

讲义

Elon Musk v Mark Zuckerberg

埃隆·马斯克对马克·扎克伯格

Social-media **smackdown**

社交媒体大战

With **Threads**, Meta hopes to capitalise on Twitter's **travails**

借助一款模仿的应用程序 Threads, Meta 希望利用 Twitter 的困境获利。

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In one corner is Mark Zuckerberg: 39 years old, five foot seven **inches** and, if his selfies are to be believed, a wizard at **jiu-jitsu**. In the other corner stands Elon Musk: 13 years older, six inches taller and considerably heavier, with a special move known as the **walrus** (“I just lie on top of my **opponent** & do nothing”). The two billionaires have agreed to a cage fight, with Mr Musk saying on June 29th that it might take place at **the Roman Colosseum**.

一边是马克·扎克伯格：39岁，身高5英尺7英寸，如果他的自拍照可信的话，那他是一位柔术高手。另一边的角落里站着埃隆·马斯克：比扎克伯格年长13岁，高6英寸，身材更壮实，他有一个绝招，叫做“海象”（“我能轻松地把对手压在身下，直接获胜。”）。这两位亿万富翁已经约好进行一场决斗，马斯克在6月29日发文说这场笼斗可能会在罗马斗兽场举行。

【词汇】

1. **smackdown** n. : the act of knocking down or bringing down an opponent 暴揍、击倒（对手），即对决、较量。在这里指 Elon Musk 和 Mark Zuckerberg 之间的竞争。

例：Eat Well starts today, with a Thanksgiving smackdown between Ms. Severson, a Turkey fan, and Ms. Moskin, a believer in side dishes.

“吃好”系列从今天开始，以火鸡狂热派西弗森女士和配菜爱好者莫斯金女士之间的一场感恩节对战揭幕。

2. **travail** /trə'veɪl/ n. an unpleasant experience or situation that involves a lot of hard work, difficulties and/or pain 艰苦劳动；煎熬；艰辛；痛苦

例：the travails of life in post-war Britain

战后英国的生活困境

<同义替换> toil

3. **inch** /ɪntʃ/ n. (in Britain and North America) a unit for measuring length or height, equal to 2.54 centimetres. There are 12 inches in a foot. 英寸（长度单位，等于 2.54 厘米，1 英尺等于 12 英寸）

例：She's a few inches taller than me.

她比我高几英寸。

4. **jiu-jitsu** /dʒu 'dʒɪtsu:/ n. a Japanese system of fighting from which the sport of judo was developed 柔术（日本柔道由此发展而来）

5. **walrus** /'wɔ:lɹəs/ n. **GRE** an animal like a large seal (= a sea animal with thick fur, that eats fish and lives around coasts), that has two long outer teeth called tusks and lives in Arctic regions 海象（形似海豹，獠牙较长，栖息在北极海域）

6. **opponent** /ə'pəʊnənt/ n. a person that you are playing or fighting against in a game, competition, argument, etc. 对手；竞争者

例：The team's opponents are unbeaten so far this season.

该队的竞争对手本赛季尚无败绩。

7. **Colosseum** /,kɒlə'si:əm/ n. an amphitheatre (=large circular theatre without a roof) in Rome which was built during the first century AD and is now one of the most famous ancient Roman buildings. It is thought of especially as a place where fights involving gladiators and wild animals were organized as a form of entertainment. 角斗场

【短语】

1. **capitalise on** : to gain a further advantage for yourself from a situation 充分利用；从...中获得更多的好处

例：The team failed to capitalise on their early lead.

这个队未能充分利用开场时领先的优势。

<同义替换> take advantage of

【背景信息】

1. **Threads** : Threads 是 Meta 旗下的社交软件，又称为 Meta 版推特

2. **Roman Colosseum** : 罗马角斗场

The **rumble** in Rome may not happen. Neither the Italian government nor Mr Musk's mother seems keen. But the new-media **moguls** are also **limbering up**

这场在罗马的决斗可能不会发生。意大利政府和马斯克的母亲似乎都对此不感兴趣。但这两位社交媒体巨头也在为一场更重要的

for a more **consequential** fight. On July 5th Meta, Mr Zuckerberg's firm, added a new app to its social-media empire. Threads, a text-based network, looks a lot like Twitter, the app Mr Musk bought last October for \$44bn. An **almighty** social-media smackdown is about to begin.

战斗做准备。7月5日，扎克伯格的公司 Meta 为其社交媒体帝国新添了一款应用软件。基于文本的社交网络服务应用 Threads 与马斯克在去年10月以440亿美元收购的应用 Twitter 很相似。一场至关重要的社交媒体大战即将爆发。

【词汇】

1. **rumble** /'rʌmbəl/ n. 托福/专八 a fight in the street between two or more gangs 打群架

2. **mogul** /'məʊɡl/ n. GRE a very rich, important and powerful person 大亨；有权势的人

例：a movie mogul

电影大亨

<同义替换> magnate

3. **consequential** /,kɔːnsɪ'kwɛnʃl/ adj. GRE important; that will have important results 重要的；将产生重大结果的

例：The report discusses a number of consequential matters that are yet to be decided.

这份报告讨论了许多有待决定的重大问题。

<同义替换> crucial

4. **almighty** /ɔːl'maɪti/ adj. very great or severe 极大的；十分严重的

例：an almighty bang/crash/roar

砰的 / 哗啦 / 轰的一声巨响

【短语】

1. **limber up** : to do physical exercises in order to stretch and prepare your muscles before taking part in a race, sporting activity, etc. (赛跑、体育运动等前) 做准备活动，做热身运动

例：She ran a little way, limbering up.

她跑了一小段，活动一下身子。

Mr Musk's **tenure** at Twitter has been **bruising** for many parties. About 80% of the nearly 8,000 employees he inherited have been **laid off**, to cut costs. Amid a **glitchy** service, users have started to drift away, believes eMarketer, a research firm. The introduction

马斯克在 Twitter 的任职期对很多人来说都是痛苦的。在他接手后，其公司近 8000 名员工中，为了削减人力成本，约有 80% 被裁员。研究公司 eMarketer 认为，由于 Twitter 服务器频出故障，用户已经开始流

on July 1st of a **paywall**, limiting the number of tweets that can be seen by those who do not **cough up** \$8 a month, may **repel** more. Advertisers have **fled**: Twitter's ad sales this year will be 28% lower than last, forecasts eMarketer. In May Fidelity, a financial-services firm, estimated that the company had lost about two-thirds of its value since Mr Musk agreed to buy it.

失。7月1日，推特推出的付费墙限制了那些不愿支付每月8美元的用户能够看到的推文数量，这一举措可能导致更多用户的流失。广告商纷纷撤离：据 eMarketer 预测，今年推特的广告销售额将比去年下降 28%。今年5月，金融服务公司富达估计，自马斯克同意收购该公司以来，其市值已缩水约三分之二。

【词汇】

1. **tenure** /'tenjə/ n. GRE/专八 the period of time when somebody holds an important job, especially a political one; the act of holding an important job (尤指重要政治职务的) 任期，任职

例：She had a long tenure of office.

她在职很长时间。

2. **bruise** /bru:z/ v. 四级/雅思/托福/考研 to affect somebody badly and make them feel unhappy and less confident 打击；挫伤

例：They had been badly bruised by the defeat.

失败使他们的自信心大为受挫。

3. **glitchy** /'glɪtʃi/ adj. (of a machine or system 机器或系统) tending to glitch (= suffer a sudden fault and fail to work correctly) 有小故障的

例：The game is so buggy and glitchy it is barely playable.

这款游戏频繁出问题，几乎不能玩。

4. **paywall** /'peɪwɔ:l/ n. a feature of a website that prevents users from accessing certain web pages unless they have paid to use the website 付费墙，收费墙（对网站内容设限，须付费才能访问）

例：The most interesting pages on the site are behind a paywall.

这个网站最有趣的网页都在付费专区里。

5. **repel** /rɪ'pel/ v. 六级/雅思/托福/GRE/考研/专八 to drive, push or keep something away 推开；赶走；驱除

例：a cream that repels insects

驱除昆虫的乳剂

6. **flee** /fli:/ v. 六级/雅思/托福/考研 to leave a person or place very quickly, especially because you are afraid of possible danger 迅速离开；（尤指害怕有危险而）逃避，逃跑

例：She burst into tears and fled.

她突然哭了起来，跑开了。

<同义替换> scarper

【短语】

1. **lay off** : to stop employing somebody because there is not enough work for them to do (因工作不多而) 解雇

例：200 workers at the factory have been laid off.

工厂里已有 200 个工人下岗。

2. **cough up** : to give something, especially money, unwillingly 勉强给 (尤指钱)

例：Steve finally coughed up the money he owed us.

史蒂夫最终勉强归还了他欠我们的钱。

【长难句】

The introduction on July 1st of a paywall, limiting the number of tweets that can be seen by those who do not cough up \$8 a month, may repel more.

句子的主干部分是：The introduction on July 1st of a paywall may repel more, 意思是：7月1日，推特推出的付费墙可能导致更多用户的流失。

limiting the number of tweets that can be seen by those who do not cough up \$8 a month 为伴随状语，意思是：限制了那些不愿支付每月 8 美元的用户能够看到的推文数量，其中 that can be seen by those who do not cough up \$8 a month 中有两个定语从句，分别是：that can be seen by those who do not cough up \$8 a month 和 who do not cough up \$8 a month，分别修饰 tweets 和 those，意思分别是：那些不愿支付每月 8 美元的用户能够看到的推文数量、那些不愿支付每月 8 美元的用户。

From this **chaos**, the clearest winner is Mr Zuckerberg. Meta eyes another, commercial victory. Various startups have tried to capitalise on Twitter's travails, with little success. Mastodon, a **decentralised** social network with a single employee, said that by November it had added more than 2m members since the Twitter deal closed. But people found it **fiddly**; by June it had 61% fewer users than at its November peak,

在这场混乱中，获利最多的是扎克伯格。他的公司 Meta 希望获得另一个商业胜利。许多初创公司都试图从 Twitter 的困境中获利，但收效甚微。Mastodon 是一家只有一名员工的去中心化社交网络公司，据称，自与 Twitter 的交易结束以来，截至去年 11 月，该公司已暴增了 200 多万名会员。但人们发现，这个 APP 不好用。另一家数据公司 Sensor Tower 估计，到 6 月，其用户数量比 11 月峰值下跌了 61%。

estimates Sensor Tower, another data firm.

【词汇】

1. **chaos** /'keɪɑ:s/ n. a complete lack of order 混乱；杂乱；紊乱

例：Heavy snow has caused total chaos on the roads.

大雪导致道路上交通一片混乱。

<同义替换> disorder

2. **decentralise** /,di:'sentərəlaɪz/ v. to give some of the power of a central government, organization, etc. to smaller parts or organizations around the country 分散，下放（权力）；将...的权力下放

例：decentralized authority

下放了权力

3. **fiddly** /'fɪdli/ adj. 专八 difficult to do or use because small objects are involved 微小难弄的；需要手巧的；精巧难使用的

例：Changing a fuse is one of those fiddly jobs I hate.

换保险丝是我不愿干的麻烦事之一。

Meta's effort, Threads, has a better **shot**. **Cloning rivals** is what Meta does best. In 2016, as Snapchat's disappearing "stories" became popular, Mr Zuckerberg **unveiled** Instagram Stories, a similar product which helped to keep Instagram on top. Last year, as TikTok's short videos became a threat, Meta **rolled out** Reels, a near-identical format that lives within Instagram and Facebook. In April Mr Zuckerberg said Reels had helped to increase the time spent on Instagram by nearly a quarter.

Threads also has a **head start**. Unlike Reels, it is its own app. But it lets Instagrammers use their existing login details and follow all the same people with one click. Some 87% of Twitter users

Threads 作为 Meta 的成果,有一个更好的发展势头。Meta 最擅长的就是“克隆”竞争对手。2016年,随着 Snapchat 正在消失的“故事”功能火起来了,扎克伯格推出了 Instagram Stories,这是一个与前者类似的功能,能帮助 Instagram 在社交媒体领域保持领先地位。去年,当 TikTok 的短视频一度成为社交媒体行业的威胁时,Meta 在旗下 Instagram 和 Facebook 中上线了 Reels,这一功能与 TikTok 类似。今年4月,扎克伯格表示,Reels 使得用户在 Instagram 上花费的时间增加了近四分之一。

新软件 Threads 也具备领先优势。与 Reels 不同,它是独立的应用程序。它还可以让 Instagram 用户使用他们现有的账户信息,只需点击一下,就

already use Instagram, according to DataReportal, a research firm; they now have a near-frictionless alternative to Twitter.	可以直接关注 Instagram 账户所关注的所有人。根据研究公司 DataReportal 的数据，大约 87% 的 Twitter 用户已经在使用 Instagram 了。他们现在有了一个近乎完美的 Twitter 替代品。
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【词汇】

1. **shot** /ʃɑ:t/ n. a remark or an action that is usually one of a series, and is aimed against somebody/something that you are arguing or competing with (针对对手、多为一系列之一的) 一席话，一击

例：This statement was the opening shot in the argument.

这番话打响了争论的第一炮。

2. **clone** /klɒn/ v. to produce an exact copy of an animal or a plant from its cells 克隆

例：A team from the UK were the first to successfully clone an animal.

英国的一个小组率先克隆动物成功。

<同义替换> copy

3. **rival** /'raɪvl/ n. 四级/雅思/考研 a person, company or thing that competes with another in sport, business, etc. 竞争对手

例：The two teams have always been rivals.

这两个队一直是竞争对手。

<同义替换> opponent

4. **unveil** /,ʌn'veɪl/ v. 托福/专八 to show or introduce a new plan, product, etc. to the public for the first time (首次) 展示，介绍，推出；将...公之于众

例：They will be unveiling their new models at the Motor Show.

他们将在汽车展上首次推出自己的新型汽车。

<同义替换> release

5. **frictionless** /'frɪkʃnləs/ adj. achieved with or involving little difficulty or effort 轻而易举的；只需很少的困难或努力即可实现

例：In reality job change is seldom so frictionless.

而实际上就业变化很少是这么一帆风顺的。

6. **near-frictionless** adj. 几乎是轻而易举的

【短语】

1. **roll out** : to officially make a new product available or start a new political campaign 正式推出；开展

例：The new model is to be rolled out in July.

这种新型号将在七月份推向市场。

2. **head start** : an advantage that somebody already has before they start doing something 起步前的优势

例：Being able to speak French gave her a head start over the other candidates.

会说法语使她比其他候选人占优势。

【长难句】

In 2016, as Snapchat's disappearing "stories" became popular, Mr Zuckerberg unveiled Instagram Stories, a similar product which helped to keep Instagram on top.

句子的**主干部分**是：Mr Zuckerberg unveiled Instagram Stories，意思是：扎克伯格推出了 Instagram Stories。

In 2016, as Snapchat's disappearing "stories" became popular 为**状语**，意思是：2016年，随着 Snapchat 正在消失的“故事”功能火起来了

a similar product which helped to keep Instagram on top.为**定语从句**，修饰 Instagram Stories，意思是：这是一个与前者类似的功能，能帮助 Instagram 在社交媒体领域保持领先地位。

By Meta's standards, Twitter's business is tiny, with one-eighth as many users as Facebook, the world's largest social network. In 2021 Twitter's revenue was \$5.1bn, against Meta's \$116bn. And those **meagre** earnings bring big problems. Few platforms attract as many angry **oddballs** as Twitter. Lately Meta has **shied away** from promoting news, which brings political controversy and seems not to delight users. News is a big part of what Twitter does.

Why, then, does Mr Zuckerberg think Threads is worth the headache? One reason is advertising. Twitter has never made much money out of its users because it knows little about them. Between half and two-thirds of those who read tweets are not logged in, estimates Simon Kemp of DataReportal. Many registered users are "**turkers**", who view others' **feeds**

按 Meta 的标准来看, Twitter 的业务规模很小, 用户数量只有世界上最大的社交网络 Facebook 的八分之一。2021 年, Twitter 的营收额为 51 亿美元, 而 Meta 的营收额为 1160 亿美元。这些微薄的营收额引发了巨大的问题。很少有平台能像 Twitter 一样吸引如此多偏激的怪人。最近, Meta 一直避免新闻的推广, 因为这会带来政治争议, 而且似乎用户也比较反感。而新闻是 Twitter 的重要组成部分。

那么, 为什么扎克伯格认为 Threads 值得投入精力呢? 原因之一是广告。一直以来, Twitter 没从用户身上赚到多少钱, 因为它对它的用户知之甚少。据数据门户网站的西蒙·肯普 (Simon Kemp) 估计, 在阅读推文的人中, 有一半到三分之二的人没有登陆自己的账

but seldom **engage**. Meta, which knows a lot about its users from its other apps, can hit them with well-targeted ads in Threads from day one. And the brand-focused adverts that work best on Twitter would complement the direct-response ads that Facebook and Instagram specialise in.

户。许多注册的用户是“潜伏者”，他们查看其他用户的推文，但自己很少参与其中。Meta从其他应用程序中获取了很多关于用户的信息，从用户登陆的第一天起就可以在 Threads 中投放精准定位的广告。以品牌为中心的广告在 Twitter 上效果是最好的，与 Facebook 和 Instagram 上即时跳转的广告互补。

【词汇】

1. **meagre** /'mi:gə:/ adj. 雅思/专八 small in quantity and poor in quality 少量且劣质的

例：a meagre diet of bread and water

只有面包和水的简朴饮食

2. **oddball** /'ɑ:dbɔ:l/ n. a person who behaves in a strange or unusual way 行为古怪者；反常者；怪人

例：He has always been an oddball.

他一直是一个怪人。

3. **lurker** /'lɜ:kə:/ n. a person who watches activity online but who does not participate 潜伏者：在线观看活动但不参与的人

例：For lurkers like me, the info and experience you all share on the forum is much appreciated.

对于像我这样的潜伏者，大家在论坛上分享的信息和经验非常感激。

4. **feed** /fi:d/ n. a special feature on a blog, news website, social media site, etc. that allows you to see new information that has been added without having to visit the website, usually using a feed reader (= a piece of software that displays this information) (博客、新闻网站、社交网站等的) 信息推送，信息订阅功能

例：Yet I found myself spending that precious time slack-jawed, scrolling through my social media feeds.

然而，我发现自己把那段宝贵的时间用于发呆，浏览我的社交媒体。

5. **engage** /ɪn'geɪdʒ/ v. 四级/六级/雅思/考研 to be doing or to become involved in an activity 参加，参与〔活动〕

例：Only 10% of American adults engage in regular exercise.

只有 10% 的美国成年人定期进行锻炼。

【短语】

1. **shy away** : to avoid doing something because you are nervous or frightened 畏避；回避；躲避；避免做

例：Hugh never shied away from his responsibilities.

该自己承担的责任，休从不回避。

Launching a social network is hard. But as Twitter **bleeds** users and advertisers, and as Mr Musk's management continues on its **eccentric** path, the opportunity is becoming bigger. Regardless of who **prevails** in the cage, Mr Zuckerberg may come away with the **spoils**.

建立一个社交网络困难重重。但随着 Twitter 不断从用户和广告商那榨取利润，以及马斯克的管理层继续走其古怪的道路，Meta 的机会就会变得越来越大。无论谁在这场决斗中取得有利地位，扎克伯格都会有利可图。

【词汇】

1. **bleed** /bli:d/ v. to force somebody to pay a lot of money over a period of time 长期榨取（某人的钱）

例：His ex-wife clearly intends to bleed him for every last penny.

他的前妻显然是想榨干他每一分钱。

2. **eccentric** /ɪk'sentrik/ adj. 雅思/托福/GRE/考研/专八 considered by other people to be strange or unusual 古怪的；异乎寻常的

例：an eccentric aunt

怪僻的大婶

3. **prevail** /pri'veɪl/ v. 四级/雅思/托福/GRE/考研 (of ideas, opinions, etc. 思想、观点等) to be accepted, especially after a struggle or an argument 被接受；战胜；压倒

例：Justice will prevail over tyranny.

正义必将战胜暴虐。

4. **spoil** /spɔɪl/ n. 四级/雅思/托福/考研 (spoils) the profits or advantages that somebody gets from being successful 成功所带来的好处；权力地位的连带利益

例：the spoils of high office

身居高位的连带利益

总结

1) 文章架构

- **背景**
 - 马斯克与扎克伯格：两位亿万富翁已经约好进行一场决斗
 - 一场至关重要的社交媒体大战即将爆发
- **比较**
 - 马斯克：为削减成本而裁员；服务器问题和付费墙导致用户流失；广告营收额骤跌、市值缩水；Twitter受其自身功能限制，被卷入争议
 - 扎克伯格：另一项商业胜利—从Twitter的困境中获利；推出新功能Reels；新软件Threads具备领先优势
- **分析**
 - 扎克伯格认为Threads值得投入精力——广告流：了解用户，能精准定位人群
 - Twitter对其用户知之甚少：大部分用户“潜水”，广告利润较低
- **思考**
 - 建立社交网络困难重重
 - 按目前态势来看，Meta的获胜机会越来越大

2) 同义替换

✓ 对手

rival

Cloning rivals is what Meta does best.

Meta 最擅长的就是“克隆”竞争对手。

opponent

I just lie on top of my opponent...

我能轻松地把对手压在身下...

其他：adversary/competitor

例：The two of them were old adversaries.

这俩人是老对手了。

✓ 重要的；重大的

consequential

But the new-media moguls are also limbering up for a more consequential fight.

但这两位社交媒体巨头也在为一场更重要的战斗做准备。

almighty

An almighty social-media smackdown is about to begin.

一场至关重要的社交媒体大战即将爆发。

其他： crucial/critical/essential

例: The next few weeks are going to be crucial.

今后几个星期是关键。

3) 一词多义✓ **bruise**

- ✓ 文章原句：Mr Musk's tenure at Twitter has been bruising for many parties. 马斯克在 Twitter 的任职期对很多人来说都是痛苦的。

✓ 释义：

① **to affect somebody badly and make them feel unhappy and less confident** 打击；挫伤

They had been badly ~ by the defeat.

失败使他们的自信心大为受挫。

② **to develop a bruise, or make a bruise or bruises appear on the skin of somebody/something** (使) 出现伤痕；撞伤；擦伤

Strawberries ~ easily.

草莓容易碰伤。

✓ **bleed**

- ✓ 文章原句：But as Twitter bleeds users and advertisers... 但随着 Twitter 不断从用户和广告商那榨取利润...

✓ 释义：

① **to force somebody to pay a lot of money over a period of time** 长期榨取（某人的钱）

His ex-wife clearly intends to ~ him for every last penny.

他的前妻显然是想榨干他每一分钱。

② to lose blood, especially from a wound or an injury 流血；失血

My finger's ~.

我的手指出血了。

③ to spread from one area of something to another area 散开；渗开

Keep the paint fairly dry so that the colours don't ~ into each other.

涂料尽量干一些，以免颜色相互渗透。

4) 仿写训练

✓ 描述两者竞争

✓ 文章原句：

The rumble in Rome may not happen. Neither the Italian government nor Mr Musk's mother seems keen. But the new-media moguls are also limbering up for a more consequential fight. On July 5th Meta, Mr Zuckerberg's firm, added a new app to its social-media empire. Threads, a text-based network, looks a lot like Twitter, the app Mr Musk bought last October for \$44bn. An almighty social-media smackdown is about to begin.

✓ 句型及表达：

The rumble between/in...may... ...与...之间的决斗也许...

Neither/both of ... seems keen. ...都（不）感兴趣。

...are limbering up for a more consequential fight to... ...正在准备一场更重要的竞争去...

An/A...smackdown is about to begin. 一场...决斗即将开始。

✓ 仿写示例：

The rumble between the two candidates may not happen. Neither of them seems keen. But they are limbering up for a more consequential fight to win the election. An almighty business smackdown is about to begin.

✓ 仿写作业——描述两者竞争

谷歌和微软之间的决斗可能不会发生。双方似乎都不感兴趣。但这两位科技巨头们也在为一场更重要的竞争做准备。一场重大的科技大战即将开始。

5) 主题词总结

今日主题——竞争	
1. rival	对手
2. opponent	对手
3. cage fight	笼斗
4. smackdown	决斗
5. the Roman Colosseum	罗马角斗场