



雙語週報

181 期



官方網站



線上訂購

發行人：吳菀庭 出刊日 2021 年 11 月 12 日 訂報專線 (02) 2649-7111

定價 40 元

Say What?

聽說



英聽教學

Heard something good lately? Pass it on!

近來可有什麼好消息？快說來聽聽吧！

紙本刊物合作：漢玲文化

PChome 線上購物!
<http://shopping.pchome.com.tw>

電子書合作：讀書吧

PubW 電子書城

讀冊生活

Hami 書城

廣告預算低 魷魚遊戲照樣紅 口碑行銷熱 社群媒體發功中

英文 / Leila Luo 圖 / 123RF



Have you heard about the new TV show from South Korea? Everybody's been talking about it. The show "Squid Game" became a worldwide hit even though the show's producers didn't spend a lot of money on advertisements. How did they manage to become known around the globe? Word of mouth on social media.

最近大家都在熱烈討論的爆紅韓劇，你聽說了嗎？即使製作人未以重金宣傳，南韓影集《魷魚遊戲》的熱潮依然席捲全球。究竟他們是如何操作，使該影視作品全球熱議呢？這全仰仗社群媒體的口碑行銷。

The fact that the South Korean horror series could become so popular both domestically and internationally shows how powerful word of mouth can be. Word of mouth means passing on information through oral speech. However, today because of the internet and social media, word of mouth can happen much faster from person to person, country to country.

從這齣驚悚影集在國內外暴紅的程度，不難看出口碑行銷具有多大的影響力。原指藉由口耳相傳的方式，將資訊傳播出去的口碑 (word of mouth)，如今透過網際網路和社群媒體的力量，便能在人與人、甚至國與國，以遠勝以往的飛速傳播出去。



籃球大帝喬丹啟航 NBA 傳奇

★ 首代簽名鞋天價落槌售出 ★

英文 / Andrew Edmunds 圖 / 123RF

Michael Jordan is still considered one of the greatest NBA players of all time. At the end of October, one of the first pairs of shoes that he wore during his rookie season with the Chicago Bulls in 1984 was auctioned for \$1.47 million dollar. The red and white sneakers were signed by Jordan.

麥可・喬丹至今仍是 NBA 史上，大眾公認最偉大的球星之一。今年 10 月底的拍賣會上，一雙紅白色、喬丹親筆簽名的球鞋以 147 萬美元售出。該鞋是於喬丹效力芝加哥公牛隊時，新秀賽季所穿的首批球鞋之一。

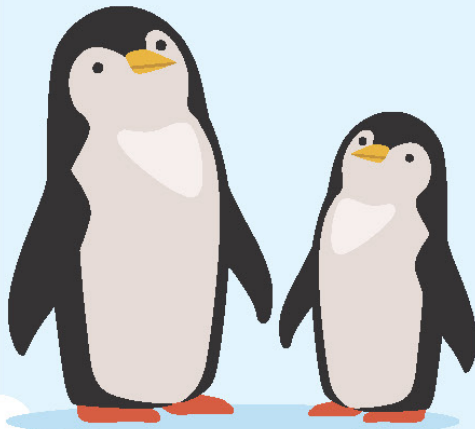


疫亂情迷人不見

企鵝苦思疫團糟

英文 / Andrew Edmunds 圖 / 123RF

Over the summer, Thailand had strict restrictions on movement. That meant people could not visit many public places, including zoos. It also affected the penguins. One zookeeper noticed that the birds looked around and acted confused whenever they would walk out from their habitat and find no one around.



因疫情所致，泰國整個夏季都有嚴格的移動禁令，民眾無法自由出入公共場所，當然參觀動物園也在此限，同時也間接影響了園內的企鵝。一名飼育員發現，每當企鵝們走出棲息處，發現沒有遊客和觀眾，總會困惑地四處張望。

rookie (n.) 菜鳥

sneaker (n.) 運動鞋

strict (a.) 嚴謹的

restriction (n.) 限制

penguin (n.) 企鵝

八卦話好說

互助分享說好話

英文 / Leila Luo 圖 / 123RF



There is another kind of word of mouth called gossip. That means talking about people who aren't present in an entertaining yet judgmental way. Gossip for the sake of hurting others can be harmful, but not all gossip has to be. In fact, a 2019 study published in the journal *Social Psychological and Personality Science* shows that 75% of the time, the gossip of the 467 adults studied was neutral. It wasn't positive or negative, just informative.

在當事人背後，以勾人興趣、批評的方式聊八卦，則是口耳相傳的另一面像。出於惡意的八卦會對人們造成心理傷害，但不表示聊八卦百害無一益。事實上，於 2019 年發表在《社會心理與人格科學》雜誌上的一篇研究，取樣 467 名的成年人，受試者所聊的八卦百分之七十五都是「中性」。換言之，無關正向或負面，僅是在分享資訊。

Psychologists and social scientists generally agree that gossiping is a normal social skill. If a person shares information only to gain an advantage for themselves, that's bad gossip. The key is to share info responsibly in a way that helps others.

心理學家和社會科學家普遍同意說八卦是一項自然的社交技巧。糟糕的八卦僅是為了自身利益而說；而正確地共享訊息，關鍵在於幫助他人的態度，及為所說的話語負責。



親友推薦堆壘企業基石

誠實經營良好口碑



英文 / Leila Luo 圖 / 123RF, illustAC

Suzanne Fanning understands the power of word of mouth. As the President of the Word of Mouth Marketing Association, Fanning promotes the benefits of word-of-mouth marketing to businesses and teaches them how to use it successfully. She argues that while most businesses spend lots of money every year on advertising, customers still trust the word of friends and family over any kind of ad.



深知口碑的影響力，口碑行銷協會主席蘇珊・梵寧向企業推廣口碑行銷的優勢，並輔導他們如何成功建立口碑。即便大多企業投入大量資金於各式廣告，但梵寧認為，消費者仍更願相信親友的推薦。

The secret behind this kind of marketing is finding a way to connect with customers, so they talk about the product or service. Connecting with established bloggers and giving away free coffee to those working on holidays are two ways that have successfully gotten people talking before. But Fanning reminds business people that “dishonesty is NEVER acceptable”.

找到方法與消費者建立聯繫，讓你的產品或服務成為話題，是口碑行銷策略的秘訣。例如邀請知名網紅介紹商品、為假日工作者送上免費的打氣咖啡，都曾成功地為企業建立好口碑。但梵寧提醒業界人士：「不誠實是絕對不被允許的。」



promote (v.) 推廣 argue (v.) 主張、認為 established (a.) 著名的 dishonesty (n.) 不誠實 acceptable (a.) 可接受的

1. How is word of mouth different today?

- a. It's quicker than it used to be.
- b. It replaced worldwide advertisements.
- c. It can't become popular in oral speech.
- d. It costs less money in South Korea.

2. What is true about the shoes from page three?

- a. They are not very valuable.
- b. They were made in October.
- c. They were worn out by bulls.
- d. They were signed by an athlete.

3. What affected the penguins from page three?

- a. one zookeeper
- b. the public's absence
- c. restrictions on their movements
- d. confusing habitats

4. Which is an example of bad gossip?

- a. I heard Eugenia is selling her bicycle.
- b. My friend said the staff at the new restaurant is nice.
- c. They say Mr. Baker is a really strict teacher.
- d. I can't believe Hanson would wear that horrible sweater.

5. What does it mean to promote something?

- a. to argue about money with businesses
- b. to establish secrets
- c. to help something happen or increase
- d. to start an association

6. Positive is to negative as ____.

- a. domestic is to oral
- b. entertaining is to boring
- c. generally is to personality
- d. penguins are to producers

Cloze Test A

Let's play the game "Telephone". Everyone sit down in a line. The person at the beginning will think up a phrase and whisper it ____ the next person. Everybody ____ turns whispering and passing it on. Then we'll see ____ the last person got the message right.

Cloze Test B

Michael Jordan played for the Chicago Bulls ____ the Washington Wizards. He earned the nicknames "Air Jordan" and "His Airness" because ____ his ability to leap demonstrated ____ performing slam dunks from the free throw line in slam dunk contests.

1.a 2.d 3.b 4.d 5.c 6.b

1. 因有社群媒體和網際網路等發明，讓口耳相傳以不同的形式發生，促使現今 (a) 訊息傳遞更加快速。

2. 查閱第3版第1則報導，唯一正確的選項是 (d) 鞋子有運動員 (麥克·喬丹) 親筆簽名。

3. 查閱第3版第2則報導，因為防疫的移動禁令，泰國動物園無人參觀，而園中的企鵝則因為 (b) 民眾缺席，顯得困惑、四處張望。

4. “I can’t believe” 和 “horrible” 顯示該句話在對他人下負評。批評不在場的人，不是為幫助他人、共享資訊的好八卦。

5. promote(v. 促進、推廣)，意指 (c) 促使某事物或協助它發生。

6. 觀察題目單字關係，本題要找出意思相反的詞組。positive(a. 正向的) 之於 negative(a. 負面的)，恰如 (b)entertaining(a. 有趣的) 之於 boring(a. 乏味的)。

Cloze Test A

1.to 2.take 3.if

來玩「傳話遊戲」吧！大家坐成一排，第一個人想出一句片語，悄悄地傳話給下一個人；接著大家輪流將聽到的答案，悄聲傳下去。然後，由最後一人說出所聽到的言語，檢視是否收到正確的訊息。

Cloze Test B

1.and 2.of 3.by

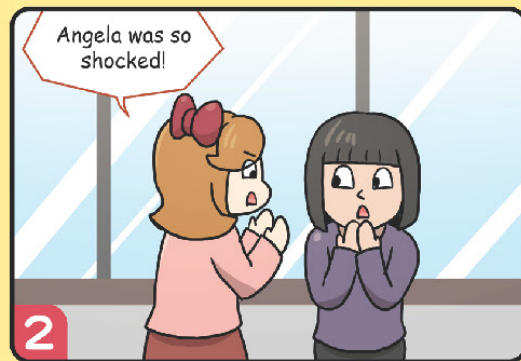
麥可·喬丹曾效力於芝加哥公牛隊和華盛頓巫師隊。在灌籃比賽中，他展現從罰球線起跳灌籃的驚人跳躍力，贏得了「飛人喬丹」和「籃球大帝」的美名。

道聽塗說

腳本 / Leila Luo 漫畫 / 瀚昇



嘿！你聽說安琪拉那件事了嗎？



安琪拉都快被嚇死了！



我聽朋友說，安琪拉她……

妳還好嗎？聽說妳被球棒砸到！
蛤？怎會這樣？我不過是養了隻貓！

The Rest is History 博古通今臺北登場

文化珍品盡展故宮

英文 / Andrew Edmunds 圖 / 123RF

On the 13th of November 1965, the National Palace Museum officially opened to public in Taipei. Since then, it has presented numerous precious works of art and historical documents, including the Late Western Zhou dynasty bronze masterpiece, Mao-kung Ting, and the Northern Song dynasty silk painting, Travelers Among Mountains and Streams.

1965 年 11 月 13 日，享譽國際的國立故宮博物院，於臺北現址正式對外開放大眾參觀。自彼時起，故宮博物院先後展出許多珍貴的藝術品與歷史文獻，包括西周晚期青銅器鉅作《毛公鼎》，及北宋絹本墨筆畫《谿山行旅圖》。