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# BBC LEARNING ENGLISH

## Authentic Real English 地道英语

### Social media influencer 网络红人

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- 关于台词的备注:  
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**Feifei**

Hi, Neil. 你怎么看起来一脸愁苦的样子?

**Neil**

Err, not really. Just writing a script for Authentic Real English. I'm a bit stuck.

**Feifei**

你为了写节目稿子发愁? 先别愁, 告诉我你要介绍的表达是什么?

**Neil**

Social media influencer.

**Feifei**

Well, that's easy.

**Neil**

Maybe for someone young and trendy like you! Go on then, tell me.

**Feifei**

Let me talk you through it step by step. 社交媒体“social media”, 你知道吧?

**Neil**

Of course! Weibo, WeChat, TikTok...

**Feifei**

A social media influencer is someone who has a lot of followers online – and who is an expert or authority in a particular subject – like photography or cookery or make-up. 在汉语里, 我们把这类在网上有很多追随者的社交媒体影响者“social media influencer”叫做“网红”。

**Neil**

网红。OK.

**Feifei**

网红们说什么、干什么、买什么、吃什么、穿什么都被网民关注。Which is why we call them 'social media influencers'. Or simply, 'influencers'.

**Neil**

OK, I have a few followers. So if I start, say, growing a long moustache, and all my friends copy me – could you say I was a social media influencer?

**Feifei**

Umm... I suppose so! And what might happen is the marketing department of a company selling moustache products gets in touch – and pays you to start using their moustache oil?

**Neil**

OK. I like the sound of this. Grow a moustache and get paid. Let's listen to some examples.

**Examples**

Our company was finding it hard to reach new customers aged 16-25. Then we hired a few social media influencers and sales just rocketed.

Kylie Jenner is one of America's biggest social media influencers. Companies pay her up to a million dollars for a single post!

There's a lot of debate about whether or not influencers should be open about who is paying them to promote products.

**Feifei**

这里是 BBC 英语教学的“地道英语”节目。本集节目中介绍的表达是“social media influencer”。So, Neil, how's the script going?

**Neil**

I'm not writing it any more, Feifei. I'm focussing full time on my new business.

**Feifei**

Ah, I see you've grown a moustache. Are you going to post a picture so all your umm... twenty followers can see it and be influenced by your amazing style?

**Neil**

Don't worry, I've realised I don't have enough followers, or authority, to influence anyone, Feifei. But I have discovered there's a gap in the market for organic moustache oil!

**Feifei**

你真厉害！Neil 自创的有机面部胡须油“Neil's Marvellous Moustache Oil”。

**Neil**

Nice. Now, I just need to find an influencer to help me with marketing. A hairy influencer.

**Feifei**

Good luck, Neil!

**Feifei and Neil**

Bye.