

## BİLGİ LEVEL 4 KELİME LİSTESİ

### Academic Word List 1

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
dream	Verb	to think about something that you would like to happen or have			dream(n) daydream(n/v)	have a dream; dream of / about smth; dreams come true She dreamed of becoming a well-known doctor.
asleep	Adj.	sleeping		awake	sleepy(adj)	fall asleep; oversleep
damage	V/N	to cause physical harm to something or to part of someone's body			damaging(adj)	He suffered severe brain damage in the accident. Smoking can damage your health.
nightma	Noun					Years after the accident I still have nightmares about it.
rapid	Adj.	happening or done very quickly and in a very short time	Fast, quick		rapidly(adv)	a rapid growth in population; grow rapidly. The disease spread rapidly in the town.
manage	Verb	to succeed in doing something difficult, especially after trying very hard			manageable(adj)	manage to do smth. He managed to finish the project on time.
effect	Noun	the way in which an event, action, or person changes sb/smth	impact		affect(v) effective(adj)	have an effect on sb/smth. My parents' divorce <i>had</i> a big <i>effect</i> on me.
succeed	Verb	to do what you tried or wanted to do:			success (n) successful(adj) unsuccessful(adj)	succeed in doing smth. Scientists claim they have succeeded in finding a cure for cancer.
attention	Noun	when you carefully listen to, look at, or think about sb/smth			attentive(adj)	draw / attract sb's attention; pay attention to smth.
satisfactory	Adj.	to make sb feel pleased by doing what they want		unsatisfactory	satisfy(v) dis/satisfaction(n) dis/satisfied(adj)	If your writing is satisfactory, you get <i>Complete</i> . If it is unsatisfactory you get <i>Incomplete</i> .
shift	V/N	working for a particular period of time during the day or night.				do/work a (10/12/24 etc hour) shift. work morning shift / night shift Dave had to work a 12-hour shift yesterday.
colleague	Noun	someone you work with	coworker			She discussed the idea with some of her colleagues.
distance	Noun			close	distant(adj.)	Measure the distance between the two points. Distant cousin (not closely related to you)
apply	Verb				application(n) applicable(adj) applicant(n)	apply for sth; application form. She applied for a job with the local newspaper.
spirit	Noun				spiritual(adj)	team spirit
miss	Verb					miss an opportunity; miss school; miss the point
tiring	Adj.		exhausting		tired(adj)	Working in the night shift is tiring.
boring	Adj.			exciting	bored(adj)	
frightening	Adj.				frightened(adj) frighten(v)	
exciting	Adj.			boring	excited(adj) excite(v)	
fascinating	Adj.				fascinated(adj) fascinate(v)	
amazing	Adj.				amazed(adj) amaze(v)	

surprising	Adj.				surprised(adj) surprise(v)	
embarrassing	Adj.				embarrassed(adj) embarrass(v)	
relaxing	Adj				relax(v) relaxed(adj)	
confusing	Adj				confused(adj) confuse(v)	I always confuse you with your sister - you look so alike.
depressing	Adj.				depressed(adj) depress(v)	
realise	Verb	to know and understand smth, or suddenly begin to understand it				I'm sorry, I didn't realize who you were.
load	N/V			unload		She loaded up the car with camping gear.

## Academic Word List 2

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
available	Adj	for people: not busy and has enough time to do smth something that is available is able to be used or can easily be bought or found		unavailable		Are you available this weekend? Let's go camping, shall we? Tickets are available from the box office.
apparent	Adj	easy to notice	obvious; evident		apparently(adv)	It is quite apparent that he has no intention of getting married.
stress	Verb	to emphasize a statement, fact, or idea	highlight			The prime minister stressed the importance of controlling spending.
element	Nou n	a basic part of sth				Advertising is not the only element in the marketing process.
major	Adj			minor		major role/part/factor etc. Smoking is one of the major causes of cancer
trigger	Verb	to make something happen very quickly				The windy weather triggers my asthma.
crucial	Adj.	extremely important				This subject is of crucial importance. This aid money is crucial to the government's economic policies.
schedule	Nou n	a plan of activities & when they will happen				The prime minister has a very busy schedule.
coincide	Verb	to happen at the same time as something else, especially by chance			coincidence(n)	My birthday coincides with my wedding anniversary.
capable	Adj.	having the qualities or ability to do smth		incapable	capability(n)	He is extremely capable of using computers.
flexible	Adj.	change or be changed easily to suit any new situation		inflexible	flexibility(n)	flexible working hours. We can be flexible about your starting date.
isolate	Verb	to separate one person, group, or thing from other people or things:			isolated(adj) isolation(n)	feel isolated

sole	Adj.	the sole person, thing etc is the only one	only		solely(adv)	Their sole aim is to finish the project on time.
method	Nou n	technique	system			I think we should try using a different method.
research	Nou n	study			researcher(n)	They are carrying out/ doing some research on the language of dolphins.
theory	Nou n	hypothesis			theoretical(adj)	economic theory; scientific theory
formula	Nou n	method	rule			There's no magic formula for success.
concept	Nou n	principle	idea			The concept of fashion changes all the time.
trace	Verb	to find someone or something that was lost				The police are trying to trace the robbers.
confirm	Verb	to make certain, often by telephone or in writing			confirmation(n)	We should confirm our flights 48 hours before departure.
ideology	Noun	set of ideas				socialist/capitalist ideology
thesis	Noun	the main idea or opinion of a person, group, piece of writing or speech				thesis statement What is the thesis of your essay?

### Academic Word List 3

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
supply	V/N	provide people with something that they need or want	provide		supplier(n)	
quantity	Noun	amount				Police found a small quantity of drugs in his house.
quality	Noun	how good or bad something is			qualified(adj)	The quality of the service in this restaurant has improved a lot.
manufacture	V/N	to use machines to make goods or materials, usually in large numbers or amounts:			manufacturer(n)	The firm manufactures women's clothing.
import	V/N	to bring a product from one country into another		export		Turkey imports petrol and leather from Iran.
delivery	Noun	the act of bringing goods, letters etc to a particular person or place.			deliver(v)	delivery time. You can expect delivery in a week to ten days.
report	V/N	to give people information				Wholesalers report a sharp increase in sales of organic vegetables.
service	Noun					long service. health service, postal service
industry	Noun				industrial(adj)	food industry, airline industry, Industrial Revolution
last	Verb	continue; go on				The lessons at our school last 45 minutes.
include	Verb			exclude		The price includes dinner, bed, and breakfast.
impressive	Adj.		admirable, awesome		Impress(v)	an impressive performance
civilization	Noun					the ancient civilizations of Mesopotamia & Egypt

represent	Verb	to officially speak or take action for another person or group of people:			representative(n)	Ambassador Albright will represent the USA at the ceremony.
employee	Noun		worker		employ(v) employer(n) un/employment(n) un/employed(adj)	The number of people in employment has fallen dramatically since the economic crisis.
break	Noun					lunch break; take a break
promotion	Noun				promote(v)	get a promotion. Your promotion to Senior Editor is now official.
solve	Verb				solution(n)	find a solution to a problem
movement	Noun				move(v)	A slight movement of the curtains showed where she was hiding.
incredible	Adj.		unbelievable			It's incredible that he survived the fall.
staff	Noun		employees / personnel			They employ a total of 150 staff.
training	Noun				trainer(n) trainee(n)	training course
condition	Noun					working conditions. Due to weather conditions, the match was cancelled.
opportunity	Noun					provide (job) opportunities for sb an ideal / a perfect opportunity to do smth
survey	V/N		questionnaire			conduct a survey.
view	V/N				viewer(n)	
range	V/N					The speaker will talk about a wide range of issues affecting professional women. The show had an audience of 12 million people, ranging from children to grandparents.
maintain	Verb		sustain		maintenance(n)	maintain a position; maintain success; maintain motivation
external	Adj.			internal		external factors
inform	Verb				information(n) informative(adj)	Please inform us of any change of address as soon as possible.
take part	Verb		participate			take part in sth
achieve	Verb				achievement(n)	achieve success; achieve goals
retail	N/ V	to sell goods to the public, usually in small quantities			retailer(n)	The job is open to applicants with over two years' experience in retail. The clothing company has six retail outlets (= shops) in south-eastern Australia
conduct	Ver b	to allow electricity or heat to go through			conductor (n)	Copper conducts electricity, but plastic does not.
alloy	N	a metal that is made by mixing two or more metals, or a metal and another substance				Brass is an alloy of copper and zinc
decorative	Adj	made to look attractive			decorate(v) decoratively(Adv) decorator (n)	There was a decorative panel above the door.

## Academic Word List 4

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
labor	N/V	work or workers				Labor Union; un/skilled labor
process	Noun					Learning a language is a slow / long process.
compensate	Verb	pay damages			compensation(n)	Farmers should be compensated for their loss after the flood.
option	Noun		alternative;		optional(adj)	There are a number of options available.
choice						
sum	Noun		amount; total			a sum of money; the sum of sth
expand	Verb	make bigger	enlarge		expansion(n)	Water expands when it freezes.
convince	Verb		persuade		convincing(adj)	convince sb to do sth. She did not convince anybody to make some changes.
administer	Verb				administration(n) administrative (adj)	administrative positions
aspect	Noun		feature; side			Another aspect of unemployment is.....
invest	Verb				investment(n)	invest in sth; make an investment
obtain	Verb		get; receive		obtainable(adj)	You can obtain information from the Student Affairs.
device	Noun					electronic device, explosive device
military	Adj/ N					(do) military service
exploit	Verb	to use something fully			exploitation(n)	exploitation of natural resources
temporary	Adj.		impermanent	permanent	temporarily(adv)	a temporary job. I'm living with my parents, but it's only temporary
terminate	Verb		end			terminate a work contract
uniform	Adj.		regular; the same		uniformity(n)	We need a uniform standard of healthcare throughout the country.
allocate	Verb				allocation(n)	allocate time, allocate sth to/for sth The committee allocates funds to universities.
assign	Verb	to give sb a particular job				The school assigned me the task of looking after the new students.
chemical	Adj/ N					chemical substances / It has chemicals in it.
priority	Noun	more important than others and needs attention			prior(adj) prioritize(v)	give priority to sth, have priority over sb/sth
volunteer	V/N				in/voluntary(adj) voluntarily(adv)	volunteer to do sth; volunteer for sth; a volunteer worker
data	Noun	information				Scientists collect data for their research.
constant	Adj.	happening a lot or all the time	frequent		constantly(adv)	There is a constant noise in that class.

## Academiz Word List 5

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
found	Verb		establish		founder(n) foundation(n)	Ataturk is the founder of Turkish Republic.

current	Adj.	existing	present	dated	currently(adv)	Who is the current president of the UN?
responsible	Adj.			irresponsible	responsibility(n)	responsible for sth. The same man is responsible for three other murders in the area.
spokesperson	Noun					Cemil Ertekin is the current spokesperson for the government.
publicize	Verb	to give info about sth to the public				Some TV channels do not prefer to publicize the unemployment issue.
civil servant	Noun					How much a civil servant earn in Turkey?
committee	Noun					the International Committee of the Red Cross
minister	Noun				ministry(n)	prime minister, the minister of education
set up	Verb		found; establish			set up a business
release	Verb	make available to the public				release an album. How old was Taylor Swift when she released her first album?
criticize	Verb				criticism(n) critic(n) critical(adj)	to criticize sb for sth; criticize sb unfairly Some students do nothing but criticize and complain all the time.
facility	Noun		service			The hotel has excellent leisure facilities such as gym, sauna and a tennis court.
consume	Verb				consumer(n) consumption(n)	Turkish people consume a lot of bread.
endangered	Adj.					endangered animals / species. The lizards are classed as an endangered species
launch	Verb	make a new product, available for sale for the first time				launch a product. The company hopes to launch the new drug by next October.
recovery	Noun				recover(v)	make a recovery, Hopes of economic recovery are fading. recover from an illness. Ann made a quick recovery from her operation.
prevent	Verb				preventable(adj)	prevent sb from doing sth. His back injury may prevent him from playing in tomorrow's game.

### Academic Word List 6

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
authority	Noun		power			People in positions of authority
finance	Noun	The management of money			financial(adj)	The college had to close due to lack of finance.
legislate	Verb	to pass a new law			legislation(n)	a new legislation to protect women rights
establish	Verb		found		establishment(n)	Our goal is to establish a new research center in Bstanbul.
derive	Verb	stem from, develop				The word 'television' derives from French.
distribute	Verb		give out		distribution(n) distributor(n)	They distributed clothes and blankets to refugees
domestic	Adj.				domesticate(v)	domestic flights; domestic chores; domestic animals
impose	Verb	force people to accept it				impose sth on sb The government imposed a ban on the sale of ivory.

conflict	Noun		disagreement			The two parties have been in conflict since the election.
welfare	Noun					the welfare of society
anticipate	Verb		expect		anticipation(n)	anticipate changes / problems / difficulties
cease	Verb		terminate; end	commence(v)		The company ceased production at their Norwich plant last year. / Cease fire!
ethics	Noun				un/ethical(adj) ethically(adv)	work ethics; ethical issues
controversy	Noun		argument		controversial(adj)	a controversy about; a controversial issue
violate	Verb		disobey	obey	violation(n)	violation of human rights; violation of traffic rules
manipulate	Verb	to make sb think and behave exactly as you want them to do	control		manipulation(n)	He knows how to manipulate an audience.
prohibit	Verb		forbid	permit	prohibition(n)	We are prohibited from drinking alcohol during working hours.
radical	Adj.		extreme		radically(adv)	radical changes in the system
deny	Verb			admit	denial(n)	deny doing sth
liberal	Adj.					liberal party
arbitrary	Adj.		random			
require	Verb				requirement (n)	Learning a foreign language requires hard work.
complain	Verb				complaint(n)	make a complaint, complain about sth
framework	Noun	a system of rules, ideas or beliefs that is used to plan or decide something	structure			We have to plan our work according to the framework.
deduce	Verb	to reach an answer or a decision by thinking carefully about the known facts	infer		deduction (n)	You can deduce the meaning by reading the text carefully.
valid	Adj.	that can be used for a limited time in certain conditions		invalid		My passport is valid for two years.

### Academic Word List 7

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
global	Adj.				globe(n)	global warming; a global issue
rainforest	Noun					Greenpeace has started a campaign to stop the destruction of the rainforest.
glacier	Noun				glacial(adj)	melting glaciers
sea level / ice	Noun					Sea levels have been rising for the last ten years.
temperature	Noun					The temperature of the planet has been changing a lot for the last 100 years.
Drought	Noun					The drought has affected Africa severely.
extreme	Adj.				extremely(adj)	extreme weather conditions
industry	Noun				industrial(adj) industrious(adj)	the Industrial Revolution
reduce	Verb				reduction(n)	Greenpeace has been doing a lot to reduce global warming.

replace	Verb	to start doing smth instead of another person, or start being used instead of another thing:			replacement(n)	replace sth with sth. They replaced the permanent staff with part-timers.
convenience food	Noun	food that is almost ready to eat when it is bought				We eat too much convenience foods rather than fresh food.
argue	Verb				argument(n)	argue with sb, have an argument with sb
resource	Noun					natural resources
accept	Verb			refuse		accept an offer. Rick accepted her offer of coffee.
error	Noun	mistake				There are some spelling errors in this essay.
hypothesis	Noun	an idea that is based on known facts but has not yet been proved			hypothesize (v)	There are several hypotheses for global warming.
implement	Verb	to put a plan or system into operation			implementation (n)	implement a plan The implementation of the law will start next year.
output	Noun		production	input		The average output of the factory is 20 cars a day.
statistics	Noun	information based on a study numerical facts			statistical(adj)	Statistics show/suggest that women live longer than men.
equivalent	Noun	the same	equal			50 Euro is equivalent to about 100TL.
evolve	Verb	to develop gradually			evolution(n)	Vestel evolved into a big organisation from a small shop.
ratio	Noun	proportion	percentage			The ratio of men to women at the conference was ten to one/10:1.
forthcoming	Adj.	happening soon				forthcoming events ; They are selling the tickets for the group's forthcoming concert. The forthcoming general election in Turkey will be held in 2011.
minority	Noun			majority		minority sports, minority groups
enthusiastic	Adj.				enthusiasm(n) enthusiast(n)	enthusiastic about sth All the staff are enthusiastic about the project.
lack	V/N		shortage		lacking(adj)	There is a lack of enthusiasm for the changes among teachers. / He is good at his job, but he lacks confidence.
committed	Adj.	willing to work very hard at			commitment(n)	She is very committed to her job.
something						
urgent	Adj.	very important and needing to be dealt with immediately			urgently(adv)	I urgently need some help.
aim	Verb	to try or intend to achieve smth				Ulker advertisements aim at adults as well as children.
rush hour	Noun					heavy rush hour traffic
escape	Verb					His family escaped from Bulgaria and arrived in Turkey in 1991.
waste	V/N					be a waste of time/money/effort etc. waste time doing sth; chemical / nuclear waste
avoid	Verb				avoidance(n) un/avoidable(adj)	avoid doing sth

## Academic Word List 8

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
occur	Verb				occurrence(n)	The earthquake occurred at 3:15 a.m.
fund	N/V	to provide money for an activity, organization, event				Tubitak funds a lot of scientific research.
compensate	Verb	to pay someone money because they have suffered injury, loss, or damage:			compensation(n)	The company promised to compensate for the damage they caused.
cycle	Noun					the cycle of the seasons; life cycle; vicious cycle/circle
sustain	Verb	to make smth continue to exist or happen for a period of time	maintain			He cannot sustain close relationships with women. / The government must sustain this economic growth.
crucial	Adj.					Alex played a crucial role in the team's 3-2 victory on Saturday.
inevitable	Adj.		unavoidable			It is inevitable that advanced technology will increase the pressure on employees.
minimize	Verb			maximize		minimize the damage; maximize the profit
nuclear	Adj.					nuclear weapons, nuclear power plants
restore	Verb	to make smth return to its former state or condition				Do you think Barack Obama will be able to restore peace in the Middle East?
acknowledge	Verb		accept; admit		acknowledgement(n)	She never acknowledges her mistakes.
dispose	Verb				disposable(adj)	We should dispose of this chemical waste.
intervene	Verb	to get involved in an argument, fight or situation				intervene in sth. The police don't usually like to intervene in disputes between husbands and wives.
conduct	Verb	to carry out				conduct a research/ a survey/an investigation/ a test
element	Noun	a part of something				The film had all the elements of a good thriller.
device	Noun	tool				Secure your bike with this simple locking device.
chart	Noun	a drawing which shows information in a simple way	diagram			There is a chart on the classroom wall showing the exam procedure.
exhibit	Verb	to show something publicly			exhibition	He frequently exhibits at the art gallery.
inspect	Verb	to examine	check		inspector(n)	After the crash both drivers got out and inspected their cars for damage.
random	Adj.	happening, done or chosen by chance rather than according to a plan			randomly(adv)	random checks/tests/attacks. The researcher selected the participants of the study randomly.

## Academic Word List 9

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
accent	Noun	the way in which people in a particular area, country or social group pronounce words	pronunciation			-It is sometimes hard to understand different accents -She has a heavy Irish accent.

bilingual	Adj			monolingual	bilingualism	- He is bilingual in French and English
dialect	Noun	A form of a language that is spoken in a particular area				- The people in the Blacksea region speak the local dialect.
foreign	Adj			Foreign(er)		
native	n-adj					Native language- native country
slang	Noun	Colloquial speech				
catch on	Phr v.	to become popular and fashionable				The idea of home schooling has never caught on in this country.
fall behind	Phr. v	to become less successful than other people				He's fallen behind at school, and will need to take extra lessons to catch up.
get by	Phr.v	to have enough money to but the things you need, but no more				She gets by on just £80 a week.
keep up with	Phr.v					He walks very fast, and his wife finds it difficult to keep up with him.
let down	Phr.v	To disappoint smn by not doing sth that you have said you will do				You can trust me, I will never let you down.
pick up	Phr.v	-to lift something or someone up - to learn sth quickly				-Pick me up, Daddy! I'm tired of walking. - Some people can easily pick up English by just listening to songs.
take up	Phr.v	If you take up a subject, activity you become interested in it and spend time doing it	learn			I want to take up a hobby like ceramics or pottery.
allow	Verb		Let, permit	forbid	allowance (pocket money)	
let	Verb		allow	forbid		
permit	Verb		let	forbid	permission	
devastate	Verb		To Destroy, to harm	preserv e	Devastating, devastation	Deforestation has devastating effects on the world's climate.
die out	Verb		become extinct			
disappear	Verb	To become impossible to see any longer	vanish	appear	disappearance	The black car following me suddenly disappeared.
disastrous	Adj				disaster	The recent disastrous earthquake...
extinct	adj	died out			Become extinct	extinction

### Academic Word List 10

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
assume	Verb	to accept smth to be			assumption(n)	I assume that everyone here has an e-mail address.
true without question or proof						

individual	N/Adj.				individually	Students read the text and answered the questions individually.
indicate	Verb				indication(n) indicator(n)	A survey indicated that 79 per cent of people recycle paper./ All the main economic indicators suggest that trade is improving.
consent	V/N	(give) permission				verbal consent; written consent You cannot go on school trips without the written consent of your parents.
attitude	Noun					His attitude to(wards) learning a foreign language is not very positive.
concentrate	Verb		focus		concentration(n)	concentrate on smth
goal- oriented	Adj.					
stable	Adj.		steady	unstable	stability(n)	a stable marriage/ government / job
evaluate	Verb		assess		evaluation(n)	The performance of each footballer is evaluated at the end of the year.
behalf	Noun					On behalf of everyone here, I'd like to thank our special guest for his entertaining speech.
compatible	Adj.			incompatibl e	compatibility(n)	Their marriage ended because they were not compatible.
mature	Adj.			immature	maturity(n)	Although she is only 18, she is a mature girl.
inherent	Adj.		inborn; intrinsic			Mothers Day is an opportunity to celebrate mother love, which is inherent to us all.
cooperate	Verb				cooperation(n) cooperative(adj)	cooperate with sb. I asked them to cooperate with each other.
diverse	Adj.		varied	similar	diversity(n)	The school offers courses as diverse as history of jazz music and archaeology.
initiate	Verb		start			initiate a conversation; initiate a discussion
reveal	Verb		show			The survey revealed that people are aware of the health risks of smoking.
comprise	Verb		consist of			The United Kingdom comprises England, Wales, Scotland, and Northern Ireland.
differentiat e	Verb		distinguish			The only thing that differentiates the twins is the color of their eyes.
dynamic	Adj.		lively			She's young and dynamic and will be a great addition to the team.
identical	Adj.		the same			They are identical twins so you can't differentiate them.

### Academic Word List 11

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
advertising	Noun	The activity of creating ads			Advertiser, advertisement	
Attention	Noun					Attention grabbing
target	Noun					Attractive target, target audience, achievable target, military target

catchy	Adj	a catchy tune or phrase is easy to remember			Eye-catching	
classified ad						We looked in the classified ads in the paper for a dining-room table and chairs.
commercial	Noun		advertisement			Commercial vehicles were not allowed to use the private road.
dull	Adj	boring, not interesting or exciting				It was a pretty dull party, not very exciting at all, we got really bored.
effective	Adj	successful, and working in the way that was intended; productive			ineffective	
exotic	Adj					Exotic flowers, exotic location
eye-catching	Adj					
appealing	Adj		Attractive		Appeal to smb	The pink colour doesn't appeal to me at all.
handbill	Noun		leaflet			
interactive	Adj					interactive website/videogames
logo	Noun		symbol			
misleading	Adj-n			truthful	To mislead	The text has some misleading statements
publicity	Noun		advertising		Public publicize	Standards in education have received much publicity over the last few years.
persuasive	Adj	able to make other people believe sth or do what you ask	influential		persuade	He used his persuasive powers to overcome the objections in the meeting.
promote	Verb	- to encourage - to be given a higher position at work	encourage		Promotion, promotional To be promoted	- He was promoted to editor. - Advertisements promote smoking and alcoholism.
endorse	Verb	Support, approve			endorsement	
shocking	Adj	Very surprising	appalling		Shocked (adj)	
sponsorship	Noun				sponsor	
advertisement	Noun				ad, advert	
TV commercial	Noun					
witty	Adj	using words in a clever and amusing way	Amusing, funny			
word-of-mouth	Phr					This hairdresser is very good - she gets a lot of new customers by word-of-mouth.

## Academic Word List 12

Word	Form	Meaning	Synonym	Antonym	Other word forms	Collocations/Sample sentences
coordinate	Verb	organize			coordinator(n) coordination(n)	Turkey has some difficulties in the coordination of its economic policies
proceed	Verb	to continue to do smth				The work is proceeding according to the plan. Before proceeding further, we must define our terms.
commence	Verb		begin	terminate; cease		The academic year commences in September.

accompany	Verb	to go somewhere with sb				to accompany someone
via	Prep		by means of; through			keep in touch via email You can access our homepage via the Internet.
virtual	Adj.	created by computers			virtually(adv)	virtual tourism; a virtual community
visual	Adj.				visually(adv) visualize(v)	visual materials
overseas	Adj.		abroad			overseas students
mode	Noun					Email is becoming a popular mode of communication. in manual / automatic mode
reverse	V/N/ A	to change smth to the opposite direction			reversible(adj)	The drug lowers blood pressure but may have a reverse effect in some patients
investigate	Verb				investigation(n) investigator(n)	Before Jack was offered the job, he was thoroughly investigated by the FBI.
regret	N/V					I sometimes regret moving to Bstanbul. I still miss Bzmir.
expect	Verb				expectation(n) un/expected(adj)	expect smth, expect sb to do smth The company expects to complete the work in April. I expect my students to study English regularly.
estimate	V/N	to guess the cost, size, value, etc. of something			over/estimate under/estimate	Scientists estimate that the world population will increase by 10% by the year 2050.
evident	Adj.	easily seen or understood;	clear; obvious	unclear	evidence(n)	It is evident that you work hard because your grades are very good.
analyze	Verb	to study or examine something in detail			analysis(n)	Researchers analysed the samples to find the reason for the illness.
relevant	Adj.	correct or suitable for a particular purpose		irrelevant		Your question is not relevant to this subject.
pursue	Verb	to continue doing an activity or trying to achieve smth over a long period of time				She plans to pursue a career in politics. Students should pursue their own interests, as well as do their school work.
reject	Verb		refuse	accept		Sarah rejected her brother's offer of help.
persist	Verb	continue			persistent(adj)	persist in doing smth; a persistent problem Contact your doctor if the cough persists.
eliminate	Verb	to remove or get rid of			elimination(n)	He has eliminated red meat from his diet because of heart disease.
undertake	Verb	to accept that you are responsible for a piece of work, and start to do it				undertake a task/job/research. Dr Johnson undertook the task of writing an English dictionary.
suspend	Verb	to stop smth from continuing, esp. for a short time			suspension(n)	Talks between Turkey and Armenia have now been suspended/ Sales of the drug will be suspended until more tests are completed.
diminish	Verb		reduce	increase; grow		His illness diminished his strength.
emerge	Verb	to appear or come out from somewhere:				The flowers emerge in the spring. The sun emerged from behind the clouds.

convert	V/N	to change smth into a				convert something to/into something
		different form of thing, or to change smth				They converted the spare bedroom into an office.
predominant	Adj.	more powerful, common, easily noticed than others:				In this painting, the predominant colour is black.

