

本集内容

- **Sailing to the North Pole** 英国探险者引领船员驶向北极
- **Spoiling our babies** 全球婴儿用品的消费需求日益增长

文字稿

Setting off into **uncharted** Arctic waters – a pair of yachts attempting a first, sailing all the way to the North Pole. A crew of ten and dog Fukimi have just departed from Alaska. Led by British explorer Pen Hadow, they have a 3,500 mile voyage ahead. It's the rapidly warming conditions in the Arctic that have made this expedition even possible. A large scale analysis from the US Polar Science Center estimates that from the late 1970s, half of the volume of sea ice has been lost.

这对帆船正向北极的未知水域进发，希望成为首次一路航行至北极的队伍。一组由十名船员和一条叫 **Fukimi** 的狗组成的队伍刚刚从阿拉斯加启程。由英国探险者佩恩·哈多领队的这组船员们还要行驶 **3500 英里（5500 公里）** 才能到达目的地。给这次探险带来一线可能的是北极地区急速升高的温度条件。据美国极地科学中心发布的一项大规模分析估计，自 **1970 年代后期**起，海冰总体积的一半已消融不见。

Shopping for a baby isn't what it used to be. There's an explosion of choice. In America women are waiting longer to have children - by then they often have more disposable income. This year the global market for baby care products is expected to reach **66.8 billion dollars**. Take every parent's desire to get the best for their kids, fuel it with the classic consumer desire to **keep up with the Joneses**, and big profits for the baby gear companies seem to be **child's play**.

如今，为婴儿购物和以往大有不同。人们可选择的商品种类迅速增多。现在在美国，女性需要等到有更多可自由支配的收入后再生育。今年育婴产品的全球市场预期值将达到 **668 亿美元（约 4469 亿元人民币）**。造成这一局面的原因可能是每个家长都渴望自己的孩子能得到最好的东西，再加上人们想要和别人攀比这一典型的消费者欲求，这样一来，售卖婴儿用品的公司轻而易举地就能赚得巨大的利润。

词汇

uncharted

未知的

keep up with the Joneses

与邻居、朋友攀比（物质生活）

child's play

小儿科，轻而易举的事情

视频链接: <http://bbc.in/2wfG7wE>

练习

请从以下词汇中选择适当的答案来完成句子。注意：你可能需要改变单词的时态来完成句子。

uncharted / keep up with the Joneses / child's play

1. The band's new album takes them into _____ territory; it has a very different sound.
2. Once you've learnt English, learning another language will be _____.
3. Dave and Mary are obviously trying to _____; they've bought a new house with a swimming pool, just like their friends have.

答案

1. The band's new album takes them into **uncharted** territory; it has a very different sound.
2. Once you've learnt English, learning another language will be **child's play**.
3. Dave and Mary are obviously trying to **keep up with the Joneses**; they've bought a new house with a swimming pool, just like their friends have.