

Even better than the real thing

文章导读：随着科技的不断发展，国外网络营销也在不断演变。虚拟网红是通过计算机生成的数字形象，具有独特的外貌和个性，虚拟网红以其独特的魅力和数字化形象吸引了大量的粉丝，这些虚拟网红可以根据品牌需求进行定制，满足不同市场的需求。虚拟网红不受时间和地域的限制，可以随时随地与粉丝互动。这使得品牌可以更灵活地进行营销活动，吸引更多的粉丝关注。虚拟网红通过社交媒体平台与粉丝进行互动，例如回答问题、参与挑战等。这种互动性增强了粉丝的参与度和忠诚度。



【1】**Virtual influencers**¹ look great and they don't bully their colleagues

【1】虚拟网红看起来很棒，且他们不会欺负同事

一、重点词汇

1. **Virtual influencers** 虚拟影响者；虚拟网红

二、积累表达

1. 关于“网红”的表达

(1) Internet celebrity:

The **internet celebrity** gained millions of followers on social media platforms.

(这位网络红人在社交媒体平台上获得了数百万的粉丝。)

(2) Influencer:

She is a popular **influencer** who promotes lifestyle products on her blog and Instagram.

(她是一位受欢迎的影响者，在她的博客和 Instagram 上推广生活方式产品。)

(3) Social media star:

The **social media star** became famous overnight after their video went viral.

(这位社交媒体明星的视频一夜爆红后迅速走红。)

(4) Online sensation:

The **online sensation** captivated the audience with their unique talent and comedic videos.

(这位网络轰动人物凭借其独特才能和喜剧视频吸引了观众。)

(5) Digital celebrity:

The **digital celebrity**'s endorsement of the product resulted in a significant increase in sales.

(这位数字名人对该产品的代言导致销售量显著增加。)

【 2 】 SOUTH KOREAN television **presenters**¹ have been causing trouble. Within the past year one was fired for **swearing**² on live television and another for **slandering**³ a dead comedian. A third stands accused of abusing junior colleagues. A solution is to hand: virtual humans.

【2】 韩国的电视节目主持人一直在制造麻烦。在过去的一年里，一人因在电视直播中骂人而被解雇，另一人因诽谤一位已故喜剧演员而被解雇。第三人被控虐待下级同事。一个解决方案是亲手制作：虚拟人。

一、重点词汇

1. **Presenter** /pri'zentər/n. 发言人;(广播、电视)节目主持人;演讲人;(仪式上的)颁奖人
2. **Swear** /swer/ 发誓;咒骂;诅咒;说脏话;
3. **Slander** /'slændər/ 诽谤;诋毁;中伤;口头诽谤

二、积累表达

1. 关于“谩骂、侮辱”的表达

(1) Curse:

He got angry and started **cursing** at the driver in traffic.

(他生气了，开始在交通中对司机大骂。)

(2) Insult:

She **insulted** him with a string of foul language.

(她用一连串的恶言侮辱他。)

(3) Swear words:

The argument escalated quickly with both parties exchanging **swear words**.

(双方互相出言不逊，争吵情绪迅速升级。)

(4) Profanity:

The speaker was reprimanded for using **profanity** during the conference.

(亵渎话语：发言者因在会议期间使用亵渎性语言受到了指责。)

(5) Cuss:

He has a bad habit of **cussing** when he gets frustrated.

(咒骂：他一旦沮丧就有个坏习惯，会开始咒骂。)

【 3 】 Increasingly common globally, computer-generated influencers are

【3】 计算机生成的影响者在全球范围内越来越普遍，在韩国尤其受欢迎。该国第一部

<p>proving especially popular in South Korea. The country's first, Oh Rozy ("One and Only"), was created by a Seoul-based firm, Lo-cus-x, and appeared on Instagram in 2020. She purports¹ to be a beautiful 22-year-old who works as a singer, model and a sustainability champion. Appearing in adverts for companies including Calvin Klein and Tiffany, and in television shows, Rozy, as she is known to fans, is estimated to have made more than 2.5bn won(\$1,8m) last year. She is perhaps best-known for an advert² for an insurance company in which she danced across the rooftops of Seoul.</p>	<p>作品《独一无二》由首尔的 Lo-cus-x 公司创作，并于 2020 年出现在 Instagram 上。她自称是一名美丽的 22 岁女孩，是一名歌手、模特和可持续发展冠军。粉丝们所熟知的 Rozy 出现在 Calvin Klein 和 Tiffany 等公司的广告和电视节目中，据估计她去年的收入超过 25 亿韩元（180 万美元）。她最出名的可能是在一家保险公司的广告中，她在首尔的屋顶上跳舞。</p>
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一、重点词汇

1. **Purport** /pər'pɔ:rt/ n. 主旨; 大意; 主要意思; vi. 自称; 标榜
2. **Advert** /'ædvɜ:rt/ 注意; 广告; 宣传; (电视上的) 广告时间; 提到; 引起注意

<p>【4】After Rozy's debut¹ more than 150 other digital humans hit South Korea's social-media and advertising channels in less than three months, according to Baek Seung-yeop, the boss of Locus-x. Virtual k-pop singers are also becoming popular. This year the debut single of a computer-generated girl band, MAVE:, featuring four avatars called Siu, Zena, Tyra and Marty, racked up² over 26m views on YouTube. South Korea's tourism board recently made Yeo Lizzie, another digital confection³, its honorary ambassador, replacing Son Heung-min, captain of the national football team.</p>	<p>【4】Locus-x 的老板 Baek Seung-yeop 表示，Rozy 首次亮相后，在不到三个月的时间里，韩国社交媒体和广告渠道上出现了 150 多名其他数字人。虚拟 k-pop 歌手也越来越受欢迎。今年，计算机生成的女子乐队 MAVE: 的首张单曲在 YouTube 上获得了超过 2600 万的浏览量，该单曲由四个名叫 Siu、Zena、Tyra 和 Marty 的化身组成。韩国旅游局最近任命另一家数码糖果公司 Yeo Lizzie 为名誉大使，接替国家足球队队长孙兴民。</p>
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一、重点词汇

英语外刊双语精读

1. **Debut** /der'bjʊ:/n.(演员、运动员)首次亮相;(新事物的)问世;初次登台(或上场)v.初次表演;初次登台
2. **Rack up** 大量实现(利润、销售);频频实现;收割
3. **Confection** /kən'fekʃn/ 甜点;(精美诱人的)甜食;精工制作的物品(如建筑物或衣物)

【 5 】 Generated with 3D-modelling technology and AI, the **avatars**¹ are stunningly realistic. Rozy's 800 **expressions**² are based on a human model. The technology has long been used in films and video games, both South Korean strengths, and is becoming more sophisticated. An even bigger change is the avatars' ability to **interact with**³ their audience. Rozy responds to social-media comments and holds Q&A sessions with fans. (Asked how she is so stylish, she answered that you need to know your body type and to have **self-esteem**⁴.)

【5】 通过 3D 建模技术和人工智能生成的化身非常逼真。Rozy 的 800 个表情都是基于人体模型。这项技术长期以来一直被用于电影和视频游戏中，这两者都是韩国的优势，而且正变得越来越精密先进。一个更大的变化是化身与观众互动的能力。Rozy 回应社交媒体的评论，并与粉丝们进行问答。（当被问及她是如何如此时尚时，她回答说，你需要了解自己的体型，并有自尊。）

一、重点词汇

1. **Avatar** /'ævətɑ:r/ 化身
2. **Expression** /ɪk'spreʃn/ 表达;表示;式;表情;
3. **Interact with** 互动;相互作用
4. **Self-esteem** 自尊

【 6 】 Apart from being cheaper, virtual celebrities have other advantages over human ones. "They don't complain" and firms "don't have to worry about them **ruining**¹ their reputation", says Kim Sang-kyun from Kangwon National University in Gangwon province.

【6】 除了更便宜之外，虚拟名人比真人名人还有其他优势。江原道国立大学的金相均（Kim Sang-kyun）表示，“他们不会抱怨”，公司“也不必担心他们会毁掉自己的声誉”。

一、重点词汇

1. **Ruin** /'ru:ɪn/ 破坏;毁灭;

【 7 】 Rozy's success has **spawned** a sister

【7】 Rozy 的成功催生了一个姐姐和一对双

英语外刊双语精读

and twin brothers. Lucy, a virtual face of Lotte, a conglomerate , has booked her first acting gig. South Korea's newest celebrities may not exist in flesh and blood, but their influence is all too real.	胞胎兄弟。露西是乐天集团的虚拟代言人，她已经预订了自己的第一场演出。韩国最新的名人可能不是有血有肉的，但他们的影响力太真实了。
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一、重点词汇

1. **Spawn** /spɔ:n/ 产卵; 引发; 导致; 造成; 引起
2. **Conglomerate** /kən'glɑ:məreɪt/ 砾岩; 企业集团; 聚合物; 联合大公司; 组合物; 合成物