

Glossary

ingredient

1. a food that is used with other foods in the preparation of a particular dish
e.g. The list of ingredients included 250 g of almonds.
2. one of the parts of something successful
e.g. Trust is a vital ingredient in a successful marriage.

additive

a substance that is added to food in order to improve its taste or appearance or to keep it fresh and stop it from decaying

e.g. This margarine is full of additives - just look at the label!

durability

lasting a long time without becoming damaged

e.g. You should pay attention to the durability of the materials used

consumer

a person who buys goods or services for their own use

e.g. The new rates will affect all consumers, including businesses.

consumer rights/advice

manufacturer

a company that produces goods in large numbers

e.g. Germany is a major manufacturer of motor cars.

regulate

to control something, especially by making it work in a particular way

*e.g. You can regulate the temperature in the house by adjusting the thermostat.
Her mother strictly regulates how much TV she can watch.*

logo

a design or symbol used by a company to advertise its products

e.g. *The players wore shirts with the sponsor's logo.*

fulfil

to do something that is expected, hoped for, or promised, or to cause it to happen

e.g. *A school fails if it does not fulfil the needs/requirements of its pupils.*

Zoos fulfil an important function in the protection of rare species.

We're looking for a very specific sort of person and this woman seems to fulfil all of our criteria.

So did the course fulfil all your expectations?

genetically modified

describes a plant or animal that has had some of its genes changed scientifically

e.g. *genetically modified food/crops*

alter

to change something, usually slightly, or to cause the characteristics of something to change

e.g. *We've had to alter some of our plans.*

Giving up our car has radically altered our lifestyle.

state (v)

to say or write something, especially clearly and carefully

e.g. *Our warranty clearly states the limits of our liability.*

Union members stated (that) they were unhappy with the proposal.

made-up

invented, describes a story or report that has been invented and is untrue

e.g. *made-up stories*

volume

the amount of space that is contained within an object or solid shape

e.g. *Which of these bottles do you think has the greater volume?*

accurate

correct, exact, and without any mistakes

e.g. *The figures they have used are just not accurate.*

We hope to become more accurate in predicting earthquakes.

Opp. inaccurate

ensure

to make something certain to happen

e.g. *The airline is taking steps to ensure safety on its aircraft.*

The role of the police is to ensure (that) the law is obeyed.

claim (n)

1. a statement that something is true or is a fact, although other people might not believe it

e.g. *He said the police assaulted him while he was in custody, a claim that the police deny.*

Can you give any evidence to support your claim?

2. a written request asking an organization to pay you an amount of money that you believe they owe you

e.g. *After her house was burgled, she made a claim on her insurance.*

Please submit your claim for travelling expenses to the accounts department.

saturated

(chemistry) if a chemical solution (= a liquid with something dissolved in it) is saturated, it contains the greatest possible amount of the substance that has been dissolved in it

e.g. *a saturated solution of sodium chloride*

intake

1. the amount of a particular substance that is eaten or drunk during a particular time

e.g. It says on the packet that four slices of this bread contains one half of your recommended daily intake of fibre.

2. the number of people that are accepted at a particular time by an organization, especially a college or university

e.g. The college has increased its intake of students by 50 percent this year.

soluble

able to be dissolved to form a solution

e.g. soluble aspirins

Opp. insoluble

sodium

a soft, silver-white chemical element that is found in salt

estimate ⁽ⁿ⁾

a guess of what the size, value, amount, cost, etc. of something might be

e.g. The number of people who applied for the course was 120 compared with an initial estimate of between 50 and 100.

debt

something, especially money, that is owed to someone else, or the state of owing something

e.g. He managed to pay off his debts in two years.

The firm ran up huge debts. They are in debt to (= owe money to) the bank.

He ran/got into debt (= borrowed money) after he lost his job.

The company is deep in debt (= owes a lot of money).

budget

1. a plan to show how much money a person or organization will earn and how much they will need or be able to spend

e.g. The firm has drawn up a budget for the coming financial year.

2. the amount of money you have available to spend

e.g. an annual budget of £40 million

currency

the money that is used in a particular country at a particular time

e.g. foreign/local currency

expenditure

1. the total amount of money that a government or person spends

e.g. The government's annual expenditure on arms has been reduced.

2. the act of using or spending energy, time, or money

e.g. The expenditure of effort on this project has been enormous.

inflation

a general, continuous increase in prices

e.g. high/low inflation / the rate of inflation / 13 percent inflation

fraud

the crime of getting money by deceiving people

e.g. credit card fraud / fraud charges

gambling

the activity of betting money, for example in a game or on a horse race

e.g. Gambling can be an addictive habit.

He had to borrow money to pay off his gambling debts.

tangible

real and not imaginary; able to be shown, touched, or experienced

e.g. We need tangible evidence if we're going to take legal action.

Opp: intangible

slick

skilful and effective but not sincere or honest

e.g. It's that sort of slick sales talk that I mistrust.

merchantable

in a suitable condition to be sold

e.g. The poor packing affected the merchantable quality of the goods.

overcharge

to charge someone either more than the real price or more than the value of the product or service

e.g. The shop overcharged me by £10.

defect

a fault or problem in something or someone that spoils that thing or person or causes it or them not to work correctly

e.g. All R45 aircraft have been grounded, after a defect in the engine cooling system was discovered.

misleading

causing someone to believe something that is not true

e.g. Adverts must not create a misleading impression.

legible

describes writing or print that can be read easily

e.g. Her handwriting is barely legible.

Opp: illegible

claim

to make a written demand for money from a government or organization because you think you have a right to it

e.g. Don't forget to claim (for) your travelling expenses after the interview.

If the shop won't give me a replacement TV, I'll claim my money back.

refund

(n) an amount of money that is given back to you, especially because you are not happy with a product or service that you have bought

e.g. I took the radio back to the shop and asked for/demanded/got/was given a refund.

(v) to give someone a refund

e.g. The holiday was cancelled so the travel agency had to refund everybody the price of the tickets.

refundable (adj)

entitle

to give someone the right to do or have something

e.g. Being unemployed entitles you to free medical treatment.

The employer is entitled to ask for references.

replacement

the process of replacing something with something else

e.g. the replacement of existing computer equipment

rectify

to correct something or make something right

e.g. I am determined to take whatever action is necessary to rectify the situation.

jingle

a short simple tune, often with words, that is easy to remember and is used to advertise a product on the radio or television

endorsement

the fact of a famous person appearing in an advertisement saying that they use and like a product

e.g. products which carry an endorsement from a famous person

appeal

(n) the quality in someone or something that makes him, her, or it attractive or interesting

e.g. Spielberg films have a wide appeal.

(v) to interest or attract someone

e.g. It's a programme designed to appeal mainly to 16 to 25-year-olds.

boost

to improve or increase something

e.g. The theatre managed to boost its audiences by cutting ticket prices.

I tried to boost his ego (= make him feel more confident) by praising his cooking.

credibility

the fact that someone can be believed or trusted

e.g. He complained that we had tried to undermine his credibility within the company.