

千禧一代与事业 Millennials and business

Hello. This is 6 Minute English from BBC Learning English. I'm Rob.

大家好。这里是 BBC 学习英语栏目的六分钟英语。我是罗伯。

And I'm Sam.

我是萨姆。

Have you got a 'business brain', Sam?

你有“商业头脑”吗，萨姆？

Would you like to start your own business?

你愿意自己创业吗？

It sounds good, Rob.

这听起来不错，罗伯。

But I like the idea of being my own boss.

我喜欢自己给自己当老板的想法。

Well, that's the dream for many millennials—the name given to the current generation of young people aged between 24 and 38. Some of the millennial generation are dissatisfied with the old ways of doing things, for example how big business uses data from social media and the negative impact of companies on society and the environment.

这是许多千禧一代的梦想，千禧一代指的是目前年龄在24岁到38岁之间的年轻人。千禧一代中有些人不满意过去做事的方式，比如大公司使用社交媒体数据的方式，以及公司们对社会和环境的消极影响。

In today's programme, we'll look at why millennials are so attracted to starting their own businesses and asking whether this really is the way to make the world a better place.

在今天的节目里，我们会了解为什么千禧一代如此着迷于自主创业，以及探寻这是否真的是让世界变得更美好的方式。

And of course, we'll be learning some new vocabulary on the way.

当然了，我们同时还会学习一些新词汇。

But first, it's time for today's quiz question.

但是首先，是时候说今天的问题了。

At 79 years old, Muhammad Yunus is hardly a millennial but he's a hero to many young business people.

79岁高龄的穆罕默德·尤努斯绝对算不上是个千禧一代，但是他是很多年轻创业者心中的英雄。

In 2006 he won the Nobel Peace Prize, but what for?

2006年他赢得了诺贝尔和平奖，但是是因为什么呢？

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Was it for a) offering microfinance to low-income businesses, b) starting the first business to earn £1m in under a week, or c) developing a progressive model of taxation?

是 A. 给低收入公司提供小额融资, B. 开创了第一个不到一周内赚到了100万英镑的公司, 还是 C. 打造了一个先进的税收模型?

Hmmm, I know millennials like starting businesses so I'll say, b) earning £1 million in under a week.

嗯, 我知道千禧一代喜欢开公司, 所以我要选 B. 不到一周内赚了100万英镑。

OK. We'll find out the later if you were right.

好的。我们稍后会揭晓你是否回答正确。

Now, whether it's TV shows like 'The Apprentice' or the big success of companies in California's Silicon Valley, the last decade saw a huge growth in 20 and 30-year-olds starting their own businesses.

如今不管是像《学徒》这样的电视节目, 还是加州硅谷的各个公司的巨大成功, 过去的十年中, 越来越多的2、30岁的年轻人开办了自己公司的。

BBC World Service programme The Why Factor asked business professor, Ethan Mollick to explain how this situation came about.

BBC 世界服务节目《The Why Factor》邀请了商业教授伊桑·莫里克来解释这种情况是如何发生的。

There's all these platforms that let you build entrepreneurial ventures much more easily.

所有这些平台让你的创业之旅变得容易得多。

The growth of things like crowdfunding have helped make entrepreneurship more accessible, led to tons of new start-ups.

众筹这样的事物的发展使得创业更容易达成, 从而产生了大量的新兴创业公司。

So there's a lot of new methods for launching businesses and the cost of launching new businesses dropped at the same time.

所以有很多开启事业的新方法, 而且同时开启新事业的成本也降低了。

Ethan lists some of the reasons why it's now easier to become an entrepreneur-someone who starts their own business, often after seeing a new opportunity.

伊森列举了一些为什么现在成为企业家——开创自己事业的人, 通常是在看到一个新机遇之后——变得更容易的原因。

Entrepreneurs see opportunities for products and services not being supplied by existing companies, so they create start-ups-newly formed businesses intended to grow rapidly by providing for a particular market gap.

企业家们看到了现有公司没有提供的产品和服务的机遇, 所以他们开办了创业公司——刚刚成立的通过填补某种特定的市场缺口而快速发展的公司。

One of the main problems to starting up your own business used to be getting the large amounts of money needed, but nowadays this can be solved with crowdfunding-getting the funding for a new business by asking a large number of people to give small amounts of money, usually via the internet.

过去自己开公司的一个主要问题是需要大量金钱，但是如今这个问题可以通过众筹解决，众筹指的是通过要求许多人每人出一点钱来获得资金，通常是通过互联网。

But while start-up success stories have made going into business a good option, for many millennials, it's not just about making money but also about being socially responsible and doing good.

尽管创业的成功故事使得投身创业变成了一个不错的选择，但是对于很多千禧一代来说，这不仅仅意味着赚钱，同时也意味着对社会负责以及向善行善。

However, others argue that most big changes for the better have come from governments not millennial businesses.

然而其他一些人争论说大部分向好的转变往往来自于政府而不是千禧一代的事业。

Here, former World Bank economist Charles Kenny cautions against overemphasising individual business over governments.

以下是前世界银行经济学家查尔斯·肯尼反对过度强调个人事业凌驾于政府之上。

If you are working in a place with a corrupt and inefficient government, one of the best ways you can push development in your country is to try and make that problem a little bit better.

如果你工作的地方政府腐败且低效，那么你能够推进国家发展的最好的方式之一就是努力改善那个问题。

It's not something that any one individual can do, it has to be a collective effort, but the more we have young, committed, smart people who want to make the world a better place working in government, the more likely government is to start delivering the kind of services we need in order to ensure a high quality of life in that country.

这不是某个人可以做到的事情，这需要集体力量，但是政府中有越多想让世界变得更好的，有使命感的，聪明的年轻人工作，政府才更有可能开始提供我们需要的确保这个国家高品质生活的服务。

So, Charles mentions the problem that governments can be corrupt-act in morally wrong or illegal ways, often in return for money or power.

所以查尔斯提到了政府可能会腐败的问题，腐败指的是道德错误或违法，通常是为了获得金钱或权力。

The talent and passion that millennials put into starting their own business could instead be used to improve governments through collective effort-a group of people acting together to achieve a common goal.

千禧一代投入到开创事业中的才智和热情可以被转而用来通过集体的力量——一群人为了达到一个共同的目标而一起行动——改善政府。

It's this working together that can raise people's quality of life-level of personal satisfaction and comfort.

正是这种共同协作才能提高人们的生活质量——个人的满意和舒适度水平。

Something that Muhammad Yunus was doing.

这也是穆罕默德·尤努斯过去在做的事情。

Ah yes, that's today's quiz question.

啊，是的，这是今天的问题。

I asked you why Muhammad Yunus won the Nobel Prize in 2006. I said that, b) he started the first business to earn £1m in under a week.

我之前问你穆罕默德·尤努斯为什么会赢得2016年的诺贝尔奖。我说的是 B. 他开创了第一个在一周内赚到100万英镑的公司。

But in fact it was a) offering microfinance to low-income businesses-a way for anyone, rich or poor, to run a business in a positive way.

但事实上答案是 A. 给低收入公司提供小额融资——一种让任何人，无论富有还是贫穷，能够积极运营公司的方式。

Okay, so today, we've been talking about why young people in the millennial generation want to be entrepreneurs-people who start their own business.

好吧，今天我们一直在谈论为什么千禧一代的年轻人想要成为企业家——开创自己事业的人。

Many millennials create start-ups-newly formed businesses intended to grow rapidly using a method called crowdfunding-getting the funding for their new business by asking large numbers of people on the internet to each give a little bit of money.

很多千禧一代开创了创业公司——通过众筹新成立的会快速发展的公司，众筹指的是通过在互联网让许多人每个人出一点钱来获得资金。

But it's not only about making profits.

但这不仅仅关乎创造利润。

Millennials start-ups can help solve many of the developing world's problems, instead of governments which may be corrupt-acting immorally or illegally for money or power.

千禧一代的创业公司可以帮助解决很多发展中国家的问题，而不是政府的问题，这些政府可能是腐败的——为了金钱或权力而违背道德或法律。

What's needed more than individual businessmen and women is collective effort-a group of people acting together to achieve a common goal.

相比于个体男性和女性商人，更需要的是集体力量——一群人为了达成某个共同的目标而一起行动。

And one important goal is to improve the quality of life-the level of satisfaction and comfort that a person or group enjoys.

一个重要的目标是改善生活质量——某个人或群体的满意度和舒适度水平。

Well, that's all from us today.

这就是我们今天所有的内容。

But remember to join us again soon for more topical discussion and vocabulary.

请记得和我们一起学习更多话题讨论和词汇。

Bye for now!

再见啦！

Bye-bye!

再见！
