



Israeli MP plans 'popcorn law' for movie munchers 以色列國會擬立法抑制戲院爆米花價格

An Israeli lawmaker is hoping to **butter up** voters and pass a law that would limit outrageous popcorn prices at the movies.

Carmel Shama, from the governing Likud party, plans to bring the "popcorn law" for a vote when parliament returns from its Passover break next week, the *Yediot Aharonot* newspaper reported last week.

"We have to put an end to this. The public should not have to **mortgage** their houses for a soft drink and a snack," Shama told the paper.

A large box of popcorn usually sells for about US\$5 (NT\$159) at theater **concession** stands, more than double what it costs at a supermarket and 10 times more than it would cost to make at home.

Shama said he had support from both the government and opposition lawmakers for the move that would put limits on what theaters and other public entertainment venues,

like sports stadiums, could charge to **captive** audiences.

However, cinema owners slammed the move, saying it was a populist measure that ignored the free market.

Yaacov Cohen, the owner of one of Israel's largest theater complexes, said owners made virtually no profit from ticket sales and would be hard pressed to survive if food sales were limited.

"It would destroy the entire industry," he told *Yediot*.

(AFP)

以色列某國會議員為了討好選民，提案希望國會修法抑制電影院爆米花的售價。

根據以色列《新消息報》上週報導，執政的聯合黨議員卡梅爾·夏瑪打算逾越節之後，於下週提案表決「爆米花法」。

夏瑪說：「我們必須制止這種現象，民眾不應該只為了買飲料跟零食花那麼多錢。」

一份大爆米花在電影院零食攤大約賣五美元（折合台幣一百五

十九元），比在超市貴兩倍多，也比在家自己做貴十倍之多。

夏瑪說，他這個構想已經獲得政府與反對黨議員的支持，這個規定將限制電影院及其他公共娛樂場所如體育館等，販賣零食給任由他們宰割的觀眾的價格。

然而電影院業者猛烈抨擊這種做法，表示這種討好大眾的規定根本是忽略自由市場機制。

擁有以色列最大戲院大樓的亞可夫·柯恩說，業者光賣電影票幾乎沒有利潤，如果又限制零食價格，生存空間將嚴重受到打壓。

他告訴《新消息報》說：「這將摧毀整個電影院生機。」

(法新社/翻譯：吳岱瑛)

Employees at a cinema in Beijing wait for customers on Jan. 21, 2010.

PHOTO: AFP

二〇一〇年一月二十一日，中國北京某戲院售票員在櫃台待命。

照片：法新社

TODAY'S WORDS 今日單字

1. mortgage /'mɔ:ɡɪdʒ/ v./n.

貸款 (dai4 kuan3), 抵押 (di3 ya1)

例: Phil's parent's had to mortgage their house to pay off gambling debts.
(為了償還賭債，菲爾的父母不得不抵押房屋。)

2. concession /kən'seʃən/ n.

貨攤 (huo4 tan1)

例: We bought some chocolate from a roadside concession.
(我們在路邊的零食攤買了一些巧克力。)

3. captive /'kæptɪv/ adj.

無法逃離的 (wu2 fa3 tao2 li2 de5), 無權選擇的 (wu2 quan2 xuan3 ze2 de5)

例: The school performance was carried out in front of a captive audience.
(學生們在一群無可選擇的觀眾面前表演。)

LANGUAGE POINT 重要片語

butter up 討好

You **butter someone up** if you treat them nicely in the hope of getting some special treatment or a favor from them in the future. In the text, the usage has a double meaning because popcorn is often served with butter.

Example: "Don't think you'll be able to **butter me up** by buying me a few drinks."

「butter someone up」就是你為了獲得特別的待遇或得到幫忙，而對某人特別好。本詞於文中有雙重意思，因為爆米花通常都加butter（奶油）。

例如：「你休想用幾杯飲料就討好我」。