



扫码快速答疑

## 1.7经济学人考研英语|元宇宙之王



December 18th 2021 【Business】

Schumpeter: Lords of the metaverse

熊彼特：元宇宙之王

Forget space. The next **billionaire** battle is to take people beyond reality

忘记物理空间吧。下一场亿万富翁之战是带领人们超越现实

【1】 You have to hand it to Mark Zuckerberg. When the founder of Facebook announced in October that he was changing the name of the social-media network's parent company to Meta Platforms in order to help create an alternative digital reality known as the metaverse, he was mercilessly mocked. To some, he was **generating** a **smokescreen** to **distract** attention from a political **furor**. To others, he was merely the latest middle-aged tech **billionaire** to **chase** a childhood **fantasy**, much as Amazon's Jeff Bezos and Tesla's Elon Musk were doing with space **rockets**.

你不得不佩服马克·扎克伯格（Mark Zuckerberg）。今年10月份，这位脸书的创始人宣布，他将把这家社交媒体网络母公司的名称改为原平台（Meta Platforms），以帮助创造另一种被称为元宇宙的数字现实。当时，他遭受了无情的嘲讽。在一些人看来，他是在利用障眼法来转移人们对脸书政治风波的注意力。另一些人则认为，他只不过是最新一位追逐童年幻想的中年科技亿万富翁，就像亚马逊的杰夫·贝佐斯（Jeff Bezos）和特斯拉的埃隆·马斯克

### 中文导读

忘记物理空间吧。下一场亿万富翁之战是带领人们超越现实

**billionaire** /bɪljə'neə/ n. 亿万富翁 Seven years ago, Michael R. Bloomberg brashly introduced himself to New Yorkers as a **billionaire** can-didate for mayor. 七年前，彭博意气风发地向纽约市民毛遂自荐，自称是亿万富豪市长候选人。

1

**alternative** /ɔ:l'tɜ:nətɪv/ adj. 两者择一的，供替代的 不寻常的，非传统性的 非正统的 n. 取舍，抉择，可供选择的事物 选择的余地，可供选择的机会 副词：alternatively This kind of newspaper is **alternative** press. 这种报纸是非正统性报刊。

**digital** /'dɪdʒɪt(ə)l/ adj. ； 手指 n. ； 键 Digital systems for printing on ceramics, photoceramics, ceramic tuner, souvenirs, **digital**... 陶瓷制品—工业用品|信息技术—物品和用品...

**mercilessly** /'mɜ:sɪslɪ/ adv. 无情地；残忍地 The film **mercilessly** castigates the old society. 影片对旧社会进行了无情的鞭挞。

**generating** /'dʒenə,ret/ n. 发生，产生 Results 4 cases generated subcutaneous induration and 2 cases generated dermatic ambustion after the operation. 术后4例出现穿刺点皮肤硬结，2例出现胫前皮肤轻微灼伤，其余均顺利康复。

**smokescreen** /'smɒk'skrɪn/ n. (掩护阵地和活动的)烟幕 She couldn't answer the question, so she tried to put up a **smokescreen** by talking angrily about the interviewer's rudeness. 她回答不了这个问题，于是就生气地评论起采访者的无礼，以此做掩护。

**distract** /dɪ'strækt/ vt. 转移；分心 时态：distracted, distracting, distracts 副词：distractingly 形容词：distractive My attentions are **distracted** from my study. 我的注意力分散了。

**furor** /'fjʊ(ə)'rɔ:ri/ n. 狂怒，喧闹 the verdict raised a **furor** over the role of courtroom psychiatry. 裁决引发了公众对法庭精神病鉴定作用的抗议。

**chase** /tʃeɪs/ vt. 追逐；追捕；试图赢得；雕镂 vi. 追赶；追逐；奔跑 n. 追逐；追赶；追击 She ran in **chase** of the pram. 她跑着追那婴儿车。

**fantasy** /'fæntəsi/ n. 幻想；幻觉；[心]白日梦 adj. 虚幻的 vt. 想像；空想 vi. 耽于幻想；奏幻想曲（等于phantasy） Everyone should indulge in **fantasy** on occasion. 每个人都应偶尔沉浸在想像之中。

**rockets** /'rʌkɪt/ n. 火箭，烟火；火箭弹（rocket的复数形式） v. 用火箭运载；飞速上升；猛涨（rocket的第三人称单数） A **rocket** was fired at the moon. 火箭发射到月球上。

2

**fanning** /'fæniŋ/ n. 铺开，展开；形成气流 v. 吹风 I was a great fan of Hank's. 我曾十足的汉克迷。

**hype** /haɪp/ n. 天花乱坠的广告宣传 vt. 大肆宣传 夸张地宣传 (某人或某事物) (用巧计或绝技)人为地刺激，助长 十分兴奋的；很激动的；十分担忧的 被大肆宣扬(或宣传)的 时态：hyped, hyping, hypes She gets very **hyped** up before a race. 她一到赛跑前就来了精神。

**broker** /'brəʊkə/ n. (股票、外币等)经纪人；中间人，代理商 (订合同的)中人 vi. 做掮客(或中人等) 作为权力经纪人进行谈判 vt. 以中间人等身份安排... 时态：brokered, brokering, brokers A **crafty knave** needs no **broker**. 狡猾的无赖无需中间人。

(Elon Musk) 追逐太空火箭梦一样。

【2】And yet his timing was **impeccable**. Since October searches on Google for “metaverse” have soared. Wall Street is **fanning** the **hype**. According to Bernstein, a **broker**, the term cropped up 449 times in third-quarter earnings calls, up from 100 in the second quarter. It says markets with **potential** annual **revenue** of at least \$2trn could be **disrupted** by the metaverse. Jefferies, a bank, says that though the **phenomenon** may be more than a decade away, it has the **potential** to **disrupt** “almost everything in human life”.

然而，他的时机把握得无懈可击。自10月以来，谷歌上“元宇宙”的搜索量激增。华尔街也正在大肆炒作。经纪公司伯恩斯坦(Bernstein)的数据显示，该术语在第三季度财报电话会议中出现了449次，高于第二季度的100次。该公司表示，潜在年收入至少为2万亿美元的市场可能会被元宇宙扰乱。杰富瑞银行表示，尽管这种现象可能还要十多年才会出现，但它有可能影响“人类生活的方方面面”。

【3】Other tech giants like Microsoft have set out plans to head for the metaverse. But it is big firms still under the control of their founders that may become the most ardent evangelists. Mr Zucker berg, with a net worth close to \$125bn and almost total control of a company valued at \$908bn, is the most prominent. Others include Jensen Huang of Nvidia, a maker of **graphics** processors worth \$722bn, and Pony Ma of Tencent, the Chinese tech giant worth \$550bn, whose gaming **investment portfolio** includes a 40% **stake** in Epic Games, owner of “Fortnite”, one of the world’s most popular games. Epic’s founder, Tim Sweeney, is himself a force to be **reckoned** with. He recently told Bloomberg that the metaverse was a multitrillion-dollar opportunity, and that companies like his were in a race to get to a billion users in order to set the metaverse’s

**impeccable** /ɪmˈpekəb(ə)l/ adj. 无瑕疵的；没有缺点的 名词：impeccability 副词：impeccably He stood before them, **impeccable as ever**.他站在他们面前，跟以往一样完美无瑕。

**potential** /pəˈ(ʊ)tenʃ(ə)l/ adj. 潜在的，有可能的 n. 潜力，潜势，可能性 副词：potentially It was a **potentially lethal** mixture of drugs.这种混合药物有很大的潜在危险。

**revenue** /ˈrevənjuː/ n. 收入，收益；财政收入，税收 The country **diminished the revenue** by reducing tax.这个国家通过减税而使税收减少了。

**disrupted** /dɪsˈrʌptɪd/ 破坏 使瓦解 使分裂 使中断 使陷于混乱 (disrupt的过去分词形式) Bus services will be **disrupted tomorrow because of the bridge closure**. 明日公共汽车将因大桥停止通行而受影响。

**phenomenon** /fɪˈnɒmɪnən/ n. 现象 特殊的人[事物] Beethoven was a **phenomenon** among many musicians.贝多芬是众多的音乐家中的天才。

**disrupt** /dɪsˈrʌpt/ vt. 使混乱，扰乱 时态：disrupted, disrupting, disrupts 名词：disruption The communication was **disrupted by the storm**.暴风雨使交通中断。

### 3

**graphics** /ˈɡræfɪks/ n. 制图学；制图法；图表算法 I couldn’t get the **graphics** to print correctly.我无法将图表正确地打印出来。

**investment** /ɪnˈves(t)m(ə)nt/ n. 投资 They made an **investment in heavy industry**.他们投资于重工业。

**portfolio** /pɔːtˈfəʊliəʊ/ n. 公事包，文件夹 投资组合 大臣或部长的职位或职责 My stockbroker manages my **portfolio** for me.我的证券经纪人替我管理投资组合。

**stake** /sterk/ n. 桩，棍子；火刑；赌注；奖金 vt. 资助，支持；系...于桩上；把...押下打赌 vi. 打赌 The miner **staked off his claim**.这矿工用桩标出他的地界。

**reckoned** /ˈrekən/ vt. 测算，估计；认为；计算 vi. 估计；计算；猜想，料想 [过去式 reckoned 过去分词 reckoned 现在分词 reckoning 第三人称单数 reckons] It was **generally reckoned a success**.大家都认为那是一次成功。

### 4

**shaping** /ˈfeɪpɪŋ/ n.,adj. 修整(的) Shape the microguide wire into a U shape loop ,Withdraw the microguidewire and microcathete simultaneously.提高疗效、减少副作用是介入同行所追求的目标。

**rocket** /ˈrɒkɪt/ n. 火箭 斥责 vi. 飞快地移动 急速上升 时态：rocketed, rocketing, rockets The **rocket** boosts the astronaut into space.这火箭能把宇航员送入太空。

**bending** /ˈbendɪŋ/ n. 弯曲度 v. 弯曲 (bend的ing形式) Be careful of **bending that spoon**.当心别把汤匙弄弯。

### 5

**consuming** /kənˈsjʊːmɪŋ/ adj. 消费的；强烈的 v. 消耗 (consume的ing形式) I have not been **interdicted from consuming** or holding alcoholic beverages.我没有被禁止饮用或贮藏酒精饮料。

**futuristic** /fjuːtʃəˈrɪstɪk/ adj. 合于未来的；极新潮的；非传统的 未来主义的，与未来主义有关的 You’ll be able to **gawk at all the futuristic falderal at Disneyland in Anaheim, California starting this May**.从今年五月份开始你将在加州的阿纳海姆的迪斯尼乐园里呆呆地看到未来派的一些无用的玩意。

**virtual** /ˈvɜːtʃʊəl/ adj. 实质上的，事实上的，实际上的，虚拟的 名词：virtuality He is **virtually bilingual** in Spanish and Portuguese.他实际上讲西班牙语和葡萄牙语两种语言。

**avatars** /ˌævəˈtɑː/ n. 替身；神使；形象化符号

standards for the future.

微软等其他科技巨头已经制定了进军元宇宙的计划。但是，仍然由创始人控制的大公司可能会成为“元宇宙”最热心的传道者。最突出的是扎克伯格，他的净资产接近1250亿美元，并且对一家估值为9080亿美元的公司几乎拥有完全控制权。其他人包括价值7220亿美元的图形处理器制造商英伟达的联合创始人黄仁勋，以及价值5500亿美元的中国科技巨头腾讯的首席执行官马化腾。马化腾的游戏投资组合中包括英佩公司40%的股份，英佩公司是全球最受欢迎的游戏之一“堡垒之夜”的所有者。英佩公司的创始人蒂姆·斯维尼（Tim Sweeney）本身就是一股不可忽视的力量。最近，他告诉彭博社，元宇宙是一个价值数万亿美元的机会，像他这样的公司正在争取达到10亿用户，以便为元空间的未来制定标准。

【4】It is **shaping** up to become a **billionaire** battle similar to the Bezos-Musk space race. Instead of **rocket** science, it will be fought with reality-**bending** headsets, blockchains, cryptocurrencies and mind-frazzling amounts of computing power.

这将成为一场亿万富翁之战，类似于贝佐斯—马斯克的太空竞赛。

与火箭科学不同的是，这将是一场用扭曲现实的头盔、区块链、加密货币和令人头疼的计算能力进行的战斗。

【5】Precisely what these plutocrats mean by the metaverse is as yet unclear. Will it be an all-**consuming futuristic** world of **virtual** reality, **avatars**, oceanside mansions and other online razzmatazz that will make the real world a **dull** place by comparison? Or will it simply be a richer, more immersive version of what already **exists** today: a way to **socialise**, work, shop and play online even as life in the everyday world carries on as normal? It is even less clear whether tomorrow's internet users will be seduced by the dreams of **entitled** tech billionaires.

这些富豪们所说的元宇宙到底意味着什么，目前还不清楚。它是否会成为一个由虚拟现实、虚拟角色、海滨豪宅和其他网上炫目的东西组成的无所不包的未来世界，与之相比，现实世界会变得沉闷？

**dull** /dʌl/ adj. 钝的；呆滞的；阴暗的；迟钝的；无趣的 vt. 使阴暗；缓和；使迟钝 vi. 变迟钝；减少 **His job consists of dull, repetitive work.**他干的是些单调重复的工作。

**exists** /ɪg'zɪst/ n. 存在量词（exist的复数）v. 存在；出现；活着（exist的三单形式） **Complete religious toleration exists in this country.**在这个国家有完全的宗教信仰自由。

**socialise** /ˈsəʊʃəlaɪz/ vt. 使适于社会生活 使符合群体生活之需要 社会主义化 vi. 参与社交 交际

**entitled** /ɪn'taɪtld/ adj. 题名为，书名叫做...；有资格的 **The poem is entitled Ode to Skylark.**这首诗的题目是《云雀颂》。

## 6

**scope** /skəʊp/ n. 视野；眼界；范围；余地；导弹射程 vt. [俚] 审视 **There is limited scope for creativity in my job.**我的工作中发挥创造力的空间有限。

**undertaking** /ʌndə'teɪkɪŋ/ n. 任务；事业 企业；工作 保证；许诺 殡仪业 **He was entrapped into undertaking the work.**他受骗而担任那工作。

**augmented** /ɔ:g'mentɪd/ adj. 增音的，扩张的 **He augments his income by teaching in the evening.**他通过晚上教书来增加收入。

**dominant** /ˈdɒmɪnənt/ adj. 支配的，统治的；占优势的；显性的 n. 显性 **The British were formerly dominant in India.**英国人从前统治印度。

**vehemently** /ˈvi:ɪməntli/ adv. 激烈地；暴烈地；强烈地 热烈地；热切地 **Both women vehemently deny the charges against them.**两名妇女都激烈地否认了对她们的指控。

**settings** /ˈsetɪŋ/ n. 设置（setting的复数）Settings n. 设置 **The setting sun ensanguined the western sky.**落日将西边天空映成一片红色。

**platform** /ˈplætfɔ:m/ n. 月台，站台；讲台；平台；坛 **The platform was crawling with grey-green uniforms.**月台上全是穿灰绿色制服的人。

**lifelike** /ˈlaɪflaɪk/ adj. 逼真的；栩栩如生的 名词：lifelikeness **The mask was so lifelike it was quite frightening.**该面具非常逼真以至看起来有点恐怖。

**architectural** /ˌɑ:kɪ'tektʃərəl/ adj. 建筑学的；建筑上的；有关建筑的 符合建筑法的 **Her architectural designs have broken new ground.**她的建筑设计开辟了一个新天地。

**crack** /kræk/ vt. & vi. (使...)开裂，破裂 (使)身体上或精神上垮掉 打开，砸开 (使)发出爆裂声 n. 裂缝，缝隙 噼啪声，爆裂声 意外的一下重击 试图，尝试 俏皮话 强效可卡因 (crack cocaine) 时态：cracked, cracking, cracks **The branch broke with a sharp crack.**树枝折断时发出刺耳的劈啪声。

## 7

**threatening** /ˈθreɪtɪŋ/ adj. 胁迫的；险恶的 凶兆的；(天气等)要变坏的 **He was well-known for his violent and threatening behaviour.**他因暴力和威胁行为而有恶名声。

**privacy** /ˈprɪvəsi/ n. 隐居，(不受干扰的)独处 私事，隐私 **I wouldn't infringe on his privacy.**我不会侵犯他的隐私。

**abuses** /ə'bju:z/ v. 滥用；虐待；辱骂 (abuse的三单形式) n. 滥用；虐待；暴行 (abuse的复数) **This is not to deny the abuses and downright crookery that have marred executive pay.**然而一味指责高级经理人并不是最明智之举。

**onslaught** /ˈɒnslɔ:t/ n. 猛攻，攻击 **Our army tried to withstand the enemy onslaught.**我们的部队奋力抵挡敌人的猛攻。

**generation** /ˌdʒenə'reɪʃn/ n. 同时代的人，一代人，一代产生，发生 形容词：generational **The story is passed on from generation to generation in the village.**这故事在村民中世代相传。



或者它只是今天已经存在东西的一个更加丰富、更加沉浸式的版本：一种即使在现实世界日常生活正常进行的情况下，也可以在网上进行社交、工作、购物和游戏的方式？未来的互联网用户是否会被有权势的科技亿万富翁的梦想所诱惑，就更不清楚了。

【6】A look at the ambitions of Meta, Nvidia, Epic and Tencent give a sense of the **scope** of the **undertaking**. Each has their niches. Mr Zuckerberg has earmarked \$10bn this year mostly to develop the **virtual**- and **augmented**-reality headsets and glasses that he hopes will provide a **dominant** access point to the metaverse, much as Apple's iPhone does with the mobile internet. Nvidia is focused on what it calls the omniverse, a technology based on its chips that brings engineers, designers and other creative types together virtually to make things—mostly, for now, in industrial **settings**. Epic has been creating **virtual** worlds for years, including “Fortnite”. In the metaverse, its killer app may be Unreal Engine, a **platform** that gives its own and other developers the ability to make **lifelike** 3D experiences, including games, films, **architectural** models and industrial designs. Tencent has China to **crack**. But his firm's popular WeChat super-app, including WeChat Pay, is already a 2d version of what the metaverse could become in 3D.

看看原平台、英伟达、英佩和腾讯的雄心壮志，就能感受到这一事业的规模有多大。每个公司都有自己的市场定位。扎克伯格今年已拨出100亿美元，主要用于开发虚拟现实和增强现实的头盔和眼镜，他希望这些头盔和眼镜能够为元宇宙提供一个主要的接入点，就像苹果公司的手机对移动互联网的作用一样。英伟达专注于其所称的“全宇宙”技术，这是一种基于其芯片的技术，它将工程师、设计师和其他创意类型的人以虚拟方式聚集在一起制造东西——目前主要是在工业环境中应用。英佩公司多年来一直在创造虚拟世界，包括“堡垒之夜”。在虚拟世界中，它的杀手级应用可能是虚幻引擎，这个平台让它自己和其他开发者能够制作逼真的3D体验，包括游戏、电影、建筑模型和工业设计。腾讯要攻克中国市场。但马化腾的公司广受欢迎的微信超级应用，包括微信支付，已经是元宇宙可能成

**quits** /kwɪts/ adj. 互不欠债的;抵消的 I want to be quit of him.我想摆脱他。

**compelling** /kəm'pelɪŋ/ adj. 引人入胜的;扣人心弦的 非常强烈的;不可抗拒的 令人信服的,有说服力的 I have no compelling reasons to refuse.我没有驱使我拒绝的理由。

8

**constrained** /kən'streɪnd/ adj. 不舒服的,被强迫的,拘泥的 Calypso in her caves **constrained** his stay.她洞穴中的卡吕普索强迫他留下。

**particular** /pə'tɪkjələ/ adj. 特定的,某一的 特殊的,特别的,特有的(过分)讲究的,挑剔的 详细的,详尽的 n. 详情;细目 The coconut is **particular** to the tropics.椰子是热带特有的。

**latency** /'leɪtənsɪ/ n. 潜伏 潜在因素 Objective To analyze the factors influencing **latency** period of induction and predict the inducibility.摘要: 目的 分析影响引产潜伏期的主要国家与评价引产成功的难易程度。

**operating** /'ɒpə'reɪtɪŋ/ adj. 操作的;营运的 业务上的 外科手术的 To study diaphanograph with "cold"light source in stomach cancer operation for diagnosis and operation process.胃癌手术中应用冷光源透照探查病灶恶变与胃周淋巴结转移情况。

**extent** /ɪk'stent/ n. 长度,面积,范围 程度,限度 What is the extent of your garden?你的花园有多大?

**engaged** /ɪn'geɪdʒd/ adj. 忙碌的;使用中的;已订婚的;电话占线的;(圆柱)附墙的 v. 吸引住;雇用;参加;(机器)接合;与(敌人)开战;保证;约定;同.....订婚(engage的过去式和过去分词) They are **engaging** in an embryo research.他们正在进行一项胚胎研究。

**antitrust** /æntɪ'traʊst/ adj. 反托拉斯的,反垄断的 Antitrust authorities must investigate the effect and purpose of an agreement to determine its legality.反托拉斯当局需要通过调查该协定的影响和目的来确认其合法性。

**fees** /fi:/ n. 规费;费用(fee的复数) The full fee is payable on enrollment.所有费用在注册时缴付。

**unsuccessful** /ʌnsək'sesfəl/ adj. 不成功的;失败的 副词: unsuccessfully Unsuccessful in mathematics, the student turned to biology.在数学上一无所成,这个学生转而从事生物学的研究

**systems** /'sɪstəm/ n. 体制,体系;制度;系统(system的复数形式) The Babylonian system of mathematics was sexagesimal, or a base 60 numeral system.巴比伦的数学体系是六十进制,是以60为基础的系统。

9

**preparing** /prɪ'peɪ/ adj. 准备的,预备的 We must be prepared for all contingencies."我们要作好各种准备,以防意外。"

**offensive** /ə'fensɪv/ adj. 讨厌的;令人不快的 攻击的 n. 进攻,攻势 副词: offensively The dump sent out an **offensive** odor.垃圾堆散发难闻的气味。

**sniff** /snɪf/ vi. 嗤之以鼻;嗅 vt. 用力吸;发觉;闻;嗅 n. 以鼻吸气;气味;吸,闻;吸气声;嗤之以鼻 The dog **sniffed** suspiciously at the stranger.狗疑惑地嗅着那个陌生人。

**ultra** /'ʌltrə/ adj. 极端的;过分的 n. 极端主义者;过激论者;激进论者 This paper introduces promiseful applications of a new wave type so called **ultra** sonic creeping wave in NDT.本文介绍了超声无损检测中一种具有较好应用前景的波形——超声爬波。

**pundit** /'pʌndɪt/ n. 某一学科的权威;专家 PUNDIT abbr. Portable Ultrasonic Non-destructive Digital Indicating Tester 轻便式超声波非破坏性数字指示测试器 名词: punditry The **pundit** disagree on the best way of dealing with the problem.如何妥善处理这一问题,专家众说纷纭。

为3D的2D版本。

【7】 Behind their **futuristic** ambitions lie some common experiences. First, the mobile internet is reaching the end of an era. In America and Europe, politicians are **threatening** tighter rules against monopolies and **privacy abuses**, especially with respect to Facebook and Google. In China, the tech industry is reeling from the government **onslaught**. Not for nothing are some first-**generation** tech entrepreneurs in America and China calling it **quits**. Those who remain standing need a **compelling** new story to tell.

在他们对未来的雄心的背后，隐藏着一些共同的经历。首先，移动互联网正在走向一个时代的终结。在美国和欧洲，政客们威胁要对垄断和侵犯隐私的行为制定更严格的规定，尤其是对脸书和谷歌。在中国，科技行业正受到政府的冲击。美国和中国的一些第一代科技企业家退出并不是没有原因的。那些依然在坚持的人需要一个引人瞩目的新故事来讲述。

【8】 Next, they operate in **constrained** worlds. Apple is a **particular** bugbear for Mr Zuckerberg and Mr Sweeney. The iPhone-maker is using the **privacy settings** in its IOS **operating** system to control the **extent** to which Facebook can sell **digital** adverts. Epic is **engaged** in an **antitrust** battle with Apple over the **fees** its App Store imposes on game developers, which has so far been fairly **unsuccessful**. That is why both men vow so **vehemently** to promote interoperability—ie, no closed **systems**—as well as common standards. They, too, want to be architects of the **operating systems** of the future.

其次，他们在受限制的世界中运作。对扎克伯格和斯威尼来说，苹果公司尤其令人担忧。这家手机制造商正在使用其IOS操作系统中的隐私设置来控制脸书销售数字广告的范围。英佩公司正在与苹果公司就其应用商店向游戏开发商征收费用的问题展开反垄断斗争，但迄今为止，这一斗争并不成功。这就是为什么扎克伯格和斯威尼都如此强烈地宣称要推动互操作性——即没有封闭的系统——以

**spectrum** /ˈspektrəm/ n. 光谱 波谱 范围, 系列 This is a kind of atomic **spectrum**. 这是一种原子光谱。

**distributed** /dɪˈstrɪbjʊtɪd/ adj. 分布的, 分散的 The prizes were **distributed** among five winners. 奖品分发给五位优胜者。

今日词汇

**senior** [ˈsiːnjə]

a. 年长的; 地位较高的

n. (大学)四年级学生; 上司、上级

考研出现次数: 10+

考频: ★★

考点回顾

阅读考点真题例句:

[例] The decision to quit a **senior position** to look for a better one is **unconventional**. (2011年英语一28题)

[译] 辞掉高层工作去寻找更好的职位并不是传统做法。

完形考点真题例句:

[例] As the brain fades, we refer to these occurrences as

"**senior moments**". (2014英语一完形)

[译] 大脑退化造成诸多事宜的发生，我们委婉地称之为“瞬间性老年痴呆”。

**短语:** 1.原文: You have to hand it to Mark Zuckerberg.

**词典:** have (got) to hand it to someone 你 (或某人) 真行<非正式>

**例句:** I've **got to hand it to** you—you've got the magic touch.

你真行——简直是神通广大。

2.原文: Wall Street is fanning the hype.

**词典:** fan the hype 大肆炒作

**例句:** Scalpers **fanned the hype of** the ticket prices for the concert

黄牛们大肆炒作演唱会的票价。

3.原文: Many people object to assisted dying on religious grounds. According to Bernstein, a broker, the term **cropped up** 449 times in third-quarter earnings calls, up from 100 in the second quarter.

**词典:** crop up 突然出现

**例句:**

Similar problems **crop up** at traditional companies. 在传统的公司里，类似问题也会突然发生。

4.原文: According to Bernstein, a broker, the term **cropped up** 449 times in third-quarter earnings calls, up from 100 in the second quarter.

**词典:** earnings calls 财报会议

**例句:** Larcker and Zakolyukina pored through the transcripts of thousands of corporate **earnings calls** when CEOs and chief financial officers take questions from analysts. 拉克尔和蔡柯柳金娜钻研了上千份首席执行官和财务总监们在财报会议时回答分析师们提问的录本。

5.原文: Other tech giants like Microsoft have set out plans to head for the metaverse.

**词典:** set out plans to 制定计划

**例句:** The transport secretary has **set out plans to** ease traffic jams at ninety-two pinch points.

交通部长已经制订出计划，要在92个易堵塞路段实施缓解交通阻塞问题。

6.原文: But it is big firms still under the control of their founders that may become the most ardent evangelists.

**词典:** under the control of 在...控制下

及通用标准。他们也想成为未来操作系统的架构师。

【9】They won't have the field to themselves. Apple, though so far quiet about the metaverse, is no doubt **preparing** an **offensive**. Telecoms firms want a **sniff**, having invested heavily in **ultra**-fast, low-**latency** 5G **spectrum**. Rapidly growing platforms like Roblox, offering a build-your-own games model that attracts 200m users a month, have already captured young hearts. There are naysayers, too, notably proponents of more **distributed** technologies that are known as Web3, who argue that blockchains and cryptocurrencies are the next big thing—though as Ben Thompson, a tech **pundit**, points out, these may find much better use cases in the metaverse than in the real world.

他们不会独占这一领域。尽管苹果迄今对元宇宙保持沉默，但毫无疑问，它正在准备发起攻势。电信公司已经在超快速、低延迟的5G频谱上投入了大量资金，因此想要有所收获。像罗布乐思这样快速发展的平台，提供了一个每月吸引2亿用户的自建游戏模式，已经俘获了年轻人的心。也有反对者，特别是被称为Web3的更多分布式技术的支持者，他们认为区块链和加密货币是下一个大事件——尽管正如技术专家本·汤普森（Ben Thompson）指出的那样，这些东西可能能在元宇宙中找到比现实世界中更好的使用场景。

## Moonshots

登月计划

【10】There is a lot to play for. As Mr Thompson says: “Elon Musk wants to go to the Moon. Mark Zuckerberg wants to create entirely new moons in **digital** space.” But just as space is a race, so is the metaverse. Messrs Zuckerberg, Huang, Sweeney, Ma et al may promise a future for the internet that is more open, immersive and engaging than the mobile one that **exists** today. But each wants to get there first, so that they can set the rules to their

例句: **Under the control of** the program, computers even can do some great things.  
在程序的控制下，电脑甚至能够做出一些惊人的事情。

7.原文: To others, he was merely the latest middle-aged tech billionaire to chase a childhood fantasy, much as Amazon's Jeff Bezos and Tesla's Elon Musk were doing with space rockets.

词典: **much as**就像

例句: The day ended **much as** it began.  
这一天结束时还像开始时一样。

8.原文: Or will it simply be a richer, more immersive version of what already exists today: a way to socialise, work, shop and play online even as life in the everyday world carries on as normal?

词典: **even as**即使=even though/if

例句: **Even as** a humanitarian mission it has been only a qualified success.  
即使是一项人道主义任务，也只是局部成功。

9.原文: In America and Europe, politicians are threatening tighter rules against monopolies and privacy abuses, especially with respect to Facebook and Google.

词典: **with respect to**关于；至于

例句:

The two groups were similar **with respect to** income and status.  
这两组在收入和地位方面是相似的。

10.原文: It is shaping up to become a billionaire battle similar to the Bezos-Musk space race.

词典: **shape up**顺利发展

例句:

If the new boy doesn't begin to **shape up** soon, he'll have to leave school.

要是这新来的男孩不快点在功课方面有进展的话，他就得退学了。

11.原文: There is a lot to play for

词典: **play for**效力...

例句: He was very excited to be asked to **play for** Wales.  
入选威尔士队使他非常兴奋。

## 长难句

1. 原文: When the founder of Facebook announced in October that he was changing the name of the social-media network's parent company to Meta Platforms in order to help create an alternative digital reality known as the metaverse, he was mercilessly mocked.

2. 分析: 该句由主句+时间状语从句+目的状语从句组成。主句的结构是主 (he) 谓 (was mocked)。When引导了时间状语从句，该状语从句的结构是主 (the founder of Facebook) 谓 (announced) 宾从 (that he was changing the name of the social-media network's parent company to Meta Platforms) 主 (he) 谓 (was changing) 宾 (the name of the social-media network's parent company) in order to引导了目的状语。

3. 译文: 今年10月份，这位脸书的创始人宣布，他将把这家社交媒体网络母公司的名称



advantage.

有很多东西值得做。正如汤普森所说：“埃隆·马斯克（Elon Musk）想要登上月球。马克·扎克伯格（Mark Zuckerberg）希望在数字领域创造一个全新的月球。”但正如太空是一场竞赛一样，元宇宙也是一场竞赛。扎克伯格、黄仁勋、斯威尼、马化腾等人可能会承诺互联网的未來会比现在的移动互联网更加开放、更具沉浸感和吸引力。但是每个人都想抢先一步到达那里，这样他们就可以制定对自己有利的规则。

### 背景知识：

**1. Metaverse：**元宇宙，是整合了多种新技术而产生的新型虚实相融的互联网应用和社会形态，通过利用科技手段进行链接与创造的，与现实世界映射与交互的虚拟世界，具备新型社会体系的数字生活空间。元宇宙本质上是对现实世界的虚拟化、数字化过程，需要对内容生产、经济系统、用户体验以及实体世界内容等进行大量改造。

**2. Bezos-Musk space race：**贝佐斯—马斯克的太空竞赛。电商巨头亚马逊创始人兼CEO杰夫·贝索斯（Jeff Bezos）宣布用更多的时间在商业太空公司蓝色起源（Blue Origin）上，计划于2024年登上月球。在私人航天领域以SpaceX载人火箭发射成功惊艳世界的“硅谷钢铁侠”马斯克也投身太空产业。

**killer app：**杀手级应用软体。指极度成功与受欢迎的电脑应用软件。（文章来自于公众号：考研英语外刊学习）

改为Meta Platforms，以帮助创造另一种被称为元宇宙的数字现实。当时，他遭受了无情的嘲讽。

**写作技巧：1.原文：**Telecoms firms want a sniff, having invested heavily in ultra-fast, low-latency 5G spectrum.

**译文：**电信公司已经在超快速、低延迟的5G频谱上投入了大量资金，因此想要有所收获。

**词组：**sniff作名词，本意是“线索、迹象、一线希望”，本文我们采用“一线希望”这一含义，但翻译成“电信公司想要一线希望”则不明确，实际是“电信公司想要（成功的）一线希望”即“想要有所收获”。在翻译中注意补充，使句意完整。

**2. 原文：**much as Amazon's Jeff Bezos and Tesla's Elon Musk were doing with space rockets.

**译文：**就像亚马逊的杰夫·贝佐斯（Jeff Bezos）和特斯拉的埃隆·马斯克（Elon Musk）追逐太空火箭梦一样。

**词组：**much as+从句，是much修饰比较分句，表示“很像...一样”。

段落大意：

【1】扎克伯格旨在创造元宇宙，令人佩服。

【2】元宇宙这一概念引起人们重视。

【3】由创始人控制的大公司可能会成为“元宇宙”最大的拥护者。

【4】元宇宙将成为一场亿万富翁之战。

【5】元宇宙到底意味着什么，目前还不清楚。

【6】元宇宙的规模巨大。

【7】现实世界的客观因素导致他们追求创造元宇宙。

【8】扎克伯格和斯威尼拥护元宇宙的原因。

【9】元宇宙这一领域由大家共同创造，共同获益。

【10】元宇宙的实现还有很多事需要做。