

钻石不再“恒久远” 现代女性更爱等离子电视

Diamonds are no longer a girl's best friend, according to a new U.S. study that found three of four women would prefer a new plasma TV to a diamond necklace.

美国一项最新调查表明,钻石不再是女性的最爱了。四分之三的女性宁可要一台新等离子电视机,而不要钻石项链。

The survey, commissioned by U.S. cable television's Oxygen Network that is operated by women, found the technology gender gap has virtually closed with the majority of women snapping up new technology and using it easily.

这项由女性经营管理的美国“氧气”有线电视网委托所做的调查发现,随着大多数女性购买新兴科技产品并能自如地运用它们,女性和男性在科技产品运用方面的差距几乎已经不存在了。

Women were found on average to own 6.6 technology devices while men own 6.9, and four out of every five women felt comfortable using technology with 46 percent doing their

own computer trouble-shooting.

调查发现,女性平均每人拥有科技产品6.6件,而男性为每人6.9件。此外,五分之四的女性能自如地使用科技产品,46%的女性能够自己处理电脑故障。

"People make the assumption that women are not as advanced as men when it comes to technology and I was surprised at the parity men and women now have in terms of technology," Geraldine Laybourne, chairman and chief executive of Oxygen Network said.

“氧气”有线电视网主席、首席执行官杰拉尔丁·莱伯恩说:“人们总认为,在使用科技产品方面,女性不如男性‘先进’。而如今,女性和男性在这方面已经是‘势均力敌’了,我感到很惊讶。”

The Girls Gone Wired survey of 1,400 women and 700 men aged 15 to 49, which was conducted by market researcher TRU, found that given the choice, women would opt for tech items rather than luxury items like jewelry or vacations.

此项名为“女性连接科技”的



调查由TRU市场调查公司开展,共有1400名女性和700名男性参与,调查对象的年龄在15岁至49岁之间。调查发现,如果要选择的话,女性宁可选择科技产品,而不是奢侈品,如珠宝或假期。

The study found 77 percent of women surveyed would prefer a new plasma television to a diamond solitaire necklace and 56 percent would opt for a new plasma TV over a weekend vacation in Florida.

调查发现77%的受访女性更想

要一台新等离子电视,而不是钻石项链;56%的女性更青睐一台新等离子电视,而不愿周末去佛罗里达度假。

The study found over the next five years women see themselves increasing their activities in six tech areas: digital cameras, cell phones, e-mail, camera phones, text messaging and instant messaging.

调查显示,在未来五年内,女性涉足越来越多的六大科技领域包括:数码相机、手机、电子邮件、可视电话、短信和网上即时通讯。

俚语精选



Like drawing/pulling teeth

Robert overheard someone talking on the Cheung Chau ferry. "Getting my employees interested in work on a Monday morning is like drawing teeth."

Robert was amazed. "But drawing teeth is easy!" he exclaimed, and he set about to show how simple it is.

What Robert didn't understand, of course, is that like drawing/pulling teeth describes any task that is met with resistance. Drawing here means pulling.

在长洲轮渡上,罗伯特无意中听到有人谈论说:“每周一上午调动员工的工作热情,就像画牙齿一样难。”

罗伯特听后大吃一惊地说:“但是画牙齿很容易阿!”然后他就开始示范画牙齿是多容易画。

其实是罗伯特不理解这个人的意思, drawing/pulling teeth 的意思是每项工作都遇到了阻力。Drawing 在这里是拖、拉的意思。 尘尘

画里话外

“This will be a big turning point of my life, I will be the messenger of Korean beauty to the world.”

“这是我生命中的转折点,我将成为将韩国美带向全世界的使者。” ——李亨妮

Lee Honey (23) is crowned Miss Korea at the 50th Miss Korea pageant at the Sejong Center for the Performing Arts on Thursday evening.

The 50th Miss Korea pageant was held Thursday evening in the main theater of the Sejong Center for the Performing Arts. After a fierce but friendly competition, Lee Honey (23) was left standing with the crown of Korea's representative beauty for the next year.

Lee Honey completed in Korean traditional music at Seoul National University and is now in the first year of a masters program in the same field there. She comes from a distinguished family. Her father is a high-ranking official with the National Intelligence Service. Her mother is a professor at Ehwa Women's University and was in March designated a “living cultural asset” in the field of gayageum (Korean zither) music.

Compering the event were

comedian Nam Hee-suk and 2001 Miss Korea runner-up Kim Ji-hye, who currently anchors a show on the

Korea New Network in Busan. The flamboyant fashion designer Andre Kim was chief of a jury which also included actor Cha In-pyo.

8月3日晚,第50届韩国小姐大赛在首尔世宗文化会馆大剧院举行,23岁的李亨妮一举夺得桂冠。

经过一番激烈但仍然友好的竞争,最终首尔小姐冠军李亨妮摘得代表“韩国美”的韩国小姐桂冠。

李亨妮去年从首尔国立大学韩国传统音乐系毕业,又考入了该系研究生,现在是一年级研究生。李亨妮的家世显赫,父亲是韩国国立职能机构的高级官员,母亲是韩国著名的梨花女子大学教授。因为在韩国传统扁琴上造诣极高,李亨妮的母亲今年3月被评价为“活着的文化遗产”。

比赛由笑星南希锡和2001年韩国小姐、现任釜山电视台播音员金智惠主持大赛。韩国时装设计大师安德莱·金担任评委会主席,评委中还有影星车仁表,吸引了不少眼球。 尘尘

新闻潮语

Advergames

Food Execs Court Kids With "Advergames" (食品公司以“广告游戏”取悦儿童)

今天的广告渗透我们生活的每一个环节,公共交通工具的渗透率尤其可怕,地铁、公共汽车、出租车无可避免,平面广告大家尚可闭上眼睛拒绝收看,有光有影又会发声的简直是环境污染。

不过,市场推广是现代经济的支柱之一,广告无孔不入,近年新兴广告与电子游戏的cross-over,以品牌或产品制作电子游戏,于是 advergence (广告游戏)应运而生。

Advergence 即 advertisement+video game,据报道,食品商尤擅此道,朱古力饼足球游戏、馅饼障碍滑雪赛等等,专攻天真的童心。

美国华盛顿一个关注家庭健康的基金会 (Kaiser Family Foundation) 最近发表的研究报告说 advergaming 的推广威力比电视强多了,因为它们让小朋友跟各式各样的零食直接“打交道”,培养出来的感情特别深厚。专家担心这样的趋势会助长

儿童的肥胖问题,所以促食品商改良产品,同时必须教育儿童健康饮食。

谈起 advergaming, 顺带一提, advertisement 可简称 ad 或 advert, 英国人尤其喜欢用 advert。

