# 东方甄选渡劫：股价大跌，只因主播说错话？

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# East Buy counts the cost of candor after share rout

By Molly Wen

Oversharing in online conversations, or being candid about challenges, can inflict a business cost. Chinese e-commerce platform East Buy Holding Ltd. has been learning this public relations lesson after unguarded comments from two of its most prominent figures triggered a stock sell-off.

The investor relations nightmare began on May 31, when Yu Minhong, the CEO of East Buy and founder of its parent company New Oriental, took part in a livestreaming chat with an industry buddy. Discussing business challenges, Yu told his Wumart counterpart that he was in no position to offer advice as East Buy had been dealing with its own "mess".

In a radio program two days later, East Buy's star anchor, Dong Yuhui, waded into hot water with some frank reflections on his job. Dong said he had never to this day enjoyed promoting goods in livestreamed broadcasts.

Investors are paying close attention to Dong as a sales driver, concerned about East Buy's prospects under the new relationship. Dong's sales through the new channel still feed into the company's operating revenue, but East Buy's primary platform is losing both followers and sales, a sign of waning appeal.

生词好句

1.count the cost

付出代价

2.candor

英 [ˈkændə] 美 [ˈkændər]

n. 直率，坦白

拓展:

I appreciate your candor. It saves us a lot of time.

我欣赏你的坦率，这为我们节省了很多时间。

He spared no one's feelings and expressed his views with great candor.

他不顾任何人的感受，非常直率地表达了自己的观点。

3.rout

英 [raʊt] 美 [raʊt]

n. 溃败

拓展:

put somebody to rout 让某人溃败（to defeat sb easily and completely）

4.candid

英 [ˈkændɪd] 美 [ˈkændɪd]

adj. 坦率的，坦诚的，直言不讳的

拓展:

a candid statement 坦率的陈述

a candid interview 坦率的会谈

be candid about something 对某事敞开了聊，对......直抒胸臆

5.inflict

英 [ɪnˈflɪkt] 美 [ɪnˈflɪkt]

v. 造成

拓展:

They surveyed the damage inflicted by the storm.

他们察看了暴风雨造成的损失。

The storm inflicted a certain amount of damage.

暴风雨造成了一定的损失。

inflict a business cost 造成生意上的成本损失

6.learn the lesson

受到教训

拓展:

I've learned my lessons.

我知道错了。

7.unguarded comments

不小心说的话，轻率的评论

拓展:

unguarded adj. （话语、神情上）不小心的，不谨慎的，不留神的

It was something I'd let out in an unguarded moment.

那是我一不留神说漏了嘴的话。

8.prominent

英 [ˈprɒmɪnənt] 美 [ˈprɑːmənənt]

adj. 重要的，出名的（important or well-known）

9.stock sell-off

股价大跌

拓展:

stock n. 股票

sell-off 抛售

10.buddy

英 [ˈbʌdi] 美 [ˈbʌdi]

n. 伙伴

11.counterpart

英 [ˈkaʊntəpɑːt] 美 [ˈkaʊntərpɑːrt]

n. 对等角色

12.in no position to do something

无法做某事，没有能力、资格去做某事

拓展:

If we do not know the facts, we are in no position to handle such matter.

不了解情况，我们就无从解决这个问题。

13.anchor

英 [ˈæŋkə] 美 [ˈæŋkər]

n. （新闻节目的）主播

拓展:

livestreamer n.（直播卖货的）主播

14.wade into hot water

深陷麻烦（wade into heated discussion/complicated matter ）

拓展:

wade into 介入（to enter a fight, a discussion or an argument in an aggressive or not very sensitive way）

You shouldn't have waded into this with all those unpleasant accusations.

你本不该插一杠子，横加指责，让人难受。

15.reflection

英 [rɪˈflekʃn] 美 [rɪˈflekʃn]

n. 意见，想法

16.enjoy doing something

享受做某事

17.pay close attention to

密切关注……

18.be concerned about something

对某物感到担心、忧虑

拓展:

You should tell your parents that you're fine, otherwise, they would be concerned about you.

你应该告诉父母自己很好，否则他们会担心你。

19.feed into

注入，流入

20.operating revenue

营业收入

21.waning

英 [ˈweɪnɪŋ] 美 [ˈweɪnɪŋ]

adj. （状况、感觉的）衰落的，减少的

拓展:

his waning popularity 他的人气日益衰减