

gimmick[ˈɡɪmɪk] *n разг.*

- хитроумный механизм, ловкое приспособление; «штучка»
- трюк, уловка; загвоздка

to find the gimmick - найти, в чём секрет

to pull a gimmick - сыграть шутку, выкинуть трюк; обмануть (*кого-л*)

this is his favourite gimmick - это его излюбленный трюк

it's just a sales gimmick - это просто уловка, чтобы привлечь покупателей

the new style buttons are just a gimmick, you can't even fasten them - пуговицы нового фасона - сплошной обман, они даже не застёгиваются

the comedian put on a Scots accent as a gimmick - комик, чтобы произвести впечатление, говорил с шотландским акцентом

gimmick

Oxford Advanced Learners Dictionary 8th Ed.

gim·mick [ˈɡɪmɪk ɡɪmɪks] *BrE* [ˈɡɪmɪk] ^m *NAmE* [ˈɡɪmɪk] ^m *noun* (often

disapproving)

an unusual trick or unnecessary device that is intended to attract attention or to persuade people to buy sth

- a **promotional/publicity/sales gimmick**
- We don't use gimmicks to sell our products.

Derived Word ↑gimmickyWord Origin:

1920s (originally US): of unknown origin but possibly an approximate anagram of magic, the original sense being 'a piece of magicians' apparatus'.

Example Bank:

- The promise of lower taxation may have been just an election gimmick to gain votes.
- a new gimmick to encourage people to go to the cinema

gimmick

Longman DOCE 5th Ed. (En-En)

gim·mick /ˈɡɪmɪk/ *BrE* ^m *AmE* ^m *noun* [countable] *informal*a trick or something unusual that you do to make people notice someone or something – used to show disapproval ⇒ **stunt**

advertising gimmicks

—gimmicky *adjective*—gimmickry *noun* [uncountable]**gimmick**

Freakuency Pack

12500 **9409**^{MCW}15000 **7851**^{COCA}RANGE: **7k GIMMICK** 1222

gimmick 693

gimmicks 405

gimmicky 124

COCA 500k Unlemmatized

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