



善用城寨魅力 開發港旅遊潛力

原文

摘錄自10月8日香港《文匯報》：港產片《九龍城寨之圍城》代表香港角逐奧斯卡金像獎「最佳國際劇情片」，片中多個寨城場景的1:1模型10月8日起在香港國際機場重現。展覽除了讓市民和旅客有機會感受九龍城寨昔日的風華，亦令大家更了解港產片背後匠心獨運的製作，喚起對香港電影的熱愛，期望可透過電影的影響力，推動電影文化和旅遊融合，發展電影旅遊產業。

香港是中外文化薈萃的國際都市，香港影視作品曾經風靡全球，善用這些文化寶藏，經重新包裝，開發具有香港特色的文化旅遊新產品，再結合容易接觸遊客的機場、碼頭等交通基建，借助社交平台、網絡達人的宣傳力量，大力推動跨界合作，踐行「香港無處不旅遊」的理念，為香港增添蓬勃生機。

香港影視業曾經創作無數經典作品，可謂重要的集體文化記憶，蘊含巨大的旅遊開發潛力。只要善加利用，就能打造出獨具特色的文化旅遊項目，讓更多遊客領略香港深度遊、文化遊的魅力。

《九龍城寨之圍城》是近年叫好叫座的電影作品，片中的場景能帶市民、遊客感受上

世紀八十年代的香港寨城風情和歷史。在香港國際機場展出多幕重現的電影場景，以精緻認真的布置，吸引市民、遊客打卡拍照，收穫沉浸式的遊覽體驗，對香港遊留下深刻印象。

這次展覽是本港地道文化、本地電影有機結合，以電影文化帶動旅遊的成功嘗試。

香港影視作品包含獨特的本土文化，過去多年亦成功為多部蜚聲中外的電影注入香港元素和靈感，美國電影《變形金剛：殲滅世紀》、《哥斯拉大戰金剛》等都出現香港場景，向全球觀眾展現了香港旅遊特色，吸引他們親身訪港，身臨其境感受香港多元化的旅遊魅力。

以《九龍城寨之圍城》場景展覽推廣香港旅遊為契機，將與香港有關的經典影視作品取景地點或搭建場景發展為旅遊景點，讓遊客以電影視角欣賞、遊覽香港，大力開發旅遊新路線和新產品，就能打造更多吸引中外遊客的旅遊新賣點。

香港的文化作品、時裝等資源同樣豐富多彩，如果加以重現，將為香港遊增色添彩。

為紀念武俠小說泰斗「金庸」(查良鏞)百年誕辰，早前舉行了多項主題展覽，包括在全港多區推出金庸小說人物雕塑展，吸引



▲◀九龍寨城場景的1:1模型，重現《九龍城寨之圍城》中的多個經典場景。資料圖片

大批市民及遊客參觀，當中有乘坐遊輪、來自英國的遊客。一系列與金庸作品相關的文藝活動還包括金庸作品服裝展、金庸小說作品名曲鋼琴表演、藝人街頭音樂表演、博物館文化講座、學生導賞團等，讓更多海外遊客了解金庸作品承載的中華文化底蘊，吸引遊客遊走香港各區，刺激跨區消費，推動本港旅遊及經濟發展。

「香港時裝設計周」將在今年11月底首度舉行，國際時裝名牌Chanel將來港舉辦時裝秀，既為時裝周打下「強心針」、營造更濃厚的盛事和時尚氛圍，亦吸引大批國際名人、著名設計師及具消費力的旅客來港，為

旅遊、貿易等周邊行業帶來協同效應。

有具吸引力的旅遊新項目，更要盡可能進行有效推廣。《九龍城寨之圍城》展覽首站選址機場，無疑是聰明的選擇。香港國際機場是香港的門戶，每日中外旅客絡繹不絕，是宣傳香港旅遊的最佳平台之一，未來，啟德郵輪碼頭、西九高鐵站等交通樞紐都可以積極考慮作為推廣香港遊的平台。

另一方面，如今運用網絡營銷乃大勢所趨、不可或缺，政府、旅遊業界應積極利用市民、遊客常用的社交平台，邀請網紅、旅遊達人向全球推介香港遊新項目、新特色，擦亮香港遊金字招牌。

Packaging and promoting local culture: Unlocking Hong Kong's tourism potential

譯文

Twilight of the Warriors: Walled In, a Hong Kong-produced martial arts blockbuster, will represent the city in the coming Academy Award to compete for Best International Feature Film. From 8th October, many 1:1 scale models of scenes from the walled city in the film have been recreated at Hong Kong International Airport. The exhibition not only allows citizens and visitors to experience the bygone splendour of Kowloon Walled City but also provides insight into the meticulous craftsmanship behind Hong Kong films, rekindling a passion for Hong Kong cinema. The exhibition aims to leverage the influence of films to promote the integration of film culture and tourism and the development of the film tourism industry.

Hong Kong, an international metropolis where Eastern and Western cultures converge, has seen its films and television works captivate global audiences. By repackaging these cultural treasures, it is possible to develop new cultural tourism products with a distinct Hong Kong flavour. Combining these products with easily accessible transport infrastructures such as airports and ferry terminals, and leveraging the promotional power of social media and internet influencers, will vigorously promote cross-industry collaboration and actualise the concept of "Tourism is everywhere in Hong Kong", injecting vitality into Hong Kong tourism.

The Hong Kong film and television industry once produced numerous classic works,

forming an important part of collective cultural memory and containing the vast potential for tourism development. By effectively utilising this, unique cultural tourism projects can be created, allowing more tourists to appreciate the allure of in-depth cultural tours in Hong Kong.

Twilight of the Warriors: Walled In, a recent critically acclaimed and popular film, offers scenes that enable citizens and tourists to experience the ambiance and history of Hong Kong's walled city in the 1980s. The recreation of many movie scenes at Hong Kong International Airport, with meticulously detailed setups, will attract citizens and tourists to take photos and immerse themselves in the experience, leaving a lasting impression of their visit to Hong Kong. This exhibition is a successful attempt to promote tourism through film culture by organically combining local culture and local films.

Hong Kong film and television works encompass unique local culture and have successfully infused many internationally renowned films with Hong Kong elements and inspiration over the years. American films such as Transformers: Age of Extinction and Godzilla vs. Kong have featured Hong Kong scenes, showcasing the city's tourism appeal to global audiences and attracting them to visit Hong Kong and experience its diverse tourism charm firsthand.

Taking the exhibition of Twilight of the Warriors: Walled In scenes as an opportunity to promote Hong Kong tourism, and develop-

ing filming locations or constructed scenes related to classic Hong Kong films into tourist attractions will allow tourists to appreciate and explore Hong Kong through the lens of cinema. More appealing tourism highlights for both domestic and international visitors can be created by actively developing new tourism routes and products.

Hong Kong's cultural works, fashion, and other resources are equally rich and colourful. If they are reshaped, they will enhance Hong Kong's tourism appeal.

To commemorate the centenary of the birth of martial arts novelist titan, Jin Yong (Louis Cha Leung-yung), numerous themed exhibitions were held earlier, including an exhibition of sculptures of characters from Jin Yong's novels in various districts of Hong Kong, attracting a large number of citizens and tourists. Among the visitors were cruise passengers from the United Kingdom. A series of arts and cultural activities related to Jin Yong's works also included a costume exhibition of Jin Yong's works, piano performances of famous songs from Jin Yong's novels, street music performances by artists, cultural talks at museums, guided tours for students, etc. These activities helped more overseas tourists understand the profound Chinese cultural heritage carried by Jin Yong's works, encourage tourists to explore various districts in Hong Kong, stimulate cross-district consumption, and promote the development of local tourism and the economy.

The Hong Kong Fashion Design Week will be held for the first time at the end of Novem-

ber this year. The international fashion brand Chanel will host a fashion show in Hong Kong, which will not only serve as a significant boost to the Fashion Design Week and create a stronger festive and fashionable atmosphere, but also attract a large number of international celebrities, renowned designers, and tourists with high spending power to Hong Kong, thereby bringing about synergies with peripheral industries such as tourism and trade.

New and attractive tourism projects should be promoted as effectively as possible.

It is undoubtedly a smart choice for the first stop of the exhibition Twilight of the Warriors: Walled In to be located at the airport. Hong Kong International Airport is the gateway to Hong Kong, bustling with international and local travellers daily, making it one of the best platforms for promoting Hong Kong tourism. In the future, other transport hubs such as the Kai Tak Cruise Terminal and West Kowloon High-Speed Rail Station can be actively considered as platforms for promoting Hong Kong tourism. On the other hand, leveraging online marketing is now the prevailing trend and indispensable. The government and the tourism industry should actively use social platforms commonly used by citizens and tourists, inviting influencers and travel experts to globally promote new Hong Kong tourism projects and features, thereby polishing the "gilded signboard" of Hong Kong's tourism.

● Tiffany

英語電影中譯名 各有趣味

恒 大譯站

電影譯名的翻譯非常重要，它直接影響觀眾對電影的理解和吸引力。一個好的譯名能夠準確地傳達電影的主題和情感，吸引觀眾的關注，並在不同文化和語言背景下引起共鳴。通過適當的翻譯，電影可以在全球市場上更好地被推廣和接受，幫助電影製作團隊擴大觀眾群，提升知名度和票房收入。

此外，一個精心選擇的譯名還可以幫助塑造電影的品牌形象，增強觀眾對電影的印象和記憶，從而對電影的成功產生積極影響。因此，電影譯名的翻譯不僅僅是將標題轉換為另一種語言，更是一種重要的行銷和傳播策略。

譯名貼切很重要

Inception是一部由克里斯托弗·諾蘭執導的知名科幻電影。這部電影在港、澳、台及內地的譯名中展現了不同的風格。內地的《盜夢空間》直接且貼切地傳達了電影的夢境概念，具有很高的準確性。然而，香港的《潛行凶間》可能讓人聯想到恐怖片，與電影實際風格有所偏差。相比之下，台灣的《全面啟動》譯名可能顯得有些抽象，缺乏直接性，難以直接與電影內容聯繫。

Fantastic Beasts and Where to Find Them這部哈利波特魔法世界系列的電影，在內地被譯作《神奇動物在哪裏》，而港台的譯名為《怪獸和牠們的產地》。前段時間很火的皮克斯動畫電影Inside Out則分別被譯成《腦筋特工隊》(內地)、《玩轉腦朋友》(香港)和《腦筋急轉彎》。同為皮克斯動畫出品的UP則被譯作《飛屋環遊記》(內地)、《天外奇蹟》(台灣)和《轟天救兵》(香

港)。

風格迥異添趣味

港、澳、台及內地電影譯名的差異歷史由來已久，因電影引進、上映渠道和管理方式各不相同，反而為電影譯名的翻譯帶來了更多的靈活性和不同的色彩。很多優秀的老電影譯名也各自出彩，比如Ghost被譯為《第六感生死戀》(台灣)，《人鬼情未了》(內地/香港)。The Sound of Music的內地譯名為《音樂之聲》，而台灣譯名《真善美》，香港則是《仙樂飄飄處處聞》。由湯姆克魯斯主演的Mission Impossible經典系列則分別為《碟中諜》(內地)，《不可能的任務》(台灣)，《職業特工隊》(香港)。1994年上映的法國經典動作驚悚片Léon: The Professional，內地和香港的譯名是《這個殺手不太冷》，在台灣則譯成《終極追殺令》。2016年上映，獲得六項奧斯卡大獎的美國經典歌舞劇電影La La Land，則擁有三個各自浪漫的中文譯名：《愛樂之城》(內地)，《樂來越愛你》(台灣)和《星聲夢裏人》(香港)。

這些略有不同的電影譯名，能夠展現各地區在翻譯取向和表達方式上的微妙差異，同時也凸顯了譯名對於傳達電影內容和風格的重要性。譯名的選擇反映了當地觀眾口味和文化特色，為全球影視市場中的跨文化交流帶來了豐富多樣的元素。這世界因和而不同，多元共生而美觀，作為觀眾欣賞電影的同時，以開放的心態去了解這些譯名的差異，也是一件非常有趣的事情。

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希臘歷史悠久 古老文字如天書

英 語世界

希臘Greece是位於歐洲東南部的一個國家，歷史悠久，文化豐富。希臘文Greek是非常古老的文字，在歐洲的發展過程佔有重要地位，很多歐洲早期的文學、宗教、哲學、科學的文獻都用希臘文寫成。

希臘文的字母和文法比較複雜，很多人覺得艱深難學，英文有句話It's Greek。(這是希臘語)，就用了Greek希臘文比喻一些難以明白的東西，說It's Greek to someone,表示這是某人理解不了、不能明白的事情。這用語出現有可能是因為英國人亦覺得希臘文是難懂的語言。

不過亦有考據指出這是源於中世紀修道院的書吏scribe,書吏是抄寫員，負責抄寫宗教文本或學術書籍。早期歐洲地方流行希臘文和拉丁文，但到了中世紀的時候，拉丁文比希臘文流行，一般修道院的書吏只懂拉丁文，遇到希臘文的文本，不懂翻譯，亦不懂抄寫，會在文本頁邊用拉丁文寫下It is Greek; it cannot be read。(這是希臘文，不可讀)。後來這句子亦曾出現在莎士比亞的作品當中。

現在It's Greek或者It's all Greek.指的不再是希臘文，而是一些令人摸不着頭腦、弄不明白的東西，尤其是文字或語言，有時候會用來說某人對一些事一竅不通，但多數會用在自己身上，說It's all Greek to me,是指自己對一些事物或專業不熟悉，不明白。

Everyone was talking about the stock market during lunch but it was Greek to me.

午飯時候，每個人都在談股市，可是我全然不懂。

You wouldn't expect seniors to understand these legal terms and jargons. It will be Greek to them.

你不能期望長者們理解這些法律詞彙和術語，他們對此一竅不通。

除了指希臘文，Greek亦可指希臘人，或者用作形容詞，指與希臘有關的。有句與希臘人有關的英文用語Beware of Greeks bearing gifts。(當心帶着禮物的希臘

人)。不要誤解這是說希臘人的壞話，這其實來自公元前廿多年的古羅馬詩人維吉爾(Virgil)創作的羅馬史詩艾尼亞斯記Aeneid,其中關於木馬屠城(Trojan Horse)的部分。

「希臘的禮物」暗藏殺機

故事中希臘人要攻陷特洛伊城(Troy),久攻不下,把一隻巨大的木馬當禮物送給特洛伊人,原來希臘士兵匿藏在木馬內,木馬進城後,士兵出來攻擊特洛伊人並攻下了特洛伊城。故事中有祭師曾預先警告特洛伊人,說詞英文譯作"I fear the Greeks, even those bearing gifts."後來演變成Beware of Greeks bearing gifts.用作警告,勸戒人要不時保持警覺,提防無端獻殷勤的敵人,對突然而來的好意,忽然改變的態度,要小心處理,找出背後的原因,慎防別人不懷好意。

Our rival company is offering a joint venture. We have to think very carefully and beware of Greeks bearing gifts.

敵對公司正提議與我們共建合營業務,我們必須審慎思考,以防有詐。

She has always been hostile. I don't quite believe she would buy you this present. Beware of Greeks bearing gifts! 她一向不太友善,我不那麼相信她會買這份禮物給你,提防她別有用心!

由此,Greek gift(希臘禮物)亦用作比喻暗藏兇險、包藏禍心的事物,看似善意,其實別有用心,要提防。

The discount may be a Greek gift. There may be some unfavorable terms and conditions.

這個折扣可能內有乾坤,可能附帶一些不利條款。

The loan turned out to be a Greek gift. Business didn't improve and the company was in greater debts.

這筆貸款結果變成糖衣毒藥,業務不但沒有改善,公司還背上更大的債務。

希臘有源遠流長的歷史,歐洲語言有不少希臘文化的痕跡,別有一番趣味。

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