

## Unit 4 Advertising 词汇闪卡

英文	音标	中文	简单例句
<b>attribute</b>	/'ætrɪbju:t/	n. 属性；特征	Reliability is a key attribute of a successful brand.
<b>campaign</b>	/kæm'peɪn/	n. 活动	The marketing campaign for the new app was a huge success.
<b>originality</b>	/ə,rɪdʒə'næləti/	n. 独创性	The judges praised the designer for the originality of her work.
<b>commonplace</b>	/'kɒmənpleɪs/	adj. 常见的	Using mobile payments has become commonplace in big cities.
<b>diverge</b>	/daɪ'vendʒ/	v. 相异	Our opinions on the project diverged, so we held another meeting.
<b>excel</b>	/ɪk'sel/	v. 擅长	Our company excels at providing excellent customer service.
<b>visualization</b>	/vɪzjʊələz'zeɪʃn/	n. 可视化	Data visualization helps us understand complex sales trends.
<b>vending machine</b>	/'vendɪŋ mə,fi:n/	n. 自动售货机	You can buy coffee and snacks from the vending machine.
<b>commercial</b>	/kə'mɜ:ʃl/	n. 广告	The new TV commercial will air during the evening news.
<b>dice</b>	/daɪs/	v. 切成小块	The recipe asks you to dice the onions into small pieces.
<b>elaboration</b>	/ɪ,læbə'reɪʃn/	n. 精心制作	This plan is good, but it needs further elaboration on costs.
<b>intricate</b>	/'ɪntrɪkət/	adj. 错综复杂的	The watch has an intricate design with many tiny moving parts.
<b>submerge</b>	/səb'mɜ:dʒ/	v. 潜入水中	The submarine will submerge to avoid being seen on the surface.
<b>tingle</b>	/'tɪŋgl/	n. 刺痛	I felt a slight tingle of excitement when I got the job offer.
<b>synthesis</b>	/'sɪnθəsɪs/	n. 综合（体）	The new policy is a synthesis of ideas from both teams.
<b>blend</b>	/blend/	v. 融合	The logo uses colors that blend perfectly with the background.
<b>unrelated</b>	/ʌn'rɪ'lətɪd/	adj. 不相关的	These two business issues are completely unrelated to each other.
<b>corral</b>	/kə'rɔ:l/	v. 赶入围栏	The manager tried to corral the staff for an unscheduled meeting.
<b>measurable</b>	/'meʒərəbl/	adj. 显著的	The new training led to a measurable improvement in sales.
<b>digital marketing</b>	/'dɪdʒɪtl 'ma:kɪtɪŋ/	n. 数字营销	Digital marketing allows companies to reach a global audience.
<b>credibility</b>	/kredə'bɪləti/	n. 可信性；可靠性	Constant delays can damage the credibility of a supplier.
<b>endorsement</b>	/ɪn'dɔ:sment/	n. 宣传，代言	The brand's sales grew after the athlete's endorsement.
<b>market fit</b>	/'ma:kɪt fɪt/	n. 与目标市场需求的匹配程度	Startups must achieve market fit before they can scale up.
<b>precision target</b>	/prɪ'sɪʒn 'ta:gɪt/	v. 精确对准	Social media lets us precision target ads to young professionals.
<b>live-streamed</b>	/laɪv'stri:md/	adj. 直播的	The annual conference will be live-streamed on our website.
<b>hyped</b>	/haɪpt/	adj. 大肆宣传的；炒作的	The new smartphone was so hyped that many people pre-ordered it.