



西北农林科技大学  
NORTHWEST A&F UNIVERSITY

# English

英语导报

From Department of Foreign Languages

# Herald



PUBLICATION NUMBER: XNKW014-01

Dec 15<sup>th</sup>, 2020

Issue No.99

## Making Friends with the World Using a Purple Visiting Card

宁夏，这个三面环沙、干旱缺水的地方，现在成为了一个“醉人”的地方！如今，它用一张“紫色名片”和世界交朋友。

Author/ Xie Duanyi



Do you like drinking wine? Did you only heard of Bordeaux(法国波尔多葡萄酒), whose good name spreads far and wide? On the other side of the world, there exists another renowned wine-producing area at the eastern foot of Helan Mountain(贺兰山东麓区), locating at 38 degrees north latitude, which is on the same latitude as the producing area of Bordeaux in France. It is recognized as the "golden zone" for wine grape cultivation in the world.

Wine industry develops there because it is richly endowed by nature. The bygone Gobi Desert(戈壁滩) is now a vast expanse of vines, with grape fragrance permeating the air. It is the largest wine-producing area in China, with a planting area of 492,000 acres, an annual output of 130 million bottles of wine and a comprehensive output value of 26.1 billion yuan.

(Grape Plantation for Brewing in Ningxia)  
To grow high-quality grapes, you need a favorable climate: abundant sunlight, warm ground temperature and light rainfall. The ideal soil conditions are created by deep soil

horizons, perfect aeration and permeability(通气透水), which facilitate the growth of grape vine roots. Here, at the eastern foot of Helan Mountains, we have such climatic and soil conditions." said Zhang Junxiang, the executive vice president of the Ningxia Helan Mountains Eastern Foot Wine Industry Technology Research Institute.

(the Opening Ceremony of the International Wine Expo)

On October 22 and 23, 2020, the 9th Ningxia International Wine Expo(国际葡萄酒博览会) at Helan Mountains' Eastern Foot was held in Yinchuan, Ningxia autonomous region. 68 cooperation agreements has been signed on this expo, where more people being enable to see the potential of Ningxia, via its "purple visiting card".

On the map, Ningxia is a tiny autonomous region, but the tiny pearl beyond the great wall(塞上明珠) is shining more and more brightly. Having a good knowledge of the story of Ningxia, would you like to pay there a visit and have a look?

## You Think You're Really Taking Advantage?

--My own thoughts about the Tesla & Pinduoduo incident

Author/ Zhu Hongyi

If you have a chance to buy something with the same quality yet less money, will you take it? I believe the answer is obvious. One would have to be stupid to miss it, some may say.

Social psychology didn't give Tesla much chance this time to win the public opinion war over Pinduoduo. In the eyes of the public, Pinduoduo was the losing side--consumers got to buy much cheaper Teslas while the electric car manufacturer didn't make any less money, and Pinduoduo was giving out subsidies to make this win-win situation happen.

Wait. If not money, then what does Pinduoduo stand to gain from this deal? This is certainly not charity. Or, let's rethink the question. In a commercial society, do consumers really get to buy goods and services at exceptionally low prices or even for free?

The answer is also obvious. No. It may sometimes look so, but prices are paid invisibly. When you watch free videos online, you're offering your time to watch those non-skippable ads. Not to mention the cost of those free videos, they will also find a way into the prices of other paid services. A typical example is Douyin, where you trade your time, your preference and even a little bit of your privacy for some free fun. What does Douyin stand to gain? Detailed and precise customer information that are a big fish to advertisers.

In the controversial case of Pinduoduo, we have also come to notice a player behind the stage, a car loan company that was reportedly the co-sponsor of the Tesla subsidies. Predictably, loads of Tesla owner information will turn up in their data base.

There's a quotation about consumer society that I agree with very much. You spend the money you don't have to buy things you don't need.

If you think about it, buying things cheaply or for free is actually very costly. What looks good to have isn't always what you need.

### FOUCE ON



A1: Here exists another renowned wine-producing area at the eastern foot of Helan Mountain, locating at 38 degrees north latitude.



A2: An unexplained disease has appeared in India, which has caused local panic. Let's go and see what's going on.

## My Idol



B1: Who are your idols? What attracted you to him? What changes has he brought to your life? Let's see what our reporters say!

B2: Have you ever watched the movie *Invictus*? Turn to B2 to learn more about this great movie.

Wisdom in the mind is better than money in the hand.

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动等你来

# Strange Thing!

—Misfortunes Never Come Singly, Unidentified

Diseases Appear in India

印度不明原因怪病

超过 **800** 例病例



Author/ Song Chenghan

Today, when the global new crown epidemic is getting worse, an unexplained disease has appeared in India, which has caused local panic. Let's go and see what's going on.

Eluru, a city in Andhra Pradesh in southeastern India, has had an unidentified disease outbreak since the evening of the December 5th. There are now more than 800 cases and at least one death. This mysterious disease has caused panic in the local area.

According to foreign media reports, an unidentified disease broke out in the Eluru region of India on the December 5th. Local inspection officer Dolla Joshi Roy said that since December 5th, there have been 848 cases, and many patients have dizziness, headaches, and stomachaches, symptoms such as vomiting and epilepsy, and even foaming at the mouth. Blood tests, computer tomography, and lumbar puncture to examine the cerebrospinal fluid by medical staff could not find out the cause of the disease.

The Eluru area has become the hardest hit area. Schools have been closed, and panic has appeared in the market. The local government is trying to alleviate the panic. Roy said that the cause of this

mysterious disease is still unknown, it is known so far that it is contagious and suspected to be caused by water pollution. The Indian Central Government will send a team of experts to the area to investigate.

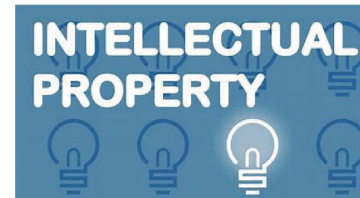
As of (截止) September 24, 2020, the total number of confirmed COVID-19 cases in India has exceeded 5.76 million. However, with approximately 80,000 to 100,000 confirmed cases every day, the total number of confirmed cases in India has rapidly approached that in the United States, which currently has 7 million cases. At the current rate of growth, it may soon become the country with the largest number of new coronavirus infections in the world.

However, experts all over the world did not seem to be surprised by the emergence of this situation. Today, Indian government is facing big challenges now, which makes me think of an old Chinese saying: "It never rains but it pours.(祸不单行)"

Nothing great was ever achieved without enthusiasm.

## The Protection of Intellectual Property Rights

Author/ Wang Junyu




A political bureau of the Communist Party of China (CPC) Central Committee held a group study on strengthening China's intellectual property protection on Nov. 30th. When presiding over the study, Xi Jinping, General Secretary of the CPC Central Committee, stressed that IPR (intellectual property rights) protection is related to the modernization of the country's governance system and governance capacity, high-quality development, the well-being of the people, the overall situation of the country's opening to the outside world, and national security, and the need to comprehensively strengthen IPR protection.

Xi said that strengthening the protection of intellectual property rights is the most important content of perfecting the system of property rights protection, and it is also the biggest incentive to improve China's economic competitiveness. China's intellectual property protection work began shortly after the founding of the People's Republic of China. Since the 18th National Congress of the CPC, the CPC Central Committee has given greater priority to IPR protection, promoted a series of reforms, introduced a series of major policies, actions and plans, implemented a strict IPR protection system, and resolutely punished infringements of legitimate rights and interests, especially IPR infringement, in accordance with the law.

To build a modern socialist country in an all-round way, it is necessary to proceed from the height of national strategy and the requirements of entering a new stage of development, to strengthen IPR protection comprehensively, promote the building of a modernized economy, stimulate the innovation vitality of the whole society, and promote the construction of a new development pattern.

# My Idol



When it comes to the word "idol", most of us usually have at least one name in mind. He or she might be a singer, an actor or a model. However, my idol is not that famous. She is common but helpful to me. She is my English teacher—Ms. Zhang, who has great massive impact on my English study and witnessed my improvement little by little.

She is such an elegant and wise lady that we all love and respect her. She found my talent in English and encouraged me to be more confident and challenge myself when I was faced with obstacles and began to fall in self-doubt. Nowadays, I join the English Herald club and have a good command of English.

Author/ Wang Junyu

The singer-songwriter (创作歌手) Mao Buyi, whose name means that he will not alter his original intention after he started out, is my idol. Being noted for its warm and realistic lyrics, a large amount of songs created by Mao is getting much more prevalent among people. Despite his works, many fans including me are also obsessed with his charm of personality. As distinct from other idols, he holds a sense of humour towards life and is always sincere to most people. I learned a lot from him and whenever I heard of his songs, I felt tranquil and warm. If you guys are interested in ballads (民谣), some of his works must be recommended to you like *An Ordinary Day* (平凡的一天), *the Watery Place* (水乡) and *Don't ask* (无问).

Author/ Xie Duanyi

"You can call me artist. You can call me idol. I don't care."

These are lyrics in the song, *Idol*, by big hit South Korean idol group BTS. "To be an artist or to be an idol, that is a question." As years has passed since their debut, BTS has inevitably been controversial for some time.

"You merely idols for fun. How can you talk about art?"

Yet, they replied in the song *Idol*, "I'm proud of it. I know what I want. You can't stop me loving myself."

Dynamic lyrics, addictive melodies, rhythmic dance and handsome looks. These are all what I've been loving about BTS all these years, but, frankly speaking, not enough to make me call them idols. Yet, I do treat them as idols in my eyes, not for all the brilliant posters but for their continuous effort all those years. These words may sound pretentious and kind of old-minded, yet true. BTS has gone through years of controversy, gone through time of contrast and gossip. They're going up now, regardless of all the past rejection, to create better music works in their eyes.

"Idol or Artist?" It's a question for other people.

Author/ Zhu Hongyi

The person I admire most is Mandela. He is a famous anti-apartheid revolutionary, politician and philanthropist in South Africa, and is widely regarded as the father of South Africa. He was the President of South Africa from 1994 to 1999 and was the first South African head of state to be elected by a fully representative democratic election. During his tenure, he was committed to abolishing the apartheid system, achieving racial reconciliation, and eliminating poverty and injustice. As an African nationalist and democratic socialist, he served as Chairman of the African National Congress from 1991 to 1997 and Secretary-General of the Non-Aligned Movement from 1998 to 1999.

Before he was elected president, Mandela was an active anti-apartheidist and was the leader of the Armed Forces of the African National Congress. When Mandela led the anti-apartheid movement, a South African court convicted him of "conspiring to overthrow the government" and other charges. Mandela served a total of 26 and a half years in prison, of which about 13 years were spent on Robben Island.

After being released from prison on March 14, 1990, Mandela led mediation and negotiation, and stepped up to lead South Africa during the transitional period of promoting multi-ethnic democracy. Since the end of apartheid, Mandela has received praise from all walks of life, including his former opponents.

Author/ Song Chenghan

## Becoming a Positive Thinker

快乐度过每一天，正面思考不可少。一起来看看如何成为一个正面思考者吧！

Author/ Xie Duanyi

Recently, I have noticed that positive thinking is a significant element of our happiness and even well-being. In order to become a positive thinker, determination and consistency are important. The first thing to know about positive thinking is that everyone can do it. With certain cognitive and behavioral modifications, we can all become positive thinkers. Another important factor is that being a positive thinker does not mean you become numb to anything that is not working properly in your life or is negative, on the contrary, it just means that you approach life and face challenges with a healthier outlook.

To become a positive thinker, the following four tips may help us:

1. Change our self-monitoring: Instead of



selectively attending to negative events, focus on the positive ones. Then pay attention to the delayed consequences of our behavior rather than the immediate ones. For example, if a club we joined in is not the one we want, then focus on how we can take our time to make the situation better.

2. Change our self-evaluation: See if you compare your behavior to standards that are excessively rigid. If so, change these and be reasonable with your comparisons. For example, if you constantly compare your weaknesses with other peoples' strengths, then switch this and compare yourself with those who are doing poorer than you as well. Overall, people who focus more on their strengths than their weaknesses but at the same time are aware of their weaknesses have a healthier self-evaluation result.

3. Change our self-reinforcement (自我奖励机制): If you have low rates of self-reward and high rates of self-punishment when it comes to certain aspects of your life, then you want to

modify this. For example, think more of how far you've come, how hard you've worked, acknowledge yourself for it and then see how much further you want to go.

4. Change our "what if" thoughts: When faced with too much fear about a situation, imagine the worst case scenario and visualize a solution for it, then let go of fear. This way, you will be prepared for anything and your fear would not block you from being open and creative to different solutions. For example, if you are constantly worried about failing an exam, then think of failing the exam, visualize how you will handle it, find solutions in your mind and then let go of the thought and the fear attached to it.

At the end, positive thinkers are better problem solvers and have better interactions. In addition to that, people who are positive thinkers are happier and more satisfied with their life. So why not try to be a positive thinker from now on?

A bold attempt is half success.

A Good Movie to Watch:



## Invictus (成事在人)

——曼德拉的不屈与奋斗

Author/ Song Chenghan

After being politically persecuted (政治迫害) and imprisoned in Robben Island Prison for 27 years, Mandela was elected the new South African President. He quickly realized that there are too many things in this country that need to be changed. The long-term implementation of the apartheid policy (种族隔离政策) has led to serious racial discrimination and the gap between the rich and the poor. The blacks who had previously suffered unequal treatment and being killed by whites were eager to start retaliatory (报复的) actions. There were also problems such as rising crime rates and economic depression. Mandela believes that sports is a cross-racial activity that can unite the divided nationals, so he asked Francois Pienaar, the captain of the South African rugby team Springboks, to talk, hoping to work together to transform this team that sucks into the team that fought for the championship in the 1995 World Series. This is not just a competition, but also the hope of uniting the whole nation.

Although Mandela and Francois, one is a president and the other is the captain of the rugby team, they have many similarities: they are in a difficult situation, staying in an awful environment; unable to accomplish tasks on their own; neither the most capable or outstanding person, so why can they still do well and complete the task? From this movie we can find some leadership principles and techniques:

1. Insist on doing the right thing and necessary changes  
坚持正确的事和必要的改变  
The sports minister of Mandela believes that

the football team Springboks supported by whites should be abolished, and the team name and team emblem color should be changed in accordance with the black spirit and culture. However, Mandela stood alone and resolutely opposed it, even though he was always in prison in the past, cheering for Springboks' opponents, but now he feels that he cannot deprive the whites of the right to love this team. What's more, his goal is to make the national people understand and accept, and then support this team. With Mandela's persevering lobbying and hard work, the black people gradually began to cheer for Springboks, who have 90% of the white players on the team.

This is not a dictatorship, but a deliberate (深思熟虑的) decision to make the best decision for the future of the entire organization. Even if most people object, you must patiently explain your ideas and persuade others. A leader who can truly convince people is not based on authority, but because of his influence and philosophy (人生观). Mandela said: "In this instance the people are wrong. And it is my job as their elected leader to make them see that." When a leader, it's not just to be elected to integrate or to listen to everyone's opinions. Your responsibility is to think more, think farther, and then when the whole ship is in the wrong course (航线), as the captain (船长), you have to lead everyone in the right direction. Even if there is a stormy sea in front of you, you must believe that you can find a smooth way home after riding the wind and waves. As long as it is the right thing, you must stick to it to the end. Don't give up halfway

because of the difficulties you are about to face. Instead, find ways to plan feasible solutions or seek necessary resources and assistance to accomplish your goals.

2. Aim high & Never give up  
志存高远, 永不放弃

Minister of Sports: "According to the experts, we'll reach the quarter-finals, and no further. Nelson Mandela: "According to the experts, you and I should still be in jail."

Aim high, and you will strike high. Don't underestimate your abilities and easily yield to harsh challenges. It is this spirit that allowed Springboks to advance to the semi-finals and even the championship final.

Springboks is not the most talented team, and there are no star players in the formation, but everyone is willing to bear hardships and stand hard work (吃苦耐劳), spend more time than other teams on practice and weight training, and therefore have the most abundant physical fitness. When they met the invincible black shirt New Zealand team in the championship, although they were not favored by everyone, Springboks did not give up hope. Just relying on one person being unable to grab and stop the opponent's ace, so send three or four people to do so. You can score, but it is definitely not the result of my negligence or laziness, but you are willing to pay a high price.

As a leader, you have no right to raise the white flag and surrender early. Persevere until the end, there is a chance to turn defeat into victory.

The English title of the film "INVICTUS" is Latin, which means unconquered. It is also a poem by the poet William Ernest Henley. There are a few words in it that are great:

*I thank the god for the gift*  
感谢上天赐予我

*For my unconquerable soul*  
不可征服的灵魂

*I am the master of my fate*  
我是我自己命运的主人

*I am the captain of my soul.*  
我是我自己灵魂的舵手

Pessimistic experts use existing information and situations to make judgments, and people who surround you slander you, giving their opinions based on their own experience and ideas, but you can't give up hope lightly. Regardless of whether you have the opportunity to be a leader in your life, you are your own master. Destiny is in your own hands, and success is created by yourself. I hope we can all honed an unconquerable soul and continue to fight for our dreams and goals!

## The Spirit of the Constitution

Author/ Wang Junyu

The theme of this year's National Constitution Publicity Week, which kicked off on Nov 30th, is "To study and publicize Xi Jinping's thought on the rule of law and vigorously promote the spirit of the Constitution". December 4 is National Constitution Day.

A weeklong public awareness campaign on China's constitution was launched on Nov 30 ahead of the country's annual Constitution Day, which falls on Dec 4. The theme of this year's campaign is "further studying and publicizing

Xi Jinping's thought on the Rule of Law and promoting the spirit of the Constitution".

China's current Constitution was formulated and constantly improved under the leadership of the Party and on the basis of a thorough review of China's practical experience in socialist revolution, construction and reform. It is highly unified in the party's propositions and the will of the people, has great vitality, and provides a fundamental legal guarantee for reform, opening up and socialist modernization. By leading the people in formulating and improving the Constitution, the Party aims to give full play to its important role in governing the country.

The Constitution is the fundamental law of the state and the general key for running a safe country. It has the highest legal status, legal authority and legal effect. The rule of law is, first of all, the rule of law according to the constitution; The key is to govern in accordance with the Constitution. At the same time that we safeguard the authority and the dignity of the Constitution, we safeguard the common will of the Party and the people. And anyway, to ensure the implementation of the Constitution is to ensure the realization of the fundamental interests of the people.

Great hopes make great man.