

## 随身听：音乐播放器革命 Walkman: the music player revolution

Hello. This is 6 Minute English from BBC Learning English.

大家好，这里是 BBC 学习英语栏目的六分钟英语。

I'm Neil.

我是内尔。

And I'm Georgina.

我是乔治娜。

Hello, Georgina.

你好，乔治娜。

How are you today?

你好吗？

Georgina? Georgina!

乔治娜？乔治娜！

Oh, sorry, Neil, I didn't hear you—I was listening to music on my headphones!

哦，对不起，内尔——我刚刚在用我的耳机听音乐。

Ah, I see!

啊，我知道了！

Listening to music stored on your mobile phone or iPod when out on-the-move doesn't seem like a big deal now, but the concept of personal portable music didn't exist until 1979, when the Japanese electronics company, Sony, launched the Walkman.

现在在你出门的时候边走边听你手机上或 iPod 上的音乐已经不是什么稀奇事了，但是个人便携式音乐的概念直到1979年才出现，当时日本的电子公司索尼推出了随身听。

Years before iPods and MP3 downloads, the Sony Walkman was the first widely available portable music player.

在 iPod 和 MP3 下载之前的年代，索尼随身听是第一个被广泛使用的便携音乐播放器。

It revolutionised the way fans listened to their favourite bands.

它革新了粉丝们听他们最爱的乐队的歌曲的方式。

In this programme, we'll be taking a nostalgic look back at the 1980s and the birth of the Sony Walkman.

在本期节目中，我们将用怀旧的目光回顾 20 世纪 80 年代，以及索尼随身听的诞生。

And, of course, we'll be learning some new vocabulary as well.

当然我们还会学习一些新词汇。

Now, it may not seem so revolutionary to young people nowadays, but back in the late 1970s portable music players were unheard of.

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嗯，对于如今的年轻人来说这似乎并不那么具有革命性，但是回到20世纪70年代后期，便携式音乐播放器是闻所未闻的。

The idea behind the Walkman was simple—a high-quality stereo cassette player, small enough to hold in your hand, allowing you to walk down the street listening to your own soundtrack.

随身听背后的想法很简单——一个高质量的立体声播放器，小到可以用手拿，这样你就可以边听音乐边逛街。

They became so popular that by the time production of the Walkman ended in 2010, Sony had sold over 220 million machines worldwide.

它们当时非常受欢迎，直到2010年随身听停产，索尼已经在全世界范围内售出了2.2亿台机器。

So, my quiz question is this: when the original Walkman model first went on sale in 1979, how much did it cost?

所以我的问题就是这个：最初的随身听第一个机型于1979年出售，它的售价是多少？

Was it a) 50 dollars, b) 100 dollars, or c) 150 dollars?

是 A. 50美元，B.100美元，还是 C. 150美元？

Things were a lot cheaper in 1979, Neil, so I'll say b) 100 dollars.

1979年的物价比较低，内尔，所以我要选 B. 100美元。

OK, Georgina—we'll find out later if that's right.

好的，乔治娜——我们稍后会揭晓答案。

Now, the inspiration behind the Walkman came from Sony chairman, Akio Morita.

随身听的灵感来源于索尼的主席盛田昭夫。

He saw Japanese teenagers listening to heavy transistor radios carried on their shoulders and had a vision of a smaller stereo which could be held in the hand.

他看到日本的青少年把沉重的半导体收音机背在肩膀上听，然后构想出了一个更小的可以拿在手里的立体声收音机。

However, few of Mr Morita's colleagues had faith in his idea for a portable music player.

但是盛田的同事们几乎都不相信他的便携式音乐播放器的想法。

Here's Andrea Koppen, of Sony UK, speaking to the BBC in 1989, taken from the BBC World Service programme, Witness History.

以下是索尼英国公司的安德烈·科彭在 1989 年跟 BBC 的对话，材料取自 BBC 世界服务节目《见证历史》。

People were very sceptical—they couldn't believe that people would want to walk around with headphones on and carry this cassette with them—and he actually laid his job on the line and said, 'If it doesn't take off, I will resign'...and they didn't have much money at the time, so their advertising was very tight...and they decided to give it to students to try...and so people saw them on the trains, in campuses, in towns and the newspapers picked up on it immediately.

人们当时非常怀疑——他们不敢相信人们会想要带着耳机和磁带到处走——而他用他的工作作为赌注然后说：“如果这个项目没有成功，我会辞职”.....而他们当时又没有太多钱，所以他们的广告预算很紧张.....于是他们决定把这个给他们的学生试用.....于是人们在火车、校园、城镇里看到它们，于是新闻媒体立刻就报道了。

The Walkman was designed to be used with headphones-a pair of padded speakers worn over the ears so you can listen to music without other people hearing.

随身听设计配有耳机——一对戴在耳朵上的用材料填充了的扬声器，这样你就可以在不让别人听到的情况下听音乐了。

Akio Morita was confident his stereo plus headphones idea would take off-suddenly start to be successful and popular.

盛田昭夫很有信心他的立体声音响加耳机的想法会成功——突然变成成功且受欢迎。

In fact, he was so confident of success that he laid his job on the line-an idiom meaning to risk losing something important, such as your job or reputation.

事实上，他对成功非常有信心以至于他赌上了他的工作——这个习语的意思是冒着失去重要东西的风险，例如你的工作或名声。

Luckily, he didn't lose his job because many people started buying the new Walkmans, something the newspapers picked up on-noticed or gave particular attention to.

幸运的是，他没有失去工作，因为很多人开始购买新的随身听，新闻报纸开始报道——注意到或特别关注。

Morita's idea was a massive success.

盛田的想法取得了巨大成功。

Released at the start of the summer holidays for Japanese students, within 3 months the entire first run of 30 thousand Walkmans had sold out.

随身听发行于日本学生的暑假伊始，三个月内第一批3万部随身听被售空。

Meanwhile, music lovers outside of Japan were desperately trying to get hold of the new machines.

与此同时，不在日本的音乐爱好者们也急切地想要得到新的机器。

Among the first to buy one was music journalist, Tim Jarman.

音乐记者蒂姆·加曼是最早一批买到的人之一。

Here he is speaking to Farhana Haider, for BBC World Service's Witness History.

以下是他在 BBC 世界服务节目《见证历史》中对话法尔哈纳·海德。

It was made available in the US in June 1980. The Walkman was especially popular with the 16 to 24 age group.

1980年6月美国可以买到随身听。随身听尤其受16到24岁年龄群体的欢迎。

They thought it could be a niche product, that might not sell, but it really caught the public imagination in every market that it was offered in.

他们认为这是一个利基产品，可能卖不出去，但是它确实每到一个市场都吸引了公众的关注。

When the Walkman was sold to the rest of the world and became popular with youngsters, people thought it was a niche product-something marketed for sale to a small, specific group.

当随身听被卖往世界的其它地方并受到了年轻人的欢迎，人们认为它是一个利基产品——只面向小众群体，特定群体销售的东西。

But instead, people of all ages began wearing Walkmans to listen to their favourite music on the move, and the new invention caught the public imagination-an idiom meaning, made the public interested in or excited about something.

但相反地，全年龄层的人都开始带着随身听边走边听他们最爱的音乐，而这个新发明吸引了公众的注意——这个习语的意思是让公众对某件事情感兴趣。

Many put the Walkman's success down to its perfect combination of sound quality, small size and affordable price.

很多人把随身听的成功归结于它将音质、小巧跟合理的价格结合在一起。

But exactly how affordable, Georgina?

那么到底有多么合理呢，乔治娜？

Remember my quiz question?

还记得我的问题吗？

Yes, Neil.

是的，内尔。

You asked how much the original Walkman cost when it came out in 1979. What did you say?

你之前问我最初的随身听在1979年面世的时候卖多少钱。你说的是多少？

I thought it costs b) 100 dollars.

我认为它的价格是 B. 100 美元。

Well, Georgina, things were cheaper in 1979, but not that cheap-the actual price was c) 150 dollars.

好的，乔治娜，1979 年的物价确实比较低，但是也没那么低——实际的价格是 C. 150 美元。

That's around 530 dollars today!

这大概是今天的 530 美元！

In this programme, we've been looking back at the iconic Sony Walkman, the first portable stereo made up of a cassette player plus headphones-pairs of padded speakers worn over the ears.

在本期节目中，我们一直在探讨标志性的索尼随身听，第一部由磁带播放器和耳机——耳朵上带的一对有填充物的扬声器——构成的便携式立体声音响。

Sony chairman Akio Morita was so confident his invention would take off-become popular and successful-that he laid his job on the line.

索尼的主席盛田昭夫非常确信他的发明会起飞——变得受欢迎且成功——所以他赌上了他的工作。

That means risked something important, like his job.

这意味着用重要的东西冒险，比如他的工作。

His colleagues at Sony worried the Walkman was a niche product—a product targeted for sale to a niche, or small and specific, market.

他在索尼的同事们担心随身听只是一个利基产品——一个只针对小众市场的产品。

But luckily for him, the Japanese newspapers picked up on his idea—noticed it and gave it particular attention.

但是他很幸运，日本的新闻报纸报道了他的想法——注意到并特别关注。

As a result, the Sony Walkman caught the public imagination—made the public excited and interested in it.

因此索尼随身听吸引了公众注意——让公众对它感到兴奋和感兴趣。

That's all for this programme.

这就是本期节目的所有内容。

Until we meet again at 6 Minute English—happy listening!

我们下期六分钟英语再见——祝您听得愉快！

Happy listening!

祝您听得愉快！

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