



中文基本功

從安徽簡稱的皖字誤讀 談到酒與地產廣告改音

二月廿八日深夜，有香港電台聽眾告知：當晚《講東講西》主持人出了兩點錯：一是說孫中山在臨時大總統選舉中，十八票有兩票不選他；二是把直皖戰爭的皖字讀成院，犯了形似之誤。

容若按：孫中山得十六票，沒有錯。錯在所投十七票改成十八票。因為只有十七省的代表投票，每省一票，何來十八票？直，指直隸，今河北；皖指安徽。把安徽省簡稱的皖字讀成院，確是讀錯了；不論粵語還是普通話，皖字都是讀飯碗的碗。

何以讀錯，因人而異。操粵語的本地人，一般錯在讀書不求甚解，有邊讀邊。原在北方生活，長期用普通話，雖然來了香港，可能仍受原來語言習慣影響。在普通話中，皖與婉也同音。他們把皖讀成婉，在普通話是正確的。無如粵語婉皖不同音。既讀婉就等如讀院而不等於讀皖，在粵語中自然是讀錯了。

皖誤讀院，亞洲電視已有先例。該台有個「皖酒王」的長期廣告，粵語旁白，長期把皖讀成院，數年如一日！

地產廣告之亂讀字音，更是「後來居上」。若干年前，有一幅地盤，廣告中有個「駢」字，這是日本字，即漢字的「驛」，用粵語讀出，照理讀驛（亦、翼）；卻讀成站（暫）。不管是自作聰明還是無心之失，都是讀錯，都屬於誤導消費者。最近觀塘區（近油塘）又有新例：地盤廣告有所謂「都會駢」，用粵語讀之，同樣不讀驛（亦、翼）而讀站（暫）。回憶上一例出現時，已有不少人公開指出其錯，地產商置若罔聞；如今又重複錯誤，顯示地產商在使用中文上擇惡固執。

今天，香港人大都指斥「地產霸權」。因為樓價、舖租之貴，已為「世界之最」，嚴重影響香港經濟，而香港特區政府，不知是想不出辦法應付，還是姑息養奸？我還是歸咎香港教育不重視中文和中史，以致歪曲字音、歪曲歷史勢如洪水氾濫。今天，其實通過傳媒製造歪音、曲解歷史，包括辛亥革命史，已到了嚴重的程度，大家應謀對策！

容若



"Baby formula run" is not the same as "salt panic buying"

Upon hearing that a specialty store for Japanese baby formula in Mong Kok, Kowloon, would **get its new stock in** yesterday, many parents began queuing at 5 am. At its peak some 100 people were in the queue. Police had to mobilize a force to help maintain order.

The panic buying of table salt in Hong Kong a few days ago has already made the city a **"laughing stock"**. But this baby formula "run" is quite different in nature from the "salt panic buying", and therefore should not be regarded as another "blind run".

First of all, it is a fact that in Hong Kong baby formula is in short supply. Long before the 9-magnitude earthquake rattled Japan, supply on the Hong Kong market was already tight. This situation began a couple of years ago when buying baby formula in Hong Kong became a "must" on the itinerary of individual visitors from the Mainland. For, baby formula bought in Hong Kong had become a most welcome gift back on the Mainland following the exposure of the scandal in which Sanlu milk products were found to have been contaminated with melamine. So in the past couple of years it has become increasingly difficult to buy baby formula in Hong Kong and local mothers have been complaining endlessly about it.

Compared with name brands from Europe, the United States, Australia or New Zealand, Japanese brands of infant formula products, such as Morinaga, Meiji and Snow, used to be less popular and, because of this, their prices were lower. So a few years ago, some Hong Kong mothers began to switch to Japanese products. According to the latest statistics the Japanese baby formula's market share in Hong Kong has increased sharply to 25% from less than 10% before.

On the other hand, anyone with common sense knows that a baby will **accustom itself to** taking a certain kind of milk powder. Having become accustomed to a certain brand of infant formula from birth, a baby may have problems if fed with another brand, such as suffering indigestion or skin allergy. Therefore mothers normally refrain from changing formula for their babies, especially babies that are less than six months old.

But the situation now **has gone from bad to worse**. A 9-magnitude earthquake devastated Japan causing radiation leakage from the Fukushima Daiichi nuclear power plant. This has made the tight supply of Japanese-made baby formula even tighter. "Panic buying of salt" was out of ignorance and people followed **like sheep**. But the "formula run" results from really extenuating circumstances. People who don't have babies may not be able to understand the feelings of young parents.

Therefore, officials from the relevant authorities such as the Food and Health Bureau and Consumer Council must try to understand from the position of mothers who feed their babies on Japanese-made formula their deep concerns and worries. Their predicament cannot be solved by a few consoling words. More importantly, it seems to be an inevitable fact that Japanese-made baby formula will continue to be in short supply and eventually go out of stock.

According to industry insiders, the new stock of Japanese-made formula delivered yesterday was ordered before the earthquake. There will be another delivery to fulfill this purchase order. After that it is impossible for the Japanese manufacturers to accept any new orders. For one thing, the quake-hit area is an

「搶奶粉」不同「搶鹽」必須關注

九龍旺角區一家日本奶粉專門店昨已有新貨運到，大批家長事前「收到風」，清晨五時便到來排隊，人龍一度長達百人，要勞動警員協助維持秩序。

本港日前出現「搶鹽」潮，被傳為笑柄，但近日已一再出現的搶購奶粉潮，情況與「盲搶鹽」大有分別，切不可「盲目搶購」視之。

首先，本港奶粉供應緊張，乃是事實。遠在此次日本九級大地震前，由於大批內地媽媽和「水客」來港掃貨，本港市面上的奶粉供應已呈現緊張。此一現象，始自年前內地「三鹿」奶粉三聚氰胺事件後，到港「自由行」買奶粉幾乎已成「指定動作」，回去是大受歡迎的禮物和「手信」。因此，過去一兩年，「買奶粉難」在本地媽咪中早已怨聲四起。

而在芸芸歐美及澳紐名牌奶粉中，日本奶粉如「森永」、「明治」、「雪印」等，本來不算是最受歡迎的搶手貨，價錢也相對略為便宜，於是一部分本港媽咪近年開始轉用日本貨。據最新統計，日本奶粉近年在本港市場的佔有率已經由早年的不足百分之十激增至近四分之一。而另一方面，稍有生活常識的市民都會知道，嬰兒食用奶粉是有習慣性的，出生後吃慣某一個牌子，改吃另一牌子可能會出現腸胃難消化以至皮膚敏感等問題，一般做母親的都不會輕易給孩子「轉奶粉」，特別是六個月以下的初生嬰兒。

如此雙重因素之下，九級大地震挨十米海嘯鋪天蓋地而來，再加上福島核電站輻射洩漏事故，頓時令到本來已經緊張的日本奶粉供應更呈緊張，而「搶鹽」是無知和盲目，「搶奶粉」卻絕對情有可原，不是已身為人母者大概難明個中感受。

因此，現階段，對大批「日本奶粉媽媽」的焦慮心情，食物及衛生局、消委會等有關部門官員必須以「設身處地」的態度去體會媽媽的苦惱，不是隨便說幾句勸喻的話便可以解決。而更重要的是：日本奶粉供港緊張、以至最終「斷檔」，幾乎已是無可避免的事實。

據業界人士透露，昨日到港的一批日本奶粉，乃上個月即地震前的訂單，目前估計最多尚有一批貨未到，然後訂單便告終結，而新單生產商根本不可能接受，一來重災區正是畜牧業、奶製品基地，二來

成吉思汗大將慧元發明奶粉

奶粉是將哺乳類動物鮮奶除去水分後製成的粉末，它適宜保存，並便於攜帶。根據意大利馬可·波羅在遊記中的記述，中國元朝的蒙古騎兵會攜帶一種奶粉食品，是蒙古大將慧元對它進行了巧妙的乾燥處理，做成了便於攜帶的粉末狀奶粉，作為軍需物資。長途行軍時，奶粉便於攜帶。食用時取半磅左右放入隨身攜帶的皮囊中，加入水，掛在馬背上通過馬奔跑時產生的震動，使其溶解成粥狀，然後食用。在作戰時在馬背上能迅速補充體力，所以蒙古騎兵才那樣強悍使敵人聞風喪膽。在長途行軍和沙漠作戰缺少糧草時，依靠這種方法能生存達幾個月之久。

可以說，是奶粉成就了成吉思汗的大業，所以才起國號元，

animal husbandry centre, in particular dairy farming. Secondly, the disaster has seriously damaged Japan's manufacturing, logistics and transportation. Milk powder produced in Japan must also meet domestic demands first. There is also the shadow of nuclear radiation. All in all, it is impractical to expect that the supply of Japanese-made milk powder can continue to meet Hong Kong's demand in the same way as before.

In face of facts, therefore, mothers feeding their babies with Japanese-made formula must make adjustments on their own, switching to formula from other places for their babies. Departments of pediatrics of public hospitals and Family Health Services should increase hands to help mothers deal with the problem of adaptation, free of charge.

On the other hand, Food and Health Bureau and Consumer Council must provide sufficient information to introduce baby formula products from places other than Japan such as nutrition facts, quality and retail prices. Right now a few retail shops are taking the opportunity to grab staggering profits by raising prices of baby formula products. As a result, some formula now sells at 30% more than previously. Such mentality of "making a fortune from an earthquake" is absolutely intolerable. Those who wantonly raise prices must be dealt with in accordance with the law. Some people have proposed restricting or even banning Mainland visitors from buying baby formula in Hong Kong. Such a proposal is short-sighted and impractical. Some 60% of foodstuffs available in Hong Kong come from the Mainland. It is out of question for either side to ban the other from buying or selling goods.

22 March 2011

WORDS AND USAGE :

① **Get sth in** (phrasal verb) - To collect or gather something and bring it into a place. (收到，收進來)

Examples : 1. This model is out of stock, but we'll be getting our new stock in on Friday. 2. We'll try to get the money in somehow.

② **Laughing stock** (idiom) - Someone or something that everyone laughs at because they seem stupid or ridiculous. (笑柄)

Examples : 1. Another performance like this and the team will become the laughing stock of the league. 2. I can't wear this to the party, or I'll become a laughing stock !

③ **Accustom someone to (doing) sth** (phrasal verb) - To get someone used to (doing) something. (使……習慣於……)

Examples : 1. I think we can accustom Tom to the new rules without difficulty. 2. It shouldn't take long to accustom your students to working in groups.

④ **Go from bad to worse** (idiom) - A situation which is already bad becomes even worse. (越來越壞，每況愈下)

Examples : 1. Under the new management, things have gone from bad to worse. 2. I'm afraid that things are going from bad to worse.

⑤ **Like sheep** (idiom) - If people behave like sheep they don't behave independently but follow what others do or think. (盲目跟從，盲從)

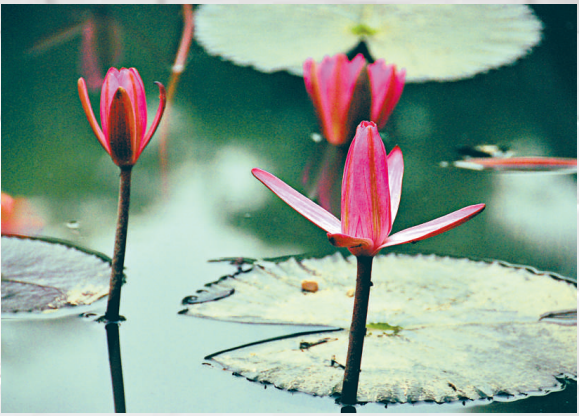
Examples : 1. Tourists are led around like sheep. 2. What do they mean when they say small investors are just like sheep ?



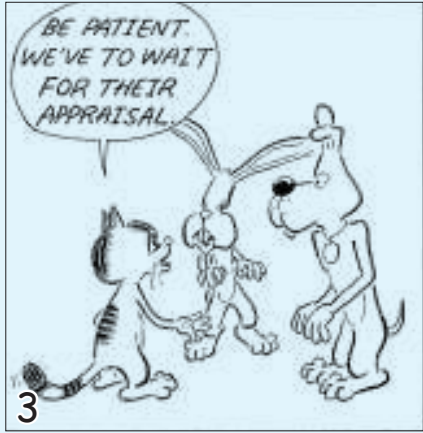
觸景立畫

冬蓮

也只有四季如夏的海南，蓮花才敢肆意綻放，無懼池水冰冷。因為在這裡，水和泥土四季均保有溫存，陽光與空氣亦會提供她全年的充足能量——這神奇島嶼，從不蕭條。 汪澄澄



Soho Diary



The Press Confernece of a Monk

Hark Yeung (yeung@harkyeung.com)

In Hong Kong Soho, there are always monks (僧人) with begging bowls asking for donation. That reminds me of a press conference with a strange setting many years ago.

Carpets with exotic colours were on the floor. Low rectangular tables with smooth forms, like those used in Buddhist ceremonies, were arranged in the shape of a horseshoe. A soft aroma was in the air. Parts of the room were lit up while some corners were in shadows. The curtains were reflecting light as if they were covered with a thin layer of crystal. There was a sense of abundance as if a feast was going to take place, although neither food nor drink was served. The tables were empty.

A monk, who looked like a martial art master, checked my invitation letter and pointed at a chair near the far end. A few western journalists, all

men, came in. The monk's body language indicated that he was more at ease with westerners.

After a while, another monk, in a robe with deep folds, emerged from a door behind the head table. Under the spotlights the folds of the fabrics on him looked like the board and vibrant brushstrokes in a traditional Chinese landscape painting executed by a great master. He was smiling. His voice was soft.

He spoke in English, but in a way that I could not hear very well. I wondered if it would be easier for me to catch his words if I were a native English speaker. Eventually I gave up trying to catch his words. At the end of the press conference the western journalists walked up to him as if they got all the messages. They had a lot of follow up questions to ask. I left.



▲九級地震令日本奶粉驟然搶手，香港專門店外大批家長輪候購買

經此一劫，日本各地的生產供應、物流運輸均大受打擊，奶粉也要先滿足國內需求，再加上輻射陰影，期望未來日本奶粉仍會如過去般源源不斷供港，已是不切實際之事。

因此，面對實際情況，「日本奶粉媽媽」首先必須作出調整，要及早為孩子「轉奶粉」，至於嬰兒的適應問題，公立醫院兒科和母嬰健康院應該加派人手提供服務，免費指導母親如何處理。

另一方面，食物及衛生局、消委會應該對日本以外的供港奶粉產品作出更全面的介紹和資料提供，包括營養成分、品質和售價。眼前，有個別店鋪趁機抬高奶粉售價牟利，一些牌子已漲價三成，此種「發地震財」的心態完全要不得，對確有趁機亂抬價的行為應依法予以打擊。至於有人提出要限制甚至禁止內地居民來港買奶粉，此種主張是短視而又不切實際的，本港六成食品來自內地，彼此間不存在任何禁買或禁售的問題。

2011/03/22 大公報社評

通識記憶體



封聰明的人叫慧聰。因此中國是最早發明奶粉的國家，慧元是世界上最早的奶粉品牌，這也是目前世界上公認的人類最早使用奶粉的文字紀錄。

嬰兒奶粉區別於一般奶粉類別，專供嬰兒食用。嬰兒是指年齡在12個月以內的孩子，因此這種奶粉一般分階段配製，分別適於0-6個月、6-12個月和1-3歲的嬰幼兒食用，它根據不同階段嬰幼兒的生理特點和營養要求，對蛋白質、脂肪、碳水化合物、維生素和礦物質等五大營養素進行了全面強化和調整。市面上，有些嬰兒奶粉分段更細，分別為0-100天、100-180天、180-360天和1歲以上嬰兒使用。