
BBC LEARNING ENGLISH

Authentic Real English 地道英语

Viral 像病毒一样迅速蔓延



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Li

Ahhh... So cute! Sweet and cute!

Rob

Cat videos on the computer, Li?

Li

Yes, yes Rob. They are adorable!

Rob

What makes people so obsessed about these cat videos? Let me watch this one with you.

(A cat meowing)

Rob

Oh, I've seen this one! It's everywhere! Look how many people clicked on this site to see it. About 100,000 by now!

Li

Yes, everybody loves Fluffy!

Rob

Fluffy. Yes. This cat is fluffy and... crazy!

(A cat growling)

Rob

Oh! It's gone viral!

Li

What do you mean? Fluffy is MY cat and she's very well-behaved and healthy. No virus in my cat! 你是什么意思吗? Fluffy 可是我的猫, 它既有礼貌, 也身体健康! 绝对没有病的。

Rob

In English, the expression 'to go viral' is used for a picture or a video which has become extremely popular by being circulated quickly and broadly on the internet.

Li

Oh, viral... you mean it spreads quickly like a virus. 啊，原来你是用 viral 来比喻什么东西传得很快就像病毒一样迅速蔓延，对吧？想起来了，我好像听说过 go viral...

Rob

Yes. It can be used with a verb, 'to go viral', or just as an adjective before a noun. You can say 'viral video'. 'Viral' is today's expression in Authentic Real English. Let's hear some examples of how it's used.

Examples

A video of First Lady Michelle Obama dancing with a turnip has gone viral on the internet. Hundreds of thousands of people have watched her video in support of healthy eating.

Viral videos are big business nowadays and even marketing companies are posting amateur-looking videos in the hope of cashing in on the trend.

Li

Rob, 虽然你把病毒蔓延的比喻解释清楚了，可是，你凭什么说它是疯猫？ What about the 'crazy cat' part?

Rob

I'm really sorry Li. The good part is that it's gone viral, so everybody finds your cat interesting. But the bad part is...

Li

Is...?

Rob

Is that you've got a very angry cat! Very fluffy and very angry! I know you love your pet but you've got to admit it is funny. Let's watch it again.

(A cat growling)

Li

Well, Fluffy is a bit grumpy sometimes... it is a bit funny!

Rob

Fluffy is a star!

Li

Yes. Thank you, Rob.

Rob

You're welcome.

Both

Bye!

(A cat growling)