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Feifei

大家好，欢迎收听 BBC 英语教学的“地道英语”节目。我是冯菲菲。

Roy

And I'm Roy! 10, 9, 8, 7...

Feifei

你这是在干什么？为什么穿得像宇航员？

Roy

I'm practising my countdown for when we head to the Moon. 6, 5, 4, 3, 2, 1. We have lift off!

Feifei

Please stop! 本期节目中我们要学习的表达是“moonshot”，它指的是“一个在没有任何短期盈利预期情况下进行的雄心勃勃的项目”，也就是一个“不大可能实现的项目或较为大胆的想法”。So, it does not mean we're going to the Moon! Where did you get that a spacesuit from?

Roy

I found it – in my garden! That definition of 'moonshot' makes more sense. Now I understand why people have been talking about a moonshot vaccine.

Feifei

Exactly! An experimental vaccine to fight Covid-19! You are really learning!

Roy

Well, while I take this spacesuit off, let's have some examples.

Examples

We're investing in a moonshot vaccine to help fight the virus.

I'm not sure if their new driverless EV will ever come to market. It's a bit of a moonshot.

The project is a moonshot. It might not help the company in the short-term.

Feifei

你正在收听的是 BBC 英语教学的“地道英语”节目。我们正在一起学习表达“moonshot”的引申含义和用法。“Moonshot”原本指“向月球发射的动作或行为”，但它现在被用来指“短期内不一定会产生任何经济利益的实验性项目”或“不大可能实现的项目”。

Roy

Yes! So, the most common reference recently has been the moonshot vaccines or moonshot testing to fight Covid-19. The phrase has a lot in common with 'shoot for the moon' – the idea of aiming for an ambitious target.

Feifei

That's right. That's some real moonshot thinking right there! You always have some ambitious ideas – like the time you wanted everyone to dress up like squirrels and run around Hyde Park!

Roy

Thanks, Feifei! That was for charity. I always like to shoot for the moon with my ideas.

Feifei

You certainly do! But Roy, you look a bit down. What's wrong?

Roy

It's sad that we're not going to the Moon. I once made my own spaceship out of a packet of crisps, a tennis ball and some duct tape. Sadly, it didn't work – it was a bit of a moonshot.

Feifei

I wish you were going to the Moon – it would certainly be quieter in the office. Bye, Roy.

Roy

Bye!