

04.17-E-cigarettes

E-cigarettes

Candy-flavoured smokes for kids

“Vaping” in the West is seen as a way to quit smoking. In China, it may not be
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Vocab

1. vaping n. 电子烟
2. flavoured adj. **-flavoured** having the type of flavour mentioned 有...味道的
e.g. lemon-flavoured sweets/ candy 柠檬味糖果

WHEN the world's first electronic cigarette was invented in Beijing in 2003, the device was **hailed** as a **godsend** for tobacco **fiends**. It used power from a small battery to **vaporise** a **nicotine** solution that delivered the hit smokers crave with fewer toxins than tobacco smoke. Today over 95% of e-cigarettes are made in China, but until recently the Chinese themselves have shown little interest in the product.

Vocab

1. hail v. ~ **sb/ sth (as) sth** to describe sb/ sth as being very good or special, especially in newspapers, etc. 赞扬 (或称颂) ...为 (尤用于报章等)
e.g. The conference was hailed as a great success. 会议被称颂为一次巨大的成功。
2. godsend n. 天赐之物; 助益匪浅的事物 If you describe something as **a godsend**, you are emphasizing that it helps you very much.
e.g. Pharmacists are a **godsend** when you don't feel sick enough to call the doctor. 生病了但不严重、无需求医的时候, 药店能帮上大忙。
3. fiend n. **=fanatic** (used after another noun 用于另一名词后) a person who is very interested in the thing mentioned ...迷; ...狂; 爱好者
e.g. a crossword fiend 纵横填字游戏爱好者
4. vaporize v. to turn into gas; to make sth turn into gas (使) 汽化, 蒸发
e.g. The blast may have vaporised the meteorite. 爆炸可能使陨石气化了。
5. nicotine n. 尼古丁; 烟碱 **Nicotine** is the substance in tobacco that people can become addicted to.
e.g. Nicotine marks stained his chin and fingers. 尼古丁渍染黄了他的下巴和手指。

“Vaping”, as it is known, is far more popular in Europe and North America. In these regions, many health campaigners argue that e-cigarettes may help smokers quit. In China, however, awareness of tobacco's health risks is low and regular smokes are cheap. A **pack** can sell for as little as 2.5 yuan (\$0.40), compared with an electronic one that costs around 200 yuan for a **starter kit**.

Vocab

1. pack n. a number of things that are wrapped or tied together, especially for carrying 一捆, 一包 (尤指适于携带的东西)

e.g. (*figurative*) Everything she told us is a **pack of lies** (= a story that is completely false). 她所说的全都是一派谎言。

2. **starter** n. a person who begins doing a particular activity in the way mentioned 起步 (或启动) ...的人

e.g. He was a **late starter** in the theatre (= older than most people when they start). 他从事戏剧表演起步较晚。

3. **kit** n. a set of tools or equipment that you use for a particular purpose 成套工具; 成套设备

e.g. a drum kit 一套击鼓用具

The government is stepping up efforts to persuade the country's 280m daily smokers—nearly one-third of the world's total—to give up. On June 1st a ban on smoking in public places was introduced in Beijing. If successful, it will be rolled out nationwide. For the first time, the annual meeting in March of China's **legislature** was made **smoke-free**.

Vocab

1. **legislature** n. a group of people who have the power to make and change laws 立法机关

e.g. the **national/ state legislature** 国家/州立法机构

2. **smoke-free** adj. free from cigarette smoke; where smoking is not allowed 无人吸烟的; 禁止吸烟的

e.g. a smoke-free working environment 无烟工作环境

Sentence

The government is stepping up efforts to persuade the country's 280m daily smokers—nearly one-third of the world's total—to give up.

主干: The government is stepping up efforts

—nearly one-third of the world's total 解释 280m daily smokers

—to give up 被前面的插入语隔开了, 应该是接在 280m daily smokers 后面。

Such measures help to explain why some Chinese are beginning to turn to e-cigarettes. Shane MacGuill of Euromonitor, a consultancy, says 3m-4m people in China now use them—a tiny chunk of the Chinese market, though more than the number in Britain. E-smokers will probably remain a far smaller share of the total than in rich countries. But Euromonitor reckons the country's e-cigarette market will **triple** in value in the next five years.

Vocab

1. **consultancy** n. a company that gives expert advice on a particular subject to other companies or organizations 咨询公司

e.g. a **management/ design/ computer, etc. consultancy** 管理、设计、计算机等咨询公司

2. **chunk** n. a fairly large amount of sth 相当大的量

e.g. I've already written a fair chunk of the article. 我已写出文章的大部份。

3. **triple** adj. three times as much or as many as sth 三倍的; 三重的

e.g. Its population is about triple that of Venice. 它的人口大约是威尼斯的三倍。

Sentence

Shane MacGuill of Euromonitor, a consultancy, says 3m-4m people in China now use them—a tiny chunk of the Chinese market, though more than the number in Britain.

主干: Shane MacGuill of Euromonitor says 3m-4m people in China now use them a consultancy 这种做解释的插入成分要会使用

—a tiny chunk of the Chinese market, 同样的, 作谓语的修饰, 句子成分就是定语从句

At present the sale and use of e-cigarettes is **unregulated** in China. But there is debate about whether the government should follow the example of many other countries in applying restrictions. Some **campaigners** worry that e-cigarettes are gaining **popularity** in China before awareness of tobacco's dangers has become widespread. This, they fear, may result in some users of e-cigarettes turning to the deadly version.

Vocab

1. **unregulated** adj. not controlled or supervised by regulations or laws 未受监控的; 无管理的

2. **campaigner** n. (为争取社会、政治变革而四处奔走的)活动家, 运动参加者 A **campaigner** is a person who campaigns for social or political change.

e.g. ...**campaigners** for multi-party democracy. 主张实行多党制的活动家们

3. **popularity** n. the state of being liked, enjoyed or supported by a large number of people 受欢迎; 普及; 流行

e.g. to **win/ lose popularity** with the students 受到/不受学生的欢迎

Sentence

This, they fear, may result in some users of e-cigarettes turning to the deadly version.

这里 this 表示 e-cigarettes are gaining **popularity** in China 这件事

主干: they fear

result in **PHR V** **re'sult in sth to make sth happen** 造成; 导致 e.g. The cyclone has resulted in many thousands of deaths. 飓风已经造成了成千上万的人死亡。

这里事实上是: this they fear that may result in

In China, electronic ones are marketed as **trendy**. Adverts **depict suave, macho** (usually foreign) men in sharp suits in modern, high-tech settings, with slogans such as "I am legend" and brand names like North Wolf. Candy-flavoured versions are sold to children for as little as 15-20 yuan; women buy **lipstick-shaped** ones. Their appeal is not primarily as **aids** for **quitting**. Only 2% of women smoke in China compared with over 50% of men.

Vocab

1. **trendy** adj. very fashionable 时髦的; 赶时髦的

2. **depict** v. to show an image of sb/ sth in a picture 描绘; 描画

e.g. a painting depicting the Virgin and Child 一幅描绘童贞玛利亚和圣子耶稣的画

3. **suave** adj. confident, elegant and polite, sometimes in a way that does not seem sincere 精明练达的; 圆滑的

4. **macho** adj. male in an aggressive way 大男子气的; 男子汉的

e.g. **macho pride/ posturing** 大男子汉的高傲/姿态

5. **lipstick** n. 口红; 唇膏 **Lipstick** is a coloured substance in the form of a stick which women put on their lips.

e.g. She was wearing red **lipstick**. 她抹了红色唇膏。

6. **aid** v. 援助; 救助; 资助 To **aid** a country, organization, or person means to provide them with money, equipment, or services that they need.

e.g. ...US efforts to **aid** Kurdish refugees. 美国对库尔德难民的援助行动

7. quit v. to stop doing sth 停止；戒掉

e.g. I've quit smoking. 我戒了烟。

Like other big tobacco companies, China National Tobacco Corporation, which controls the production and sale of all tobacco products in the country, is beginning to move into the e-business. Ling Chenxing, its director, says e-cigarettes are an important area for research. But tobacco is likely to remain the company's **mainstay**. Though the share of smokers is stable, the number of tobacco users continues to rise in China (see chart), as does the average number of cigarettes smoked.

Vocab

1. **mainstay** n. 支柱;中坚 If you describe something as **the mainstay of** a particular thing, you mean that it is the most basic part of it.

e.g. Fish and rice were the **mainstays** of the country's diet...鱼和米是该国的主要食品。

Sentence

Like other big tobacco companies, China National Tobacco Corporation, which controls the production and sale of all tobacco products in the country, is beginning to move into the e-business.

主干: China National Tobacco Corporation is beginning to move into the e-business.

这里主语的定语从句隔开了主谓，造成了阅读困难，如果为了分析句子，可以先读主谓，但是，就英语思维来说，肯定是直接顺着读下来才行，要养成这种习惯，毕竟我们读超长的中文句子的时候并不会去分析主谓，这点很重要！

From the print edition: China

E-cigarettes Candy-flavoured smokes for kids

电子烟：年轻人的糖果味香烟

"Vaping" in the West is seen as a way to quit smoking. In China, it may not be.

在西方吸“蒸汽烟”是一种戒烟的手段，而在中国，情况可能不太一样。

When the world's first electronic cigarette was invented in Beijing in 2003, the device was hailed as a godsend for tobacco fiends. It used power from a small battery to vaporise a nicotine solution that delivered the hit smokers crave with fewer toxins than tobacco smoke. Today over 95% of e-cigarettes are made in China, but until recently the Chinese themselves have shown little interest in the product.

2003年，世界上第一颗电子香烟诞生在北京。这一产品被誉为上帝送给瘾君子们的珍贵礼物。它利用一块小电池维持工作，汽化尼古丁溶液，汽化的溶液不仅能够让瘾君子们获得他们渴望的那种吞云吐雾的感觉，而且所含毒素比烟草燃烧的烟雾更低。虽然95%以上的电子烟是在中国生产的，但直到现在，中国人自己对这一产品才表现出了一点兴趣。

"Vaping", as it is known, is far more popular in Europe and North America. In these regions, many health campaigners argue that e-cigarettes may help smokers quit. In China, however, awareness of tobacco's health risks is low and regular smokes are cheap. A pack can sell for as little as 2.5 yuan (\$0.40), compared with an electronic one that costs around 200 yuan for a starter kit.

而众所周知的是，吸“蒸汽烟”在欧洲和北美地区更流行。在这些地区，许多倡导健康的人士提出证据，认为电子烟可能有助于吸烟者戒烟。然而在中国，人们对烟草会带来健康风险意识不足，而且普通香烟售价也不高。一包最便宜的香烟仅售2.5元人民币（约合0.40美

元)，而电子烟入门套件就需要大约200元。

The government is stepping up efforts to persuade the country's 280m daily smokers—nearly one-third of the world's total—to give up. On June 1st a ban on smoking in public places was introduced in Beijing. If successful, it will be rolled out nationwide. For the first time, the annual meeting in March of China's legislature was made smoke-free.

中国政府正在加紧努力，劝说国内2.8亿每天吸烟的烟民（几乎占世界吸烟人口总数的三分之一）戒烟。六月一日起，北京所有公共场所禁止吸烟，这一措施若取得成功，将会在全国范围内推广。今年三月，中国最高立法机关——全国人大——首次在无烟环境中举行了一年一度的全国人大会议。

Such measures help to explain why some Chinese are beginning to turn to e-cigarettes. Shane MacGuill of Euromonitor, a consultancy, says 3m-4m people in China now use them—a tiny chunk of the Chinese market, though more than the number in Britain. E-smokers will probably remain a far smaller share of the total than in rich countries. But Euromonitor reckons the country's e-cigarette market will triple in value in the next five years.

这些举措可以解释，为什么一些中国吸烟者开始使用电子烟了。欧睿国际烟草分析师肖恩·麦克迪尔表示，中国目前有300万至400万电子烟用户——虽然这一数字比英国要高，但只占了中国烟草市场的极小部分。未来中国电子烟用户在吸烟人群中的比例可能依然会远远小于发达国家，但欧睿国际认为，中国的电子烟市场价值在未来五年将会增长三倍。

At present the sale and use of e-cigarettes is unregulated in China. But there is debate about whether the government should follow the example of many other countries in applying restrictions. Some campaigners worry that e-cigarettes are gaining popularity in China before awareness of tobacco's dangers has become widespread. This, they fear, may result in some users of e-cigarettes turning to the deadly version.

目前，中国电子烟的销售和使用都处于无监管状态。但是对于中国政府是否应该向其他很多国家那样实行电子烟管控，人们产生了争论。一些健康倡导者担忧，电子烟在中国日趋普及，但人们尚未普遍意识到烟草的危害，他们唯恐这可能导致一些电子烟用户转而吸食对健康伤害极大的普通香烟。

In China, electronic ones are marketed as trendy. Adverts depict suave, macho (usually foreign) men in sharp suits in modern, high-tech settings, with slogans such as "I am legend" and brand names like North Wolf. Candy-flavoured versions are sold to children for as little as 15-20 yuan; women buy lipstick-shaped ones. Their appeal is not primarily as aids for quitting. Only 2% of women smoke in China compared with over 50% of men.

在中国，电子烟被宣传为新潮产品。电子烟广告由温文尔雅、穿着时髦套装的硬汉（通常是外国人）和充满了现代化和高科技气息的场景构成，打着“我是传奇”之类的口号，使用“北狼”一类的商标名。年轻人喜欢购买售价仅为15-20元的糖果味电子烟，女士们则喜欢购买唇膏样式的电子烟。这类电子烟主要的吸引力并不在于帮助戒烟的功能。在中国，女性当中吸烟者仅占2%，男性占比则超过50%。

Like other big tobacco companies, China National Tobacco Corporation, which controls the production and sale of all tobacco products in the country, is beginning to move into the e-business. Ling Chenxing, its director, says e-cigarettes are an important area for research. But tobacco is likely to remain the company's mainstay. Though the share of smokers is stable, the number of tobacco users continues to rise in China, as does the average number of cigarettes smoked.

和其他大型烟草企业一样，中国烟草总公司控制了全国所有烟草产品的生产和销售，并开始进军电子香烟领域。中国烟草总公司总经理凌成兴表示，电子香烟是未来研究的重点领域。

但烟草可能依然是公司的主要支柱。虽然中国烟民在总人口中的比例一直稳定不变，但烟民总数却在持续增加，香烟的人均消费量也是如此。