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Mark Zuckerberg wants Facebook to emulate China's WeChat, but can it?

马克·扎克伯格希望 Facebook 效仿中国的微信，它做得到吗？

emulate/'emjuleɪt/: v. 效仿，模仿

例句：Her creativity is all but impossible to emulate. 她的创造力几乎不可能效仿。

As Mark Zuckerberg begins shifting Facebook to private messaging and away from public sharing and open conversations, the vision he has sketched out for the future of social networking already exists—just not in the United States.

当马克·扎克伯格开始让 Facebook 从公共分享和公开对话转型到私人通讯时，他为未来社交网络勾勒的愿景已经存在了——只不过不是在美国。

As 引导时间状语从句，从句中用到了 shift sth. to A away from B 的结构，将某物从 B 转型到

A, A 是转型的目标, private messaging, 私人通讯。B 对应 public sharing and open conversations, 公共的分享行为和公开的对话。主句中, 主干是 the vision already exists, 中间插入了一个定语从句, he has sketched out for the future of social networking, 修饰 vision, 指的是“勾勒未来社交网络的愿景”, 破折号后面的部分对 vision 进一步解释, 意思是“只不过不是在美国”。

messaging : n. 通讯

vision : n. 想象, 愿景

sketch out: 勾勒; 概述; 草拟

相关词汇: sketch (n./v. 素描, 速写)

英文释义: to give a brief description of something

Instead, it is a reality in China through a messaging app called WeChat.

相反, 一个名叫“微信”的通讯应用程序, 已经在中国实现了这一愿景。

To make Facebook a private messaging product, Zuckerberg may have a lot to learn from Allen Zhang, the creator of WeChat. Zhang is famous for his **perfectionist pursuit** of a well-designed service.

要想把 Facebook 变成一款私人通讯产品, 扎克伯格有很多事可能要向微信的创造者张小龙学习。张小龙对设计精良的服务有着完美主义般的追求, 因而享有盛名。

perfectionist/pə'fɛkʃənɪst/: adj. 追求完美的

相关词汇: perfect

相关词汇: perfectionism (n. 完美主义)

pursuit/pə'su:t/: n. 追求; 寻找

相关词汇: pursue (v. 追求, 实现)

英文释义: the act of looking for or trying to find something

文化拓展: The Pursuit of Happiness

Zhang **fought many internal battles** when Tencent's **revenue** department **pushed** to put more ads on WeChat. In a four-hour speech earlier this year, he **pondered** the question of why there were not more ads on the messaging service, especially the opening-page ads that are the **norm** in many other Chinese mobile apps.

当腾讯的营收部门敦促在微信上投放更多广告时, 张小龙曾经在公司内部打了很多场仗。在今年年初一场四个小时的演讲中, 他让大家思考了一个问题: 为什么这个通讯服务平台上没有那

么多广告，特别是在中国其他许多手机应用中很常见的启动页广告。

fight battles: 战斗

internal: adj. 内部的

近义词: inner

反义词: external

revenue department: 营收部门

revenue: n. 收入

push/puʃ/: v. 促使，敦促；推动

英文释义: to forcefully persuade or direct someone to do something

搭配短语: to push for the better management of water resources

ponder: v. 考虑，沉思

norm/nɔ:rm/: n. 常态；规范；行为准则

英文释义: a situation or type of behaviour that is expected and considered to be typical

搭配短语: social norms; ethical norms 道德规范

Many Chinese spend a lot of time—about one-third of their online time—on WeChat, he said. “If WeChat were a person, it would have to be your best friend so that you would be willing to spend so much time with it,” he said. “How could I post an ad on the face of your best friend? Every time you see it, you’ll have to watch an ad before you can talk to it.”

他说，很多中国人花大量时间在微信上，大约占他们上网时间的三分之一。“如果把微信比作一个人，那么它一定是你最好的朋友，这样你才愿意花那么多时间和它在一起。”他说道，“我怎么能把广告贴在你最好的朋友脸上呢？每次你看到它，你得先看到广告，然后才能和它说话。”

Zhang, who has made **restraint** his product philosophy, has been lucky because Tencent makes most of its money from online games so that it does not need to sell ads for revenue. Zuckerberg does not have that **luxury**, given that he is trying to switch from an ad-based business into a different model. It will be far from an easy task to **pull off**.

将克制奉为产品理念的张小龙，一直很幸运，因为腾讯大部分营收来自网络游戏，所以它不需要靠卖广告来赚钱。然而，扎克伯格并没有这样的优势，因为他正试图从基于广告的业务转向一种不同的模式，这实现起来将远没有那么容易。

restraint/rɪ'streɪnt/: n. 克制

词性拓展: restrain (v.)

搭配短语: **moral and ethical restraints** 道德和伦理约束

搭配短语：social restraints on self-determined marriage 对自决婚姻的社会束缚

近义词：self-restraint; self-control

近义词：constraint (n. 限制)

constraint 搭配短语：budget constraint 预算约束

词义辨析：constraint, restraint

两个词都有“限制”之意，但 constraint 一般指某种外在的、客观上的限制条件。例如，要求你在时间和资源受限的条件下完成工作：You're required to finish your work under constraints of time and resources。而 restraint 则更偏向内在的和主观上的各种限制，例如，道德和伦理的双重限制：moral and ethical restraints。

philosophy/fə'laɪsəfi/: n. 理念，原则；哲学

搭配短语：one's philosophy of life

luxury/'lʌkfəri/: n. 不常有的优势（或便利、享受）；豪华，奢侈

英文释义：an indulgence in something that provides pleasure or ease

例句：We had the luxury of choosing instead of begging.

pull off: 做成，完成（困难的事情）；脱衣服、鞋子

搭配短语：pull off your shoes

例句：It takes courage to pull off a career change.

原文：

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