



# attention-grabbing

**adj.** An **attention-grabbing** remark or activity is one that is intended to make people notice it. 引人注意的

- ...an attention-grabbing marketing campaign. ...一场引人注目的营销活动。
- Firstly, they feature a similar style of AD at the top, designed to be attention grabbing. 首先，他们在顶部放置了一个风格相似的广告，目的是抓住人们的目光。
- **striking; eye-catching**





# catchy

**adj. ( informal ) ( of music or the words of an advertisement 音  
乐或广告词 ) pleasing and easily remembered 悦耳易记的; 朗朗  
上口的**

- a catchy tune/slogan 容易上口的乐曲/口号
- The song's so catchy it makes you bounce around the living room or tap your feet. 这首歌很琅琅上口，它让你在客厅里跳跃或者用脚打拍子。



## exotic *adj.*

- ❖ from or in another country, especially a tropical one; seeming exciting and unusual because it is connected with foreign countries 来自异国（尤指热带国家）的；奇异的；异国情调的；异国风味的
- ❖ brightly-coloured exotic flowers/plants/birds 色彩鲜艳的异国花卉／植物／鸟儿
- ❖ She travels to all kinds of exotic locations all over the world. 她走遍了全世界所有具有奇异风情的地方。





# focus on

**v.p.** 集中于；聚焦于；密切关注

- He prefers to focus on the positive. 他更愿意关注积极面。
- What I'm going to do in this lecture is focus on something very specific. 我在这次讲座中将集中讲解非常具体的问题。
- 近义词组
- **be centred on; concentrate on; be absorbed in; be engrossed in**





# memorable *adj.*

- ~ (for sth) special, good or unusual and therefore worth remembering or easy to remember 值得纪念的; 难忘的
- **syn.** unforgettable
- a truly memorable occasion 非常难忘的时刻
- **memorize** *vt.* 记忆
- **memory** *n.* 记忆, 记忆力







# persuasive *adj.*

- able to persuade sb to do or believe sth 有说服力的；令人信服的
- persuasive arguments 令人信服的论点
- He can be very persuasive. 他有时很会说服人。
- persuade v. 说服，劝说；使某人相信



# state *vt.*

1. to formally write or say sth, especially in a careful and clear way

陈述；说明；声明

- He has already **stated** his intention to run for election. 他已声明打算参加竞选。
- He **stated** categorically that he knew nothing about the deal. 他明确表示他对协议的事一无所知。
- It was **stated** that standards at the hospital were dropping. 据称，那家医院的医疗水准在不断下降。



# state *vt.*

2. [ VN ] [ usually passive ] to fix or announce the details of sth, especially on a written document 规定；公布

- This is not one of their stated aims. 在他们宣布的目标里没有这一条。
- You must arrive at the time stated. 你必须在规定时间内到达。
- Do not exceed the stated dose (= of medicine) . 不要超过规定的剂量。

