

我们得多么有创造力？ How creative should we be?

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

大家好，欢迎收听六分钟英语，我是内尔。

And hello, I'm Rob.

大家好，我是罗伯。

Now Rob, how creative are you?

罗伯，你创造力如何？

Very creative, I think.

我认为非常有创造力。

Creativity is in my bones!

我的骨子里都是创造力！

Look at this wonderful script that I wrote and we're presenting right now.

看看我写的，我们现在正在呈现的精彩稿子。

You are what we could call 'a creative'-a noun which means someone with a lot of imagination and ideas.

你就是我们所说的“创意者”——这是一个名词，意思是想象力丰富，点子很多的人。

In our job we have to create, or make, content that teaches English creatively.

在我们的工作中我们要创造，或制作，以有创意的方式教英语的内容。

Creativity is becoming more important for everyone.

创造力对每个人来说都变得越来越重要。

The World Economic Forum forecasts that by 2020, creativity will be in the top three most important skills for future jobs.

世界经济论坛预测截至2020年，创造力会是未来工作最重要的三个技能之一。

This is particularly relevant for younger people who will be entering the world of work soon-and that's what we'll be discussing today.

这与即将踏入工作世界的年轻人关系紧密——而这也是我们今天要讨论的问题。

But before we do, Neil, have you created a question for us to answer?

但是在这之前，内尔，你有创造一个问题给我们回答吗？

Yes, and it's about the very creative artist Banksy.

是的，并且这个问题跟极具创造力的艺术家Banksy有关。

He created a well-known piece of artwork that has been in the news recently, but do you know what it is called?

他创造一副非常出名的艺术作品，它最近出现在了新闻里，不过你知道这幅作品的名字吗？

Is it a) Girl with Balloon, b) Girl with Red Balloon, or c) Balloon Girl?

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是 A. 拿着气球的女孩, B.拿着红气球的女孩, 还是 C. 气球女孩?

I can see the picture in my head, so I think it's c) Balloon girl.

我记得这幅画, 所以我认为 C. 气球女孩。

OK, we'll find out the answer later.

好的, 我们稍后会揭晓答案。

But now back to our discussion about creativity.

但是现在回到我们关于创造力的讨论。

Experts say that students need to focus more on creativity to help them get a job.

专家们说学生们需要更加关注创造力来帮助他们找到工作。

That's perhaps surprising in the UK, when some of our creative industries—that's businesses that make music, art and TV for example—are world famous.

这在英国也许有点让人吃惊, 因为我们一些创意行业——例如制作音乐、艺术和电视的公司——是世界闻名的。

We are creative people, Rob!

我们是有创意的人, 罗伯!

Of course, but there's not such a focus on being creative in education now and that might have an effect in the future.

当然, 但是现在教育对创造力的关注还不够, 并且这会对未来产生影响。

It's something Bernadette Duffy, an early years consultant, has been discussing on BBC Radio 4's Bringing up Britain programme.

这是一位早年的顾问伯纳黛特·杜菲在BBC电台4频道的节目《培养英国》节目中讨论的问题。

What does she say we have been focusing too much on in schools?

她说一直以来我们在学校过度关注什么?

We focus on the things that are legitimately important but we teach them in a way that makes them easier to measure.

我们所关注的东西毫无疑问是非常重要的, 但是我们是以一种更易于衡量的方式来教授的。

I think we need to redress the balance that puts the focus purely on gaining the skills and far far more on actually using them in a creative way because that's what's going to make a difference for the future.

我认为我们需要纠正我们对获取技能的纯粹关注, 并且更加关注以一种有创意的方式使用它们, 因为这将是对未来产生影响的东西。

So Bernadette feels we teach skills in a way that can be easily measured and tested.

所以伯纳黛特觉得我们教授技能的方式可以被简单地测量和测试。

She says we teach these skills legitimately—which here means fairly and reasonably.

她说我们合理地——意思是有道理的——教授这些技能。

But she feels we don't teach a creative approach to learning skills.

但是她觉得我们没有教授有创意的学习技能的方式。

So we mean things like problem solving.

我们指的是像解决问题这样的事情。

I guess, even tasks like data inputting and preparing spreadsheets can be approached creatively.

我想即使是像数据输入和准备电子表格程序这样的任务也可以很有创意地去学习。

In any job, it's sometimes good to 'think outside the box' or find new ways of doing things.

在任何工作中，有时候“跳出盒子思考”，或者找到做事的新方法是很好的。

Bernadette thinks we should move away from just learning skills and start using these skills creatively-she used the expression 'redress the balance' which means 'change things to make them fairer and more equal'.

伯纳黛特认为我们应该脱离仅仅是学习技能的教学方式，而要开始有创意地使用这些技能——她使用了“矫正平衡”这个短语，意思是“改变事物，从而让它们更加公平公正”。

Well, here at the BBC we have to be creative.

恩，在BBC工作我们必须要有创意。

In fact one of our values states that 'creativity is the lifeblood of our organisation'.

事实上我们的价值观之一就是“创造力是我们的生命线”。

Lifeblood here means 'the most important thing to make something a success'.

在这里生命线指的是“获得成功的最重要的东西”。

Rob, I can see creativity is in your blood-but on an everyday level how can we all improve our creativity-be more like you? !

罗伯，我可以看到创意在你的血脉中——但是我们每天要如何提高我们的创造力——更像你一点呢？

Well, Neil, I'm no expert but Innovation Manager, Nick Skillicorn is.

恩，内尔，我不是这方面的专家，但是创新经理尼克·斯基利康是的。

He's also been speaking to the BBC and explaining what we can do to help ourselves.

他也接受了BBC的采访，并且解释了我们可以做什么来帮助我们自己。

What does he suggest?

他建议了什么？

On a daily basis, everyone should take fifteen minutes of what I call unfocused time-time that they're not looking at any screen, time that they can essentially get back into their own head, slow down a bit, and start forming these new connections between disparate ideas that result in divergent new original ideas.

每个人每天都应该有15分钟的，我称之为放空时间的时间——在这期间他们不看任何屏幕，他们可以回归他们的大脑，把步调放慢一些，然后开始在零散的想法之间形成关联，这样会形成发散性的新的创意。

So we need free time to collect all our different thoughts in our head-what Nick calls disparate ideas to create new and amazing ideas.

所以我们需要空余的时间在大脑中收集我们的各种想法——这是尼克所说的零散的想法，来创造新的金点子。

Disparate ideas are very different ideas, all unrelated.

零散的想法指的是差异很大的想法，完全无关。

And we need what we might call headspace-that's when your mind is in a good state and you can think clearly.

而我们需要的是我们称之为“冥想”的东西——指的是你的思维状态很好，并且能够清晰地思考的情况。

For me, I have headspace when I'm lying in the bath or out riding my bike-there are no interruptions.

对我来说我在泡澡或骑车的时候会进行“冥想”——这些时候没有干扰。

Well, you certainly don't get your ideas sitting at a desk, focussing on one task-we all need some downtime to get creative.

当然你不会在坐在办公桌前专注于某个任务的时候获得想法——我们都需要一些安静的时间来获得创意。

But children going into school now will grow up to do a job that doesn't yet exist.

但是现在上学的孩子们会在长大后从事现在还不存在的工作。

Faced with the challenges of AI, automation, green issues and an ageing population, creativity and imagination will be vital.

面对人工智能、自动化、环境问题和人口老化的挑战，创造力和想象力会至关重要。

Right, well, let's get back to talking about the creativity of Banksy now.

好的，我们现在回过头来讨论Banksy的创意吧。

Ah yes, because earlier I asked you which one of his well-known pieces of artwork has been in the news recently.

啊，是的，因为之前我问你最近出现在新闻里的他的著名艺术作品的名字是哪一个。

Is it a) Girl with Balloon, b) Girl with Red Balloon, or c) Balloon Girl?

是 A. 拿着气球的女孩，B.拿着红气球的女孩，还是 C. 气球女孩？

And I said c) Balloon Girl.

我说的是 C. 气球女孩。

I know it was a girl and a balloon.

我知道画的是一个女孩和一个气球。

Not quite right, Rob.

不对哦，罗伯。

The artwork is titled 'Girl with Balloon.' This was recently auctioned in London but amazingly shredded in its frame as someone's winning bid was accepted!

这幅作品的标题是《拿气球的女孩》。这幅作品最近在伦敦被拍卖，但是令人惊讶的是，就在某人拍下它的时候，它在它的画框中被剪碎了。

Wow, that's a very creative way to destroy a picture!

哇，这个破坏画的方式很有创意！

I will do the same with this script soon but not before we have recapped some of today's vocabulary.

我马上也要这样对待这份稿子，但是我们得先回顾今天的一些词汇。

Starting with 'a creative'-that's a person whose job is to use a lot of imagination and come up with new ideas, such as someone who works in the media or advertising.

首先是“创意者”——指的是以使用许多想象力和想出新点子为工作的人，例如在媒体行业或广告行业工作的人。

Then we mentioned legitimately-which describes doing something fairly and reasonably.

然后我们提到了合理地——描述的是公平且合理地做事。

Next we heard the expression 'redress the balance'.

接下来我们听到了“矫正平衡”这个短语。

This means to make things fairer and more equal.

意思是让事情变得更加公平公正。

We also talked about creativity being the lifeblood of the BBC.

我们还谈到了创造力是BBC的生命线。

Lifeblood here means the most important thing to make something a success.

这里生命线指的是让某事成功最重要的事情。

And I know creativity is running through your veins, Rob!

并且我知道你的血管中流动着创意，罗伯！

Thanks, Neil.

谢谢，内尔。

We also heard the word disparate, meaning very different, unrelated.

我们还听到了发散的这个词，意思是非常不同和无关的。

And we talked about headspace, which is when your mind is in a good state and you can think clearly.

然后我们谈到了冥想，指的是你的思维状态很好，并且能够清晰地思考。

Before we head off to find some headspace, don't forget to visit our website at bbclearningenglish.com for more great learning English content.

在我们去寻求一些大脑空间之前，请不要忘记浏览我们的网站，网址是**bbclearningenglish.com**，在这里可以找到更多优秀的学习英语的内容。

That's all we have time for now.

今天的节目就到这里。

Do join us again though.

不过请务必收听我们的下期节目。

Goodbye.

再见。

Bye bye!

再见。