

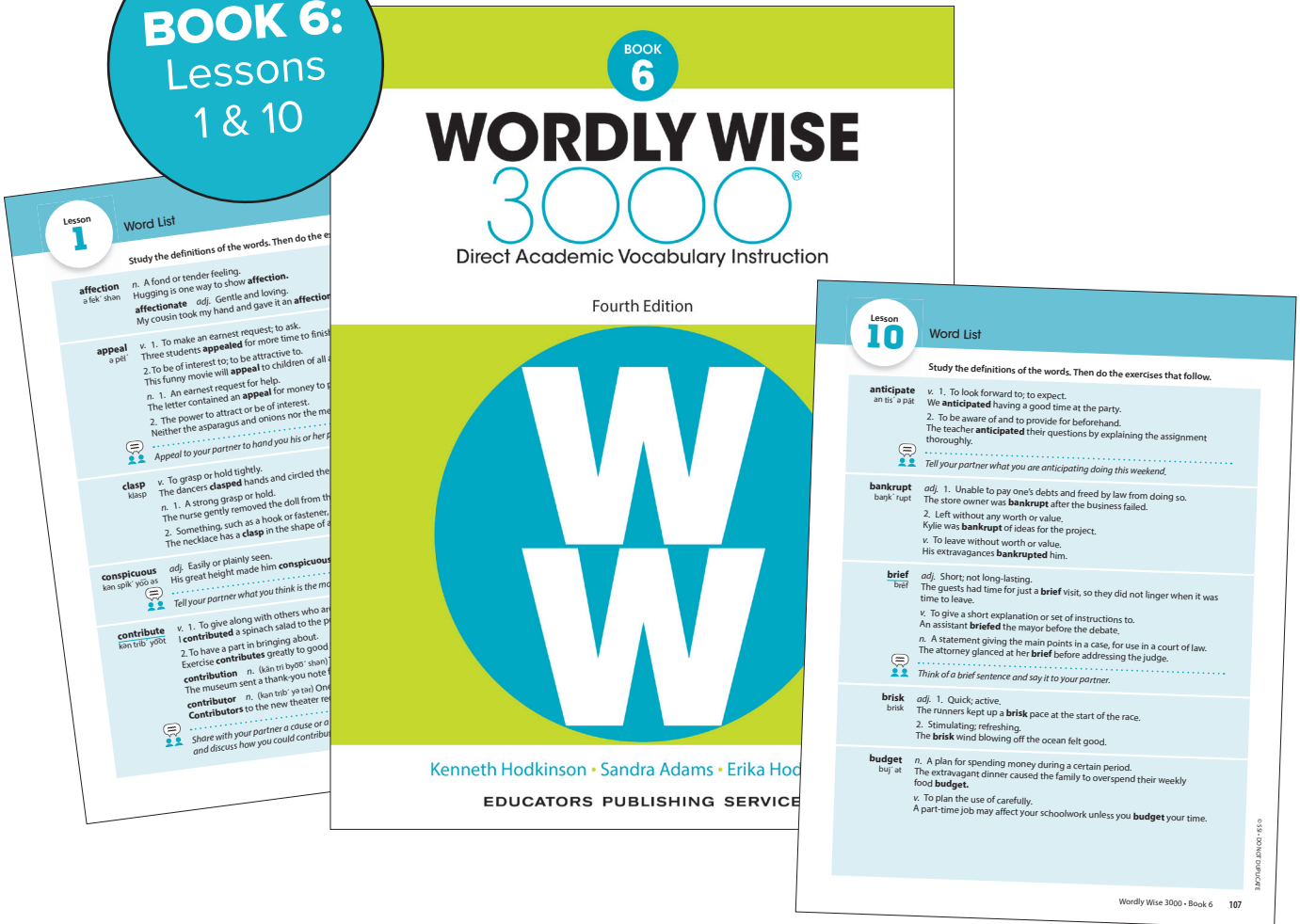
4th Edition

WORDLY WISE 3000®

SAMPLE LESSONS

Direct Academic Vocabulary Instruction | Grades K–12 | RTI 

BOOK 6:
Lessons
1 & 10



The image displays the book cover and two sample lesson pages. The book cover is green and white, featuring the title 'WORDLY WISE 3000' and 'Direct Academic Vocabulary Instruction'. The authors listed are Kenneth Hodkinson, Sandra Adams, and Erika Hood. The cover also indicates it is the 'Fourth Edition' and 'BOOK 6'. The sample lesson pages are for Lesson 1 and Lesson 10. Lesson 1 includes words like affection, affectionate, appeal, clasp, conspicuous, and contribute. Lesson 10 includes words like anticipate, bankrupt, brief, brisk, and budget. Each lesson page includes a 'Word List' and instructions to study definitions and do exercises.



Study the definitions of the words. Then do the exercises that follow.

affection

ə fek' shən

n. A fond or tender feeling.

Hugging is one way to show **affection**.

affectionate *adj.* Gentle and loving.

My cousin took my hand and gave it an **affectionate** squeeze.

appeal

ə pēl'

v. 1. To make an earnest request; to ask.

Three students **appealed** for more time to finish the work.

2. To be of interest to; to be attractive to.

This funny movie will **appeal** to children of all ages.

n. 1. An earnest request for help.

The letter contained an **appeal** for money to provide shelters for the homeless.

2. The power to attract or be of interest.

Neither the asparagus and onions nor the meatloaf had much **appeal**.



.....
Appeal to your partner to hand you his or her pencil or pen.

clasp

klasp

v. To grasp or hold tightly.

The dancers **clasped** hands and circled the maypole.

n. 1. A strong grasp or hold.

The nurse gently removed the doll from the toddler's **clasp**.

2. Something, such as a hook or fastener, that holds two parts together.

The necklace has a **clasp** in the shape of a snake biting its tail.

conspicuous

kən spik' yōō əs

adj. Easily or plainly seen.

His great height made him **conspicuous** in any crowd.



.....
Tell your partner what you think is the most conspicuous thing in the classroom.

contribute

kən trib' yōōt

v. 1. To give along with others who are giving.

I **contributed** a spinach salad to the potluck supper.

2. To have a part in bringing about.

Exercise **contributes** greatly to good health.

contribution *n.* (kən tri byōō' shən) That which is given.

The museum sent a thank-you note for the fifty-dollar **contribution**.

contributor *n.* (kən trib' yə tər) One who gives.

Contributors to the new theater received free tickets for opening night.



.....
Share with your partner a cause or a charity you would like to be a contributor to, and discuss how you could contribute.

declare
dē klâr´

v. To make known; to state openly.
"I will not share a room with my sister anymore," she **declared**.

declaration n. (dek lə rā´ shən) A public statement.
The **declaration** read by the mayor stated that November was bicycle safety month.



.....
Declare to your partner your feelings about your favorite movie.

eloquent
el´ ə kwənt

adj. Skilled at speaking or writing; having the power to move people.
Anne Frank's **eloquent** diary often moves readers to tears.

eloquence n. Skill at speaking or writing; the power to move people.
Dr. Martin Luther King Jr.'s **eloquence** made him a strong leader of the 1960s Civil Rights Movement.

exhibit
eg zib´ it

v. To show in public.
Local artists **exhibited** their paintings at the library.
n. An item or collection of items in a public show.
The most interesting **exhibit** in the museum was the dinosaur skeleton.

exhibition n. (ek sə bish´ ən) A large-scale public show.
Tickets for the **exhibition** of early automobiles go on sale next week.



.....
Tell your partner what you might like to exhibit on a bulletin board or in a trophy case.

ferry
fer´ ē

n. A boat that carries people and goods back and forth across a stretch of water.
The **ferry** will stop running when the new bridge opens.
v. To move people or goods by boat across a stretch of water.
The boat owner who **ferried** us across the lake would not accept any payment.

immigrant
im´ ə grənt

n. A person who comes into a country to live there.
Many Polish **immigrants** settled in Chicago.



.....
Discuss with your partner how immigrants make the United States special.

lofty
lôf´ tē

adj. 1. Very tall or high.
Lofty elm trees provided welcome shade along the streets.
2. Noble in feeling or ideals.
Ending world hunger in our lifetime is a **lofty** goal.
3. Showing a too-proud or superior attitude.
The **lofty** way the diner spoke to the waiter made me feel uncomfortable.



.....
In a lofty way, describe for your partner how great your singing is.

pedestal
ped' əs təl

n. A base or support on which something stands.
At the museum, I backed up to get a better view of the painting and almost knocked the sculpture off its **pedestal**.

persecute
pə'r sə kyōōt

v. To treat cruelly or harshly because of political, religious, or other differences.
The First Amendment to the United States Constitution does not allow anyone to be **persecuted** based on religious beliefs.

persecution *n.* (pə'r sə kyōō' shən) The state or condition of being persecuted.
Hitler's **persecution** of the Jewish people led to the murder of millions of innocent people.

poverty
pəv' ər tē

n. The state of being poor.
The food stamp program was started to help feed families living in **poverty**.

unveil
un vāl'

v. 1. To remove a covering from.
The American Red Cross held a ceremony to **unveil** the portrait of its founder, Clara Barton.

2. To make known or reveal for the first time.
The police chief will **unveil** a plan to reduce street crime at today's meeting.

1A

Finding Meanings

Choose two phrases to form a sentence that correctly uses a word from Word List 1. Then write the sentence.

1. (a) let that person go free. (c) treat that person badly.
(b) To clasp someone is to (d) To persecute someone is to

2. (a) If something is lofty, (c) it is hidden from view.
(b) If something has appeal, (d) it has the power to attract.

3. (a) To exhibit something is to (c) understand it fully.
(b) To unveil something is to (d) reveal it for the first time.

4. (a) Poverty is (c) a condition of poor health.
(b) Eloquence is (d) the state of being poor.

5. (a) To speak in an affectionate manner (c) is to show a too-proud attitude.
(b) To speak in a lofty manner (d) is to show extreme shyness.

6. (a) a lever operated by the foot. (c) a public showing.
(b) An exhibit is (d) A pedestal is

7. (a) entry into a country to live there. (c) skill at speaking or writing.
(b) Eloquence is (d) Affection is

8. (a) understand it. (c) To clasp something is to
(b) hold it tightly. (d) To contribute to something is to

9. (a) ask that person for help. (c) To appeal to someone is to
(b) To ferry someone is to (d) give comfort to that person.

10. (a) A pedestal is (c) a person traveling on foot.
(b) A contribution is (d) something that is given.

affection
appeal
clasp
conspicuous
contribute
declare
eloquent
exhibit
ferry
immigrant
lofty
pedestal
persecute
poverty
unveil

1B

Just the Right Word

Replace each phrase in **bold** with a single word (or form of the word) from the word list.

1. My parents were **people who came to live in this country** from Mexico.
2. The **boat that carries people across the river** leaves every hour on the hour.
3. The sundial, together with the **base on which it stands**, costs two hundred dollars.
4. There was a burst of applause when the artist **removed the covering from** her painting.
5. The president's **public statement** that the factory would not be closing was welcome news to the townspeople.
6. A heavy dessert would not **be of interest** to me after that big dinner.
7. The generosity of the teacher **was one of the things that led** to the success of the students.
8. The **powerful, moving words** of Abraham Lincoln's "Gettysburg Address" made a deep impression on me.
9. Their unusual way of dressing makes them **easy to notice** in a crowd.
10. I have nothing but **fond and tender feelings** for you all.

1c

Applying Meanings

Circle the letter or letters next to each correct answer. There may be more than one correct answer.

- Which of the following could be **unveiled**?
 - (a) a statue
 - (b) a cloud
 - (c) a painting
 - (d) a plan
- Which of the following can be **declared**?
 - (a) a winner
 - (b) one's friends
 - (c) one's love
 - (d) a holiday
- Which of the following can be **contributed**?
 - (a) money
 - (b) time
 - (c) clothing
 - (d) space
- Which of the following could be **ferried**?
 - (a) hopes
 - (b) fears
 - (c) people
 - (d) cars
- For which of the following might someone be subjected to **persecution**?
 - (a) driving too fast
 - (b) having political views
 - (c) breaking into someone's home
 - (d) practicing a religion
- Which of the following would be **conspicuous**?
 - (a) a lighthouse on a cliff
 - (b) a pebble on the beach
 - (c) a billboard by the roadside
 - (d) a purple house
- Which of the following could be **exhibited**?
 - (a) pottery
 - (b) days
 - (c) uncertainty
 - (d) coins
- Which of the following could you say to give someone a clue that you are an **immigrant**?
 - (a) "Math is my favorite subject."
 - (b) "I have a dog."
 - (c) "I plan to live in a new country."
 - (d) "I have left my home country."

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unveil

Word Study: Synonyms

Circle the two synonyms in each group of four words.

Synonyms are words that have the same or similar meanings.

- | | | | |
|-----------------|------------|-------------|----------|
| 1. tall | eloquent | hidden | lofty |
| 2. understand | contribute | declare | state |
| 3. show | return | exhibition | appeal |
| 4. eloquent | moving | conspicuous | tired |
| 5. contribute | request | return | appeal |
| 6. fastener | base | poverty | pedestal |
| 7. affectionate | fond | conspicuous | sad |
| 8. persecution | anger | grasp | clasp |
| 9. ferry | poverty | poor | unveil |
| 10. clasp | immigrant | supply | fastener |

Read the passage.



Lady Liberty

The Statue of Liberty is a symbol of freedom to people all over the world. Since 1886 it has welcomed **immigrants** who sail into New York harbor to begin a new life in the United States. Like many of them, Lady Liberty, as the statue is **affectionately** known, had to overcome some difficulties before reaching these shores.

The statue was a gift from the people of France to the people of the United States. It was given in honor of the friendship between the two countries and the one-hundredth anniversary of the American Revolution. But before the statue could be put in place, the people of the United States had to provide a **pedestal** for it at a cost of one hundred thousand dollars. That turned out to be no easy task. A fund-raising drive was launched and ran into immediate difficulties. Newspapers across the United States ridiculed the effort. They argued that because the French were sending over the statue, they should be the ones to pay the extra costs involved for the base.

Despite this opposition, the effort to raise the money continued. A forty-foot-high section of the right arm, with the hand **clasp**ing the torch of liberty, was sent to the United States. It was displayed at the 1876 Philadelphia **exhibition** marking the one-hundredth birthday of the United States. Visitors paid fifty cents to climb onto the balcony surrounding the torch. Many other fund-raising events were also held. But even after several years, **contributions** fell far short of the total needed. The future of the entire project seemed in doubt. Not until a newspaper **appeal** promised to print donors' names was the necessary money raised.

With the success of the project assured, the rest of the statue was finally shipped from France. It arrived in pieces packed in over two hundred wooden crates. The work of assembling it proceeded without further delay. A public holiday was **declared** on October 28, 1886, when the Statue of Liberty was at last **unveiled**. It was one of the largest gatherings ever in New York City. The island where the statue stands is called Liberty Island. It is reached by a short **ferry** ride from lower Manhattan. At just over 305 feet, the statue was the tallest structure in New York City. Though it is now dwarfed by the **lofty** skyscrapers of Manhattan, at the time it was the most **conspicuous** landmark in the city.

affection

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declare

eloquent

exhibit

ferry

immigrant

lofty

pedestal

persecute

poverty

unveil

In the 1880s, people seeking a better life were flooding into the United States. They arrived at the rate of one million a year. Many of them came from Russia and Eastern Europe; they had been cruelly **persecuted** by their governments and were fleeing to safety. Others were escaping the **poverty** of their native lands in search of a more prosperous life in America.

The museum at the base of the statue contains a bronze tablet placed there in 1903. On it is a poem written twenty years earlier by Emma Lazarus, whose own family had fled Russia. The poem has captured the imagination of the American people and has become forever associated with the Statue of Liberty. It ends with these **eloquent** lines:

Give me your tired, your poor,
Your huddled masses yearning to breathe free,
The wretched refuse of your teeming shore;
Send these, the homeless, tempest-tost to me,
I lift my lamp beside the golden door!

► **Answer each of the following questions with a sentence. If a question does not contain a vocabulary word from the lesson's word list, use one in your answer. Use each word only once.**

1. What is the meaning of **lofty** as it is used in the passage?

2. What finally caused Americans to **contribute** the necessary funds?

3. What was done with the statue's arm in Philadelphia in 1876?

4. How can you tell that the author has a favorable opinion of Lazarus's poem?

5. What is the meaning of **appeal** as it is used in the passage?

6. Why were so many people able to attend the first showing of the statue?

7. What was the hope of people who came to America to escape the **poverty** of their homelands?

8. Why did the American people have to raise one hundred thousand dollars?

9. How is the torch of liberty supported by the statue?

10. How do visitors reach the Statue of Liberty?

11. What is the meaning of **unveil** as it is used in the passage?

12. Why do you think the United States has been called a nation of **immigrants**?

13. Why is the statue not such a **conspicuous** landmark as it once was?

14. Why would **persecuted** people want to come to the United States?

15. Do you think the people fleeing to the United States for safety in the 1880s felt **affection** for their governments? Why or why not?

affection
appeal
clasp
conspicuous
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eloquent
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ferry
immigrant
lofty
pedestal
persecute
poverty
unveil

Fun & Fascinating FACTS

.....

- The Latin word for *foot* is *ped*, and several English words, such as *pedal* (a lever worked by the foot) and *pedestrian* (a person going on foot), come from it. Because a **pedestal** is a base that stands at the foot, or lowest part, of a statue, column, or similar object, you might think that *pedestal* comes directly from *ped*. Actually it comes from an Italian phrase, *pie di stallo*, which means “a foot (or lowest part) of a stall.” Because the Italian word for *foot* comes from *ped*, it’s correct to say that the English word *pedestal* also comes from it, but in a roundabout manner.

.....

- An **immigrant** is a person who enters a country intending to live there. An *emigrant* is a person who leaves one country to settle in another. In the late nineteenth and early twentieth centuries, many people *emigrated* from Europe and arrived in the United States as *immigrants*.

.....

- **Persecute** and *prosecute* are similar-sounding words that are sometimes confused even though they have quite separate meanings. To *persecute* someone is to make that person suffer because of political, religious, or other beliefs or characteristics.. To *prosecute* someone is to bring that person to trial for criminal acts.

Study the definitions of the words. Then do the exercises that follow.

anticipate

an tis' ə pāt

v. 1. To look forward to; to expect.

We **anticipated** having a good time at the party.

2. To be aware of and to provide for beforehand.

The teacher **anticipated** their questions by explaining the assignment thoroughly.



.....
Tell your partner what you are anticipating doing this weekend.

bankrupt

bank' rʌpt

adj. 1. Unable to pay one's debts and freed by law from doing so.

The store owner was **bankrupt** after the business failed.

2. Left without any worth or value.

Kylie was **bankrupt** of ideas for the project.

v. To leave without worth or value.

His extravagances **bankrupted** him.

brief

brīf

adj. Short; not long-lasting.

The guests had time for just a **brief** visit, so they did not linger when it was time to leave.

v. To give a short explanation or set of instructions to.

An assistant **briefed** the mayor before the debate.

n. A statement giving the main points in a case, for use in a court of law.

The attorney glanced at her **brief** before addressing the judge.



.....
Think of a brief sentence and say it to your partner.

brisk

brisk

adj. 1. Quick; active.

The runners kept up a **brisk** pace at the start of the race.

2. Stimulating; refreshing.

The **brisk** wind blowing off the ocean felt good.

budget

bʌdʒ' ət

n. A plan for spending money during a certain period.

The extravagant dinner caused the family to overspend their weekly food **budget**.

v. To plan the use of carefully.

A part-time job may affect your schoolwork unless you **budget** your time.

compete
kəm pēt'

v. To try to win against others.
Five students **competed** for first prize.

competition n. (kəm pə tish' ən) 1. The act of trying to win against others.
Competition to get into a good college can be fierce.

2. A contest.
The team entered the **competition** even though it had little chance of winning.

competitor n. (kəm pet' i tər) One who competes against others.
Six **competitors** entered the race.

complicate
kəm' pli kāt

v. To make difficult.
An extra guest may **complicate** the seating arrangements.

complicated adj. Not easy or simple; having many different parts.
The instructions are so **complicated** that no one could figure them out.



.....
Chat with your partner about silly ways to complicate brushing your teeth.

effect
ə fekt'

v. To make happen.
The new principal will **effect** many changes.

n. A result.
The medicine I took for my headache had no **effect**.

effective adj. (ə fek' tiv) 1. Bringing about the desired result.
Gargling with salt water is an **effective** treatment for a minor sore throat.

2. In operation; active.
A new dress code was **effective** the day school opened.

3. Making a strong and favorable impression.
People are likely to remember what an **effective** speaker says.



.....
Talk to your partner about actions you could take to effect a change in school rules.

err
er

v. To be wrong or to do wrong.
I **erred** when I accused you of lying.

error n. (er' ər) A mistake.
Errors in punctuation are easily corrected.

erroneous adj. (ər rō' nē əs) Mistaken; wrong.
The facts are correct, but the conclusion is **erroneous**.

factor
fak' tər

n. Something that contributes to a result.
Paying attention and studying diligently are two **factors** in getting good grades.



.....
Share with your partner what factors you keep in mind when you buy new shoes.

fad *n.* Something that is very popular for a short time, then forgotten.
fad Ankle bracelets were the **fad** one summer.

gripe *v.* 1. To complain.
grip The children always **gripe** about having to get up early.
2. To annoy or irritate.
Crowded streets **gripe** the traveling public.
n. A complaint.
Too much homework and too few lunch choices were two of the students' **gripes**.



.....
Gripe to your partner about one thing you dislike about your town.

knack *n.* A special talent or skill; ability to do something easily.
nak My mother has a **knack** for making friends wherever she goes.

leisure *n.* Free time not taken up with work.
lē' zhər My father's sixty-hour work week allows little time for **leisure**.
leisurely *adj.* Slow; relaxed.
The friends strolled at a **leisurely** pace through the park.

unique *adj.* The only one of its kind.
yōō nēk' The platypus, a mammal that lays eggs, is **unique** among animals.



.....
Tell your partner something that makes you a unique person.

10A

Using Words in Context

Read the following sentences. If the word in bold is used correctly, write C on the line. If the word is used incorrectly, write I on the line.

- (a) Dinner is at six, so please get **effective** for it. ____
(b) The new coach plans to **effect** some changes on the team. ____
(c) The rule was **effective** immediately. ____
(d) The tea I drank for the flu had the desired **effect**. ____
- (a) For a **brief** moment, I thought I was dreaming. ____
(b) The mayor was **briefed** on the earthquake that night. ____
(c) The lawyer took her **brief** to the courthouse. ____
(d) We **briefed** a sigh of relief when we made it through the snow. ____

3. (a) When my little brother starts to get **erroneous**, I tell him to be quiet. ____
 (b) It is **erroneous** to say that a kitten is a baby dog. ____
 (c) There is an **error** in the book. ____
 (d) I **erred** to the top of the hill. ____
4. (a) The **competition** for the spelling bee is intense. ____
 (b) Over two hundred nations **compete** in the Olympic Games. ____
 (c) She was a **competitor** who hated to lose. ____
 (d) I **competed** that we had only one slice of bread left. ____
5. (a) Four teams **anticipated** in the finals. ____
 (b) We **anticipated** a few problems, but nothing serious happened. ____
 (c) They **anticipated** that a lot of people would be at the carnival. ____
 (d) I **anticipated** the cat down from the tree. ____
6. (a) Jana started her day with a **brisk** cold shower. ____
 (b) His **brisk** personality did not make him very popular. ____
 (c) Why **brisk** the floor if it's already clean? ____
 (d) You need plenty of **brisk** to win the game. ____
7. (a) The instructions were very **complicated**, so I wrote them down. ____
 (b) Cheyenne **complicates** things more than they need to be. ____
 (c) The teacher **complicated** that the students did a great job on the homework. ____
 (d) Josiah was **complicated** for having the highest grade on the test. ____
8. (a) The weather will be a **factor** in whether we play. ____
 (b) Several **factors** led to the Great Depression. ____
 (c) The **factors** make the parts for the cars. ____
 (d) You can't **factor** if you want me to like you. ____
9. (a) My mom said my **leisure** was crooked. ____
 (b) My **leisure** time is spent reading. ____
 (c) We took a **leisurely** walk through the park. ____
 (d) Crack open the **leisure** so we can see what's inside. ____
10. (a) Tiana **griped** because she was in a bad mood. ____
 (b) My **gripe** is that we have too much schoolwork to do. ____
 (c) The **gripes** are picked in October before it gets too cold. ____
 (d) The teacher listened to our **gripes** and promised to make some changes. ____

anticipate
bankrupt
brief
brisk
budget
compete
complicate
effect
err
factor
fad
gripe
knack
leisure
unique

10B

Making Connections

Circle the letter next to each correct answer. There may be more than one correct answer.

1. Which word or words go with *money*?
(a) bankrupt (b) motion (c) budget (d) fad
2. Which word or words go with *short*?
(a) brisk (b) brief (c) minute (d) elusive
3. Which word or words go with *mistake*?
(a) rouse (b) compete (c) err (d) bungle
4. Which word or words go with *look forward to*?
(a) effect (b) ancestor (c) anticipate (d) eventual
5. Which word or words go with *successful*?
(a) brief (b) complicated (c) effective (d) erroneous
6. Which word or words go with *complain*?
(a) restrict (b) gripe (c) fad (d) knack
7. Which word or words go with *talent*?
(a) ability (b) budget (c) knack (d) factor
8. Which word or words go with *sports*?
(a) linger (b) compete (c) challenge (d) complicate
9. Which word or words go with *the only one*?
(a) erroneous (b) solitary (c) effective (d) unique
10. Which word or words go with *fashion*?
(a) apparel (b) fad (c) attire (d) factor

10C

Determining Meanings

Circle the letter next to each answer choice that correctly completes the sentence. There may be more than one correct answer.

1. His **uniqueness**

- (a) makes him special.
- (b) comes from his sense of humor.
- (c) always hurts when he bends his arm.
- (d) looks like he spent a lot of time on it.

2. A **leisurely**

- (a) piece of paper is very light.
- (b) girl tried to finish her book as fast as she could.
- (c) meal can take an hour or more.
- (d) afternoon may be spent resting.

3. **Factors**

- (a) that might make you late are bad weather and traffic.
- (b) get bigger the more you try to stop them.
- (c) are formed at the end of rainbows.
- (d) such as who can come to your birthday party are important for planning.

4. **Fads**

- (a) in space are made of dust and gas.
- (b) are things that are briefly popular.
- (c) burrowed into the dirt to escape the predator.
- (d) that summer involved rolling up your pants.

5. A **complicated**

- (a) design involving different shapes was chosen for the wall.
- (b) plot makes it hard to follow what's happening in the movie.
- (c) glass of water sat on the table.
- (d) person is very simple and easy to understand.

6. The **budgets**

- (a) were let out of the cage to fly around the room.
- (b) left me with ten extra dollars each week.
- (c) were set in August for the new school year.
- (d) had a crack in it that was easy to repair.

anticipate

bankrupt

brief

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compete

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err

factor

fad

gripe

knack

leisure

unique

7. **Bankruptcy**

- (a) left Mr. Simon unable to pay anyone back.
- (b) frustrated the owner's dreams of expanding her store.
- (c) creates flowers that attract bees.
- (d) in bones can make them break more easily.

8. I **briskly**

- (a) ran a mile in gym class.
- (b) poured the syrup slowly onto the waffle.
- (c) tiptoed up the stairs so I wouldn't wake anyone.
- (d) chased my sister up and down the street during a game of tag.



Completing Sentences

Complete the sentences to demonstrate your knowledge of the words in bold.

1. I would win a **competition** in

_____ .

2. An **effective** way to get a good night's sleep is to

_____ .

3. An example of an **error** in punctuation might be

_____ .

4. A company is **bankrupted** when

_____ .

5. A **factor** that might make me run home after school is

_____ .

6. Something I **anticipate** about tomorrow is

_____ .

7. A **fad** I know about is

_____ .

8. Something I **gripe** about is

_____ .

9. **Complicated** math problems make me feel

_____ .

10. A **budget** is

_____ .



Fun and Games

Have you ever invented a new game or toy? Lots of people have, and most of them would tell you that it's not all fun and games. In fact, inventing and producing games is a very serious business.

Many of those who have tried to interest a company in their inventions have a common **gripe**: Most companies will not consider an idea from someone unknown to them. Companies prefer to deal only with established inventors with whom they have developed a long-term relationship. These veteran inventors have a **knack** for thinking up ideas—lots of them—for new toys and games. Just as important, they are willing to spend the time to develop their ideas. Only then do they take their new game or toy to a company and try to sell it.

Toys and games are big business. People may complain that they have less **leisure** time than they used to, but today they spend far more money on ways to fill this time. Billions of dollars are spent this way in the United States alone each year. Toy stores do a **brisk** business in the weeks between Thanksgiving and the end of the year. They can **anticipate** selling more toys and games in this one period than in the entire rest of the year! Companies **compete** to meet the enormous demand by engaging in a perpetual search for new products. These companies aren't interested in warmed-over ideas from previous years; they are looking for something **unique**.

Originality may be the main consideration, but companies must also keep other **factors** in mind when deciding which games or toys to produce. First, the cost of producing a new product is very important; the less **complicated** the toy or game is, the cheaper it will be to make. Companies also take into account the age of the children for whom the toy or game is intended; if it is easy to understand, then younger children will be able to play it. The result is an increase in the number of likely buyers. Finally, the larger companies with big advertising **budgets** must ask whether they can make an **effective** television commercial for the new product.

Producing a new toy or game is risky, but the rewards can be great. If a company **errs** by putting a lot of money into a new toy or game that fails to sell, the company can go **bankrupt**. If it is successful, on the other hand, everyone is ecstatic. Even success is not without risks. Should a game or toy

anticipate

bankrupt

brief

brisk

budget

compete

complicate

effect

err

factor

fad

gripe

knack

leisure

unique

catch on, the maker may not be in a position to meet the sudden demand. By the time the factory is able to turn out the items, the **fad** may have died down. Then the company is left with tens of thousands of items it cannot sell.

In fact, most toys and games do have **brief** lives, but there are always exceptions. Monopoly has been a popular game for more than eighty years. Over 250 million Monopoly games have been sold. Of course, only a handful of lucky inventors create highly successful new toys or games and become millionaires. But inventors are natural optimists. That is why there is no shortage of newcomers eager to break into this high-stakes business.

▶ **Answer each of the following questions with a sentence. If a question does not contain a vocabulary word from the lesson's word list, use one in your answer. Use each word only once.**

1. Why are large companies able to advertise heavily on television?

2. How long do most toys and games remain popular?

3. Why might a toy-store owner **gripe** about a severe storm in December?

4. Is the belief that one can get rich by inventing games an **erroneous** one? Why or why not?

5. What is the meaning of **brisk** as it is used in the passage?

6. What happens when more and more companies get into the games business?

7. What are some ways you spend your **leisure** time?

8. Why would it be incorrect to call Monopoly a **fad**?

9. What is the meaning of **anticipate** as it is used in the passage?

10. What kind of toy or game usually appeals to very young children?

11. What is the meaning of **effective** as it is used in the passage?

12. Why is the decision to make a new toy not a quick and easy process for a company?

13. What does a person need in order to be a successful games inventor?

14. What is the meaning of **bankrupt** as it is used in the passage?

15. What is the most important thing that games companies look for when considering a game?

anticipate

bankrupt

brief

brisk

budget

compete

complicate

effect

err

factor

fad

gripe

knack

leisure

unique

Fun & Fascinating FACTS

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- **Effect** is a verb and means “to make happen.” It is also a noun and means “a result.” *Affect* is a verb and means “to cause a change in.” (The bus strike will *affect* our travel plans.) It also means “to pretend to have.” (He *affected* a British accent when in England because he didn’t want to sound like a tourist.)

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- **Unique** means “the only one of its kind.” It is incorrect to say that something is “very *unique*” or “most *unique*”; if something is the *only* one of its kind, it cannot be compared to something else.

.....

- In addition to meaning “something that contributes to a result,” **factor** is also a term used in mathematics, where it has two separate but related meanings.

A **factor** is one of two or more numbers that divide a given number without a remainder: 2, 3, and 5 are *factors* of 30, as are 5 and 6, 3 and 10, and 2 and 15.

A *factor* is also the number of times a given number is increased or decreased. A population that goes from 2 million to 6 million has increased by a *factor* of 3.

