

## 描述Z世代 Describing Generation Z

Hello, and 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 I'm Rob.

我是罗伯。

Rob, what generation are you?

罗伯，你是哪个世代的人？

Well, what are my choices?

嗯，有哪些选项给我选呢？

You can't choose what generation you are, it depends on when you were born.

你无法选择你属于哪个世代，它取决于你出生于何时。

Oh, OK then, what are the different generations?

哦，好的，有哪些不同的世代呢？

Well, there are baby boomers, who were born in between the 1940s and the early 60s.

嗯，有婴儿潮一代，指的是那些出生于20世纪40年代到20世纪60年代初期的人。

Then there was Generation X, born between the mid 1960s and the early 1980s.

然后是X世代，出生于20世纪60年代中期到20世纪80年代初期。

Then there is Generation Y, also known as millennials, born mid 1980s to late 1990s, and...

然后是Y世代，也被称作千禧一代，出生于20世纪80年代中期到20世纪90年代末，还有.....

OK, let me guess, Generation Z?

好的，让我来猜猜，接下来是Z世代？

Born in the late nineties or early noughties?

出生于90年代末期或21世纪头十年早期？

You're very smart.

你真聪明。

So, which one are you?

那么你是哪个世代的？

Ah, that would give away my age, wouldn't it?

啊，这会透露我的年龄的，不是吗？

OK, I have to confess, I am Generation X. And what about you, Neil?

好的，我得承认我属于X世代。你呢，内尔？

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Yes, me too, Generation X. But today we're going to focus on Generation Z, also known as Gen Z. What marks Gen Z in particular is that they are the social media generation.

是的，我也属于X世代。但是今天我们要专注于Z世代，也被称为Z代。Z代人最显著的特征就是他们是社交媒体的一代人。

They have never known a time without social media.

他们没有经历过没有社交媒体的年代。

Oh, poor them!

哦，他们真可怜。

Mmm, well, that's one view.

嗯，这也是一种看法。

Other opinions are available.

还有其他的观点。

Before we look at Gen Z in more detail, a question though.

不过在我们更详细地了解Z代人之前，要先回答一个问题。

No one can quite agree on who first used the term 'social media', but we do know from which decade it came.

关于“社交媒体”这个说法是谁第一个使用的这个问题大家都莫衷一是，但是我们确实知道它是从哪个十年间开始出现的。

Was it: a) the 1980s, b) the 1990s, c) the noughties, that is the first decade of the 21st Century.

是 A. 20世纪80年代，B.20世纪90年代，还是 C. 21世纪头十年？

Rob, what's your answer?

罗伯，你的答案是？

Well, come on, it's quite a recent thing.

嗯，这是一个非常近的东西。

So It's got to be c) the noughties.

肯定是 C. 21世纪头十年。

Well we'll find out the answer later in the programme.

我们会在稍后的节目中揭晓答案。

Now we're going to hear from Hiral Patel who is an analyst for Barclays.

现在我们要来听听巴克莱银行的分析师希拉尔·帕特尔的话。

She appeared on BBC Radio 4's You and Yours programme and was asked whether there was much difference between millennials and Generation Z. Does she think they are the same or different?

她参加了BBC电台4频道的《You and Yours》节目，并且被问千禧一代和Z世代之间是否存在差异。她认为他们是否一样呢？

Most people view Generation Z as mini-millennials-and that's because there is an obsession with the word 'millennial'.

大部分人将Z世代看作迷你千禧一代——这是因为人们沉迷于“千禧一代”这个词。

Our research shows that Gen Z are different and that they have their own set of values and preferences which consumer brands need to cater for.

我们的研究表明，Z代人是不同的，并且他们拥有自己的价值观和偏好，这些是各种消费品牌需要去迎合的。

Our research found that Gen Z are tech-innate, hyper-informed consumers, and extremely savvy.

我们的研究发现Z代人是热爱科技、见多识广的消费者，并且极其有见地。

This hyper-connected world that we live in today is a new norm for them.

我们如今所处的这个高度连接的世界对他们来说是一个新的常态。

So Rob, does Hiral Patel think there is much difference between the two generations?

那么罗伯，希拉尔·帕特尔认为这两个世代之间有很大的差别吗？

Yes, she does.

是的，她是这么认为的。

But she comments that not everyone does.

但是她评论说不是每个人都这么认为。

Millennials is a term that is used so frequently that many people think it refers to all young people.

千禧一代，这个说法被如此频繁地使用，以至于很多人认为它指的是所有的年轻人。

Gen Z, she says are not mini-millennials, they are quite different and have their own values and preferences.

她说Z代人并不是迷你千禧一代，他们非常不一样，并且拥有他们自己的价值观和偏好。

And this is important for consumer brands, for companies who want to sell to this generation.

这对消费品牌来说很重要，即想要把东西卖给这代人的公司。

They need to cater for that generation, which means they need to provide goods that Gen Z want.

他们需要迎合这个世代，也就意味着他们需要提供Z代人想要的货品。

And she describes Gen Z as being tech-innate, hyper-informed consumers.

并且她还将Z代人描述为热爱科技，见多识广的消费者。

It's a bit of a mouthful but essentially it means that they are extremely comfortable with modern technology and social media and as a result have a lot of information about what's going on in the world.

这有点拗口，不过基本上它的意思是说他们非常享受现代科技和社交媒体，并且因此了解许多关于世界上正发生的事情的信息。

This makes them savvy.

这让他们很有见地。

And being savvy means being able to understand situations well and make clever decisions because of this knowledge.

有见地的意思是能够很好地了解状况并且基于知晓的东西作出明智的选择。

Now, I think I'm pretty savvy when it comes to modern connected technology and media, but I didn't grow up with it, it's new.

我认为当说到现代联通科技和媒体的时候我是很有见地的，但是我并不是伴随着它成长的，它是新兴事物。

For Gen Z, this level of technology is what is normal, it's all around and always has been, it's their norm, as Hiral Patel put it.

对于Z代人来说，这种程度的科技是很平常的了，它随处可见，并且一直在身边，正如希拉尔·帕特尔所说，这是他们的常态。

Here she is again.

下面再听一遍她的话。

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Right, time to review this week's vocabulary, but first let's have an answer to that quiz.

好的，是时候回顾本周的词汇了，但是首先让我们揭晓问题的答案。

In what decade was the term 'social media' first coined?

“社交媒体”这个说法是在那个十年里被首次提出的？

Was it: a) the 1980s, b) the 1990s, or c) the noughties?

是 A. 20世纪80年代，B.20世纪90年代，还是 C. 21世纪头十年？

What did you say, Rob?

你说的是什么，罗伯？

Yeah, well, I said c) the noughties.

嗯，我说的是 C. 21世纪头十年。

You're wrong.

你答错了。

Perhaps unsurprisingly, the 1990s is the answer.

也许一点也不令人感到惊讶，答案是20世纪90年代。

I'm sure most of you got that one correct.

我想你们大多数人都答对了。

Right, now, the vocabulary.

好的，现在该说说词汇了。

Yes, this week we've been talking about generations.

是的，本周我们一直在讨论世代。

This is a term used to describe people born in a particular period of time, usually, but not always a period of about 18 to 20 years.

这是词被用来描述出生在某个特定时期的人，通常这个时期为18年到20年，但并不总是这样。

And we were focusing on Generation Z or Gen Z, which includes those born in the early noughties, which is the first decade of the 21st Century from 2000 to 2009. The next expression was to cater for.

然后我们主要说了Z世代，或者说Z代人，这包含出生于21世纪头十年的人，即2000年到2009年。下一个表达是迎合。

This means to provide something that is needed or wanted for a particular group.

这个短语的意思是为某个特定群体提供他们需要或想要的东西。

And if you are trying to sell something, you need to cater for your target market.

如果你努力想要卖什么东西，那么你需要迎合你的目标市场。

And if your market is Gen Z, you need to be aware that they are tech innate, hyper-informed.

如果你的目标市场是Z代人，那么你需要了解他们热爱科技，见多识广。

They have grown up with connected technology and are very knowledgeable.

他们随着联通技术一起成长，并且知识丰富。

And this makes them extremely savvy.

这让他们极其有见地。

This adjective means smart and intelligent.

这个形容词的意思是聪明的，智慧的。

In this context it means they are able to make smart decisions about what to buy because they are connected so many sources of information.

在这里它指的是他们能够做出明智的选择，决定要买什么，因为他们与很多信息来源相连接。

And for Gen Z, this level of interaction and connectivity is the norm.

而对于Z代人来说，这种程度的交互和连接是常态。

It's what is normal, what is usual for them.

指的是对他们来说很正常，很常见的东西。

So where I struggle sometimes with modern life and technology-for Gen Z, it's easy.

所以我有时候会对现代生活和科技感到很困难的地方——对于Z代人来说，很容易。

Well, that may be true but I'm savvy enough to know that it's time to end the programme.

嗯，这也许是真的，但是我足够有见地去了解现在是时候结束节目了。

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It's free!

是免费的！

Join us again next time.

咱们下期再会。

Goodbye.

再见。

Bye!

再见！

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