

## 上相的食物 Photo-friendly food

Hello and 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 I'm Rob.

我是罗伯。

And in this programme we're discussing food.

本期节目我们要讨论食物。

Food, glorious food!

食物，美好的食物！

There's only one thing better than talking about food and that's eating it.

只有一件事能胜过讨论食物，那就是吃它。

Well, I know you are a bit of a gastronome-someone who enjoys and knows a lot about high-quality food-but today we're talking about photographing food, not eating it.

嗯，我知道你能算得上是个美食家——即喜欢高品质的食物，并且对其很有了解——但是今天我们要讨论的是给食物拍照而不是吃它。

That is a shame because I am on a see-food diet-if I see food, I have to eat it.

真遗憾，因为我正在实行见了就吃的饮食方案——如果我看到食物，我必须要吃掉它。

Get it? !

明白吗？！

Yes, Rob.

是的，罗伯。

Very very funny.

非常非常有趣。

But in the social media-addicted world, just seeing food not eating it is big business as I will explain shortly.

但是在这个社交媒体上瘾的世界里，对食物只看不吃是一个大生意，我稍后会解释这一点的。

But shall we feast on a question first, Rob?

但是我们能先从一个问题开始吗，罗伯？

Yep, if it tastes good!

是的，如果它味道好的话。

It does.

确实。

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So, do you know the name for the person who's usually second in charge in a restaurant kitchen after the head chef and has lots of responsibility for running it?

那么你知道餐厅厨房里地位仅次于主厨，并且要承担很多职责来让厨房运转的那个人一般叫什么吗？

Is it the a) Pastry chef, b) Commis chef, or c) Sous chef?

是 A. 面点师，B. 助理厨师，还是 C. 副厨师长。

Hmm, well, I'm not a chef expert but I'll say c) a Sous chef-it sounds important!

嗯，我不是厨师方面的专家，但是我要选 C. 副厨师长——这个听起来很重要。

Well, I'll give you the answer later in the programme.

好的，我们会在稍后的节目中给出答案。

Now let me explain more about food and photos.

现在让我再来解释一下食物和相片。

These days, how well a dish-that's a noun for food prepared for eating-is photographed can matter more than how it actually tastes.

如今，一盘菜——这个名词用来表示被准备来吃的食物——拍得有多好看比它实际的味道要更重要。

And I suppose social media platforms are the best way for sharing food photos on, aren't they?

而且我认为社交媒体平台是最好的分享食物照片的平台，不是吗？

And I have been guilty of taking a picture of my food on my smartphone-but only when eating some amazing food at a posh restaurant.

而且我一直为我在我的智能手机上拍了我的食物的一张照片而感到愧疚——但是只有在非常奢华的餐厅吃到一些非常棒的食物时。

Which isn't very often I suppose!

我想这并不是经常有的事情。

But by sharing images across social media, people see them and think the food looks delicious, I must go to that restaurant and eat it!

但是通过在社交媒体上分享图片，人们看到这些图片就会认为食物看起来很好吃，我必须去那个餐厅吃它！

You could argue it's all about style over substance, meaning the look of something is better than the actual content or product.

你可以评判说这是让外形凌驾于内容之上，意思是指某物的外形比内容或产品要更好。

Maybe, Rob-although I'm sure sometimes the food tastes just as good as it looks.

也许，罗伯——尽管我肯定有时候食物跟它看起来一样美味。

Anyway, the BBC Radio 4 programme, You and Yours, has been looking into this.

不管怎样，BBC电台4频道的节目《You and Yours》一直在调查这件事。

They spoke to several influential Instagrammers and bloggers-influential means having the power to make people change what they think.

他们对话了几个有影响力的INS博主和博客博主——有影响力的意思是指有能力让人们改变他们的想法。

Here's one of them-Rebecca Milford, who edits a website called Bar Chick.

下面是他们中的一员——瑞贝卡·米尔福德，她编辑一个叫做 Bar Chick 的网站。

What does she think about this new trend?

她对这个新风尚有什么想法呢？

I mean, it sounds very cliché that a picture speaks a thousand words but it really does and I've got friends now that instead of doing what you used to do and going on to the website of a restaurant to see what they were serving, then you'd go onto their Instagram account and check out their images, and choose what you want to eat literally based on what you're seeing.

一张图说明一切这句话真的是陈词滥调了，但是事实确实是这样，我现在有些朋友不同于以前，他们会去餐厅的网站看看他们供应什么，然后你会去他们的INS账户看看他们的图片，然后就根据你所看到的选择你想吃的。

So it has to be presentable I suppose.

我想它必须得是拿得出手的。

Rebecca used a well-known and well-used phrase there-one that is used so much that it has become boring-what we call a cliché.

瑞贝卡刚刚用了一个众所周知并且经常被使用的短语——一个已经被使用过太多次以至于变得无聊的短语——也就是我们所说的陈词滥调。

The phrase is a picture speaks a thousand words.

这个短语就是一张图说明一切。

Yes, and even if it is a cliché-it is so true.

是的，而且即使这是一个陈词滥调——它还是真实的。

You describe a fantastic meal in a long blog but you can quickly see how it looks from a picture and then create an idea in your mind of how it tastes.

你在一篇长长的博文里描述一顿美妙的用餐，但是你很快就可以从一张图片里看到它的样子，然后在你的脑海中创造出它的味道。

So when you're promoting food, a photo is everything.

所以当你在推广食物时，照片就是一切。

And that's why some restaurants pay PR companies, lots of money to take stylish photos that can be shared on social media.

这就是为什么有些餐厅付给公关公司一大笔钱来拍摄能够在社交媒体上分享的漂亮照片。

It's like a fashion photoshoot for food.

这就像给食物拍时尚大片。

Yes, and Rebecca said the food has to be presentable-that's looking good enough for people to see-because people are making choices on what they see.

是的，而且瑞贝卡说食物必须要拿得出手——意思是外表看上去足够养眼——因为认为基于他们看到的東西做选择。

I've also heard that some chefs and restaurateurs have adjusted their menus to produce meals that look good on a smartphone camera.

我还听说有些主厨和餐厅老板调整了他们的菜单，以便做出能用智能手机拍出好看照片的菜肴。

A restaurateur, by the way, is the name of a person who owns and manages a restaurant.

顺便一提，餐厅老板是拥有并管理餐厅的人。

Now, while there is a risk that good-looking food on social media accounts, such as Instagram, might not match how it tastes, there is a theory your brain might trick you into thinking it does taste good.

尽管有这样一种风险，社交媒体账号，例如INS，上好看的照片可能跟它的味道不相称，但是有一个理论，就是你的大脑可能会欺骗你让你认为它确实很好吃。

The You and Yours programme also heard from Professor Charles Spence, an Experimental Psychologist from Oxford University, about how this happens... We see the food first, or the drink in the glass, and our brain's already imagining what it's going to taste like.

《You and Yours》栏目还听取了牛津大学的一位实验心理学家查尔斯·史宾斯教授对于这件事是如何发生的看法。我们先看食物，或玻璃杯中的饮料，然后我们的大脑已经在想象它会是什么味道了。

And the more beautifully it's presented, the more artistically, that sets better expectations and they kind of carry over and anchor the tasting experience.

并且它被呈现得越漂亮，越有美感，就会越会形成更高的期待，并且它们会让品尝的体验持续并固化在脑海中。

Right, so a great photo of food can possibly make us think it tastes better too.

是的，所以一张好的食物照片很可能会让我们认为它味道也会更好。

We create an idea in our head of how it would taste which influences our expectations when we actually eat the food.

我们在我们的脑海中创造出了它的味道的想法，这会在我们真正吃食物的时候影响我们的期待。

And expectation means the feeling that something good is going to happen.

期待的意思是感觉有好事要发生。

Right, Rob, I'm sure you're expecting the answer to the question I set you earlier.

是的，罗伯，我肯定你在期待我之前问你的问题的答案。

I asked if you knew the name for the person who's usually second in charge in a restaurant kitchen after the head chef and has lots of responsibility for running it.

我问你是否知道在餐厅厨房通常仅次于主厨，并且承担了很多让厨房运转的职责的人的名字。

Is it the a) Pastry chef, b) Commis chef, or c) Sous chef?

是 A. 面点师，B. 助理厨师，还是 C. 副厨师长？

What did you say, Rob?

你说的是什么？

Well, I said c) a Sous chef.

我说的是 C. 副厨师长。

Am I right?

我答对了吗？

You are, Rob!

答对了，罗伯！

Give that man a job here, maybe in the BBC canteen!

给这个人一个工作，就在BBC的餐厅里。

Come on, Neil, I think I could do better than that!

好了，内尔，我想我的能力不仅于此。

But before I do, let's remind ourselves of some of the vocabulary we've discussed today.

但是在我开始做之前，我们来回顾一下我们今天讨论的词汇。

Starting with gastronome, that's someone who enjoys and knows a lot about high-quality food-someone like me!

先从美食家开始，这个词指的是喜欢并且非常了解高品质食物的人——就像我这样的人！

Maybe, Rob.

也许是的，罗伯。

We also discussed the word influential, meaning having the power to make people change what they think.

我们还讨论了有影响力的这个词，意思是有能力让人们改变他们的想法。

We also mentioned cliché—a well-known phrase that is so over-used, it has become boring.

我们还提到了陈词滥调——一个众所周知并且被过度使用以至变得很无聊的短语。

Like for example 'a picture speaks a thousand words.' You never use clichés, do you, Neil?

例如，一张图说明一切。你从来就没有用过陈词滥调，对吗，内尔？

Absolutely never.

当然没有。

Let's move on to presentable—that describes something that looks good, is smart and is good enough for people to see.

我们继续说到拿得出手的——这个词描述的是外表足够好看的以供人们观看的东西。

A bit like me in my smart new jumper.

就像今天穿着新针织套衫的我。

Do you like it?

你喜欢吗？

Very nice!

很好看！

Well, a presenter has to be presentable, Neil!

嗯，一个主持人必须要体面，内尔！

Our next word was expectation, a word that describes the feeling that something good is going to happen.

我们的下一个词是期待，这个词描述的是有好事将要发生的感觉。

I have an expectation that people will love this programme!

我期待人们会喜欢这个节目！

Well, let's hope so!

嗯，让我们祈祷吧！

Yes, and that brings us to the end of this programme.

好的，本期节目就到这里。

Don't forget to check out our social media platforms.

别忘记查看我们的社交媒体平台。

See you soon, bye bye.

再见。

Goodbye!

再见！

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