

## 时代的标志 Sign of the times

Hello and welcome to 6 Minute English, I'm Callum Robertson and with me today is Kaz, hello Kaz, hello Callum.

大家好，欢迎来到英语六分钟，我是卡勒姆·罗伯逊，今天和我一起主持节目的是卡兹，你好卡兹，你好卡勒姆。

Now, if I say to you 'tinsel town' where am I talking about?

现在，如果我对你说“浮华城”，指的应该是哪里？

I think you're talking about Hollywood, the land of dreams.

我想你说的是好莱坞，梦想之地。

I am indeed and if you think of Hollywood, what images come to mind?

是的，如果想到好莱坞，你脑海中会有什么画面？

Blockbusters, the silver screen, but above all that strange sign in the middle of nowhere on a scrubby hill that spells, Hollywood.

大片，银幕，但最重要的是，在灌木丛生的山上的一个奇怪标志，上面写着，好莱坞。

The Hollywood sign.

好莱坞标志。

And that's the topic of today's programme.

这就是今天节目的主题。

And today's question is about the Hollywood sign.

今天要讨论的是好莱坞标志。

It was first put up in 1923 but at that time it didn't say Hollywood, what did it say?

它第一次出现是在1923年，但当时它没有写好莱坞，它写了什么？

Was it: a: Hollywoodville b: Hollywoodtown c: Hollywoodland.

是a:好莱坞村b:好莱坞镇c:好莱坞庄园？

I'm not sure but I think possibly Hollywoodville.

我不确定，但我想可能是好莱坞村。

OK, we'll find out if you're right at the end of the programme.

好的，我们在节目的最后再看看你的回答是否正确。

Even though the Hollywood sign is so famous, it was in danger of being demolished as there was a plan for a property company to build luxury homes on the site.

尽管好莱坞标志如此著名，它也面临被拆除的危险，因为一家房地产公司计划在这里建造豪华住宅。

However the nine letters were saved by a donation of a million dollars from Hugh Hefner, the man behind the Playboy company.

### 添加的词汇

#### Tower

英:/'taʊə/ 美:/'taʊə/

n. 塔；高楼；堡垒 vi. 超越；高耸

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英:/'taʊə/ 美:/'taʊə/

n. 塔；高楼；堡垒 vi. 超越；高耸



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然而，《花花公子》公司创始人休·海夫纳捐赠了100万美元，才挽救了这九个字母。

He spoke to the BBC about his involvement in the project and Kaz he calls the sign an 'iconic symbol', an 'iconic symbol'.

他在接受BBC采访时谈到自己参与这个项目，他称这个标志是一个“形象的符号”，一个“形象的符号”。

What does he mean by this?

他这话是什么意思？

Something that everyone recognises, that's really famous but over all it's iconic so it's duplicated, you see it a lot all over the place but it represents something more than just the words or the picture that is being shown there, maybe an idea.

就是说这个东西每个人都认识，非常有名，但总的来说，它代表了一些形象，所以被复制在很多地方，人们都能看到它，但它代表的不仅仅是文字或图片，也许是一个想法。

Hefner had already been part of a group that had raised money to protect and renovate the sign back in 1978.

早在1978年，赫夫纳就已经是一个组织的成员，该组织筹集了资金来保护和修复这个标志。

So was it an easy decision for him to write a cheque for a million dollars this time around?

那么，这次他开了一张100万美元的支票是一个容易的决定吗？

In his answer he compares the Hollywood sign to another famous man-made landmark—which one?

在他的回答中，他将好莱坞标志与另一个著名的人造地标进行了比较——哪一个？

Listen out for that information.

注意听这些信息。

Here's Hugh Hefner.

休·海夫纳报道。

In a real sense yes it was because quite frankly the sign is more than a sign, it is an iconic symbol of, er, I made the comment early on back in '78 that it was our Eiffel *Tower*.

从某种意义上说，是的，因为坦白来讲，这个标志不仅仅是一个标志，它是一个形象的符号，额，我早在1978年就说过，它是我们的埃菲尔铁塔。

But in many ways it is more than that because it represents to a great many people the dreams that are reflected in the history of Hollywood.

但在很多方面，它不止如此，因为它代表了许多人的梦想，这些梦想反映在好莱坞的历史上。

Dreams of all things possible.

一切皆有可能的梦想。

So Kaz, was he happy to put money into saving the sign again?

卡兹，他愿意再花钱拯救这个标志吗？

He certainly was.

他当然愿意。

For him it represents the American dream—somewhere or something where all things are possible.

对他来说，它代表了美国梦——在某个地方，一切皆有可能。

And what did he compare it to?

他把它比作了什么？

Back in 1978 he called it 'our Eiffel **tower**'.

早在1978年，他就称它为“我们的埃菲尔铁塔”。

Now the Eiffel **Tower** is of course the iconic symbol of France, all things French.

埃菲尔铁塔当然是法国的标志性象征，非常法国范的东西。

But he went on to say that it's more than that because the Hollywood sign is more of a symbol of hopes, dreams and aspirations because that's what Hollywood represents.

但他接着说，不仅如此，好莱坞的标志更多的是希望、梦想和抱负的象征，因为这就是好莱坞所代表的。

Can you think of any other landmarks that have the same kind of associations, the same kind of iconic status?

你能想到任何有同样联想，同样标志性地位的其他地标吗？

For example, what about here in Britain?

比如，在英国这里呢？

In London we have **Tower** Bridge.

我们有在伦敦的塔桥。

Not London Bridge but the bridge that opens that everyone knows about and I think that's a real icon.

不是伦敦桥，而是每个人都知道的那座桥，我认为那是一个真正的标志。

And of course the Houses of Parliament and the **tower** of Big Ben.

当然还有国会大厦和大本钟塔。

These are all very famous landmarks but are they more than just tourist attractions?

这些都是非常著名的地标，但它们不仅仅是旅游景点吗？

I think they're certainly more than just tourist attractions because these things are iconic, so everyone has seen them and the old saying is that you come and actually look at the pyramids or, you know, you look at the Eiffel **Tower** and you go "Yep, that's exactly what it looks like in the postcards." But that's not the point.

我认为它们肯定不只是旅游景点，因为这些东西是标志性的，所以每个人都看过它们，俗话说，你来这里参观金字塔，或者，你参观了埃菲尔铁塔，你会说：“对，这和明信片上的样子一模一样。”但这不是重点。

You make the pilgrimage to that thing to see and feel that special quality that these icons have, you've actually been there and witnessed it yourself.

重点是你像朝圣一样去参观，去感受了这些象征物所具有的特殊品质，你真的去过那里，亲眼目睹了它。

Well Hugh Hefner was asked if the Hollywood sign was more than just a tourist attraction.

休·海夫纳被问到好莱坞标志是否不仅仅是一个旅游景点。

And he talks about how it represents the best of America.

他谈到了它如何代表了美国最好的一面。

And he said that it represented the best of America more than another American institution— which one?

他说，它比另一个美国机构更能代表美国最好的一面——哪一个？

Absolutely.

当然。

Quite frankly I think that whatever America represents around the world the best of what we are comes essentially not from government and essentially comes from the movies.

坦白来讲，我认为无论美国在世界上代表了什么，我们最好的一面基本上不会来自政府，而是来自电影。

It comes from Hollywood.

它来自好莱坞。

It's an immigrant dream.

这是一个移民的梦想。

It came from the films of Frank Capra and Ford and all the other filmmakers down through the decades and it has influenced generations.

它来自弗兰克·卡普拉和福特以及几十年来所有其他制片人的电影，它影响了几代人。

It influenced me and hopefully it will influence many more in the future.

它影响了我，希望它也能在未来影响更多的人。

Kaz, what is he saying there?

卡兹，他在说什么？

What he's saying there is that America is represented by Hollywood and not by the American government.

他的意思是，代表美国的是好莱坞，而不是美国政府。

And Hollywood represents the dream of the immigrant because America is, after all, a nation of people who've, one way or another, migrated over there.

好莱坞代表了移民的梦想，因为美国毕竟是一个由以某种方式移民到那里的人组成的国家。

But in the American dream, anyone can be successful.

但在美国梦里，任何人都可以成功。

Well we're nearly out of time.

我们快没时间了。

Before we go, the answer to the question from the beginning of the programme.

在节目结束之前，我们要揭晓节目开始时的问题答案。

What did the Hollywood sign originally say?

好莱坞的标志最初写的是什么？

Kaz, you said?

卡兹，你说的是？

I said Hollywoodville.

我说的是好莱坞村。

Well you'd be wrong to say that.

你这么说就错了。

The original sign actually read - Hollywoodland.

原来的标志上写着——好莱坞庄园。

That's all from us today, but do join us next time for another 6 Minute English.

今天的节目就到这里，下次记得继续收听我们的六分钟英语。

Goodbye, bye.

再见，再见。