

03.10-Buddhism and business

Buddhism and business

Zen and the art of moneymaking

Vocab

1. Zen n. 禅宗 (注重冥想的佛教派别之一) **Zen** or **Zen Buddhism** is a form of the Buddhist religion that concentrates on meditation rather than on studying religious writings.

Local officials make a **packet** from a religion of **self-denial**
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Vocab

1. **packet** n. 一大笔钱 You can refer to a lot of money as **a packet**.

e.g. Someone's making a **packet** out of it. 有人从中狠赚了一笔。

2. **self-denial** n. =**abstinence** the act of not having or doing the things you like, either because you do not have enough money, or for moral or religious reasons 克己; (宗教) 弃绝自己

e.g. Should motherhood necessarily mean sacrifice and **self-denial**? 做母亲就一定要牺牲和忘我吗?

THE white **steel** lady overlooking the South China Sea has three heads, three bodies and **toenails** bigger than human heads. Guanyin, the **Buddhist** goddess of mercy, stands atop a temple on a man-made islet, each of her heads facing a different way. Her public-relations staff call the six-year task of putting her there, in the **resort** town of Sanya on **tropical** Hainan island, “the number one statue-project in China”. The structure’s height, at 108 metres, was intended to be **auspicious**: Buddhists consider the number **sacred**.

Vocab

1. **steel** n. a strong hard metal that is made of a mixture of iron and **CARBON** 钢

2. **toenail** n. the nail on a toe 趾甲

3. **Buddhist** n. 佛教徒; 佛门弟子 A **Buddhist** is a person whose religion is Buddhism.

4. **resort** n. a place where a lot of people go on holiday/ vacation 旅游胜地; 度假胜地

e.g. a popular **holiday resort** 受欢迎的度假胜地

5. **tropical** adj. coming from, found in or typical of the **TROPICS** 热带的; 来自热带的; 产于热带的

6. **auspicious** adj. =**promising** **opp=inauspicious** showing signs that sth is likely to be successful in the future 吉利的; 吉祥的

e.g. an auspicious start to the new school year 新学年的开门红

7. **sacred** adj. connected with God or a god; considered to be holy 上帝的; 神的; 神圣的

Sentence

Guanyin, the Buddhist goddess of mercy, stands atop a temple on a man-made islet, each of her heads facing a different way.

主干: Guanyin stands atop a temple 谓语是 stands

the Buddhist...这句作 Guanyin 的同位语

Good fortune was certainly on the minds of local officials when they approved the project, in which the local government has a share. It was intended to be a **money-spinner**. It costs 60 yuan (\$9.66) just to get in the lift that **whisks** visitors up to pray at those giant feet. That is on top of 126 yuan to enter the Nanshan Cultural Tourism Zone with its Auspicious Garden, Temple of 33 Guanyins and colourful **Dharma Door of Non-Duality** with its 94,000 **portals**. Guanyin is clearly not intended as a **magnet** for the faithful who have given up worldly **possessions**. Visitors are **gouged** without **compassion**, even having to pay for **tassels** “blessed” by souvenir salespeople. Gift stores are everywhere, selling knick-knacks such as prayer **beads** and Buddhist **statuary**. For visitors who want to sleep in the presence of Guanyin, a room at the site’s hotel can cost more than \$280.

Vocab

1. good fortune 好运
2. money-spinner n. something that earns a lot of money 赚大钱的东西；摇钱树
e.g. The films have been fantastic **money-spinners**. 这些电影已成为大大的摇钱树。
3. whisk v. 迅速送走；匆匆带走 If you **whisk** someone or something somewhere, you take them or move them there quickly.
e.g. I was **whisked** away in a police car. 我被一辆警车匆匆带走了。
4. Dharma n. truth or law that affects the whole universe 法，达摩（影响整个宇宙的真理或规则）
5. Duality n. the state of having two parts or aspects 双重性；二元性
6. portal n. a large, impressive gate or entrance to a building 壮观的大门；豪华的入口
7. magnet n. ~ (for sb/ sth) a person, place or thing that sb/ sth is attracted to 有吸引力的人（或地方、事物）
e.g. In the 1990s the area became a magnet for new investment. 这个地区在 20 世纪 90 年代成了新的投资热点。
8. possession n. 所有物；财产；财物 Your **possessions** are the things that you own or have with you at a particular time.
e.g. She had tidied away her **possessions**. 她已收拾好个人物品。
9. gouge v. to force sb to pay an unfairly high price for sth; to raise prices unfairly 敲（某人）的竹杠；诈骗钱财；漫天要价
10. compassion n. a strong feeling of sympathy for people who are suffering and a desire to help them 同情；怜悯
11. tassel n. (衣服、灯罩上的)穗，缨，流苏 **Tassels** are bunches of short pieces of wool or other material tied together at one end and attached as decorations to something such as a piece of clothing or a lampshade.
12. bead n. 珠子；小珠 **Beads** are small pieces of coloured glass, wood, or plastic with a hole through the middle. Beads are often put together on a piece of string or wire to make jewellery.
13. statuary n. statues 雕塑；雕像；塑像

Cheni Foo, a tourist from Copenhagen, surveys the goddess from a **boardwalk** connecting the islet with the shore. She **wrinkles** her nose and says she has seen enough. “For me, it’s a little bit too fake. It’s built for the purpose of tourists.” Ms Foo is right. Buddhism is big business in China. In the 1980s the government, which once **preached** the evils of faith in anything but the Communist Party, began **loosening** restrictions on the building or **restoration** of temples—most of which had been damaged or destroyed by Maoist **mobs** during the Cultural Revolution. New

shrines sprang up everywhere, most of them small and **discreet**. In recent years, however, domestic tourism has boomed, as has curiosity about once-banned religions. Local officials have smelled a moneymaking opportunity.

Vocab

1. **boardwalk** n. 尤指海滩边的) 木板人行道 A **boardwalk** is a path made of wooden boards, especially one along a beach.
2. **wrinkle** v. to make the skin on your face form into lines or folds; to form lines or folds in this way (使脸上) 起皱纹; 皱起
3. **preach** v. to tell people about a particular religion, way of life, system, etc. in order to persuade them to accept it 宣传, 宣扬, 宣讲 (教义、生活方式、体制等)
4. **loose** v. 松开; 放开; 解开 If you **loose** something, you hold it less tightly or untie it slightly or completely.
5. **restoration** n. the work of repairing and cleaning an old building, a painting, etc. so that its condition is as good as it originally was 整修; 修复
6. **mob** n. a large crowd of people, especially one that may become violent or cause trouble 人群; (尤指) 暴民
7. **discreet** adj. 不显眼的; 朴素的; 少的; 小的 If you describe something as **discreet**, you approve of it because it is small in size or degree, or not easily noticed.
e.g. She wore **discreet** jewellery. 她戴着素净的首饰。

Sentence

In the 1980s the government, which once preached the evils of faith in anything but the Communist Party, began loosening restrictions on the building or restoration of temples — most of which had been damaged or destroyed by Maoist mobs during the Cultural Revolution.

主干: government **began loosening** restrictions....

which once preached the evils of faith in anything but the Communist Party 这句非限定性定语从句的先行词是 **government**, 表明政府曾经宣扬的是除了共产党以外的所有信仰都是邪恶的 —most of which had been damaged or destroyed by Maoist mobs during the Cultural Revolution. 这里的破折号的从句是对寺庙的建造和修复的解释

In 2008 China completed what was described as the world's biggest statue—the 128-metre Spring Temple Buddha in the central province of Henan. The company that built Hong Kong's 34-metre-tall Tian Tan Buddha on Lantau Island and Sanya's Guanyin has been working on erecting ten more mega-Buddhas around the country. The government in Gansu province, in the north-west, hopes to create a theme park linking the historic Mogao Caves in Dunhuang (home to remarkably unscathed thousand-year-old Buddhist frescoes) with the sand dunes of a nearby tourist attraction. It wants to **sprinkle** the desert strip **with** fake temples and folk villages.

Vocab

1. **erect** v. to build sth 建立; 建造
2. **unscathed** adj. =**unharm**ed not hurt 未受伤害; 未受伤
3. **fresco** n. 湿墙画 A **fresco** is a picture that is painted on a plastered wall when the plaster is still wet.
4. **dune** n. (海洋或沙漠附近的)沙丘 A **dune** is a hill of sand near the sea or in a desert.
5. **dsprinkle** v. =**strew** ~ sth **with** sth to include a few of sth in sth else 使某物包含少量的另一物; 用...点缀

Sentence

1. The company that built Hong Kong's 34-metre-tall Tian Tan Buddha on Lantau Island and Sanya's Guanyin has been working on erecting ten more mega-Buddhas around the country.

主干: the company has been working on 主语是 company 谓语: has been working that built... 这个从句是对这个 company 的修饰, 宾语从句?

2. The government in Gansu province, in the north-west, hopes to create a theme park linking the historic Mogao Caves in Dunhuang (home to remarkably unscathed thousand-year-old Buddhist frescoes) with the sand dunes of a nearby tourist attraction.

主干: the government hopes to create a theme park....

in the north-west 作 Gansu province 的插入语, 解释位置

linking the historic Mogao Caves in Dunhuang 这里的现在分词结构可以还原为定语从句: which link the historic

with the sand dunes of a nearby tourist attraction. 这里的 with 结构修饰 Dunhuang, 解释作用

China's Buddhism business is also going global. The faith's most famous commercial site, Shaolin Temple in Henan, which is renowned for its kung fu-trained monks, plans to build a \$297m, 500-bed hotel complex and temple—including a martial-arts academy and a 27-hole golf course—in Australia. Tibetan Buddhist temples have been more reserved, however. The government still treats those as highly sensitive religious sites. Chinese and foreign tourists are drawn to them as well—but the complexes are kept under close observation by security cameras and plainclothes police.

Vocab

1. **martial-art** n. any of the fighting sports that include **JUDO** and **KARATE** 武术

2. **academy** n. 专科院校;学院;(美国的)私立中学 **Academy** is sometimes used in the names of schools and colleges, especially those specializing in particular subjects or skills, or private high schools in the United States.

3. **reserved** adj. slow or unwilling to show feelings or express opinions 内向的;寡言少语的;矜持的

4. **sensitive** adj. that you have to treat with great care because it may offend people or make them angry 须谨慎对待的;敏感的

e.g. Health care is a politically sensitive issue. 医疗卫生是政界的一个敏感问题。

5. **plainclothes** adj. (警察)穿便衣的 **Plain-clothes** police officers wear ordinary clothes instead of a police uniform. **in plain clothes**

e.g. He was arrested by plain-clothes detectives as he walked through the customs hall. 他穿过海关大厅时被便衣侦探逮捕。

Sentence

The faith's most famous commercial site, Shaolin Temple in Henan, which is renowned for its kung fu-trained monks, plans to build a \$297m, 500-bed hotel complex and temple—including a martial-arts academy and a 27-hole golf course—in Australia.

主干: site **plans** to build...

Shaolin Temple in Henan, 是 site 的同位语

which is renowned for its kung fu-trained monks 这个非限定性定语从句的先行词依然是 site, 解释作用

—including a martial-arts academy and a 27-hole golf course—in Australia. 这里都是对 to build 的东西的解释

Even in non-Tibetan areas of China, some Buddhists are **riled** by the

commercialisation of their faith. At Famen Temple in the northern province of Shaanxi, which houses a finger-bone relic of Buddha, monks protested in 2009 against both an increase in entrance fees and the construction of a wall that would have restricted their access to their temple's door, says Francesca Tarocco of New York University. Last year seven **monasteries** in Jizu Shan in the south-western province of Yunnan reportedly closed their gates to visitors, **incensed** that a developer wanted to charge an entrance fee. "Religion is for practice. It's not for show," says Xue Yu, a former monk who is now director of Buddhist Studies at the Chinese University of Hong Kong.

Vocab

1. **rile** v. =**anger** to annoy sb or make them angry 惹恼；激怒
2. **commercialisation** n. 商业化
3. **house** v. to be the place where sth is kept or where sth operates from 是（某物）的贮藏处（或安置处）；收藏；安置
e.g. The gallery houses 2 000 works of modern art. 美术馆收藏了 2 000 件现代艺术作品。
4. **relic** n. a part of the body or clothing of a holy person, or sth that they owned, that is kept after their death and respected as a religious object 圣髑；圣骨；圣人遗物
5. **monastery** n. 寺院；隐修院 A **monastery** is a building or collection of buildings in which monks live.
6. **incensed** adj. very angry 非常愤怒的；大怒的
e.g. They were incensed at the decision. 他们被这个决定激怒了。

Sentence

At Famen Temple in the northern province of Shaanxi, which houses a finger-bone relic of Buddha, monks protested in 2009 against both an increase in entrance fees and the construction of a wall that would have restricted their access to their temple's door, says Francesca Tarocco of New York University.

主干：monks protested against both an increase in entrance fees and the construction of a wall
monks 前面的句子是对 monks 的解释 which houses a finger-bone...这里的非限定性定语从句的先行词是 temple，其中 house 在这里的作用是动词：收藏

that would have restricted their access to their temple's door 这里的定语从句的先行词是 wall

says Francesca Tarocco of New York University 是整个句子的主干，倒装

While many tourists are **dazzled** by the **glitz** and **mystique** of China's **ersatz** temples, some **carp about extortionate** prices. Visitors to the Guanyin statue in Sanya, however, are allowed one small **concession** by the park's operators: incense **joss-sticks** are free.

Vocab

1. **dazzle** v. to impress sb a lot with your beauty, skill, etc. （美貌、技能等）使倾倒，使赞叹不已，使眼花缭乱
e.g. He was dazzled by the warmth of her smile. 她那温柔的微笑使他神魂颠倒。
2. **glitz** n. the quality of appearing very attractive, exciting and impressive, in a way that is not always genuine 耀眼；华丽；浮华
e.g. the glitz and glamour of the music scene 表面光辉灿烂的乐坛
3. **mystique** n. the quality of being mysterious or secret that makes sb/ sth seem

interesting or attractive 神秘性

e.g. The mystique surrounding the monarchy has gone for ever. 王室的神秘性已经一去不复返。

4. **ersatz** adj. artificial and not as good as the real thing or product 人造的, 代用的, 合成的 (因而质量不如真品)

5. **carp** v. ~ (at sb) (about sth) to keep complaining about sb/ sth in an annoying way 不停地抱怨; 唠叨

6. **extortionate** adj. =**excessive** (of prices, etc. 价格等) much too high 过于昂贵的; 过高的
e.g. They are offering loans at extortionate rates of interest. 他们在放高利贷。

7. **concession** n. a right or an advantage that is given to a group of people, an organization, etc., especially by a government or an employer (尤指由政府或雇主给予的) 特许权, 优惠

e.g. The Bolivian government has granted logging concessions covering 22 million hectares. 玻利维亚政府批准了在 2 200 万公顷土地上的伐木特许权。

8. **joss stick** n. 香; 线香 A **joss stick** is a thin stick covered with a substance that burns very slowly and smells pleasant.

From the print edition: China

Buddhism and business

Zen and the art of moneymaking

佛教与商业：禅宗和其赚钱的艺术

Local officials make a packet from a religion of self-denial.

地方政府通过一个本身克己忘我宗教赚了大钱。

THE white steel lady overlooking the South China Sea has three heads, three bodies and toenails bigger than human heads. Guanyin, the Buddhist goddess of mercy, stands atop a temple on a man-made islet, each of her heads facing a different way. Her public-relations staff call the six-year task of putting her there, in the resort town of Sanya on tropical Hainan island, "the number one statue-project in China". The structure's height, at 108 metres, was intended to be auspicious: Buddhists consider the number sacred.

这座白色的钢铁女神像由三副面孔和三个躯干组成一体，光是脚趾就比人的脑袋还大。她是观音菩萨，在佛教中代表大慈大悲，伫立在人工岛的寺庙顶端，三面各朝三个不同的方向。

(译者注：三亚南海海上观音像。一般认为观音是男性，而南海观音在当地民间的传说中转变为了女性形象。) 这座雕像的公关人员称，这个坐落于热带海岛三亚景区内的雕像为“中国头号雕像工程”，历时六年才完成。雕像高达108米，寓意吉祥如意，佛教徒认为这个数字是神圣的。

Good fortune was certainly on the minds of local officials when they approved the project, in which the local government has a share. It was intended to be a money-spinner. It costs 60 yuan (\$9.66) just to get in the lift that whisks visitors up to pray at those giant feet. That is on top of 126 yuan to enter the Nanshan Cultural Tourism Zone with its Auspicious Garden, Temple of 33 Guanyins and colourful Dharma Door of Non-Duality with its 94,000 portals. Guanyin is clearly not intended as a magnet for the faithful who have given up worldly possessions. Visitors are gouged without compassion, even having to pay for tassels "blessed" by souvenir salespeople. Gift stores are everywhere, selling knick-knacks such as prayer beads and Buddhist statuary. For visitors who want to sleep in the

presence of Guanyin, a room at the site's hotel can cost more than \$280.

当地政府在批准这个项目的时候，肯定考虑到了这能带来的巨大利益，而且他们可以从中分一杯羹。她确实确实是棵摇钱树。仅仅是坐个电梯被急匆匆地送到巨型观音的脚下祈祷膜拜就要花费60元人民币（约9.6美元）。还不算进入南山文化旅游区观赏吉祥如意园、33观音堂、彩绘的达摩不二法门和它的94000法门，这些要花上126元人民币。显然这尊观音并不打算吸引已经舍弃身外之物的虔诚信徒。游客们在被无情地欺骗，甚至会花钱购买纪念品销售商家“开光”的流苏纪念品。纪念品商店无处不在，主要卖一些小物件，比如说念珠和佛像。对于那些想要对于那些想要睡得离观音近些的游客，一个景区的房间则需要花上280美元。

Cheni Foo, a tourist from Copenhagen, surveys the goddess from a boardwalk connecting the islet with the shore. She wrinkles her nose and says she has seen enough. "For me, it's a little bit too fake. It's built for the purpose of tourists." Ms Foo is right. Buddhism is big business in China. In the 1980s the government, which once preached the evils of faith in anything but the Communist Party, began loosening restrictions on the building or restoration of temples—most of which had been damaged or destroyed by Maoist mobs during the Cultural Revolution. New shrines sprang up everywhere, most of them small and discreet. In recent years, however, domestic tourism has boomed, as has curiosity about once-banned religions. Local officials have smelled a moneymaking opportunity.

付辰伊是一名来自哥本哈根的游客，在连接海岸与人工岛的栈道上观赏佛像时，她皱起了鼻子表示看够了：“这一切都是为了旅游目的而造的，对我来说有一点太假了。”付女士说的没错，佛教在中国是一桩大生意。以前，政府曾经宣传除了共产党之外的其他信仰都是邪恶的。但在20世纪80年代，共产党对建设或修复寺庙的管制开始放松，绝大多数需要修复的寺庙是在文革时期被暴民损毁的。新的圣殿四处涌现，其中大多数都是小而朴素的。然而近些年，本土旅游热和对曾经被禁止的宗教的好奇心都兴盛起来。地方政府们已经嗅出赚钱的机会。

In 2008 China completed what was described as the world's biggest statue—the 128-metre Spring Temple Buddha in the central province of Henan. The company that built Hong Kong's 34-metre-tall Tian Tan Buddha on Lantau Island and Sanya's Guanyin has been working on erecting ten more mega-Buddhas around the country. The government in Gansu province, in the north-west, hopes to create a theme park linking the historic Mogao Caves in Dunhuang (home to remarkably unscathed thousand-year-old Buddhist frescoes) with the sand dunes of a nearby tourist attraction. It wants to sprinkle the desert strip with fake temples and folk villages.

2008年，中国在中部的河南省建成了号称世界最大雕像的、高达128米的中原寺大佛。已经建造了香港大屿山天坛34米高大佛和三亚南海观音的公司正在中国建造其他的十座特大佛像。中国西北部的甘肃省政府希望能建造一个主题公园，来连接古老的敦煌莫高窟（得以非常完好保存上千年的佛教壁画所在地）和临近的沙丘景区。政府希望在沙漠中点缀上人工寺庙与居民区。

China's Buddhism business is also going global. The faith's most famous commercial site, Shaolin Temple in Henan, which is renowned for its kung fu-trained monks, plans to build a \$297m, 500-bed hotel complex and temple—including a martial-arts academy and a 27-hole golf course—in Australia. Tibetan Buddhist temples have been more reserved, however. The government still treats those as highly sensitive religious sites. Chinese and foreign tourists are drawn to them as well—but the complexes are kept under close

observation by security cameras and plain clothes police.

中国的佛教生意已经开始走向世界。佛教中最出名的、以其武艺精湛的僧人而被世人所知的商业名胜河南少林寺，最近计划耗资2.97亿美元在澳大利亚修建含有500个床位的综合酒店和寺院——其中包括武术学院以及27洞的高尔夫授课场地。但是西藏的佛教寺院更加保守。政府仍然将它们视为高度敏感的宗教场所。中外的游客会闻名而来，可是寺庙群一直都在安保摄像头和便衣警察的严密监控下。

Even in non-Tibetan areas of China, some Buddhists are riled by the commercialisation of their faith. At Famen Temple in the northern province of Shaanxi, which houses a finger-bone relic of Buddha, monks protested in 2009 against both an increase in entrance fees and the construction of a wall that would have restricted their access to their temple's door, says Francesca Tarocco of New York University. Last year seven monasteries in Jizu Shan in the south-western province of Yunnan reportedly closed their gates to visitors, incensed that a developer wanted to charge an entrance fee. "Religion is for practice. It's not for show," says Xue Yu, a former monk who is now director of Buddhist Studies at the Chinese University of Hong Kong.

即使在中国的非藏区，一些佛教徒也因信仰被商业化而恼怒。据纽约大学的弗朗西斯卡·塔洛克说，位于中国北部西安省的收存着佛祖手指骨舍利子的法门寺，在2009年寺院的僧侣就抗议过寺院门票价格的上涨，而且寺院门口的建筑围墙限制了他们进出。据报道，去年中国西南部云南省鸡足山的七座寺院曾关门拒客，原因是当地开发者想要收取门票的想法激怒了他们。“宗教是为了修行而非作秀。”薛玉，这位如今在香港中文大学佛学院任导师的前僧人说道。

While many tourists are dazzled by the glitz and mystique of China's ersatz temples, some carp about extortionate prices. Visitors to the Guanyin statue in Sanya, however, are allowed one small concession by the park's operators: incense joss-sticks are free.

当一些游客惊叹于中国人工寺院的炫目神时，仍有一些游客对过高的票价十分不满。然而对于参观三亚观音像的游客来说，多少能从景区管理者那里得到微薄的优惠：线香是免费的。