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TikTok is cringey and that's fine (Part 2)

抖音很尬，但没关系（下）



For any platform to become mainstream it must first become less cool. It must reach the confused parents, the people who don't quite know when the camera is recording, or the ones who get a little too personal. And while the internet is hating or making rude edits, TikTok is saturated with locals having a great time.

任何一个平台要成为主流，首先得变得不那么酷。它需要触及这些受众：不明所以的家长们，那些都不知手机何时开始录像的人，或者那些过于展现隐私的人。而在抖音上，不管网民们对于那些恶意剪辑是深恶痛绝还是乐在其中，它俨然已充斥着乐此不疲的当地用户。

To succeed, a platform also needs to welcome niche communities. TikTok is home to groups of contortionists, furies, cosplayers, fitness gurus, new parents, nurses, cops and more. Some of the most popular TikTok cringe compilations and Twitter threads mock these people, but users in these communities say it's the internet bullies who don't get it. "If you're abnormal in any way, kids will come on and make fun of you. LGBT, disabled, or anyone in a fandom that's anything outside of the norm will get harassed," said Natalia

Mitchell, a college student who identifies as a furry.

为了取得成功，平台还需要拥抱小众圈子。抖音对于这些群体来说是个归属的港湾：柔术表演者、兽迷、cosplay 扮装者、健身大师、新晋父母、护士、警察等等。一些最火的抖音尴尬合集和推特话题嘲弄模仿他们，但这些小众圈子里的人会说，是这些网络霸凌者不懂他们。一位自称为兽迷的大学生纳塔莉娅·米切尔说：“只要你在任何方面有不寻常，孩子们就会上前取笑你。包括 LGBT、残疾人、或者痴迷任何非主流事物的粉丝，都会被骚扰。”

And besides, TikTok stars may get the final laugh. As viral cringe compilations continue to spread, more people are becoming aware of the app and downloading it, and many do love what they find.

而真正笑到最后的可能是抖音网红们。随着洗脑尴尬视频持续蔓延，更多的人开始意识到这款应用的存在并下载，也有很多人确实喜欢他们所发现的东西。

“TikTok is not merely an app, it’s an experience. It’s an avenue to a different world,” Hardik Rajgor, a writer in India, recently explained in a piece defending the app. “It’s not populated only by your friends, people like you, or those belonging to the same economic, social, and cultural environment as you ... On TikTok, there’s place for everyone, and that is its beauty.”

印度作家哈迪克·拉戈尔最近在一篇为抖音正名的报道中对此进行了解释：“抖音不仅仅是一款应用，它是一种体验。这是条通向一个不同世界的大道。它里面不仅有你的朋友，与你相似的人，或是那些与你来自相同的经济、社会和文化环境的人……在抖音上，每个人都有自己的席之地，这就是它的美丽之处。”

重点词汇

mainstream/'meɪnstri:m/

- adj. 主流的
- mainstream education

saturate/'sætʃəreɪt/

- v. 使充满；使饱和
- Our life is saturated with advertising.

niche community

- 拥有共同兴趣爱好的小团体
- He has made a niche for himself.

contortionist/kən'tɔ:ɪʃənɪst/

- n. 柔术表演者 (contort v.; contortion n.)

furry/'fɜ:ri/

- n. 兽迷

guru/'gʊru:/

- n. (精通某一领域并给出专业建议的) 专家，大师

- a lifestyle guru
- a management guru

bully/'bʊli/

- n. 霸凌者，恃强凌弱者
- You're just a big bully! (n.) Stop bullying me! (v.)

abnormal/æb'nɔ:rm/

- adj. 反常的；异常的
- abnormal behaviour
- abnormal weather

fandom/'fændəm/

- n. 狂热喜爱，痴迷状态；粉丝群
- furry fandom
- Harry Potter has a really strong fandom.

norm/nɔ:rm/

- n. 行为准则；规范
- social norms

harass/hə'ræs/

- v. 骚扰；使烦恼，打扰
- sexual harassment (n.)

get the final laugh

- 笑到最后
- =have the last laugh

populate/'pɔ:pjuleɪt/

- v. 构成...的人口
- Our programme is populated mainly by students.