

用英文談文創

12堂文藝美學產業必修課

English for Cultural and Creative Industries

作者 · Laura Phelps
譯者 · 劉嘉珮
審訂 · Judy Majewski

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English for Cultural and Creative Industries

歡迎來到文創產業的世界

「文創產業」(Cultural and Creative Industry)是「文化創意產業」的簡稱，顧名思義，指的是結合「文化」與「創意」的產業。「文化創意產業」一詞在國際間尚未有一致性的定義，聯合國教科文組織(UNESCO)對「文化產業」(Cultural Industries)的解釋為：「結合創作、生產與商業的內容，同時其本質具有文化資產與文化概念的特性，並獲得智慧財產權的保護，以產品或服務的型式呈現；從內容上來看，文化產業可以被視為是創意產業，包含書報雜誌、音樂、影片、多媒體、觀光，及其他靠創意生產的產業。」由聯合國的定義可知，與創意元素融合的「文化產業」，其實即為「文化創意產業」。

近年來，文創產業逐漸於全球市場中佔有舉足輕重的地位，不但能產生可觀的收益，具備創造財富與就業機會的潛力，還能促進整體社群生活品質的提升。

一般而言，文創工作者喜好發掘與分享資訊，透過創意與智力，生產出具文化、創新及附加價值高的產品和服務。目前推動文化創意產業的國家較出名者，有英國、韓國、美國、日本等。雖然國際上並無公認的文創產業類別，不過英國與香港紛紛列出了最具影響力的文創產業，包括：

- 廣告業
- 手工藝
- 圖書館與博物館
- 表演藝術
- 軟體與電玩
- 古董業
- 時尚業
- 音樂
- 攝影
- 電視圈
- 建築業
- 電影界
- 廣播
- 出版業
- 視覺藝術

英國可說是全球文創產業最大宗國家，從業人員超過英國勞工的5%，工時產值可達800萬英鎊(1360萬美元)。英國文創產業的成功，興起全球一股追求文化創意的風潮。以亞洲的香港為例，香港從事文創產業的人數比例與英國雷同，香港政府業已肯定此產業為成長速度最快、影響國內經濟發展最甚的產業之一。自2009年起，香港政府大力投資設計業與電影界，高品質的外銷產物廣獲好評。

縱觀全球，文創產業的投資吸引了無數才華洋溢的年輕人。本書為讀者提供了在這個瞬息萬變的國際產業交流時所需運用的語言，同時針對文創產業的重要議題提出討論。從指標性的文創議題到備受矚目的爆紅文化現象，毫無疑問地，未來的世界將操控在專業的文創人手中。

(資料來源：102年台中市政府自行研究報告：〈從英國發展創意產業的經驗談本市建構文化創意城市之作為〉、維基百科：文化創意產業、全國就業e網 <http://www.ejob.gov.tw/Banner.aspx>)



LOUIS VUITTON

VERSACE

RSACE



Theme

1 DESIGNER FASHION

設計師時尚

UNIT 1

Designer Brands

設計師品牌

I. FASHION VOCABULARY 時尚相關字彙

Types of Clothes and Accessories / 服飾配件英文



1. scarf 圍巾



2. skirt 裙子



3. pants 褲子



4. blouse (女用) 短衫



8. dress 洋裝



6. gloves 手套



5. undershirt 背心



7. sweater 毛衣; 運動衫



9. coat 外套



10. shirt 襯衫

11. high heels 高跟鞋



12. sneakers 帆布鞋



14. jeans 牛仔褲



13. model 模特兒



15. sunglasses 太陽眼鏡

16. cell phone 手機

18. handbag 手拿包

17. jump suit 連身褲



19. jean shorts 牛仔短褲



20. suit 西裝

II. MAIN ARTICLE

文章閱讀 01

What are you wearing today? High street, vintage, or designer brands?

Our choice of clothes sends a strong message to other people. Wearing clothes from high street stores says, “Hey, I’m just a regular kind of guy.” A vintage outfit suggests confidence and creativity. And according to a 2013 study by the University of Minnesota, women wear designer brands to show their high status and warn others to keep away from their men!

你今天身上的行頭是平價服飾、復古衣著或是設計師品牌呢？

我們的穿搭會讓他人留下強烈印象。穿著平價服飾傳達的是「我只是個普通人」的概念；復古裝扮則令人感受到自信和創意。而根據明尼蘇達大學於 2013 年所做的研究結果顯示，女性穿著設計師品牌服飾的目的，其實是要展現自己的高社經地位。在兩性關係方面，也帶有向他人宣示主權的意味！



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↑ high street 商店街 ↑ pinnacle 頂峰

← Armani's diffusion line, Armani Exchange
亞曼尼副牌 A/X

← vintage clothing
復古服飾

Designer brands—brands that are shown as a collection of clothes or accessories at one of the major fashion weeks in London, Paris, New York, or Milan—are certainly expensive. Only the very rich can afford these products, and they must often get on a waiting list to buy the most sought-after pieces. The iconic Birkin handbag by Hermès reportedly has a waiting list of more than six years! However, these days there are many ways for average people to get a taste of the designer lifestyle.

In recent years, some fashion designers have released a “diffusion line.” This is a line of clothes that stays true to the style of the high-end “parent” brand but sells for lower prices, for example, CK by Calvin Klein. Designer perfume, which can be purchased for less than \$100, has also proved popular; at the pinnacle of his fame in the 1990s, Calvin Klein sold 20 bottles a minute of his trademark fragrance, CK One, which can be worn by both men and women.

設計師品牌價格不菲，此類品牌常於倫敦、巴黎、紐約或米蘭等各大時裝週發表一系列的時裝或配件。僅有金字塔頂端的族群才負擔得起，而且還必須排候補名單才能買到大家搶破頭的單品。據悉愛馬仕的經典柏金包，候補名單已經排到六年以後！不過，現今普羅大眾已能仰賴許多方法，來讓自己體驗擁有設計師單品的感覺。

近年來，某些時裝設計師紛紛推出「副牌」，意指設計感忠於高檔母品牌的風格，售價卻親民許多的子品牌，例如 Calvin Klein 的副牌 CK。而不到 100 美元的設計師香氛也同樣搶手，Calvin Klein 的名氣於九零年代達到巔峰時，每分鐘可售出 20 瓶男女適用的經典中性香水「CK One」。

↓ Chanel 香奈兒 (品牌名)

↓ garments 服裝



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← Karl Lagerfeld (1933–) (cc by Christopher William Adach)
卡爾·拉格斐



↑ boutique 精品店

In addition, there has been a series of successful **collaborations** between designers and high street stores. In 2004, when Chanel designer Karl Lagerfeld was asked to come up with a collection for H&M, it sold out within hours. (Stories even emerged of customers physically fighting over the best dresses, which were later resold on the Internet for many times their original price.) Buying vintage designer garments, either online or from a boutique that specializes in used clothes, is another option for shoppers on a tight budget.

But why are we so attracted to these designer brands? Can a sweater really make us feel and appear more powerful?

此外，市場上亦頻傳設計師與平價服飾品牌連袂合作的佳績。2004年，香奈兒的設計師卡爾·拉格斐受邀為H&M設計服飾系列，數小時內立即售罄（甚至傳出顧客於店內互搶潮衣，再到網路以高出原價幾倍的價格轉售的情況）。上網或至專賣二手衣的精品店購買復古的設計師品牌服飾，亦為預算有限時的另一種購物選擇。

© COSMOS CULTURE LTD 但是，為什麼我們會如此深受設計師品牌的吸引？一件運動衫真的能讓我們覺得所向無敵、更像大人物嗎？



← H&M



↑ haute couture (總稱) 高級女性時裝

In fact, everyday items such as sweaters are not generally seen at fashion week shows. It is common for journalists to make fun of haute couture because it is rarely practical or commercial: Models often fall over on the runway because of dangerously high heels, or they are forced to wear garments that expose intimate areas of their bodies. Who wants to dress that way in the real world? Perhaps the University of Minnesota study is right, and it is not the clothes themselves that we desire but the respect of other people. In the modern world, wearing luxury brands is simply a way to communicate how wealthy and successful we are.

事實上，時裝週的秀展上並不常出現運動衫這類日常單品。記者會常開高級訂製服的玩笑，因為此類服飾幾乎不實穿也不好賣。模特兒常因穿著過高的危險高跟鞋而在伸展台上摔得四腳朝天，或被迫穿上過於暴露的服飾。現實生活中，誰會想穿成這樣？或許明尼蘇達大學的研究是對的，我們追求的並非服飾本身，而是他人的尊重。在現代社會裡，身穿名牌其實就是在昭告世人我們有多麼關切與成功。



Reading Comprehension Questions / 閱讀測驗

- ___ 1. What is the main subject of the passage?
- a. The benefits of online shopping.
 - b. The dangers of being a model.
 - c. The popularity of designer brands.
 - d. The price of vintage garments.
-
- ___ 2. Who or what is “CK One”?
- a. A famous designer.
 - b. A fashion magazine.
 - c. A boutique in Paris.
 - d. A type of perfume.
-
- ___ 3. What is the advantage of buying vintage designer clothes, according to the passage?
- a. They cost less than new designer clothes.
 - b. They are more interesting than new designer clothes.
 - c. They are better quality than high street clothes.
 - d. They don't sell out as quickly as high street clothes.
-
- ___ 4. What is the meaning of **collaborations** in the fifth paragraph?
- a. Garments that are suitable for men and women.
 - b. Managers who do not treat their employees well.
 - c. Projects worked on by two or more people or groups.
 - d. Money that is made by a company in one year.
-
- ___ 5. How does the author get the reader's attention at the start of the passage?
- a. By asking a question.
 - b. By telling a joke.
 - c. By giving a definition.
 - d. By using a metaphor.



III. DIALOGUE 情境對話 02

1 Scenario 1 / 情境 1



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↑ leather skirt 皮裙

Andy: And now let's talk about the latest collection by Davina Colby. She's really done something different this season, hasn't she?

Ralph: Yes, she has. This is a brand that is known for being traditional, but some of the pieces from Davina Colby's latest range are quite shocking. Look at this skirt, for example. It's made of leather, and it's really short, not to mention tight.

Andy: It certainly is tight! It's not the kind of thing we expect from this designer at all. Do you think the collection will be a success?

Ralph: I'm not sure. Davina Colby customers tend to be middle-aged and prefer more conservative clothes. On the other hand, perhaps she's taken a calculated risk—it could attract a new, younger customer. Some of these established brands need to adapt to survive.

Andy: You could be right. OK, let's move on to the new range of accessories from Paul Harrison . . .

安迪：我們來聊聊達維娜·科比的最新時裝系列吧。她這一季作品真的讓人耳目一新，不是嗎？

勞夫：是啊。這個品牌素以傳統風格聞名，不過達維娜·科比最新系列的部分單品卻令人驚訝。例如這件裙子，使用真皮材質，而且很短，還很緊身。

安迪：真的很貼身！這位設計師的改變完全讓我們始料未及。你認為這次的時裝系列能出奇制勝嗎？

勞夫：我也不確定。達維娜·科比的產品素以中年消費客群為主，而且偏好較為保守的衣著。另一方面，或許她認為值得一試，因為新系列能夠吸引較年輕的新顧客。某些經營有成的品牌也必須順應潮流而在市場上生存下去。

安迪：也許你是對的。好吧，我們繼續來看看保羅·哈里遜新推出的配件系列……

Jean: Your bag is gorgeous! Is it new?

Lola: Thanks! Yes, it was a birthday present from my boyfriend.

Jean: Wow! It looks expensive. Is it a designer brand?

Lola: It's Prada. I've never owned a designer bag before, and to be honest, I'm terrified of losing it! You know how forgetful I am.

Jean: I don't think you'll lose this one! I'm so jealous. I could never afford something like that.

Lola: I never buy designer brands myself, but since it was a gift . . .

Jean: You lucky thing. I'm embarrassed by my bag now! I've had it for years.

Lola: Well, why don't you treat yourself to a new one? There's a new vintage boutique downtown.

Jean: Is there? I haven't heard about it. I love vintage stuff—this undershirt is from the 1970s, you know! It belonged to my mom.

Lola: It's amazing! I feel like going shopping now. Shall we check out this store together?



↑ accessories 配件



珍： 妳的包包好好看！是新的嗎？

蘿拉： 謝啦！對呀，是我男友送的生日禮物。

珍： 哇！看起來很昂貴，是設計師品牌嗎？

蘿拉： 是普拉達。我從來沒有拿過設計師包款，而且老實說，我很怕弄丟！妳知道我是多麼健忘的人。

珍： 我覺得妳不會弄丟這個包包的！我好羨慕，我永遠都買不起這樣的包。

蘿拉： 我自己絕對不會買設計師品牌的東西，但既然這是一個禮物……

珍： 妳太幸運了。我現在覺得自己的包包好丟臉！我已經用了好幾年。

蘿拉： 妳怎麼不買個新包包犒賞自己一下呢？市區開了一家新的二手精品店。

珍： 有嗎？我還沒聽說過。我很愛復古的東西，這件背心就是七零年代的款式，是我媽媽的。

蘿拉： 太棒了！我現在好想去逛街。要不要一起去瞧瞧這家店？

↓ conservative clothes
保守服裝



↓ designer brand 設計師品牌



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5 Useful Sentences / 實用例句

1. There's a new boutique on the high street. It **specializes in** vintage clothes.
商店街上新開了一家**專賣**復古服飾的精品店。
2. The designer's resignation was **due to** criticism of his work.
這名設計師**因為**作品飽受批評而辭職。
3. She's working as a sales assistant in a **boutique** on Second Street.
她在第二街的一家**精品店**裡當銷售助理。
4. Our best-selling **product** last year was this striped silk scarf.
這款條紋絲巾是我們去年的熱銷**商品**。
5. **According to** the article, long skirts will be fashionable next season.
根據這篇文章的說法，長裙會是下季流行趨勢。
6. I love your design! I wish I could **come up with** something like that.
我超愛你的設計！真希望我也能**想出**那樣的作品。
7. All these newly **released** dresses are available at discounted prices now.
這些新**發售**的洋裝現在都在打折。
8. His **trademark** outfit was white pants, a white shirt, and red sneakers.
他的**招牌**裝扮就是白色長褲配白色襯衫和紅色帆布鞋。
9. Don't copy other people. Just be **true to** yourself.
做**真實**的自己就好，別模仿其他人。
10. The woman is very rich and lives a life of **luxury**.
這名女士非常富有且過著**豪奢**的生活。



IV. CULTURAL NOTES

文化筆記 05

1 Note 1 / 筆記 1



↑ Coco Chanel
(1883–1971)
可可 · 香奈兒



↑ Paul Iribe
(1883–1935)
保羅 · 伊里比

Coco Chanel

可可 · 香奈兒

→ *Coco Before Chanel* (2009). Several movies have been made about Coco Chanel. 《時尚女王香奈兒》。可可 · 香奈兒的故事數度躍上大螢幕。



Coco Chanel was one of the most celebrated fashion designers of the 20th century, and also one of the most controversial. She was a fantasist who told lies about her parents, a traveling salesman and a laundry woman, in order to make her simple childhood appear more glamorous. Even her name was invented! She was born Gabrielle Chanel, but as a young nightclub singer she took the new name of Coco.

At the start of the Second World War, Coco closed the Chanel fashion house. Many people believed that the conflict was simply an excuse to fire all her employees, who had been asking for better working conditions. Coco had a strong dislike of Jewish people and became romantically involved with a German officer during the war; she may even have worked as a spy for the Germans. She also funded an anti-foreigner newsletter called “Witness,” which was written by another of her lovers, the illustrator Paul Iribe.

CHANEL

CHANEL BOUTIQUES 800.550.0005



可可·香奈兒是 20 世紀最遠近馳名又備受爭議的時裝設計師之一。她是一個天馬行空的人，謊稱自己的父親是周遊各國的業務、母親是洗衣女工，目的在於為自己簡樸的童年增添華麗色彩。連她的名字都是杜撰出來的！她的本名是嘉布麗葉兒·香奈兒（Gabrielle Chanel），年輕時期擔任夜店歌手後，則將自己改名為「可可」（Coco）。

第二次世界大戰初期，可可將香奈兒時裝公司關門大吉，許多人深信這樣的反差行為，只是她用來開除所有員工的藉口，因為員工們不停地要求更良好的工作待遇。可可對猶太人極度反感，並於戰爭期間愛上一名德國軍官，甚至可能做過德國間諜。她還成立抵制外國人

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，執筆人是她的另一位情人——插畫家保羅·伊里比。









→ signature scent of the House of Chanel, Chanel No. 5 (cc by Arz) 香奈兒經典香水「香奈兒 5 號」。

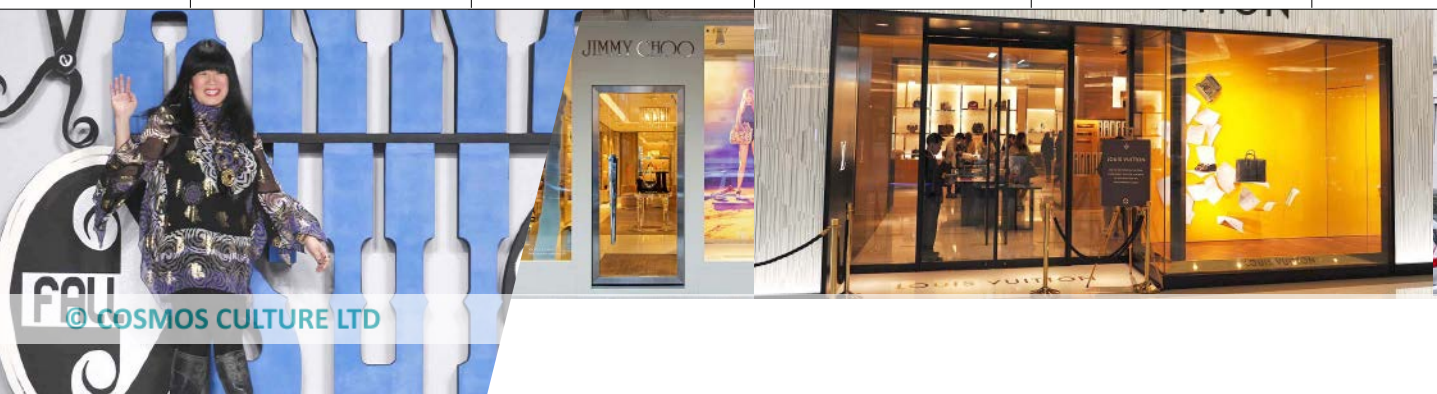


Brand Name Pronunciation

品牌名稱唸法



American	British	French	
 Calvin Klein Calvin Klein [ˈkælvən klaɪn]	 Burberry [ˈbɜːberɪ]	 agnès b. [ˈɑniɛs bɛ]	 Christian Dior [ˈkrɪstʃən diˈoʊ]
 ANNA SUI [ˈænoʊ,swi]	 Jimmy Choo [ˈdʒɪmi ˈtʃu]	 Chanel [ʃəˈnɛl]	 Louis Vuitton [ˈlwi viˈtɒn]



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Italian



HERMÈS
[ɛmes]



GIORGIO ARMANI
[ˈdʒɔrdʒɔr,ɑ (lə),mani]

PRADA

Prada
[ˈprada]



VERSACE
Versace
[vɛ (lə) ˈsɑtʃi]

Chloé

Chloé
[kloe]



Gucci
[ˈguːtʃi]



Salvatore Ferragamo
[ˈsɑvədole, fɛlɛgɑmɔ]



BVLGARI
[bəlˈgari]

