

French drink less wine 法国人饮酒量减少

Vocabulary: *habits and traditions* 词汇: 习惯和传统

A new survey has confirmed that the number of **regular** drinkers of wine in France is **in decline**, and some **traditionalists** fear that the beverage seems to be losing its **iconic** role in France's **cultural heritage**.

In 1980, more than half of adults were consuming wine on a near-daily basis. Today, that figure has fallen to 17%. In 1965, the amount of wine consumed per head of population was 160 litres a year. In 2010, that had fallen to 57 litres.



According to the International Journal of Entrepreneurship, changes in French **drinking habits** are visible through successive **generations**. People in their 60s and 70s grew up seeing wine on the table at every meal. Those in their 40s and 50s see wine as an **occasional indulgence**. And members of the internet **generation** do not even start **taking an interest** in wine until their mid-20s. For them, wine is a product they need **persuading** is worth their money.

What worries people is the effect the change is having on the concept of French **civilisation**. They fear that **time-honoured values**, such as **conviviality**, **tradition** and appreciation of the good things in life, are **on the way out**.

Veteran observer of his nation's way of life, French writer Theodore Zeldin, thinks that a business-style culture has **made inroads into** France - the bane of all those who prefer to take the time **to savour** things.

"Companionship has been replaced by **networking**. Business means busy-ness, and in that way we are becoming like everywhere else," he says.

But Zeldin refuses to abandon hope. "The old French 'art of living' is still there. It's an **ideal**. It's a bit like the English gentleman. You don't often find an English gentleman, but the **ideal** is there and it **informs** society as a whole," he says.

And what survives is "the feeling you get in France that in human relations we need to do more than just conduct business. We have a duty to entertain, to converse. It's about taking your time. After all, that is one of the great things about wine. You can't swig it."

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. Which generation seems to be the least interested in wine?
2. Which traditional values form part of French civilisation, according to the article?
3. Is this statement true or false? *French people have a reputation for spending a long time chatting and drinking.*
4. Which expression means 'something that is on the verge of becoming unfashionable'?
5. Which verb means 'to drink something in large mouthfuls'?

Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. Teachers like to see parents _____ an interest in their children's learning.

looking	taking	making	putting
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2. My mother loves The Beatles' songs. She says they represent her _____.

conviviality	networking	generation	habit
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3. I know it is late, but I am not leaving the party yet. I am enjoying myself and I want to _____ the moment.

savour	swig	persuade	inform
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4. I'm a _____ customer in this restaurant, and the waiters always reserve the best table for me.

heritage	successive	cultural	regular
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5. Mary plays the piano very well. She likes to _____ people with old classics.

persuade	savour	entertain	converse
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Answers and Glossary 答案与词汇

Quiz 小测验

1. Which generation seems to be the least interested in wine? **The internet generation.**
2. Which traditional values form part of French civilisation, according to the article?
Conviviality, tradition and appreciation of the good things in life.
3. Is this statement true or false? *French people have a reputation for spending a long time chatting and drinking.* **True.**
4. Which expression means 'something that is on the verge of becoming unfashionable'?
On the way out.
5. Which verb means 'to drink something in large mouthfuls'? **To swig.**

Exercise 练习

1. Teachers like to see parents **taking** an interest in their children's learning.
2. My mother loves The Beatles' songs. She says they represent her **generation**.
3. I know it is late, but I am not leaving the party yet. I am enjoying myself and I want to **savour** the moment.
4. I'm a **regular** customer in this restaurant, and the waiters always reserve the best table for me.
5. Mary plays the piano very well. She likes to **entertain** people with old classics.

Glossary 词汇表

regular	经常的，定期的
in decline	正在减少
a traditionalist	一个因循守旧的人
iconic	标志性的
cultural heritage	文化遗产
drinking habit	饮酒习惯
generation	一代人
occasional	偶尔的
indulgence	放纵，嗜好
to take an interest	对某事产生兴趣
to persuade	使信服，劝说
civilisation	文明、文化
time-honoured values	由来已久的价值观
conviviality	高兴，欢宴
tradition	传统
on the way out	正在消失
to make inroads into (something)	侵袭某物
to savour	尽情享受，细细品尝
networking	社交
an ideal	理想，典范
to inform	渗透入，赋（特征或思想）于