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Why are airlines so keen on the fantasy of the Mile-High Barbie?

为什么航空公司如此热衷于塑造“高空芭比”？

keen/ki:n/: adj. 非常有兴趣的，对某事着迷的

英文释义：very interested

搭配短语：keen on sth.

fantasy: n. 幻想；梦想

How did it come to this – women required to produce a sick note because they've been struck down by... unsexiness? It seems that Norwegian Air requires female flight attendants to wear **heels**, or have a note from the doctor – other rules **cover everything from** makeup **to** false eyelashes.

女性如果穿得不够性感，则需要向公司出示病假条，怎么会出现这样的情况呢？原来，挪威航空公司要求他们的女性空乘人员穿高跟鞋，如果不穿的话需要出示医生开具的病假条（证明自

己因病不能穿)。除此之外，这家航空公司还事无巨细地规定了从化妆品到假睫毛的各个方面。

produce: v. 拿出、出示某物 (以供检查或者供别人使用)

英文释义: show sth or offer sth

例句: To rent a car, you have to produce a passport and a driving licence.

strike: v. 突然袭击

搭配短语: **strike down:** 打倒

例句: I was struck down by flu and had to take a few days off.

flight attendant: 空乘人员

attendant: 服务员

相关词汇: stewardess 女乘务员; air hostess 空姐

heel/hi:l/

n. 脚跟; 鞋跟

相关词汇: heels (n. 高跟鞋)

heels 相关词汇: low-heels; high-heels

makeup: n. 化妆品

false eyelashes: n. 假睫毛

How **mortifying** for Norway: in 2018, the country was rated second for equality, after Iceland, in the Global Gender Gap report. **Norwegian** politician Anette Trettebergstuen said: "1950 **rang**, and it wants its rulebook back." Norwegian Air responded that flat shoes are worn in the **cabin**, there are also dress guidelines for male **stewards**, and other airlines have similar rules – but it must be aware that last month, Virgin **ditched** requirements for heels and makeup, with others following suit.

(航空公司的这些规定) 对挪威这个国家来说颇为尴尬。在 2018 年的全球性别差异报告中，挪威被评为世界上性别最平等的国家第二名，仅次于冰岛。挪威政治家安妮特·特雷特伯格斯顿说：“1950 年来电话了，它说想要回它的规则手册（航空公司的规定在过去 1950 年代也许可行，但如今已经过时）。”挪威航空公司回应称，女性可以在机舱里穿平底鞋，并且男性空乘人员也有着装要求，此外，其他航空公司也有类似的规定。但值得注意的是，在上个月，

(英国) 维珍航空公司废除了女性空乘人员必须穿高跟鞋以及化妆的规定，其他航空公司也纷纷效仿。

mortifying/ˈmɔːrtɪfaɪɪŋ/

adj. 使人难为情的，令人尴尬的

搭配短语: a mortifying experience

例句: How mortifying to find that he was right.

Global Gender Gap: 全球性别差异

gap: n. 空隙

Norwegian: n. 挪威人; adj. 挪威的

Norway: 挪威 🇳🇴

ring: v. 给...打电话

flat shoes: 平底鞋

cabin: 机舱; 房舱

搭配短语: a first class/tourist class cabin: 头等舱/二等舱

steward/'stu:əd/

n. (飞机的) 乘务员

ditch: v. 抛弃, 丢弃

follow suit: 仿效

英文释义: to follow the example set

例句: When one store reduces its prices of products, the rest usually follow suit.

It seems that we're finally starting to see off the **oversexualised** "air hostess" **cliche**, but how has it taken so long? Air travel isn't alone when it comes to **chauvinistic grooming diktats**. Officially or unofficially, illegally or otherwise, women have **routinely** been pressured to dress quasi-sexually for work.

看来我们终于开始告别过度性化“空中小姐”的一类陈腔滥调了，但为什么花了这么久呢？并非只有机舱里才存在这种男性至上的霸道着装要求。女性在上班时总是迫于压力不得不穿得性感一点，这种压力或出于明文规定，或出于潜在规则，可能合法，也可能并不合法。

see off: 目送 (某人); 打败, 停止

搭配短语: see sb. off

英文释义: to defeat or stop

搭配短语: see off the enemy

oversexualised/ˌoʊvər'sekʃuəlaɪzd/: adj. 过度性化的

相关词汇: sexualise (v. 性化)

cliche/kli:'ʃeɪ/: n. 陈词滥调, 老生常谈

英文释义: sth. that has become overly familiar or commonplace

例句: It's a cliché but it is believed that the wedding day is the happiest day of our life.

when it comes to + 名词或动名词: 一谈到, 一提及.....

近义词: referring to; talking about

chauvinistic grooming diktats: (男性至上) 沙文主义的霸道着装要求

chauvinistic/ˌʃəʊvɪ'nɪstɪk/: adj. 沙文主义的

近义词: chauvinist (adj. 沙文主义的; 大男子主义的)

grooming/'gru:miŋ/: n. (人的) 打扮, 装束

搭配短语: grooming policy

diktat/dik'tæt/: n. 勒令, 死命令

routinely: adv. 日常地, 常规地

quasi-'kwɑ:zi/: (in adj. and n.) 类似....., 准.....

相关词汇: quasi-official (adj. 准官方的, 半官方的)

It's a kind of chauvinistic laziness – an easy (and **gratuitous**) way to keep sex in the mix. Never mind that the flight attendants may have preferred comfort, **elegance** and **dignity** to styling that came perilously close over the years to Mile-High Barbie. On and off ground, airline staff have a big job to do – **safeguarding** the **wellbeing** and security of passengers. As with all work environments, if men aren't required to **totter** about in heels, why on earth are women?

这是一种男性沙文主义的懒惰——轻而易举（而且分文不出）就能（让机舱里）保留性感元素。撇开不谈空乘人员可能更愿选择舒适、优雅和尊严，而不是多年来无限接近高空芭比娃娃的造型。无论在地面还是在空中，航空公司的工作人员都肩负着一项重要任务——保证乘客的舒适和安全。就像所有的工作环境一样，如果男性不被规定要穿着高跟鞋摇摇晃晃地四处走动，那究竟为什么女性就要穿高跟鞋呢？

gratuitous/grə'tu:itəs/

adj. 无偿的, 免费的

in the mix: 英文释义: in the situation

Never mind that: 别想它, 先别管

elegance: n. 优雅

dignity: n. 尊贵

came perilously close over the years to: 年来无限接近

- come close to: 差一点就; 差一点; 接近于; 几乎

- **perilously**/'perələsli/: adv. 危险地

例句: We came perilously close to the accident.

- over the years: 长年累月

safeguard: v. 保护; n. 保护措施

相关词汇: guard: n. 卫兵; 看守; 保卫; v. 看守; 守护

wellbeing: n. 康乐

搭配短语: one's mental/physical/financial well-being: 心理健康/身体健康/经济宽裕

totter/'tɔ:tər/: v. 跌跌撞撞

why on earth: 究竟为什么

相关表达: how, what, where, who on earth...

例句：How on earth did this happen?

例句：Why on earth didn't you tell me before?

原文：

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— The Guardian: Why are airlines so keen on the fantasy of the Mile-High Barbie?