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本文概述：印度即将进行大选，此次选举活动将耗资 70 亿美元，资金的用途包括给选民发放山羊或电视一类的礼品、用咖喱鸡等吸引选民参加集会、让虚假候选人参选以及广告宣传。

Why India's election is among the world's most expensive
印度大选何以成为全球最昂贵的选举之一

India will soon hold what's likely to be one of the world's **costliest** elections. The **polling exercise** will cost an **unprecedented** 500 billion **rupees** ($7 billion), according to the New Delhi-based Centre for Media Studies.
印度即将进行大选，该大选可能会是全球最昂贵的选举之一。根据位于新德里的媒体研究中心的说法，此次选举活动将耗资 5000 亿卢比（70 亿美元），堪称史无前例。

costly： adj. 昂贵的
同义词： expensive

Specific data can be hard to **pin down**, but costs are rising in general as **constituency** sizes increase and more **candidates** join the **fray**, said Simon Chauchard, a Columbia University **lecturer** who has followed elections in India.

哥伦比亚大学的讲师西蒙·乔查德一直密切关注着印度的选举运动。他说，详细的数据可能难以确认，但是随着选区规模扩大和越来越多候选人加入竞选，选举费用在整体上升。

"It's a bunch of **panicky** candidates throwing money around to voters but also to **vendors** selling all kinds of **stuff** useful in a political **campaign**," Chauchard said.

乔查德说："这群诚惶诚恐的候选人不仅在选民身上砸钱，还斥资向商贩们购买各种有益于政治运动的物品。"

主句为 It's a bunch of panicky candidates ，后面跟了三个后置定语，分别修饰不同的部分。第一个后置定语是 throwing money around to voters but also to vendors ，它修饰前面的 candidates，其中，voters 前面省略了 not only，对应后面的 but also。第二个后置定语是 selling all kinds of stuff ，修饰它前面的 vendors，最后一个后置定语为 useful in a political campaign ，修饰的是前面的 stuff。

a bunch of：一堆
panicky/'pænɪki/：adj. 惊慌失措的，惶恐的
词性拓展：panic（n. 恐慌，惊慌）
搭配短语：a panicky voice
vendor/'vendər/：n. 小贩，摊主
英文释义：someone who is selling something
搭配短语：a street vendor
stuff：n. 东西；物品
campaign：n. 专项活动，（尤指政治或军事）运动

Here's a look at where some of the money goes:
来看看这些钱的部分去向吧：

Can goats help win votes?
山羊能帮忙赢得选票吗？

Most federal-level Indian politicians said their **peers** feel **pressured** to hand out gifts like **cash** and alcohol. **Blenders**, television sets and **occasionally** even goats are handed out as gifts in some areas.
据印度大部分联邦级别的政界人士说，他们的同僚们迫于压力，不得不发放现金、酒等礼品。在一些地区，搅拌机、电视机，有时甚至连山羊也会作为礼物送出。

peer：n. 社会地位相同的人
pressured/'preʃərd/：adj. 感到压力的，被迫的
词性拓展：pressure（v. 施压，强迫；n. 压力）
搭配短语：feel pressured to do sth.
hand out：分发
cash：现金
blender/'blendər/：n. 食物搅拌器
词性拓展：blend（v. 搅拌，混合）

television set：n. 电视机

set： n. 一套，一组

occasionally：adv. 偶尔

搭配短语：only very occasionally：只是极个别地

Rallying the troops with chicken curry
用咖喱鸡集结"部队"

curry： n. 咖喱

搭配短语：chicken curry（咖喱鸡）

Indian politicians love a good **rally**: They **crisscross** the country, **corralling** locals into large **tents** where they're **bombarded** with campaign **rhetoric**. To attract a **crowd**, some politicians may need to offer a box of food filled with chicken curry that can be too expensive for **average** citizens.

印度政客们喜欢大集会：他们在全国各地奔走，将当地民众召集到大帐篷里，向他们大肆进行竞选宣传。为了吸引民众，有些政客可能需要提供装满咖喱鸡的盒饭。对普通民众来说，咖喱鸡这种食物是非常昂贵的。

rally/ˈræli/：v. 集合，召集，（使）团结

词性拓展：rally（n. 集会）

英文释义：to come together or bring people together in order to help or support sb./sth.

crisscross/ˈkrɪskrɔːs/：v.（在...范围内）纵横交错，交叉

例句：Railway lines crisscross the country. 铁路线纵横全国。

corral/kəˈræl/：v. 把马或牛赶进畜栏；把一群人集中起来（尤指控制起来）

词性拓展：corral（n. 尤指北美圈牛马的畜栏，围栏）

例句：The teacher corralled the kids on the playground. 老师把操场上的孩子们拉到了一起。

tent：n. 帐篷

be bombarded with...：被...连续轰炸的；被...围攻

bombard (/bɒmˈbɑːd/) 搭配短语：bombard sb. with ...

例句：The child bombarded Lala with questions.

例句：Lala was bombarded with questions.

rhetoric/ˈretərɪk/

n. 雄辩言辞，煽动性语言

crowd：n. 群众

average：adj. 普通的，一般的

Dummy candidates
虚假候选人

dummy/'dʌmi/：adj. 假的，仿制的
搭配短语：dummy hamburgers
词性拓展：dummy（n. 人体模型；仿制品）

India's Election **Commission** has **long** warned about dummy candidates: **nominating** someone with the same name to confuse voters and **split** the vote. But even **fielding** dummy candidates can cost as much as 120 million rupees.
长期以来，印度的选举委员会一直告诫（群众）要提防虚假候选人：提名虚假候选人，是指提名和选举领先者同名的人，以迷惑选民、分散选票。然而，光是让虚假候选人参选，就可能要花费高达 1.2 亿卢比的费用。

commission：n. 委员会
long：adv. 长期地，长久地
warn sb. about sth.：提醒某人注意某事
split：v. 分开，分散
field/fiːld/：v. 使参加活动（或比赛），组织参加
词性拓展：field（n. 田野）
例句：England fielded a young team in the World Cup. 英格兰在世界杯上派出了一支年轻的球队。
as much as + 数字：高达…，多至…

Brand building: Make India Great Again swag
品牌塑造："让印度再次伟大"的周边商品

brand building：品牌塑造
swag/swæg/：n. 营销活动等赠送的免费物品；（外貌或举止）时髦自信
例句：Everyone who attended the event got a swag bag.
口语表达：That girl's got swag. 那个女孩很潮

As much as 26 billion rupees will be spent on advertising in the **upcoming** elections. In

February **alone**, more than 40 million rupees was spent on political advertising on just one **site**—Facebook. **Then** there are T-shirts with the **slogan** "Namo Again" (Narendra Modi Again) **peddled** by his camp.

在即将到来的选举中，高达 260 亿卢比的经费将被用于广告宣传。仅 2 月份，就有超过 4000 万卢比被用在 Facebook 这一个网站上做政治宣传。此外，（印度总理）纳伦德拉·莫迪的阵营还在兜售带有"Namo Again"（莫迪连任）口号的 T 恤衫。

upcoming：adj. 即将到来的
搭配短语：next month's upcoming movies：下个月即将上映的电影
In February alone：仅2月份
site：n. 网站
then：adv. 然后；另外，而且；此外
slogan：n. 口号
peddle/'pedl/：v. 兜售，（尤指）挨户销售
例句：He worked as a door-to-door salesman peddling cloths and brushes. 他是一名挨家挨户推销员，兜售布料和刷子。

原文：

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cash and alcohol. Blenders, television sets and occasionally even goats are handed out as gifts in some areas.

Rallying the troops with chicken curry

Indian politicians love a good rally: They crisscross the country, corralling locals into large tents where they're bombarded with campaign rhetoric. To attract a crowd, some politicians may need to offer a box of food filled with chicken curry that can be too expensive for average citizens.

Dummy candidates

India's Election Commission has long warned about dummy candidates: nominating someone with the same name to confuse voters and split the vote. But even fielding dummy candidates can cost as much as 120 million rupees.

Brand building: Make India Great Again swag

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