

时尚英语  
趣文



# Gimme a Decaf Vanilla Latte - and a CD to Go

来一杯咖啡和一张CD

异域文化

丛书主编：陈振东

本册主编：夏天

湖北辞书出版社



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# 前言

英国学者威廉斯曾说过“文化”一词是英语语言中最复杂的词之一。多少年来，关于文化的定义不胜枚举。人们难以尽言文化的内涵，它就像浩瀚的海洋和无际的天空，仿佛伸手可触，却又讳莫如深。

但，即使不能了解它的全部，我们也可以在文化的海洋里遨游，寻觅海草与贝壳；在文化的天空中飞翔，采撷清风和云朵。那么，这本关于文化的短文集将和你一同踏上美丽神奇的文化之旅。你可以感受异域文化的气息，探究在异域文化中，人们的思想和生活。或许当你结束旅程，合上书本，就会深深感觉到“文化”那平易的魅力，既不玄妙也不高深，它就在我们身边。

本书收集了关于文化的英语文章数十篇，涉及音乐、艺术和时尚等领域。这数十篇文章，内容新颖，不落俗套，从不同的层面折射异域文化和本土文化的异同，编者按照不同的领域给与归类，方便读者的阅读。另外，文章地道的英语语言表达与多样的写作风格，对于提高阅读能力不无裨益。本书每一篇文章都配有中文译文，在阅读时可供对照，帮助读者更好地理解文章的内容。

了解异域文化对于英语学习者和爱好者来说是必不可少的。语言深深扎根于文化，对文化知识的掌握是提高语言能力的有效因素之一。希望读者在阅读本书的过程中，在愉快轻松地学习关于文化方面丰富知识的同时，能够进一步提高英语语言理解与表达的能力。

夏天

2004年11月于南京



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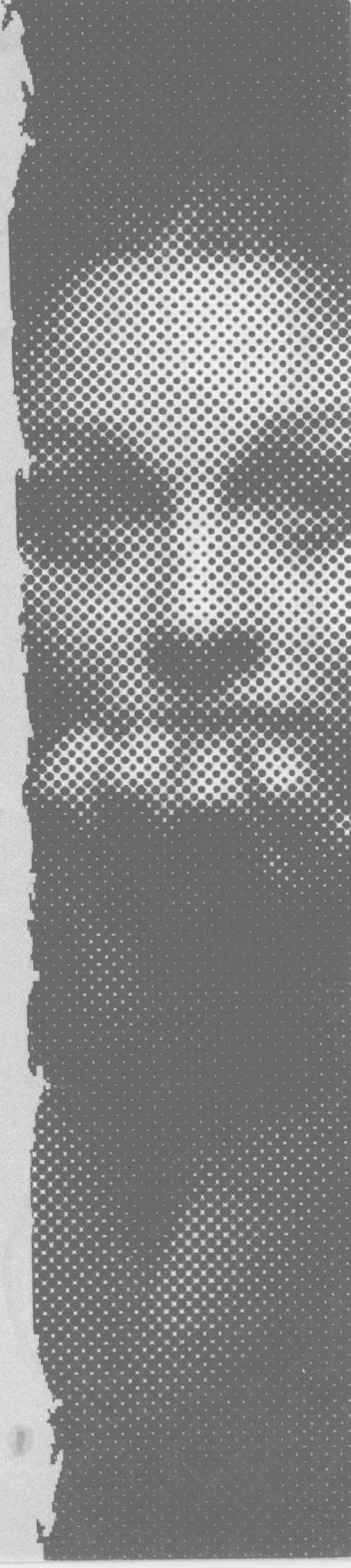


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# THE FUTURE

The future is a concept that has fascinated humanity for centuries. It is a time when the unknown meets the known, where dreams and aspirations take shape. The future is not just a distant point in time; it is a state of mind, a way of seeing the world. It is the potential for growth, change, and progress. The future is what we create through our actions and decisions today. It is the result of our choices, our efforts, and our vision. The future is a canvas upon which we paint our hopes and dreams. It is a time when the impossible becomes possible, where the boundaries of what we can achieve are pushed further and further. The future is a time of opportunity, a time when we can make a difference in the world. It is a time when we can build a better world, one that is more just, more equitable, and more sustainable. The future is a time when we can leave a legacy, a legacy of love, of kindness, and of hope. The future is a time when we can make a difference, a difference that will last for generations to come. The future is a time when we can be the change we want to see in the world. It is a time when we can be the light in the darkness, the voice of the voiceless, and the hand of the outstretched. The future is a time when we can be the best that we are capable of being. It is a time when we can be the heroes of our own stories, the authors of our own destinies. The future is a time when we can be the change we need in the world. It is a time when we can be the difference that makes all the difference. The future is a time when we can be the best of all possible worlds. It is a time when we can be the future that we want to see. The future is a time when we can be the future.



# 'GIMME A DECAF VANILLA LATTE - AND A CD to Go'

**NEW YORK**-In the battle to get people to buy more music, marketers are going after a new target: your appetite. Now that digital music is widely popular - and can be downloaded legally - companies like Pepsi, Coca-Cola, McDonald's and Starbucks are associating eating and drinking with getting hold of your favorite music.

Offerings for consumers that are already available or in the works range from free song downloads (awarded after buying a bottle of soda or a cheeseburger) to the ability to walk into a Starbucks and choose from thousands of songs to make a CD.

The Seattle-based coffee company's foray into digital music is perhaps the most dramatic, including a store dedicated to copying - or burning - CDs, which opened in March in Santa Monica, Calif. Those who stop in don't need to be tech-savvy or even own a computer to take advantage of the service, which will spread later in the spring to 10 regular Starbucks stores in Seattle. The company aims to introduce people to new music in an environment that's more appealing than a chain store.

Making interacting with digital music easier - through the Starbucks project and free song giveaways - may help online music reach a broader audience, one that wouldn't normally think of downloading. At the very least, consumers, marketers, record labels, and musicians are benefiting from the deals.



"It's kind of a win, win, win [situation]," says David Card, an analyst at Jupiter Research, a technology tracking firm.

After a cautious start, record companies are

# “来一杯咖啡 和一张CD”

**纽约**——为了让人们购买更多的音乐制品，商家又出新招了：视消费者的胃口而作。由于数字音乐销路很好而且还可以合法下载，即使像百事、可口可乐、麦当劳和星巴克等大公司都把餐饮和顾客对音乐的喜好联系起来了。



对顾客的很多优惠政策现在随处可见，小到可以网上免费下载（如果买一瓶汽水或者一个干酪汉堡即可获赠），大到可以到星巴克咖啡店去，把自己喜爱的歌从成千上万首歌曲中挑选出来并制成CD。

这个总部在西雅图的咖啡公司进军数字音乐行业也许力度最大，而且其中还有个店主要致力于拷贝或刻录CD，这个店3月份在加州的圣莫尼卡市开业。那些在这里停留的顾客用不着懂得高科技或者拥有计算机才能享受这样的服务，而在西雅图星巴克这样的服务点将会在春夏之交发展到10个。这个公司旨在以比连锁店更诱人的环境向大众介绍新音乐。

通过星巴克的计划和免费歌曲的推出使大众与数字音乐更容易互动，这样网上音乐可能会获得更多的听众，（如果没有这些活动）他们可能不太会想到去下载。至少，消费者、商家、唱片商和音乐人都会从中获利。

“这是一种三赢的局面，”大卫·卡德如是说。他是丘比特研究中心的分析师，这个中心是个技术跟踪服务公司。





making more of their product available in electronic form. Some analysts say digital music likely won't save the sagging record industry - with downloads and subscription services amounting to about \$1.6 billion of the roughly \$12 billion industry by 2008, according to Mr. Card. But with the variety of portable players and download services now available, the number of potential partnerships with big brands is still high.

Coca-Cola shopped a partnership with its Sprite brand to a number of online services before settling on Musicmatch. Details of the promotion, which begins this summer, have yet to be announced, but will

include free song downloads and even bigger prizes from Musicmatch.com.

"We have for some time been looking for an opportunity to become even more involved with digital music," says Scott Williamson, a Coca-Cola Co. spokesman. "The launch of for-fee, legal service really made it very desirable for us."

Other partnerships are in the works, including one reportedly between McDonald's and Sony, which would give away songs from Sony's new Connect music site, set to launch shortly. Neither company would comment on the deal.

How consumers respond to such deals is unclear. The partnership between Pepsi and iTunes, the download site from Apple, gave away free songs to people who bought Pepsi drinks with special winning codes in the bottle caps. One hundred million songs were up for grabs - winners simply had to take the codes to the iTunes site to obtain their free downloads.

Lots of Pepsi and Sierra Mist fans saved themselves the usual download charge of 99 cents, but the companies have differing takes on the promotion's success. Apple CEO Steve Jobs recently told The Wall Street Journal that redemptions weren't as high as hoped. Pepsi is



制片公司开始是很谨慎的，后来便开始更多地使自己的音乐以电子产品的形式出现，使之更容易被获取。卡德先生认为，有些分析师说数字音乐似乎根本不能拯救不断滑坡的唱片业——到2008年的营业总额大约是120亿美元，而网上下载或者是订购服务额高达16亿美元。但是随着各种移动播放器和网上下载服务的普遍化，对著名品牌而言，潜在的合作伙伴仍然很多。

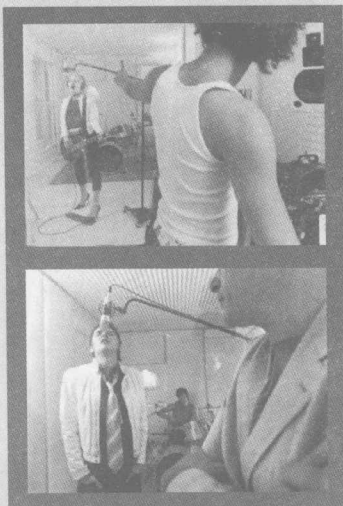
可口可乐公司找到了一个合作伙伴销售自己的新饮料雪碧，并在正式投入Musicmatch.com网以前提供诸多网上服务。促销将在今夏进行，详情也尚未公布，但一定会有免费的网上音乐下载，并且还会有Musicmatch.com网站提供的大奖。“在较长时间里我们一直在寻求机会，加大力度投资数字音乐，”可口可乐公司发言人斯格特·威廉森说。“我们很希望能够开始合法地收费经营。”

其他合作伙伴都在从事这一工作，其中有一个据说是麦当劳和索尼的合作伙伴，可以在索尼Connect音乐网上下载歌曲，并决定将很快开始运营，两个公司均未对此作出任何评论。

消费者对这种合作将作出怎样的反应不得而知。百事可乐和苹果iTunes下载网站合作，允许购买百事可乐者免费下载音乐，如果消费者持有该饮料的获奖号码的瓶盖的话。一亿首歌将会在网上抢载——获奖者只消把获奖号码输入iTunes音乐网站，就可以免费下载。

很多百事和Sierra Mist的忠实顾客节约了平常网上下载要花的99美分，但各公司从中获取的利润份额不同。苹果的CEO史蒂夫·乔布斯最近告诉《华尔街报》说，收益没有希望的那么多。而百事发言人尼科尔·布拉德力说，百事对市场回应感到高兴。她说：“我们已经获得了数百万资金，整个四月也有望获取更多的盈利。”

所有这些业务让大家认识到近来一些业内观察人士对数字信息下载的批评，其中之一便是：有这么多网上服务和相关的播放器，但在一个网上服务的播放器上能够播放的音乐不容易在另一个播放器上播放。



pleased with the response, says spokeswoman Nicole Bradley. "We have had millions of redemptions and expect more throughout the month of April," she says.

✓ All of the deals highlight one of the criticisms industry-watchers have with the current digital downloading process: With so many online services and related devices, you can't easily play music from one service on the device of another.

Starbucks is getting around that by offering its customers the ability to burn songs and albums. The company opened Hear Music Coffeehouse, its first store dedicated to such listening, last month. While sipping coffee all laid, customers can browse thousands of songs and make their own CDs - paying \$6.99 for five songs and \$1 for each additional song. Later this spring, the CD-burning service will expand to 10 Starbucks stores in Seattle. "We're the first to secure the rights to do this in the US," says Don MacKinnon, vice president of Starbucks Music and Entertainment.

Soon the company expects it will have as many as 140,000 songs, or the equivalent of 15,000 to 20,000 albums, available in genres ranging from pop to classical. Knowledgeable staff and in-store features will also offer guidance about new music, something people don't get when buying from a giant retailer, says Mr. MacKinnon.

" We're trying to get people to have the discovery of music be a part of their life again," he says. "But you kind of have to find a part of their routine that you can tie it to."





星巴克正在为此筹备开了，向顾客提供机会刻录歌曲和专集。上个月该公司还开了一个“音乐咖啡屋”，这是该公司第一个专门从事这样的服务的零售店。顾客可以一边喝牛奶咖啡，一边浏览成千上万的歌曲，制作自己的CD——每五首歌6.99美元，五首以上则每首只加1美元。第一季度末，在西雅图提供刻录服务的星巴克店将增至10家。星巴克音乐娱乐公司的副总裁麦金农先生说：“我们是美国首家受到法律保护提供此类服务的商家。”

该公司不久将有望拥有14万首歌曲，相当于1.5到2万张专集，并且形式多样，从流行到古典都有。麦金农先生还说，知识丰富的店员和店内设施都可以帮助顾客了解新音乐，了解他们在大型零售商处购买时所了解不到的东西。

“我们试图让顾客们再次意识到，音乐是他们生活中的一部分，”他这样说。“但是呢，得找到跟他们的日常生活能够联系起来的東西。”



# Don't Mean a Thing 'Cause it Ain't Got That swing

After one of the most celebrated careers in Australian jazz, veteran drummer Len Barnard sadly admits that the music he loves is passe with young people.

Traditional and mainstream jazz have been his love since his teenage years, but he believes they hold no relevance in a musical world dominated by the heavily marketed pop and rock industries.

"Keep saying it it's finished," he says. "The world doesn't need it any more."

Strong words from a drummer whose playing whether with a small group, big band or backing a singer has been a byword for good taste. His discreet yet subtly propulsive rhythm and superb brushwork have been one of the joys of the Australian jazz scene for decades.

"I'm glad I did it right when I did it... we had the best years," says Barnard, 75. "All the kids want to see today is someone young jumping around on the stage." He adds with a twinkle in his eye: "If I jumped around on the stage I would look grotesque."

Adding weight to his argument is the demographic of the audience at the annual Bob Barnard Jazz Party in Melbourne, the country's finest showpiece for traditional and mainstream jazz, named in honour of Len Barnard's brother another great Australian jazz musician.

"They're older people who travel from as far away as Adelaide to hear a weekend of good, straight-ahead, swinging music. And the music this year was great but there weren't any young people there."

Barnard loves great melodies, something in short supply in a pop and rock-dominated culture. "Although the music of George Gershwin, Jerome Kern and Cole Porter will still be played in 100 years, good taste will never come back while the money's in marketing, where they don't give a damn about style and class," he says.

"I love listening to those classic Billie Holiday recordings with pianist Teddy Wilson from the 1930s. They are almost perfect, the ultimate in



# 萧条的 [爵士乐]



鼓手老将林·巴纳德在澳大利亚的爵士乐圈内获得了显赫的成功，可现在他得痛苦地承认，他热爱的音乐对年轻人来说已经过时了。

他还是少年的时候，就一直喜欢传统的主流爵士乐。但是他认为，现在音乐圈全由流行摇滚音乐支配着，爵士乐很难占有一席之地。

“我总说，爵士乐已经过时了，”他说。“这个世界再也不需要爵士乐了。”

作为一位与不同乐队和歌手合作过的鼓手，他沉重的话语其实就是品位的格言。他的旋律娓娓道来，很朴素，他的风格很庄重，几十年来澳大利亚爵士乐曾乐此不疲。

“我很高兴，自己以前做得不错……我们的爵士乐曾是有史以来最辉煌的，”巴纳德说，他已经75岁了。“现在，孩子们喜欢看到的是年轻的歌手在台上蹦来蹦去。”他又补充说，眼睛闪动着泪花：“如果我以前在台上也蹦来蹦去，那简直成了异类了。”

每年在墨尔本的爵士乐音乐会上，来听的人多是来自各地的老年人，这更加证明了鲍勃·巴纳德的言论是正确的。这个音乐会是传统主流的最好的爵士乐，以林·巴纳德的哥哥的名义来命名的——他哥哥也是一个了不起的澳大利亚爵士音乐家。

“他们都是些上了点年纪的人，从很远的地方譬如阿德来德那么远的地方来听周末正统的好摇摆舞音乐。今年的音乐会很不错——但是来听的年轻人很少。”

巴纳德喜欢经典的旋律，这是流行的以摇滚乐为主的文化里所缺乏的。“虽然，乔治·格什温、杰罗姆·克恩、科尔·波特等人的音乐在100年之后都还会有人演奏，可只要市场不光顾品味和经典，那么好品位就永远回不来了，”他这样说。

