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**Li:** 大家好,我是杨莉。 I have come to Earl's Court to see the London Book Fair.每年一次的伦敦书展总是非常引人注目的。 It's a very important event on the British calendar. So welcome to join me for a special edition of On the Town from BBC Learning English.

我有幸采访了活动组委会主席,他形容这次活动是规模最大的一次 the biggest ever 还说,他对中国作为今年伦敦书展的主宾国感到极其兴奋 absolutely thrilled:

**Alistair:** My name is Alistair Burtenshaw. I'm Director of the London Book Fair, a role I've been doing for the last eleven years.

**Li:** Very glad to meet you Alistair. How would you describe this year's London Book Fair, in terms of its scale and impact?

**Alistair:** Well, this year's London Book Fair is the biggest ever and we're absolutely thrilled to be welcoming China as our Market Focus country here at the London Book Fair.

**Li:** I would be interested to know - why do you think that the British public, or globally, there is an interest in China?

**Alistair:** Well, I've been visiting China for the last nine years and during my seven visits I've seen for myself just how dynamic China is and what a thriving and exciting culture China has. And we're absolutely thrilled to be able to welcome so many contemporary Chinese writers as well. Of course, China is now the world's second largest economy, it's the world's most populous country, and of course it's the world's largest publishing marketplace by volume of books.

**Li:** As Alistair said, China took centre stage in the exhibition hall 据说前来参展的中国出版商多达 200 家。No wonder the whole place is filled with Chinese pictures, books and music.

**Man:** I've been coming here for 25 years and it changes every year.

**Li:** What is the biggest change this year?

**Man:** The biggest change? Well, I think China is the biggest change this year. It's very large in the hall next door.

**Li:** I know. Why do you think that people are very interested in China nowadays?

**Man:** Because I don't think a lot of people know what China is like. So, obviously, they go and see all the memorabilia and all the antiquities that have come to the UK, so I think people are very interested, yes.

**Li:** 这位参观者说中国展厅巨大，引人注目。他说参观者们对中国感兴趣，显然都想亲眼看看来自中国的各种纪念品 **memorabilia** 和丰富的古代文化遗产 **antiquities**.

**You're listening to a special edition of On the Town on the 2012 London Book Fair here at Earl's Court. 除了中国是这一大热点之外，今年的伦敦书展还有什么特色呢？ I put this question to Alistair, director of the event.**

**Alistair:** Well, I think the biggest change in this year's London Book Fair is really the impact of digital technology and digital publishing on books. And I've seen the same thing when I've been in China, that there's a huge amount of reading on mobile phones and there's much digital publishing. And it's quite similar here; it's not exactly the same because people read less on mobile phones but they do read on e-book readers, for example, so not just in print. And of course the big topic that's being discussed by publishers is - how can they make books really exciting for readers to read online or to read on mobile telephones or to read on e-book readers? And it's leading to lots of great creativity and lots of great new ideas about what a book will be in the future.

**Li:** 听到了吗？今年伦敦书展的最大的变化是电子技术和电子出版 **digital technology and digital publishing**。中国人多在手机上阅读 **mobile phones**，而英国人更多使用电子阅读器 **e-readers**。 **Digital, digital and go digital, that's definitely the future direction of book publishing. Everyone at the exhibition noticed it. There's even a designated zone called digital zone 电子区。 No wonder this woman is so excited about this year's London Book Fair. But there is also something else she finds exciting - what is it? 如果你也喜欢英国文学的话那么请注意听，我们下次节目再会啰。**

**Woman:** And there's like a big focus on digital this year so it's really showing how the market is changing, so it's quite exciting. I love to read so it's nice to have a look at Penguin and Faber and Bloomsbury and see which new books are going to be coming out. I've just found out that Virginia Woolf's great-niece has written a book that's coming out - and I love Virginia Woolf, so that was quite exciting.