

讲义

## Chinese business abroad

中国企业在海外

## Soap power

肥皂剧的力量

A producer of **steamy** **micro-series** proves a surprise hit in  
America

擦边小短剧制片人在美国出乎意料地抢手

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A show called “Never Divorce a Secret Billionaire Heiress” **dives** head first **into** a **seedy** **melee** of passion and betrayal. Within the first 30 seconds of the micro-series, which consists of 55 two-minute episodes, a woman named Joyce is forced to give her husband’s lover a blood **transfusion** in order to save the mistress’s life. The first ten minutes depict **coerced** marriages, inheritance battles and **sundry** **infidelities**. The storyline is **choppy** and nearly impossible to follow. To say the acting is **hammy** would be generous.

一部名为《千万别和秘密的亿万女富豪离婚》电视剧充斥着激情和背叛的低俗混乱的场景。这部微短剧共 55 集，每集时长两分钟。开头前 30 秒，讲述了一个名叫乔伊斯的女人为了挽救丈夫情妇的生命，被迫为她输血。前十分钟描述了夫妻强制联姻、争夺遗产和种种不忠行为。这部短剧故事情节不连贯，观众都没法跟上节奏。说演员演技浮夸都算给面子了。

## 【词汇】

1. **steamy** /'sti:mi/ adj. sexually exciting and slightly shocking 狂热色情的

例：He'd had a steamy affair with an office colleague.

他曾和办公室里的一个同事有过一段热辣的婚外情。

2. **seedy** /'si:di/ adj. **专八** dirty and unpleasant, possibly connected with bad or illegal activities 肮脏的；污七八糟的；乌烟瘴气的；下流的

例：a seedy bar

污七八糟的酒吧

3. **melee** /'meɪleɪ/ n. a situation in which a crowd of people are rushing or pushing each other in a confused way 混乱; 混乱的人群

例: Several people were hurt in the melee. 好几个人在混战中受了伤。

4. **transfusion** /træns'fju:ʒn/ n. the process of putting blood from one person's body into the body of someone else as a medical treatment 输血

例: A blood transfusion saved his life.

输血挽救了他的生命。

5. **coerce** /kəʊ'sɜ:rs/ v. to force somebody to do something by using threats 强迫; 胁迫; 迫使

例: She hadn't coerced him in any way.

她没有以任何方式强迫他。

<同义替换> force

6. **sundry** /'sʌndri/ adj. GRE/专八 various; not important enough to be named separately 杂项的

例: a watch, a diary and sundry other items

一块手表、一本日记和其他一些零碎的东西

7. **infidelity** /,ɪnfɪ'deləti/ n. GRE/专八 the act of not being faithful to your wife, husband or partner, by having sex with somebody else (夫妻或伴侣间的) 不忠行为; 通奸

例: marital infidelity

对婚姻的不忠诚

8. **choppy** /'tʃɑ:pi/ adj. GRE/专八 (of a style of writing 文体) containing a lot of short sentences and changing topics too often 不连贯的; 支离破碎的

例: Using too many simple sentences can make your writing choppy and dull and too many long sentences can make it difficult to follow your ideas.

使用太多简单的句子会使你的写作断断续续、枯燥乏味，太多的长句会使你难以理解你的想法。

9. **hammy** /'hæmi/ adj. (of a style of acting 演出风格) artificial or exaggerated 做作的; 过火的

### 【短语及其他表达】

1. **micro-series** : A micro-series (also microseries) is an extremely short episodic television programming narrative sponsored by an advertiser. 短剧

2. **dive into** : to start or join in something without hesitating, or with enthusiasm 潜入: 毫不犹豫地或热情地开始或参加某件事

例: Artists must be ready to dive into the unknown.

艺术家必须准备好潜入未知世界。

American viewers can **tune in** to dozens of similar **rapid-fire** dramas, with titles such as “The Double Life of My Billionaire Husband” and “Son-in-Law’s Revenge”, on an app called ReelShort. If it all seems a bit foreign, then that is because it is. ReelShort is owned by COL Group, a digital publisher based in Beijing. Some of its shows are **adapted** by Chinese teams at COL’s Californian **subsidiary**, Crazy Maple Studio, from Chinese scripts that were first written and produced for audiences in China.

美国观众可以在一个名为 ReelShort 的应用程序上收看几十部类似的快餐剧，这些剧包括《我那亿万富翁丈夫的双重生活》和《女婿的复仇》。如果你对这些不太熟悉，也很正常。ReelShort 隶属于 COL，这是一家位于北京的数字出版集团。这些短剧是由 COL 在加利福尼亚的子公司枫叶互动 (Crazy Maple Studio) 的中国团队根据最初为中国观众创作和制作的中国剧本改编的。

### 【词汇】

1. **rapid-fire** /ˌræpɪd ˈfɑɪər/ adj. (of questions, comments, etc. 问题、评论等) spoken very quickly, one after the other 连珠炮似的；接二连三的

例：Yul listened to their sophisticated, rapid-fire conversation.

尤尔听了他们老练的、连珠炮似的一番谈话。

2. **adapt** /əˈdæpt/ v. to change a book or play so that it can be made into a play, film, television drama, etc. 改编；改写

例：Three of her novels have been adapted for television.

她的长篇小说中有三部已改编成电视节目。

3. **subsidiary** /səbˈsɪdiəri/ n. 六级/雅思/托福/GRE/专八 a business company that is owned or controlled by another larger company 附属公司；子公司

例：She’s working for an overseas subsidiary of the company.

她在公司的海外子公司工作。

### 【短语】

1. **tune in** : to listen to a radio programme or watch a television programme 收听（收音机广播节目）；收看（电视节目）

例：Don't forget to tune in to our special election programme this evening.

不要忘了收看今晚我们的竞选特别节目。

That does not stop Americans from **lapping** them **up**. On November 11th ReelShort briefly **surpassed** TikTok to become the most popular entertainment app in Apple's American App Store. According to Sensor Tower, a data firm, it has been downloaded almost 2m times in the past month. COL's market value has more than doubled since the start of November, to 22bn yuan (\$3bn).

但这并不妨碍美国人对它们的追捧。11月11日，ReelShort 短暂超越 TikTok，成为苹果美国应用商店中最受欢迎的娱乐应用。根据数据公司 Sensor Tower 的统计，在过去的一个月里，该应用的下载量接近 200 万次。自 11 月初以来，COL 的市值翻了一番多，达到 220 亿元人民币（约合 30 亿美元）。

### 【词汇】

1. **surpass** /sə'pæs/ v. 六级/雅思/托福/考研/专八 to do or be better than somebody/something 超过；胜过；优于

例：Its success has surpassed all expectations.

它所取得的成功远远超出了预期。

<同义替换> beyond

### 【短语】

1. **lap up** : to accept or receive something with great pleasure, without thinking about whether it is good, true or sincere (不加考虑地) 乐于接受

例：It's a terrible movie but audiences everywhere are lapping it up.

这部电影很差劲，可各地的观众却趋之若鹜。

Apps that **trace** their roots to China have become wildly popular in America in recent years. The cheap products sold by Shein and Temu have found deep markets in America, as have video **clips** created by TikTok's mostly Western users. ReelShort builds on earlier Crazy Maple apps, such as Chapters (a story-game launched in 2017, which lets readers choose their own adventure) and Kiss (which offers a wide selection of romance and mystery stories, and now ranks 14th in the App Store's books category). The trend **contradicts** the idea that Chinese

近年来，源于中国的应用程序在美国大受欢迎。Shein 和 Temu 上销售的廉价产品在美国有很大的市场，TikTok 上主要由西方国家的用户制作的视频短片也风靡美国。ReelShort 是在枫叶互动早期研发的应用程序的基础上建立起来的，他们包括 Chapters (2017 年推出的剧情游戏，让读者选择个性化冒险之旅) 和 Kiss (大量浪漫和悬疑剧情，目前在应用商店的图书分类中排名第 14 位)。这一趋

cultural products do not translate well for Western audiences.

势与“中国文化产品不能为西方大众接受”的观点相悖。

### 【词汇】

1. **trace** /treɪs/ v. to find the origin or cause of something 追溯；追究

例：She could trace her family tree back to the 16th century.

她能把本族家谱追溯到 16 世纪。

<同义替换> track down

2. **clip** /klɪp/ n. 六级/雅思/托福/考研/专八 a short part of a film that is shown separately 电影片段

例：Here is a clip from her latest movie.

这是她最新电影的片段。

3. **contradict** /ˌkɒntrəˈdɪkt/ v. to say that something that somebody else has said is wrong, and that the opposite is true 反驳；驳斥；批驳

例：You've just contradicted yourself (= said the opposite of what you said before).

你恰好与你刚才说的自相矛盾。

### 【长难句】

ReelShort builds on earlier Crazy Maple apps, such as Chapters (a story-game launched in 2017, which lets readers choose their own adventure) and Kiss (which offers a wide selection of romance and mystery stories, and now ranks 14th in the App Store's books category).

句子的主干部分为：ReelShort builds on earlier Crazy Maple apps，意思是：ReelShort 是在枫叶互动早期研发的应用程序的基础上建立起来的

such as Chapters (a story-game launched in 2017, which lets readers choose their own adventure) and Kiss (which offers a wide selection of romance and mystery stories, and now ranks 14th in the App Store's books category). 为后置定语

其中 which lets readers choose their own adventure 和 which offers a wide selection of romance and mystery stories, and now ranks 14th in the App Store's books category 都为定语从句，修饰 Chapters 和 Kiss，意思分别是：（2017 年推出的剧情游戏）让读者选择个性化冒险之旅；大量浪漫和悬疑剧情，目前在应用商店的图书分类中排名第 14 位

ReelShort has followed a path **trodden** by other Chinese apps in America. For a start, it uses a business model that first

ReelShort 走的是一条其他中国应用程序在美国走过的路。首先，它采用

succeeded in China. During the covid-19 pandemic, when cinemas were closed, many big film studios began instead to produce micro-series. Local apps such as Miyou Short Drama and the state-backed Hema Theatre offer viewers many episodes of a series free of charge and then ask them to pay often as little as one yuan to watch further instalments. Viewers, most of whom are blue-collar workers, often end up forking over the equivalent of a cinema ticket to complete the series, says Malik Naibi of Duke 65, a social-media marketing agency. ReelShort has brought this concept, and the storylines for some of its Chinese shows, to its target audience in America: middle-aged women.

了在中国先行成功的商业模式。在新冠大流行期间，电影院关闭，许多大型电影制片厂转而开始制作微电影。Miyou 短剧和由政府支持的 Hema 剧场等本地应用程序免费向观众提供多集连续剧，然后要求他们支付通常低至一元的费用来观看下一集。社交媒体营销公司 Duke 65 的马利克·奈比 (Malik Naibi) 称，大多数观众是蓝领，他们最终愿意支付相当于电影票价的费用来完整观看剧集。ReelShort 将这一模式和部分中国剧情呈现给美国的中年女性观众。

### 【词汇】

1. **tread** /tred/ v. to walk somewhere 行走；步行；走

例：Few people had trod this path before.

以前没有多少人走过这条小路。

2. **instalment** /ɪn'stɔ:lmənt/ n. **雅思** one of the parts of a story that appears regularly over a period of time in a newspaper, on television, etc. (报章连载小说的) 一节；(电视连续剧的) 一集

例：Now for the second instalment of our exclusive three-part series.

现在是我们独家播放的三集电视剧的第二集。

### 【短语】

1. **fork over** : to give money to someone or something, or spend money on something 给予〔钱〕；花费〔钱〕

例：The arena won't be finished until private donors fork over more money.

体育场要等有了更多的私人捐助才能建成。

Second, like other Chinese-linked apps that are popular in America, ReelShort does not advertise its Chinese roots. The Crazy Maple website makes no mention of China. Similarly, Temu, which is owned by PDD, one of China's

其次，与其他在美国流行的与中国关联应用程序一样，ReelShort 没有标榜中国根源。Crazy Maple 网站也没有提及中国。同样，中国最大的电子商务集团之

biggest e-commerce groups, describes itself as being “founded in Boston”. TikTok, whose owner, ByteDance, is based in Beijing, and Shein, which was founded in China and relies on Chinese garment-makers, have both moved their headquarters to Singapore.

一拼多多旗下的 Temu 也自称其“成立于波士顿”。TikTok 归属于总部设在北京的字节跳动，而 Shein 则成立于中国并依赖中国服装制造商，但两家公司都已将总部迁往新加坡。

### 【词汇】

1. **garment** /'gɑ:rmənt/ n. a piece of clothing (一件) 衣服

例：a strange shapeless garment that had once been a jacket

用夹克衫改成的不成形的一件怪衣服

<同义替换> clothing

2. **headquarters** /'hedkwɔ:rtərz/ n. 四级/六级/考研 a place from which an organization or a military operation is controlled; the people who work there 总部；总公司；大本营；司令部

例：The firm's headquarters is/are in London.

公司总部设在伦敦。

### 【长难句】

TikTok, whose owner, ByteDance, is based in Beijing, and Shein, which was founded in China and relies on Chinese garment-makers, have both moved their headquarters to Singapore.

句子的主干部分为：TikTok and Shein have both moved their headquarters to Singapore. 意思是：TikTok 和 Shein 都已将总部迁往新加坡。

whose owner, ByteDance, is based in Beijing 和 which was founded in China and relies on Chinese garment-makers 都为定语从句，分别修饰 TikTok 和 Shein，意思分别是：(TikTok) 归属于总部设在北京的字节跳动；Shein 则成立于中国并依赖中国服装制造商

The apps have something else in common—they have all targeted foreign markets in part to **get around** challenges in China. Although Shein and Temu sought their luck abroad from their **inception**, that may be in part because the domestic market has been looking weak.

COL's bet on America, too, may be a response to problems at home. By the end of February Chinese **censors** had

这些应用还有一个共同点——它们都瞄准了国外市场，部分原因是为了应对中国市场的挑战。虽然 Shein 和 Temu 从一开始就在国外寻求机遇，但部分原因可能是国内市场一直疲软。

COL 对美国的投资也可能是对国内审



**purged** the web of 1.4m micro-series episodes and shut down 2,420 mini-shows **deemed** to be explicit or **vulgar**. America has no government censors—and **explicit vulgarity** may be a selling-point.

查压力的回应。截至二月底，中国的审查机构已经清除了 140 万集网络微剧，并停播了 2420 个被视为露骨或低俗的迷你剧。美国没有政府审查，露骨的低俗内容在这里反而成了卖点。

### 【词汇】

1. **inception** /ɪn'sepʃn/ n. **GRE/专八** the start of an institution, an organization, etc. (机构、组织等的) 开端, 创始  
例: The club has grown rapidly since its inception in 2007.

这个俱乐部自从 2007 年成立以来发展迅速。

2. **censor** /'sensər/ n. a person whose job is to examine books, films, etc. and remove parts that are considered to be offensive or a political threat (书籍、电影等的) 审查员, 审查官

例: Happily, the ancient censors were not quite thorough enough.

高兴的是, 古时的审查员审查得没有那么彻底。

3. **purge** /pɜ:rdʒ/ v. **雅思/托福/GRE/专八** to make yourself/somebody/something pure, healthy or clean by getting rid of bad thoughts or feelings 净化 (心灵、风气等); 涤荡 (污秽)

例: Nothing could purge the guilt from her mind.

她内心的愧疚是无法消除的。

4. **deem** /di:m/ v. to have a particular opinion about somebody/something 认为; 视为; 相信

例: The evening was deemed a great success.

大家认为这次晚会非常成功。

<同义替换> consider

5. **explicit** /ɪk'splɪsɪt/ adj. **六级/雅思/托福/GRE/考研** language or pictures that are explicit describe or show sex or violence very clearly [描绘性或暴力的语言或画面] 清晰露骨的

例: sexually explicit scenes in films and books.

电影和书籍中露骨的片段

6. **vulgar** /'vʌlgər/ adj. not having or showing good taste; not polite, pleasant or well behaved 庸俗的; 粗俗的; 粗野的; 不雅的

例: vulgar decorations

俗里俗气的装饰

7. **vulgarity** /vʌl'gærəti/ n. the fact of being rude or not having good taste; a rude object, picture, etc. 庸俗; 粗野; 下



流；庸俗的物品（或图画等）

例：She was offended by the vulgarity of their jokes.

他们那些粗俗的笑话使她大为不快。

**【短语】**

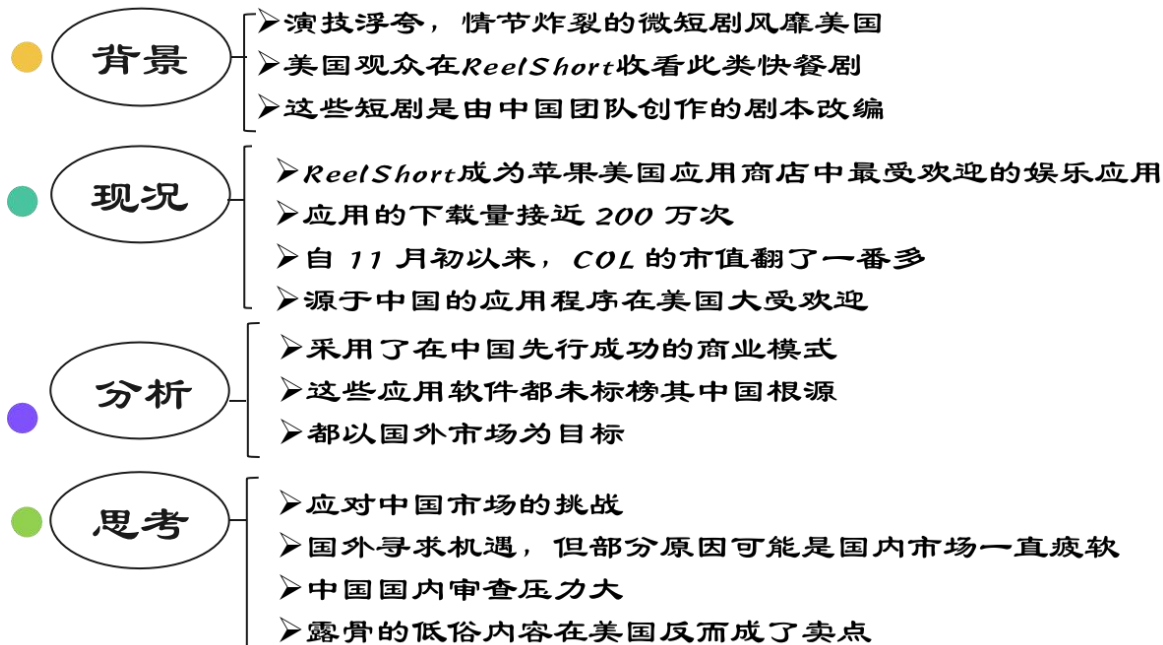
1. **get around** : to deal with a problem successfully 成功地对付；解决；克服

例：A clever lawyer might find a way of getting round that clause.

高明的律师也许能找到绕过那个条款的办法。

总结

## 1) 文章架构



## 2) 同义替换

## ✓ 观众

viewer

American viewers can tune in to dozens of similar rapid-fire dramas...

美国观众可以在一个名为 *ReelShort* 的应用程序上收看几十部类似的快餐剧...

audience

...Chinese cultural products do not translate well for Western audiences.

...中国文化产品不能为西方大众接受

其他: spectator

例: The new football stadium will hold 75 000 spectators.

新足球场将能容纳 75 000 名观众。

## ✓ 描述

depict

The first ten minutes depict coerced marriages...

前十分钟描述了夫妻强制联姻...

### describe

...describes itself as being "founded in Boston"...

...自称其"成立于波士顿"...

### 其他: portray

例: He was one of the first to portray animals from the New World.

他是最早描绘新世界动物的人之一。

## 3) 一词多义

### ✓ adapt

- ✓ 文章原句: Some of its shows are adapted by Chinese teams at COL's Californian subsidiary, Crazy Maple Studio... 这些短剧是由 COL 在加利福尼亚的子公司枫叶互动 ( Crazy Maple Studio ) 的中国团队改编的...

### ✓ 释义:

① **to change a book or play so that it can be made into a play, film, television drama, etc.** 改编; 改写

Three of her novels have been ~ for television.

她的长篇小说中有三部已改编成电视节目。

② **to change something in order to make it suitable for a new use or situation** 改造, 改装

These styles can be adapted to suit individual tastes.

这些式样可以修改, 以适应个人不同爱好。

③ **to change your behaviour in order to deal more successfully with a new situation** 适应 (新情况)

It's amazing how soon you ~.

你这么快就适应了, 真是令人惊奇。

### ✓ instalment

✓ 文章原句：...then ask them to pay often as little as one yuan to watch further instalments. ...然后要求他们象征性地支付通常低至一元的费用来观看下一集。

✓ 释义：

① **one of the parts of a story that appears regularly over a period of time in a newspaper, on television, etc.** （报章连载小说的）一节；（电视连续剧的）一集

Now for the second ~ of our exclusive three-part series.

现在是我们独家播放的三集电视剧的第二集。

② **one of a number of payments that are made regularly over a period of time until something has been paid for** （分期付款的）一期付款

The final ~ on the loan is due next week.

贷款的最后一期付款下个星期到期。

#### 4) 仿写训练

✓ 描述两者碰撞

✓ 文章原句：

Apps that trace their roots to China have become wildly popular in America in recent years. The cheap products sold by Shein and Temu have found deep markets in America, as have video clips created by TikTok's mostly Western users. ReelShort builds on earlier Crazy Maple apps, such as Chapters and Kiss. The trend contradicts the idea that Chinese cultural products do not translate well for Western audiences.

✓ 句型及表达：

...that trace their roots to ... have become wildly popular in recent years. 近年来，源于...的...在...大受欢迎。

...have found deep markets in... 有着...特征的...在...有很大市场

The trend contradicts the idea that...do not translate well for... 这一趋势与“...不能为...接受”的观点相悖

✓ 仿写示例：

Modern dragon boating racing that trace its root to traditional ones have become wildly popular in recent years. Modern dragon boat racing with traditional elements has found deep markets overseas. It builds on traditional Chinese dragon boat competitions. The trend contradicts the idea that traditional Chinese culture does not translate well for Westerners.

### ✓ 仿写作业——描述传统与现代的碰撞

近年来，源于古代和传统舞蹈的舞蹈变得非常流行。具有传统演唱风格的舞蹈在中国有着广阔的市场。这种新出现的舞蹈是建立在传统舞蹈动作的基础上的，例如中国民间舞蹈。这一趋势与传统文化为现代观众所接受的观点相悖。

参考答案：

Dances that trace their roots to ancient and traditional ones have become wildly popular in recent years. Dances with traditional singing styles have found deep markets in China. The newly emerged dance builds on traditional dancing moves, for example, Chinese folk dances. The trend contradicts the idea that traditional culture does not translate well for modern audiences.

## 5) 主题词总结

今日主题——电视剧	
1. micro-series	微短剧
2. episodes	集数
3. rapid-fire dramas	快餐式电视剧
4. scripts	剧本
5. video clips	短视频