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Android in China

The **lure** of the mobile kingdom

Re-entering China will be hard for Google, but it may still try
Sep 12th 2015

Vocab

1. **lure** n. the attractive qualities of sth 吸引力；诱惑力；魅力

e.g. Few can resist the **lure** of adventure. 很少有人能抵御冒险的诱惑力。

“IT’S all **speculation**.” Google’s reaction to reports that it is in talks with officials and handset-makers to launch an app store in China is no surprise. Such a move would be a high-profile **reversal**: in 2010 the firm shut down most of its Chinese operations or shifted them to Hong Kong in reaction to government demands to censor online-search results. Even so, on September 8th the firm did take a **tentative** step back into the country: Motorola, its former handset unit (now owned by Lenovo, a Chinese firm), launched the first smartwatch supported by Google and powered by its operating system, Android, that understands Chinese voice commands.

Vocab

1. **speculation** n. ~ (that...) | ~ (about/ over sth) the act of forming opinions about what has happened or what might happen without knowing all the facts 推测；猜测；推断

e.g. She dismissed the newspaper reports as **pure speculation**. 她说报纸上的报道毫无根据，纯属臆断。

2. **reversal** n. ~ (of sth) a change of sth so that it is the opposite of what it was 颠倒；彻底转变；反转；倒置

e.g. a **complete/ dramatic/ sudden reversal** of policy 政策的全面/剧烈/突然转变

3. **tentative** adj. (协议、计划、安排) 暂行的，临时的，试探性的 **Tentative** agreements, plans, or arrangements are not definite or certain, but have been made as a first step.

e.g. Such theories are still very **tentative**. 这种理论仍然是探索性的。

Sentence

“IT’S all **speculation**.” Google’s reaction to reports that it is in talks with officials and handset-makers to launch an app store in China is no surprise.

主干：Google’s reaction is no surprise. 谓语 is

这里 that it is in talks with officials and handset-makers to launch an app store in China 把主干隔的老远，这个从句里的 it 是指 Google

It would be remarkable if a company like Google (whose parent firm’s chairman, Eric Schmidt, is a director of the Economist Group) were not carefully considering the **pros and cons** of going back into China in a bigger way. Although its growth has slowed, the country is now the world’s biggest mobile-device market, with more than 400m smartphones expected to be sold there this year. Having no presence in China is a serious **handicap** in the battle with other tech giants, **notably** Apple.

Vocab

1. **pros and cons** 正反两方面；赞成者和反对者
2. **handicap** n. 不利条件；障碍 A **handicap** is an event or situation that places you at a disadvantage and makes it harder for you to do something.
e.g. Being a foreigner was not a **handicap**. 身为外国人并不是一个障碍。
3. **notably** adv. used for giving a good or the most important example of sth 尤其；特别
e.g. The house had many drawbacks, most notably its price. 这房子有很多缺陷，尤其是它的价格。

Sentence

Although its growth has slowed, the country is now the world's biggest mobile-device market, with more than 400m smartphones expected to be sold there this year.

主干：its growth has slowed 以及 the country is now the world's biggest mobile-device market 这里是转折的关系

with more than 400m smartphones expected to be sold there this year. 雅思图表题经常用到，表达数据时候的状语成分 with + 数据

Google's absence from China is threatening its control of Android. **Elsewhere**, the operating system usually comes bundled with the firm's mobile services, such as the app store and digital maps. Handset-makers which want Google's **stamp of approval** have to install these services on their devices and present them **prominently**. In China, since those Google services are unavailable, manufacturers use open-source versions of Android, which they can adapt as they see fit. As a result, the country's mobile market is much more fragmented, but also more competitive and innovative. It **boasts** hundreds of app stores. Handset-makers, in particular Xiaomi, differentiate their products by, among other things, integrating them with local mobile services. Messaging apps such as WeChat have evolved into rival platforms which host many services similar to Google's.

Vocab

1. **elsewhere** adv. in, at or to another place 在 (或去、到) 别处
e.g. The answer to the problem must be sought elsewhere. 这个问题的答案必须在别处寻找。
2. **stamp of approval** 认可的标志，授权
3. **prominent** adj. important or well known 重要的；著名的；杰出的
prominently: The photographs were prominently displayed on her desk. 几张照片摆在她桌子上显眼的位置。
4. **boast** v. to have sth that is impressive and that you can be proud of 有 (值得自豪的东西)
e.g. The hotel also boasts two swimming pools and a golf course. 那家宾馆还拥有两个游泳池和一个高尔夫球场。
5. **differentiate** v. = **distinguish** to recognize or show that two things are not the same 区分；区别；辨别
e.g. It's difficult to differentiate between the two varieties. 这两个品种很难辨别。

Sentence

Handset-makers, in particular Xiaomi, differentiate their products by, among other things, integrating them with local mobile services.

句子主干：Handset-makers differentiate their products

后面可以看成：by integrating them with local mobile services.

即：among other things 其实是和 Xiaomi 的比较对象

Not only are all new Android phones sold in China powered by a version of the software which is not certified by Google; the Chinese model is also now spreading to other developing countries, in particular India. Xiaomi, for instance, has big plans there. Teaming up with a big Chinese handset-maker, such as Huawei or ZTE, could help Google to stem the non-Google Android tide—not just in China, but everywhere else.

Vocab

1. **team up** PHR-V-RECIP 相互动词短语 (与...)组队;(与...)协作 If you **team up with** someone, you join them in order to work together for a particular purpose. You can also say that two people or groups **team up** .

e.g. Recently a friend suggested that we **team up** for a working holiday in Europe in the summer.前不久，一个朋友建议我们今年夏天结伴去欧洲，边打工边度假。

2. **stem v. to stop sth that is flowing from spreading or increasing** 阻止；封堵；遏止

e.g. The government had failed to **stem the tide** of factory closures.政府没有控制住工厂纷纷倒闭的势头。

Sentence

Teaming up with a big Chinese handset-maker, such as Huawei or ZTE, could help Google to stem the non-Google Android tide—not just in China, but everywhere else.

这段很有意思，说华为和中兴将有助于 Google 去遏止非 Google 原生 Android 系统的势头。我感觉这里 Teaming up with 所要和协作的对象是 Google，而非小米

Yet becoming a **force** in China’s mobile market would be a **struggle**—for the same reason Microsoft has failed to make it big in smartphones, despite spending billions. It is very hard to establish a mobile ecosystem of developers and handset-makers in a market where other firms—not just Xiaomi, but Baidu, Tencent (which operates WeChat) and others—are **entrenched**.

Vocab

1. **force** n. 力量;影响力 If you refer to someone or something as a **force** in a particular type of activity, you mean that they have a strong influence on it.

e.g. The band are still as innovative a **force** in British music as they were when they started...这支乐队一如他们刚刚组建时那样是英国音乐界的一支创新力量。

2. **struggle** n. 费力的事;难事 An action or activity that is a **struggle** is very difficult to do.

e.g. Losing weight was a terrible **struggle**.减肥是一件非常艰难的事。

3. **entrench v. to establish sth very firmly so that it is very difficult to change** 使处于牢固地位；牢固确立

e.g. **entrenched attitudes / interests / opposition** 顽固的态度；固有的利益；顽固的反对

Sentence

1. Yet becoming a force in China’s mobile market would be a struggle—for the same reason Microsoft has failed to make it big in smartphones, despite spending billions.

主干：becoming a force would be a struggle

—for the same reason Microsoft.... 从句的主干是 Microsoft has failed to make it big

2. It is very hard to establish a mobile ecosystem of developers and handset-makers in a market where other firms—not just Xiaomi, but Baidu, Tencent (which operates WeChat) and others—are

entrenched.

主干：苦难的是.....It is very hard to establish...

handset-makers in a market where other firms are **entrenched**. 这里是 and 后面的句子的主干，其中 —not just Xiaomi, but Baidu, Tencent (which operates WeChat) and others 这里是对 other firms 一个说明

There is still the small matter of reaching an **accord** with the Chinese government. According to The Information, the website that first reported Google's putative app-store plans, the firm would block apps deemed objectionable and limit certain features, such as location information. Even then, the government might prefer to keep Google out of China—after all, its absence has been a **boon** for local champions. “We are open to newer approaches. We’ll have to wait and see,” Sundar Pichai, Google’s new chief executive, said when asked about China recently. The firm whose motto is “Don’t be evil” may be unable to resist returning to a country that is no more virtuous than when it left.

Vocab

1. **accord** n. 国家、团体之间的正式) 协定，协议，条约 An **accord** between countries or groups of people is a formal agreement, for example to end a war.

e.g. ...a fitting way to celebrate the peace **accord**. 庆祝和平协定的恰当的方式

2. **putative** adj. 公认的；推定的 If you describe someone or something as **putative**, you mean that they are generally thought to be the thing mentioned.

e.g. ...a **putative** father. 推定的父亲

3. **objectionable** adj. unpleasant or offensive 令人不快的；令人反感的；讨厌的

e.g. objectionable people/ odours 讨厌的人/气味

4. **boon** n. something that is very helpful and makes life easier for you 非常有用的东西；益处

e.g. The new software will prove a boon to Internet users. 这种新软件将会对互联网用户大有益处。

5. **motto** n. 箴言；格言；座右铭 A **motto** is a short sentence or phrase that expresses a rule for sensible behaviour, especially a way of behaving in a particular situation.

6. **virtuous** adj. =irreproachable behaving in a very good and moral way 品行端正的；品德高的；有道德的

e.g. She lived an entirely virtuous life. 她一生品行端正。

Sentence

1. According to The Information, the website that first reported Google's putative app-store plans, the firm would block apps deemed objectionable and limit certain features, such as location information.

主干：the firm **would block** apps deemed objectionable and **limit** certain features 这里主干藏的深，谓语是 **would block and limit**

the website that first reported... 这里的 website 是对 The Information 的解释，这里的 that 从句也是

2. The firm whose motto is “Don’t be evil” may be unable to resist returning to a country that is no more virtuous than when it left.

主干：The firm **may be unable to resist returning**

其中 whose motto is “Don’t be evil” 是对 firm 的解释，这么写确实很有意思，需要解释的，立马加个从句跟在后面，一目了然，虽然对抓主干有点影响

that is **no more virtuous than** when it left. 这个定语从句的先行词是 country，这句话...no more

than 若要翻译出作者的意思，按照字典给出的：只是；仅仅 这样的翻译肯定是不够的...并不比... 更为virtuous 这样比较好...

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Android in China The lure of the mobile kingdom 安卓系统在中国：手机王国的诱惑

Re-entering China will be hard for Google, but it may still try.

对于谷歌而言，重新进入中国市场将会困难重重，但它仍要努力一试。

"It's all speculation." Google's reaction to reports that it is in talks with officials and handset-makers to launch an app store in China is no surprise. Such a move would be a high-profile reversal: in 2010 the firm shut down most of its Chinese operations or shifted them to Hong Kong in reaction to government demands to censor online-search results. Even so, on September 8th the firm did take a tentative step back into the country: Motorola, its former handset unit (now owned by Lenovo, a Chinese firm), launched the first smartwatch supported by Google and powered by its operating system, Android, that understands Chinese voice commands.

新闻报道称，谷歌正与政府官员、手机生产商会谈，以期推出一个应用程序商店。对此，谷歌的回应在意料之中：“这一切都是猜测”。如此举措将会是一次高调的反转行动：2010年，该公司终止了其在中国运营的绝大多数项目，抑或将运营项目转移至香港，以回应政府审查在线搜索结果的要求。即便如此，9月8日谷歌采取试探性措施重新进入中国市场：曾为谷歌手机部门的摩托罗拉公司（现为中国的联想公司所拥有）发布了第一款智能手表，由谷歌提供技术支持，并以安卓——这一十分了解中文语音指令的系统——为操作系统。

It would be remarkable if a company like Google (whose parent firm's chairman, Eric Schmidt, is a director of the Economist Group) were not carefully considering the pros and cons of going back into China in a bigger way. Although its growth has slowed, the country is now the world's biggest mobile-device market, with more than 400m smartphones expected to be sold there this year. Having no presence in China is a serious handicap in the battle with other tech giants, notably Apple.

倘若一家谷歌这样的企业未能谨慎考虑大张旗鼓进入中国市场是利是弊，这将会是一件不同寻常的事情（谷歌母公司的董事长埃里克·施密特亦是经济学人集团的一名董事）。尽管中国移动设备市场的增幅已趋缓慢，但中国仍是现今全球最大的移动设备市场，预期本年度将售出逾4亿部智能手机。在中国市场上的缺席造成了谷歌在与其他科技巨头（尤其是苹果）竞争中的不利因素。

Google's absence from China is threatening its control of Android. Elsewhere, the operating system usually comes bundled with the firm's mobile services, such as the app store and digital maps. Handset-makers which want Google's stamp of approval have to install these services on their devices and present them prominently.

谷歌在中国市场的缺席正威胁其对安卓系统的掌控。在其他地区，该操作系统总是与谷歌的移动服务捆绑在一起，同时出现，例如应用程序商店以及数字地图。手机生产商为获取谷歌的授权，必须将这些移动服务装置在自己生产的设备上，并以显眼的方式呈现出这些移动服务。

In China, since those Google services are unavailable, manufacturers use open-source versions of Android, which they can adapt as they see fit. As a result, the country's mobile market is much more fragmented, but also more competitive and innovative. It boasts hundreds of app stores. Handset-makers, in particular Xiaomi, differentiate their products by, among other things, integrating them with local mobile services. Messaging apps such as WeChat have evolved into rival platforms which host many services similar to Google's.

在中国，由于谷歌的服务不可使用，生产商运用了安卓系统的开源版本——以他们认为合适的方法改编原生的安卓系统。因此，中国的移动市场变得更加分裂，但与此同时也充满了竞争并具有创新力。中国自称拥有数百个应用程序商店。手机生产商，尤其是小米，通过将产品以及本土移动服务整合在一起，使得他们的产品在同类产品中得以脱颖而出。即时通讯软件，例如微信，已经演化成了一个竞争平台——该平台所提供的服务与谷歌的相类似。

Not only are all new Android phones sold in China powered by a version of the software which is not certified by Google; the Chinese model is also now spreading to other developing countries, in particular India. Xiaomi, for instance, has big plans there. Teaming up with a big Chinese handset-maker, such as Huawei or ZTE, could help Google to stem the non-Google Android tide—not just in China, but everywhere else.

不仅在中国出售的所有新安卓手机由非谷歌认证的软件版本支持运行，中国模式正向其他发展中国家传播，尤其是印度。例如小米，该公司针对印度市场有着庞大规划与中国大型手机生产商合作，如华为或中兴，将有助于谷歌遏制非谷歌原生安卓系统的浪潮——不仅是在中国，其他地方亦是如此。

Yet becoming a force in China's mobile market would be a struggle—for the same reason Microsoft has failed to make it big in smartphones, despite spending billions. It is very hard to establish a mobile ecosystem of developers and handset-makers in a market where other firms—not just Xiaomi, but Baidu, Tencent (which operates WeChat) and others—are entrenched.

但成为中国移动市场中的一股势力将会是一场斗争——出于同样的原因，尽管微

软耗资数十亿，但是扩展其在中国智能手机市场份额的举措仍以失败告终。在一个已有其他企业——不仅是小米，还有百度、腾讯（运营微信的公司）等公司确立牢固地位的市场里，要打造一个由开发者和手机生产商构成的移动行业生态系统是十分困难的。

There is still the small matter of reaching an accord with the Chinese government. According to The Information, the website that first reported Google's putative app-store plans, the firm would block apps deemed objectionable and limit certain features, such as location information. Even then, the government might prefer to keep Google out of China—after all, its absence has been a boon for local champions. "We are open to newer approaches. We'll have to wait and see," Sundar Pichai, Google's new chief executive, said when asked about China recently. The firm whose motto is "Don't be evil" may be unable to resist returning to a country that is no more virtuous than when it left.

另外，还面临着与中国政府达成协议的问题。根据情报网的消息——该网站最先报道了谷歌预定的应用程序商店计划，谷歌将限制其认为会遭中国政府反对的应用程序，并限制特定功能的使用，例如地理位置信息。即便如此，政府还是可能倾向于将谷歌拒之门外，毕竟，谷歌在中国市场的缺席对于本土的科技巨鳄会是莫大的福音。“我们对于新的进入中国市场的方法持开放态度，同时我们必须等待并持观望姿态”，最近当被问及谷歌如何应对中国市场时，谷歌新任首席执行官桑达尔·皮查伊如此说道。谷歌的企业信条为“不做恶”，但他们可能难以抵制诱惑进入一个如此的中国市场——如今的中国市场并不比之前谷歌撤出时更为道德。