【3.13】

**3.13每日一篇 | 外刊精读**

Internet culture：Face-off  
   
**faceless** influencers are spreading on social media  
   
【1】THE MOST successful influencers put their lives in the **limelight**—and their faces all over your social-media feed. They are **relentless** at self-**promotion**. But a new kind of **creator** is **upending** the internet’s traditional model of success. Meet **faceless** influencers, who are attracting millions of **followers** and are quietly **conquering** social media, turning their **anonymity** into **commercial** gains.  
   
【2】Their **aesthetic** is usually **soothing**, **minimalist** and **domestic**. Hands with **glistening**, manicured **nails** **clasp** **iced** coffees; **nondescript** figures **lounge** in **cosy** bedrooms. Some accounts may show **fleeting** **glimpses** of an influencer’s **profile**. But all hide their identities as much as possible.Panda Foreign Magazine Intensive Reading:Respect for Originality, Piracy Must Be Punished  
   
【3】On TikTok some 200,000 posts are **tagged** #**faceless**; they have a **combined** 1.1bn views. Facebook groups such as “Girls Gone **faceless**” **boast** over 100,000 members. Camera-shy hopefuls can even take courses on becoming **anonymous** Instagrammers.“**faceless** creators have the same **dedicated** **followings** as traditional influencers,” says Julia Markowitz of Emerald Woods Management, an influencer agency.“The only difference is that their **followers** are fascinated with their lifestyle, not their **specific** life.”  
   
【4】The internet has a history of **anonymity**, says Brooke Erin Duffy, an academic at Cornell University. In the early days this meant **unnamed** bloggers and **pseudonymous** **instant**-**messaging** **handles** and **meme** accounts. However, social media and influencer culture have always emphasised personal **identity**.  
   
【5】But viewers are now **seeking** out these **invisible** influencers. Removing **identity** markers has made **faceless** **influencing** a more **inclusive** space, because the content is **neutral**. This often means it is easier to **relate** to, because **audiences** can imagine themselves there.Panda Foreign Magazine Intensive Reading:Respect for Originality, Piracy Must Be Punished  
   
【6】Two things changed to give rise to the new **faceless** trend. One was the success of Asia’s **unnamed** “silent vloggers”, whose **cinematic** videos of daily life while **stuck** at home during the **pandemic** went viral. The second was the desire of people to make money as influencers without devoting their whole lives to it. **faceless** influencers **emerged** when “The Gen Z **corporate** girl wanted to make money on the side of her nine-to-five without the effort of getting camera-ready,” says Fallon Lowery, a talent manager for influencers.  
   
【7】**faceless** influencers were also **drawn** to the **incognito** existence to avoid some of the **harassment** and **hateful** **comments** with which recognisable influencers are barraged.“The biggest advantage has been the freedom it provides,” says Victoria Ortega, who goes by Elysian Living and has around 6m **followers** across Instagram, TikTok and YouTube. (She posts about **oven** deep cleans and even her **skincare** **routine**, but without ever showing her whole face.)  
   
【8】Brands, including Adobe and Amazon, have taken note of the appeal.“We have seen a huge **uptick** in brand **collaborations** with **faceless** creators,” says Karim Nasri of Digital Streamers, an influencer **marketing** agency. Such deals are most common with consumer-product lines, including technology and home organisation, because they let the items—instead of the people showing them—take centre stage.  
   
【9】**faceless** influencers may be **thriving** today, but they are not immune to **pressures**. Some wonder whether they are more likely to be displaced by accounts that use **artificial** intelligence to create content **cheaply**. Technology is now good enough for virtual influencers to be **believable**, cutting out the need for real people. Influencers without famous personas and unique real-life backdrops can be easily generated by AI.  
   
【10】There is also the risk of **imitation** by other influencers. “It can be **challenging** to differentiate myself since there’s no physical **identity** **attached**, so it’s important for me to always add a personal touch,” such as a **playful** **tone** in her **captions**, says Ms Ortega. But there is no **guarantee** of success. After all, **faceless** influencers’ biggest competition is not other creators but the **recommendation** algorithm—the most important **invisible** influencer of them all.

**①短语**：

1.原文：THE MOST successful influencers put their lives in the limelight—and their faces all over your social-media feed.

词典: **in the limelight 成为焦点；众目所瞩**

例句：Situations, issues and problems can all be spotlighted or can all be **in the limelight**.

形势、话题以及问题都可能被人们关注或者说都能成为人们的焦点。

2.原文：Two things changed to give rise to the new faceless trend.

词典: **give rise to引起，导致，产生**

例句：Several near disasters **give rise to** much controversy on the safety of nuclear energy.

几次近乎大灾难的事故引起了许多关于原子能安全问题的争论。

3.原文： One was the success of Asia’s unnamed “silent vloggers”, whose cinematic videos of daily life while stuck at home during the pandemic went viral.

词典: **go viral 走红**

例句：The video **went viral**, landing him a recurring spot on the cable-TV circuit.

视频迅速在网上走红，他也反复出现在了有线电视的荧幕上。

4.原文：Such deals are most common with consumer-product lines, including technology and home organisation, because they let the items—instead of the people showing them—take centre stage.

词典: **take centre stage成为焦点**

例句：Here, too, the Anglo-American discourse of rights and discrimination has **taken centre stage**.

在这里，英美关于权利和歧视的讨论也占据了中心舞台。

5.原文：Faceless influencers may be thriving today, but they are not immune to pressures.

词典: **be immune to... 不受……影响**

例句：Football **is** not **immune to** economic recession.

足球不可能不受到经济衰退的影响。

**②长难句**

1. 原文：**Meet** **faceless influencers**, **who** are attracting millions of followers and are quietly conquering social media, turning their anonymity into commercial gains.

分析：本句包含一个定语从句。主句“**Meet** **faceless influencers**”为祈使句；“**who** are attracting... media”为非限制性定语从句，修饰faceless influencers；“turning their... gains”为结果状语。

译文：**他们被称为不露脸的网红，尽管不露真容，却依然能吸引数百万粉丝，悄然称霸社交媒体，并将匿名身份转化为商业价值。**

1. 原文：**Some** **wonder** **whether** they are more likely to be displaced by accounts **that** use artificial intelligence to create content cheaply.

分析：本句包含一个宾语从句和一个定语从句。主句为“**Some** **wonder whether**...”，“**whether** they are... accounts”为宾语从句；“**that** use... cheaply”为限制性定语从句，修饰accounts。

译文：**有人怀疑他们是否更容易被利用人工智能低成本创作内容的账号所取代。**

**③写作技巧：**

Facebook groups such as “Girls Gone Faceless” **boast** over 100,000 members.

**像“Girls Gone Faceless”这样的Facebook群组有10万多名成员。**

生词：boast v.自夸，自吹自擂；有（值得自豪的东西）

n. 夸耀；夸口

**boast用作名词，表示“夸耀；夸口”，作动词时表示“吹嘘，自夸，自吹自擂”。**

**boast后面引申出一个非贬义用法，表示“以拥有……而自豪，以做……而感到光荣”或者说“拥有（值得自豪的东西）”。写作中想要表示“某人、物、地方自豪地拥有、具备……的时候”，我们就可以用这个词。**

例句： The hotel also boasts two swimming pools and a golf course.

那家酒店还有两个游泳池和一个高尔夫球场。

**④背景知识：**

社媒营销风起云涌，一股新潮流正在悄然兴起，那就是“不露脸”或“匿名”创作者的红人营销。与国内小红书上流行的测评、生活方式等博主的内容有所相似，这些不露脸的创作者们主要通过分享有价值的内容、独特的美学和生活方式来吸引粉丝。过去，企业在推广产品时往往依赖于知名人士或网红的面孔来吸引消费者。然而，如今越来越多的品牌开始意识到，内容本身的质量和创意比面孔更能打动人心。因此，“不露脸”创作者逐渐成为了营销领域的新宠。

随着人工智能技术的飞速发展，AI网红逐渐成为了新的数字经济“明星”。这些“虚拟偶像”不仅能为品牌带来丰厚的收益，还将传统的网红经济推向了一个新的高度。这些永不停歇、24小时在线的虚拟人物，已不再局限于娱乐圈的辅助角色，它们正以惊人的速度崛起，成为全球范围内品牌代言、虚拟商品交易及情感互动的主角，带来了令人瞠目结舌的商业收入。AI网红的崛起，不仅仅是科技创新的体现，更是人类在娱乐、情感互动和商业化模式上的探索。随着技术的进步和市场需求的多元化，AI网红将继续在全球范围内发挥巨大的影响力，改变我们对“劳动”和“创作”的传统认知。无论是代言、虚拟商品、情感陪伴，还是数字艺术，AI网红都将在未来的数字经济中占据一席之地。

段落大意：

【1】不露脸网红颠覆互联网传统成功模式，用匿名获取商业价值。

【2】不露脸网红风格舒缓极简，弱化身份特征。

【3】TikTok和Facebook上有大量不露脸网红，他们很受欢迎。

【4】互联网有匿名传统，但社交媒体和网红文化强调个人身份。

【5】观众追捧不露脸网红，因其内容中立更具包容性。

【6】不露脸网红趋势的兴起源于两大因素。

【7】不露脸网红可以避免骚扰和恶意评论。

【8】品牌注意到不露脸网红的影响力，合作增加。

【9】不露脸网红面临人工智能虚拟网红的竞争压力。

【10】算法推荐机制才是隐形巨头，需平衡个性与机器偏好。