

《奥斯卡设粉丝最爱电影奖，你会为哪部电影投票？》

March's Oscars will include a new "fan favorite" prize for 2021's most popular film as voted for by Twitter users, organizers said Monday, seeking to lure viewers back to a ceremony that has seen audiences plummet.

周一，奥斯卡主办方宣布，即将于三月举行的奥斯卡将为2021年最受欢迎的电影开设一个新奖项——“粉丝最爱电影”奖项，这个奖得主将由推特用户投票选出。这一奖项的设立是为了将观众吸引回收收视率暴跌的奥斯卡开幕式。

The announcement - which will be made during the 94th Academy Awards telecast on March 27 - comes after several crowd-pleasing blockbusters including Spider-Man: No Way Home and No Time To Die failed to earn Oscar nominations in major categories, including best picture.

继几部流行大片，包括《蜘蛛侠：英雄无归》和《无暇赴死》在内，未能入围奥斯卡包括最佳影片在内的主要单元提名后，奥斯卡公布了这一公告，这个公告将在3月27日第94届奥斯卡颁奖典礼时实施。



Their omission raised fears that many movie fans will skip the show.

这些大片未能入围，使得主办方担心奥斯卡开幕式将错失大量观众。

But any film released in 2021 can be voted for in the new category using the Twitter hashtag #OscarsFanFavorite or via the Academy's website, raising the chances of a blockbuster being honored on the night.

而当天晚上，用户可以通过推文话题#OscarsFanFavorite或者奥斯卡官网为任何一部2021年上映的电影在新奖项中投票，给大片增加获奖的机会。

Television ratings for the Oscars have dramatically declined in recent years. In 2021's edition, which honored mainly smaller, arthouse movies such as best picture winner Nomadland, was watched by just over 10 million viewers - a 56 percent decline from 2020, which was already a record low.

这几年，奥斯卡收视率极速下滑，。2021年奥斯卡获奖电影大多是小制作的文艺片，比如最佳影片得主《无依之地》，这次开幕式只有1000多万观众，相较于2020年下降了56%，创历史新低。

As Oscars voters have increasingly drifted away from more mainstream fare, the Academy of Motion Picture Arts and Sciences has toyed with various reforms to boost the ceremony's popularity.

由于奥斯卡拥护者越来越疏远更主流的平台，美国电影艺术与科学学院尝试了各种各样的改革以提升奥斯卡颁奖典礼的人气。

In 2018, organizers proposed a "popular film" Oscar to honor blockbuster movies such as the Star War films or Marvel superhero films that rake in millions at the box office.

2018年，奥斯卡主办方提议为星球大战电影或者漫威英雄系列电影这样票房收入几百万的大片最受欢迎流行电影奖。

But it swiftly shelved those plans after critics ridiculed the move, and the new "fan favorite" award will not be a formal Oscar category.

但是，受到了批评人士的嘲讽后，奥斯卡迅速搁置这一计划，而新设立的“粉丝最爱电影”奖项将不会被列为奥斯卡正式奖项。