



BBC WORLD SERVICE LEARNING ENGLISH

Olympic Slogans 奥林匹克口号

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Capturing Olympic Ideas with Words 用语言来捕捉奥林匹克精神

Read the text below and do the activity that follows.

阅读下面的短文，然后完成练习：

Beijing unveiled the slogan for the 2008 Olympics as far back as 2005. "One World, One Dream" was finally selected from more than 210,000 entries from around the world.

Beijing's original bid to host the 2008 games had a different slogan "New Beijing, Great Olympics". The organisers felt the new slogan **shifted the focus** nicely from the city of Beijing itself to the **spirit of the Olympics – unity, friendship amongst nations and progress.**

It was also felt that the "One World, One Dream" slogan captured the traditional Chinese values of **peace and harmony.**

The Olympics hasn't always had a slogan attached to each host country. In fact it wasn't until 1988 at the Seoul Olympics in South Korea that the first slogan appeared. "Harmony and Progress" was chosen and it seems to have been a popular theme over the years.

In 1992, the Barcelona Olympics **adopted** the slogan "Friends Forever", reflecting the idea of friendship between the participating nations.

The Atlanta Olympics in 1996 claimed their Olympics was "The Celebration of a Century", celebrating the fact that the first modern Olympic games was held one hundred years, a century, before that in 1896.

As that first Olympics took place in Athens in Greece, it seemed only **fitting** that the 2004 Olympics in Greece had the slogan "Welcome Home". The Olympics had returned to its **birthplace.**

It is thought the Olympics started to adopt slogans to help their **communication campaigns** and to make each Olympics **unique** in its aims.

International Olympic Committee president Jacques Rogge praised the **Beijing Organising Committee for the 2008 Olympic Games**, saying the idea behind the games is to promote peace and understanding through sport. He believes the "One World, One Dream" slogan reflects that idea perfectly.

Glossary 词汇表

unveiled – 揭开, 宣布	entries – 条目
bid – 申请	host – 举办
shifted the focus – 转移了焦点	spirit – 精神
unity – 团结	captured – 捕捉
peace – 和平	harmony – 和谐
adopted – 采用了, 使用了	reflecting – 反映
fitting – 适合的, 恰当的	birthplace – 发源地, 出生地
communications campaigns – 为沟通交流所做的活动	unique – 独一无二的
International Olympic Committee – 国际奥委会	Beijing Organising Committee for the 2008 Olympic Games – 北京2008年奥运会组委会

1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

以下句子哪句是真?哪句是假? 请圈出正确答案。

1. There weren't many suggestions put forward for the 2008 Olympic slogan. True / False
2. "One World, One Dream" has always been the slogan for the 2008 Olympics. True / False
3. Seoul, 1988 were the first Olympics to adopt a slogan. True / False
4. The first modern Olympic games were held in 1896. True / False
5. The IOC president Jacques Rogge was very impressed with the 2008 Olympic slogan. True / False

2. Slogans and Vocabulary 口号和词汇

Without looking back at the text, can you remember the Olympic slogans? Can you match up the two halves of the slogans?

记住上文我们提到的奥运会口号了吗？试一试能不能把下面左边的口号和右边相对应的另一半连起来。

- | | |
|-------------------------|-------------|
| 1. Friends | a. Home |
| 2. One World, One | b. Forever |
| 3. Welcome | c. Progress |
| 4. The Celebration of a | d. Dream |
| 5. Harmony and | e. Century |

Can you use this vocabulary in a different context? Fill in the gaps below using the words from the column above on the right.

现在试一试看能不能用上一联系中右边的词语来完成下列句子。

1. The first modern Olympic games was held over a _____ ago.
2. Most athletes _____ of winning a gold medal.
3. He only started diving five years ago but he has made amazing _____.
4. Once the Olympics have finished, the exhausted sportsmen and women fly _____.
5. Taking part in the Olympics is an unforgettable experience – it's something you'll remember _____.

3. Error Correction 改错

Each of these sentences has one or more mistakes in it. Find the mistake and rewrite the sentence correctly.

下列句子中各有一个错误。找出错误并写出正确的句子。

1. The Beijing Olympic slogan "One World, One Dream" was choosed from more than 210,000 entries.

2. There was originally different slogan for the Beijing Olympics.

3. As well as capturing the spirit of the Olympics, it was felt the slogan "One World, One Dream" captured tradition Chinese values.

4. There weren't any Olympic slogans until 1988 in the Seoul Olympics on South Korea.

5. The Atlanta Olympics in 1996 celebrates the fact that the first modern Olympic game is being held one hundred years earlier in 1896.

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6. The first modern Olympics gave place in 1896 on Greece.

4. Wordsearch 单词搜索

Try to find the words associated with Olympic slogans in the puzzle below.

There are ten words to find. Words can be written horizontally (g), vertically (i) or diagonally (m).

请在下面的字谜游戏中，找出与奥林匹克口号有关的英语单词来。

共有10个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

l	s	h	i	r	i	t	y	h	a	r	m
s	l	o	g	a	n	e	b	b	u	b	i
h	o	s	p	r	y	s	p	i	r	i	t
e	g	m	r	e	e	c	e	g	i	d	e
z	e	b	i	n	p	e	a	d	o	p	e
q	n	p	e	a	c	v	c	d	f	k	u
a	d	u	p	t	r	e	e	e	o	j	n
n	a	t	i	i	d	e	v	i	m	l	i
s	h	a	r	o	n	y	h	o	s	e	t
h	o	o	s	n	h	a	r	m	o	n	y
d	h	o	s	s	s	p	i	r	t	o	f
a	d	o	p	t	x	j	e	e	c	e	h

slogan	adopt	host	spirit	unity
harmony	bid	nations	Greece	peace

