**factor**  
fak' tər

n. Something that contributes to a result.

Paying attention and studying diligently are two **factors** in getting good grades.

**fad**  
fad

n. Something that is very popular for a short time, then forgotten.

Ankle bracelets were the **fad** one summer.

**gripe**  
grīp

v. 1. To complain.

The children always **gripe** about having to get up early.

2. To annoy or irritate.

Crowded airports **gripe** the traveling public.

n. A complaint.

Squalid living conditions and contaminated drinking water were two of the captives' **gripes**.

**knack**  
nak

n. A special talent or skill; ability to do something easily.

My mother has a **knack** for making friends wherever she goes.

**leisure**  
lē' zhər

n. Free time not taken up with work.

A sixty-hour work week allows little **leisure**.

**leisurely** adj. Slow; relaxed.

The couple strolled at a **leisurely** pace through the park.

**unique**  
yū' nek'

adj. The only one of its kind.

The platypus, a mammal that lays eggs, is **unique** among animals.

## 10A Finding Meanings

Choose two phrases to form a sentence that correctly uses a word from Word List 10. Write each sentence on the line provided.

1. (a) A brief is  
(b) an amount by which a number is increased.
- (c) A gripe is  
(d) something that causes annoyance.

2. (a) If something is unique, it is  
(b) the only one of its kind.
- (c) made to last for a long time.  
(d) If something is complicated, it is

3. (a) To anticipate change is  
(b) To effect change is
- (c) to make it happen.  
(d) to be taken by surprise by it.

4. (a) A leisurely statement is one  
(b) that contains a full set of instructions.
- (c) that is incorrect.  
(d) An erroneous statement is one

5. (a) something that contributes to a result.  
(b) A factor is
- (c) a set of instructions.  
(d) A knack is

6. (a) To compete against someone is to  
(b) explain to that person.
- (c) fear that person.  
(d) To brief someone is to

7. (a) that has yet to be tested.  
(b) A complicated plan is one
- (c) An effective plan is one  
(d) that works.

8. (a) time spent away from work.  
(b) Bankruptcy is
- (c) the act of trying to win against others.  
(d) Leisure is

## 10B Just the Right Word

Improve each of the following sentences by crossing out the bold phrase and replacing it with a word (or a form of the word) from Word List 10.

1. Because of its unusual size and color, this diamond is believed to be **the only one of its kind**.

2. Last year the company was declared **unable to pay its debts and was freed by law from doing so.**
3. Six runners are **taking part and hoping to win** in the 100-meter dash.
4. The machine is **made up of many parts** and will take a long time to assemble.
5. She has a **very special ability** for spotting the problem and fixing it right away.
6. The "pet rock" is a good example of a silly item that was **very popular for a short time.**
7. You made a **mistake** when you said that Thomas Jefferson was our second president.
8. If you **plan the use of your money carefully**, you'll be able to afford a better computer.
9. Keeping your eye on the ball is the **main thing that contributes to success** in tennis.
10. The actors are **looking forward to** a full house for the play's opening night.
11. The drivers **talked very negatively** about the lack of convenient parking spaces.
12. An aide **gave a short explanation** to the reporters about the meeting with the president.

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## 10C Applying Meanings

Circle the letter of each correct answer to the questions below. Each question has from one to four correct answers.

1. Which of the following could a person have a **knack** for?
 

(a) hard work	(c) selling
(b) watching television	(d) juggling
2. Which of the following is true of a **fad**?
 

(a) It's very popular.	(c) It usually doesn't last.
(b) Only a few people know about it.	(d) It usually costs a lot of money.
3. Which of the following would most people consider **leisure** activities?
 

(a) playing tennis	(c) collecting baseball cards
(b) delivering mail	(d) treating diseases

4. Which of the following can be **brisk**?
 

(a) a breeze in autumn	(c) toy sales in December
(b) a walk around town	(d) a gift from a friend
  
5. Which of the following have an **effect** on a person's health?
 

(a) smoking cigarettes	(c) regular exercise
(b) overeating	(d) proper diet
  
6. Which of the following could one **budget**?
 

(a) one's time	(c) one's resources
(b) one's allowance	(d) one's friends
  
7. Which of the following can one **anticipate**?
 

(a) problems	(c) trouble
(b) future events	(d) past events
  
8. Which of the following might **bankrupt** a company?
 

(a) poor sales	(c) unsafe products
(b) skillful management	(d) mounting debts

## 100 Word Study

The suffix *-ly* can mean "like" or "in a way that is." (*Brotherly* love is love that is *like* that between brothers.) The same suffix can also mean "happening at certain intervals of time." A *weekly* event is one that takes place every week. At the end of some words, this suffix is written *-ally*.

In the spaces provided, rewrite each of the words below, adding the *-ly* or *-ally* suffix, and write either "like" or "happening" to give the suffix's meaning. If the word does not take the suffix, leave the spaces blank.

<u>Word</u>	<u>Word plus suffix</u>	<u>Suffix meaning</u>
1. realistic	_____	_____
2. annual	_____	_____
3. compete	_____	_____
4. ecstatic	_____	_____
5. month	_____	_____
6. ravenous	_____	_____
7. abundant	_____	_____

8. frugal \_\_\_\_\_
9. century \_\_\_\_\_
10. drastic \_\_\_\_\_

## 10E Passage

Read the passage below; then complete the exercise that follows.

# Fun and Games

Have you ever invented a new game or toy? Lots of people have, and most of them would tell you that it's not all fun and games. In fact, inventing and producing games is a very serious business.

Many of those who have tried to interest a company in their inventions have a common **gripe**: most companies will not consider an idea from someone unknown to them. Companies prefer to deal only with established inventors with whom they have developed a long-term relationship. These veteran inventors have a **knack** for thinking up ideas—lots of them—for new toys and games. Just as important, they are willing to spend the time to develop their ideas. Only then do they take their new game or toy to a company and try to sell it.

Toys and games are big business. People may complain that they have less **leisure** time than they used to, but today they spend far more money on ways to fill this time. Billions of dollars are spent this way in the United States alone each year. Toy stores do a **brisk** business in the weeks between Thanksgiving and the end of the year. They can **anticipate** selling more toys and games in this one period than in the entire rest of the year!

The toy and game business is not casual, either. Companies **compete** to meet the enormous demand by engaging in a perpetual search for new products. These companies aren't interested in warmed-over ideas from previous years; they are looking for something **unique**.

Originality may be the main consideration, but companies must also keep other **factors** in mind when deciding which games or toys to produce. First, the cost of producing a new product is very important; the **less complicated** the toy or game is, the cheaper it will be to make. Companies also take into account the age of the children for whom the toy or game is intended; if it is easy to understand, then younger children will be able to play it, thus increasing the number of likely buyers. Finally, the larger companies with big advertising **budgets** must ask whether they can make an **effective** television commercial for the new product.

Producing a new toy or game is risky, but the rewards can be great. If a company **errs** by putting a lot of money into a new toy or game that fails to sell, the company can go **bankrupt**. If it is successful, on the other hand, everyone is ecstatic. Even success is not without risks. Should a game or toy catch on, the maker may not be in a position to meet the sudden demand. By the time the factory is able to turn out the items, the **fad** may have died down, leaving the company with tens of thousands of items it cannot sell.

In fact, most toys and games do have **brief** lives, but not the all-time champion: Monopoly has been by far the most popular game on the market for decades, and two million sets are sold each year. Of course, only a handful of lucky inventors creates a highly successful new toy or game and becomes millionaires. But inventors are natural optimists. That is why there is no shortage of newcomers eager to break into this high-stakes business.

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Answer each of the following questions in the form of a sentence. If a question does not contain a vocabulary word from this lesson's word list, use one in your answer. Use each word only once. Questions and answers will then contain all fifteen words (or forms of the words).

1. Why are large companies able to advertise heavily on television?

2. How long do most toys and games remain popular?

3. Why might a toy store owner **gripe** about a severe storm in December?

4. Is the belief that one can get rich by inventing games an **erroneous** one? Why or why not?

5. What is the meaning of **brisk** as it is used in the passage?

6. What happens when more and more companies get into the games business?

7. What are some of the ways you spend your **leisure** time?

8. Why would it be incorrect to call Monopoly a **fad**?

9. What is the meaning of **anticipate** as it is used in the passage?

10. What kind of toy or game usually appeals to very young children?

11. What is the meaning of **effective** as it is used in the passage?

12. Why is the decision to make a new toy not a quick and easy process for a company?

13. What does a person need in order to be a successful games inventor?

14. What is the meaning of **bankrupt** as it is used in the passage?

15. What is the most important thing that games companies look for when considering a game?

### FUN & FASCINATING FACTS

**Effect** is a verb and means "to make happen." It is also a noun and means "a result." **Affect** is a verb and means "to cause a change in." (The airline strike will *affect* our travel plans.) It also means "to pretend to have." (He *affected* a British accent when in England because he didn't want to sound like a foreigner.)

In addition to meaning "something that contributes to a result," **factor** is also a term used in mathematics, where it has two separate but related meanings.

A **factor** is one of two or more numbers that divide a given number without a remainder. 2, 3, and

5 are **factors** of 30, as are 5 and 6, 3 and 10, and 2 and 15.

A **factor** is also the number of times a given number is increased or decreased. A population that goes from two million to six million has increased by a **factor** of 3.

**Unique** means "the only one of its kind." It is incorrect to say that something is "very unique" or "most unique"; if something is the *only* one of its kind, it cannot be compared to something else.