

TPO 14 – 1 Children and Advertising 儿童和广告

Young children are trusting of commercial advertisements in the media, and advertisers have sometimes **been accused of** taking advantage of this trusting outlook. The Independent Television Commission, regulator of television advertising in the United Kingdom, has criticized advertisers for "misleadingness"-*creating a wrong impression **either intentionally or unintentionally*** **in an effort to** control advertisers' use of techniques that make it difficult for children to judge the true size, action, performance, or construction of a toy.

儿童信任媒体中的商业广告，可是广告商们有时会因利用这种信任常常受到指责。调控英国电视广告的独立电视委员会批评广告商们的误导作用——**有意或无意地**给人一种错误印象，努力控制广告商们利用技巧，因为技术处理之后的广告会使得儿童很难判断玩具的真实尺寸、功能、外观和构造。

General concern *about misleading tactics that advertisers employ* **is centered on** the use of exaggeration. Consumer protection groups and parents believe that children are largely ill-equipped to recognize such techniques and **that often** exaggeration is used **at the expense of** product information. **Claims** such as "the best" or "better than" can be subjective and misleading; even adults may **be unsure as to** their meaning. **They represent** the advertiser's opinions about the qualities of their products or brand and, as a **consequence**, are difficult to verify. Advertisers sometimes **offset** or counterbalance an exaggerated claim with a **disclaimer**-a qualification or condition on the claim. For example, the claim that breakfast cereal has a health benefit may be accompanied by the disclaimer "when part of a nutritionally balanced breakfast." However, research has shown that children often have difficulty understanding disclaimers: children may **interpret** the phrase "when part of a nutritionally balanced breakfast" **to mean that** the cereal is required as a necessary part of a balanced breakfast. The author George Comstock suggested that less than **a quarter of** children between the ages of six and eight years old understood standard disclaimers used in many toy advertisements and that disclaimers are more readily comprehended when presented in both audio and visual formats. **Nevertheless**, disclaimers are mainly presented in audio format only.

人们**普遍担心**广告商夸大其词的误导策略。消费者保护组织和家长们认为大部分孩子不具备识别这种手段的能力，而且他们认为这种夸大其词**掩盖了**相关产品信息。声称产品“最好”或“好于其他产品”都是主观性强且容易产生误导即使是成年人可能也很难判别。广告语**代表了**广告商们对他们产品或品牌的看法，**因此**，这很难验证。广告商有时会通过补偿或者免责的形式来平衡夸大的说辞。举个例子，称早餐食用谷物食品对健康是有益的广告可能会附带一个免责声明“前提是早餐营养要均衡”。然而，研究发现儿童很难理解这类免责声明：儿童会将“前提是早餐营养要均衡”**理解为**谷类食物是均衡早餐营养的必需成份。作者 George Comstock 指出，六到八岁的儿童中能够理解大多数玩具广告的免责声明的不到四分之一。同时他也指出，如果免责声明以声音和视觉的形式同时呈现时就容易被理解。**然而**，它们多是以声音的形式出现。

批注 | 1]: be accused of
•被指控；被控告犯有...

批注 | 2]: in an effort to
•企图（努力想）；试图要

批注 | 3]: be centered on
•集中于，围绕着

批注 | 4]: at the expense of
•以...为代价；由...支付费用
**是以牺牲产品信息为代价的；
等价于 →（掩盖了产品信息）**

批注 | 5]: as to = about
be unsure as to → be unsure
about
as to
英 美 [æz tu]
•至于，关于；就.....而论

批注 | 6]: offset
英 ['ɒfset] 美 ['ɔ:fset]
•n. 抵消，补偿；偏离量；（测绘）支距；（电子）偏离；侧枝；（山的）支脉；（建筑）壁阶；弯管，支管；平版印刷
v. **抵消，弥补**；衬托出；使偏离直线方向；用平版印刷术印刷，转印下一页；装支管
•adj. 胶印的

Fantasy is one of the more common techniques in advertising that could possibly mislead a young audience. **Child-oriented** advertisements are more likely to include magic and fantasy than advertisements aimed at adults. In a content analysis of Canadian television, the author Stephen Kline observed that nearly all commercials for character toys **featured** fantasy play. Children have strong imaginations and the use of fantasy brings their ideas to life, but children may not be adept enough to realize that what they are viewing is unreal. Fantasy situations and settings are frequently used to attract children's attention, particularly in food advertising. Advertisements for breakfast cereals have, for many years, been found to **be especially fond of** fantasy techniques, with almost **nine out of ten** including such content. Generally, there is uncertainty **as to** whether very young children can distinguish between fantasy and reality in advertising. **Certainly**, rational appeals in advertising aimed at children are limited, **as** most advertisements use emotional and indirect appeals to psychological states or associations.

虚构是广告中常见的一种手段，很容易误导年轻观众。跟面向成人的广告相比，面向儿童的广告更有可能包含魔幻和虚构成分。通过分析加拿大的电视内容，作家 Stephen kline 注意到几乎所有的角色扮演玩具的商业广告都是**以虚构效果呈现**。儿童有着丰富的想象力，虚构手段将他们的想法带入生活，但儿童可能无法认识到他们所看到的并不真实。虚构的情景和环境常常用于吸引儿童的注意，特别是食物广告。多年以来，谷类早餐的广告尤其钟爱虚构手段，十有八九都包含虚构内容。一般来看，幼童是否能够区别广告中的虚构和现实部分仍然不能确定。**当然**，可以确定的是，**由于**大部分广告都采取情感吸引产生精神共鸣的手段，面向儿童的广告中理性吸引就显得很受限制。

批注 | 7: **Child-oriented**

面向儿童的，儿童导向的

批注 | 8: **be fond of**

•爱好；喜爱

批注 | 9: 由于...

as 后面的先翻译。

The use of celebrities such as singers and movie stars is common in advertising. The **intention is for** the positively **perceived attributes** of the celebrity to be transferred to the advertised product and **for** the two to become automatically linked in the audience's mind. In children's advertising, the "celebrities" are often animated figures from popular cartoons. In the recent past, the role of celebrities in advertising to children has often **been conflated with** the concept of host selling. Host selling involves **blending** advertisements with regular programming in a way that makes it difficult to distinguish one from the other. Host selling occurs, for example, when a children's show about a cartoon lion contains an ad in which the same lion **promotes** a breakfast cereal. The psychologist Dale Kunkel showed that the practice of host selling reduced children's ability to distinguish between advertising and program material. It was also found that older children responded more positively to products in host selling advertisements.

批注 | 10: **perceived**

英 [pə'si:vɪd] 美 [pə'sivd]

•v. 感知；认为（perceive 的过去分词）；领会

•adj. 感知到的；感观的

批注 | 11: **attribute**

英 [ə'trɪbjʊ:t] 美 [ə'trɪbjʊ:t]

•n. 属性；特质

•vt. 归属；**把.....归于**

批注 | 12: **conflate with**

•把.....混为一谈

批注 | 13: **blend**

英 [blend] 美 [blend]

•vt. 混合

•vi. 混合；协调

•n. 混合；掺合物

批注 | 14: **promote**

英 [prə'məʊt] 美 [prə'mout]

•vt. 促进；提升；**推销**；发扬

•vi. 成为王后或其他大于卒的子

广告中常常使用名人如歌星和电影明星。目的是将名人的正面认知属性转移到广告产品上，并使两者在观众的脑海中自动联系起来。在儿童广告中，“名人”通常是流行卡通片中的卡通人物。在过去几年里，儿童广告中名人的作用常常与“主角”销售理念混为一谈。“主角”销售**混合**了常规广告，因此两者很难区分。举例来说，当关于一个卡通狮子的儿童节目中出现一则广告，而这则广告中是同一个卡通狮子在兜售谷类早餐的话，这就属于“主角”销售。心理学家 Dale Kunkel 指出，“主角”销售大大降低了儿童辨别广告和节目内容的能力。人们还发现，年龄较大的儿童对“主角”销售的广告更为认可。

Regarding the appearance of celebrities in advertisements that do not involve host selling, the evidence is mixed. Researcher Charles Atkin found that children believe that the characters used to advertise breakfast cereals are knowledgeable about cereals, and children accept such characters as credible sources of nutritional information. This **finding** was even more **marked** for **heavy viewers** of television. In addition, children feel validated in their choice of a product when a celebrity **endorses** that product. A study of children in Hong Kong, however, found that the presence of celebrities in advertisements could negatively affect the children's **perceptions** of a product if the children did not like the celebrity in question.

至于名人代言广告并不涉及“主角”销售，证据是复杂的。研究员 Charles Atkin 发现，儿童认为卡通人物对广告中的谷类早餐非常了解，并且认为它们是营养信息的可靠来源。这一发现对沉溺电视的观众来说是一种警示。除此以外，名人代言的产品儿童也会非常认同。然而，对香港儿童的研究发现，如果儿童不喜欢广告中的名人，那么他代言的广告可能反而在儿童中产生负面影响。

批注 [15]: **regarding**

英 [rɪ'gɑ:dɪŋ] 美 [rɪ'gɑ:rdɪŋ]

- prep. 关于，**至于**；就……而论
- v. 看待；（以特定方式）注视；注意；听从；涉及（regard 的现在分词）

批注 [16]: 电视迷

heavy viewers of ...

沉迷 xxx 的人

批注 [17]: **endorse**

英 [ɪn'dɔ:s] 美 [ɪn'dɔ:rs]

- vt. 背书；认可；签署；**赞同**；在背面签名

为...代言（为那个产品代言）

批注 [18]: **perception**

英 [pə'sepʃn] 美 [pər'sepʃn]

- n. **认识能力**；知觉，感觉；洞察力；看法；获取

TPO 14 – 2 Maya Water Problems 玛雅水源问题

To understand the ancient Mayan people who lived in the area that is today southern Mexico and Central America and the ecological difficulties they faced, one must first consider their environment, which we think of as "jungle" or "tropical rainforest." This view is inaccurate, and the reason proves to be important. **Properly speaking**, tropical rainforests grow in **high-rainfall** equatorial areas that remain wet or humid all year round. But the Maya homeland lies more than sixteen hundred kilometers from the equator, at latitudes 17 to 22 degrees north, in a habitat **termed** a "seasonal tropical forest." **That is**, while there does tend to be a rainy season from May to October, there is also a dry season from January through April. If one focuses on the wet months, one calls the Maya homeland a "seasonal tropical forest"; if one focuses on the dry months, one could **instead** describe it as a "seasonal desert."

为了了解生活在今天南墨西哥和中美洲地区的古玛雅人，以及他们所面对的生态困境，我们必须先研究他们生活的环境，也就是今天我们所谓的“丛林”或者“热带雨林”。这种观点并不准确，但是**环境因素的意义**还是很重要的。**严格意义上讲**，热带雨林生长在赤道多雨地区，气候常年潮湿。但是玛雅遗址位于北纬 17° 到 22°，距离赤道 1600 公里以上，也就是通常所说的“热带季雨林”地区。**也就是说**，该地区 5~510 月为雨季，而 1~4 月为旱季。如果着眼于雨季，可以说玛雅遗址位于“热带季雨林”，如果着眼于旱季，那玛雅遗址就可以被称之为“季节性沙漠”了。

From north to south in the Yucatan Peninsula, where the Maya lived, rainfall ranges from 18 to 100 inches (457 to 2,540 millimeters) per year, and the soils become thicker, so that the southern peninsula was agriculturally more productive and supported denser populations. But rainfall in the Maya homeland is unpredictably variable between years; some recent years have had three or four times more rain than other years. As a result, modern farmers attempting to grow corn in the ancient Maya homelands have faced frequent crop failures, especially in the north. The ancient Maya were **presumably** more experienced and did better, but nevertheless **they too must** have faced risks of crop failures from droughts and hurricanes.

玛雅人所居住的尤卡坦半岛自北向南的年降水量为 18 到 100 英寸（457 到 2540 毫米）逐级递增的，而且土壤厚度也是逐渐增加，所以半岛南部的农业生产力相对较高，也就能养活更多人口。不过玛雅遗址每年降雨量变化很大，很难预测。最近一些年份的降雨次数要比其他年份多三四倍。因此，如今农民要在玛雅遗址种植谷物就要面临频繁的作物减产的风险，尤其在半岛的北部地区。古玛雅人也许更有经验也做得更好，但是不管怎么说**他们都必须**面对旱灾和飓风带来的颗粒无收的风险。

Although southern Maya areas received more rainfall than northern areas, problems of water were **paradoxically** more severe in the wet south. While that made things hard for ancient Maya living in the south, it has also made things hard for modern archaeologists who have difficulty understanding why ancient droughts caused bigger problems in the wet south than in the dry north. The likely explanation is that an area of underground freshwater underlies

批注 [19]: **presumably**

英 [prɪ'zju:məbli] 美 [prɪ'zu:məbli]

•adv. 大概；推测起来；可假定

批注 [20]: **they too must...**

他们都必须，他们也必须...

批注 [21]: **paradoxically**

英 [ˌpærə'dɒksɪkli] 美 [ˌpærə'dɑ:ksɪkli]

adv. **自相矛盾地**；似是而非地；**反常地**

paradox

英 [ˌpærədɒks] 美 [ˌpærədə:ks]

•n. 悖论，反论；似是而非的论点；自相矛盾的人或事

the Yucatan Peninsula, but surface **elevation** increases from north to south, so that **as one moves south** the land surface lies increasingly higher above the water table. In the northern peninsula the elevation is sufficiently low that the ancient Maya were able to reach the water table at deep sinkholes called cenotes, or at deep caves. In **low-elevation** north coastal areas without sinkholes, the Maya would have been able to get down to the water table by digging wells up to 75 feet (22 meters) deep. But much of the south lies **too high above the water table for cenotes or wells to reach down to it**. **Making matters worse**, most of the Yucatan Peninsula consists of karst, **a porous sponge-like limestone terrain** where rain runs straight into the ground and **where** little or no surface water remains available.

尽管玛雅遗址的南部比北部降水量多，但是在潮湿的南方水资源问题反而更加尖锐。生活在南部地区的人古玛雅人所面临的麻烦，如今也困扰着考古学家，他们想不通为什么湿润的南方比干旱的北方更容易受到旱灾影响。一种可能的解释是，尤卡坦半岛的地下水资源区域是倾斜的，但是地表海拔从北向南递增，所以，越往南地表就会越高于地下水位。而半岛北部海拔非常低，因此古玛雅人可以由深层排水口或者深洞到达地下水位，这种深层排水口叫做“竖井”。在没有排水口且海拔较低的北部沿海地区，玛雅人就需要借助凿井到达 75 英尺（22 米）深的地下水含水层。但在南方若想通过排水口或凿井达到含水层的话，深度就要深得多。**更糟糕的是**，尤卡坦半岛大部分地区属于喀斯特地貌，多孔状如海绵的石灰岩地形，雨水直接流入地下，几乎没有地表水余留。

How did those dense southern Maya populations deal with the **resulting** water problem? It initially surprises us that many of their cities were **not** built next to the rivers **but instead** on high terrain in **rolling** uplands. The explanation is that the Maya excavated **depressions**, or modified natural depressions, and then **plugged up** leaks in the karst by **plastering** the bottoms of the depressions in order to create reservoirs, which collected rain from large plastered **catchment** basins and stored it for use in the dry season. For example, reservoirs at the Maya city of Tikal held enough water to meet the drinking water needs of about 10,000 people for a period of 18 months. At the city of Coba the Maya built **dikes** around a lake in order to raise its level and make their water supply more reliable. But the inhabitants of Tikal and other cities dependent on reservoirs for drinking water would still have been in deep trouble if 18 months passed without rain in a prolonged drought. A shorter drought in which they exhausted their stored food supplies might already have gotten them in deep trouble, because growing crops required rain rather than reservoirs.

那么南部如此密集的玛雅人是如何应对水资源问题的呢？起初最令我们惊讶的是，玛雅的很多城市并没有建在河边而是建在起伏的高地上。有种解释是，玛雅人挖掘或者改造自然的低地，然后在低地的底部**涂抹**上灰泥来**堵住**喀斯特地貌的裂口，从而建成水库，收集雨水以备旱季之用。比如说，位于玛雅提卡尔城的水库的蓄水可供一万人饮用 18 个月。在科巴城，玛雅人围绕湖泊建造**堤坝**，增加高度从而保障水源供给。但是提卡尔以及其他城市的居民们的饮用水都靠这些水库解决，如果 18 个月持久干旱滴雨未下，之后他们便要陷入困境。即使是短期的干旱，储存的食物供应的耗费或许已经让他们举步维艰，因为农作物的生长需水量要比水库大得多。

竖井是开挖或清理坎儿井暗渠时运送地下泥沙或淤泥的通道，也是送气通风口。井深因地势和地下水位 坎儿井竖井高低不同而有深有浅，一般是越靠近源头竖井就越深，最深的竖井可达

批注 | 22]: **elevation**

英 [ˌeɪlɪ'veɪʃn] 美 [ˌeɪlɪ'veɪʃn]
•n. 高地; 海拔; 提高; 崇高; 正面图

批注 | 23]: **terrain**

英 [tə'reɪn] 美 [tə'reɪn]
•n. [地理] 地形, 地势; 领域; 地带

批注 | 24]: **resulting**

英 [rɪ'zʌltɪŋ] 美 [rɪ'zʌltɪŋ]
•v. 发生, 产生; 导致, 致使 (result 的现在分词)
•adj. 因而发生的, 作为结果的

批注 | 25]: **rolling**

英 ['rɒlɪŋ] 美 ['rɒlɪŋ]
•n. 旋转; 动摇; 轰动
•adj. 旋转的; 起伏的; 波动的

批注 | 26]: **depression**

英 [dɪ'preʃn] 美 [dɪ'preʃn]
n. **沮丧**; 忧愁; 抑郁症; **洼地**; 不景气; 低气压区

批注 | 27]: **catchment**

英 ['kætʃm(ə)nt] 美 ['kætʃmənt; 'ketʃmənt]
•n. 流域; 集水

90 米以上。

喀斯特 (KARST) 即岩溶, 是水对可溶性岩石 (碳酸盐岩、石膏、岩盐等) 进行以化学溶蚀作用为主, 流水的冲蚀、潜蚀和崩塌等机械作用为辅的地质作用, 以及由这些作用所产生的现象的总称。由喀斯特作用所造成地貌, 称喀斯特地貌 (岩溶地貌)。

TPO 14 – 3 Pastoralism in Ancient Inner Eurasia 古代内欧的畜牧

Pastoralism is a lifestyle in which economic activity is based primarily on livestock. Archaeological evidence suggests that by 3000 B.C., and perhaps even earlier, there had emerged on the steppes of Inner Eurasia the distinctive types of pastoralism that were to dominate the region's history for several millennia. Here, the horse was already becoming the animal of prestige in many regions, though sheep, **goats**, and cattle could also play a vital role. It is the use of horses for transportation and warfare that explains why Inner Eurasian pastoralism proved the most mobile and the most militaristic of all major forms of pastoralism. The emergence and spread of pastoralism had a profound impact on the history of Inner Eurasia, and also, indirectly, on the parts of Asia and Europe just outside this area. In particular, pastoralism favours a mobile lifestyle, and this mobility helps to explain the impact of pastoralist societies on this part of the world.

畜牧是一种靠饲养家畜获利的生活方式。考古资料表明，早在公元前 3 000 年甚至更早的时候，位于欧亚大陆内部的西伯利亚大草原上已经出现了一些能够主导这些地区历史长达几千年的独特的畜牧类型。在这里，尽管绵羊、山羊和牛扮演了非常重要的角色，但是马已经在许多地区成为具有优势地位的动物。正是马在交通运输和战争中的使用解释了为什么欧亚大陆内部的畜牧被证明是所有重要畜牧形式中最不固定和最具军事性的一种。畜牧的出现和传播对欧亚大陆内陆的历史产生了深远的影响，同时，也间接地影响了该地区以外的部分亚洲和欧洲地区。特别是，畜牧**青睐**流动的生活方式，这种流动性可以解释畜牧社会对部分世界的影响。

The mobility of pastoralist societies reflects their dependence on animal-based foods. While agriculturalists rely on domesticated plants, pastoralists rely on domesticated animals. As a result, pastoralists, like carnivores in general, occupy a higher position on the food chain. All else being equal, this means they must exploit larger areas of land than do agriculturalists to **secure** the same amount of food, clothing, and other **necessities**. So pastoralism is a more extensive lifeway than farming is. However, the larger the terrain used to support a group, the harder it is to exploit that terrain while remaining in one place. So, basic ecological principles imply a strong tendency within pastoralist lifeways toward nomadism (a mobile lifestyle). As the archaeologist Roger Cribb puts it, "The greater the degree of pastoralism, the stronger the tendency toward nomadism." A modern Turkic nomad interviewed by Cribb commented: "The more animals you have, the farther you have to move."

畜牧社会的流动性反映出他们非常依赖以动物为基础的食物。如果说农业依靠人工种植作物，那么畜牧业就依赖于饲养动物。因此，牧民和食肉动物一样，在食物链中处于一个更高的位置。其他方面相同的情况下，这就意味着如果他们要**保证**与农业相同的食物、衣物以及其他生活必需品，他们就必须开拓出比农业更大的区域。因此，畜牧业是一种比农业更宽泛的生活方式。但是，支撑一个群体的土地越大，在原有土地基础上继续开发的困难也就越大。所以，基本的**生态学原理**意味着畜牧主义生活方式向游牧主义生活方式转变的强大趋势。正如考古学家 Roger Cribb 指出的，“畜牧化的程度越高，向游牧化转变的趋势就越明显。”与 Cribb 交谈过的一位现代土耳其游牧民说：“拥有的牲畜越多，你就得移动的更远。”

批注 [28]: **steppe**

英 [step] 美 [step]

•n. 大草原，[地理] 干草原（特指西伯利亚一带没有树木的大草原）

批注 [29]: **distinctive**

英 [dɪ'stɪŋktɪv] 美 [dɪ'stɪŋktɪv]

•adj. 独特的，有特色的；与众不同的

批注 [30]: **militaristic**

英 [mɪlɪtə'rɪstɪk] 美 [mɪlɪtə'rɪstɪk]

•adj. 军国主义的

批注 [31]: **favor**

英 ['feɪvə(r)] 美 ['feɪvər]

•v. **较喜欢；偏袒**；有利于；（非正式）长得像；悉心照料
•n. 帮助；提拔；徽章；赞同；偏袒；同意性交

Nomadism has further consequences. It means that pastoralist societies occupy and can influence very large territories. This is particularly true of the horse pastoralism that emerged in the Inner Eurasian steppes, for this was the most mobile of all major forms of pastoralism. So, it is no accident that with the appearance of pastoralist societies there appear large areas that share similar cultural, ecological, and even linguistic features. By the late fourth millennium B.C., there is already evidence of large culture zones reaching from Eastern Europe to the western borders of Mongolia. Perhaps the most striking sign of mobility is the fact that by the third millennium B.C., most pastoralists in this huge region spoke related languages **ancestral** to the modern Indo-European languages. The remarkable mobility and range of pastoral societies explain, **in part**, why so many linguists have argued that the Indo-European languages began their astonishing expansionist career not among farmers in Anatolia (present-day Turkey), but among early pastoralists from Inner Eurasia. Such theories imply that the Indo-European languages evolved not in Neolithic (10,000 to 3,000 B.C.) Anatolia, but among the foraging communities of the cultures in the region of the Don and Dnieper rivers, which **took up stock breeding** and began to exploit the neighboring steppes. 游牧生活有着更深远的影响。它意味着畜牧社会占据并且影响着大片地区。特别是在欧洲内陆的西伯利亚大草原上，以马为畜牧对象的出现更具重大意义，因为它在所有畜牧业中移动性最强。因此，畜牧社会在较大地域中分享类似的文化、生态甚至语言特点并非偶然现象。在公元前 4 000 年后期，已经有证据显示存在着一个从东欧延伸到蒙古边境的大文化圈。可能在移动性方面最具说服力的标志是，公元前 3 000 年在这片广袤的土地上大部分牧民讲的相关语言，现代印欧语系就从中发展而来。这种显著的移动性和畜牧社会的地理范围**在某种程度上**解释了很多语言学家一直争论的一个问题：为什么印欧语系并非从并安纳托利亚（现在的土耳其）的农民中传播开来的，而是产生于早期欧洲内陆的牧民。这些理论说明印欧语系不是从新石器时代（公元前一万年到公元前三千年之间）的安纳托利亚发展而来，而是在顿河 和 第聂伯河 流域内从事家畜饲养、开发毗邻的西伯利亚大草原的畜牧群体中发展而来。

Nomadism also **subjects pastoralist communities to strict rules of portability**. If you are constantly on the move, you cannot afford to accumulate large material surpluses. Such rules limit variations in accumulated material goods between pastoralist households (**though they may also encourage a taste for portable goods of high value such as silks or jewelry**). **So, by and large**, nomadism **implies a high degree of self-sufficiency and inhibits the appearance of an extensive division of labor**. **Inequalities** of wealth and rank certainly exist, and have probably existed in most pastoralist societies, but except in periods of military conquest, they are normally too **slight** to generate the stable, hereditary hierarchies that are usually implied by the use of the **term class**. **Inequalities** of gender have also existed in pastoralist societies, but they seem to **have been softened by the absence of steep hierarchies of wealth in most communities**, and also **by the requirement that women acquire most of the skills of men, including, often, their military skills**.

游牧也同样受制于畜牧群体中的严格的可移植性规则。如果你频繁迁移，就难以负担大量的盈余物资。这样的规则限制了牧民家用物资的多样性积累（**尽管**他们也鼓励积累价值高的便携物品，如丝绸和珠宝）。**所以，大体上来说**，游牧民族高度自给自足并且抑制粗放式劳动分工。

批注 | 32]: **ancestral**
英 [æn'sestrəl] 美 [æn'sestrə
l]
•adj. 祖先的；祖传的

批注 | 33]: **take up**
英 美 ['teɪk ʌp]
•拿起；开始从事；占据(时间,地方)

批注 | 34]: **subject sb to sth**
•使遭受
•使服从
•使遭受

批注 | 35]: **inhibit**
英 [ɪn'hɪbɪt] 美 [ɪn'hɪbɪt]
•vt. 抑制；禁止

批注 | 36]: **inequality**
英 [ˌɪnɪ'kwɒləti] 美 [ˌɪnɪ'kwɑ:l
əti]
•n. 不平等；不同；不平均

批注 | 37]: **slight**
英 [slaɪt] 美 [slaɪt]
•adj. 轻微的，少量的；脆弱的；细长的；不重要的
•vt. 轻视，忽略；怠慢
•n. 怠慢；轻蔑

批注 | 38]: **mild**
英 [maɪld] 美 [maɪld]
•adj. 温和的；轻微的；淡味的；文雅的；不含有害物质的
•n. (英国的一种) 淡味麦芽啤酒

be softened by
•被软化

当然，不平等的财富和社会地位确实存在，而且可能存在于绝大多数畜牧社会里。但是除了战乱时期，他们由于太过弱小难以形成通常的稳定、世袭的统治阶级。畜牧社会里同样存在性别歧视，但是由于大多数群体中缺少**严格**的财富等级制度，而且妇女具备男人的大部分技能，通常还有军事作战技能，所以这种不公平已经**弱化**。

安纳托利亚（Anatolia），地区名。又名小亚细亚或西亚美尼亚，是亚洲西南部的一个半岛，位于黑海和地中海之间。现时安纳托利亚的全境属于土耳其。但亚美尼亚及争取独立的库尔德斯坦都宣称拥有该半岛的部份主权。

俄罗斯境内历史上有名的河流。俄罗斯欧洲部分的第三大河（部分支流在乌克兰境内）。

第聂伯河是俄罗斯欧洲部分的第二大河，欧洲第三大河。源出俄罗斯瓦尔代丘陵南麓，第聂伯河南南流经白俄罗斯、乌克兰，注入黑海。