## Media English 媒体英语 29 March 2013 The world's brightest city 世界上最明亮的城市



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本周发表的一份学术报告调查显示,香港是全世界最严重的照明污染城市之一。香港某些地区的照明度 检测结果为普通黑夜天空光亮程度的1,200倍。有关调研专家表示,照明污染危害健康。BBC记者 Jennifer Pak报道:

This is the Central District and it's 11 o'clock at night time but if I put on my sunglasses it wouldn't be too dark at all and that's because there are lights everywhere. There's a **neon sign** across the street at an old antique shop. It's closed but there are one, two, three signs lit up and it's the same thing all down the street.

Now, researchers say that the signs are **contributing to** what is known as light pollution - you can tell by looking up into the sky. Not a single star in sight. In fact the sky is a light shade of grey because of the amount of light in this area and this is affecting people's lives because above these businesses and signs are apartment blocks. So these neon lights are reflecting off of the windows and bouncing into people's homes. Christine Siu lives near the area. She says sometimes the lights are so bright it makes it hard to fall asleep.

Well, researchers are asking businesses **to dim** their lights and to turn them off earlier in the evening. Except it's not going to be an easy thing to do. Hong Kong is a place where businesses can offer the same services or sell the same products **sideby-side**.

The only way they can **distinguish** themselves from their **competitors** are through these neon signs **to grab** customers' attention. The bigger, the brighter, the better. Hong Kong is known to be **a place that never sleeps**. Well now it seems that's because they never allow the sky to go dark.

## Questions

- 1. True or False? *At 11 O'clock at night, in central Hong Kong it is a very dark place.*
- 2. What colour is the night sky over Hong Kong?
- 3. Why are some residents finding it hard to sleep at night?
- 4. Why do the shops use neon signs?

## **Vocabulary and definitions**

neon sign	霓虹灯标志
contributing to	构成
to dim	去调暗
side-by-side	并驾齐驱
to distinguish	去区分开
competitors	竞争者
to grab	去抓住
a place that never sleeps	不眠之地

## Answers to the questions

- True or False? At 11 O'clock at night, in central Hong Kong it is a very dark place.
  Answer: False: In Hong Kong's Central District at 11 o'clock at night time, even with your sunglasses on, it wouldn't be too dark at all because there are lights everywhere.
- 2. What colour is the night sky over Hong Kong?

Answer: The sky is a light shade of grey

3. Why are some residents finding it hard to sleep at night?

**Answer:** Because neon lights are reflecting off of the windows and bouncing into people's homes.

4. Why do the shops use neon signs?

**Answer:** So they can distinguish themselves from their competitors and grab customers' attention.