

Monetize

To *monetize* is to make money. If you write a popular blog, figure out how to *monetize* it so you don't work for free. To *monetize* also means to establish a country's legal tender, as in to literally make money.

The fans are helping this new breed of Chinese internet star to *monetize* their popularity -- and to shake up the country's e-commerce industry in the process.

粉丝们也帮助这种新产生的中国网络明星用他们的流行来赚钱，同时也让国家的电子贸易工业产生很大的变化。

Glamorous

Movie stars look *glamorous* when they walk down the red carpet in their designer gowns. *Glamorous* means full of glamour, beauty, and excitement.

Some of the most successful are not especially *glamorous*.

Tirade

A *tirade* is a speech, usually consisting of a long string of violent, emotionally charged words.

Borrow and lose your roommate's clothes one too many times, and you can bet you'll be treated to a heated *tirade*.

Papi Jiang, a comedian, pokes fun at stardom and Chinese society in salty *tirades*.

Crimp

To crimp something means to restrict or reduce it.

After the Communist Party's anti-corruption campaign *crimped* sales of Jaeger-LeCoultre's *snazzy* timepieces among its traditional older clientele, the Swiss watchmaker hired Ms Jiang for a video ad targeting young urbanites, including her 27m fans on Sina Weibo, a Twitter-like microblog.

Snazzy

If your grandma comments on your *snazzy* outfit, she means that it looks fancy and trend. In other words, it's a compliment.

Garner

To *garner* means to gather or earn. If you want to run for office without belonging to a political party, you must *garner* enough signatures — usually a few thousand — to get onto the ballot.

The length of a dress might be decided by a survey of a wanghong's fans; its launch date might be based on the number of hits, shares or comments it *garners*, some of which can prompt last-minute design tweaks.

Verdict

A *verdict* is a decision made after a lot of considering, usually made by the jury in a courtroom. If you've finally decided that the test was unfair, that's your *verdict* and you should talk to the teacher about it.

This poses a new challenge for retailers, whose supply chains must respond ever more quickly to wanghong *verdicts*.

Marque

A name given to a product or service

By creating her own *marque*, Becky's Fantasy, she retains full control of the quality.

Risque

A *risque* performance, comment, joke, etc. is a little shocking, usually because it is about sex. Given the influence of wanghong, some of the more *risque* can run into trouble with the authorities.

Profane

Profane language is the kind that gets bleeped on TV. The word *profane* can also describe behavior that's deeply offensive because it shows a lack of respect, especially for someone's religious beliefs.

The *profane* Ms Jiang has been *reprimanded* by censors.

Reprimand

If you're *reprimanded*, someone in authority speaks to you in an angry way because you've done something wrong. Or you might *reprimand* your dog if he steals your hot dog.

Strain

The noun *strain* is a stretch, effort, or exertion. You can *strain* your ankle, or your little brother can *strain* your patience.

Many starlets expect to quit after a couple of years, *straining* incubators' business model.