

Word of the Day – Gimmick

Transcript

Hi everyone. This is Paul. Today's word of the day is **gimmick**. **Gimmick** is a noun and it's very used informally and it's always used negatively. Now the definition of **gimmick** is to mainly describe an undesirable idea or plan or feature. We use it all the time for advertisements and products. Remember that it's not a positive description of something. It's usually used by companies, businesses and salesmen to make an average product look better than it actually is. For example,

"The cell phone store was giving away free bicycles to anyone who bought a smartphone but everyone saw it as a gimmick."

Now you can also use **gimmick** as an adjective by adding "-y" at the end. For example,

"It was gimmicky of LG to make a pink television to sell to women."

Now the opposite of **gimmick**, is **genuine feature**. So this is a positive term. **Genuine feature** is a positive term. So you can say

"It was a genuine feature of LG to make a large flat television."

If you'd like more information or the full transcript, you can go to Pracitcus.co.kr. Thank you very much and take care.