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说 明

英文《21世纪报》(*21st Century*)由全国唯一的一份国家级英文报纸《中国日报》(*China Daily*)主办,面向全国发行。自1993年创刊以来,至今每期发行量已突破50万份,是目前中国发行量最大、覆盖面最广的全国性英语时事周报。

英文《21世纪报》聘有经验丰富的英美语言专家和编辑,广泛采用外电、外报、外刊的信息,向读者介绍时事新闻、世界风情和国内外英语学习、出国留学的最新动态,内容集知识性、趣味性、服务性为一体,信息量大,可读性强,图文并茂,深受读者欢迎。

英文《21世纪报》每期24版,彩色印刷,每周三在北京、上海和广州同日出版。

英文《21世纪报》2004年的主要版面有:国内新闻、国际新闻及新闻摘要(*News*),纵深报道(*Perspective*),世界经济(*Business*),科技博览(*Science*),缤纷社会(*Society*),时尚生活(*Lifestyle*),娱乐集萃(*Entertainment*),青春校园(*Campus Life*),开心驿站(*Light Side*),时代论坛及读者之家(*Forum*),语言课堂(*Language Lab*),人物春秋(*People*),精读园地(*Extra Credit*),体坛纵横(*Sport*);每月还有不同主题的精彩增刊,分别是:英语学习增刊(*Learning Express*)、原版书推荐增刊(*Book World*)、英语咖啡屋增刊(*English Café*)和前程无限增刊(*Getting Ahead*)。

《21世纪报·2004年下半年合订本》精选《21世纪报》2004年下半年报纸的主要内容,经整理、重新编辑而成。由于篇幅的限制,载于原报纸上的一些精彩文章(主要是新闻性较强的时事报道)不得不忍痛舍去;另外,深受读者欢迎的增刊内容此次也因故大部分未能收入。但总的来说,合订本仍然保持了原报纸一贯的编排简洁、信息量大的特点。

英文《21世纪报·2004年下半年合订本》依据报纸的体例,按文章内容分类编排,正文前还附有目录,检索简便,具有较高的资料收藏价值,同时也是广大英语学习爱好者理想的课外学习材料。

由于时间仓促,在合订本的编辑过程中难免会出现错误,还望广大读者海涵。

英文《21世纪报》编辑部
2005年7月

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Young go in for Western thrills

LIUYUMEI
21ST CENTURY STAFF

"OH, wow, cool. The sky's so close," murmured Fu Jianjun, suspended in a seat 40 metres up in the air. He had the idea of reaching out and touching the cloud floating by.

Then, all of a sudden, Fu felt the seat, attached to a 20-metre-long arm, plunging earthward at a speed he wasn't ready for. In an instant, the blood rushed to his head, he forgot the cloud, and let out a scream.

Fu, who studies at Haidian University in Beijing, was getting his thrills on the G-Force Booster ride at World Carnival Beijing 2004. The mobile amusement park is run by Hong Kong-based World Carnival Ltd, which was set up in 2001. The idea of taking an amusement park on a tour was borrowed from Europe.

Fu said he thought the rides at World Carnival were not particularly adventurous, and that he and his friends had come "just because it is foreign." He's a sensation seeker and has visited all three of Beijing's amusement parks.

This one is billed as the world's largest mobile park, with about 50 rides and 100 games of skill, all transported from other countries.

World Carnival had its mainland debut in Shanghai last year, and pulled in more than 2.2 million people and did 2.4 billion yuan-worth of business.

Now that excitement that titillated the Shanghainese is here in Beijing, with two million predicted to visit it and spend 150 million yuan.

Why is it that so many people would brave the summer heat to stand in long queues in the midst of a noisy crowd for this form of entertainment while the competitions are losing money?

It's the foreign origin and the feel of exotic cultures.

Young people are obsessed with imported culture, things like McDonald's and Coca Cola,



People looking for a good time may test their nerves at the World Carnival in Beijing this summer. PHOTO BY TIANCHI

some sociologists say.

"Western culture is still novel to most Chinese. We don't have many chances to reach out and touch and examine it by hand. The sharp contrast between oriental and western culture just increases our curiosity," said Lu Yulin, a professor of youth culture at China Youth University for Political Sciences.

And, that curiosity is mostly found in the young, who are the target of World Carnival. They have a lack of experience and an abundance of energy. Their weak attachment to cultural values allows them to get closer to western culture.

So, World Carnival hits them with messages that shout "we are different." No wonder they like it.

However, all cultures have their place, Lu said. And foreign ones, though novel, won't necessarily shake our roots.

But, that trust of foreign brands can extend to things like World Carnival.

A recent survey on brands favoured by Chinese youth showed that 95 per cent were imports, with Nike, Adidas, Coca Cola, and Kodak topping the list. The study was done by World Brand Lab, an international branding think tank.

"Better products, stylish designs, better service are what foreign brands suggest. I buy foreign products if I can afford them," was how University of

International Business and Economics student Hua Yang put it.

His preference for things foreign also helped explain why he went to World Carnival, when the much cheaper Summer Carnival at Shijingshan Amusement Park is only four kilometres to the east of the World Carnival site.

For some, iconic brands can also mean wealth and status. In that line of reasoning, McDonald's is not merely a fast-food restaurant — it's stylish young dining. And obviously, an Omega watch is no mere timepiece but a status symbol.

The Shanghai Social Sciences Academy attempted to get at the roots of this World Carnival thing in Shanghai, last year, in its Social Sciences Weekly.

An article said that the World Carnival had become a fad, with thousands of people talking about it and going crazy about it, so you were out-of-date if you didn't go.

Or, in the words of Ma Mouchao, a psychologist at the Chinese Science Academy, "People have an inborn need to follow the group even it is not justified."

Still, World Carnival is something light. Some think it's another slick marketing trick with a foreign brand.

But, it's up to you: if you like it, go give it a try. If not, just be yourself and forget about it.

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What are they

HOW many different ways can we amuse ourselves? What's the difference between a "funfair" and an "amusement park", or a "theme park"? To learn more, read down this list to find out what is what.

1. Amusement park

Definition: a permanent fixture with various rides, games of skill and other forms of entertainment

History: The world's first amusement park appeared in 1893 in Chicago, US. The first twenty years of the 20th century were the "golden age" of amusement parks. They began to decline in the 1930s. Today, amusement parks have largely been replaced by theme parks.

Highlights: Parks in China of this sort can be called amusement parks. The largest include: Happy Kingdom in Shenzhen, Guangdong; Suzhou Amusement Land, Jiangsu; and Shijingshan Amusement Park, Beijing.

2. Funfair

Definition: small, often mobile amusement set-up with rides, games and other forms of entertainment. Also called fairground in the UK.

History: The world's first travelling funfair, in a modern sense was the Bakken funfair in Denmark, set up 400 years ago. In the late 19th century, simple rides were added to the fair. By the 20th century, many had grown to resemble mobile amusement parks, but still mobile.

Highlights: There are no funfairs in China since all parks are permanent structures. Famous funfairs worldwide include: Funfair World in the UK and Orange County Fair in the US.

3. Theme park

Definition: a permanent fixture covering a large area with rides, games, cafes, and restaurants, all connected to a single subject

History: Theme parks were the successor to the amusement parks. Disneyland in California, US, set up in 1955, was the world's first theme park. By the 1980s, it was a billion-dollar-a-year industry in the US and elsewhere in the world. Today, theme parks are the main form of entertainment park in western countries.

Highlights: There is no real theme park in China. World famous parks include: Alton Towers in the UK; Disneyland and Universal Studios in the US.