

奥巴马代言中国山寨黑莓手机？(图)实用英语 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/621/2021_2022__E5_A5_A5_E5_B7_B4_E9_A9_AC_E4_c96_621750.htm Okay, not really. But

that 's the idea behind an ad, the latest emanation from China 's zany shanzhai culture, a mixture of old-school copycatting and arch parody。 好吧，实际上并不是这样。不过这正是一则广告背后的想法，这则广告是中国荒唐的山寨文化的最新产物。山寨文化融合了老式的照搬照抄和搞怪的模仿。

The ad promotes a smart phone called the ' BlackBerry 9500 ', that more-than-slightly resembles the BlackBerry Storm, Research In Motion 's first touch-screen device, released last fall. The touch-screen BlackBerry purportedly runs on Windows Mobile software, has Wi-Fi, Bluetooth, GPS and 3G wireless capabilities, and comes in six colors, from purple to champagne。 广告宣传的是一款名为“旋风9500”(BlackBerry 9500)的智能手机，它和Research In Motion去年秋季推出的首款触屏手机“黑莓风暴”(BlackBerry Storm)之间可不是只有略微的相似而已。“旋风9500”触屏手机据称可以在Windows Mobile软件上运行，拥有Wi-Fi、蓝牙、全球定位系统(GPS)和3G无线功能，有6种颜色可供用户选择，包括紫色和香槟色。 ' Obama 's BlackBerry. My Blockberry 9500, ' reads the tagline below the president 's photo (which is inverted, apparently by a sloppy layout designer, with the American-flag pin backwards on the wrong lapel). China Journal admittedly hasn 't verified this with Robert Gibbs, but we 'll go out on a limb and say that Obama 's presence in the

ad is unauthorized。在这款手机的广告海报上，奥巴马总统照片下面有两行字写道“奥巴马的黑莓，我的Blockberry旋风9500”。奥巴马的照片显然被一位拙劣的版面设计者弄反了，美国国旗胸章错误地出现在奥巴马西装的右边衣领上，还左右颠倒了。本专栏尚未与白宫新闻秘书吉布兹(Robert Gibbs)证实此事，不过我们大胆地猜测奥巴马出现在广告中是没有经过授权的。 So who ' s behind the BlackBerry and its clever marketing - and is it even for real? As with many shanzhai products, the maker seems to prefer anonymity. The ad claims it comes from HAFF-COMM, but no such company comes up in searches on baidu.com or google.cn. So we spoke to someone at mobileuncle.com, the Chinese gadget chat site where BlackBerry appears to have first been noticed, spawning a host of other posts in the blogosphere。所以，“旋风9500”及其聪明的营销广告背后是谁呢？而且，广告是真的吗？象很多山寨产品一样，该生产商似乎更喜欢隐名埋姓。广告宣称产品出自“哈佛通信”(HAFF-COMM，又是一个山寨产物，模仿“哈佛”大学)，不同通过百度或谷歌搜索没有找到这样名字的公司。因此，我们与中国电子产品聊天网站mobileuncle.com上的人谈了谈。“旋风9500”最早似乎是在该网站上被提到的，随后在博客圈中引起了其他大量跟帖。 Our mobileuncle contact, who didn ' t want to be identified, claims to have spoken to the BlackBerry ' s maker, which he says provided him with the ad poster and information about the device. He says the producer is a factory in Shenzhen that isn ' t called Haff-Comm (fake name), and that BlackBerry is scheduled to go on sale next month for less than 1,500

yuan each (about \$220). The BlackBerry ' s makers saw news stories recently about Obama ' s well-known love of the BlackBerry, he says: ' They were inspired by the news and decided to market it this way. ' 我们联系到的mobileuncle上的人(此人不愿具名)说，他曾经与“旋风9500”的生产商谈过，生产商向他提供了广告海报和手机的相关信息。他说，生产商是深圳的一家厂子，名字不叫“哈佛通信”。“旋风9500”计划将在下个月开始销售，售价不到人民币1,500元(约合220美元)。“旋风9500”生产商最近看到众所周知的奥巴马喜欢黑莓手机的新闻故事，他说，他们受到了新闻的鼓舞，决定这样宣传产品。 Is all that accurate? We can ' t vouch. We may never know for sure。 这些都是真的吗？我们不敢保证。我们可能永远无法确定。

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