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Authentic Real English 地道英语

Clickbait 点击诱饵



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Neil

Hello and welcome to this beautiful riverside for this edition of Authentic Real English. We're going to teach you a new word connected to the internet. I'm Neil and with me is Feifei.

Feifei

大家好。

Neil

Nothing beats a bit of fishing for relaxation, does it Feifei? Can you pass me the bait?

Feifei

Bait – that's the stuff you use to attract the fish, bait 的汉语翻译就是“诱饵”。钓鱼的时候，我们常用小虫子当鱼饵。Worms are often used. OK, Neil, but where is the bait?

Neil

Oh no, don't say we forgot to bring it. OK, well, let's just have a look on my smartphone for places nearby we can buy some... Oh look at this Feifei – how to earn a million pounds a year working from home.

Feifei

千万别点那个链接。Don't follow that link Neil – it's just clickbait. It'll be some nonsense.

Neil

Clickbait. As we said, 'bait' is something used to attract fish when you are trying to catch them. Clickbait is a link on a website that's there trying to attract you – to make you click on it.

Feifei

Clickbait 是个合成词，由单词 click 和 bait 组合而成。Let's listen to some examples.

Examples

I can never read a long article online. I'm so distracted by the clickbait I always end up on some other site.

I should have known that article wasn't really going to be about Justin Bieber. They're just using his image as clickbait!

I used to love social media but now it's just full of adverts and clickbait. Rubbish!

Neil

Clickbait. A link on a website designed to draw your attention and make you click!

Feifei

Clickbait 这个词带有负面的意思，因为如果你一不小心点击了链接诱饵，你会觉得被骗了。You will feel a little like you've been tricked when you click on clickbait.

Neil

That's right. The main aim of the clickbait is to get hits to a site rather than genuinely informing you. Right, now Feifei, how are we going to get some worms to make this fishing trip a success?

Feifei

Let's have another look at your phone – oh look, 'Celebrity clothing failures...'

Neil

Feifei, that's clickbait. I need bait!

Both

Bye!