

# Topic-specific Vocabulary

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## Topic-specific Vocabulary

### COMMUNICATION AND PERSONALITY

**Non verbal** – not involving or using words

- Couples who have been married for years usually communicate non-verbally through their hand gestures or other physical actions.

**Computerize** – To carry out, control, or produce by means of a computer

- The idea behind computerization of marking attendance, applying for leaves or filing a request to the Human Resource department helps them to make the system more user friendly.

**Facial expression** – gesture executed with facial muscles

- A new mother makes a judgment of her baby's well beings through the toddler's facial expressions.

**Oral communication** – communication by word of mouth

- A manager cannot hire an employee with poor oral communication for a sales and marketing job profile.

**Eye contact** – The state in which two people are aware of looking directly into one another's eyes

- In the workplace, your posture and eye contact can send co-workers a positive or a negative message.

**Workplace** – a place where people work, such as an office or factory

- Employees should adhere to workplace ethics to jibe in the environment and work peacefully.

**Co worker** – an associate that one is employed with

- An effective co worker can guide you and help you excel in your work.

## Topic-specific Vocabulary

**Ineffective** – Not producing an intended consequence

- Weak channelization can lead to ineffective communication.

**Body language** – communication via movements of the body

- Non verbal communication includes gestures, facial expressions and body language.

**Phone message** – a message transmitted by phone

- Phone message is considered an informal way of communication in a workplace.

**Barrier** – structure that impedes free movement

- Barriers in communication can distort or prevent effective communication.

**Effective** – producing or capable of producing an intended result

- Students should practice to learn effectively, and not just confine learning to theory classes.

**Team work** – cooperative labor done by a group

- A successful venture is the result of dedicated, relentless and progressive team work

**Spoken word** – a word that is spoken aloud

- It is wise to introspect spoken words for public figures as each word uttered is analyzed by the media.

**Face to face** – in direct confrontation

- Face to face conversation gives a better understanding to carry out the task easily.

## Topic-specific Vocabulary

**Activated** – rendered operative

- Activated charcoal is used by beauticians to remove dirt from skin pores.

**Confuse** – mistake one thing for another

- Semantic barriers cause confusion in effective communication.

**Distract** – To draw or direct to a different object or in different directions at the same time

- It is easy to distract children with digital media in today's world.

**Inattentive** – showing lack of awareness and concentration

- During the second half of the class, students usually become inattentive.

**Organize** – to arrange by systematic planning

- First step to communication is to begin with a clear message that is logical and well organized.

**Interfere** – get involved so as to alter or hinder an action

- One must not unnecessarily interfere in someone personal life.

**Involve** – contain as a part

- Teamwork is a way through which each person gets involved to do the work delegated.

**Highlight** – an area of lightness in a picture.

- Important points must be highlighted to make it easier for the student to revise the text.

## Topic-specific Vocabulary

### **Install** – set up for use

- It is important to install upgraded machinery in factories for maximizing output.

### **Interactive** – Mutually or reciprocally active

- Interactive sessions must be held individually and as a team by the human resource department to encourage team spirit.

### **Compose** – To form by putting together

He composed the First Violin Sonata four years earlier.

### **Interview** – A formal consultation usually to evaluate information by a candidate

- In order to claim the treasure, the challengers had to undergo an interview as well.

### **Posture** – the arrangement of body and its limbs

- One must sit in correct body posture in order to avoid various health issues.

### **Extrovert** – socially confident person

- It is usually extrovert people who make exceptional speakers.

### **Introvert** – a shy, reticent person

- I have always been an introvert and have made very few friends even at school.

### **Altruist** – someone who cares about a person, regardless of anything

- Being an altruist makes one's character strong and dependable.

## Topic-specific Vocabulary

**Egoist** – self centered, selfish person

- An egoist can never have good intentions.

**Ambitious** – determined to be successful

- In order to have a bright career, one must be very ambitious.

**Diligent** – showing care or effort in your work and duties

- If you are a diligent worker, you earnestly try to do everything right.

**Gregarious** – liking to be with other people

- Someone who is gregarious enjoys hosting parties and get together to interact and enjoy life.

**Persistent** – determined to do something despite difficulties.

- Ravi remained persistent in finishing the project before the deadline.

**Sincere** – showing what you really think or feel

- One must be very sincere while performing their tasks.

**Witty** – Ability to say or write clever amusing things.

- Witty remarks may sometimes prove to be offensive.

**Practical** – good at making or repairing things

- Some people find practical subjects more interesting than theoretical ones.

**Resourceful** – good at finding ways of doing things.

- It is in the good will of the company to retain its resourceful employees.

## Topic-specific Vocabulary

**Passionate** – having or showing strong feelings

- An artist must be passionate about his work to give his best performance.

**Genuine** – something exactly what it appears to be

- There are not very genuine people in today's world.

**Adaptable** – able to adjust to new conditions

- All employees must be trained for using new software to make them competent and adaptable.

**Adventurous** – willing to take risks and try new ideas

- Being adventurous lets you take many unsaid risks in life.

**Courteous** – polite, especially in a way that shows respect.

- If you are courteous, your manners will always show concern for others.

**Frank** – honest and direct in what you say

- Children should always be very frank with their parents while discussing problems.

**Impartial** – not biased

- A teacher should always have impartial attitude towards his students.

**Consecutive** – following each other continuously

- The students were asked to complete the two tasks consecutively without a tea break.

## Topic-specific Vocabulary

### ENVIRONMENT

**Acid rain** – Rainfall that causes harm to the environment.

- Acid rain over the years has turned the sparkling white marble of the Taj Mahal turn yellow.

**Carcinogen** – substance that causes one or more type of cancer

- Cigarette smoke is injurious to health and contains a number of carcinogens.

**Carbon dioxide** – gas released by plants

- Living beings inhale oxygen and exhale carbon dioxide to survive.

**Carbon foot print** – measurement of the amount of carbon dioxide, a person adds to the atmosphere.

- People today are making a conscious effort of reducing their carbon foot print to save mother earth.

**Car pool** – share a car instead of driving one alone

- Carpool is one method that can help reduce traffic on roads.

**Compost** – breaking down of organic waste into healthy soil

- Natural compost acts as a pesticide to plants and helps in their growth.

**Commute** – to travel back and forth

- In metropolitan cities, people usually commute for long hours from their home to workplaces.

**Conservation** – protection and preservation of natural environment

- Conservation of environment would help all the living beings to live a healthy life.



## Topic-specific Vocabulary

**Domestic waste** – garbage from a house or apartment.

- In our country, there is a separate procedure to decompose domestic waste.

**Dump** – to put waste in a wrong place

- The waste was dumped near a community center creating havoc in the city.

**Eco community** – a community with environment friendly buildings, and clean environment.

- The architects today plan to build eco communities in the future.

**Endangered species** – animals or plants in danger of becoming extinct.

- More than half the species of the world are now endangered due to human encroachment in their natural habitat.

**Ecosystem** – complex system of relationship between living and non living things

- The marine ecosystem of the northern gulf suffered an irreparable damage due to excessive commercialization in the area.

**Extinct** – no longer existing

- Many Australian animals have become extinct this year due to the massive bush fires.

**Emit** – to release or project something.

- Vehicles emit many harmful substances in the environment.

**Fertilize** – adding chemicals in soil for better plant growth

- One must use organic fertilizers, in order to have a better produce.

## Topic-specific Vocabulary

**Food chain** – order in which organisms in an ecosystem eat one another

- Food chain follows a single path whereas food web follows multiple paths.

**Fossil fuel** – fuel formed through very old plant and animal fossils.

- Burning fossil fuels is a major cause of global warming.

**Global warming** – long term rise in average temperature of the earth.

- Global warming is one of the most vexing environmental issues today.

**Green house gas** – gas in the atmosphere that stops heat from escaping into space.

- Carbon dioxide , methane and nitrous oxide are some very common greenhouse gases.

**Habitat** – a place in which species normally live.

- These days animals are getting extinct as their natural habitat is being destroyed by human activity.

**Hazardous waste** – dangerous substances that need careful disposal

- Hazardous waste from factories is usually dumped in the oceans.

**Pesticide** – chemical sprayed on crops

- It is very hard to find safer pesticides in order to stop insects from destroying the crops.

**Recycle** – make something new from the used material

- Green bins are usually kept for recycling of paper and glass.

## Topic-specific Vocabulary

### **Reforestation** – planting of trees

- Reforestation projects are undertaken to accelerate the recovery of the lost plants and trees.

### **Renewable** – something not depleted when used.

- Production costs for renewable are higher than for the non renewable.

### **Reuse** – to use again

- Things like plastic bags and bottles should be reused to curb their unnecessary production.

### **Smog** – fog intensified by smoke or other atmospheric pollutants.

- Smog results from a large amount of coal burning in textile factories.

### **Wild life** – native fauna of a region

- Wildlife is majorly threatened through poaching, hunting, and climate change.

### **Toxic** – deadly or poisonous material

- Release of toxic waste in the ocean adversely affects the aquatic life.

### **Toxin** – a poison of plant or animal origin.

- There are some toxins that are created by human body and some toxins are excreted by plants and animals.

### **Zero emission** – release of no green house gas.

- Zero emission vehicles like electric cars are an innovative way to safeguard our environment.

## Topic-specific Vocabulary

**Self sufficient** – able to function or produce without help.

- We live in a self sufficient farming community.

**Poaching** – illegal hunting of animals

- Poaching was usually done by impoverished farmers before it was banned.

**Pollute** – to contaminate a natural area

- Human kind has polluted the atmosphere with its continuous concrete construction.

**Decay** – to rot or decompose

- His body had begun to decay after a very short while.

**Biodiversity** – variety of plant and animal life in a particular habitat

- Biodiversity is an important feature of both, natural and manmade ecosystem.

**Ecology** – branch of biology dealing with relations of organisms.

- Ecology enriches our world and is crucial for human well being and prosperity.

**Niche** – position that is very suitable for someone.

- My uncle is an advocate in the Supreme Court and feels that he has found his niche.

**Pyramid of energy** – model of energy flow in a community.

- Pyramid of energy shows biomass or bio productivity at each trophic level.

## Topic-specific Vocabulary

**Water pollution** – contamination of water bodies.

- Sources of water pollution are either from textile factories or the automobile industry.

**Oil spill** – an escape of oil into the sea

- Oil spills became a major environmental problem in the 1960s due to the leakage of petroleum products in the water bodies.

**Biodegradable** – substance capable of being disposed by bacteria.

- These cups are biodegradable so they are good for the environment.

**Sustainability** – ability to be maintained at certain level

- Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs.

**Condensation** – the conversion of vapour or a gas to liquid.

- The difference in temperature lead to condensation of water on the window glass.

**Evaporation** – process by which water changes from a liquid to a gas.

- Evaporation constantly occurs throughout nature and is the fundamental part of the water cycle.

**Ozone layer** – region of earth's stratosphere that absorbs most of the sun's ultraviolet radiation.

- The ozone layer protects the earth from the ultraviolet rays from the sun.

**Solar power** – power obtained with harnessing the energy of sun's rays.

- Solar power uses sun's energy either directly through thermal energy or through use of photovoltaic cells.

## Topic-specific Vocabulary

**Wetlands** – land consisting of marshes and swamps.

- Wetlands are dynamic aquatic ecosystems found all over the world.

**Unleaded** –petrol without added lead.

- All the cars these days use unleaded petrol that produce less harmful gases.

## Topic-specific Vocabulary

### FOOD AND DIET

**Malnutrition** – Lack of proper nutrition

- Many young children have died over the years in the African subcontinent due to malnutrition.

**Health** – The state of being free from illness or injury

- The health department of the state issued new guidelines to curb the spread of the pandemic.

**Nutrients** – A substance providing nourishment essential for the maintenance of life and growth

- Nutrients like amino acids are very essential for the body to function properly.

**Overeat** – To eat to excess

- Overeating not only leads to obesity but also vulnerable to high cholesterol levels that may lead to a cardiac arrest.

**Vitamins** – organic compounds essential for normal growth

- Children should be fed a diet that has enough vitamins and minerals for their overall growth.

**Over weight** – excessive or extra weight

- People having an unhealthy diet usually are overweight.

**Obesity** – the unhealthy condition of being very fat or overweight

- Most of the people in America usually suffer from obesity due to unhealthy lifestyle.

## Topic-specific Vocabulary

**Illness** – a period of sickness affecting the body and mind.

- Mental illness has more devastating effects on a person than physical ailments.

**Diet** – all the foods a person or animal usually eats

- One must take a healthy diet in order to stay fit.

**Calorie** – a unit for measuring the amount of energy we get from food.

- Athletes are conscious of their physical well being and hence take only calculated number of calories.

**Carbohydrates** – substances in food that is a major source of energy

- Limiting carbohydrates in diet is a good way to lose weight.

**Body mass index (BMI)** – a weight to height ratio

- The body mass index can be used to access physical fitness of a human body.

**Junk** – unhealthy food and food products

- Junk food especially pizza with a glass of aerated drink is very popular among the youngsters.

**Saturated fat** – A type of fat that's found in butter, cheese

- *Reducing the amount of saturated fat in your diet can help you live longer.*

**Trans fat** – an artificial fat that makes food last longer and taste better.

- *Food containing trans-fat are banned in many places because they're detrimental for our health.*



## Topic-specific Vocabulary

**Sugar** – Natural carbohydrate found in fruits and vegetables.

- Artificial sugar is used to give flavor to cakes and pastries.

**Salt** – White crystalline substance, adding taste to the food.

- The best way to season the meat is to add salt in it.

**Pescetarian diet** – diet that includes vegetarian food and fish but no other form of meat.

- *My cousin thinks farming animals and chickens is cruel and bad for the planet, so he consumes a pescetaria diet.*

**Vegan diet** – With plant foods only

- Many people these days are strictly following a vegan diet.

**Preservatives** -a chemical substance used for preventing food from spoiling or wood from decaying

- *Many processed foods have added preservatives, artificial coloring and flavoring.*

**Cancer** – serious illness that is usually difficult to cure and often leads to death

- My grandfather died of stomach cancer when he was seventy.

**Cholesterol** – substance in body cells that can cause heart disease if their levels in the blood are too high.

- Our body must not exceed a certain amount of cholesterol.

**Diabetes** – serious illness in which a body cannot regulate the amount of sugar in blood.

- Being obese is the most common cause of diabetes.

## Topic-specific Vocabulary

**Contaminate** – To make inferior or impure by admixture

- Contaminated water can cause infection in the stomach.

**Epidemic** – a widespread occurrence of an infectious disease

- The epidemic can cause widespread destruction to human life on earth.

**Fatal** – causing someone to die.

- The accident could have turned fatal for all passengers, had the driver not applied brakes in time.

**Lobby** – to contact people with power like politicians and try to influence them for your benefit.

- The food industry spends huge amount of money lobbying politicians.

**Regulate** – control by means of rules and regulations.

- Sweating allows human body to regulate its temperature.

**Risk factor** – something that increases a person's chance of encountering a risk

- Cigarette smoking is a risk factor for lung cancer.

**Stroke** – sudden death of brain cells due to lack of oxygen.

- Knowing the signs of stroke is the first step in preventing a stroke.

**Vegetarian** – someone who does not eat meat or fish.

- People in India usually eat vegetarian food on Tuesdays.

**Eggetarian** – a vegetarian who also eats eggs and egg products

- Athletes turn eggetarians to fulfill their nutritional demand for protein.

## Topic-specific Vocabulary

**Consume** – eat, drink or ingest

- The poor consumed all food packets provided to them by the government during the lockdown.

**Bland** – tasteless

- The fruit tasted bland at first but later turned sweet.

**Aroma** – a nice smell, especially from food

- I love sipping a hot cup of aromatic coffee during the winter.

**Dessert** – Sweet food eaten at the end of a meal

- My favorite dessert is tiramisu which is a coffee flavored Italian dessert.

**Entrée** – main course of a meal

- Entrée should be ordered after the appetizers and is usually a heavy gravy curry with bread to go with it.

**Kitchenware** – things used for preparing food.

- Our kitchen cupboards are full of kitchenware that we hardly use.

**Menu** – the list of food and drinks served in a restaurant

- The elaborate menu at the wedding consisted of 5 different cuisines.

**Ingredients** – all the foods used to make a dish or meal

- It is very important to put exact amount of ingredients in order to make your dish taste delicious.

**Poultry** – the flesh of chicken and other domestic fowl as food.

- Factory farms keep poultry in tiny cages in order to make huge money.

## Topic-specific Vocabulary

**Recipe** – Instructions for cooking a dish or meal

- An elaborate recipe can help even a novice to cook good.

**Fry** – to cook something in hot oil or fat

- I prefer to have fried chicken than grill it.

**Cutlery** – implements for cutting and eating food

- It is very difficult to eat rice without proper cutlery.

**Grain** – The seeds or fruits of various food plants including the cereal grasses

- The food grains were destroyed due to lack of proper storage.

**Bake** – to cook in an oven

- I have made several attempts to bake a cake but have never succeeded in any one of them.

**Appetizer** – food served before the main course.

- I love having a clear vegetable soup as an appetizer.

**Course** – one part of the meal

- French people usually have three courses in a full meal.

**Delicious** – tasting very good

- The delicious food cooked by my mother makes me overeat.

**Grill** – to cook something just above or below a heat source

- The barbeque was used to grill meat and vegetables during the house warming party in the backyard of my house.

## Topic-specific Vocabulary

### FAMILY AND CHILDREN

**Nuclear family** – family group consisting of a pair of adults and their children

- The nuclear family system is a traditional way of living still followed in some countries.

**Extended family** – family that includes near relatives in addition to a nuclear family

- It is common for children to spend their vacations with their extended families.

**Single parent** – a parent not living with spouse or partner.

- It is a tough job to nurture kids as a single parent.

**Relatives** – group of people related by blood and marriage.

- Relatives play a very important role in keeping a family intact.

**Siblings** – brothers and sisters.

- No matter how much siblings rant but they always hold each other's back.

**Adolescents** – young person developing into an adult.

- Adolescents can sometimes behave irrationally and get into trouble.

**Dependents** – Relying on another for support

- Children under the age of 18 are considered dependents under the constitution.

## Topic-specific Vocabulary

**Authoritarians** – Demanding that people obey completely

- The director of the company acts as an authoritarian and takes administrative decisions in case of an emergency.

**Birth rate** – The ratio between births and individuals in a specified population and time

- The birth rate of India should be controlled since the country is not equipped to feed so many people.

**Upbringing** – to care for a child, until he or she is an adult

- A mother plays an eminent role in the upbringing of her children.

**Raise** – to take care of a child until they are adults

- Helen, being a step daughter was raised by Mrs Neena with a lot of love and care.

**Child development** – Changes occurring in human beings between birth and at the end of adolescence

- The first five years of life are critical for child development and requires constant care and attention.

**Child care** – care for children provided by an organization while parents are working

- Child care organizations have led many campaigns for the development of neglected children.

**Divorce** – legal process to end a marriage

- Divorces can be painful and lead to mental distress for both partners.

## Topic-specific Vocabulary

**Separation** – the action of being moved apart

- The separation of the child from his mother led to his depression and physical illness.

**Child neglect** – failure of being responsible towards children.

- Child neglect can sometimes have ever lasting effect on a person's personality.

**Dysfunctional family** – a family where there is conflict and misbehavior.

- Children of dysfunctional families tend to carry these emotional scars even as an adult.

**Emotional security** – to feel happy and secure for having enough love, acceptance and respect

- It is very important for a child to have emotional security from their loved ones or parents to feel safe.

**Well adjusted** – one who behaves rationally and has a good judgment.

- A well adjusted happy child will be less likely to be physically ill.

**Responsible parent** – ability to act correctly while bringing up a child.

- Mr. Jones is a very responsible parent who takes care of his child's mental and physical growth.

**Formative years** – a period of person's life capable of alteration by growth and development

- The period of adolescence can be termed as your formative years of an individual's life.

## Topic-specific Vocabulary

**Adoption** – taking legal responsibilities as a parent of a child

- The process of adoption involves a huge responsibility for the care taker.

**Fostering** – taking responsibility of a child in place of the child's natural parents.

- The foster houses usually are not able to provide a healthy atmosphere to the children.

**Nurture** – care for and protect while they are growing.

- Teachers should nurture spontaneity, eagerness and creativity of their students.

**Over protective** – to protect (someone or something) more than it is necessary or reasonable

- It is sometimes silly of parents to become over protective for their kids.

**Spoiled child** – a child who shows bad behavior due to overindulgence of parents

- A spoiled child may bring more harm to himself than to others.

**Uncle** – the brother of someone's father or mother.

- My uncle is a philanthropic who started an NGO that protects women and children against violence.

**Nephew** – the son of someone's brother or sister.

- My nephew celebrated his 12<sup>th</sup> birthday last month with his family and friends.

**Niece** – a daughter of someone's brother or sister.

- Her niece won a gold medal in the swimming competition.



## Topic-specific Vocabulary

**Cousin** – a child of someone's uncle or aunt.

- My cousin is a qualified marine engineer working with the Indian Navy.

**Spouse** – a husband or wife, considered in relation to their partners.

- Lisa and her spouse seem to share a very special bond with each other where they don't shy from showing mutual affection.

**Mother-in-law** – the mother of one's spouse.

- My mother-in-law enjoys drinking coffee instead of tea in the morning, reading the daily newspaper.

**Father-in-law** – the father of one's spouse.

- My father-in-law spends his time writing and reading in his study.

**Puberty** – period during which adolescents reach sexual maturity

- He reached puberty later than most of his classmates.

**Infancy** – period of early childhood.

- Children are usually rebellious during their infancy.

**Kin** – one's family and relations

- Our neighbors and their kin attended a family function in the neighborhood.

**Juvenile** – Childish, immature

- She was criticized by her seniors for her juvenile behavior at the party.

**Monogamy** – the state of being married to one person at a time.

- Monogamy is practiced mainly by mammals all across the globe.

## Topic-specific Vocabulary

**Nuptial** – related to marriage or wedding

- The nuptial bond not only bounds two people but also their families.

**Orphan** – a child whose parents are dead

- She became an orphan when her parents died in a car accident.

**Progeny** – a descendant of a person or animal.

- The saplings are the progeny for the old oak tree in my backyard.

**Wedlock** – the state of being married.

- I joined the happy couple in celebrating their holy wedlock.

**Quadruplets** – four children born at one birth

- The zoo says only 1% of red panda litters are quadruplets.

**Offspring** – a person's child

- Hereditary diseases usually pass from parents to their offsprings.

## Topic-specific Vocabulary

### MEDIA AND ADVERTISING

**Advertising agency** – a company that creates adverts for other companies.

- Advertising agency clients include business and corporations, non profit organizations and private companies.

**Advertising budget** – the amount of money a company tries to spend on advertising.

- Every company has their own advertising budget.

**Brand awareness** – the extent of how well people know a particular brand.

- Creating brand awareness is a key step in promoting a new product.

**Brand loyalty** – the degree to which people continue to buy from the same brand or company.

- Brand loyalty is considered to be bread and butter of what keeps a business alive.

**Packaging** – the process of shipping a product

- Good quality packaging makes the product look very attractive.

**Call to action** – encouraging someone to take a particular action.

- If an employee is misbehaving in an organization, the manager must be called to action.

**Classified ads** – small advertisements often put in a newspaper or magazines by individuals.

- Classified ads are much cheaper than large display ads used by businesses.

## Topic-specific Vocabulary

**Buy and sell** – exchange of items between individuals.

- No organization can work without the process of buy and sell technique.

**To cold call** – to call someone with the aim of selling something without them asking you to do so.

- When someone is cold calling, it is usually done without an appointment.

**Commercial break** – short break during tv programmes when advertisements are shown.

- Short commercial breaks keep viewers more engaged.

**Commercial channel** – channels making money by showing advertisements

- Commercial channels aired more repeats than their counterparts in the public sector.

**To go viral** – quickly become extremely popular.

- Nirbhaya case went viral on the internet in a very short span.

**Junk mail** – unwanted promotional leaflets and letters

- Junk mails are usually sent out by direct marketing, or direct mail firms.

**Launch a product** – to introduce a new product

- Hyundai Company launched a new car last month.

**Mailing list** – list of names and contact details used by a company to send information.

- Mailing list is a formal way of transmitting information.

## Topic-specific Vocabulary

**Mass media** – large media outlets like TV, newspapers etc.

- Mass media is the most convenient way to reach a large audience.

**Niche product** – product aimed at a distinct group of people.

- Some companies launch a niche product with a very low affordability rate, in order to make it affordable for a particular section of society.

**Press release** – something written by company for newspapers and magazines and websites to share and publish.

Press release is a formal way of briefing about an event.

**Place an advert** – to put an advert somewhere.

- Placing an advert is considered to be a very simple process.

**Prime time** – time when most people watch television.

- Big boss show is networked at a prime time.

**Product placement** – using product as a prop in a tv show or a movie.

- Product placement lets a company incorporate, specific brands and products through various celebrities for the promotion of the particular product.

**Sales page** – a page specifically used to promote a product.

- Every luxury store has their own sales page designed for the public.

**To show adverts** – to display adverts on tv.

- Adverts were shown throughout the movie emphasizing the importance of clean water.

## Topic-specific Vocabulary

**Social media** – websites enabling users to share content.

- Social media helps interact with people all over the world.

**Spam email** – unwanted, promotional email.

- Usually spam emails are sent through the enterprise mail server.

**Target audience** – a particular group being aimed at.

- His stated target audience is old people.

**Word of mouth** – spoken communication as a means of transmitting information.

- Slander is a defamatory statement made by word of mouth.

**Transit advertising** – posters on trains, buses, etc.

- The main purpose of transit advertising is to reach riders and acquaint them with the brand.

**Covert advertising** – product being incorporated into a movie or tv show.

- Promotion of ponds beauty cream is done by youth of today, however it is one of the examples of covert advertising.

**Sponsorship** – financial support received from a sponsor.

- Arts sponsorship can be more effective than advertising.

**Tele marketing** – promotion and selling of product through a phone.

- Tele marketing helps in making a direct contact with the customer.

**Celebrity endorsement** – celebrity paid to promote and market a product.

## Topic-specific Vocabulary

- Celebrity endorsement is highly an effective way of marketing a product as it is a very high profile affair.

**Flyers** – printed information handed out to customers face to face.

- Flyers can be an attractive piece of information but they are usually very costly.

**Text messages** – promotions reaching target audience in a limited time with limited characters in the text.

- Jule's text message contained a warning and brought riya back to work in the organization.

**Billboards** – signs on the road or at sports stadiums.

- Larger bill boards will always have a better impact on the audience or the customers.

**Magazine ads** – ads aimed at a specific market and interest groups.

- Magazine ads are more expensive than newspaper ads.

**Newspaper ads** – ads placed in particular section in a newspaper.

- Newspaper ads play a very important role in portraying good and bad both.

**TV commercial** – Promotion of products and services using color, action, sound and sight.

- Promotion of products through this platform is memorable and accessible to large market.

**Client base** – a specific type of people that regularly buy the company's product

- My uncle had a client base of around 100 by the end of 2019.

## Topic-specific Vocabulary

**Coupon** – paper production that helps market a product.

- Good brand stores provide coupons on the purchase of clothes in huge amounts.

**Jingle** – a short song , that helps sell product through audio or visual media.

- Companies license popular songs from performers to promote their product that they want to sell by attracting the customer.

**Press kit** – media package of brochures and other assorted free materials, sent to various outlets to promote a product.

- Film companies often use press kits to help give their new film some exposure.

**USP** – unique sales point or unique sales proposition.

- USP is the essence of what makes your product or service better than your competitors.

**Viral marketing** – common expression used to help market a product across the internet.

- Viral marketing is usually done by accident when a wave of internet popularity responds well to a particular product.

**SEO** – search engine optimization, process of increasing the quality and quantity of website traffic.

- SEO targets different kinds of searches, for example, image search, video search etc.

**Slogan** – memorable phrase used in advertising.

- Slogans are used in advertisements in order to promote a product.



## Topic-specific Vocabulary

**Banner** – elongated poster used to promote a product.

- These days people see a lot of banners in print form on the buildings.

**Drum up** – procure something by persistent effort.

- We were unable to drum up enthusiasm for the new policies.

**Gloss** – shiny, not substantial

- The attire worn by the actress in the show last night was too glossy.

**Buzz** – speaking rapidly in a low voice

- Students in a classroom have a habit to buzz all the time.

**Hype** – to promote or accent excessively

- To sell a product we need to hype the usage of it.

## Topic-specific Vocabulary

### MONEY AND BUSINESS

**Mercantile** – Connected with trade and commercial affairs.

- Ravi joined his family's mercantile business, buying and selling woodcut artefacts.

**Trade** – The activity of buying and selling or of exchanging goods or services between people and countries.

- His company was trying to boost foreign trade.

**Commerce** – The buying and selling of goods and services.

- On this island, commercial activities have slowed down since the pandemic began.

**Transaction** – A piece of business that is done between people, especially an act of buying or selling.

- The monetary transactions between the two companies was the sole reason for the drift.

**Dealing** – The way of doing business with somebody.

- The dealings with Ramesh's Company are appreciable.

**Patronage** – The system by which an important person gives help or a job to somebody in return for their support.

- Alfa Tech trade company is dependent upon the patronage of Mr Smith.

**Objective** – Something that you are trying to achieve.

- The objective of the new venture was to attain more of the workforce.

**Startup** – A company that is just beginning to operate.

- My friend and i left our jobs to begin our own startup.

## Topic-specific Vocabulary

**Currency** – The system of money that a country uses.

- India uses rupees as its currency.

**Appointment** – A formal arrangement to meet or visit somebody at a particular time, especially for a reason connected with their work.

- My daughter had a very important appointment yesterday, as she had to meet the CEO of the company.

**Consolidate** – To join things together into one.

- As media becomes consolidated , the potential for its abuse becomes more serious.

**Enterprise** – A company or business.

- The construction of the dam was a joint enterprise between Indian and Chinese governments.

**Market** – A particular area, country , or section of the population that might buy goods.

- The domestic market is still depressed but the demand abroad is picking up.

**Commodity** – A thing that is useful or has a useful quality.

- The country's most valuable commodities include tin and diamonds.

**Operational** – Connected with the way in which a business , machine , system , etc.

- There are operational advantages in putting sales and administration in the same thing.

## Topic-specific Vocabulary

**Offshore** – Happening or existing in the sea, not far from the land.

- The shoe factory has been offshored to Mexico.

**Reshoring** – Moving a business that was based in a different country to its original country.

- It was clear that re shoring can help in rebalancing the economy of the country.

**Vested interest** – A personal reason for wanting something to happen , especially because you get some advantage from it.

- As both, a teacher and a parent , she had a vested interest in keeping the institute remain open.

**Transact** – to do and complete a business activity

- The sale was transacted in condition of the greatest secrecy.

**Amortizable** – used to describe a business cost or an asset.

- Capital expenses are amortizable over a number of years.

**Coopetition** – the act of working together with a person who is your business competitor.

- The two companies have a relationship, which you could describe a competition.

**Cooperatively** – Together with others towards a shared aim.

- The teachers reached to the solution by working together cooperatively.

## Topic-specific Vocabulary

**Intangible asset** – Something that does not exist as a physical thing but is still valuable to a company.

- Something that does not exist as a physical thing but is still valuable to a company.

**Shareholder** – An owner of shares in a company or a business.

- I was a shareholder of the Reliance Telecom Company.

**Devolve** – to be given to other people.

- To be a good manager, you must know how to devolve responsibility to others.

**Legal Tender** – Something that can be used as an official medium of payment.

- My friend used his father's property as a legal tender for his company.

**Gold** – great wealth

- After shifting to America, my friend's cousin is playing in golds.

**Debt** – An obligation to pay or do something.

- Once a company goes into debt, it is hard to sustain it.

**Subsidization** – The act or practice of giving money to somebody or to an organization to help pay for something.

- Subsidization is being offered by the government of India to the small scale industries.

## Topic-specific Vocabulary

**Barter** – The system of exchanging goods, property, services, etc without using money.

- In pre modern ages , people had no currency but traded by barter exchange.

**Saving** – An amount of something such as time or money that you do not need to use or spend.

- An amount of something such as time or money that you do not need to use or spend.

**Loan** – The act of lending something.

- The Bank of India denied a loan requested by the Reliance industries.

**Wealth** – A large amount of money, property etc that a person or country owns.

- One's wealth doesn't reflect one's class.

**Scratch** – To make or remove mark, etc on something deliberately.

- After the breakdown of the company, my friend started from scratch to build his business.

**Cost** – The amount of money that you need in order to buy , make or do something.

- The cost of a beach facing house is very high.

**Expense** – The money that you spend on something.

- The expenses of the institute were more than its earnings hence it collapsed.

## Topic-specific Vocabulary

**Benefit** – A helpful and useful effect that something has.

- No benefits were provided by the government to the poor during the crisis.

**Fundraiser** – A social event or an entertainment held in order to collect money for charity or an organization.

- A fundraiser is being held by the rotary club for cancer patients on the 20th of December.

**Collect** – Get or being together

- The donations were collected by the manager of NGO.

**Invested** – To buy property, shares in a company, etc. in the hope of making a profit.

- Flipkart invested its money into a new company named Myntra.

**Usurer** – A person who lends money to people at unfairly high rates of interest.

- A person who lends money to people at unfairly high rates of interest.

**Venture capital** – Money that is invested in a new company to help it develop.

- Wealth available for investment in new or speculative enterprises.

**Pittance** – An inadequate payment

- He paid his worker a pittance.

## Topic-specific Vocabulary

**Receipts** – The entire amount of income before any deductions are made.

- The receipt of the goods did not match the balance sheet of the company.

**Monopoly** – The complete control of trade in particular goods or the supply of a particular service.

- The government is determined to protect its tobacco monopoly.

**Forgery** – The crime of copying money, documents, etc in order to cheat people .

- He was found guilty of forgery.

**Stagflation** – An economic situation where there is high and continuous rise in the prices but no increase in the business activity.

- In the 1970s and early 1980's India saw the onset of stagflation.

**Loot** – To steal something.

- Their shop was looted by three thieves.

**Wallet** – Flat case made of leather or plastic for carrying documents.

- Alex paid for his ticket and tucked the wallet inside his suit jacket.



## Topic-specific Vocabulary

### SPORTS AND EXERCISE

**Active rest** – A leisure time during which you exercise

- Active rest is a technique that trainers implement to maximize benefits of a workout.

**Volleyball** – team sport where two teams are separated by a net.

- Boys play volleyball better than girls.

**Brisk walk** – fast walk

- People who are obese must do brisk walking every day.

**To build muscle** – to gain muscle mass.

- Regular exercising can help an adult to build on their muscle.

**Fitness program** – a timetable of activities to keep you in good shape.

- World health organization organizes various fitness programs every year.

**Football fan** – someone who adores football.

- My brother is a huge football fan.

**Football pitch** – surface on which you play football

- Nowadays football pitches have turf for players to practice and play.

**Football season** – a period when football is played

- My parents and I go to London every year during the football season.

**Jogging** – a form of running at a slow pace

- Jogging keeps the heart rate very stable.

## Topic-specific Vocabulary

**Arena** – level area for holding sport events.

- The arena was full of excited spectators cheering on their team.

**Amateur** – engaged in something, for example, playing sports.

- The Asian games were originally for amateurs only.

**Athlete** – a person who trains for and competes in a sport.

- Some people become athletes to take it as a profession.

**Champion** – a top rated, highly successful player.

- Michael is known as the champion of badminton in our school.

**Cheer on** – to shout encouragement to a team.

- The audience made a lot of noise while cheering on their teams.

**Compete** – to take part in a contest.

- Over 5000 athletes will compete in the Asian games.

**Court** – a quadrangular area on which ball games are played

- The badminton court in Delhi has grass surface.

**Cup** – awarded as a price in a contest

- After our team won the basketball match, we were awarded the championship cup.

**Draw** – to finish the game with an even score.

- The cricket match between team India and England concluded in a draw.

## Topic-specific Vocabulary

**Gym** – a room or building equipped for physical exercise.

Our gym has many running and muscle strengthening machines.

**Half time** – Interval between first and second half of the game.

- The players had a lot of water during the half time and could not play efficiently after that.

**Lob** – a shot that is hit in a high arc

- The batsman hit the ball so hard that it lobbed over the heads of the audience and fell out of the ground.

**Penalty** – punishment imposed on the player for breaking rules.

- They allowed him to pay back the money without any penalty.

**Score** – number of points earned during the game.

- India improved their score in the second half of the game.

**Serve** – to hit the ball to begin playing

- Serving the ball is one of the most important skills in sports like tennis.

**Tackle** – to challenge an opponent

- Good players need to learn the technique of tackling an opponent player.

**Team mate** – a fellow member of the sports team

- One of my teammate could not reach his work place on time.

**Umpire** – a sports official with authorities to make rules during a game

- In a swimming competition, there are a minimum of two umpires conducting the competition.

## Topic-specific Vocabulary

**Whistle** – small instrument that make a high pitched noise when blown

- The referee blew his whistle thrice to signal the end of the match.

**Victory** – the act of winning the game or contest.

- The players had worked very hard and they deserved their victory.

**Spectator** – a person who watches the match.

- Spectators have the tendency to create an exciting or a very dull atmosphere.

**Skill** – the ability to do something well.

- Rahul has gone to a boxing camp to improve his boxing skills.

**Record** – the best performance that has officially been measured and noted.

- The swimmer broke the Guinness World Records for being the fastest swimmer.

**Another string to your bow** – another skill

- I enjoy my work, but I would like to have another string to my bow in case I lose my job.

**To dive in head first** – to start doing something 100%

If you begin something enthusiastically, without thinking about the possible consequences, you dive in head first.

**To get off on the wrong foot** – to start a relationship badly

- I got on a wrong foot with my best friend.

**To jump through the hoops** – to do what you are told to do

## Topic-specific Vocabulary

- The general manager asked me to jump through the hoops, without being answerable to the higher authorities.

**To do something off your own bat** – to take an initiative and do something on your own

- Whatever he did, he did off his own bat.

**To get off to a flying start** – to make a successful start

- The athlete got off to a flying start on the running ground.

**To be on the ball** – to be sharp and know everything that's happening

- The duke was on the ball when he noticed the boredom of the clients and quickly switched his presentation.

**Plain sailing** – without any problems

- The team building activities were not at all plain sailing.

**Run rings around someone** – to be far superior to someone else

- One should not unnecessarily run rings around someone, as it is ethically not right.

**Name of the game** – core priority

- The name of the game in learning to play an instrument is practice.

**You can't win them all** – impossible to win every match or contest

- I know you are disappointed to have lost the game, but you can't win them all.

**Win some lose some** – said to express consolation or resignation after failure in a contest

## Topic-specific Vocabulary

We had to shut the business down this week, but the food industry, you win some and lose some.

**Be out of your league** – when competitors are far superior to you.

- Winning the cricket match this year against Australia is out of league for Pakistan.

**Basketball** – game played between two teams with a ball

- Our school won the inter school basketball competition for 3 years consecutively.

## Topic-specific Vocabulary

### TRANSPORT

**Streetcar** – an electric vehicle for transporting passengers and typically operating on city streets

- Kolkata was the first city where streetcars were used in India.

**Rapid transit** – fast passenger transportation in urban areas

- India is yet to establish a system of rapid transport in its metropolitans.

**Vessel** – a large boat or ship

- Terrorists have started using vessels for transportation of weapons.

**Congested** – Extremely or excessively full or crowded

- Roads in Delhi are very congested during office hours despite transportation through metros.

**Rush hour** – busy part of the day when people are travelling back and forth

- The opening of new bridge in my city helped divert traffic in the rush hour.

**Car pool** – two or more people doing a regular journey in one car

- Car pooling is an effective method to curb pollution in big cities.

**Long haul** – travelling a long distance

- Long haul journeys can be stressful for old people.

**Itinerary** – a detailed plan or a route of the journey.

- Tourists are provided with proper itinerary before starting their tour.

## Topic-specific Vocabulary

**Round trip** – a trip of a place and back again.

- I drive around 200 km round trip in every 15 days to fulfill my professional responsibilities.

**Air pollution** – the presence of harmful substances in air

- Burning of fossil fuel causes a lot of air pollution.

**Emit** – to send out

- Heavy vehicles emit a lot of harmful gases which causes air pollution.

**Electric car** – a car that uses energy from a battery to operate

- Electric cars can help you save money.

**Spacecraft** – a vehicle used for travel in space

- India is preparing an indigenous spacecraft carrying astronauts for an expedition to the moon.

**Auto pilot** – equipment that allows for an aircraft or ship to travel in a particular direction without being manned

- The auto pilot mode of the aircraft has not yet been tested in the laboratory.

**Coach** – a bus used to take groups of people on long journeys.

- I would like to tour the city of Chandigarh in a coach with my friends.

**Yacht** – a boat used for travelling around for pleasure or racing.

- Many travelers have now converted their yacht to tiny house lodging for sustainable living.



## Topic-specific Vocabulary

**Overpass** – a bridge that carries one road over another

- Construction of new overpass reduced the traffic significantly.

**Environmentally friendly** – not harmful to the environment

- Electric cars are more environmentally friendly than diesel or petrol cars.

**Business trip** – a journey taken for business purposes

- My father goes for a business trip every month.

**Commute** – to travel regularly between work and home

- I commute every day in my own car.

**Bumper to bumper** – with very little space between the cars

- The cars are aligned bumper to bumper during a traffic jam.

**Hit the road** – to begin a trip

- I like to hit the road early while going on long journeys.

**Service road** – a small road next to a busier or faster road

- Usually heavy vehicles are not allowed to take the service road.

**Public transport** – system of vehicles used by public

- The fares for the public transport are not very high.

**Journey** – an act of travelling from one place to another

- Train journeys are better than car journeys.

## Topic-specific Vocabulary

**Motorway** – a road with three lanes going each way.

- Motorways play a very important role in transportation of goods and segregate traffic.

**Junction** – A place or point of meeting; an intersection of roads

- The railway junction at the Shimla Railway station marks the end of northern railway line.

**Roundabout** – a road junction at which traffic moves in one direction round a central island to reach one of the roads converging on it.

- Chandigarh is a planned city with many roundabouts.

**Freeway/highway/expressway** – a public road often with multiple lanes.

- Usually people drive their cars at very high speed on highways or the expressways.

**Ring road/ Belt way** – a road that circles a town or a city

- I never prefer taking a ring road while travelling.

**Bus lane** – a part of road marked off with painted lines for buses

- Two wheelers are not allowed to use the bus lanes.

**Noise pollution** – annoying levels of noise

- Increased volume of music in my house caused disturbance to my neighbors.

**Petrol** – a light fuel oil is used in internal combustion engines.

- Petrol run transport caused increased levels of air pollution in the once sleepy town.

## Topic-specific Vocabulary

**Rail card-** a pass entitling the holders to reduced rail fares

- Rail cards are usually used by youth to manage their budget.

**Air pocket/ turbulence** – a region of low pressure causing an aircraft to lose height suddenly

- Air pockets in flights can sometimes can cause discomfort to its passengers.

**Lorry** – a large heavy motor vehicle for transporting goods.

- Emergency food supplies were brought in by lorries.

**Minibus** – a small bus carrying about ten to fifteen passengers.

- My family hired a minibus for a vacation to our native village.

**Motorbike** – small motor cycle with a low frame and small wheels.

- My brother loves to ride motorbikes.

**Ferry**– a boat transporting people or vehicles over a water body

- Venice is famous amongst tourists for its ferry rides.

**Bicycle** – a vehicle that has two wheels and is moved by foot pedals

- Riding bicycle was my favorite hobby during my childhood.

**Pedestrian** – a person who travels by foot

- My grandfather has remained a pedestrian all his life.

**Crowded** – compacted or concentrated

- Railway stations always remain crowded.

## Topic-specific Vocabulary

**Departure** – the act of leaving

- The departure timings of some trains are usually fixed.

**Arrival** – the act of coming to a certain place.

- During winters, train arrivals get delayed due to fog.

**Ticket** – a commercial document showing the holder is entitled to something.

- Flight tickets are more expensive than train tickets.

**Luggage** – cases used to carry belongings when travelling

- I always have extra luggage whenever I travel abroad.

**Passport** – a document allowing citizen to travel abroad

- My passport just expired two weeks ago.

**Helicopter** – aircraft with long blades on top that assist in flying

- Unlike airplanes, helicopters can fly even at low elevation.

**Tram** – a vehicle that runs on rails and is propelled by electricity.

- He was asked to take the tram to the departure terminal of the airport.

## Topic-specific Vocabulary

### TOURISM

**Travel** – To move or undergo transmission from one place to another

- My friend travelled all the way from Mumbai to Chennai for my wedding.

**Journey** – an act or instance of traveling from one place to another.

- The journey from Mcleodanj to Triund is very tiring.

**Trip** – to make a journey

- Unplanned trips are the best kind of vacation.

**Ecotourism** – tourism directed towards exotic, threatened environment intended to support conservation efforts and observe wildlife.

- My tourist guide suggested me to visit the very famous ecotourist Ranthambore forests for my wildlife photography.

**Transport** – the act of moving something from one location to another.

- There was no transport facility from Shimla to Mashobra during winters.

**Export** – commodities sold to a foreign country.

- The export business of a country brings high revenues to it.

**Pilgrimage** – a journey to a sacred place.

- Mecca and Medina are pilgrimages taken by the Muslim community all across the globe.

**Sightseeing** – the activity of visiting places of interest in a particular location.

- We are planning to go for sightseeing at the Pichola lake after lunch.

## Topic-specific Vocabulary

**Lodging** – temporary accommodation

- The lodging facilities of students are managed by Mr. Smith.

**Destination** – the ultimate goal for which something is done

- As soon as we reached our holiday destination, we were invited to the bonfire party.

**Leisure** – time available for lease and relaxation.

- The students had a leisure time at the Garden of Buddha.

**Grand tour** – an extended cultural tour

- I planned a grand tour to Europe to celebrate my parent's 50<sup>th</sup>

**Airlines** – a commercial enterprise that provides scheduled flights for passengers.

- The Air India airlines provide all comforts to their passengers.

**Taxi/cab** – a cab driven by a person whose job is to take passengers wherever they want.

- Taxi drivers in Delhi are usually not cooperative.

**Hotel** – an establishment that provides lodging and usually meals, entertainment, and various personal services for the public

- We had booked a sea facing room at our hotel for our vacation to Goa.

**Camping** – the activity of spending a holiday living in a camp.

- My school has arranged a camping trip to Kheerganga this January.

## Topic-specific Vocabulary

**Excursion** – a journey taken for pleasure.

- My brother surprised me by offering an excursion trip to Manali on my birthday.

**Itinerant** – travelling from place to place to work

- Sandeep serves as an itinerant of the company for the marketing their newly launched products.

**Voyage** – an act of travelling by water

- My father's maiden voyage as the captain of the ship was in the year 1995.

**Wayfaring** – travelling on foot.

- We decided to wayfare around the town to explore the place well.

**Cuisine** – manner of preparing food

- We enjoyed so many different cuisines throughout our trip.

**Junket** – a trip taken by an official at public expense

- Our Prime Minister was on a junket to USA for negotiating deals on crude oil production in India.

**Wanderlust** – very strong or irresistible impulse to travel

- Ridhem's wanderlust inspired her to be a tour and travel guide.

**Trekker** – a traveler who makes a long arduous journey.

- Almost all professional trekkers prefer Divson's trekking kit while traveling.

## Topic-specific Vocabulary

**Roam** – move about aimlessly

- We were roaming about in the streets of Paris at 2am to enjoy night life there.

**Jet lag** – fatigue and sleep disturbance as a result of jet travel.

- I suffered with a jet lag after a long haul flight from India to Toronto.

**Locomote** – to move about

- Children begin to locomote when they are six to seven months old.

**Slither** – to pass or move smoothly

- The snake slithered into the kitchen from the backyard.

**Elapse** – pass by

- Probably several weeks shall elapse before the treatment starts for Lisa's condition.

**Commute** – a regular journey of some distance to and from your place

- It is very easy to commute to any place in Chandigarh.

**Expedition** – a journey organized for a particular purpose.

- The expedition by researchers to statistically assess damage due to the pandemic has already begun in several countries.

**Motion sickness** – the state of being dizzy because of travelling

- Throughout the journey she was suffering from motion sickness.



## Topic-specific Vocabulary

**Sledge** – a vehicle on runners pulled by horses or dogs for transportation.

- We used a neighbors sledge and horse to transport fire wood for the night in Alaska.

**Trippler** – a tourist who is visiting sights of interest.

- He was a very keen tripper till his last breadth.

**Swash** – the movement or sound of water

- He could hear the swash of the lake from his balcony.

**Travail** – use of physical or mental energy

- He was trembling and shaking in the agony of travail.

**Byway** – a side road less travelled

- The byroad to Manali seemed too scary to continue our journey.

**Hand luggage** – luggage that is light enough to be carried in hand

- Only 10 kg of hand luggage was allowed in the flight.

**Circumnavigate** – sail or travel completely around especially by water

- The navy was circumnavigating throughout the Island to find traces of the crashed helicopter.

**Prance** – move with high springy steps

- A number of rats prance against a black background.

**Throughway** – a broad highway designed for high speed traffic.

- The throughway from Delhi to Agra is built very well.

## Topic-specific Vocabulary

**Regional** – related to or limited to a particular region.

- There are 200 recognized regional languages spoken in India.

**Boost** – the act of giving hope or support to someone.

- The coach boosted the team players for their brilliant performance in the match.

**Infrastructure** – the basic structures or features of a system or organization.

- The infrastructure of Prime Minister's office is built, keeping in mind all safety measures.

**Stray** – move about aimlessly or without any destination often in search of food or employment.

- The man was straying around the jungle for weeks before he found shelter.

**Crawl** – a very slow movement

- The baby is crawling for the first time.

**Sport fishing** – the act of someone who fishes as a diversion.

- Sport fishing is very famous leisure activity near the village of Goa.

**Heritage** – Something transmitted by or acquired from a predecessor.

- India's heritage is spoken of highly in history books of all across the world.

**Floriculture** – the cultivation of flowering plants

- All tourists were mesmerized by the floriculture displayed at the Rose Garden.

## Topic-specific Vocabulary

### EDUCATION

**Compulsory** – Having the power to force someone to do something.

- French language was a compulsory subject in our school.

**Curriculum** – Courses offered by a school or a university.

- The University of Waterloo offers an excellent curriculum for all its programs as a result of continued research by its professors on periodic revision of text.

**Inquisitive** – Inclined to ask questions

- Lisa has been a very inquisitive about her surroundings since childhood.

**Discipline** – Control gained by enforcing obedience or order

- Discipline is an integral aspect of leading a healthy life.

**Peer** – One that is of equal standing with another

- Technology has helped peer through various unknown facts of the astrological world.

**Remedial** – Concerned with the correction of faculty habits

- Many students were advised to attend remedial classes for personality development.

**Graduate** – A holder of an academic degree or diploma

- My brother is a law graduate from Delhi University.

**Qualification** – a pass of an examination or an official completion of a course, especially one conferring status as a recognized practitioner of a profession or activity.

## Topic-specific Vocabulary

- Acquiring professional qualification requires perseverance and determination.

**Research** – Careful study to find out new knowledge.

- Naina did a lot of research before deciding her topic for synopsis.

**Visual** – Relating to seeing or sight.

- Children grasp better through visual information rather than words.

**Theory** – An idea or set of ideas used to explain a fact or event.

- Scientific theories are sometimes hard to understand.

**Degree** – Title given by an educational institute upon completion of studies.

- As soon as I finished my degree, I got a job in a very reputed company.

**Evaluate** – To determine the significance, worth, or condition of usually by careful appraisal and study

- It is very important to evaluate your progress by the end of the semester.

**Analyze** – To study in great detail in order to discover meaning and essential features.

- The doctor analyzed the patient's reports before giving an opinion.

**Procrastinate** – Delay or postpone an action.

- Lisa procrastinated and missed the project deadline.

## Topic-specific Vocabulary

**Distance learning** – a method of studying in which lectures are broadcast or lessons are conducted by correspondence, without the student needing to attend a school or college.

- Many people who are employed continue their education through distance learning.

**Higher education** – Education beyond the secondary level

- Students these days are travelling abroad for higher education.

**Literacy** – The ability to read and write.

- The literacy rate in our country is increasing eminently.

**Coursework** – Work that is assigned or performed as a part of a course or study

- The coursework of medicine requires long hours of study and practical work in health centers.

**Co-education** – The education of both male and female students at the same institution

- Co-education is a very healthy way to teach discipline to students.

**Illiterate** – Unable to read and write.

- The efforts of the government have decreased illiteracy rates by 50% in the last five years.

**Primary ( Elementary ) Education** – First stage of formal education

- Authentic primary education is good for a child's growth.

## Topic-specific Vocabulary

**Secondary education** – Education followed after primary level that typically lasts for six years

- The years of secondary education help a child decide their career.

**Concentrate** – To direct your attention or efforts to a particular activity.

- My brother cannot concentrate on his studies for very long.

**School subject** – A course or area of study.

- English, Maths , Science etc are various compulsory school subjects.

**School uniform** – Obligatory attire worn by students

- My school uniform was a combination of red and white color.

**Private lessons** – Extra time given to the students in case they face difficulty in understanding at school

- Weak students should be given private lessons to help them attain better grades.

**Formal education** – classroom based learning provided by trained teachers.

- Formal education is the best way to achieve a well qualified degree.

**Non formal education** – Flexible and learner centered learning

- Non formal education does not target a particular group of people.

**University degree** – An academic title given by a university or college.

- University degrees help you seek jobs on a better scale.

**Boarding school** – School where pupils live during term time.

- Dehradun has many boarding schools.

## Topic-specific Vocabulary

**Intensive course** – A course that offers lots of training in order to reach a goal in a very short time

- Intensive courses usually help children revise text who have already attended formal education.

**Learn something by heart** – To memorize thoroughly

- I leaned the process of the digestive system by heart during my final exams.

**To play truant** – To stay away from classes without permission.

- Rohan often played a truant and wrote his own absence notes.

**Tuition fee** – Money paid for the course of study.

- Tuition fee of private schools is a very expensive affair.

**To meet a deadline** – To finish a task or job in agreed time duration

- Mary could not meet the deadline and paid penalty for late submission of her project.

**Mature student** – A student who is older than average and returned to education after a period at work.

- Tom is a mature student in our batch who resumed education after serving the military.

**Public schools** – A school supported by public funds in North America

- Public schools are widespread in North America for educating youngsters.

## Topic-specific Vocabulary

**Subject specialist** – A teacher who has great knowledge of a particular subject.

- My mother is a subject specialist in Punjabi.

**To take a year out** – To spend a year working or travelling before starting university.

- Tom thought of taking a year out before getting committed to another degree.

**To sit an exam** – To take an exam

- John sat for an exam several times, but could not clear his backlog.

**State school** – A school paid for by public funds and available to the general public.

- State schools have a varied structure to provide better education.

**Tutor** – A teacher paid to work privately with one student or a small group.

- My parents got me a mathematics tutor to help me improve my grades.

**Pupil** – A person who is taught by another, especially a schoolchild or student in relation to a teacher

- Many pupil seek special attention by their teachers for subjects they find hard to understand in regular classes.

**Dissertation** – A long piece of writing on a specific subject, submitted especially at the end of the degree.

- Students pursuing a degree of law submit their dissertation by the end of their degree to get full credits for acquiring a degree.



## Topic-specific Vocabulary

**Seminar** – An occasion when a group of students and a teacher meet for training.

- My friend went to attend a seminar on women empowerment that took place in the Jammu University.

**Post doctoral** – Advanced study that a person does after completing their doctoral studies.

- My father supervised several post doctoral projects in the university.

**College** – A place of higher education or vocational training

- My degree at Lady Shree Ram college laid the foundation of my career choice.