

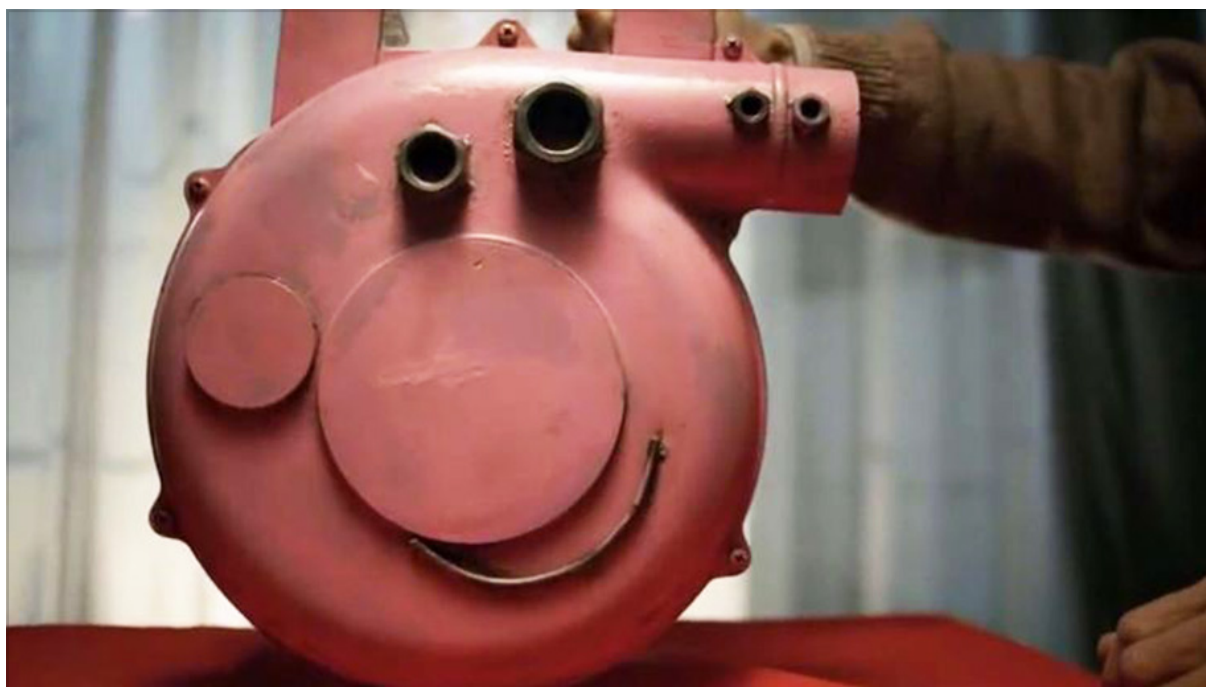
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China's about to rediscover Peppa Pig

中国将重新认识小猪佩奇

A promotional clip for a movie featuring Peppa Pig has gone viral, earning the brand—previously more popular among city-based children—new fans in rural Chinese regions. Shares in the production company behind the show, Entertainment One, rallied the most in about four months in London trading.

一支以小猪佩奇为卖点的电影宣传短片爆红网络，为这一形象在中国农村地区收获了新的粉丝——该片之前在城市儿童中更受欢迎。在过去大约四个月中，这部短片背后的制作公司 Entertainment One (eOne)，成为在伦敦的（股票）交易（市场）中，止跌回升幅度最大的股票。

It's a remarkable change in fortunes for television's most famous hog. In May last year, Peppa Pig morphed into a symbol when its popularity on online platforms saw it associated with "shehui ren"—a slang word spurring grown-up fans to link the show to rap music, while some even got tattoos of the character.

对于这只电视上最有名的猪来说，这是一次非凡的命运转变。去年五月，随着“社会人”这一网络用语与佩奇挂钩，它在各大网络平台走红。“社会人”也促使成年粉丝们将这部动画片与说唱音乐联系在一起，而其中一些人甚至将小猪佩奇纹在身上，它也随之成为了一个符号。

The movie teaser released Thursday, in the lead up to the Chinese New Year holiday, shows a rural man's attempt to discover what his city-raised granddaughter means when she says "Pei Qi" – "Peppa Pig" in Chinese. After a failed attempt to paint a farm pig red, he adapts an old ventilation fan to make it look like the character, pleasing the awaiting child. 周四，就在中国的新年假期之前，这支电影预告片发布了，它展现了一个农民试图去寻找一个答案——他那在城市中长大的孙女口中的佩奇究竟是什么。在他试图将一只农场猪涂成红色的举动失败之后，他将一只老旧的鼓风机改造成了小猪佩奇的形象，以此来取悦正在等待礼物的孙女。

After stocks tied to Peppa soared in Asia overnight, sentiment around Entertainment One shares was given a further boost when U.K. toymaker Character Group Plc highlighted the brand's strength in a trading update. Entertainment One rose 5.2 percent on Friday, the most since Sept. 27.

一夜之间，与小猪佩奇有关的股票价格在亚洲飙升。英国玩具制造商 Character Group Plc 在最新交易数据中强调了 eOne 的强劲实力，这令外界对该公司的股票的信心越发高涨。在周五时，eOne 的股价上涨了 5.2%，是该股票自 9 月 27 日以来的最大涨幅。

——文章来源 / 彭博社

重点词汇

rediscover/ˌriːdɪ'skʌvər/

v. 重新找到；重新获得

promotional/prə'moʊʃənəl/

adj. 推广的，促销的

promotion (n.)

- a promotional campaign / video

share/ʃer/

n. 股票；股份

- I have some shares in Apple.

stocks and shares

- One of my friends invests in stocks and shares.

rally/'ræli/

v. 恢复；回升

an election rally (n.)

- The team played badly in the first half of the game but rallied in the second.
- Markets began to rally worldwide.

hog/hɔ:g/

n. 猪；贪吃的人

- You've eaten the whole cake? You hog!

hog, pig

- 在美式英语中，hog 一般指被人养肥养大，然后供人类食用的猪；而在英式英语里，hog 指的是被阉割后拿来食用的公猪。除了指“猪”以外，hog 还可以用来形容一个人很贪婪、贪吃。

morph into

使变成...，变形为...

- The prince was morphed into a frog.

spur/spɜ:r/

v. 刺激，激励；鞭策；策（马）前行

- He spurred his horse and shouted "Faster! Faster!"
- Lower taxes would spur investment and help economic growth.

teaser/'ti:zər/

- n. 预告片，先导片
tease (v.)
- a teaser / trailer for the new series of *Game of Thrones*

in the lead up to

在...之前

lead-up (n.) 前奏，前面一段时间

- the lead-up to the wedding / election

ventilation/ˌventɪ'leɪʃn/

n. 通风；通风设备

- Her room has poor ventilation.

soar/sɔɪr/

v. 猛增；高飞

- A bird soars into the air.
- The price of petrol has soared in recent weeks.

sentiment/'sentɪmənt/

n. 情绪；观点，意见

- popular / public sentiments
- the anti-immigrant sentiment
- My sentiments exactly. (= I agree.)

boost/buɪst/

n. 改善；提高；增强；推动

- Passing my driving test was such a boost to my confidence.
give a boost 提振
- Vitamin supplements can give a boost to your immune system.
receive a boost 获得提升
- You can receive a boost in your immune system by taking vitamin supplements.