

HSIN YE H TAIWANESE MANDARIN



Cathy

哈囉大家好~我是Cathy

Hello everyone, I'm Cathy.

Cindy

我是Cindy, 歡迎大家收聽今天的節目。其實我們發現我們的節目在農曆新年的時候特別受歡迎耶!

I'm Cindy. Welcome to today's show. We've noticed that our podcast is especially popular during the Lunar New Year!

Cathy

真的嗎? 是因為大家希望我們多做一些關於新年的介紹嗎?

Really? Is it because people want more content about the Lunar New Year?

Cindy

可能吧! 大家想了解農曆過年的習俗跟文化之類的

Maybe! People want to learn about Lunar New Year customs and culture.

Cathy

原來如此~這些習俗跟文化我們之前的集數都介紹過了, 所以我們今年就不特別重複。

I see. We've covered those customs and cultural aspects in previous episodes, so we won't repeat them this year.

Cindy

如果真的想了解的話, 也有很多網路的資源或者其他的podcast頻道可以參考

If you really want to know, there are many online resources and other podcast channels to check out.

Cathy

對阿! 我們可能就比較反骨一點吧! 不喜歡做跟別人一樣的事。

Exactly! We're a bit rebellious, not liking to do what everyone else does.

Cindy

對阿! 跟別人做一樣的事還蠻無聊的, 而且如果大家都做一樣的內容的話, 聽到的東西不就都一模一樣嗎?

Yes! Doing the same thing as others is quite boring, and if everyone has the same content, everything just sounds the same.

Cathy

哈哈對阿, 所以今天也想來聊一個比較特別的話題, 台灣的路邊廣告。

Haha, exactly. So today, let's talk about a more unique topic: roadside ads in Taiwan.

Cindy

路邊廣告指的是在路邊的電線桿或者在建築物牆壁上的廣告喔!

Roadside ads refer to advertisements on telephone poles or building walls!

Cathy

沒錯, 至於為什麼會想聊路邊的電線桿是因為我在過年期間去台南玩的時候看到一個很令我匪夷所思的廣告。

Exactly. The reason I wanted to talk about roadside ads is that I saw a very puzzling one during my New Year trip to Tainan.

Cindy

聽起來就很好笑, 是什麼廣告阿?

That sounds funny. What kind of ad was it?

Cathy

是醫美診所的廣告, 所謂的醫美診所就是做微整形的診所, 像是打玻尿酸阿、豐胸阿、抽脂這些都是醫美診所可以做的項目。

It was an ad for a medical beauty clinic. Medical beauty clinics offer procedures like Botox, breast augmentation, liposuction, and more.

Cindy

所以醫美診所怎麼了呢?

So, what was wrong with the ad for the medical beauty clinic?

Cathy

這個醫美診所的廣告標語是: 奶奶快回家

The clinic's ad slogan was: "Grandma, come home soon."

Cindy

蛤

Huh?

Cathy

奶奶快回家

Grandma, come home soon.

Cindy

什麼鬼啦! 這是在賣什麼東西?

What on earth! What is this ad for?

Cathy

我一開始看到以為是尋人啟事你知道嗎? 可是我仔細一看發現不是, 因為廣告上面還有很多巨乳的漂亮小姐, 然後我才恍然大悟, 喔~原來是讓自己身上的"奶奶"快回來啊!

At first, I thought it was a missing person notice! But then I noticed it wasn't, because there were many pictures of busty women on the ad. I realized it meant to say "bring back your own 'grandma'"!

Cindy

好傻眼喔...這是什麼廣告阿...

So shocking... What kind of ad is this...

Cathy

而且這個廣告的配色還超老土, 黃底配紅字

And the ad's color scheme is so old-fashioned, yellow background with red text.

Cindy

你說他用紅字寫"奶奶快回來"嗎?

You mean the text "Grandma, come home soon" is in red?

Cathy

對阿, 超扯的。

Yes, it's outrageous.

Cindy

好煩喔, 看到這種配色就心煩, 這什麼中華民國美學。

It's so irritating. This color scheme is such a Republic of China aesthetic.

Cathy

不過我覺得配色不是重點, 我看到這個廣告的當下第一個想的是: is it ok? 就是, 你知道這個廣告是放在public的吧? 然後有小孩子跟青少年, 他們看到不會覺得奇怪嗎?

But I don't think the color scheme is the main point. The first thing I thought was: is this okay? I mean, this ad is in public, where kids and teenagers might see it. Won't they find it strange?

Cindy

爸媽可能會很難解釋那個slogan的意思到底是什麼。

Parents might find it difficult to explain what that slogan means.

Cathy

對，而且我覺得台南畢竟是一個觀光客很多的城市，政府做了很多努力讓這個城市看起來很漂亮，可是居然有一個鼓勵你做整形手術變成大奶的廣告，這很奇怪吧！

Exactly. Tainan is a city with many tourists, and the government has made a lot of effort to make the city look beautiful. But there's an ad encouraging cosmetic surgery to get bigger breasts; it's quite strange!

Cindy

跟台南的氛圍很不搭欸...台南政府宣傳台南的重點就是，台南是一個甜甜的城市，這個 campaign 很成功，所以到現在大家都會覺得 Tainan is a sweet city。可是這個"奶奶快回家"的廣告真的跟 sweet city 的形象很不搭。

It clashes with Tainan's atmosphere. The Tainan government's promotional campaign highlights Tainan as a sweet city, which has been very successful. But this "Grandma, come home soon" ad doesn't fit that sweet city image at all.

Cathy

確實，而且我覺得就算外國觀光客看不懂中文，他們看到廣告上很多大奶的女生可能會覺得台南有很多賭場吧！不得不說看起來就很 low、很沒質感。

Indeed. Even if foreign tourists don't understand Chinese, seeing all those busty women in the ad might make them think Tainan has a lot of gambling spots. It looks very low-class and lacks taste.

Cindy

我覺得很有趣的地方是，很多台灣人會把台南比喻成日本的京都，不過我真的覺得這兩個城市在文化底蘊、城市景觀上還有一點差距。至少我去京都旅遊的時候還沒有看到鼓勵女生隆乳的廣告。

It's interesting that many Taiwanese compare Tainan to Kyoto in Japan. But I think there's a gap in cultural depth and cityscape between the two. When I visited Kyoto, I didn't see ads encouraging breast augmentation.

Cathy

對阿，而且我真的覺得隆乳這件事情，就是做手術把胸部變大，就不是一件你看到路邊廣告就會馬上做的事情啊！你不會走在路上然後看到一個女生胸部很大，然後你就想說：OK！我要我的胸部馬上跟他一樣！然後去做手術。

Exactly. Breast augmentation is not something you decide to do just because of a roadside ad. You wouldn't see a woman with large breasts and immediately think, "Okay, I want mine to be like that too!" and go for surgery.

Cindy

哈哈真的, 所以做廣告的意義到底在哪。
Haha, exactly. So what's the point of such ads?

Cathy
可能就是為了製造話題吧! 吸引別人注意。
Maybe it's just to generate buzz and attract attention.

Cindy
現在的社會可能就是要這樣才有辦法賺錢吧! 只能說賺錢不容易啊!
In today's society, maybe that's the only way to make money. It's not easy to earn money!

Cathy
但是也希望這些放廣告的診所跟商店可以多想一下, 不要讓這些奇怪的廣告讓別外地人還有觀光客對台南的印象變不好。
But I hope these clinics and stores placing such ads think more carefully and avoid creating ads that could give tourists and outsiders a bad impression of Tainan.

Cindy
對阿! 希望他們可以多替自己的城市想一想。
Yes! I hope they consider their city more carefully.

Cathy
那今天就先跟各位聊到這邊囉! 我們下次再見~
That's all for today. See you next time!

Cindy
拜拜~感謝各位的收聽~
Goodbye! Thank you all for listening!

Cathy
下次見~
See you next time!