

渣馬名額增至7.8萬 激發盛事效應

Standard Chartered HK Marathon 2027 to set record with 78000 runners, expanding 'race bib economy'



摘錄自9月5日香港《文匯報》：本地體壇年度盛事渣打香港馬拉松2027將於明年1月17日（周日）舉行。今屆渣馬將增加4,000個半馬拉松名額，令總名額增至歷來最高的7.8萬個；路線亦有機會作出調整，為跑手注入新鮮感。

The Standard Chartered Hong Kong Marathon 2027, one of the city's biggest annual sporting events, will take place on Jan. 17 next year. The event will add 4,000 places to the half marathon, bringing the total number of places to a highest record 78,000. Parts of the race routes may also be adjusted to offer runners a fresh experience.

除參賽人數再破紀錄外，大會亦致力放大「號碼布經濟」效應，邀請食肆提供獨家優惠並推出香港文化體驗活動，讓非本地跑手感受香港的獨特文化魅力，將「一日賽事」延伸為「多日停留、多人消費」，把「體育+旅遊+盛事」的三重效應，化作推動本地零售、餐飲及旅遊業的新動力。

Beyond setting a new participation record, organizers are seeking to maximise the impact of the "race bib economy" by inviting restaurants to offer exclusive promotions and launching HK cultural experience activities for non-local runners. The initiatives aim to encourage visitors to experience HK's unique cultural appeal and turn a "one-day event" into "multiple-day stays and spending by more people", leveraging the combined effects of "sports+tourism+mega events" to drive local retail, catering and tourism.

渣打馬拉松名額向來供不應求，去年報名人數更高達12萬。為讓更多人有機會感受本地跑步文化，大會將今屆半馬拉松名額增加16%至29,000個，令賽事總名額增至歷來最高的7.8萬個。

The Standard Chartered Hong Kong Marathon

has long been oversubscribed, with the number of applicants reaching 120,000 last year. To give more people the opportunity to experience HK's running culture, organizers will increase the number of half marathon places by 16% to 29,000 this year, bringing the total number of places across the event to a record 78,000.

中國香港田徑總會主席兼渣打馬拉松2027籌委會主席關祺9月4日在記者會上表示，半馬賽事向來是最受歡迎的項目。

Kwan Kee, chairman of the Hong Kong, China Association of Athletics Affiliates and chairman of the Standard Chartered Hong Kong Marathon 2027 Organizing Committee, said at a press conference on Friday (Sept. 4) that the half marathon has consistently been the most popular event.

今屆渣馬賽道路線亦有新安排，關祺透露，10公里、全馬及半馬路線大致與往屆相同，惟全馬及半馬路線中段有部分路段或會作出調整，相關細節仍在商討中，相信可為跑手帶來新鮮感。

There will also be new arrangements for this year's marathon routes. Kwan said the 10km, full marathon and half marathon routes would remain largely the same as in previous years, although some sections in the middle portions of the full and half marathon courses may be adjusted. Details are still under discussion, and the changes are expected to bring a fresh experience to runners.

隨着全球長跑愛好者愈來愈多，「七大馬」之一的倫敦馬拉松亦宣布明年賽事將首度分為兩日進行。

近年「寓運動於旅遊」大行其道，不少跑手視馬拉松為旅行目的，一家大細齊齊出動，做到「一日辦賽，多日停留；一人參賽，多人消費」的效果。據統計，國際跑手一般會因馬拉松賽事平均逗留四天至五天，連同家人帶來的旅遊效益十分可觀。

As the number of long-distance running enthusiasts worldwide continues to grow, the London Marathon, one of the world's seven major marathons, has also announced that next year's event will be held over two days for the first time.

今屆渣馬主辦單位亦把握機遇推出多個「體育+旅遊」項目，包括連續兩年於啟德體藝館舉辦的馬拉松博覽會，預計可吸引逾10萬人流。

The organizers of this year's Hong Kong Marathon are also seizing the opportunity to launch a number of "sports+tourism" initiatives. These include the marathon expo, which will be held at the Kai Tak Arena for the second consecutive year and is expected to attract more than 100,000 visitors.

此外，亦響應啟德體育園的「票尾經濟」繼續重點推動「助小店 撐跑手」計劃，邀請食肆在馬拉松博覽會至賽事期間提供獨家優惠。上屆賽事吸引超過700間食肆參加，其中10間特色小店更換上渣馬主題鋪面及提供專屬「打氣餐」，令渣馬氣氛遍布全城。

In response to the "ticket-tail economy" at Kai Tak Sports Park, organizers will also continue to invite restaurants to offer exclusive discounts from the marathon expo through to the race period. More than 700 restaurants took part in last year's event. Ten featured small shops also adopted Standard Chartered Hong Kong Marathon-themed storefronts and offered exclusive "cheering meals", helping spread the marathon atmosphere across the city.

大會又將會推出香港文化體驗活動，讓非本地跑手感受香港的獨特文化魅力，激活並放大「號碼布經濟」效應。

Organizers will also launch HK cultural experience activities to allow non-local runners to experience the city's unique cultural appeal and activate and amplify



●渣打香港馬拉松2026中參與「助小店 撐跑手」的食肆。 資料圖片

the "race bib economy".

「馬拉松經濟」的影響力並不止於賽事當日，跑步班、教練、各種支援及工作人員都能從中受益。同時，馬拉松賽事自帶展示城市形象的自然屬性，成為提升國際形象的最佳名片。

The impact of the "marathon economy" extends beyond race day. Running classes, coaches, various support services and event staff can all benefit from the event. At the same time, marathons naturally serve as a showcase for a city's image, making them an effective platform for enhancing its international profile.

預計今屆渣馬路線改動後，將有更多香港著名地標呈現在跑手眼前，並透過電視直播和社交媒體傳播，全方位展示城市風光。

It is expected that following changes to this year's routes, more of HK's famous landmarks will be visible to runners. Through television broadcasts and social media, the event will also showcase the city's scenery to a wider audience.

● DotDotNews Deepline (English Editor: Zoey SUN)

「多鄰國」如何讓人對學語言「上癮」？



作為英語教育工作者，筆者發現

不少學生難以持續保持學習動機，故一直探索不同教學方法，希望令

學習過程變得更有趣，而遊戲化正是近年備受關注的策略之一。所謂遊戲化（Gamification），是指把遊戲元素應用於非遊戲情境中。現時不少應用程式都利用遊戲化協助學生學習英語。不過，遊戲真的能促進英語學習，抑或只是提供娛樂？事實上，遊戲與應用程式的成效，很大程度上取決於當中的遊戲元素（game elements）。接下來就以「多鄰國」（Duolingo）為例，向各位剖析。

積分:看得見的進步

積分是最常見的遊戲元素之一。傳統課堂主要透過功課、測驗和考試了解學習進度，學生未必容易察覺自己的進步。透過積分制度，學習成果得以量化。在「多鄰國」中，完成課堂後可獲得經驗值，而積分的累積往往能提升學習動力。

Points: Making Learning Progress Visible

An essential game element used to engage learners is points. Consider a traditional educational environment where the common strategies for tracking learners' progress are homework, quizzes, and examinations. In this case, learners may not have any possibility of reviewing how much they have achieved. Now, with the use of a point system, the accomplishments of learners can be easily observed. As learners achieve higher points, their motivation becomes stronger. I often recommend the renowned language learning app Duolingo. One of the factors leading to its prevalence is the extensive use of its point system. Learners gain certain experience points (XP) every time they complete a lesson. This mimics the mechanism of a generic game. Learners tend to be more motivated as they score more XP. Therefore, an effective point system allows learners to track their progress and enhance their motivation.

排行榜:競爭帶來動力

排行榜讓學生從良性競爭中學習。為了爭取更高排名，他們往往願意投入更多時間練習。互動問答遊戲平台Kahoot!設有即時排行榜功能，完成題目後即可看到排名變化。根據筆者的教學經驗，這種競爭機制能提升參與感，讓原本重複的練習變得更吸引。

Leaderboards: Motivating Learners Through Competition

A leaderboard system is implemented so that learners can compete with each other. The presence of competition is widely seen as a great motivator. The desire to be the first one on the list is what makes people participate in more seemingly boring but important drilling practices. One popular interactive quiz platform that incorporates leaderboards is Kahoot!. Based on my teaching experience, learners often become noticeably more engaged whenever the leaderboard appears on screen. Such a system contributes to even more involvement and excitement while learning English, and thereby creates a satisfying learning environment.

徽章:肯定學習成果

學生亦重視認可。徽章記錄學習成果，並帶來成就感。「多鄰國」設有每月徽章制度，完成指定學習目標後的用戶均可獲得獎勵。筆者亦觀察到，許多人樂於與朋友分享自己獲得的徽章，而這份快樂亦會鼓勵他們繼續學習。

Badges: Celebrating Success

Learners value authentic recognition along their learning journeys. Badges serve as a powerful tool in capturing every tiny success for learners. In recent years, Duolingo has introduced a monthly badge system to reward learners who have completed a certain number of lessons within a month. I have observed that learners are so eager to share these badges with friends to celebrate these joyful moments. It is this sense of happiness that fuels their desire to obtain even more badges, and this enjoyable process makes learners feel more empowered.

連續學習紀錄:培養習慣

不少平台都設有連續學習紀錄功能。筆者亦曾接觸一些學生，由於不想失去辛苦建立的紀錄，會更願意每天練習。例如，幫助同學記生字及語言的LingQ、Clozemaster及Memrise等平台均利用這項設計鼓勵持續學習。透過每天接觸英語，讓學習逐漸成為生活的一部分。

Streaks: Building Consistent Learning Habits

Many English learning platforms and apps use streaks to ensure learners continue their studies. Streaks help learners develop a long-lasting habit. Due to their addictive nature, learners are afraid of losing a streak, and this can be another form of driving force to maintain their learning habits. I have encountered learners who are willing to spend months or even years maintaining their streaks. For example, LingQ, Clozemaster, and Memrise are some effective language learning apps that adopt streaks to promote daily practice. With such regular engagement, learning English becomes a part of learners' everyday lives.

即時回饋:即時修正錯誤

即時回饋對語言學習十分重要。在傳統課堂中，學生往往需要等待教師批改作業。現時不少遊戲化平台已能透過人工智能提供即時回饋。根據筆者的觀察，Quizlet能幫助學生即時修正錯誤並獲得建議，從而提升學習成效。

Immediate Feedback: Learning from Mistakes in Real Time

There is no doubt that feedback plays an important role in learning English. Learners in traditional classrooms have to wait for days before they receive feedback from their teachers. However, thanks to the recent AI developments, gamified applications and platforms are capable of delivering immediate feedback once learners have produced some forms of language. Many learner errors can then be identified and corrected, and this serves as personalised and timely support for further improvement. Drawing on my observations, tools such as Quizlet can help learners correct their mistakes immediately through AI-suggested feedback. This instant feedback makes learning more supportive.

綜觀以上遊戲元素，遊戲化的成功不僅在於帶來樂趣，更在於幫助學生建立持續學習的習慣。與許多英語教育工作者一樣，筆者相信語言學習既應有效，亦應充滿樂趣。在這數碼時代，我們希望學生每天都能抽出一點時間接觸英語，因為真正的進步往往來自這些微小而持續的努力。

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中大校園鬼故事 折射青年內心衝突



每年10月，萬聖節（Halloween）讓鬼怪變成節慶娛樂：南瓜燈、扮鬼化妝，死亡與恐怖被包裝成一場狂歡。同樣面對鬼，不同文化卻發展出截然不同的鬼文化（ghost culture）：墨西哥的亡靈節（Day of the Dead）以骷髏糖和萬壽菊紀念死者，而華人社會則有農曆七月鬼月（ghost month/seventh lunar month）與盂蘭節（Hungry Ghost Festival），透過燒紙、普渡與禁忌來安撫亡魂、維持秩序。

香港中文大學的校園鬼故事，正好站在這兩種鬼文化的交會點。它們既像美國都市傳說（urban legends），又深深嵌入中國民間宗教（popular religion）與青年文化（youth culture）。不少校園鬼故事由高年級學生在迎新營（Orientation Camp）講給新生聽，尤其常在農曆七月流傳。

五個最流行的鬼故事

1. 單辮（Single Braid）
「單辮路」（Single Braid Road）在中大崇基學院飯堂後面。傳說有男生夜間經過，看見一個辮子漂亮的女孩；靠近後才發現，她根本沒有臉（亦有版本流傳臉的位置竟是另一條辮子）。
2. 牛尾湯（Oxtail Soup）
聯合書院伯利恒堂裏，一名女生住在男生樓上，常煮湯用繩子從窗戶吊給男友。考試期兩人約定不見面，但女生仍每晚送湯。後來男生發現女生其實已經死了，湯卻依然每晚出現。
3. 荷花池（Lotus Pond）
一對情侶計劃私奔（elope），約定晚上10點在荷花池見面。女生久等男友不來，憤怒又絕望，跳池自殺。此後男生夜間經過池塘，會遇到陌生女孩問時間；若回答「10點」，就會被拉入池中。
4. 小指（Little Finger）
一名學生常在大學圖書館閉館後走回崇基學院，經過小公園時看見女孩坐在鞦韆上，便與她交談。後來他發現，女孩像某位老師因車禍死去的女兒，而那女孩失去了小指。他好奇確認後，發現女孩真的沒有小指，非常害怕；之後夜間再經過那裏，就不再見到她。
5. 111室（Room 111）
Grace Tien Hall 111室的一名學生做瘋狂實驗，想進入另一個空間維度。他用電線纏身，接上鬧鐘；鬧鐘響時，他觸電而死。室友不知道他已死，只看到他留下的字條：「我很快回來。」

這些故事在校園內可以說是廣為人知，調查中，「單辮」的知曉率約為98%，「111室」約87%，「牛尾湯」約69%，「荷花池」約56%，「小指」約42%。故事的多個版本同樣也都為人所知。

學者認為，這些鬼故事最深層的主題是「戀愛與學業責任的衝突」（conflict between dating and study）。

這些故事之所以嚇人，不只是因為「鬼」，而是因為它們觸碰到學生生活中的核心焦慮：戀愛（dating）、學業（study）、家庭期待（family expectations）與獨立（independence）。

故事多發生在夜晚。夜晚象徵未知、死亡、陰間（yin world）。四個可見鬼魂幾乎都是女性。女鬼（female ghost）既可憐，又危險；她們常是冤死或被拋棄的女性，屬於冤魂/厲鬼（vengeful ghost）。在中國民間宗教（popular religion）中，未婚死亡、冤死女性可能成為鬼；冥婚/鬼婚（spirit marriage）則可為她們安排歸宿。但從男性視角看，女鬼也代表對女性、性、外界與死亡的恐懼。她們是壓抑的恐懼（repressed fears）的化身。

在香港，父母通常反對學生求學期間約會，認為約會妨礙學業與前途。約會不被看作學習與異性相處，而是為結婚做準備；經濟未獨立前，約會沒有意義。學生也常不願公開戀情，怕被同學取笑，怕被老師家長知道。

因此，鬼故事讓學生能間接談論一個難以啟齒的焦慮：大學生第一次離家、第一次大量接觸異性，對戀愛與性有興趣，但又擔心後果，故事中的鬼魂都是這種矛盾的象徵表達。

總而言之，鬼是「文化真實」（culturally real），而非「物質真實」（materially real）。鬼故事表面講鬼，實際講的是年輕人離開家庭、進入大學後，在戀愛、性、學業與道德規範之間的深層焦慮。

●文鯉