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PREVIEW

Here's an introduction to the vocabulary terms, skills, and concepts you will study in this unit. Answers are upside down on the bottom of the page.

TRUE OR FALSE?

Write **T** or **F** to show whether each statement is *true* or *false*.

1. ____ Adding the prefix *ful-* to the noun *color* makes the adjective *colorful*.
2. ____ *Billboard* and *layout* are examples of compound words.
3. ____ The word *deposit* can be used as both a noun and a verb.
4. ____ An *advertiser* is someone who reads the ads before shopping.
5. ____ The abbreviation for *ounce* is *oz*.
6. ____ The words *freedom* and *liberty* are antonyms.
7. ____ Readers are likely to find *opinions* in *editorials*.
8. ____ The Latin root *vita* means "life."

SPELLING

Circle the correctly spelled word in each group.

1. cunsomar consumer consumor
2. magazine magizine magusine
3. contraversail controversial controvershul
4. corporation corparation corperation

ANSWERS: TRUE OR FALSE? 1. F 2. T 3. T 4. F 5. T 6. F 7. T 8. T
 SPELLING: 1. consumer 2. magazine 3. controversial 4. corporation

GLOSSARY

A *glossary* is an alphabetical list of unusual or specialized words from a certain field of knowledge. Following are some important words that relate to marketing and the media.

advertiser a person or group who publicly praises a product so that people will want to buy it

commercial a paid advertisement on radio or television

consumer a person who buys things for his or her personal use

controversial describes something that is being debated or argued about

deposit money placed in a bank for safekeeping

editor a person who prepares manuscripts for publication

editorial an article in a magazine or newspaper, or a talk on television or radio, that presents the opinion of the owner or staff

effective capable of producing the desired results

endorse to give support or approval to a product or cause

guarantees a company's promises that something will be done if their product or service is unsatisfactory

insurance a company's contract guaranteeing a client that a certain sum of money will be paid to cover any losses

magazine a booklet-style publication containing stories, articles, and pictures that is published monthly or weekly

newspaper a daily or weekly publication containing news, opinions, advertisements, and photographs printed on large, folded sheets of paper

objective having to do with facts rather than opinions

opinion a belief based on what one thinks to be true; a judgment

press newspapers, magazines, and other such printed material; reporters who work for such publications

product something made by nature or manufactured by human beings

publisher a person or business that puts out and sells books, magazines, newspapers, and other printed materials

VOCABULARY IN CONTEXT

Complete each sentence with a word from the glossary. Use context clues for help.

1. As members of the _____, news reporters were allowed into the important meeting.
2. When Nellie earned \$50.00, she made a \$40.00 bank _____ and kept \$10.00 to spend.
3. The _____ claimed that Growpher Super Pellets would make lawns greener overnight.
4. Superstar Horton Hornblower was hired to _____ Crispy Flakesters as his cereal of choice.
5. As a _____ of many goods and services, you should think carefully before making choices and spending your money!
6. The _____ policy promised to pay for the cost of replacing stolen goods.

MULTIPLE-MEANING WORDS

Some words have entirely different meanings when they're used in different contexts. Write the word from the glossary that matches each pair of definitions below.

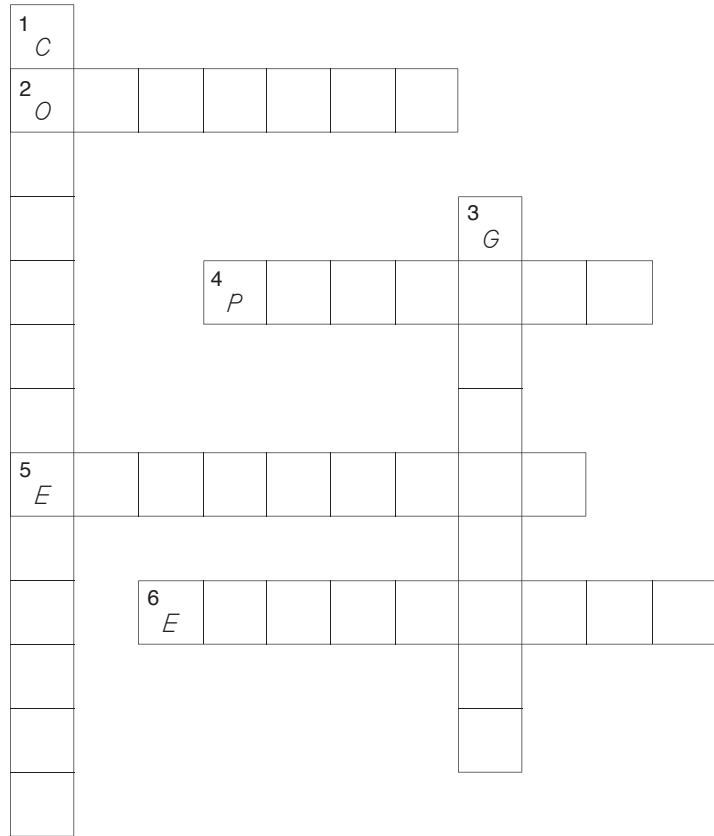
1. _____
 - a. a paid advertisement on radio or television (noun)
 - b. having to do with business or trade (adjective)
2. _____
 - a. something one tries to reach; a goal or purpose (noun)
 - b. having to do with facts rather than opinions (adjective)

USING GLOSSARY WORDS

Solve the crossword puzzle by completing the sentences below with words from the glossary.

ACROSS

2. Your ___ is your personal viewpoint on a topic.
4. Rubber boots are the only ___ that factory makes.
5. The publisher recommended a candidate in his newspaper ___.
6. An ___ shampoo makes your hair manageable.



DOWN

1. We are not in agreement on that ___ topic.
3. The company offered a written ___ that defective products would be replaced.

SELECTING EXAMPLES

Circle the one word that is *not* an example of each **boldface** topic.

1. **publications:** magazine newspaper consumer
2. **people:** consumer editor guarantee publisher
3. **things that aim to sell:** advertiser deposit commercial
4. **things that make promises:** editorial guarantee insurance
5. **things a person could buy:** product magazine consumer