

## 01.04 Assignment Instructions

You will choose synonyms to replace the bold word in the sentences provided below.

You will then write an explanation to explain why you chose these particular synonyms.

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### Example:

However, in a year that saw the social networking **juggernaut** Facebook turn a profit for only the first time, it was not clear whether Twitter could achieve financial independence from its venture capital investors.

Synonym = powerhouse

Explanation: I chose the word powerhouse, because the original word, "juggernaut" indicates that that Facebook forcefully took over the social networking industry. I wanted to use a word to indicate powerful success.

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### Synonyms

1. Having demonstrated its **versatility** as a high-tech newswire, Twitter drew the attention of those who would prefer to see certain information suppressed.

Synonym = **adaptability**

I chose this word because the word *versatility* shows that Twitter demonstrates that their platform has many different uses, not just one. Adaptability is a word that demonstrates that Twitter can adapt to many different uses for what a user may want to accomplish with the platform.

2. Millions of users attempted to log into Twitter only to be greeted by the service's **iconic** "fail whale," the image of a cartoon whale being hoisted into the air by a flock of birds, signaling a site outage.

Synonym = **recognizable**

I chose this word because the word iconic, in this case, means that the whale is known by everyone. The word recognizable shows that something is known by lots of people, just like the whale in this example.

3. Following the earthquake that struck Haiti in January 2010, Twitter reaffirmed its role as a powerful tool for the **dissemination** of information.

Synonym = **circulation**

I chose this word because the word dissemination in this case is showing that during the earthquake, Twitter was a powerful tool for spreading information around to everyone. The word circulation means the movement of information, which is just like what the word dissemination is saying.

4. Additionally, it became an effective fund-raising **platform**, when the Red Cross launched a mobile giving campaign that surpassed all expectations.

Synonym = **service**

I chose this word because the word platform in this case is explaining that Twitter became a place for fund-raising to occur. The word service can also be used here for that because it is a system that can be used to do things (such as, in this case, fund-raising).

5. High-profile users tweeted about the **drive** to help victims of the earthquake, and many of their followers tweeted and re-tweeted the message, helping the Red Cross raise more than \$8 million through text messaging within 48 hours of the quake.

Synonym = **desire**

I chose this word because in this case the word drive is talking about the urge to help the earthquake victims. The word desire is a feeling of wanting something to happen, such as here with people wanting to help the victims (the desire to help the earthquake victims).