

做一名美妆博主 Being a beauty influencer

Hello. This is 6 Minute English from BBC Learning English. I'm Neil. And I'm Sam.

大家好。这里是 BBC 学习英语栏目的六分钟英语。我是尼尔。我是萨姆。

In the UK there's a well-known children's game called, Happy Families.

在英国，有一个著名的儿童游戏，叫快乐家庭。

Players have to collect all the cards belonging to one family.

玩家必须收集属于一个家庭的所有卡片

There's a butcher, a baker, a carpenter, a doctor, and a tailor, some of the traditional jobs that people in the UK have been doing for centuries.

有屠夫、面包师、木匠、医生和裁缝，都是英国人几个世纪以来一直从事的一些传统工作。

But since the invention of the internet and social media, a more up-to-date list of jobs in the 21st century would be very different.

但由于互联网和社交媒体的出现，21世纪将诞生许多新的工作岗位。

It would include modern jobs which didn't exist before, online jobs like web designer and YouTuber.

许多现代工作以前都不存在，比如网页设计师和油管博主等线上工作。

One of the most unusual of these new digital jobs is the influencer, someone who is paid by a company to promote their brand on social media, encouraging people to buy their products.

在这些新的数字工作中，最独特的是带货博主。公司付钱让他在社交媒体上宣传自己的品牌，鼓励人们购买产品。

In this programme, we'll meet two beauty influencers from different parts of the world: Nigeria and Pakistan.

在本期节目中，我们将认识两位美妆博主，她们分别来自尼日利亚和巴基斯坦。

We'll discover how these women are using their online influence to change attitudes towards female beauty, and as usual, we'll learn some related vocabulary too.

我们将了解这些女性如何利用自己的网络影响力来改变人们对女性美貌的态度。像往常一样，我们也会学习一些相关词汇。

But first I have a question for you, Sam.

但首先我有个问题要问你，萨姆。

YouTube make-up tutorials are very modern, but make-up has been around for a long time.

油管的化妆教程是现代才有的，但化妆品很早就出现了。

So, when was lipstick first used?

那么，人类第一次用口红是什么时候呢？

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Was it a) around 3000 years ago by the ancient Celts?

是 a) 大约3000年前古凯尔特人用的,

b) around 4000 years ago by the ancient Egyptians?

还是 b) 大约4000年前古埃及人用的,

or c) around 5000 years ago by the ancient Sumerians?

还是 c) 大约5000年前古苏美尔人用的?

I'll say it was being used 5000 years ago by the ancient Sumerians.

我觉得是5000年前古苏美尔人用的。

OK, Sam, we'll find out if you're right later on.

好的, 萨姆, 我们稍后揭晓正确答案。

Dimma Umeh is a beauty influencer from Nigeria.

迪玛·乌梅是一位来自尼日利亚的美妆博主。

She's been creating make-up video tutorials for women of colour for eight years and has hundreds of thousands of followers.

八年来, 她一直在为有色人种女性制作化妆视频教程, 拥有数十万粉丝。

Her videos go from eyebrow-shaping tips to shopping trips in Nigeria's biggest city, Lagos.

她的视频中, 既有修眉技巧, 又有在尼日利亚最大城市拉各斯的购物之旅。

Here's Dimma telling BBC World Service programme, The Conversation, how her life as an influencer got started.

迪玛在BBC世界服务栏目的《对话》节目中讲述了她是如何成为一名带货主播的。

So, I did a make-up dos and don'ts video in 2017.

我在2017年做了一个教化妆的视频。

I had seen a couple of people doing it prior to that but then, you know, I kind of did it in a way that was a bit funny, maybe cracked a couple of jokes around the ways or maybe not so great ways some people were doing things at the time and that video just took off.

在此之前, 我看过几个化妆教程, 但后来, 我用了一种有趣点的方式教化妆, 可能在视频里讲了几个笑话, 聊了一些好的或是不好的社会现象。那段视频就这么火了。

In 2017, Dimma made a YouTube video of make-up dos and don'ts, rules about what to do and what not to do in a certain situation, or when doing a certain activity.

2017年, 迪玛在油管上发布了一个视频, 告诉大家化妆时应该做什么、不应该做什么。“dos and don'ts”是一套规则, 规定在特定情况下或在进行特定活动时应该做什么、不应该做什么。

Dimma wasn't the first Nigerian influencer to post videos on YouTube, but the difference was her humour - the way she laughed and cracked, or told, jokes.

迪玛并不是第一个尼日利亚油管博主, 但她的特殊之处在于她很幽默——她在视频中大笑、讲笑话。

More and more people started watching Dimma's make-up videos and they soon took off, meaning they suddenly became successful and popular.

越来越多的人开始观看迪玛的化妆视频，很快视频走红了，即她的视频突然成功了、受欢迎了。

Our next beauty influencer is Rammal Mehmud, a photographer turned make-up artist based in Islamabad, Pakistan.

下一位美妆博主是来自巴基斯坦伊斯兰堡的拉马尔·迈赫穆德，她是一位摄影师出身的化妆师。

As well make-up tips, Rammal creates colourful face painting designs which, she says, helped her through a period of depression.

除了化妆技巧，拉马尔还设计了五彩缤纷的脸部彩绘图案。她说，这帮助她度过了一段抑郁的日子。

She has popular Instagram and YouTube accounts on which she shares content to help other women with their confidence and mental health.

她的照片墙和油管账号广受欢迎。她在这些账号上分享东西，帮助其他女性增强自信和改善心理健康。

Like Dimma, Rammal now has Instagram followers numbering in the hundreds of thousands.

和迪玛一样，拉马尔在照片墙上有数十万粉丝。

So, how does she decide what to share in her blogs and videos?

那么，她如何决定在博客和视频分享什么呢？

What boundaries does she set for her followers?

她为粉丝设定了什么界限呢？

Here's what Rammal told BBC World Service programme, The Conversation.

以下是拉马尔在BBC世界服务栏目的《对话》节目中作出的回答。

Well, people are very intrigued about your personal life as a blogger – that's a given, but you need to have strong boundaries.

人们博主的个人生活非常感兴趣。这是肯定的，但需要有明确的界限。

I do share about my family and friends.

我确实会提到我的家人和朋友。

You actually have to ask people if they are comfortable being on your platform or not.

但需要别人出镜的时候，必须询问对方愿不愿意。

Rammal says her followers are intrigued about her personal life.

拉马尔说，她的粉丝对她的私生活很感兴趣。

If you're intrigued, you are very interested in someone, often because of something unusual or unexpected about them.

“be intrigued”，意为对某人非常感兴趣，通常是因为他们不同寻常或出人意料。

Rammal accepts that her followers' interest in her personal life is a given – something that is considered to be a fact, or that is certain to happen.

拉马尔认为粉丝肯定会对她的私生活感兴趣。“a given”指的是一个事实或一定会发生的事情。

For example, you could say, 'it's a given that there will be champagne at a typical British wedding', meaning, it's certain - it's a fact – there will be champagne.

例如，你可以说，‘在典型的英式婚礼上肯定会有香槟’，意思是“会有香槟”这是一定的，是事实。

But just because her followers' interest in her life is a given, that doesn't mean Rammal shares everything with them.

但仅仅因为粉丝对她的生活感兴趣，并不意味着拉马尔要与他们分享一切。

She has to set boundaries.

她必须设定界限。

Both Dimma and Rammal make money as beauty influencers, but what's amazing is how they're using social media to start conversations about what beauty means to women in their country.

迪玛和拉马尔做美妆博主都能赚钱，但令人惊讶的是，他们利用社交媒体引发人们讨论：美丽对本国的女性意味着什么。

And sharing some great lipstick tips as well!

还分享一些很棒的涂口红小技巧！

And speaking of lipstick, let's reveal the answer to my question, Sam.

说到口红，让我们来揭晓问题的答案吧，萨姆。

I asked you when lipstick was first used.

我问过人类第一次用口红是什么时候。

I said it was around 5000 years ago by the ancient Sumerians.

我说是大约5000年前古苏美尔人用的。

Which was the correct answer!

回答正确！

Ancient Sumerians, both men and women, painted their faces, eyes and lips – a very early kind of lipstick.

古苏美尔人，无论男性还是女性，都会在脸上、眼睛和嘴唇上涂上彩绘，用过一种非常古老的口红。

OK, let's recap the vocabulary from this programme on influencers – people who influence their social media followers to try different products.

好了，让我们回顾一下本期关于带货博主的词汇吧。“influencers”指那些诱导社交媒体上的粉丝尝试不同产品的人。

Dos and don'ts are rules about what you should and shouldn't do in certain situations.

“dos and don'ts”是关于你在某些情况下应该做什么、不应该做什么的规则。

To crack a joke, means to tell a joke.

“crack a joke”的意思是讲笑话。

The phrasal verb take off means to suddenly become popular or successful.

短语动词“take off”的意思是突然流行起来或取得成功。

If you are intrigued, you're interested in someone, often because of something unusual about them.

“be intrigued”，意为对某人感兴趣，通常是因为他们不寻常。

And finally, a given describes something that is considered to be a fact, or that is certain to happen.

最后，“a given”指人们认定的事实或肯定会发生的事情。

Once again, our six minutes are up! Goodbye for now! Bye bye!

我们的六分钟又到了！再见了！拜拜！
