

## Pitch

In baseball, the ball is *pitched* (thrown). Elsewhere, writers, salesmen, and other folks make *pitches* (proposals).

In 2009 Nina Jacobson -- formerly president of a Walt Disney studio, by then an independent film producer -- was *pitching* a new *franchise* to Hollywood bigwigs.

## Franchise

A *franchise* is a right granted by a government or corporation to an individual or group of individuals. One of the most important government-issued rights — so important it's known simply as "the *franchise*" — is the right to vote.

Formal permission given by a company to sb who wants to sell its goods or services in a particular area; formal permission given by a government to sb who wants to operate a public service as a business

## Dystopian

"Utopian" describes a society that's conceived to be perfect. *Dystopian* is the exact opposite — it describes an imaginary society that is as dehumanizing and as unpleasant as possible.

"The Hunger Games", based on a bestselling novel, was the sort of *dystopian* sci-fiepic that might seem an easy sell.

## Protagonist

A *protagonist* is the central character in a story: the protagonist of *Huckleberry Finn* — guess who? — Huckleberry Finn.

"I was taught as though it were a common knowledge truth that girls will identify with a male *protagonist*, but boys will not identify with a female *protagonist*," says Ms Jacobson, who eventually sold the project to Lionsgate, a minor studio.

**Identify with:** 认为...等同于, 与一致

## Reprobate

There's no way around it, a *reprobate* is a bad egg. The black sheep of the family, missing a moral compass — a *reprobate's* been called everything from a deviant to an evildoer to a scoundrel.

The scandal over Harvey Weinstein's treatment of women, and over the other *reprobates* exposed in his wake, is changing Hollywood *irrevocably*.

## Irrevocable

If you're on a diet but eat one tiny piece of chocolate, it might start an *irrevocable* slide into bad eating. Describe something as *irrevocable* if it cannot be undone or taken back.

## Regal

Even though he was homeless, Dan had a *regal* bearing. *Regal* is an adjective that describes things that appear to be royal.

*Regal* men have been dethroned.

## Myopic

*Myopic* is an adjective meaning shortsighted in every sense. Whether you need glasses or a new attitude, if you can't see the forest for the trees, you're *myopic*.

Ms Jacobson's experience suggests many have been operating on flawed and *myopic hunches*.

## Hunch

When you pose for pictures with short friends, you *hunch* over so you don't tower above them — you scrunch up your shoulders, bend your knees, and try to look smaller.  
a feeling that sth is true even though you do not have any evidence to prove it: It seemed that the doctor's *hunch* had been right.

### Headway

*Headway* is what you achieve when you move forward or make progress. When you're rowing a boat on a very windy day, it can be hard to make any *headway*.  
In recent years women have made some *headway* on the small screen.

### Entrench

To *entrench* is to secure something firmly. *Entrench* a tent pole in the ground so your tent doesn't fly away, or *entrench* yourself at your new job so you don't get fired.  
Behind the camera, as in front of it, the studios' woman problem is as deep as it is *entrenched*.

### Damsel

A young, unmarried woman is a *damsel*. If you've ever seen a young girl being chased by a rabid dog, then you've witnessed a *damsel* in distress!  
Women, still, are often ornaments or victims, love interests or *damsels* in distress: useful for being disrobed, attacked or both.

### Rebuff

If you *rebuff* someone, you reject or snub him. You might decide to *rebuff* a classmate's invitation to the dance after hearing him gossip meanly about a friend.  
Then an executive at Dream Works SKG, she wanted to switch a leading role from a male ant to a female one, but was *rebuffed*.

### Treble

Something that's *treble* has three parts or sections. You could describe a tricycle as a *treble* wheeled vehicle.  
About one in four were shown nude or partially nude in that sample, almost *treble* the rate for men.

### Erotica

Books, pictures, etc. that are intended to make somebody feel sexual desire.  
After all, women enjoy *erotica*, too.

### Convulsion

If you see someone have a *convulsion*, it can either be scary or funny, depending on whether it's caused by a medical condition or a really funny joke. A *convulsion* is a jerking, uncontrolled movement.  
But the Weinstein convulsions are spurring a rethink.

### Skittish

If you're *skittish*, you're unpredictable and excitable. You've probably seen *skittish* horses in parades — the loud noises and crowds of people make them very nervous and jumpy.  
Figures in the industry whispered to the Hollywood Reporter that executives have become *skittish* about greenlighting films with gratuitous sex.

### Crass

A **crass** comment is very stupid and shows that the speaker doesn't care about other people's feelings. In today's day and age, you don't have to wear black to a funeral, but to show up in clown pants is simply **crass**.

Films portraying women in distress are unlikely to go out of fashion, but they might be made in a style that is less **crass** and **demeaning**.

### **Demeaning**

The adjective **demeaning** describes something that lowers a person's reputation or dignity. If your boss always asks you to pick up her dry cleaning and get her coffee, you might feel like you usually get the **demeaning** jobs.

### **Acolyte**

A person who helps with religious services is an **acolyte**. An **acolyte** is also a fan or follower of the famous, so you can find an **acolyte** in church or at a concert.

Fewer abusive men will mentor **acolytes** in their image.

### **Paltry**

A **paltry** amount is so small it's not even worth thinking about. In the novel "Oliver Twist," when Oliver is given a **paltry** amount of gruel — not nearly enough — he asks, "Please, sir, can I have some more?"

That seems paltry, but in 2016 the figure was 4%; in 2010, it was 2%.

### **Avatar**

You might know this word from video games, where you create an avatar to represent you on screen. An **avatar** is something that embodies something else.

Women report seeing greater possibilities in the real world if their **avatars** realize them on **celluloid**:" What they said was, "if we saw more female scientists or female leaders or female politicians on screen, it would make it easier for that to happen in real life'."

女性报告说她们认为，如果她们的形象在电影中被认可，那么在现实生活中有更大的可能行。她们认为：如果我们在屏幕上看到更多的女性科学家或者女性领导人或者女性政治家，那么在显示生活中这就更有可能会发生。

### **Celluloid**

**Celluloid** is a type of plastic that's transparent and flammable. Until recently, most movies were filmed on **celluloid**.

### **Parable**

A **parable** is a short and simple story that teaches a religious or moral lesson. The **parable** of the Good Samaritan and the **parable** of the Prodigal Son are just two examples of the many **parables** attributed to Jesus, as recorded in the four gospels.

"The Handmaid's Tale" is a **parable** of women being systematically controlled.

### **Trepidation**

When plain old "fear" isn't enough to get across a deep feeling of dread about something on the horizon, use the more formal word **trepidation**.

Some people who went to see it waited with **trepidation** for the scene in which the heroine is reduced to a fetish object; that scene never came.