音乐正变得更快吗？ Is music getting faster?

Hello. Welcome to 6 Minute English, I'm Neil.

大家好。欢迎来到六分钟英语，我是内尔。

And hello, I'm Rob.

大家好，我是罗伯。

Today we're discussing music and the idea that songs are becoming faster.

今天我们要讨论音乐，以及音乐正变得越来越快这一想法。

What music do you like, Rob?

你喜欢什么音乐，罗伯?

Oh, me? I like rock music.

哦，我吗? 我喜欢摇滚乐。

It has good vocals and it's loud!

它的歌唱部分很好听，而且很吵闹!

How about you, Neil?

你呢，内尔?

Well, I like anything and I prefer streaming my music actually.

嗯，我什么都喜欢，不过事实上我更喜欢用流媒体听音乐。

No old-fashioned CDs to buy and load up-it's easier to play and you can play it anywhere!

不是老式地买CD然后上传——它的播放方式更简单，而你可以在任何地方播放。

And streaming is where you listen or watch music or videos directly from the internet as a continuous stream.

使用流媒体指的是你直接从互联网上连续不断地收听或收看音乐或视频。

Did you know that some people believe that streaming music online is actually changing the songs people write?

你知道有些人认为在线的流媒体音乐事实上正在改变人们写的歌吗?

And it might be leading to songs getting faster.

而且它有可能正让歌曲变得更快。

Well, that's what we're discussing today.

嗯，这就是我们今天要讨论的话题。

Let's hope it doesn't happen to this programme, otherwise we might become Three Minute English!

希望这样的是不会发生在这个节目身上，否则我们可能就要变成三分钟英语了!

But before it does, let's get on with our question for everyone to answer.

不过在这之前，我们来看看献给各位来回答的题目吧。

In 2017 Luis Fonsi's summer hit Despacito officially became the most streamed song of all time.

2017年路易斯·冯西的夏季热单《Despacito》被官方认证为是有史以来流媒体播放量最高的歌曲。

Do you know approximately, how many times it was streamed?

你知道它大约被流媒体播放了多少次吗?

Was it: a) 1.6 billion times, b) 3.6 billion times, or c) 4.6 billion times?

是 A. 16亿次，B.36亿次，还是 C. 46亿次呢?

I know the song was popular but 4.6 billion sounds too big-so I'll go for a) 1.6 billion.

我知道这首歌很受欢迎，但是46亿次太多了，所以我要选 A. 16亿次。

OK. Well, we'll find out later in the programme.

好的，我们会在稍后的节目中揭晓答案。

Now back to our discussion about how music producers are adapting their songs for modern technology.

现在我们回到刚才的话题——音乐制作人正如何调整他们的歌曲以适应现代科技的发展。

Researchers have found long instrumental introductions to pop songs have become almost extinct.

研究者们发现流行歌曲开头部分漫长的乐器前奏已经几近绝迹了。

Of course the aim of many pop songs is to be enjoyed by many, to be popular, but they also need to be a commercial success-they need to make money.

当然许多流行歌曲的目的是为了让许多人喜欢，变得流行，但是它们也需要成为一个商业成功案例——它们需要赚钱。

Brendan Williams, a music producer and professor of music technology can explain what he thinks influences the songs.

布兰登·威廉姆斯是一名音乐制作人兼音乐技术教授，他可以解释他认为是什么影响了这些歌曲。

Here he is speaking on BBC Radio 4's You and Yours programme.

以下是他在BBC电台4频道的《You and Yours》节目中的发言。

I think that, you know, one of the things that's driving this, there are a number of things.

我认为，你知道的，正在驱使这件事情发生的东西之一，有很多原因。

They're all radio, they're all singles designed for radio playlists.

它们都在电台播放，它们都是为电台歌单设计的单曲。

Radio playlists are extremely important factors in judging the success of a track and obviously do feed into the kind of commercial success of a track.

电台歌单是评判一首歌成功的极其重要的因素，并且可以说确实会推动一首歌成为一个商业成功案例。

So, he mentions that radio playlists are important factors.

所以他提到了电台歌单是非常重要的因素。

A playlist is a list of songs that a radio station plans to play.

歌单指的是单台计划播放的歌曲列表。

And he says that radio playlists affect the commercial success of a song.

而他说电台歌单会影响一首歌的商业成功。

By the way, he called a song a track-that's a recorded piece of music.

顺便一提，他把歌叫做音轨——这个指的是一首录制的歌曲。

And notice how he used the word driving which means having a strong influence.

请注意他是如何使用驱使这个词的，这里指的是有非常强烈的影响。

So getting a song played on the radio is important and it has to be made in a way that will suit the radio station's playlist.

所以让一首歌曲在电台播放很重要，而它必须被以一种适合电台歌单的方式来制作。

Now, we know there are thousands of songs out there to listen to, and plenty of ways to listen to them, so how can record companies get someone to listen to their particular song?

我们知道有数以千计的歌曲等着我们去听，并且听歌的方式也有很多种，所以唱片公司要如何让某些人去听它们的某一首歌呢？

Well, have a listen to Brendan Williams again to see what he thinks.

好的，我们再来听听布兰登·威廉姆斯的话，看看他是怎么想的。

But then there's the influence of streaming services like Spotify, where if a track isn't played for at least 30 seconds then it doesn't register a play and Spotify... - And if we don't hear the vocals then we might not carry on listening.

不过还有流媒体服务商的影响，例如Spotify，在这个平台上如果某一首歌没有至少被播放30秒，那么它就不能被登记为一次播放，那么Spotify......- 如果我们没有听到歌唱的部分，那么我们可能就不会继续听。

Is that the theory? - Absolutely, yeah, yeah.

是这个道理吗？没错，是的，是的。

That's the theory, it's to get through... I guess to get into the meat of the song to hear the lyrical content and get through to that first chorus.

就是这个道理，它为了度过......我想是为了进入歌曲的主要内容听到歌词部分，然后进入第一段副歌。

Well, it seems songs no longer have an 'intro'-the instrumental piece of music that's played before the singing begins.

嗯，似乎歌曲不会再有"引子"——在唱歌之前用乐器演奏的音乐。

In the old days, radio DJs-disc jockeys who played the records-loved to talk over that bit!

在过去，电台DJ们——播放歌曲的音乐节目主持人——喜欢把那一段说过去！

Now we need to get to the lyrical content-that's the lyrics or the words of the song-as soon as possible.

现在我们需要尽快到达歌词内容——及一首歌的歌词部分。

So, the theory, or idea, is to present listeners with vocals and a chorus more quickly, as it will make them want to continue listening!

所以道理就是为了更快地向听众呈现歌唱部分和一段副歌，因为这会让他们想继续听。

That's because if a song isn't streamed for more than 30 seconds, it doesn't register a play-it doesn't get measured or recorded as a play-so it doesn't make money.

这是因为如果一首歌没有被流媒体播放超过30秒，它就不能被登记为一次播放——它不会被计算或记录为一次播放——所以它就赚不了钱。

So a song needs to hook the listener in quickly-in other words, it needs to attract their attention and be easy to remember-another word for this is catchy.

所以一首歌需要快速地让听众着迷——换句话说，它需要吸引他们的注意力，并且容易记住——表达这一意思的另一个词是抓耳的。

Do you have any favourite catchy songs, Rob?

你有什么很喜欢的动听好记的歌吗，罗伯？

Oh, I do, I do.

哦，我有，我有。

It's got to be Happy by Pharrell Williams. A very catchy song.

那必须得是法瑞尔·威廉姆斯的《Happy》。一首非常动听好记的歌。

Well, something that is always catchy in this programme is our quiz question.

嗯，我们节目中总是很吸引人的部分就是我们的小问答题。

Earlier I mentioned that in 2017, Luis Fonsi's summer hit Despacito officially became the most-streamed song of all time.

之前我提到在2017年，路易斯·冯西的夏季热单《Despacito》被官方认证为有史以来被流媒体播放次数最多的歌曲。

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And I went for a staggering 1.6 billion times.

我选的是令人咋舌的16亿次。

Well, it's not staggering enough, Rob.

嗯，这个答案还不够令人咋舌，罗伯。

It was actually streamed 4.6 billion times.

事实上它被流媒体播放了46亿次。

Amazing. That's a number that we can only dream of for this programme-or is it?!

真棒。这个数字对于我们节目来说只能是个梦想——是吗？！

Well, Neil, shall we download to our memory, some of the vocabulary we've learnt today?

好了，内尔，我们是不是该往我们的记忆力下载一些我们今天学到的单词了？

Streaming describes the activity of listening to or watching music, radio or videos directly from the Internet as a continuous stream.

使用流媒体描述的是直接从互联网上连续不断地收听或观看歌曲，电台或视频的行为。

Something that is a commercial success is popular and makes lots of money-like a new computer game or pop song.

商业成功案例指的是很流行并且赚了很多钱的东西——例如一个新的电脑游戏或流行歌曲。

A good pop song, Rob, not something annoying like Gangnam Style.

得是一首优秀的流行歌曲，罗伯，不能是像《江南Style》这样让人讨厌的东西。

Well, that was a huge commercial success because it was catchy-a word that describes something that attracts attention and is easy to remember.

嗯，这首歌可是一个巨大的商业成功案例，因为它很抓耳——这个词描述的是吸引注意又容易记住的东西。

We also mentioned a playlist-that's a list of songs that a radio station plans to play.

我们还提到了歌单——这是电台计划播放的歌曲列表。

And we also use the same word, playlist, to describe a list of songs you compile yourself on a streaming service.

我们还用这个词来描述你在流媒体服务商上面自己编辑的歌曲列表。

We also heard the adjective driving, which in the context of our discussion means having a strong influence.

我们还听到了形容词，驱使的，这个词在我们讨论的语境中的意思是有很强烈的影响。

And we mentioned the verb to register.

我们还提到了动词登记。

If you register something you record, count or measure it.

如果你登记某事，那么你把它记录下来，计算它的数量。

Like every download of this programme is registered.

例如本节目的每一次下载都被登记了。

But how do we download this programme, Rob?

但是我们要如何下载这个节目呢，罗伯？

By going to our website at bbclearningenglish. com. And we have an app too-download it for free and stream all of our content!

通过登录我们的网站 bbclearningenglish.com。而且我们还有一个APP——请免费下载，然后用流媒体播放我们的所有内容！

Bye for now.

再见啦。

Bye.

再见。