

## Unit 2 Media 词汇闪卡

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