

双语教学用书

中国主要旅游客源国与 目的地国概况

王佩良/编著

A Survey of Major Destination and Source Countries for Chinese Tourism

中国旅游出版社

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前 言

一、编写旨意

随着中国改革开放事业的快速推进,随着世界政治多极化、经济一体化、文化多元化时代的到来,中外政治、经济、文化的交流日益频繁。目前,中国已成功加入了世界贸易组织,2008年北京奥运会和2010年上海世博会将进一步促使中国融入国际社会。可以预见,在不久的将来,随着中国国力和国际地位的迅速提升,将有更多的外国人到中国来旅游、投资、经商,从事各种政治、经济和文化活动。同时,也将有更多的国人走出国门,去留学、考察,去世界各地寻找资源,开拓市场。这就需要高等教育培养出高层次的复合型双语人才。为此,教育部对我国高校开展双语教学提出了明确的指标,如果相应的专业没有5%~10%的课程实施双语教学,那么在教学水平评估中就会受到影响。全国各地高校,特别是有条件的名牌大学纷纷掀起了双语教学改革的热潮,并取得了初步成效,但双语教学在我国起步较晚,目前还存在诸种制约因素。双语教学能否顺利开展,教师 and 学生的英语水平已不是主要因素,而合适的双语教材作为师生开展双语教学的重要载体和媒介,尤为关键。如购买国外原版教材,不仅价格昂贵,给学生造成经济压力,而且在体例、内容上不合我国教学实际,针对性不强。因此,一方面是推进双语教学改革的呼声很高,另一方面又苦于教材匮乏,推进困难。鉴于这种情况,在湖南商学院领导和旅游管理系同仁的支持和帮助下,编者在承担“中国旅游客源国和目的地概况”双语教学的同时,积极开展双语教材的编写,并在教学实践中不断丰富、完善,几经修订,现正式出版,以满足旅游高校开展双语教学的迫切需要。

二、本书特点

1. 内容丰富,体系完整。全书用英语着重介绍了当今世界30个主要旅游国家的政治经济、风土人情以及旅游景区。全书共分四章,第一章介绍了亚太地区的韩国、日本、越南、印尼、新加坡、马来西亚、泰国、印度、澳大利亚、新西兰;第二章介绍了欧洲的俄罗斯、希腊、意大利、瑞士、西班牙、法国、英国、荷兰、德国、芬兰和瑞典;第三章介绍了美洲的美国、加拿大、墨西哥、巴西和阿根廷;第四章介绍了中东及非洲地区的土耳

其、埃及、摩洛哥及南非。每个国家自成一节。每一节分为三个部分，第一部分介绍该国的地理、气候、政治和经济等概况；第二部分介绍该国的简史、文化、信仰、语言、饮食、民俗、禁忌、礼仪等；第三部分介绍该国的主要城市及旅游景区（点）。

2. 中、英文结合，形式新颖。正文主要是英文，通俗易懂，对重要的人名、地名、专业术语等注以中文，免除了读者查阅词典的劳苦，提高了阅读效率。读者在轻松的阅读中，不仅增大了英语词汇量，提高了英语阅读水平，同时也开阔了眼界，获得了丰富的专业知识。

3. 集科学性、思想性、可读性和趣味性于一体，适用性强。本书既可作为高校旅游专业本科生及研究生的双语教材，也可以作为英语专业学生及广大英语爱好者的课外读本，还可以作为广大旅游业员工及涉外工作者的参考书。作为教材授课时，建议每个单元安排两课时，有些单元可由学生自己阅读，各校可以根据具体情况灵活掌握。

本书在编写过程中，陈福义教授给予了学术指导，生延超、杨宇和刘艳等同志提供了相关资料。英籍教师 Nicolas Kpodonov 先生作了仔细修改，使书稿增色不少。中国旅游出版社对该书的出版给予了大力支持。本书还参考了相关网站和图书资料，吸收了学术界同仁的研究成果，未能一一列明，在此一并深表谢忱！

由于时间仓促，加之作者水平所限，本书难免疏漏，不妥之处，敬请各位专家及广大读者批评指正，并请及时将教材使用过程中遇到的问题和改进意见反馈给我们，以供修订时参考。

作者

2005年9月

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Chapter One

Nation generating of tourism visiting China

Asia & Pacific Region



Section 1 South Korea

Part One Tourism Environment

Overview

South Korea, officially the Republic of Korea, is a country in northeast Asia, covering the southern half of the Korean Peninsula. To the north, it borders North Korea. Japan lies across the sea to the east. China lies in the west across the Yellow Sea. The country is commonly called Hanguk (韩国) or Namhan (南韩) by South Koreans and Namjosôn (南朝鲜) in North Korea. The capital is Seoul (汉城) in the northwest. Other major cities include nearby Incheon(仁川), central Daejeon(大田), Gwangju(光州) in the southwest and Daegu (大邱), Busan(釜山) and Ulsan(蔚山) in the southeast. And there are 9 Provinces (do, 道) such as Gyeonggi-do(京畿道), Gangwon-do(江原道), Chungcheong-do(忠清道), Jeolla-do(全罗道), Gyeongsang-do(庆尚道) and Jeju-do(济州道).

Geography

The landmass of the peninsula is rather stable geologically; it has neither active volcanoes nor strong earthquakes. On the whole, the western and southern slopes of the peninsula are wide with some plains and basins along rivers, while the eastern slope is very steep as high mountains precipitate into the East Sea. Most of the country, particularly the east coast, is covered in mountains—the highest is Hallasan(汉拿山) at 1950m. The Sobaeksan(雪岳山, 1,708m) range culminates in the massive Mt. Jirisan(智异山, 1,915m), which was historically a great barrier between the central and southern parts of the peninsula, and also between the eastern and western regions in the south. West of this range are the drainage basins of the Hangang(汉江) and Luodong Rivers(洛东江). Korea has a long coastline divided into the east, west and south coasts. Along the south coast, the climate is a bit more tropical and the vegetation is lush. This is where Korea grows its ginseng supplies. The country is dotted with 20 national parks.

Climate

The climate of Korea is characterized by four distinct seasons. Spring (April to May) can be beautiful, but it's also the most popular time with Japanese tourists. Summer is hot, muggy, typhoon-prone and expensive. August is the hottest month with the temperature ranging from 19°C to 27°C. Autumn (September to November) with its crisp air, spectacular autumn foliage, crystal blue sky and various folk festivals, is the season most widely loved by Koreans. An old

Korean saying "The sky is high and the horses get fat" is for its Autumn. Winter (November to March) is cold but dry, and a good time to for skiing, visiting snow-draped temples. January is the coldest month with the temperature ranging from -8°C to 7°C . Significant regional climate variations are caused by differences in elevation and proximity to the seas as well as by differences in latitudinal location. Jeju-do(济州道) off the south coast is the warmest and wettest place in the country.

Politics

The Korean government is comprised of three branches: executive, legislative and judiciary. The President, who is elected by direct popular vote for a single five-year term, is the highest representative of the republic and commander-in-chief of the armed forces, and has considerable executive powers such as appointing and presiding over the State Council. Cabinet members act on policy matters and are accountable to the President. The Prime Minister, appointed by the President upon approval of the National Assembly, oversees administrative functions of the ministries. The unicameral Korean parliament is the National Assembly or kukhae (国会), whose members serve a four-year term of office. The legislature currently has 299 seats, of which 243 are elected by regional vote and the remainder is distributed by the proportional representation ballot. The highest judiciary body is the Supreme Court, whose justices are appointed by the president with the consent of parliament. South Korea maintains its alliance with the U. S. to ensure sustained peace, security and economic development.

Taegeukgi (太极旗), its national flag, consists of a blue and red yin-yang(阴阳) circle in the center, one black trigram in each of the four corners, and a white background. The white background of Taegeukgi symbolizes light and purity and reflects the Korean people's traditional affinity for peace. The yin-yang circle, divided equally into a blue portion below and a red portion above, represents the dual cosmic forces of yin (blue) and yang (red). It symbolizes universal harmony, in which the passive and the active, the feminine and the masculine, form the whole. The four trigrams of Geon(☰乾), Gon(☷坤), Gam(☵坎) and Li(☲离), denote the process of yin and yang going through a series of changes and growth. Collectively, the yin-yang circle and the four trigrams represent universal harmony and unity.

Its national anthem is "Aegukga《爱国歌》", which means "Love the Country". Its national flower is the rose of Sharon(Mugunghwa, 木槿花). According to records, Koreans have treasured the rose of Sharon as a heavenly flower since ancient times. The rose of Sharon blooms from early July through late October. Some 2,000 to 3,000 bloom on a single plant, which is strong enough to survive even when it is transplanted or cut for decoration or flower arrangements. Thus, the flower represents the wish for lasting national development and prosperity. Koreans cherish and care for the national flower as it symbolizes the many glories the country has experienced and the trials and tribulations the people have overcome.

Christianity (29%) and Buddhism (26%) comprise South Korea's two dominant religions. Other religions comprise about 9.4 percent of the population. These include Shamanism (萨满教) and Cheondogyo(天道教), an indigenous religion combining elements of Buddhism, Taoism, Confucianism and Christianity. The great majority of South Koreans are strongly

influenced by Confucianist values, which continue to permeate Korean culture. There are also about 33,000 Muslims. The remaining religions include Taoism and Hinduism.

Economy

As one of the four East Asia Tigers, South Korea has achieved an impressive record of growth and integration into the global economy making South Korea the 11th largest economy in the world. In the aftermath of WW II, GDP per capita was comparable with levels in the poorest countries of Africa and Asia. Then the Korea War made conditions in Korea even worse. Today its GDP per capita is roughly 20 times North Korea's and equal to the medium economies of the European Union. This success through the late 1980s was achieved by a system of close government-business ties, including directed credit, import restrictions, sponsorship of specific industries, a strong labour effort, and adoption of advanced science and technology. The government promoted the import of raw materials and technology at the expense of consumer goods and encouraged savings and investment over consumption. These efforts promote Korea's major industries including electronics, automobiles, semi-conductors, steel products, shipbuilding and textiles, and increase Korea's technological competitiveness in the fields of biotechnology, environmental technology, new materials, information technology and nuclear energy. The Asian financial crisis of 1997 exposed longstanding weaknesses in South Korea's development model. Korea aims to become a financial and business hub of Northeast Asia in the 21st century.

Part Two Culture and Customs

History

According to a classic legend, Korea's first large social civilization, Go-Joseon (古朝鲜), was founded by the man-god Dangun (檀君) in 2333 BC. In 1122 BC, a kingdom called Gija (箕氏朝鲜) was established when a Chinese exile Jizi (箕子) led 5,000 followers to the mountainous peninsula and founded the kingdom by merging with existent populations. In 108 BC, the Chinese Emperor Han Wudi (汉武帝) established four commanderies (郡): Lelang (乐浪), Xuantu (玄菟), Zhenfan (真番) and Lintun (临屯). Then three different confederate of chiefdoms existed: Mahan (马韩), Jinhan (辰韩) and Byeonhan (弁韩). Under constant pressure from China, these tribes banded together to found Korea's first kingdom—Goguryeo (高句丽) in the 1st century AD. The next four centuries were known as the Three Kingdoms [Goguryeo (north), Baekje (百济, southwest) and Silla (新罗, southeast)] Period. The period was marked by a remarkable flowering of the arts, architecture, literature and statecraft. It was also during this period that the formative influence of Buddhism took hold. But in the early 13th century the Mongols reached Korea and gave their customary scorched-earth treatment. When the Mongol Empire collapsed, the Choson (朝鲜) Dynasty took over. In 1592 Japan invaded, then the Chinese Manchu (满族) Dynasty moved in. Korea closed its doors to outside influence until the early 20th century. Japan invaded the peninsula in 1904, and officially annexed it in 1910. The

Japanese, who hung on until the end of WWII, were harsh masters, and anti-Japanese sentiment was strong. After the war, the USA occupied the south of the peninsula, while the USSR(前苏联) took over the north. A war lasted until 1953, and armistice was signed, splitting the peninsula along the demilitarized zone at about the 38th parallel. Thereafter, the southern Republic of Korea, under the autocratic government of Syngman Rhee(李承晚), achieved rapid economic growth. Civil unrest dominated politics until protests succeeded in overthrowing the dictatorship and installing a more democratic form of government. In 1988 Roh Tae-woo(卢泰愚) freed up the political system. Relations were re-established with China and the Soviet Union. In 1992, Roh was replaced by Kim Young-sam(金泳三) and his Democratic Liberal Party. In February 1998, Kim Dae-jung(金大中) became president. He made an historic visit to shake the hand of North Korean leader, Kim Jong Il(金正日), in June 2000, and was awarded the Nobel Peace Prize. In December 2002, Roh Moo-hyun(卢武铉) won the presidency.

Festivals

The New Year's Day, or Seollal(新年), is one of the biggest holidays of the year. On this day, people traditionally dress their best, take off from work and gather with family to observe the ancestral ceremonies. A feast is spread and the younger members of the family make the New Year's bow to their elders. These youths then go around the neighborhood to offer New Year's greetings to their older relatives and acquaintances. The 15th day of the first month is regarded as important since it is the first full moon of the year. People crack various kinds of nuts and set off firecrackers to exorcise harmful spirits, insects and animals. In the evening, a variety of traditional games are played under the moonlight. Some time during the second or third month is a day called hansik(寒食节). On this day, ancestor rites are performed early in the morning when the whole family visits the tombs of their ancestors to pay respects. This usually includes tidying up the tombs. The Cherry Blossom Festival in Jinhae(镇海) in the province of Gyeongsangnam-do(庆尚南道) usually falls in early April. Lantern parades are held for Buddha's Birthday(佛诞节), which falls on the eighth day of the fourth month of the lunar calendar. In Seoul, there is an evening parade around the Jogyesa(曹溪寺) on the Sunday prior to the actual holiday. Buddha's Birthday designated as a national holiday in 1975. The fifth day of the fifth lunar month is called Dano(端午), which is another big holiday. According to ancient records, people on this day rested from work, dressed up in their best, and feasted just as they did on New Year's Day. Special events usually planned for the day include wrestling matches for men in which the champion receives a bull as a prize. Likewise, women participate in swinging competitions; the winner of this event goes home with a gold ring. In September the National Folk Arts Festival showcases Korean culture. South Korea's biggest holiday is Chuseok(中秋) or the Harvest Moon Festival, which falls on the 15th day of the eighth month. As this date marks the harvest time, it is celebrated as enthusiastically as New Year's Day. At this time, cities throughout the country empty as people return to their family homes to pay homage to their ancestors. On the night before Chuseok, all the family members sat around and made songpyeon(赏月), looking at the full moon. Particularly, single men and women tried their best to make songpyeon as pretty as possible. That was because one was believed to be able to meet a good-

looking spouse only if one was able to make good-looking songpyeon. During Chuseok, people share wine and food, and play games, creating a lively atmosphere. The 9th day of the Ninth Moon is Jungyangjeol(重阳节). On this day, people cooks pancakes with chrysanthemum(菊) leaves or made wine with mums(菊). In groups, people went to the mountains or entered valleys to see the foliage, and enjoyed the day by eating food and drinking wine. Folks believed that beginning from this day, mosquitoes would begin to vanish, swallows to fly south, and snakes and frogs to enter the ground for hibernation.

Arts

Traditional music is similar to that of Japan and China, with an emphasis on strings. The two main forms are the stately chongak(正乐) and the folksier minsogak(民俗乐). The former is closely related to the culture of the royal family and the upper-class, the latter belonging more to the common people. Korea's traditional music is based on the distinctively Korean voice. That voice is related to Korea's climate and natural environment, religion and ideology. Korean music instruments include wind instruments, string instruments, percussion instruments and so on. Among the folk dances are drum dances, mask dances, monk dances and spirit-cleansing dances. The most important work of Korean literature is *Samguk Yusa* 《三国遗事》, written in the 12th century by a monk. Koreans also consider their language an art form, and are particularly proud of their script, hangeul. Hangeul (meaning "Great Letters") was created by the fourth monarch of the Joseon Dynasty King Sejong the Great (1418 - 1450, 世宗) in 1443. Before its creation, Korean had been using by Chinese characters, which were awkward because the two languages had different structures and took long years to learn, so that only the upper class could read and write. Dismayed by this situation, King Sejong personally created a phonetic alphabet suited to the Korean language based on the principles of Neo-Confucian(理学) philosophy. The alphabet consisted of 28 letters(Jamo, 字母), was published in 1446 with the name Hunminjeongeum(训民正音, Correct Sounds for Instructing the People). As a result, the use of the alphabet spread among the general population. Its publication was a truly momentous event in Korean history, and the document, which has been preserved to this day, is a valued National Treasure.

Social relations

The Confucian social order is based upon the five human relationships (Oryun, 五伦) and this concept has long dictated Korean behavior to a large extent. The importance of the Confucian social order in Korea can be observed especially on New Year's Day when family members bow to grandparents, parents, older brothers, relatives, and so on in accordance with age. Young people may even seek out the village elders to pay their due respect by bowing to them, even though they are not related. At meetings, social gatherings or drinking parties, social order becomes an immediate question: who should greet whom first, who should sit where, who should sit down first, who should pour wine for whom first. Among close friends, those born earlier are treated as elder brothers and sisters. The law of the three obedience dictated women's behavior: obeisance to the father before marriage, to the husband upon marriage, and to the son after the husband's death. The woman's role was "within", that is, within the home that was her

domain to control. The man's role was "outside", and his concern was limited to the affairs of the state and life beyond the confines of the home. It was the woman's duty to care for the children, to help her husband with the farm work, to prepare family meals, to make the family's clothes, and to create an atmosphere of peace so as to better enable her husband to concentrate on the larger issues of society. The female role was firmly established within the confines of the home and women were expected to adhere strictly to that role. Although strict observance of Confucian-inspired ideals is now a rarity, Korean men and women are still conscious of their positions as expressed not only in their behavior but in their speech as well. Love and affection between man and woman is rarely expressed openly, not even between husband and wife.

Marriage

In Korea, the marriage between a man and woman represents the joining of two families, rather than the joining of two individuals. As such, the event was often called Taerye (大礼, Great Ritual), and people from all over participated. Steeped in traditional Confucian values, the ceremonies and events surrounding the actual marriage were long and elaborate, from the pairing of the couple to the rituals performed after the ceremony. Professional matchmakers paired up likely candidates for marriage, with the new couple meeting for the first time at their wedding! The families considered many factors in the decision, consulting with fortunetellers for predictions about the future of the couple. During the Chosun Period, people married in their early teens, with the girl often being several years older than the boy. The groom usually traveled to the house of the bride for the ceremony, then stayed there for 3 days before taking his new bride to his family's home. The actual ceremony involved many small rituals, with many bows and symbolic gestures. Although Koreans have kept several aspects of the traditional ceremony, most modern ceremonies resemble Western marriage ceremonies more than traditional Korean ones. However, many folk villages and museums across the country regularly perform ceremonies to keep the traditions alive.

Child's birthday

In the past, due to a lack of medical information, Korea's seasonal temperature differences, and many childhood related diseases, the death rate for children was extremely high. Many children died before their first birthday. After the age of one year, the survival rate steeply increased, making this milestone a very happy one for the child's parents. It has also been a custom to celebrate a child's Saei-rye (21-day Celebration) and 100 day birthday (baek-il 百日). In modern times, due to the improvements in medicine, the influence of Western culture, and modern industrialization, the Shamanistic(萨满教) reasons for the Tol(周岁) celebration have been reduced. However, the event is still celebrated as a time of congratulations for the parents and family.

Dress

Traditional Korean dress has its roots back as far as the Three Kingdoms Period. The top part called a jeogori(则高里袄) is blouse-like with long sleeves with the men's version being

longer, stretching down to the waist. Women wear skirts while men wear baggy pants (paji, 巴基裤). Commoners wore white, except during festivals and special occasions such as weddings. Clothes for the upper classes were made of bright colors and indicated the wearer's social status. Various accessories such as footwear, jewelry and headdresses completed the outfit.

Table manners

Kimchi(泡菜), as Korea's best known food, is served at almost every meal, and few Koreans can last more than a few days without kim chi. When at table, firstly taste soup or kimchi juice, and then try rice or other dishes. Use spoon for rice and liquid foods; use chopsticks for other foods. Do not make noises with spoon or chopsticks hitting the rice bowl or other food containers. During the meal, uneatable parts such as bones or fish bones are quietly discarded by wrapping them in a paper so that others won't see them. Do not put them on the table or floor. When coughing or sneezing during a meal, face the other way from table and cover your mouth with your hand or napkin. Eat the rice and side dishes from one side. Chew food with your closed mouth and do not make noises while chewing. Sit with your body in an upright, straight position. Do not suck the chopsticks and do not hold spoon and chopsticks at the same time. The spoon and chopsticks should not rest on any bowl or dish during the meal.

Use an individual plate for foods served for a crowd, and also for sauces such as soy & vinegar sauce or sweet & sour hot pepper soybean paste. Try to keep pace with others by eating not too fast or too slow. When having a meal with the elderly, wait for them to put the spoon and chopsticks on the table at the end of the meal. After a meal, put the spoon and chopsticks on the spot where they were placed first and put used napkins on the table after folding it little bit if they are big. When using a toothpick, cover your mouth with one hand and discard it afterwards so others won't see it.

Drinks

With their meals, Korean rarely drinks anything but a little water or barley tea. However, when they drink, they drink a wide variety of beverages and traditional alcoholic drinks. Korean traditional alcohols can be divided into 3 categories: takju, yakju and soju. Among them, yakju has the richest history and tradition. The mild flavor, natural color and soft texture are dominant qualities of Korean traditional alcohols.

In the past, Korean drinking customs were steeped in tradition and ceremony, especially in showing respect and courtesy. Nowadays, customs take into account hygiene and respect the wishes of people who not drink too much. Korean people like to say drinking makes them feel friendlier and more open. Singing constitutes an integral part of the drinking times, and it is difficult to find a place in Korea that does not include at least one singing room. However, the singing often begins after dinner right in the restaurant, and everyone is encouraged to join in the fun.

According to Koreans, the principle of drinking is to think of human being first and form better relationships for the purpose of harmony. The most important seat in drinking is the inner side from the door and center position. The designation of seats is usually dependent upon the host or the eldest person. At the drinking table, offer alcohol to elders first with both hands in



courteous manner. When an elderly person is offering alcohol, the received should stand up and proceed and take the glass with both hands after bowing. Do not drink before the elder person raises the glass and do not decline the glass that the elder person is offering. Always offer the glass in the right hand. Even if person does not love to drink, it is a courteous manner to drink at least the first glass so as not to ruin the drinking mood. In Korea, the proper amount of alcohol to drink is described as "il bul, sam so, o ui, chil gwa" (一不, 三少, 五宜, 七过), meaning "don't stop with one glass, 3 glasses lacks, 5 glasses is proper, and 7 glasses is over drinking." There are no customs such as cheomjan (加满, pouring alcohol in a cup before the cup gets empty). You should wait until a person's cup is empty before refilling it. It is considered impolite to make people pour their own drinks.

Village guardians

A Changseung (长生) is a milepost or guardian for a village. Deeply rooted in Korea's shamanism (萨满教) culture, it has over 200 years of history. The name Changseung was borrowed from the Taoism idea of "jangsaeng bulsa" (长生不老). The name of the various types of Changseung differs according to its role, function, appearance and location. It is classified into many different functions such as village protection, national defense, protection from disaster and diseases, protection of Buddhism, geological boundary, legal milepost, and praying for a son. In its basic form, Changseung represents a guardian with a symbolic expression of a deformed human face on stone or wood and its name written on the body. Usually, a pair would guard the entrance to the village. The expression of the face marks the most important aspect. It usually has popped eyes, a big and bulbous potato nose, protruding teeth, and a hat. Chonha-dejangkun (天下大将军) is the great god above the world, and he is usually found together with Jiha-yojangkun (地下女将军), the great female god of the underground. Bangwee-shinjang (保卫神将) is the god guarding against devils and misfortune, while hohop-shinjang is the god who protects national or religious constitution. Bopsoo is name of a Sinson (神仙) who prevents evil spirits from visiting.

Divination(占卜)

There is a mention of divination in Korea as early as the Three Kingdoms Period. During the Silla Kingdom, a specially designated solar officer, or ilgwan (日官), was chosen to divine and report to the king any unusual natural phenomena. During the Goryeo Dynasty, a similar official was appointed as "the doctor of divination." This official would observe and interpret meteorological phenomena and divine the future of the dynasty and the fortunes of individuals based on his findings. At first, divination was concerned mainly with natural phenomena and important problems of life, but soon, it was extended to encompass the affairs and events of everyday life. Divination foretells the fortunes and misfortunes likely to befall a person through the observation of the sun, the moon, the stars, clouds, rain, the rainbow and the winds. Natural phenomena resulting from the interactions of these elements are thought to have an intimate relationship with human life and can reveal the future. Each man is believed to have his own star, and the stars of heroes, sages and great men are especially large. The brightness of a