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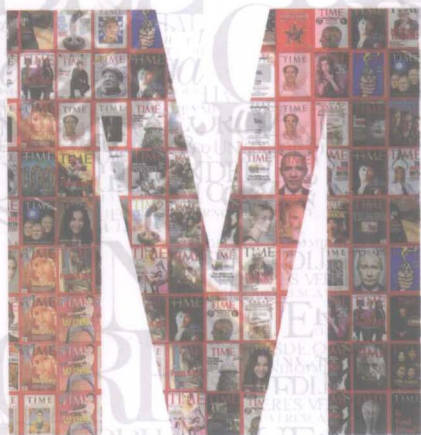
# 时代

周刊

## 精选片段选读

王欣◎丛书主编 万辰秀◎本册主编

张莹 庞双子◎副主编



**最具影响力** 的报刊尽收眼底  
最地道的英文表达**脱口而出**



天津大学出版社  
TIANJIN UNIVERSITY PRESS

体育 健康

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## 内 容 提 要

本书精选美国《时代》周刊中的优秀文章,供广大英语专业人士和各类英语学习者阅读欣赏。各篇文章均包括“中文简介”、“英语原文”、“单词和短语注解”和“难句翻译”四部分,语言地道,内容有趣,深入浅出,引人入胜。本书英语书面用语和口语兼备,网罗国计民生的方方面面,适合读者各取所需,在享受阅读快乐的同时,更能体会富有现代气息的人生百态。

## 图书在版编目(CIP)数据

《时代》周刊精选片段选读. 体育·健康: 汉英对照 /  
王欣, 万辰秀主编. —天津: 天津大学出版社, 2011. 5  
ISBN 978-7-5618-3939-3

I. ①时… II. ①王…②万… III. ①英语—汉语—对  
照读物 IV. ①H319.4

中国版本图书馆 CIP 数据核字 (2011) 第 083796 号

出版发行	天津大学出版社
出 版 人	杨 欢
地 址	天津市卫津路 92 号天津大学内 (邮编: 300072)
电 话	发行部: 022-27403647 邮购部: 022-27402742
网 址	www. tjup. com
印 刷	昌黎太阳红彩色印刷有限责任公司
经 销	全国各地新华书店
开 本	180mm × 240mm
印 张	17
字 数	373 千
版 次	2011 年 5 月第 1 版
印 次	2011 年 5 月第 1 次
定 价	29.00 元

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## 写在前面的话

### 书中的人生百态

人人心中都有一个理想国，时态上属于将来，技术上偏向于魔幻，情感上却更倾向于对原始社会的回忆。英语有一个短语“the old good days”（过去的好时光），似乎无论现时如何，关于过去的一切都笼罩着一层绚烂的金色，闪烁着氤氲的幸福感和神秘的盖亚智慧。面对未知的前路，过去辐射来的股股暖意总会在我们的心中激荡起勇气。生存的本能就是世代传继，生生不息。

我们像海边拾贝的孩子，在无尽的知识潮汐间大胆地探索着，在广阔的信息大洋的岸边欣喜地寻觅着——伟大的时刻总会成为镌刻在脑海中的层叠的涟漪，抑或弥散的水汽，不久便成为风中的传说，不留一丝痕迹。间或有一些记忆成为深藏在博物馆里的标本，偏安一隅，却难为大众赏玩。正如资料一旦成为故纸堆，便失去了留存的价值。如何赋予旧信息新活力，是一个由来已久的难题。

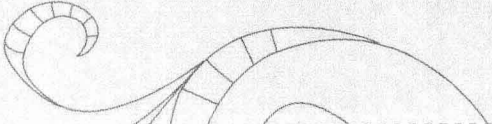
### 如何使用本书

通过阅读原汁原味的文章来学习地道英语，一直以来是英语学习最行之有效的方法之一。作为以英语为外语的读者，我们关注的重点往往是语言本身，对其叙述的事件倒不似源语读者那般执著于事实。因而，经由本书编译者介绍给广大读者的林林总总，是基于学习语言的目的，对其背后折射的宣传喉舌的作用并不加涉及。

本套书共四册，分别定位于“科技·教育”、“体育·健康”、“商业·管理”、“艺术·时尚”，读者可以各取所需，或者一并纳之。每篇文章有共同的体例：


“中文简介”——力求言简意赅，引人入胜；

“英语原文”——精选的各类文章原文；



“单词和短语注解”——以专业词汇、新词难字为主，释义贴近原文；

“难句翻译”——以达到“最大等效”为目的，将文中牵绊读者的难句转化为优美中文，帮助读者理解。



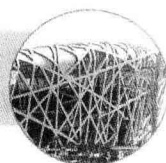
本套书可供英语专业人士、英语学习者、各界精英等阅读消遣和回味赏玩，随时随地，朗朗上口，对学习地道美式英语大有裨益。本套书编译者（排名以姓氏笔画为序）来自天津外国语大学、天津工业大学、天津商业大学、天津职业大学等高等院校，希望以专业水准的视角，带给读者极品的阅读享受。此间虽竭力追求完美，却难免有不当之处，望读者诸君不吝赐教。

丛书主编 王欣

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体育  
*Sport*





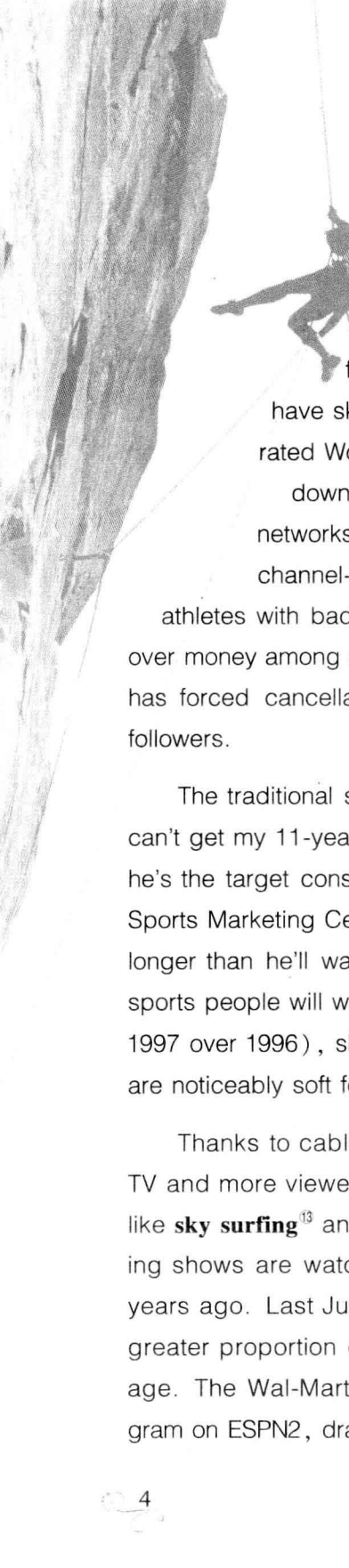


## A Wider World of Sports 更为广阔的体育世界

在美国，如果你看腻了篮球、棒球、橄榄球和冰球这四大传统体育项目的話，不要紧，非传统体育项目正以破竹之势席卷而来，大有替代传统体育项目之势。运动的多元化使得我们的体育世界更加丰富多彩，我们所要建立的，正是一个“更为广阔的体育世界”。

He has lived the dream of the modern American athlete, turning pro straight out of high school, scoring a luxurious home in San Diego and becoming no-worries wealthy through the sport he loves. He has appeared in commercials for Mountain Dew, Gap, AT&T, Gatorade and milk, taking his place beside the white-mustached Pete Sampras and Cal Ripken Jr. But Tony Hawk isn't a tennis or baseball player. He's a professional skateboarder who spends his time in swimming pools. Empty swimming pools. Preferably lefthanded, kidney-shaped pools with lips of **grindable**<sup>①</sup> concrete **coping**<sup>②</sup>, perfect for landing **nollie**<sup>③</sup> backside 180, pulling **fakie**<sup>④</sup> 540 kick-flip **indies**<sup>⑤</sup> or even busting his **phat**<sup>⑥</sup> 720 front-side airs.

If you don't understand what skateboard speaks, then you're probably outside the 12-to-34 age **demographic**<sup>⑦</sup> that advertisers and programmers covet — and that alternative-sports stars like Hawk can deliver. He's one of a new band of athletes who are helping drive the fast-growing world of nontraditional sports to an ever increasing share of the TV-ad dollar. Emerging sports such as surfing, **skateboarding**<sup>⑧</sup>, snowboarding, mountain biking, rock climbing, NASCAR racing and even bass fishing are gaining increasing TV exposure, providing greater choice



for sports fans and advertisers.

For years the sports market has been dominated by baseball, basketball, football and hockey. But lately those major sports have seen their TV ratings slide, even as the fees that the leagues charge the networks for broadcast rights have skyrocketed. We just watched — or didn't watch — the lowest-rated World Series in history. “Monday Night Football” audiences are down 10% compared with last season. The extra commercials that networks air to offset their higher costs have only prompted viewers to channel-surf more frequently away from the major sports. Big-salaried athletes with bad attitudes have been turning off fans. And now a **squabble**<sup>9</sup> over money among a bunch of rich men — pro basketball's owners and players — has forced cancellation of a month of games, further **alienating**<sup>10</sup> that sport's followers.

The traditional sports fear they are losing touch with a whole generation. “I can't get my 11-year-old son to sit down and watch a whole football game, and he's the target consumer they want,” says Rick Burton, director of the Warsaw Sports Marketing Center at the University of Oregon. “He'll watch the X Games longer than he'll watch football.” Participation rates, which may indicate which sports people will watch, are booming for pursuits like snowboarding (up 33% in 1997 over 1996), skateboarding (up 22%) and fly fishing (up 6%), while they are noticeably soft for old standbys like baseball (down 10%).

Thanks to cable, alternative sports are already **racking up**<sup>11</sup> more hours on TV and more viewers. The household audience of ESPN for “**extreme sports**<sup>12</sup>” like **sky surfing**<sup>13</sup> and **street luge**<sup>14</sup> has increased 119% since 1994, while fishing shows are watched by 34% more armchair **anglers**<sup>15</sup> than they were four years ago. Last June, ESPN's annual summer Olympic-style X Games drew a greater proportion of viewers under 35 than did the network's football coverage. The Wal-Mart FLW bass-fishing tour has become the most popular program on ESPN2, drawing well among young male viewers as well as those in their

40s and 50s. And NASCAR's TV ratings are now second only to those of the NFL. This **fragmentation**<sup>16</sup> of the sports audience has attracted advertisers and sponsors eager to grab a larger share of the \$700 billion spent each year by young males. "Right now, if you're looking for the young male demographic, you have to look outside the traditional sports," says Bob Igiel, director of the ad agency Media Edge. Sponsorship revenue for extreme sports is expected to reach \$135 million this year, up from just \$24 million four years ago. And the FLW bass-fishing tour has landed the biggest sponsorship catch of all, persuading Wal-Mart to lend its name to a sporting event for the first time in the store's 36-year history.

Male teens and young adults love what they're seeing. "Extreme athletes take their sports more seriously. Mainstream athletes make so much money. It's just a job for them," says Jonathon Meir, 14, of Incline Village, Nev. His friend Tyler McPherron, 14, adds that he associates football with "a bunch of old guys sitting on the couch and drinking beer." Snowboard and mountain-bike legend Shaun Palmer agrees, pointing out that individualistic extreme sports are "a lot better than going to football practice every day and having your coach yell at you."

The kids of the boomers identify the stick-and-ball sports with a **bygone**<sup>17</sup> era. "Since you don't like your parents' music, why would you like your parents' sports?" asks Lance Helgeson, managing editor of the *IEG Sponsorship Report*. "It's about finding a different kind of hero."

Those heroes have crossed over into the mainstream. This year champion bass fisherman Denny Brauer, like Michael Jordan and Tiger Woods, won a place on sports marketing's greatest icon: the Wheaties box. Snowboard pioneer Jake Burton taped a widely aired American Express commercial. And champion skateboarder Andy MacDonald signed on to do a spot for the Partnership for Drug-Free America — just one week after football legend Lawrence Taylor was arrested yet again on charges of **cocaine**<sup>18</sup> possession.

To be sure, traditional sports retain huge audiences and monstrous marketing **clout**<sup>19</sup>; "the Super Bowl" is watched by almost a billion people every year. But

the era of the three-sport nation may be coming to a close just as surely as the era of the three networks. Experts forecast a future of a thousand TV channels, which will be looking for even more sports programming.

Right now, in some backyard or driveway, a kid is dreaming up a new game, inventing the rules as she goes, **improvising**<sup>20</sup> the equipment. She'll teach it to her friends. And sometime in 2020, it'll be on ESPN2.

- ① grindable *adj.* 可以碾碎的
- ② coping *n.* 护顶, 盖顶
- ③ nollie *n.* 滑板运动中将反脚和倒滑结合在一起的姿势
- ④ fakie *n.* 倒滑

- ⑤ indy *n.* 滑板桥 (滑板运动的辅助设施之一)
- ⑥ phat *n.* 滑板鞋
- ⑦ demographic *n.* 人口
- ⑧ skateboarding *n.* 滑板运动
- ⑨ squabble *n.* 争论, 吵嘴
- ⑩ alienate *vt.* 使疏远
- ⑪ rack up 赢得

- ⑫ extreme sport 极限运动
- ⑬ sky surfing 空中冲浪滑翔
- ⑭ street luge 街上雪橇滑雪
- ⑮ angler *n.* 垂钓者
- ⑯ fragmentation *n.* 分裂, 破碎
- ⑰ bygone *adj.* 已经过去的
- ⑱ cocaine *n.* 可卡因
- ⑲ clout *n.* 力量, 影响
- ⑳ improvise *vt.* 临时制作, 临时凑成

## Sentences Translation

If you don't understand what skateboard speaks, then you're probably outside the 12-to-34 age demographic that advertisers and programmers covet — and that alternative-sports stars like Hawk can deliver.

如果你不明白那些滑板的术语，那么，你有可能就是12岁到34岁这个年龄段之外的人了，而这些人正是广告商和节目制作者所垂涎的，也是能和像霍克这样的非传统体育项目明星进行交流的人。

He's one of a new band of athletes who are helping drive the fastgrowing world of nontraditional sports to an ever increasing share of the TV-ad dollar.

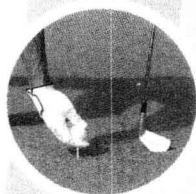
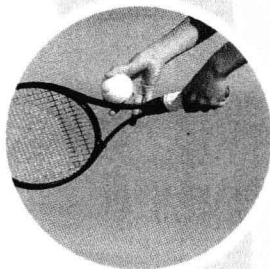
他是非传统体育项目运动员中的一员，他们都在贡献力量，去帮助正在迅速成长的非传统体育世界分得电视广告利润的一杯羹。

For years the sports market has been dominated by baseball, basketball, football and hockey. But lately those major sports have seen their TV ratings slide, even as the fees that the leagues charge the networks for broadcast rights have skyrocketed.

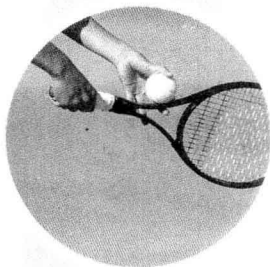
多年以来，体育市场一直被棒球、篮球、橄榄球和冰球这四项运动所主宰。但是最近，这些主要的体育项目电视收视率下滑，甚至当这些体育项目的联盟对电视网络收取的转播费用猛增时，情况依然如此。

The Wal-Mart FLW bass-fishing tour has become the most popular program on ESPN2, drawing well among young male viewers as well as those in their 40s and 50s. And NASCAR's TV ratings are now second only to those of the NFL.

在ESPN2频道播放的“沃尔玛FLW世界户外钓鱼大赛——







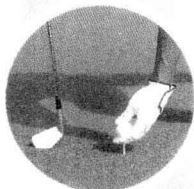
钓鲈鱼之旅”成为了最受欢迎的节目，彻底吸引了年轻的以及四五十岁的男性观众，而且现在全国赛车联合会赛事的电视收视率也仅次于美国橄榄球大联盟的比赛了。

And the FLW bass-fishing tour has landed the biggest sponsorship catch of all, persuading Wal-Mart to lend its name to a sporting event for the first time in the store's 36-year history.

而且“FLW 世界户外钓鱼大赛——钓鲈鱼之旅”还获得了最大数额的赞助，成功地说服了沃尔玛对这项活动进行冠名赞助，这也是沃尔玛成立36年来的第一次。

To be sure, traditional sports retain huge audiences and monstrous marketing clout; the Super Bowl is watched by almost a billion people every year. But the era of the three-sport nation may be coming to a close just as surely as the era of the three networks.

可以肯定的是，传统体育项目拥有数量众多的观众，产生了难以估量的市场影响；每年，收看“超级碗”的观众几乎有10亿人。但是这个“三大项目国家”的时代将肯定会像“三大电视网络”时代一样，最终走向终结。





## An 81-point Argument for Bryant Being the Best

### 81 分造就布莱恩特成为最佳的争论

2006 年 1 月 23 日，是值得书写在 NBA 历史上的一天——在湖人对猛龙的比赛中，科比·布莱恩特一人拿下 81 分，成为联盟历史上排名第二的单场个人最高分。然而在赛后，人们对科比的这一壮举却有褒有贬，本文就带我们回顾了这段历史。但不可否认，时至今日，科比仍然是全联盟中最耀眼的球星之一。

Some have viewed Kobe Bryant's high point totals as a mark of hubris, or as a sign of a stingy player whose inability to get his teammates involved hurts his team more than his offensive wizardry helps it.

But after surpassing the likes of Michael Jordan and Elgin Baylor and approaching Wilt **Chamberlain**<sup>1</sup> en route to a breathtaking 81-point performance against Toronto on Sunday night, the Lakers' Bryant might have finally **quelled**<sup>2</sup> his critics.

He might have also ended the debate about who is the best player in the game.

If nothing else, he has **captivated**<sup>3</sup> the basketball world, including players, coaches, fans and Madison Avenue.

Only Chamberlain, with 100 points in a game against the Knicks on March 2, 1962, has scored more points in an NBA game.

"It's **superb**<sup>4</sup>, definitely," Scottie Pippen, a former teammate of Jordan's, said yesterday in a telephone interview. "Something that is new to me, that is