



BBC WORLD SERVICE LEARNING ENGLISH

2012 Olympic Mascots
2012伦敦奥运会吉祥物

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London's Mascots are Revealed 伦敦奥运会吉祥物与公众见面

Read the text below and do the activity that follows.

阅读下面的短文，然后完成练习：

They have frightened some and enchanted others. They are Wenlock and Mandeville, mascots of the London Olympic Games.

The one-eyed figures join the large family of mascots that includes the Five Fuwa of Beijing (2008), the bear Misha of Moscow (1980) and many others.

Wenlock is the name of the English village considered by many to be the birthplace of the modern Olympics. People think its local games inspired Baron Pierre de Coubertin, who founded the International Olympic Committee.

The other mascot's name is a reference to the village of Stoke Mandeville, where the Paralympic movement began.

The duet of mascots is a central part of London's merchandising strategy and will feature in everything from T-shirts to tea towels. No doubt they will be seen under children's arms as cuddly toys.

Some adult commentators think that the mascots are creepy and might scare youngsters. However, children were consulted during their creation.

The 2012 Committee Chairman, Sebastian Coe, said: "We want them to be part of our fan base. We want them to engage with young people. They have in large part been designed and driven by what young people want."

The organisers of the Games are keen to avoid another controversy like the one that surrounded the unveiling of the puzzle-style Olympic logo in 2007. It was criticised by a sceptical British public. The video used to promote it was even claimed to trigger seizures in a few people.

Young fans like their mascots to come with a backstory. Children's author Michael Morpurgo came up with the idea that the mascots origin, was from the last drops of molten steel left over from the construction of the Olympic Stadium.

Adults and organisers might argue but the most important audience for Wenlock and Mandeville are children. Ten-year-old Kira, from Essex in England, wrote to the BBC to say: "I think it is wicked! I love the Olympics and so does my sister!"

Glossary 词汇表

enchanted – 迷倒	mascots – 吉祥物
founded – 成立	movement – 运动
duet - 一对	merchandising – 销售规划
tea towels - 擦拭杯盘用的抹布	cuddly toys – 可爱的、让人想拥抱的玩具
creepy – 令人害怕的	fan base – 粉丝群
engage with – 建立友好关系	driven by – 由...影响, 推动
sceptical – 有疑虑的	seizures – 癫痫发作
backstory – 幕后故事	come up with – 想出
origin – 出身	molten – 熔化的
left over – 剩下的	wicked – 非常好的

1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真?哪句是假? 请圈出正确答案。

1. Stoke Mandeville is where the Paralympic movement began. True / False
2. Children think that the mascots are creepy. True / False
3. Sebastian Coe wants the mascots to engage with youngsters. True / False
4. The mascots have a backstory. True / False

2. Vocabulary Practice 词汇练习

- a) Link words in both columns to form current expressions. E.g. tea towel

请把左栏里面的词和右面的词组搭配，组成一个新的表达。

		tea towel
tea	base	_____
cuddly	story	_____
fan	crawlies	_____
back	toy	_____
creepy	towel	_____

- b) Now choose some of the expressions you formed above to go into the following sentences.

请用上题中的新表达来完成下列句子。

1. Sichuan operas have enjoyed a stable _____ in south China.
2. Be careful with this laptop! It is not a _____.
3. I don't like to go camping in the forest because it is full of _____.
4. He is a really engaging character with an interesting _____.
5. After you finish washing the dishes, dry them with the _____ and put them in the cupboard.

3. Prepositions 介词

Complete the following sentences by writing the correct prepositions after the verbs.

请选择正确的介词来完成以下句子。

1. The 2012 Committee Chairman wants mascots to engage _____ youngsters.
2. Cuddly toys have to appeal to children otherwise they will end _____ being forgotten.
3. The design of the mascots is driven _____ what children want.
4. The English village is considered _____ many to be the birthplace of the modern Olympics.
5. The mascots have _____ large part been designed to please children.

by with in up

4. Wordsearch 单词搜索

Try to find the words you have learned about London's Olympic mascots in the puzzle below. Try to think of their meanings while you are looking for them.

There are ten words to find. Words can be written horizontally (g), vertically (i) or diagonally (m).

请在下面的字谜游戏中，找出与伦敦奥运会吉祥物有关的英语单词来。

共有10个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

m	e	r	c	h	a	n	d	i	s	i	n	g
a	d	r	o	n	a	m	t	e	n	i	a	e
r	o	e	n	c	h	a	n	t	e	d	a	m
o	w	i	c	k	a	l	s	f	o	u	s	a
m	a	i	h	o	b	l	p	o	l	e	s	s
m	o	q	c	d	f	e	j	u	b	t	e	c
e	h	v	o	k	a	d	z	n	r	s	i	o
c	h	t	e	x	e	s	h	d	u	e	z	t
h	o	t	e	m	o	d	d	e	r	n	u	s
d	r	o	p	l	e	t	s	r	m	n	r	t
u	s	a	u	l	a	n	e	t	o	m	e	p
e	v	p	c	m	o	l	t	e	n	a	s	q

enchanted	founder	movement	
droplets	molten	merchandising	seizures
mascots	duet	wicked	

Answers 答案

1. Reading Quiz 阅读测验

1. Stoke Mandeville is where the Paralympic movement began. **True**
2. Children think that the mascots are creepy. **False**
3. Sebastian Coe wants the mascots to engage with youngsters. **True**
4. The mascots have a back story. **True**

3. Prepositions 介词

1. The 2012 Committee Chairman wants mascots to engage **with** youngsters.
2. Cuddly toys have to appeal to children otherwise they will end **up** being forgotten.
3. The design of the mascot is driven **by** what children want.
4. The English village is considered **by** many to be the birthplace of the modern Olympics.
5. The mascots have **in** large part been designed to please children.

2. Vocabulary Practice 词汇练习

- a) tea towel
cuddly toy
fan base
backstory
creepy crawlies

b)

1. Sichuan operas have enjoyed a stable **fan base** in south China.
2. Be careful with this laptop! It is not a **cuddly toy**.
3. I don't like to go camping in the forest because it is full of **creepy crawlies**.
4. He is a really engaging character with an interesting **backstory**.
5. After you finish washing the dishes, dry them with the **tea towel** and put them in the cupboard.

4. Wordsearch 单词搜索

m	e	r	c	h	a	n	d	i	s	i	n	g
		e	n	c	h	a	n	t	e	d		m
	w							f	u	a		
m		i						o	e	s	s	
	o		c					u	t	e	c	
		v		k				n		i	o	
			e		e	s	d			z	t	
				m	d	e				u	s	
d	r	o	p	l	e	t	s	r			r	
						n					e	
				m	o	l	t	e	n		s	