

科学就是力量



知识就是财富

Life

生活卷

双语 十万个为什么

BILINGUAL SO MANY WHY

► 主编 / 谢志敏 ◀



- Why do we say "mai dongxi"?
- 为什么我们说“买东西”?
- Why do so many people like collecting stamps?
- 为什么许多人喜欢集邮?
- Why do our lives need amusement?
- 为什么生活中需要娱乐?
- Why can the aging process be slowed down?
- 为什么生活力可以延缓衰老?
- Why to surrender to life?
- 为什么要承认生活?



北方文艺出版社



❀ 双语 ❀

十万个为什么

DOUBLE LANGUAGE
SO MANY WHY

生 活

□主编 / 谢志敏



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Why Does the Coffee of Starbucks Draw on the Chinese Consumer 为什么星巴克咖啡会吸引中国消费者?

Starbucks' solution^① is to select high-profile locations on the busiest streets, where stores are sure to seduce^② the see-and-be-seen set.



星巴克的招术是选择那些繁华街道的引人注目的地段,在那儿开咖啡店肯定能吸引那些去看的和被看的人群。

As Starbucks launches^③ an aggressive^④ expansion^⑤ in China, a coffee frontier^⑥ steeped^⑦ in nearly 5,000 years of tea. The goal: to build hip^⑧ hang-outs that tap into a new taste for China's emerging^⑨ middle class.

随着星巴克在中国开拓市场的强劲势头,咖啡先锋侵入了拥有近5000年茶文化历史的中国。他们的目标是:把星巴克建成时髦的常光顾的场所,吸引中国新兴中产阶级来尝试新的口味。

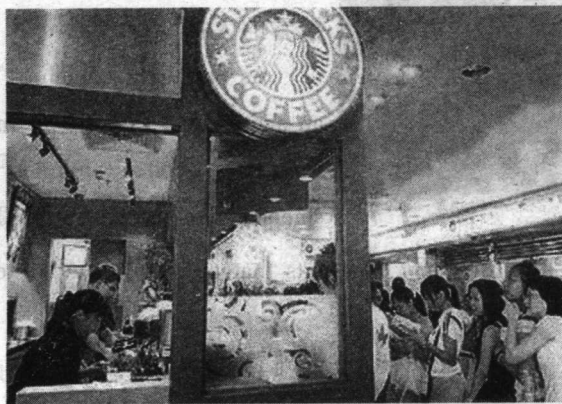
Retailers^⑩ say a top marketing weapon in urban^⑪ China is to charge more for public consumption^⑫. That's because Chinese customers have



different priorities¹³ from their American yuppie¹⁴ counterparts¹⁵. Guys 40 years old are not coffee drinkers, but if the environment is good and the coffee is not bad, they'll come back. The store layout¹⁶, artwork and food options make Starbucks more friendly to Chinese eyes, but coffee remains the core offering and people don't go there for the coffee. They go there to present themselves as modern Chinese in a public setting.



零售商们说,在中国的城市里一个最强有力的营销武器是对大众消费品制定高价格,原因是,中国消费者的侧重点与美国雅皮士们不同。40岁的中国并不喜欢喝咖啡,但是如果环境优雅、咖啡味道又



不差,他们还是会成为回头客。星巴克咖啡店的布置、艺术氛围及食品供应吸引着中国人的眼球,但咖啡还是主要供应品,而且人们光顾星巴克不是为了喝咖啡。他们

去那儿主要是在公共场合炫耀自己是时髦的中国人。



关键词注解:

- ①solution *n.* 解答, 解决方案
- ②seduce *v.* 诱使
- ③launch *v.* 开办, 发动
- ④aggressive *adj.* 侵略性的
- ⑤expansion *n.* 扩充, 开展
- ⑥frontier *n.* 先锋
- ⑦steep *v.* 浸, 泡, 沉浸
- ⑧hip *adj.* (俚)时髦的, 新式的
- ⑨emerge *v.* 显现, 浮现
- ⑩retailer *n.* 零售商人
- ⑪urban *adj.* 城市的
- ⑫consumption *n.* 消费
- ⑬priority *n.* 优先, 优先权, 侧重点
- ⑭yuppie *n.* 雅皮士, 中上阶层的年轻专业人
- ⑮counterpart *n.* 极相似的人或物, 配对物
- ⑯layout *n.* 规划, 设计



Why Should We Pay Attention to Manners

为什么要讲礼仪？

Almost all of us believe that we live in an age of uncouth^① manners, that things were better in some previous era. For example, the 18th century in English is known as a period of high refinement^② in social intercourse^③.



我们生活在一个缺乏教养的时代,而且以前的情况要比现在好,这几乎是所有人的看法。例如,英国在18世纪时以其社交中的彬彬有礼、教养有素而著称。

Manners change. In our day, it is considered good manners to be clean—indeed we spend billions of dollars on products designed to keep us “fresh”. In the 18th century, by contrast, most doctors and church authorities frowned on^④ bathing, and women’s elegant hairdoes were often full of lice^⑤.

礼仪规矩变了。在我们这个时代,穿着干净整洁被认为是一种有教养的行为——事实上,我们要花掉数十亿美元来设计制造让我们保持精神活动的产品。相比之下,在18世纪,大多数医生和教会



权威人士都对沐浴洗澡不满,许多女士漂亮高雅的发型下面经常布满了虱子。

The changeability of manners makes the whole subject difficult to approach. To take one example: It was not considered bad manners in the

18th century for a man

to wear his hat indoors.

You would take it off to

greet a lady, but then

you'd put it right back

on your head.



礼仪的可改变性使得在处理对待这类

事情上极为困难。举一个例子:在18世纪,男人在室内戴着帽子不会被看作是不好的行为。你要摘掉帽子来欢迎一位夫人,但随后你又会重新戴上。

There is a lesson to be learned from this. For the most part, manners are merely self-protective devices appropriate^⑥ to the customs of a parti-



cular age. These

customs sometimes

become formalized and

symbolic, but they in-

variably^⑦ derived from

some practical need.

Thus, on meeting

somebody, we com-

monly shake right

hands—a formal custom of no present-day significance^⑧. But in an age



when everybody carried weapons, it was a demonstration that one was prepared to converse without a weapon in one's hand, a sign of peace. What we think of as "good manners" was merely a way of saying, "I mean you no immediate violence, if you can show that your intention is the same."



从这件事上可以学到一件事情。很大程度上,礼仪规矩仅仅是适应某个特定时代的自我保护措施。这些习俗有时会被形式化、象征化,但是他们一律起源于某种实际需要。因此,在与某人见面时,我们通常握右手——这在当今已是一种没有多大现实

意义的礼仪形式。但是,在一个人人都携带武器的时代,这样做就表明双方准备交谈言和,手里不拿武器,这是一种和平的象征。我们所谓的“彬彬有礼”仅仅是用来表达,“如果你无意跟我动武我现在也无意跟你动武。”

In a similar spirit, the seat on the right hand of the host is the place of honor. One theory about the origin of this custom is that a right-handed man sitting on the host's right could not easily stab him. What had been the





prudent^⑩ place for a rival gradually became the honored seat for any important guest.

同样的道理,主人右面的座位是留给尊贵客人的。关于这种礼仪习俗的起源的一种说法是,坐在主人右边的惯用右手的人不能轻易行刺主人。曾经是谨慎安排对手就座的一个座位逐渐演变成了向重要客人表示尊敬的座位。

Caution^⑪ lies behind manners, wherever we look. In days gone by, a host sampled the wine before serving it, not to check that the wine was all right but to prove to his guests that it wasn't poisoned. A wine steward used his polished silver wine server as a demonstration of the host's good will toward his guests. Silver was thought to neutralize^⑫ poisons in wine.

不管我们得到的是什
么,礼仪规矩后面总潜在
着谨慎的因素。在很久以
前,主人在敬酒之前总是
先饮上一点。目的不在于
检查酒的好坏,而在于向
客人表明酒是没有毒的。
一个倒酒的侍者所用的是
亮晶晶的银质酒器是在向



客人表明主人的诚意。人们认为银具会中和酒中的毒素。

Why do we stand aside and let someone older or more important go through the door first? One theory is that in medieval times^⑬ it was sensible for the strongest man to leave the castle first, since there was always a possibility he would be met with armed opponents^⑭ or the rebellious peasantry^⑮ waving pitchforks^⑯ and scythes^⑰. Gradually a certain honor descended upon this position. It was assumed that the most important person was



also the strongest, and even if he wasn't, he could hardly deny it.

为什么我们要站立一旁而让我们的年长者或者重要人物先走出门去?一种说法是,在中世纪,先让身强力壮的人离开城堡是一种明智的做法,因为他总有可能会遭遇全副武装的对手或者



是挥舞着长柄叉和镰刀的反叛的农民。逐渐地,这个位置就被赋予了“重要”和“尊敬”的含义了。人们设想重要的人物也是身强力壮的人物,即使事实上他不是,他也很难辩驳否认。

Manners are society's way of oiling the machinery. If you don't lubricate[®] relationships, tempers rise and people fight unnecessary battles. Besides, it's worthwhile having good manners, so that when you drop them for a moment, people know you mean business.

礼仪规矩是社会润滑机器的手段。如果你不经常润滑一下人际



关系,怒气便会起来,人们就会卷入不必要的争斗。而且,具有好的礼貌态度是值得的。因此当你一时严肃下来而失礼时,人们知道你是认真了。

People with good manners do better in most situations than those without. Most negotiations, for example, are impossible without good manners, which explains why diplomats are famed for their



courtesy^①. The best lawyers, too, are usually exquisitely^② courteous. Beware of the man who never raises his voice and always treats you with courtesy—he could be going for the jugular^③.

彬彬有礼的人在大多数场合要比粗鲁无礼的人做事效果要好。例如,没有好的礼仪规矩,大多数谈判活动都是不可能进行的,这就是为什么外交官都以其谦恭有礼而著称的原因。最好的律师通常也



都是极其有礼貌的。小心从不抬高嗓门,总是对你彬彬有礼的人,他有可能给你以致命的一击。

Despite mankind's reputation for violence, most people prefer to avoid confrontation, and avoiding confrontation is what manners are all about. Manners are not a demonstration of weakness, but a sign of common sense.



尽管人类以好斗而闻名,大多数数人更希望避免对抗行为,而避免对抗正是礼仪规矩所致力于要做到的。礼仪礼貌不是软弱的象征,而是做人的基本常识。

In the end, there is no gain in being cruel to people, whether it is in the small failures of civility^④ in daily life or in the larger ones. Manners are mankind's way of saying "Let's not fight unless we have to"—and