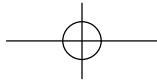


Chapter 1

亲，今天你上网了吗





01

《江南 Style》：一场属于互联网时代的狂欢 Gangnam Style a Carnival on the Internet

最时尚流行文化：互联网传播

互联网文化：“天涯若比邻”的交流方式极具亲和力

互联网神话：从2012年7月15日被上传到视频网站 YouTube，《江南 style》迄今已被点击超过5亿次

文化影响力：推销韩国的文化品牌

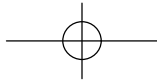
近一个月来，一首韩国歌曲 MV《江南 style》出人意料地吸引了全球的目光。从2012年7月15日被上传到视频网站 YouTube，《江南 style》迄今已被点击超过5亿次，创造了 Youtube 上获得最多好评的吉尼斯世界纪录，并包揽了英国、美国等35个国家 iTunes 单曲榜第一名。世界各地的人们原本并不认识 MV 里的主角——韩国艺人 PSY，也听不懂嘻哈风格的歌词是在嘲讽韩国上流社会奢靡的生活方式，但却都随着片中模仿骑马动作的滑稽舞步，被卷入了一场属于互联网时代的狂欢。

追踪《江南 style》流行的轨迹，不难发现社交网络起到的至关重要的作用。视频刚发布的阶段，点击率并不够理想，直到7月底当红偶像贾斯汀·比伯的经纪人斯古特·布劳恩和说唱歌手提潘在推特上称赞，人们才注意到它的搞笑之处。其后，布兰妮、安妮·海瑟薇、凯蒂·佩里、汤姆·克鲁斯等富有号召力的全球流行文化偶像在推特上的强力推荐，使《江南 style》成了互联网病毒式传播的热点。之后，全球各地的明星、网友在社交网络上推出的本地版《江南 style》更使其从一个文化产品变成了一个全球性文化事件。时至今日，《江南 style》已不仅是一个文化产品，如美国《外交政策》杂志所评论的，它已变成帮助推销韩国出口商品，包括饮料、化妆品乃至电器的文化品牌。而对于韩国政府来说，《江南 style》则俨然成了其在软实力建构上的标志性成果，验证了其“以文化产品输出带动软实力建构”战略的正确性。

Korean star PSY's Gangnam Style sets Guinness record for most YouTube likes.

If you have gotten over Kolaveri Di, here's some more craziness that's driving the Internet. It's South Korean star PSY's Gangnam Style video. The video has beaten Justin Bieber and has become the most liked video on YouTube.





In fact, breaking records, the video has set the Guinness World Record for the most "liked" video in YouTube history. Gangnam Style, that was available for viewing on July 15, has more than 2,479,030 likes on YouTube.

What's catching the eyes in Gangnam Style is PSY's unique dance moves, funny horse riding scenes and dancing in a towel. Even as many may not understand the language, the video has become the talk of the Internet.

The video also has many different versions and parodies (模仿) on the Internet now. The song has topped the iTunes charts in 31 countries, including the United States, United Kingdom, and Canada.

"The YouTube video never targeted foreign countries. It was for local fans," PSY told the reporters on the sidelines (场外) of a concert. "My goal in this music video was to look uncool until the end. I achieved it."

Even a few of South Korea's normally staid (刻板的) presidential candidates are imitating PSY's moves in an appeal to voters.

The song, released in mid-July, was meant as a commentary on the rampant (蔓延的) materialism and emphasis on appearance of today's South Korea – particularly in relation to Gangnam, which PSY terms Seoul's Beverly Hills.

His stage name (艺名) is derived from "psycho", and he writes and produces his own music. Gangnam Style is about the lavish (浪费的) and luxurious lifestyle connected to the trendy Gangnam district, located in Seoul. PSY even choreographed (精心设计) the routines in the clip.

Of millions watching the viral video, there are a growing number of celebrities expressing their love for the song, including Katy Perry, T-Pain, Robbie Williams, Josh Groban, and Nelly Furtado, who performed some of the song at a recent concert.

With the rapper making an appearance at Thursday's MTV Video Music Awards, here's what you need to know about the break-out artist.

1. His real name is Park Jae-Sang

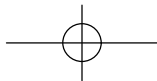
The 35-year-old K-pop (or Korean pop) rapper is known for his comedic music videos and performances. The video for Gangnam Style is no exception. When his debut album PSY ... From the Psycho World! was released in 2001, he was nicknamed "Bizarre Singer" because of his unusual dress, candid (率直的) lyrics and comical dance movies.

2. He studied in the US

Born in South Korea on December 31, 1977, PSY attended Banpo Elementary School, Banpo Middle School and Eva High School. But when it came time to pursue a college degree, the rapper attended both Boston University and Berklee College of Music.

3. He might be the next Justin Bieber

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In mid-August, PSY was spotted at the Los Angeles Dodgers stadium watching the home team take on the San Francisco Giants. The rapper was in town to meet with Scooter Braun, who manages Justin Bieber, signed Carly Rae Jepsen and manages The Wanted in North America. In early September, it was announced via YouTube that PSY signed to Braun's Schoolboy Records, part of Universal Republic.



4. Gangnam is a wealthy neighborhood in Seoul

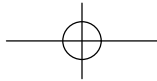
Gangnam may only be 15 square miles, but the district in Seoul, South Korea, is home to the headquarters of some of the country's most influential companies, including Samsung, Hyundai (现代) and LG. The region also makes up seven percent of South Korea's GDP. Forty-one percent of students at Seoul University, a very prestigious college, come from Gangnam. The lyrics of PSY's song describe the personality traits of a girl and a guy.

5. Gangnam Style is giving K-pop international exposure

Gangnam Style is currently No. 1 on the iTunes music video chart. The video has surpassed Taylor Swift's *We Are Never Ever Getting Back Together*; Justin Bieber's *As Long As You Love Me* (feat. Big Sean); and Katy Perry's *Wide Awake*. This is the first time a Korean artist has ranked this high on iTunes.

用英语畅谈 Gangnam Style 黄金句

- ☺ **Korean star PSY's Gangnam Style sets Guinness record for most YouTube likes.**
韩国歌星 Psy 的《江南 Style》打破吉尼斯纪录，成为 YouTube 上最受喜爱的视频。
- ☺ **What's catching the eyes in Gangnam Style is PSY's unique dance moves, funny horse riding scenes and dancing in a towel.**
《江南 Style》中吸引人眼球的是 Psy 独特的舞步、搞笑的骑马舞以及拿着毛巾当道具跳舞。
- ☺ **Gangnam Style also has many different versions and parodies on the Internet now.**
现在网上有很多《江南 Style》版本，许多人都对这个视频进行了模仿。
- ☺ **Even a few of South Korea's normally staid presidential candidates are imitating PSY's moves in an appeal to voters.**
甚至一些惯常保守的韩国总统候选人为了吸引选民，也在模仿 Psy 的舞步。
- ☺ **Gangnam Style is about the lavish and luxurious lifestyle connected to the trendy Gangnam district, located in Seoul.**
《江南 Style》展现了首尔江南区奢靡放纵的生活方式。



☉ **PSY studied in the US.**

Psy 在美国读过书。

☉ **Gangnam Style is currently No. 1 on the iTunes music video chart.**

现在《江南 Style》在 iTunes 的音乐视频上排名第一。

用英语畅谈 Gangnam Style



Gangnam Style Sets the Guinness World Record 《江南 Style》创造了新的吉尼斯纪录

Evan (问)	Gary (答)
Gary. Are you watching the Gangnam Style video?	Yeah.
I heard it from the stairs.	This video has become so popular recently.
Yep. It has set Guinness record for most YouTube likes.	Really?
Yeah. Gangnam Style also has many different versions and parodies on the Internet now.	What's the name of this guy?
His real name is Park Jae-Sang.	Do you know Korean? Can you understand the language?
No. It's said that Gangnam Style is about the lavish and luxurious lifestyle connected to the trendy Gangnam district, located in Seoul.	I see.

埃文：盖理。你在看《江南 Style》的视频吗？ 盖理：对。

埃文：我刚才从楼梯里就听到了。 盖理：这个视频最近好火呀。

埃文：是啊。它打破吉尼斯纪录，成为 YouTube 上最受喜爱的视频。 盖理：真的吗？

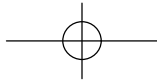
埃文：对啊。现在网上有很多《江南 Style》版本，许多人对这个视频进行了模仿。 盖理：这个人叫什么名字？

埃文：他的真名叫朴载相。 盖理：你会韩语吗？你能听懂歌词吗？

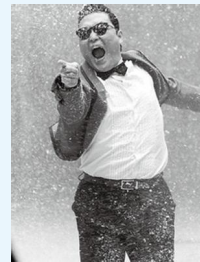
埃文：不能。据说，《江南 Style》展现的是首尔江南区奢靡放纵的生活方式。 盖理：原来是这样。

文化超链接

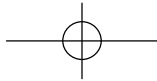
本文介绍了网络神曲《江南 Style》。歌名“江南 style”来自韩国俚语，指首都首尔一个象征着富裕与时尚的上流社会聚集的地区——江南区豪华奢靡的生活方式。韩



国首都首尔的江南区，是当地人眼中的富人聚集区，许多有钱人和社会名流在此居住，并且象征着“时尚”和“富裕”。PSY在音乐影片中跳着模仿骑马动作的滑稽舞步，取景都在江南区的各处地点，例如桑拿室、马房、旅游巴士等。MV由卢洪哲、刘在石、泫雅出演，延续了鸟叔的幽默风格，舞蹈也颇有亮点。江南 style 其实反映的就是当今韩国上流社会的风格，通俗的说就是高富帅的奢靡生活。



即使歌曲取材自韩国的本土文化，但是在对其文化背景不熟识的西方国家亦越来越流行，并引起了国际媒体关注。一个月内就红透全球的歌舞并不多，这首《江南 Style》却轻易征服了各色人种，PSY在MV里嘻哈风格沿袭搞笑，自创的马式舞步和深具感染力的音乐节奏，让欧美人士也为之疯狂。甚至在全球范围内引起了一股恶搞、模仿、Cosplay的神翻唱！



流行背后的文化：点燃并激发了人们潜藏很久“玩”、“拍照”、“社交”、“分享”的欲望

几大特性：即时分享、免费的独特定制滤镜和相框、额外的景深效果、与好友互动、无限量上传。

特别事件：《时代周刊》利用 Instagram 拍摄的飓风现场图集，被称为“有史以来最热门的图集之一”；《时代周刊》的 Instagram 账户在 48 小时内新增了 1.2 万个粉丝。

衍生产品：Instagram 实体相机——通过 Instagram 专用纸张打印出照片，并印有用户 Instagram 的昵称和二维码。

Instagram 最初是一款运行在苹果 iOS 平台上的应用程序，它能够以一种快速、美妙和有趣的方式将你随时抓拍下的图片进行分享。在推出前三个月，它获得了 100 万用户，此后的 6 个星期，再度飙升到 200 万。这是只有在移动互联网时代才能产生的“火箭速度”。它的魅力在于点燃并激发了人们潜藏很久“玩”、“拍照”、“社交”、“分享”的欲望。Instagram 允许用户在任何环境下抓拍自己的生活记忆，选择图片的滤镜样式，一键分享至 Instagram、脸谱网、推特等平台上。

Instagram 背后是一个巨大的相片分享社区群，在这里，你可以与全世界的人分享自己的生活空间。在完成的照片之上可以添加评论、时间和地点，发表在微博之中，同时 Instagram 基于这些照片建立了一个微社区，在这里你可以通过关注、评论、喜欢等操作与其余用户进行互动。你可以在这里添加好友，查看其他用户上传的图片，遇到自己喜欢的照片可以点击收藏，上传自己的图片也可以拥有自己的粉丝，看一看都有多少人对自己的照片说赞，是不是很有吸引力？这种基于移动设备的应用让人们更方便地参与，也就是说你可以抛弃传统的单反甚至是卡片机（通常通过相机拍摄照片后我们需要上传电脑，图片处理、再上传网络的繁琐流程），而基于移动设备的 Instagram 则可以让你享受即拍即传的乐趣，让你随时随地可以和朋友分享生活的乐趣。

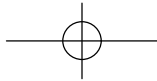
Well-intentioned (好意的) parents who've kept their tweens off Facebook are catching on to (理解) the workaround: kids are turning to Instagram, the photo-sharing app that may as well be a social network.

I just learned that my 12-year-old daughter is an app scofflaw. So, in fact, are the hordes (一大群) of her fellow tween-agers – kept off Facebook by their well-intended parents – who have turned to

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Instagram to Share the Fleeting Moments of Your Life
Instagram 引爆图片共享文化

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Instagram as a seemingly innocuous (无害的) social-network workaround.

As it turns out, just like Facebook, you technically have to be 13 to have an Instagram account. And, just like Facebook, Instagram is more or less a social network, dark sides included. Kids post photos, their followers' comment... and then those not invited to said birthday party or shopping excursion get hurt feelings.

Many of us adults discovered Instagram as a nifty (漂亮的) photo-sharing app that lets you spruce up (装饰) your photos with cool filters. But it has all the functionality of a social network, which Instagram founder Kevin Systrom says was by design.

"We are delighted that there is such a social component using the app," he said, "but we target and intend for our user base to be 13 or older and because legal restrictions cannot have anyone under that age using the app."

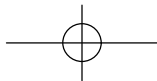
It's not easy proving the popularity of Instagram among the tween set with hard data, mostly because, as Systrom acknowledged, the service doesn't "currently disclose (揭示) demographic data". It's unclear whether this might change now that Facebook has officially closed its purchase of Instagram.

Asked specifically if he's heard about the growing numbers of tweens on Instagram and Systrom could only offer that the service has grown in just about every demographic, from "the elderly side" to the 13-plus group. "The proliferation of iPod Touches and iPads has also helped growth outside of people that own iPhones," he said.

But even if Instagram did release demographic data, it likely wouldn't reflect reality. Users like my daughter and her 100 young followers have managed to get around the strict Instagram terms requiring users to be 13 or older to use the service. If their iTunes accounts are set up correctly, tweens shouldn't be allowed to download the app, Systrom said. My daughter's account, for example, must still be tied to my account – she's had an iPod Touch for years and still goes through me before buying apps. (So yes, I'm actually just as much the app scofflaw.)

Plus, upon signup, Instagram gives you a birthday picker that doesn't let you chose an age younger than 13, Systrom explained. (My daughter claims no memory of this part of the Instagram sign-up process, so it's unclear how she bypassed (绕过) it.) Systrom kindly offered to close my daughter's Instagram account, as the service does with any account it learns is in violation of (违反) terms. But would mean the end of my already shaky cool-mom





status, and after all, she didn't sign on to be the daughter of a journalist.

Hard Data

My daughter's experience aside, a few studies help us connect the dots in support of this meteoric (急速的) rise in Instagram's popularity among tweens. According to Nielsen, for example, Instagram is the top photography site among teens ages 12 to 17, with 1 million teens visiting the site during July. Nielsen doesn't categorize (分类) Instagram as a social network. While Flickr was top photo site for the overall population in July, Instagram was favorite among teens, Nielsen found.

Add to that an earlier Nielsen study on growing popularity of Facebook and social networks in general among teenagers, and yet another on how teens tripled their mobile data consumption between December 2010 and December 2011, and the picture becomes clear.

Also, a Pew report presented over the summer about teenage online behavior found that 45 percent of online 12-year-olds use social-network sites and that the number doubles to 82 percent for 13-year-old Internet users. The most popular activity for teens on social networks is posting photos and videos, the study found

Parents Caught Off-Guard (不警惕)

We parents have been advised over and over again by educators that our tween-age kids are just too young for Facebook. Most are just not mature enough to gauge (衡量) what's appropriate for posting and to know how to respond to cyberbullying or contacts from strangers or spammers (发垃圾邮件的人).

But with Instagram our guards were down. We never really imagined how it would be used. When my daughter asked permission to download the app, I was frankly excited that she was showing interest in photography. I love using the app and was unaware of the age restriction.

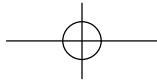
A recent Facebook-like post on my daughter's Instagram. She posted a photo of a note she wrote on her iPod Touch.

(Credit: Screenshot by Michelle Meyers/CNET) I had heard stories of kids on Instagram who had lost friends over not being included in activities posted to the site. But I only really caught onto Instagram's ubiquity (到处存在) as a tweenage social network the day before school started this year, when my daughter's middle school sent out class schedules to individual families using its password protected Web site. Within an hour of viewing the class schedule, my daughter had scribbled out a chart of who was in each of her classes. When I asked how she had figured it all out, she responded, "Everybody posted their schedules on Instagram."

That started me looking through her account. In another Facebook-like status update, she posted a photo of a note she wrote on her iPod Touch that read, "So glad

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it's a 3 day weekend!" That got 31 likes.

Concerns over Instagram have spurred articles like this one in The Washington Post called "What parents need to know about Instagram" and an even more informative one which links to from Yoursphere for Parents called, "Is it okay for kids? What parents need to know?"

There, parents have chimed in (插 话) about their initial ignorance about how Instagram is being used by tweens.

"My fifth-grade daughter and friends purchased the Instagram app with iTunes gift cards. Her friends thought it was an app to take and share pics and at first didn't realize they could post comments," posted a commenter named SAM. "I had no idea that it was a pseudo-Facebook app. (We are waiting until she is 13 to get an FB account.) I did not know that this app would have her following and being followed by hundreds of people she didn't know...and posting comments...it was alarming."

Related Stories:

Facebook closes Instagram deal, welcomes its 5B shared photos

Survey: 7.5M Facebook users below minimum age

Instagram users are young and Facebook users are old

Another commenter, Laura, says she'll be closing her 12-year-old daughter's Instagram account, which has turned into a "nightmare".

"She is not allowed to have a Facebook account until high school to avoid bullying issues, but due to my lack of knowledge (I thought Instagram was basically a glorified camera), I allowed her to have an account," Laura wrote. "In the last week, she has been indirectly contacted by what appears to be a predatorial pedophile (恋 童 癖 者) posing as a radio contest to which girls send their photos. And she also experienced the middle school drama that I was trying to avoid by the lack of a Facebook account."

Tweens, of course, are merely following the leads of teenagers, and, for that matter, the general population. An Experian Hitwise survey just found that Instagram increased its market share in the US by 17,319 percent between July 2011 and July 2012.

But a friend of mine just offered up a theory on Instagram's youth popularity based on the behavior of his 14-year-old daughter and her friends who are also crazy for Instagram. She's been on Facebook since she was 12 and her parents have always warned her that with other parents (and grandparents) on the social network, she needed to keep her act very clean.

However, her grandparents haven't yet caught wind of (听到) Instagram, so she and her friends can be a little freer with what they post and comment on there.

Of course, it may just be a matter of time before older folks join the party. As Instagram founder Systrom noted, the service's numbers are growing on "the elderly