

《论卡通片《小熊维尼》如何俘获中国父母和孩子的心》

导读:还记得曾经家喻户晓的动画片《小熊维尼》么?这只憨态可掬的泰迪熊究竟拥有何种魔力,让如此多的中国家长和孩子如此喜爱呢?



It is hard to track when Winnie-the-Pooh was introduced to China. But one thing for sure is that the cute yellow teddy bear is widely loved by Chinese, from children to adults.

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Many find the stories of Winnie and his friends to be educational and inspiring.

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Huang Fangfang, mother of a 5-year-old girl nicknamed Hu Lu, knows Winnie well and read stories of the famed bear to her daughter when she was very young.

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"I love Piglet most," Hu Lu said after counting all the characters. "Piglet, Piglet," she said, chanting the name of the small pink pig who is Winnie's friend. Although still at preschool, Hu Lu has watched Winnie-the-Pooh cartoons and read many of the books in both Chinese and English.

In 2003, China's national broadcaster China Central Television imported *The New Adventures of Winnie-the-Pooh*, a new series on the bear produced by Walt Disney Television for its children's channel. This made Winnie a household figure in China, particularly among children.

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A female Winnie-the-Pooh fan said in her post: "I just can't stop buying Winnie stuff. If I can't afford it, I will take a photo of it."

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Netizen "Xiao Mo", the administrator of the Winnie Bar on Baidu. com, China's biggest search engine, said she fell in love the moment she saw Winnie.

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"He's simple and honest," she said. "I hope I can find a boyfriend like him."

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Like her, many followers in the Winnie Bar are young women who also say they want Winnie-type boyfriends.

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