

睿智·感悟

活力·流行

TIME

时代

周刊

精选片段选读

第二辑

王巧平◎丛书主编

（人物）王立君 （事件）仲地锋◎本册主编



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

人物 事件

睿智·感悟

活

TIME

时代

周刊

精选片段选读

第二辑

王巧平◎丛书主编

（人物）王立君 （事件）仲地锋◎本册主编



天津大学出版社
TIANJIN UNIVERSITY PRESS

人物 事件

内 容 提 要

本书编者均为多年从事大学英语教学的一线教师，文章均选自近一两年的《时代》周刊，且选材丰富新颖，兼具实用性、知识性和趣味性；注释精准到位；译文力求信、达、雅。本书以国内外的人物和事件为主要内容。书中分为两大部分。第一部分以人物为主题，节选了《时代》周刊中对各国各领域知名人士的报道，比如对扎克伯格创立的脸谱网的相关人员的采访、运动员林书豪的成名之路；第二部分以事件为主题，节选了《时代》周刊中对世界热点事件的报道，比如海湾房地产危机等。

图书在版编目（CIP）数据

《时代》周刊精选片段选读. 第2辑. 人物·事件/
王巧平主编；王立君，仲地锋分册主编. —天津：天津
大学出版社，2013. 7

ISBN 978-7-5618-4736-7

I. ①时… II. ①王… ②王… ③仲… III. ①英语—
语言读物 IV. ①H319.4

中国版本图书馆 CIP 数据核字（2013）第 173252 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
网 址 publish.tju.edu.cn
印 刷 天津泰宇印务有限公司
经 销 全国各地新华书店
开 本 180mm × 240mm
印 张 11.5
字 数 330 千
版 次 2013 年 8 月第 1 版
印 次 2013 年 8 月第 1 次
定 价 24.00 元

凡购本书，如有缺页、倒页、脱页等质量问题，请与我社发行部联系调换

版权所有 侵权必究

Preface

写在前面的话

对于学习英语的人来说，经常阅读英文报刊，不仅是有益的，而且是必需的。英文报刊的内容涉及政治、经济、文化、社会、科技、教育等各个领域，紧随时代脉搏，富有感染力，具有很强的实用性。通过英文报刊阅读，我们不但可以从中获取信息、增长知识、扩大视野、学到地道英语，而且能使我们体会到学习英语的意义和价值，体验学习英语的乐趣，增强学习英语的成就感。另外，在目前各种英语语料库中，三分之二的语料来自报纸、杂志等大众传媒；在英语词典编纂中，越来越多的例句也选自各种报刊；各种课本选材、考试选题也越来越多地从有关报刊中摘选。

但现有很多报刊选读辅导书籍都不同程度存在着选文陈旧、内容生僻等问题，知识性与趣味性结合得不够好，因而造成读者兴趣不大、无从下手。美国《时代》周刊（TIME）是美国也是世界上颇有影响的杂志之一，是读者学习鲜活的语言、了解美国和世界的首选，对英语学习能起到事半功倍的效果。本套丛书精选了其中近一两年来的精彩文章，选材丰富新颖，兼具实用性、知识性和趣味性。注释精准到位，译文力求信、达、雅。本套丛书编者是多年从事大学英语教学的一线教师，在编写本书时融入了不少教学中的独到经验与心得。

如何使用本书

本套丛书共五册，分十个专题，两个专题组成一册，分别定位于“健康·环保”、“人物·事件”、“文化·教育”、“科技·商业”、“旅游·娱乐”，读者可以各取所需，也可以一并纳之。每册每篇文章有共同的体例：

“中文导读”——力求言简意赅、引人入胜；

“英语原文”——力求原汁原味、紧跟时代（为了便于读者阅读，文中加入编者注，用[]标出）；

“单词和短语注释”——力求精准到位，注重新词、难词和专业词汇；

“难句长句翻译”——力求信、达、雅，解读读者之困惑，帮读者正确理解文章。

本套丛书由天津科技大学的王巧平副教授担任总主编，各专题主编如下：健康和部分娱乐专题由天津科技大学的王巧平主编，教育和人物专题由天津科技大学的王立君主编，科技和环保专题由天津科技大学的刘艳丽主编，事件和部分娱乐专题由天津体育学院的仲地锋主编，文化专题由天津科技大学的侯杰主编，商业专题由天津财经大学的刘莉和鲍婕主编，旅游专题由天津外国语大学的葛瑞平和孔暄主编。

本套书可供各类英语学习者、爱好者、研究者、翻译工作者和外事工作者等使用。各位编者虽竭力追求完美，但水平和精力有限，难免有疏漏和不当之处，望读者诸君不吝赐教。

丛书主编 王巧平

2013年5月于天津

Contents

人物 | People



- 01 The Making of the Facebook Movie: A *TIME* Roundtable
《时代》周刊对脸谱网主创人员的一次非正式采访/ 2
- 02 KFC's Colonel Sanders: He Was Real, Not Just an Icon
不仅仅是偶像：真实的肯德基创始人桑德斯上校/ 6
- 03 Martin Luther King
马丁·路德·金/ 10
- 04 Bob the Builder
创造通用未来的鲍勃/ 14
- 05 Building a Better Mouse
打造更好的迪斯尼/ 18
- 06 The Watergate Dirty Trickster Who Found God: Charles Colson
查尔斯·寇尔森：“水门事件”幕后黑手皈依基督洗心革面/ 22
- 07 The Man Who Was Deep Throat: Chasing Mark Felt
追捕“水门事件”中的“深喉”：马克·菲而特/ 26
- 08 *Help Wanted*
黑人依然需要“帮助”/ 30
- 09 Jean Reno: Putting the Fun in French Cinema
让·雷诺：给法国电影带来快乐的男人/ 34
- 10 Author Christopher Andrew on MI5's Secrets
作者克里斯托弗·安德鲁告诉你一个真实的军情五处/ 38
- 11 How Phelps Made Swimming History
菲尔普斯如何创造泳坛历史/ 42
- 12 Hollywood's Power Couple
好莱坞的夫妻搭档/ 46
- 13 White House Legend Helen Thomas
白宫首席记者海伦·托马斯/ 50
- 14 Warren Buffett Tells All: The Women in His Life

- 投资大师沃伦·巴菲特为大家讲述：他生活中的女性/ 54
- 15 Why Brittany Murphy Is Worth Remembering
为什么布里坦尼·墨菲值得铭记/ 58
- 16 American Icon
乔布斯：美国人的偶像/ 62
- 17 Neo Is the One
新加坡导演梁智强首屈一指/ 66
- 18 Breaking Away
超越自己/ 70
- 19 The Case for Reconfirming Fed Chairman Ben Bernanke
拯救美国危机的美联储主席本·伯南克/ 74
- 20 Linsanity!
林书豪，好样的！/ 79
- 21 Ted Kennedy: Bringing the Myth Down to Earth
泰德·肯尼迪将神话带回现实/ 83

事件 | Events



- 22 The Texas Highway Tragedy: Where the Dead Have No Names
德克萨斯公路惨剧：逝者无名/ 90
- 23 The Hacking Saga Continues: Murdoch Goes to Parliament, a New Arrest Is Made
窃听事件仍在继续：默多克走向国会，一场新的质询正在酝酿中/ 95
- 24 Apologies, but No Answers, as the Murdochs Give Testimony
只有道歉，没有回复，诚如默多克所做的证词/ 99
- 25 News Corp. Scandal Fallout: Former Editor Arrested and Police Chief Resigns
新闻集团丑闻的余波：前任编辑被捕，警察局长辞职/ 103
- 26 Scotland Yard Is Falling Down. Will It Take Britain's Prime Minister with It?
伦敦警察厅正在倒塌，英国首相也会受牵连吗？/ 107
- 27 Colorado Shootings Suspect: Who Is James Eagan Holmes?
科罗拉多枪杀案嫌犯：詹姆斯·伊根·霍尔姆斯何许人也？/ 111
- 28 CIA Sting Foils Al-Qaeda, But We'd Have Been Safer Not Knowing

Contents

- 中情局设圈套挫败基地组织阴谋，但是详情不公开会更安全/ 116
- 29 Pakistan Journalist Vanishes: Is the ISI Involved?
巴基斯坦记者消失是三军情报局所为吗? / 120
- 30 The U. S. Soybean King: Can Celebrity Farmer Kip Cullers End World Hunger?
美国大豆巨头: 名人农场主奇普·库勒斯能够解决世界饥荒吗? / 125
- 31 Behind the Latest Gulf Real Estate Crisis
近来海湾房地产危机背后的故事/ 130
- 32 Bilderberg: The Überpowerful Global Elite Meet Behind Closed Doors in St. Moritz
彼尔德伯格俱乐部: 全球顶级精英在圣莫里茨秘密会晤/ 134
- 33 Making French Bread: Why Are France's Math Graduates in Such Demand?
制作“法国面包”: 为什么法国数学毕业生屡屡受到青睐? / 138
- 34 High Food in Low Places: The Gourmet Cooking School in the Middle of the Slum
出自贫困地区的高级美食: 贫民窟中的美食家烹饪学校/ 144
- 35 Inside the Death Star — Also Known as Exxon
死亡之星内情——我们所熟知的埃克森/ 149
- 36 Warlord Convicted: Liberia's Charles Taylor Found Guilty of War Crimes
军阀被定罪: 利比里亚的查尔斯·泰勒被判定犯有战争罪/ 154
- 37 The Night ElBulli Danced: The World's Most Influential Restaurant Shuts Down
阿尔布利狂欢夜: 世界上最具影响力的餐馆关闭/ 158
- 38 Kenya's Latest Crisis: The Refugee Camp Around the Refugee Camp
肯尼亚最新危机: 难民营周围的难民营/ 162
- 39 A Decade After 9/11, One Survivor's Tales of a Miraculous Recovery
“9·11”之后的第十年, 一位幸存者奇迹般康复的故事/ 166
- 40 Another Deadly Bomb Blast in New Delhi
又一颗致命炸弹在新德里爆炸/ 170



TIME

《时代》周刊 精选片段选读 (第二辑)

人物 People



扎克伯格因为创立了脸谱网而广为人知，而他自己是个很不喜欢社交的人。他创立的脸谱网为无数人的交流提供了有效的平台，但据说其创意是剽窃他人的成果，并因此被他最好的朋友起诉，事实真的是这样吗？请看《时代》周刊的一篇专访，听听他们怎么说。

The Making of the Facebook Movie: A *TIME* Roundtable

《时代》周刊对脸谱网主创人员的一次非正式采访

There are a lot of reasons, pretty good ones, why Aaron Sorkin and David Fincher might have chosen not to make *The Social Network*. For example, it's a movie about a website. Or to be specific, it's a movie about the creation of a website, Facebook, and how founder Mark Zuckerberg was **sued** by Eduardo Saverin, his best friend and the company's original **CFO**, and separately by three Harvard classmates who claimed he stole their idea.

Also, the events in question are only a few years old and are still in dispute. Zuckerberg, a programming genius with famously limited social skills, isn't an especially relatable character. Sorkin (*The West Wing*) and Fincher (*Zodiac*) are powerfully **idiosyncratic** talents who'd never worked together before. And a lot of the action consists of kids typing at computers and lawyers sitting around tables.

TIME: What made you decide that this was the story you wanted to tell right now?

Sorkin: What came to me was a 14-page book proposal that Ben Mezrich [author of *The Accidental Billionaires*, on which the movie is loosely based] had written for his publisher. I read it, and I said yes very quickly, faster than I've ever said yes to anything.

I read it, and I said yes very quickly, faster than I've ever said yes to anything. 我读过这本书，而且很快对它表示认同，比我对任何事的认同都要快。

Sentence Translation

sue v. 起诉，
控告
CFO (= chief
financial officer)
首席财务师

idiosyncratic
adj. 独特的，
特殊的

It really didn't have much at all to do with Facebook itself. I wasn't on Facebook. I don't spend a lot of time on the Internet, and social networking wasn't really part of my life. But the story itself! There are elements of it that are as old as storytelling: friendship and loyalty, class, jealousy, **betrayal** — all those kinds of things that were being written about 4,000 years ago. It **struck** me as a great big classic story. And those classic elements were being applied to something **incredibly** contemporary.

betrayal *n.* 背叛
strike... as... 给人的印象是……
incredibly *adv.* 难以置信地

It really didn't have much at all to do with Facebook itself. I wasn't on Facebook. I don't spend a lot of time on the Internet, and social networking wasn't really part of my life. 这真的和脸谱网本身没有多少关系。我不上脸谱网。我不会花很多时间上网，而且我的生活中社交活动并不是很多。

Sentence Translation

TIME: It's almost like a Greek myth. There's something tragic about Zuckerberg. He created a new kind of personal connection for everybody else, and yet he cannot himself connect with other people.

Fincher: That was the thing that fascinated us in doing the research about Zuckerberg. I think in a **weird** way his inability to connect with those next to him — who better to have invented this technology than somebody who needs it? I hope that people understand that I have an enormous amount of **empathy** for Mark Zuckerberg. I know what it is to be in a room, as a 21-year-old, with a bunch of grownups. You're **hawking** your wares, and they're all looking at you like, "Isn't it cute how **passionate** he is?" So I really understood his frustration.

weird *adj.* 奇特的

empathy *n.* 同感，共鸣

hawk *v.* 叫卖，兜售
passionate *adj.* 富有激情的

TIME: It must have been a challenge to make the computer stuff visually exciting — people hunched over keyboards.

Fincher: You show shots of someone typing that are as short as you can possibly make them. But it was interestingly contextualized, in that here's somebody hard at work with the fabric of the outside world, and here's his **fantasy** of what the outside world is going through. So you could ping-pong back and forth between those two ideas. But part of it is a fantasy. It extends to the casting of Justin Timberlake. A lot of people said, "That's not who [Napster's co-founder] Sean Parker is." And I kept fighting for this. It doesn't matter who Sean Parker is; this character of Zuckerberg has to see him as this. He's got to see him as the guy who's got it wired.

fantasy *n.* 幻想

It's not just about the people involved. It's the people involved showing us a bigger truth about the last seven years, and a bigger truth about what it is to be youthful and have a dream and enthusiasm, and how once money gets injected into something it tears up the fabric of all of those idealistic good intentions.

TIME: It's a balancing to act with the Zuckerberg character. At the beginning of the movie, he's not really all that likable.

Sorkin: I think he spends the first hour and 55 minutes of the movie being an antihero and the last five minutes of the movie being a tragic hero. And I know that by the end of the movie, I kind of want to give him a hug, and I think that people are going to feel that way too.

I also think that we understand, pretty quickly, how he got there. He's 19 years old for most of the movie, and if you're somebody who has spent so much time with your nose pressed up against the window of social life, who has been told that you're a loser over and over — I have a **hunch** we all get told that we're a loser, and how healthy you are as an adult depends on how much you believed it when you were growing up.

hunch *n.* 预感,
直觉

TIME: What kind of research did you do to create Zuckerberg's character?

Sorkin: [Producer] Scott Rudin made as aggressive an effort as you can make to get the cooperation of Mark and of Facebook. In the end, they decided not to participate, which is easy to understand. And to be honest with you, I'm grateful that it worked out that way. I wouldn't want the movie to be perceived as a Facebook production. I was able to meet with, speak with and e-mail with a number of the principals. It was all on the condition of **anonymity**, so I can't get too far into that.

anonymity *n.*
匿名

TIME: Did you know from the start that you wanted Jesse Eisenberg for the part?

Fincher: We saw a lot of people, and one day I got a clip from Jesse's manager of him doing the first scene in the movie, and Aaron and I were working, and I said, "Come here, you've got to see this." I mean, it's not Mark Zuckerberg. Mark Zuckerberg in none of the file **footage** that I've found talks anywhere near that fast or has that kind of facility. But it was the perfect representation of the character.

footage *n.*
(电影的) 连续
镜头

TIME: Mezrich's book was criticized for being too sympathetic to co-founder Eduardo Saverin. Did you worry about that?

Sorkin: There were a number of different versions of the truth coming from three or four or five people. And rather than pick one and dramatize that, I wanted to dramatize the fact that there are three or four or five different versions of the truth. Everybody has his own version, and everybody is right, and everybody is wrong.

And rather than pick one and dramatize that, I wanted to dramatize the fact that there are three or four or five different versions of the truth. 我可不会捡起一个就添油加醋地评论一番, 我更想强调这个事实: 对于一种真相可能会有三种、四种或五种不同的说法。

Sentence Translation

Fincher: And when you really get down in it, when I'm directing a scene where there're four people on this side of the table and there're four people on that side, when I'm talking to people over here, I'm saying, "Look at that little asshole! Look what he's done to you! You gave him the **germ** of this thing, and he **fleeced** you!" And on the other side, I'm going, "Look at these privileged, entitled guys who couldn't even begin to **conceive of** what it actually took. If not for you, there isn't \$15 billion or \$25 billion to divide!"

germ *n.* 胚胎, 幼芽
fleece *v.* 欺诈, 剥削
conceive of 设想, 以为

TIME: Last question — Does this movie mean that Hollywood is catching up to the **galloping digitization** of our daily lives? Doing things on Facebook, friending people, checking your news feed — these are so much a part of our daily routines now. But I don't think I've ever seen them on screen before.

galloping *adj.* 飞速发展的
digitalization *n.* 数字化

Sorkin: David did kind of a cool thing: it's not indicated in the script that this is the way it should be, but it's not until the last scene, when Mark himself goes onto Facebook, that we see the logo, that we see a Facebook page.

Fincher: You're talking about something so ubiquitous. It was like — you know, look, we're not making a Linda Blair roller-disco movie. We're not here to **capitalize on** Facebook.

capitalize on 利用

TIME: So is the sequel the Twitter movie? Am I the 18th person to make that joke?

Sorkin: It's not a joke anymore. I just read yesterday, they're making a movie about the guys who invented Google.



在肯德基快餐店我们都会看到那个留着山羊胡子的老人形象，那就是肯德基的创始人桑德斯上校。他从 1952 年开始创业，如今肯德基的分店已遍布全世界。令人遗憾的是，在《今日美国》所做的调查中，61% 的受访者对此人并不了解。本文作者正在构思撰写一本关于桑德斯上校的书，希望向人们介绍更多这位传奇性人物不为人知的一生。

KFC's Colonel Sanders: He Was Real, Not Just an Icon

不仅仅是偶像：真实的肯德基创始人桑德斯上校

When I read last week that a majority of Americans ages 18 to 25 didn't know who Colonel Sanders was, I was shocked. According to *USA Today*, 61% of **respondents** didn't know who the guy with the beard in the KFC logo was. What? They don't know who the most famous chicken icon in the world is? A face that says "fried chicken" to hungry people from China to Peru?

icon *n.* 偶像，
崇拜对象
respondent *n.*
受访者

For anyone who grew up in America in the second half of the 20th century, the Colonel was a true icon. You didn't need to be able to read to know who he was; you didn't even need to watch TV. Anyone who drove a mile in any direction would see his beaming, grandfatherly **visage** and white suit and know that Kentucky Fried Chicken could be found there. Maybe not everybody knew that he was the chain's founder or remembered his TV **commercials** from the '60s and '70s, when he talked about how each piece was dipped in an "egg warsh" before frying. But, at least, they knew he was real. Half of the young adults in the survey, which was ordered up by the chain, assumed that he was the creation of KFC, rather than the other way around.

visage *n.* 形象，
外表
commercial *n.*
商业广告

... assumed that he was the creation of KFC, rather than the other way around. 认为是他缔造了肯德基，而非肯德基缔造了他。

Sentence Translation

I find this very disturbing. And not because I'm in the process of writing a book about Colonel Sanders. I don't expect anybody under 25 to read it — or anybody else, for that matter. But it hurts me as an American to think that so many people lack such a basic piece of cultural information. I mean, it's one thing to not know who Thomas Jefferson was or when the Vietnam War ended. College

professors **brace themselves** for the ignorance of their charges and, in fact, have a good laugh about it every year, when two **academics** in Wisconsin circulate, with much **fanfare**, a list of how much the incoming freshmen don't know.

But by not knowing that Harland David Sanders was an actual man, who lived an actual life, people miss out on more than they might imagine. For one thing, the Colonel wasn't just a fast-food **baron** who represented his company on TV, the way Dave Thomas (a Sanders' protégé) later did. Sanders was the living **embodiment** of what his food supposedly stood for. His white suit wasn't the invention of a marketing committee; he wore it every day and was never seen in public for the last 20 years of his life in anything else. (He had a heavy wool one for winter and a lighter cotton one for summer.) He was a failure who got fired from a dozen jobs before starting his restaurant, and then failed at that when he went out of business and found himself broke at the age of 65. He drove around in a Cadillac with his face painted on the side before anybody knew who he was, pleading with the owners of run-down diners to use his **recipe** and give him a nickel **commission** on each chicken. He slept in the back of the car and made handshake deals. His first marriage was a difficult one, so he divorced his wife after 39 years. (His second marriage was much happier.) He once shot a man in a gun battle, but was never charged as the other guy started it. He was a lawyer who once assaulted his own client in court. He was indeed a Kentucky Colonel, an honorary title given to him by not one but two governors. He was a **Rotarian** and a **Presbyterian**, and he deserves to be remembered at least for having a **verifiable** existence.

For one thing, the Colonel wasn't just a fast-food baron who represented his company on TV, the way Dave Thomas (a Sanders' protégé) later did. Sanders was the living embodiment of what his food supposedly stood for. 一方面, 桑德斯上校并非像戴维·托马斯(桑德斯的门徒)后来做的那样, 仅仅是在电视上代表其公司的快餐业大亨。桑德斯是其食品内涵的形象的生动体现。

Sentence Translation

- ① 扶轮社是依循国际扶轮的规章所成立的地区性社会团体, 以增进职业交流及提供社会服务为宗旨。每个扶轮社都是独立运作的社团, 通常会以所在地的城市或地区名称作为社名。全球第一个扶轮社由保罗·哈里斯在1905年创立于美国芝加哥。最初此扶轮社的定期聚会是每周轮流在各社员的工作场所举办, 因此便以“轮流”(Rotary)作为社名。
- ② 长老会即长老宗, 也称归正宗。归正宗是新教主要宗派之一, 以新教改革家加尔文的宗教思想为依据。“归正”为经过改革复归正确之意。归正宗产生于16世纪宗教改革时期, 与路德宗等并称新教三大主流派别。

brace oneself 撑住, 顶住
academic *n.* 大学教师
fanfare *n.* 炫耀

baron *n.* 巨头, 大亨

embodiment *n.* 体现, 化身

recipe *n.* 菜谱

commission *n.* 佣金

Rotarian *n.*

扶轮社会员^①

Presbyterian *n.*

长老会会员^②

verifiable *adj.*

可证实的

But after he died, at the age of 90 in 1980, his image was **up for grabs**. By the 1980s, the Old South was not the most appealing image for a national chain. Nor was fried chicken any longer the perfect food to feed your family in a time when calorie-counting and healthy choices were already becoming omnipresent concerns. The Colonel was for a time even transformed into a frisky cartoon character who danced around, **dunked** basketballs and affected hip-hop lingo when he wasn't plugging Pokémon toys. Later, perhaps in a fit of remorse, KFC outfitted him in an apron to remind the world of his culinary skill.

up for grabs
供人竞购, 待
价而沽

dunk v. 扣
篮, 灌篮

Nor was fried chicken any longer the perfect food to feed your family in a time when calorie-counting and healthy choices were already becoming omnipresent concerns. 在人们普遍关注热量摄取和身体健康的今天, 炸鸡不再是家庭饮食的首选。

Sentence Translation

Later, perhaps in a fit of remorse, KFC outfitted him in an apron to remind the world of his culinary skill. 后来或许是出于过意不去, KFC 公司又给他围上了围裙, 以提醒人们他出色的烹饪手艺。

Sentence Translation

Since the Colonel's death, his company has changed its name, dropping Kentucky Fried Chicken for the more generic and unthreatening initials KFC, even going so far as to suggest that the letters stood for "Kitchen Fresh Chicken". Nobody was fooled. Frequently KFC has wanted to shift its identity to something more in keeping with the times, but it is yoked to the Colonel and his fried legacy. And its inability to change is, in fact, the best thing about it. There is no "original recipe" for McDonald's; that company can change the way it makes burgers tomorrow, just like it has in the past. The food at Taco Bell doesn't reference any particular place or time; there's nobody to recognize, no frame of reference to miss. Many KFC **franchisees**, particularly in the South, wish that Yum! Brands, KFC's parent, would see that, and these franchisees feel so strongly about the matter that they have sued KFC. They feel that KFC's rebranding efforts hurt the brand, and couldn't care less if the chain's core product is "relevant", as KFC puts it.

franchisee n.
特许经营人

Frequently KFC has wanted to shift its identity to something more in keeping with the times, but it is yoked to the Colonel and his fried legacy. KFC 公司不止一次想改变其身份以便更好地与时俱进，但是由于桑德斯上校的影响和其留下的独特遗产而无法做到。

Sentence Translation

It's hard not to see at least some grounds for their position. After all, Colonel Sanders' 11 secret herbs and **spices** are their greatest asset. That recipe is kept in a vault deep inside corporate headquarters in Lexington, Ky., surrounded by motion detectors and surveillance cameras; only two executives have access to it at any time. Inside that vault, those spices are written on a piece of notebook paper, in pencil, in Sanders' own hand. I'm told that the paper is yellowing and the handwriting, by now, is faint. That **fragile** connection to a real man and a real vision is what makes KFC unique. I wish more people would appreciate that.

spice *n.* 香料fragile *adj.* 脆弱的