

Unit 2 Media 词汇闪卡

英文	音标	中文	简单例句
incumbent (adj.)	/ɪn'kʌmbənt/	占市场份额大的	The incumbent company holds 60% market share.
networking (n.)	/'netwɜ:kɪŋ/	建立人际关系网	Networking helps you find new job opportunities.
weaned ... off	/wi:n/	使……戒除	We are trying to wean children off screen time.
astonishing (adj.)	/ə'stɔnɪʃɪŋ/	令人惊讶的	The technological development is astonishing.
handful (n.)	/'hændfʊl/	少数	Only a handful of students passed the exam.
crush (v.)	/krʌʃ/	击败	The operation was designed to crush the uprising.
prompt (v.)	/prɒmpt/	促使	His poor performance will prompt a review.
reinvent (v.)	/,ri:ɪn'vent/	彻底改变；改造	The company decided to reinvent its brand.
bolt (v.)	/bəʊlt/	拴牢；绑定	The machine needs to be bolted to the floor.
digital giant	/'dʒaɪənt/	数码巨头	The government is investigating the digital giant.
snag (n.)	/snæg/	小挫折	The project hit a snag with delivery.
feed (n.)	/fi:d/	推送	I scrolled through my social media feed.
broker (n.)	/'brəʊkə(r)/	经纪人	Consult a broker before investing.
profitable (adj.)	/'prɒfɪtəbl/	可盈利的	The company became profitable last quarter.
monetize (v.)	/'mənɪtaɪz/	使货币化；赚钱	They are exploring ways to monetize users.
immature (adj.)	/,ɪmə'tjʊə(r)/	不成熟的	The new market is still immature.
toddler (n.)	/'tədlə(r)/	学步的儿童	My neighbor's toddler is learning to walk.
advertiser (n.)	/'ædvətaɪzə(r)/	广告商	The platform attracts more advertisers.
e-commerce (n.)	/i: kɒmɜ:s/	电子商务	Sales growth shows a shift to e-commerce.
inescapably (adv.)	/,ɪnɪ'skeɪpəblɪ/	逃不掉地	The truth is inescapably clear.
scroll (v.)	/skrəʊl/	滚动	Scroll down to find the link.
hamper (v.)	/'hæmpə(r)/	妨碍	Bad weather hampered the rescue.
swipe (v.)	/swaɪp/	滑动	Swipe left to see the next photo.
lengthy (adj.)	/'lenθi/	冗长的	He read a lengthy report.
marital (adj.)	/'mærɪtl/	婚姻的	They discussed finances and their marital relationship.
upshot (n.)	/'ʌpʃɒt/	结果	The upshot was we proceed with the merger.
personalize (v.)	/'pɜ:sənəlaɪz/	使……个人化	You can personalize your settings.
old-school (adj.)	/,əʊld 'sku:l/	古老的；传统的	He prefers old-school teaching methods.
specialize (v.)	/'speʃəlaɪz/	专门研究、从事	Our firm specializes in property law.
algorithm (n.)	/'ælgərɪðəm/	算法	The website uses an algorithm to recommend products.
tricky (adj.)	/'trɪki/	难对付、棘手的	Dealing with complaints is tricky.
across the board	/bɔ:d/	全面地	The company raised salaries across the board.
platform (n.)	/'plætfɔ:m/	平台	We need a reliable platform for our app.
mass collaboration	/kə,læbə'reɪʃn/	大规模协作	Wikipedia is an example of mass collaboration.
traffic (n.)	/træfɪk/	流量(网络数据)	High traffic can slow down the server.
suppliers (n.)	/sə'plærəz/	供应商	We rely on international suppliers.
coordination (n.)	/kəʊrdɪ'nейʃn/	协作	Project success requires team coordination.
productivity (n.)	/,prɒdʌkt'trɪvəti/	生产率	New technology boosts productivity.