

# VOCABULARY 13

**acrid (adj)** sharp; bitter; foul smelling  
acr = sharp

**behoove (v)** to be advantageous; to be necessary

**condescend (v)** to deal with others in a patronizing manner  
con = together      de = down

**disheartened (adj)** discouraged; depressed  
dis = away

**facetious (adj)** lightly joking  
ous = full of

**hamper (v)** interfere with; hinder

**innovate (v)** introduce a change; depart from the old  
in = in or not      nov = new      ate = cause

**meticulous (adj)** exacting; precise  
dis = away

**perpetual (adj)** enduring for all time  
per = through

**redundant (adj)** repetitious; unnecessary  
re = again

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**spurious (adj)** false; counterfeit

**unequivocal (adj)** clear; definite  
un = not      equi = equal      voc = voice

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**buzz (n)** excited talk or rumors

**hype (n)** overwhelming publicity or exaggerated claims (v) to promote or accent excessively

**jingle (n)** catchy tune usually rhyming, simple, and repetitious used to promote a product

**medium (n)** an intervening agency, means, or instrument by which something is conveyed or accomplished...means of mass communication

**plug (v)** to promote, advocate or popularize

**product placement (n)** paying a movie or tv show to prominently display a company's product during the film or show

**slogan (n)** a distinctive catchword or catch phrase

**sponsor (n)** a person, firm, organization, etc., that finances and buys the time to broadcast a radio or television program so as to advertise a product, a political party, etc.