

# Vocabulary #13

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

**acr = sharp**



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



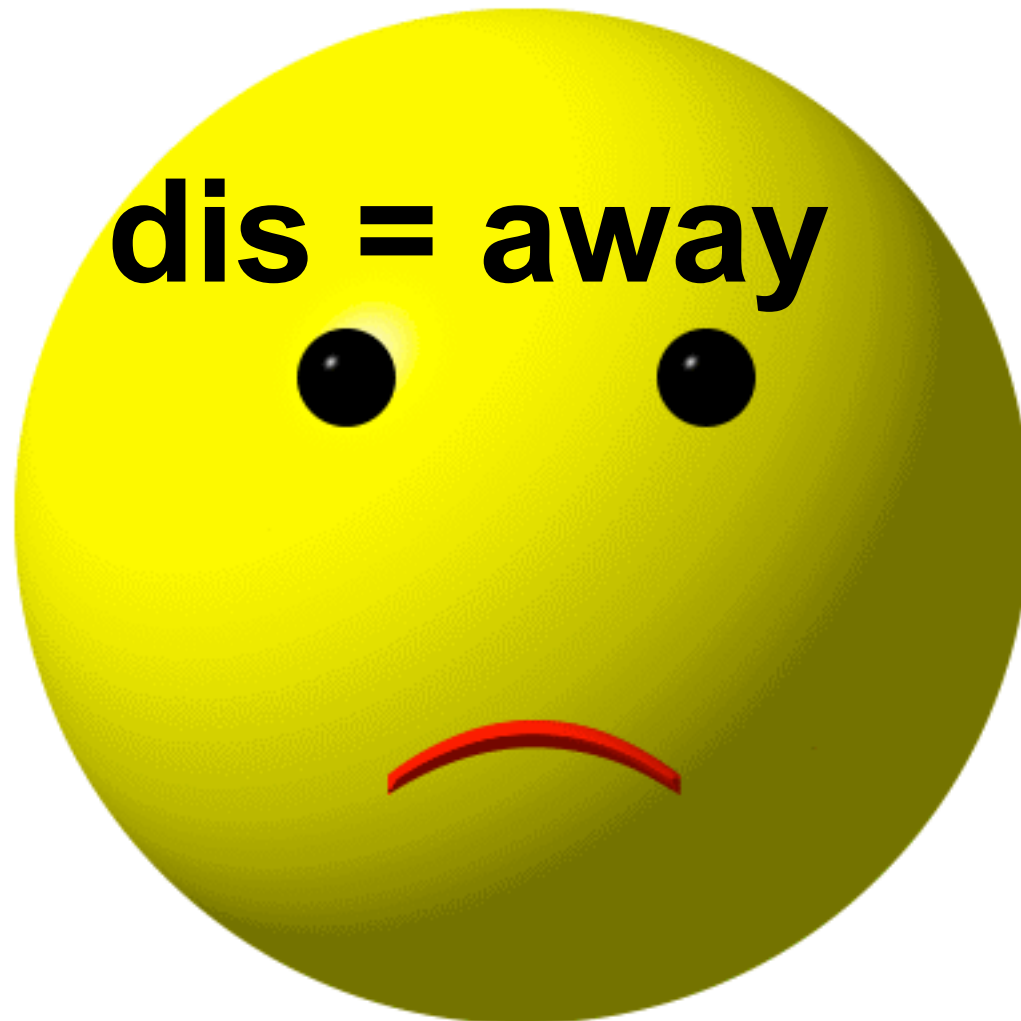
**condescend (v)**  
to deal with others in a  
patronizing manner

**con = together**  
**de = down**



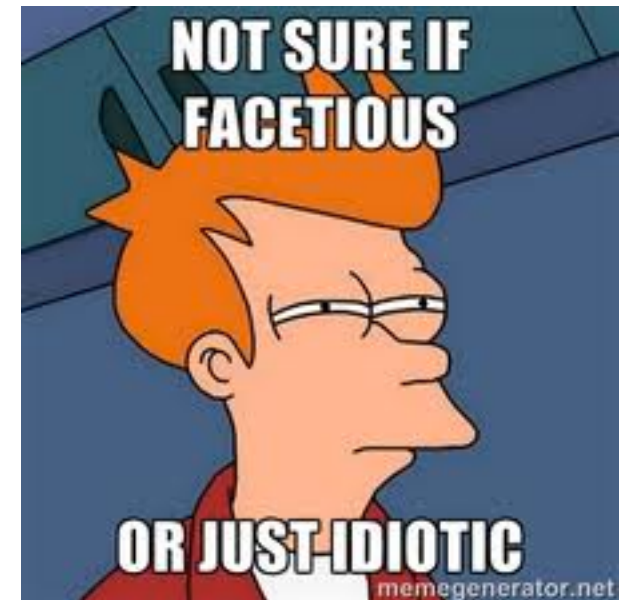
# disheartened (*adj*)

discouraged; depressed



**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

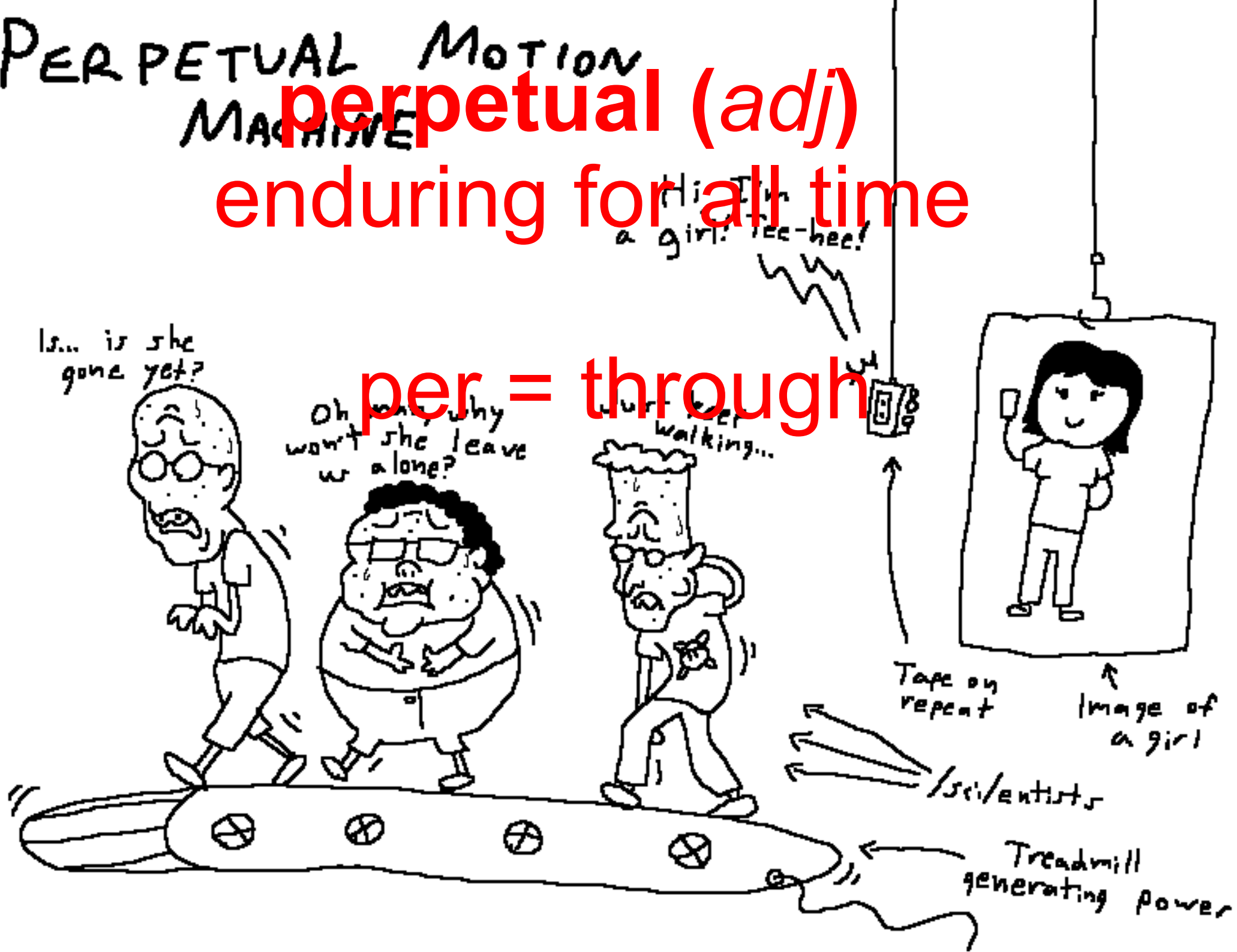
**dis = away**



# PERPETUAL MOTION MACHINE

perpetual (adj)  
enduring for all time

per = through



**redundant (adj)**  
**repetitious; unnecessary**

**re = again**



**REDUNDANCY**

Just in case you're totally oblivious.

**spurious (*adj*)**  
false; counterfeit

## SPURIOUS

Artificial and fake...Spurious is something to substitute the other but not from the proper source.



[www.wordpandit.com](http://www.wordpandit.com)





# unequivocal (*adj*)

clear; definite

un = not  
equi = equal  
voc = voice



**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



Think different.

htc

*quietly brilliant*



i'm lovin' it™

JUST DO IT.





# **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.

