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UK's nightclubs suffer as young people seek less hedonistic pursuits

因年轻人减少享乐主义追求，英国夜店生意惨淡

as: 引导原因状语

hedonistic /ˌhɪd'nɪstɪk/ : adj. 享乐主义的

- hedonism: n. 享乐主义

An estimated £200m has been **wiped off** the value of the UK nightclub scene in the past five years as **partygoers desert** the dancefloor in search of new pleasures.

据估计，在过去五年里，英国夜店的市值蒸发了 2 亿英镑。因为夜店常客们抛弃了舞池，去寻找新的乐趣。

£200m: 200 million pounds, 2亿英镑

wipe off: 擦掉；除去

- She wiped off the dust.

- Billions of pounds were wiped off share prices.

value: 特指市值, scene: 特指市场表现

partygoer /'pɑ:rti gouər/: n. 社交聚会常客

desert /dɪ'zɜ:t/: v. 抛弃; 离开

- to desert a friend in need

- to desert a city

A new breed of nightlife is taking their place, with food, games and even exercise **trumping** the hedonism of dancing to DJ mixes. Adam Breeden, an **entrepreneur** who has **developed concepts** based on **darts**, ping pong, golf and, next year, **bingo**, said the **willingness** of people to choose games for a night out, rather than **supposedly** cooler dance music, showed that the young generation had the confidence to pursue what it really wants.

取而代之的是一种新的夜生活，美食、游戏甚至是锻炼也打败了在夜店里跟着 DJ 混音跳舞的享乐主义。企业家亚当·布里登提出了一种基于飞镖、乒乓球、高尔夫以及（明年将出现的）宾果游戏的新娱乐概念。他说，人们愿意选择晚上出去玩游戏，而不是似乎更酷的蹦迪嗨乐，这表明年轻一代有信心追求自己真正想要的东西。

breed /bri:d/: n. 品种，类型

- a different breed of politician

- a rare breed of pig

take place: 替代

trump /trʌmp/: v. 打牌时出王牌; 胜过

- The company has trumped their main competitor by raising its offer.

entrepreneur /,ɛntrəprə'nɜ:r/: n. 企业家，创业者

develop concepts: 提出理念

darts/dɑ:rts/: n. 飞镖游戏; 某人向飞镖一样冲向某处

- She made a dart for the door. 她像飞镖一样冲向门口

bingo /'bɪŋɡoʊ/: n. 宾果游戏（一种赌博游戏）

willingness: n. 乐意，情愿做某事

- willingness of sb. to do 某人做某事的意愿

night out: 夜晚活动

- We are having the girls night out. 我们晚上和女孩们在外玩。

supposedly: adv. 据认为的

Meanwhile, festivals, dating websites and social networking have **undermined** one of

clubbing's unique selling points: a chance to find romance.

与此同时，音乐节、约会网站和社交网络已经渐渐削弱了泡夜店的独特卖点之一——提供了一个艳遇的机会。

undermine /ˌʌndər'maɪn/: v. 逐渐削弱（信心、权威等）；使逐步减少效力

- mine n. 矿，undermine，在下面采矿就是削弱

- undermine sb.'s confidence / authority

unique selling points: 独特卖点

The figures are **stark**: 11% of adults went to nightclubs at least once a month in the year to September, down from 15% two years earlier, according to Mintel, a market research company. It estimates there has been a 17% drop in the value of the clubbing market since 2013.

数字是残酷的。市场研究公司英敏特的数据表明，截至 2018 年 9 月前，11% 的成年人每月至少去一次夜店，这一数字和两年前的 15% 相比有所下降。该公司估算，从 2013 年开始，夜店市场的价值已经下跌了 17%。

stark /stɑːrk/: adj. 严酷的；（区别）鲜明的

- My students now face the stark reality of exams.

The founder of Warehouse Project in Manchester, Sacha Lord said: "The 18- to 23-year-olds that are coming through now are into what they're wearing, how they look, what they eat, and that's down to the **explosion** of social media. Instagram is all about everybody wants the perfect look, everybody wants to be seen at the right places. **Whereas** a few years ago, when the kids were all out binge drinking. Nobody wants that any more now—everybody wants to **portray** this amazing, perfect life."

曼彻斯特的连锁夜店“仓库项目”的创始人萨查·罗德说道：“现在正活跃的 18 到 23 岁人群非常在意他们的着装、外表和饮食，而这种现象来源于社交媒体的爆炸式发展。Instagram 里的每个人都想要最完美的外表，都想要出没在最火的地方。但是几年前，年轻人们全在夜店里纵酒狂欢。现在没人想要这么干了——每个人都想营造一种感觉，那就是自己正在过一种很棒的、完美的生活。”

coming through: （不常用的用法）表现出某种感觉或特质；处于活跃时期

be down to: 原因是

explosion /ɪk'spləʊʒn/: n. 爆炸；突增，猛增（explode v.）

A is all about B: B充满了A

Whereas: 然而，但是。相当于while

be out: 出去玩

binge /bɪndʒ/: n. 狂欢作乐，大吃大喝

- to go on a binge

- binge eating

portray /pɔːr'treɪ/: v. 描绘，描画

原文：

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