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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

polling exercise: 选举活动

polling (=poll): n. 投票;

exercise: n. 有目的的活动

英文释义: an activity that is designed to achieve a particular result

unprecedented/ʌn'presɪdentɪd/: adj. 史无前例的, 空前的

词根词缀: un- (否定)

相关词汇: precedent (先例, 前例)

搭配短语: be hailed as an unprecedented success

rupee/ru:'pi:/: n. 卢比 (印度和巴基斯坦等国的货币单位)

New Delhi: 新德里

New Delhi-based: adj. 位于新德里的

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。

pin down: 确定, 准确地描述

相关词汇: pin (n. 大头针; v. 固定)

例句: The cause of the disease is difficult to pin down.

in general: 大体上; 一般来说

constituency/kən'stɪtʃuənsi/: n. 选区

相关词汇: constituent (n. 选民)

candidate: n. 候选人

fray/freɪ/: n. 热闹的活动, 混乱的场面

英文释义: an energetic and often not well-organized activity, fight, or disagreement

搭配短语: enter/take part in the fray

lecturer: n. 讲师

follow: v. 密切关注; (社交媒体的) 关注

"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 /'pæni:ki/: 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 /'prefəd/: 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. 食物搅拌机

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/'ræli/: 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/'krɪskrɔːs/: 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/kə'reɪl/: 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 (/bɒm'bɑːd/) 搭配短语: bombard sb. with ...

例句: The child bombarded Lala with questions.

例句: Lala was bombarded with questions.

rhetoric/'retərɪk/

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/fi:ld/: 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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gifts in some areas.

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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.

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