Daka destinations

For some, the aim of travel is to create 15-second videos

Perched on cliffs above a river, Hongyadong is a stilt-house complex in mock-traditional style in the city of Chongqing. Its bars, restaurants and golden neon lights (pictured) have been a popular draw since it was built in 2006. Last year the number of visitors surged.

The main reason, it seemed, was Hongyadong's sudden popularity on a social-media app, Douyin, which is used for sharing photographs and 15-second videos. By the end of the year the waiting time to get in was three hours. For a while Hongyadong—a jolly enough place but hitherto on few people's bucket lists—became the biggest attraction in China after the Forbidden City, says Mafengwo, a travel website.

Social media have transformed tourism worldwide. Instead of having fun, some people now flock to remote strawberry farms or Icelandic fjords to take photos to impress their friends on Instagram. Foreign-operated social-media sites, including Instagram, are blocked in China. But domestic ones are hugely popular. Douyin, launched in 2016, has 230m monthly active users (its owner, ByteDance, has an uncensored version of the app for users outside China, called TikTok). Unlike users of Instagram, who mainly browse feeds of pictures posted by people they follow, Douyin's fans commonly use the app to watch hot-trending videos posted by users they do not know under categories such as "food" and "scenic spots".

Uploading a picture or video from a photogenic spot to sites such as Douyin and Kuaishou is known in China as daka, meaning "punching the card". The word is also used to refer to the practice of registering your presence at a location that has already become hot, such as Hongyadong. The aim is not to produce a well-crafted video or beautiful photograph, but simply to show that you have also been to the places that are popular. The beauty of the attraction is less important than the fact that people are flocking there to daka.

A subculture has developed of young people who embrace daka as a lifestyle. So-called daka zu—"daka tribes"—can be found roaming Chongqing and other cities, checking in at as many hot locations as possible within a single day. Guides can be found online, to show the most efficient ways to achieve this. Companies offer "daka tours". Douyin users can use the app to create "daka videos": super-speed slideshows of themselves at daka sites.

Riding the tide

Just as shops and restaurants in other countries try to attract customers with decorations that might be a backdrop for Instagrammable pictures, those in China try to make themselves as daka-friendly as possible: a coffee shop in Beijing built inside a shipping container, for example. Having enjoyed a surge of Douyin-inspired custom for as little as a month or so, some businesses close up shop and move elsewhere to capture another wave.

The daka craze may have practical origins. China's young urban professionals have little vacation time. In their first year at a company, employees can expect at most one day of vacation (other than public holidays). They are routinely expected to work overtime for no pay. So workers need to make the most of their limited leisure time. Douyin captures the mood with its slogan: "Make every second count."

Unit 5 预习

阅读详情

导读

随着社交媒体的兴起，越来越多的人开始了"打卡式"旅游。所谓打卡式旅游，也叫"闪游"，是一种走马观花式的旅行方式。这种旅行多是出于炫耀、虚荣心理，或由于经济、时间条件的限制，匆匆而行。相对于深度旅游来说，护照上盖满的签证章也许能成为我们引以为荣的旅行经历，有了更多吹牛的资本，却未必有一个深刻的旅行体验与真实的感受。

2014 年"十一黄金周"之前，一名外国记者写了一篇文章《跟随中国团"闪游"伦敦》，让老外们感到很震惊，文中说 40 多名中国游客在闪游欧洲，中国旅游团希望能在最短的时间内前往最多的景点，伦敦塔半个小时，白金汉宫外仅停留10 分钟；从巴黎到瑞士坐了九个小时的车，在罗马停留四个小时，威尼斯仅有三个小时。尽管这篇文章写的是一次个别的旅行，不一定具有代表性，不过在中国的网上一搜，"东南亚五国六日游"、"欧洲七国十日游"这样的行程比比皆是。这种一天一个国家近乎疯狂的旅行，简直就是旅行的"打卡"，如其说是旅行，倒不如说就是拿着护照到一个个国家去打卡。

这一单元我们就跟《经济学人》一起，来了解一下"打卡式"旅游。这篇文章选自 2019 年 8 月 17 日的 China 版块。

Social media

Daka destinations

For some, the aim of travel is to create 15-second videos

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The main reason, it seemed, was Hongyadong's sudden popularity on a social-media app, Douyin, which is used for sharing photographs and 15-second videos. By the end of the year the waiting time to get in was three hours. For a while Hongyadong—a jolly enough place but hitherto on few people's bucket lists—became

the biggest attraction in China after the Forbidden City, says Mafengwo, a travel website.

【预习问题】

如何理解下划线句子"a jolly enough place but hitherto on few people's bucket lists"

【回答】

洪崖洞是一个非常令人愉快的地方，但在走红之前，没有多少人去那里参观游玩。

Social media have transformed tourism worldwide. Instead of having fun, some people now flock to remote strawberry farms or Icelandic fjords to take photos to impress their friends on Instagram. Foreign-operated social-media sites, including Instagram, are blocked in China. But domestic ones are hugely popular. Douyin, launched in 2016, has 230m monthly active users (its owner, ByteDance, has an uncensored version of the app for users outside China, called TikTok). Unlike users of Instagram, who mainly browse feeds of pictures posted by people they follow, Douyin's fans commonly use the app to watch hot-trending videos posted by users they do not know under categories such as "food" and "scenic spots".

Uploading a picture or video from a photogenic spot to sites such as Douyin and Kuaishou is known in China as daka, meaning "punching the card". The word is also used to refer to the practice of registering your presence at a location that has already become hot, such as Hongyadong. The aim is not to produce a well-crafted video or beautiful photograph, but simply to show that you have also been to the places that are popular. The beauty of the attraction is less important than the fact that people are flocking there to daka.

【预习问题】

社交媒体是如何改变了旅游业的？

【回答】

人们去旅游不再是为了乐趣，而是为了录制视频打卡，以让朋友惊叹、佩服。

A subculture has developed of young people who embrace daka as a lifestyle. So-called daka zu—"daka tribes"—can be found roaming Chongqing and other cities, checking in at as many hot locations as possible within a single day. Guides can be found online, to show the most efficient ways to achieve this. Companies offer "daka tours". Douyin users can use the app to create "daka videos": super-speed slideshows of themselves at daka sites.

Just as shops and restaurants in other countries try to attract customers with decorations that might be a backdrop for Instagrammable pictures, those in China try to make themselves as daka-friendly as possible: a coffee shop in Beijing built inside a shipping container, for example. Having enjoyed a surge of Douyin-inspired custom for as little as a month or so, some businesses close up shop and move elsewhere to capture another wave.

【预习问题】
概括这一段的基本内容。
【回答】
商店、餐馆纷纷迎合打卡族的打卡需求。

The daka craze may have practical origins. China's young urban professionals have little vacation time. In their first year at a company, employees can expect at most one day of vacation (other than public holidays). They are routinely expected to work overtime for no pay. So workers need to make the most of their limited leisure time. Douyin captures the mood with its slogan: "Make every second count."

【预习问题】
打卡式旅游的一个原因是什么？

【回答】
当代人工作紧张，休闲娱乐时间少，打卡式旅游可在有限时间玩更多地方。

阅读详情

【学习步骤】

1. 听音频，朗读 1-2 遍；

2. 看精读解析，并完成要求；

3. 再听音频，朗读 1-2 遍；

Social media: Daka destinations

本次精读的文段选自 2019 年 8 月 17 日 The Economist 的中国版块，聚焦了中国当下盛行的打卡旅游现象，十分接地气，标题为 Daka destinations（打卡目的地，网红景点），以下进入正文：

摘要：For some, the aim of travel is to create 15-second videos.

【翻译】

对有些人来说，旅游的目的就是拍摄 15 秒钟的视频。

【解析】

这句话高度概括了打卡旅游的目的：拍摄短视频。读起来有些荒唐可笑。

"拍摄视频"，除了文中的 create a video，也可以说 make a video。

如果表示"把...拍成录像"，我们可以说 capture sb / sth on video 或 catch sb / sth on video，比如：

She was captured on video while shouting at the traffic police who had asked her to move her Rolls-Roycethe away from the hospital's emergency path.

交警让她把车移开，不要挡住医院的紧急通道，但她却对交警大吼大叫。这一幕被人拍了下来。

第一部分：案例分析

1-2 段是文章第一部分，讲了洪崖洞在抖音上火了起来之后（Para.2），吸引了众多游客前来观光（Para.1）。

第一段

第一段讲了洪崖洞的地理位置、建筑风格、特色以及受欢迎程度。

①Perched on cliffs above a river, Hongyadong is a stilt-house complex in mock-traditional style in the city of Chongqing.

【逻辑结构】

①句描述了洪崖洞独特的地理位置与建筑风格。

【翻译】

洪崖洞位于重庆市的一处江边悬崖之上，是一处复古风格的吊脚楼建筑群。

这句话的主干是：Hongyadong is a stilt-house complex

洪崖洞是一处吊脚楼建筑群。

主干部分点明了洪崖洞的建筑风格。

stilt 本指支撑建筑物高出地面或水面的桩、支柱，如图：

文中 stilt house 就是指重庆、贵州那一带少数民族的传统民居吊脚楼。

complex 我们都熟悉其形容词含义"复杂的"，但作名词时，它也可以表示"建筑群，综合建筑楼"（a group of buildings or a large building with many parts），complex 比 building 结构更加复杂，由此把这两个意思联系起来。如 a leisure complex 休闲中心，文中 stilt-house complex 就是指"吊脚楼建筑群"。

补充一个类似的词语：compound，它本义是"化合物，混合物"的意思，也可以引申为"建筑群"，不过 compound 和 complex 的区别是，compound 四周有围墙环绕，而 complex 是开放的。比如，外交工作人员住的"外交公寓"，英文就是 diplomatic residential compound，简称 DRC：

主干前面加了一个动词-ed 形式的定语，补充洪崖洞的具体位置：Perched on cliffs above a river

洪崖洞坐落在江边悬崖之上。

还原成句子的形式是：Hongyadong is perched on cliffs above a river.

perch 本义指鸟类"栖息"，比如，A robin was perching on the fence. 一只知更鸟落在篱笆上。
我们也可以用 be perched on / above 表示"某物位于/坐落在..."，常指位于边缘或顶部的位置，给人一种晃晃悠悠不稳定的感觉。
《新概念三》的第 43 课 Fully insured（全额保险）中就有一个相关例句：
For one agonizing moment, the dishwas perched precariously on the bank of the canal, but it suddenly overbalanced and slid back into the water.（连续朗读 15 遍）

在令人忐忑不安的瞬间，盘子晃晃悠悠地上了岸，但它突然失去了平衡，又跌回水中。

2018 年 4 月的《经济学人》中有篇文章讲到了人类为了适应自然条件而产生的进化，文章开头也用到了 perch 一词：
THE Bajau, a people of the Malay Archipelago, spend almost all of their lives at sea. They live either on boats or in hutsperched on stilts on shallow reefs.（连续朗读 15 遍）
巴瑶人是马来群岛的一个民族，他们几乎一生都要在海上度过。他们要么住在船上，要么住在浅海暗礁上的吊脚棚屋里。

除了 perch，我们还可以用其它表示人类或动物的行为的词来表示"位于、坐落在"的含义，比如 sit / stand / lie，我们看几个例子：
A lamp stood on the table. 桌子上放着一盏灯。
Near the railway station stood a hotel. 火车站附近有家酒店。（这句话是倒装，常规语序是：A hotel stood near the railway station.）
The town lies in a small wooded valley. 该镇坐落于一个林木茂盛的山谷中。
The islands lie at the southern end of the Kurile chain.
这些岛屿位于千岛群岛的南端。
Our new house sat next to a stream. 我们的新房子坐落在一条小溪旁。
（把以上例句各连续朗读 10 遍以上。）

在主干后面，作者还加了两个状语，分别是：
1. in mock-traditional style
2. in the city of Chongqing

第一个状语讲了该建筑群的风格，in...style 或 in the style of...表示"...的风格"，mock 是"模仿"，mock-traditional 意为"仿古的，复古的"。所以 in mock-traditional style 就是"复古风"的意思。

第二个状语讲了洪崖洞的地理位置：位于重庆市。

Perched on cliffs above a river, Hongyadong is a stilt-house complex in mock-traditional style in the city of Chongqing.

这句话终于看懂了，于是我们开始自信满满地翻译：
位于重庆城区、坐落在河岸上悬崖峭壁的洪崖洞是一个以吊脚楼为特色的复古风格综合建筑群。

这么翻似乎没什么问题，意思也都出来了，但读起来就感觉怪怪的。

我们需要注意英汉表达的一处差异：**汉语形散意合，注重「达意」，常用松散句、流水句。而英文是一门形合的语言，注重结构形式**，常常借助各种连接手段，把各部分信息连接在一起。这样的句子有时虽然冗长，但不至于流散，环扣镶嵌、盘根错节、句中有句。
另外，进行修饰时，英文名词前可以加很多定语进行修饰，而汉语名词前的定语不宜过长，可以转化成谓语的形式。
比如我们第十期中学过的一个句子：
Luan County is a rustbelt community on the polluted outskirts of the steel city of Tangshan in north-east China.
（他们所在的）滦县位于中国东北部的钢铁城市唐山市的外郊，此地污染严重，经济衰败。
在形容环境的时候，英文中用的是词语作定语，比如 rustbelt, polluted，而汉语用的却是短句，如"污染严重""经济衰败"。

所以，上面的译文中，主语"洪崖洞"前面的定语"位于重庆城区、坐落在河岸上悬崖峭壁的"过长，不符合汉语的表达习惯，所以我们可以处理成谓语的形式：
洪崖洞地处重庆市的一处江边悬崖之上，是一处复古风格的吊脚楼建筑群。

把本来作定语"位于重庆城区、坐落在河岸上悬崖峭壁的"改成谓语形式"地处重庆市的一处江边悬崖之上"，之前的长句也变成了短小的散句，通顺了很多。

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）
Perched on cliffs above a river, / Hongyadong is a stilt-house complex / in mock-traditional style / in the city of Chongqing.
洪崖洞位于重庆市的一处江边悬崖之上，是一处复古风格的吊脚楼建筑群。
　　②Its bars, restaurants and golden neon lights have been a popular draw since it was built in 2006.

②句讲了洪崖洞内部的样子。

它于 2006 年建成，此后，那里的酒吧、餐馆和璀璨的霓虹灯吸引了大批游客。

【解析】

这句话的结构不难，我们看一下 draw 这个词。

我们都知道 draw 作动词有"吸引"的意思，比如，The activity has drawn huge crowds. 这一活动吸引了大批人群。

此处是它的一个熟词僻义，作名词，指具有吸引力的事物，文中可以理解成"旅游景点"，相较于 scenic spot, landscape, tourist attractions 等词而言，a popular draw 无疑更为新颖。

我们举个例子：The Gate of the Orient in Suzhou has been a big draw for visitors. 苏州的东方之门吸引了大量的游客。

如果形容某场体育比赛、电视节目很好看，也可以用这个表达：X has been a big draw for...

补充一个近义表达：sth appeals to sb，意思是"sth 吸引着 sb"，比如：
The idea of studying abroad really appeals to me.（＝ The idea of studying abroad has been a real draw for me.）
出国留学的想法吸引着我。

【翻译】

Its bars, restaurants and golden neon lights have been a popular draw since it was built in 2006.

看到这句话，可能很多同学的译文是这样的：
自 2006 年竣工起，它的酒吧、餐厅和金碧辉煌的霓虹灯已成为了著名的风景线。

这么翻没问题，意思都出来了，也比较通顺。但我个人更倾向于下面一种：
它于 2006 年建成，此后，那里的酒吧、餐馆和璀璨的霓虹灯吸引了大批游客。

1. 汉语多小碎句、流水句，所以我把"since it was built in 2006"翻译成了"它于 2006 年建成，此后..."，其中"它于 2006 年建成"就是一个完整的短句，相比于"自 2006 年竣工起"，更符合汉语的表达习惯。

2. Its bars, restaurants and golden neon lights 很多人都会翻成"它的酒吧、餐厅和..."，事实上，汉语中除非是有意强调所属关系，否则很少出现"它的"这样的表达，我们可以处理成"那里的，这里的"，更符合汉语表述。

3. 还记得英文的「名词化」现象吗？英文中常用名词来表达汉语中动词的含义，比如我们之前讲过的用 an advocate of, a backer of 表达动词"支持"的含义；再比如，Since he lost his job, he's been a loner. 自从他失业之后，就很不合群了。英文中用"loner"表达动词"合群"的含义；

再举个例子，"她唱歌很好听"，比 She sings well 更地道的说法是：She is a good singer. 英文中用名词"singer"来表示动词"唱歌"的含义。

所以，我把文中的"a popular draw"翻译成动词形式"吸引大批(游客)"，"大批"体现了"popular"。

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）

Its bars, restaurants and golden neon lights / have been a popular draw / since it was built in 2006.

它于 2006 年建成，此后，那里的酒吧、餐馆和璀璨的霓虹灯吸引了大批游客。

③Last year the number of visitors surged.

【逻辑结构】

③句从游客数量角度讲了洪崖洞的受欢迎程度。

【翻译】

去年，游客数量暴涨。

【解析】

句首 last year 点明时间，和上句的 since 2006 构成时间上的变化。英语中，时间发生变化，内容就发生了变化，这一变化就是 the number surged（游客数量激增）。

大家都很熟悉 surge 的动词含义，它在外刊中出现的频率非常高，意思是"激增、涌现"。我们再补充几个表示"上涨"含义的词语：

1. climb
The temperature has climbed steadily since this morning.
从今天早上起气温在持续升高。
Inflation climbed 2% last month.
上个月物价上涨了 2%。
The divorce rate had climbed to almost 30% of all marriages.
离婚率已经上升到了婚姻总数的近 30%。
（"上涨了"，climb+数字；"上涨到"，climb+to+数字）

2. mount
Casualties on both sides of the battle have continued to mount.
交战双方的伤亡人数继续增加。

3. shoot up
Demand for water has shot up by 70% over the last 30 years.
过去 30 年来，水的需求量猛增了 70%。

4. jump

Profits jumped to ￡2.6 million last year.
去年利润猛增至 260 万英镑。

5. leap
Profits leapt to ￡376m.
利润骤增至 3.76 亿英镑。

6. rocket
Car sales rocketed from 180 to 2000 a year.
汽车的年销量从 180 辆猛增到 2000 辆。

此外还有一些简单的，比如 rise, increase, go up，我们就不再赘述。

另外，surge 也可以作**名词**，比如《经济学人》关于"终身学习"的报道中说：
Later, automation in factories and offices called forth **a surge in** college graduates.
后来，工厂和办公室自动化又引发了大学生人数猛增。

surge 作名词时还可与其他抽象名词搭配，如：
A consumerism surge helped reshape traditional working-class culture.
消费主义抬头重新塑造了传统的工薪阶层文化。

A surge in patriotism since the beginning of the trade battle has led some consumers to favour local brands.（《金融时报》）（连续朗读 15 遍。）
自贸易战开始以来，**爱国主义情绪高涨**，导致一些消费者青睐本土品牌。

<p style="text-align:center;color:red;">第二段</p>

第二段分析了去年洪崖洞爆红的原因。

①The main reason, it seemed, was Hongyadong's sudden popularity on a social-media app, Douyin, which is used for sharing photographs and 15-second videos.

【逻辑结构】

①句开门见山，点明洪崖洞游客人数猛增的原因：在抖音上爆红。

【翻译】

其主要原因似乎是洪崖洞在抖音上爆红。抖音是一款用来晒照片和分享 15 秒短视频社交媒体 app。

【解析】

我们首先看一下这句话的主干：The main reason was Hongyadong's sudden popularity on a social-media app.
这部分简练概括了洪崖洞成为打卡圣地的原因——在抖音上爆火。

注意介词，在某款 app 上、在手机上，用介词 on，不是 in。

主干中有一个表达值得我们注意：sudden popularity，形容某人、某事物迅速爆红，比如：

Fu Guohao, a reporter for a state-run Chinese newspaper, gained sudden popularity on Sina Weibo, after shouting "I support the Hong Kong police. You can all attack me now." while being tied up and attacked by riots at the Hong Kong airport.
一名中国官媒记者付国豪在香港机场被暴徒捆住手脚、拳打脚踢，他喊道："我支持香港警察，你们可以打我了！"之后在新浪微博上迅速走红。

也可以说 rise to stardom / fame (overnight)，（一夜）爆红。

如果形容**书籍、电影爆红、很受欢迎**，可以用 hit 一词，比如公众号文章《众说纷纭｜啥是佩奇》中讲到这么一句话：
A trailer for an animated film on Peppa Pig has become a surprise overnight hit in China.
小猪佩奇动画电影的预告片在中国一夜爆红。
Become an overnight hit 一夜爆红。

主干里的 social-media app 指"社交媒体 app"，后面加了一个同位语，作进一步介绍：Douyin
即，这款社交媒体 app 就是抖音。

Douyin 后面又接了一个定语从句，做更详细的介绍说明：which is used for sharing photographs and 15-second videos

be used for...的意思是"被用来..."，引出了抖音的功能作用：sharing photographs and 15-second videos 用来分享照片和 15 秒钟的视频。

share 是"分享"的意思，如果表示"转发"，我们可以在 share 前面加上一个表示"再、重新"的前缀"re-"：reshare，刘亦菲撑警后，遭到了外网极端分子抵制，《时代周刊》报道说：
On Wednesday, Liu reshared a post from the state-backed newspaper People's Daily that read: "I support the Hong Kong police. You can all attack me now."
周三，刘亦菲转载了官媒《人民日报》的微博"我支持香港警察，你们可以打我了。"
post 作名词指"推送"，这里可以翻译成"微博"。

【练习】
按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）
The main reason, / it seemed, / was Hongyadong's sudden popularity on a social-media app, Douyin, / which is used for / sharing photographs and 15-second videos.
其主要原因似乎是洪崖洞在抖音上爆红。抖音是一款用来晒照片和分享 15 秒短视频社交媒体 app。
②By the end of the year the waiting time to get in was three hours.
【逻辑结构】
②句从排队等待时间角度，来体现①句的 sudden popularity.

年末，洪崖洞的入场排队时间已达到三小时之久。

这句话的主干是：the waiting time was three hours 等待时间为三小时

做什么的等待时间呢？time 后面通过 to do 不定式进行补充：the time to get in 进入时间。

③For a while Hongyadong—a jolly enough place but hitherto on few people's bucket lists—became the biggest attraction in China after the Forbidden City, says Mafengwo, a travel website.

③句通过和故宫对比，体现出洪崖洞的人气之高。

旅游网站马蜂窝称，洪崖洞风景宜人，但此前人迹罕至，而如今却一度成为中国仅次于故宫的旅游热地。

这句话的结构稍显复杂，我们先拎出它的主干：Hongyadong became the biggest attraction in China after the Forbidden City

after 在这里表示次序，意为"排在...之后，次于..."，如果这里出了一个阅读题，设置了一个障碍选项：洪崖洞一度成为中国最大的旅游胜地。一定要知道这个选项是错误的，文中说的是 the biggest...after...，仅次于...的最大的...，即"第二大"。此处容易断章取义。

attraction 可直译为有吸引力的地方（an interesting or enjoyable place to go），是对上文 draw 的同义替换。

主干句末则引述了数据的来源——马蜂窝：says Mafengwo, a travel website.
也可以说：according to Mafengwo, a travel website.
Mafengwo 和 a travel website 之间是同位语的关系。

我们再来看破折号里的补充内容：a jolly enough place but hitherto on few people's bucket list
洪崖洞风景宜人 (a jolly enough place)，但此前 (but hitherto) 人迹罕至 (on few people's bucket list)

a jolly enough place 同 a very jolly place
enough 可以用作副词，表示"很，十分"，同 very，区别是，enough 的用法为「adj.+enough」，而 very 的用法为「very+adj.」，比如：

The rest of the evening passed**pleasantly enough**.（= The rest of the evening passed **very pleasantly**.）
晚上剩余的时间过得十分愉快。

hitherto，读[hɪ ðə'tu:; 'hɪ ðətu:]，可译为至今（until now），较为正式。
比如《动物庄园》中的例句：
Hitherto the animals on the farm had had a rather foolish custom of addressing one another as Comrade.
迄今为止，庄园里的动物还有一个颇为愚蠢的习惯，那就是互相以"同志"相称。

bucket list 是一个很风趣的词组，可翻译为遗愿清单，愿望清单。它来源于 kick the bucket，这是对死亡的一种通俗含蓄的说法，可译为"翘辫子"。bucket list 则可理解为死之前一定要体验一次的事情。
所以，在写作时我们可以放弃已被用烂的 want to do sth, be eager to do sth，转而说 sth. is on one's bucket list.

文中 a jolly enough place but hitherto on few people's bucket list 的意思是：**迄今为止，这个美丽的地方几乎不存在于别人的愿望清单里**（few 表示"几乎没有"，否定含义），说得直白一点，就是，**地方虽美，但很少人想去。**

hitherto 和前面的 for a while 形成时间上的转折，前者表示"至今为止"，描述的是过去的情况（人迹罕至）；后者表示"一度"，描述的是现在或近期持续一段时间的情况（成为旅游热地）。

<div align="center">【翻译】</div>

For a while Hongyadong—a jolly enough place but hitherto on few people's bucket lists—became the biggest attraction in China after the Forbidden City, says Mafengwo, a travel website.

看懂句子后，试着翻译一下，可能很多人的版本是这样的：
旅游网站马蜂窝称，如今的洪崖洞——一个虽景色怡人却曾人气寥寥的景点，已成为中国最受欢迎的旅游圣地，仅次于故宫。

我们再回顾一下之前讲过的汉语的特点：
1. **英文先写重点、结论**，其它信息（比如事实、描述部分）则通过句子结构的扩展，放在非主干位置上；而中文与之相反，要按照一定的**时间顺序和事理顺序**，有先有后，有主有次，逐层叙述，把重点和结果放在最后。
2. 多个描述性词语连用时，英文中可作定语，但汉语中要改成谓语的形式，更符合表达习惯。

比如这句话，英文中，我们要遵循「先重点、后其它」的顺序，重点为现在的情况：洪崖洞成为中国仅次于故宫的最热打卡胜地，我们把它转化成英文放在

主干中：Hongyadong became the biggest attraction in China after the Forbidden City.

过去的情况则是非重点信息：虽景色怡人却曾人气寥寥的景点。我们要把它放到非主干成分上：Hongyadong—a jolly enough place but hitherto on few people's bucket lists—became the biggest attraction in China after the Forbidden City.

而中文，要按照时间顺序和事理顺序排列，即「先过去，后现在」，过去是：虽景色怡人却曾人气寥寥的景点。现在是：洪崖洞成为中国仅次于故宫的最热打卡胜地。合起来就是：**洪崖洞过去是一个景色怡人却曾人气寥寥的景点，而现在成为中国仅次于故宫的最热打卡胜地。**

还有一个问题是："景色怡人却曾人气寥寥的"这部分作定语，太长，不符合汉语行文习惯，我们要把这部分改成谓语短句结构：**洪崖洞风景宜人，但人迹罕至。**

最终的版本是：
旅游网站马蜂窝称，洪崖洞风景宜人，但人迹罕至，而如今却一度成为中国仅次于故宫的旅游热地。

通顺很多了。

<div align="center">【练习】</div>

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）

For a while Hongyadong—a jolly enough place but hitherto on few people's bucket lists—became the biggest attraction in China after the Forbidden City, says Mafengwo, a travel website.

旅游网站马蜂窝称，洪崖洞风景宜人，但此前人迹罕至，而如今却一度成为中国仅次于故宫的旅游热地。

Unit 5 精读(中)

阅读详情

【学习步骤】
1. 听音频，朗读 1-2 遍；
2. 看精读解析，并完成要求；
3. 再听音频，朗读 1-2 遍；

第二部分

第二部分由点到面，从第一部分的「案例分析」（点）上升到了「对现象的描述」（面）。这一部分包括 3-6 段，讲了当下年轻人的打卡热现象。其中 3-5 段讲了"打卡热"对旅游业的影响。

第三段

第三段讲了社交媒体对旅游业的影响。

①Social media have transformed tourism worldwide.

【逻辑结构】

①句总领全段，点明段落主旨。

【翻译】

社交媒体改变了全球旅游业。

【解析】

transform 意为彻底改变、变革（to change sth completely），可与 revolutionize 相替换，在描述当代许多发明的重大影响时，我们都可以用上这个词，例如：

WeChat has transformed the way people communicate.

我们在外刊精读写作课中还接触过类似的表达：
（1）reshape

Just as cars **reshaped the world** in the 20th century, in ways good and bad, AVs could **change** how people live, work and play.（连续朗读 15 遍。）

就像 20 世纪汽车**改变世界**一样，无人驾驶也会**改变**人们的生活、工作和娱乐方式，这有利也有弊。

（2）shake up, overhaul

As with past waves of new technology, such as the rise of personal computers and mobile telephony, AI <u>has the potential to</u> **shake up** the businesses of the tech giants by helping them **overhaul** existing operations and dream up new enterprises.（连续朗读 20 遍。）

和过去个人电脑及手机的兴起等新技术浪潮一样，AI 将助力科技巨头全面**变革**现有业务、创造新企业，从而可能**颠覆**这些企业的业务模式。（overhaul 指 change sth completely 彻底改变，再注意一个表达：have the potential to do 有潜力做某事，有可能做某事）

今后在写作或汉译英中，当想表达 change 的含义时，考虑一下可不可以用 reshape, transform, revolutionize, shake up 等替换。

②Instead of having fun, some people now flock to remote strawberry farms or Icelandic fjords to take photos to impress their friends on Instagram.

【逻辑结构】

②句对①句进行展开，以 Instagram 为例，讲了社交媒体是如何改变旅游业的。

【翻译】

如今，人们不再享受旅游的乐趣，而是为了能给 Instagram 上的好友晒当地照片，而纷纷前往遥远的草莓农庄或冰岛峡湾。

【解析】

这句话的主干是：some people now flock to remote strawberry farms or Icelandic fjords

现在，人们 (some people) 纷纷前往 (flock to) 遥远的 (remote) 草莓农庄 (strawberry farms) 或冰岛峡湾 (Icelandic fjords)

flock 作**名词**时意为一群，既可修饰人也可修饰动物，比如 a flock of small birds 一群小鸟；a flock of children 一大群孩子（修饰人时可以和 crowd 替换：a crowd of children）；作**动词**时则表示"蜂拥而至"（go somewhere in large numbers），如 China Daily 在报道西安旅游业兴旺时是这么说的：
Tourists flock to the street for the music shows and colored lanterns in Xi'an.
西安游客涌上街头，观看音乐表演和彩灯。

Icelandic fjords 意为冰岛峡湾，fjord 的读音需注意一下，音标为[fjɔː(r)d]，了解即可。

这些人为什么前往遥远的地方呢？后面通过 to do 不定式进行补充：
to impress their friends on Instagram.

impress 一词用在这里非常简洁、到位，它意为使...羡慕 / 给...留下深刻印象，体现出人们发朋友圈/Instagram 时的炫耀心态。再举个例子：
He borrowed his friend's sports car to impress his girlfriend.
他借来朋友的跑车向女友炫耀。

大学生一定要多参加一些志愿工作，因为 Experience in voluntary work will often impress your potential employer. 志愿者经历往往会给潜在雇主留下一个深刻的印象。

文中 on Instagram 修饰 friends，指"Instagram 上的好友"，我们昨天讲过，在某款软件上，用介词 on。

Instead of 表示"而不是"，后面加否定内容。"having fun"和后面的"impress their friends"构成转折。

所以，社交媒体对旅游业产生的影响是：**由「享受乐趣」变为「为了炫耀」。**

【练习】

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）
Instead of having fun, / some people now flock to remote strawberry farms or Icelandic fjords / to take photos / to impress their friends / on Instagram.
如今，人们不再享受旅游的乐趣，而是为了能给 Instagram 上的好友晒当地照片，而纷纷前往遥远的草莓农庄或冰岛峡湾。
③Foreign-operated social-media sites, including Instagram, are blocked in Ch【逻辑
结构】
③④两句承上启下，由国外的 Instagram 过渡到中国的"抖音"。

【翻译】

中国屏蔽了包括 Instagram 在内的国外社交网站，不过当地的社交网站也极受欢迎。

【解析】
③句的主干为 Foreign-operated social-media sites are blocked in China.

Foreign-operated 指"国外运营的"，也可以说 foreign-run. 表示"外企"我们就可以说 foreign-operated enterprises 或 foreign-run enterprises，"国企"可以说 state-owned / state-operated / state-run enterprises.

block 在这里是"阻碍、封锁"的意思。比如，Posts that support Hong Kong police were blocked on Twitter and Facebook. 推特和脸谱网屏蔽了撑警推送。

including Instagram 是动词-ing 形式作 social-media sites 的后置定语，写作中 including 可用来举例子，替换 such as.

④句中，domestic ones 意为国内的社交媒体网站，ones 是对 social-media sites 的替换。此外我们也可以用 their domestic counterparts, their domestic equivalents 或 their domestic rivals 来表示。（their 指"国外社交媒体的"）。

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）

Foreign-operated social-media sites, / including Instagram, / are blocked in China. / ④But domestic ones / are hugely popular.

中国屏蔽了包括 Instagram 在内的国外社交网站，不过当地的社交网站也极受欢迎。

⑤ Douyin, launched in 2016, has 230m monthly active users (its owner, ByteDance, has an uncensored version of the app for users outside China, called TikTok).

⑤句讲了抖音月活用户量，来呼应④句的"hugely popular"。

抖音于 2016 年推出，目前月活用户达 2.3 亿。其母公司字节跳动为海外用户提供了一款未经审查的版本——TikTok.

这句话的主干是 Douyin has 230m monthly active users
抖音有 2.3 亿月活用户

monthly active users 指"月活"，同样的道理，"日活"我们可以说 daily active users.

Douyin 后面加了一个动词-ed 形式的后置定语，进行补充修饰：launched in 2016
还原成从句的形式是：
Douyin, **which was** launched in 2016, has 230m...

launch 指 to make a product available for the first time（让一款产品首次可被获得），即"投放市场""推出"，比如：
to launch a new drug 推出新药
to launch a new book 发布新书
文中 Douyin was launched in 2016 指：抖音于 2016 年发布。

我们再来看括号里的内容，其主干为：its owner has an uncensored version of the app for users outside China

Uncensored="un-"+"censor"+"-ed"，前缀"un-"表示否定，词根 censor 表示"审查"，后缀"-ed"确定了词性为形容词，所以 uncensored 的意思是"未经审查的"。

owner 本义是所有者，这里要理解为"母公司"，后面加了一个同位语结构 ByteDance，进行补充说明，即：字节跳动是抖音的母公司，抖音的母公司是字节跳动。

for users outside China 点明了 an uncensored version 的面向群体：海外用户。
users outside China 指"海外用户"。

这部分修饰 app，指这款未经审查的 app 叫 Tik Tok。

【翻译】

Douyin, launched in 2016, has 230m monthly active users (its owner, ByteDance, has an uncensored version of the app for users outside China, called TikTok).

可能很多同学的译文是这样的：
在 2016 年发布的抖音已经拥有了 2.3 亿的月活跃用户。（它的母公司字节跳动拥有一个免收审查的版本供海外用户使用，叫做 TikTok。）

我们昨天讲过，描述性词语在英文中常定语，但到汉语中要改成谓语的形式。英文中，launched in 2016 是后置定语，修饰 Douyin，到汉语中，我们最好把 launched in 2016 改成谓语动词的形式：抖音于 2016 年发布。

看修改后的译文：
抖音于 2016 年推出，目前月活用户达 2.3 亿。其母公司字节跳动为海外用户提供了一款未经审查的抖音版本——TikTok.

【练习】

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）
Douyin, / launched in 2016, / has 230m monthly active users / (its owner, / ByteDance, / has an uncensored version of the app / for users outside China, / called TikTok).
抖音于 2016 年推出，目前月活用户达 2.3 亿。其母公司字节跳动为海外用户提供了一款未经审查的抖音版本——TikTok.

⑥Unlike users of Instagram, who mainly browse feeds of pictures posted by people they follow, Douyin's fans commonly use the app to watch hot-trending videos posted by users they do not know under categories such as "food" and "scenic spots".

【逻辑结构】
⑥句把抖音和 Instagram 进行对比，以体现两者的差异。

【翻译】

Instagram 用户主要浏览关注者的照片推送，而抖音粉丝往往用它来观看未关注用户发布的"美食"或"美景"栏目下的热门视频。

【解析】

这句话的主干是：Douyin's fans commonly use the app to watch hot-trending videos

抖音粉丝常常用这款 app 观看热门视频

我们都知道 trend 有"趋势"的意思，其形容词形式 trending 就是"成趋势的"，也就是"流行的、热门的"，hot-trending 意思一样，表示"流行的、热门的、热点的"，可以用来替换 popular，比如新浪微博上的热门话题我们就可以说 hot-trending topics，

hot-trending videos 后面加了一个动词-ed 形式的后置定语，进行修饰：
posted by users they do not know

还原成定语从句的形式是：
hot-trending videos that are posted by users they do not know
他们不知道的用户所发布的热门视频。

they do not know 是 users 的定语从句，指"未关注用户"。

后面 under categories such as "food" and "scenic spots"也是修饰 hot-trending videos。

Under the category of...或 under...category 的意思是：在...分类/类别下。
所以这部分的意思是：美食或美景分类里的热门话题。

在主干前面作者通过 unlike 将抖音和 Instagram 进行对比：Unlike users of Instagram
和 Instagram 用户不同。

哪里有不同？users 后面加了一个 who 引导的定语从句，进行补充：
who mainly browse feeds of picturesposted by people they follow(动词-ed 形式的后置定语)

browse 是"随意浏览"（look at things in a casual way）的意思，可作及物动词，也可作不及物动词，比如，browse around in the network bulletin boards 在网络论坛上浏览信息；browse WeChat Moments 刷朋友圈，browse Sina Weibo 刷微博。

我们都知道 feed 作动词有"喂养"的意思，作名词是"饲料"，但它在这里是熟词僻义，表示"(消息、新闻)推送"，这个词很形象，就好像社交媒体把新鲜事一口一口喂到我们嘴里一样。
《经济学人》姊妹刊《1843》中也曾有段话讲到了人们为发 Instagram 而旅游：
If ever a place felt like it was made for Instagram, it is Santorini. The southernmost island in Greece's Cycladic region, it is famous for its expansive sunsets and blue and white domed churches, both of which have become a common backdrop on many an influencer's **feed**.（连续朗读 20 遍）

如果说有哪个地方让人觉得它就是为发 Instagram 而打造的，那就是圣托里尼。它是希腊基克拉迪地区最南端的岛屿，因其广阔的日落和蓝白色的圆顶教堂而闻名，这两种景象都成为很多网红的推送里的共同背景。

expansive sunsets 让我想到了"长河落日圆"的那种宏大开阔的场面；influencer 本义是"有影响力的人"，社交媒体领域专指"网红"。

之前有家外媒讲到了人们对社交媒体的沉迷，文中有这么一句话：
If you don't check your Twitter or Facebook **news feed** every 10 minutes, are you really missing out?（连续朗读 15 遍）
如果你不每 10 分钟就查一下推特或 Facebook 里的**新闻推送**，你真的会错过（重要的消息）吗？

我们回到文中来，who mainly browse feeds of pictures posted by people they follow 的意思就是：Instagram 用户主要浏览关注者的照片推送。

最后我们再看一下这句话：
Unlike **users** of Instagram, who mainly browse feeds of pictures posted by people they follow, Douyin's **fans** commonly use the app to watch hot-trending videos posted by users they do not know under categories such as "food" and "scenic spots".

这句话里有很多同义替换，比如 users 和 fans，mainly 和 commonly，browse feeds 和 use the app to watch，follow 和 know（虽然含义不同，但文中语境下表达的都是同一个意思）。

<div align="center">【练习】</div>

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）
Unlike users of Instagram, / who mainly browse feeds of pictures / posted by people / they follow, Douyin's fans commonly use the app / to watch hot-trending videos / posted by users / they do not know / under categories / such as "food" and "scenic spots".
Instagram 用户主要浏览关注者的照片推送，而抖音粉丝往往用它来观看未关注用户发布的"美食"或"美景"栏目下的热门视频。

Unit 5 精读(下)

阅读详情

【学习步骤】

1. 听音频，朗读 1-2 遍；

2. 看精读解析，并完成要求；

3. 再听音频，朗读 1-2 遍；

第四段

第四段顺承第三段，详细描述了人们旅游打卡时的心理活动和状态。

①Uploading a picture or video from a photogenic spot to sites such as Douyin and Kuaishou is known in China as daka, meaning "punching the card".

【逻辑结构】

①句讲了什么是"打卡"。

【翻译】

把美景照片或视频上传到抖音或快手等社交网站上，这一行为在中国被称为"打卡"。

【解析】

这句话的主干是：A is known as B.

A 被称为 B。

A 是 Uploading a picture or video from a photogenic spot to sites such as Douyin and Kuaishou，动名词作主语。

Uploading a picture or video 是这部分的核心，指"上传照片或视频"。

from a photogenic spot 修饰"picture or video"，指"美景的照片或视频"。

photogenic 从构词角度看是"具有拍照基因的"（photo+gene 的变体），可译为"上镜的"，比如**夸某人拍照很好看**，就可以用 photogenic：

Crystal Liu is one of the most photogenic actors in China.

刘亦菲是中国最上镜的演员之一了。

形容一个地方风景优美、适合拍照，也可以用这个词：

Shantang Street in Suzhou is one of the most photogenic places in South China.

苏州山塘街是中国江南最适合拍照的地方之一。

今年 5 月 25 日的《经济学人》中有篇文章讲到了中国的瑞幸咖啡，文中有句话也用到了 photogenic 一词：

An option on the Chinese rating app Dianping allows users to search for wanghong ("internet viral") coffee houses: ones with particularly **photogenic decor**.（连续朗读 15 遍）

用户可以在大众点评（中国的一款评级 App）上选择搜索"网红咖啡店"——那些装修特别上镜的咖啡店。

decor 指"装饰"；ones with particularly photogenic decor 解释了什么叫"wanghong coffee shops"。

我们在公众号文章《经济学人精读丨釜山行？警惕韩国智能手机僵尸出没，变身马路杀手》中遇到过一个类似的词 Instagrammable：

In many of Seoul's most Instagrammable coffee shops, couples on dates spend vastly more time looking at their screens than at each other.（连续朗读 15 遍）

在首尔的很多网红咖啡店中，约会的情侣盯着屏幕的时间远远超过了彼此相对而视的时间。

Instagrammable 指"能发 Instagram 的"，也就是"上镜的、好看的"。

文中的 a photogenic spot 可以翻译成"适合拍照的地方，美景"，可以和第一段的 draw、第二段的 jolly enough place,attraction 替换。

我们回到文中来，to sites such as Douyin and Kuaishou 修饰 upload，指"把这些照片上传到抖音和快手等网站上"。

主干 A is known as B 中的 B 指：daka，后面又通过动词-ing 形式的后置定语进行解释：meaning "punching the card"

我们可以还原成定语从句的形式：

...is known as daka, which means "punching the card".
...被称作"daka"，即"打卡"。

"打卡"本义是上下班签到，用英文表示就是 clock / punch in（上班打卡），clock / punch out（下班打卡），我们在第二单元中讲过，先复习一下：

Suddenly, workers were paid not for their output but for their time, and were required to clock in and out.（连续朗读 15 遍）

突然间，工人们的工资不再是按产出支付，而是按时间支付，而且还被要求打卡上下班。

早期打卡是在一张专门计时的卡片上用打卡器打出小洞（punch holes，punch 有"打，打孔"的意思），以记录上下班时间，于是就有了 punch the card（打卡）这个表达，沿用至今。

【练习】

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）

Uploading a picture or video / from a photogenic spot / to sites / such as Douyin and Kuaishou / is known in China / as daka, / meaning / "punching the card".

把美景照片或视频上传到抖音或快手等社交网站上，这一行为在中国被称为"打卡"。

②The word is also used to refer to the practice of registering your presence at a location that has already become hot, such as Hongyadong.

【逻辑结构】

②句给出了"打卡"的另一种定义。

【翻译】

这个词也用来代指在洪崖洞等网红景点刷存在感的行为。

【解析】

这句话的主干是：The word is also used to refer to the practice of...
这个词也用来代指...的行为。

Refer to...在这里表示"指、意思是..."，考研阅读理解中经常会遇到这样的提问：

34. The underlined phrase "*these* people" in Paragraph 4 refers to the ones who

   [A] stay outside the network of social influence.

   [B] have little contact with the source of influence.

27. "The industry" (Para.3) refers to

   [A] online advertisers.

   [B] e-commerce conductors.

   [C] digital information analysts.

   [D] internet browser developers.

"第几段的某个词的意思是... / 指..."

practice 在这里指某种"做法、行为"。

什么样的做法呢？practice 后面通过介词 of 进行补充：the practice of registering your presence at a location

register 是一个很常见的小词，往往翻译为登记，但它的含义用法十分多样，此处的意思是"表达"（to officially **state** your opinion about something so that everyone knows what you think or feel），比如：
Voters wish to **register their dissatisfaction** with the ruling party...
选民希望表达他们对执政党的不满。
Workers stopped work to **register their protest**.
工人罢工以示抗议。

文中 register one's presence 就是我们通常所说的秀存在感、刷存在感，有点像"到此一游"的感觉。
有一个近义表达：make your presence felt / known（让别人注意到你），比如：
Many young people now often post their life on Moments in order to make their presence felt.
现在很多年轻人为了刷存在感，经常在朋友圈里发自己的生活。

文中 the practice of registering your presence at a location 的意思就是：**在某景点刷存在感的行为、让别人知道你来过这个景点的行为。**

location 后面又加了一个 that 引导的定语从句，进行补充修饰：
that has already become hot, such as Hongyadong
已经变得热门的（景点），比如洪崖洞。

【翻译】

The word is also used to refer to the practice of registering your presence at a location that has already become hot, such as Hongyadong.

对比一下下面两个译文：
【版本一】这个词也被用来代指在洪崖洞等网红景点刷存在感的行为。

【版本二】这个词也用来代指在洪崖洞等网红景点刷存在感的行为。

区别是，【版本一】中把英语里的被动翻译出来了，而【版本二】中则没有。汉语与英语不同，少用被动，除非有意强调（比如"他被她逗乐了"），一般则省略。所以相比之下，【版本二】的表达更符合汉语行文习惯。

【练习】

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）
The word is also used to refer to the practice of registering your presence at a location that has already become hot, such as Hongyadong.
这个词也用来代指在洪崖洞等网红景点刷存在感的行为。

③The aim is not to produce a well-crafted video or beautiful photograph, but simply to show that you have also been to the places that are popular.

【逻辑结构】

③句补充了打卡的目的。

【翻译】

打卡的目的不是为了拍一个精美的视频或照片，而仅是为了展示你也去过这些网红景点。

【解析】

aim 表明这句话讲的是打卡旅游的目的。

The aim is not to produce a well-crafted video or beautiful photograph

Produce 我们都熟悉有"生产"的意思，但在这里它是个熟词僻义，取"拍摄、制作"之意，可以和 make, create 替换。

"well-"经常用作前缀，表示"良好的"，比如我们常见的 well-known 著名的，well-educated 受过良好教育的，A well-written CV 好的简历，well-intended 好心的，well-fed 吃得好的，well-housed 住得好的。我们看几个例句：
Some **well-intended** moves, such as investing in training or adopting "zero tolerance" policies, will turn out to be counterproductive.
一些举措 (moves) 的出发点是好的，比如投资培训或实施"零容忍"政策，但最终会适得其反。（counterproductive = counter + productive，作用相反的，即"事与愿违的，适得其反的"）

Millions of middle-income Chinese families like Xiao Kang's are **well fed**, **well housed** and **well educated**. They have good jobs and plenty of choices in life.
数百万个和晓康一样的中等收入的家庭，他们衣食无忧，受过良好的教育，有着体面的工作，生活中有各种各样的选择。

文中 craft 也有"制作"的意思，所以 well-crafted 就是"设计精美的"，比如拍照的时候怎么拍显脸小、怎么拍显腿长、用什么滤镜、怎么拍会让自己的名牌包包的 logo 看似不经意地露出来，这就叫 a well-crafted video / photo.

but simply to show that you have also been to the places that are popular

这里的 simply 指"只是，仅仅"，相当于 only.

places that are popular 和上文的 a location that has already become hot 是一对同义替换；show that you have been to somewhere 和前面的 register one's presence at someplace 也是一对同义替换。

【练习】

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）

The aim / is not to produce / a well-crafted video / or beautiful photograph, / but simply to show / that you have also been to the places / that are popular.

打卡的目的不是为了拍一个精美的视频或照片，而仅是为了展示你也去过这些网红景点。

④The beauty of the attraction is less important than the fact that people are flocking there to daka.

【逻辑结构】

④句对③句的行为进行评价。

【翻译】

景点本身的美丽风光远不及打卡重要。

【翻译】

这句话不难，我们先简单看一下句子结构：The beauty of the attraction is less important than A.

景点本身的美丽风光远不及 A 重要。

比较结构 less important than 前面是一个名词：The beauty of the attraction，所以后面也应该是一个名词结构，才能相互对应。那如果后面想说的内容太多，只能用句子表达出来，该怎么办呢？

这时就可以用 the fact that...同位语从句的结构，这部分的核心是 the fact，名词，后面通过 that 引导的同位语从句进行补充解释。

在其它地方，我们也可以通过 the fact that...把句子结构转化成名词结构。比如 despite 后面只能加名词，但如果我们想说的内容只能用句子才能表达出来，就可以说：despite the fact that...。

文中 that people are flocking there to daka 是 the fact 的同位语从句，意思是：人们前往景点去打卡这一事实。

④句的写法其实稍显朴实，我们用之前讲过的一个小词 dwarf 来改写：

The beauty of the attraction is dwarfed by the fact that people are flocking here to daka.

我们还可以使用 pale in comparison 这个词组：

The beauty of the attraction pales in comparison with the fact that people are flocking here to daka.

第五段

第五段讲了"打卡"这种亚文化对于社会的种种影响。

①A subculture has developed of young people who embrace daka as a lifestyle.

【逻辑结构】

①句总领全文，讲到了打卡已发展成为亚文化，体现出人们对"打卡"的狂热。

【翻译】

年轻人把打卡视为生活方式，这已发展成为一种亚文化。

【解析】

subculture 由前缀 sub-与 culture 组合而成，中文翻译为亚文化，是一个与主流文化相对的概念，但随着时代的发展，某些亚文化同样会演变为主流，比如去年 LOL 亚运会摘金、IG 战队 S 赛夺冠就曾在朋友圈引发刷屏狂潮，很多官媒也纷纷报道，其中就讲到电竞逐渐走向主流舞台：

E-sports is no longer a subculture of kids playing games in basements.

文中 subculture 指什么呢？后面通过介词 of 补全：young people who embrace daka as a lifestyle

年轻人视打卡为生活方式的亚文化。

embrace 指"拥抱、(欣然)接受"，文中 embrace daka as a lifestyle 可以理解成：欣然把打卡当成一种生活方式。

介词 of 后面应该加名词或动名词，但有时我们要表达的东西太多，只能写成句子的形式，于是我们可以先写出一个名词，然后把后面的部分改成定语从句或后置定语的形式，进行补充。

比如文中，这种亚文化指：young people embrace daka as a lifestyle，这是一个句子，显然不能跟在 subculture of 后面，于是我们先写一个名词：subculture of young people，然后把后面的部分改成定语从句或后置定语的形式：

subculture of young people embracing daka as a lifestyle

subculture of young people who embrace daka as a lifestyle

这种亚文化怎么了呢？用一个词表示就是：develop。

develop 在这里是及物动词，表示"产生、出现"，用英文解释就是 come into existence,appear。develop 的使用场景很广泛，比如，表示**某个话题引发激烈讨论**的时候我们就可以说：

A heated debate has developed about Marvel films losing Spider-Man as Sony deal breaks down.

索尼协议破裂，《蜘蛛侠》将退出漫威宇宙，这引发了人们的激烈讨论。

人们讨论的内容"索尼协议破裂，《蜘蛛侠》将退出漫威宇宙"是句子，而 about 后面要加名词或动名词，所以我们先写一个名词 Marvel films，然后用动词-ing 形式的后置定语 losing Spider-Man...进行补充。

我们再看一下这个句子：

A subculture has developed of young people who embrace daka as a lifestyle.

可能有同学会问：of young people who embrace daka as a lifestyle 明明修饰的是 subculture，为什么不跟在 subculture 后面呢？

这是因为英文要讲究结构的平衡，忌讳头重脚轻的句子，比如文中的例子，如果我们写成"正常"的句子则是：

A subculture of young people who embrace daka as a lifestyle has developed.

头太大，影响美观。

所以要写成文中这种形式：

A subculture has developed of young people who embrace daka as a lifestyle.

再比如我们刚才举的例句：

A heated debate has developed about Marvel films losing Spider-Man as Sony deal breaks down.

about Marvel films losing Spider-Man as Sony deal breaks down 本是修饰 debate，却放在了句子最后，也是为了避免头重脚轻的错误。

还有新概念三第一课的第二句话：When reports came into London Zoo that a wild puma had been spotted forty-five miles south of London, they were not taken seriously.

当伦敦动物园接到报告说，在伦敦以南 45 英里处发现一只美洲狮时，这些报告并没有受到重视。

that a wild puma had been spotted forty-five miles south of London 本是 reports 的同位语从句，但为了避免头重脚轻的问题，这里把它分开来写。

【练习】

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）

A subculture has developed / of young people / who embrace daka / as a lifestyle.

年轻人把打卡视为生活方式，这已发展成为一种亚文化。

　　②So-called daka zu—"daka tribes"—can be found roaming Chongqing and other cities, checking in at as many hot locations as possible within a single day.

【逻辑结构】

②句讲了打卡族的日常活动，体现了人们对打卡的狂热，呼应了①句的 subculture。

【翻译】

重庆和其它城市都有所谓的"打卡族"，他们满城跑，尽可能多的在一天之中打卡当地的著名景点。

【解析】

这句话的主干是：So-called daka zu can be found roaming Chongqing and other cities

所谓"打卡族"可以被发现在重庆和其它城市漫游

调整一下：在重庆和其它城市都会有所谓的"打卡族"出没，他们满城跑。

roam 意为"漫游、闲逛"（to walk or travel, usually for a long time, with no clear purpose or direction），含义与 wander 相近，我们还可以用 roam free / freely 比喻"逍遥法外"，《洛杉矶时报》有一篇关于网络暴力的报道中就用到了这个词：

Yet those who expressed explicit threats online are **roaming free** despite very clear violations of our laws.

然而，那些在网上明确威胁别人的人，尽管违反了法律，却依然能逍遥法外。

主干后面跟了一个动词-ing 形式的状语结构，进行补充：
checking in at as many hot locations as possible within a single day

这部分有一个重要结构：as many...as possible 尽可能多的...

Check in (at) 一般表示在旅馆登记住宿，这里意为来到某地，有"打卡"的意味。

hot locations 是对上文 location that has already become hot, places that are popular 等的替换。

【练习】

按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）

So-called daka zu—"daka tribes"—can be found roaming Chongqing and other cities, checking in at as many hot locations as possible within a single day.

重庆和其它城市都有所谓的"打卡族"，他们满城跑，尽可能多的在一天之中打卡当地的著名景点。

③Guides can be found online, to show the most efficient ways to achieve this.

【逻辑结构】

③句提到了网上的打卡攻略，呼应了①句的 subculture。

【翻译】

网上有很多攻略讲了如何才能最快打卡。

【解析】

guide 本义是指南，这里指我们常说的"攻略"。

④Companies offer "daka tours". ⑤Douyin users can use the app to create "daka videos": super-speed slideshows of themselves at daka sites.

【逻辑结构】

④⑤两句讲到了公司的"打卡旅游"服务和抖的"打卡视频"，呼应①句的 subculture。

【翻译】

许多公司还推出了"打卡旅行"服务。抖音用户也能在 app 上制作"打卡视频"：以幻灯片的形式高速播放他们在打卡景点的照片。

【解析】

slideshow 指"幻灯片，幻灯片切换"，了解即可。

第六段

第六段在"旅游打卡"的基础上更进一层，讲了商店、餐馆迎合打卡族的打卡需求，进一步体现了"打卡"热潮。

①Just as shops and restaurants in other countries try to attract customers with decorations that might be a backdrop for Instagrammable pictures, those in China try to make themselves as daka-friendly as possible: a coffee shop in Beijing built inside a shipping container, for example.

【逻辑结构】

①句讲到了中国的商店、餐厅利用打卡族的打卡需求来吸引消费者。

【翻译】

就像国外的商店或餐厅会用适合拍照发 Instagram 的背景装饰来吸引消费者，中国的同行们也尽可能地营造适合打卡的环境：比如，北京的一家咖啡店就建在集装箱里。

【解析】

这句话的主干是：those in China try to make themselves as daka-friendly as possible
那些中国的商店或餐厅尽可能地让自己变得方便打卡

"-friendly"可理解为"有利于...的"，比如常见的 environmental-friendly 有利于环境的，即"环境友好型的"；user-friendly 有利于用户的，即"容易使用的"；customer-friendly 有利于顾客的，即"贴近顾客的"；family-friendly 有利于家庭的，比如：
Employers should adopt **family-friendly** measures like flexible hours.
雇主应实施有利于家庭和谐的措施，比如弹性工作时间。
文中 daka-friendly 就是"有利于打卡的"意思，as daka-friendly as possible 表示"尽可能的有利于打卡"（as...as possible 尽可能的...）

主干后面通过 for example 进行举例：a coffee shop in Beijing built inside a shipping container, for example.

这部分的核心是 a coffee shop in Beijing，built inside a shipping container 是动词-ed 形式作后置定语，修饰 a coffee shop.
a shipping container 指"集装箱"。

主干前面通过 just as 将国内外的商店餐厅进行对比：
Just as shops and restaurants in other countries try to attract customers with decorations that might be a backdrop for Instagrammable pictures

这部分的核心是 shops and restaurants in other countries try to attract customers with decorations 其它国家的商店和餐馆设法通过一些装饰来吸引顾客。

什么样的装饰呢？decorations 后面通过 that 引导的定语从句进行补充修饰：that might be a backdrop for Instagrammable pictures
可能会用作适合发 Instagram 的照片的背景（的装饰）

Backdrop 意为背景，兼具具体含义与抽象含义。比如在提到我国为应对全球经济寒冬所采取的种种措施时，我们可以这样写：
Against the backdrop of the global economic slowdown, China has focused on supply-side structural reform and adopted measures such as tax cuts and fee reductions.
在全球经济下行这一大**背景下**，中国专注于供给侧结构性改革，并采取了减税降费等措施。

【练习】
按照"交叉练习法"把下面句子练习 5 遍：（按照句子结构划分，有节奏地朗读和背诵）
Just as shops and restaurants in other countries / try to attract customers / with decorations / that might be a backdrop / for Instagrammable pictures, / those in China / try to make themselves / as daka-friendly as possible: / a coffee shop in Beijing / built inside a shipping container, / for example.
就像国外的商店或餐厅会用适合拍照发 Instagram 的背景装饰来吸引消费者，中国的同行们也尽可能地营造适合打卡的环境：比如，北京的一家咖啡店就建在集装箱里。

②Having enjoyed a surge of Douyin-inspired custom for as little as a month or so, some businesses close up shop and move elsewhere to capture another wave.

【逻辑结构】
②句承接①句，讲了中国商店在「营造适合打卡的环境」之后的事情。

【翻译】

在短短的一个月左右的时间里，抖音给这些商店和餐馆带来巨大的客户量。一个月之后，一些商家会关闭商店，并将店址迁至别处，从而蹭到另一个热点。

【解析】

这句话的主干是：some businesses close up shop and move elsewhere to capture another wave
一些商家会关闭商店，并将店址迁至别处，从而蹭到另一个热点。

Business 此处指公司、企业，此处是以上义词的方式对 shops and restaurants 进行替换。

capture another wave 本义是"捕捉下一波热潮"，可以翻译成"蹭下一个热点"。
capture the wave 就可以理解成我们常说的"蹭热点"。

主干前面有一个动词-ing 形式的状语结构：
Having enjoyed a surge of Douyin-inspired custom for as little as a month or so

Douyin-inspired custom 指"抖音带来的顾客量"，这里的 custom 也是一个熟词癖义，常见意思是"风俗"，这里指"光顾、惠顾"（the practice of regularly using a particular shop or business）。

for 后面加的是时间段，as little as a month or so 指"短短的一个月左右的时间"。

<div align="center">

第三部分

</div>

第七段是文章的第三部分，分析了"打卡"热潮出现的原因。
这段话语言不难，我们简单看一下。

　　①The daka craze may have practical origins.

<div align="center">【逻辑结构】</div>

①句以"practical origins"总领全段。

<div align="center">【翻译】</div>

打卡风潮的出现可能有其现实原因。

<div align="center">【翻译】</div>

craze 表示"一时的风潮"，与 fad 的含义最为相近，暗示打卡风潮很难经受时间的考验，很可能只是 a passing fancy.

origin 此处意为源头、起因（the point from which sth. starts; the cause of sth.），可以和 cause 替换。

　　②China's young urban professionals have little vacation time. ③In their first year at a company, employees can expect at most one day of vacation (other than public holidays). ④They are routinely expected to work overtime for no pay.

<div align="center">【逻辑结构】</div>

②-④句是对①句的展开，详细分析了年轻人为什么追求"打卡"风潮。

<div align="center">【翻译】</div>

中国年轻的都市职场人士通常假期寥寥。他们参加工作的第一年顶多只有一天的假期（法定节假日除外）。公司总想让他们无偿加班。

<div align="center">【解析】</div>

②句中，have little vacation time 指"假期寥寥""几乎没有假期"，vacation 指"假期"，注意和 vocation 区分，后者有"职业、工作"的意思。

③句中，expect one day of vacation 指"期待有一天假期"，加上 at most（最多）则表示：最多只能期待有一天假期。At most 的反义词为 at least.
Other than 我们在第四单元讲过，表示"除了"，记不清的同学可前往复习一下。

在第三单元的例句中也出现过这个表达：

再比如：It usually has few resources**other than** overworked staff, clunky technology and piles of employee handbooks.（The Economist 2018.3.31）

它除了超负荷工作的员工、笨拙的技术和一堆堆员工手册之外一般就没什么资源了。

记住一个单词、词组的最好方法，就是把例句背过了。

④句中记住一个表达：work overtime，指"加班"。

routinely 指"常常，往往"，写作中可以用来替换 often, usually 等词。

我们用之前学过的表达改写一下④句：

Being expected to work overtime for no pay is nothing new.

Being expected to work overtime for no pay has become the unspoken rule.

⑤So workers need to make the most of their limited leisure time.

【逻辑结构】

⑤句是②-④句的结果。

【翻译】

所以员工需要把他们有限的闲暇时间利用到极致。

【解析】

make the most of sth /sb 意为充分利用（to show or use to the best advantage），我们还可用 fully utilize 去替代：

So workers need to fully utilize their limited leisure time.

【练习】

接下来，大家根据理解，把②-⑤句的原因分析部分复述一遍，然后对比原文，分析差异，再复述、再对比，直到能熟练地用原文语言复述下来。

⑥Douyin captures the mood with its slogan: "Make every second count."

【逻辑结构】

⑥句扣题，照应开头，使文章结构形成一个完整的闭合回路。

【翻译】

抖音的口号巧妙地捕捉到了这一情绪："让每一秒钟都有意义"。

Unit 5 泛读

阅读详情

Quora（一家问答网站，类似中国的知乎：a Zhihu-like question-and-answer website / forum）上有一个关于"为什么人们喜欢在社交媒体上炫耀"的问题，英文是：Why do people showoff so much on social media?

回答分成正反两派，我分别选取了双方点赞数量最多的一条回答（因语言较为简单，就不提供译文了，只讲一下重点表达）。

反方：在社交媒体上炫耀是种病，得治

This is the most common trend nowadays where people are continously busy in uploading every moment of their life on social media.

Be continously busy in uploading every moment of their life on social media，意为：不断忙着在社交媒体上展示他们生活的每一刻。

Social media is flooded with full details of every event like Hotel Check-ins, First day- First show Movies, Parties, Mehdi, Haldi, pre-wedding shoots, Engagement, Wedding ceremony, Honeymoon, Travel, New job, Maternity shoot, Valentine day, Mother's day, Father's day, Holi, Diwali and the list goes on. People keep updating their current location wherever they go, it may be for a cup of coffee or burger.

1. flood 我们都知道作名词有"洪水"的意思，作动词讲则表示"泛滥、(人)涌入"，比如 Refugees are still flooding across the border. 仍有大批的难民涌过边界。我们可以用 A be flooded with B 表示"A 有很多 B"，比如：We've been flooded with offers of help. 人们纷纷表示愿意为我们提供帮助。文中 Social media is flooded with full details of every event 的意思是：社交媒体上充斥着各种活动的全部细节。

2. pre-wedding shoots 和 Maternity shoot 中的 shoot 是个熟词僻义，表示电影、照片的拍摄、录制，这两个词的意思分别是"婚纱照"和"孕妇照"。maternity 作形容词有"孕妇的"意思，作名词指"母亲身份"。

3. and the list goes on 可译为"等等"，写作中可以替换 and so on.

4. keep updating 表示"持续更新..."，和前面的 are continously busy in uploading 表达类似。

Anything done is more for Facebook profile rather than for the actual event. Whether you receive a necklace from your husband it needs to be shared to the whole world along with the box of necklace which shows it's brand. If you are going somewhere interesting you are required to post a photo online as an evidence of your awesome experience or the world will think it didn't happen.

这段话讲的可以说是很真实了，建议背过。
Anything done is more for Facebook profile rather than for the actual event.
的意思是：所做的一切都是为了发 Facebook，而非体验活动本身。

profile 的意思是 a short description that gives important details about a person, a group of people, or a place 大致描述，Facebook profile 指 Facebook 上能用来侧面描述自己的信息，比如照片、生活经历、位置打卡等。
我们都知道"通过一个人的微信朋友圈就可以大致了解某个人"，用英文就可以说 WeChat's Moments is a person's profile.

精读中也出现过类似表述：
Instead of having fun, some people now flock to remote strawberry farms or Icelandic fjords to take photos to impress their friends on Instagram.

On social media everyone has perfect relationship. Success of any relationship is measured by how much pictures you post.We have forgot to enjoy the moment because we are busy in bragging. We easily judge other people's lives based on their profile pictures just because they didn't upload travel photos ,delicious fine dining and night outs.
1. be measured by...表示"由...来衡量"。

2. We have forgot to enjoy the moment because we are busy in bragging. 这句话说得也很真实，背过。

It's a disease which most people are suffering from. They have low level of confidence that's why they want a confirmation from others that how perfect their lives are.
作者用"disease"给这一现象定性：这是种病，得治。
后面的意思是：他们没有多少自信，所以需要别人认同自己的生活多完美。
——这是我们在社交媒体上炫耀的原因

Don't let social media fool you. There are so many people who hardly have likes on the pictures but they still have lots of friends in real life. There are couples who are actually happier in real lives who has notdeclared their love on social media.
1. have likes 指"获得点赞"。

2. declare their love on social media 就是我们平时说的"秀恩爱"。

Beautiful memories never begin with photos, it begins with the most interesting and important time spent together. Enjoy your moments in person not on screen board. You will feel more happier and healthier.
最后一段充满了哲学的味道：美好记忆不在于照片，而在于一起度过的美好而重要的时光。建议背诵。

<center>**正方：炫耀不是病，是人之本性**</center>

People do - that's what their nature is. So, You can assume that showing off is one of the element of their human nature. We, As humans - Are Social Animals. We like to be with the crowd / or more specifically - The more persons I have, the more are my chances of survival in a situation.

1. People do - that's what their nature is. 可理解为：人们会炫耀，这是人之本性。

Because, More brains are better than one. And, the same can be said for the muscles. So, If you succeed in attracting more people, you can be in more safe environment than before.

So, It is not a flaw - It is a feature of the human nature, due to which we are still surviving on this mighty planet called "The Earth".

作者用"not a flaw"给这一心理定性：这不是病，是人之本性。

We know the power of Numbers. So, More in numbers means more are the chances. That's why I think - People Like to showoff / or in other words… They like to express more about them on social platforms.

Showing off is not a bad thing (if you'll take it right). But, only until it is not hurting others.
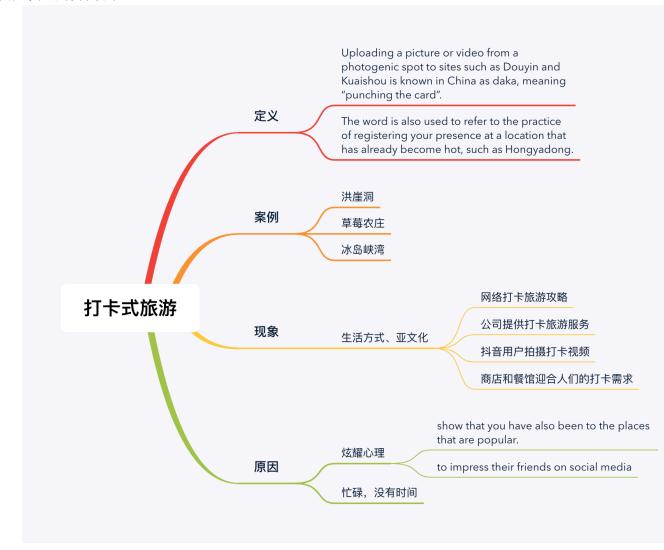
Unit 5 整理复习

阅读详情

【要求】

1. 根据大纲和思维导图，梳理精读和泛读中的内容和语言点。如果遇到问题就去复习，把问题消灭。

2. 尝试自己画一个思维导图，然后根据思维导图，把这个话题用中文讲一遍。这一步骤考察你对文章内容的消化情况。

3. 步骤②完成后，再看着思维导图，用英文说一遍。想象自己在演讲，或在班里向外教介绍。如果遇到卡壳的地方，就去复习，通过"交叉练习法"把句子记下来。这一步骤考察你对语言的掌握。

4. 重复练习步骤③，直到能流利地表达出来。

最后两个步骤有点变态，但如果你想刷新自己，那就认真完成，日后的你会感激今天的努力的。

为什么人们总在社交媒体上
炫耀自己?

正方　　　炫耀是人之常情

反方　　　描述现象　　　人们总是在不停地更新自己的生活状态
　　　　　观点　　　缺乏自信

Unit 5 回译仿写与写作

阅读详情

<p align="center">【回译】</p>

【汉语】它于 2006 年建成，此后，那里的酒吧、餐馆和璀璨的霓虹灯吸引了大批游客。

【英文】Its bars, restaurants and golden neon lights / have been a popular draw / since it was built in 2006.

【解析】

这句话注意两点：

1. 汉语多小短句，基本上是一个信息一句话，而英文喜欢把多个信息拼接组合成一个复杂的句子，所以在翻译的时候，我们要尽量把汉语里的多个句子通过其逻辑关系连接起来，比如"它于 2006 年建成，此后，……"可以写成"......after its building in 2006"或"since it was built in 2006".

2. 汉语喜欢用动词，而英文常用名词，这是由英文的句法结构决定的：英文中，一句话有且只能有一个谓语动词，多出来的动词要进行特殊处理，而名词化就是其中一种。所以，我们在翻译的时候，可以考虑把汉语里的动词"吸引"转化成名词形式"draw"。

【汉语】旅游网站马蜂窝称，洪崖洞风景宜人，但人迹罕至，而如今却一度成为中国仅次于故宫的旅游热地。

【英文】For a while Hongyadong—a jolly enough place but hitherto on few people's bucket lists—became the biggest attraction in China after the Forbidden City, says Mafengwo, a travel website.

【解析】

这句话在翻译的时候注意两点：

1. 汉语常按照一定的**时间顺序和事理顺序**，有先有后，有主有次，逐层叙述；而英文常把主要信息放到主干位置上，其它信息放到次要位置上。比如汉语译文中，先讲到过去"洪崖洞风景宜人，但人迹罕至"，又讲到现在"如今却一度成为中国仅次于故宫的旅游热地"；而英文中把主要想表达的内容"如今却一度成为中国仅次于故宫的旅游热地"放到了主干位置上：Hongyadong became the biggest attraction in China after the Forbidden City. 把铺垫内容放到非主干位置上：a jolly enough place but hitherto on few people's bucket lists.

2. 当有多个描述词时，英文常写成形容词或后置定语或定语从句进行修饰；而中文常写成动词形式的小短句。比如在描述洪崖洞的时候，英文中分别用了形容词"jolly"和后置定语"on few people's bucket lists"进行修饰；而汉语则写成了动词短句的形式：风景宜人、人迹罕至。

<p align="center">【仿写】</p>

先阅读、观察下面一段话：

Uploading a picture or video from a photogenic spot to sites such as Douyin and Kuaishou is known in China as daka, meaning "punching the card". The word is also used to refer to the practice of registering your presence at a location that has already become hot, such as Hongyadong.

【解读】
这段话通过两种方式解释了什么叫"打卡"，我们可以仿照这段话，给一些新生事物下定义。

【模板】
X(1) is known in China / America as Y, meaning Z. The word is also used to refer to the practice of X(2).
其中，X(1)和 X(2)指要被定义的现象、事物、人群等，而且要通过不同方式表达出来；Y 是 X 的汉语拼音说法，Z 是 X 的英文解释。

【仿写】
给"屌丝"下定义：
A poor, unattractive young person who stayed at home all day playing video games, with dim prospects for the future, is known in China as *Diaosi*, meaning "a loser". The word is also used to refer to ordinary Chinese citizens who faces everyday struggles and hardships.

【练习】
试着给其它新名词下定义？比如"代购""户口""富二代""网红"等。
方法：可以先在必应英文版或 Google 输入这些名词的汉语拼音，找到其英文解释，进行组织整理，然后套用文中句型，写成一段话。

【写作】

请介绍"打卡式旅游"这一现象，并对该现象进行分析。200 词左右。
【写作分析】
题目给出了两个要求：（1）介绍现象；（2）进行分析。
其中第一部分可以采取「由案例到现象」的方式，先举一个例子，然后通过"X is no exception"(不是例外)或"X is not alone"(并非个例)来引出这一普遍现象。
描述现象普遍时可能会用到 common, prevail 等词。
然后进行分析。
分析部分我们可以从多方面展开，比如：
（1）观点。可以先介绍一个反方观点作铺垫，然后通过一个转折句型，引出自己的观点。
（2）原因。分析打卡式旅游的原因，可以从「炫耀心理」和「娱乐时间有限」两个角度分析。所需要的句型我们在前面讲过，这里不再赘述。
（3）影响。分析打卡式旅游会带来哪些影响。
（4）做法。最后可以简单提出一两条注意事项。

【练习】

这是本单元的写作结构，各位学员可根据上述结构，运用精读与泛读中的语言和观点，写一篇作文。一定要动手写。（下午公布范文和解读。）

【范文与解读】

这篇范文一共 480 词，如果你想减少一些字数，可以减少第一段的案例数量，或者干脆不要案例，直接描述现象、并给现象下定义；第三、四段的原因分析也可以浓缩一下。如果你还想增加一些字数，可以在第一段多举一两个案例，把第四段的原因展开分析一下，引入"996"话题，列举阿里巴巴、京东的案例，详细说明员工为什么没有时间，第五段（影响）也可以展开，可以举例，比如打卡给洪崖洞当地 GDP 贡献了多少，给菲律宾薄荷岛带来了数不清的垃圾、导致当地政府不得不关闭该景点进行整顿。

因此，不管作文多少词，基本架构是一样的，无非就是拿一些素材进行添补。平时多读、多积累一些案例素材，考试就会应对自如了。

第一段

①After its sudden popularity on a social-media app, Douyin, Hongyadong, a stilt-house complex in mock-traditional style perched on cliffs above a river in the city of Chongqing, has enjoyed a surge in the number of visitors. ②The waiting time to get in was three hours. ③Yet Hongyadong is not alone. ④Santorini, the southernmost island in Greece, received a record number of travellers this year, who, at the first sight of the scenery, can't help but pull out their selfie sticks to take a picture. ⑤The factor behind is simple - the island has been increasingly favored by a few internet stars on Instagram, making their followers eager to visit it themselves.

第一段列举了洪崖洞和希腊岛屿 Santorini 的例子，为第二段引出现象作铺垫。

①句讲了洪崖洞游客数量攀升。这句话是对精读句子的改写，主干是：
Hongyadong has enjoyed a surge in the number of visitors.
a stilt-house complex 是洪崖洞的同位语，in mock-traditional style 修饰 stilt-house complex，perched on cliffs above a river in the city of Chongqing 是动词-ed 形式的后置定语，修饰 complex。

②句讲了进入洪崖洞所需的等待时间。
③句起到过渡作用，通过"not alone"引出第二个例子。
④句讲了希腊岛屿 Santorini 的例子。
⑤句讲了希腊岛屿火爆的原因。
注意，举例子的时候不能光举例子，一定要和文章主题"社交媒体"联系起来。

第二段

①The phenomenon - people now flock to remote scenic spots to take photos and upload them on social-media sites to impress their friends, rather than to experience the travel and have fun - is known in China as *daka*, meaning "punching the card". ②

The word is also used to refer to the practice of registering your presence at a location that has already become hot, such as Hongyadong or Santorini.

第二段对这一现象进行定义，模仿精读里的段落。

其中①句通过两个破折号对前面的 phenomenon 进行了详细描述。

第三段

①Reasons are multiple, among which the most important one is people's tendency to show off. ②Due to a low level of confidence, people need a confirmation from others that how perfect their lives are. ③They upload full details of every single event in their life on social media, such as hotel check-ins, pre-wedding shoots, honeymoon, travel, new job, Valentine day, Mother's day and the list goes on. ④People keep updating their current location wherever they go, it may be for a cup of coffee or burger.

第三段讲到了第一个原因：炫耀心理。

①句以"Reasons are multiple"总领三四两段，然后通过"among which"引出第一条原因：people's tendency to show off。

among which the most important one is...=the most important one among the multiple reasons is...

②句是对原因一的重复，起到强调作用。

③④句举例进行说明。

第四段

①Another factor seems to be more practical - today's young urban professionals in China have little vacation time. ②In their first year at a company, employees can expect at most one day of vacation (other than public holidays). ③They are routinely expected to work overtime for no pay. ④So workers need to make the most of their limited leisure time. ⑤That's the second reason why *daka* travel prevails.

第四段分析了第二个原因：时间有限，只能打卡旅游。

①句以"Another factor seems to be more practical"引出第二点原因：have little vacation time.

②-④句展开分析。如果想让字数更多一些，可以加入"996"的内容。

⑤句进行总结。

第五段

①On one hand, daka travel could attract a high number of visitors to a place, boosting its economic growth and putting money into locals' pockets. ②But on the other hand, large crowds often paralyze local infrastructure, spelling disaster for the local community and environment. ③Moreover, the true meaning of travel does not lie in how many places you have been to, but in how you experience it. ④Daka travel will deprive you of your pleasure.

第五段分析了打卡旅游的影响。

①②③句分别以"on one hand""on the other hand"和"moreover"引出第一、二、三点影响。

其中①句是第一点影响：促进当地经济发展，增加当地人的收入；

②句是第二点影响：对当地基础设施带来巨大压力，造成环境污染等；

③④两句从个人角度分析了第三点影响：享受不到旅游的乐趣。

第六段

①Don't let social media fool you. ②There are so many people who hardly have any beautiful pictures on WeChat's Moments, but they still lead a happy and fulfilling life. ③Beautiful memories never begin with photos, it begins with the most interesting and important time we experience. ④Enjoy your moments in person rather than on screen board. ⑤You will feel more happier and healthier.

第六段进行总结，讲了「怎么做」的问题。

①②两句讲了"幸福的社交媒体生活并不意味着真实生活很幸福"。

③句讲了"怎么才能过上幸福的真实生活"。

④句具体讲了该怎么做。

⑤句进行呼吁。