

题源外刊 06 课堂笔记

视频定位
0:00~11:39

上节课单词测试:

1. trend	n. 趋势 = tendency=inclination
2. relative	n. 亲戚; adj. 相关的 relatively important
3. housing	n. 住房, 居住
4. epidemic	n. 传染病; adj. 流行的
5. bacteria	n. 细菌 bacterial adj. 细菌的
6. drain	n. 排水; v. 使...耗尽; 使...干涸 drainage system 排水系统
7. subtle	adj. 隐晦的, 微妙的, 不明显的 The difference is subtle.
8. grave	n. 坟墓; adj. 严重的 aggravate v. 使...加重
9. transplant	n. v. 移植
10. rejection	n. 拒绝 reject(拒绝) = decline(下降 婉拒)
11. organ	n. 器官
12. fatal	adj. 致命的; fate 命运
13. resistant	adj. 阻碍的; 阻抗的 resist v. 抵制 drug-resistant adj. 耐药性
14. infection	n. 感染

NOTE:

板块

文章重要信息

课后作业

视频定位
11:39~28:08

Text 6 The Tech Giant Everyone Is Watching

Paragraph 1

Q: According to Para. 1, why do big technology firms elicit "conflicting" reactions?

Big technology firms elicit extreme and conflicting reactions. **Investors love them** for **their stellar growth** and **vast ambition**: the FAANG group of technology stocks, comprising Facebook, Amazon, Apple, Netflix and Alphabet (Google's parent), is worth more than the whole of the FTSE100. Without them to power its growth, America's stockmarket would have fallen this year. (虚拟语气) Yet the techlash has also entangled the digital giants in all manner of controversies, from data abuse and anti-competitive behaviour to tax avoidance and smartphone addiction. They have become the firms politicians love to hate.

A: 科技公司引发有矛盾的反应, 一方面是因为它们深受投资者喜爱, 是美国股市强有力的增长力量; 但是另一方面它们也卷入了从数据滥用、反竞争行为一直到避税、智能手机沉迷等争议中。

【重点词汇】

elicit vt. 引出

investor n. 投资者

stellar adj. 星球的; 杰出的

ambition n. 野心, 追求的目标

comprise v. 组成, 构成

techlash n. 技术后冲

entangle v. 使纠缠; 缠住

abuse n. 滥用; 虐待

addiction n. 上瘾

【对照翻译】

Big technology firms elicit extreme and conflicting reactions. Investors love them for their stellar growth and vast ambition: the FAANG group of technology stocks, comprising Facebook, Amazon, Apple, Netflix and Alphabet (Google's parent), is worth more than the whole of the FTSE100. Without them to power its growth, America's stockmarket would have fallen this year. Yet the techlash has also entangled the digital giants in all manner of controversies, from data abuse and anti-competitive behaviour to tax avoidance and smartphone addiction. They have become the firms politicians love to hate.

科技巨头们往往总是会引来一些针对他们极端而矛盾的反应。它们因极快的增长速度和巨大的野心而深受投资者的喜爱：科技股票中由Facebook, Amazon, Apple, Netflix和Alphabet (Google的母公司)组成的FAANG集团的总价值已经超过了英国富时100指数中包含的所有股票价值的总和。如果缺少了它们作为强劲的增长动力，美国股市今年可能已经开始下跌了。但最近的科技抵制潮也让这些巨头们卷入了从数据滥用、反竞争行为一直到避税、智能手机沉迷等争议中。它们已经成为了政客们最喜欢批判的公司。

视频定位
28:08~46:14

Paragraph 2

Q: Which of the following about Netflix is true according to Para. 2?

- [A] Its output is the greatest in the world.
- [B] Netflix will invest more money on production this year.
- [C] The influence of Netflix is worldwide
- [D] \$12bn-13bn equals to the pay of all the BBC's programming.

All but one. Alone among the giants, Netflix is a clear exception to this mix of soaring share prices and suspicion. (下文谈论Netflix的历史) Since its founding in 1997, the company has morphed from a DVD-rental service to a streaming-video upstart to the world's first global TV powerhouse. This year its entertainment output will far exceed that (代指前面的entertainment output) of any TV network; its production of over 80 feature films is far larger than any Hollywood studio's. Netflix will spend \$12bn-13bn on content this year, \$3bn-4bn more than last year. That extra spending alone would be enough to pay for all of HBO's programming — or the BBC's.

start-up 初创公司
upstart 自命不凡的人

A: A选项是时态问题，缺少了时间，前提条件是this year。B选项张冠李戴，偷换概念，应该是投资更多的钱在内容content上，而不是制片production上。D选项钱的数目是不对的，应该是\$3bn-4bn; equals to表达也不准确，文中说的是足够能支付，不是等同；最后pay也不对，pay作名词是工资的意思。正确选项为C，对应原文中的“global TV powerhouse”。

本段讨论了Netflix的创建历史，以及它的地位、制片和投资。

【重点词汇】

suspicion n. 怀疑，猜疑

morph v. 改变；变化（一般指形状上）

upstart n. (初出茅庐却) 自命不凡的家伙

powerhouse n. 权势集团；强国；精力充沛的人

entertainment n. 娱乐

output n. 结果，输出

exceed v. 超过

content n. 内容；目录；adj. 满意的

【对照翻译】

All but one. Alone among the giants, Netflix is a clear exception to this mix of soaring share prices and suspicion. Since its founding in 1997, the company has morphed from a DVD-rental service

但这其中有一个例外。在这一波股价与质疑同时飞涨的浪潮中，Netflix是所有科技巨头中唯一一家未受影响的公司。自从1997年创立以来，这家公

to a streaming-video upstart to the world's first global TV powerhouse. This year its entertainment output will far exceed that of any TV network; its production of over 80 feature films is far larger than any Hollywood studio's. Netflix will spend \$12bn-13bn on content this year, \$3bn-4bn more than last year. That extra spending alone would be enough to pay for all of HBO's programming — or the BBC's.

司从DVD出租服务转型至流媒体服务，再变身为如今的全球化电视提供商。今年Netflix的娱乐输出将远远超过任何一家电视网络；它制作的超过80部电影也远多于任何一家好莱坞制片商。Netflix今年将在内容上投入120至130亿美元，较去年增长30至40亿美元。仅仅是这一增量就足以覆盖HBO或者BBC的全部节目制作投入。

视频定位

46:14~1: 02: 48

Paragraph 3 & 4

Q: What is author's attitude towards Netflix?

The 125m households the company serves, twice as many as it had in 2014, watch Netflix for more than two hours a day on average, eating up a fifth of the world's downstream internet bandwidth. (China is the one big market where it is not allowed to operate.) Its ascent has mirrored the decline of traditional television viewing: Americans between the ages of 12 and 24 watch half as much pay-TV today as they did in 2010.

Uniquely among tech upstarts that have reshaped industries in recent years, Netflix has **wrought** its transformation without triggering a public or regulatory backlash. With a share price that has more than doubled since the start of the year, **it is as popular** with investors as it is with consumers. All of which raises three questions. What are Netflix's lessons for other media firms? What can the rest of the FAANGs learn from its success? And can it go on keeping everyone happy?

A: 作者的态度是积极的 positive

这两段分析了Netflix 覆盖的家庭数目广泛，占据了全球互联网下行带宽的五分之一。此外，Netflix并没有像其他科技巨头一样遭到公众的抵制，反而在投资者和消费者中同样受欢迎。

【重点词汇】

household n. 家庭

downstream adv. 顺流而下

bandwidth n. 带宽

ascent n. 上升；升高

wrought v. 引起；造成

transformation n. 变化

trigger v. 引发，触发

regulatory adj. 具有监管权的，监管的

exception n. 例外

【对照翻译】

The 125m households the company serves, twice as many as it had in 2014, watch Netflix for more than two hours a day on average, eating up a fifth of the world's downstream internet bandwidth. (China is the one big market where it is not allowed to operate.) Its ascent has mirrored the decline of traditional television viewing: Americans between the ages of 12 and 24 watch half as much pay-TV today as they did in 2010.

Netflix 如今已经覆盖了一亿两千五百万个家庭，这一数目是2014年时的两倍。这些家庭平均每天观看两小时以上他们的节目，占据了全球互联网下行带宽的五分之一（但在中国这个大市场里，Netflix是不被允许运营的）。它的崛起也反射出了传统电视观看量的减少：12岁至24岁的美国人付费电视的观看量已经下降至了2010时的一半。

视频定位
1: 02: 48~1:14:53

Uniquely among tech upstarts that have reshaped industries in recent years, Netflix has wrought its transformation without triggering a public or regulatory backlash. With a share price that has more than doubled since the start of the year, it is as popular with investors as it is with consumers. All of which raises three questions. What are Netflix's lessons for other media firms? What can the rest of the FAANGs learn from its success? And can it go on keeping everyone happy?

与其它同样在近几年里改变了整个行业的科技巨头们不同，Netflix的转变并没有引起公众的抵制或是监管的加强。随着股价上涨到今年年初的两倍以上，它在投资者中与在消费者中同样受欢迎。这一切都引发了三个值得思考的问题：Netflix对其它媒体公司可以提供哪些经验？FAANG集团中的其它几大巨头可以从它的成功中学到什么？它能一直这样让所有人都满意吗？

语法知识点

一些比较级必须用as做连词的情况

1. 时态不一致

人们不像以前那么诚实了

People are not as honest as they once were.

我说英语和以前一样流利

I speak English as fluently as I once did.

2. 形容词、副词不能共用（此时原级结构表示程度上的同等）

他爹那么老实，他娘那么狡猾。

His father is as honest as his mother is cunning.

内华达州那么干旱贫瘠，俄勒冈州却是一片葱绿

Oregon is as green as Nevada is arid.

3. 动词不能共用

他看起来和电话上听起来差不多，病得很厉害。

She looks as ill as she sounded on the phone.

他没有屏幕上看起来那么好看。

She is not as pretty as she looks on the screen

4. 宾语不能共用

他做歌手和演员一样成功

He is as good a singer as he is an actor.

他做老板和做老师一样聪明

He is as smart a teacher as he is a boss.

5. 更为复杂的结构

美国政府的清廉和纳米比亚政府的腐败同样出名

The government of USA is as famous for its cleanness as is the government of Namibia for its corruption.

The government of USA is as famous for its cleanness as the government of Namibia is for its corruption.

课后作业：

1. 句子分析

(1) Uniquely among tech upstarts that have reshaped industries in recent years, Netflix has wrought its transformation without triggering a public or regulatory backlash.

(2) Investors love them for their stellar growth and vast ambition: the FAANG group of technology stocks, comprising Facebook, Amazon, Apple, Netflix and Alphabet (Google's parent), is worth more than the whole of the FTSE100.

2. 复习文章和词汇自测

有道考研神考研