

編見

農耕與畜牧是哺育法蘭西的雙乳。—蘇利公爵 (1559–1641)

中大師生在校園追求心智上的耕耘與放牧，同時樂於跟上有益社會的新潮流。大學最近響應一項全港運動，便利職場母乳育嬰。本期特稿細數校內各處的配套設施與最新指引。

《通訊》編輯不時焦慮會否遭「數碼干擾」奪去飯碗，但蘇鑰機教授叫我們無需擔憂。在新舊媒體的較量中，後者似乎稍佔上風。不是你想的那回事？請看「洞明集」。

誤以為中文大學只適合中國學生或海外華僑的人，該見見來自南非的J Barlow (右圖)，誤解自然冰消。

最後為你誠意推介兩個新欄目：「說東道西」今期透析外國人名翻譯的藝術；「財金淺趣」未必能助你投資獲利，但也不妨了解下投資組合裏的紅藍紫綠。

Editorially Speaking

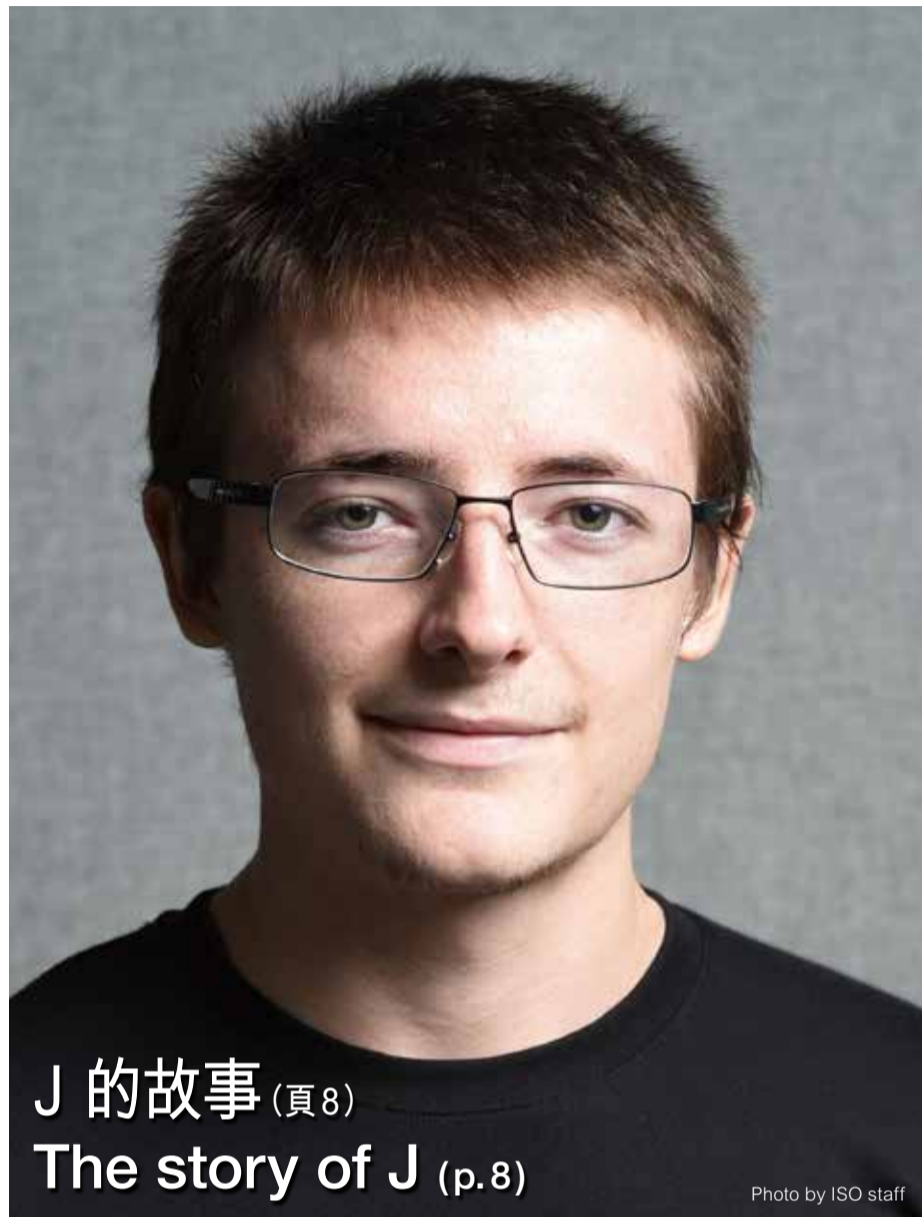
Tilling and grazing are the two breasts by which France is fed.—Maximilien de Béthune, Duc de Sully (1559–1641)

What CUHK students and staff pursue on this campus are tilling and grazing of the intellectual kind. But they are also responsive to worthy societal initiatives. The University recently joined a territory-wide campaign to facilitate breastfeeding in the workplace. Our feature article introduces what new facilities and guidelines have been put in place in support of that cause.

The editors of the *Newsletter* sometimes share the anxiety caused by the 'Digital Disruption'. But Prof. Clement So says fear not. In the battle of the old and the new media, the former appears to be winning. Contrary to what you have been led to believe? Read our 'In Plain View'.

A few might have been led to believe that the Chinese University attracts only Chinese students or those from the Chinese diaspora. Meet J Barlow (*right*) from South Africa and get disabused of that notion.

We are modestly proud of presenting two new columns. One should clear a few clouds surrounding the art of translating a foreign identity or transcribing some exotic sounds. The other would not help your stock performance but nonetheless make you more colour-sensitive to the chips in your portfolio.



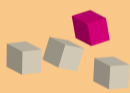
J 的故事 (頁8)

The story of J (p.8)

Photo by ISO staff

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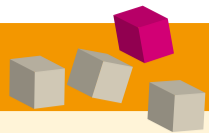
口談實錄 Viva Voce



日落紙媒？沒那麼快 (頁4)

Twilight of print media? Not so soon (p.4)

Photo by ISO staff



中大支持母乳育嬰 CUHK Says 'Yes' to Breastfeeding



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「母乳育嬰齊和應」於8月4日在國際金融大廈舉行啟動儀式，中文大學與二十九間機構承諾為僱員提供一個哺乳友善的環境。

母乳為幼嬰提供最佳的養分，無容置疑。但是，由於缺乏社會支持，多年來，本港的在職母親要履行哺乳天職，總是困難重重。

UNICEF愛嬰醫院香港協會公布的《國際母乳哺育周周年問卷調查 2015》指出，本港產婦分娩後出院時的母乳哺育率是百分之八十六，然而根據衛生署的數字顯示，到了嬰兒四個月大時，只有百分之二十七仍然接受全母乳餵哺。一項本地研究發現，母親「需要重返工作崗位」是在產後三個月停止餵哺母乳的主因。

為了鼓勵持續餵哺母乳，聯合國兒童基金香港委員會聯同食物及衛生局和衛生署，在國際母乳哺育周推出「母乳育嬰齊和應」活動，呼籲工作間、公眾場所和社區為哺乳媽媽提供支援。

中大積極響應，認同重返工作崗位不應構成障礙，影響授乳母親繼續為幼嬰提供最佳養分。也表明了大學願意探討方案，支持授乳員工母嬰和本港的公眾健康。

代表中大參加「母乳育嬰齊和應」活動的副校長張妙清教授（左圖，中）是本港性別研究的先驅，也是中大性別研究中心自2000年創立以至2010年的主任。她對工作間如何配合母乳育嬰有其見解：「中大去年成立女性及家庭友善政策小組。該小組正在檢視校內女性和負有照顧家庭責任的同事有哪些特殊需要和關注。中大是關懷員工福祉的僱主，應該提供合適的環境，支持員工在工作時，同時兼顧人生中的其他身分。我們得知授乳母親上班時，難以尋覓隱密和衛生的地方吸乳後，馬上與各單位聯繫，在校園到處尋找合適地點，並就設立哺乳室的問題請教醫學專家。」



校園哺乳室 Nursing Rooms on Campus

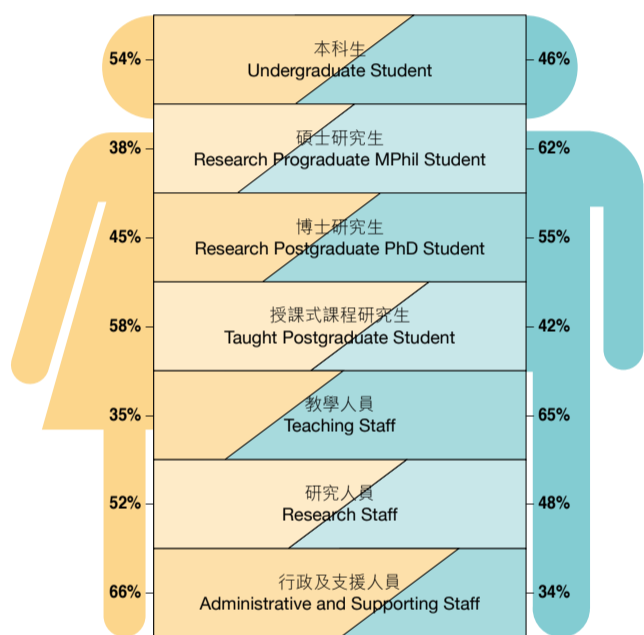
- 崇基學院行政樓低層地下
LG/F, Chung Chi College Administration Building
- 善衡書院陳震夏館地下
G/F, Chan Chun Ha Hall, S.H. Ho College
- 聯合書院曾肇添樓109室
Room 109, Tsang Shiu Tim Building, United College
- 龐萬倫學生中心310室（即將啓用）
Room 310, Pommerenke Student Centre (available soon)



本年7月，校園新闢三個哺乳室，另有一個即將啓用。這些房間佈置舒適，除桌椅等簡單家具，還有供接駁吸乳器的電源。有關女性與家庭友善的網址快將推出 (www.wffp.cuhk.edu.hk)，屆時其中三個哺乳室(崇基、聯合、龐萬倫)均可網上預約。

人事處處長利順琮女士說：「大學一直推行各種利於員工家庭的措施，現在希望能更進一步，配合女性員工的需要。我們相信這些關懷員工的措施有助建立互助的文化，令員工對工作更投入。」現時，女性員工約佔中大僱員總數的百分之五十七；而這些女性員工中約百分之十五是三十一歲，即香港女性首次生育年齡的中位數。

大學將繼續探討可以推行哪些政策幫助餵哺母乳的同事，鼓勵其他員工以包容和支持的態度視之。



中大教職員及學生男女比例
Male-to-Female Ratio among Different Groups of the CUHK Community

CUHK was among the 30 organizations which pledged to provide a breastfeeding-friendly environment to their employees at the kick-off ceremony of the 'Say Yes to Breastfeeding' campaign on 4 August 2015 held at International Finance Centre.

While breastmilk being the best source of nutrients for newborns and infants is undebatable, working mothers in Hong Kong have been, for years, struggling with how to carry out their maternal duty under minimal community support.

Survey results released by UNICEF Baby Friendly Hospital Initiative Hong Kong Association reveal that 86% of mothers giving birth in 2014 initiated breastfeeding on discharge from hospitals. However, figures from the Department of Health show that the exclusive breastfeeding rate of Hong Kong infants at four months drops to 27%. A separate local study indicates that resuming work is the main reason for ceasing to breastfeed in the first three months.

To encourage sustained breastfeeding, the Hong Kong Committee for UNICEF, joined by the Food and Health Bureau and the Department of Health, launched the 'Say Yes to Breastfeeding' community support campaign during the World Breastfeeding Week 2015 (1-7 August). It called for workplaces, public places and the general public to create a community environment conducive to breastfeeding.

By supporting the campaign, the University agrees that 'returning to work should not be a barrier for mothers to continue giving their babies the best nutrition.' It also demonstrates its willingness to 'explore the actions to support breastfeeding mothers, their babies and public health of Hong Kong.'

Pro-Vice-Chancellor Prof. **Fanny Cheung** (centre, top left photo), who represented CUHK at the kick-off ceremony, is a pioneer in the field of gender studies in Hong Kong and was director of the University's Gender Research Centre from 2000 to 2010. She perceives workplace support for

breastfeeding in a broader perspective: 'The University has set up a Task Force on Women and Family-friendly Policies last year. The Task Force is reviewing the special needs and concerns of our female colleagues and those with family responsibilities. As a caring employer, the University should provide a supportive environment to enable our staff to work well while integrating their multiple roles. When we learned that some breastfeeding mothers had difficulty in finding a private and hygienic place to pump milk during worktime, we liaised with different units to identify locations across campus and consulted medical experts on the standards in setting up nursing rooms.'

Supportive measures include the setting up of nursing rooms on campus for nursing mothers. With three already opened in July and the fourth soon, these rooms provide a space of privacy, and are each furnished with an appropriate chair, a small table and an electrical socket for connecting breastmilk pumps. The website (www.wffp.cuhk.edu.hk) for women and family-friendly policies will soon be launched, and users can do online booking for the nursing rooms in Chung Chi, United and Pommerenke .



利順琮女士
Ms. Corinna Lee

Ms. **Corinna Lee**, Director of Personnel, says, 'The University has been implementing various family-friendly measures and now would like to act further to cater to the need of our female staff. We believe that such caring measures can help build a supportive culture and enhance commitment to work.' Currently, females contribute to around 57% of the University's workforce. And around 15% of these female staff members are at the age of 31, the median age of Hong Kong women at first childbirth.

The University will continue to explore support policies to encourage co-workers to accept and support nursing employees.





強弩更強：風眼中的傳統印刷媒體

Traditional Print Media: the spider or the fly?



Photo by ISO staff

收費報紙	所佔比例	網上媒體	所佔比例
蘋果日報	32.2%	Facebook	14.7%
東方日報	18.3%	Yahoo	10.6%
明報	7.3%	熱血時報	1.3%
星島日報	2.7%	Google	1.1%
太陽報	2.3%	高登討論區	1.1%
信報	2.2%	YouTube	0.8%
經濟日報	1.4%	立場新聞	0.6%
南華早報	1.0%	香港討論區	0.6%
文匯報	0.7%	獨立媒體	0.4%
成報	0.2%	852郵報	0.3%
新報	0.2%	輔仁網	0.3%
大公報	0.1%	謎米	0.2%
免費報紙		巴士的報	0.1%
頭條日報	6.9%	破折號	0.1%
am730	2.1%	Uwants	0.1%
晴報	1.6%		
都市日報	1.3%	其他媒體	
虎報	0.1%	包括電視台、電台及個人渠道	

日期：2015年7月14至21日 電話訪問

問題：「有關社會政治的資訊，你最經常從哪個電視台、電台、哪份報紙雜誌、哪個網上媒體、社交媒體，抑或親戚朋友處得知呢？」

回應人數：1,006名十五歲或以上人士

香港報業近來山雨欲來，歷史悠久的大報停刊，走大眾化路線的雜誌也要精簡人手。一時間，網魅幢幢，在新媒體和免費報夾擊之下，傳統印刷媒體似乎左支右絀，險象環生。

中大新聞及傳播學院教授蘇鑰機最近發表了他的研究，結論是雖然網媒興起造成市場碎片化，但經過實證數據分析，新聞市場仍然是傳統印刷媒體的主場（2015年8月13日《明報》）。《中大通訊》走訪蘇教授，就他研究結果的兩點做了跟進報道。

「一台獨大」時代來臨

跟以往的「二龍爭珠」局面不同，每個媒體類別都出現了唯一的「龍頭」機構。這並不意味着媒體市場萎縮，競爭與選擇逐漸減少，而是市場的領導者地位益加明顯。據蘇教授解釋，小小一個香港，竟然有十七份日報，比世界任何其他城市都要多，所以香港的報業市場非常擠擁，高度分化，廣告商要在這麼多新聞媒體（每個主要媒體又有自己的平台）作出選擇，希望得到最大的覆蓋率是可以理解的。

現代社會資訊泛濫，一般人也沒可能花太多時間在每一種媒體或每一個平台上，所以行業的平衡落在一個較為懸殊的點上。個別紙媒體受時代或經營模式淘汰，對整體格局影響不大，香港的報業市場仍然充滿活力，讀者仍然不乏選擇。

純網媒強項在評論

與一般人的觀感不同，新興網媒對傳統報業的威脅尚是有限，蘇教授認為這是由於新聞業的重點仍然是新聞資訊，而純網媒的強項在於評論而非新聞報道。傳統新聞機構在人手規模、專業運作及信譽都享有優勢，在這個基礎上發展自家的網上平台，盡用經濟效益，甚至積極探討新穎的報道（如影音互動）形式，已經做出了一定成績。蘇教授認為這些機構只要避免網上網下內容完全重複，並針對目標受眾有策略地提供資訊服務，那麼業績及市場佔有率都必有所增加。

基於以上種種理由，大部分網媒暫未可以在發掘新聞和跟進調查方面跟傳統媒體爭一日長短。但純網媒的起家，最先是

一群博客把自己的文章上載，議時論政，把香港報刊的一大特色——副刊專欄文章——發揮得更淋漓盡致。在資訊科技與傳媒生態高速變化的今天，在線媒體可以跳出框框，幾乎實時地與更多受眾互動，頗適合香港地小人多，文化混雜，流動裝置普及的現實。議題多元是評論的沃土，也是純網媒發展的必要條件。

網上新聞在歐美各國少說也有十多年歷史，《紐約書評》的作者Michael Massing回顧了自2005年The Huffington Post成立以來十年間美國業界的發展，也得出和蘇教授一樣的結論：「從影響方面看，傳統新聞機構仍保有絕對的優勢。」（2015年6月25日）

A storm is brewing for Hong Kong's print media. Long-standing newspapers have closed shop, mainstream magazines are retrenching. The spectre of digitization looms large as new media and free newspapers pose challenges to conventional print media.

In a recently published article, Prof. Clement Y.K. So of the School of Journalism and Communication concludes that much as the rise of digital media has led to market fragmentation, statistics show that traditional print media are still the major players in the market (13 August 2015, *Ming Pao*). The *CUHK Newsletter* talked to Professor So on two findings in his research.

The Coming of Monopoly

As opposed to the 'Cain and Abel' scenario of the past, a single leader now dominates every media category. This does not imply a shrinking of the media market or a dwindling of choices and competition. Rather it points to the leader having a more obvious leadership position. Professor So explains that Hong Kong's highly-differentiated press market is crammed with 17 dailies, more than any other city in the world. It is understandable that advertisers select among the many news media outlets (and every outlet has its own platforms) in the hope of getting maximum reach.

In this age of information oversupply, no one spends a lot of time on one type of media or platform alone. The industry's equilibrium has come to rest on a near case of monopoly.

The demise of individual print media due to outmoded operational models or other reasons has little impact on the overall picture. Hong Kong's newspaper market is still vibrant, offering readers no shortage of options.

Commentary the Forte of Digital Media

Contrary to popular belief, digital media pose very little threat to traditional news media. Professor So thinks this is because news reporting is still core to the industry, whereas the strength of purely digital media lies in commentary. Traditional news organizations enjoy an edge in terms of manpower, professionalism and credibility. Some of them have managed to develop, with some success, their own digital platforms, maximizing on cost-effectiveness, and even explored new ways of reporting (such as videos and other interactive modes). He believes that as long as they avoid duplicating content on their print and digital platforms, and ensure their information services are strategically aligned with the tastes of their target audiences, their performance and market share will grow.

Due to these reasons, most digital media are no match for traditional media in news reporting and investigative journalism. Ironically, the online media were born when bloggers uploaded their own current affairs commentaries. This has in fact taken the prominent feature of Hong Kong dailies—the supplement columns—to a new level. With rapidly developing information technology and an ever-changing media ecology, digital media's ability to interact with a large audience in almost-real-time is quite ideal for a small and densely-populated city where culture is eclectic and mobile devices are ubiquitous. Commentary thrives on the mushrooming of social issues or even controversies—an essential condition for the thriving of digital media.

Digital news has been around for over a decade in the US and Europe. Michael Massing reviews the situation in the US in the decade since the birth of *The Huffington Post* in 2005, and his observation coincides with Professor So's: 'When it comes to impact, traditional news organizations retain an overwhelming edge.' (25 June, 2015, *New York Review of Books*)

促進高等院校女性領導力圓桌論壇 Roundtable Discussion on Promoting Women Leadership in Higher Education

性別研究中心與女性及家庭友善政策小組合辦圓桌論壇，8月4日於祖堯堂探討如何促進高等院校內的女性領導力。

Janet Beer教授（前排右四）作專題演講，題為「大學女性：職業發展、領導力與管治」。她是利物浦大學首位女校長，也是英國羅素大學聯盟內研究型大學中僅有的三名女校長之一。

Beer教授探討三大議題：是否需要高等院校積極推廣女性領導？如需要，哪些措施可令大家一致認為公平公正？哪些措施已證行之有效？她以英國數據說明，大學高層的女性代表長期不足，要解決問題顯然要積極介入，而有效介入的例子包括雅典娜章程序計劃。

性別研究中心聯席主任蔡玉萍教授（前排右三）展示中大教學人員性別比例的動態數據。2005至2014年間，中大的女性A3教授、A1/A2教授、副教授和助理教授各維持在約11%、16%、32%和37%，顯示大學的女性高職級教員比例長期不足，有必要積極介入。

Co-organized by the Gender Research Centre and the Task Force on Women and Family-Friendly Policies at CUHK, the Roundtable Discussion on Promoting Women Leadership in Higher Education was held on 4 August at Cho Yiu Conference Hall.

Prof. Janet Beer (4th right, front row) delivered a keynote speech 'Women in Universities: Career Progression, Leadership and Governance' at the roundtable. She was the first female Vice-Chancellor of University of Liverpool and one of the only three female vice-chancellors in the Russell Group of large research-intensive universities in the UK.

Professor Beer addressed three key issues: whether there is a need for positive intervention to promote women leadership in higher education; if yes, what measures would be considered just and fair by all? What measures have been proven to be effective? Mainly



based on UK data, she opined that because of the continued under representation of women leaders in the higher education, positive intervention is clearly needed to address the issue. She also gave a few examples of effective intervention, including the Athena SWAN Charter.

Prof. Susanne Choi (3rd right, front row), co-director of the Gender Research Centre, presented trend data on the gender composition of faculty members at the Chinese University. Between 2005 and 2014, the percentages of female A3 professors, readers/A1/A2 professors, associate professors, and assistant professors at CUHK have remained at around 11%, 16%, 32% and 37% of their respective post categories, indicating the continued under-representation of female faculty members at higher ranking professorial positions at the University and suggesting the need for positive intervention.

英國語文網絡計劃總結發布會 Dissemination Seminar of Thematic Network on English Language



由香港特區政府優質教育基金委託，中大優化英語教學研究中心主辦的優質教育基金小學英國語文網絡計劃，於6月18日舉行了2014至15年度總結發布會，吸引超過二百名來賓，包括教育界同工及優質教育基金的委員，以及來自超過五十間學校的校長、老師、學生及家長。

中心總監及計劃領導麥淑賢教授（前排右五）致歡迎辭後，教育學院院長梁湘明教授（前排左四）致送獎狀予參與學校及老師。接着，梁教授和麥教授頒發獎盃及獎狀予「趣味英語拼音」比賽優勝者。之後教育局高級課程主任陳麗珊女士（前排右三）作主題演說，探討如何運用網上資源加強小學英語的學習與教學。

Commissioned by the Quality Education Fund (QEF), the Centre for Enhancing English Learning and Teaching (CEELT) of the Faculty of Education held a dissemination seminar on 18 June to celebrate the closing of the yearly project 'Quality Education Fund Thematic Network (QTN) on English Language (Primary) 2014-15'. The event attracted more than 200 guests from the education sector, the QEF, as well as principals, teachers, students and parents from over 50 primary schools in Hong Kong.

After a welcoming address from Prof. Barley Mak (5th right, front row), director of the CEELT and QTN project team leader, Prof. Alvin Leung (4th left, front row), Dean of Education, presented certificates to the participating schools and teachers of the QTN project. It was followed by the presentation of trophies and certificates to the winning students of the 'Fun with Phonics' competition. After that, Ms. Lowetta Chan (3rd right, front row), senior curriculum officer from the Education Bureau, delivered a keynote speech on using e-resources to enhance ESL learning and teaching in primary schools.

社會科學院代表團赴台交流 Social Science Delegation Visits Taiwan

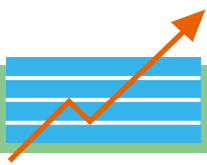


中大社會科學院與台灣成功大學人文社會科學中心於6月28日至30日在台南市合辦「正向社會科學研討會」，院長趙志裕教授率領一行十八人代表團參加。活動期間，兩地學者就城市社區、高齡、意義幸福及創新、農村社區及性別研究等多個議題交流，並探討共同研究計劃，為雙方計劃於年底成立全球首間正向社會科學聯合研究中心奠定重要基礎。

代表團由人文社會科學中心主任戴華教授及其他成功大學代表接待，並於活動期間到訪三個台南社區，了解有關的研究項目。

The Faculty of Social Science of CUHK and the Research Center for Humanities and Social Sciences (CHASS) of National Cheng Kung University (NCKU) in Taiwan jointly organized the 'Seminar on Positive Social Science' in Tainan from 28 June to 30 June. Led by Prof. Chiu Chi-yue, Dean of Social Science, the 18-member delegation had fruitful exchanges on a number of research areas and discussions on possible collaborations, including urban community, ageing society, well-being and innovation, rural village, and gender studies. Such research collaborations will be the founding stone of the world's first research centre on positive social science planned to be established in the end of this year.

Warmly welcomed by Prof. Tai Hua Terence, director of the CHASS, among other representatives of the NCKU, the delegation also visited three local communities in Tainan where some of the research projects were conducted.



色籌

The Colours of Chips

不少人把股票投資比喻為賭博。股票市場和賭場委實有相同之處：以現金換「籌」，而這些「籌」則不斷易手。

賭場裏最大面額的籌是藍色的，因此，具規模、可靠、業績佳、信譽好的企業所發的股票，就叫「藍籌」，而「藍籌」的股息一般不錯。在香港，這類股票又多是恒生指數成份股。

恒生指數成份股大約有五十家。恒生指數有限公司每一季審核這些公司業績，並根據已刊登的準則移除及/或更換個別成份股。

中國公司（指業務主要在中國，或由中國人最終控制並擁有的公司）所發的股票，在中國成立的叫H股，在中國以外地方成立的叫「紅籌股」。紅、藍色混合，既是紅籌股，也是藍籌股的，可稱為「紫籌股」。

新能源和環保公司的股份，有時稱為「綠籌股」。這個詞是美國財經作家傑夫·西格爾2004年創造的。

早於1602年，荷蘭東印度公司成立，已具私人公司上市買賣股份的雛形。今天，受當局監管的股票市場，在全球先進或發展中的經濟體系內，發揮着財富再分配的功能。

即使在索馬里，當地人也可藉交換方式，參與海盜活動的「融資」並攤分利潤。一名曾當海盜者告訴路透社記者：「出海打劫或在陸上提供資金、武器等，就是我們的『合股』辦法，人人都能參與……我們已把海盜活動變成社群活動。」



Very often, investing in stocks is likened to gambling. In fact, the stock market and the card table share something in common: money turns into chips and chips change hands.

The largest denomination of the token of exchange in the casino is blue in colour. So the term *blue chips* has come to refer to the stocks from reputable companies normally perceived as big, good quality, highly reliable, having good track records of operation over time, and with good dividend payouts. In Hong Kong, they may also be among the Hang Seng Index (HSI) constituent stocks.

The HSI constituent stocks are an exclusive club of about 50 blue chip companies. The Hang Seng Indexes Company Ltd. reviews their performance on a quarterly basis and may remove and/or replace any based on a published set of criteria.

Stocks issued by Chinese companies (i.e., companies with their major business in the PRC or whose control and ownership ultimately resting with the Chinese) are known as H-shares (those incorporated on the mainland) or *red chip* stocks (those incorporated outside the mainland). A hybrid metaphor results when a *red chip* company is also a blue chip company: the *purple chip*.

Stocks from companies in the growing sector of new energy and earth friendly business are sometimes known as *green chips*, a term coined by the American financial writer Jeff Siegel in 2004.

The stage was set for the public offering of private company shares as far back as the seventeenth century when the Dutch East India Company was established in 1602. Today, a regulated stock exchange plays no small part in wealth re-distribution in most of the world's economies, developed or otherwise.

Even in Somalia, some sort of exchange is in place for the locals to invest in the financing and profit-sharing of the dubious piracy activities on the high seas. A former pirate told the Reuters, "The shares are open to all and everyone can take part, whether personally at sea or on land by providing cash, weapon...we've made piracy a community activity."



說東道西

洋人漢名

中文大學在1968年向時任香港總督的戴麟趾 (David Trench) 頒授榮譽博士學位，讚辭中說：「中國人士每以姓名表露其個性。戴爵士之中文名字為『麟趾』，亦富有意義。因麟性仁慈，愛好和平。而督憲之個性亦復如是。」

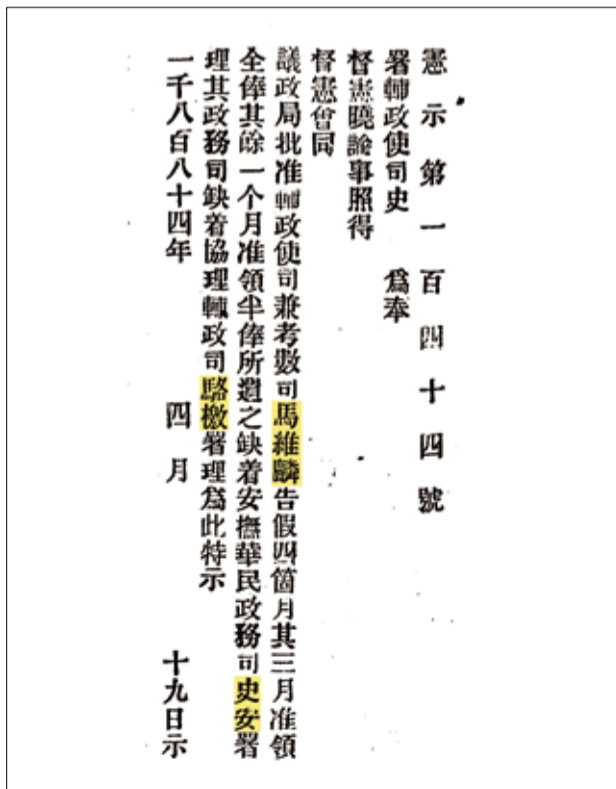
「麟趾」二字典出《詩經·周南》：「麟之趾，振振公子。」讚辭拿港督的漢名來做文章，可見名字取得好，確實使人印象深刻。但名字譯得不好，同樣令人難忘。

今年5月英國舉行大選，有位叫 Alan Mak 的華裔當選下議院議員，當時不少中文傳媒稱他為「麥大粒」，結果是烏龍一場，Alan Mak 後來澄清，他根本沒有中文名字。「麥大粒」這個奇怪的名字不知從哪裡冒出來，鬧出一場笑話。

翻譯文學作品時，譯法可以很自由。傅東華譯《飄》(Gone with the Wind) 時，把女主角 Scarlett O'Hara 譯為郝思嘉。他說：「人名地名，我現在都把它們中國化了，無非要替讀者省一點氣力。」白先勇的《遊園驚夢》英譯，女主角藍田玉的名字譯為 Bluefield Jade，桂枝香則譯作 Fragrant Cassia，皆取其意而捨其音。

非文學作品的譯名就沒有那麼自由。大學刊物和傳媒一樣，難免常遇到譯名的問題，該如何處理，頗費思量。比如最近言論惹火的美國共和黨總統參選人 Donald Trump，台灣譯為川普，中國大陸譯為特朗普，哪個較為合適？

自從九七之後，香港傳媒大多已採用中國大陸的譯名方式。新華通訊社譯名室出版的《世界人名翻譯大辭典》，是很有用的工具書，內有多達六十五萬條詞目，涉及不同語種的人名譯法。



這套譯名方式有受人詬病之處，比如一些很輕的發音都譯出，逢M必「姆」，逢T必「特」，逢K必「克」，結果很累贅。美國前國防部長 Rumsfeld 譯為「拉姆斯菲爾德」，字數就比台灣譯法「倫斯斐」多出一倍。另外，這套方法是以北京音為準，對說粵語的香港人來說，有時候難免不夠貼切。

但是，它的好處是大家有所依循，不會出現同一個人在不同刊物有不同譯法的混亂。另外，它採用「名從主人」原則，根據該人名其所屬國家或民族語言的讀音來翻譯。這就是為什麼俄羅斯總統的名字譯為普京，而不是普丁，那是因為普京較接近俄語發音。對於無法學會世上各種語言的人來說，這無疑十分便利。

有些約定俗成的譯名，如蕭伯納 (George Bernard Shaw)、司徒雷登 (Leighton Stuart)、賽真珠 (Pearl Buck)，已長久為人接受，應當繼續沿用。另外，有些香港慣用的譯名，如約翰·甘迺迪 (John F. Kennedy)、馬卓安 (John Major) 等，大可不必跟隨大陸的譯法。

香港殖民地時代的官員就更不必說，如文首提到的戴麟趾，眾多總督、布政司、財政司都有雅馴的漢名，如金文泰 (Cecil Clementi)、楊慕琦 (Mark Young) 等。唯一問題是，有些人原本所用的譯名，已經為人遺忘或改變，例如駱克 (James Stewart Lockhart)、馬師 (William Henry Marsh)、史劍域 (Frederick Stewart)、軒尼詩 (John Pope Hennessy)，灣仔的幾條街道就是以他們命名，大概不是太多人知道他們原本的漢名，其實是駱傲 (或駱任廷)、馬維麟、史安和燕泉斯，這些湮遠的譯名，如今只靜靜待在《香港轅門報》一角，待人發掘。

2015至16年度學生工讀計劃 Student Campus Work Scheme 2015-16

學生工讀計劃基金現已開始接受教職員申請。計劃目的是提供有薪兼職予有經濟需要的學生，協助教職員進行研究或其他行政工作。

工作性質須為：

- 協助大學教員從事研究工作；
- 為行政人員（助理主任級或以上）提供額外人手，支援短期工作；
- 其他經學生工讀計劃委員會批准之工作。

現時本科生及研究生工讀報酬為每小時五十五港元。工讀計劃詳情及申請表格已發送各部門及行政單位主管。教職員可向其所屬部門或單位索取申請表格，填妥後交回康本國際學術園1202室入學及學生資助處獎學金及經濟援助組學生工讀計劃委員會秘書收，截止申請日期為2015年9月30日。

Applications for grants under the Student Campus Work Scheme are now invited from members of the academic and administrative staff. The aim of the scheme is to help needy students by providing opportunities for paid campus work, in the form of assisting University academics/administrators in their projects.

The nature of the work should be confined to:

- assisting academic staff in their research projects;
- assisting administrative staff (executive officer rank or above) in short-term projects that require a large task force;
- any other job assignments as approved by the Committee on Student Campus Work Scheme.

Current Remuneration for undergraduates and postgraduates is HK\$55/hour. Details of the scheme and application forms have been sent to the heads of departments and administrative units. Staff members who are interested in applying should obtain application forms from their offices and return the completed forms to the Secretary, Committee on Student Campus Work Scheme, c/o Scholarships and Financial Aid, Office of Admissions and Financial Aid, Room 1202, Yasumoto International Academic Park, no later than 30 September 2015.

公積金計劃投資回報成績

Investment Returns of Staff Superannuation Scheme

基金 Fund	7.2015		1.8.2014-31.7.2015	
	未經審核數據 Unaudited	指標回報 Benchmark Return	未經審核數據 Unaudited	指標回報 Benchmark Return
增長 Growth	-2.24%	-1.85%	4.58%	1.87%
平衡 Balanced	-1.61%	-1.04%	5.62%	-0.22%
穩定 Stable	-0.43%	-0.30%	-0.57%	-4.52%
香港股票 HK Equity	-6.52%	-8.06%	1.67%	0.79%
香港指數 HK Index-linked	-6.02%	-6.09%	2.40%	2.72%
A50中國指數 A50 China Tracker	-13.79%	-13.32%	43.78%	50.75%
港元銀行存款 HKD Bank Deposit	0.06%	0.004%	1.10%	0.03%
美元銀行存款* USD Bank Deposit*	0.06%	0.006%	1.01%	0.12%
澳元銀行存款* AUD Bank Deposit*	-4.66%	-4.75%	-18.97%	-21.65%
歐元銀行存款* EUR Bank Deposit*	-1.11%	-1.11%	-17.74%	-17.61%
人民幣銀行存款* RMB Bank Deposit*	0.15%	-0.05%	2.30%	1.22%

強積金數據請參閱：www.cuhk.edu.hk/bursary/chi/public/payroll_benefits/mpf.html

For MPF Scheme performance, please refer to:

www.cuhk.edu.hk/bursary/eng/public/payroll_benefits/mpf.html

* 實際與指標回報已包括有關期間內之匯率變動。

Both actual and benchmark returns include foreign currency exchange difference for the month.

聯合書院六十周年院慶標誌設計比賽

United College 60th Anniversary Logo Design Competition

聯合書院為慶祝2016至2017年創院六十周年紀念，舉辦院慶標誌設計比賽，獲獎設計或會使用於與鑽禧活動有關的宣傳及印刷品上。詳情請瀏覽比賽網頁：www.facebook.com/uc60logo。



參加者請將設計作品於2015年9月30日下午5時前交到聯合書院學生輔導處。每位參加者最多可提交三個設計。歡迎所有聯合書院同學、教職員及校友參加。比賽結果將於2015年11月初公布。查詢請致電 3943 1696 聯絡郭芷欣女士。

To kick off its 60th Anniversary celebrations in 2016-2017, the United

College is organizing a logo design competition. The winning design may be used in the publications and promotional materials of the College's 60th Anniversary. Details are available on: www.facebook.com/uc60logo.

Participants should submit their works to the College's Dean of Students' Office by 5:00 pm of 30 September 2015. Each participant may submit no more than three entries. All United College students, staff and alumni are eligible to join. Results will be announced in early November 2015. For enquiries, please call Ms. Rukia Kwok at 3943 1696.

換領2015至16年度泊車證

Renewal of Parking Label for 2015-16

2014至15年度泊車證之有效期將於2015年9月30日屆滿。2015至16年度新證將於2015年10月1日起生效，現已可供申領。

現持有泊車證之人士在申領新證時，須將舊證交還保安組。首次申請者在遞交申請表格時，須出示駕駛執照、車輛登記文件及保險單（或其副本）以供核實。

在一般正常情況下，新泊車證會於遞交申請時一併發出。在領取新證時，申請人或代辦人需出示其有效職員證。

請於保安處網頁 (www.scu.cuhk.edu.hk/index.php/zh/campus-parking-labels-coupons-passes) 閱覽詳情及下載申請表格。

University parking labels for the 2014-15 school year are due to expire on 30 September 2015. New labels for the 2015-16 school year, valid from 1 October 2015, are open for application.

Current label holders are required to return the old labels when submitting the renewal application. First-time applicants are required to produce their driving licences, vehicle registration documents and insurance policies (or photocopies) for verification. In normal circumstances, should time permit, for privacy and security reasons, parking label renewal should be processed in person or through a designated representative.

Please visit the Security Office webpage (www.scu.cuhk.edu.hk/index.php/en/campus-parking-labels-coupons-passes) for details and the application form.

大學游泳池更改開放時間

University Swimming Pool Notice

大學游泳池將於中秋節（9月27日）提早於下午5時關閉，並於9月14、16、21、30日及10月5和7日下午6時15分閉池，以方便大學及書院泳隊的訓練和選拔。另外，游泳池自9月1日起更改開放時間，有效期至9月30日止，詳情如下：

The University Swimming Pool will be closed earlier at 5:00 pm on 27 September (Mid-Autumn Festival), and at 6:15 pm on 14, 16, 21, 30 September and 5, 7 October for the training and selection of the University and Colleges swimming teams. In addition, from 1 to 30 September, the opening hours have been revised as follows:

	星期一至四、六、日及公眾假期 Monday-Thursday, Saturday, Sunday, and Public Holidays	星期五 Friday
第一節 1st session	10:30 am – 1:40 pm	10:30 am – noon
第二節 2nd session	2:30 pm – 8:45 pm	

訃告

Obituary

本校教職員屈美玲女士於2015年8月14日逝世，大學深表哀悼。屈女士於1988年9月9日加入中大，擔任精神科學系一級執行助理。

The University mourns the passing of Ms. Wat Mei-ling on 14 August 2015. Ms. Wat joined the University on 9 September 1988 and had served as executive assistant I in the Department of Psychiatry.

J Barlow

細胞及分子生物學學士

晨興書院 (2012–15)

細胞及分子生物學博士課程

BSc in Cell and Molecular Biology

Morningside College (2012–15)

PhD programme in Cell and Molecular Biology

名字中的J代表甚麼？

就是J，不是簡稱，是母親為我取的名字。

你是南非非華裔人士，卻在斐京華僑公學唸書，這可算是一個另類選擇？

對校內的學生來說，是稀鬆平常不過的事，即使是轉校生也沒有適應問題。我倒是聽說當學生轉到其他學校時，人人都認為他們酷斃了，因為他們懂中文。學校創於種族隔離時期，當時所有學生都是華裔的。時至今日，雖然華裔學生人數比例較其他學校高，但已不是主流。

你是怎樣喜歡上中國文化的？

孩童時，曾在卡通片中看過一個說中文的角色，由於當時太小，不知有翻譯字幕一回事，便跟父母說要學好中文，以便日後看得懂。就是這樣促使我對中國文化產生興趣，及後推而至亞洲文化。

你自小已多次遊港，對香港看法可有改變？

首次來港旅遊時約七歲，所有事情都像魔幻般，又發現了我的偶像李小龍原來是香港的文化象徵之一，真的很興奮。爸媽給我買了李小龍的玩具和T恤。我亦交了不少好朋友。我本來不大了解香港及其與內地的複雜關係，對當代中國的認識也就更少了。經過這些日子，對中港兩地的了解才較為真實，然而，就我喜歡香港的程度來說，則沒有改變。

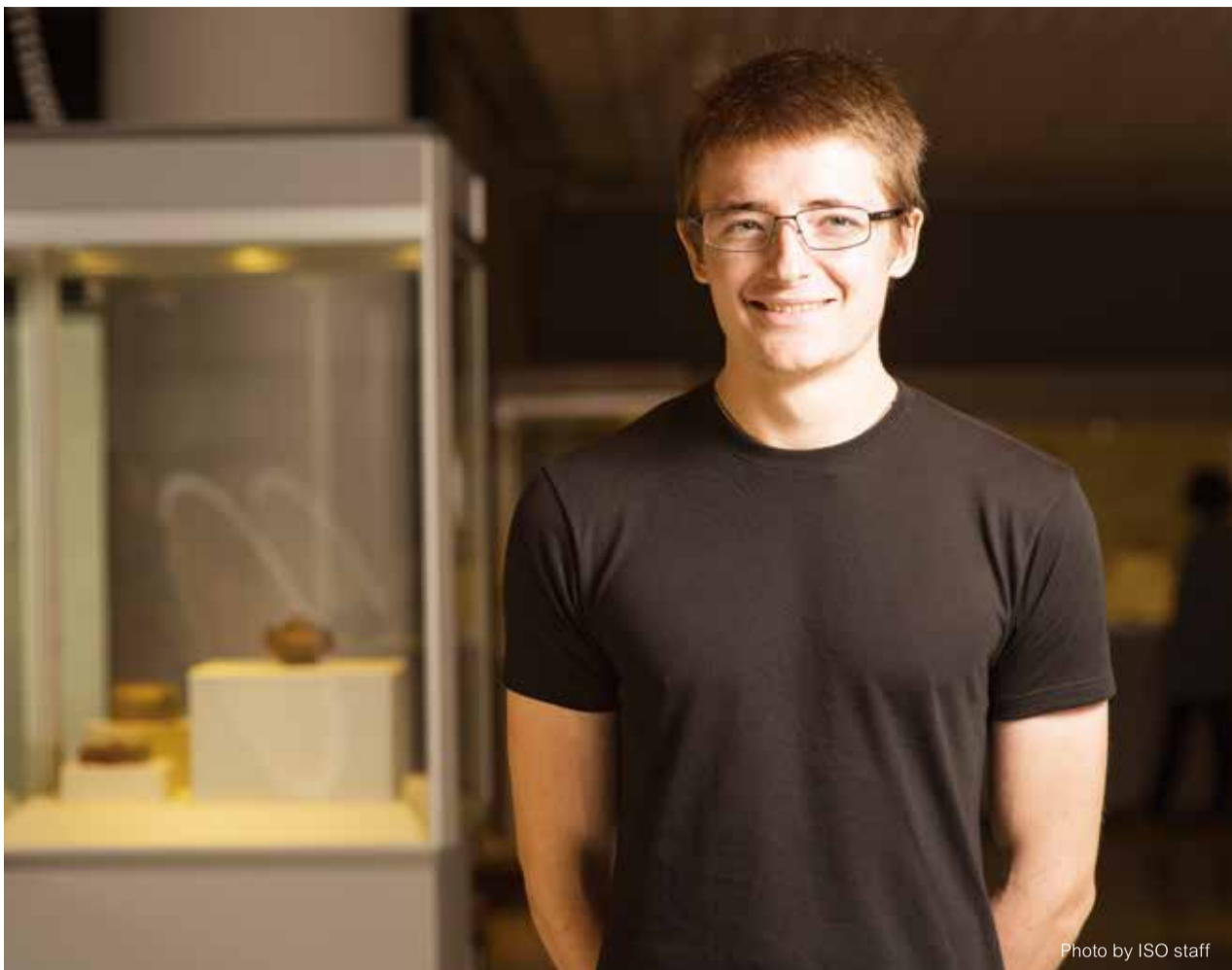
為何選擇來港唸書而非台灣或內地？本科生的生活如何？

香港是多元文化的地方，恰似我長大的環境。再說，已經多次來港，這裏是南非以外我最熟悉的地方了。順理成章，申請了三所香港的大學。這學期開始，我在朱嘉濠教授指導下，攻讀博士課程，研習演化生物學。

人生至今最快樂的時光，就是在中大唸書了，最主要的原因是享受着高度的自由。這裏的公共交通工具便捷，帶我到達全港每一角落，在南非則必須要駕車才行。香港也很安全，縱然是夜深了，我仍可放心到處走走，探索四周，在南非當然不可能。這些日子是多麼悠然自得。我亦結識了不少朋友，而最交心的好友就是在晨興書院和唸本科時認識的，試想想，我和好友可以連續六小時玩龍與地下城遊戲。

最喜愛的地方是哪裏？

香港和墨西哥。墨西哥人出奇的友善。十一歲時曾跟父母到瓜達拉哈拉，入住的酒店常有鬥牛勇士流連。一個晚上看完鬥牛表演後，碰見其中一位演出的鬥牛勇士，我跟他聊起天來，他的教練熱情地邀請我們到他的友人家中晚膳。原來他的友人正是一位著名的老鬥牛勇士，其家中到處都是鬥牛用品和紀念品，一起用膳的還有其他老鬥牛勇士。那位在酒店認識的鬥牛勇士還送了兩件紀念品給我——首次出場的佩劍和我們看他演出時的披風，是非常難忘的經歷。



What does J stand for?

Just J. It's not a short form for anything. My mother decided to name me J.

You attended the Pretoria Chinese School. Was that considered alternative for someone not ethnically Chinese in South Africa?

For students in the school, it was pretty ordinary, and those transferring from other schools had no difficulty adjusting. But I was told that kids who moved on to other schools from our school were considered quite cool because they knew Chinese. When the school was founded in the apartheid era, its students were all ethnic Chinese. Now although it has a higher percentage of Chinese students than other schools, Chinese are not the majority.

When did you first become interested in Chinese culture?

When I was a few years old, I saw a Chinese-speaking character in a cartoon. Too young to realize that translators existed, I went to my parents and told them I wanted to study Chinese so that I would be able to understand it when I grew up. This transitioned to interest in Chinese culture, and, by extension, Asian culture.

You had visited Hong Kong many times since childhood. Has your view of it changed now that you live here?

I was around seven when I first visited Hong Kong and everything was just magical. I loved Bruce Lee—I still do—and was thrilled to find that he was a cultural icon here. My parents bought me Bruce Lee toys and Bruce Lee tee-shirts. I also met some wonderful people with whom I'm still friends. But I didn't know much about Hong Kong and the complex relationship between Hong Kong and mainland China. I knew even less about contemporary China. I'd say that my perception of Hong Kong and China

has become more realistic, but in terms of how much I like Hong Kong, it hasn't changed.

Why Hong Kong for your studies (and not Taiwan or mainland China)? What was your undergraduate experience like?

Hong Kong is multi-cultural and my upbringing is multi-cultural. This makes Hong Kong more accessible than the other two places. And having visited the city quite a lot, it's the place I knew best apart from South Africa. All three universities I applied to were in Hong Kong. I'm doing a PhD in evolutionary biology at CUHK, under Prof. **Chu Ka-hou**.

My undergraduate days at CUHK were the happiest time of my life. An important reason is the amount of personal freedom I enjoy in Hong Kong. The public transport allows me to go practically everywhere. In South Africa, one has to drive everywhere. Hong Kong is also a lot safer. I can walk around late at night just exploring. I can't do that in South Africa. It's been a very liberating experience. I also made some fantastic friends here. My best friends are the people I meet at Morningside College and in my major. My pals and I used to have six-hour Dungeons and Dragons sessions. Imagine that.

What are your favourite places in the world?

Hong Kong and Mexico. Mexicans are friendly to the point that it's bizarre. When I was 11, I visited Guadalajara with my parents and we stayed at a hotel where bullfighters hung out. The evening after we watched a bullfight, I bumped into one of the bullfighters featured. I went to talk to him and his coach invited us to dinner at his friend's house. It turned out his friend was this famous old bullfighter and the house was full of bullfighting paraphernalia and relics. There were other old bullfighters at the dinner. The bullfighter I saw in the hotel gave me the first sword he used in his career and the cloak he wore at the fight we saw. It was mind-blowing. 🐂