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How 'Subtle Asian Traits' became a global hit

这个“微妙的亚裔特质”小组如何红遍全球

Powered by global immigration and the borderless procrastination magnet of social media, one Facebook group has become a gathering place for laughs and reflection on the complicated experience of first generation Asian immigrants who have grown up reconciling the expectations of their heritage and the identity of the country they call home.

在全球移民的大背景和社交媒体这个不务正业的无国界磁石的吸引下，一个脸书小组已经成为第一代亚裔移民的欢笑聚集地，在这里，大家分享着对第一代移民复杂经历的思考——他们从小既要满足族裔传承的期待，又要在自己视为祖国的土地上寻找身份认同。

“We’ve been brought up in the in-between,” said Angela Kang, the co-founder of a Facebook group called “Subtle Asian Traits.” And in the group that background is the norm.

“我们一直在中间地带成长，”安吉拉·康说道，她是脸书上一个名为“微妙的亚裔特质”小组的联

合创始人，而在这个小组里，这种身份背景是常态。

Everyday friends tag each other in memes featuring Drake, Pikachu and Expanding Brains that weigh in on a wide range of experiences, from the taste of a childhood favorite food to adopting a Western name solely for baristas.

每天，朋友们都会用“德雷克”、“皮卡丘”和“开脑洞”这些迷因互圈对方，并发表他们对各种经历的看法，从儿时喜欢的食物的味道，到给自己取一个去咖啡馆时专用的西式名字等等。

These memes – witty, visual and catered to the audience – have powered the group’s explosive growth by allowing self-reflection. The endless stream of memes in the group provides relief – it’s a chance to belong for once without having to try.

这些诙谐、直观、迎合受众的迷因通过鼓励组员们关注自身从而推动小组人数呈爆炸性增长。群组内层出不穷的迷因提供了一种释放和解脱，这是一个难得的无需努力就能获得归属感的机会。

As memes and jokes flowed, the follower count soared. Now, it’s edging close to 1 million followers, spawning spinoffs, and catapulting the conversation to the United States, Canada, and even the Netherlands.

随着迷因和笑话的流传，小组的粉丝数量也飙升了。现在，该小组已有接近 100 万的关注者，还衍生出了很多新的小组，并将组内的对话模式推广到了美国、加拿大，甚至荷兰。

The group has also weathered accusations that it reinforces self-hating stereotypes or being racist toward white people. Tan Falconer, the founder of another Facebook group popular among Asian-Australians, said that while the group’s jokes are empowering, “it’s empowering Asians in not a really good way because it’s belittling other races.”

该小组也受到了一些指责，指责包括加强了亚裔自我憎恨的刻板印象和针对白人群体的种族主义态度。坦·法尔科纳创建了另一个广受亚裔澳大利亚人欢迎的脸书小组，他表示，尽管该小组的笑话能增强亚裔后代的自信，“但它增强亚裔信心的方式不是很好，因为它在贬低其他种族。”

-----文章来源 / 纽约时报

重点词汇

procrastination/prɒˌkræstɪˈneɪʃn/

n. 拖延

magnet/ˈmæɡnət/

n. 磁铁；有吸引力的人或物

reconcile/'rekənsaɪl/

v. 调和，协调；使和解

- to reconcile one's ideal with reality
- They were finally reconciled with each other, after not speaking for nearly five years.

in-between/ɪn,bɪ'twiːn/

n. 介于两者间的人或物 (adj. in-between)

- in some in-between state

meme/miːm/

n. 迷因

weigh in on

参与（讨论等），对...发表意见

- to weigh in on political issues

barista/bə'riːstə/

n. 咖啡师

witty/'wɪti/

adj. 妙趣横生的，诙谐的

cater to

满足，迎合某群人的需要

- Korean TV dramas cater to girls' fantasies.

edge/edʒ/

v. （使）徐徐移动，渐渐移动

spawn/spɔːn/

v. 产生，引发

spinoff/'spɪn ɔːf/

n. 副产品，派生产品

catapult/'kætəpʌlt/

v. 把...弹（射）出去

weather/'weðər/

v. 经受住，渡过（难关等）

- The company just managed to weather the recession.

stereotype/'steriətaɪp/

n. 模式化的思考，刻板印象

empower/ɪm'paʊər/

v. 给予...力量，使有能力（实现）

belittle/bɪ'ɪtl/

v. 轻视，贬低