

讲义

Social trends

社会趋势

Apart, together

分分合合

The world economy has entered a new era: that of the **hermit**
consumer

世界经济进入新时代：隐士消费者时代

选自：The Economist October 28th 2023 edition Finance & economics

In some ways covid-19 was a **blip**. After soaring in 2020, unemployment across the rich world quickly dropped to pre-pandemic lows. Countries **re-attained** their pre-covid GDP in short order. And yet, more than two years after lockdowns were **lifted**, at least one change is **enduring**: consumer habits across the rich world have shifted decisively, and perhaps permanently. Welcome to the age of the hermit.

从某种程度上说，新冠病毒疫情只是一个暂时性问题。在 2020 年失业率飙升之后，发达国家的失业率迅速跌至疫情前的低点。许多国家国内生产总值在短期内重新达到了疫情之前的水平。然而，在疫情封锁解除两年多后，至少有一个变化是长期的：发达国家的消费习惯发生了决定性的转变，也或许是永久性的转变。欢迎来到隐士消费时代。

【词汇】

1. **hermit** /'hɜ:rmit/ n. 托福/GRE/专八 a person who, usually for religious reasons, lives a very simple life alone and does not meet or talk to other people 隐士；隐修者；遁世者

例：The cave was inhabited by a hermit.

以前曾有一个隐士居住在这个洞穴里。

2. **blip** /blɪp/ n. a change in a process or situation, usually when it gets worse for a short time before it gets better; a temporary problem 变故；暂时性问题

例：a temporary blip

暂时的麻烦

3. **attain** /ə'teɪn/ v. 四级/雅思/考研 to reach a particular age, level or condition 达到 (某年龄、水平、状况)

例: The cheetah can attain speeds of up to 97 kph.

猎豹的奔跑速度可达 97 千米每小时。

<同义替换> reach

4. **re-attain** v. 重新达到

5. **lift** /lɪft/ v. to remove or end controls or limits 解除, 撤销, 停止 (限制)

例: to lift sanctions/restrictions

解除制裁/限制

<同义替换> cancel

6. **enduring** /ɪn'dʊrɪŋ/ adj. lasting for a long time 持久的; 耐久的

例: It's perhaps the only enduring work of art from the period.

这也许是该时期唯一的持久艺术品。

<同义替换> lasting

Before covid, the share of consumer spending devoted to services was rising steadily. As societies became richer, they sought more luxury experiences, health care and financial planning. Then in 2020 spending on services, from hotel stays to hair cuts, collapsed. With people spending more time at home, demand for goods jumped, with a rush for computer equipment and exercise bikes.

在新冠疫情之前, 服务业消费在消费支出中的所占比例持续稳步上升。随着人们越来越有钱, 他们对奢侈体验、医疗保健和财务规划的需求增多。但到了 2020 年, 从酒店住宿到理发, 服务业消费进入低谷期。人们待在家的时间变长, 对家用商品的需求激增, 电脑设备和健身自行车受到热捧。

【词汇】

1. **collapse** /kə'ləps/ v. to decrease suddenly in amount or value (突然) 降价, 贬值; 暴跌

例: She lost a lot of money when the property market collapsed.

房地产市场崩溃时, 她亏了很多钱。

<同义替换> drop

2. **rush** /rʌʃ/ n. a sudden large demand for goods, etc. 大量急需; 争相抢购

例: There's been a rush on umbrellas this week.

本周出现了抢购雨伞的现象。

【短语】

1. **devote to** : to give an amount of time, attention, etc. to something 把...用于

例: I could only devote two hours a day to the work.

我一天只能在这个工作上花两个小时。

Three years on, the share of spending devoted to services remains below its pre-covid level. Relative to its pre-covid trend, the decline is sharper still. Rich-world consumers are spending around \$600bn a year less on services than you might have expected in 2019. In particular, people are less interested in leisure activities that take place outside the home, including **hospitality** and **recreation**. Money is being redirected to goods, ranging from **durables** like chairs and fridges, to things such as clothes, food and wine.

三年过去了，人们在服务业上的消费份额仍低于新冠病毒疫情前的水平。而且相对于新冠病毒疫情前的趋势，现如今的消费占比下降幅度更大。2019年，发达国家消费者每年在服务上的支出比预期少了约6000亿美元。尤其注意的是，人们对家庭以外的休闲活动（包括待客和娱乐）不太感兴趣。从椅子和冰箱等耐用品，到衣服、食品和葡萄酒等物品，人们对商品消费的需求增多。

【词汇】

1. **hospitality** /ˌhɒːsprɪˈtæləti/ n. food, drink or services that are provided by an organization for guests, customers, etc.

（款待客人、顾客等的）食物，饮料，服务；款待

例: the use of a yacht for corporate hospitality

公司在游艇上款待客人

2. **recreation** /ˌri:kriˈeɪʃn/ n. 六级/托福/GRE/考研/专八 the fact of people doing things for pleasure, when they are not working 娱乐；消遣

例: the need to improve facilities for leisure and recreation

改进消遣娱乐设施之必要

<同义替换> entertainment

3. **durables** /ˈdʊərəblz/ n. goods that are expected to last for a long time after they have been bought, such as cars, televisions, etc. 耐用消费品（如汽车、电视机等）

In countries that spent less time in lockdown, hermit habits have not become **ingrained**. Elsewhere, though,

在封锁期较短的国家，隐士消费现象并不严重。但在其他地方，这种行为看起来是

the behaviour looks **pathological**. In the Czech Republic, which was **whacked** by covid, the services share is three percentage points below trend. America is not **far off**. Japan has witnessed a 50% decline in restaurant bookings for client entertainment and other business purposes. Pity the **drunken salaryman staggering** round Tokyo's pleasure districts: he is an endangered species.

病态的。在受到新冠病毒疫情重创的捷克共和国，服务业所占份额比预期趋势低三个百分点。美国也差不多。在日本，因待客和其他商业目的而预订的餐厅量减少了50%。醉醺醺的工薪族在东京的娱乐区踉踉跄跄走来走去，他们就如同濒临灭绝的物种一样，真是可怜。

【词汇】

1. **ingrained** /In'greɪnd/ adj. GRE/专八 (of a habit, an attitude, etc.习惯、态度等) that has existed for a long time and is therefore difficult to change 根深蒂固的；日久难改的
例：ingrained prejudices
很深的成见
2. **pathological** /,pæθə'lɔ:dʒɪkl/ adj. not reasonable or sensible; impossible to control 不理智的；无道理的；无法控制的
例：a pathological liar
病态说谎者
3. **whack** /wæk/ v. 专八 to hit somebody/something very hard 猛打；重击；狠揍
例：James whacked the ball over the net.
詹姆斯猛力把球击过网去。
4. **far-off** /'fɑ:r ɔ:f/ adj. a long distance away 遥远的
例：a far-off land
一个遥远的国度
5. **drunken** /'drʌŋkən/ adj. drunk or often getting drunk 醉的；常醉的；酗酒的
例：a drunken driver
喝醉的司机
6. **salaryman** /'sælərɪmæn/ n. (especially in Japan) a white-collar worker (= one who works in an office) (尤指日本的) 白领阶层人员，白领
7. **stagger** /'stægər/ v. to walk with weak unsteady steps, as if you are about to fall 摇摇晃晃地走；蹒跚；踉跄
例：He staggered home, drunk.
他喝醉酒，踉跄着回了家。

At first glance, the figures are difficult to **reconcile** with the **anecdotes**. Isn't it harder than ever to get a table at a restaurant? Yet the true source of the crowding is not sky-high demand, but **constrained** supply. These days fewer people want to work in hospitality—in America employment in the industry remains lower than in 2019. And pandemic **disruption** means many new hotels and restaurants that would have opened in 2020 and 2021 never did. The number of hotels in Britain, at around 10,000, has not grown since 2019.

乍一看，这些数字与这些奇闻逸事很难相联系起来。现在不是比以往任何时候都更难在餐馆预定到座位吗？然而，造成餐馆人满为患的真正原因并不是人们高涨的需求，而是因为供应量被限制了。如今，愿意在酒店工作的人越来越少--美国酒店业的就业率仍低于 2019 年。新冠病毒疫情的干扰使许多本应在 2020 年和 2021 年开业的新酒店和餐馆未能顺利运营。英国的酒店数量约为一万家，自 2019 年以来就没有增加过。

【词汇】

1. **reconcile** /'rekənsaɪl/ v. 六级/雅思/托福/GRE/考研/专八 to find an acceptable way of dealing with two or more ideas, needs, etc. that seem to be opposed to each other 使和谐一致；调和；使配合

例：an attempt to reconcile the need for industrial development with concern for the environment

协调工业发展的需要和环境保护之间关系的努力

2. **anecdote** /'æni:kdəʊt/ n. 雅思/托福/GRE/考研/专八 a short, interesting or funny story about a real person or event 逸事；趣闻

例：The book is a rich store of anecdote.

这本书是一本有很多趣闻的书。

3. **constrain** /kən'streɪn/ v. to limit somebody/something 限制；限定；约束

例：Research has been constrained by a lack of funds.

研究工作因经费不足而受限制。

<同义替换> restrain

4. **disruption** /dɪs'rʌpʃn/ n. a situation in which it is difficult for something to continue in the normal way; the act of stopping something from continuing in the normal way 扰乱；使中断；打乱

例：disruptions to rail services

对铁路交通的干扰

<同义替换> interruption

【短语】

1. **at first glance** : the first time that you look at someone or something, before you notice any details 乍一看，最初看到时

例： At first glance the twins look identical.

这对双胞胎乍一看一模一样。

Firms are noticing the \$600bn shift. In a recent earnings call an executive at Darden Restaurants, which runs one of America's finest restaurant chains, Olive Garden, noted that, relative to pre-covid times, "we're probably in that 80% range in terms of traffic". At Home Depot, which sells tools to improve homes, **revenue** is up by about 15% on 2019 in real terms.

企业注意到了 6000 亿美元的变化。在最近的一次财报电话会议上，经营橄榄园（美国最好的连锁餐厅之一）的达顿餐饮公司（Darden Restaurants）的一位高管指出，与新冠疫情前相比，“我们的客流量可能在 80% 左右”。家得宝公司（Home Depot）售卖提升家居环境的工具，其收入比 2019 年实际增长了约 15%。

【词汇】

1. **revenue** /'revənu:/ n. the money that a government receives from taxes or that an organization, etc. receives from its business 财政收入；税收收入；收益

例：The government is currently facing a shortfall in tax revenue.

政府目前有税收缺口。

<同义替换> earning

【长难句】

In a recent earnings call an executive at Darden Restaurants, which runs one of America's finest restaurant chains, Olive Garden, noted that, relative to pre-covid times, "we're probably in that 80% range in terms of traffic".

句子的主干部分为：an executive at Darden Restaurants noted that, relative to pre-covid times, "we're probably in that 80% range in terms of traffic". 其中 "we're probably in that 80% range in terms of traffic" 为宾语从句；relative to pre-covid times 为比较状语，整句的意思是：达顿餐饮公司（Darden Restaurants）的一位高管指出，与新冠疫情前相比，“我们的客流量可能在 80% 左右”

In a recent earnings call 为状语，意思是：在最近的一次财报电话会议上

which runs one of America's finest restaurant chains, Olive Garden 为定语从句，修饰 Darden Restaurants，意思是：经营橄榄园（美国最好的连锁餐厅之一）的

Why has hermit behaviour endured? The first possible reason is that some **tremulous** folk remain afraid of **infection**, whether by covid or something else. In Britain, car use is in line with the pre-covid **norm**, whereas public-transport use is well down. People also seem less **keen** on up-close-and-personal services. In America spending on **hairdressing** and personal **grooming** is 20% below its pre-covid trend, while spending on **cosmetics**, perfumes and nail preparations is up by a quarter.

隐士消费行为为何长期存在？第一个可能的原因是，一些心有余悸人仍然担心受到病毒感染——不管是被新冠还是其他病毒感染。在英国，汽车使用率与新冠病毒疫情前一致，而公共交通使用率则大幅下降。人们似乎也不太热衷于在近距离的个人服务上消费。在美国，美发美容方面的支出比疫情前下降了20%，而化妆品、香水和指甲油方面的支出却增加了25%。

【词汇】

1. **tremulous** /'tremjələs/ adj. GRE shaking slightly because you are nervous; causing you to shake slightly (因紧张)

颤抖的，战栗的；使打战的；使颤动的

例：a tremulous voice

颤抖的声音

<同义替换> shaky

2. **infection** /ɪn'fekʃn/ n. 专八 the act or process of causing or getting a disease 传染；感染

例：to cause/prevent infection

引起/预防感染

3. **norm** /nɔ:rm/ n. a situation or a pattern of behaviour that is usual or expected 常态；正常行为

例：The new design is a departure from the norm.

新的设计打破了常规。

4. **keen** /ki:n/ adj. wanting to do something or wanting something to happen very much 渴望；热切；热衷于

例：John was very keen to help.

约翰很热心，愿意帮忙。

<同义替换> passionate

5. **hairdressing** /'hɜ:dresɪŋ/ n. the art and job of cutting, washing and shaping hair 理发：剪发，洗发和定型的工作

6. **grooming** /'gru:mɪŋ/ n. the things that you do to keep your clothes and hair clean and neat, or to keep an animal's fur or hair clean 打扮；装束；刷洗；（给动物）梳毛

例：You should always pay attention to personal grooming.

你应随时注意个人衣着整洁。

7. **cosmetics** /kɑ:z'metɪk/ n. a substance that you put on your face or body to make it more attractive 化妆品；美容品

例：the cosmetics industry

化妆品行业

【长难句】

The first possible reason is that some tremulous folk remain afraid of infection, whether by covid or something else.

句子的主干部分为：The first possible reason is that some tremulous folk remain afraid of infection；其中 some tremulous folk remain afraid of infection 为**标语从句**，整句话的意思是：第一个可能的原因是，一些心有余悸人仍然担心受到病毒感染

whether by covid or something else 为**状语**，意思是：不管是被新冠还是其他东西感染

The second reason relates to work patterns. Across the rich world people now work about one day a week at home, according to Cevat Giray Aksoy of King's College London and colleagues. This cuts demand for services bought at the office, including lunches, and raises demand for do-it-yourself goods. Last year Italians spent 34% more on **glassware**, **tableware** and household **utensils** than in 2019.

第二个原因与工作模式有关。伦敦国王学院的 Cevat Giray Aksoy 及其同事指出，现在，在整个发达国家，人们每周大约有一天在家工作。这使得在公司消费（包括午餐）的需求减少，而对自己动手制作商品的需求有所增加。去年，意大利人在玻璃器皿、餐具和家庭用具上的花费比 2019 年增加了 34%。

【词汇】

1. **glassware** /'glæsweɪ/ n. objects made of glass 玻璃器皿；玻璃制品；料器

2. **tableware** /'teɪblweɪ/ n. the word used in shops, etc. for items that you use for meals, such as plates, glasses, knives and forks (商店用语) 餐具

3. **utensil** /ju:'tensl/ n. 六级/GRE/专八 a tool that is used in the house (家庭) 用具，器皿；家什

例：cooking/kitchen utensils

炊具；厨房用具

The third relates to values. Covid may have made people **genuinely** more hermit-like. According to official data from America, last year people slept 11

第三点与价值观有关。新冠病毒疫情可能让人们变得更像真正意义上的隐士。根据美国的官方数据，去年，人们每天的睡眠时间比

minutes more a day than in 2019. They also spent less on clubs that require membership and other social activities, and more on **solitary** pursuits, such as gardening and pets. Meanwhile, global online searches for “Patience”, a card game otherwise known as Solitaire, are running at about twice their pre-pandemic level. Covid’s biggest **legacy**, it seems, has been to pull people apart.

2019 年多了 11 分钟。人们在需要会员资格的俱乐部和其他社交活动上的花费也减少了，而在园艺和宠物等个人娱乐追求上的花费增加了。与此同时，“Patience（耐心）”（一种纸牌游戏，又称“接龙”（一种单人纸牌游戏））的全球在线搜索量约为疫情前的两倍。看来，疫情的最大影响就是将人们各自分开了。

【词汇】

1. **genuinely** /'dʒenjuɪnli/ adv. truly; in a way that is exactly what it appears to be and is not artificial 真的；名副其实的

例：There are some genuinely funny moments in the film.

电影中有一些真正有趣的时刻。

2. **solitary** /'sɔ:lətəri/ adj. 雅思/托福/GRE/考研/专八 done alone; without other people 独自的；单独的

例：She enjoys long solitary walks.

她喜欢独自长距离散步。

<同义替换> lonely

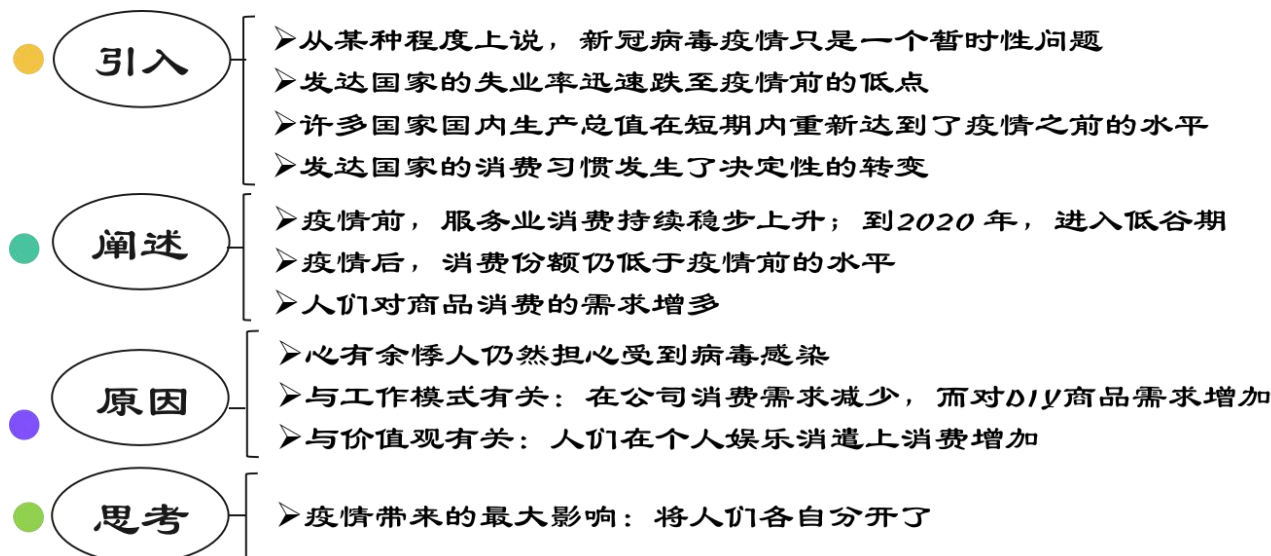
3. **legacy** /'legəsi/ n. 托福/GRE/考研/专八 a situation that exists now because of events, actions, etc. that took place in the past 遗留问题；后遗症

例：Future generations will be left with a legacy of pollution and destruction.

留给子孙后代的将是环境的污染与破坏。

总结

1) 文章架构



2) 同义替换

✓ 收益

revenue

At Home Depot, which sells tools to improve homes, revenue is up by about 15% on 2019 in real terms.

家得宝公司 (Home Depot) 售卖提升家居环境的工具，其收入比 2019 年实际增长了约 15%。

earning

In a recent earnings call an executive at Darden Restaurants...

在最近的一次财报电话会议上...

其他: receipt

例: net/gross receipts

净收入; 总收入

✓ 激增; 猛增

soar

After soaring in 2020, unemployment across the rich world quickly dropped to pre-pandemic lows.

在 2020 年失业率飙升之后，发达国家的失业率迅速跌至疫情前的低点。

jump

With people spending more time at home, demand for goods jumped, with a rush for computer equipment and exercise bikes.

人们待在家的时间变长，对家用商品的需求激增，电脑设备和健身自行车受到热捧。

其他：rocket

例: rocketing prices

飞涨的价格

3) 一词多义

✓ lift

- ✓ 文章原句：And yet, more than two years after lockdowns were lifted, at least one change is enduring... 然而，在疫情封锁解除两年多后，至少有一个变化是长期的...

✓ 释义：

① **to remove or end controls or limits** 解除，撤销，停止（限制）

to ~ sanctions/restrictions

解除制裁/限制

② **to become or make somebody more cheerful** 高兴起来；使更愉快

His heart ~ at the sight of her.

他一看见她心里就高兴起来了。

③ **to steal something** 偷盗；盗窃

He had been ~ electrical goods from the store where he worked.

他一直从他工作的商店里偷窃电器商品。

✓ recreation

✓ 文章原句: ...including hospitality and recreation. ...包括待客和娱乐。

✓ 释义:

① **the fact of people doing things for pleasure, when they are not working** 娱乐; 消遣

the need to improve facilities for leisure and ~

改进消遣娱乐设施之必要

② **the act or process of making something that existed in the past exist or seem to exist again** 再造

The writer attempts a ~ of the sights and sounds of his childhood.

作家试图再现他童年的所见所闻。

4) 仿写训练

✓ 描述疫情前后对比

✓ 文章原句:

Three years on, the share of spending devoted to services remains below its pre-covid level. Relative to its pre-covid trend, the decline is sharper still...In particular, people are less interested in leisure activities that take place outside the home, including hospitality and recreation. Money is being redirected to goods, ranging from durables like chairs and fridges, to things such as clothes, food and wine.

✓ 句型及表达:

The share of spending devoted to...remains... ..的份额仍...

Relative to its...trend, the decline/rise is... 相对于...的趋势, 这种增长/下跌...

In particular, people are less interested in..., including... 人们尤其对...更感兴趣, 包括...

✓ 仿写示例:

The share of spending devoted to tourism remains below its pre-covid level. Though relative to its pre-covid trend, the decline is not that sharp. Tourism in China is gradually revitalizing. In particular, people are more interested in leisure activities that take place outside the home, including traveling to other provinces or even abroad.

✓ 仿写作业——描述疫情前后对比

餐饮支出的份额仍高于疫情前的水平。尽管相对于新冠疫情前的趋势，这种增长并不那么明显。中国的餐饮业正在逐渐复苏。人们尤其对在家外吃饭更感兴趣，包括待客和家庭宴会。金钱被重新定向到堂食消费上。

5) 主题词总结

今日主题——消费	
1. hermit consumer	隐士消费者
2. consumer habits	消费习惯
3. consumer spending	消费支出
4. recreation	娱乐消遣
5. durables	耐用品