

## BBC Learning English – Q & A of the Week

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### Q & A of the Week: Catchphrase 名言, 警句

Jo: It's time to answer another of your language questions in Question and Answer of the Week. I'm Jo.

Feifei: 大家好, 欢迎收听 BBC 英语教学的你问我答节目, 我是冯菲菲。

Jo: Let's start straight away with today's question.

### Insert

*My name is Du Yang. I'm from Guizhou, China. What is a catchphrase?*

Jo: So, he wants to know what a catchphrase is.

Feifei: Catch 抓住, phrase 短语, 那么 catchphrase 的意思就是名言, 警句。

Jo: So that's the easy answer for you Yang, but as always, we can tell you much more. We asked Neil from BBC Learning English to explain this word a bit more for us.

### Insert

*A catchphrase is a short sentence or expression that someone like a comedian or a TV presenter will use every time they appear on TV. And it's what they become known by so people who like that person will use that catchphrase amongst their friends and it's something that makes them popular and you know them by.*

Jo: So a catchphrase is a short sentence or expression.

Feifei: 一个短句或表达, 很多喜剧演员和电视节目主持人都会有自己常用的名言警句。在英国, 电视节目主持人通常会在节目一开始的时候总会先说自己的那句名言。喜剧演员。

Jo: A comedian. A TV presenter.

Feifei: 电视节目主持人。

Jo: So a catchphrase is a short sentence or expression that someone like a comedian or a TV presenter will use every time they appear on TV.

Feifei: 出现在电视上。很多电视节目主持人借着他们标新立异的名言警句更贴近观众, 更受观众的欢迎和喜爱。

Jo: It's what they become known by. So if you like that famous person you might use the famous catchphrase with your friends.

Feifei: 那么如果大家记住了某个主持人使用的一句话那么也就记住了这个主持人。

Jo: I asked Neil why he thought people had catchphrases.

### Insert

*I think it's like their little line of advertising in a way – it's what you know them for. It's like their brand.*

Jo: So a catchphrase is like advertising for a person.

Feifei: 广告。Neil 说主持人使用的这些语句就像是打广告宣传自己的一个方式。在英语里单词 **line** 经常会被用来表示种类的意思。就像是打广告的一个方式。

Jo: It's like their line of, or their kind of advertising – in a way.

Feifei: 从某种程度上讲，像是一个品牌。

Jo: Their brand.

On this week's BBC Learning English Question and Answer of the Week we're answering Du Yang's question about the meaning of the word catchphrase.

Feifei: 那么现在我们知道了 **catchphrase** 的意思就是名言警句，那么现在我们就和大家共同来分享一些非常有名的语句，首先我们来听听最受大家伙儿欢迎的都有哪些。

### Insert

- *The name's Bond, James Bond from the Ian Fleming books and from the films of course.*

- *Ah well there's Doh! Isn't there? You know, the Simpsons. Homer Simpson.*

Feifei: **Ah yes of course.** 刚刚这位女士说到邦德，詹姆斯·邦德，这是 **007** 最著名的开场词；还有 **Homer Simpson** 美国动画喜剧 **The Simpsons** 《辛普森一家》里的主人公常说的一句话。

Jo: His catchphrase is "Doh!" which he says when he has done something stupid.

Feifei: **Ah yes,** 在剧中，每当 **Homer** 做了一件非常愚蠢的事情的时候他就会这么说，因为他经常做傻事儿，所以这个表达也就变成他的标志性语言了。《辛普森一家》备受观众喜爱，所以现在很多人只要做了愚蠢的事情都会引用这个表达 **Doh!**

Jo: Ah very good, Feifei.

Feifei: Shall we listen to a couple more examples?

Jo: Oh go on then.

## Insert

- *It would be "float like a butterfly sting like a bee" which was Muhammad Ali. He was a boxer, he was the world heavyweight champion during the 1960s and 1970s.*
- *"Frankly my dear, I don't give a damn" which is from Gone With the Wind. Clark Gable says it to Vivian Leigh. He bends her over and kisses her – it's very romantic.*

Jo: Ah yes, world famous catchphrases – the first one from boxer Muhammad Ali.

Feifei: Boxer 拳击手，阿里是 60 年代到 70 年代世界重量级锦标赛拳王。

Jo: The world heavyweight champion. His catchphrase was "float like a butterfly, sting like a bee".

Feifei: 他用这两句话来形容他的拳法，他不会被击倒因为他像蝴蝶 butterfly 一样 float 漂浮，他还可以像蜜蜂一样叮人。叮咬 sting, bee 蜜蜂。

Jo: And then there's a famous catchphrase from the film Gone with the Wind.

Feifei: 《乱世佳人》- 克拉克·盖博对费雯·丽说 "Frankly my dear I don't give a damn", 坦白的说，亲爱的，我一点儿也不在乎。他在片中边说边去亲吻费雯·丽。

Jo: He bends her over and kisses her – it's very romantic.

Feifei: 非常浪漫。这句著名的电影对白现在也经常被借用到日常生活中来。So do you have a favourite catchphrase, Jo?

Jo: Actually I really like the TV show Friends – and the character Joey always says "How you doing?" when he really likes a girl. That makes me laugh.

Feifei: 啊原来 Jo 喜欢《六人行》里演员 Joey 每次看到一个美女时说的那句话。But it's the way he says it too which is funny isn't it Jo?

Jo: Yes it's "How you doing?" Anyway we hope that helped to teach you a little more about catchphrases. Why not tell us your favourite catchphrase or send us your own question about the English language at [questions.chinaelt@bbc.co.uk](mailto:questions.chinaelt@bbc.co.uk).

Feifei: 想听到更多《你问我答》节目可以随时登陆我们的网站 [www.bbcchina.com.cn](http://www.bbcchina.com.cn). We look forward to hearing from you. See you next time.

Jo: Bye!