

assume  **AWL** (*verb*) يفترض

: to expect or believe that something is true

* Louisa said she wasn't feeling well, so I **assume** she's not going out tonight.

* You **assume** "This is not a nice person," and you hope you never meet him again.

B3 U1 (LS)

behavior  (*noun*) تصرّف / سلوك

: the way that you act or behave

* When I meet new people, I watch their **behavior** closely to see what they are like.

* A small example of someone's **behavior** can give us a complete picture of the person.

B3 U1 (LS)

briefly  **AWL** (*adverb*) لمدة وجيزة / سريعاً / بإيجاز

: for a short time; quickly

* The teacher went over yesterday's assignment very **briefly**. We only spent about 15 minutes on it, so I still have some questions.

* You were with him only **briefly**, but you may think you know a lot about him.

B3 U1 (LS)

encounter  **AWL** (*noun*) مواجهة / مجابهة

: an unexpected meeting

* My first **encounter** with my new neighbors was very unpleasant. We argued about the amount of noise they were making.

* From this short **encounter**, you have formed an impression of this person.

B3 U1 (LS)

B3 U1 (LS)

error  **AWL** (*noun*) خطأ / غلطة

: a mistake

* Alberto made several **errors** on his math test because he didn't study hard enough.

* But, as you can see, we can make **errors**, so sometimes we need to take a second look.

B3 U1 (LS)

B3 U1 (LS)

form an impression (*phrase*) يشكّل إنطباع

: to begin to have an idea about something

* It only takes a few minutes to **form an impression** of someone you meet for the first time.

* As promised, I'm going to talk about how we **form first impressions** and how they work.

B3 U1 (LS)

B3 U1 (LS)

negative  **AWL** (*adjective*) سلبي

: bad or harmful

* One **negative** thing about moving to a new place is leaving your friends and family behind.

* You saw an example of his poor behavior, his rudeness, and you assumed he had other **negative** traits.

positive  **AWL** (*adjective*) إيجابي

: good or useful

A: Do you usually have a **positive** feeling about people when you meet them for the first time?

B: I do because I think most people are good.

* You may also think she has other **positive** traits.

B3 U1 (LS)

B3 U1 (LS)

sample  (*noun*) عيّنة / نموذج









: a small amount or example of something

* I took a **sample** of the carpet home to see whether I liked the color in my living room.

* We think that small **sample** of behavior shows us her true personality.

B3 U1 (LS)

B3 U1 (LS)

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 6 & 9	Example from Listening 1 page 6 & 7
assume AWL 	<i>v.</i>	يفترض	to expect or believe that something is true	Louisa said she wasn't feeling well, so I assume she's not going out tonight.	You assume "This is not a nice person," and you hope you never meet him again.
behavior 	<i>n.</i>	تصرف / سلوك	the way that you act or behave	When I meet new people, I watch their behavior closely to see what they are like.	A small example of someone's behavior can give us a complete picture of the person.
briefly AWL 	<i>adv.</i>	لمدة وجيزة / سريعاً / بإيجاز	for a short time; quickly	The teacher went over yesterday's assignment very briefly . We only spent about 15 minutes on it, so I still have some questions.	You were with him only briefly , but you may think you know a lot about him.
encounter AWL 	<i>n.</i>	مواجهة / مجابهة	an unexpected meeting	My first encounter with my new neighbors was very unpleasant. We argued about the amount of noise they were making.	From this short encounter , you have formed an impression of this person.
error AWL 	<i>n.</i>	خطأ / غلطة	a mistake	Alberto made several errors on his math test because he didn't study hard enough.	But, as you can see, we can make errors , so sometimes we need to take a second look.
form an impression	<i>phr.</i>	يشكل انطباع	to begin to have an idea about something	It only takes a few minutes to form an impression of someone you meet for the first time.	As promised, I'm going to talk about how we form first impressions and how they work.
negative AWL 	<i>adj.</i>	سليبي	bad or harmful	One negative thing about moving to a new place is leaving your friends and family behind.	You saw an example of his poor behavior, his rudeness, and you assumed he had other negative traits.
positive AWL 	<i>adj.</i>	إيجابي	good or useful	A: Do you usually have a positive feeling about people when you meet them for the first time? B: I do because I think most people are good.	You may also think she has other positive traits.
sample 	<i>n.</i>	عينة / نموذج	a small amount or example of something	I took a sample of the carpet home to see whether I liked the color in my living room.	We think that small sample of behavior shows us her true personality.
trait	<i>n.</i>	سمة / صفة	a quality that forms part of your character	Most of my good friends have one personality trait in common--they are all very funny.	You may also think she has other positive traits .

conscious 🗝️ (*adjective*) مقصود / واع / مُدرك

: intentional

* I make a **conscious** effort to stay in regular contact with all my friends. I make time to call and email them often.

* First, we can make decisions slowly and carefully with our **conscious** minds.

B3 U1 (LS)

effective 🗝️ (*adjective*) فعّال / مؤثر

: successful

* Watching a video is an **effective** way to study someone's behavior. You can learn a lot from the way people move their hands.

* Then they predicted how **effective** the teacher would be.

B3 U1 (LS)

expert 🗝️ **AWL** (*noun*) خبير

: skillful person

* Marcos is an **expert** at swimming. He has been doing it a long time.

* An **expert** in a museum takes one look at a very old artifact.

B3 U1 (LS)

fake (*noun*) شيء مُزيّف

: an imitation

* The artifact was a **fake**. It was not thousands of years old.

* It wasn't really an old artifact at all. It was a **fake**.

B3 U1 (LS)

B3 U1 (LS)

instincts (*noun*) غرائز

: natural feelings

* When you meet new people, you should trust your **instincts**. Your first reaction is often correct.

* So when should we trust our **instincts**?

B3 U1 (LS)

B3 U1 (LS)

reliable **AWL** (*adjective*) يُعتمد عليه

: dependable

* My car isn't **reliable**. There is always something wrong with it.

* Malcolm Gladwell argues that first impressions are usually **reliable**.

B3 U1 (LS)

B3 U1 (LS)

select 🗝️ **AWL** (*verb*) يختار / ينتقي

: choose

* I can't **select** anyone to receive the award. There are too many good students.

* An example is when a coach is **selecting** a player for a soccer team.

snap judgments (*phrase*) أحكام سريعة / قرارات سريعة

: quick decisions

* I often make **snap judgments** about things I buy. I don't like to waste time.

* Sometimes, our first impression, our ability to make **snap judgments**, is very accurate.

suspicious 🗝️ (*adjective*) مُرتاب / مُريب

: doubtful

* My parents were **suspicious** when I told them the teacher did not give any grades for our assessment.

* He is **suspicious**.

trait (*noun*)

سِمة / صِفة

: a quality that forms part of your character

* Most of my good friends have one personality **trait** in common--they are all very funny.

* You may also think she has other positive **traits**.

B3 U1 (LS)

unconsciously (*adverb*) بلا وعي / بشكل غير مقصود

: without thinking

* I was so focused on listening to the news this morning that I **unconsciously** poured orange juice in my coffee instead of milk.

* Or, we can make decisions very quickly and **unconsciously**, or without even thinking.

B3 U1 (LS)

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 11, 14 & 15	Example from Listening 2 page 11 & 12
conscious key	<i>adj.</i>	مقصود / واع مُدْرِك /	intentional	I make a conscious effort to stay in regular contact with all my friends. I make time to call and email them often.	First, we can make decisions slowly and carefully with our conscious minds.
effective key	<i>adj.</i>	فعال / مؤثر	successful	Watching a video is an effective way to study someone's behavior. You can learn a lot from the way people move their hands.	Then they predicted how effective the teacher would be.
expert key AWL	<i>n.</i>	خبير	skillful person	Marcos is an expert at swimming. He has been doing it a long time.	An expert in a museum takes one look at a very old artifact.
fake	<i>n.</i>	شيء مُزَيَّف	an imitation	The artifact was a fake . It was not thousands of years old.	It wasn't really an old artifact at all. It was a fake .
instincts	<i>n.</i>	غرائز	natural feelings	When you meet new people, you should trust your instincts . Your first reaction is often correct.	So when should we trust our instincts ?
reliable AWL	<i>adj.</i>	يُعْتَمَد عليه	dependable	My car isn't reliable . There is always something wrong with it.	Malcolm Gladwell argues that first impressions are usually reliable .
select key AWL	<i>v.</i>	يختار / ينتقي	choose	I can't select anyone to receive the award. There are too many good students.	An example is when a coach is selecting a player for a soccer team.
snap judgments	<i>phr.</i>	أحكام سريعة / قرارات سريعة	quick decisions	I often make snap judgments about things I buy. I don't like to waste time.	Sometimes, our first impression, our ability to make snap judgments , is very accurate.
suspicious key	<i>adj.</i>	مُرْتَاب / مُرِيب	doubtful	My parents were suspicious when I told them the teacher did not give any grades for our assessment.	He is suspicious .
unconsciously	<i>adv.</i>	بلا وعي / بشكل غير مقصود	without thinking	I was so focused on listening to the news this morning that I unconsciously poured orange juice in my coffee instead of milk.	Or, we can make decisions very quickly and unconsciously , or without even thinking.

balanced (*adjective*) مُتَکَامِل / متوازن

: consisting of parts that are correct or pleasing proportions

* A good way to stay healthy is to eat **balanced** meals and exercise regularly.

* It's OK to eat any food you want as long as your diet is **balanced**.

B3 U2 (LS)

calories (*noun*) سُعْرَات حرارية

: units for measuring the energy value of food

* I'm not going to eat this candy bar because it has 450 **calories**.

* The **calories** in soda are what we call "empty" calories, since they have no nutrition at all.

B3 U2 (LS)

concentrate **AWL** (*verb*) يُرَكِّز

: to give you your attention or effort to something

* Please don't talk to me while I'm cooking. I need to **concentrate**.

* Green tea helps fight cancer and improves your ability to **concentrate**.

B3 U2 (LS)

consume **AWL** (*verb*) يَلْتَهُم / يأكل أو يشرب

: to eat or drink something

* If you **consume** too much food, you will gain weight.

* We have to know the effects that the food and drink we **consume** have on our bodies.

B3 U2 (LS)

B3 U2 (LS)

diet (*noun*) نِظَام غذائي

: the food that a person or animal usually eats

* My **diet** includes a lot of chicken and rice.

* It's OK to eat any food you want as long as your **diet** is balanced.

B3 U2 (LS)

B3 U2 (LS)

mix (*verb*) يَمِزج / يخلط

: to combine two or more different things

* According to the recipe, you have to **mix** the flour and sugar together before adding the eggs.

* You just need to **mix** the good and the bad. What's so hard about that?

B3 U2 (LS)

B3 U2 (LS)

mood (*noun*) مزاج / حالة نفسية

: the way that you feel at a particular time, such as happy or sad

* I love chocolate because it always puts me in a good **mood**.

* Eating turkey can actually change your **mood**.

rely on (*phrasal verb*) يعتمد على

: to depend on someone or something

* I can't cook, so I **rely on** my mother to make my meals.

* Hmm. But when I'm tired, I usually **rely on** a soda.

spicy (*adjective*) مُتَبِّل / مُبَهَّر / حار بسبب التوابل

: having a strong, hot flavor

* I can't eat **spicy** food because it upsets my stomach.

* Now, I love a **spicy** beef burger or a juicy steak.

B3 U2 (LS)

Book 3 Unit 2 (LS): What's more important **taste or nutrition**? (Page 26 & 29) Listening 1: You Are What You Eat

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 26 & 29	Example from Listening 1 page 27
balanced	<i>adj.</i>	مُتَكَامِل / متوازن	consisting of parts that are correct or pleasing proportions	A good way to stay healthy is to eat balanced meals and exercise regularly.	It's OK to eat any food you want as long as your diet is balanced .
calories	<i>n.</i>	سُعْرَات حرارية	units for measuring the energy value of food	I'm not going to eat this candy bar because it has 450 calories .	The calories in soda are what we call "empty" calories, since they have no nutrition at all.
concentrate	<i>v.</i>	يُرَكِّز	to give you your attention or effort to something	Please don't talk to me while I'm cooking. I need to concentrate .	Green tea helps fight cancer and improves your ability to concentrate .
consume	<i>v.</i>	يلتهم / يأكل أو يشرب	to eat or drink something	If you consume too much food, you will gain weight.	We have to know the effects that the food and drink we consume have on our bodies.
diet	<i>n.</i>	نظام غذائي	the food that a person or animal usually eats	My diet includes a lot of chicken and rice.	It's OK to eat any food you want as long as your diet is balanced.
mix	<i>v.</i>	يمزج / يخلط	to combine two or more different things	According to the recipe, you have to mix the flour and sugar together before adding the eggs.	You just need to mix the good and the bad. What's so hard about that?
mood	<i>n.</i>	مزاج / حالة نفسية	the way that you feel at a particular time, such as happy or sad	I love chocolate because it always puts me in a good mood .	Eating turkey can actually change your mood .
rely on	<i>phr. v.</i>	يعتمد على	to depend on someone or something	I can't cook, so I rely on my mother to make my meals.	Hmm. But when I'm tired, I usually rely on a soda.
spicy	<i>adj.</i>	مُتَبِّل / مُبَهَّر / حار بسبب التوابل	having a strong, hot flavor	I can't eat spicy food because it upsets my stomach.	Now, I love a spicy beef burger or a juicy steak.
wise	<i>adj.</i>	حكيم / مُتَبَصِّر	having the knowledge or experience to make good and sensible decisions	Do you think it's wise to go jogging right after a big meal?	I guess all I'm really saying is that by making wise food choices, you can basically eat what you like.

complex AWL  (adjective) مُعَقَّد

: complicated

- * Some of the best dishes are made with a variety of spices. This gives them a **complex** flavor.
- * Some taste of chocolate, others are spicy. Some are very **complex**.

B3 U2 (LS)

disgusting  (adjective) مُقْرِف / مثير للإشمئزاز

: terrible

- * That cheese smells **disgusting**. Throw it away!
- * Some people think strong smelling cheeses are **disgusting**, and occasionally they are

B3 U2 (LS)

distinguish  (verb) يُمَيِّز / يُفَرِّق

: tell the difference

- * Hold your nose and close your eyes, and you'll find it hard to **distinguish** between an onion and an apple.
- * It can be hard work, trying to **distinguish** between so many different coffees.

B3 U2 (LS)

estimate AWL  (verb) يَفْتَرِّ / يَخْمَن

: calculate approximately

- * Scientists don't exactly know, but they **estimate** that 80 percent of what we taste is due to smell.
- * I **estimate** I taste up to 100 coffees, so I don't actually drink them because of all the caffeine, right!

B3 U2 (LS)

B3 U2 (LS)

flavor  (noun) نَكْهَة

: taste

- * Children often don't like to eat food with strong **flavors**, but they grow to like them as they get older.
- * People always like to try new **flavors**.

B3 U2 (LS)

B3 U2 (LS)

keep an eye on (phrase) إِبْقَاءُ الْعَيْنِ عَلَى / مِرَاقِبَة

: check often

- * Could you **keep an eye on** the cookies in the oven while I'm out? I don't want them to burn.
- * The worst is probably **keeping an eye on** my weight because of all the calories.

B3 U2 (LS)

B3 U2 (LS)

occasionally  (adverb) مِنْ حِينٍ لِآخَرٍ

: sometimes

- * I don't eat eggs much, but **occasionally** I have an omelet.
- * Some people think strong smelling cheeses are disgusting, and **occasionally** they are

swallow  (verb) يَبْلَعُ / يَبْتَلَعُ

: take

- * You should **swallow** your vitamins with a full glass of water.
- * I make it, taste it, but I don't **swallow** it.

texture (noun) مَلْمَسُ / نَسْجُ

: feel

- * I don't like the **texture** of this bread—it's too hard for me.
- * I check for flavor, **texture**, and especially the smell of the cheese, since smell is the most important.

wise (adjective)

حكيم / مُتَبَصِّر

: having the knowledge or experience to make good and sensible decisions

* Do you think it's wise to go jogging right after a big meal?

* I guess all I'm really saying is that by making wise food choices, you can basically eat what you like.

B3 U2 (LS)

trend AWL  (noun) إتجاه / نزعة / موضة

: fashion

* I don't take dieting trends seriously since they change so often.

* I travel a lot because you have to keep up with the latest trends.

B3 U2 (LS)

Book 3 Unit 2 (LS): What's more important **taste or nutrition**? (Page 33, 34 & 36) Listening 2: Food Tasters

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 33, 34 & 36	Example from Listening 2 page 34 & 35
complex AWL	<i>adj.</i>	مُعَقَّد	complicated	Some of the best dishes are made with a variety of spices. This gives them a complex flavor.	Some taste of chocolate, others are spicy. Some are very complex .
disgusting 	<i>adj.</i>	مُقْرِف / مثير للإشمئزاز	terrible	That cheese smells disgusting . Throw it away!	Some people think strong smelling cheeses are disgusting , and occasionally they are
distinguish 	<i>v.</i>	يُمَيِّز / يُفَرِّق	tell the difference	Hold your nose and close your eyes, and you'll find it hard to distinguish between an onion and an apple.	It can be hard work, trying to distinguish between so many different coffees.
estimate AWL	<i>v.</i>	يَقْدِّر / يَخْمِن	calculate approximately	Scientists don't exactly know, but they estimate that 80 percent of what we taste is due to smell.	I estimate I taste up to 100 coffees, so I don't actually drink them because of all the caffeine, right!
flavor 	<i>n.</i>	نكهة	taste	Children often don't like to eat food with strong flavors , but they grow to like them as they get older.	People always like to try new flavors .
keep an eye on	<i>phr.</i>	إبقاء العين على / مراقبة	check often	Could you keep an eye on the cookies in the oven while I'm out? I don't want them to burn.	The worst is probably keeping an eye on my weight because of all the calories.
occasionally 	<i>adv.</i>	من حينٍ لآخر	sometimes	I don't eat eggs much, but occasionally I have an omelet.	Some people think strong smelling cheeses are disgusting, and occasionally they are
swallow 	<i>v.</i>	يبلع / يبتلع	take	You should swallow your vitamins with a full glass of water.	I make it, taste it, but I don't swallow it.
texture	<i>n.</i>	لمس / نَسْج	feel	I don't like the texture of this bread—it's too hard for me.	I check for flavor, texture , and especially the smell of the cheese, since smell is the most important.
trend AWL	<i>n.</i>	اتجاه / نزعة / موضة	fashion	I don't take dieting trends seriously since they change so often.	I travel a lot because you have to keep up with the latest trends .

adapt **AWL**  (verb)

يتكيف

: to change your behavior because the situation you are in has changed

* When Brian left his small village to live in the city, it took him a few months to **adapt**.

* I've **adapted**, and now I'm very fulfilled.

B3 U3 (LS)

considerably **AWL**  (adverb) بكثير / بشكل كبير

: a lot

* Don't you agree that keeping things the same is **considerably** easier than trying to change them?

* The salary is **considerably** low, so I don't eat out often.

B3 U3 (LS)

crisis  (noun)

أزمة

: a time of great danger or difficulty

* When the economic **crisis** started, people were suddenly worried about losing their jobs.

* And then the financial **crisis** came along.

B3 U3 (LS)

curious  (adjective) فضولي / محب للإستطلاع

: wanting to know or learn something

* We're **curious** about what it would be like to live in another country. It sounds very interesting.

* I was **curious** about the world out there and I needed to justify my place in it.

B3 U3 (LS)

B3 U3 (LS)

fulfilled (adjective) راضٍ

: completely satisfied and happy

* I felt **fulfilled** as a teacher because I enjoyed helping people learn.

* I've adapted, and now I'm very **fulfilled**.

B3 U3 (LS)

B3 U3 (LS)

handle  (verb) يتعامل مع

: to control or deal with someone or something

* Tina couldn't **handle** all the noise and pollution of living in a city, so she moved to the country.

* I couldn't really **handle** all the stress.

B3 U3 (LS)


B3 U3 (LS)

justify **AWL**  (verb) يُبرِّر

: to give or be a good reason for something

* After I borrowed money from my parents, I had to **justify** the purchases I made with it.

* I was curious about the world out there and I needed to **justify** my place in it.

position  (noun) وظيفة

: a job

* There were more than 30 applications for the **position** of general manager.

* The first **position** I was offered was a home-care assistant in the local hospital.

steady  (adjective) ثابت / منتظم

: staying the same over a period of time

* Over the years, Steve's company has developed **steady** and reliable relationships with many other businesses in the area.

* My personal life also suffered, as I was never home to build a **steady** relationship.

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 6 & 9	Example from Listening 1 page 6 & 7
adapt AWL 	v.	يتكيف	to change your behavior because the situation you are in has changed	When Brian left his small village to live in the city, it took him a few months to adapt .	I've adapted , and now I'm very fulfilled.
considerably AWL 	adv.	بكثير / بشكل كبير	a lot	Don't you agree that keeping things the same is considerably easier than trying to change them?	The salary is considerably low, so I don't eat out often.
crisis 	n.	أزمة	a time of great danger or difficulty	When the economic crisis started, people were suddenly worried about losing their jobs.	And then the financial crisis came along.
curious 	adj.	فضولي / محب للإستطلاع	wanting to know or learn something	We're curious about what it would be like to live in another country. It sounds very interesting.	I was curious about the world out there and I needed to justify my place in it.
fulfilled	adj.	راضٍ	completely satisfied and happy	I felt fulfilled as a teacher because I enjoyed helping people learn.	I've adapted, and now I'm very fulfilled .
handle 	v.	يتعامل مع	to control or deal with someone or something	Tina couldn't handle all the noise and pollution of living in a city, so she moved to the country.	I couldn't really handle all the stress.
justify AWL 	v.	يُبرر	to give or be a good reason for something	After I borrowed money from my parents, I had to justify the purchases I made with it.	I was curious about the world out there and I needed to justify my place in it.
position 	n.	وظيفة	a job	There were more than 30 applications for the position of general manager.	The first position I was offered was a home-care assistant in the local hospital.
steady 	adj.	ثابت / منظم	staying the same over a period of time	Over the years, Steve's company has developed steady and reliable relationships with many other businesses in the area.	My personal life also suffered, as I was never home to build a steady relationship.
suffer 	v.	يسوء / يتضرر	to become worse in quality	If you focus too much on your job, your personal relationships may suffer as a result.	My personal life also suffered , as I was never home to build a steady relationship.

cope  (verb) ينجح في مواجهة مشكلة

: manage financially

* It can be very difficult for people working in low-paying jobs to **cope**.

* Well, first, that it was very difficult indeed to **cope** financially.

B3 U3 (LS)

exhausted (adjective) مُنْهَك

: very tired

* After working for ten hours without a break, we were **exhausted**.

* Some of the jobs I was doing left me feeling physically **exhausted**— especially when I had to work two jobs in a day.

B3 U3 (LS)

firsthand (adverb) مباشرة

: directly

* It's hard to truly understand someone else's situation. Sometimes you need to experience it **firsthand**.

* Interviews are fine, but sometimes you need to experience something **firsthand** to understand it.

B3 U3 (LS)

informed (adjective) مُطَّلِع / يدل على معرفة

: educated

* You need to know all the facts before you can make **informed** decision.

* You can then write about your experience from a more **informed** point of view.

B3 U3 (LS)

B3 U3 (LS)

permanent  (adjective) دائم / ثابت

: constant

* Agostino is always happy. he has a **permanent** smile on his face.

* Were you pleased that the changes you made weren't **permanent**?

B3 U3 (LS)

B3 U3 (LS)

research AWL  (noun) بحث علمي

: studies

* Sociologists are doing **research** on how people live in the poorest parts of the city.

* You're famous as a journalist, and of course, you've written several books based on your **research**.

B3 U3 (LS)

B3 U3 (LS)

struggle  (verb) يكافح / يصارع

: have difficulty

* Many people who don't have jobs **struggle** when it is time to pay their bills.

* You know, these people really **struggle**.

support (oneself)  (phrase) إعالة أنفسهم

: take care of (oneself)

* Many students at college don't receive money from their parents. They need to be able to **support themselves**.

* Well, the aim was to see if I could **support myself** in low-paid jobs.

B3 U3 (LS)

unemployed  (adjective) عاطل عن العمل

: jobless

* When the company closed down, many of its workers became **unemployed**.

* I wanted to see how easy it was for people with pretty good jobs—who became **unemployed**—to find another job at the same level.

B3 U3 (LS)

suffer  (verb) يسوء / يتضرر

: to become worse in quality

* If you focus too much on your job, your personal relationships may suffer as a result.

* My personal life also suffered, as I was never home to build a steady relationship.

B3 U3 (LS)

wage  (noun) أجر (الراتب)


: earning

* I enjoy my work, but the wages are too low for me to make a living.

* Well, first, that it was very difficult indeed to cope, you know, financially, on such low wages.

B3 U3 (LS)

Book 3 Unit 3 (LS): Is change good or bad? Listening 2: An Interview with Barbara Ehrenreich

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 11, 13 & 14	Example from Listening 2 page 12 & 13
cope 	<i>v.</i>	ينجح في مواجهة مشكلة	manage financially	It can be very difficult for people working in low-paying jobs to cope .	Well, first, that it was very difficult indeed to cope financially.
exhausted	<i>adj.</i>	مُنْهَك	very tired	After working for ten hours without a break, we were exhausted .	Some of the jobs I was doing left me feeling physically exhausted —especially when I had to work two jobs in a day.
firsthand	<i>adv.</i>	مباشرة	directly	It's hard to truly understand someone else's situation. Sometimes you need to experience it firsthand .	Interviews are fine, but sometimes you need to experience something firsthand to understand it.
informed	<i>adj.</i>	مُطَّلِع / يدل على معرفة	educated	You need to know all the facts before you can make informed decision.	You can then write about your experience from a more informed point of view.
permanent 	<i>adj.</i>	دائم / ثابت	constant	Agostino is always happy. he has a permanent smile on his face.	Were you pleased that the changes you made weren't permanent ?
research  AWL	<i>n.</i>	بحث علمي	studies	Sociologists are doing research on how people live in the poorest parts of the city.	You're famous as a journalist, and of course, you've written several books based on your research .
struggle 	<i>v.</i>	يكافح / يصارع	have difficulty	Many people who don't have jobs struggle when it is time to pay their bills.	You know, these people really struggle .
support (oneself) 	<i>phr.</i>	إعالة أنفسهم	take care of (oneself)	Many students at college don't receive money from their parents. They need to be able to support themselves .	Well, the aim was to see if I could support myself in low-paid jobs.
unemployed 	<i>adj.</i>	عاطل عن العمل	jobless	When the company closed down, many of its workers became unemployed .	I wanted to see how easy it was for people with pretty good jobs—who became unemployed —to find another job at the same level.
wage 	<i>n.</i>	أجر (الراتب)	earning	I enjoy my work, but the wages are too low for me to make a living.	Well, first, that it was very difficult indeed to cope, you know, financially, on such low wages .

appeal  (noun)

جاذبية / فتنة

: attraction

* I don't like negative advertising. I can't understand its **appeal**.

* This technique is called "emotional **appeal**."

B3 U4 (LS)

brand  (noun)

نوع / ماركة

: kind

* This **brand** of toothpaste is the best one on the market.

* In this campaign, advertisers are telling us that eating this **brand** of chocolate will make us appear cultured, and impress our friends.

B3 U4 (LS)

campaign  (noun)

حملة / ترويج

: promotion

* The ad **campaign** was expensive, but it didn't produce great results.

* In this **campaign**, advertisers are telling us that eating this brand of chocolate will make us appear cultured, and impress our friends.

B3 U4 (LS)

claim  (verb)

يَدَّعي

: state

* Many ads **claim** that their products have fantastic benefits, but don't give any proof.

* That's when advertisers **claim** that everyone is buying a product, so we should too.

B3 U4 (LS)

logo (noun) رمز أو شعار لشركة أو مؤسسة

: design

* Everyone wore T-shirts showing the company's new **logo** of a jumping tiger.

* That's when you see a company **logo** everywhere, or hear the name of a product all the time.

B3 U4 (LS)

memorable (adjective) لا يُنسى / عالق بالذاكرة

: unforgettable

* That company won the award for the most **memorable** ad of the year. People were still talking about it months afterwards.

* Nothing can compare with the **memorable** experience of a bar of Robertson's Black.

B3 U4 (LS)

persuade  (verb)

يُقنع

: convince

* Advertisers use several techniques to **persuade** consumers to buy certain products.

* This week we're looking at ways advertisers try to **persuade** us to buy products.

B3 U4 (LS)

relate to  (phrase) يربط بـ / يرتبط بـ

: connect with

* Ads often try to **relate to** us on an emotional level.

* You know, like ads with babies and children. They're popular because we **relate to** them emotionally.

B3 U4 (LS)

competitor (noun)







متسابق / متنافس

: a person, company, product, etc. that is competing with another or others

* Thanks to the recent advertising campaign, our sales have increased to double those of our nearest **competitor**.

* They sure do, to give them an edge over their **competitors**.

B3 U4 (LS)

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 70, 72 & 73	Example from Listening 1 page 70 & 71
appeal 	<i>n.</i>	جاذبية / فتنة	attraction	I don't like negative advertising. I can't understand its appeal .	This technique is called "emotional appeal ."
brand 	<i>n.</i>	نوع / ماركة	kind	This brand of toothpaste is the best one on the market.	In this campaign, advertisers are telling us that eating this brand of chocolate will make us appear cultured, and impress our friends.
campaign 	<i>n.</i>	حملة / ترويج	promotion	The ad campaign was expensive, but it didn't produce great results.	In this campaign , advertisers are telling us that eating this brand of chocolate will make us appear cultured, and impress our friends.
claim 	<i>v.</i>	يُدّعي	state	Many ads claim that their products have fantastic benefits, but don't give any proof.	That's when advertisers claim that everyone is buying a product, so we should too.
logo	<i>n.</i>	رمز أو شعار لشركة أو مؤسسة	design	Everyone wore T-shirts showing the company's new logo of a jumping tiger.	That's when you see a company logo everywhere, or hear the name of a product all the time.
memorable	<i>adj.</i>	لا يُنسى / عالق بالذاكرة	unforgettable	That company won the award for the most memorable ad of the year. People were still talking about it months afterwards.	Nothing can compare with the memorable experience of a bar of Robertson's Black.
persuade 	<i>v.</i>	يُفنع	convince	Advertisers use several techniques to persuade consumers to buy certain products.	This week we're looking at ways advertisers try to persuade us to buy products.
relate to 	<i>phr.</i>	يربط ب / يرتبط ب	connect with	Ads often try to relate to us on an emotional level.	You know, like ads with babies and children. They're popular because we relate to them emotionally.

edge  (noun)

أفضلية / ميزة

: a slight advantage over someone or something

* Some companies promote their products heavily because they think this gives them an **edge** over their rivals.

* They sure do, to give them an **edge** over their competitors.

B3 U4 (LS)

fast (verb)

يصوم

: to stop eating food for a certain time usually for religious reasons

* During Ramadan, people **fast** during daylight hours.

* There are lots of lanterns, and ads with dates, which we traditionally use to break the **fast**.
n. صيام

B3 U4 (LS)

focus **AWL**  (verb)

يركز اهتمامه على

: to give all your attention to something

* Should we start to **focus** more on web advertising in order to build our brand among younger consumers?

* And that's why advertising budgets are hugely **focused** on this period.

B3 U4 (LS)

humorous  (adjective)

مضحك / هزلي
فكاهي /

: amusing or funny

* Often the ads people remember best are the **humorous** ones that make them laugh.

* Other ads have famous people or well-known actors in them, but I like the **humorous** ones the best.

B3 U4 (LS)

B3 U4 (LS)

integrated (adjective)

مدمج / مَوْحَد

: formed or united into a whole

* The board approved plans for an **integrated** advertising campaign encompassing Internet, television, and radio.

* Companies are all about **integrated** advertising these days, which basically means getting your message across in the right way, on the right device, at the right time.

B3 U4 (LS)

B3 U4 (LS)

mark  (verb)

يضع علامة أو إشارة

: to put a sign on something

* The company is holding a special gala dinner to **mark** its 30th year of trading.

* Cannons are fired to **mark** the end of each day's fast during Ramadan.

B3 U4 (LS)

B3 U4 (LS)

merchandising (noun)

تجارة

: the way shops and businesses try to sell their products

* The promotion, advertising, and sale of goods and services is often called **merchandising**.

* Do people worry that the holiday will become too focused on **merchandising**?

peak  (noun)

أوج / ذروة / قمة

: the highest level, value, rate, etc.

* It is more expensive to advertise on television during **peak** periods, such as in the evenings and during the holidays.

* OK. Is there a particular **peak** time when ads need to run?

B3 U4 (LS)

take advantage of (phrase) / ينتهز الفرصة / يستغل / يستفيد من







: to make good or full use of something

* Advertising agencies often try to **take advantage of** holidays and festivals to promote their products.

* Wow. I see. Advertisers all want to **take advantage of** the opportunity, I guess.

B3 U4 (LS)

Book 3 Unit 4 (LS): How can advertisers change our behavior? Listening 2: Ramadan – A Golden Opportunity for Advertisers?

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 74 & 77	Example from Listening 2 page 75 & 76
competitor	<i>n.</i>	متسابق / متنافس	a person, company, product, etc. that is competing with another or others	Thanks to the recent advertising campaign, our sales have increased to double those of our nearest competitor.	They sure do, to give them an edge over their competitors.
edge 	<i>n.</i>	أفضلية / ميزة	a slight advantage over someone or something	Some companies promote their products heavily because they think this gives them an edge over their rivals.	They sure do, to give them an edge over their competitors.
fast	<i>v.</i>	يصوم	to stop eating food for a certain time usually for religious reasons	During Ramadan, people fast during daylight hours.	There are lots of lanterns, and ads with dates, which we traditionally use to break the fast. 
focus  AWL	<i>v.</i>	يركز اهتمامه على	to give all your attention to something	Should we start to focus more on web advertising in order to build our brand among younger consumers?	And that's why advertising budgets are hugely focused on this period.
humorous 	<i>adj.</i>	مضحك / هزلي / فكاهي	amusing or funny	Often the ads people remember best are the humorous ones that make them laugh.	Other ads have famous people or well-known actors in them, but I like the humorous ones the best.
integrated	<i>adj.</i>	مدمج / مَوْحَد	formed or united into a whole	The board approved plans for an integrated advertising campaign encompassing Internet, television, and radio.	Companies are all about integrated advertising these days, which basically means getting your message across in the right way, on the right device, at the right time.
mark 	<i>v.</i>	يضع علامة أو إشارة	to put a sign on something	The company is holding a special gala dinner to mark its 30th year of trading.	Cannons are fired to mark the end of each day's fast during Ramadan.
merchandising	<i>n.</i>	تجارة	the way shops and businesses try to sell their products	The promotion, advertising, and sale of goods and services is often called merchandising.	Do people worry that the holiday will become too focused on merchandising?
peak 	<i>n.</i>	أوج / ذروة / قمة	the highest level, value, rate, etc.	It is more expensive to advertise on television during peak periods, such as in the evenings and during the holidays.	OK. Is there a particular peak time when ads need to run?
take advantage of	<i>phr.</i>	ينتهز الفرصة / يستغل / يستفيد من	to make good or full use of something	Advertising agencies often try to take advantage of holidays and festivals to promote their products.	Wow. I see. Advertisers all want to take advantage of the opportunity, I guess.

audience 🗝️ (noun) الحضور / الجمهور

: the group of people who are watching or listening to a play, concert, speech, the television, etc.

* The students in the audience are always interested in the topic.

* She wanted to find an audience for the book, but she didn't want to spend years trying to get a publisher.

B3 U5 (LS)

embarrass 🗝️ (verb) يُحرج / يُخجل

: to make someone feel ashamed or uncomfortable

* My parents didn't want to embarrass me, but told me I needed to be more responsible.

* You could publish your own book through a vanity press, but it was embarrassing to admit you had stooped so low.

B3 U5 (LS)

expose AWL 🗝️ (verb) يكشف / يُظهر

: to make it possible to see something that is usually hidden

* I try to expose the problems they can have if they owe a lot of money when they are in school.

* The e-book can expose their work to a much larger audience, or it can disappear.

B3 U5 (LS)

financial AWL 🗝️ (adjective) مالي

: connected with money

* When I went to college, I didn't know anything about financial matters. I didn't have very much money.

* They didn't provide any financial backing for publicity.

B3 U5 (LS)

B3 U5 (LS)

funds AWL 🗝️ (noun) رصيد / أموال / موارد مالية

: money that is available and can be spent

* They offered to lend me the funds I needed to pay my credit card bill.

* The publisher would provide publicity and the funds for the author to travel around the country promoting the book.

B3 U5 (LS)

B3 U5 (LS)

income AWL 🗝️ (noun) دخل / إيراد

: the money you receive regularly as payment for your work or as interest on investments

* I wasn't working, so I didn't have a regular income.

* At that time, his parents' income came from a small publishing company they ran.

B3 U5 (LS)

B3 U5 (LS)

model 🗝️ (noun) نموذج / مثال

: a person or thing that is a good example to copy

* I explain that what I did was not a good model to follow.

* A newer publishing model is the e-book.

promote AWL 🗝️ (verb) يُرَوِّج

: to advertise something (in order to increase its sales or popularity)

* If an ad came on to promote a new product, I just had to have it.

* The publisher would provide publicity and the funds for the author to travel around the country promoting the book.

publish AWL 🗝️ (verb) ينشر

: to prepare and print a book, magazine, etc. and make it available to the public

* We are going to publish a book soon about money and college students.

* Writers have always had a hard time getting published.

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 92 & 95	Example from Listening 1 page 92, 93 & 94
audience key	<i>n.</i>	الحضور / الجمهور	the group of people who are watching or listening to a play, concert, speech, the television, etc.	The students in the audience are always interested in the topic.	She wanted to find an audience for the book, but she didn't want to spend years trying to get a publisher.
embarrass key	<i>v.</i>	يُحرج / يُخجل	to make someone feel ashamed or uncomfortable	My parents didn't want to embarrass me, but told me I needed to be more responsible.	You could publish your own book through a vanity press, but it was embarrassing to admit you had stooped so low.
expose AWL key	<i>v.</i>	يكشف / يُظهر	to make it possible to see something that is usually hidden	I try to expose the problems they can have if they owe a lot of money when they are in school.	The e-book can expose their work to a much larger audience, or it can disappear.
financial AWL key	<i>adj.</i>	مالي	connected with money	When I went to college, I didn't know anything about financial matters. I didn't have very much money.	They didn't provide any financial backing for publicity.
funds AWL key	<i>n.</i>	رصيد / أموال / موارد مالية	money that is available and can be spent	They offered to lend me the funds I needed to pay my credit card bill.	The publisher would provide publicity and the funds for the author to travel around the country promoting the book.
income AWL key	<i>n.</i>	دَخل / إيراد	the money you receive regularly as payment for your work or as interest on investments	I wasn't working, so I didn't have a regular income .	At that time, his parents' income came from a small publishing company they ran.
model key	<i>n.</i>	نموذج / مثال	a person or thing that is a good example to copy	I explain that what I did was not a good model to follow.	A newer publishing model is the e-book.
promote AWL key	<i>v.</i>	يُروِّج	to advertise something (in order to increase its sales or popularity)	If an ad came on to promote a new product, I just had to have it.	The publisher would provide publicity and the funds for the author to travel around the country promoting the book.
publish AWL key	<i>v.</i>	ينشر	to prepare and print a book, magazine, etc. and make it available to the public	We are going to publish a book soon about money and college students.	Writers have always had a hard time getting published .
threaten key	<i>v.</i>	يُنذر / يهدد	to seem likely to do something unpleasant	They usually don't know that owing so much money can threaten their future happiness.	Christopher's busy schedule threatened the completion of his second book.

discover 🔑 *(verb)* يكتشف

: to find or learn something that no one knew or had found before

* Marie Curie was the first person to **discover** the elements polonium and radium.

* She thinks any job that allows her to **discover**, travel, and help make the world a safer place is worth doing.

B3 U5 (LS)

invention 🔑 *(noun)* مُخْتَرَع / إختراع

: something that is made for the first time

* My uncle's **invention** is a new machine that makes coffee and a doughnut at the same time.

* One new **invention** that may help is the drone.

B3 U5 (LS)

investigate AWL 🔑 *(verb)* يتحرى / يُحَقِّق في

: to try to find out all the facts about something

* For your next paper, I want you to **investigate** a topic that is interesting to you.

* Scientists solve problems, explore mysteries, and **investigate** the world around us.

B3 U5 (LS)

locate AWL 🔑 *(verb)* يعيّن أو يحدد مكان شخص أو شيء ما

: to find the exact position of someone or something

* The police were unable to **locate** the stolen artifact.

* They spend a lot of time making maps that **locate** areas where they can go and where they can land the helicopter.

B3 U5 (LS)

B3 U5 (LS)

mystery 🔑 *(noun)* لغز / سير

: a thing that you cannot understand or explain

* Until recently, the nature of the planet Mars has been a **mystery**.

* Scientists solve problems, explore **mysteries**, and investigate the world around us.

B3 U5 (LS)

B3 U5 (LS)

previous AWL 🔑 *(adjective)* سابق

: coming or happening before or earlier

* On my **previous** trip to Italy, I went to Venice, but I'm not going there this time.

* On a **previous** trip in 2005, he and his crew tracked Hurricane Katrina for 5 nights before she made landfall.

B3 U5 (LS)

B3 U5 (LS)

prove 🔑 *(verb)* يبرهن على / يُثبِت صحّة شيء

: to use facts or evidence to show something is true

* Columbus was able to **prove** the earth was round.

* So even as they get older, scientists **prove** they can still take risks.

reputation 🔑 *(noun)* سُمعة / صيت

: the opinion that people in general have about someone or something

* That university has a very good **reputation**.

* Scientists often have a **reputation** for being intelligent, but not necessarily brave.

retire 🔑 *(verb)* يتقاعد

: to stop working, usually because you have reached a certain age

* Dr. Arnesen enjoys his job so much that he says he never wants to **retire**.

* Many scientists continue to do research even after they **retire**, often taking on new challenges.

threaten  (verb)

يُنذِر / يهدِّد

: to seem likely to do something unpleasant

* They usually don't know that owing so much money can **threaten** their future happiness.

* Christopher's busy schedule **threatened** the completion of his second book.

B3 U5 (LS)

solve  (verb)

يحلّ

: to find a way of dealing with a problem or situation

* Some of life's problems are too difficult for people to **solve** on their own.

* Scientists **solve** problems, explore mysteries, and investigate the world around us.

B3 U5 (LS)

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 98, 100 & 101	Example from Listening 2 page 99
discover	v.	يكتشف	to find or learn something that no one knew or had found before	Marie Curie was the first person to discover the elements polonium and radium.	She thinks any job that allows her to discover, travel, and help make the world a safer place is worth doing.
invention	n.	مُخْتَرَع / إِخْتِرَاع	something that is made for the first time	My uncle's invention is a new machine that makes coffee and a doughnut at the same time.	One new invention that may help is the drone.
investigate AWL	v.	يُتَحَرَّى / يُحَقِّق فِي	to try to find out all the facts about something	For your next paper, I want you to investigate a topic that is interesting to you.	Scientists solve problems, explore mysteries, and investigate the world around us.
locate AWL	v.	يُعَيِّن أو يحدد مكان شخص أو شيء ما	to find the exact position of someone or something	The police were unable to locate the stolen artifact.	They spend a lot of time making maps that locate areas where they can go and where they can land the helicopter.
mystery	n.	لُغْز / سِر	a thing that you cannot understand or explain	Until recently, the nature of the planet Mars has been a mystery.	Scientists solve problems, explore mysteries, and investigate the world around us.
previous AWL	adj.	سابق	coming or happening before or earlier	On my previous trip to Italy, I went to Venice, but I'm not going there this time.	On a previous trip in 2005, he and his crew tracked Hurricane Katrina for 5 nights before she made landfall.
prove	v.	يُبرهن على / يُثَبِّت صَحَّةَ شَيْءٍ	to use facts or evidence to show something is true	Columbus was able to prove the earth was round.	So even as they get older, scientists prove they can still take risks.
reputation	n.	سُمْعَة / صَيْت	the opinion that people in general have about someone or something	That university has a very good reputation.	Scientists often have a reputation for being intelligent, but not necessarily brave.
retire	v.	يَتَقَاعَد	to stop working, usually because you have reached a certain age	Dr. Arnesen enjoys his job so much that he says he never wants to retire.	Many scientists continue to do research even after they retire, often taking on new challenges.
solve	v.	يَحْلِل	to find a way of dealing with a problem or situation	Some of life's problems are too difficult for people to solve on their own.	Scientists solve problems, explore mysteries, and investigate the world around us.