BBC LEARNING ENGLISH

English Together

Changing Cultural Tastes

This is not a word-for-word transcript

ምህረት
ሃይ፥ ስለአንድ ጉዳይ ወደምንወያይበትና ስለጉዳዩ ለማውራት የሚያስፈልገውን ቋንቋ ወደምናቀርብበት የEnglish Together ዝግጅት እንኳን በደህና መጡ። ምህረት እባላለሁ። አብሮኝ/አብራኝ ...... አለ/አለች።

Phil
Hi, I'm Phil.

Tom
And I'm Tom, welcome to the programme everyone!

Phil
So, Tom, you do know you're not allowed to drink tea in the studio, right?

Tom
Yes, but, rules are there to be broken, aren't they.

ምህረት
I'm not so sure about that… ቶም ብሪታንያዊያን እንደሚያደርጉት ሻይ በወተት እየጠጣ ነው። Tom, have you ever thought about adding cheese to your tea?

Phil
Urgh!

Tom
Cheese? I've never heard of that before!

ምህረት
Actually, taking your tea with cheese is very popular in China! እርግጥም በዛሬው ዝግጅታችን የምናወራው ስለዚሁ ጉዳይ ነው፤ በዓለም ዙርያ እየተቀየረ ስላለው የሰዎች ጣዕም። የዛሬው ጥያቄ ይሄውና፡ ዩሮሞኒተር ኢንተርናሽናል ባደረገው ጥናት መሠረት የዓለማችን ትልቁ የወተት ምርቶች ገበያ የሚገኘው የት ነው?
ሀ) ቻይና
ለ) ዩኤስ አሜሪካ
ሐ) ሩሲያ

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መልሱምን በመርኃ ግብራችን ቆየት ብለን እንነግርዎታለን።

Phil
Wait a minute, why are people in China putting cheese in their tea, anyway?

ምህረት
Good question, Phil. *You and Yours* በተባለው በBBC Radio 4 በሚታለለፍ ዝግጅት ላይ የቀረበ እየተቀየረ ስላለው የቻይና የስነ ሕዝብ ገፅታ demographic'የሚያወሳ የባለሞያ አስተያየትን እናዳምጥ።

News insert
Shokofeh Hejazi is from The Food People, which studies emerging trends in foods and drinks. Shokofeh, why are the people of East Asia suddenly putting cheese froth on their tea?

I think there's probably a few reasons for why it's taken off the way it has in Asia. Predominantly, one of the biggest reasons would be the increase in dairy consumption in in general there. Traditionally, dairy, and cheese in particular, has been virtually non-existent in Asian diets. But that's changed so much in the last ten or fifteen years that actually China is set to become the world's biggest dairy market in the next year or two. What that means is that we've got this huge new demographic that's trying dairy for the first time, and having fun with it, and cheese tea sort of represents a beautiful blend of that old and new.

Phil
Interesting! So, having lots of new consumers means companies can create original products!

ምህረት
Yes! 'Consumer' ተጠቃሚ ማለት ነው። I guess they are open to new ideas!

Tom
I understand that consumers want new products, but cheese tea sounds horrible! What does she mean that it represents the blend between the old and the new?

Phil
Probably because tea is a traditional drink in China, but cheese and dairy have only become popular with the globalisation of markets.

ምህረት
'Globalisation' ሉላዊነት ወይንም ዓለማቀፋዊነት ማለት ነው።

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Phil
It's similar here in the U.K., too. We drink tea, traditionally, but we copied the bubble tea trend from Taiwan.

ምህረት
Yes! Good example! 'Trend' በቅርቡ ተወዳጅ የሆነ ሁኔታ ወይንም ሰሞንኛ ጉዳይ ማለት ነው።

Tom
Yeah, I'm not a big fan of the bubble tea trend, but it does show how trends can spread around the whole world these days.

Phil
Well, I think with the internet and social media, it's never been easier for new ideas to get into the mainstream!

ምህረት
Hmm…'Social media' ማኅበራዊ የብዙኃን መገናኛ ማለት ነው። 'Mainstream' ዋነኛው ወይንም አውራው ማለት ነው።

Tom
Yes, but just because something is popular, or in the mainstream, doesn't mean it's actually any good!

Phil
Are you still thinking about the cheese tea?

Tom
Yes! I'll never buy it!

ምህረት
The expression 'I'll never buy it!' የሚለው አገላለፅ አንድ ሰው በተነሳው ኃሳብ ላይ ያለመስማማቱን የሚገልፅ ነው። You mean you won't purchase the product, or you don't agree with the idea?

Tom
In this case, I think both!

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ምህረት
ምናልባት አንድ ቀን ታደርገው ይሆናል ቶም። የሆነ ሆኖ ይህ ለዛሬው ጥያቄ መልስ ወደምናቀርብበት ጊዜ ይወስደናል። በዓለም ላይ ያለው ትልቁ የወተት ገበያ የትኛው ነው? መልሱ ለ) ዩኤስ አሜሪካ የሚለው ነው። ነገር ግን ሰምትውት እንደሚሆነው ቻይና አሁን በተያያዘችው መንገድ የምትቀጥቅል ከሆነ የሚቀየር ይመስላል።

Phil
So, maybe even more people will be drinking cheese tea! It might even become a global trend!

Tom
Yuck!

ምህረት
እርሱ በቅርቡ የአይብ ሻይ እንደሚጠጣ እርግጠኛ ነኝ። እርስዎስ? ሉላዊነት ወይንም ዓለማቀፋዊነት globalisation' ምን ያህል የተጠቃሚዎችን consumers'ጣዕም እንደቀየረ የሚያስረዳ ምሳሌ ማሰብ ይችላሉ? በየጊዜው ተወዳጅ የሆኑ አዳዲስ ሁኔታዎችን ወይንም ሰሞንኛ ጉዳዮችን trends' ይከታተላሉ? እንደዋነኛ ወይንም አውራ ልማድ የምናያቸውን ነገሮች mainstream'ማኅበራዊ የብዙኃን መገናኛ social media' ምን ያህል የቀየራቸው ይመስልዎታል? በተጨማሪም የስነ ሕዝብ ገፅታ demographic' የሚል ትርጉም የተሰኘ ቃል ያለውን እንዲሁም ያለመስማማትን የሚገልፀውን 'I'll never buy it' የተሰኘ አባባል አይተናል። ለሌላ የEnglish Together መሰናዶ በሚቀጥለው ዝግጅታችን ይጠብቁን።

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