

社評
雙語道

增多元文化特色 港式夜市煥魅力

Boost the charm of Hong Kong's Night Markets with multicultural characteristics

原文

摘錄自 2023 年 12 月 16 日香港《文匯報》香港旅發局 12 月 15 日起在廟街推出為期半年的廟街夜市，包括在牌坊位置增設 22 個特色美食攤檔和 10 個懷舊小食流動攤檔，每日由下午 2 時至晚上 11 時營業。廟街曾經是香港夜市的代表，政府和業界活化廟街應該新舊結合，既保留香港傳統特色又要引入新的創新元素，尤其要結合本地文化創意和最新潮流，加入網紅打卡點等吸客元素，重塑廟街的長遠吸引力。

特區政府為搞活香港夜經濟，早前啟動「香港夜繽紛」系列活動，重振廟街夜市是其中一個重要項目。新推出的廟街夜市最大特色是做到傳統和創新的結合，既有懷舊小食攤檔又有新潮的特色美食攤檔，在這裏可以找到燒賣、魚蛋、煎釀三寶、牛雜這些傳統香港街頭小食，又有土耳其咖啡、串燒等新引入的品種，滿足新一代人的消費口味。與此同時，新的「廟街夜市」邀請了當區的少數族裔居民加入，有利於增添多元文化色彩，豐富小食的品類和活動的特色。

除了小食，廟街下一步還需要引入更多文化

氣息，才能滿足市民和遊客所需。過去，廟街就是民間手藝、民俗文化的展示區，傳統文化和時尚潮流在這裏交相輝映，從而體現出香港的精神面貌和生活狀況，這樣才能吸引海內外遊客透過認識廟街來認識香港。因此，廟街上還有擺賣古玩、舊唱片、舊掛畫等等，更有睇相、算命攤檔，以及唱粵曲和流行曲等活動，令夜市的氣氛更熱鬧。

好的景點亦需要有效的宣傳手法才能打響名堂。特別是內地新生代喜愛深度遊，多用「小紅書」、「抖音」等短視頻或社交媒體尋找景點「打卡」和消費。

旅發局應該更多運用社交平台進行宣傳，讓遊客對香港有新的認識、新的印象，促進他們出遊和消費的意慾。根據媒體實測，現在「小紅書」上已經有不少人介紹廟街，一些帖文將之形容為著名導演王家衛「電影裏的香港」，將廟街與香港的影視文化結合起來，大大提升其吸引力。

旅發局下一步可以邀請一些網紅到現場打卡，又可以研發一些小遊戲和 VR 視頻，為遊客提供沉浸式的消費體驗，從而更好地宣傳廟街



◆ 社交平台上不少人介紹廟街，一些帖文將之形容為「電影裏的香港」。資料圖片

的魅力。

廟街是香港夜市的一個縮影，打造廟街對振興香港夜經濟有象徵性意義。昨日重開的廟街夜市開了一個好頭，政府和業界要繼續開動腦筋，集思廣益，根據市民和遊客消費模式的轉變，與時俱進、推陳出新，在保留傳統特色的基礎上展現新思維，開發更多有特色和賣點的

夜市消費產品和服務。

除了廟街夜市，今年（2023 年）的工展會於 12 月 16 日開鑼，今年特別推出晚上 7 時後免費入場的安排，希望進一步振興夜市經濟。只要政府和業界群策群力，找準特色，必定可以推動夜市經濟的長遠可持續發展，重塑熱鬧繁華的夜香港。

譯文

Starting from 15 December 2023, the Hong Kong Tourism Board (HKTb) has launched a six-month Temple Street Night Market, which includes the addition of 22 speciality food stalls and 10 nostalgic snack stalls at the Archway, operating daily from 2 pm to 11 pm. Temple Street used to be the representative of Hong Kong's night markets. The Government and the industry should revitalise Temple Street by combining the old and the new, retaining Hong Kong's traditional characteristics while introducing new innovative elements, especially combining local cultural creativity with the latest trends, and incorporating such elements as internet celebrity check-in points to attract customers, so as to rebuild the long-term attractiveness of the Temple Street.

The Government has launched the "Hong Kong Night Vibes" campaign with a series of events to revitalise the city's nightlife, and the revitalisation of the Temple Street Night Market is one of the important projects. The most distinctive feature of the newly launched Temple Street Night Market is the combination of tradition and

innovation, with both nostalgic and trendy food stalls, where you find traditional Hong Kong street snacks such as Siu Mai, fish balls, Three Fried Stuffed Treasures, and beef offal, as well as newly introduced varieties such as Turkish coffee and kebabs, to satisfy the taste of the new generation. Meanwhile, the new Temple Street Night Market has invited ethnic minority residents in the district to join, which is conducive to adding multicultural colours and enriching the types of snacks and the characteristics of events.

In addition to snacks, Temple Street needs to introduce more cultural flavour to meet the needs of residents and tourists. In the past, Temple Street was a display area for folk crafts and folk culture, where traditional culture and fashion trends mingled to reflect the spirit and living conditions of Hong Kong, and it was only in this way that tourists at home and abroad could be attracted to learn about Hong Kong through Temple Street. Therefore, in the past, there were antiques, old records, old wall paintings, etc. On Temple Street, as well as fortune-telling stalls, and activities such as singing Cantonese songs and pop songs, making the night market ambi-

ence more bustling.

Good attractions also need effective publicity to make a name for themselves. In particular, the new generation in the mainland are fond of in-depth tours and use short videos and social media such as "Little Red Book" and "Douyin" to find attractions to "check in" and consume. The HKTb should make more use of social media platforms for publicity, so that tourists will have a new understanding and impression of the city and will be motivated to visit and consume here. According to media reports, many people have already introduced Temple Street on the "Little Red Book", and some posts describe it as "Hong Kong in the film" by famous director Wong Kar-wai, combining the street with Hong Kong's film and television culture, thus greatly enhancing its attractiveness.

As a next step, the HKTb can invite some internet celebrities to visit the site, and it can also develop some mini-games and VR videos to provide tourists with immersive consumption experiences, thereby better promoting the charm of Temple Street.

Temple Street is a microcosm of Hong Kong's

night markets, and the revitalisation of Temple Street has symbolic significance for reviving Hong Kong's night life. The re-opening of the Temple Street Night Market has made a good start. The Government and the industry should continue to rack their brains, draw on collective wisdom, keep abreast of the times and innovate according to the changes in the consumption pattern of the public and tourists, and develop more night market consumer products and services with special characteristics and selling points based on retaining the traditional characteristics.

In addition to the Temple Street Night Market, this year's Hong Kong Brands and Products Expo kicked off on 16 December 2023, and a free admission arrangement after 7 pm has been introduced this year in the hope of further revitalising the night market economy. As long as the Government and the industry can make concerted efforts to identify the right characteristics, it will certainly be possible to promote the long-term sustainable development of the night market economy and rebuild a bustling and prosperous Hong Kong at night.

◆ 琬琰

比賽有勝負 實力是關鍵

英語世界

工作學習之餘，需要玩遊戲調劑一下，遊戲多數有比賽成分，多些刺激、

多些趣味。比賽有贏有輸，贏了自然開心一些。贏了比賽，英文可以說 win the competition，亦可以說 win/beat/defeat somebody 擊敗了某些人，贏了對手。要是實力高超，輕易取勝，也有一些慣用語可用。

輕鬆獲勝，很多時會說 win hands down (唾手可得)，表示容易取得勝利，不用費力。win/beat somebody hands down (垂下手都獲勝)，是不費吹灰之力就擊敗對手的意思。這是來自賽馬的用語，後來廣泛用在其他帶有比賽成分的情況。

賽馬的時候，騎師策騎馬匹需要用力拉緊韁繩，但如果策騎的馬匹已經遙遙領先，遠遠拋離對手，肯定勝出，騎師便可以鬆開韁繩，垂下雙手，讓馬匹自己衝過終點。因此 win hands down 就用來比喻以輕鬆姿態穩勝賽事。

He is the present world number one. As expected, he won the tournament hands down.

他是當今世界第一。一如所料，他毫不費勁便贏得比賽。

He will be able to beat his opponents hands down in the election. He is popular and very experienced.

他可以在選舉中不費吹灰之力擊敗對手，因為他深受擁戴，而且經驗豐富。

In terms of location and price, this hotel wins the others hands down.

以地理位置和價格而言，這間酒店遠勝其他對手。

在句子中加上 hands down，就可以加重語氣，指參賽者非常有實力，肯定勝出，或是強調在比較之下，某個選項明顯較優秀、較受人喜愛。

You have to see this one. It's hands down the best movie of the year.

你必須看這齣電影，這肯定是本年度最佳電影。

實力強勁 對手如地拖

輕鬆擊敗對手，除了說 win/beat somebody hands down，亦可以說 wipe/mop the floor with somebody，wipe 是擦、揩，而 mop 是拖洗、擦拭，字面意思是把某人當作地拖，用來擦地板，實際意思是徹底、完全地擊敗了他。這用語是來自拳擊、搏鬥一類的活動，把對手擊倒在地板上，抬起他的雙腳在地面拖行，有如抹地。現在 wipe/mop the floor with somebody 用作比喻在比賽或者辯論中佔絕對上風，把對手打擊得一敗塗地，強調某人實力或道理都遠勝於對方。

The winner of the singing contest wiped the floor with the other competitors. She clearly stood out.

歌唱比賽中的優勝者輕易地擊敗一眾參賽歌手，她顯然十分突出。

另一句有類似意思的慣用語是 make mincemeat of somebody (把對手做成肉醬)，或者再幽默一點說 make hamburger of somebody (把對手做成漢堡扒)，當然不是真的剝成肉醬做漢堡扒，只是開玩笑說很容易就把對手徹底擊敗，或者把某人的論點完全駁倒，或把他的見解全面粉碎。

The defence lawyer made mincemeat of the prosecution in court and won the case.

辯方律師在庭上徹底粉碎控方的論點，勝出官司。

The professor made mincemeat of the speaker's absurd argument in the conference.

講者在會議上發表的荒謬言論，被教授徹底擊破。一些比賽很重要，不一定是遊戲，但總有勝負，有贏有輸，重要的是公平。有實力、有技巧、有道理、有論據，自然可以輕鬆獲勝，贏過對手。描述這種情況時，就可以用上這些用語了。

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逝者如斯 Time waits for no one

英語筆欄

時間是一個不可逆轉的 (irreversible) 流逝過程，它不僅影響 (affects) 我們的和生活和工作，還影響我們的心理狀態和健康。當時間發生改變時，我們往往會感到不安和困惑，但我們可以通過學習適應和應對時間的改變來克服 (overcome) 這些困難。以下是一些面對時間變化的建議：

1. 接受現實 (reality)：時間的改變是不可避免的，因此第一步是接受它的存在。不要浪費時間去抗拒或抱怨變化，而是學習接受現實，並開始尋找應對方法。

2. 調整自己的心態：當時間改變時，我們必須調整自己的心態 (mindset) 和態度 (attitude)。這可能需要改變自己的思維方式，例如從負面轉向積極思維，從悲觀 (pessimism) 轉向樂觀，從焦慮轉向冷靜等。

3. 制定計劃：當時間改變時，我們需要重新評估和制定我們的計劃。該計劃應該考慮到時間的改變，並制定新的目標和策略 (strategies)。這樣可以幫助我們更好地應對變化，並達到 (achieve) 我們的目標。

4. 學習適應：當時間改變時，我們需要學習適應。這意味著要學習如何適應新的環境，新的人際關係，新的挑戰等。這需要我們保持靈活 (flexible)，學習新技能和知識，以及不斷改進 (improve) 自己。

5. 保持積極 (stay positive)：最重要的是，當時間改變時，我們必須保持積極 (stay positive)。這意味著要保持積極的態度，保持對未來的信心，並尋找機會和挑戰。這樣可以幫助我們在變化中保持平衡和穩定，並取得成功。

總之，時間是不斷 (constantly) 變化的，但我們可以學習如何適應和應對它的改變。通過接受現實，調整自己的心態，制定計劃，學習適應和保持積極，我們可以更好地應對 (cope with) 變化，並取得成功。

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港專



◆ 調整自己的心態，我們可以更好地應對變化並取得成功。圖為遊客在金灘上欣賞日出時的朝霞。資料圖片