《广电总局禁用不规范成语（双语）》

中华人民共和国国家新闻出版广电总局
State Administration of Press,Publication,Radio,Film and Television of The People's Republic of China

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总局发出《关于广播电视节目和广告中规范使用国家通用语言文字的通知》

【发布时间】：2014-11-27 14:38

总局发出《关于广播电视节目和广告中规范使用国家通用语言文字的通知》

近日，国家新闻出版广电总局发出《关于广播电视节目和广告中规范使用国家通用语言文字的通知》，全文如下：

今年以来，各级广电机构按照《关于规范广播电视节目用语推广普及普通话的通知》（广发【2013】96号）要求，认真清理整改广播电视用语不规范现象，取得了明显成效，刻意模仿有地域特点的发音、乱用外来词语和网络用语等现象得到遏制。但是近期听众观众反映，一些广播电视节目和广告中还存在语言文字不规范的问题，如随意篡改、乱用成语，把“尽善尽美”改为“普普普美”，把“刻不容缓”改为“咳不容缓”，等等。这些做法不符合《国家通用语言文字法》《广播电视管理条例》等法律法规的基本要求，与传承和弘扬中华优秀传统文化的精神相违背，对社会公众尤其是未成年人会产生误导，必须坚决予以纠正。现就有关工作通知如下：

From online discussions to adverts, Chinese culture is full of puns. But the country’s print and broadcast watchdog has ruled that there is nothing funny about them.

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It has banned wordplay on the grounds that it breaches the law on standard spoken and written Chinese, makes promoting cultural heritage harder and may mislead the public – especially children.

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The casual alteration of idioms risks nothing less than “cultural and linguistic chaos”, it warns.

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Chinese is perfectly suited to puns because it has so many homophones. Popular sayings and even customs, as well as jokes, rely on wordplay.

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But the order from the State Administration for Press, Publication, Radio, Film and Television says: “Radio and

television authorities at all levels must tighten up their regulations and crack down on the irregular and inaccurate use of the Chinese language, especially the misuse of idioms.”

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Programmes and adverts should strictly comply with the standard spelling and use of characters, words, phrases and idioms – and avoid changing the characters, phrasing and meanings, the order said.

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“Idioms are one of the great features of the Chinese language and contain profound cultural heritage and historical resources and great aesthetic, ideological and moral values,” it added.“

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“That’s the most ridiculous part of this: [wordplay] is so much part and parcel of Chinese heritage,” said David Moser, academic director for CET Chinese studies at Beijing Capital Normal University.

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When couples marry, people will give them dates and peanuts – a reference to the wish Zaosheng guizi or “May you soon give birth to a son”. The word for dates is also zao and peanuts are huasheng.

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The notice cites complaints from viewers, but the examples it gives appear utterly innocuous. In a tourism promotion campaign, tweaking the characters used in the phrase jin shan jin mei – perfection – has turned it into a slogan translated as “Shanxi, a land of splendours”. In another case, replacing a single character in ke bu rong huan has turned “brook no delay” into “coughing must not linger” for a medicine advert.

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“It could just be a small group of people, or even one person, who are conservative, humourless, priggish and arbitrarily purist, so that everyone has to fall in line,” said Moser.

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