

## Unit 2 Media 词汇闪卡

英文	音标	中文	简单例句
incumbent (adj.)	/ɪnˈkʌmbənt/	占市场份额大的	The incumbent telecom company holds over 60% of the market share.
networking (n.)	/ˈnetˌwɜːrkɪŋ/	建立人际关系网	Networking is crucial for finding new opportunities in the job market.
weaned ... off (v.)	/wiːnd ɔːf/	使……戒除	We are trying to wean the children off watching too much screen time.
astonishing (adj.)	/əˈstɔːnɪʃɪŋ/	令人惊讶的	The speed of technological development is truly astonishing.
handful (n.)	/ˈhændfʊl/	少数	Only a handful of students passed the extremely difficult exam.
crush (v.)	/krʌʃ/	击败	The military operation was designed to crush the uprising completely.
prompt (v.)	/prɔːmpt/	促使	His poor performance will likely prompt the company to review his role.
reinvent (v.)	/ˌriːɪnˈvent/	彻底改变; 改造	The company decided to reinvent its brand image to appeal to younger consumers.
bolt (v.)	/boʊlt/	拴牢; 绑定	The machine needs to be bolted to the floor for safety.
digital giant (n.)	/ˈdɪdʒɪtl ˈdʒaɪənt/	数码巨头	The government is investigating the market practices of the major digital giant.
snag (n.)	/snæg/	小问题; 小挫折	The project hit a small snag related to the delivery schedule.
feed (n.)	/fiːd/	推送 (如新闻推送)	I spent an hour scrolling through my social media feed this morning.
broker (n.)	/ˈbrɒkər/	经纪人; 经纪商	You should consult a financial broker before making large investments.
profitable (adj.)	/ˈprɒ:fɪtəbl/	可盈利的	After years of losses, the company finally became profitable last quarter.
monetize (v.)	/ˈmɒ:nətaɪz/	使货币化; 赚钱	They are exploring new ways to monetize their massive user base.
immature (adj.)	/ˌɪməˈtʃər/	未发育完全的; 不成熟的	The new market is still relatively immature and lacks regulation.
toddler (n.)	/ˈtɔːdlər/	学步的儿童	My neighbor's toddler is just learning how to walk.
advertiser (n.)	/ˈædvɜːtaɪzər/	广告客户; 广告商	The platform's ability to attract major advertisers is growing rapidly.
e-commerce (n.)	/ˌiːˈkɑːmərs/	电子商务	Online sales growth confirms the continued shift toward e-commerce.
inescapably (adv.)	/ˌɪnɪˈskeɪpəbli/	逃不掉地	The truth is inescapably clear once all the facts are reviewed.

scroll (v.)	/skroʊl/	( 在计算机屏幕上的文本中 ) 滚动	You have to scroll down to find the link at the bottom of the page.
hamper (v.)	/'hæmpər/	妨碍	Bad weather began to hamper the rescue efforts.
swipe (v.)	/swaɪp/	滑动	You need to swipe left on the screen to see the next photo.
lengthy (adj.)	/'lenθi/	冗长的	He had to read a lengthy report detailing all the company's expenditures.
marital (adj.)	/'mæɪtəl/	婚姻的	They discussed the impact of finances on their marital relationship.
upshot (n.)	/'ʌpʃɑ:t/	( 通常指出乎意料的 ) 结果	The upshot of the meeting was that we would proceed with the merger.
personalize (v.)	/'pɜ:rsənəlaɪz/	使……个人化	You can personalize your settings to better fit your preferences.
old-school (adj.)	/,oʊld 'sku:l/	古老的; 传统的	He prefers old-school methods of teaching, using chalk and a blackboard.
specialize (v.)	/'speʃəlaɪz/	专门研究 ( 或从事 )	Our firm specializes in intellectual property law.
algorithm (n.)	/'ælgərɪðəm/	算法	The website uses a complex algorithm to recommend products.
tricky (adj.)	/'trɪki/	难对付的; 棘手的	Dealing with customer complaints can be a tricky task.
across the board (phr.)	/ə,kro:s ðə 'bɔ:rd/	全面地, 包括所有方面地	The company announced salary increases across the board for all employees.
platform (n.)	/'plætfɔ:rm/	( 计算机或数字 ) 平台	We need to choose a reliable platform to host our application.
mass collaboration (n.)	/mæs kə,læbə'reɪʃn/	大规模协作	Wikipedia is a famous example of mass collaboration.
traffic (n.)	/'træfɪk/	流量 (网络数据)	High website traffic can sometimes slow down the server response time.
suppliers (n.)	/sə'plaɪərz/	供应商	We rely on several international suppliers for our raw materials.
coordination (n.)	/koʊˌɔ:rdɪ'neɪʃn/	协作	Successful project completion requires excellent team coordination.
productivity (n.)	/,prɒdʌk'tɪvəti/	生产率	New technology aims to boost worker productivity.