Words Ending in -sion
When root words (typically verbs) end in -ss, -d, -de, or -se and the termination is -ion, the word ending will be -sion. Often the spelling of the root word will change when the suffix is added as indicated.

**VERBS ENDING IN -SS**
1. discuss discussion act of talking about things
2. suppress suppression a putting down by force or authority; holding back

**VERBS ENDING IN -D OR -DE**
To form nouns from verbs ending in -d or -de, change the d or de to s and add -ion. Exceptions to this guideline are attend, attention and intend, intention.
1. collide collision a violent striking together
2. extend extension an addition

**VERBS AND ADJECTIVES ENDING IN -SE**
To form nouns from verbs and adjectives ending in -se, drop the e and add -ion. Exceptions include converse, conversation; and reverse, reversal (but also reversion, with a different basic meaning). Other exceptions include words ending in -pose such as compose, composition; expose, exposition; and impose, imposition.
1. immerse immersion a dipping or lowering into water
2. revise revision work of editing and reworking something; something reworked

**MISCELLANEOUS WORDS ENDING IN -SION**
Most nouns that end in -sion that don’t fit into one of the above three categories are derived from a shorter verb form, although some words do not have shorter forms.
1. admit admission act of allowing entrance
2. (no root) dimension measurement of length, breadth, or thickness

**Directions:** On the first blank line, write the root word (if one exists) of the given word. On the longer blank line, write the given word's definition.

1. allusion
2. diffusion
3. digression
4. excursion
5. fission
6. oppression
7. persuasion
8. regression
9. supervision
10. transmission

Apply both -sion and -tion as you complete Exercise 8-11 on the template diskette.
Exercise 152

Name ________________________________

Words Ending in -cian, -tian
This exercise focuses on words ending in -cian and -tian. A similar word ending, -sian, is omitted from this exercise because -sian is used primarily with residents of countries; for example, Asian, Indonesian, Malaysian, and Russian and with followers of specific persons; for example, Jamesian.

Words Ending in -cian
The -cian ending commonly indicates a person trained in a specific occupation or one who is expert in a specific area.

1. beautician specialist in the use of cosmetics
2. electrician one who installs and repairs electrical devices
3. statistician one who is an expert in or prepares statistics

Words Ending in -tian
Most words ending in -tian are related to residents of countries. A few additional words end in -tian:

1. dietitian an expert in planning meals (This spelling is first preference.)
2. Egyptian native or inhabitant of Egypt
3. Martian pertaining to the planet Mars

Directions: On the blank line, write either -cian or -tian to complete the word defined.

1. A native of the islands that are part of Alaska is an Alen_______.
2. A short-haired dog, usually white with black spots, is a Dalma_______.
3. An expert in logic is a logi_______.
4. A resident of Mauritius, an island in the Indian Ocean, is a Mauri_______.
5. An undertaker is another name for a morti_______.
6. A doctor who specializes in treating women before and after childbirth is an obstetri_______.
7. A member of nobility of ancient Rome representing a person of noble birth is a patri_______.
8. An expert in tactics is called a tacti_______.
9. One who treats his or her neighbors poorly is often referred to as being un-Chris_______.
10. A native or inhabitant of Venice is a Vene_______.

Apply all word endings that end in the sound of shun as you complete Exercise 8-12 on the template diskette.
Exercise 183

Name ___________________________

Words Ending in -ar, -er, and -or

Because the word endings -ar, -er, and -or all have identical sounds, this exercise will help you distinguish among the three.

Words Ending in -ar

The ending -ar generally indicates “of or having to do with.” Relatively few common words have this ending, and only a few of those using this ending have a shorter root word.

1. binocular (adj.) for both eyes at once; using both eyes at once
2. cellular (adj.) having to do with cells; having to do with cellular radio or telephone
3. particular (adj.) considered separately; hard to please; (n.) individual part

Words Ending in -er

Most of the commonly used words ending in the -er sound actually use the -er ending. This ending generally conveys one or more of the following meanings: (1) “a person or thing that”; (2) “one living in”; (3) “one who makes or works with”; (4) “a person or thing that has”; (5) “a person or thing connected with”; and (6) “more than.”

1. broadcaster (n.) one who reads the news or announcements on radio or television
2. entertainer (n.) singer, musician, dancer, etc., who performs in public
3. skyscraper (n.) a very tall building

Words Ending in -or

The syllable -or is generally used as an ending for nouns derived from Latin or French. This ending commonly indicates either a person or thing that does a specified thing; or the act, state, condition, quality, or characteristic of. Normally, add -or when (1) the term can be defined in one of the above ways, (2) the final syllable of the root word is -ate, or (3) the root word ends in -ct or -ss.

1. administrator (n.) supervisor; a person appointed to administer an estate
2. legislator (n.) a lawmaker
3. victor (n.) winner; one who conquers

Directions: Circle the correct spelling from the words given at the left to match the definitions given at the right.

1. acceleratar accelerater accelerator a speed pedal
2. beggar begger beggor one who lives by begging
3. commuter commuter commutor one who travels to work
4. consumar consumer consumor one who uses products
5. lunar luner lunor related to the moon
6. operatar operator operator one who runs a machine
7. singular singuler singulor one of a kind
8. sponsar sponser sponsor one who endorses
9. solar soler solor related to the sun
10. survivar surviver survivor one who continues

Apply these three word endings as you complete Exercise 8-13 on the template diskette.
**Words Ending in -ary, -ery, and -ory**

Although the suffixes -ary, -ery, and -ory have similar pronunciations and related meanings, they have distinctive word origins and are not interchangeable.

**WORDS ENDING IN -ARY**
The suffix -ary, meaning "place for," "collection of," "person or thing that," "act of doing," "having the nature of," and "characterized by," forms nouns and adjectives. If the word has a root ending in -ar, the ending will be -ary.

auxiliary cautionary legendary ordinary sugary

**WORDS ENDING IN -ERY**
The suffix -ery, meaning "place for," "art or occupation," "condition of," "qualities/actions of," and "group of," forms nouns. If the word has a root ending in -er, the ending will be -ery.

cemetery eatery machinery mockery rubbery

**WORDS ENDING IN -ORY**
The suffix -ory, meaning "having to do with," "characterized by," "serving to," "inclined to," and "place for," forms nouns and adjectives. If the word has a root ending in -or, the ending will be -ory.

allegory directory mandatory oratory savory

**Directions:** On the blank line, add -ary, -ery, or -ory to complete the given word.

1. Our birthdays each year celebrate the annivers_______ of our births.

2. In a war, large-caliber guns are managed by the artill_______.

3. A general system of classification is a categ_______.

4. To locate a new finding is to make a discov_______.

5. A figment of one's imagination is imagin_______.

6. Stock on hand to be sold by a retail or wholesale outlet is the invent_______.

7. A hospital area concerned with the lungs is the respirat_______ unit.

8. A business held by a larger business may be termed a subsidi_______.

9. An operation performed in a hospital is surg_______.

10. Words used by a person make up her or his vocabul_______.

Continue applying these three word endings as you complete Exercise 8-14 on the template diskette.
Words Ending in -ous, -eous
The word ending -ous and its variant forms, -ious and -uous, are used to form adjectives from nouns. This exercise reviews the primary word ending, -ous, and a similar word ending, -eous.

**ADJECTIVES ENDING IN -OUS**
The suffix -ous means “full of,” “characterized by,” “having the nature of,” “like,” “practicing,” and “inclined to.”

This suffix comes from Old French as well as from the Latin.

Adjectives ending in -ous are pronounced with the us sound directly following the preceding consonant.

1. anonymous  having no name; written by someone unknown
2. monotonous  not varying in pitch; without change
3. synonymous  having the same or nearly the same meaning

**ADJECTIVES ENDING IN -EOUS**
The suffix -eous means “having the nature of” and “like.” Adjectives ending in -eous are usually pronounced with a distinctive long e followed by the us sound, although some words use the long a sound.

1. courageous  full of courage; brave; fearless
2. hideous  ugly; frightful
3. spontaneous  caused by natural impulse or desire; not planned before

**Directions:** On the line following each noun, write the noun’s adjective equivalent by adding either -ous or -eous. Some noun forms will need some modification when the word ending is added.

1. adventure  
2. beauty  
3. chivalry  
4. contemporary  
5. courage  
6. covet  
7. disaster  
8. error  
9. frivolity  
10. glamour  
11. hazard  
12. homogeneity  
13. instant  
14. marvel  
15. monotony  
16. nausea  
17. outrage  
18. ridicule  
19. right  
20. vigor

Continue to apply these word endings as you complete Exercise 8-15 on the template diskette.
Name

Words Ending in -ious, -uous

Adjectives Ending in -ious
Adjectives ending in -ious are usually pronounced with a consonant plus the us sound. Many words end with the sh and us sound, though a number end with the long e before the us sound. Adjectives ending in -ious are more numerous than words ending in -eous and -uous.

1. ambitious
eager; showing strong ambition
2. contagious
spreading by direct or indirect contact
3. precarious
not safe or secure; dangerous; dependent on change

Adjectives Ending in -uous
The -uous ending is usually pronounced u or yu followed by the sound of us.

1. conspicuous
easily seen; remarkable
2. incongruous
out of place; lacking in harmony
3. tenuous
thin or slight; not dense; having slight importance

Directions: On the line following each noun, write the noun’s adjective equivalent by adding either -ious or -uous. Some noun forms will need some modification when the word ending is added.

1. ambiguity
2. ambition
3. caution
4. contempt
5. continue
6. expedite
7. fiction
8. harmony
9. homogeneity
10. ingenuity
11. injury
12. melody
13. mystery
14. plenty
15. prestige
16. rebellion
17. tenacity
18. torture
19. vary
20. virtue

Continue to apply these word endings as you complete Exercise 8-16 on the template diskette.

CHAPTER 8 • SUFFIXES APPLIED
**Review of Suffixes**

**Directions:** Select the word defined from the four words given in parentheses, and circle it.

1. cruel and unjust treatment  
   (collusion, oppression, repulsion, suppression)
2. a cut made in something  
   (diffusion, impression, incision, transfusion)
3. something taken for granted  
   (deposition, function, indiscretion, presumption)
4. making a meaning clear  
   (elocution, elucidation, sanction, restitution)
5. a doctor who treats children  
   (dietitian, obstetrician, patrician, pediatrician)
6. a native of Venice, Italy  
   (Aleutian, Italian, Mauritian, Venetian)
7. one who performs with magic  
   (beautician, hallucination, magician, retardation)
8. the other side of an issue  
   (mortician, opposition, oppression, tactician)
9. pertaining to the planet Mars  
   (Martian, Mauritian, mortician, tactician)
10. with regard for safety  
    (caution, sanction, supervision, unction)
11. the literal meaning  
    (connotation, denotation, jurisdiction, refraction)
12. turning the conversation aside from the main subject  
    (digression, discretion, discussion, transgression)
13. something that sticks out  
    (incision, protrusion, refraction, trepidation)
14. a place of refuge  
    (aviary, commissary, sanctuary, seminary)
15. complete knowledge of a subject  
    (debauchery, mastery, schemery, sorcery)
16. related to the five senses  
    (auditory, compulsory, inflammatory, sensory)
17. defeat of an enemy  
    (blustery, boundary, rudimentary, victory)
18. required  
    (arbitrary, cajolery, compulsory, delusionary)
19. expressing praise  
    (appreciatory, conciliatory, laudatory, oratory)
20. insincere praise  
    (complimentary, conciliatory, flattery, salutatory)
Selecting the Correct Word

Directions: Gain greater mastery of your English vocabulary skills by using each of the following words correctly. Study each word with its part of speech, definition, and the illustrative sentence. As you read the sentence, note the contextual clue that aids learning of the word’s definition. After studying the words, write, on a separate sheet of paper, additional sentences using each word, then submit the sentences to your instructor. Each sentence should be clear enough that a reader unfamiliar with the words will understand their meanings from reading your contextual clues.

1. **malign** (v.) slander; speak evil of; (adj.) evil; hateful
   In Jeanne’s suit, she accused the reporter of falsely maligning her good reputation.

2. **media** (n.) print and broadcast outlets (Avoid using media as a singular noun because the singular is medium. Also, avoid using mediums as the plural noun unless you are referring to people involved with spiritualism.)
   The press conference for the media was called to announce the selection of the new basketball coach.

3. **notorious** (adj.) well known, especially for something bad (Avoid using notorious for famous since notorious implies the negative, whereas famous emphasizes the positive.)
   Butch Cassidy and the Sundance Kid were notorious outlaws in the old West.

4. **obtrusive** (adj.) inclined to push something forward with force
   The obtrusive woman would not listen to any other views, accepting only those of individuals who agreed with her biased viewpoints.

5. **peruse** (v.) examine in detail (Note: Avoid using peruse when you mean “to read.” Peruse implies a more careful and detailed examination than does reading.)
   After receiving the contract, Libby began to peruse it, looking for any “small-print” stipulations.

6. **plateau** (n.) a high plain in the mountains; a level at which something is stabilized
   My word processing skills have reached a plateau; I just cannot accomplish levels greater than my current abilities.

7. **platitude** (n.) a dull or commonplace remark, especially when given as important
   Upon hearing the platitude, “Better late than never,” he said, “Better never late.”

8. **prerogative** (n.) a right or privilege no one else has; privilege coming with office
   As president of the organization, Ms. Fillmore has the prerogative of surrounding herself with qualified assistants of her choosing.

9. **proved** (v.) to have established as truth (Note: Proved is generally preferred to proven. Use proven as an adjective, such as a proven record or in a phrase, such as not proven.)
   Mr. Edwards proved to the jury that his client could not have committed the crime.

10. **psyche** (n.) the human soul or spirit; the mind
   To be successful, our charity must appeal to the psyche of the readers, persuading them to contribute.

11. **recapitulation** (n.) summary; a brief statement of the main points
   The attached recapitulation is a five-page summary of the entire report.

12. **reciprocate** (n.) to give, do, feel, or show in return; to move back and forth
   “If you’ll teach my classes next week, I’ll reciprocate when you need a vacation,” I requested.

Apply these words as you complete Exercise 8-17 on the template diskette.
Word Pairs

Directions: (1) Study the spellings and meanings of each set of words. Note how the words are used in the illustrative sentences. (2) On a separate sheet of paper, write a sentence in which each word is correctly used. You may elect to combine more than one word per sentence. Submit these sentences to your instructor as directed.

1. raise (v.) to lift up; grow (crops, etc.); increase; rear
   rise (v.) to get up from a lying, sitting, or kneeling position; ascend; (n.) an upward movement; ascent
   The farmer rises early each morning to plant and to raise his crops.

2. rational (adj.) sensible; reasonable; able to think clearly
   rationale (n.) the fundamental reason
   Although Ruth's actions sometimes demonstrate a lack of rational thinking, her rationale to be of service is commendable.

3. real (adj.) actual; genuine
   reel (n.) a frame turning on an axis; spool;
   (v.) to sway; be dizzy
   After learning the real truth, Pete began to reel, realizing his costly blunder.

4. reality (n.) actual existence; true state of affairs
   reality (n.) real estate
   The reality is your newly purchased reality in the swamp lands is worth very little.

5. repeal (v.) to do away with; annul
   repel (v.) to force back; drive away; cause disgust
   With the repeal of the law, immigrants no longer feel repelled when they enter our country.

6. residence (n.) place where one lives; dwelling
   residents (n.) persons living in a place
   The residents of the trailer park must locate another residence as the new mall begins construction.

7. respectfully (adv.) in a way showing respect and consideration
   respectively (adv.) each one in turn or in the order given
   Mr. Adams and Miss Temple, respectively, respectfully acknowledged recognition for their achievements.

8. right (adj.) good; lawful; proper; correct; opposite of left; (adv.) properly, correctly
   (n.) a just claim
   rite (n.) a solemn ceremony
   write (v.) to make letters or words with a pen, pencil, chalk, etc.
   You are right, Mrs. Peterson; no one has volunteered to write the initiatory rites of the organization.

9. ring (n.) a circle; a circular band; (v.) to give forth a clear sound
   wring (v.) to twist with force
   Feeling tense as she awaited news from her husband, the young bride began to wring the ring on her finger, causing a bruise.

10. road (n.) a street or course between places
    rode (v.) past tense of ride; transported by a conveyance
    rowed (v.) past tense of row; having propelled by oars
    Yesterday, when I rode down the river in a canoe with Dale, he rowed past the road leading to Millcreek Canyon.

11. role (n.) an actor's part in a play; a part assumed by a person or thing
    roll (v.) to move along by turning over and over; to move or be moved on wheels
    (n.) something rolled up; dough prepared by rolling and baking; a list of names
    Please check the casting roll to be certain everyone is here before we begin auditioning for the play's title role.

12. sail (n.) cloth used to make a ship move in water by wind power; a trip on a ship powered by wind;
    (v.) to travel by water on such a vessel
    sale (n.) the act of selling; a selling at a lower price than usual
    sell (v.) to exchange for money or other type of payment
    The nautical store has a sale on sail material.
    Janice will sell you material at a discount.

Apply these words as you complete Exercise 8-19 on the template diskette.
Word Pairs

Directions: (1) Study the spellings and meanings of each set of words. Note how the words are used in the illustrative sentences. (2) On a separate sheet of paper, write a sentence in which each word is correctly used. You may elect to combine more than one word per sentence. Submit these sentences to your instructor as directed.

1. scene (n.) division of a play; locale; an incident occurring in reality or represented in literature or art
   seen (v.) past participle of see; having been perceived by the eyes
   My missing dog was last seen yesterday at the scene of the automobile accident.

2. scrap (n.) a small piece; small part left over; a short extract; (v.) to break up; discard; quarrel
   scrape (v.) to rub with something sharp; to make smooth or clean in this manner; (n.) a situation hard to get out of
   Take this scrap of sandpaper, and scrape hard to smooth the wood.

3. scrip (n.) a document showing a right to something; paper money
   script (n.) written letters; a style of printing; the manuscript of a play, etc.
   The printed script on that European country's scrip distorts the amount.

4. seam (n.) a line formed by sewing two edges together; any line where edges join
   seem (v.) to appear to be
   Since I seem to be getting taller, can you take down the seam on these pants?

5. seas (n.) large bodies of salt water
   sees (v.) third person singular present of see; perceives by sight
   seize (v.) to take hold of suddenly; to take possession of by force
   A 19th century pirate on the high seas sees a ship containing valuables and tries to seize it.

6. set (v.) to put a thing on or in some place; arrange; (n.) group; outfit
   sit (v.) to rest on the lower part of the body, with weight off the feet; pose
   Set your heavy load on the table, then sit and rest your back.

7. sever (v.) to cut apart; break off; divide
   severe (adj.) very strict; harsh; without ornament
   Mona is so severe in her attitude; she seeks to sever all ties with friends who offend her.

8. sew (v.) to fasten with stitches
   so (adv.) in this way; as shown; as stated; to this degree; (conj.) with the result that
   sow (v.) to scatter seeds upon the earth; to disseminate
   So the pioneers could survive, women would sew the family's clothes; and men would sow the fields.

9. shear (v.) to cut with scissors or shears; to remove wool or fleece; (n.) the act of shearing
   sheer (adj.) very thin; very steep; complete; (n.) a thin, fine cloth; (v.) to turn from a course
   As Brian began to shear his fiftieth sheep, sheer weariness overtook him.

10. shone (v.) past tense and past participle of shine; having radiated light
    shown (v.) past participle of show; having been exhibited
    The sun shone warmly on the outdoor art exhibit shown to potential buyers.

11. soar (v.) to fly at a great height; aspire
    sore (adj.) painful; aching; sad; angered; (n.) a painful place on the body; a cause of pain, sadness, or anger
    My spirits began to soar when I learned the sore on my skin was a minor abrasion and not something I had feared.

12. sole (adj.) single; only; without help; (n.) bottom of the foot or shoe; a fish
    soul (n.) the immaterial essence, animating principle, or actuating cause of an individual life; the spiritual principle embodied in human beings; the moral or spiritual part of men and women as related to God
    Reverend Tess Meeks proclaimed, "Better to wear out the soles of your shoes running from temptation than to lose your soul walking into mischief."

Apply these words as you complete Exercise 8-20 on the template diskette.
Spelling Words Correctly

**Directions:** Master the spelling of the following words. Write each word on a separate sheet of paper as dictated by your instructor and provide a definition for each word.

<table>
<thead>
<tr>
<th>WORD</th>
<th>SYLLABICATION</th>
<th>LEARNING KEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. misspell</td>
<td>mis spell</td>
<td>both prefix and word root spelled out</td>
</tr>
<tr>
<td>(v.)</td>
<td>to spell incorrectly</td>
<td></td>
</tr>
<tr>
<td>2. municipal</td>
<td>mu nic i pal</td>
<td>nici is my pal</td>
</tr>
<tr>
<td>(adj.)</td>
<td>having to do with the affairs of a city or town; having local self-government</td>
<td></td>
</tr>
<tr>
<td>3. museum</td>
<td>mu se um</td>
<td>note three vowels—u e u</td>
</tr>
<tr>
<td>(n.)</td>
<td>building or room where collections of related objects are kept and displayed</td>
<td></td>
</tr>
<tr>
<td>4. necessarily</td>
<td>nec es sar i ly</td>
<td>add il before y</td>
</tr>
<tr>
<td>(adv.)</td>
<td>because of need; inevitably</td>
<td></td>
</tr>
<tr>
<td>5. oblige</td>
<td>o blige</td>
<td>note ige follows obl</td>
</tr>
<tr>
<td>(v.)</td>
<td>to bind by a promise, contract, etc.; compel; force; put under debt for some service</td>
<td></td>
</tr>
<tr>
<td>6. occasion</td>
<td>oc ca sion</td>
<td>two c’s, one s in alphabetical order</td>
</tr>
<tr>
<td>(n.)</td>
<td>a particular time; special event; cause; opportunity</td>
<td></td>
</tr>
<tr>
<td>7. omission</td>
<td>o mis sion</td>
<td>one m, two s’s</td>
</tr>
<tr>
<td>(n.)</td>
<td>something left out</td>
<td></td>
</tr>
<tr>
<td>8. pavilion</td>
<td>pa vil ion</td>
<td>one l in pavilion</td>
</tr>
<tr>
<td>(n.)</td>
<td>a building used for shelter, entertainment, or exhibits</td>
<td></td>
</tr>
<tr>
<td>9. peculiar</td>
<td>pe cul iar</td>
<td>liar ends peculiar</td>
</tr>
<tr>
<td>(adj.)</td>
<td>out of the ordinary; strange</td>
<td></td>
</tr>
<tr>
<td>10. perennial</td>
<td>per en ni al</td>
<td>double n following pere</td>
</tr>
<tr>
<td>(adj.)</td>
<td>lasting throughout the year; enduring</td>
<td></td>
</tr>
<tr>
<td>11. picnicking</td>
<td>pic nick ing</td>
<td>take nick on a picnic</td>
</tr>
<tr>
<td>(v.)</td>
<td>having an outdoor meal</td>
<td></td>
</tr>
<tr>
<td>12. privilege</td>
<td>priv i lege</td>
<td>no d, ending is lege</td>
</tr>
<tr>
<td>(n.)</td>
<td>a special right or advantage; (v.) to give a special right to</td>
<td></td>
</tr>
</tbody>
</table>

Apply these spelling words as you complete Exercise 8-21 on the template diskette.

**Exercise 165**
Business-Related Terminology

This exercise introduces 12 terms common to marketing products. Whether marketing is in your future or not, you will be exposed to many marketing procedures throughout your life. Read each paragraph and note the use of the bold-faced terms. Then read the definitions of the bold-faced terms below each paragraph. On a separate sheet of paper, write a business-related sentence in which each term is correctly used.

In presenting and selling its products, a company strives to gain profit maximization to achieve a reasonable profit and to serve its customers. To help insure such profit, the company must research and determine its market as well as describe its merchandising strategies and its distribution channels.

1. profit maximization. the point at which the largest profit can be made on a product
2. market. the total demand of potential product buyers who have the purchasing power
3. merchandising. knowing what customers want and making it available in the right quantities and at the right time and place
4. distribution. determining how products get to customers, how quickly, and in what condition

To ensure product success, the company will complete a brand differentiation, determining if it should sell name-brand products or generic products or, perhaps, a combination. The company must also design appealing packaging because the size, shape, color, and attractiveness of a package contribute to sales.

5. brand differentiation. the degree to which one brand is distinguished from similar brands from the standpoint of potential buyers
6. generic products. products that carry neither a manufacturer's nor a distributor's label
7. packaging. the making of decisions about labels, inserts, instructions, graphic design, shipping cartons, and sizes and types of containers to attract customers' attention

Providing the product and designing the packaging are only the beginning steps. The marketing company needs to advertise the product to allow the public to be aware of its benefits. The overall strategy of promotion is decided in the promotion mix and includes the techniques of direct mail, endorsements, and hard sell. Very often a company will provide a loss leader to entice customers to try the new product, hoping the trial will create a demand for additional purchases.

8. promotion mix. the totality of an organization's promotional effort, including advertising, personal selling, sales promotion, and publicity
9. direct mail. sending a promotional message to a target audience through the mail
10. endorsement. the practice of having a celebrity sell the product through commercials, advertisements, and other publicity materials
11. hard sell. aggressive persuasion to attempt to convince a reluctant customer that he or she needs the product
12. loss leader. a product, often in high demand, sold at a loss to attract buyers who may purchase other items or make additional purchases of the item

Apply these business-related terms as you complete Exercise 8-22 on the template diskette.
Selecting the Correct Word

Directions: In each of the following sentences, select the correct words from those given in parentheses. Write your choice from the first group of two or three words on the first blank line to the right of the sentence (Choice A) and your choice from the second group on the second blank line (Choice B).

1. The first (real/reel) needed to be filmed again when the screenwriters altered the (scrip/script).

2. (Reality/Realty) assumes that (rational/rationale) people should not be misled by scam artists' claims.

3. The paralegal (respectfully/respectively) performed pro bono work for the care center (residence/residents).

4. Are you certain we are traveling the (right/rite/write) (road/rode/rowed)?

5. The small diamond in my (ring/wring) dislodged because the jeweler didn't (set/sit) it properly.

6. Although I have only a small (role/roll) in just one (scene/seen), I'm delighted to be in the play.

7. Using notes written on a (scrap/scrape) of paper, Representative Ringer argued for a (repeal/repel) of the ordinance.

8. When the third-world country began to (seas/sees/seize) our ships, several members of Congress proposed we (sever/severe) all ties with that country.

9. Please (sew/so/sow) a (seam/seem) in my new pants.

10. (Shear/Sheer) the ragged (sail/sale/sell) before we leave port.

11. The eagle began to (soar/sore) high above the clouds where the sun (shone/shown) brightly.

12. As I listened to uplifting music, my (sole/soul) began to (raise/rise) above the cares of the world.