



Vocabulary: youth 词汇: 年轻人

When were you born? If it was in the late nineties or early **noughties**, then you've been classified as being part of Generation Z. But what does that mean and is it necessary to group people according to their date of birth?

People have always been defined by their **generation**. We had the **baby boomers** of the 1960s, followed by Generation X and then Generation Y, often referred to as **millennials**, and the '**new kids on the block**' are Generation Z – aged between 16 and 22. It's easy to classify these young people as being the same, sharing the same attitudes towards life – but is that fair?

A survey by the BBC's youth radio channel, Radio One, found that people from Generation Z, informally called 'Z-ers', may be viewed by others as shallow digital natives, incapable of **real-world** friendships. But they actually view themselves as hardworking, **entrepreneurial** and about to change the world for the better. It's an **ambitious** aim.

The previous generation, born between the mid-1980s and late 1990s - the millennials - were also thought to have these characteristics. But according to Hiral Patel, an analyst from Barclays, many people view this new generation as "mini-millennials". She told the BBC that Z-ers are different "they have their own set of values and preferences which consumer brands need to **cater for**. Our research found that Gen Z are **tech-innate, hyper-informed** consumers, and extremely **savvy**."

It's true to say that technology is playing an important part in the lives of Generation Z, particularly in the area of social media. In fact they have not known life without it and using it to communicate, share ideas and campaign is **second nature** – it's their **norm**. It means they have more of a say on what we eat, drink and buy than any generation before them. These young people certainly need to be listened to by retailers and businesses – they are the people with **time on their hands** and money.

But being a Z-er comes with **pressure**. One young person told the BBC survey "many people in Generation Z have **mental health issues** because they're unsure what the future will bring." The future always brings uncertainties but maybe there is pressure for this generation to be the most successful ever. If you're one of them, how do you feel about your future?

词汇表

noughties	2000 后的头十年
generation	世代
baby boomer	(二战后至六十年代间) 婴儿潮一代出生的人
millennial	(多指八十年代中期至九十年代间出生的) 千禧一代
new kids on the block	初来乍到的人
real-world	现实世界中的
entrepreneurial	富有企业家精神的
ambitious	要求高的
cater for	迎合
tech-innate	天生谙熟科技产物的
hyper-informed	消息非常灵通的
savvy	精通…的
second nature	习惯、习性
norm	常规、常态
time on their hands	有大把的时间
pressure	压力
mental health issue	心理健康问题

测验与练习

1. 阅读课文并回答问题。

1. Which generation came before Generation X?
2. What have Generation Z never lived without?
3. True or false? *Generation Z feel they are unable to make real-life friendships.*
4. According to the article, what can the pressures Generation Z experience lead to?
5. Why should retailers and businesses listen to what the people of Generation Z are saying?

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Our university canteen has to _____ all kinds of dietary requirements.

cater at	cater with	cater for	catering for
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2. My friend is very computer _____ and he's managed to easily fix my laptop.

norm	pressure	savvy	tech-innate
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3. As you've got _____, maybe you could help me with the housework?

handy time	time on your hands	time with your hands	hands on time
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4. As far as pop music is concerned, the _____ were a time of innovation.

noughties	generation	baby boomers	real world
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5. My sister is great at singing and dancing so taking part in the musical was _____ for her.

norm	pressure	second nature	real world
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答案

1. 阅读课文并回答问题。

1. Which generation came before Generation X?
The baby boomer generation came before Generation X.
2. What have Generation Z never lived without?
Generation Z have never lived without social media.
3. True or false? *Generation Z feel they are unable to make real-life friendships.*
False. Other people have viewed Generation Z as incapable of real-world friendships but the people from this generation would not necessarily agree.
4. According to the article, what can the pressures Generation Z experience lead to?
The pressures can contribute to the development of mental health issues.
5. Why should retailers and businesses listen to what the people of Generation Z are saying?
Not only are they used to commenting on social media, they are the people with spare time and money.

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Our university canteen has to **cater for** all kinds of dietary requirements.
2. My friend is very computer **savvy** and he's managed to easily fix my laptop.
3. As you've got **time on your hands**, maybe you could help me with the housework?!
4. As far as pop music is concerned, the **noughties** were a time of innovation.
5. My sister is great at singing and dancing so taking part in the musical was **second nature** for her.