
BBC LEARNING ENGLISH

Lingohack 英语大破解

Bookshop holiday “书店主人” 体验之旅



本集内容

Bookshop holiday “书店主人” 体验之旅

学习要点

有关“retail 零售”的词汇

边看边答

How many bookshops are there in Wigtown?

文字稿

Between the hills and the sea in southwest Scotland is a small town where they like their books a lot. Wigtown is Scotland's National Book Town and among the many bookshops here, one is available to rent for a week at a time.

It's run by enthusiasts who want to be surrounded by books while trying their hand at selling some too. Alison Drury is a police community support officer from Bicester. But not this week; instead she is **stacking** bookshelves and shifting **stock**.

Reporter:

"You are paying for the privilege of running a bookshop for a week. What do your friends make of it?"

Alison Drury, Guest Bookseller:

"A bit of a mixture. I think some of them think that I am a bit eccentric and think that it's a very strange thing to do. By the same token, I've got some friends who think it is extremely exciting and are very excited for me and actually a bit envious".

The temporary bookstore boss has free rein. **Displays** can change; so too can the **promotions**. This shop, which once came close to closure, turned around by those who have a dream of **running** a bookshop and want the chance to test it out.

And if those who've come on their bookshop holiday are looking for ideas, with Wigtown boasting 14 book shops, there is plenty here to inspire. So successful has this Scottish one been, it's booked up for the next two years.

在苏格兰西南部的群山和大海之间有一个小镇，镇上的人都非常喜爱读书。这个名叫“威格敦”的小镇是苏格兰的“国家图书镇”，在小镇上的众多书店中，有一家书店可对外出租，一周起租。

这个书店由图书爱好者经营，他们既要徜徉在书海里，同时还得亲自卖书。艾莉森·德里是一位来自比斯特的社区服务警察，但是本周她的身份变成了书店主人，她要排列书架上的书，并且销售存货。

记者

“你这是花钱体验开一周书店这样特别的经历。你的朋友们怎么看待这件事？”

艾莉森·德里 客串售书人

“他们的反应褒贬不一，有些人觉得我有点古怪，他们认为这行为非常不可思议。同样地，也有朋友认为这个经历让人无比振奋，他们也替我感到激动，甚至还有点羡慕我。”

临时的书店主人对于书店的运营有着较大的自主权。书店的布置陈列可以改变；促销活动也可以调整。这间曾几近倒闭的书店，现在生机焕发，这归功于那些有着开书店梦想并且想要付诸实践的人们。

如果来这里体验开书店的人们想要找寻一些理念和构想的话，那么这个坐拥着十四家书店的小镇绝对可以激发他们的灵感。由这间位于苏格兰的书店提供的“书店主人之旅”甚受欢迎，未来两年的“体验”都已预订满了。

词汇

stacking

码放，摆放

stock

库存，存货

displays

布置，陈列

promotions

推销、促销（活动）

running

经营，开办

视频链接: <http://bbc.in/2ITSzeR>

你知道吗？

In 2010, Google counted up the total number of books that had ever been published. The total was a staggering 129,864,880.

2010年，谷歌统计了截至当年的全世界图书出版数量，统计总数高达1亿2986万4880。

问题答案

Wigtown has 14 bookshops.