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Children's literature

Much red reading books

The politics of children's stories

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IN CHINA in Mao Zedong's day, frivolous childhood pursuits such as reading were **frowned on**. The few children's books that were **tolerated** told stories of revolution and **class struggle**. These days, **toddlers** are allowed to have more fun. But though the message has changed, parents and the state still believe the primary role of such works is to shape young minds, not **amuse** them.

Vocab

1. **frown on** PHR v. **'frown on/ upon sb/ sth** to disapprove of sb/ sth 不赞成；不同意；不可

e.g. In her family, any expression of feeling was frowned upon. 她家里对任何感情的流露都不以为然。

2. **tolerate** v. **=put up with** to allow sb to do sth that you do not agree with or like 容许，允许（不同意或不喜欢的事物）

3. **class struggle** n. opposition between the different social classes in society, especially that described in Marxist theory（尤指马克思主义理论描述的）阶级斗争

4. **toddler** n. a child who has only recently learnt to walk 学步的儿童；刚学会走路的孩子

5. **amuse** v. to make sb laugh or smile 逗笑；逗乐

e.g. This will amuse you. 这个会逗你笑的。

Sales of children's literature have risen by **double digits** in most of the past ten years, much faster than the growth of book sales overall. The number of children's **titles** has more than tripled since 2005. This partly reflects a growing demand for products aimed at **indulged** only-children. A **cost-conscious reluctance to have more offspring**, which was reinforced by the country's recently relaxed one-child policy, helped fuel that demand. The richer parents are, the more they **splash out on** children's books.

Vocab

1. **double digit** adj. 两位数的 A **double-digit** number is between 10 and 99.

e.g. Australia had 15 years of **double-digit** inflation. 澳大利亚有15年通货膨胀率维持在两位数。

2. **title** n. (书刊等的)一种，一本 Publishers and booksellers often refer to books or magazines as **titles**.

3. **indulge** v. If you **indulge** someone, you let them have or do what they want, even if this is not good for them.

e.g. He did not agree with indulging children. 他反对纵容娇惯孩子。

4. **cost-conscious** adj. 注重节省成本的

5. **reluctance** n. unwillingness or disinclination to do something • 不情愿，勉强

e.g. she sensed his reluctance to continue. 她察觉到他不愿继续下去。

6. **offspring** n. a child of a particular person or couple 孩子；子女；后代

7. splash out on splash 'out (on sth) | splash sth ↔ out (on/ for sth) (BrE, informal) to spend a lot of money on sth 花大笔的钱 (买某物等)

Sentence

A cost-conscious reluctance to have more offspring, which was reinforced by the country's recently relaxed one-child policy, helped fuel that demand.

句子主干: A cost-conscious **helped fuel** that demand. 谓语是 **helped fuel**

which was reinforced by the country's recently relaxed one-child policy 这里的非限定性定语从句的先行词是 **offspring**, 用以说明 **offspring**, 可以解释为: 被这个最近有所放宽的独生子女政策所加强

Booksellers see a huge **moneymaking** opportunity. Most publishers of literature for adults now offer children's titles too. Around half of the 100 **best-selling** books last year were for youngsters—a higher share than in Britain or America. There is a growing variety of **genres**. Picture books for under-fives have been **taking off**; fiction for older teenagers is **thriving**.

Vocab

1. moneymaking adj. 赚钱的

2. best-selling adj. (书等) 畅销的, 抢手的, 大卖的 A **best-selling** product such as a book is very popular and a large quantity of it has been sold.

3. genre n. (文学、绘画、音乐、电影等艺术作品的) 体裁, 类型 A **genre** is a particular type of literature, painting, music, film, or other art form which people consider as a class because it has special characteristics.

e.g. ...his love of films and novels in the horror **genre**. 他对恐怖电影和恐怖小说的热衷

4. take off PHR v. (产品、活动、事业等) 腾飞, 突然成功 If something such as a product, an activity, or someone's career **takes off**, it suddenly becomes very successful.

5. thrive v. 欣欣向荣; 茁壮成长; 兴旺发达 If someone or something **thrives**, they do well and are successful, healthy, or strong.

e.g. Lavender **thrives** in poor soil. 薰衣草在贫瘠的土壤中茁壮成长。

Unsurprisingly, given the huge emphasis in China that is placed on passing exams, many titles aim purely to teach facts. Parents like to buy **non-fiction**, even for children still learning to read. Some books—printed on paperboard and intended mainly for under-twos—aim to teach the Roman **alphabet** to infants. Volumes for toddlers with titles such as “How to be a Meteorologist” and “Superstars of Science” do well.

Vocab

1. unsurprisingly adj. 不出所料的; 不出奇的; 意料中的

2. non-fiction n. **opp=fiction** books, articles or texts about real facts, people and events 纪实文学

e.g. prefer reading non-fiction. 我喜欢看纪实作品。

3. alphabet n. a set of letters or symbols in a fixed order used for writing a language (一种语言的) 字母表, 全部字母

e.g. By two and a half he knew the **alphabet**. 两岁半时他已认识全部字母。

4. a

5. a

Sentence

Some books—printed on paperboard and intended mainly for under-twos—aim to teach the Roman alphabet to infants.

主干: Some books **aim** to teach the Roman alphabet to infants. 主语 books 谓语为 aim
—printed on paperboard and intended mainly for under-twos 这里作 books 的同位语

The moral is often **laid on thick**. One provincial publisher (**state-owned**, like all of them) has titled a six-volume set of **nursery rhymes** “A Good Father is Better Than a Good Teacher”. Chinese-language versions of foreign **classics** often proclaim their didactic worth: Paddington, a **marmalade-loving bear** from darkest Peru, is a model of “**thoughtfulness, modesty and self-discipline**”, proclaims the **blurb** on the cover of a translation of Michael Bond’s popular stories.

Vocab

1. **laid on thick** to talk about sb/ sth in a way that makes them or it seem much better or much worse than they really are; to exaggerate sth 夸大其词地褒贬；露骨地吹捧；过分贬低
e.g. Praise them when necessary, but don't lay it on too thick. 必要时表扬他们，但不能言过其实。

2. **state-owned** adj. 国有的

3. **nursery rhyme** n. 儿歌;童谣 A **nursery rhyme** is a poem or song for young children, especially one that is old or well known.

4. **classic** n. a book, film/ movie or song which is well known and considered to be of very high quality, setting standards for other books, etc. (书、电影或歌曲的) 经典作品, 名著, 杰作

e.g. The novel may become a modern classic. 这部小说可能会成为现代名著。

5. **marmalade** n. jam/ jelly made from oranges, lemons, etc., eaten especially for breakfast 橘子酱；酸果酱

6. **thoughtfulness** n. 体贴；思虑

7. **modesty** n. the fact of not talking much about your abilities or possessions 谦虚；谦逊
e.g. I hate false (= pretended) modesty. 我讨厌虚伪的谦逊。

8. **self-discipline** n. the ability to make yourself do sth, especially sth difficult or unpleasant 自律能力；自我约束能力

e.g. It takes a lot of self-discipline to go jogging in winter. 在冬天跑步是需要很大的自律力的。

9. **blurb** n. 书籍、影片或展览的) 简介, 宣传信息 **The blurb** about a new book, film, or exhibition is information about it that is written in order to attract people's interest.

Sentence

Chinese-language versions of foreign classics often proclaim their didactic worth: Paddington, a marmalade-loving bear from darkest Peru, is a model of “thoughtfulness, modesty and self-discipline”, proclaims the blurb on the cover of a translation of Michael Bond’s popular stories.

主干: Chinese-language versions of foreign classics often proclaim their didactic worth 谓语是 **proclaim**

其中worth: Paddington..... 后面解释这个 worth, 这个从句的主语是 bear, 谓语是 is a marmalade-loving bear from darkest Peru 是 **Paddington** 的同位语

China’s publishers remain **profoundly conservative**. They **shun** books with **naughty** or **frivolous** children, or where youngsters **outsmart** their elders. Cute animals vastly outnumber **rebellious** figures such as pirates. Few books **depict** siblings, aunts, uncles or cousins—relationships little understood by the young, thanks to the one-

child policy.

Vocab

1. **profoundly** adv. in a way that has a very great effect on sb/ sth 极大地；深刻地
2. **conservative** adj. opposed to great or sudden social change; showing that you prefer traditional styles and values 保守的；守旧的
e.g. Her style of dress was never conservative. 她的服装式样一点儿也不保守。
3. **shun** v. to avoid sb/ sth 避开；回避；避免
e.g. She was shunned by her family when she remarried. 她再婚后家里人都躲着她。
4. **naughty** adj. (especially of children 尤指儿童) behaving badly; not willing to obey 顽皮的；淘气的；不听话的
5. **frivolous** adj. (of people or their behaviour 人或行为) silly or amusing, especially when such behaviour is not suitable 愚蠢的；可笑的
6. **outsmart** v. =**outwit** to gain an advantage over sb by acting in a clever way 比...精明；智胜
7. **rebellious** adj. unwilling to obey rules or accept normal standards of behaviour, dress, etc. 反叛的；叛逆的；桀骜不驯的
e.g. He has always had a **rebellious streak**. 他总是有点倔强。
8. **depict** v. to show an image of sb/ sth in a picture 描绘；描画
e.g. The artist had depicted her lying on a bed. 画家画了她躺在床上。
9. **sibling** n. a brother or sister 兄；弟；姐；妹

Sentence

Few books depict siblings, aunts, uncles or cousins — relationships little understood by the young, thanks to the one-child policy.

主语：books 谓语 depict, 宾语 siblings, aunts, uncles or cousins

破折号后面的原因状语从句的谓语是 thanks to

Though far less visible than it was in Mao's day, politics still **lurks**. Publishers have internally appointed **censors** whose job is to ensure that the Communist Party's line is not **transgressed**. One executive says she avoids publishing history books for children where "the story does not match the **narrative**" approved by the party. Maps showing the island of Taiwan as a separate country are omitted from translations. Even a toddler's **bedtime story** is part of a bigger political picture.

Vocab

1. **lurk** n. =**skulk** to wait somewhere secretly, especially because you are going to do sth bad or illegal (尤指为做不正当的事而) 埋伏，潜伏
e.g. Why are you lurking around outside my house? 你在我房子外面鬼鬼祟祟的，想干什么？
2. **censor** n. a person whose job is to examine books, films/ movies, etc. and remove parts which are considered to be offensive, immoral or a political threat (书籍、电影等的) 审查员，审查官
3. **transgress** v. 违犯道德(或行为)准则 If someone **transgresses**, they break a moral law or a rule of behaviour.
e.g. If a politician **transgresses**, that is not the fault of the media. 如果政客行为失检，那可不是媒体的责任。
4. **narrative** n. =**story** a description of events, especially in a novel (尤指小说中的) 描述，叙述

5. bedtime story n. 睡前读物

Sentence

have internally appointed 内部指派, 这里 internally 修饰动词 appointed

From the print edition: China

Children's literature Much red reading books

儿童文学：大量红色读物

The politics of children's stories.

儿童读物的政治性。

IN CHINA in Mao Zedong's day, frivolous childhood pursuits such as reading were frowned on. The few children's books that were tolerated told stories of revolution and class struggle. These days, toddlers are allowed to have more fun. But though the message has changed, parents and the state still believe the primary role of such works is to shape young minds, not amuse them.

在毛泽东时期的中国，小孩子不务正业——比如读闲书——是不被认可的，允许出版的寥寥数本儿童读物，也都是讲革命和阶级斗争的。现在，儿童读物有更多趣味性了。然而，即使针对儿童读书的态度已经有了转变，家长和政府依然认为，儿童读物的主要任务是塑造孩子的思想，而不是让他们开心。

Sales of children's literature have risen by double digits in most of the past ten years, much faster than the growth of book sales overall. The number of children's titles has more than tripled since 2005. This partly reflects a growing demand for products aimed at indulged only-children. A cost-conscious reluctance to have more offspring, which was reinforced by the country's recently relaxed one-child policy, helped fuel that demand. The richer parents are, the more they splash out on children's books.

过去十年中的大部分时间里，儿童文学书籍的销量都保持了两位数的增长，比图书整体销量增长快很多。自2005年以来，儿童书籍的数量翻了三倍多。这在一定程度上体现了以被溺爱的独生子女为目标市场的产品，需求在不断增长。具有成本意识的人不愿意养更多的子女，再加上独生子女政策（这项政策最近有所放宽）的作用，这些状况进一步刺激了需求量的上涨。父母越富裕，就越愿意在儿童书籍上花钱。

Booksellers see a huge moneymaking opportunity. Most publishers of literature for adults now offer children's titles too. Around half of the 100 best-selling books last year were for youngsters—a higher share than in Britain or America. There is a growing variety of genres. Picture books for under-fives have been taking off; fiction for older teenagers is thriving.

书商由此看到了一个巨大的商机，现在大多数成人读物的出版商也在出版儿童读物了。去年每100部畅销书中，大约有一半是面向年轻人的，这个比例超过了英国和美国。而且作品的体裁也越来越多样化了，针对五岁以下儿童的图画书很受欢迎，青少年的读物也在蓬勃发展。

Unsurprisingly, given the huge emphasis in China that is placed on passing exams, many titles aim purely to teach facts. Parents like to buy non-fiction, even for children still

learning to read. Some books—printed on paperboard and intended mainly for under-twos—aim to teach the Roman alphabet to infants. Volumes for toddlers with titles such as “How to be a Meteorologist” and “Superstars of Science” do well.

然而并不令人惊讶的是，因为中国教育中最侧重的就是考试过关，所以很多书纯粹就为了传授知识。家长喜欢购买非小说类的书籍给孩子，即使这些孩子还处在学习如何阅读的阶段。一些适用于两岁以下幼儿的书籍选用硬纸板印刷，旨在教那些儿童认识罗马字母表。标题诸如“如何成为气象学家”或是“科学巨星”等的儿童系列读物，销量都很不错。

The moral is often laid on thick. One provincial publisher (state-owned, like all of them) has titled a six-volume set of nursery rhymes “A Good Father is Better Than a Good Teacher”. Chinese-language versions of foreign classics often proclaim their didactic worth: Paddington, a marmalade-loving bear from darkest Peru, is a model of “thoughtfulness, modesty and self-discipline”, proclaims the blurb on the cover of a translation of Michael Bond’s popular stories.

书中的道德寓意常常被夸大。某省级出版社（所有的出版社其实都是国有的）给一部六卷的儿歌集定的标题是《好父亲胜于好老师》。一些经典外文读物的中文版也经常强调书中的道德说教。迈克尔·邦德畅销书籍译本封面上写道：帕丁顿熊，这只来自秘鲁最黑暗处且喜爱橘子酱的熊是一个“周到、谦虚和自律”的榜样。

China’s publishers remain profoundly conservative. They shun books with naughty or frivolous children, or where youngsters outsmart their elders. Cute animals vastly outnumber rebellious figures such as pirates. Few books depict siblings, aunts, uncles or cousins—relationships little understood by the young, thanks to the one-child policy.

中国的出版社依旧非常保守，他们不会出版那些描写淘气的或者不务正业的孩子书籍，也不会选择描述孩子的智慧超过大人的读物。可爱的动物远多于海盗这样的叛逆的人物。几乎没有书会描写兄弟姐妹、叔叔阿姨或者同辈表亲，因为拜独生子女政策所赐，年轻一代对那些亲属关系理解极少。

Though far less visible than it was in Mao's day, politics still lurks. Publishers have internally appointed censors whose job is to ensure that the Communist Party's line is not transgressed. One executive says she avoids publishing history books for children where “the story does not match the narrative” approved by the party. Maps showing the island of Taiwan as a separate country are omitted from translations. Even a toddler's bedtime story is part of a bigger political picture.

虽不似毛泽东时代那样显而易见，但潜藏的政治思想依旧在产生影响。出版机构会内部指派相关的书籍检查员来确保其出版的读物不违背中共的路线。一位管理人员说，她会避免出版与党认同的描述“不一致的故事”作为给孩子的历史书。将台湾划做是一个独立的国家的地图也无法在中国翻译出版。即使是幼儿的睡前故事也是巨大政治图景的一部分。