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China's about to rediscover Peppa Pig

中国将重新认识小猪佩奇

be about to: 将要

rediscover/*ˌriːdɪ'skʌvər*/: v. 重新找到；重新获得

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。

promotional/prə'mouʃənl/: adj. 推广的，促销的

- a promotional campaign / video

promotion : n. 促销，推销

- to get or gain a promotion 得到提拔

clip : n. 片段，夹子；v. 夹住

- clip sth to/on sth: 将某物夹到某物上

featuring ...: 以...为特点；以...为卖点的

go viral: 爆红，像病毒一样传播

earn sb. sth. : 为某人赢得某物

rural Chinese regions: 中国农村地区

shares/ʃer/: n. 股票；股份

- I have some shares in Apple.

rally /'ræli/: v. 恢复；回升

- The team played badly in the first half of the game but rallied in the second. 球队在比赛的前半段表现糟糕，但在第二场比赛中反弹

- Markets began to rally worldwide. 市场开始在全球范围内反弹

stocks and shares

- One of my friends invests in stocks and shares.

trading: n. 贸易，股票交易

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。

remarkable : adj. 非凡的，不寻常的

the fire brigade arrived with remarkable speed 消防队火速赶到

fortune : n. 运气，命运

- have the good fortune to do ... 有幸做...

- ill fortune: 厄运

- fortune smiled on us: 我们交了好运

- fortune favours the brave: 好运眷顾勇者

hog /hɔ:g/: n. 猪；贪吃的人

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

- 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. 王子变成了青蛙。

symbol: n. 象征，符号

slang /slɑŋ/: n. 俚语，谩骂（网络用语）

spur/spɜːr/: 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.

grown-up: adj. 成熟的，长大的

- a grown-up son: 成年的儿子

- be grown-up for one's age: 比实际年龄要成熟

tattoos /tæ'tu/: n. 纹身图案

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。

teaser /'tiːzər/: n. 预告片，先导片 (= trailer)

tease (v.)

- a teaser / trailer for the new series of Game of Thrones

release /rɪ'liːs/: v. 释放，发行

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

city-raised: adj. 城市长大的

paint: n. 油漆；v. 为...刷漆

- I'm painting the walls (in) pink: 我在把墙漆成粉红色

- to paint one's nails: 涂指甲油

adapt: v. 改造

ventilation/ˌventɪˈleɪʃn/: n. 通风；通风设备

- Her room has poor ventilation.

please the awaiting child: 取悦正在等待礼物的孙女

please : v. 使满意

please sb. 取悦某人

awaiting : adj. 等待的

- long-awaited: 期待已久的

- in prison awaiting trial : 在狱中等候审判

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。

tied to : 与...有关

- tie to: 用绳子把...拴于...; 使被...束缚，使被困于...;

- She bought a tie to go with his suit. 她买了一条领带和他的一套衣服搭配。

soar/sɔːr/: v. 猛增；高飞

- A bird soars into the air.

- The price of petrol has soared in recent weeks. 最近几周油价上涨很快

sentiment/'sentɪmənt/: n. 情绪；观点，意见

- popular / public sentiments : 公认的想法/意见

- the anti-immigrant sentiment : 反移民情绪

- My sentiments exactly. (= I agree.)

boost/buːst/: n. 改善；提高；增强；推动

- Passing my driving test was such a boost to my confidence. 通过了驾照考试使我信心大增。

- give a boost 提振 receive a boost 获得提升

- Vitamin supplements can give a boost to your immune system.

- You can receive a boost in your immune system by taking vitamin supplements. 维生素补剂可以增强免疫力

toymaker : 玩具制造商

原文：

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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.

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