

张久龙 / 主编

ENGLISH TOPICS ON COLORFUL WESTERN CULTURE

最应该读的 文化盛宴

贴近生活的**300多个主题** = 写英文的**素材**

启发你的“**英文创造力**”

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用英文安排每天大小事，强化你的“**英文思考力**”



中国书籍出版社

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前言

本套丛书不仅立意于提升你的英文能力，更希望你通过阅读这些精心挑选的英文短文，可以多一扇窗户看世界，多一座桥梁学知识，多一种思考，多一重生命。英语专家都有一个共识，即“阅读”是提高英文水平最行之有效的办法。这一点不难理解，因为语言习得的基本规律是“模仿”。可以说，阅读不仅是写作模仿的基石，亦是提升口语水平的有效手段。

当然，阅读是需要方法的！

提到“用英文阅读”，大部分人的第一个反应就是“语法要好、单词量要够”。但是，就是因为语法不好、单词量不够，更要试着读英文！

用英文读点海外文化、用英文读点理财建议、用英文读点身边的点滴创意、用英文读点成功秘诀……“要是我能用英文流畅地阅读这些短消息，该有多好啊？”“我如何能记住其中的词、句、篇章呢？”“有没有什么好办法能一下子将这些英语牢牢记住呢？”想掌握这些英文其实并不难，在阅读这些英语短篇的同时，把你记住的单词、长短句、精彩小段落等写在特制记事本里，通过长时间的备忘练习，到实际应用时，这些曾经在你脑海中闪过的词句，只要把它们一个个抓出来、重新组合并加以扩展，就可以成为流畅的篇章了。在自己的记事本里悄悄训练你的英语思考力，开创“纸上英文课”，不必再害怕别人“看笑话”，快速提升你的英语水平。

本系列丛书就是这样一套“提升英语能力”的实用英语读本。本套丛书共4册，从成功人生、财富密码、缤纷创意、文化盛宴四个方面共精选了300多篇原汁原味的英语短文，涉题广泛，立意独特，对你提高英语阅读水平，开拓视野，增长见闻有很大的帮助。为方便你理解，本套丛书采取中文导读的形式，并对较难的单词和句子进行了解析和文化点拨。另外，本套丛书选材针对性强、信息量大，内容丰富新颖、语言流畅，有利于你增强语感、扩大词汇量、扩充英语阅读的背景知识，不同英语层次的读者在本套丛书中都能找到满意的定位。

现在就开始“纸上英文课”，用英文“悦读”吧！

1. 专为你打造的“纸上英文课”，天天开课！

别担心你随手写的句子错误连篇，本套丛书每一篇短文都是最好的练习摹本，边读边记，原汁原味的英文表达定会让你爱不释手。并且每篇文章都对难句和文化点进行了解析，让你轻松学习无障碍。

2. 贴近生活的300多个主题 = 写英文的素材，启发你的“英文创造力”！

写英文不需急着套公式、背句型，本套丛书将引领你从“最感兴趣”的信息出发，如居家小创意、成功人士的智慧、赚钱小诀窍……都是你记事本里的好题材。写作文、写网络日志不愁没东西可写。

3. 无限扩展你的单词与句子，锻炼你的“英文组织力”。

从“零碎单词”开始，把你脑中的单词抓出来，让你把“单词”扩展成“短句”，把“短句”发展成“长句”，最后依主题把“长句”结合成“五句话的短段落”，只要懂得累积与串联，从“单词”发展到“文章”超简单。

4. 用英文写下每月、每周、每日行程，加强你的“英文

思考力”。

记事又不是在考试，反正是写给自己看的，想到什么就可以写什么。写你想写的，英文就可以变好。既然你每天都会打开记事本，每天都会写英语，那么就彻底将你脑海里的“中文系统”转换为“英文系统”，用英文安排每天大小事！

5. 搭配简约曼妙的版式设计，尽情发挥你的“英文想象力”。

简约曼妙的风格，搭配自然流畅的版式，每一页都让人直呼“超赞”。用英文读点多彩多姿的生活，让朋友看到你“满是英文的可爱记事本”羡慕不已。

忙碌的时代，阅读显得尤为珍贵。在这里我们向你呈现了这套可以在行色匆匆、忙忙碌碌之余细细品读的随身读本。它可以陪你用英文聊成功、谈理财、看创意、赏文化。有了它的陪伴，你的生活定会妙趣横生！

编 者

2011 年 1 月于北京

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Chapter 1

The Colorful Multi-Culture

缤纷多元文化



The Legend of Jeans

牛仔裤的传说

说起牛仔裤，人们自然会想起 1849 年美国那次淘金潮，当时一批批踏上美国大陆的移民可以说是一穷二白，因此，他们不得不拼命工作。由于普通衣料非常容易破损，所以人们迫切希望有一种耐穿的衣服。而这个时候，一些工厂生产工作裤时，用的是一种叫做 *genoese* 的帆布，人们把用这种帆布制成的裤子叫做 *genoese*。后来，这种帆布制成的裤子就演变成了今天的 “*jeans*”。

Jeans are trousers made from denim. *Jeans*, originally designed for work, became popular among teenagers starting in the 1950s. Historic brands include Levi's, Lee and Wrangler. *Jeans* come in various types, for example, skinny *jeans*, boot cut, or flare.

The word “*jeans*” comes from the French phrase *bleu de Gênes*, literally the blue of Genoa. *Jeans* fabric, or denim, originated independently in two places: the French town of

Nîmes, from which “denim” (de Nîmes) gets its name; and in India, where trousers made of denim material were worn by the sailors of Dhunga, which came to be known as dungarees. The advent (出现, 到来) of American style denim overalls introduced a new era for this fast-growing textile industry. Randy Bister, a potato farmer from South Carolina, was the first to utilize “overalls” as farm attire.

At the same time, denim trousers were made in Chieri, a town near Turin (Italy), during the Renaissance, and were popularised in the 19th century. These trousers were sold through the harbour of Genoa, which was the capital of the independent Republic of Genoa which was long an important naval and trading power. Early examples of trousers were made for the Genoese Navy, which required all-purpose pants for its sailors. They required pants that could be wet or dry, the legs of which could be worn while swabbing the deck. These were laundered by dragging them in nets behind the ship hip, and the sea water and sun would gradually bleach them to white. They were worn by Genoan sailors and stevedores (装卸工) in France.

Jeans are now a very popular form of casual dress around the world, and have been so for decades. They come in many styles and colors; however, “blue jeans” are particularly identified with American culture, especially the American Old West. Americans spent more than \$14 billion on jeans in 2004 and spent 15 billion in 2005.

牛仔裤的发展经历了一系列的改革和变迁。现在, 科技的

高速发展使得制作牛仔褲的工艺大大提高，加上时间的积累，使牛仔褲的世界获得了今天的完善结构。我们今天能够穿着各式各样的牛仔褲，凝结了无数前辈的智慧结晶。

Initially, jeans were simply sturdy trousers worn by workers, especially in the factories during World War II. During this period, men's jeans had the zipper down the front, whereas women's jeans had the zipper down the right side. By the 1960s, both men's and women's jeans had the zipper down the front.

Jeans (known as dungarees [粗布工作服] by then), along with light-blue stenciled cambric (细棉布) shirts, became part of the official working uniform of the United States Navy in the 20th century prior to being replaced by the coveralls, utilities and, more recently, the blue and gray digital-camouflaged navy working uniform. This was to prevent other more traditional uniforms from becoming soiled or torn in the ship's rugged working environment and thus leaving them for wear during ceremonial occasions. They were first issued in 1901, and were originally straight-legged, but by the mid-20th century the trousers became boot-cut style to permit ventilation in the ship's hotter working environments and also, supposedly, to serve as an improvised life-preserver by removing the jeans and tying the legs together.

The same type of uniform consisting of jeans and chambray tops was (and still is) issued as prison uniforms in some correctional facilities mainly because of the durability (耐久性) and low-maintenance of denim which was deemed suit-

able for the rugged manual labor carried out by inmates. A popular example of the use of denim as prison wear can be seen in the film *Cool Hand Luke*.

After James Dean popularized them in the movie *Rebel Without a Cause*, wearing jeans by teenagers and young adults became a symbol of youth rebellion during the 1950s. Because of this, they were sometimes banned in theaters, restaurants and schools.

During the sixties the wearing of jeans became more acceptable, and by the seventies it had become general fashion in the United States, at least for casual wear.

Notably, in the mid-seventies the denim and textiles industry was revolutionized by the introduction of the stone-washing technique by GWG (Great Western Garment Co.). Entrepreneur, importer, and noted eccentric Donald Freeland of Edmonton, Alberta pioneered the method, which helped to bring denim to a larger and more versatile market. Denim suddenly became an attractive product for all age groups. Acceptance of jeans continued through the eighties and nineties to the point where jeans are now a wardrobe staple, with the average North American owning seven pairs.

As imported American products, jeans were rather expensive, especially in the case of the Soviet Union which restricted hard currency imports. In Spain they are known as vaqueros (“cowboys”) or tejanos (“Texans”), in Danish cowboybukser meaning “cowboy pants” and in Chinese ni-uzai-ku (SC: 牛仔褲, TC: 牛仔褲), literally, “cowboy pants”

(trousers), indicating their association with the American West, cowboy culture, and outdoors work. Similarly, the Hungarian name for jeans is “farmer” (short for “farmernadróg”, meaning “farmer’s trousers”).

Jeans can be worn loosely or snugly (贴身地). Historic photographs indicate that in the decades before they became a staple of fashion, jeans generally fit quite loosely, much like a pair of bib overalls without the bib. Indeed, until 1960, Levi Strauss denominated its flagship product “waist overalls” rather than “jeans”.

时下，琳琅满目的牛仔系列服饰备受商家的青睐，对于款式大家都已经不再陌生，品牌效应却依然存在。那么，在这里我们来了解一下几个著名的牛仔褲品牌，美国三大牛仔品牌 Levi’s、Lee、Wrangler。

Levi’s

Levi Strauss & Co. (LS&CO) is a privately held clothing company known worldwide for its Levi’s brand of denim jeans. It was founded in 1853 when Levi Strauss came from Buttenheim, Franconia (Kingdom of Bavaria), to San Francisco, California to open a west coast branch of his brothers’ New York dry goods business. Although the company began producing denim overalls in the 1870s, modern jeans were not produced until the 1920s. The company briefly experimented (in the 1970s) with employee ownership and a public stock listing, but remains owned and controlled by descendants and relatives of Levi Strauss’ four nephews.

Modern jeans began to appear in the 1920s, but sales