

# 提升防偽意識 警惕藥房「影射藥」

## Reporter's investigation: Counterfeit medication rife in TST



摘錄自4月23日香港《文匯報》：入境事務處早前預計，一連五天的內地勞動節黃金假期將有98萬內地旅客訪港。為提升旅客防偽「免疫力」，香港文匯報記者昨午以內地旅客身份訪查尖沙咀一帶，較多旅客出沒的10間藥房，包括連鎖藥妝百貨，重點觀察雙飛人、黃道益活絡油、無比滴、喇叭牌正露丸、李萬山脾胃丸等熱門藥品，有否外包裝相似、但產品內涵與正貨截然不同的「影射藥」。

The Immigration Department had previously estimated that 980,000 mainland visitors would travel to Hong Kong during the five-day May Day Golden Week holiday. To enhance travelers' "immunity" against counterfeit goods. Yesterday afternoon, a reporter from the Hong Kong Wen Wei Po, posing as a mainland tourist, visited 10 pharmacies in the Tsim Sha Tsui area—where many tourists frequent—including chain drugstores and cosmetics stores. The reporter focused on popular medicines such as Ricqlès Peppermint Cure, Wong To Yick Wood Lock Medicated Balm, Mopidick-s Lotion, Seirogan (Trumpet Brand), and Lee Man Shan Fishing Brand Pills, to investigate whether there were "imitation drugs."

過程中記者發現最少四款與無比滴產品相似的「影射藥」，它們之間的包裝非常相似，只是個別文字、圖案有些許不同，例如名字會變成「無比液體」、企鵝圖案變成北極熊等，並且這類「影射藥」多會於外包裝上添加日文字，以進一步強化其所謂「日本製造」的印象。

During the investigation, the reporter discovered at least four "imitation drugs" similar to the "Mopidick-s Lotion" product. Their packaging is very similar, with only slight differences in certain text and graphics—for example, the name might be changed to "Wubi Liquid," or the penguin logo might be replaced with a polar bear. Furthermore, these "imitation drugs" often feature Japanese text on their outer packaging to further reinforce the impression that they are "Made in Japan."

經翻查無比滴香港及日本官方網站進行比對，記者確認藥店出售的所謂「日版藥物」是一款印有日文字樣的「影射藥」，記者遂即向藥房職員質詢，為何手上藥品與無比滴官網圖樣截然不同。職員堅稱記者手持的是「日版」，更向記者強調，「兩者效果相同。」

After reviewing and comparing the official websites of Mopidick-s Lotion in Hong Kong and Japan, the reporter confirmed that the so-called "Japanese version" sold at the pharmacy was actually an "imitation" product bearing Japanese characters. The reporter immediately questioned the pharmacy staff in Mandarin, asking why the product in their hands looked completely different from the images on Mopidick-s Lotion's official website. The staff insisted that the reporter was holding the "Japanese version" and emphasized that "the effects are the same."

售價方面，該款「影射藥」銷售48元一支，其後記者在相距不遠的一間連鎖個人護理店，發現正版無比滴售價僅35元，即「影射藥」比正貨還要貴。

In terms of price, this "imitation drug" sells for HKD 48 per bottle. Later, the reporter discovered that the genuine "Mopidick-s Lotion" were priced at only HKD 35 at a nearby personal care chain store, meaning the "imitation drug" was actually more expensive than the genuine product.

記者再到一間連鎖藥妝百貨店，發現李萬山脾胃丸與一款「影射藥」擺放在一起，它們無論是外包裝的顏色、字體、圖案均大致相似，遠望下幾乎難分差異。記者手持正貨與「影射藥」詢問職員兩款產品有什麼不同之處，該名職員表示只是不同品牌，但藥效相同，並進一步表示記者手持的「影射藥」有效治療嘔吐、腹痛等症狀，至於正貨李萬山脾胃丸，職員只簡單回答一句：「只應用於脾胃病。」

The reporter then visited a chain drugstore and found that Lee Man Shan Fishing Brand Pills were displayed alongside an "imitation drug". The colors, fonts, and patterns on their outer packaging were strikingly similar; from a distance, it was nearly impossible to tell them apart. Holding the genuine product and the "imitation medicine" in hand, the reporter asked a staff member what the differences were between the two. The staff member stated that they were simply different brands but had the same efficacy. He further explained that the "imitation drug" the reporter was holding was effective for treating symptoms such as vomiting and abdominal pain, while regarding the genuine Lee Man Shan Fishing Brand Pills, the staff member simply replied, "They are only used for spleen and stomach disorders."

記者其後再翻看這兩款產品，脾胃丸正貨包裝底



●圖為正版藥與「影射藥」對照表。

資料圖片

部有「HKC-18204」的中成藥註冊編號，「影射藥」產品的包裝底部則只有有效期，以及免責聲明：「此產品沒有根據《藥劑業及毒藥條例》或《中醫藥條例》註冊。為此產品作出的任何聲稱亦沒有為進行該等註冊而接受評核。此產品並不供作診斷、治療或預防任何疾病之用。」

Upon further examination of the two products, the reporter found that the genuine Lee Man Shan Fishing Brand Pills bore the traditional Chinese medicine registration number "HKC-18204" on the bottom of the packaging, while the packaging of the "imitation drug" product only listed the expiration date and a disclaimer stating: "This product has not been registered under the Pharmacy and Poisons Ordinance or the Chinese Medicine Ordinance. Any claims made regarding this product have not been evaluated for the purpose of such registration. This product is not intended for the diagnosis, treatment, or prevention of any disease."

售價方面，正貨售價23元一盒，「影射藥」則便宜兩元，售價21元。

In terms of price, the genuine product sells for HKD 23 per box, while the "fake one" is HKD 2 cheaper, priced at HKD 21.

此外，記者此趟亦發現幾乎每間藥房都出售喇叭

牌正露丸的「影射藥」，個別甚至只出售「影射藥」產品。它與正貨的包裝極其相似，只是喇叭商標、品牌名字等細節位不同。

In addition, during this visit, the reporter found that nearly every pharmacy sells an "imitation" of the Seirogan (Trumpet Brand); some even carry only these "imitation drugs". The packaging is extremely similar to the genuine product, with the only differences being details such as the Trumpet logo and brand name.

記者在其中一間同時出售正貨與「影射藥」的藥房詢問職員，對方沒有直接向記者推薦購買該款「影射藥」，但提及喇叭牌正露丸「有臭味」，售價118元一盒，「影射藥」則「無臭味」，售價78元，讓記者自行選擇。

The reporter asked a staff member at one of the pharmacies that sells both genuine products and "imitation drugs." The staff member did not directly recommend the "imitation drug" to the reporter, but mentioned that the genuine "Seirogan (Trumpet Brand)" "has a strong odor" and costs HKD 118 per box, while the "imitation drug" is "odorless" and costs HKD 78, leaving the choice up to the reporter.

●DotDotNews Deepline

## 恒 大譯站

從國產仙俠動漫看翻譯策略

《完美世界》《遮天》以及《仙逆》是近年來非常受歡迎的國產動漫。前兩部由辰東的玄幻小說改編而來，《仙逆》則為作家耳根的仙俠小說。WeTV (騰訊視頻海外版) 接入了微信翻譯引擎，可提供多種字幕。本文以下所討論的字幕翻譯英文均來自WeTV。

這三部動漫的標題譯文如下：《完美世界》(Perfect World)、《遮天》(Shrouding the Heavens)、《仙逆》(Renegead Immortal)。三部已經推出的劇場版的名稱中英文為：《完美世界火之灰燼》(Perfect World: Fire and Ashes)、《逆命之戰：背棺戰王騰》(Battle Against Fate: Coffin-Bearing Battle Against Wang Teng)、《仙逆：神臨之戰》(Battle of Gods)。

### 直譯與意譯

基本上這些標題全部採用了直譯 (Literal Translation) 的方法，直譯是希望既能保留原文內容又能保留原文形式的翻譯方法，理想的境界就是形神兼備。直譯的優點在於可以保留原文的表達方式，缺點則為有可能過於生硬，抑或不通順。而意譯 (Free Translation) 則側重於內容的傳遞，捨棄形式上的對等。優勢則為譯文非常通順流暢，缺點就是無法保留原文的形式上的特點，即一些文化特色的喪失。

動漫的海外版如果想要吸引更多的觀眾，標題的翻譯起着舉足輕重的作用。除了人物、畫風、音樂等，劇情無疑是非常重要的。上述標題的直譯概括了動漫的核心內容，因而是妥當的。

三部動漫的主要人物的中英文名如下：《完美世界》中的石昊 (Shi Hao)、柳神 (Willow God)；《遮天》中的葉凡 (Ye Fan)、紫月 (Zi Yue)；《仙逆》中的王林 (Wang Lin)、鐵柱 (Tie Zhu)。同時，《仙逆》中的核心法寶天逆珠則譯為 "Tian Ni Pearl"。

除了柳神和天逆珠之外，其他的人物都是音譯法，也就是漢語拼音。這種方法有利於推廣原語也就是漢語文化。而天逆珠的英文則為音譯結合法，"Tian Ni" 是拼音，而珠 Pearl 則為其意思，即解釋這個法寶是一顆珠子。

### 歸化與異化

這其實體現了兩種翻譯策略的選擇，即歸化法 (Domestication) 和異化法 (Foreignization)。歸化法是以目的語文化為目標，所以譯文通順、親切，譯文讀者比較容易接受。而異化法則保留原文的形式和文化特色，具有異國情調，讀者雖初讀起來可能覺得有點奇怪，但這種方法有利於推廣原語的文化。具體採用何種翻譯策略，實可根據翻譯的目的、原文的特色、不同的讀者群而進行調整。



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## 烹飪比喻情感變化 醞釀情緒如小火慢煮



語言和飲食都是文化的一部分，一塊簡單的煎餅和可麗餅，也可以讓人重新認識一個地方的故事與生活。

最近與學生閒談時，偶然聊到她在海外短期留學時的生活片段。除了分享課堂趣事，更特別提到美味的煎餅和可麗餅。事實上，旅遊記憶的重要組成片段離不開享用當地美食。煎餅和可麗餅的可愛之處是，不同城市都有其特別做法，可以是薄而精緻的，也可以是厚而鬆軟的。它們既可以當作日常早餐、街頭小吃 (humble street snacks)，也可以是節日時的家庭聚會美食 (festive family traditions)。除了是日常美食，也可以充滿節日氣氛 (they feel both everyday and celebratory)。

在瑞典 (Sweden)，煎餅 (pannkakor) 通常比較薄身，摺疊或捲起後可搭配雜莓和忌廉 (served folded or rolled, are loved with berries and whipped cream)。在法國 (France)，通常人們想起可麗餅：蕎麥可麗餅 (galette) 有不同款式，一般材料都有雞蛋、芝士、火腿或蘑菇，配以蘋果酒 (cider) 享用；而甜可麗餅 (crêpe) 也有不同口味，有深受小朋友歡迎的榛子朱古力醬味配搭雪糕，也有只加砂糖的可麗餅 (crêpes sucrées)，簡單美味。匈牙利 (Hungary) 當地有一種很著名的鹹煎餅 (hortobágyi palacsinta)，捲着燉牛肉，有時或配雞肉和洋蔥，配以紅椒和酸忌廉醬，秋冬時享用，特別暖胃。

### 煎餅富當地特色

芸芸之中，令筆者最難忘的是東南亞的煎餅和可麗餅，因為食材都富有當地特色。泰國除了有廣受大眾喜愛的香蕉煎餅 (banana roti)，也有一種叫khanom krok的小巧椰奶蛋煎餅，充滿濃郁的椰香，可當早餐或晚間的甜點。馬來西亞 (Malaysia) 的香蕉煎餅 (lempeng pisang) 在薄薄的麵糊裹上香蕉糊或香蕉片，香氣撲鼻、甜而不膩。南亞方面，斯里蘭卡 (Sri Lanka) 有一種比較近似的煎餅的麵糊叫appa或hopper，是用椰奶和

發酵米製成的小碗狀煎餅，邊緣酥脆蓬鬆，中間柔軟。

談起煎餅，我也想起兒時常常和父母在街頭買到的蔥油餅。它的形狀雖然沒有港式雞蛋仔或東南亞煎餅的可愛，也不像歐洲煎餅般色彩繽紛，卻是人情味滿滿，是用什麼也無法取替的回憶。

製作煎餅和可麗餅時，時間和火力的控制很重要，因會影響其厚度和質感。有關這方面的英語烹飪用語也常用作比喻，在日常生活不同情境中我們也可以巧妙運用。譬如說，攪拌均勻 (mix well) 可以理解為謹慎地融合各種想法 (e.g. Before we talk to everyone, make sure the group plan has been mixed well — otherwise people will feel left out)；不要煮食過度 (don't overcook it)，解作不要操之過急 (e.g. Don't overcook it with too many extras in the budget — keep it realistic for this round)。

此外，保持細火 (keep it on a low heat) 可以用作對人際關係或工作方面的建議——冷靜下來，穩步前進 (e.g. Keep it on a low heat during the meeting — start calmly, then bring up the bigger points later)。做好就翻另一面 (flip it when it is ready) 則暗示等待合適的時機，而不是急於求成 (e.g. We should only change strategy when the timing is right — flip it when it's ready)。像麵糊 (batter) 或翻拌 (fold in) 的詞語，在廚房之外也常常被用作比喻，例如：她已經花了好幾周去建立她的論點了，就像正在慢慢發酵的麵糊 (She had been building her arguments for weeks, like batter getting ready to rise) 及讓我們謹慎地融入新訊息 (Let's fold in the new information carefully)。

其他例子有：給計劃書一些時間——讓它醞釀一段時間再發出來。(Give the proposal time — let it cook before we send it out.)

不要立即回覆——先冷靜思考一個小時，然後再回覆。(Don't reply right away — let it simmer for an hour, then respond calm-



●圖為法式可麗餅。 資料圖片

ly.) 別在群組聊天裏挑撥離間，別人會覺得煩。(Stop trying to stir the pot during group chats; people will get annoyed.)

我覺得你想得太多了——他可能只是好意。(I think you're overcooking the message — he probably meant it kindly.)

讓我們在期限前努力——如果我們現在加把勁，周五之前就能完成。(Let's turn the heat up on the deadline — if we push now, we'll finish by Friday.)

其實，不少與烹飪有關的英文詞語，之所以能夠自然地融入日常對話，是因為這些與「煮食」相關的「狀態」會用於描述人的情緒、節奏和人際互動。例如上文提到的慢煮 (simmer) 除了形容食物以小火慢慢加熱，也可形容情緒正在醞釀；攪動鍋子 (stir the pot) 則常被用來比喻挑起爭端。

這些用法之所以有趣，是因為反映了英語文化中很多抽象的人際關係與情感狀態，並透過食物和烹飪過程來表達。對學習英語的人而言，若能從生活文化角度理解這些詞語，往往比單靠背誦更容易掌握其真正意思。

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