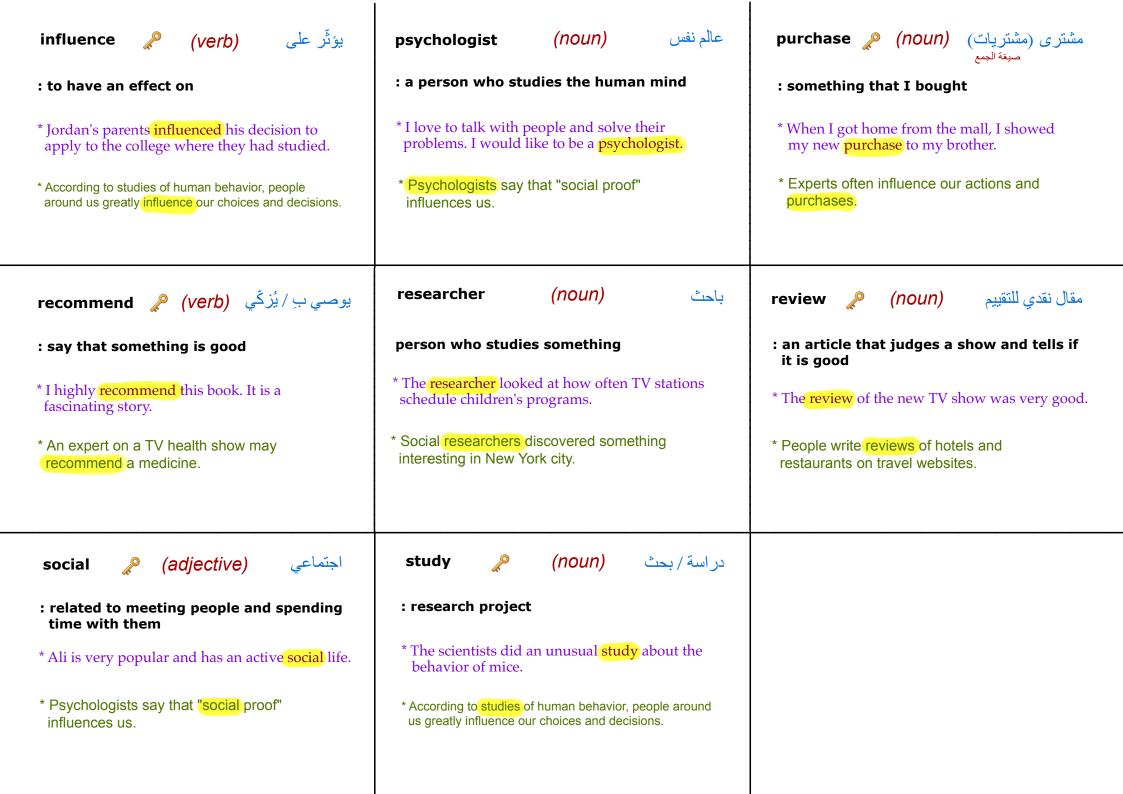


Book 2 Unit 1 (RW): Marketing Page 4 Reading 1: Unusual Ideas to Make a Buzz



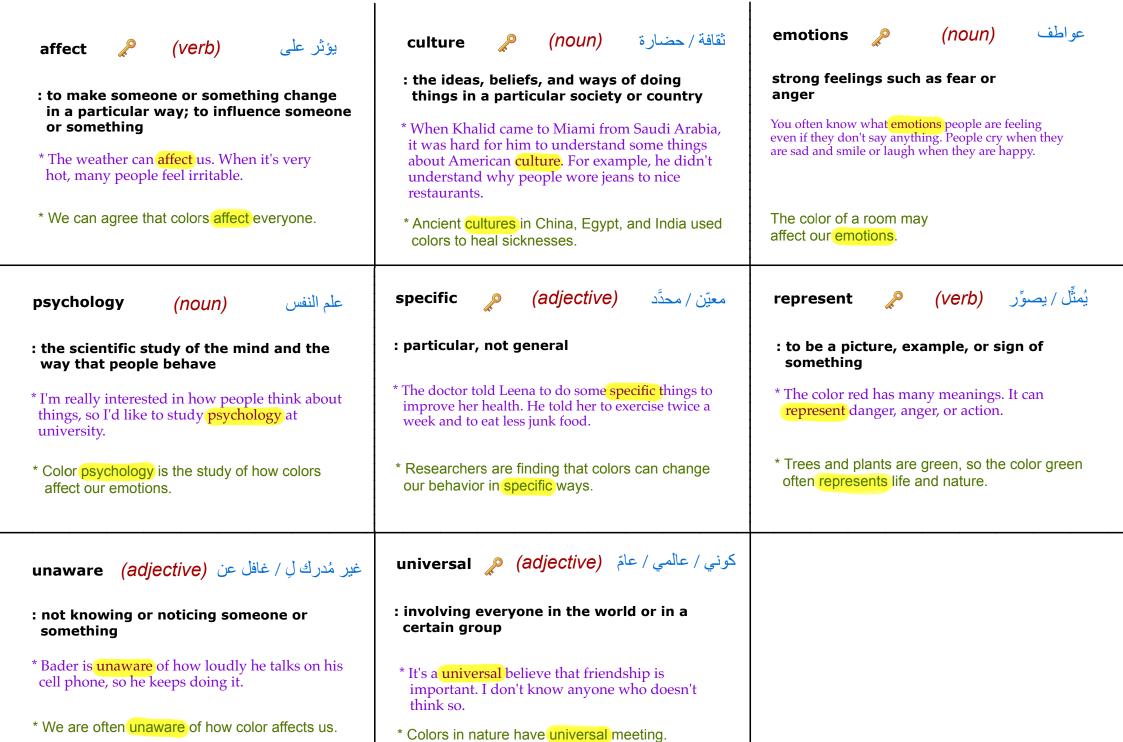
Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 4	Example from Reading 1 page 5 & 6
clear	adj.	واضح	easy to see, hear, or understand	It was very clear that Norah didn't do her homework. She didn't know any answers during the class discussion.	Whatever method is used, the result is clear: more buzz and more popularity.
connect	V.	يربِط/يوصِل /يتّصل	to join or to link to something or someone	Thanks to the Internet, Omar can always connect with his family, even though he lives in London.	Another way to make a product popular is to connect it in people's minds with something that they see often.
contribute	V.	يساهم / يُسهِم	to give or be a part of something with other people	Each member of the group should contribute equally to the project.	One idea that can contribute to popularity is to do something very unusual.
express	V.	يعبِّر/يُفصح عن	to say or show how you think or feel	Because Doug and Liz don't speak Spanish well, they couldn't express themselves well when on vacation in Spain.	This created buzz because people like to participate and express their own opinions.
find out	phr. v.	يكتشف/يستطلع /يعرِف	to get or discover information about something	I don't know what time the mall opens. I'll go online to find out.	Everyone talked about the videos and wanted to find out more about the blenders.
spread	V.	ينتشر / ينشر	to affect a large area or group of people	A small fire can spread quickly in a dry place.	Some other companies choose to do something surprising so that people will remember their product and spread their idea.
trend	n.	نزعة / إتجاه / توجه شائع حالياً	a change to something different	More people are buying digital books to read on a computer or electronic device. This is a trend that started a few years ago.	This is part of a new trend in advertising.



Book 2 Unit 1 (RW): Marketing Page 9 & 10 Reading 2: How Do You Decide? ENGLISH LANGUAGE CENTER TAIBAH UNIVERSITY



Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 9 & 10	Example from Reading 2 page 11 & 12
influence	V.	يؤثّر على	to have an effect on	Jordan's parents influenced his decision to apply to the college where they had studied.	According to studies of human behavior, people around us greatly influence our choices and decisions.
psychologist	n.	عالم نفس	a person who studies the human mind	I love to talk with people and solve their problems. I would like to be a psychologist.	Psychologists say that "social proof" influences us.
purchase	n.	مشتری (مشتریات) صیغة الجمع	something that I bought	When I got home from the mall, I showed my new purchase to my brother.	Experts often influence our actions and purchases.
recommend	V.	يوصىي ب / يُزكِّي	say that something is good	I highly recommend this book. It is a fascinating story.	An expert on a TV health show may recommend a medicine.
researcher	n.	باحث	person who studies something	The researcher looked at how often TV stations schedule children's programs.	Social researchers discovered something interesting in New York city.
review	n.	مقال نقد (لكتاب مثلاً)	an article that judges a show and tells if it is good	The review of the new TV show was very good.	People write reviews of hotels and restaurants on travel websites.
social	adj.	اجتماعي	related to meeting people and spending time with them	Ali is very popular and has an active social life.	Psychologists say that "social proof" influences us.
study	n.	دراسة / بحث	research project	The scientists did an unusual study about the behavior of mice.	According to studies of human behavior, people around us greatly influence our choices and decisions.





Book 2 Unit 2 (RW): Psychology Page 26 & 27 Reading 1: How Colors Make Us Think and Feel

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 26 & 27	Example from Reading 1 page 28 & 29
affect	V.	يؤثر على	to make someone or something change in a particular way; to influence someone or something	The weather can affect us. When it's very hot, many people feel irritable.	We can agree that colors affect everyone.
culture	n.	ثقافة / حضارة	the ideas, beliefs, and ways of doing things in a particular society or country	When Khalid came to Miami from Saudi Arabia, it was hard for him to understand some things about American culture. For example, he didn't understand why people wore jeans to nice restaurants.	Ancient cultures in China, Egypt, and India used colors to heal sicknesses.
emotions	n.	عواطف	strong feelings such as fear or anger	You often know what emotions people are feeling even if they don't say anything. People cry when they are sad and smile or laugh when they are happy.	The color of a room may affect our emotions.
psychology	n.	علم النفس	the scientific study of the mind and the way that people behave	I'm really interested in how people think about things, so I'd like to study psychology at university.	Color psychology is the study of how colors affect our emotions.
specific	adj.	معیّن / محدَّد	particular, not general	The doctor told Leena to do some specific things to improve her health. He told her to exercise twice a week and to eat less junk food.	Researchers are finding that colors can change our behavior in specific ways.
represent	V.	يُمثِّل / يصوِّر	to be a picture, example, or sign of something	The color red has many meanings. It can represent danger, anger, or action.	Trees and plants are green, so the color green often represents life and nature.
unaware	adj.	غير مُدرك لِ / غافل عن	not knowing or noticing someone or something	Bader is unaware of how loudly he talks on his cell phone, so he keeps doing it.	We are often unaware of how color affects us.
universal	adj.	كوني / عالمي / عامّ	involving everyone in the world or in a certain group	It's a universal believe that friendship is important. I don't know anyone who doesn't think so.	Colors in nature have universal meeting.



Book 2 Unit 2 (RW): Psychology Page 33 Reading 2: The Importance of Color in Business



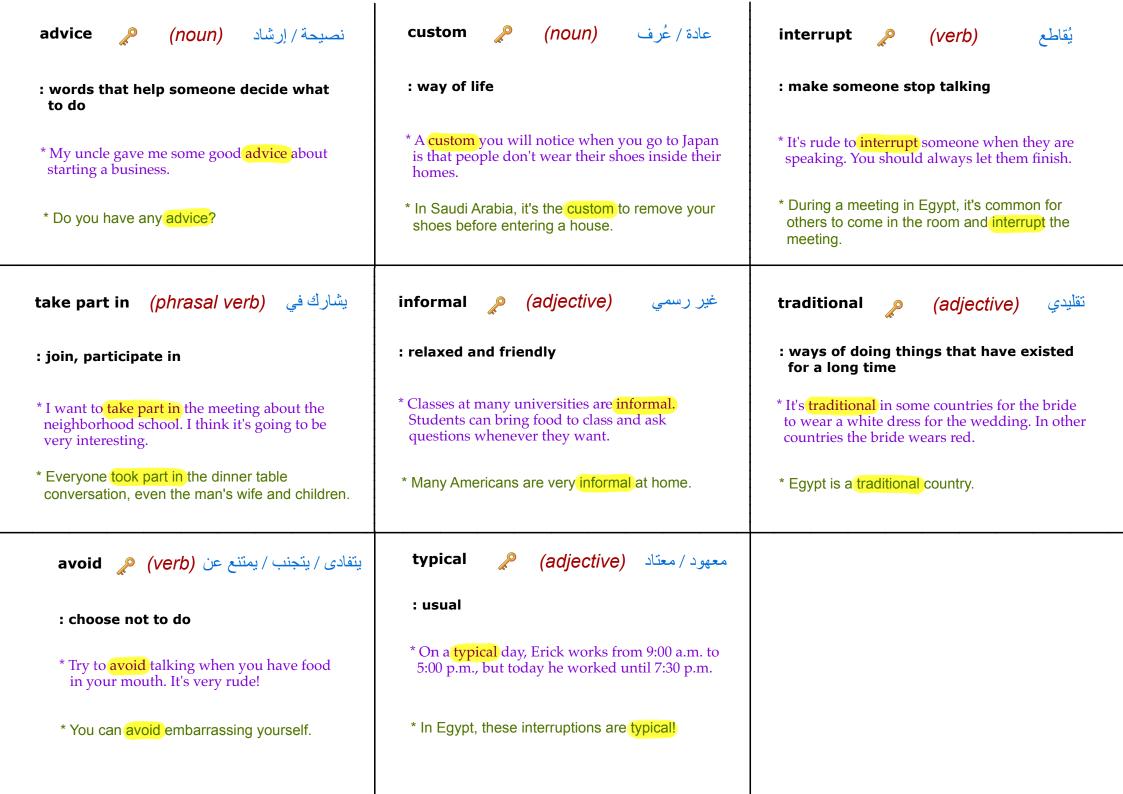
Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 33	Example from Reading 2 page 34
advertising	n.	إعلان / حملة دعائية	telling people about products	Advertising in newspapers helped the restaurant increase its business.	Every year large companies spend millions of dollars on advertising.
consider	V.	يفكر في	think about	Choosing a college is difficult. I have to carefully consider all my choices.	And it isn't surprising that companies carefully consider the colors of their products on their advertising.
dependable	adj.	يُعتمد عليه / موثوق به	reliable	My car is not very dependable. My battery died three times this month!	IBM, Microsoft, and Dell all use the color blue to show that their companies are serious and dependable.
encourage	V.	يشجع	convince	I'm going to encourage Sami to apply for the new job at the radio station. I think it's the perfect job for him.	Companies use color to establish their brand and to encourage people to buy their products.
environment	n.	البيئة / البيئة الطبيعية	natural world	Our family recycles paper and plastic to help protect the environment.	Green may make you think of the environment.
establish	V.	يؤسس / يُنشيء / يكوِّن	create	She left her job because she wants to establish her own company.	Companies use color to establish their brand and to encourage people to buy their products.
service	n.	خدمة	thing that a company sells for you	A service that many hotels offer is helping with luggage.	Companies want you to buy their products and use their services.
variety	n.	تنوّع	large selection	These new cell phones come in a variety of colors. I don't know which one to choose!	Apple made their iMac computers in a variety of different colors.

آداب / أخلاق / سلوك (noun) مُحر ج / غير مناسب (adjective) مُحر ج / غير مناسب manners appropriately (adverb) على نحو مُلائم : ways of acting that are considered polite : suitable or right for a particular situation : not comfortable, embarrassing in your society or culture * I had an awkward conversation with my friend * The boys dressed appropriately for the wedding. about money. He always borrows money and * Sam has really bad manners. He never says They wore nice suits. "please" or "thank you" to anyone, and he often talks with food in his mouth. forgets to repay me. * It can be awkward if one person likes to stand * Being polite also means knowing how to give close and the other person likes to stand farther * Being polite also means using good manners and receive gifts appropriately. apart. when eating. firmly (adverb) بقوة / بصلابة سلوك / تصرف احتر ام / تقدير / تو قير (noun) (noun) respect behavior : in a strong, steady way : the way you act or behave : polite behavior toward someone or something you think is important * Psychologists are interested in human behavior. * Nat held his daughter's hand firmly when they They are studying what people do in different * When the president entered the room, everyone crossed the street. He wanted to make sure she situations. stood up as a sign of respect. walked next to him. * In some countries you show respect when you * Polite behavior in one country, however, maybe * Should you hold the other person's hand gently impolite in another part of the world. look someone directly in the eye. or firmly? (phrasal make a good تلويح / إيمائة (noun) gesture يعطى إنطباع جيد impression verb) : a movement of the hand or head to : to produce a good effect or opinion express something * Laura made a gesture to ask the waiter to bring * When you have a job interview, it's important to the check because she didn't want to shout make a good impression. You should dress well, across the restaurant. arrive on time, and ask questions. * You can be polite and make a good impression. * A final area to be careful about is body language, including gesture.



Book 2 Unit 3 (RW): Social Psychology Page 48 & 49 Reading 1: Being Plite from Culture to Culture

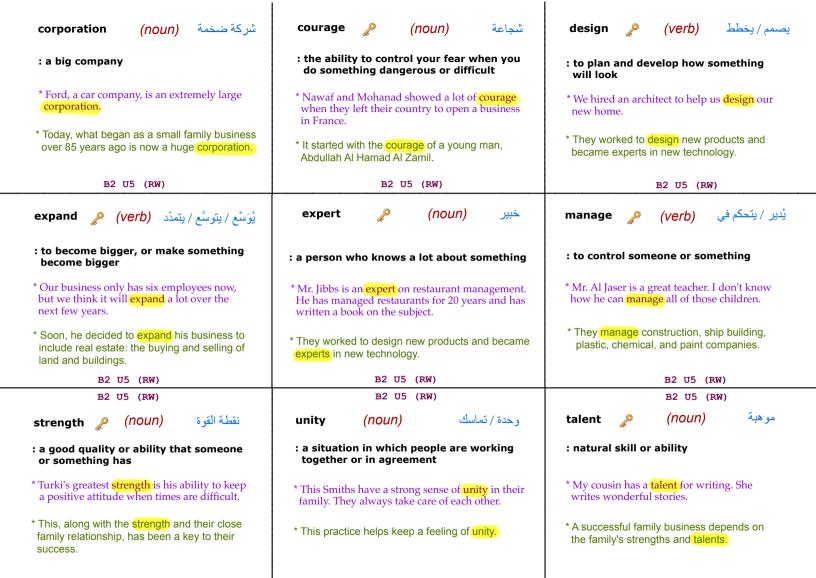
Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 48 & 49	Example from Reading 1 page 49 & 50
awkward	adj.	مُحرِج / غیر مناسب	not comfortable, embarrassing	I had an awkward conversation with my friend about money. He always borrows money and forgets to repay me.	It can be awkward if one person likes to stand close and the other person likes to stand farther apart.
manners	n.	آداب / أخلاق / سلوك	ways of acting that are considered polite in your society or culture	Sam has really bad manners. He never says "please" or "thank you" to anyone, and he often talks with food in his mouth.	Being polite also means using good manners when eating.
appropriately	adv.	على نحو مُلائم	suitable or right for a particular situation	The boys dressed appropriately for the wedding. They wore nice suits.	Being polite also means knowing how to give and receive gifts appropriately.
behavior	n.	سلوك / تصرف	the way you act or behave	Psychologists are interested in human behavior. They are studying what people do in different situations.	Polite behavior in one country, however, maybe impolite in another part of the world.
respect	n.	احترام / تقدير / توقير	polite behavior toward someone or something you think is important	When the president entered the room, everyone stood up as a sign of respect.	In some countries you show respect when you look someone directly in the eye.
firmly	adv.	بقوة / بصلابة	in a strong, steady way	Nat held his daughter's hand firmly when they crossed the street. He wanted to make sure she walked next to him.	Should you hold the other person's hand gently or firmly?
make a good impression	phr. v.	يعطي إنطباع جيد	to produce a good effect or opinion	When you have a job interview, it's important to make a good impression. You should dress well, arrive on time, and ask questions.	You can be polite and make a good impression.
gesture	n.	تلويح / إيمائة	a movement of the hand or head to express something	Laura made a gesture to ask the waiter to bring the check because she didn't want to shout across the restaurant.	A final area to be careful about is body language, including gesture.





Book 2 Unit 3 (RW): Social Psychology Page 54 & 55 Reading 2: Answers to All Your Travel Questions ENGLISH LANGUAGE CENTER ANSWERS ANSWERS TO All Your Travel Questions

Vocabulary	Part of Speech	Arabic Meaning	Definition or Synonym	Example from the Book page 54 & 55	Example from Reading 2 page 56 & 57
advice	n.	نصيحة / إرشاد	words that help someone decide what to do	My uncle gave me some good advice about starting a business.	Do you have any advice?
custom	n.	عادة / عُرف	way of life	A custom you will notice when you go to Japan is that people don't wear their shoes inside their homes.	In Saudi Arabia, it's the custom to remove your shoes before entering a house.
interrupt	V.	يُقاطع	make someone stop talking	It's rude to interrupt someone when they are speaking. You should always let them finish.	During a meeting in Egypt, it's common for others to come in the room and interrupt the meeting.
take part in	phr. v.	يشارك في	join, participate in	I want to take part in the meeting about the neighborhood school. I think it's going to be very interesting.	Everyone took part in the dinner table conversation, even the man's wife and children.
informal	adj.	غير رسمي	relaxed and friendly	Classes at many universities are informal. Students can bring food to class and ask questions whenever they want.	Many Americans are very informal at home.
traditional	adj.	تقليدي	ways of doing things that have existed for a long time	It's traditional in some countries for the bride to wear a white dress for the wedding. In other countries the bride wears red.	Egypt is a traditional country.
avoid	V.	یتفادی / یتجنب / یمتنع عن	choose not to do	Try to avoid talking when you have food in your mouth. It's very rude!	You can avoid embarrassing yourself.
typical	adj.	معهود / معتاد	usual	On a typical day, Erick works from 9:00 a.m. to 5:00 p.m., but today he worked until 7:30 p.m.	In Egypt, these interruptions are typical!







- not require human control
- * At the bank, a machine automatically sorts and counts coins.
- * Then the program automatically makes suggestions for additional items to order, such as appetizers and drinks.

B2 U6 (RW)

: advantage or good or useful effect of

something

AWI (noun)

- * A benefit of having a laptop computer is that vou can use it almost anywhere.
- * What are the benefits for me as a server?

B2 U6 (RW)

: to think or say that someone is responsible for something bad that happened

blame

- * Some people blame the changes in climate on pollution.
- * Finally, customers can't blame you for errors —their order they place their own orders!

B2 U6 (RW)

بقدِّر / بخمِّن (verb)

(verb)

بتناقص / بنخفض / بُخفِّض / بُخفِّض / بنخفض / verb

- : to become or to make something smaller or less
- * I am waiting for prices to decrease before I buy a new laptop.
- * These high-tech tablets not only look cool, they decrease the number of tasks you have to do!

B2 U6 (RW)

B2 U6 (RW)

interact AWL (verb) يختلط بالآخرين / يتفاعل

- : to communicate or mix with
- * My brother is good with children. He likes to interact with them.
- * Most of our customers are tech-savvy, and they enjoy interacting with the latest gadgets.

error

benefit

(noun)

خطأ / غلطة

فائدة / منفعة

: a mistake

- * I thought I made many mistakes on the test. but later I found out that I had made only one error.
- * Finally, customers can't blame you for errors in their order—they place their own orders!

B2 U6 (RW)

B2 U6 (RW)

(verb) provide

يزوِّد بِ/يقدِّم

: to give or supply something to somebody

- * The school librarians are very helpful. They provide us with a lot of useful information.
- * If a diner prefers the traditional service, we will provide it.

: to calculate the approximate size, cost, or amount of something

* I estimate that 50 people will be at the meeting.

estimate 🎤 AWL

* We estimate that customer bills will be 15 to 20 percent higher.

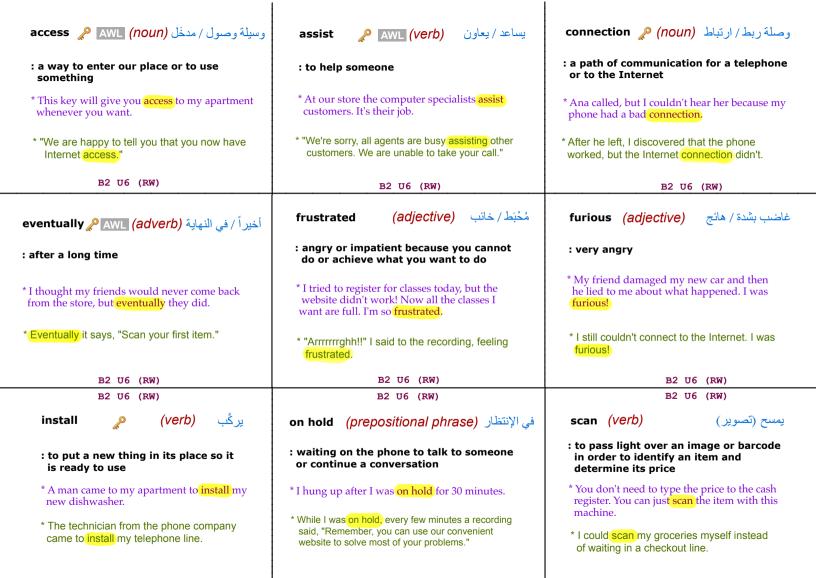
B2 U6 (RW)

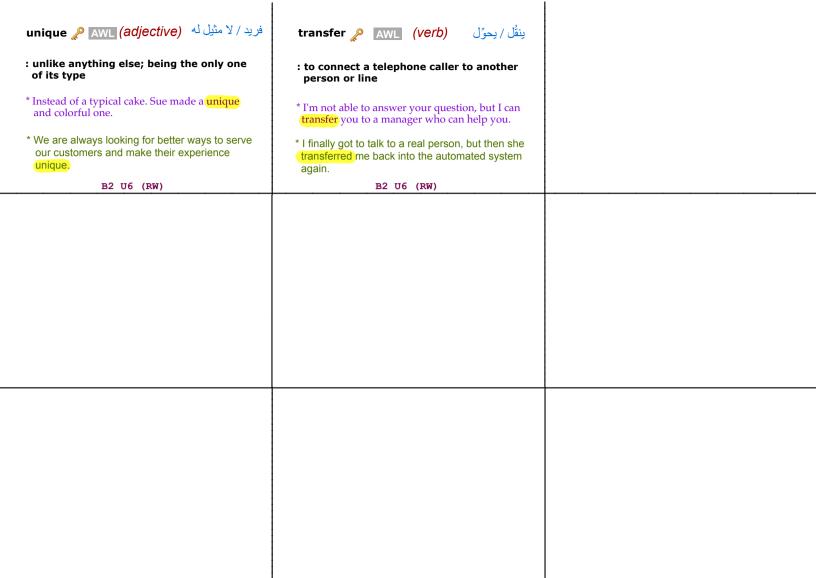
B2 U6 (RW)

stressed / AWL (adjective)

: feeling worried or unable to relax

- * Last year I felt very stressed about my schoolwork. This year, I have fewer classes, and I feel more relaxed.
- * Hopefully, that means that you can serve more tablets without feeling stressed.





مو قف / سلوك (noun) موقف / سلوك

: the way you think, feel, or behave

- * Sami has a very positive attitude. He always has a cheerful outlook.
- * Furthermore, we need to rethink our attitudes about spending.

B2 U7 (RW)

مُعد التخلص منه (adjective) معد الاستعمال للمعمال

: something you can throw away

- * For the meal, we use disposable glasses and plates. We didn't want to wash dishes after the meal, so we threw them away.
- * Another contributing factor is our love of disposable products.

B2 U7 (RW)

B2 U7 (RW)

habit / (noun)

عادة

- : something that somebody does very often
- * Eating junk food is a bad habit. It's very unhealthy!
- * Repairing our possessions and changing our spending habits may be the best way to reduce the amount of trash and take care of our environment.

نتائج / عواقب (noun) منائج / عواقب

- : things that follow as a result or effect of something else
- * Polluting the environment has serious consequences for our society. For example, scientists say that air pollution can result in many health problems.
- * All around the world, we can see the consequences of this throwaway lifestyle.

B2 U7 (RW)

factor 🔑

عامل / عنصر (noun)

- : one of the things that influences a decision or situation
- * I can't decide which new car to buy, but the main factor in my decision will be the price.
- * Another contributing factor is our love of disposable products.

B2 U7 (RW)

B2 U7 (RW)

يُقنِع

(verb) persuade

: to call somebody to do something by giving him or her good reason

- * My brother worked hard to persuade me to recycle more of my trash. I thought it would be too much trouble but I changed my mind.
- * Advertisements persuade us that newer is better and that we will be happier with the latest products.

consumer / AWL (noun)

: a person who buys things or uses services

- * There are fewer people shopping in the mall this year than there were last year. The average consumer is spending less than last year.
- * Because these products aren't designed to last. companies know that consumers would have to replace them.

B2 U7 (RW)

ميزة / ملمح / تضريس (noun) ميزة / ملمح /

- : an important or noticeable part of something
- * My printer has a new feature I really like. It can scan photos and print them.
- * As consumers, we want the latest close, the best TVs. and cell phone with the newest features.

B2 U7 (RW) B2 U7 (RW)

possessions 🔑

: things that you have or own

* Deemah's favorite possession is the gold necklace her grandmother gave her.

(noun)

ممتلكات

* The result is that we throw away useful possessions to make room for new ones.

مصطلح / عبارة (noun) term

: a word or group of words

- * I've never heard the term 'throwaway society'. What does it mean?
- * Usually, the term throwaway society is used as a way of saving that we are too materialistic.

B2 U7 (RW)

ملحوظ / هام ملحوظ / AWL (adjective) ملحوظ / دو مغزی

: important or large enough to be noticed

- * If there is a significant amount of snow, the schools will close.
- * Those clothes were valuable and expensive and formed a significant part of their budget.

B2 U7 (RW)

B2 U7 (RW)

موديل / نموذج (noun) model

: a certain style of an item that a company makes

- * My old cell phone works pretty well, but I really want to get a new model.
- * What would you rather have: an old repaired laptop or the latest model?

materialistic (adiective)

مادّي

- : believing that money and possessions are the most important things in life
- * Joan is a very materialistic person. She seems more interested in shopping than making friends.
- * Usually, the term throwaway society is used as a way of saving that we are too materialistic.

B2 U7 (RW)

with the hole patched or a fresh pair?

patched (adjective)

where it used to be ripped.

: covered with cloth to repair a hole

* Sami's old jacket is patched on the elbows

* What would you rather have: a pair of socks

B2 U7 (RW)

(verb)

بكون له وجود / بعيش

- : to be real; to live
- * Do you think that life forms exist in outer space?
- * There is a good chance that the latest model includes some cool features that didn't exist when your old one was made.

B2 U7 (RW)

B2 U7 (RW)

طازج / جدید / نظیف (adjective)

- : clean or new
- * After the soccer game, Khalid put on a fresh shirt and put his dirty one in the wash.
- * What would you rather have: a pair of socks with the hole patched or a fresh pair?

sign

علامة / دليل / آية (noun)

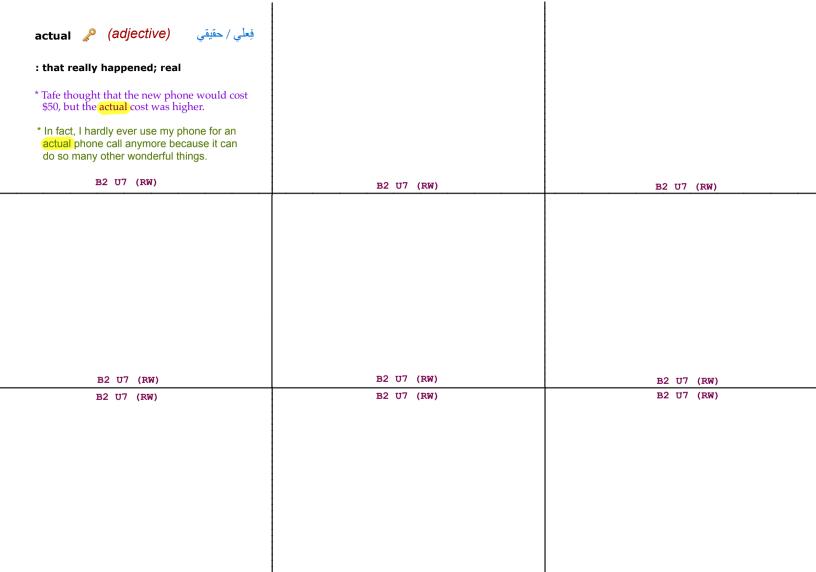
- : something that shows that something exists, is happening, or may happen in the future
- * New flowers in the garden are a sign that spring is here.
- * The fact that we live in a throwaway society isn't a sign that things are worse than they used to be.

B2 U7 (RW)

B2 U7 (RW)

budget 🤌 (noun) ميز انية

- : a plan of how much money you will have and how you will spend it
- * Kevin and Tanya made a budget for March, but they spent more than they had planned.
- * Those clothes were valuable and expensive and formed a significant part of their budget.



approximately AWL (adverb)

: about; not exactly

- * Yesterday approximately 50 students were home with the flu. I don't know the exact number.
- * Every year in the U.S., there are approximately 36 000 deaths related to the seasonal flu

B2 U8 (RW)

cover / (verb)

- بغطي
- : to put something on or in front of something else to protect it
- * You should cover your baby with extra blankets in the winter so he doesn't get cold.
- *Cover your nose and mouth with a tissue when vou cough or sneeze.

B2 U8 (RW)

يتطور / ينمو (verb) ه develop

- : to grow slowly, increase, or change into something else
- * I hope my cold doesn't develop into a bad cough. It's already worse than it was vesterday.
- * These symptoms usually show up quickly, developing within 3 to 6 hours of exposure to the virus

B2 U8 (RW)

epidemic (noun)

و باء

- : a disease that many people in a place have at the same time
- * During the epidemic, every home in the town had at least one sick family member.
- * A flu epidemic is when many people have the flu at the same time, and the number of infected people increases rapidly.

B2 U8 (RW)

B2 U8 (RW)

متعلق ب / مرتبط ب (adjective) متعلق ب / مرتبط ب

- : connected with something
- * Your overall health is directly related to how well you eat and how often you exercise.
- * Every year in the U.S., there are approximately 36.000 deaths related to the seasonal flu.

extremely (adverb)

للغاية / حداً

: very

- * Colds are extremely common among school children during winter. Both of my children have colds right now.
- * These people may not be able to fight the virus and can become extremely sick.

B2 U8 (RW)

B2 U8 (RW)

قاسى / مبرح / فادح / شديد (adjective) قاسى / مبرح / فادح /

- : very bad
- * Jood had a severe pain in her back, so I took her to the hospital.
- * Flu symptoms are severe and include a high fever and body aches.

يعدي/ ينقل مرض/ يلوًث بالجراثيم (verb) معدي/ ينقل مرض/ المحراثيم

- : to give a disease to someone
- * If you have a cold and you sneeze on other people, you can infect them.
- * A person can infect others before flu symptoms even develop and up to five days after becoming sick

B2 U8 (RW)

B2 U8 (RW)

عرض مرضي/ علامة مرضية (noun) عرض مرضي/

- : something that shows that you have an illness
- * A sore throat is a common symptom of a cold.
- * Flu symptoms include fever, cough, sore throat, body aches, headache, chills, and fatique.

vaccination (noun) تطعیم / تلقیح	virus 🎤 (noun) فيروس	
: the injection of a special medicine to protect people from getting a disease	: a living thing that is too small to see but that makes you sick	
* All of the students were required to get a vaccination against tuberculosis, a serious disease.	* A virus causes the common cold. It spreads from person to person quickly.	
* When pilgrims arrive by plane, they receive a health screening and vaccinations, if needed.	* The flu, short for influenza, is a virus that passes easily from person to person.	
B2 U8 (RW)	B2 U8 (RW)	B2 U8 (RW)
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cooperation P AWL (noun)

تعاون

decade P AWL (noun)

عقد من الزمان/

mass 🤌 (adjective)

حشد / جمع غفير

- : working with other people to achieve a goal
- * Health is not just a local issue. It is a global issue and requires international cooperation.
- * This is a very new field of medicine, and international cooperation is a key ingredient.

B2 U8 (RW)

: a period of ten years

- * It has taken us over a decade of hard work to stop the disease from spreading.
- * The Ministry has decades of experience in managing the health of pilgrims in the yearly Hajj to Mecca in Saudi Arabia.

B2 U8 (RW)

- : involving a large number of people
- * Health officials held a mass meeting of thousands of doctors to discuss the problem.
- * Mass gatherings, events with huge crowds of people, happen every year around the world.

B2 U8 (RW)

outbreak (noun) نقشى/ ظهور مفاجىء لمرض

- : the sudden start of something bad, such as a disease
- * In the elementary school, there was an outbreak of the flu. About 30 percent of the kids got sick.
- * Ministry of Health share their knowledge about how to prevent the outbreak of global diseases at mass gatherings.

B2 U8 (RW)

B2 U8 (RW)

strategy 🔑 AWL (noun) خطة / إستر اتبجية

- : a plan that you use to achieve something
- * Researchers are trying to develop a good strategy to keep people healthy in large groups.
- * According to the report, one of the first strategies is to make sure that all pilgrims receive a health screening.

quarantine (verb) عزل بسبب المرض

- : to keep people who may have a disease away from other people in order to prevent the disease from spreading
- * Many sick people arrived on the plane. The health officials decided to quarantine all of them in a hospital to keep the disease from spreading.
- * Organizers also worked with the World Health Organization (WHO) to use rapid testing and to quarantine infected milligrams.

B2 U8 (RW)

B2 U8 (RW)

take steps (phrasal verb) يتخذ إجراءات

- : to do a series of actions (to achieve something)
- * The doctors knew that they had to take steps immediately to prevent the disease from spreading.
- * That information quickly goes to all health officials, and organizers can take steps to control the outbreak.

مجازفة / ضرر أو خطر محتمل (noun) مجازفة /

- : the possibility of something bad happening in the future
- * Smoking cigarettes will increase your risk of getting lung cancer.
- * Mass gatherings can present serious health risks and can increase the spread of epidemics.

B2 U8 (RW)

B2 U8 (RW)

يرصد / يتقفى أثر/ يلاحق (verb) يرصد الم

- : to find somebody/something by following the signs or information that they have left behind
- * The scientists tried to track the disease back to its original source.
- * Another important Saudi strategy is to use technology to track the outbreak of diseases.