

Read the following passage, taking note of the **boldface** words and their contexts. These words are among those you will be studying in Unit 2. It may help you to complete the exercises in this Unit if you refer to the way the words are used below.

In Poor Taste

<Letter to the Editor>

the Editor:

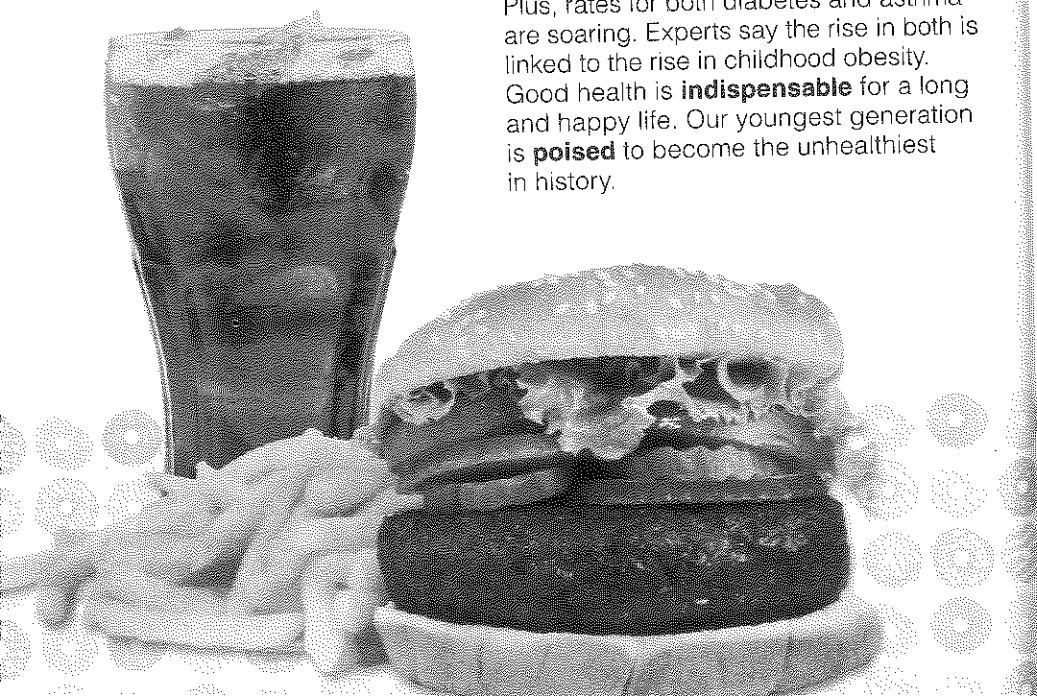
E: "Fast-Food Ads Target Kids"
(Business section, October 29):

Our children are sitting ducks in an advertising war. The "combatants" are the food and beverage companies, advertising agencies, and media corporations **pelting** kids with a dangerous diet of junk food and soft drink ads.

I am no troublesome **firebrand**. I am a nurse at a middle school. I am also the mother of three school-age children. I am writing to express my **indignation** and frustration at the **indifference** of those trying to get one over on the public and, specifically, our kids.

Turn on any children's TV show or visit a website that **caters** to kids. You'll be bombarded with cute characters proclaiming how cool it is to eat Brand "X" cereal or Brand "Y" convenience food. Web sites are full of banner ads and interactive games with commercial content. The problem is, most young children don't have the sophistication to understand the power of persuasive commercials. They think if their favorite animated dragon says eating sugar-laden gooey treats is good for you, it must be so.

According to the Centers for Disease Control and Prevention, childhood obesity in the United States has nearly tripled in the past 30 years. Being significantly overweight is a dangerous health **hazard**. Plus, rates for both diabetes and asthma are soaring. Experts say the rise in both is linked to the rise in childhood obesity. Good health is **indispensable** for a long and happy life. Our youngest generation is **poised** to become the unhealthiest in history.

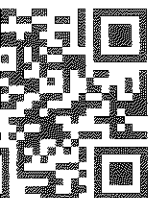


Despite these alarming facts, the food industry and their advertisers use every **available** media outlet to promote and sell their products. Although their marketing techniques don't break any laws, pushing food and drinks low in nutritional value and high in sugar, salt, and fat is unethical. Instead of encouraging kids to make good food choices, most of these companies use misleading tactics that **hinder** healthy eating goals. In fact, a recent university study found that, on any given day, one-third of American children and teens eat fast food. In an ideal world, I'd like all food advertisements aimed at kids banned from children's programming. But I know that's not realistic. After all, we're talking about a multibillion-dollar industry. So I demand that companies involved in the making, marketing, and selling of food be required to be far more **transparent** in their advertising to children. I also demand that regulating agencies such as the Federal Trade Commission set far tougher policies. It's painfully clear that self-regulating guidelines for the food industry are not working.

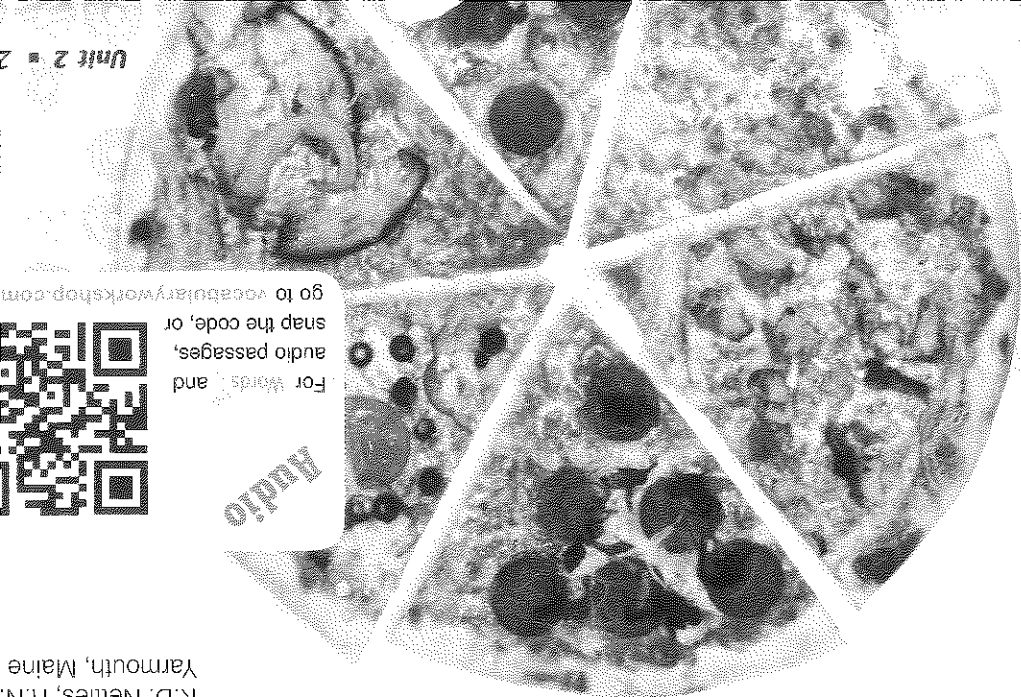
As a nurse and mom, it is **customary** for me to be concerned about the health of kids. I will keep doing all I can to **dissuade** them from choosing junk food over healthy food. I will also continue to **plague** junk-food peddlers and the government officials who **mutually** benefit from leaving things as they are. Human beings are, after all, just human. We'll always have our bad habits. But cigarette advertising has been banned from the airwaves. Alcohol advertising is strictly regulated. So why do we allow advertising for junk food?

K.D. Nettles, R.N.,
Yarmouth, Maine

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Audio



Definitions

Note the spelling, pronunciation, part(s) of speech, and definition(s) of each of the following words. Then write the appropriate form of the word in the blank spaces in the illustrative sentence(s) following. Finally, study the lists of synonyms and antonyms.

1. available (ə vā' lə bəl)

(adj.) ready for use, at hand

Bean sprouts and bean curd are _____ in the Chinese market on Main Street.

SYNONYMS: obtainable, on hand

ANTONYMS: unobtainable, not to be had

2. cater (kā' tər)

(v.) to satisfy the needs of, try to make things easy and pleasant; to supply food and service

Our grandmother cared for the twins all summer, but she refused to _____ to their every whim.

SYNONYMS: pamper, indulge, gratify

ANTONYMS: frustrate, deny, refuse

3. customary (kās' tə mer ē)

(adj.) usual, expected, routine

The _____ tip given to a waiter for service is 15–20 percent of the bill.

SYNONYMS: regular, normal, traditional

ANTONYMS: strange, odd, untraditional

4. dissuade (dis wād')

(v.) to persuade not to do something

Despite offering big raises and bonuses, the boss was unable to _____ workers from quitting.

SYNONYM: talk out of

ANTONYMS: persuade, talk into

5. entrepreneur (än trə prə nər')

(n.) a person who starts up and takes on the risk of a business

In the first year of business, an _____ often assumes losses for the sake of future profits.

SYNONYM: businessperson

6. firebrand (fi' ər brand)

(n.) a piece of burning wood; a troublemaker; an extremely energetic or emotional person

A rash young _____, the new editor of the newspaper strove to expose corruption in the mayor's office.

SYNONYMS: hothead, agitator

ANTONYMS: peacemaker, pacifier, conciliator

7. hazard
(haz'erd)

(n.) risk, peril; (v.) to expose to danger or harm; to gamble
Snow tires can help eliminate the _____ of
driving on icy roads.
When asked to predict when the long drought would end,
the meteorologist would not _____
a guess.
SYNONYMS: (n.) danger; (v.) venture

8. hinder
(hin'dar)

(v.) to delay; to stop or prevent from happening
The all-day rain predicted for tomorrow will definitely
our plans for a picnic at the lake.
SYNONYMS: interrupt, impede, block, thwart
ANTONYMS: encourage, further

9. homicide
(hom' a sid)

(n.) the killing of one person by another
It did not take the jury members too long to find the drifter
guilty of _____
SYNONYM: manslaughter

10. indifference
(in dif' rans)

(n.) a lack of interest or concern
The outcome of the rugby match between the two teams is
a matter of complete _____ to me.
SYNONYMS: apathy, unconcern
ANTONYMS: interest, concern, enthusiasm

11. indignant
(in dig' nant)

(adj.) filled with resentment or anger over something unjust,
unworthy, or mean
Angered by the editorial in the newspaper, my mother wrote
an _____ letter to the editor.
SYNONYMS: offended, resentful, outraged, exasperated
ANTONYMS: pleased, delighted, elated

12. indispensable
(in di spen' sa bel)

(adj.) absolutely necessary, not to be neglected
Oxygen is a gas that is _____ to life
processes on this planet.
SYNONYMS: essential, crucial
ANTONYMS: unnecessary, nonessential

13. lubricate
(lu' bra kat)

(v.) to apply oil or grease; to make smooth, slippery, or easier
to use
The workers had to _____ the equipment
regularly so that production would not suffer.
SYNONYM: oil

mutual
(myü' chü əl)

(adj.) shared, felt, or shown equally by two or more

During the course of the summer, the adoring couple formed
a _____ admiration society.

SYNONYMS: two-sided, joint, shared, reciprocal

ANTONYMS: one-sided, unilateral

pelt
(pelt)

(v.) to throw a stream of things; to strike successively; to hurry

The children resisted the urge to _____
the cars with snowballs.

SYNONYMS: bombard, shower

plague
(plāg)

(n.) an easily spread disease causing a large number of deaths;
a widespread evil; (v.) to annoy or bother

In the 14th century, a _____ spread by
infected rats wiped out about one-fourth of the population
of Europe.

Mosquitoes will _____ the campers if they
forget to wear insect repellent on the hike.

SYNONYMS: (n.) epidemic, pestilence; (v.) pester, vex

ANTONYMS: (n.) boon, blessing

poised
(poizd)

(adj., part.) balanced, suspended; calm, controlled; ready
for action

The captain and other members of the crew were
_____ for takeoff.

SYNONYMS: (adj.) collected, self-confident, ready

ANTONYMS: (adj.) nervous, tense

regime
(rā zhēm')

(n.) a government in power; a form or system of rule or
management; a period of rule

The present _____ in that country came
to power through democratic elections.

SYNONYM: rule

transparent
(trans par' ənt)

(adj.) allowing light to pass through; easily recognized or
understood; easily seen through or detected

The students could see the other class through the
_____ glass door.

SYNONYMS: clear, translucent, obvious

ANTONYMS: frosted, sooty, smoky, unclear, indistinct

unscathed
(ən skathd')

(adj.) wholly unharmed, not injured

Remarkably, the captain and the entire crew emerged from
the wreck _____.

SYNONYMS: unhurt, sound, intact

ANTONYMS: injured, damaged, hurt

Choosing the Right Word

Select the **boldface** word that better completes each sentence. You might refer to the passage on pages 22–23 to see how most of these words are used in context.

1. In Shakespeare's *Macbeth*, after the **(homicide, entrepreneur)** of the Scottish King Duncan, the sleepwalking Lady Macbeth cries that she cannot clean her bloodstained hands.

2. Antibiotics can be a very effective means of **(catering, hindering)** the spread of some diseases.

3. Queen Victoria began her **(entrepreneur, regime)** in 1837 at the age of 18 and ruled until her death in 1901, a period known as the "Victorian Age."

4. All during that nightmarish period, I found myself **(plagued, dissuaded)** by fears about the future.

5. The public's **(indifference, hazard)** to government may be measured by the number of people who don't vote.

6. When the salesclerk replied rudely to my polite inquiry about the price of the garment, I became a bit **(transparent, indignant)**.

7. Because I am a creature of habit, I can't do anything in the morning without first having my **(customary, mutual)** cup of coffee.

8. The judge explained to the jury that killing someone in self-defense may be considered justifiable, or noncriminal, **(homicide, plague)**.

9. Unfortunately, nothing any of us said could **(dissuade, cater)** Ned from his plan to quit his job.

10. Though I have no means of knowing for sure where Joe and Miguel happen to be, may I **(hazard, lubricate)** the guess that they're in the gym?

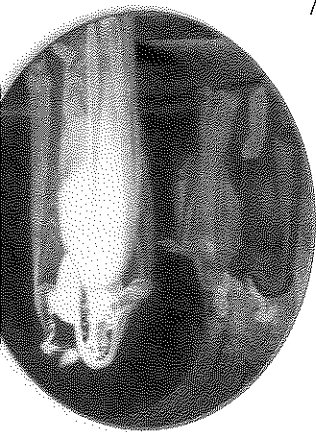
11. Innocent or guilty, no one involved in a major political scandal ever comes away from it entirely **(dissuaded, unscathed)**.

12. Young **(entrepreneurs, regimes)** have made millions from start-up companies that develop and sell apps for smartphones and tablets.

13. The aid that we have **(indignantly, mutually)** given each other during the years has enabled both of us to overcome many problems.

14. You cannot ignore me for months on end and then take it for granted that I will **(available, customary)** whenever you want me.

15. Your excuse for missing practice was so **(transparent, indispensable)** that even a child would have seen right through it.



"Here's the smell of the blood still; all the perfumes of Arabia will not sweeten this little hand."

6. The fire that started from smoldering embers in the chimney totally destroyed the house, but fortunately everyone in the family escaped (**unscathed, indignant**).
7. When the new (**hazard, regime**) took power, it canceled or reversed most of the policies of its predecessor.
8. A little courtesy can do much to (**dissuade, lubricate**) the machinery of our everyday social life.
9. In Shakespeare's day, an actor who displeased the audience might find himself (**poised, pelted**) with a barrage of rotten vegetables.
10. Do you agree with the criticism that many television programs shamelessly (**cater, dissuade**) to the lowest tastes?
11. When my 8-year-old sister started up a successful chain of lemonade stands, I knew we had a budding (**entrepreneur, firebrand**) in the family.
12. Southern (**firebrands, hazards**) agitating for a complete break with the Union helped speed the coming of the Civil War.
23. On our long camping trip, we learned that we could get along without many things that we had considered (**indispensable, indifferent**).
24. It seems that only last year she was an awkward child, but now she is a charming and (**poised, unscathed**) young woman.
25. The locksmith says we should (**hinder, lubricate**) the lock to keep it functioning.

Synonyms

Choose the word from this Unit that is the same or most nearly the same in meaning as the **boldface** word or expression in the given phrase. Write the word on the line. Use a dictionary if necessary.

1. is **vital** to the good of the community _____
2. found guilty of **murder** _____
3. met the new **impresario** of sports entertainment _____
4. began to **pepper** the windshield with hailstones _____
5. lucky to survive the battle **unimpaired** _____
6. is considered a **rabble-rouser** by colleagues _____
7. was needed to **grease** the bicycle chain _____
8. hired to **provide** food for the wedding guests _____
9. thrived under the new **administration** _____
10. wants to **discourage** her from taking the job _____

Choose the word from this Unit that is most nearly opposite in meaning to the **boldface** word or expression in the phrase. Write that word on the line. Use a dictionary if necessary.

1. an **unambitious** assistant in a struggling company

2. was **wounded** in the explosion

3. **overjoyed** when the candidate lost

4. an arid climate that **dried out** our sinuses

5. **unusual** healing methods

Completing the Sentence

From the words in this Unit, choose the one that best completes each of the following sentences. Write the correct word form in the space provided.

1. It takes a special kind of bravery to face the _____ of life in the jungle.

2. Although the legislators have done nothing to further the passage of the bill, they haven't tried to _____ the process either.

3. Only a really hard-hearted person could show such _____ to the plight of the homeless who wander our streets.

4. When the wounded shopkeeper died, the charges against the person who had been arrested were raised from robbery to _____.

5. It took the authorities quite some time to put down the riot that a few rash _____ had managed to start.

6. Angry at the call, the crowd began to _____ the referee with all kinds of refuse.

7. A sense of humor is _____ if you are to cope with all the strains and difficulties of everyday life.

8. Mother prepares wholesome and tasty meals, but she says she is not going to _____ to the special tastes of six different children.

9. Because the seat covers in the car were _____, we could see the attractive pattern of the upholstery underneath.

10. At the front desk, a(n) _____ guest was angrily complaining about the shabby treatment he had received from the staff of the hotel.

1. Though the habit of taking a siesta in the afternoon may seem strange to a foreigner, it is quite _____ in this part of the world.
2. Until it was almost too late, the hunters did not see the leopard crouching in a tree, _____ to leap on them.
3. The guidance counselor tried to _____ me from taking the job because she thought the work would be too high-pressure for me.
4. Eventually, the army toppled the country's democratic _____ and set up a military dictatorship in its place.
5. Most of the homeowners in this area have tried in vain to overcome the _____ of crabgrass that threatens to overrun their lawns.
16. When we _____ the engine of a car, we try to cut down the friction at every point.
17. Having spent many years as political opponents, the two senators have since developed a(n) _____ respect for each other.
18. With the emergence of market economies in Eastern Europe have come hordes of _____ seeking business opportunities there.
19. Although we arrived at the stadium only a few minutes before the game, we found that many good seats were still _____.
20. No one has ever been able to explain to my satisfaction how any person can walk _____ across beds of hot coals.

Writing: Words in Action

1. Look back at "In Poor Taste" (pages 22–23). Write a letter to the editor responding to K.D. Nettles's argument. What, if anything, do you think should be done to regulate food ads on TV programs for children? Respond to at least two of K.D. Nettles's key points, and use three Unit words in your letter to the editor.
2. You are on a student committee to improve lunches served in the school cafeteria. Write a brief persuasive essay suggesting three specific changes you think should be made. Be sure to explain why such changes are necessary. Support each of your suggestions with examples, facts, personal observations, and the reading (refer to pages 22–23). Write at least three paragraphs, and use three or more words from this Unit.

The following excerpts are from short stories by O. Henry in this collection The Four Million. Some of the words you have studied in this unit appear in **boldface** type. Complete each statement below the excerpt by circling the letter of the correct answer.

1. On the opposite side of the street was a restaurant of no great pretensions. It **catered** to large appetites and modest purses. Its crockery and atmosphere were thick; its soup and nappery thin. ("The Cop and the Anthem")

Whenever someone is **catered** to, he or she is

- a. refused
b. shaped
c. gratified
d. opened

2. But what was this? Instead of the **customary**

humble and grateful thanks from the non-escorted one there was to be perceived a high-poised head, a proudful dimpling at the corners of a broad mouth, and almost a sparkle in a dull brown eye. ("The Coming-out of Maggie")

Things that are **customary** are

- a. untraditional
b. expected
c. unexpected
d. shocking

3. When he had travelled a few yards further he glanced at the card **indifferently**. Surprised, he turned it over and looked again with interest.

("The Green Door")

Whenever you glance **indifferently**, you show that you are NOT

- a. clumsy
b. cautious
c. casual
d. intrigued

4. **Mutual** satisfaction resulted from the agreement. Schulenberg's patrons now knew what the food they ate was called even if its nature sometimes puzzled them.

("Springtime à la Carte")

Mutual satisfaction is

- a. unusual
b. one-sided
c. shared
d. immense

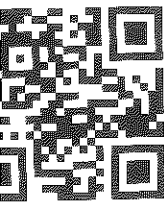
5. People passed, but they held me not. [Women's] eyes

rayed upon me, and left me **untouched**. Diners, . . . shop-girls, confidence men, pachandlers, actors, highwaymen, millionaires and outlanders hurried, skipped, strolled, sneaked, swaggered and scurried by me; but I took no note of them. ("Man About Town")

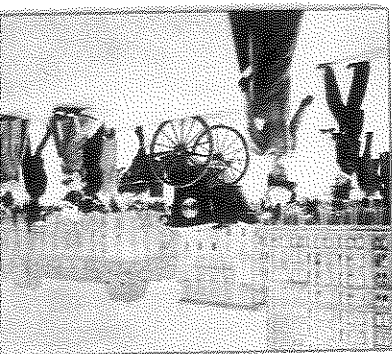
Someone who is left **untouched** is

- a. wounded
b. untouched
c. lonesome
d. comfortable

Interactive
Quiz



Snap the code, or go to
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O. Henry wrote stories about people he saw on the streets of New York and other cities where he lived.