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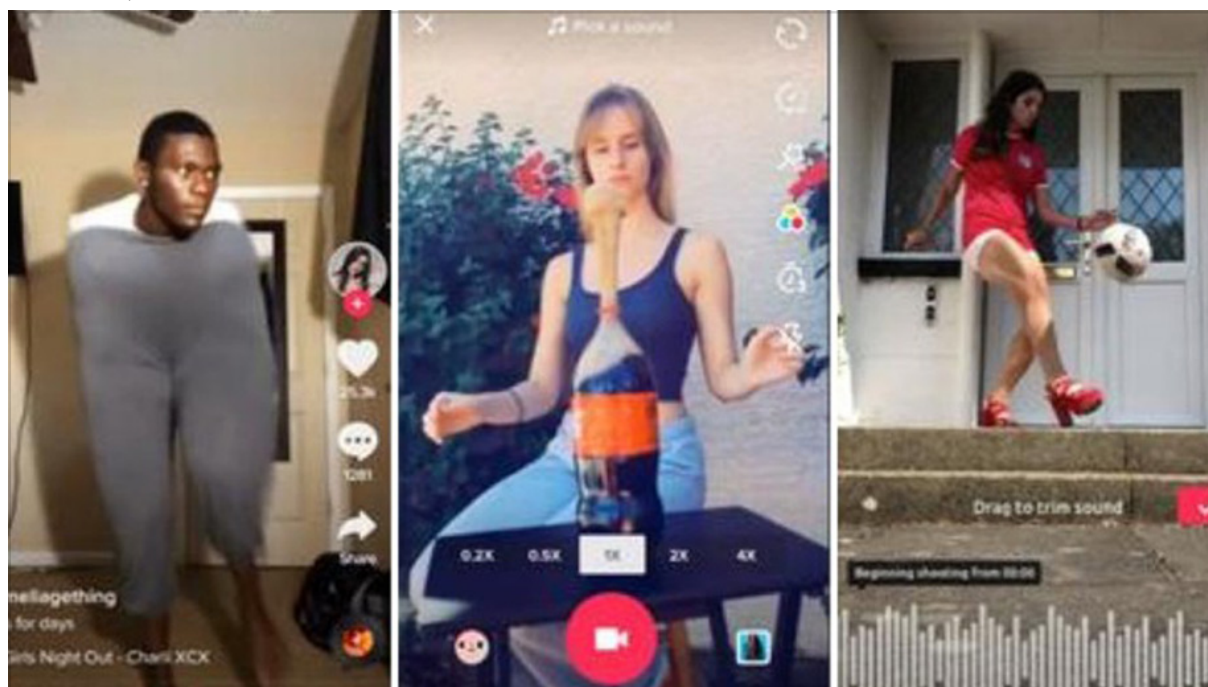
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TikTok is cringey and that's fine (Part 1)

抖音很尬，但没关系（上）



Over the past several months, TikTok videos have begun to go viral beyond the platform, racking up millions of views on Twitter and Instagram. They're easy to identify once you've seen a couple: 15-to-60-second-long clips set to music; often featuring someone lip-synching, dancing, or doing a trick. And the edits are fast: Watching too many in a row can feel like you're about to have a brain freeze. They're incredibly addictive.

在过去的几个月里，抖音视频在它自身的平台之外开始了病毒式的传播，并在推特和 Instagram 上累计收获了数百万的播放量。在看过几个抖音视频之后，你就能轻松辨别它们了——这些视频是时长在 15 到 60 秒钟之间，带有背景音乐的片段，以某人对口型、跳舞或表演戏法为特征。这些经过快节奏剪辑的视频很短，一连看太多个这样的短视频会让你觉得快要脑壳痛了。它们太让人上瘾了。

The category most people on the broader internet use to describe TikTok is "cringe": It's so painful and embarrassing that a viewer can't help but laugh. There are endless TikTok cringe compilations on YouTube, many with millions of views. Earlier this month, a thread

of “cringey” TikTok videos went viral on Twitter. In one video, a man wearing a Walmart vest dances emphatically to Rihanna’s “S&M” in front of a Confederate flag in his bedroom.

大多数作为非抖音用户的网友会用“尴尬”这个分类来描述抖音：抖音实在是太让人难堪、尴尬了，使得看到的人忍俊不禁。YouTube 上有无数的抖音尴尬合集，其中有很多都有上百万的播放量。本月初，一连串“尴尬”抖音视频在推特上走红。其中一个视频里，一名穿着沃尔玛背心的男子在卧室里的美利坚邦联旗前，随着蕾哈娜的 S&M 劲舞。

Because the app merged with **Musical.ly**, which most people associated with children, there’s a prevailing notion that adults who make content on TikTok are creepy and weird.

“To be a grown adult doing a cute karaoke video on an app and trying to make it go viral is odd behavior,” said a popular Instagram memer, Jack Wagner.

因为该 APP 已和 **Musical.ly**——一款大多数人与孩子联系在一起的 APP 合并，有一种流行的说法是，在抖音上制作内容的成年人是诡异、古怪的。“作为一个成熟的大人，在 APP 上制作卖萌的卡拉OK视频并试图让视频走红是个奇怪的行为。”Instagram 上知名的迷因制作人杰克·瓦格纳说道。

But most adults using the app aren’t trying to go viral: They’re making TikTok videos because it’s fun. In a world where everyone’s content inevitably begins to look the same, TikTok videos feel bizarre and new. It’s an app full of people posting strange content to the internet with zero self-awareness or shame. That’s easy to mock, but it’s also what may lead to TikTok’s success.

但是，大多数使用这个 APP 的成年人并没有想要走红——他们制作抖音视频是出于好玩。在一个所有人的内容都难免开始变得雷同的世界里，抖音视频让人感觉奇特又新鲜。这个 APP 充斥着在互联网上发布奇特内容的人，而这些人毫无自知之明和羞耻之心。虽然这一点容易被人嘲笑，但它可能也是抖音成功的原因。

重点词汇

go viral

- 像病毒一样传播，病毒式传播

rack up

- 累计，累积
- In ten years of boxing he racked up a record 176 wins.

lip-synch/'lɪp sɪŋk/

- v. 假唱，对口型

brain freeze/'breɪn friːz/

- n. 头痛；突然意识模糊

cringe/krɪndʒ/

- v. 感到难堪、难为情 (cringey adj.)
- I cringed at the sight of my mom dancing.

compilation/'kɒmpɪˈleɪʃn/

- n. 汇编，辑，集 (compile v.)
- compilation albums

a thread of

- 一系列
- a thread of discussion on Twitter

vest/vest/

- n. 背心
- a cotton vest
- a bullet-proof vest

emphatically/ɪm'fætɪkli/

- adv. 有力地，强调地 (emphatic adj., emphasis n.)
- The proposal to work 6 days a week was emphatically defeated.

Confederate/kən'fedərət /

- adj. 美利坚邦联的 (Confederation n.)

merge/mɜːrdʒ/

- v. 合并 (merger n.)
- merge into something
- The villages expanded and merged into one large town.

prevailing/prɪ'veɪlɪŋ/

- adj. 流行的，普遍的 (prevail v.)
- The prevailing mood is optimism.

notion/'noʊʃn/

- n. 观念，看法
- notion of something
- I only had a vague notion of what might happen.

creepy/'kriːpi/

- adj. 怪异的，让人起鸡皮疙瘩的 (creep v.)
- a creepy smile

memer/mi:mər/

- n. 制作迷因的人 (meme n.)

bizarre/bɪ'zɑ:r/

- adj. 怪诞的，异乎寻常的
- =weird
- a bizarre story
- A bizarre thought leapt into his mind.

self-awareness/ˌself ə'wɜ:nəs/

- n. 自知，自我意识 (self-aware adj.)

mock/mɔ:k/

- v. 嘲笑；模仿