

词汇: *technology* 科技

How do you consume your music? What **format** do you listen to it on? Technology now allows us to **stream** and download our favourite songs through websites and apps. This means it's easy to access and it's very **portable**, so we could enjoy it whenever and wherever we like. So, it's surprising to know that the popularity of some old **tech** is increasing.

A number of musicians have been releasing their albums on **vinyl** and **cassette tape**. While this latter **analogue** technology lacks the good **digital** audio quality that we expect to hear today, in its heyday, it was a popular way for teenagers to enjoy **recorded** music. The introduction of the Walkman portable **cassette player** in 1979, made by Sony, meant people could listen to music on the move for the first time. By the end of 1989, 83 million tapes were bought by British music fans, but the invention of the **compact disc** in the 1990s changed that.

Despite the demise of the cassette tape in the 90s, in the first six months of 2020, nearly 65,000 music cassettes were sold in the UK, according to the Official Charts Company – double the sales from the same period the previous year. Although this is only a small fraction of overall music sales, cassette tapes are **physical** items that can be kept and collected – not stored in **the cloud**. And the **resurgence** of the cassette has been helped by big names such as Billie Eilish, Ariana Grande and Justin Bieber, who have released their music on this format.

To listen to music on a cassette, you need a tape player or a **personal stereo** to play them on, but this hasn't deterred the new younger audience – its recent popularity seems to be more about buying **memorabilia**. Gennaro Castaldo from the British Phonographic Industry told the BBC: “Younger consumers are now buying into their **collectible appeal** – as they have done with vinyl – and the more they do this, the greater the demand for **labels** and artists to **cater to**.” But although cassettes won't replace streaming as a way of listening to music, it does go to show how some tech never dies!

词汇表

format	载体形式, 格式
stream	在线收听
portable	轻便的, 便携的
tech	科技, 技术
vinyl	黑胶唱片
cassette tape	录音带, 磁带
analogue	模拟录音的
digital	数码的, 数字的
recorded	录制的, 录下的
cassette player	(盒式) 磁带播放器
compact disc	光盘
physical	实物的
the cloud	网络云
resurgence	重新兴起
personal stereo	随身听, 便携式袖珍播放器
memorabilia	纪念品
collectible appeal	值得收藏的魅力
label	唱片公司
cater to	迎合、满足…的需要

测验与练习

1. 阅读课文并回答问题。

1. What is wrong with the sound quality on a cassette tape?
2. Which invention made listening to music on the move possible for the first time?
3. What has helped to make cassette tapes popular again?
4. True or false? *It's not possible to store cassette tapes.*
5. Name another old format that can be used for listening to music and that has seen a resurgence.

2. 选择意思恰当的单词或词组来完成下列句子。

1. You must watch this live pop concert. It's _____ now on social media!

formatting	streaming	digital	analogue
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2. I have _____ the school concert on my video camera, so we can watch it later.

recorded	record	recording	recordable
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3. The record _____ has signed a new singer with a great voice – I look forward to hearing her first album.

format	vinyl	label	resurgence
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4. I love going to fairs and buying old movie _____.

memorabilia	memorabelia	memories	memorabilias
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5. The hotel appeared to _____ large groups and didn't have much character.

catering to	caters to	cater at	cater to
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答案

1. 阅读课文并回答问题。

1. What is wrong with the sound quality on a cassette tape?

It is analogue technology, which means it does not have the sound quality that a digital recording does.

2. Which invention made listening to music on the move possible for the first time?

The introduction of the Walkman portable cassette player in 1979, made by Sony, meant people could listen to music on the move for the first time.

3. What has helped to make cassette tapes popular again?

The popularity of the cassette has been helped by big names such as Billie Eilish, Ariana Grande and Justin Bieber releasing their music on this format.

4. True or false? *It's not possible to store cassette tapes.*

False. They can be stored at home, but they can't be stored in the cloud.

5. Name another old format that can be used for listening to music and that has seen a resurgence.

Vinyl – or records – is another old format that you can listen to music on.

2. 选择意思恰当的单词或词组来完成下列句子。

1. You must watch this live pop concert. It's **streaming** now on social media!

2. I have **recorded** the school concert on my video camera, so we can watch it later.

3. The record **label** has signed a new singer with a great voice – I look forward to hearing her first album.

4. I love going to fairs and buying old movie **memorabilia**.

5. The hotel appeared to **cater to** large groups and didn't have much character.