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Inside C2

# Southern DAILY

Make Today Different

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Friday, November 19 2021|

## Putin says West taking Russia's 'red lines' too lightly

MOSCOW, Nov 18 (Reuters) - President Vladimir Putin said on Thursday that the West was taking Russia's warnings not to cross its "red lines" too lightly and that Moscow needed serious security guarantees from the West.

In a wide-ranging foreign policy speech, the Kremlin leader also described relations with the United States as "unsatisfactory" but said Russia remained open to dialogue with Washington.

The Kremlin said in September that NATO would overstep a Russian red line if it expanded its military infrastructure in Ukraine, and Moscow has since accused Ukraine and NATO of destabilising behaviour, including in the Black Sea. read more

In the televised speech, Putin complained that Western strategic bombers carrying "very serious weapons" were flying within 20 km (12.5 miles) of Russia's borders.

"We're constantly voicing our concerns about this, talking about red lines, but we understand our partners - how shall I put it mildly - have a very superficial attitude to all our warnings and talk of red lines," Putin said.

NATO - with which Moscow severed ties last month - had destroyed all mechanisms for dialogue, Putin said. Drive stronger revenue with a comprehensive ad platform built for TV. Managing TV ad inventory is challenging in today's fragmented ecosystem. Simplify your ad monetization and decisioning with Beachfront:

He told foreign ministry officials that Russia needed to seek long-term guarantees of its security from the West, though he said this would be difficult and did not spell out what form the assurances should take.

Russia-West ties have been at post-Cold War lows for years, but the tone has sharpened in recent weeks as Ukraine and NATO countries have raised fears over Russian troop movements near Ukraine's borders and tried to guess Moscow's real intentions.

But despite a growing list of disputes, the Kremlin has maintained high-level contacts with Washington and spoken repeatedly of a possible summit between Putin



Russian President Vladimir Putin attends an expanded meeting of the Russian Foreign Ministry Board in Moscow, Russia November 18, 2021. Sputnik/Mikhail Metzel/Pool via REUTERS

and U.S. President Joe Biden to follow up their initial meeting in Geneva in June, which Putin said had opened up room for an improvement in ties.

Putin's spokesman Dmitry Peskov was quoted by RIA news agency as saying the two presidents could hold an online meeting before the end of the year.

Earlier, Peskov told reporters that Russian Security Council Secretary Nikolai Patrushev and U.S. National Security Adviser Jake Sullivan discussed cybersecurity, Ukraine and the migrant crisis on the Belarus border in a phone call on Wednesday.

## In Los Angeles, Tesla's rivals roll out larger, cheaper electric SUVs

LOS ANGELES, Nov 18 (Reuters) - Automakers chasing electric vehicle leader Tesla Inc (TSLA.O) revealed new, more affordable and larger electric sport utility vehicles at the Los Angeles Auto Show, racing into one of the fastest-growing segments of the U.S. market.

Kia Motors (000270.KS) called out Tesla by name at the show, announcing that its upcoming electric crossover EV6 beat Tesla's previous record for the shortest charging time, while driving across the United States, by more than five hours.

Kia and affiliate Hyundai Motor (005380.KS) also unveiled large, three-row electric sport utility vehicle concepts, EV9 and SEVEN. These models are expected to go into production around 2024, two persons familiar with the matter said.

"They (Tesla) have strong sales and they have a very good public awareness. But not everything is for everybody. So there should also always be an alternative," said Michael McHale, Kia's brand experience director.

The focus on electric SUVs reflects the strong preference among U.S. consumers

for SUVs, which typically sell for higher prices than similar-sized sedans. Large SUVs account for the top-selling segment in the U.S. market, industry executives and analysts have said.

"EVs are going from econo boxes to aspirational vehicles to the heart of the market," Brett Smith, technology director at Center for Automotive Research.

### ROTATING DASHBOARD SCREENS

Tesla challengers are also betting on novel features such as a rotating dashboard screen in Fisker Ocean SUV to differentiate themselves from the pack.

Henrik Fisker, chief executive of Fisker Inc, said the Ocean will be the first production car with a screen switching between its vertical and horizontal orientations.

"We filed a patent on it," he told Reuters, adding the screen will be supplied by Foxconn Technology Co Ltd (2354.TW), which will also produce Fisker's electric SUVs in the United States.

"I think it's going to appeal to a lot of young people who would love to play around on the screen. Also when you're sitting charging."

## WEA LEE'S GLOBAL NOTES

### CORONAVIRUS DIARY

11/18/2021



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## Welcome To The Year Of The Tiger ! The Texas Lunar Festival Is Coming !



Southern News Group is organizing the 2022 Texas Lunar Festival to be held on Saturday, January 29, 2022. The festival will include live performances that will be televised through STV 15.3 local tv

station and online at scdaily.com and through our APP Southern news Group.

We are not only celebrating an important part of Asia, but also will include

many international performances.

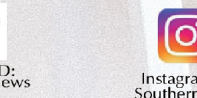
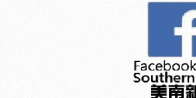
We are here to welcome the Year of Tiger. For the last several years, community leaders and volunteers have worked hard to promote the remarkable diversity

and impressive leadership of the greater Asian community while fostering friendship among nearly every culture.

Today we are so proud to call America our home. We are living in the land of opportunity

and diversity. We fully believe this nation belongs to all of us.

The Southern News Group compound has a new look. We are so glad to welcome all of you to come to our 2022 Texas Lunar Festival on Saturday, January 29, 2022.





# U.S. Offers Investment To Boost Global COVID Vaccine Capacity

Compiled And Edited By John T. Robbins, Southern Daily Editor



A dose of a Pfizer COVID-19 vaccine is prepared at Lurie Children's hospital, Nov. 5, 2021, in Chicago. The Biden administration is making billions of dollars available to drugmakers to scale up domestic production of COVID-19 vaccines in the hopes of building capacity to produce an additional 1 billion shots per year to share globally. (AP Photo/Nam Y. Huh, File)

WASHINGTON (AP) — Pressed to address gaping inequality in global COVID-19 vaccines, the Biden administration took steps Wednesday to make billions of dollars available to drugmakers to scale up domestic production to share with the world and prepare for the next pandemic. Under the new initiative, the government's Biomedical Advanced Research and Development Authority is soliciting pharmaceutical companies with proven ability to make the more-effective mRNA vaccines to bid for U.S. investment in scaling up their manufacturing. Pfizer and Moderna produce the two U.S.-approved mRNA shots. The White House hopes the move will build capacity to produce an additional 1 billion shots per year. The initiative comes as the Biden White House has faced growing pressure at home and abroad over inequity in the global vaccine supply — as the U.S. moves toward approving booster shots for all adults while vulnerable people in poorer nations wait for their first dose of protection. According to an analysis by the ONE Campaign, an international aid and advocacy organization, only 4.7% of people living in low-income countries have received a first dose. Wealthy nations administered more than 173 million booster shots, while lower-income countries have administered about 32 million first shots. A health worker gives a shot of the Pfizer COVID-19 vaccine to a man during a vaccination campaign at a community health center in Medan, North Sumatra, Indonesia, Wednesday, Nov. 17, 2021. (AP Photo/Binsar Bakara) The Biden administration believes increasing capacity of COVID-19 shots will help ease a global shortage

of doses, particularly in lower- and middle-income nations, stopping preventable death and limiting the development of potentially new, more dangerous variants of the virus. "The goal of this program is to expand existing capacity by an additional billion doses per year, with production starting by the second half of 2022," White House COVID-19 coordinator Jeff Zients said. On Wednesday, Zients announced that the U.S. has now donated 250 million doses of COVID-19 vaccines globally — the most of any nation — with a goal of sharing more than 1.1 billion shots by the end of 2022. There are no firm agreements yet with Moderna or Pfizer to take up the U.S. on the investment, but the Biden administration hopes that the enhanced manufacturing capacity, through support for the company's facilities, equipment, staff or training, will by mid-2022 allow more COVID-19 doses to be shared overseas as well as help prepare for the next public health emergency. The administration is prioritizing the mRNA vaccines, which have proven to be more effective against preventing serious illness and death from COVID-19 than the Johnson & Johnson viral vector vaccine, which uses a harmless virus that carries genetic material to stimulate the immune system. The Pfizer and Moderna vaccines are made with a piece of genetic code called messenger RNA that tells the body to make harmless copies of the spike protein so it's trained to recognize the virus. Robbie Silverman, senior advocacy manager at Oxfam America, welcomed Biden's plan to invest into vaccine manufacturing capacity but said it was nowhere near sufficient. "What the world really needs is distributed regional manufacturing capacity of vaccines, and it sounds like this investment is focused on building U.S. capacity," he said. "We desperately need the companies who have a monopoly over the COVID vaccines to transfer their technology, and we need the U.S. government to use its leverage." Silverman estimated that without companies transferring their knowledge of how to make COVID-19 vaccines, it would take manufacturers elsewhere double the time needed to start making doses, noting that billions of vaccines against other diseases are routinely made in developing countries. Robbie Silverman, senior advocacy manager at Oxfam America Silverman said that while the U.S. should have negotiated more provisions about vaccine equity when it was securing its own supply, it was not too late to act. He said the U.S. should support the proposed waiver that was drafted by India and South Africa at the World Trade Organization, calling for patents on COVID-19 vaccines and treatments to be suspended. And he said the U.S. could invoke the Defense Production Act to target critical ingredients for COVID-19 shots. "The U.S. government has lots of tools at its disposal to push pharmaceutical companies," he said, noting

# BUSINESS

that it had invested billions of dollars into creating Moderna's COVID-19 vaccine. "The U.S. needs to make sure these companies, which they funded, are prioritizing public health rather than profits," Ava Alkon, a senior policy and research officer at Doctors Without Borders, said that the billion doses that might be produced with the U.S. investment were still far from the figure needed to immunize the world. The World Health Organization has estimated that 11 billion doses are needed. Alkon said that since any manufacturers newly drafted into making COVID-19 doses would not be able to produce any supplies for several months, a more immediate solution is needed. "We believe that the U.S. can distribute many more doses than it already has on an ongoing basis," she said, calling for the U.S. to be more transparent about how many extra doses it has. She said some estimates suggest the U.S. could have at least 500 million surplus vaccines by the end of the year. In a statement, Moderna said it hadn't yet reviewed the Biden administration's proposal, but that it looked forward to discussing it with the administration "and understanding whether there is a role that we could play in supporting the government's efforts to address pandemic preparedness." Pfizer declined comment. (Courtesy apnews.com)

**Related**  
**Big Investments In Vaccine Capacity Can Help Governments Save Lives And Boost Economies**  
*Countries can accelerate vaccine supply by funding capacity buildouts—both now, and in the future*



**Governments around the world could have saved lives—and trillions of dollars—by investing in vaccines earlier in the pandemic. In new research, University of Chicago scholars break down the numbers, and explain how the lessons can be applied to future health crises. (Illustration by Andrea Ucin)** Wherever they are available, COVID-19 vaccines are saving lives, lowering infection rates, and enabling economies to start recovering from the pandemic's debilitating effects. But on a global level, there are not enough vaccine courses to go around as demand outstrips supply. To address both the current shortage and future public health crises, governments should increase vaccine capacity as quickly as possible. Doing so also has the potential to create major economic benefits, according to new research co-authored by scholars from the University of Chicago. "Investing in accelerating vaccines can pay for itself many times over from reduced fiscal costs alone," the authors wrote. The authors of the research include Prof. Eric Budish and Canice Prendergast of the Booth School of Business, as well as Nobel laureate Michael Kremer, the University Professor in Economics, the College and the Harris School of Public Policy. Portions of their findings were published in Science, while others were included in a working paper released by the Becker Friedman Institute for Economics. The study assumes the capacity for the world's annual baseline vaccine supply to be about three billion courses (a course can be one or two doses, depending on the vaccine). That baseline supply alone will have a global benefit of \$8.7 trillion in terms of GDP, and at least \$17.4 trillion in additional benefits, according to the researchers, who calculate a benefit of about

\$5,800 per course for the initial supply. But adding one billion vaccine courses to the current baseline supply would create enormous additional benefits. The researchers calculate a benefit of almost \$1,000 per course—still far greater than the vaccine price, which has ranged from \$6 to \$40. Because early vaccine courses are able to mitigate more economic harm, the return on early capacity is greater, the researchers write.

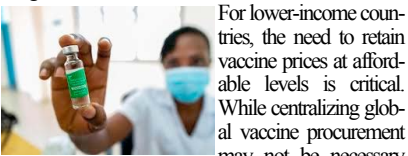


However, "even assuming a lag of several months, we find that additional investment can still be extremely valuable," they write. An extra billion courses that come online soon would avoid almost \$1 trillion in losses. If they come online with a lag of several months, they would still be worth \$576 billion, according to the study. Speed is of the essence in a pandemic, and the researchers' model indicates that a higher level of early-capacity investment would yield large net benefits for countries of all income levels. Had their recommendations been applied in August 2020, the researchers estimate that the United States would have achieved widespread vaccination by March 2021—rather than this coming summer, as is projected. Had their recommendations guided decisions on a global level, widespread vaccination could have been achieved by October 2021 rather than in 2022. But it's not too late to invest in more capacity, the researchers write—both now, and for future pandemics. Because the potential benefit to society far outstrips the profits that vaccine manufacturers stand to make, the researchers offer suggestions for how to expand and stretch existing capacity. For starters, they recommend that countries pay the costs associated with increasing capacity rather than promising vaccine manufacturers higher prices. Offering bonuses or threatening penalties related to speed of vaccine delivery might involve too much risk for a manufacturer. Plus, promising higher prices may simply embolden countries to jump the line for vaccines, rather than spurring greater production. If governments instead reimburse companies for investing in factories and other elements that increase capacity, they will encourage greater vaccine production that can ultimately benefit the whole world while minimizing risk for pharmaceutical companies. In "push" contracts, governments reimburse companies for making these investments before a vaccine is fully tested and approved. In "pull" contracts, they commit to purchasing a future vaccine if it's approved, leaving some risk for manufacturers.



It would be best, the researchers write, to adopt push

contracts in most cases—but to cover less than the full cost involved so that companies maintain some skin in the game. Pfizer, they note, had such a contract in 2020 and built capacity at its own risk. This type of contract would also deter companies with little chance of producing a successful vaccine. Promising higher prices may simply embolden countries to jump the line for vaccines, rather than spurring greater production. The researchers also have other recommendations for governments, including investments in supply-chain capacity. In a pandemic, the price for the materials used to make and deliver a vaccine, such as glass vials and bioreactors, can shoot up—but only temporarily. Because of this, governments could stockpile these items or intervene by building extra manufacturing capacity for them. To ensure that such measures are carried out most efficiently, governments should solicit bids to expand vaccine capacity, which could involve building new factories or repurposing existing ones. Even if the bids are higher than they would be in normal times, the investments will likely pay off, the researchers note. There may also be ways to stretch the existing capacity of vaccines, they write. Countries could consider options that include delaying the second dose of a two-dose regimen, or giving only one dose to people who were previously infected with COVID-19. Many countries are negotiating contracts for vaccines directly with producers, and some have invested primarily in domestic vaccine producers because of fears that vaccine nationalism could interfere with exports. High-income countries have signed a disproportionate share of these deals so far, and any further increase in capacity would initially help them. But full economic benefits, the researchers argue, would require vaccinating populations within a country and around the globe.



For lower-income countries, the need to retain vaccine prices at affordable levels is critical. While centralizing global vaccine procurement may not be necessary to keep prices down, the researchers argue that some degree of centralization could help—thereby saving additional lives. Prendergast, Budish and Harvard University's Scott Duke Kominers are working on a vaccine exchange that would allow countries to trade vaccines and route them efficiently. Although the amount governments spend on vaccines would be returned many times over in the cost benefits, most of the \$12 billion in financing offered by the World Bank to developing countries for pandemic-related health expenditures remains untapped, the researchers note. "Using these funds to expand vaccine capacity would have high net benefits for developing countries and their donors," they write. While it isn't too late to invest in more capacity, both now and for future pandemics, "markets will not deliver this capacity on their own." Additional co-authors of the study included Arthur Baker, a member of Kremer's Development Innovation Lab at UChicago; Rachel Glennester of the United Kingdom's Foreign Commonwealth and Development Office; and scholars from the University of Pennsylvania, Stanford University, Harvard University and several other institutions. (Courtesy https://news.uchicago.edu/)

## Editor's Choice



People feed seagulls from a boat at Yamuna river, on a smoggy morning in New Delhi, India November 18, 2021. REUTERS/Navesh Chitrakar



Castle Fun park remains flooded days after rainstorms lashed the western Canadian province of British Columbia, triggering landslides and floods, and shutting highways, in Abbotsford, British Columbia, Canada November 17. REUTERS/Jennifer Gauthier



Israeli couple Mordi and Natali Oknin speak to the media following their release after being detained over espionage charges for allegedly taking photographs of President Tayyip Erdogan's residence during a trip to Istanbul, Turkey, at their home in Modiin, Israel November 18. REUTERS/Ammar Awad



A migrant child looks on in a camp near Bruzgi-Kuznica checkpoint on the Belarusian-Polish border in the Grodno region, Belarus, November 18. REUTERS/Kacper Pempel



A grandmother prays for her child's success in the annual college entrance examinations, at a Buddhist temple in Seoul, South Korea, November 18. REUTERS/Kim Hong-Ji



Travis McMichael reacts to questions during his testimony at the trial of Greg McMichael, his son Travis McMichael and William "Roddie" Bryan in the Glynn County Courthouse, as the murder trial over the killing of Ahmaud Arbery continues, in Brunswick, Georgia, November 17. Stephen B. Morton/Pool via REUTERS







# 懸疑喜劇電影 《揚名立萬》口碑上揚票房逆襲 尹正一本正經喜感十足

上周新上映的懸疑喜劇電影《揚名立萬》，4天取得了1.39億元的票房，網評分7.7，各方評價相當不俗。青年演員尹正在片中扮演編劇李家輝，是一個不為五鬥米折腰的年輕人，在他看似不通世故的外表下，藏著一顆「藝術家的良心」。尹正在接受採訪時表示，《揚名立萬》之所以能打動觀眾，是因為片中的角色非常貼近生活，「就好像他們在現實生活中真的存在一樣。」

## 鬧劇和喜劇千萬別混為一談

“一切都是最好的安排，該是你的就是你的。”說起這次跟《揚名立萬》這個項目的合作，尹正回答得很“李家輝”，直接而坦誠。“我看過電影《萬沒想到》，跟當時的主演劉循子墨聊過一次天，覺得他很有想法，很知道自己要什麼。”

《揚名立萬》是劉循子墨的導演處女作，雖然這是一個群像戲，但是尹正扮演的編劇李家輝卻是揭曉凶殺案真相的關鍵人物，“李家輝曾是一個記者和影評人，因為性格耿直，拒絕同流合作，導致他失去了記者的職業，變成了一名編劇。”在尹正看來，李家輝這個人

物是推動整個故事發展非常重要的“齒輪”，片中別的角色一開始都口是心非，見風使舵，只有李家輝始終表裏如一，“在對正義和真相執著的追求上，他眼睛裏面揉不得沙子。”正是李家輝這個人物的“軸”和“真”，讓他跟周圍環境產生了強烈反差，喜感十足。比如片中一群人發現房頂上有一個通風管道，誰都不敢去爬，最後還是李家輝站了出來。相比之下，柯達飾演的從好萊塢回來的“功夫巨星”陳小達則虛張聲勢，非常可笑。

《揚名立萬》集中了喻恩泰、楊皓宇、陳明昊、秦霄賢、鄧家佳等喜劇天分十足的演員，聚在一起，讓影片充滿了笑點。但在尹正看來，喜劇其實是非常難拍的，“大家千萬不要把鬧劇和喜劇混為一談，胳膊人會一瞬間讓人發笑，但真正的幽默，講究的是一個合乎邏輯的故事和段子。好笑的不是一個反應和表情，好笑的是一件事本身。”

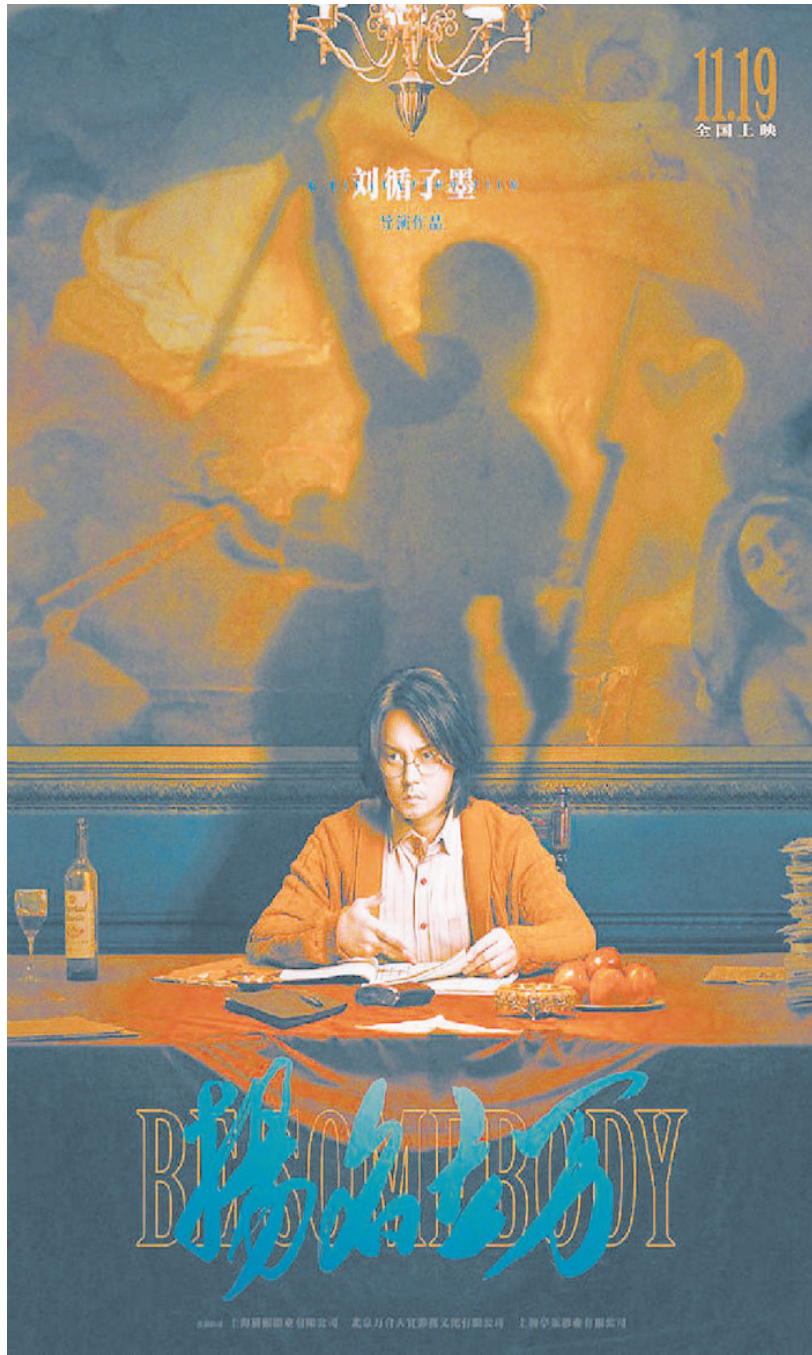
## 跟衆多喜劇演員合作是難得的學習

在尹正看來，《揚名立萬》之所以能夠打動人，關鍵還是真誠。“片中角色看起來很可愛，他們都很真誠。比如

李家輝很真誠地想去追求真相，喻恩泰飾演的導演鄭千裏很真誠地想去拍好電影，大家最後都很真誠地去做了一件自己認為對的事情：通過拍一部真誠的電影，把凶殺案的真相告訴所有的觀眾。”

《揚名立萬》一開始的片名叫《一部電影的誕生》。尹正說，拍攝的時候，自己有一個強烈的感覺，“這群人是真的在這個世界上生活過的”。這是尹正繼電視劇《鬚邊不是海棠紅》後第二次有這種感覺，“戲裏每一個人都是真真實實生活在這個世界上的，他們是活著的，有什麼比角色是活著的更有說服力呢？”

能夠跟這麼多的喜劇演員們合作，對尹正來說也是一次難得的學習機會，“每個演員的表演方式和表演體系都不一樣，我從他們身上學到了很多東西。”最讓尹正感動的還是劇組裏透明真誠的合作氛圍，“就是類似於排話劇的那種感覺”。之前在其他劇組，有時候怕得罪人，尹正不願提意見，但在《揚名立萬》劇組就會非常坦誠地跟導演說：“哎哥，我覺得剛才那個地方這樣處理會不會更牛？因為大家都很清楚，每個人都會覺得你是真心待我的。”



# 電視片、紀錄片、綜藝片、融媒體產品…… 文化遺產傳播有多少種可能

從文化節目《唐宮夜宴》《洛神水賦》等創新表達讓「中國節日」火遍全網、走向世界，到文化節目《萬裏走單騎——遺產裏的中國》助力世界遺產「活起來」；從一座充滿煙火氣的城市泉州作為「宋元中國的世界海洋貿易中心」列入《世界遺產名錄》，到河南博物院的考古盲盒受網友熱捧，再到逛博物館成為中國社會「新風尚」……當下，內容精彩、形式多樣、創意十足的各類文化遺產傳播方式，日益得到公眾尤其是年輕人發自內心的喜愛和親近。

## 綜藝，助力世界遺產破圈

中國目前擁有56項世界遺產，是擁有世界遺產類別最齊全的國家之一。在廣袤的中國大地上，文化遺產、文化景觀遺產、自然遺產、自然與文化雙遺產共同織就了一張熠熠生輝的世界遺產網絡。



世界遺產並非遙不可及，它就在我們的生活中。《國家寶藏》《傳承者》《遇見天壇》《最美中軸線》《萬裏走單騎》……近年來，廣播電視行業一系列深耕中華優秀傳統文化資源的文化節目，綻放出絢麗多彩的文化魅力，為觀眾帶來視聽享受的同時，也潛移默化地提高了觀眾的文化素養，提升了文化自信。

故宮博物院是我國第一批世界文化遺產地，也是文化遺產大眾傳播的「先行者」。通過不斷跨界融合、開放創新，古老的故宮文化與日新月異的現代科技和傳播方式「碰撞」出越來越多公眾喜聞樂見的文化成果。紀錄片《我在故宮修文物》在年輕觀眾中好評度極高，甚至顯著提升了年輕人應聘文物修復工作崗位的熱情；與中央電視臺合作推出三季《國家寶藏》、與北京衛視推出《上新了·故宮》等「文化+綜藝」節目，為博物館開創了藏品闡釋與展示的新方法，創新性地連接了電視綜藝、博物館和公眾。

浙江衛視《萬裏走單騎——遺產裏的中國》節目組提出「讓世界遺產『破圈出道』」的口號，通過「網紅院長」單

霽翔率領「布鞋男團」在12個遺產地的深度體驗，與歷史考古學者、遺產守護人及當地民眾和遊客之間的趣味性互動解讀，將世界遺產中承載的厚重歷史生動鮮活地呈現出來，帶領公眾進行「文化之旅」，講述「尋找與守望」的精彩故事。在一次次尋找、行走、交流、體驗、守望中，初登綜藝的世界遺產逐漸深入人心，越來越多的人開始感悟古老文明所傳遞的文化力量。

今年，河南廣播電視臺創新傳播手段，精心推出的「中國節日」系列節目，如《唐宮夜宴》《洛神水賦》等，受到社會極大關注。這些節目立足中華優秀傳統文化的創造性轉化和創新性發展，達到了傳承文化精髓、實現美美與共、融入日常生活等多元立體的傳播效果，盤活了河南的文化資源，激發了優秀傳統文化在新時代的生命力。

隨著各種傳播手段日漸豐富，越來越多的人開始了解和探究遺產的價值和文化內涵，有些人把遺產地當作旅遊目的地；在感受世界遺產與美好生活之間聯繫的同時，越來越多的人參與到文化遺產保護的事業中。當然，與大多數仍然「藏在深閨人未識」的世界遺產及其尚待挖掘的文化內涵相比，這還遠遠不夠。因此，文化遺產的保護與傳承、弘揚與發展，還需要注入更多現代科技和媒體融合的鮮活力量，助力文化遺產真正「活起來」「走出去」，走進千家萬戶，浸潤更多心靈。

## 傳播，激活文化遺產價值

文化需要不斷地被發現、被傳播，才能獲得新時代的生命力，才能更好地流傳下去。世界遺產傳播內容與方式有多少種可能？在日前召開的「世界遺產的大眾傳播專項研討會」上，來自文博和新聞傳播領域高校、研究所、社會團體的專家學者，暢談了各自的思考和建議。

「世界遺產的價值需要通過傳播來激活。」在清華大學新聞與傳播學院黨委書記胡鈺看來，「最核心的就是要創意傳播。」他提出，在製作相關文化綜藝節目時，要註重提升整個節目的青春度，增加更多普通青年人的參與、增強青年人的傳播，並提前在青年文旅開發方面布局。

復旦大學文物與博物館學系教授高蒙河進而指出，在文旅融合的新時代，可以通過融媒體的新方法，「吸引人們跟著文化去打卡，走進世界遺產地，並借此引領新一波世界遺產的社會關注度」，帶動遺產地的經濟社會發展和民眾福祉提高，向世人展現和推廣遺產裏的中國美譽度。

「世界遺產的大眾傳播要做到四個轉化。」北京電影學院黨委副書記、副校長胡智鋒說，「就是把專業的內容大眾化、把知識的內容生活化、把古老的內容現代化、把中國的內容國際化。」他以《萬裏走單騎——遺產裏的中國》為例進行分析後表示，上述四個「化」難度很大，但是節目組已經有了很多經驗。他建議，在這一轉化過程中提升溫度、提升亮度、提升活躍度、提升參與

度；尋找每個遺產點和當代人更多的共情點，讓遺產點更亮麗時尚，打造話題活躍度，提升節目影響力。

故宮博物院原院長單霽翔參與過若干次以文化遺產為核心的電視節目創作，感觸頗深。他說：「文化遺產的大眾化傳播應當以自信為根本，愛國為靈魂，國風為底色，時尚為韻味。」他希望通過多方力量的共同努力，讓擁有輝煌過去的文化遺產有尊嚴地活在當下、在創新中走向未來。

他還特別強調，中華優秀傳統文化的傳承和弘揚，離不開黨和政府主管部門的引導和扶持。中宣部和國家廣電總局作為主管部門，在倡導弘揚中華優秀傳統文化方面，方向明確、積極作為，使廣播電視宣傳傳統文化的氛圍越來越濃厚，優秀文化類節目不斷湧現。通過一部部電視片、紀錄片、綜藝片、融媒體產品，創新了中華文明價值傳播推廣體系，滿足了公眾的精神文化需求，讓文化遺產變得更為「平易近人」，進入尋常百姓的日常生活，讓人們愛上文化遺產，汲取精神力量。

發掘文化遺產傳播的各種可能性，本是文化遺產傳承的題中應有之義。因為文化遺產只有被廣泛傳播，才會被公眾接受，才會引起更多社會群體關注，從而被傳承下去。正如《萬裏走單騎——遺產裏的中國》第二季所追求的「從年輕態、中國故事、煙火氣三個維度塑造可感知的世遺行走之旅」，讓文明成果實現全球共享，讓中國智慧感動世界。

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# 林依晨送滿月禮盒分享喜悅 曝光女兒可愛小名



據台灣媒體報道，林依晨與圈外老公林于超結婚6年，往返台美兩地維持感情，日前迎來第一個寶寶，孕期非常保密，10月20日才證實產下天秤座女兒，近期忙著發送親友滿月禮盒，分享為人母的喜悅，並且意外曝光女兒的可愛小名。

富，附上的卡片寫著：“新生命降臨的由衷喜悅想與你分享，願我們都能和孩子們一樣，容易快樂與滿足，並充滿著無限可能性。”下方署名“于超、依晨和小小林”，真誠的文字讓親友感動。

社交平台發文感謝粉絲：“謝謝大家的祝福，也謝謝降臨我生命的小寶貝，更謝謝賜予我生命的母親，有你們，真好！”並且附上和女兒“小手牽大手”照片，十分溫馨。同時也在微博上曬出女兒的小腳丫和側臉，粉絲也紛紛在評論區留言祝福。

# 恭喜！黃子佼妻子孟耿如 晒B超照宣布懷孕



藝人黃子佼和孟耿如愛情長跑7年，並在2020年登記結婚，因為疫情影響，婚禮多次延期，最後連家宴都取消，雖然婚禮無法進行，但夫妻倆結婚一年後還是傳來了好消息，孟耿如16日晚間發文，開心透露自己懷孕的喜訊，引起大批網友湧入祝福。

孟耿如16日在個人社交網站上更新近況，開心宣布自己懷孕的消息，表示目前還不知道寶寶的性別，“不知道是小黃瓜還是黃玉米已經在肚子裏三個月了”，更公開了一段超音波影片，該短片是寶寶2個月時拍的，還正拍到寶寶伸出小手打招呼的畫面。

接著，孟耿如也曝光自己懷孕的心情，覺得現在肚子裏有個6、7公分的生命真的很神奇，加上懷孕到現在為止都沒有孕吐，也沒有不是的感覺，神奇的體質讓醫生都忍不住直呼“很適合懷孕”，只是懷孕影響到賀爾蒙，有時會有心情沮喪且低落的時候，這一點讓她感到最辛苦，所幸老公黃子佼都會盡力拉她出門踏青、曬太陽。

最後，孟耿如也透露醫生告訴她“懷孕不是生病，要盡量維持平常的生活”，搞笑表示希望各大廠商、電視台不要給老公黃子佼太多工作，因為丈夫太過忙碌早出晚歸，會讓她比較孤單，可愛的反轉反應讓大批網友笑翻。此外，《ETtoday》詢問黃子佼，有關孟耿如懷孕的好消息，他低調回應一個雙手合十的貼圖，感謝外界關心。

# 看陳柏霖新片「不用錢」 符合條件可免費進場



由陳柏霖、劉冠廷、陳以文、百白合演的《詭扯》，在本屆金馬獎獲8項入圍，入圍金馬8項大獎，陳柏霖在《詭扯》中飾演痞子警察，挑戰台語口音的好演技，更打破大家心目中的「大仁哥」形象，令人驚艷。儘管陳柏霖在劇中飾演踩在灰色地帶，黑白都沾一邊的刑警，卻能感受到人性的真誠以及良善，讓人不禁會對電影的角色加油打氣。

在片中與陳柏霖有精彩對手戲的陳以文則認為，這是現在陳柏霖的獨特魅力，事實上陳柏霖與陳以文兩人15年前曾合作過，當時陳柏霖才22歲，如今陳柏霖雖然已變成一個成熟的男人，「但是跟他（陳柏霖）互動中，可以感受到純真的那部分，我覺得這是很可貴的。一兩句話、一兩個神情，你就可以感覺到柏霖讓人喜歡、良善的那一面。」

而日前《詭扯》所舉辦的特別搶先場活動「好笑免費不好笑250」，獲得廣大的迴響，有趣的是，更有人特別投錢支持，「為了鼓勵片商發行好片」；但也有學生族群反應，因卡到學校考試，無法前來參加，因此《詭扯》決定再加開學生限定「好笑免費不好笑250」特別活動場，邀請剛結束考試的學生們看《詭扯》大笑放鬆，一解考試的緊張感，高中以上的學生只要憑在FB / IG / Dcard / PTT 任何社群平台上用一句話推薦《詭扯》，並加上Hashtag「#詭扯好笑到不用帶錢包 #詭扯現正熱映中」，當天出示「學生證」以及「留言」給影城人員，即可免費進場！

# 蘇晏霈兩度失戀喝茫 店員幫湊對要她「不要再挑了」

藝人蘇晏霈在民視八點檔《黃金歲月》中，飾演開朗少女黃雅婷，在劇中因為默默喜歡上黃文星，卻撞見對方已經有穩定交往的女朋友，讓她在劇中慘遭兩度失戀，因而喝得酩酊大醉，最後是小學同學傅子純來化解。

蘇晏霈表示傅子純現在是暖男代表，從「大仁哥」接棒變成「大豪哥」，是有專屬的名稱，因為就連她收工去巷口買晚餐，還會有店員阿姨說「你的真愛就是大豪啦，不要再挑了」，讓她

哭笑不得。蘇晏霈表示傅子純在《黃金歲月》中就是大家理想型另一半，連店員阿姨也會提醒她要把握機會。蘇晏霈把上一部《多情城市》哭包擔當的稱號交棒給了賴慧如，現在盡情的搞笑跟娛樂觀眾。只是屢屢在鏡頭前抖動腳指頭的她，讓她直呼：「真的差點抽筋」，不過為了要秀出腳指頭，近期有特別去做腿部的保養，而且襪子還買全新的，要讓觀眾覺得有

香香的，也喊話歡迎五指襪廠商來找她代言。深受觀眾喜愛的豪婷CP，每次出場都大放閃光，讓觀眾敲碗就地結婚的一對，蘇晏霈說「劉家豪是大家標準理想型男友」，因為從小就認識，個性跟地雷都很清楚，默契上也會很好。不像劇中角色雅婷，談起戀愛都很衝動，常常光靠第一印象就會喜歡上對方。被問到什麼時候雅婷要接受家豪的愛，她笑說總是要讓觀眾期待一下，只能說等待是值得的。



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# “兄弟”相繼有台慶劇競逐最佳男主角

## 譚俊彥 張振朗

### 互笠高帽

## 好禮讓



●談到一起競逐“最佳男主角”獎時，張振朗(右)與譚俊彥異口同聲表示看好對方得獎。

香港文匯報訊(記者 達里)由黎耀祥、張振朗、譚俊彥、姚子羚、朱敏瀚、賴慰玲、蔡潔等人演出的台慶劇《拳王》下周播出，眾演員17日到商場宣傳造勢，並請來真實拳手示範泰拳。繼台慶劇《換命真相》後，另一台慶劇《拳王》亦有譚俊彥出演，他坦言客串《拳王》全因為振朗，當日他倆合演《包青天再起風雲》培養出兄弟情，故此談到他倆今年會一起競逐“最佳男主角”獎，他們二人也是互笠高帽，禮讓一番。

身在內地的黎耀祥透過視像與大家見面，表示為劇集除了減肥也要增肌，比起拍《殺手》時更辛苦，最難忘是拍攝劇中20秒的回憶片段，就要他減肥兩個月。

張振朗表示自疫情後久未在商場宣傳新劇，開心終於可與觀眾拉近距離，現場播放劇集的製作過程，令振朗回想當時如何艱苦鍛煉，高興與祥哥合作，也有包大人(譚俊彥)演他的哥哥。譚俊彥坦言當初決定客串此劇全因為振朗，說：“當時我正在拍《換命真相》，要低調地減磅做準備，同事們見我激瘦都問我是否有不妥，但我不可以透露太多，結果為了一張海報相，在4個多月時間減掉17公斤。”張振朗被譚俊彥的舉動所感動，直言在戲內、戲外看到對方的海報也會鼻酸，更要多謝“哥哥”幫他入戲，劇中只要他見到譚俊彥的拳手造型相，他就份外賣力

去苦練。  
**姚子羚幻想“亡夫”是陳豪**

張振朗的拳手造型，橫練一身肌肉媲美當年張家輝、張繼聰為電影犧牲，他笑稱劇中的身形現在已留不住，所以要保留所有劇集宣傳片和海報，說不定一生人只有這一次機會。提到振朗與譚俊彥“兩兄弟”今年會一起競逐“最佳男主角”獎，他們二人互笠高帽，表示看好對方得獎，譚俊彥說：“沒有得爭，個獎是屬於振朗。”振朗就說：“自合作《包青天再起風雲》後我們已有一段感情，頒獎禮上會坐在一起感受氣氛。”

劇中不用打拳的姚子羚在台上也一展身手，她表示在演員訓練期間，她貪得意去踢沙包，結果踢到有瘀傷。劇中與黎耀祥有

大量對手戲的子羚表示有相當大壓力，說：“我們自《造王者》後再合作，劇中有很多高手過招的戲份，要靠眼神和細微的表情，一點都不易做，希望和祥哥會有火花，他是另一個境界的人。”子羚透露劇中因離世的丈夫鍾情拳擊，她才會進入拳壇，並說：“為了容易代入角色，我幻想死了的老公是陳豪，因為他有品味、又有錢，又錫老婆，現實中都想找到這種另一半，陳山聰就完全不行了。”

●姚子羚透露劇中因離世的丈夫而進入拳壇。



●大會安排譚俊彥和張振朗“兄弟相殘”。



●黎耀祥透過視像與大家見面。

## 何依婷夠甜美容容易得人歡心 胡鴻鈞自知與張智霖沒法比



●胡鴻鈞和何依婷不擔心觀眾將新舊劇集作比較。

香港文匯報訊(記者 達里)胡鴻鈞、何依婷、羅天宇、米雪、林穎彤等人17日宣傳下周首播的台慶劇《十月初五的月光》，舞台布置成上世紀八十年代的歌舞廳，由一眾演員穿上華麗服裝介紹角色，同時為11月生日的石修、海俊傑慶祝生日。

劇集重拍當年由張智霖、余詩曼、薛家燕飾演的《十月初五的月光》，初嘗女主角的何依婷不擔心觀眾將新舊劇集作比較，說：“自己沒有想太多，要比也沒法，始終劇集在20年後有改動，想將一套經典劇重新帶給現在年輕一代去欣賞。”何依婷高興劇集成為台慶劇，因為台前幕後都付出很多，她也不擔心收視成績，說：“第一次擔正演一部劇，是開心多過緊張，只希望大家會喜歡。”胡鴻鈞也稱不擔心與舊作有比較，始終一部經典劇必然會有話題，他反而讚柏楊何依婷已贏得網友歡心，因對方有甜美外貌已贏出一半，反而他的評價就好壞參半，也自知與張智霖無法相比。

提到何依婷接連演出兩部台慶劇，她不擔心觀眾會看厭，說：“兩部劇、兩個角色上的造型都不同，而且有極端性格，一個溫柔另一個就任性。”笑指她今年可挑戰最佳女主角獎，何依婷自知仍有很遙遠的路，本身有很多進步空間，反而看好林夏薇或李佳芯能奪獎而回。胡鴻鈞也不會多想最佳男



●林穎彤與舊愛伍富橋沒隔閡。

角獎，只希望觀眾看完劇後有滿足感，說：“影視獎項自己從來都是抱住參加派對的心態出席。”

### 林穎彤獲舊愛伍富橋慰問

林穎彤(Bella)媽媽早前被捲入召男妓爭議，林母更遭恐嚇要報警求助。Bella表示媽媽現在心情OK，稱事件已報警求助，案件一直有跟進，詳細情況不便透露太多，但大家可以放心她們兩母女。Bella稱報警後已沒有人再騷擾她或媽媽，她可以專心宣傳劇集。提到劇中她與舊愛伍富橋再演一對，她笑言不會再“翻槌”對方，說：“對白是監製要求我講的，我們演戲時沒有尷尬，本身相識反而更好。”至於現實中沒有機會重修舊好，Bella說：“我們是好同事，繼續做好朋友，媽媽的事他也有慰問我們。”

## “大灣仔”經營大排檔 粵語老歌成深夜“甜點”

香港文匯報訊(記者 胡若璋 廣州報道)芒果TV全新綜藝節目《大灣仔的夜》17日正式官宣，“大灣仔”陳小春、張智霖、謝天華、梁漢文和林曉峰全員集結。節目中，五位哥哥們首次經營大排檔，面對菜品的把控、經營模式的設定、團隊分工磨合、啟動資金焦慮等問題，又如何一一化解呢？

首期節目中，大灣仔們表達了他們開大排檔的初衷。陳小春希望，從零開始把大排檔開起來，將大灣區哥哥的精神做大做强；張智霖想表達出食物背後的人情味；謝天華則想保留排檔文化，找回關於香港特色排檔的記憶。

每期節目都會邀請當地民眾上門品嚐哥哥們的拿手好菜。不過，首批上門的顧客卻遭遇了哥哥們四道拿手好菜“翻車”現場。比如，蝦仁炒蛋因灶火太大導致雞直接煎糊。肉餅蓋飯和苦瓜排骨湯的出品，哥哥們也只能誠實表達：“略有不足。”儘管菜品沒有做到盡善盡美，但張智霖隨時保持標準八顆齒微笑，喜迎顧客。而自詡為“社恐專家”的陳小春，也努力克服嘗試與顧客交談，哥哥們亦感受到了廣州街坊的熱情和友好。送客結束後，大灣仔哥哥們還為街坊鄰居們送上特別的“甜點”，帶來一首歡快的粵語老歌打消一整天的疲憊與等待。



●綜藝節目《大灣仔的夜》廣州首營業。



●哥哥們開大排檔面對社恐、經營等難題。

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