Lesson 3 Vocabulary

Lesson Keywords

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| --- | --- | --- | --- | --- |
| 繁體中文 | 简体中文 | Pinyin | English | Notes |
| **多元化** | **多元化** | duōyuán huà | diversification | having a variety |
| **價格** | **价格** | jiàgé | price |  |
| **品質** | **品质** | pǐnzhí | quality |  |
| **倘如** | **倘如** | tǎng rú | if | (formal) |
| **意下如何** | **意下如何** | yì xià rúhé | what do you think? | (formal) |

Additional Lesson Vocabulary

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **推出** | **推出** | tuīchū | to launch | to launch (ex. a new product), to release (ex. a new film) |
| **款** | **款** | kuǎn | a type of | measure word for items or products as categorized by a common style, theme, or type |
| **新穎** | **新颖** | xīnyǐng | new, original, novel |  |
| **各式各樣** | **各式各样** | gè shì gè yàng | a variety; of all kinds |  |
| **無憂無慮** | **无忧无虑** | wú yōu wú lǜ | free of worries and anxieties |  |
| **偏高** | **偏高** | piān gāo | tend to be high; on the high side; higher than what is considered average |  |
| **物超所值** | **物超所值** | wù chāo suǒ zhí | describing an item or product that is of greater value than its price |  |
| **堅持** | **坚持** | jiānchí | to uphold in commitment; to persevere |  |
| **信念** | **信念** | xìnniàn | faith; belief |  |
| **優於** | **优于** | yōu yú | better quality than | used for comparison |
| **全天然** | **全天然** | quán tiānrán | all-natural |  |
| **真材實料** | **真材实料** | zhēn cái shí liào | the real thing | used to emphasize that the materials or ingredients used to make something are all real and of good quality, with no fake substitutions or cheaper alternatives |
| **無可挑剔** | **无可挑剔** | wú kě tiāotì | literally means that there are no faults that can be seen or picked; |  |
| **規模** | **规模** | guīmó | scale, scope |  |
| **資金** | **资金** | zījīn | funds, funding |  |
| **訂購** | **订购** | dìnggòu | to place an order (for goods) |  |
| **優惠** | **优惠** | yōuhuì | discount |  |

Supplemental Vocabulary for Promoting Food Products

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| --- | --- | --- | --- | --- |
| **可口** | **可口** | kěkǒu | tastes good; palatable; tasty |  |
| **美味可口** | **美味可口** | měiwèi kěkǒu | tasty and delicious |  |
| **無添加防腐劑** | **无添加防腐剂** | wú tiānjiā fángfǔ jì | no preservatives added |  |

Supplemental Vocabulary for Promoting Small Electronic Products

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| --- | --- | --- | --- | --- |
| **智能助理** | **智能助理** | zhìnéng zhùlǐ | virtual assistant |  |
| **操作簡單** | **操作简单** | cāozuò jiǎndān | easy to operate |  |
| **攜帶方便** | **携带方便** | xiédài fāngbiàn | convenient to bring along; portable  | ***xīdài fāngbiàn*** (Taiwan) |
| **不占空間** | **不占空间** | bú zhàn kōngjiān | does not take up space |  |
| **省電節能** | **省电节能** | shěng diàn jiénéng | saves electricity and energy |  |
| **省時省力** | **省时省力** | shěng shí shěnglì | saves time and effort |  |
| **無線** | **无线** | wúxiàn | wireless |  |
| **小巧玲瓏** | **小巧玲珑** | xiǎoqiǎolínglóng | small, detailed, exquisite, and well-made | has the connotation of being cute and small |
| **全新設計** | **全新设计** | quánxīn shèjì | brand new design |  |

Supplemental Vocabulary for Promoting Larger-Sized Electronic and Other Products

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| --- | --- | --- | --- | --- |
| **功能** | **功能** | gōngnéng | functions and features |  |
| **減碳抗暖化** | **减碳抗暖化** | jiǎn tàn kàng nuǎn huà | carbon reduction and reduce greenhouse effect |  |
| **環保** | **环保** | huánbǎo | environmental protection | short for ***環境保護/环境保护huánjìng bǎohù*** ; could also be used to describe someone or something being environmental or eco-friendly |
| **安全防護系統** | **安全防护系统** | ānquán fánghù xìtǒng | safety/protection features and system |  |
| **引擊** | **引擎** | yǐnqíng | engine |  |

Supplemental Vocabulary for Promoting Apparel or Fashion-Related Products

|  |  |  |  |  |
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| **引領潮流** | **引领潮流** | yǐnlǐng cháoliú | leading the current trends; being the trendsetter |  |
| **多種款式** | **多种款式** | duō zhǒng kuǎnshì | a variety of styles |  |
| **尺寸齊全** | **尺寸齐全** | chǐcùn qíquán | having all sizes available |  |
| **多層次穿搭** | **多层次穿搭** | duō céngcì chuān dā | layering; to wear an outfit that is composed of multiple layers |  |
| **容易搭配** | **容易搭配** | róngyì dāpèi | easy to match with other clothes when deciding on the components of an outfit |  |
| **保暖** | **保暖** | bǎonuǎn | insulated |  |
| **吸汗** | **吸汗** | xīhàn | absorbs sweat |  |
| **防水** | **防水** | fángshuǐ | waterproof |  |