

- **COMPARE**

BE ON A PAR WITH SB/STH – *to be as good, bad, important, as sb/sth else.*

Eg- Profits should be on a par with last year.

Eg- It's quite impressive, but it's not on a par with the stadiums we have back home.

- **COMPLAIN**

PROTEST- *to say or do sth to show that you disagree with or disapprove of sth, especially publicly; to give sth as a reason for protesting.*

Eg- Students took to the streets to protest against the decision.

Eg- It's no use protesting, I won't change my mind.

Eg- She protested that she could not receive a fair trial.

GRUMBLE- *to complain about sb/sth in a bad-tempered way.*

Eg- She is always grumbling to me about how badly she is treated at work.

- **COOL**

BRAZEN- *open and not feeling ashamed, usually about something that people find shocking.*

Eg- I cannot believe anyone would be so brazen about something like that.

PRESUMPTUOUS- *too confident, in a way that shows a lack of respect for other people.*

- **COWARD**

WIMP- *a person who is not strong, brave or confident.*

Eg- He won't go on his own- he is a complete wimp.

NERVOUS WRECK- *a person who is worried or is suffering from stress.*

Eg- The interview reduced him to a nervous wreck.

CHICKEN- *a person who is not brave enough to do sth.*

Eg- he called me a chicken because I wouldn't swim in the river.

- **CREATIVE**

INGENIOUS- *having or showing clever new ideas; good at inventing things.*

Eg- An ingenious device/experiment.

Eg- She is very ingenious when it comes to finding excuses.

DELINQUENCY- *bad or criminal behaviour, usually by young people.*

Eg- There has been an increase in juvenile delinquency.

Eg- The boys drift into minor delinquencies while hanging around the streets.

- **CRUEL**

SAVAGE- *fierce and violent, causing great harm.*

Eg- She had been badly hurt in what police described as 'a savage attack'.

VICIOUS- *violent and cruel.*

Eg- He was set upon by vicious thugs.

Eg- She has a vicious temper.

SADISTIC- *getting pleasure, especially sexual pleasure, from hurting people.*

Eg- He took sadistic pleasure in taunting the boy.

- **CUNNING**

Having or showing skill at getting what you want, especially by indirect or dishonest methods:

Eg- That cunning old rouse is up to something, I'm sure.

Eg- It's just a cunning ploy by the marketing people to get us to buy more cornflakes.

CRAFTY- *cunning.*

Eg- He is a crafty old devil.

Eg- She is one of the party's craftiest political strategists.

SLY- *behaving or done in a secret and usually dishonest way.*

Eg- That was a sly political move.

Eg- She is a sly one- never lets on what she is thinking.

- **CUSTOMER**

CLIENT- *a person who uses the services or advice of a professional person or organization.*

Eg- She is a well-known lawyer with many famous clients.

SHOPPER- *a person who buys goods from a shop.*

Eg- Crowd of shoppers had to be evacuated from the store after the bomb threat.

PATRON- *a person who uses a particular shop, restaurant, theatre, etc.*

Eg- Patrons are requested not to smoke.

PUNTER- *a person who buys or uses a particular product or service.*

Eg- it's important to keep the punters happy.

END-USER- *a person who actually uses a product rather than one who makes or sells it, especially a person who uses a product connected with computers.*

Eg- Programs are tailored to meet the needs of end-users.