



李金达

李金达 原北京外国语大学英语系教授兼北外高翻学院研究生部客座教授。主讲英国古典文学及汉译英，发表过《贝尔武甫》(*Beowulf*)节译和文学评论“英国第一位诗人乔叟”(Chaucer)、《写作捷径》(*Shortcut to Writing*)，和钱青教授等合编《美国文学名著精选》(*Highlights of American Literature*)，译著《坎特伯雷故事集》(*Canterbury Tales*)。1981至1983年赴美留学，获美国明尼苏达大学文学硕士学位。曾出访过英国、奥地利、苏联和其他欧洲国家。

常听到英语学习者提这样的问题，学习英语多年，培训班也上了好几年，就是长进不大，怎样才能学好英语？造成学习效果不理想的原因很多，不能一下说清，下面我仅举一例供大家思考——学习词汇的方法不当。不少学员一见多音节词就查字典，而对一些单音节词组成的短语却以为很容易，不查也不记，殊不知前者多半为外来的拉丁字，用作专业词汇的居多，后者才是英国的本土字，用于日常生活，应该是大家学习的重点。

另一个问题是词类概念模糊，容易跟汉语混淆导致句子结构上的错误。英语中有名词、动词、形容词、副词和介词等，它们各司其职，分工明确。如介词总跟名词或名词从句连用、副词跟动词或形容词连用。每句话的基本组成部分是主语+谓语+宾语，就像一个房间的屋顶、地板和四壁。由于在汉语中不同的词类在形式上没有变化，因此有些学生在学英语时没有明确的词类概念。如《大学英语》第三册有篇课文 *Clearing in the Sky*，所有学生都把它译成“万里晴空”，他们误把 *clearing* 当作形容词，可他们却忘了形容词后面不能加 *ing*，*clear* 这里是动词+*ing* 成动名词，作“清除”讲，故应译为“山上开荒”。

学生中普遍存在的另一种现象是把学过的每个短语词组或整句都逐一译成汉语储存在脑子里，待到使用时就把记忆中的汉语回译成英语。如某人在黑板上写了这么一个成语：Every road leads to Rome (条条大路通罗马)。此句的原文应为：All roads lead to Rome. 我主张用 *direct method* 而不是 *translation* 去记忆英文，要不然很多英语口语在使用或回译时恐怕会面目全非，如名词短语 *a dark horse*，通常译作“黑马”，是指 *a horse coming from nowhere; an unexpected winner*。有人会把“黑马”回译成“*a black horse*”，那就错了。英语中“*a black horse*”只是指“黑色的马”。不过，“*a black sheep*”并不是“黑毛羊”而是另有所指，作“害群之马”或“败家子”讲。像这类英语习语跟它们的汉译的差别实属不同文化之间的差别，若用形象记忆法把英语单词或词组储存在脑子里，就能在讲英语和写文章时做到准确流畅，也就是我们常听到的一句忠告 *think in English*。只有原汁原味地吸收英语，尽量降低汉语不必要的干扰，这样学出来的英语才是地道的。

第三，学习英语若没有句型 (*sentence pattern*) 概念，就如同演算数学不借助公式一样。例如英语中的动词短语、介词短语以及名词短语都有其固定的搭配，不能任意改动。如：置若罔闻—*fall on deaf ear*；视而不见—*turn a blind eye to*；出洋相、干蠢事—*play the fool* 等。请看下面三个填空句子：(1) This is *in* reply to your letter of June 15. (2) This catalogue will be sent *on* request. (3) *At* your request, we are mailing you an illustrated catalogue for the latest products of our company. 这几个介词是不能替换的。

本期还刊登了一篇我用英文撰写的文章，在文中试图和青年朋友们谈谈我对如何学好英语的几点看法，仅供参考。同时，也欢迎大家提出自己不同的意见和想法以便我们共同探讨这个大家虽感兴趣可一时又不易找到答案的课题。不过我坚信“实践是检验真理的惟一标准”这句名言。

适合人人学习

英语的

英语学习 陈毅 题

本刊首创英语读物难度等级划分,它既有利于读者根据自己的水平循序渐进地提高英语水平,又有助于学习者把握自己的英语阅读进度,扩展有关知识。B (beginning) 级适合于掌握近 2000 单词的高中学生及广大英语学习者。I (intermediate) 级适合于拥有 3000 左右词汇的普通高校的低年级学生或同等水平的英语学习者。C (college) 级适合于大学英语专业一、二年级水平,词汇量在 4000 至 5000 上下的学习者。A (advanced) 级为大学英语专业三、四年级以上水平,词汇量超过 6000 的英语学习者。

主 办 北京外国语大学
承 办 北京外国语大学英语系
外语教学与研究出版社

主 编 侯毅凌
副 主 编 龚 雁 李家真
编辑部主任 陶雪蕾
编 辑 沈 毅 丁 飞 贺 丹 张 微 孟 颖 吕 铭 学
封面设计 林 力
版式设计 王 军 李 研

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《英语学习》编辑部
电话: (010) 68917570 传真: (010) 68917181
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本刊广告部通讯地址:

北京市丰台区丰管路 5 号盛鑫嘉园 1 号楼 105 室 (100071)
电话: (010) 83660083 13601129021
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发行业务: (010) 68917181 68917749
传真: (010) 68917181

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(河南省南阳市 陈也恬) 我学英语大概有七年了。从一开始我就很喜欢英语, 但成绩始终不是太理想。我买了许多相关的辅导杂志和读物, 每一本我都仔细地阅读, 不明白的地方就去查字典, 觉得好的地方就记下来, 现在我已经积攒了四大本厚厚的读书笔记了。可能是因为我的词汇不扎实吧, 我常常记不住一个单词的多种用法, 也分不清同一个单词究竟是在哪种情况下用这种意思, 而又在哪一种语境中用另一种意思?

一门语言的魅力就在于它的博大精深和复杂玄妙, 在学习和阅读的过程中, 常常在你抓耳挠腮百思不得其解之际, 又蓦地让你有“山穷水复疑无路, 柳暗花明又一村”的顿悟和释然。故而对于陈也恬同学提出的“一个词有许多意思, 怎么区别单词在不同语境的意思呢?”的问题, 我们无法简单地作答, 因为看到一个单词所在的语境与段落就能正确判断出用的是这个词的哪一个义项, 这得需要相当长时间的知识积累与良好的语感培养, 不是听了听方法就能做到的。但是, 只要你继续保持现在这种顽强的学习精神和勇于质疑的态度, 持之以恒, 这个问题的答案你很快就可以自己找到了。此外, 本刊新设的“你问我答”栏目中选取的典型问题和何曾楣教授的详尽解答一定也会对你的学习有所帮助。

(黑龙江哈尔滨市 沈思) 一直都佩服“缤纷世界”栏目里 Remarks 的执笔, 笔调简洁、幽默不说, 对一些不正常的文化现象和社会风气点评含蓄、讽刺、巧妙而不失尖锐, 短短三两句, 读后叫人拍案称绝, 并且期期有亮点, 篇篇皆精彩, 在同类杂志中实不多见。To be frank, every time when I get ELL my first job is to read these remarks. So cool!

谢谢你的来信, 其实你对“缤纷世界”栏目里 Remarks 所作的 Remarks 也很精彩! 诚然, “缤纷世界”是个不可多得的好栏目, 长久以来颇受众多读者的喜爱。《英语学习》杂志也一直把它当作招牌栏目, 看看它在杂志中所处的位置就知道了。2001年该栏目的文章已集结成书, 书名为《地球村消息》, 很受读者喜爱。如今, 《地球村消息 II》正处于紧锣密鼓的加工之中, 近期将与读者见面。在此, 我们特邀“缤纷世界”的“栏主”冰尘先生出来跟大家打个招呼, 他是这样说的:

很高兴看到读者们喜欢我做的栏目, 你们的欣赏无疑会成为促使我努力做得更好的兴奋剂 (但愿我不会对此产生依赖性)。其实我自己也很喜欢这个栏目, 因为通过它可以跟大家分享一些自己对社会和人生的认识。当然, 也曾经有读者表示不能同意我的某些观点, 所谓君子而不同, 这倒无须强求一致, 能与大家交流才是最重要的。

■冰尘 编译

拼写软件帮倒忙?

Spell-Check Can Make Writing Worse

How might you drag a good writer's work down to the level of a lesser scribe? Try the spell-check button. A study at the University of Pittsburgh indicates spell-check software may level the playing field between people with differing levels of language skills, hampering the work of writers and editors who place too much trust in the software. In the study, 33 undergraduate students were asked to proofread a one-page business letter — half of them using Microsoft Word with its squiggly red and green lines underlining potential errors. The other half did it the old-fashioned way, using only their heads. Without grammar or spelling software, students with higher SAT* verbal scores made, on average, five errors, compared with 12.3 errors for students with lower scores. Using the software, students with higher verbal scores reading the same page made, on average, 16 errors, compared with 17 errors for students with lower scores. Dennis Galletta, a professor of information systems at the Katz Business School, said spell-checking software is so sophisticated that some have come to trust it too thoroughly. "It's not a software problem, it's a behavior problem," he said. Microsoft technical specialist Tim Pash said grammar and spelling technology is meant to help writers and editors, not solve all their problems. The study found the software helped students find and correct errors in the letter, but in some cases they also changed phrases or sentences flagged by the software as grammatically suspicious, even though they were correct.

*SAT: Scholastic Assessment Test的简称, 即“学习水平评估考试”, 亦作 Scholastic Aptitude Test. 由美国大学委员会(The College Board) 委托“教育考试服务机构”(Educational Testing Service)

Write
Better
?

主持进行。美国没有统一的大学入学考试, 各大学通常以SAT成绩作为录取标准。普通的SAT包括英文(verbal)和数学(math)两部分。

* * *

怎样可以将杰出作家的作品降低到劣等作者的水平? 点一下

“拼写检查”键吧。匹兹堡大学所作的一项研究表明拼写检查软件会拉近不同的人的文字技巧上的差距, 妨碍那些对其过分信任的作者和编辑的工作。研究者们让33名大学生校对一份长1页的商业信函, 其中半数学生使用微软文字处理软件, 该软件会在可能有误的文字下面划出红色或绿色的波浪线; 另一半则使用传统的校对方式, 也就是靠自己的头脑来判断正误。在不使用语法及拼写软件的情况下, 那些SAT英文成绩较好的学生平均出5个错, 而成绩较差的学生平均出12.3个错。用了软件之后, 英文成绩较好的学生校读同一篇东西平均要出16个错, 而成绩较差的学生平均出17个错。凯茨商学院的信息系统教授邓尼斯·加莱塔说, 拼写检查软件的先进性使一些人对它达到了迷信的程度。“这不是软件问题, 而是(人的)行为问题。”微软的技术专家蒂姆·帕什说, 语法及拼写检查技术能为作者和编辑提供帮助, 但并非万应金丹。研究发现, 拼写检查软件能帮助学生发现并改正信函中的错误, 但学生们有时也会被其误导去改动那些被它标示为语法有问题的正确语句。

* * *

Remarks: 的确是人的问题。其实我自己的得意文字下面就经常划着红红绿绿的波浪线, 只是我当它不存在而已。人在多数情况下还是比机器聪明的, 不是吗?

上节目, 赢工作

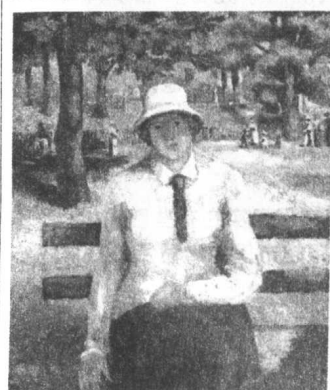
Unemployed Turn to TV Show to Win Jobs

Germans competing in a new television gameshow will not be bidding to win a luxury car or exotic holiday. In a country where four million people are out of work, the prize is much more sought-after: a job. Two unemployed people will compete for one job contract in each

show, and viewers will get to decide who they think is best suited to the post, said Marcus Wolter, program director at the Neun Live channel. "There might be two hairdressers for example, who have to show how well they treat customers and, of course, how well they can cut hair," he said. The new show, which will go on air in late autumn has triggered criticism from unions and social organizations. "Those who want to exploit the unemployed for visual ends are playing with the fears and hopes of people in a shameless and despicable manner," said Walter Hirrlinger, president of the VdK social federation. Germany's DGB trade union federation told the mass-circulation *Bild* newspaper finding jobs for the unemployed should rest with professionals and not a TV show. But Wolter said TV audiences were well-equipped to choose the better candidate without being employment experts: "If people can vote for their favorite song in the Eurovision song contest without having a music degree, why shouldn't they also vote in our show without being job experts?"

德国一个新的电视游戏节目为参与者提供的奖品既不是豪华轿车,也不是国外旅行。在一个有400万失业人口的国家,节目提供的奖品要诱人得多:一份工作。“新直播频道”的节目负责人马库斯·沃特说,每一次节目中都会有两位失业者角逐同一份工作合同,由观众来决定

他们心目中这一位置的适当人选。“举例来说,参加节目的可能是两个理发师,他们必须展示自己对顾客的服务有多好,当然,还有他们理发得怎么样。”将在秋末播出的这档新节目已经招致了工会和一些社会组织的批评。VdK 社会联盟主席沃尔特·



Unemployed Girl by Malevich
马列维奇的《失业的女孩》

赫林格说:“那些想从失业者身上榨取收视效果的人是在以一种无耻卑劣的方式玩弄人们的恐惧和希望。”德国的DGB 工会联盟对发行量巨大的《图片报》说,应该依靠专业人员而不是电视节目来为失业者找工作。但沃特认为,不是就业专家的电视观众也有足够的能力选出更优秀的参选者:“如果没有音乐学位的人也可以在欧洲电网的歌曲大赛中投票选出他们喜爱的歌曲,为什么不是就业专家的人就不能在我们的节目中投票呢?”

Remarks: 在这个时代,也许真正的showtime已经来临了,没什么不能拿来show & sell了,但我觉得,还是主席先生说得有道理。

请耐心等待 Doctors Advised to Stop Interrupting and Listen



Doctors should keep quiet and let patients explain their problems instead of interrupting them, Swiss scientists said. Most patients can explain what is wrong with them in less than two minutes and many may even be swifter, according to Dr. Wolf Langewitz of University Hospital in Basle. But research from the United States has shown that doctors usually start talking after about 22 seconds. "Doctors do not risk being swamped by their patients' complaints if they listen until a patient indicates that his or her list of complaints is complete," Langewitz said in a report in the *British Medical Journal*. When he and his colleagues used a hidden stopwatch to time patients until they were finished talking, the average time was 92 seconds, although elderly patients tended to take longer. "Even in a busy practice driven by time constraints and financial pressure, two minutes of listening should be possible and will be sufficient for nearly 80 percent of patients," Langewitz added.

瑞士科学家说,医生应该安静地倾听患者讲述病情,不要打断他们。巴塞尔大学医院的沃尔夫·兰格维茨医生认为,大多数患者能在不到两分钟的时间内说明自己的病情,很多人还会更快。而美国的研究表明医生通常在(患者开始讲述之后)大约22秒时就开始说话。兰格维茨在发表于《英国医学杂志》的报告中说:“医生应该耐心倾听,直到患者表示他或她已经讲清楚所有病况为止,不用担心患者的喋喋不休会令他们无所适从。”兰格维茨和同事用秒表暗中测算患者讲完病情所用的时间,发现他们平均要用92秒,尽管老年患者所花的时间通常要多一些。兰格维茨补充道:“就算医疗业务因时间限制和财政压力而格外繁忙,两分钟的倾听时间也应该抽得出来,而这对将近80%的患者来说已经足够了。”

* * *

Remarks: 对所有志在助人的“专业人士”来说,这都是值得重视的一个建议。因为教条僵死,而人是活的。人的问题,人自己最清楚。

价钱公道的女王

Queen a Bargain for Canadians

Canada gets its constitutional monarchy cheap, paying just C\$1.10 (45 pence) per citizen per year, or half the cost of running one of Ottawa's main museums, according to a study by a royalist group. The Monarchist League of Canada said the \$1.10 pays for the expenses of the Governor General, the Queen's representative in Canada, and for the expenses of lieutenant governors in Canadian provinces. It also pays for royal visits, including the Queen's Golden Jubilee tour of Canada. That works out at under half the annual cost of the Museum of Civilisation, across the river from the capital Ottawa, or half the cost of running the Senate. "It's a pretty bare bones operation," said Monarchist League of Canada Chairman John Aimers. "It's a very modest and appropriate expenditure." Aimers said that even without the monarchy, Canada would still spend money on

visiting foreign ambassadors and heads of state, and someone would be required to do the largely ceremonial governor general's job. "The costs would still be the same," he said. The governor general and lieutenant governors represent the Queen, who is Canada's head of state. Canadians foot the bill for security and other issues when members of the royal family visit Canada. But they don't pay for royal vacations, like the ski trip to Whistler, British Columbia, taken by Prince Charles and his sons in 1998.

* * *



根据一个保皇组织的研究,加拿大的君主立宪政体所费甚微。每个公民一年只需为此付费1.10加元(45便士),只相当于渥太华一家主要博物馆运营费用的一半。加拿大君主主义者联盟说,这1.10加元已经涵盖了加拿大总督——英国女王在加拿大的代表——和加国各省副总督的开支,以及英国王室

访问——包括女王即位五十周年纪念时对加拿大的访问——的费用。经计算,这些钱还不到与首都渥太华隔河相望的文明博物馆每年费用的1/2,也只是参议院所需费用的一半。“君主制运作十分精简,”加拿大君主主义者联盟主席约翰·爱默斯说,“所需费用也合情合理。”爱默斯还说,就算没有君主制,加拿大还是得为外国使节及元首的来访花钱,还是需要有人来担当基本上是礼节性的总督工作。“成本还是一样。”加拿大总督和副总督代表着女王,后者是加拿大的国家元首。加拿大政府为来访的英国王室成员支付保安及其他费用,但不负担他们度假的费用。举例来说,查尔斯王子和他的儿子们1998年到不列颠哥伦比亚省的惠斯勒滑雪时就得自己买单。

* * *

Remarks: 用这样的理由来保皇实在有些匪夷所思——神圣的君王存在的理由竟然跟超市里的劣质货品一样吗?

球员的价值

Soccer Player Traded for Shrimp

Both teams said they got a good catch when striker Kenneth Kristensen switched soccer teams in Norway for about 170 pounds of fresh shrimp. A local newspaper said that third-division side Floey in Kristiansand agreed to pay rival team Vindbjart striker Kristensen's weight in shrimp for the privilege of having him among their forwards. "Kenneth was very eager to play for Floey, and we didn't want to be difficult. But he was under contract for us, so of course we had to demand some kind of compensation," said Vindbjart club president Vidar Ulstein. After a brief meeting, Vindbjart's officials decided that the transfer payment would be Kristensen's weight in shrimp. "No problem, we have enough shrimp," said Floey president Rolf Guttormsen. The exact amount that Floey will have to pay, will be decided when the two teams meet next time. To make sure that they get their due payment, Vindbjart will bring along scales, which Kristensen will mount before the game. Kristensen scored 14 goals for Floey this season.*

*据上下文意,可知转会交易虽未完成,但克里斯滕森此前已经通过某种形式(如租借)在为弗队效力了,故有为弗队进球之说。

* * *

前锋肯尼思·克里斯滕森以大约170磅鲜虾的身价从挪威的一支球队转会到了另一支,两支球队都觉得这是笔上算的买卖。据当地一家报纸报道,克里斯蒂安桑(挪威南部港市——译者)的丙级球队弗罗伊同意付给其对手文比加特队相当于克里斯滕森体重的虾以得到这位前锋。文比加特队俱乐部主席维达·乌尔斯滕说:“肯尼思很想为弗罗伊队踢球,我们也不想为难他。可是他跟我们有合同,我们当然得要求一点补偿。”文比加特队的官员们开了一个短会,决定把克里斯滕森的转会费定为相当于其体重的虾。“没问题,我们有的是虾。”弗罗伊队主席罗尔夫·古托姆森说。“转会费”的准确数目将在两队下次相遇时确定。为了不做赔本买卖,文比加特队将带上磅秤,在比赛之前对克里斯滕森进行称量。克里斯滕森本赛季已经为弗罗伊队攻入了14球。

Remarks: 有14球进账的前锋身价只是如此,想来我国某些职业球员的身价应该是等于其体重的马铃薯。

乌龙球“帽子戏法”

Hat Trick* of Own Goals

Lithuania has scored an astonishing three own goals, including two from Gerdas Aleksa, to help Germany to a 4-1 victory in a European under-21 championship qualifier. After going ahead through a penalty from Mindaugas Kalonas in the 16th minute of the game, Lithuania lost their way, handing victory on a plate to the Germans in their first test under new coach Juergen Kohler, the former defender. Goalkeeper Simas Skinderlis put the ball into his own net in the 40th minute. After German Michael Zepek headed a goal in the 54th minute, Aleksa struck the ball past his own goalkeeper twice in the 60th and 69th minutes. It is very unusual for three own goals to be scored in one match at international level. English soccer has witnessed two own goals from one player in domestic action, however. In 1976, Chris Nicholl scored all four goals in a 2-2 draw between Aston Villa and Leicester.

* Hat trick: 帽子戏法,指在一场比赛中连进3球。这个词源于19世纪70年代在英国广为流行的板球比赛。在板球比赛中,如果一名投球手连续投出3个好球而将对方3名球员淘汰出局,他通常会得到一顶新帽子作为奖品,这就是“hat trick”的来历。现在“hat trick”的应用范围已不限于体育领域,人们还用它来形容任何连续3次的成功。

* * *



在一场欧洲21岁以下青年足球锦标赛资格赛中,立陶宛队令人难以置信地打进了3个乌龙球——其中两个来自杰达斯·阿历克萨——并帮助对手德国队以4比1赢得了比赛。比赛进行到16分钟时,立陶宛队凭借敏道加斯·卡隆纳斯罚进的点球取得领先。然而此后他们就迷失了方向,把胜利拱手送给了在后卫出身的新教练于尔

根·科勒率领下初次出赛的德国队。第40分钟,门将西马斯·斯金德里斯把球弄进了自己的网中。德国队的迈克尔·泽佩克在54分钟时头球命中,此后阿历克萨又在60分钟和69分钟时两次攻破了自家大门。乌龙球“帽子戏法”在国际水平的赛事中极为罕见。不过,英国国内联赛中也曾出现过一人在一场比赛中打进两个乌龙球的情形。1976年,克里斯·尼科尔一人包办了阿斯顿维拉队2比2平莱切斯特城队那场比赛中的所有4个进球。

* * *

Remarks: 希望靠乌龙球名垂后世的人还有机会,因为在重大比赛中还没有出现过一人上演乌龙球“帽子戏法”的先例。

我们来买单!

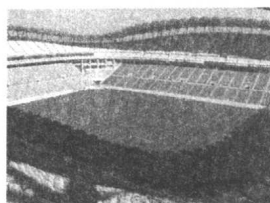
Soccer Team Paying for Fans' Seats

A bad pro soccer club is telling its fans, "This one's on us!" Embarrassed by Sigma Olomouc's 2-5-5 record*, putting it 13th in the 16-team Czech League, team officials ordered their players to foot the bill for tickets to the next game against Sparta Prague. All spectators will get in free to Sigma Olomouc's Andruv Stadium, which seats 12,119. At \$1.70 a ticket, a sellout would cost the players about \$20,000. The average annual salary in the Czech Republic is \$5,900. "We were wondering how best to punish players who are paid royally but play lousily," club chairman Jiri Kubicek told a local newspaper. "Then a club official came up with this idea." The players, for their part, accepted the punishment for poor play. "None of us even thought about grumbling," captain Martin Vaniak said. "We hope the stadium will be packed. We want to get the fans back on our side."

* 2-5-5 record: 2胜5平5负的战绩。体育报道中常用这样的方式表示球队的战绩,3个数字依次代表胜、平、负的场次。

* * *

一个表现糟糕的足球俱乐部告诉它的球迷:“这账算我们的!”捷克球队奥洛姆克西格马最近战绩为2胜5平5负,在有16支球队参加的联赛中排名第13,备感难堪的俱乐部官员因此命令球员为下一场对布拉格斯拉达队



的比赛球票买单。所有观众届时都可免费进入有12119个座位的该队主场安德鲁夫体育场。按一张票1.7美元计算,如果满座的话球员们需要为此

支付大约2万美元。捷克共和国的平均年工资为5900美元。“我们想知道,怎样才能最有效地惩罚这些收入不菲却表现拙劣的球员,”俱乐部主席吉瑞·库比切克对当地一家报纸说,“一位俱乐部官员于是想出了这个主意。”另一方面,球员们也觉得自己罪有应得。“我们想都没想过要抱怨,”队长马丁·瓦尼亚克说。“我们希望体育场届时能爆满。我们想重新赢得球迷的支持。”

* * *

Remarks: 我喜欢球队和球员的诚恳,因为国内的一些球队在这种情况下只会“请球迷理解我们”。

你飙车,我请客

Game Company Gives UK Drivers Free Ticket to Speed

A computer game company's offer to pay the speeding fines of all British drivers as part of an advertising promotion for a new motor racing game has been branded irresponsible and dangerous by the government. Acclaim Entertainment said it would refund the fines of any driver caught by speed camera on October 11, 2002 to mark the launch of a new PlayStation 2 driving game "Burnout 2: Point of Impact." Acclaim spokesman Shaun White said the company did not condone speeding but wanted to "ease the financial pain a bit." "Taking the side of people who enjoy driving fast, it therefore seemed quite logical to offer people caught by camera something that would make them feel OK about it," he said. But the Department of Transport said the campaign would be likely to promote speeding and encourage dangerous driving. "If they want to foot what is likely to be a hefty bill, that is their choice. But we

cannot condone something that so obviously encourages people to break the law and do something dangerous," a spokesman said. "Basically they are encouraging people to speed and to break the law. I just hope for their sakes that none of these people ends up knocking down a child."



一家电脑游戏公司允许为英国所有的驾车者承担超速罚金，以此作为一种新的赛车游戏进行广告宣传，英国政府认为该公司此举既不负责任又危

险。喝彩娱乐公司宣称它将为所有在2002年10月11日这天被超速监视摄像机拿获的驾车者支付交通罚金，以此庆祝新的第二代游戏工作站赛车游戏“狂战赛车2：冲击时刻”的上市。喝彩娱乐公司发言人肖恩·怀特说，公司此举并不是纵容超速驾驶，只是想“稍微减轻一点（因超速被罚款者的）财政痛苦”。他说：“站在喜欢开快车的人立场上看，为被摄像机逮到的人做点让他们感觉好一些的事情显得非常合理。”但是，交通部认为，这种宣传活动可能会增多超速及危险驾驶行为。“如果他们想买一张可能相当大数额的单，那是他们的自由。但我们不能原谅这种显然是在鼓励人们违法和铤而走险的行为。”（交通部）一位发言人说。“基本上他们是在鼓励人们超速驾驶和违反法律。为他们着想，我只希望这些危险驾驶的人不要以撞倒儿童收场。”

Remarks: 这家公司此举不仅不道德，而且不明智：如果在公路上就可以体验飙车的刺激，谁还要买赛车游戏呢？

美女与棺材

Sexy Pin-Ups* Model Coffins for Funeral Home

Death is hardly something to look forward to, but one Italian funeral home is trying to make the afterlife a tad more tempting by using bikini-clad women to sell its coffins. On its site <http://www.cofanifunebri.it>, the Rome-based funeral

home and coffin factory Cisa features its hand-crafted caskets alongside models sipping champagne or reclining seductively on the lids. "We wanted to make the whole idea of picking your coffin less serious, maybe even make people laugh a bit," Giuseppe Tenara, one of the partners, said. Near-naked women are used to sell everything in Italy from computers to chocolate bars, but Cisa has taken the advertising ploy to new limits. "Unfortunately the site hasn't helped sales much, because we mostly get calls from faraway places like Greece and Spain instead of Rome," Tenara told reporters. That hasn't stopped Cisa from creating an online "sexy calendar" with yet more temptresses frolicking among the coffins. Still, not all clients have been charmed. "Some people are scandalized, but we just explain that we're trying to make people laugh," Tenara said.

*pin-up: 漂亮女人。

死亡不是什么值得期待的东西，不过意大利一家殡仪馆却在尝试给死后的生活增加一点吸引力，其方法是用比基尼女郎来促销棺材。位于罗马的殡仪馆及棺材厂希萨公司在其网站<http://www.cofanifunebri.it>上展示手工制作的棺材，旁边是正在啜饮香槟或者挑逗地斜倚在棺盖上的模特。公司合伙人之一吉乌斯皮·特纳拉说：“我们想让挑选棺材这整件事情显得不那么沉重，甚至能让人们笑一笑。”在意大利，从电脑到巧克力棒的各种产品都用几近赤裸的女人来促销，而希萨公司使这种广告策略达到了新境界。“不幸的是，网站的促销效果并不明显，因为我们接到的大部分电话都不是来自罗马，而是来自像希腊和西班牙那样的遥远地方。”特纳拉对记者说。尽管如此，希萨公司还是在网上推出了“性感日历”，其中

有更多的香艳女郎在棺材之间嬉戏。当然，不是所有客户都为此着迷。特纳拉说：“有些人对此表示反感，我们只能向他们解释说这是为了让人们乐一乐。”

Remarks: 这个创意倒是可以用来告诫男子不可贪恋女色，所谓“温柔乡是英雄冢”是也。



1. nap: 小睡, 打盹。
2. strip: (报刊上的) 连环漫画; "Dilbert": "迪尔伯特", 是反映西方公司管理和各种荒诞言行的系列漫画, 作者笔下的迪尔伯特为现代大公司里的普通白领, 一位倒霉透顶却总是忍气吞声的工程师, 他的世界里满是日常生活的荒诞不经, 是后工业时代白领生活的写照。
3. 这样的工作环境与其笔下人物迪尔伯特所在的那个世界全然不同, 那个世界里工程师们蜗居在格子间里, 愤世嫉俗、互要阴谋, 还得听命于一个笨蛋老板。removed: 远离……的, 与……无关的。
4. crudely: 粗陋地, 不成熟地。
5. 另一群人则难以设想一个礼拜七天都用来画漫画。
6. 你看迈克尔·乔丹在他的黄金时期能跳到48英寸, 因为你做不到你就会觉得那很难, 但乔丹能做到, 他就觉得不难。

20世纪90年代初, 美国漫画家斯科特·亚当斯创造了迪尔伯特, 一个倒霉透顶却总是忍气吞声的工程师, 竟一举成了千万个有着相同经历的普通白领的代言人。有人说亚当斯骂老板的点子毫无新意, 有人说“迪尔伯特”卖得好不无道理……你知道这位一个礼拜七天都在画画、累了就睡在地板上的人是如何作答的吗?



"This has happened to me many times. It gets to be one o'clock and I think to myself, 'God, I'm tired — I'd like a nap!'"

It's 1 p.m. and the question is, do you know where your favorite cartoonist is? If he's Scott Adams, creator of the corporate comic strip "Dilbert,"² try looking on the floor of his home office near San Francisco.

That's right, the floor.

"I don't even bother walking to the couch, because there's nobody going to come in and see me. When I wake up I ask myself if I feel like working, and if I do, I get back in the chair and I work. If I don't, I do something else."

It's a work environment far removed from the character Dilbert's

world of cynical, conniving, cubicle-dwelling engineers reporting to a dunderhead boss.³

Many people think being head of what 43-year-old Adams calls "the 'Dilbert' Empire" is either absurdly easy or unimaginably hard. Both are wrong, he says.

"They look at it and say, 'Gee, it's crudely⁴ drawn, so he's a bad artist, and I'm a bad artist, too. All he's really doing is saying my boss is stupid, and I could do that. His only contribution to the cartooning world is he did it first, and damn it, I thought of it first, except I didn't act.'"

"I can't tell you," Adams says, "how many people have written to me to tell me that 'Dilbert' was their idea. Not by name, but that they had an idea of a cartoon about the workplace. If I hadn't done it first, they would have been the one with the huge cartooning empire."

The other camp can't conceive of producing a cartoon strip seven days a week,⁵ Adams says. "If you look at Michael Jordan leaping 48 inches in his prime, that was hard because you can't do it. But it's not hard for him because he can do it."⁶

© Scott Adams: Cubicle Refugee

■蒙兰 编注



"Cartooning is the same way in the sense that if you can't do it at all, it looks impossible." But just as Jordan is wired to leap, Adams says he's pre-programmed to draw, "so it's easy to me."

Long overnight to success

Adams was no young phenom⁷ in the cartooning world. Growing up in Windham, a town in New York's Catskill Mountains⁸, he applied at age 11 to the Famous Artists School⁹ and was rejected faster than a Dilbert plea for a pay raise. The youngster was a year short of the minimum age requirement.¹⁰

His cartooning career thus quashed in boyhood, Adams earned a bachelor's degree in economics from Hartwick College¹¹ in Oneonta, New York, then moved to Northern California, where he worked in offices and among people like those he lampoons¹² in "Dilbert."

For seven years, starting in 1979, Adams was employed by San Francisco's Crocker Bank¹³. He was a teller —robbed twice at gunpoint — and a computer programmer, financial analyst, product manager and commercial lender.



As he left the bank in 1986, he earned an MBA from the University of California at Berkeley¹⁴.

Adams worked in technology and financial jobs at Pacific Bell¹⁵ for nine years. All the while, he was doodling, and from those scribbles emerged a composite of his co-workers, a nerdy but well-meaning engineer dubbed Dilbert by a colleague.¹⁶

A couple of years after going to work at Pacific Bell, Adams drew 50 sample "Dilbert" strips and mailed copies to the major cartoon syndicates¹⁷. United Media¹⁸ offered a contract a few weeks later, and Adams accepted.

Adams says he tinkered and toyed with Dilbert like a plastic surgeon transforming a favorite patient. Finally, "Dilbert" debuted¹⁹ in 1989. But Adams continued to work for PacBell for another six years.

7. phenom: <美口>杰出人才。

8. Catskill Mountains: 凯司吉尔山, 位于美国东北部, 以其纯净的水源而著名。

9. Famous Artists School: 1948年成立于康涅狄格州的韦斯特波特城, 由12位著名画家和插图画家联合创办, 其中包括被称为“童军艺术家”的美国著名插图画家诺曼·洛克威尔(1894-1978), 他们重视质量教学, 向学生传授自己的绘画经验和技巧。教学主要通过通信方式, 这样学生在自己家中就可以研习。

10. 他被学校拒绝了, 比迪尔伯特要求加薪遭到的拒绝还要快。因为这位年轻人比入学规定的最低年龄小一岁。

11. Hartwick College: 哈特威克学院。

12. lampoon: 嘲讽, 讽刺。

13. Crocker Bank: 克拉格银行。

14. 加利福尼亚大学伯克利分校。

15. Pacific Bell: 美国一家提供电信线路设备的大型电信公司。

16. 他信手乱涂乱画, 在那些涂鸦之作中产生了他的同事们的合成体, 一个呆板而好心的工程师, 被一个同事命名为“迪尔伯特”。nerdy: 讨厌的, 乏味的。

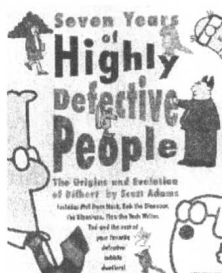
17. syndicate: (向各报纸或期刊出售稿件供同时发表的) 稿件辛迪加。

18. United Media: 联合媒体, 世界领先的娱乐与资讯公司。

19. debut/'deɪbjʊ:/: 初次登场。

斯科特·亚当斯: 格子间难民





斯科特·亚当斯：格子间难民

20. pothole: 凹坑, 洞穴。hit a pothole 指经济“遇阻、受挫”。

21. punch line: (故事, 戏剧, 笑话等中的)妙语。

22. bull run: 牛市走向。

23. nincompoop/'nɪnkəmpu:p/: 傻子, 笨蛋。

24. 幸运的是, 就算在经济形势好的时候, 工作仍会令人失望。suck:<俚>令人失望, 令人生厌。

"It was because of a combination of benefits I was receiving," he says. "One was a paycheck. The first several years of the strip, I needed it because 'Dilbert' was not so big that I could have lived in the way I wanted to.

"Second, I had no idea the strip would last, because 19 out of 20 strips don't make it beyond a few years.

"Third, I was getting material from my day job. These were very complementary activities. If you're sitting in a business meeting and somebody's doing something that is just comically absurd, it's energizing because you're thinking to yourself, 'Hey, this would make a great cartoon.' And then when you're doing the cartoon and mocking your workplace, you're feeling good because it's getting it out of your system."



Adams held a variety of "humiliating and low-paying jobs" during his eight years at Crocker National Bank and nine years at Pacific Bell.

Society still needs Dilbert. Adams has a good insight into today's society and he knows it.

The author of Dilbert says he has everything to gain when the economy hits a pothole²⁰. After all, a decade ago, when former President Bush was struggling on the domestic front, Adams single-handedly turned the word "corporate downsizing" into a punch line²¹. After all, "whenever there is an unhappy employee, they will be feeding me information for Dilbert."

Wall Street's unprecedented bull run²² forced Adams to switch gears in the late 1990s. How can you write comic strips about your nincompoop²³ boss in the good times — when workers are no longer trapped in their jobs?

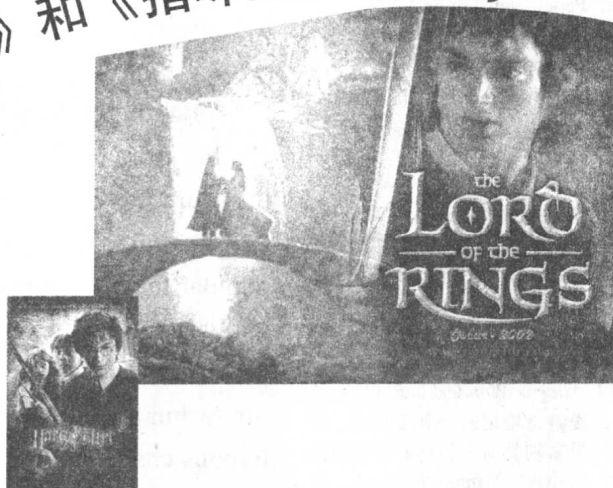
Luckily for Adams, even in good times, work still sucked.²⁴ Americans still needed Dilbert. "The Dilbert principle still applies. The dumbest people are promoted to management because competent people are needed to do the real work," he says.

"But with people changing jobs more frequently, and the world growing more complicated, you have dumber and dumber people doing harder and harder things — so for me, thank God, the workplace is still miserable." ■

Scott Adams: Cubicle Refugee

你有无所不在的可口可乐、麦当劳、迪士尼，
我有饮誉全球的福尔摩斯、007和哈里·
波特。在世界政经舞台上，美国早
已取代了曾有“日不落帝国”之
称的英国而成为当仁不让的主
角；但在文化领域，英国作家
和他们笔下的主人公们却不
肯轻易让步。

从《哈里·波特》和《指环王》想到的……



Insight into

By Neil Watson

■ 愁予 选注

Today's British Culture

— What Is behind *Harry Potter* and *Lord of the Rings*'
Global Appeal?

1. 你想知道全球化的反对者在可
口可乐和麦当劳出现之前抗议
过什么吗？

2. 19世纪是英国的全盛时期，它
的工商业居世界领先地位，殖
民地遍布五大洲，是世界上最
强大的国家，号称“日不落帝
国”。

3. surface: 浮现，显露。

4. take-over: 取而代之，取得主
导地位。

5. *The Economist*: 《经济学家》，
是一本有关商业与新闻的知名
刊物。

6. Brooklyn: 布鲁克林(美国纽
约市西南部的一区)。

7. Big Mac: 巨无霸，麦当劳的
标志产品。the Chicago Bulls:
芝加哥公牛队，当今世界上最
为著名的职业篮球队之一，曾
获得过六次NBA冠军，并曾拥
有NBA历史上最伟大的球员
之一迈克尔·乔丹。

Ever wonder what opponents
of globalization used to
protest about before there
were Coca-Cola and McDonald's?¹

Well, there was that first promotor of
globalization, the British Empire —
over which, it was said, the sun never
sets.² While the world map is no
longer dotted by British territorial
possessions — the echoes of the
Empire surface³ in unexpected places.

The Brits are good sportsmen.
They feel it's important to concede
defeat graciously. This is why
contemporary discussions of British
culture in the United Kingdom often
turn to acknowledgment of how the
Americans dominate the world.

The American take-over⁴

An article in the 2002 Christmas
issue of *The Economist*⁵, for example,
admitted that the English language
that is now sweeping the globe is
closer to the language spoken in
Brooklyn⁶ than at Oxford or
Cambridge.

Indeed, U.S. movies are
everywhere and kids in even the
remotest parts of the world are
familiar with such essential words of
the English language as Big Mac and
the Chicago Bulls.⁷

But it would be a mistake to
claim that the British Empire —
which originally spread English from
Singapore to Zimbabwe and from

8. Papua-New Guinea: 巴布亚新几内亚 (南太平洋岛国); Kalamazoo, Michigan: (美) 密歇根州的卡拉马祖市。

9. genre: 类型, 流派。

10. 著名的侦探小说作家阿瑟·柯南道尔爵士及其笔下主人公夏洛克·福尔摩斯; 阿加莎·克里斯蒂和她小说的主角赫尔克里·波洛与马普尔小姐。

11. *Alice in Wonderland*: 《爱丽丝漫游奇境记》, 英国数学家、文学家刘易斯·卡罗尔撰写的童话故事。 *Winnie the Pooh*: 指带有铅笔插图的小说《小熊维尼》, 1926年10月14日第一次出版。其后迪斯尼公司成功制作了以“小熊维尼”为题材的卡通影片, 如今小熊维尼已成为世界著名的卡通形象。

12. blockbuster 是二次世界大战期间联军用来和纳粹德国进行空战的武器, 现在用以借指某一件事非常成功, 特别是文艺作品方面的成功。

13. 英国作家托尔金以中世纪为背景的魔幻小说《指环王》。

14. suave: 温文尔雅的。James Bond: 曾做过英国海军情报军官的伊恩·弗莱明创造的人物——英国秘密情报员007詹姆斯·邦德。本段下文提到的几个人物也都是写过间谍小说的作家。

Papua-New Guinea to Kalamazoo, Michigan⁸— is dead and buried.

Dominating world culture

Far from it. Just look at world literature. It's not surprising that the Brits invented some of the most popular literary genres⁹ of the past 150 years. One such example is the detective novel — which sprung from Sir Arthur Conan Doyle and his famous character "Sherlock Holmes", as well as Dame Agatha Christie and her "Hercule Poirot" and "Miss Marple."¹⁰

Another example of British literary excellence is with children's literature, where *Alice in Wonderland* and *Winnie the Pooh*¹¹ became truly global phenomena long before they were Disneyfied by cartoon movies made in Hollywood.



A history of literary achievement

True, those creative achievements still date from the time when Great Britain was the dominant world power. And yet, even though the empire has vanished, both in detective stories and kids' literature,

today's British writers do more than hold their own.

In fact, the two global blockbuster¹² movies of recent years — *Harry Potter* and *Lord of the Rings* — underscore the hold that even the post-World War II generation of British writers still have on kids around the world.

Beating America at its own game

J.R.R. Tolkien's series of fantasy-adventure books, *Lord of the Rings*¹³, was written between 1937 and 1948 and has had a tremendous influence on American culture in recent years. *Star Wars*, unquestionably one of the most lucrative Hollywood endeavors in memory, owes a huge debt to the *Lord of the Rings* series — which its principle creator George Lucas has admitted.

But even in those literary genres where Americans should be superior, the Brits have managed to get ahead. What about the spy novel? After all, Americans were the main combatant in the Cold War with the Soviet Union — and bore the heaviest burden of fighting the so-called Evil Empire. American spy novels dealing with that era should be by far the most successful, right?

Wrong. The Cold War novel, in fact, was invented by the Brits. Ian Fleming and his suave character "James Bond"¹⁴ monopolized the popular end of the literary scale, while Graham Green captured the top, appealing to the more intellectual readers. Later on, two other Brits,

Frederick Forsythe and John Le Carre became their successors.

American Tom Clancy, while highly successful, is a Johnny Come Lately,¹⁵ whose novels began appearing only during the Reagan era, when the Cold War was already over.

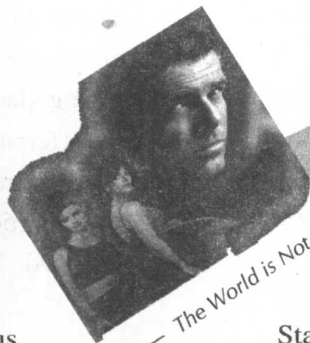
Harry Potter's trick

The phenomenally popular Harry Potter books have not only catapulted¹⁶ their 35-year-old author, J.K. Rowling, from her status as a penniless single mother to her present status as the second richest woman in Britain after the Queen. She also fits into the same pattern of British literary superiority.

The Harry Potter books are highly cultured. They have echoes of Charles Dickens, with his satirical description of British boarding schools in *Nicholas Nickleby*¹⁷.

There are references to fairy tales and myths from all over the world and all of history, such as the philosophers' stone that Medieval alchemists were trying to discover, as well as magical creatures such as basilisks and dragons.¹⁸

从《哈里·波特》和《指环王》想到的.....



What Is behind
Harry Potter
and Lord of the
Rings' Global
Appeal?

Meanwhile, the United

States has an amazingly extensive youth culture, which is catered to by huge multinational corporations. Enormous segments of the toy, music, movie and fast food industries both sponsor and utilize American youth culture to sell billions of dollars worth of goods and services.

Kids as consumers

A 1997 study found that kids between the ages of 4 and 12 spent \$12 billion on their own, had a direct influence over \$188 billion of their parents' spending — and indirectly controlled \$300 billion worth of purchases!

And yet, surprisingly, the creative impulse for the latest global movie blockbuster did not spring from this vast and resourceful empire. Instead, it was — once again — a seemingly homemade product, hailing all the way from Great Britain, which suddenly captured the imagination of American kids! ■

15. Tom Clancy: 汤姆·克兰西, 美国著名畅销小说作家, 以“技术惊悚小说”(Techo-Thriller) 闻名于世, 主要作品有:《近在眼前的危险》(*Clear and Present Danger*), 《爱国游戏》(*Patriotic Games*), 《猎取红色十月》(*The Hunt for Red October*), 《克里姆林宫大主教》(*The Cardinal of the Kremlin*) 等。

Johnny Come Lately: 迟到的人, 晚来的人。

16. catapult: 迅速运动, 跃。

17. Charles Dickens: 查尔斯·狄更斯(1812-1870), 英国著名小说家。著有《奥列佛·特维斯特》(又译《雾都孤儿》, 1838)、《老古玩店》(1841)、《大卫·科波菲尔》(1850)、《双城记》(1859) 和《远大前程》(1861) 等等。

Nicholas Nickleby: 《尼古拉斯·尼克贝》(1838), 狄更斯的第三部小说, 文中通过对主人公尼古拉斯在约克郡寄宿学校(Yorkshire Boarding Schools)里的悲惨际遇, 揭示了当时英国寄宿学校的黑暗和残酷。狄更斯的揭示典型而深刻, 故对其后的许多作家, 包括J.K.罗琳都产生了很大的影响。此外, 在英国的文学作品里, 寄宿学校似乎是儿童走向成人世界的必经之地, 作家喜欢在这个一半属于儿童、一半属于成人的特殊世界中, 探索从权力的形成到社会偏见对儿童的影响, 从自我意识的萌发到环境对人的压抑或解放等各种问题。

18. the philosophers' stone: 魔法石, 是中世纪人们假想的具有点铁成金、祛病延年等功效和占卜功能的石头; Medieval alchemist: 中世纪的炼金术士; basilisk: (神话中的) 蜥蜴状妖怪, 蛇怪。此句中提到的“魔法石”, “蛇怪”和“龙”在“哈里·波特”系列中都有出现。



Seventy-five years ago all British women were finally given what all British men had been granted 10 years earlier — the right to vote. First off the blocks to mark the occasion has been, oddly, the *Sun* (that same organ, ironically, mostly 'celebrates' women's emancipation with a naked interest in their bulging breasts and shapely bums).

That no one else has yet seemed to notice reflects the fact that the winning side in the equality war doesn't want to waste precious time crowing. They want to get on with dealing the most

humiliating defeat upon the remaining enemy: foes such as those employers who pay women less than comparable men; the corporations with an all-male hierarchy at the top; and of course the men who tiresomely persist in sexist words or behaviour.

Like the military. A report last week slammed the Army for sexism, complaining that women are called 'girls' — quite different, the authors said, from referring to the troops as 'our boys'. 'Boys', it seems, is a good, encouraging, matey kind of word. 'Girls', by contrast, is

^A I Won't Die for Equality

By Cristina Odone

■秋叶 译评

我不会为平等去送死

The army is slammed¹ for sexism,
but do we want a Mum's Army?

?

1. be slammed: = be criticized.

七十五年前,全体英国女性最终获得了全体英国男性早十年就已获得的选举权。奇怪的是,第一个让这条消息见报的是《太阳报》(具有讽刺意味的是,同样是这份报纸,大多数情况下“庆祝”妇女解放时都毫不掩饰对女性高耸的胸脯和形状优美的臀部的兴趣)。

这一点似乎并未引起他人注意,这反映了这场平等之战的赢家并不想浪费宝贵的时间去欢呼。她们要继续战斗,给残敌以沉重打击:这些敌人包括那些让男女同工不同酬的业主;最高决策层为清一色男性的公司;当然还有那些坚持性别歧视语言或行为且乐此不疲的男性。

就说军队吧。上周的一个报告指责部队搞性别歧视,抱怨说女兵被叫作“姑娘们”——作者说,这跟把军队称作“小伙子们”完全不同。“小伙子们”似乎是个好的、鼓舞人心的、表示友好的词。而相比之下“姑娘们”就是贬义的,有辱人格。作者还指出,只有在一个享受部分免除机会均等立法束缚的机构,才会发生这种事,而且他们因此可以不让“姑娘们”进入最前沿阵地。性别沙文主义是多么猖狂!