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春节临近，中国国家广电总局禁止各电视台和电台播放名贵手表、金币和白酒等贵重礼品的广告。以下是来自 *Martin Patience* 的报道：

During Chinese New Year it's common to give gifts to bosses and officials as a way of **gaining favour**. But now the authorities have announced a ban on advertisements that have been encouraging people to give **luxury** items.

In a statement, the authorities said these radio and TV ads were spreading "incorrect values" and creating a "bad social **ethos**". According to reports, the ban relates to promotions which suggest products are "must-have items for **superiors**".

It's the latest move by China's leader, Xi Jinping, to try and cut down on government extravagance and **corruption**. At many official occasions, banquets have been banned or **scaled back**, red carpets are out, and the floral arrangements are no longer there. China's new generation of leaders are keen to display a more **frugal** administration **in the face of** growing public anger over official corruption.

Senior officials have repeatedly warned that corruption poses the greatest threat to the rule of the Communist party.

Questions

1. True or False? *During Spring Festival, people give gifts to bosses and officials in order to gain favour.*
2. True or False? *Advertisements that encourage people to buy luxury products are banned by the Chinese authorities.*
3. Why is there a ban on luxury item advertisements?
4. What else is the government doing to show a more frugal administration?

Vocabulary and definitions

| | |
|----------------|------------|
| gaining favour | 获得好处 |
| luxury | 奢侈的、豪华的 |
| ethos | (社会) 风气 |
| superiors | 高级、上级 (领导) |
| corruption | 腐败 |
| scaled back | 相对被减少 |
| frugal | 节俭的, 节省的 |
| in the face of | 面对 |

Answers to the questions

1. True or False? *During Spring Festival, people give gifts to bosses and officials in order to gain favour.*

Answer: True.

2. True or False? *Advertisements that encourage people to buy luxury products are banned by the Chinese authorities.*

Answer: True.

3. Why is there a ban on luxury item advertisements?

Answer: Because the government is trying to cut down on its extravagance and corruption.

5. What else is the government doing to show a more frugal administration?

Answer: The government is also banning or scaling back banquets, removing red carpets and the floral arrangements at many official occasions.