UNIT 1 BRANDS

Text 1
+Language skills

Lesson 4 / 4

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Roadmap


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单词学习小技巧

01

Text 1 Branding in a New Age



The Broken Promise

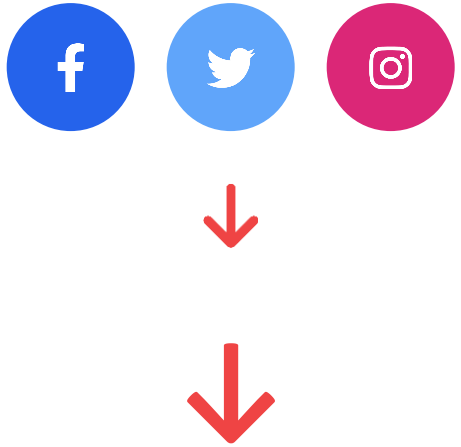
破碎的承诺

*"**Social media** was supposed to usher in a golden age of branding. But things didn't work out that way."*

社交媒体本应开启品牌建设的黄金时代，但事与愿违。

Key Insights:

- 社交媒体营销的理想与现实差距
- 品牌内容面临的关注度挑战
- 传统营销策略的失效



Failed Expectations

失败的期望

Para 2. Historical Context

Why did branded content work well in the early mass media age?

- “This early form of branded content worked well because **the entertainment media were oligopolies, so cultural competition was limited**.” (Para 2, 第2句)

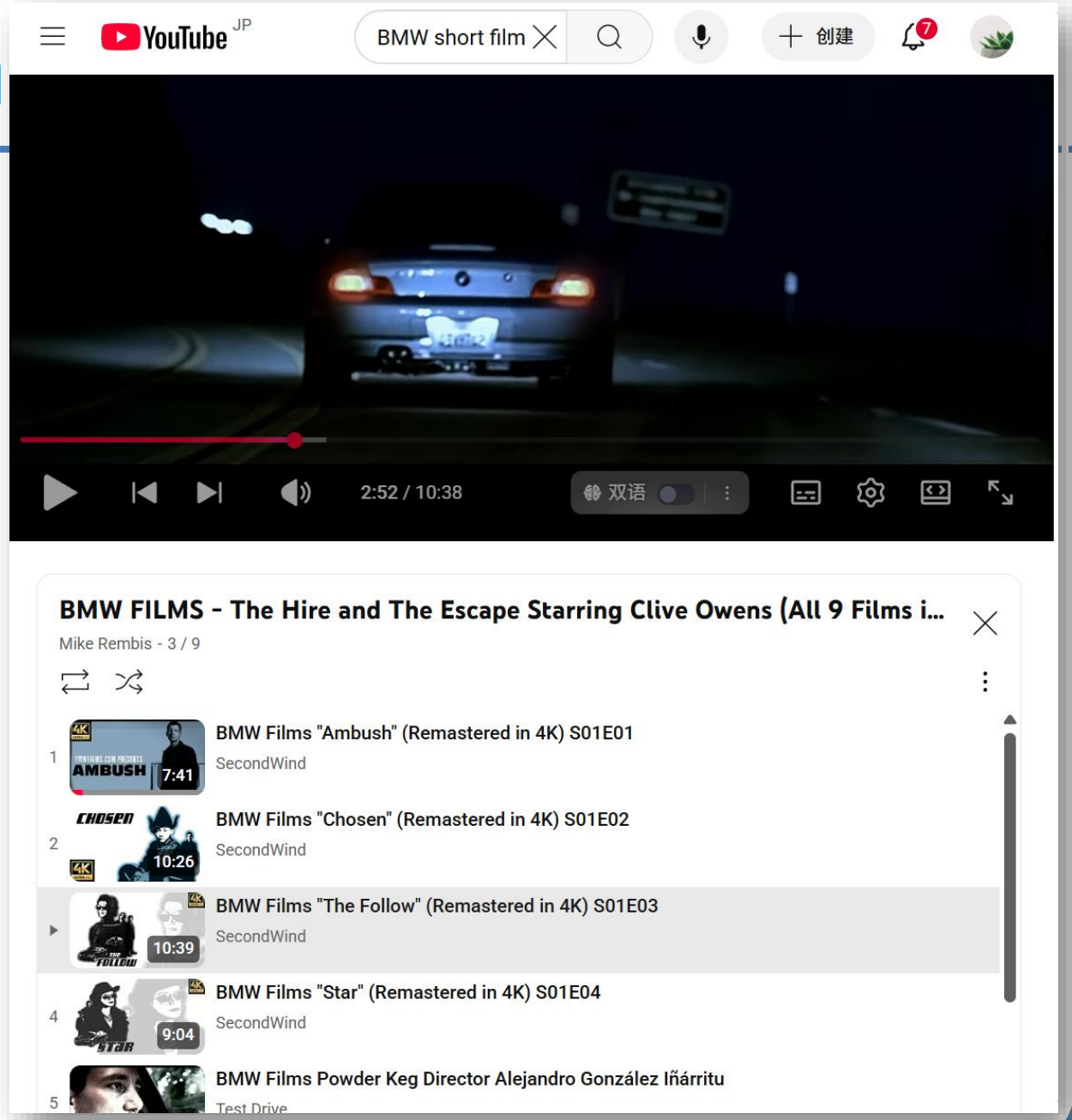
Para 2. Text

In the early days of the mass media age, companies borrowed approaches from popular entertainment to make their brands famous, using short-form storytelling, songs, and touching characters to win over audiences. This early form of branded content worked well because the entertainment media were oligopolies, so cultural competition was limited. Consumer marketing companies could buy their way to fame by paying to place their brands in this cultural arena. The rise of new technologies allowed audiences to opt out of ads — from cable networks to DVRs and then the Internet. Then companies learned to compete directly with real entertainment. BMW pioneered the practice of creating short films for the Internet. Soon corporations were hiring top film directors and pushing for ever-more-amazing special effects. These pre-social-media digital efforts led companies to believe that if they delivered Hollywood-level creative at Internet speed, they could gather huge audiences around their brands.

解释在大众传媒时代，品牌化内容取得成功（竞争压力小）的原因

BMW’s short film

The BMW film series, "The Hire" was a series of eight short films (each about eight minutes long, on average) produced for the Internet in 2001 and 2002. A form of ***branded content***, all eight films featured popular directors from across the globe, starred Clive Owen as the "Driver", and highlighted the performance aspects of various BMW automobiles.



Para. 2 Words & phrases

Entertainment /ˌentərˈteɪnmənt/

- popular entertainment 大众娱乐
- entertainment industry 娱乐产业

Win over 赢得；说服

- win over audiences/customers 赢得观众/客户
- win sb over with… 用…赢得某人

Oligopoly (n.) 寡头垄断

- monopoly 垄断（一家）/ oligopoly 寡头（少数几家）
- e.g. The smartphone market is an oligopoly dominated by Apple and Samsung.

Opt out of 选择退出；选择不参与

- **反义**: opt in 选择加入
- opt out of ads 跳过广告
- opt out of emails 退订邮件

Para. 2 Words & phrases

Pioneer /ˌpaɪəˈnɪr/ (v.) 开创；率先实践

- pioneer the practice of... 开创...的做法
- pioneer a new approach 率先采用新方法
- be pioneered by... 由...首创
- pioneer 也可做名词，表示"先驱者"

Creative (n.) 创意作品；创意内容（可数名词）

- the creative (= creative work) 创意作品
- E.g. The agency produced award-winning creatives for the campaign. 该广告公司为活动制作了获奖创意作品。
- **同类用法**: visuals (视觉作品), copy (文案)

Para 3. Social media

Crowdculture

- Authentic content
- Created by people

Corporate branding

- Mediocrity: opposite of art worlds
- Created by staff

Para. 3

Text

But social media has changed everything. Social media binds together communities that once were geographically separate, increasing the pace and intensity of collaboration. Today you will find a flourishing crowdculture—authentic content created by everyday people rather than by brands—around almost any topic: espresso, Victorian novels, libertarianism, new urbanism, homeschooling. With a few clicks, you can jump into the center of any these subcultures, and participants' interactions move seamlessly among the web, physical spaces, and traditional media. In YouTube rankings of channels by number of subscribers, corporate brands barely appear. The problem that companies face is structural, not creative. Big companies organize their branding efforts as the opposite of art worlds. They excel at coordinating and executing complex marketing programs around the world but it leads to mediocrity when it comes to cultural innovation.

- 转折句
- 核心观点词:
  crowdculture
  众创文化
- 对比企业品牌化管理

Para. 3 Words & phrases

Bind (v.) 联结、绑定、使团结

- 搭配: bind together, bind people/communities
- 近义词: unite, connect, tie together, link

Flourishing (adj.) 繁荣的、兴旺的

- -> 强调蓬勃发展、充满活力的状态
- 近义词: thriving, prospering, booming, growing

Authentic (adj.) 真实的、可信的

- 搭配: ~ experience, ~ brand, ~ voice
- 近义词: genuine, real, credible, trustworthy
- 反义词: fake, artificial, phony

Seamlessly (adj.) 无缝地、流畅地

- 搭配: seamlessly integrate, seamlessly connect
- 近义词: smoothly, fluidly, effortlessly, continuously

Para. 3 Words & phrases

Excel at (v.) 擅长于	• 搭配: excel at doing sth., excel in a field • 近义词: be good at, be skilled at, be proficient in, shine at
Coordinate (v.) 协调、配合	• 搭配: ~ efforts/actions/activities • 近义词: organize, arrange, synchronize, harmonize
Execute (v.) 执行、实施	• 搭配: ~ a plan/strategy/campaign相关词: executive行政的(adj.)管理者(n.)
Mediocrity (n.) 平庸、平凡	• -> 带贬义，指缺乏卓越品质 • 近义词: ordinariness, averageness, commonness • 反义词: excellence, superiority, distinction

Para. 4 Cultural branding: Chipotle's example

Grease the wheels
给车轮上油，比喻
让事情顺利进行



Greasy (adj.) 油腻的

Para. 4

Text

While the rise of crowdculture decreases the impact of branded content, it has greased the wheels for an alternative approach called **cultural branding**. Chipotle took advantage of a cultural opportunity when it promoted preindustrial food ideology with two short films that commented on industrial food, tapping into a movement that began in the organic-farming subculture. The films were not particularly original. But they exploded on social media because they were myths that captured the ideology of the burgeoning preindustrial food crowdculture.

- 核心观点：cultural branding
- 紧跟案例：Chipotle
- 回应Crowdculture

Para. 4

Cultural branding: Chipotle's example

newsroom.chipotle.com/2016-07-06-chipotle-releases-short-film-a-love-story

Chipotle's first original short film, "Back to the Start," was released in 2011, and followed a farmer's evolution from small, sustainable farming to large, industrial farming before going "back to the start" and returning to farming the way he did it in the beginning. The film was set to a Willie Nelson remake of Coldplay's song "The Scientist." In 2013, Chipotle released "The Scarecrow," which highlighted issues associated with heavily processed food. "The Scarecrow" was set to a remake of the song "Pure Imagination" from the 1971 film classic "Willy Wonka and the Chocolate Factory," performed by GRAMMY Award®–winning artist Fiona Apple. In 2014, Chipotle launched "Farmed and Dangerous," a four-episode scripted satire series that explored how perceptions are created in the industrial food sector. Collectively, its entertainment oriented content programs have won numerous awards, including the Film Lions Grand Prix and the Branded Content and Entertainment Lion at the Cannes Lions Festival.



Chipotle - Back to the Start



Chipotle "The Scarecrow" Animation

Para. 4 Words & phrases

Grease the wheels 使顺利进行	• -> 习语，比喻消除障碍使事情顺畅进行 • 近义词: facilitate, smooth the way, make easier
Preindustrial (adj.) 前工业时代的	• 相关词: industrial (工业的), postindustrial (后工业时代的) • 近义词: pre-modern, traditional, agrarian
Ideology (n.) 意识形态、思想体系	• 搭配: political ideology, cultural ideology, dominant ideology • 近义词: belief system, philosophy, doctrine, worldview
Tap into 利用、开发、接入	• 搭配: tap into a market/trend/resource/culture • 近义词: access, exploit, utilize, draw on, leverage
Burgeoning (adj.) 迅速发展的、新兴的	• -> 强调快速增长的势头 • 近义词: growing, expanding, flourishing, emerging

Para. 5 Cultural branding: Dove's example

Dove 2004: Campaign for real beauty



Para. 5

Text

Take the personal care category. Dove has generated tremendous consumer interest by championing distinctive gender ideologies. Dove was a mundane, old-fashioned brand that followed the beauty trends set by fashion houses and media. By the 2000s feminist critiques of the use of size 0 models began to appear in traditional and social media. Dove tapped into this emerging crowdculture and initiated "Campaign for Real Beauty" by celebrating real women's bodies in all their normal diversity—old, young, curvy, skinny, short, tall, wrinkled. Women all over the world pitched in to produce, share, and cheer for images of bodies that did not conform to the beauty myth.

- 案例: Dove 多芬
- Size 0 models

Size 0 model “纸片人身材”

≈身高170cm，体重45kg左右的极瘦体型

US Size	US Size	EU Size	UK / AUS	BUST	WAIST	HIP
XS	0	32	4	32" to 34"	25" to 27"	35" to 37"
	2	34	6	81.3 - 86.8 cm	63.5 - 68.5 cm	88.9 - 94 cm
S	4	36	8	34" to 36"	27" to 29"	37" to 39"
	6	38	10	86.8 - 91.5 cm	68.5 - 73.7 cm	94 - 99.1 cm
M	8	40	12	36" to 38"	29" to 31"	39" to 41"
	10	42	14	91.5 - 96.5 cm	73.7 - 78.7 cm	99.1 - 104.2 cm
L	12	44	16	38" to 41"	31" to 34"	41" to 44"
	14	46	18	96.5 - 104 cm	78.7 - 86.3 cm	104.2 - 111.8 cm
XL	16	48	20	41" to 44"	34" to 37"	44" to 47"
	18	50	22	104 - 111.7 cm	86.3 - 94 cm	111.8 - 119.4 cm
XXL	20	52	24	44" to 47"	37" to 40"	47 to 50"
1X	22	54	26	111.7 - 119.4 cm	94 - 101.6 cm	119.4 - 127 cm

Para 5 Words and phrases

Champion (v.) **倡导、拥护**	• 搭配: champion a cause/idea/movement • 近义词: advocate, support, promote, defend
Mundane (adj.) **平凡的、世俗的**	• -> 略带贬义，指缺乏特别之处 • 近义词: ordinary, commonplace, routine, everyday • 反义词: extraordinary, exceptional, remarkable
Critique (v.& n.) **批评、评论**	• 搭配: critique something, offer a critique • 近义词: criticize, analyze, evaluate, assess, review
Initiate (v.) **发起、开始**	• 搭配: initiate a campaign/project/conversation/change • 近义词: start, begin, launch, trigger, commence

Para 5 Words and phrases

Campaign (n.) 活动、运动

- 搭配: marketing campaign, advertising campaign, launch a campaign
- 近义词: initiative, drive, movement, effort

Curvy (adj.) 曲线美的、丰满的

- -> 在课文中与"真实之美"运动相关
- 近义词: shapely,, full-figured

Pitch in (v.) 参与、做出贡献

- 搭配: pitch in with something, pitch in to help
- 近义词: contribute, participate

Conform to遵从、符合

- 搭配: conform to standards/norms/expectations/rules
- 近义词: comply with, adhere to, follow, meet
- 反义词: deviate from, rebel against

Para. 6 Summary: shift to crowd

A decade in, companies are still struggling to come up with a branding model that works in the chaotic world of social media. The big platforms, like Facebooks and YouTubes, seem to call the shots, while the vast majority of brands are cultural mutes, despite investing billions. Companies may need to shift their focus toward the core of digital power and once again win the battle for cultural relevance with the power of the crowd.

- **注意用词：**
  - Still
  - Seem to
  - Despite
  - May need to
- **模糊语言 hedging language**
  - 避免过于武断，使交流更礼貌、灵活

Para 6 Words and phrases

Chaotic (adj.) 混乱的、无序的

- 搭配: chaotic situation/environment/market
- 近义词: disorderly, confused, disorganized, turbulent
- 反义词: orderly, organized, systematic

Call the shots做主、发号施令

- -> 习语，强调掌握决策权
- 近义词: be in charge, make decisions, be in control, run the show

Mute (v.) 静音、消除 (n.) 哑巴 (adj.) 哑的

- 搭配: mute the sound/message/impact
- 近义词: silence, quiet, suppress, dampen

02 Exploring the text



Exploring the text

1 **Scan the text and find the paragraph that gives information about each of the following statements.**

(**Para. 3**) **1** Flourishing crowdcultures in social media.

(**Para. 6**) **2** A shift to the digital power of crowd.

(**Para. 5**) **3** Tapping into feminist critiques.

(**Para. 2**) **4** Why mass media digital efforts worked.

(**Para. 4**) **5** Preindustrial food crowdculture exploding on social media.

(**Para. 1**) **6** Branding beyond branded content.

Exploring the text

2 **Decide whether the following statements about the text are true (T) or false (F).**

(T) **1** Companies believed the approaches from popular entertainment could make their brands famous.

(T) **2** You can have access to subcultures with a few clicks and participants' interactions move across online and offline media.

(F) **3** Companies excel at not only coordinating and executing complex marketing programs around the world but cultural innovation.

(T) **4** Dove tapped into an emerging crowdculture and celebrated real women's physiques.

(F) **5** Companies have shifted their focus toward the real locus of digital power.

Exploring the text

3 **Read the text again and answer the following questions.**

1 Why was social media supposed to usher in a golden age of branding?

Companies used to believe that social media would allow their companies to leapfrog traditional media and build relationships directly with customers. If they made great stories and connected with customers in real time, they would attract many people.

2 How did social media contribute to the flourishing of subculture?

Social media binds together communities that once were geographically separate, increasing the pace and intensity of collaboration. With a few clicks, people can jump into the center of any these subcultures.

Exploring the text

3 **Read the text again and answer the following questions.**

3 Why did Dove succeed in rebranding?

Dove tapped into an emerging crowdculture, the 2000s feminist critiques of the use of size 0 models, and initiated “Campaign for Real Beauty” by celebrating real women’s bodies in all their normal diversity.

03 Language skills



1 Read the sentences and find synonyms in the texts for the underlined words or expressions.

flourishing pioneered hoopla

1. The cover picture, the story, and all the bustling activities and publicity that surrounded it made him a celebrity. (para 1, Text 1)

2. He claimed he was one of the first that did the medical treatment which could kill cancer with light and ultrasound. (para 2, Text 1)

3. The company continues its moves toward fashion victory with the announcement that its Luxury Stores are adding more developing brands. (para 3, Text 1)

1 Read the sentences and find synonyms in the texts for the underlined words or expressions.

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pioneered

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flourishing

1 Read the sentences and find synonyms in the texts for the underlined words or expressions.

Endeavor navigate

4. If you agree to join the committee, we will **try our best** to provide you with all the support you need. (para 2, Text 2)

5. Birds **find the right directions** by the stars and undertake voyages as a yearly pilgrimage that would unnerve all but the stoutest of human hearts. (para 5, Text 2)

1 Read the sentences and find synonyms in the texts for the underlined words or expressions.

4. If you agree to join the committee, we will **try our best** to provide you with all the support you need. (para 2, Text 2)

endeavor

5. Birds **find the right directions** by the stars and undertake voyages as a yearly pilgrimage that would unnerve all but the stoutest of human hearts. (para 5, Text 2)

navigate

2 Choose one word that best completes each of the following sentences.

1. He studied both law and medicine, but found his real career in politics, and at once constituted himself a ____ of the most advanced opinions.

   A. champion

   B. campaign

   C. compact

   D. channel

2 Choose one word that best completes each of the following sentences.

2. The discussions reached a new level of ____ and by lunchtime the exchanges were becoming very heated.

A. integrity

B. intensity

C. exclusivity

D. extent

2 Choose one word that best completes each of the following sentences.

3. By comparison, if a country has 99 percent of the people working in agriculture—if it is ____ feeding itself, even with everyone working at that—then it is living at a subsistence level, the very definition of poverty.

A. merely

B. only

C. barely

D. mostly

2 Choose one word that best completes each of the following sentences.

4. The following list represents a few of the top businesses that can help you align your business plan ____ the local market.

   A. for

   B. to

   C. as

   D. with

2 Choose one word that best completes each of the following sentences.

5. The best works of art are the expression of man's ____ to free himself from a difficult condition.

A. stranger

B. struggle

C. strangle

D. sparkle

3 Complete the following sentences with the words.

1. Walking along the path, we appreciated the flourishing bamboo that surrounded deep green water pools stocked with small fish.
2. The government is launching a new initiative to bring jobs to poor areas.
3. Lateral communication improves coordination and problem solving and fosters employee satisfaction.

Brand

Flourish

Generate

Initiate

coordinate

3 Complete the following sentences with the words.

4. Older production technologies often continue to _____ toxic wastes that were not regulated when the technology was first adopted.

5. This service will allow clients to include corporate and _____ styles within their presentations.

generate

brand

Brand

Flourish

Generate

Initiate

coordinate

04

单词学习小技巧



搜索新词的方法：权威英汉、英英词典

- **剑桥英汉词典**：https://dictionary.cambridge.org/dictionary/english-chinese-simplified/
- **柯林斯英汉词典**：http://collinsdictionary.com/dictionary/english-chinese/
- **牛津学习者词典（英英）**：https://www.oxfordlearnersdictionaries.com/
- **欧路词典（集成多个词典，可用app）**

了解发音、搭配的方法

- **Youglish**: 英美国家普通人的地道发音：
  https://youglish.com/
- **SKELL, Linggle**: 查找词语的搭配、上下文语境
  - https://skell.sketchengine.eu/#home?lang=en
  - https://search.linggle.com/

系统练习英文发音的视频

- **B站：发音系统训练：**
  https://www.bilibili.com/video/BV1fV4y1p7Ex?spm_id_from=333.788.videopod.sections

END