

# Making Life Choices & Change

## 1. Decide (v) / Decision (n)

*Example: Young children should be **encouraged** to make their own **decisions**.*

*Related Collocations:*

- To make a decision to do something

## 2. Encourage (v)

*Example: Young children should be **encouraged** to make their own **decisions**.*

*Related Collocations:*

- To encourage somebody to do something

## 3. Participate (v)

*Example: College students should **participate** in extracurricular activities to enhance their soft skills.*

*Related Collocations:*

- To participate in something/doing something
- Participation in something

## 4. Pursue (v)

*Example: Many high school graduates choose to **pursue** a career instead of attending college.*

*Related Collocations:*

- To pursue a hobby, career, a passion, education

## 5. Underlying (adj)

*Example: There are some **underlying** reasons why children nowadays have more freedom than the previous generation.*

*Related Collocations:*

- Underlying causes
- Underlying reasons

## 6. Experience (n) Trải nghiệm

*Example: People can have valuable **experiences** when they travel around the world.*

*Related Collocations:*

- Rewarding experiences
- Valuable experiences

### **7. Gender-specific (adj)**

*Example: It is unfair to determine a person's suitability for a certain job based on **gender-specific** personalities.*

*Related Collocations:*

- Gender-specific personalities

### **8. Favor (v)**

*Example: A huge number of youngsters nowadays **favor** the sedentary lifestyle.*

*Related Collocations:*

- To favor A over B

### **9. Cultivate (v)**

*Example: The aim of any education system should be to help each individual to **cultivate** his or her own talents.*

*Related Collocations:*

- To cultivate a talent, skill

### **10. Liberty (n)**

*Example: Students should be at **liberty** to choose study whatever subjects they like at school.*

*Related Collocations:*

- To be at liberty to do something
- To take the liberty of doing something.

### **11. Attitude (n)**

*Example: Students who are forced to do unpaid work might develop a negative **attitude** toward their schools.*

*Related Collocations:*

- To develop a positive/negative attitude toward something.

# Socio – cultural impacts of tourism

## 1. backgrounds:

*Example:* Tourists can have an opportunity to interact with people of different cultural **backgrounds**.

*Related collocations:*

- Family backgrounds
- Religious backgrounds
- A variety of backgrounds
- To come from diverse backgrounds

## 2. Heritage:

*Example:* The Red Building in the Old Quarter is part of our national **heritage**.

*Related collocations:*

- Preserve/protect heritages
- Cultural heritage
- Ancestral heritage

## 3. Reap:

*Example:* International tourists can **reap** many benefits from their trips

*Related collocations:*

- Reap the rewards
- Reap the benefits of sth

## 4. Tourist destination:

*Example:* This island is considered a popular **tourist destination** as it welcomes 2 million visitors every year.

*Related collocations:*

- Popular tourist destination
- Arrive at/reach (the) tourist destination

## 5. Hospitable:

*Example:* Tourists always feel pleased whenever they visit Da Nang. This is because the locals are very **hospitable**.

*Related collocations:*

- Hospitable to/towards somebody

## **6. Standards of behavior:**

*Example: Tourists when visiting a foreign country need to follow its **standards of behavior** and **moral values**.*

*Related collocations:*

- Keep up/maintain standards of behavior

## **7. Moral values:**

*Example: Tourists when visiting a foreign country need to follow its **standards of behavior** and **moral values**.*

*Related collocations:*

- Preserve moral values
- Encourage/foster moral values
- Instil moral values in children

## **8. Anti – social behavior:**

*Example: There are a lot of visitors who show **anti-social behavior** in a historical place, which causes **offence** to the locals.*

## **9. Offence:**

*Example: There are a lot of visitors who show **anti-social behavior** in a historical place, which causes **offence** to the locals.*

*Related collocations:*

- Cause offence to someone

## **10. Language barrier:**

*Example: Local traders have to overcome a **language barrier** in order to sell their products to foreign visitors.*

*Related collocations:*

- Overcome language barrier
- Face language b

## Protecting Endangered Species

### 1. **Extinction (n) / Extinct (adj)**

**Example:** The **extinction** of the dinosaurs occurred millions of years ago.

Relevant collocations:

- in danger of/ threatened with extinction
- on the verge of extinction

### 2. **Poach (v) :**

Example: The Government should do what they can to prevent wild animals from being **poached** uncontrollably.

### 3. **Captivity (n)**

**Example:** The animal finally were released from **captivity** after three months.

Relevant collocations:

- forcing something into captivity
- hold/keep sb in captivity.
- bring/take sb into captivity
- free/release sb from captivity
- escape from captivity

### 4. **conservation (n) / conserve (v)**

Example: Young people can volunteer to inform visitors of the importance of wildlife in **conservation** areas.

Relevant collocations:

- energy, environmental, forest, nature, soil, water, wildlife | architectural, building | art, painting + conservation
- conservation + group, organization | efforts, measure, policy, programme, project, scheme, work | area

### 5. **exotic (adj)**

Example: **Exotic** pets like snakes and tropical birds are becoming more and more popular.

### 6. **boycott (v)**

**Example:** People are encouraged to **boycott** products that are made from animals' skin.

### 7. **regulation (n) / regulate (v)**

**Example:** The new **regulation** about wildlife conservation will be implemented at the end of the year.

Relevant collocations:

- regulation + come into force
- in accordance with (the) regulations

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**8. deterrent (n) / deter (v)**

Example: Severe punishments, such as life imprisonment, can serve as a strong **deterrent** against the illegal hunting of wild animals.

*Relevant collocations:*

- act/serve as a deterrent against something to someone

**9. habitat (n)**

Example: Human industrial activities are destroying wild animal's natural **habitats**.

*Relevant collocations:*

- loss of habitat
- Habitat destruction
- conserve/protect habitats.

**10. allocate (v)**

Example: The government is **allocating** £10 million for wildlife conservation.

*Relevant collocations:*

- allocate resources/budget

**11. sanctuary (n)**

Example: Many animals are protected in wildlife **sanctuaries**.

**12. survive (v)**

**Example:** These animals cannot **survive** if their habitats are destroyed.

**13. shelter (n,v)**

Example: There was no **shelter** for these animals after the forest had been cut down.

*Relevant collocations*

- find/take shelter

**14. reproduce (v)**

Example: Some creatures were better at surviving and **reproducing** than others.

**15. Awareness (n)**

Example: Environmental **awareness** has increased dramatically over the past decade.

*Relevant collocations*

- a lack of awareness
- develop, foster, heighten, increase, raise awareness
- public awareness

**16. Ecosystem (n)**

Example: Pollution can have harmful effects on the balance of the regional **ecosystem**.

### 17. **Biodiversity (n)**

Example: Habitat destruction caused by local agricultural activities can threaten the area's **biodiversity**.

*Relevant collocations*

- Biodiversity

## Qualifications & Experience

18. **butterflies in my stomach** /'bʌt.ə.flais ɪn maɪ 'stʌm.ək/: Being very nervous about something
19. **put your mind at ease** /pʊt jər maɪnd æt i:z/: Cease to be anxious about something
20. **certificate** /sə'tɪf.ɪ.kət/: A qualification proving that you have completed a course of study (usually below 1 year)
21. **degree** /di'ɡri:/: The qualification obtained by students who completed a college or university course
22. **Academic achievement** /æk.ə'dem.ɪk ə'tʃi:v.mənt/: Achievements related to study at school
23. **Experience** [U/ C] /ɪk'spɪər.i.əns/: Knowledge or skill that is obtained from doing sth
24. **Play an integral role in something** /pleɪ ən 'ɪn.tɪ.grəl rəʊl/: to have a lot of power or influence in a particular situation
25. **work part-time** /gəʊ,pɑ:t'taɪm/: to work around 20 or so hours per week
26. **Have a reputation for** /Hæv ə rep.jə'teɪ.ʃən fɔ:r/: to be well-known for
27. **rewarding perk** /rɪ'wɔ:.dɪŋ pɜ:k/: A bonus, such as money or goods, that you are given as part of your job
28. **probation** /prə'beɪ.ʃən/: A starting period of a new job when you are tested to see if you are suitable

## Environmental problems

29. **eliminate** /ɪ'lɪmɪneɪt/: to get rid of something
30. **environmental pollution** /ɪn,vaɪrən'ment(ə)l - pə'lu:ʃ(ə)n/: Things that cause damage to or change the natural environment e.g chemicals, light, noise

31. **a hybrid car** /'haɪbrɪd/-/kɑ:(r)/: a car that can run using either petrol or electricity
32. **fossil fuels** /'fɒsəl ˌfju:əl/: A natural fuel such as coal, gas or oil, that takes millions of years to form
33. **Carbon emissions** /ɪ'mɪʃ(ə)n/: carbon dioxide and carbon monoxide released into the atmosphere
34. **pivotal** /'pɪvət(ə)l/: extremely important and affecting how something develops
35. **remedy** /'remədi/: a solution to a particular problem
36. **alternative energy sources** /ɔ:l'tɜ:(r)nətɪv-'enə(r)dʒi-sɔ:(r)sis/: a source of energy that people use to replace fossil fuels
37. **environmentally-friendly** /ɪnˌvaɪrən'ment(ə)li-'fren(d)li/: does not harm the natural environment
38. **exhaustion** /ɪg'zɔ:stʃ(ə)n/: using all of something

## Advertising Vocabulary

- **advertising agency**: a company that creates adverts for other companies
- **advertising budget**: the amount of money a company decides to spend on advertising
- **brand awareness**: how well people know a particular brand
- **brand loyalty**: the degree to which people continue to buy from the same brand or company
- **buy and sell**: often used to refer to the buying and selling of items between individuals
- **call to action**: something that encourages someone to take a particular action, such as making a purchase or clicking a link on a website
- **celebrity endorsement**: to have a well-known person promote a product
- **classified ads**: small advertisements often put in a newspaper or magazine by individuals
- **to cold call**: to call someone with the aim of selling something without them asking you to do so
- **commercial break**: the short period during TV programmes when advertisements are shown
- **commercial channel**: TV channels that make money from showing advertisements
- **to go viral**: to quickly become extremely popular on the Internet through social media



- **junk mail:** unwanted promotional leaflets and letters
- **to launch a product:** to introduce a new product
- **mailing list:** a list of names and contact details used by a company to send information and advertisements
- **mass media:** large media outlets like TV, newspapers and magazines
- **niche product:** a product that is aimed at a distinct group of people
- **to place an advert:** to put an advert somewhere
- **press release:** something written by a company for newspapers and magazines and websites to share and publish
- **prime time:** the time during the viewing schedule when most people watch TV or listen to a broadcast
- **product placement:** to advertise a product by using it as a prop in a TV show or film
- **sales page:** a page specifically used to promote a product or service
- **to show adverts:** to display adverts on TV
- **social media:** websites that enable users to create and share content or to participate in social networking.
- **spam email:** unwanted, promotional email
- **target audience:** the people a company want to sell their product or service to
- **word of mouth:** recommendations made by individuals to other individuals about a product of service