

## 05.15-Rooster boosters

### Rooster boosters

#### China's biggest festival is going global

The government wants foreigners to celebrate, too  
Jan 28th 2017 | BEIJING AND YANGON

#### Vocab

1. rooster n. =cock 雄鸡;公鸡 A rooster is an adult male chicken.
2. booster n. [incombination] a source of help or encouragement • 推动, 鼓励

RED lanterns adorn the aisles of a small supermarket. There are stacks of red envelopes on sale, for stuffing cash in and handing out as gifts. A sign offers seasonal discounts. Such festive trappings are ubiquitous in China in the build-up to the lunar new year, which this year starts on January 28th. But this is Yangon, the capital of Myanmar, where Han Chinese are a mere 2.5% of the country's population. They are a sign that Chinese new year is becoming a global holiday.

#### Vocab

1. adorn v. to make sth/ sb look more attractive by decorating it or them with sth 装饰 ; 装扮  
e.g. Gold rings adorned his fingers. 他的手指戴着几枚金戒指。
2. aisle n. a passage between rows of seats in a church, theatre, train, etc., or between rows of shelves in a supermarket ( 教堂、戏院、火车等座位间或超级市场货架间的 ) 走道 , 过道  
e.g. Coffee and tea are in the next aisle. 下一个走道处有咖啡和茶。
3. on sale n. 出售, 廉价出售
4. stuff v. ~ A (with B) | ~ B (in, into, under, etc. A) to fill a space or container tightly with sth 填满 ; 装满 ; 塞满 ; 灌满  
e.g. She had 500 envelopes to stuff with leaflets. 她得在 500 个信封里装上传单。
5. festive adj. typical of a special event or celebration 节日的 ; 喜庆的 ; 欢乐的  
e.g. The whole town is in festive mood. 全城喜气洋洋。
6. trappings n. (权力、财富、工作等带来的)装点之物, 额外实惠 The trappings of power, wealth, or a particular job are the extra things, such as decorations and luxury items, that go with it.  
e.g. The family were in government for several generations and evidently loved the trappings of power. 那个家族好几代人都曾在政府任职, 显然对随权力而来的各种额外实惠情有独钟。
7. ubiquitous adj. seeming to be everywhere or in several places at the same time; very common 似乎无所不在的 ; 十分普遍的  
e.g. the ubiquitous bicycles of university towns 大学城里处处可见的自行车

Several countries in Asia celebrate the lunar new year in their own way. But dragon and lion dances in Chinatowns the world over have helped to make China's the most famous. These days growing numbers of people who are not of Chinese descent are joining in. In Tokyo window cleaners dress up as the animals of the

Chinese **zodiac**. Barcelona's Chinese **parade** includes dracs (a Catalan species of dragon). America, Canada and New Zealand have issued commemorative stamps for the year of the chicken (or cock or rooster, as the animal of 2017 is sometimes called, inaccurately: the Chinese word is gender neutral). Last year New York city made the lunar new year a school holiday for the first time.

### Vocab

1. **descent** n. 血统;家世;出身 You use **descent** to talk about a person's family background, for example their nationality or social status.

e.g. All the contributors were of African **descent**. 所有的撰稿人都是非裔人士。

2. **zodiac** n. 黄道带, 十二宫图; 属相, 星座

3. **parade** n. a public celebration of a special day or event, usually with bands in the streets and decorated vehicles 游行

e.g. St Patrick's Day parade in New York 纽约市圣帕特里克节庆祝游行

4. **commemorative** adj. intended to help people remember and respect an important person or event in the past 纪念的

e.g. commemorative stamps 纪念邮票

### Sentence

America, Canada and New Zealand have issued commemorative stamps for the year of the chicken (or cock or rooster, as the animal of 2017 is sometimes called, inaccurately: the Chinese word is gender neutral).

主干: A, B and C have issued commemorative stamps

as the animal of 2017 is sometimes called 这里是对 cock or rooster 的解释

inaccurately: the Chinese word is gender neutral 同样的, 这里表明 called 的是中国汉字是中性的

The spread of the spring festival, as China calls it, is partly due to recent **emigration** from China: 9.5m Chinese people have moved abroad since 1978, many of them far richer than earlier waves of **migrants**. It also reflects the wealth and **globe-trotting ambitions** of China's new middle class: **festivities** in other countries are partly aimed at the 6m Chinese who are expected to spend their **weeklong** holiday abroad this year. International brands are trying to **lure** these big **spenders** with chicken-themed items.

### Vocab

1. **emigration** n. 移居外国; 迁移出境

2. **migrant** n. a person who moves from one place to another, especially in order to find work (为工作) 移居者; 移民

e.g. migrant workers 流动工人

3. **globe-trotting** adj. travelling in many countries all over the world 环球旅行的; 周游世界的

e.g. a globetrotting journalist 环球工作的记者

e.g. motivated by personal ambition 为个人野心所驱使

4. **ambition** n. the desire or determination to be successful, rich, powerful, etc. 野心; 雄心; 志向; 抱负

5. **festivity** n. the happiness and enjoyment that exist when people celebrate sth 欢庆; 欢乐

e.g. The wedding was an occasion of great festivity. 这个婚礼是喜庆盛事。

6. **weeklong** *adj.* lasting for a week 持续一星期的；为期一周的

e.g. a week-long visit to Rome 到罗马进行为期一周的访问

7. **lure** *v.* to persuade or trick sb to go somewhere or to do sth by promising them a reward 劝诱；引诱；诱惑

e.g. Young people are lured to the city by the prospect of a job and money. 年轻人希望打工赚钱，从而被吸引到城市。

8. **spender** *n.* a person who spends money in the particular way mentioned 花钱...的人

e.g. a big spender (= who spends a lot of money) 花钱大手大脚的人

**Conscious** of China's growing economic and political **clout**, foreign leaders have taken to noting the occasion. Britain's prime minister, Theresa May, has given a video address, a tradition started in 2014 by her **predecessor**, David Cameron. Last year the country's royal family tweeted a picture of Queen Elizabeth dotting the eye of a Chinese lion-dancer's **costume**. Also in 2016, Venezuela's culture minister admitted that his country was celebrating Chinese new year for the first time—with six weeks of festivities—in a **bid** to improve economic ties with China. It is **rumoured** that this year's World Economic Forum in Davos was held a week earlier than usual to avoid **clashing** with Chinese new year.

### Vocab

1. **conscious** *adj.* 注意到的；意识到的 If you are **conscious of** something, you notice it or realize that it is happening.

e.g. He was **conscious** of the faint, musky aroma of after-shave...他注意到了须后水淡淡的麝香味。

2. **clout** *n.* **political/ financial clout** 政治/经济势力

3. **predecessor** *n.* a person who did a job before sb else 前任

e.g. The new president reversed many of the policies of his predecessor. 新任总统彻底改变了其前任的许多政策。

4. **costume** *n.* the clothes worn by people from a particular place or during a particular historical period (某地或某历史时期的) 服装，装束

5. **bid** *v.* 努力争取；尝试 If you **bid for** something or **bid to** do something, you try to obtain it or do it.

e.g. Singapore Airlines is rumoured to be **bidding** for a management contract to run both airports...据传，新加坡航空公司正在争取签下两家机场的经营权。

6. **rumour** *v.* **be rumoured to be reported as a rumour and possibly not true** 谣传；传说

e.g. It's **widely rumoured that** she's getting promoted. 到处都在传要提拔她了。

7. **clash** *v.* ~ (with sth) (of events 活动) to happen at the same time so that you cannot go to or see them both (时间上) 相冲突，相矛盾

e.g. Unfortunately your party clashes with a wedding I'm going to. 不巧得很，你的聚会和我要参加的婚礼在时间上有冲突。

China hopes the festival will boost its cultural “soft power” abroad. So it **sponsors** related events, such as a display this year of **martial arts** in Cyprus and a traditional Chinese **temple-fair** in Harare, Zimbabwe. It may give Chinese officials satisfaction to see foreigners enjoy such festivities. They **lament** the growing **enthusiasm** among Chinese for Western celebrations such as Christmas—in December cities across China are **bedecked** with **Santas** and **snowflake** decorations. Chinese new year is a welcome chance to **reverse** the cultural flow.

## Vocab

1. **sponsor** v. [VN] to arrange for sth official to take place 主办；举办；促成

e.g. The US is sponsoring negotiations between the two sides. 美国正在安排双方的谈判。

2. **martial art** n. 武术 A **martial art** is one of the methods of fighting, often without weapons, that come from the Far East, for example kung fu, karate, or judo.

3. **temple-fair** n. 庙会

4. **lament** v. to feel or express great sadness or disappointment about sb/ sth 对...感到悲痛；痛惜；对...表示失望

e.g. In the poem he laments the destruction of the countryside. 在那首诗里他对乡村遭到的破坏流露出悲哀。

5. **enthusiasm** n. a strong feeling of excitement and interest in sth and a desire to become involved in it 热情；热心；热忱

e.g. I can't say I share your enthusiasm for the idea. 我可不像你那样，对这个想法那样热心。

6. **bedecked** adj. 装饰着...的；装点 If a place is **bedecked with** flags or other ornaments, these things have been hung up to decorate it.

e.g. The palace was **bedecked with** flags. 王宫到处彩旗飘飘。

7. **santas** n. 圣诞老人（等于Santa Claus）

8. **snowflake** n. 雪花 A **snowflake** is one of the soft, white bits of frozen water that fall as snow.

9. **reverse** v. 逆转，彻底改变（决定、政策、趋势等） When someone or something **reverses** a decision, policy, or trend, they change it to the opposite decision, policy, or trend.

e.g. They have made it clear they will not **reverse** the decision to increase prices...他们已经明确表示不会更改提价的决定。

## Sentence

They lament the growing enthusiasm among Chinese for Western celebrations such as Christmas—in December cities across China are bedecked with Santas and snowflake decorations.

主干： They **lament** the growing enthusiasm...

cities across China are bedecked with Santas and snowflake decorations. 从句主干： cities are bedecked with Santas and snowflake decorations

across China 位置短语 in December 时间短语

This article appeared in the China section of the print edition under the headline "Rooster boosters"

Rooster boosters

全世界都在说：鸡年大吉

China's biggest festival is going global

中国最重要的节日正走向世界

The government wants foreigners to celebrate, too

政府希望外国人也庆祝春节

Red lanterns adorn the aisles of a small supermarket. There are stacks of red envelopes on sale, for stuffing cash in and handing out as gifts. A sign offers seasonal discounts. Such festive trappings are ubiquitous in China in the build-up to the lunar new year, which this year starts on January 28th. But this is Yangon, the capital of Myanmar, where Han Chinese are a mere 2.5% of the country's population. They are a sign that Chinese new year is becoming a global holiday.

在一家小超市，过道上挂满了一盏盏红灯笼，商品架上陈列着一叠叠的红包，季节折扣的牌子也挂了出来。在农历新年前的几天，中国随处可见这些节日气息满满的东西（今年的农历初一是1月28号）。但是这却是一家位于缅甸（Myanmar）首都仰光(Yangon)的超市。缅甸的汉族人口只占全国人口的2.5%。这表明春节正在成为一个全球性节日。

Several countries in Asia celebrate the lunar new year in their own way. But dragon and lion dances in Chinatowns the world over have helped to make China's the most famous. These days growing numbers of people who are not of Chinese descent are joining in. In Tokyo window cleaners dress up as the animals of the Chinese zodiac. Barcelona's Chinese parade includes dracs (a Catalan species of dragon). America, Canada and New Zealand have issued commemorative stamps for the year of the chicken (or cock or rooster, as the animal of 2017 is sometimes called, inaccurately: the Chinese word is gender neutral). Last year New York city made the lunar new year a school holiday for the first time.

亚洲几个国家都有各自庆祝农历新年的方式。但是全世界的唐人街都会有舞龙舞狮的节目，这使得中国的春节庆祝方式最为有名。最近，越来越多非华裔人士加入到庆祝春节的行列。东京的门窗清洁工扮成了中国十二生肖中的动物。巴塞罗那的华人庆祝游行中有dracs（加泰罗尼亚种的龙）。美国、加拿大和新西兰都推出了纪念版鸡年邮票。去年纽约的学校首次为农历新年放假。

The spread of the spring festival, as China calls it, is partly due to recent emigration from China: 9.5m Chinese people have moved abroad since 1978, many of them far richer than earlier waves of migrants. It also reflects the wealth and globe-trotting ambitions of China's new middle class: festivities in other countries are partly aimed at the 6m Chinese who are expected to spend their weeklong holiday abroad this year. International brands are trying to lure these big spenders with chicken-themed items.

春节的全球化部分得益于近年来的华裔移民。1978年来，950万中国人移民到了海外。他们大多比前几波移民富有。这也反映了中国新兴中产阶级的富有以及他们走向世界的雄心。其他国家庆祝春节，部分原因是想吸引约600万想在外国过年的中国游客。国际品牌也推出了以鸡为主题的产品，以此吸引那些中国“土豪”。

Conscious of China's growing economic and political clout, foreign leaders have taken to noting the occasion. Britain's prime minister, Theresa May, has given a video address, a tradition started in 2014 by her predecessor, David Cameron. Last year the country's royal family tweeted a picture of Queen Elizabeth dotting the eye of a Chinese lion-dancer's costume. Also in 2016, Venezuela's culture minister admitted that his country was celebrating Chinese new year for the first time—with six weeks of festivities—in a bid to improve economic ties with China. It is rumoured that this year's World Economic Forum in Davos was held a week earlier than usual to avoid clashing with Chinese new year.

看到中国经济和政治影响力不断提高，外国领导人也关注起了中国春节。英国首相特蕾莎·

梅 (Theresa May) 录制了一段新春祝福视频，这由前首相大卫·卡梅伦 (David Cameron) 于2014年首开先河。去年，英国皇室在推特上发了一张伊丽莎白女皇为中国舞狮点睛的照片。同一年，委内瑞拉 (Venezuela) 文化部部长表示，委内瑞拉也将庆祝春节，为期6周。这项决定是为了加强与中国的经济联系。有传言称，为了避免与中国新年“撞期”，今年达沃斯世界经济论坛提前了一周举行。

China hopes the festival will boost its cultural “soft power” abroad. So it sponsors related events, such as a display this year of martial arts in Cyprus and a traditional Chinese temple-fair in Harare, Zimbabwe. It may give Chinese officials satisfaction to see foreigners enjoy such festivities. They lament the growing enthusiasm among Chinese for Western celebrations such as Christmas—in December cities across China are bedecked with Santas and snowflake decorations. Chinese new year is a welcome chance to reverse the cultural flow.

中国希望通过春节迈向全球，提升国家软实力。为此，中国举办了一系列相关活动，例如在塞浦路斯的中华武术展，在津巴布韦 (Zimbabwe) 首都哈拉雷 (Harare) 的传统中国庙会。也许中国官员会乐于看到外国人享受这些庆祝活动。现在中国人对西方节日的热情越来越高涨，比如到了12月，中国圣诞气息浓重，各个城市都能看见圣诞老人和雪花装饰。而对此中国官员十分失望。春节走出去则是扭转这一文化潮流的好契机。