



Полезная лексика по теме
**«Видеоразбор: как
получить “Оскар” и стоит
ли это делать?»**

<p>Voice over: Live from the most cost effective theatre in North Hollywood, the Awardie Awards. Please welcome minor TV personality Adam Conover!</p> <p>Adam: And the nominees for best picture are... “The Sad British Man.” “Room 2: Back in the Room.” “That Tom Hanks Movie Your Dad Liked.” And “The Rosa Parks Story.” And the best movie of the year is... Not determined by this award. Sorry.</p> <p>Mark: Whoa, whoa, whoa. Yes, it is. Award shows us how tastemakers honor important art, like “Crash” and... better movies.</p> <p>Adam: Yes, we'd all love to believe that these awards are determined by objective voters weighing the artistic merits of each work. But the fact is, these might as well be the nominees.</p> <p>Mark: Money can't act!</p>	<p>live (здесь) — прямая трансляция cost effective — бюджетный, рентабельный Awardie — уменьшительно-ласкательное от «премии» an award — награда a minor — второстепенный a nominee — номинант a picture (здесь) — кинокартина to determine — определять whoa — стоп, полегче a tastemaker — законодатель вкуса to hono(u)r — почитать an objective voter — объективное жюри to weigh — взвешивать an artistic merit — художественная ценность the fact is — дело в том, на самом деле to act (здесь) — играть, исполнять роль в фильме</p>
---	---



<p>Adam: No, but it can make voters act differently. And to influence them, studios and networks throw boatloads of money into what the industry calls “For Your Consideration” campaigns.</p> <p>Mark: Oh, I've heard of those, and I know exactly what they are, so you don't have to explain them. Go ahead, have your fun.</p> <p>Adam: “For Your Consideration” campaigns are a very specific form of marketing that's aimed solely at awards voters. They're not quite bribery, but they're close.</p> <p>Hollywood Type 1: We don't have to pay to see movies. The studio sent them to us for free. Oh, this one comes with an iPad.</p> <p>Hollywood Type 2: Or they throw lavish parties for voters to meet celebrities. I met Shailene Woodley, and now we eat clay together.</p> <p>Hollywood Type 3: Not to mention the ads the studios plaster all over L.A. You know what? I think he does.</p> <p>Adam: The worst offenders are Golden Globes. Only the 87 members of the Hollywood Foreign Press get to vote, and since everyone in Hollywood knows who they are, they get campaigned too personally.</p>	<p>to act (здесь) — вести себя</p> <p>to influence — влиять</p> <p>a studio (здесь) — киностудия</p> <p>a network (здесь) — телевизионная сеть</p> <p>to throw boatloads of money into smth — выбрасывать сумасшедшие деньги на что-то</p> <p>consideration (здесь) — усмотрение</p> <p>Go ahead! — Продолжай!</p> <p>to have fun — хорошо провести время, повеселиться</p> <p>to be aimed at — быть направленным на</p> <p>solely /'səʊli/ — исключительно</p> <p>bribery — подкуп, взятка</p> <p>for free — бесплатно</p> <p>to come with — идти в подарок с, в комплекте с</p> <p>to throw a party — устроить вечеринку</p> <p>lavish — щедрый, шикарный</p> <p>a celebrity — звезда, знаменитость</p> <p>clay — глина (здесь высмеивается идея актрисы Шейлин Вудли о том, что употребление в пищу земли и глины помогает выводить металлы из организма)</p> <p>not to mention — не говоря уже о</p> <p>an ad (advert, advertisement) — реклама</p> <p>to plaster — приклеивать</p> <p>an offender — нарушитель</p> <p>Golden Globes — кинопремия «Золотой Глобус»</p> <p>a member — член</p> <p>the Hollywood Foreign Press — Голливудская иностранная пресса</p>
---	--



<p>Hollywood Type 1: One year, Sharon Stone's people sent us all gold "Coach" watches.</p> <p>Mark: Wha...</p> <p>Hollywood Type 1: So, uh, yeah, she got the nom.</p> <p>Mark: Holy crow!</p> <p>Adam: This process is such an open secret, Denzel Washington joked about it on-air during an acceptance speech.</p> <p>Denzel: Some of you may know Freddy Fields. He invited me to the first, uh, Hollywood Foreign Press luncheon. He said, they're gonna watch the movie, we're gonna feed them, they're gonna come over, you're gonna take pictures with everybody, you're gonna hold the magazines, take the pictures, and you're gonna win the award. I won that year.</p> <p>Adam: And all that advertising costs money. To win an Oscar, studios may have to spend up to \$10 million.</p> <p>Mark: 10 million — that's Kardashian wedding money. I mean, these things are nice, but not \$10 million nice. So, what's the point?</p> <p>Pete: You gotta spend money to make money.</p> <p>Adam: Ahh! Oh, Mark, this is Pete Hammond, awards columnist at Deadline Hollywood. Hi, Pete.</p> <p>Pete: Hey, be careful, Adam, I'm in deep cover.</p> <p>Adam: Oh, shh. Sorry.</p>	<p>a nom (сокр. от nomination) — номинация</p> <p>Holy crow! (= Holy cow!) — С ума сойти! / Ну и ну!</p> <p>an open secret — общеизвестный «секрет», ни для кого ни секрет</p> <p>on-air — в эфире</p> <p>an acceptance speech — благодарственная речь</p> <p>a luncheon — официальный обед</p> <p>to feed — кормить</p> <p>to come over — подходить</p> <p>to take a picture with smb — делать фото с кем-либо</p> <p>to hold — держать</p> <p>to win — выиграть</p> <p>up to — вплоть до</p> <p>wedding money — свадебные расходы</p> <p>What's the point? — В чем смысл?</p> <p>to spend money — тратить деньги</p> <p>to make money — зарабатывать деньги</p> <p>a columnist — ведущий рубрики</p> <p>to be careful — вести себя осторожно</p> <p>in cover — под прикрытием</p>
--	--



Pete: Look, it's all about **the bottom line**. There are **studies** that show a nomination itself can **mean** \$20 million more at the **box office**, and with a win, it can be 35 million and up. **Actually**, even a **flop movie** can make money with a nomination. Getting nominated is just good for business.

Adam: And winning a **major award** **conveys** something even more important — **prestige** and **power**.

Netflix Executive: No one was **taking** Netflix **seriously** as a **TV network**. So we **resolved...** to win us an **Emmy**. We went to the **neighborhoods** of Emmy voters and we gave their **neighbors** \$50 each to **put up** Netflix **lawn signs**. We **sent out food trucks** with free lunch all around Los Angeles. We **painted the town with money**. And that year, we won not only one Emmy, we won three. So, I took the other two and I **melted** them **down** and **made** them **into** rings. Now, Netflix... is a TV network.

Mark: No! Awards **matter**. Leo ate **raw** meat. He **deserves** to win!

the bottom line — конечная сумма, доход

a study — исследование

to mean — означать

a box office — кассовые сборы фильма

actually — в действительности, на деле

a flop movie — провальный фильм

a major award — крупная награда

to convey — означать, подразумевать

prestige /preˈstiːʒ/ — престиж

power — власть

an executive — исполнительный директор

to take smth seriously — относиться к чему-либо серьезно

a TV network — телеканал

to resolve — решать

an Emmy — «Эмми» — американская телевизионная премия

a neighbo(u)rhood — (жилой) район

a neighbo(u)r — сосед

to put up — повесить

a lawn sign — рекламный знак на газоне

to send out — выслать

a food truck — фудтрак

to paint the town with money — засыпать город деньгами (to paint the town red — кутить)

to melt down — растопить

to make smth into smth — переделать что-либо во что-либо

to matter — иметь значение

raw — сырой

to deserve — заслуживать



<p>Pete: Well, quality can matter, but really, you've got to campaign. Studios do all sorts of things now to get attention from voters. They have concerts, trips to Vegas. Nominees will even come to your house now. Look, spending money doesn't guarantee you're gonna win, but if you want to have a chance, you'd better campaign.</p> <p>Mark: That's so disappointing.</p> <p>Adam: Sorry. It's true.</p> <p>Pete: Oh, my gosh. Adam, please hide me. Here comes Anne Hathaway. She's relentless.</p> <p>Adam: Sure. Sorry. Come on, let's go, let's go! Look, I want my show to win an award, too, so I gotta play the game like everybody else. That's why this year, I'm giving every voter a tub of my custom hair gel and a book of my favorite graphs, called "Graphs"! You'll have fun with that.</p> <p>Mark: So what's the point? All the movies and TV shows that I love are secretly horrible?</p> <p>Adam: Oh, no, the ones that get nominated are still pretty good, but when it comes to who wins, money talks.</p> <p>Money: I'd like to thank the Academy for accepting me and the studio for always putting my needs first.</p>	<p>quality — качество</p> <p>to campaign — агитировать</p> <p>all sorts of things — все что угодно</p> <p>to get attention from — заполучить внимание</p> <p>to guarantee — гарантировать</p> <p>disappointing — разочаровывающий</p> <p>Oh, my gosh! — О боже!</p> <p>here comes smb (smth) — а вот и кто-либо (что-либо)</p> <p>relentless — неумолимый, непреклонный</p> <p>to play the game — соблюдать правила игры</p> <p>custom — персональный, сделанный под определенного человека</p> <p>a graph — график</p> <p>secretly horrible — на самом деле ужасный</p> <p>pretty good — достаточно хороший</p> <p>money talks — деньги все решают</p> <p>the Academy — Академия кинематографических искусств и наук США, которая проводит «Оскар»</p> <p>to accept — принять</p> <p>to put one's needs first — ставить чьи-либо потребности превыше всего</p>
---	---