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#英语/流利阅读

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## UK advertising watchdog to crack down on sexist stereotypes

英国广告监管机构将打击带性别歧视的刻板印象

Adverts showing a woman struggling to park a car or a man refusing to do housework while his wife cooks dinner will be banned from next year as part of an industry-wide crackdown on sexist stereotypes.

明年，描绘女性不会停车，或者男性在妻子做晚饭时拒绝做家务的广告将被取缔。这一举措是全行业范围内打击性别刻板印象行动的一部分。

Under the new rules, British companies will no longer be able to create promotions that depict men and women engaged in gender-stereotypical activities, amid fears that such depictions are contributing to pay inequality and causing psychological harm.

根据新的规定，若男女参与的活动带有性别刻板印象，英国公司将不能制作描述该内容的广告。（广告监管机构）担心这种描述会在一定程度上导致男女薪酬不平等的恶化，并造成心理伤害。

The Advertising Standards Authority (ASA) will enforce the new code from June 2019. Members of the public will be able to report adverts to the regulator if they feel they breach the code.

英国广告标准仲裁会（ASA）将会从 2019 年 6 月开始执行这一新规范。如果公众认为广告违反了此规范，他们可以向监管机构举报这些违规广告。

The ASA's Ella Smillie, who helped to devise the new rules, said: "We don't see ourselves as social engineers, we're reflecting the changing standards in society. Changing ad regulation isn't going to end gender inequality but we know advertising can reinforce harmful gender stereotypes, which can limit people's choices or potential in life."

协助制定新规定的 ASA 成员艾拉·斯麦丽说道：“我们不认为自己是‘社会工程师’。我们只是在反映社会中不断变化的行为标准。改变广告法规并不会终止男女不平等，但我们知道广告会强化有害的性别刻板印象，而这些刻板印象会限制人们在生活中的选择和潜能。”

She highlighted the real-world harm that resulted from gender inequality, such as the gender pay gap and the low rates of women seeking careers in science.

她强调了男女不平等造成的具体危害，比如男女之间的收入差距，以及选择科学事业的女性比例之低。

The new rules were developed following a consultation process partly prompted by the outcry over adverts in 2015 for the slimming product Protein World, which promised to make women "beach body ready".

新规定是经过磋商后制定的。而 2015 年，公众对“蛋白质世界”（一种瘦身产品）广告的强烈抗议在一定程度上推进了这个磋商的过程。这个产品号称能让女性“准备好去沙滩的身材”。

The rules will cover adverts in newspapers, magazines, on television, in cinema, on leaflets and on the Internet. They will apply to paid-for promoted posts by celebrities on services such as Instagram, providing the advertiser paying the social media influencer had final approval over the post.

此规定覆盖的范围包括报纸、杂志、电视、影院、传单以及网络宣传中的广告。条例还将适用于商家赞助的名人推广帖子，比如发布在 Instagram 这种网络服务平台上的内容。规定适用的前提是，帖子内容是需要向这些社交媒体意见领袖付宣传费的商家进行最后审批的。

——文章来源 / 卫报

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重点词汇

**crack down**

严厉打击，镇压 (crackdown n.)

**sexist**/'seksɪst/

adj. 有性别歧视的 (sexist n.; sexism n.)

- Trump is a sexist. (n.)

**stereotype**/'steriətaɪp/

n. 刻板印象, 模式化观念

- cultural / gender / racial stereotypes

**advert**/'ædvɜːrt/

n. 广告 (advertise, v.)

- = advertisement

**industry-wide**/'ɪndəstriwaɪd/

adj. 全行业范围内

- worldwide
- nationwide

**depict**/dɪ'pɪkt/

v. 描绘，描画

- = show

**amid**/ə'mɪd/

prep. 在...中间；在...气氛中，在...背景下

- amid the trees
- amid rumors

**code**/koʊd/

n. 法规，行为准则

- code of practice

**breach**/bri:tʃ/

v. 违反，违背

- The company accused him of breaching his contract.

**devise**/dɪ'vaɪz/

v. 设计，想出

- devise a method/system

**reinforce** /ˌriːɪnˈfɔːrs/

v. 加强，充实，使更强烈

- Some adverts reinforce the idea that women should be pretty and dumb.

**real-world** /ˈriːəl wɜːrld/

adj. 存在于现实世界的，真实的

**consultation** /ˌkɒnsəlˈteɪʃn/

n. 商讨，磋商 (consult v.)

- The App was developed in consultation with programmers.

**prompt** /prɒmpt/

v. 促使，导致

- prompt sb. to do sth.

**outcry** /ˈaʊtkraɪ/

n. 怒吼，强烈的抗议

- an outcry at / against sth

**influencer** /ˈɪnfluənsər/

n. 有影响力的人，意见领袖