

讲义

Schumpeter

熊彼特

Stars v suits

明星对抗电影公司

A **blockbuster** strike by Hollywood's actors and writers may become
a **flop**

好莱坞演员和编剧的大片罢工可能会变成一场失败

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The strike called moments earlier by **America's Screen Actors Guild**, which **coincides** with one by **the Writers Guild of America** that began in May, has **detonated** a bomb under **America's entertainment industry**. The **reverberations** will travel much farther: nine of the ten biggest **box-office** hits worldwide last year were American-made, and American streaming services now reach into living rooms everywhere. As the stars **face off** against the studios, the world's great entertainment machine has **ground to a halt**.

美国演员工会前不久发起的罢工，与美国编剧工会五月份发起的罢工同时发生，在美国娱乐业引爆了一颗炸弹。这颗炸弹的余波将波及更远：去年全球十大票房冠军中有九部是美国制作，且美国的流媒体服务如今已遍及各地的客厅。在明星与电影公司的对峙中，世界上伟大的娱乐机器已经停滞不前。

【词汇】

1. **suit** /su:t/ n. 四级 六级 高考 考研 a person with an important job as a manager in a company or organization, especially one who is thought to work mainly with financial matters or to have a lot of influence (具影响力的) 高级管理人员 (尤指财务方面的)

例：We can leave the detailed negotiations to the suits.

我们可以把细节的谈判交给公司经理。

2. **blockbuster** /'blɑ:kɒbstər/ n. GRE something very successful, especially a very successful book or film 一鸣惊人的

事物；（尤指）非常成功的书（或电影）

3. **flop** /flɑ:p/ n. 专八 a thing or person that is not successful, especially a film, show or party （电影、戏剧、聚会等）失败，不成功

4. **coincide** /ˌkəʊɪn'saɪd/ v. 六级 GRE GMAT 考研 雅思 to take place at the same time 同时发生

例：The strike was timed to coincide with the party conference.

那次罢工选择在召开政党大会的同一时间举行。

5. **detonate** /'detəneɪt/ v. GRE 专八 to explode, or to make a bomb or other device explode （使）爆炸；引爆；起爆

例：The terrorists planned to detonate the device when the shop was empty.

恐怖分子计划在商店空着时引爆该装置。

6. **reverberation** /rɪˌvɜːrbə'reɪʃn/ n. a loud noise that continues for some time after it has been produced because of the surfaces around it 回响；回声；反响

7. **box-office** /'bɒks əːfɪs/ n. the place at a theatre, cinema, etc. where the tickets are sold 售票处；票房

【特殊名称】

1. **America's Screen Actors Guild** : an American trade union organization representing the interests of film and television actors. 演员工会，美国一家代表电影、电视演员利益的工会组织。

2. **the Writers Guild of America** : a labor union representing thousands of members who write content for television, motion pictures, digital media & news. 编剧工会，是美国一家代表编剧利益的工会组织。

【词组】

1. **face off** : to argue, fight or compete with somebody, or to get ready to do this 跟人辩论（或战斗、比赛）；准备好辩论（或战斗、比赛）

例：They faced off against each other, and in the confusion somebody shot first.

他们彼此对峙，在混乱中有人开了一枪。

2. **grind to a halt** : to go slower gradually and then stop completely 慢慢停下来

例：Production ground to a halt during the strike.

罢工期间生产渐渐陷入瘫痪。

【长难句】

The strike called moments earlier by America's Screen Actors Guild, which coincides with one by the Writers Guild of America that began in May, has detonated a bomb under America's entertainment industry.

句子主干部分为 The strike has detonated a bomb under America's entertainment industry, 意为：罢工在美国娱

乐业引爆了一颗炸弹。

called moments earlier by America's Screen Actors Guild 为后置定语，修饰限定 the strike，意为：美国演员工会前不久发起的（罢工）

which coincides with one by the Writers Guild of America 为非限制性定语从句，附加说明 the strike，意为：（这次罢工）与美国编剧工会的罢工同时发生

that began in May 为定语从句，修饰限定 one，意为：五月份发起的（这次罢工）

The last time writers and actors went on strike together Ronald Reagan was president—not yet of the United States, but of its actors' union. The argument then, in 1960, was about television, and how big-screen actors should be compensated when their work was replayed on the small screen. Today's confrontation is also about new technology.

上一次编剧和演员一起罢工时，罗纳德·里根还不是美国总统，而是美国演员工会的主席。当时，也就是1960年，争论的焦点是关于电视，以及当大银幕演员的作品在小银幕上重播时，他们应该如何获得补偿。今天的对峙也与新技术有关。

【词汇】

1. **compensate** /'kɑ:mpenset/ v. 六级 GRE GMAT 高考 考研 to provide something good to balance or reduce the bad effects of damage, loss, etc. 补偿；弥补

例：She was so ashamed of her treatment of him that she felt she should compensate him in some way.

她为她那样待他感到很羞愧，觉得应该以某种方式补偿他。

2. **confrontation** /,kɒnfrən'teɪʃn/ n. GRE 考研 专八 a situation in which there is anger between people or groups who disagree because they have different opinions 对抗；对峙；冲突

【特殊名称】

1. **Ronald Reagan** : a US film actor and later Republican politician who became the 40th US President (1981-9). He was a popular president, especially because of his ability to explain the government's plans and problems in a simple way to ordinary people. 罗纳德·里根，美国电影演员，后来成为第40届美国总统的共和党政治家

One concern is artificial intelligence. Writers and actors want guarantees that it won't be used to churn out scripts or clone performers. The bigger argument is over streaming. The "streaming wars" have seen a surge in

一个担忧是人工智能。编剧和演员希望得到保证，人工智能不会被用来大量生成剧本或克隆演员。更大的争论在于流媒体。“流媒体大战”见证了内容支出

content spending, as century-old studios compete for subscribers with **deep-pocketed** new rivals like Apple and Amazon. Worldwide, TV and film companies spent more than \$230bn on programming last year, nearly double their expenditure a decade earlier, estimates Ampere Analysis, a research firm. Jobs in American show business are growing about twice as fast as employment overall.

的激增，世纪老牌的电影公司与苹果、亚马逊等财力雄厚的新兴竞争对手争夺订阅用户。据研究公司 Ampere Analysis 估计，去年全球电视和电影公司在节目制作上的支出超过 2300 亿美元，几乎是十年前的两倍。美国演艺界的就业增长速度是整体就业增长速度的两倍。

【词汇】

1. **deep-pocketed** /,di:p 'pɑ:kɪtɪd/ adj. having a large amount of money to spend 财力雄厚的

例：By contrast, foreign banks mainly serve multinational companies with deeper pockets.

相比之下，外资银行主要服务于财力雄厚的跨国公司。

2. **expenditure** /ɪk'spendɪtʃər/ n. 六级 GRE GMAT 考研 雅思 the act of spending or using money; an amount of money spent 花费；消费；费用；开支

【词组】

1. **churn out** : to produce something quickly and in large amounts (粗制滥造地) 大量生产，大量炮制

例：She churns out novels at the rate of three a year.

她以一年三部的速度大量炮制小说。

【长难句】

Worldwide, TV and film companies spent more than \$230bn on programming last year, nearly double their expenditure a decade earlier, estimates Ampere Analysis, a research firm.

句子主干部分为 Worldwide, TV and film companies spent more than \$230bn on programming last year, 意为：去年全球电视和电影公司在节目制作上的支出超过 2300 亿美元

其中，last year 为时间状语，意为：去年

nearly double their expenditure a decade earlier 为同位语，解释说明\$230bn，意为：几乎是十年前的两倍

estimates Ampere Analysis 为引述分句，意为：据 Ampere Analysis 估计

a research firm 为同位语，解释说明 Ampere Analysis，意为：研究公司 Ampere Analysis

Some “talent” still feel **short-changed**. Streamers make

一些“人才”仍然感到被亏待了。流媒体

generous **upfront** payments, but they offer a smaller share in their projects' future success. So whereas an appearance in a flop is much better paid than it was a decade ago, being part of a **smash** hit no longer means being set up for life. And although the streamers' output tends to be creatively fulfilling, with more potential for awards than broadcast TV, their shorter seasons make work **precarious**. Actors and writers want higher minimum wages and a success-based payment when shows are released.

公司的预付款很丰厚，但它们在项目未来的成功中所提供的报酬较少。因此，与十年前相比，出演一部烂片的报酬要高得多，但参与一部大热影片却不再意味着终身受益。而且，虽然流媒体的产出往往具有创造性，比广播电视更有可能获奖，但其较短的季播期使得工作不稳定。演员和编剧希望获得更高的最低工资，并在节目上映时获得与成功相关的报酬。

【词汇】

1. **short-change** /ˌʃɔːrt ˈtʃeɪndʒ/ v. to treat somebody unfairly by not giving them what they have earned or deserve 亏待；克扣

例：Women are in fact still being short-changed in the press.

事实上妇女在新闻界仍然受到不公平地对待。

2. **upfront** /ˌʌpˈfrʌnt/ adj. **考研** **专八** paid in advance, before other payments are made 预付的；预交的

例：There will be an upfront fee of 4%.

将收取 4% 的预付费。

3. **smash** /smæʃ/ n. **六级** **考研** **雅思** a song, film or play that is very popular 十分走红的歌曲（或电影、戏剧）

4. **precarious** /prɪˈkeriəs/ adj. **GRE** **专八** **雅思** not safe or certain; dangerous 不稳的；不确定的；危险的

例：He earned a precarious living as an artist.

作为一个艺术家，他过的是朝不保夕的生活。

On the face of it they are in a strong position. Without writers, the creative **pipeline** is empty. Without actors, works-in-progress like **Ridley Scott's "Gladiator" sequel** have been shut down. Even completed films will struggle without stars to promote them. Disney had to **rustle up** entertainers in Mickey and Minnie costumes to walk the red carpet at the **premiere** of "**Haunted Mansion**" on July

从表面上看，他们处于有利地位。没有编剧，创作渠道就会枯竭。没有演员，雷德利·斯科特（Ridley Scott）的《角斗士》（Gladiator）续集等正在拍摄的作品就会停工。即使是已完成的电影，如果没有明星的宣传推广，也会举步维艰。迪斯尼不得不找来身穿米奇和米妮服装

15th. The Venice film festival next month will be a lonely affair. The Emmy awards, in September, could be derailed; some wonder if the strike might even last until the Oscars, next March.

的艺人，在 7 月 15 日《幽灵鬼屋》的首映式上走红毯。下个月的威尼斯电影节将是一场孤独的盛会。9 月的艾美奖可能会被延迟；有人怀疑罢工是否会持续到明年 3 月的奥斯卡颁奖典礼。

【词汇】

1. **pipeline** /'paɪpləɪn/ n. 四级 a series of pipes that are usually underground and are used for carrying oil, gas, etc. over long distances 管道；渠道
2. **sequel** /'si:kwəl/ n. GRE 专八 a book, film, play, etc. that continues the story of an earlier one (书、电影、戏剧等的) 续篇，续集
3. **premiere** /prɪ'mɪr/ n. GRE 专八 the first public performance of a film or play (电影、戏剧的) 首次公演，首映
4. **derail** /di:'reɪl/ v. 专八 to stop a process from continuing in the way it was intended to 阻挠；使离开正常进程
例：The company's plans were initially derailed by problems with licence agreements.
该公司的计划最初因许可证协议问题而受阻。

【特殊名称】

1. **Ridley Scott** : a British movie director, known for his varied style and wide range of subjects. His representative works are "Alien" and "Blade Runner". 雷德利·史考特，英国电影导演，以风格多变、题材广泛著称。代表作为《异形》、《银翼杀手》。
2. **Gladiator** : Gladiator is a historical epic from director Ridley Scott. 《角斗士》是导演雷德利·斯科特的一部历史史诗
3. **Haunted Mansion** : a Disney film. Inspired by the classic theme park attraction, Haunted Mansion is about a woman (Rosario Dawson) and her son (Chase Dillon) who enlist a motley crew of so-called spiritual experts to help rid their home of supernatural squatters. 《幽灵鬼屋》，灵感来源于经典的主题公园景点，讲述了一个女人（罗莎里奥·道森饰）和她的儿子（蔡斯·狄龙饰）招募了一群所谓的灵异专家，帮助他们的家驱除超自然的僭建物。
4. **The Venice film festival** : The Venice Film Festival is an annual festival that is held in Venice, Italy, one of five major film festivals around the world. 威尼斯电影节
5. **The Emmy awards** : The Emmy Awards recognize excellence within various areas of television and emerging media. 艾美奖

【词组】

1. **rustle up** : to make or find something quickly for somebody and without planning 很快制作；迅速找到；仓促凑成

例：It's not difficult to rustle up some possible reasons for all this.

对于这些问题的可能原因，想要凑几个出来并不难。

Yet the stars will struggle more than they did when Reagan was in charge. Strikes are less disruptive to TV schedules now that there is no longer a schedule to disrupt. The **on-demand** era means viewers face a sea of choice on opening their apps; any gaps are less obvious. Streaming has also made Hollywood less reliant on America, both in terms of its audience and in terms of production. Netflix is the most extreme example: more than two-thirds of its 238m subscribers live overseas, and nearly two-thirds of the shows it **commissioned** in the past 12 months are being made abroad, according to Ampere Analysis.

然而，与里根掌权时相比，明星们将更加艰难。现在，罢工对电视节目的干扰已经减少，因为不再有节目表需要被打乱。点播时代意味着观众在打开应用程序时会面临海量选择，任何空白时间都不那么明显。流媒体也让好莱坞对美国的依赖程度降低，无论是在观众还是制片方面。Netflix 就是一个最极端的例子：根据 Ampere Analysis 的数据，在其 2.38 亿订阅用户中，超过三分之二生活在海外，而在过去 12 个月中，Netflix 委托制作的节目中有近三分之二是在海外制作的。

【词汇】

1. **on-demand** /,ɑ:n dɪ'mænd/ adj. done or happening whenever somebody asks 按需的；随选即行提供的

例：The new network promises lightning-fast access to on-demand video.

新的网络会以闪电般的速度接入视频点播。

2. **commission** /kə'mɪʃn/ v. 四级 六级 GMAT 考研 to officially ask somebody to write, make or create something or to do a task for you 正式委托（谱写、制作、创作或完成）

例：She has been commissioned to write a new national anthem.

她已受委托谱写新国歌。

In a world dominated by **franchises**, actors also **wield** less economic clout than they used to. Last month **Warner Bros** replaced its Superman; Sony has **fielded** multiple Spider-Men (the most recent is **animated**). As

在系列影片主导的世界里，演员的经济影响力也大不如前。上个月，华纳兄弟（Warner Bros）更换了超人的扮演者；索尼推出了多个蜘蛛侠（最近的是动画版的）。正如《美

Anthony Mackie, who plays Captain America, has put it: “The evolution of the superhero has meant the death of the movie star.” And as audiences tire of superheroes, studios are finding new franchises.

《美国队长》的扮演者安东尼·麦基（Anthony Mackie）所言：“超级英雄的进化意味着电影明星的死亡。”随着观众对超级英雄的厌倦，电影公司也在寻找新的系列影片。

【词汇】

1. **franchise** /'fræntʃaɪz/ n. GMAT 考研 专八 a set of films in which the same characters appear in related stories 系列影片

2. **wield** /wi:ld/ v. 六级 GRE GMAT 雅思 to have and use power, authority, etc. 拥有，运用，行使，支配（权力等）
例：They wield enormous political power.

他们行使巨大的政治权力。

3. **field** /fi:ld/ v. 四级 高考 考研 to provide a candidate, speaker, team, etc. to represent you in an election, a competition, etc. 推出；派出

例：Each of the main parties fielded more than 300 candidates.

每个主要政党都选派出 300 多个候选人。

4. **animated** /'ænimetɪd/ adj. GMAT 托福 made to look as if they are moving 动画（片）的，栩栩如生的

例：Disney has returned to what it does best: making full-length animated feature films.

迪斯尼电影公司回到他们最拿手的事情：制作长篇动画故事片。

【特殊名称】

1. **Warner Bros** : Warner Bros. Entertainment Inc. (commonly known as Warner Bros., Warners, or simply WB) is an American company that produces film, television and music entertainment. 华纳兄弟

Above all, the **distressed** state of the entertainment business means studios are **in no shape to** increase their **outgoings**. Wall Street has begun to demand that streamers deliver not just growth but profit, causing an **almighty** rush to trim costs. Even before the strike, projects were being cancelled. Last year Warner Bros **canned** a completed “**Batgirl**” film. The industrial action provides helpful cover for more **cost-slashing**: “A lot of

最重要的是，娱乐业的困境意味着电影公司无法增加支出。华尔街已经开始要求流媒体平台不仅要实现增长，还要实现利润，这导致了削减成本的大潮。甚至在罢工之前，就有项目被取消。去年，华纳兄弟就取消了一部已完成的《蝙蝠女侠》电影。罢工行动为更多的成本削减提供了有益的掩护：“很多股东和高

shareholders and executives are happy to clean up their **balance-sheets**,” says one former streaming executive. The actors are delivering Oscar-worthy performances at the **picket lines**. This time, they face a tough crowd.

管都乐于整理资产负债表，”一位前流媒体高管说道。演员们在罢工队伍中表现出配得上奥斯卡的演技。这一次，他们面对的是一群难缠的人。

【词汇】

1. **distressed** /di'strest/ adj. very upset and anxious 烦恼的；忧虑的；苦恼的

例：He was too distressed and confused to answer their questions.

他非常苦恼而困惑，无法回答他们的问题。

2. **outgoings** /ˌaʊt'gəʊɪŋz/ n. the amount of money that a person or a business has to spend regularly, for example every month 开支；经常性费用

3. **almighty** /ɔ:l'maɪti/ adj. 专八 very great or severe 极大的；十分严重的

例：The next moment there was an almighty crash

接着发生了剧烈的撞击。

4. **can** /kæn/ v. 考研 to dismiss somebody from their job 解雇；让…卷铺盖走人；炒…的鱿鱼

例：Upon learning he was sick, the company canned him without explanation.

公司得知他生病后，就无故解雇了他。

5. **cost-slashing** adj. reducing, decreasing or lowering the prices 削减成本的

6. **balance-sheet** /'bæləns ʃi:t/ n. a written statement showing the amount of money and property that a company has and listing what has been received and paid out 资产负债表；决算表；资金平衡表

【词组】

1. **in no shape to** : In no possible manner; under no circumstances; not by any means 无法

例：His constitution was in no shape to endure.

他的身体已经支撑不住了。

2. **picket line** : a line or group of pickets 纠察线；罢工警戒线

例：In Chicago, public school teachers walked picket lines for a second day.

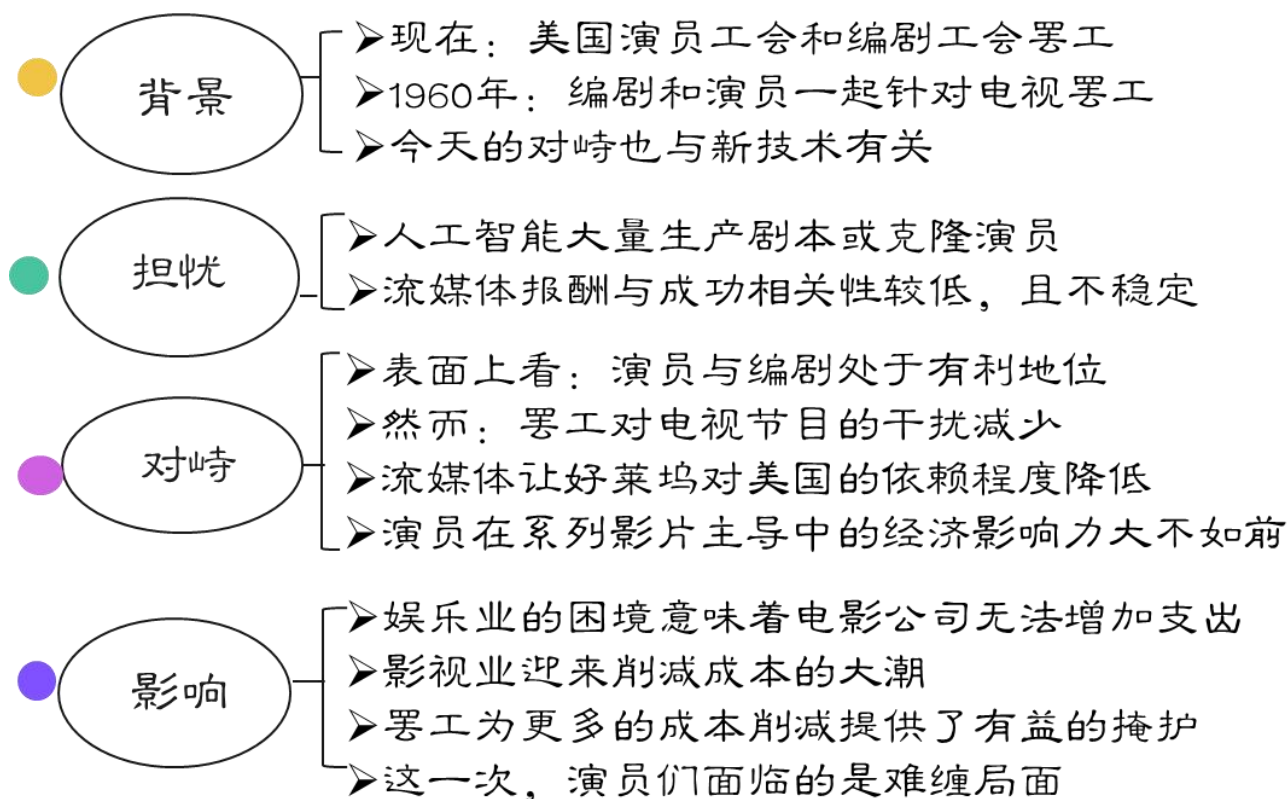
在芝加哥，公立学校老师第二天罢工抗议。

【特殊名称】

1. **Batgirl** : the name of several fictional superheroes appearing in American comic books published by DC Comics, depicted as female counterparts to the superhero Batman. 蝙蝠女侠

总结

1) 文章架构



2) 同义替换

✓ 支出

spending

The “streaming wars” have seen a surge in content spending

“流媒体大战”见证了内容支出的激增

expenditure

nearly double their expenditure a decade earlier

几乎是十年前支出的两倍

outgoings

studios are in no shape to increase their outgoings

电影公司无法增加支出

其他：expense/outlay/disbursement

例：The company has cut operating expenses to their lowest levels in three years.
该公司已将运营支出削减至三年来的最低水平。

✓ 取消

cancel

Even before the strike, projects were being cancelled.

甚至在罢工之前，就有项目被取消。

can

Last year Warner Bros canned a completed “Batgirl” film.

去年，华纳兄弟就取消了一部已完成的《蝙蝠女侠》电影。

其他：abolish/call off/abrogate/scrap

例：The current 100-dollar limit has been scrapped.

目前 100 美元的上限已被取消。

3) 一词多义

✓ suit

✓ 文章原句：Stars v suits 明星对抗电影公司

✓ 释义：

① a person with an important job as a manager in a company or organization, especially one who is thought to work mainly with financial matters or to have a lot of influence (具影响力的) 高级管理人员 (尤指财务方面的)

We can leave the detailed negotiations to the suits.

我们可以把细节的谈判交给公司经理。

② a set of clothes made of the same cloth, including a jacket and trousers or a skirt 西服；
西装；套装

They won't let you into the restaurant without a suit and tie.

不穿西服不打领带他们不会让你进饭店。

③ **any of the four sets that form a pack of cards** (扑克牌中) 所有同花色的牌

The suits are called hearts, clubs, diamonds and spades.

扑克牌的四种花色分别叫红桃、梅花、方块和黑桃。

④ **a claim or complaint against somebody that a person or an organization can make in court** 诉讼；起诉

The company now faces several suits over its failure to protect its employees.

目前这家公司因未能保护员工安全而陷入多场官司。

✓ **smash**

✓ 文章原句：being part of a smash hit no longer means being set up for life. 但参与一部大热影片却不再意味着终身受益。

✓ 释义：

① **a song, film or play that is very popular** 十分走红的歌曲（或电影、戏剧）

The comedy was an instant smash with critics.

那出喜剧在评论界一炮而红。

② **an act of breaking something noisily into pieces; the sound this makes** 破碎；打碎；破碎（或打碎）的哗啦声

The cup hit the floor with a smash.

杯子掉到地上哗啦一声摔碎了。

③ **an accident in which a vehicle hits another vehicle** 撞车

Four people were seriously injured in a head-on smash on the A45.

在 A45 号公路两车迎头相撞的事故中，4 人严重受伤。

④ **a way of hitting the ball downwards and very hard** 高压球；扣球

He can hit a powerful overhead smash.

他能打出大力的过顶高压球。

4) 仿写训练

✓ 描述担忧与争论

✓ 文章原句：

One concern is artificial intelligence. Writers and actors want guarantees that it won't be used to churn out scripts or clone performers. The bigger argument is over streaming. The “streaming wars” have seen a surge in content spending, as century-old studios compete for subscribers with deep-pocketed new rivals like Apple and Amazon.

✓ 句型：

One concern is ... 一个担忧是…

The bigger argument is over ... 更大的争论在于…

✓ 仿写示例：

One concern in education about ChatGPT is academic misconduct. Students may use it to cheat on assignments or tests. The bigger argument is over students' independent thinking. ChatGPT may cause students to give up their ability to think independently.

✓ 仿写作业——描述居家办公的担忧与争论

居家办公浪潮的一个担忧是在家中工作会削弱员工与同事之间的联系和沟通。

更大的争论在于员工增加的压力。

居家办公模式模糊了工作与生活间的界限，让许多员工处于 24 小时待命的状态。

5) 主题词总结

今日主题——演艺界	
1. actor	演员
2. writer	编剧
3. entertainment industry	娱乐业
4. box-office	票房
5. streaming service	流媒体
6. script	剧本
7. show business	演艺界
8. movie star	电影明星
9. franchise	系列影片