

升級服務設施 建設盛事之都

社評
雙語道

Upgrading service facilities to build an "Events Capital"

原文

摘錄自5月25日香港《文匯報》：內地歌手華晨宇在香港中環海濱舉行為期三天的演唱會，大批歌迷蜂擁而至。長久以來，香港既是華語音樂的重要創作基地，也是海外樂隊和歌手開拓東方市場的重要踏腳石，在港舉辦的經典演唱會多不勝數。演唱會既滿足本地歌迷與偶像見面的願望，也為香港引來各地旅客，推動消費。特區政府與業界合力提升硬件軟件，令更多、更優質的演唱會在港舉行，更有效彰顯文創產業的價值，唱好盛事之都美名。

香港樂壇本身百花齊放，群星拱照，紅磡體育館更留下不少天王巨星歌手的足跡。香港有質素優良的演唱會場地，有經驗豐富創意十足的統籌團隊，有影響力廣泛的大眾媒體，也有懂得欣賞音樂的觀眾。

如果能夠將演唱會活動由一般商業娛樂活動，提升至經濟策略層級，與其他文化、旅遊

相關經濟活動聯動，將可產生不可忽視的經濟新力量。

不過，本港演唱會能夠圓滿舉行，背後牽涉各種硬件軟件配套，香港須時刻鞏固升級，與時俱進。

第一是讓演唱會有更多場地選擇。如同體育活動一樣，本港的演出場地數量已見飽和，成為發展演唱會經濟一大障礙。不少音樂人都慨嘆，現時要爭取場地舉辦表演十分困難。

而且，時下世界級歌手普遍流行舉辦容納數以萬人的超大型演唱會，本港具類似規模的演出場地並不多，不一定符合他們預期。要促進「文化+」、建設盛事之都與中外文化藝術交流中心，引群星、獻好歌，開拓更多更新的演出場地，應列入特區政府的優先議程。

第二是促成演唱會與商界聯動。現時兩地人員來往方便頻繁，5月27日起，透過個人遊來港旅遊的城市，將增至59個。樂迷慕名來港

「朝聖」看演唱會，可成為香港旅遊賣點。許多城市通過大型演唱會在當地舉辦，提供交通、餐飲、景點等，體現出演唱會可以產生許多邊際效益。在推動演唱會經濟的政策中，要推動本港商界增加贊助、推出優惠的意慾，使演唱會在票房以外製造更多元化經濟收益，惠及主辦方和本港服務業。

第三是完善體驗，注重歌迷需要。近年舉辦的大型表演，多次出現網上購票系統大塞車的情況，引起大眾不滿。維多利亞元旦煙花匯演，口岸一度擠塞，旅客通宵滯留。

至於香港夏天常遇極端天氣，引致表演取消，觀眾失望而回，過去也是經常發生，部分業界以習以為常視之，退票或改期了事，未有特別改進安排。香港要直面問題，提升各種細節安排，積累經驗，即使面對意料之外情況，也要盡量為觀眾作最妥善的安排，展現良好的服務水平。



◆華晨宇香港演唱會。資料圖片

不論由本港歌星舉辦，還是邀請外地歌星舉辦演唱會，都能為香港的生活添不少繽紛色彩。創造完善的市場鏈條，能使演唱會經濟發揮更大潛力，塑造香港良好國際形象，推動香港文化出海。

譯文

Mainland singer Hua Chenyu held a three-day concert at the Central Waterfront in Hong Kong, attracting a large number of fans. Hong Kong has long been an important base for Chinese-language music creation, as well as an important stepping stone for overseas bands and singers to explore the Eastern market, and numerous classic concerts have been held in Hong Kong. These concerts not only satisfy local fans' wishes to meet their idols, but also attract tourists from all over the world to Hong Kong, thereby boosting consumption. The Government and the industry are working together to upgrade the hardware and software, so that more and better concerts can be held in Hong Kong, thereby highlighting the value of the cultural and creative industries and enhancing the reputation of Hong Kong as an "Events Capital".

The music of Hong Kong has been blooming with stars, and the Hong Kong Coliseum has left the footprints of many superstar singers. Hong Kong has high-quality concert venues, experienced and creative planning teams, influential mass media, and audiences who appreciate music. If concert activities can be upgraded from

general commercial entertainment activities to the level of economic strategy, and linked with other cultural and tourism-related economic activities, it will generate an economic force that cannot be ignored.

However, the successful organisation of concerts in Hong Kong involves a variety of hardware and software support, and Hong Kong needs to constantly consolidate and upgrade to keep up with the times.

The first is to provide more choices of venues for concerts. Like sports activities, the number of performance venues in Hong Kong has reached saturation, which has become a major obstacle to the development of the "concert economy". Many musicians lament that it is now very difficult to secure venues for their performances. Moreover, as mega concerts with a capacity of tens of thousands of people are popular among world-class singers nowadays, there are not many performance venues of similar scale in Hong Kong, which may not necessarily meet their expectations. To promote "Culture+" and build an "Events Capital" and a "Centre for Chinese and Foreign Cultural and Artistic Exchange", the development of more and newer performance ven-

ues to attract stars and singers should be included in the Government's priority agenda.

The second is to promote the linkage between concerts and the business community. With the convenience of personnel exchanges between the two places, starting from 27 May, the number of cities where people can travel to Hong Kong through individual tours will increase to 59. Fans coming to Hong Kong for a "pilgrimage" to watch concerts can become a selling point for Hong Kong tourism.

Many cities provide transportation, catering, tourist attractions, etc. by hosting large-scale concerts in their cities, showing that concerts can generate many marginal benefits. In the policy of promoting the concert economy, it is important to promote the desire of the local business community to increase sponsorship, launch discounts, and create more diversified economic benefits beyond the box office, benefiting the organisers and local service industry.

The third is to improve the experience and focus on the needs of fans. In recent years, the online ticketing system for large-scale performances has often been "jammed", causing public dissatis-

faction. The New Year fireworks show at Victoria Harbour once caused congestion at the border control points, and travellers were stranded overnight. The extreme weather often encountered in Hong Kong in summer leads to the cancellation of performances and disappointment of audiences, which has happened frequently in the past. Some members of the industry regard it as "common practice", and just refunded or rescheduled their tickets without making special improvement arrangements. Hong Kong needs to face up to these problems, improve various detailed arrangements, accumulate experience, and even in the face of unexpected situations, try to make the best arrangements for the audience and demonstrate a high level of service.

Whether it is a concert held by local singers or invited foreign singers, it can add a lot of vibrant colours to life in Hong Kong. Creating a comprehensive market chain can bring out the greater potential of the concert economy, shape a good international image of Hong Kong, and promote Hong Kong's cultural "outbound" activities.

◆ Tiffany

遇上「濕水炮仗」令人敗興而歸

英語世界

節日喜慶，世界很多地方都會舉行煙花匯演，煙花綻放，現出各種不同圖案和顏色，把天空點綴得燦爛繽紛，很是迷人。

煙花匯演英文是 firework display 或 firework show。另一個較少用的英文字 pyrotechnics 亦可解作煙花匯演，不過 pyrotechnics 其實是技術用語，說的是用火藥一類化學品製造出光、煙、火、聲等效果的技术，不單應用在大型的高空煙花匯演，亦可以用在較小型的、較接近地面的各種光影和火花表演，所以 pyrotechnics 是煙火製造技術和應用，也會指一般規模較小的煙火表演。

煙花匯演 firework display 較為壯觀，屬觀賞性質，煙花 firework 在高空中綻放，發出響亮的聲音和色彩奪目的光芒，其實 firework 一詞泛指點燃後會爆發的化學品，一般解作大型的焰火、煙花，但亦可以是其他種類的火花或爆炸物，例如大炮仗 firecracker 便是 firework 的一種，爆發時發出巨大聲響，沒有燦爛的圖案。另一種是小爆竹 squib，較小型，燃點時會先發出嘶嘶聲，然後爆發。

炮仗或爆竹都要儲存在乾燥的地方，濕了就不點着，即使點着了也失去原來的爆發效果。英文有 damp squib 的說法，形容詞 damp 是潮濕的意思，damp squib 就似廣東話的「濕水炮仗」，是點不響、點燃後沒有爆的炮仗，用來比喻某些事情沒有想像中成功，批評一些事情不能達到預期效果，令人失望而回。

The event was heavily advertised but it turned out to be a damp squib with very few people participating. 那項盛事做了很龐大的宣傳，卻冷冷清清，只有極少數人參與。

The election finally went off like a damp squib. The turnout rate was pretty low. 那場選舉最終冷淡收場，投票率相當低。

The final game was not as exciting as many had ex-

pected. The first half was fine but the second half was a damp squib.

那場決賽並不如人們期望般精彩。上半場還好，下半場簡直是悶局。

事情不符期望，就是 damp squib，或許不只是煙火，很多東西弄濕了都會失去效用，也許正因如此，動詞 damp/dampen 亦有抑制、減輕的意思，可以解作令熱誠、高昂的情緒消退，還可以說把爭拗或情緒 damp down，就是令事情或心情平伏一些。

She wants very much to be a professional dancer. Nothing will dampen her enthusiasm.

她很渴望成為一名專業舞蹈員，沒有事情可以令她的熱情減退。

If nothing is done to damp down the strong emotions, the conflict will get intense.

若果不採取行動安撫激動的情緒，矛盾會越趨激烈。

此外，有名詞 damper/dampener，可以解作減低震動的裝置，如果做了某些舉動，令事情沒有預期中成功，可以說 put a damper/dampener on something，這句話的意思是本應樂觀、高興的事情沒有如願以償，某些事減低了興高采烈的氣氛或者消磨了高昂的情緒。

Although the rain put a damper on the firework display, many people remained high spirited.

儘管大雨令煙花匯演失色，很多人還是興高采烈。

He was not invited and his sudden appearance put a dampener on the party instantly.

他沒有被邀請，卻突然不請自來，令聚會的熱烈氣氛頓時冷卻。

濕了的爆竹 damp squib 令人失望，dampen/damp down/put a damper 會減弱情緒，有時令好事變差。煙花匯演或煙火表演，還是在天氣清朗的日子才最璀璨。

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恒 大譯站

看罷荷里活電影《鐵人狗王》(Arthur the King) (2024)，令人感到狗狗充滿靈性，是人類最忠心的朋友。

故事內容大致是：冒險賽車隊的隊長與一隻名叫亞瑟的受傷流浪狗成為朋友 (the captain of an adventure racing team befriends with a wound stray dog)。亞瑟陪伴車隊參加了穿越多明尼加共和國 (The Dominican Republic) 的 435 英里艱苦的耐力賽 (a grueling 435-mile endurance race)。

最為精彩之處，就是當賽事完畢，狗狗亞瑟因細菌感染而面臨死亡，車隊隊長排除萬難，將狗運抵美國接受治療，最終亞瑟是否能成功脫險，就留待讀者自行尋找這個有趣的彩蛋 (Easter Egg)。

一套電影是否成功，劇情固然重要；不過，對於外語電影，精闢的翻譯更能起畫龍點睛之效。《鐵人狗王》一劇，有幾句對話頗堪回味：the best racer never wins a race (最佳車手但從未奪冠)、follow your heart and stop beating yourself up (隨心所欲，不要自責)、we'll make the best of it (我們將取得佳績) 等。

字幕翻譯講求六大原則：精確性 (Precision)、可讀性 (Readability)、節奏和時長 (Pacing and Duration)、文化適應 (Cultural Adaptation)、字幕排版 (Subtitle Layout)、以及核對和審查 (Verification and Review)。

俚語的翻譯涉及文化差異，可能也難到不少字幕翻譯的譯者。一個有趣例子可跟讀者分享：他是個愛吃豆腐的人，意指某人喜歡調戲或撩撥他人，在英文中沒有對應的詞彙。所以，如譯為 He is a person who loves eating tofu，就不精確及節奏不佳，可考慮譯為 He is a "tofu lover"，加入

引號，讓觀眾從當時畫面或前後劇情推敲出此俚語非字面的含義。

說回關於狗狗的一二事，令筆者回想起因之前工作關係，處理了不少有關導盲犬服務詞彙及概念之中英文翻譯問題，可淺談一下。導盲犬是一種工作犬，主要是代替視障人士的雙眼，為其領路，被譽為「盲人的第二對眼睛」。故此，導盲犬既可譯為 Guide Dog，更可譯為 Seeing Eye Dog，後者更富象徵意義。

導盲犬服務的詞彙和概念，我們可追本溯源，對譯入語仔細推敲，務求讓讀者望文生義，免生艱澀。可舉數例：kennel (狗房)、guided path (引路徑)、orientation and mobility training (定向行走訓練)、foster family (寄養家庭)、Golden Retriever and Labrador as the main breeds of guide dogs (金毛尋回犬及拉布拉多是導盲犬的主要品種) 等。有關導盲犬服務，以至所有牽涉動物項目的翻譯，均屬專業的範疇。作為譯者，可細意探究後才動手翻譯，自會找到文字之間、文化之間的奧妙之處。

《導盲犬小Q》(Quill: The Life of a Guide Dog) (2004)，是一齣日本電影，感人肺腑、牽動人心。有一段中英文的字幕值得與讀者共享："I am not just a dog. I am someone's eyes, someone's hope, someone's friend. I am a guide dog, and I am proud of what I do." 「我不只是一隻狗，也是別人的眼睛、別人的希望、別人的朋友。我是導盲犬，為自己的工作而感到自豪。」

當處理字幕翻譯時，譯者若能探其原意，譯得妙到毫巔，就是達到譯者不獨樂而讓讀者眾樂的境界了。

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