wishyou.today learning

day 66 users and data

Chinese TOCFL C in 142 days
unit 10 · media & the internet

Talk about users, data and online platforms, and say "all" the written way with 皆 and 均.

Tech news, reports and notices talk about users and data all the time, and 皆 and 均 are the 都 you'll read in them.

words

word	pinyin	meaning	example
採訪	cǎifǎng	interview (as a reporter), cover	電視台的記者來採訪我們的老闆。 A TV reporter came to interview our boss.
數據	shùjù	data	這份報告的數據都很清楚。 The data in this report are all very clear.
用戶	yònghù	user (of a service)	這個平臺已經有一百萬個用戶。 This platform already has a million users.
信息	xìnxí	information, news	網路上的信息太多了，不知道該相信哪一個。 There's so much information online that you don't know what to believe.
性能	xìngnéng	performance (of a machine)	這台電腦的性能比舊的好很多。 This computer performs much better than the old one.
收聽	shōutīng	listen in, tune in (radio)	很多計程車司機喜歡收聽廣播。 Lots of taxi drivers like listening to the radio.
線路	xiànlù	line, circuit (phone, power)	電話線路出了問題，打不通。 There's a fault on the phone line: calls won't go through.
平臺	píngtái	platform (online or physical)	這是一個讓小店在網路上賣東西的平臺。 It's a platform that lets small shops sell online.
機器人	jīqìrén	robot	這家餐廳用機器人送菜。 This restaurant uses robots to bring the food.
皆	jiē	all, each (written)	這件事人人皆知。 Everyone knows about it.
質疑	zhíyí	question, call into doubt	有人質疑這些數據是不是正確。 Some people question whether these figures are right.
出錯	chūcuò	go wrong, make a mistake	系統出錯了，請稍後再試。 The system has hit an error: please try again later.
替代	tìdài	replace, take the place of	機器人能替代人做很多危險的工作。 Robots can take over a lot of dangerous jobs from people.
均	jūn	all, equally (written)	兩個人的成績均在90分以上。 Both of them scored over ninety.
股	gǔ	(measure for smells, forces, streams)	廚房傳來一股香味。 A lovely smell drifted out of the kitchen.

所在	suǒzài	where something lies, location	這才是問題的所在。 That's where the real problem lies.
變遷	biànqiān	change(s), transformation	這本書|寫的是臺灣社會五十年來的變遷。 This book is about fifty years of change in Taiwanese society.
燦爛	cànlàn	bright, brilliant, radiant	看到禮物，她笑得好燦爛。 When she saw the present, her smile lit up her whole face.
充裕	chōngyù	ample, plenty of	時間還很充裕，不用急。 There's still plenty of time: no need to rush.
粗糙	cūcāo	rough, crude, sloppy	這張桌子做得很粗糙。 This table is roughly made.
丟棄	diūqì	throw away, discard	請不要隨便丟棄電池。 Please don't just throw batteries away.
對照	duìzhào	compare, check against	請把這兩份資料對照一下。 Please compare these two documents.
甚	shèn	very, extremely (written)	他甚少提起自己的過去。 He very rarely talks about his past.

pattern 皆 / 均: all (written)

subject (several) **皆 / 均** **+ verb / 可 / 已 / 有**

皆 and 均 are the written forms of 都: they sum up a plural subject that comes before them. Both like short words after them: 皆可, 皆是, 均已, 均有, 均在. 皆 sits in set phrases (人人皆知, everybody knows); 均 also carries a sense of "evenly, equally" (平均). In speech, just say 都.

這兩個方法皆可。 **zhè liǎng ge fāngfǎ jiē kě** Either method will do.

兩家公司的收益均有增加。 **liǎng jiā gōngsī de shōuyì jūn yǒu zēngjiā** Both companies' earnings went up.

會議的時間和地點均已確定。 **huìyì de shíjiān hé dìdiǎn jūn yǐ quèdìng** The time and place of the meeting have both been confirmed.

dialogue on camera

xiaowen 志明、阿傑，謝謝你們接受採訪。先請問：你們的平臺現在有多少用戶？
Zhìmíng Ājié xièxie nǐmen jiēshòu cǎifǎng xiān qǐngwèn nǐmen de píngtái xiànzài yǒu duōshǎo yònghù · Zhiming, Ajie, thanks for agreeing to the interview. First question: how many users does your platform have now?

zhiming 全臺灣有五千多家小店在用，用戶超過五十萬。一開始我們的系統做得很粗糙，現在每個月的數據均有成長。
quán Táiwān yǒu wǔqiān duō jiā xiǎo diàn zài yòng yònghù chāoguò wǔshí wàn yì kāishǐ wǒmen de xìtǒng zuò de hěn cūcāo xiànzài měi ge yuè de shùjù jūn yǒu chéngzhǎng · Over five thousand small shops across Taiwan use it, with more than half a million users. Our system was pretty rough at first; now every monthly figure is growing.

xiaowen 聽說有財團投資了你們？
tīngshuō yǒu cáituán tóuzī le nǐmen · I hear a financial group has invested in you?

zhiming 對，一個大財團和一個超商集團，總額四千五百萬。品牌還是我們自行經營。
duì yí ge dà cáituán hé yí ge chāoshāng jítuán zǒngé sìqiānwǔbǎi wàn pǐnpái háishì wǒmen zìxíng jīngyíng · Yes: a big financial group and a convenience-store group, forty-five million in total. We still run the brand ourselves.

xiaowen 有人質疑，這種系統以後會替代店員，甚至用機器人來點餐。你們怎麼看？
yǒu rén zhíyí zhè zhǒng xìtǒng yǐhòu huì tìdài diànyuán shènzhì yòng jīqìrén lái diǎn cān nǐmen zěnme kàn · Some people question whether systems like this will replace shop staff, or even have robots taking orders. What's your view?

ajie 話是這麼說，可是我們的系統只是工具。算帳、算庫存這種容易出錯的事，交給系統；跟客人聊天、做好吃的東西，都是人的工作。我們的目標不是讓店裡的人變少，而是讓老闆有更多時間，做他最會做的事。
huà shì zhème shuō kěshì wǒmen de xìtǒng zhǐshì gōngjù suànzhàng suàn kùcún zhè zhǒng róngyì chūcuò de shì jiāo gěi xìtǒng gēn kèrén liáotiān zuò hǎochī de dōngxi dōu shì rén de gōngzuò wǒmen de mùbiāo bú shì ràng diàn lǐ de rén biàn shǎo érshì ràng lǎobǎn yǒu gèng duō shíjiān zuò tā zuì huì zuò de shì · That may be so, but our system is just a tool. Error-prone jobs like the accounts and stocktaking go to the system; chatting with customers and making good food are human work. Our aim isn't fewer people in the shop: it's giving owners more time to do what they do best.

xiaowen 那客人的資料呢？安全嗎？
nà kèrén de zīliào ne ānquán ma · And the customers' information? Is it safe?

zhiming 這是我們最重視的，也是我們的價值所在。客人的資料萬萬不能給別人，我們的線路跟系統每天都有人檢查。
zhè shì wǒmen zuì zhòngshì de yě shì wǒmen de jiàzhí suǒzài kèrén de zīliào wànwàn bù néng gěi biérén wǒmen de xiànlù gēn xìtǒng měi tiān dōu yǒu rén jiǎnchá · That's what we take most seriously: it's where our value lies. Customers' data must never go to anyone else, and someone checks our lines and systems every day.

ajie 我們還有一位專員，專門負責資料安全。
wǒmen háiyǒu yí wèi zhuānyuán zhuānmén fùzé zīliào ānquán · We also have a specialist who looks after data security and nothing else.

xiaowen 這幾年小店的變遷很大。很多老店的老闆很少用手機，他們怎麼學？
zhè jǐ nián xiǎo diàn de biànqiān hěn dà hěn duō lǎo diàn de lǎobǎn hěn shǎo yòng shǒujī tāmen zěnme xué · Small shops have changed a lot in recent years. Many owners of old shops hardly ever use a phone: how do they learn?

ajie 我們做得很簡單，老闆可以自行學。像王阿姨，第一天就會用了。她說，這個系統的性能比她以前的舊機器好多了，每天的收入一下就核算好了。
wǒmen zuò de hěn jiǎndān lǎobǎn kěyǐ zìxíng xué xiàng Wáng āyí dì yī tiān jiù huì yòng le tā shuō zhè ge xìtǒng de xìngnéng bǐ tā yǐqián de jiù jīqì hǎo duō le měi tiān de shōurù yíxià jiù hésuàn hǎo le · We keep it really simple, so owners can learn by themselves. Auntie Wang could use it on day one. She says the system works much better than her old machine, and it works out each day's takings in no time.

xiaowen 我等一下也要去採訪王阿姨。你們要不要一道去？
wǒ děng yíxià yě yào qù cǎifǎng Wáng āyí nǐmen yào bu yào yídào qù · I'm going to interview Auntie Wang next. Do you want to come along?

zhiming 好啊！一走進她的店，就會聞到一股豆漿的香味。不過她一看到記者，就會拿早餐請你吃，你要有心理準備。
hǎo a yì zǒu jìn tā de diàn jiù huì wén dào yì gǔ dòujiāng de xiāng wèi búguò tā yí kàn dào jìzhě jiù huì ná zǎocān qǐng nǐ chī nǐ yào yǒu xīnlǐ zhǔnbèi · Sure! The minute you walk into her shop, you'll smell the soy milk. But the moment she sees a reporter, she'll start feeding you breakfast: be prepared.

write it trace the grey, then write your own

卷
juǎn (measure) a roll

朗
lǎng clear, bright

授
shòu teach, confer

丈
zhàng zhang (old length unit, about 3.3 m)

刊
kān print, publish

good to know · New meaning: 猛 (fierce, strong) is also an adverb, "suddenly, with force": 猛一看 (at first glance), 他猛地站起來 (he leapt to his feet). Taiwan's everyday word for information is 資訊 (資訊科技, information technology); 信息 is understood but sounds more written or mainland.

You can talk about users, data and platforms, and read 皆 and 均 wherever a notice says "all".
Do this day interactively, with audio and games, free at **wishyou.today/learning**

day 67 multimedia

Talk about multimedia, files and campaigns, and say "undoubtedly" with 無疑.

Anyone who works with media talks about video, files and audiences, and 無疑 is how you state a strong opinion in writing or a pitch.

words

word	pinyin	meaning	example
旋轉	xuánzhuǎn	rotate, spin, revolve	這家餐廳在頂樓，整個樓層會慢慢旋轉。 The restaurant is on the top floor, and the whole floor slowly revolves.
轉動	zhuǎndòng	turn (something), rotate	他輕輕轉動鑰匙，門就開了。 He gently turned the key, and the door opened.
報刊	bàokān	newspapers and magazines, the press	圖書館裡有各種報刊，可以免費看。 The library has all kinds of newspapers and magazines you can read for free.
運行	yùnxíng	run, operate; orbit	新系統已經開始運行了。 The new system is up and running.
釋放	shìfàng	release, set free	運動可以釋放壓力。 Exercise is a way to release stress.
搜集	sōují	collect, gather (materials)	他喜歡搜集臺北的老照片。 He likes collecting old photos of Taipei.
探索	tànsuǒ	explore	孩子天生喜歡探索新的東西。 Children are born explorers.
壓縮	yāsuō	compress, squeeze	檔案太大了，先壓縮一下再寄。 The file's too big: compress it before you send it.
多媒體	duōméitǐ	multimedia	老師用多媒體上課，學生都很喜歡。 The teacher uses multimedia in class, and the students love it.
容量	róngliàng	capacity, storage	我的手機容量快滿了。 My phone's storage is almost full.
無疑	wúyí	undoubtedly, without doubt	這無疑是今年最好的電影。 This is without doubt the best film of the year.
阻擋	zǔdǎng	block, stop, stand in the way	沒有人能阻擋她的決心。 No one can stand in the way of her determination.
發瘋	fāfēng	go mad, go crazy	這個星期工作太多，我快忙到發瘋了。 So much work this week: I'm going crazy.
下列	xiàliè	the following, listed below	請回答下列問題。 Please answer the following questions.
行列	hángliè	ranks, line (of people)	愈來愈多年輕人加入了創業的行列。 More and more young people are joining the ranks of entrepreneurs.

席	xí	(measure for talks, banquets)	老師的一席話，讓我想了很久。 My teacher's words gave me a lot to think about.
安寧	ānníng	peaceful, quiet, calm	晚上十點以後，請保持安寧。 Please keep quiet after ten at night.
變通	biàntōng	be flexible, adapt	規定是死的，人是活的，要懂得變通。 Rules are rigid, but people aren't: you have to know how to be flexible.
操縱	cāozòng	operate, control; manipulate	有人在背後操縱這件事。 Someone is pulling the strings behind this.
出發點	chūfādiǎn	starting point, intention	他的出發點是好的，只是方法不對。 He meant well; he just went about it the wrong way.
促成	cùchéng	bring about, help make happen	是她促成了這次合作。 She's the one who made this partnership happen.
動靜	dòngjìng	sound of activity; movement	隔壁一點動靜也沒有，大概出門了。 There's not a sound from next door: they've probably gone out.
耳光	ěrguāng	a slap in the face	這個結果，等於打了自己一個耳光。 This result is like a slap in his own face.

pattern 無疑: undoubtedly

subject **無疑** **+ 是 / verb**

無疑, "without doubt", states a strong judgment calmly: 這無疑是最好的辦法. It usually comes right after the subject, often before 是 or 會. It sounds written and confident; in speech people say 一定 or 絕對. You can also say 毫無疑問 at the start of a sentence.

他無疑是我們公司最好的設計師。 **tā wúyí shì wǒmen gōngsī zuìhǎo de shèjìshī** He is without doubt the best designer in our company.

這個決定無疑是對的。 **zhè ge juédìng wúyí shì duì de** This was undoubtedly the right decision.

孩子喜歡探索，這無疑是好事。 **háizi xǐhuān tànsuǒ zhè wúyí shì hǎo shì** Children love to explore, and that's undoubtedly a good thing.

dialogue the grandma idea

meiling 安娜，幫我想想。公司下個月要推出一款國產的新化妝品，老闆要我做一個多媒體的宣傳，預算很充裕。

Ānnà bāng wǒ xiǎng xiang gōngsī xià ge yuè yào tuīchū yì kuǎn guóchǎn de xīn huàzhuāngpǐn lǎobǎn yào wǒ zuò yí ge duōméitǐ de xuānchuán yùsuàn hěn chōngyù · Anna, help me think. Next month my company launches a new locally made skincare product, and my boss wants a multimedia campaign. The budget is generous.

anna 多媒體？就是影片、照片、文字都要有？

duōméitǐ jiùshì yǐngpiàn zhàopiàn wénzì dōu yào yǒu · Multimedia? So video, photos and text, all of it?

meiling 對。老闆的想法很舊，說起碼要在三家報刊上刊登廣告。可是看報紙、收聽廣播的人愈來愈少了。

duì lǎobǎn de xiǎngfǎ hěn jiù shuō qǐmǎ yào zài sān jiā bàokān shàng kāndēng guǎnggào kěshì kàn bàozhǐ shōutīng guǎngbò de rén yùláiyù shǎo le · Yes. My boss is old-school: he says we need ads in at least three newspapers and magazines. But fewer and fewer people read the papers or listen to the radio.

david 年輕人都在手機上看影片。你們無疑應該拍短影片。

niánqīng rén dōu zài shǒujī shàng kàn yǐngpiàn nǐmen wúyí yīnggāi pāi duǎn yǐngpiàn · Young people all watch videos on their phones. You should definitely make short videos.

meiling 可是老闆一定會質疑：短影片真的有用嗎？

kěshì lǎobǎn yídìng huì zhíyí duǎn yǐngpiàn zhēnde yǒuyòng ma · But my boss is bound to question it: do short videos really work?

anna 我有一個想法：請林奶奶來拍！她八十歲了，皮膚還那麼好。最近愈來愈多老人加入了拍影片的行列，網友都很喜歡。

wǒ yǒu yí ge xiǎngfǎ qǐng Lín nǎinai lái pāi tā bāshí suì le pífū hái nàme hǎo zuìjìn yùláiyù duō lǎorén jiārù le pāi yǐngpiàn de hángliè wǎngyǒu dōu hěn xǐhuān · I've got an idea: get Grandma Lin to do it! She's eighty and her skin is still lovely. More and more older people are joining the ranks of video-makers lately, and people online love them.

meiling 奶奶？她一定會說我發瘋了！

nǎinai tā yídìng huì shuō wǒ fāfēng le · Grandma? She'll say I've lost my mind!

david 要懂得變通。現在的觀眾很聰明，一看就知道誰在演戲、誰在操縱他們。不要讓奶奶演，讓她做她每天做的事：煮飯、搜集老照片、說以前的故事。我在加拿大看過一個廣告，只拍一位老先生每天早上去湖邊散步，什麼產品都沒說，可是大家都記住了那個品牌。

yào dǒngde biàntōng xiànzài de guānzhòng hěn cōngmíng yí kàn jiù zhīdào shéi zài yǎn xì shéi zài cāozòng tāmen bú yào ràng nǎinai yǎn ràng tā zuò tā měi tiān zuò de shì zhǔ fàn sōují lǎo zhàopiàn shuō yǐqián de gùshi wǒ zài Jiānádà kàn guo yí ge guǎnggào zhǐ pāi yí wèi lǎo xiānshēng měi tiān zǎoshàng qù hú biān sànbù shénme chǎnpǐn dōu méi shuō kěshì dàjiā dōu jìzhù le nà ge pǐnpái · Be flexible. Audiences are smart these days: they can spot instantly who's acting and who's trying to manipulate them. Don't make Grandma act; let her do what she does every day: cook, collect old photos, tell stories about the old days. In Canada I once saw an ad that just filmed an old man walking by a lake every morning. It said nothing about the product, but everyone remembered the brand.

anna 對！我們的出發點不是賣東西，是說一個真實的故事。第一個畫面慢慢旋轉，從廚房轉到牆上的老照片。

duì wǒmen de chūfādiǎn bú shì mài dōngxi shì shuō yí ge zhēnshí de gùshi dì yī ge huàmiàn mànmàn xuánzhuǎn cóng chúfáng zhuǎn dào qiáng shàng de lǎo zhàopiàn · Yes! Our starting point isn't selling things: it's telling a true story. The first shot slowly turns, from the kitchen to the old photos on the wall.

meiling 好主意！要是短影片比報紙廣告有效，等於打了那些老想法一個耳光。不過影片檔案太大，我手機的容量不夠，得先壓縮。

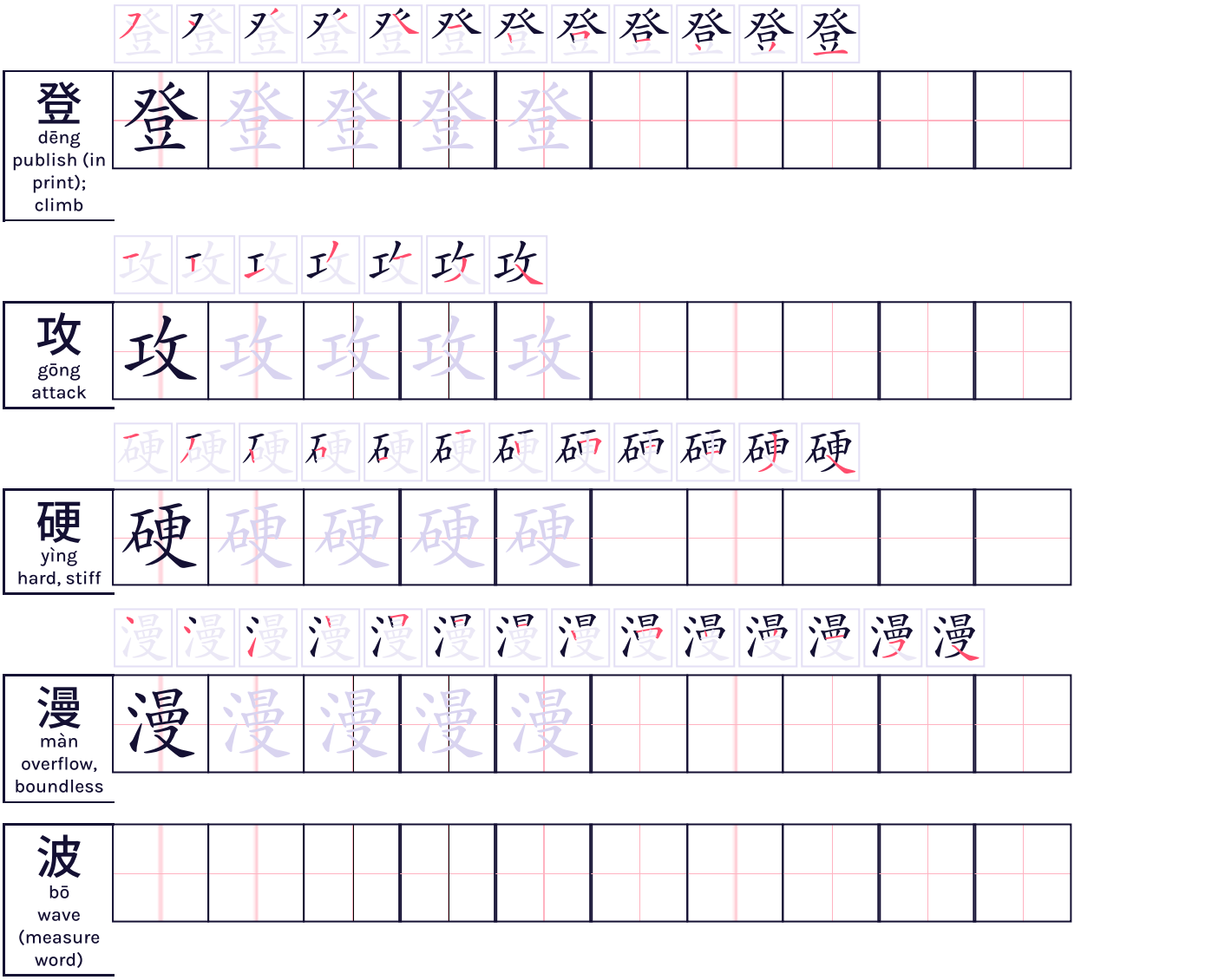
hǎo zhǔyì yàoshì duǎn yǐngpiàn bǐ bàozhǐ guǎnggào yǒuxiào děngyú dǎ le nàxiē lǎo xiǎngfǎ yí ge ěrguāng búguò yǐngpiàn dǎngàn tài dà wǒ shǒujī de róngliàng bú gòu děi xiān yāsuō · Great idea! If short videos work

better than newspaper ads, it'll be a slap in the face for all those old ideas. But the video files are huge and my phone hasn't got the storage: I'll have to compress them.

david 我明白地告訴你：這個廣告一定會紅，誰也阻擋不了。

wǒ míngbái de gàosù nǐ zhè ge guǎnggào yídìng huì hóng shéi yě zǔdǎng bu liǎo · I'm telling you straight: this ad is going to be a hit, and nothing can stop it.

write it trace the grey, then write your own



good to know · New meaning: 明白 (understand; clear) is also an adverb, "plainly, openly": 明白地告訴你 (to tell you straight), 他明白表示不同意 (he made it clear he disagreed). 多媒體 is read duōméitǐ; 媒體 (the media) is a TOCFL B word you already know.

You can plan a campaign, talk about files and formats, and say what's undoubtedly true with 無疑.
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day 68 gossip and headlines

Chinese TOCFL C in 142 days
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Talk about gossip, headlines and public opinion, and say “without exception” with 一律, 一概 and 統統.

News, rules and shop notices love a blanket statement, and 一律, 一概 and 統統 are how Chinese makes one.

words

word	pinyin	meaning	example
預告	yùgào	trailer; announce in advance	這部電影的預告很好看。 The trailer for this film is really good.
曝光	pùguāng	expose, come to light; exposure	這件事被記者曝光以後，大家都很生氣。 Once reporters exposed it, everyone was furious.
實況	shíkuàng	live (broadcast), what really happens	電視台會實況轉播這場比賽。 The TV station will show the match live.
輿論	yúlùn	public opinion	在輿論的壓力下，公司終於道歉了。 Under pressure from public opinion, the company finally apologised.
八卦	bāguà	gossip	她最喜歡聊明星的八卦。 She loves chatting about celebrity gossip.
標語	biāoyǔ	slogan	這個標語又短又好記。 This slogan is short and easy to remember.
啟事	qǐshì	notice, announcement (in print)	他在網路上貼了一則啟事，找他的貓。 He posted a notice online to find his cat.
刊物	kānwù	publication, periodical	這是學校自己出版的刊物。 This is the school’s own publication.
一律	yīlǜ	all, without exception	本店的東西一律打九折。 Everything in the shop is ten per cent off.
架構	jiàgòu	structure, framework	這篇文章的架構很清楚。 This essay is very clearly structured.
笑嘻嘻	xiàoxīxī	grinning, all smiles	他每天都笑嘻嘻的，好像從來不生氣。 He’s all smiles every day, as if he never gets angry.
統統	tǒngtǒng	all, entirely (spoken)	把這些舊東西統統丟掉吧。 Throw all this old stuff out.
一概	yīgài	without exception, categorically	票賣出去以後，一概不退。 Once sold, tickets are not refundable under any circumstances.
邊緣	biānyuán	edge, margin, fringe	不要把杯子放在桌子的邊緣。 Don’t put your cup right on the edge of the table.
黎明	límíng	dawn, daybreak	我們黎明就出發，去山上看日出。 We set off at dawn to watch the sunrise from the mountain.

昔日	xírì	former days, the past	這條老街已經看不到昔日的熱鬧了。 This old street has lost the bustle it once had.
飽滿	bǎomǎn	full, plump; full of energy	休息了一下，她又精神飽滿了。 After a short rest she was full of energy again.
變形	biànxíng	lose shape, get bent out of shape	這個盒子被壓得變形了。 This box has been crushed out of shape.
察覺	chájué	notice, become aware of	他一點也沒察覺有人跟在後面。 He had no idea someone was following him.
出頭	chūtóu	a bit over (an age); come forward	他三十出頭就當上了經理。 He became a manager when he was just over thirty.
打量	dǎliàng	look someone up and down, size up	店員上下打量了我一下。 The shop assistant looked me up and down.
動向	dòngxiàng	trend, movements (of a rival, market)	公司很注意對手的動向。 The company keeps a close eye on what its rivals are doing.
法則	fǎzé	rule, law (of nature, the market)	東西少，價錢就高，這是市場的法則。 When something is scarce, the price goes up: that's the law of the market.

pattern 一律 / 一概 / 統統: without exception

(all of) subject / object **一律 · 一概 · 統統** **+ verb**

All three sweep up everything before them with no exceptions. 一律 is "by the same rule": notices love it (一律打九折, 一律不退). 一概 is usually negative, "none at all": 一概不知, 一概不接. 統統 is spoken and casual, "every last one": 統統丟掉, 統統帶走.

過期的食物，統統丟掉。 **guòqí de shíwù tǒngtǒng diū diào** Throw out all the food that's past its date.

不認識的人打來的電話，我一概不接。 **bú rènshì de rén dǎ lái de diànhuà wǒ yígài bù jiē** I never answer calls from people I don't know.

員工一律要在九點以前到。 **yuángōng yílǜ yào zài jiǔ diǎn yǐqián dào** All staff, without exception, must be in by nine.

dialogue no gossip, please

meiling 小雯，你看，這是我們廣告的預告。奶奶黎明就起來煮粥，我們都拍到了。
Xiǎowén nǐ kàn zhè shì wǒmen guǎnggào de yùgào nǎinai límíng jiù qǐlái zhǔ zhōu wǒmen dōu pāi dào le · Xiaowen, look: this is the trailer for our ad. Grandma gets up at dawn to make rice porridge, and we filmed it all.

xiaowen 好可愛！奶奶笑嘻嘻的，精神飽滿，一點都看不出八十歲。
hǎo kěài nǎinai xiàoxīxī de jīngshén bǎomǎn yìdiǎn dōu kàn bu chū bāshí suì · How sweet! Grandma's all smiles and full of energy: you'd never guess she's eighty.

meiling 這是安娜的主意，出發點就是拍真實的生活。我本來怕勉強奶奶，結果她說：「拍就拍，怕什麼！」
zhè shì Ānnà de zhǔyì chūfādiǎn jiùshì pāi zhēnshí de shēnghuó wǒ běnlái pà miǎnqiǎng nǎinai jiéguǒ tā shuō pāi jiù pāi pà shénme · It was Anna's idea: the starting point is filming real life. I was worried about pushing Grandma into it, but she said: "Film away, what's there to be afraid of!"

xiaowen 這種真實的東西，無疑比明星的八卦更吸引人。我們新聞台有一條規定：明星的八卦一律不報。
zhè zhǒng zhēnshí de dōngxi wúyí bǐ míngxīng de bāguà gèng xīyǐn rén wǒmen xīnwén tái yǒu yì tiáo guīdìng míngxīng de bāguà yílǜ bú bào · Something this real is definitely more appealing than celebrity gossip. Our news channel has a rule: no celebrity gossip, ever.

meiling 一律不報？可是大家最愛看八卦啊。
yílǜ bú bào kěshì dàjiā zuì ài kàn bāguà a · Never? But everyone loves gossip.

xiaowen 我們只報有事實根據的新聞，沒有證據的消息一概不用。這是新聞的法則。
wǒmen zhǐ bào yǒu shìshí gēnjù de xīnwén méiyǒu zhèngjù de xiāoxí yígài bú yòng zhè shì xīnwén de fǎzé · We only report news backed by facts: anything without evidence we never use. That's the first law of news.

meiling 那如果廣告紅了，記者會不會跑去奶奶家，把她的生活統統曝光？她的日子一向很安寧。
nà rúguǒ guǎnggào hóng le jìzhě huì bu huì pǎo qù nǎinai jiā bǎ tā de shēnghuó tǒngtǒng pùguāng tā de rìzi yíxiàng hěn ānníng · So if the ad takes off, will reporters turn up at Grandma's house and expose her whole life? Her days have always been so peaceful.

xiaowen 有可能。輿論的力量很大，一件小事可能接連好幾天都在新聞上，傳了幾次就變形了。去年有一位老先生在夜市唱歌，影片紅了以後，每天都有人去他家門口拍照，他後來連門都不敢出。你要注意網路上的動向。
yǒu kěnéng yúlùn de lìliàng hěn dà yí jiàn xiǎo shì kěnéng jiēlián hǎojǐ tiān dōu zài xīnwén shàng chuán le jǐ cì jiù biànxíng le qùnián yǒu yí wèi lǎo xiānshēng zài yèshì chànggē yǐngpiàn hóng le yǐhòu měi tiān dōu yǒu rén qù tā jiā ménkǒu pāizhào tā hòulái lián mén dōu bù gǎn chū nǐ yào zhùyì wǎnglù shàng de dòngxiàng · They might. Public opinion is powerful: a small thing can stay in the news for days on end, and after it's passed on a few times it gets twisted. Last year an old man sang at a night market, and after the video took off, people turned up at his door every day to take photos, until he didn't even dare go out. Keep an eye on what's happening online.

meiling 我懂了。很多事一傳出去，誰也阻擋不了。我會小心的。對了，我在你們公司的刊物上看到一則啟事，你們是不是在改架構？
wǒ dǒng le hěn duō shì yì chuán chū qù shéi yě zǔdǎng bu liǎo wǒ huì xiǎoxīn de duìle wǒ zài nǐmen gōngsī de kānwù shàng kàn dào yì zé qǐshì nǐmen shì bu shì zài gǎi jiàgòu · I see. Once something gets out, nobody can stop it. I'll be careful. By the way, I saw a notice in your company magazine: are you reorganising?

xiaowen 對，以後我會有自己的節目。我已經三十出頭了，想做真正有深度的新聞。
duì yǐhòu wǒ huì yǒu zìjǐ de jiémù wǒ yǐjīng sānshí chūtóu le xiǎng zuò zhēnzhèng yǒu shēndù de xīnwén · Yes: I'm going to get my own programme. I'm past thirty now, and I want to do news with real depth.

write it trace the grey, then write your own



胡
hú
reckless

冊
cè
(measure word for volumes)



抄
chāo
copy (by hand)

協
xié
assist, jointly

鑽
zuān
squeeze through, drill

good to know · New meaning: 勉強 (reluctant; barely enough) is also a verb, “to force, to push someone into”: 別勉強他 (don’t force him), 我不想勉強你. Taiwan reads 曝光 pùguāng (mainland bàoguāng), and 昔日 xírì.

You can talk about gossip, headlines and public opinion, and make a blanket rule with 一律, 一概 or 統統.
Do this day interactively, with audio and games, free at **wishyou.today/learning**

day 69 rumours online

Talk about rumours and fake news, how to check a story, and say “try to” the written way with 試圖.

Rumours spread fastest in family and building group chats, and knowing how to talk about them, and spot them, is a real-life skill. 試圖 is the “try to” of every news report.

words

word	pinyin	meaning	example
散布	sànbù	spread (rumours, news)	不要在網路上散布沒有證據的消息。 Don’t spread unproven stories online.
問世	wènshì	come out, be launched (a product, book)	這本書問世以後，馬上就暢銷了。 The book became a best-seller as soon as it came out.
宣揚	xuānyáng	publicise, spread (ideas)	他到處宣揚自己的成就。 He goes around trumpeting his own achievements.
謠言	yáoyán	rumour	那只是謠言，不要相信。 That’s just a rumour: don’t believe it.
張貼	zhāngtiē	put up, post (a notice)	請勿在牆上張貼廣告。 No posters on this wall, please.
虛擬	xūnǐ	virtual; imagine, fictional	孩子們在虛擬的世界裡花了太多時間。 Children spend too much time in virtual worlds.
雷達	léidá	radar	氣象報告用雷達看雨會下在哪裡。 The weather service uses radar to see where the rain will fall.
高壓	gāoyā	high pressure, high voltage	高壓電很危險，千萬不要靠近。 High-voltage power is dangerous: never go near it.
鋼鐵	gāngtiě	steel	這座橋是用鋼鐵做的。 This bridge is made of steel.
試圖	shìtú	try to, attempt to (written)	他試圖說服大家，可是沒有人同意。 He tried to persuade everyone, but no one agreed.
辨識	biànshì	identify, recognise (by features)	這支手機可以用臉來辨識主人。 This phone can recognise its owner by face.
簡便	jiǎnbiàn	simple and convenient	這種方法又簡便又便宜。 This method is easy and cheap.
有形	yǒuxíng	tangible, visible	除了有形的收入，這份工作還有很多無形的好處。 Besides the visible income, this job has lots of hidden benefits.
畢生	bìshēng	lifelong, all one’s life	回臺南開一家小書店，是他畢生的心願。 Opening a little bookshop back in Tainan is his lifelong dream.
歷屆	lìjiè	all previous (sessions, years)	這是歷屆比賽最多人參加的一次。 This is the best-attended contest ever.

崩潰	bēngkuì	collapse, break down	工作壓力太大，她快崩潰了。 The pressure at work is so much that she's close to breaking down.
搏鬥	bódòu	struggle, fight hard (against)	他跟大浪搏鬥了一個小時，終於游回來了。 He battled the waves for an hour and finally made it back.
沉思	chénsī	be deep in thought, ponder	他一個人坐在窗前沉思。 He sat alone by the window, lost in thought.
處境	chǔjìng	situation, plight	我很了解你現在的處境。 I understand the position you're in right now.
奠定	diàndìng	lay (a foundation), establish	這本書奠定了他在文學上的地位。 This book established his place in the literary world.
抖	dǒu	shake, tremble	進門以前，他把傘上的水抖一抖。 Before coming in, he shook the water off his umbrella.
翻身	fānshēn	turn over (in bed); turn one's life around	這家公司虧了五年，去年終於翻身了。 The company lost money for five years and finally turned things around last year.

pattern 試圖 + verb: try to (written)

subject **試圖** **+ verb phrase**

試圖 is "to try to, to attempt to", and it's always followed by a verb phrase: 試圖說服, 試圖聯絡. It sounds written and serious, so news reports use it a lot, often for attempts that failed or were wrong (試圖散布謠言). In everyday speech say 想辦法 or 試著.

他試圖跟對方聯絡，可是電話一直打不通。 **tā shìtú gēn duìfāng liánluò kěshì diànhuà yìzhí dǎ bu tōng**
He tried to contact them, but he couldn't get through.

有人試圖在網路上操縱輿論。 **yǒu rén shìtú zài wǎnglù shàng cāozòng yúlùn** Someone is trying to manipulate public opinion online.

這家公司試圖用新產品翻身。 **zhè jiā gōngsī shìtú yòng xīn chǎnpǐn fānshēn** The company is trying to turn itself around with a new product.

dialogue the message in the group chat

auntie wang 小雯，你是記者，你一定知道。大家在群組裡說，附近要裝高壓電線，住在旁邊的人都會生病！還有照片，說電線旁邊的樹都變形了！我昨天看到差點崩潰。
Xiǎowén nǐ shì jìzhě nǐ yídìng zhīdào dàjiā zài qún zǔ lǐ shuō fùjìn yào zhuāng gāoyā diànxiàn zhù zài pángbiān de rén dōu huì shēngbìng háiyǒu zhàopiàn shuō diànxiàn pángbiān de shù dōu biànxíng le wǒ zuótiān kàn dào chàdiǎn bēngkuì · Xiaowen, you're a reporter, you'll know. Everyone in the group chat says they're putting high-voltage power lines in nearby, and people living next to them will all get ill! There are photos too, saying the trees next to the lines have all gone out of shape! I nearly fell apart when I saw it yesterday.

xiaowen 阿姨，先別緊張。這種消息我們每天都收到很多，大部分是謠言。
āyí xiān bié jǐnzhāng zhè zhǒng xiāoxí wǒmen měi tiān dōu shōu dào hěn duō dà bùfen shì yáoyán · Auntie, don't panic yet. We get loads of messages like this every day, and most of them are rumours.

anna 誰會散布這種消息？
shéi huì sànbù zhè zhǒng xiāoxí · Who spreads stuff like this?

xiaowen 有的人是好心，有的人是試圖讓大家害怕，好賣他們的東西。
yǒude rén shì hǎo xīn yǒude rén shì shìtú ràng dàjiā hàipà hǎo mài tāmen de dōngxi · Some people mean well; others are trying to scare everyone so they can sell them something.

anna 難怪網路上的八卦和謠言這麼多。
nánguài wǎnglù shàng de bāguà hé yáoyán zhème duō · No wonder there's so much gossip and so many rumours online.

auntie wang 對！上個月有人在電梯裡張貼廣告，說他們的產品能把有害的電波統統擋住。我差點就買了。
duì shàng ge yuè yǒu rén zài diàntī lǐ zhāngtiē guǎnggào shuō tāmen de chǎnpǐn néng bǎ yǒu hài de diàn bō tǒngtǒng dǎng zhù wǒ chàdiǎn jiù mǎi le · Yes! Last month someone put up ads in the lift saying their product blocks all harmful radio waves. I almost bought one.

xiaowen 退一步說，就算真的要裝，政府一律要先開說明會，不會偷偷來。網路是虛擬的，謠言造成的傷害也不是有形的，可是一點都不假。
tuì yí bù shuō jiùsuàn zhēnde yào zhuāng zhèngfǔ yílǜ yào xiān kāi shuōmínghuì bú huì tōutōu lái wǎnglù shì xūnǐ de yáoyán zàochéng de shānghài yě bú shì yǒuxíng de kěshì yìdiǎn dōu bù jiǎ · Even supposing they really are putting lines in, the government always has to hold a public meeting first: nothing happens in secret. The internet is virtual, and the harm rumours do isn't something you can see, but it's very real.

anna 小雯，你好像有一個謠言雷達。我們怎麼辨識哪些是謠言？
Xiǎowén nǐ hǎoxiàng yǒu yí ge yáoyán léidá wǒmen zěnme biànshì nǎxiē shì yáoyán · Xiaowen, you seem to have a rumour radar. How do we tell which ones are rumours?

xiaowen 方法很簡便：先看消息是從哪裡來的，再上政府的網站查一查。不要一看到就傳給別人。照片也不一定是真的：有的是好幾年前拍的，有的是在別的國家拍的，有的根本是用電腦做出來的。我們每天都在跟謠言搏鬥。
fāngfǎ hěn jiǎnbiàn xiān kàn xiāoxí shì cóng nǎlǐ lái de zài shàng zhèngfǔ de wǎngzhàn chá yi cha bú yào yí kàn dào jiù chuán gěi biérén zhàopiàn yě bù yídìng shì zhēnde yǒude shì hǎojǐ nián qián pāi de yǒude shì zài biéde guójiā pāi de yǒude gēnběn shì yòng diànnǎo zuò chū lái de wǒmen měi tiān dōu zài gēn yáoyán bódòu · It's simple: first check where the message came from, then look it up on the government website. Don't forward it the moment you see it. Photos aren't necessarily real either: some were taken years ago, some in another country, and some were simply made on a computer. We battle rumours every single day.

anna 網路上的動向，真的要多注意。
wǎnglù shàng de dòngxiàng zhēnde yào duō zhùyì · We really do need to keep an eye on what's going on online.

auntie wang 好，群組裡的這些消息，我統統不傳了。有人不惜花錢買廣告來宣揚這種東西，真是可惡！
hǎo qún zǔ lǐ de zhèxiē xiāoxí wǒ tǒngtǒng bù chuán le yǒu rén bùxí huā qián mǎi guǎnggào lái xuānyáng zhè zhǒng dōngxi zhēnshì kěwù · Right: I won't forward any of these group-chat messages again. People actually pay for ads to spread this stuff: it's disgraceful!

xiaowen 我正打算做一個談網路謠言的節目，做得好，就能奠定我在台裡的地位。阿姨，您願意接受採訪嗎？

wǒ zhèng dǎsuàn zuò yí ge tán wǎnglù yáoyán de jiémù zuò de hǎo jiù néng diàndìng wǒ zài tái lǐ de dìwèi āyí nín yuànyì jiēshòu cǎifǎng ma · I'm planning a programme about online rumours, and if it goes well, it'll secure my place at the station. Auntie, would you be willing to be interviewed?

write it trace the grey, then write your own

均
jūn
all, equally (written)

繁
fán
complex, many

官
guān
official, officer

勵
lì
encourage

賞
shǎng
reward, grant; enjoy (the view)

good to know · Taiwan has a well-known fact-checking centre (臺灣事實查核中心), and many families now have one member who checks every scary message before anyone forwards it. 試圖 is formal. In conversation say 想辦法 (find a way to) or 試著 (try): 我試著跟他聯絡.

You can talk about rumours and fake news, explain how to check a story, and describe an attempt with 試圖.
Do this day interactively, with audio and games, free at **wishyou.today/learning**

wishyou.today learning

day 70 hardware and software

Chinese TOCFL C in 142 days
unit 10 · media & the internet

Talk about hardware, software and tech problems, and say “only if… then…” with 唯有……才……

Every office has a computer crisis, and 唯有……才…… is the strong, written way to name the one condition that matters.

words

word	pinyin	meaning	example
裝置	zhuāngzhì	install; device	這個小裝置可以把聲音錄下來。 This little device can record sound.
程式	chéngshì	(computer) program	阿傑會寫電腦程式，什麼都難不倒他。 Ajie can write computer programs: nothing stumps him.
連線	liánxiàn	connect, go online; connection	這裡的網路連線很慢。 The internet connection here is very slow.
錄影	lùyǐng	record video	這場演講有沒有錄影？ Was the talk recorded?
軟體	ruǎntǐ	software	這個軟體可以免費下載。 This software can be downloaded for free.
硬體	yìngtǐ	hardware	硬體沒有問題，是軟體的問題。 The hardware’s fine: it’s a software problem.
誤差	wùchā	margin of error, discrepancy	這兩個數字有|一點誤差。 There’s a small discrepancy between these two figures.
失靈	shīlíng	stop working, malfunction	我的手機突然失靈了。 My phone suddenly stopped working.
迴響	huíxiǎng	response, reaction (from the public)	這個活動得到很大的迴響。 The event got a huge response.
必備	bìbèi	essential, must-have	雨傘是在臺北生活必備的東西。 An umbrella is a must for life in Taipei.
肉麻	ròumá	cheesy, sickly sweet (words)	他說的|話太肉麻了，我聽了都不好意思。 What he said was so cheesy I felt embarrassed just hearing it.
唯有	wéiyǒu	only (if), only by	唯有努力，才能成功。 Only hard work brings success.
重疊	chóngdié	overlapping	這兩個會議的時間重疊了。 The two meetings clash.
平行	píngxíng	parallel	這兩條路是平行的。 These two roads run parallel.
辨認	biànrèn	recognise, identify (by sight)	照片太舊了，已經辨認不出是誰。 The photo is so old you can’t make out who it is any more.
補救	bǔjiù	remedy, put right	現在補救還來得及。 There’s still time to put it right.

呈	chéng	show, take (a form, a trend)	今年的銷售呈下滑的趨勢。 Sales this year show a downward trend.
垂	chuí	hang down	她的長頭髮垂到腰上。 Her long hair hangs down to her waist.
疊	dié	fold; pile up	把衣服疊好，再放進箱子裡。 Fold the clothes, then put them in the case.
陡	dǒu	steep	這條山路很陡，騎慢一點。 This mountain road is steep: ride slowly.
非凡	fēifán	extraordinary, outstanding	這位設計師有非凡的才能。 This designer has an extraordinary talent.
不致	bùzhì	not likely to, not lead to	只要小心一點，不致出問題。 As long as you're a bit careful, nothing should go wrong.
總的來說	zǒngdeláishuō	all in all, on the whole	總的來說，這次練習很成功。 All in all, this practice went very well.

pattern 唯有……才……: only (if)

唯有 | the one condition, | 才 | + result

唯有 A，才 B: "only if A, B", or "only A makes B possible". It's the written, stronger cousin of 只有……才……, and it insists there's no other way. 才 always comes before the verb of the result: 唯有努力，才能成功.

唯有親自去看，你才知道那裡有多美。 **wéiyǒu qīnzì qù kàn nǐ cái zhīdào nàlǐ yǒu duō měi** Only when you go and see it yourself will you know how beautiful it is.

唯有大家一起努力，問題才能解決。 **wéiyǒu dàjiā yìqǐ nǔlì wèntí cáinéng jiějué** Only if everyone works together can the problem be solved.

這條山路很陡，唯有慢慢騎，才不致出危險。 **zhè tiáo shān lù hěn dǒu wéiyǒu mànmàn qí cái búzhì chū wéixiǎn** This mountain road is steep: only by riding slowly can you stay out of danger.

dialogue save the video!

anna 阿傑，救命！我在剪奶奶的影片，電腦突然失靈了，什麼都打不開。我快崩潰了！
Ājié jiùmìng wǒ zài jiǎn nǎinai de yǐngpiàn diànnǎo túrán shīlíng le shénme dōu dǎ bu kāi wǒ kuài bēngkuì le · Ajie, help! I was editing Grandma's video and my laptop suddenly died: nothing will open. I'm falling apart here!

ajie 別急，我先看看是硬體還是軟體的問題……硬體沒問題，是你裝的那個程式出錯了。
bié jí wǒ xiān kànkan shì yìngtǐ háishì ruǎntǐ de wèntí yìngtǐ méi wèntí shì nǐ zhuāng de nà ge chéngshì chūcuò le · Don't panic, let me see if it's hardware or software... The hardware's fine: it's that program you installed.

anna 我昨天試圖裝一個新的剪影片軟體，想把影片壓縮一下，從那以後就不時出錯。
wǒ zuótiān shìtú zhuāng yí ge xīn de jiǎn yǐngpiàn ruǎntǐ xiǎng bǎ yǐngpiàn yāsuō yíxià cóng nà yǐhòu jiù bùshí chūcuò · Yesterday I tried to install new video-editing software to compress the video a bit, and it's been crashing on and off ever since.

ajie 免費的軟體未必安全。唯有用可靠的軟體，才不會有這種問題。
miǎnfèi de ruǎntǐ wèibì ānquán wéiyǒu yòng kěkào de ruǎntǐ cái bú huì yǒu zhè zhǒng wèntí · Free software isn't necessarily safe. Only reliable software will keep you clear of problems like this.

anna 影片還救得回來嗎？那是奶奶黎明煮粥的錄影，不可能再拍一次了。
yǐngpiàn hái jiù de huí lái ma nà shì nǎinai límíng zhǔ zhōu de lùyǐng bù kěnéng zài pāi yí cì le · Can the video be saved? It's the footage of Grandma making porridge at dawn: we can't film it again.

ajie 你的手在抖，先喝點水。拿這種情況來說，現在補救還來得及。只要檔案沒有被蓋掉，就不致完全消失。
nǐ de shǒu zài dǒu xiān hē diǎn shuǐ ná zhè zhǒng qíngkuàng lái shuō xiànzài bǔjiù hái láidejí zhǐyào dǎngàn méiyǒu bèi gài diào jiù búzhì wánquán xiāoshī · Your hands are shaking: have some water first. In a case like this, there's still time to fix it. As long as the file hasn't been overwritten, it shouldn't be gone for good.

anna 謝謝你！預告放上網以後，迴響非凡。美玲做了一張圖表：前四天的觀看人數呈直線上升，從第一天的兩千人到第四天的四萬人，後來每天都差不多。她說網站的數字可能有一點誤差，可是大家真的都在等完整的影片。
xièxie nǐ yùgào fàng shàngwǎng yǐhòu huíxiǎng fēifán Měilíng zuò le yì zhāng túbiǎo qián sì tiān de guānkàn rénshù chéng zhíxiàn shàngshēng cóng dì yī tiān de liǎngqiān rén dào dì sì tiān de sì wàn rén hòulái měi tiān dōu chàbùduō tā shuō wǎngzhàn de shùzì kěnéng yǒuyìdiǎn wùchā kěshì dàjiā zhēnde dōu zài děng wánzhěng de yǐngpiàn · Thank you! Since the trailer went online, the response has been extraordinary. Meiling made a chart: views went straight up over the first four days, from two thousand on day one to forty thousand on day four, and they've stayed about the same every day since. She says the site's numbers may be a little off, but everyone really is waiting for the full video.

ajie 我看到了。奶奶那句「拍就拍，怕什麼」，網友每每看到都笑。還有那個畫面：她的白頭髮垂在肩上，在窗前煮粥，好美。
wǒ kàn dào le nǎinai nà jù pāi jiù pāi pà shénme wǎngyǒu měiměi kàn dào dōu xiào háiyǒu nà ge huàmiàn tā de bái tóufǎ chuí zài jiān shàng zài chuāng qián zhǔ zhōu hǎo měi · I saw. Every time people see Grandma's "Film away, what's there to be afraid of", they laugh. And that shot of her white hair falling over her shoulders as she cooks by the window: beautiful.

anna 美玲說，電腦是做影片必備的工具，要我換一台性能好一點的。
Měilíng shuō diànnǎo shì zuò yǐngpiàn bìbèi de gōngjù yào wǒ huàn yì tái xìngnéng hǎo yìdiǎn de · Meiling says a computer is an essential tool for making videos, and I should get one that performs better.

ajie 未必需要換新的，加一點容量就好。好了，檔案救回來了！
wèibì xūyào huàn xīn de jiā yìdiǎn róngliàng jiù hǎo hǎole dǎngàn jiù huí lái le · You don't necessarily need a new one: just add some storage. There: the file's back!

anna 你真是太厲害了！我剛才差點發瘋。
nǐ zhēnshì tài lìhài le wǒ gāngcái chàdiǎn fāfēng · You're amazing! I nearly went mad just now.

write it trace the grey, then write your own

縮
suō
shrink



培
péi
cultivate



批
pī
batch, group (measure word)



准
zhǔn
allow, permit



升
shēng
rise; go up (a grade, a job)

good to know · New meaning: 拿 (take, hold) is also a preposition: 拿……來說 (take … as an example), 拿他沒辦法 (can't do anything with him). Taiwan says 軟體, 硬體 and 程式; the mainland says 软件, 硬件 and 程序. 當機 (dàngjī) is Taiwan's word for a computer crashing.

You can talk through a tech problem, describe a chart of figures, and name the only way forward with 唯有……才……
Do this day interactively, with audio and games, free at **wishyou.today/learning**

day 71 on the air

Talk about broadcasting, the press and how media has changed, and use 即, the written "that is" and "then, at once".

News, notices and definitions use 即 constantly, and talking about how media has changed is a classic exam topic.

words

word	pinyin	meaning	example
社論	shèlùn	editorial	今天報紙的社論在談教育。 Today's editorial is about education.
報章	bàozhāng	newspapers, the papers	這件事在報章上討論了很久。 This was discussed in the papers for a long time.
播出	bòchū	broadcast, air	這個節目每個星期五晚上播出。 The show airs every Friday night.
錄影機	lùyǐngjī	video recorder	以前大家都用錄影機錄電視節目。 People used to record TV shows on video recorders.
攝影機	shèyǐngjī	(video) camera	攝影機已經準備好了，可以開始了。 The camera is ready: we can start.
外線	wàixiàn	outside line (phone)	在公司打外線，要先按零。 To get an outside line at the office, press zero first.
無線電	wúxiàndiàn	radio (equipment)	船上用無線電跟港口聯絡。 The ship keeps in touch with the port by radio.
數位	shùwèi	digital	現在的電視節目都是數位的。 TV is all digital now.
抽空	chōukòng	find the time	你再忙，也要抽空回家看看。 However busy you are, find time to go home and visit.
生火	shēnghuǒ	light a fire	露營的時候，我們自己生火煮飯。 When we go camping, we light our own fire to cook.
即	jí	be, that is; then, at once (written)	農曆一月一日即春節。 The first day of the first lunar month is Chinese New Year.
擔	dān	carry on the shoulder; take on (a job)	這麼重的責任，他一個人擔不起。 He can't shoulder such a heavy responsibility alone.
雙重	shuāngchóng	double, twofold	她同時面對工作和家庭的雙重壓力。 She's under double pressure, from work and family at once.
變革	biàngé	reform, transformation	網路給新聞帶來了很大的變革。 The internet has transformed the news business.

不及	bùjí	not as good as; too late	我的中文遠遠不及他。 My Chinese is nowhere near as good as his.
充斥	chōngchì	flood, be full of (bad things)	網路上充斥著假{jia3-tw}消息。 The internet is awash with fake news.
次要	cìyào	secondary, less important	錢是次要的，開心最重要。 Money comes second: being happy is what matters.
釘	dìng	nail (something) up	他把這張照片釘在牆上。 He nailed the photo to the wall.
堆積	duījī	pile up, accumulate	放假回來，桌上堆積了很多文件。 Back from holiday, I found piles of paperwork on my desk.
分割	fēngē	divide, cut up	這塊地被分割成三塊，賣給了三個人。 The land was split into three plots and sold to three people.
改觀	gǎiguān	change completely (in look or view)	跟他聊過以後，我對他完全改觀了。 After talking with him, I see him in a completely different light.
全盤	quánpán	overall, wholesale, complete	這件事我們要全盤考慮。 We need to look at this from every angle.

pattern 即: that is, then (written 就 / 就是)

A **即** **B (A is B)** **·一……即…… (then, at once)**

即 is the written form of two everyday words. As 就是 it means “that is, is exactly”: 農曆一月一日即春節. As 就 it means “then, at once”: 收到信以後請即聯絡, 一到家即打電話. You already know it inside 即使, 立即 and 即將; alone it belongs to notices, definitions and news.

中秋節即農曆八月十五日。 **zhōng qiū jié jí nónglì bā yuè shíwǔ rì** The Mid-Autumn Festival is the fifteenth day of the eighth lunar month.

一到家，他即打電話給媽媽。 **yí dào jiā tā jí dǎdiànhuà gěi māma** As soon as he got home, he rang his mum.

這兩件事看起來不同，其實即是同一個問題。 **zhè liǎng jiàn shì kànqǐlái bùtóng qíshí jí shì tóng yí ge wèntí** The two things look different, but they’re really one and the same problem.

dialogue behind the screen

xiaowen 歡迎來我們電視台！這裡以前是一個很大的房間，後來被分割成三個小房間。現在這間是我們的小博物館，你們看，這是三十年前的攝影機。

huānyíng lái wǒmen diànshì tái zhèlǐ yǐqián shì yí ge hěn dà de fángjiān hòulái bèi fēngē chéng sān ge xiǎo fángjiān xiànzài zhè jiān shì wǒmen de xiǎo bówùguǎn nǐmen kàn zhè shì sānshí nián qián de shèyǐngjī · Welcome to our TV station! This used to be one big room; later it was split into three small ones. Now this one is our little museum. Look: this is a camera from thirty years ago.

anna 好重！以前的記者要帶著這麼重的東西到處跑？

hǎo zhòng yǐqián de jìzhě yào dài zhe zhème zhòng de dōngxi dàochù pǎo · It's so heavy! Reporters used to lug this around on their shoulders?

xiaowen 對啊，好的體力是記者必備的。那台是錄影機，那台是無線電。以前沒有手機，記者在外面要打電話回台裡，還得先撥外線。

duì a hǎo de tǐlì shì jìzhě bìbèi de nà tái shì lùyǐngjī nà tái shì wúxiàndiàn yǐqián méiyǒu shǒujī jìzhě zài wàimiàn yào dǎdiànhuà huí tái lǐ hái děi xiān bō wàixiàn · Yep: being strong was essential for a reporter. That one's a video recorder, and that's a radio set. There were no mobiles then: a reporter out on a story calling the station had to dial an outside line first.

anna 好像走進了昔日的電視台。

hǎoxiàng zǒu jìn le xírì de diànshì tái · It's like stepping into a TV station of the old days.

meiling 現在全是數位的了。這是很大的變革吧？

xiànzài quán shì shùwèi de le zhè shì hěn dà de biàngé ba · Now it's all digital. That must have been a huge change?

xiaowen 這無疑是很大的變革。以前報章的社論一出來，大家都跟著討論；現在網路上充斥著各種消息，難免有假的。以前的新聞要等第二天看報紙才知道，現在幾分鐘就傳到全臺灣。快是快，可是也更容易出錯，所以我們每一條消息都要再三確認，才敢播出。

zhè wúyí shì hěn dà de biàngé yǐqián bàozhāng de shèlùn yì chū lái dàjiā dōu gēn zhe tǎolùn xiànzài wǎnglù shàng chōngchì zhe gè zhǒng xiāoxí nánmiǎn yǒu jiǎ de yǐqián de xīnwén yào děng dì èr tiān kàn bàozhǐ cái zhīdào xiànzài jǐ fēnzhōng jiù chuán dào quán Táiwān kuài shì kuài kěshì yě gèng róngyì chūcuò suǒyǐ wǒmen měi yì tiáo xiāoxí dōu yào zàisān quèrèn cái gǎn bòchū · Without a doubt. In the old days, when the papers ran an editorial, everyone discussed it; now the internet is flooded with all kinds of stories, and some are bound to be false. You used to have to wait for the next day's paper to learn the news; now it reaches all of Taiwan in minutes. It's fast, sure, but it's also easier to get things wrong, so we check every story again and again before we dare put it out.

meiling 反過來說，網路也讓小人物有機會被看見，像我們奶奶的影片。

fǎn guò lái shuō wǎnglù yě ràng xiǎo rénwù yǒu jīhuì bèi kànjiàn xiàng wǒmen nǎinai de yǐngpiàn · Then again, the internet gives ordinary people a chance to be seen, like our grandma's video.

xiaowen 沒錯。我的新節目今天晚上八點播出，第一集的主題即「網路上的謠言」。

méi cuò wǒ de xīn jiémù jīntiān wǎnshàng bā diǎn bòchū dì yī jí de zhǔtí jí wǎnglù shàng de yáoyán · Exactly. My new programme airs at eight tonight, and the first episode is about online rumours.

anna 我們一道看吧！你那麼忙，還抽空帶我們參觀，謝謝你。

wǒmen yídào kàn ba nǐ nàme máng hái chōukòng dài wǒmen cānguān xièxie nǐ · Let's watch it together! You're so busy, and you still found time to show us round: thank you.

xiaowen 不客氣。做新聞的人擔著很重的責任。唯有讓大家全盤了解新聞是怎麼做的，觀眾才會更相信我們。

búkèqì zuò xīnwén de rén dān zhe hěn zhòng de zérèn wéiyǒu ràng dàjiā quánpán liǎojiě xīnwén shì zěnme zuò de guānzhòng cái huì gèng xiāngxìn wǒmen · My pleasure. People in news carry a heavy responsibility. Only when people understand the whole process of making news will viewers trust us more.

meiling 跟你聊過以後，我對記者的看法完全改觀了。

gēn nǐ liáo guo yǐhòu wǒ duì jìzhě de kànfǎ wánquán gǎiguān le · After talking with you, I see reporters in a completely different light.

write it trace the grey, then write your own



good to know · New meaning: 難免 (hard to avoid) works like an adverb before a verb, "be bound to, inevitably": 新人難免會出錯 (new people are bound to make mistakes), 難免有一點緊張. Taiwan reads 播 bò: 播出 bòchū, 廣播 guǎngbò (mainland bō).

You can talk about broadcasting and the press, compare old and new media, and read 即 in any notice or definition.
Do this day interactively, with audio and games, free at **wishyou.today/learning**

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day 72 mission: meiling's campaign goes viral

Chinese TOCFL C in 142 days
unit 10 · media & the internet

Follow a campaign from launch to viral hit, read a company email aloud, deal with a rumour, speak on live TV, and sum up what you learned.

Today all of unit 10 comes back in one story: users and data, multimedia, headlines, rumours, tech trouble and live broadcasting.

chapter 1 three, two, one

meiling 三、二、一……放上網了！完整的多媒體宣傳終於問世了：影片、照片、文字都有。
sān èr yī fàng shàngwǎng le wánzhěng de duōméitǐ xuānchuán zhōngyú wènshì le yǐngpiàn zhàopiàn wénzì dōu yǒu · Three, two, one… it's live! The whole multimedia campaign is finally out: video, photos and text.

david 我的手機影片一直出不來！是硬體的問題，還是軟體的問題？
wǒ de shǒujī yǐngpiàn yìzhí chū bu lái shì yìngtǐ de wèntí háishì ruǎntǐ de wèntí · The video won't load on my phone! Is it the hardware or the software?

anna 我們壓縮過了，應該不致這麼慢。可能是平臺上的用戶太多了，網路連線比較慢。
wǒmen yāsuō guo le yīnggāi búzhì zhème màn kěnéng shì píngtái shàng de yònghù tài duō le wǎnglù liánxiàn bǐjiào màn · We compressed it, so it shouldn't be that slow. There are probably just too many users on the platform, and the connection's slow.

meiling 你們看，才十分鐘，就有五千人看了！留言均是好話。
nǐmen kàn cái shí fēnzhōng jiù yǒu wǔqiān rén kàn le liúyán jūn shì hǎo huà · Look, it's only been ten minutes and five thousand people have watched it! The comments are all positive.

david 我已經把它傳到加拿大的家人群組了。數位時代，消息就是這麼快！預告放出來的時候，他們就在等了。
wǒ yǐjīng bǎ tā chuán dào Jiānádà de jiārén qún zǔ le shùwèi shídài xiāoxí jiùshì zhème kuài yùgào fàng chū lái de shíhòu tāmen jiù zài děng le · I've already sent it to my family group in Canada. In the digital age, news travels this fast! They've been waiting since the trailer came out.

david 「奶奶笑得好燦爛」「看了好想回家看我奶奶」……迴響非凡啊！
nǎinai xiào de hǎo cànlàn kàn le hǎo xiǎng huí jiā kàn wǒ nǎinai huíxiǎng fēifán a · "Grandma's smile is so radiant", "It makes me want to go home and see my grandma"… What a response!

anna 黎明那一段最好看：奶奶的白頭髮垂在肩上，精神飽滿地在煮粥。攝影機慢慢旋轉，從廚房轉到牆上的老照片。
límíng nà yí duàn zuì hǎokàn nǎinai de bái tóufǎ chuí zài jiān shàng jīngshén bǎomǎn de zài zhǔ zhōu shèyǐngjī mànmàn xuánzhuǎn cóng chúfáng zhuǎn dào qiáng shàng de lǎo zhàopiàn · The dawn bit is the best: Grandma's white hair over her shoulders as she makes porridge, full of energy. The camera slowly turns from the kitchen to the old photos on the wall.

meiling 那一段差點就沒了！要不是阿傑幫我們補救，錄影的檔案早就救不回來了。
nà yí duàn chàdiǎn jiù méi le yàobúshì Ājié bāng wǒmen bǔjiù lùyǐng de dǎngàn zǎo jiù jiù bu huí lái le · We nearly lost that bit! If Ajie hadn't rescued it, the footage would have been gone for good.

david 這無疑是今年最好的廣告。你們老闆會怎麼說？
zhè wúyí shì jīnnián zuìhǎo de guǎnggào nǐmen lǎobǎn huì zěnme shuō · This is without doubt the best ad of the year. What will your boss say?

meiling 他一直說，唯有在報刊上登廣告才有用。明天看數據就知道了。
tā yìzhí shuō wéiyǒu zài bàokān shàng dēng guǎnggào cái yǒuyòng míngtiān kàn shùjù jiù zhīdào le · He always says only newspaper and magazine ads work. We'll know tomorrow when we see the figures.

chapter 2 an email to all staff

meiling 安娜，你看！一個晚上，觀看次數已經超過一百萬了！

Ānnà nǐ kàn yí ge wǎnshàng guānkàn cìshù yǐjīng chāoguò yìbǎi wàn le · Anna, look! In one night the views have passed a million!

anna 一百萬！報章跟電視台的記者統統打電話來，都想採訪奶奶。連明天報紙的社論都要談你們的廣告！

yìbǎi wàn bàozhāng gēn diànshì tái de jìzhě tǒngtǒng dǎdiànhuà lái dōu xiǎng cǎifǎng nǎinai lián míngtiān bàozhǐ de shèlùn dōu yào tán nǐmen de guǎnggào · A million! Every newspaper and TV reporter has been calling: they all want to interview Grandma. Even tomorrow's editorial is going to be about your ad!

meiling 我們的電話線路一直響，外線都打不進來。老闆剛寄了一封信給全公司，我念給你聽。

wǒmen de diànhuà xiànlù yìzhí xiǎng wàixiàn dōu dǎ bu jìn lái lǎobǎn gāng jì le yì fēng xìn gěi quán gōngsī wǒ niàn gěi nǐ tīng · Our phone lines haven't stopped ringing: outside calls can't get through. My boss has just emailed the whole company. I'll read it to you.

meiling 「各位同事：本公司新產品的影片，昨天晚上播出後即引起非常大的迴響，觀看次數已超過一百萬次。下列四點請大家注意：一、媒體的採訪一律由行銷部負責，其他同事請勿回答。二、網路上的留言，請勿代表公司回答。三、如發現不正確的資訊，請即通知行銷部。四、本週五下午三點開會，請行銷部的同事抽空參加。最後，感謝美玲及她的團隊。」

gèwèi tóngshì běn gōngsī xīn chǎnpǐn de yǐngpiàn zuótiān wǎnshàng bòchū hòu jí yǐnqǐ fēicháng dà de huíxiǎng guānkàn cìshù yǐ chāoguò yìbǎi wàn cì xiàliè sì diǎn qǐng dàjiā zhùyì yī méitǐ de cǎifǎng yílǜ yóu xíngxiāo bù fùzé qítā tóngshì qǐng wù huídá èr wǎnglù shàng de liúyán qǐng wù dàibiǎo gōngsī huídá sān rú fāxiàn bú zhèngquè de zīxùn qǐng jí tōngzhī xíngxiāo bù sì běn zhōu wǔ xiàwǔ sān diǎn kāihuì qǐng xíngxiāo bù de tóngshì chōukòng cānjiā zuìhòu gǎnxiè Měilíng jí tā de tuánduì · "Dear colleagues, our new product video, broadcast last night, immediately drew a huge response, with over a million views. Please note the following four points. One: all media interviews will be handled by the marketing department; other staff should not answer. Two: no one should reply to online comments on the company's behalf. Three: if you see any incorrect information, notify marketing at once. Four: there is a meeting at 3 p.m. this Friday; marketing staff, please make time to attend. Finally, thank you to Meiling and her team."

anna 你老闆的看法完全改觀了！他以前不是說，網路上充斥著八卦，沒有人認真看廣告嗎？

nǐ lǎobǎn de kànfǎ wánquán gǎiguān le tā yǐqián bú shì shuō wǎnglù shàng chōngchì zhe bāguà méiyǒu rén rènzhēn kàn guǎnggào ma · Your boss has completely changed his tune! Didn't he use to say the internet was full of gossip and nobody took ads seriously there?

meiling 他說，他之前的出發點是好的，只是想法太舊了。這等於打了自己一個耳光。他還要全盤改變公司行銷的架構。

tā shuō tā zhīqián de chūfādiǎn shì hǎo de zhǐshì xiǎngfǎ tài jiù le zhè děngyú dǎ le zìjǐ yí ge ěrguāng tā háiyào quánpán gǎibiàn gōngsī xíngxiāo de jiàgòu · He says he meant well before, his ideas were just out of date. He's basically slapped his own face. And he wants a complete overhaul of how the company does marketing.

anna 奶奶知道嗎？

nǎinai zhīdào ma · Does Grandma know?

meiling 她一早就打電話來，笑嘻嘻地說：「我八十歲了，第一次當明星！你們年輕人的機器人、程式，奶奶都不懂，可是奶奶懂煮粥。」

tā yì zǎo jiù dǎdiànhuà lái xiàoxīxī de shuō wǒ bāshí suì le dì yī cì dāng míngxīng nǐmen niánqīng rén de jīqìrén chéngshì nǎinai dōu bù dǒng kěshì nǎinai dǒng zhǔ zhōu · She rang first thing, all smiles: "I'm eighty, and I'm a star for the first time! I don't understand your robots and programs, but I do understand porridge."

chapter 3 who started it?

meiling 完了……網路上有人說，奶奶是我們花錢請來的演員，還說我們的產品有害。有人還把奶奶的照片改得很醜。

wán le wǎnglù shàng yǒu rén shuō nǎinai shì wǒmen huā qián qǐng lái de yǎnyuán hái shuō wǒmen de chǎnpǐn yǒu hài yǒu rén hái bǎ nǎinai de zhàopiàn gǎi de hěn chǒu · This is a disaster… someone online is saying Grandma is an actress we paid, and that our product is harmful. Someone's even edited Grandma's photo to make her look ugly.

david 誰散布的？這種謠言一看就是假的。

shéi sànbù de zhè zhǒng yáoyán yí kàn jiùshì jiǎ de · Who's spreading it? A rumour like that is obviously fake.

meiling 不知道。好幾個網站都在傳，還有人在大學附近張貼傳單。我一個晚上看了幾千條留言，快崩潰了。我一直在沉思，到底是哪裡出錯了？

bù zhīdào hǎojǐ ge wǎngzhàn dōu zài chuán háiyǒu rén zài dàxué fùjìn zhāngtiē chuándān wǒ yí ge wǎnshàng kàn le jǐ qiān tiáo liúyán kuài bēngkuì le wǒ yìzhí zài chénsī dàodǐ shì nǎlǐ chūcuò le · No idea. It's going round several websites, and someone's even put up flyers near the university. I read thousands of comments last night: I'm about to fall apart. I keep thinking it over: where did we go wrong?

anna 你先冷靜。我覺得有人在背後操縱，試圖讓大家不相信你們的品牌。你看，這些文章的架構都一樣，連標語都一樣。

nǐ xiān lěngjìng wǒ juéde yǒu rén zài bèihòu cāozòng shìtú ràng dàjiā bù xiāngxìn nǐmen de pǐnpái nǐ kàn zhèxiē wénzhāng de jiàgòu dōu yíyàng lián biāoyǔ dōu yíyàng · Calm down first. I think someone's pulling the strings, trying to make people distrust your brand. Look: these posts all have the same structure, even the same slogans.

david 會不會是對手公司？他們一直很注意你們的動向。我早就察覺不對了：這些留言都是半夜同時出現的。

huì bu huì shì duìshǒu gōngsī tāmen yìzhí hěn zhùyì nǐmen de dòngxiàng wǒ zǎo jiù chájué bú duì le zhèxiē liúyán dōu shì bànyè tóngshí chūxiàn de · Could it be a rival company? They've always kept a close eye on what you're doing. I noticed something was off straight away: these comments all appeared at the same time, in the middle of the night.

meiling 我不知道。輿論的力量太大了。公司說，沒有證據以前，我們一概不能隨便說話。

wǒ bù zhīdào yúlùn de lìliàng tài dà le gōngsī shuō méiyǒu zhèngjù yǐqián wǒmen yígài bù néng suíbiàn shuōhuà · I don't know. Public opinion is so powerful. The company says that until we have evidence, we can't say anything at all.

anna 那奶奶呢？她的處境最難。萬一有記者跑去臺南，在門口打量她、把她的生活統統曝光……

nà nǎinai ne tā de chǔjìng zuì nán wànyī yǒu jìzhě pǎo qù Táinán zài ménkǒu dǎliàng tā bǎ tā de shēnghuó tǒngtǒng pùguāng · And Grandma? She's in the hardest position. What if reporters turn up in Tainan, stand at her door sizing her up, and expose her whole life…

david 我們打給小雯吧。她說過，她每天都在跟謠言搏鬥。她有一個謠言雷達，辨識假消息最快了。別人質疑你們，我們就拿出證據。

wǒmen dǎ gěi Xiǎowén ba tā shuō guo tā měi tiān dōu zài gēn yáoyán bódòu tā yǒu yí ge yáoyán léidá biànshì jiǎ xiāoxí zuì kuài le biérén zhíyí nǐmen wǒmen jiù ná chū zhèngjù · Let's call Xiaowen. She told us she fights rumours every day. She's got a rumour radar: nobody spots fake news faster. If people question you, we'll show them the evidence.

chapter 4 the real grandma

xiaowen 各位觀眾晚安，這裡是實況播出的「網路上的謠言」。今天我們請到了最近網路上最紅的奶奶，即林奶奶，還有這支影片的負責人，林美玲小姐。

gèwèi guānzhòng wǎnān zhèlǐ shì shíkuàng bòchū de wǎnglù shàng de yáoyán jīntiān wǒmen qǐng dào le zuìjìn wǎnglù shàng zuì hóng de nǎinai jí Lín nǎinai háiyǒu zhè zhī yǐngpiàn de fùzé rén Lín Měilíng xiǎojiě · Good evening, viewers, and welcome to "Rumours Online", live. Tonight we have the internet's favourite grandmother, Grandma Lin, and the person behind the video, Ms Lin Meiling.

grandma lin 大家好！我第一次上電視，手一直在抖。我們家以前只有一台舊的錄影機，沒想到現在我自己也上電視了。

dàjiā hǎo wǒ dì yī cì shàng diànshì shǒu yìzhí zài dǒu wǒmen jiā yǐqián zhǐyǒu yì tái jiù de lùyǐngjī méixiǎngdào xiànzài wǒ zìjǐ yě shàng diànshì le · Hello, everyone! It's my first time on TV, and my hands won't stop shaking. We only ever had an old video recorder at home, and now here I am on TV myself.

xiaowen 奶奶，網路上有人說，您是花錢請來的演員。這是真的嗎？

nǎinai wǎnglù shàng yǒu rén shuō nín shì huā qián qǐng lái de yǎnyuán zhè shì zhēnde ma · Grandma, some people online say you're a paid actress. Is that true?

grandma lin 我是美玲的親奶奶！你們看，這是我們一家人的照片，昔日的老房子也在裡面。照片有一點舊了，可是大家還辨認得出來吧？這些老照片是我畢生搜集的。我在臺南住了八十年，每天黎明就起來煮粥，這可不是演的。

wǒ shì Měilíng de qīn nǎinai nǐmen kàn zhè shì wǒmen yì jiā rén de zhàopiàn xírì de lǎo fángzi yě zài lǐmiàn zhàopiàn yǒuyìdiǎn jiù le kěshì dàjiā hái biànrèn de chū lái ba zhèxiē lǎo zhàopiàn shì wǒ bìshēng sōují de wǒ zài Táinán zhù le bāshí nián měi tiān límíng jiù qǐlái zhǔ zhōu zhè kě bú shì yǎn de · I'm Meiling's very own grandma! Look, here's a photo of our family, with our old house from years ago. It's a bit faded, but you can still make us out, can't you? I've collected these old photos all my life. I've lived in Tainan for eighty years and I get up at dawn every day to make porridge: that's no act.

xiaowen 美玲，那產品有害的說法呢？

Měilíng nà chǎnpǐn yǒu hài de shuōfǎ ne · Meiling, what about the claim that the product is harmful?

meiling 我們的產品均經過檢驗，結果都放在公司的網站上，大家可以自行對照。有形的證據都在，我們什麼都沒有瞞。

wǒmen de chǎnpǐn jūn jīngguò jiǎnyàn jiéguǒ dōu fàng zài gōngsī de wǎngzhàn shàng dàjiā kěyǐ zìxíng duìzhào yǒuxíng de zhèngjù dōu zài wǒmen shénme dōu méiyǒu mán · All our products have been tested, and the results are on our company website for anyone to check for themselves. The hard evidence is all there: we've hidden nothing.

xiaowen 我們也查過了，方法很簡便：這個謠言最早是從一個不存在的人開始的，他在一天裡發了一連串的文章。

wǒmen yě chá guo le fāngfǎ hěn jiǎnbiàn zhè ge yáoyán zuì zǎo shì cóng yí ge bù cúnzài de rén kāishǐ de tā zài yì tiān lǐ fā le yìliánchuàn de wénzhāng · We've checked too, and it was simple: this rumour started with a person who doesn't exist, who posted a string of articles in a single day.

grandma lin 唉，網路是虛擬的，可是人心是真的。唯有說真話，才能讓人相信。

āi wǎnglù shì xūnǐ de kěshì rénxīn shì zhēnde wéiyǒu shuō zhēn huà cáinéng ràng rén xiāngxìn · Oh dear. The internet is virtual, but people's hearts are real. Only the truth will make people believe you.

xiaowen 說得好。觀眾的留言均在支持奶奶，今天的迴響，其他節目遠遠不及。今天的節目就到這裡，謝謝大家收看。

shuō de hǎo guānzhòng de liúyán jūn zài zhīchí nǎinai jīntiān de huíxiǎng qítā jiémù yuǎn yuǎn bùjí jīntiān de jiémù jiù dào zhèlǐ xièxie dàjiā shōukàn · Well said. Viewers' messages are all supporting Grandma: no other programme comes close to tonight's response. That's all for tonight: thank you for watching.

chapter 5 the next video

auntie wang 美玲，你們奶奶現在是全臺灣最有名的奶奶了！我店裡的客人都在談她，連社區的刊物都寫她。我還在牆上釘了一張她的海報！

Měilíng nǐmen nǎinai xiànzài shì quán Táiwān zuì yǒumíng de nǎinai le wǒ diàn lǐ de kèrén dōu zài tán tā lián shèqū de kānwù dōu xiě tā wǒ hái zài qiáng shàng dìng le yì zhāng tā de hǎibào · Meiling, your grandma is now the most famous grandma in Taiwan! All my customers are talking about her, and even the neighbourhood newsletter wrote about her. I've nailed her poster to my wall!

meiling 節目播出以後，就沒有人再相信那些謠言了。這個星期的銷售是上個星期的三倍，東西統統賣完了。我桌上堆積了好多信，都是想合作的公司。

jiémù bòchū yǐhòu jiù méiyǒu rén zài xiāngxìn nàxiē yáoyán le zhè ge xīngqí de xiāoshòu shì shàng ge xīngqí de sān bèi dōngxi tǒngtǒng mài wán le wǒ zhuō shàng duījī le hǎo duō xìn dōu shì xiǎng hézuò de gōngsī · Since the programme aired, nobody believes those rumours any more. Sales this week are three times last week's, and everything's sold out. Letters are piling up on my desk, all from companies that want to work with us.

ajie 我看了數據：用戶的年齡從二十出頭到七十歲都有，分布很廣。我跟上個月的數據對照過了，誤差很小。我們的系統這個星期也運行得很好，一次都沒有失靈。

wǒ kàn le shùjù yònghù de niánlíng cóng èrshí chūtóu dào qīshí suì dōu yǒu fēnbù hěn guǎng wǒ gēn shàng ge yuè de shùjù duìzhào guo le wùchā hěn xiǎo wǒmen de xìtǒng zhè ge xīngqí yě yùnxíng de hěn hǎo yí cì dōu méiyǒu shīlíng · I've looked at the data: users range from their early twenties to seventy, a really wide spread. I've compared it with last month's figures, and the margin of error is tiny. Our system ran smoothly all week too: it didn't fail once.

zhiming 我們平臺上的小店也想學你們，拍自己老闆的故事。你們促成了一個新的潮流，帶來了雙重的好處：品牌更有名，小店也有生意。

wǒmen píngtái shàng de xiǎo diàn yě xiǎng xué nǐmen pāi zìjǐ lǎobǎn de gùshi nǐmen cùchéng le yí ge xīn de cháoliú dàilái le shuāngchóng de hǎochù pǐnpái gèng yǒumíng xiǎo diàn yě yǒu shēngyì · The small shops on our platform want to copy you and film their own owners' stories. You've started a new trend, with a double benefit: the brand gets famous, and small shops get business.

david 美玲，記得：再紅也要懂得變通。網路的變遷很快，今天的明星，明天可能就被別人替代了。

Měilíng jìde zài hóng yě yào dǒngde biàntōng wǎnglù de biànqiān hěn kuài jīntiān de míngxīng míngtiān kěnéng jiù bèi biérén tìdài le · Meiling, remember: however popular you get, stay flexible. The internet changes fast: today's star can be replaced by someone else tomorrow.

meiling 我知道。這次我學到最重要的一件事：真實的故事即是最好的廣告，其他的都是次要的。好東西不用到處宣揚，自己會說話。

wǒ zhīdào zhè cì wǒ xué dào zuì zhòngyào de yí jiàn shì zhēnshí de gùshi jí shì zuìhǎo de guǎnggào qítā de dōu shì cìyào de hǎo dōngxi búyòng dàochù xuānyáng zìjǐ huì shuōhuà · I know. The most important thing I learned this time: a true story is the best advert, and everything else comes second. Good things don't need trumpeting: they speak for themselves.

anna 下一支影片，拍王阿姨吧！

xià yì zhī yǐngpiàn pāi Wáng āyí ba · For the next video, let's film Auntie Wang!

auntie wang 我？不行不行，我會發瘋的！……好啦，要拍就早上來，我黎明就開門了。不過先說好：店裡要保持安寧，不能吵到客人。

wǒ bù xíng bu xíng wǒ huì fāfēng de hǎo la yào pāi jiù zǎoshàng lái wǒ límíng jiù kāi mén le búguò xiān shuō hǎo diàn lǐ yào bǎochí ānníng bù néng chǎo dào kèrén · Me? No, no, I'd go crazy! ...Oh, all right. If you're filming, come early: I open at dawn. But let's be clear: keep it quiet in the shop, and don't disturb my customers.

chapter 6 grandma's secret

meiling 「您還記得奶奶的味道嗎？每天黎明，臺南一間老房子的廚房裡，八十歲的林奶奶已經在煮粥了。」

nín hái jìde nǎinai de wèidào ma měi tiān límíng Táinán yì jiān lǎo fángzi de chúfáng lǐ bāshí suì de Línnǎinai yǐjīng zài zhǔ zhōu le · "Do you still remember the taste of Grandma's cooking? Every day at dawn, in the kitchen of an old house in Tainan, eighty-year-old Grandma Lin is already making rice porridge."

meiling 「很多人問奶奶，皮膚為什麼這麼好？奶奶笑著說：沒有什麼秘密，只是早睡早起、多喝水、天天開心而已。」

hěn duō rén wèn nǎinai pífū wèishénme zhème hǎo nǎinai xiào zhe shuō méiyǒu shénme mìmì zhǐshì zǎo shuì zǎo qǐ duō hē shuǐ tiāntiān kāixīn éryǐ · "Lots of people ask Grandma why her skin is so good. Grandma laughs: there's no secret, it's just early nights, early mornings, plenty of water and being happy every day."

meiling 「我們的新產品，就是從這樣簡單的生活出發。每一瓶均用植物做成，不加別的東西，皮膚比較敏感的人也可以放心用。產品都經過檢驗，結果放在公司的網站上，歡迎大家自行對照。」

wǒmen de xīn chǎnpǐn jiùshì cóng zhèyàng jiǎndān de shēnghuó chūfā měi yì píng jūn yòng zhíwù zuò chéng bù jiā biéde dōngxi pífū bǐjiào mǐngǎn de rén yě kěyǐ fàngxīn yòng chǎnpǐn dōu jīngguò jiǎnyàn jiéguǒ fàng zài gōngsī de wǎngzhàn shàng huānyíng dàjiā zìxíng duìzhào · "Our new range starts from that simple way of life. Every bottle is made from plants, with nothing else added, so even people with sensitive skin can use it with confidence. All our products have been tested, and the results are on our website for you to check for yourself."

meiling 「本週起，全臺灣的大商店都買得到。上網訂購的前一千位客人，還會收到一份小禮物：一張奶奶親手寫的卡片。」

běn zhōu qǐ quán Táiwān de dà shāngdiàn dōu mǎi de dào shàngwǎng dìnggòu de qián yìqiān wèi kèrén hái huì shōu dào yí fèn xiǎo lǐwù yì zhāng nǎinai qīnshǒu xiě de kǎ piàn · "From this week, it's in big stores all over Taiwan. The first thousand customers to order online will also get a little gift: a card handwritten by Grandma."

meiling 「好皮膚，從好好生活開始。」

hǎo pífū cóng hǎohǎo shēnghuó kāishǐ · "Good skin starts with living well."

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