

# 伊中學報

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品責非

者版出  
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會員委輯編

## 課外活動研討大會

### 伊中協聯

二月二十八日，是每一個「協聯」(Joint Body)的委員所期待的日子。為了迎接這一日的來臨，「協聯」的每位委員都在積極的進行一切籌備工作，對於這一日，每個委員都懷着熱望。這日畢竟到了，可是這日子過後，所留下的，並不是滿足、安慰、或鼓勵，而是給「協聯」的委員帶來了失望、歎息、及氣餒。這日子並不能引起同學們的一點點共鳴或是關懷，也不曾在同學們的心裏留下絲毫的印象；現在大家可曾記得那天是甚麼日子嗎？那天正是「協聯」舉辦課外活動研討大會的日子。在各組織及課外活動的質素普遍衰退的情況下，「協聯」的成員欲一振各組織領導人的雄心、壯志，於是研討大會便在這個情況下誕生了。

記得當日的天氣，烏雲滿佈，整天下着絲絲細雨，教人提不起勁。下課的鈴聲終於響了，鈴聲過後，也就是研討會開始的時候。演講室裏的情況，並不是想像中人如潮湧般熱鬧，而是冷冷清清的只有寥寥數十人。在這數十人當中，佔了半數是去屆或現任的領袖生，然而校內各課外活動組織的主席，或是副主席，只有十數人，這不教人失望呢？屋子沒有橫樑，就會塌下，課外活動沒有積極的領導人，也就不能發揮它的作用。如今，即使是它的領導人、策劃者也對於它的質素失去了關懷之心，那怎可令它重振昔日的威風？研討會就在這冷清的氣氛下開始了。社(House)、領袖生(brefoets)、會社(clubs)是課外活動的三條支柱，因此，研討會的主要內容，是圍繞着這三個組織的工作作檢討及討論，以令各同學對各組織的工作，內部組織等有深入了解，以求能「檢討過去，計劃將來」。無奈，因為出席者多半都不是各學會的委員，對其工作，組織並不了解，所討論的範圍只流於表面化及空疏。就在討論到學會及社聯會的時候，天色已黑，演講室亦須交回夜校用作課室，於是研討會便就在這沉悶的氣氛中，結束了它的「上集」。

步出了演講室，各籌備研討會的委員都沒有精打采，垂頭喪氣的。研討會的失敗，使我們曾經有了失去信心的一陣子，但轉瞬間，一線的希望又浮現在我們的腦海之中——研討會的一下集——「失敗乃成功之母」，不是嗎？有了一次失敗，就得了一次經驗，一次的教訓，檢討今次的缺點，努力於下次的研討會，信心、壯志還是回到我們的身邊，加強宣傳，詢問同學意見，重新編定議程，各有各的工作，但同樣的充滿信心，以迎接第二次研討大會的來臨——四月十日，復活節假期的最後一個下午。

當日，陽光普照，演講室的大門正為各同學開着，可是，沒有人關心到在演講室內正要開始的研討會。融洽、歡欣的喜樂之聲，並不是從演講室傳出，而是從球場上傳進來，演講室內，只是數位同學的發言之聲，今次的出席人數，比前次更少，「協聯」的委員又再一次失望了。然而，人數雖較前次為少，討論的內容卻比前次充實得多，於社的方面，建議了一連串的改善方法，使各社長對於社務方面，有了新綱領。

朋友，這兩次研討會都過去了，可是，你們可曾對它盡過一點力量嗎？可曾關心，參與它嗎？你曾出席過這兩次的研討會？你是不是研討會中的建議的發言人？相信，對於上述的問題作肯定的答案的同學，是少之又少的。部份曾經舉辦的與某些同學談到了研討會的問題，有人認為舉辦課外活動研討會是一件無聊，吃力不討好的事件，大家是否也有同一的想法？我們都是伊中的一份子，可是你曾否為伊中的課外活動出過一點力量，盡過一點責任？你可有關心自己的班會，社聯會，以至學校？你不是某某學會的會員嗎？但究竟你這個會員和非會員有分別嗎？我們的主席、文書、財政啊，你們究竟付出了多少的努力？朋友，伊中的課外活動，質素日漸低落了，你可曾有留意到？你願意盡一點的力量來援救這危機嗎？從現在齊心協力，還不會太遲呢！

## 開放日

### 花絮

蔡玉華  
梁秀如  
黎麗珊  
楊瑞瓊

壁報版上當值便條十數，課室裏面聽書小貓三四，禮堂之內工作人員頭湧湧，開放日的前奏曲。

「有嘢聽，不過無嘢睇」，只見大門口萬頭鑽動，側聞有一位中的同學仔說：「咁熱鬧，到底有乜嘢事呀？」校長到場後，混亂的場面開始了，只見同學們像青蛙般在人羣中跳高跳低，要爭看校長剪綵的風采。熙熙攘攘了十餘分鐘，便魚貫回到課室。

旁述員的感受：  
悶——成為花枝招展的壁報版旁邊的「佈景板」——參觀者越來越多，擠滿了本來冷清的通道。

驚——措詞不當、解釋不明、怯場。苦——舌頭乾涸，兩腳發軟。樂——使參觀者得到滿意的解釋。

特色出色，別具風格——

○一個穿著藍色運動衣的人躺在一張桌子上，旁邊的同學正一拳一拳地打在他身上——謀殺？非也！是拯溺會示範「救命」的假人而已。

○「地中海」上豎起了兩個營幕，蕭條的足球場變成了露營勝地——這是男、女童軍的世界。

○籃球場這邊多了一個奇形怪狀的設計，考驗同學的身手；加上一個精緻的校營模型——營地管理員的心血結晶。

○攝影學會的風景沙龍，領人進入了一個蓬萊仙境；舞台上的放映，又叫人重溫水陸二運之盛況。

艱辛的征途——  
把展品及壁報版從禮堂搬到籃球場，還要「溫柔體貼」避免碰撞及損壞，於是伊中壯丁全數出動，齊心協力，終於在星期五的黃昏，把「移師」工程迅速完成。

大型綜合性節目——  
二月十五至十六日：伊中各學會及組織之壁報及作品展覽(室內)。

二月十七日：露天展覽會——展覽移師籃球場，禮堂裏面伊中的歌、舞、戲劇、音樂表演。

失的多，得的更多——開放日的價值：  
訓練及發揮同學的領導才能、合作性及組織性，發揚伊中良好校風，加深同學的友誼。

大豐收：  
觀者如潮，打破歷屆記錄，口碑載道，盛讚同學好服務；由衷批評，勉勵伊中更進步！

「在世間飄泊，孤身仿似浮雲；心底裏有思親，添百感……」悠揚的絃樂聲，在宏偉的禮堂裏迴蕩；平日在運動場上吶喊、在課室裏叫嚷的嗓子，出人意表地發出準確的，流露著真情的歌聲。

## 仙樂

### 飄飄

楊瑞瓊

「父母恩，勝萬金，春暉寸草心，推衾送暖抵情深……」親情加上音樂，一股暖流般湧進人的心坎裏，無論人的心有多冷，有多硬；沒有誰能夠抗拒這種天倫的愛。這一天禮堂裏面每一個人都是有福的，因為他們享受了一個伊中前所未有的音樂會。

香港曾被稱為「文化沙漠」，香港人太功利，只曉得吃飯賺錢，把自己當作了一具機器，為了物質把自己整個生命都勞苦去了，到死的時候還不知道自己為了甚麼而活。他們不知

本校的週年舞會已有多年歷史，其最初的宗旨是使離校的舊生有機會借此聚首一堂，和讓同學練習一下社交禮儀。但時至今日，這些原意竟仍保留幾分？又有多少人是真正知曉呢？為了明瞭同學對週年舞會的觀感，本報記者曾親訪問了中四及初六某些同學的意見。

一些曾經參加的同學，多是抱著見識一下或嘗試的心情，亦有將此視為一種遊戲及活動，與同學在不同的方式下聚首談天。不過部份參加者覺得禮堂內的氣氛十分沉悶，亦不「好玩」，因為不認識人，有些時候只是做旁觀者，不敢亦不懂跳舞，同時有些「看不過眼」的情形出現。當然也有一些同學認為氣氛熱鬧、羅曼蒂克，音樂亦不錯，可以大家一起玩，只是不甚正式而已。這不過是視個別情況而定。

未曾參加過的同學，有些是出於時間太夜，家人不允許，不過大部份是為了個人的喜好問題，不喜歡或不曉得跳舞，覺得這類慶和不好玩，或忍受不住那種嘈雜。

一談來說，他們都認識到週年舞會的意義是在於聯絡感情，讓舊生聚會，同時使同學學習一下社交禮儀，增加見識和擴張眼界，是校方提供的一種正常娛樂。不過這些意義卻非全都能達到。由於很多人的態度不認真，亦無人帶起跳舞，故學不到甚麼，此外亦不能與不熟悉的人聯絡感情。不但達不到預期效果，反帶來許多壞影響，例如助長了拍拖的風氣等。舞會只對那些純為娛樂的人有意義。

雖是如此，大部份的同學均仍有繼續舉辦的需要，因這是屬於正常健康的活動，可滿足他們的好奇心，比參加校外的一派對「好，

道生命裏面有靈魂、有情感，不曉得有崇高、有美。可幸沙漠裏面有一小撮留戀綠洲的人，他們辛勤地灌溉，管那沙漠如何乾、如何旱。終於，小草細嫩地冒出嫩綠的芽來。今天，香港的文化活動日趨進步與成熟，無論在音樂、美術、攝影、戲劇、舞蹈，都漸漸趕上了世界的水平。政府也注重到文化的發展及推廣，市政局在這方面的功勞可不能被忽視。它經常舉辦文娛活動，如音樂會及各種展覽，讓市民

有機會去接觸及認識各種藝術；不但可調劑身心，更可美化人生。教育司署亦有計劃地向全港中小學生宣揚各種文化，以提高他們的興趣。尤其在音樂方面，成立了音樂事務統籌處，備有優良的師資，提供中小學生學習樂器的機會。最近由導師組成的管弦樂團，更到好些學校親自演奏，及介紹各種樂器。就是這一羣熱愛音樂、熱心推廣的音樂家，帶給伊中二月十二日一個仙樂飄飄的早晨，一個前所未有的音樂會。

了不起！這一個音樂會無論在事前計劃、準備，以至臨場的表演，都可說是匠心獨運，不但優美的演奏牢牢地吸引著每一個人，樂器介紹以及旁述的加插更非常得宜，能夠巧妙地幽默地使人認識各種樂器及其特色。所選樂曲亦平易近人，更有眾人都熟悉的「倚天屠龍記」主題曲，掀起整個音樂會的最高潮。一般音樂會都是單方面的，是表演者將音樂的訊息傳送給聽眾。可是在這個音樂會裏，聽眾不單只扮演聽眾，也扮演表演者；表演者不獨是表演，同時也是聽眾。伊中的同學成了一個出色的合唱團！唱出了親情洋溢的「父母恩」和豪氣凜凜的「倚天屠龍記」。這一方式，使聽眾與表演者互相契合；而就是共鳴與感染力，使這個音樂會異常成功。

「再來一次，再來一次！」掌聲與喝采聲不絕於耳，誰都願多聽一會，繼續欣賞，繼續享受這一種叫人傾心傾靈相通的共通語言——音樂。伊中的同學首次被挑起對音樂如此熱烈的感情，願不久的將來，我們又可再一次在又高又長的禮堂裏，接受音樂的洗禮！

況且一向以來均有舉辦，亦有不少人喜歡。不過一些人則認為意義既達不到反助長不良之風，不應仍在學校舉行，可以其他方式代替。

以目前的情況而言，很多舊生作風很壞，帶著不良意圖來參加，這對在校同學產生極壞的影響，而亦替不少人製造了拍拖的機會。大部份的參加者是為了玩或談天，沒有學習的目的。此外返校的多是那一羣人，使熟悉的人進一步稔熟，卻不能促進較陌生的的人之間的感情。社交並不只是局限於舞會，不過這可使部份同學不會因好奇而參加在外的舞會而墮落失足，只是在新風氣的興起下，週年舞會的舉行實在需要仔細執行，防止一些壞風氣在校滋長。同時既然週年舞會的原意已甚少保留，僅餘的娛樂意義亦可以其它方式的聚會代替，它的繼續舉辦與否，實有磋商之處。

## 在伊中

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## 會舞年週談

霞慧梁

# 油脂縱橫談

李燕嫻  
陳惠儀

自從兩部「油脂」電影在香港上映後，「油脂」之風立刻吹遍本港；「的士夠格」有如雨後春筍，「油脂」服裝充斥時裝市場；不但青年男女趨之若鶩，連一些小孩子，甚至上了年紀的人，亦愛上這新潮的玩意。

油脂的盛行，引起了社會上不少的爭論；有人認為：「油脂」祇是一種時代性的娛樂，人家可以擁有一「貓王」、「哈蘇」，為什麼他們不可以擁有一「油脂」？但反對者亦有他們的理由，他們認為這無聊、胡鬧、甚至趨於墮落的玩意。究竟誰是誰非呢？且讓我們來討論一下。

每個人都有權擁有自己的音樂和舞蹈（祇要是正常的），「油脂」祇是其中的一種，論本質，這是沒有問題的；況且每個人都有追附潮流的傾向，崇尚時興的事物是非常自然的表現，根本不值一談。可是，本質究竟敵不過人為的因素，「油脂」的本質已起了根本的改變！

年青人特別喜歡自我表現，在那些沒有形式，沒有舞步的「舞蹈」中，大家儘可以標奇立異，以求突出自己，這種傾向被養成了，年青人的前途上便又多了一塊絆腳石。況且，一般「的士夠格」，不但是耗費人精神、時間的銷金窟，更成為了黑社會「吸血」（吸收新血）的地方；在那些龍蛇混雜的地方裏，大家都抱着玩樂的心情，結交朋友當然特別容易，可是，交到的是否損友，就要看各人的運氣了。這樣，「油脂」又成了罪惡的媒介。

一個潮流的興起，多少反映出社會現狀及人心傾向。現代社會科學昌明，物質享受極高，人的心靈卻反而異常空虛，於是四週找尋寄託，但在生活高度緊張的社會裏，大多數人的生活都得不到調劑，精神枯竭，煩惱又多，真的活得有點不耐煩，於是對能夠帶給他們刺激，使他們可以發洩的東西，他們都樂於接受；坦白說：有什麼能比沉溺在眩目燈光下、震耳樂聲中，盡情活動、發洩，來得更痛快，更能「忘我」呢？

可是，逃避現實是解決問題的辦法嗎？作了一時間的麻醉後，還是要回到現實中，那又何苦給自己的靈魂灌輸麻醉藥？精神空虛，可以找點寄託；生活煩厭，凡事看開一點算了；生活需要調劑，可以參加一些有益身心的活動，就是游泳、打球，比上「的士夠格」好。也許，這對於生活勞碌奔馳的人來說，要實踐着實有點困難；但是，最低限度在對於課外活動多姿多采的學生來說，就絕不難了！

究竟，「油脂」又對伊中有甚麼影響呢？編委會曾就此事作了一個校內調查，結果顯示：不少同學已給「油脂」迷倒了，但亦有同學「逆流」（潮流）而上，認為「油脂」帶來了壞的意識，絕大部分同學則走中庸之道（也許說是騎牆派吧），他們都認為人家有喜愛「油脂」的自由，祇要不沉迷，不上「的士夠格」，是沒有問題的，還有一些同學好奇心重，對「油脂」躍躍欲試但又怕太過新潮。

一位同學獨有創見：「青年人上「的士夠格」是不大好的，中年人倒也沒有所謂，因為這可作為社交活動，而且上了年紀的人「定力」夠，不怕誤交損友。按：不知這位同學所指的「中年」為何？替心臟病醫生招徠生意便無謂了。又：在吵得令人頭昏腦脹的樂聲下，不知能作何種社交？大概神志不清時

生意特別容易做成呢。年輕人總是愛好新奇刺激的，但接受新潮流一定要有所捨、選擇。開來聽「油脂」音樂，可以鬆馳神經（其實比它好的音樂不知凡幾），但慷慨得讓二百碼方圓內的人也能共享你的音樂，便很易「神經」了；趨時的打扮，突出的舞姿，也許能令你「醒醒」，但當心考試時便沒得「醒」了（通宵讀書，沒有睡覺怎樣醒）。總之，學生還是守着學生的本份好，潮流是最易淹死人的。

現在，且讓我們看下一「油脂」令誰人獲益：製片家——君不見「油脂」收入數百萬，製片之人歡喜；還有「揸住保茶」（尊特拉華特），以及「的士夠格」的主人，更有「獲血良多」的黑道中人；無論如何，都不會是那一羣潮流的跟隨者。他們所得的，祇是金錢、時間跟精神的浪費，以及健康的損害罷了。（醫學界人士宣稱，「油脂」音樂長期的「轟炸」，及「的士夠格」裏令人眩目的燈光，足以使人精神變得健全。）



你想一下子認識伊中由中一至高六的同學嗎？本報校報由領袖生提供資料，特作了一個全校性的分析，將各級同學普遍的性格及作風歸納起來。我們不想以「X×X型」來局限同學，因此把各級同學各種表現總結一起。你可以在以下的形容詞句中找到每個人，包括你自己的影子。

# 你我他

總結：方淑玲  
漫畫：蔡玉華

中一：好動、對學校有新鮮感、小圈子、不團結、頗無禮貌、男女不和、發脾氣、自我中心、崇拜社長、好勝、少數同學文靜、熱情、崇拜社長、可愛、孩子氣、缺乏責任感、倚賴性強、活潑。

中二：活躍、熱愛球類、熱衷音樂（未來之莫札特？）、「老中一」懷舊思想、對班會缺歸屬感、甚聽話、老積（其實孩子氣）、純品、緊張讀書、個人主義、部份人嚮往「二人世界」、缺乏組織能力、男女不和、頗有責任感。

中三：較懂事、未成熟、受潮流影響、不甚自律、玩樂主義、熱情、注重成績、虛榮心重、嘈吵、不關心周圍事物、開始培養組織能力、對男女關係敏感、思想頗複雜、不尊重人、缺乏原則及思考、壞風氣（賭博、粗口）、少數人文靜及純品。

中四：開始參予學校活動工作、班會較散、有組織能力、部份人較積極、好動、思想未深入、會考壓力大、對男女關係敏感、注重讀書、部份人輕浮、逐漸成長、有潛質、討論風氣漸盛、頗主觀、缺乏全級的觀念、反叛性頗強、缺乏做人原則。

中五：沉著應試、愛好唱歌及打球、甚團結、有主見、感情強烈、有領導才能、思想較成熟、彼此關心、男女關係良好、熱情。

中六：課外活動壓力大、班會活動少、沉默、缺乏熱心、讀書風氣盛、競爭大、不甚團結、與低班缺乏接觸、性格迥異、多顧自己的事（如補習）、少部份人努力耕耘。

高六：頗團結、感情好、離別依依、關心低班同學、愛高談闊論、和藹可親、齊進午餐、喜上體育堂、部份同學退隱「書城」、作風純樸。

以上分析雖然非常簡單，卻也可表現各級同學的大概作風。有些班級缺點比優點多，全校普遍情形也不大令人滿意，可是這個反映並非要叫大家灰心，而是希望認識缺點之後，能夠尋求改進，使伊中純樸優良的學風得到保存及發揚，而達到修己善羣。

朱仔是一個健康的青年，十多年來除了雙眼不爭氣患了深度近視外，可說沒有什麼病情。這可有賴他體內各細胞的緊密合作，協力把入侵的病毒消滅；只是最近他卻沒有那麼幸運了，一種不知名的病毒正入侵全市，而朱仔也……

# 怪病

豬仔

首先發生問題的是他的腸胃。那裏本來有些細胞是專門負責把消化了的食物吸收進血液的，就在一次飽餐之後，細胞們被病毒感染了，居然「按章工作」起來。細胞核轉了兩轉，開始覺得自己天天重複同一工作，實在太沉悶了，不如及時行樂為妙，工作又何必太認真呢？在旁的神經細胞眼見不妙，正想急忙打訊號給大腦，急謀對策，那知它反應快，病毒比它更快，轉眼間它又受感染了。細胞核也是轉了兩轉，覺得打訊號與不打也無所謂，反正事不關己，已不勞心，如此這般，病毒便開始擴散至身體每一角落——紅血球不再輸送氧氣，白血球不再吃掉入侵的菌，只是結隊遊行，腦細胞也在湊熱鬧，大跳其草裙舞，只是舞姿有點特別，據說這種舞是新興的，叫做「的士高」舞云云。

在病毒感染力下，全身的細胞不再認真地工作，事事只抱無所謂的態度，胡鬧一番。是與非也不大能分清楚。可憐的朱仔，已被弄得週身病痛，面黃肌瘦，食物吃下肚裏不能消化，已消化了的又不能吸收，然而他還不知道毛病出在那裏。細胞們也是互相埋怨，被埋怨得多了，一些細胞也開口認錯，但口頭上雖這麼說，一轉頭又是故態復萌。另一些細胞卻乾脆把別人的埋怨不理不睬，實行我行我素，反而怨別的細胞干涉它的自由。

終於，朱仔被送進了醫院，他的病歷表上寫著：「怪病，來自不知名病毒，傳染力極強，能令全身細胞怠慢自己的工作。」

病毒已經從朱仔身上擴散出來，正張牙舞爪地撲向其他人身上……

# 潮流下——被淹沒的一羣

張荔凝

正在享受消暑解渴妙品的時候，雄仔、石仔、朱仔圍在長枱旁邊擾攘嚷嚷，高談闊論的，好不吸引人注意！當然，最惹人注目的莫如他們腳踏過百元的ADI, PUMA鞋。由於本著「關心社會、關心同學」的「熱誠」，耳朵頻頻往那方向收集聲浪。

雄仔：「噢，新鞋嘍！NO. 7482 \$169.90！」  
石仔：「錯，補答！」朱仔以第一時間作出補答姿態！朱仔：「NO. 3030 \$139.90」  
雄仔：「咁平嘅？」面上露出不屑的神色。  
石仔：「已經捱了幾個星期飽飽嘅！」  
雄仔：「捱不如捱多幾星期啦，DAVIS, CUP重嘅嘍！」  
朱仔：「個對DAVIS, CUP呀，我又想買呀，但重有個ADI,袋, YY拍……」口裏

# 水調歌會

放學幾時放，仰首問蒼天，不知今日相見，主席復何言，我欲乘機不去，又恐人人罵懶，心裏不勝煩，打掛望青天，何以在人間。  
小息過，鐘響曉，莫遲延，休得怠慢，急步奔向會庭前。惟嘆犧牲太大，耗費光陰時間，世事好難全，但願能通走，歸讀聖賢篇。

喃喃自語，盤算了好一會。「嘩！足足要請十幾個星期，今次有牌推腸粉啦，慘矣！」

此際，聰明仔一邊揉著惺忪睡眼，一邊挾著書包走到他們旁邊，左手還拿著個擠扁了的菠蘿飽。

聰明仔：「原來，而家時興的菠蘿飽是這樣的。」  
聰明仔：「成日講時興！我就慘囉，逼車不只逼人被路到黑晒！」  
聰明仔：「還穿著那對小學生白鞋，真是老套！」  
聰明仔：「白膠鞋不好嗎？即使你們的鞋可多穿半年，我一個月換一對，都是五十元上下嘍，你們一對都過百啦！」

聰明仔：「一怪是怪了，可惜無型無款嘍！」  
聰明仔：「我們做學生的，有型都無用嘍，我不如買啲食：百幾元足足可以買百幾個菠蘿飽；千幾個魚蛋；汽水幾十支……」

朱仔：「要表演？就唔好表演大食，演吓鞋嘍！」  
聰明仔：「鞋靚些，不單走「好似」快些，（鈴……）人都醒目些啦！」上課鐘響，他們仍不斷地爭論著。

聰明仔：「醒目與否就不是只靠對鞋嘍，而有型有款也未必可以買到的，其實最醒目的，都是那些從中獲暴利的商人……」（這時PRELECT過來趕人，他們只好一邊行一邊吵。）……他們的聲音漸漸消失了。

自從學校放寬了「白鞋條例」之後，在同學們的鞋子上，都不難找到一、兩條口子，或者小小的點綴，但其中有不少是價值不菲的，只要你稍為留意，你便會發覺這些穿著昂貴球鞋的同學，都會面露著引以為榮的滿足。究竟這些球鞋可有這麼大的吸引力呢？除了可以炫耀一番外，又是否值得半餓肚子來交換呢？相信，只有在潮流下被淹沒這一羣才知答案！

編者按：「半餓肚子為波鞋」這個情形，實在是很多同學的寫照，為了一種虛榮心理，而犧牲自己的健康，究竟是否值得呢？在潮流熱潮、三三熱、武俠小說熱潮……這許多潮流的衝擊下，你是否被潮流淹沒的一個呢？

編輯名單  
顧問：利劍飛老師  
郭愈南老師  
編輯：中四陳惠儀、陳俊賢、李燕嫻、方淑玲  
中六楊賦仁、楊瑞瓊、羅雪霞、梁慧霞



# THE JESTER

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## MODERN ADVERTISEMENT AND ITS EFFECTS

Human society is progressing rapidly and we have now entered into a scientific epoch. Side by side, industry and commerce have expanded drastically resulting in a general betterment of people's living. Men begin to have more leisure time in seeking enjoyment and purchasing luxurious merchandise. Advertisement, thus becomes an indispensable part in promoting the sales of commodities.

The advertisers have undoubtedly a clear insight into human psychology and they know just too well about the predictable behaviour of their customers. Through television, newspaper, radio and posters on the streets, advertisement has penetrated into every aspect of life. Human activities are closely collaborated with modern advertisement. Discreetly, we begin to adopt the theory that the grandly advertised goods are a guarantee of high quality. We are therefore being led into buying these advertised items which in fact, may not be actually useful or necessary to us at all. Moreover, advertisements are often being distorted to a certain degree that the durability and quality of goods always give way to flowery description and beautiful package. Customers are therefore being deceived by these

advertisers and blunder into buying these things. As competition is keen, the advertisers have attempted all means, both unscrupulous and shrewd in tempting people to purchase their products. Lucky draws and grand offers are just some of the most popular ways of attracting the buyers. All advertisers aim at striking a deep impression of their products on the consumers' mind. For instance, in some cigarette advertisements, the idea that only celebrities and successful tycoons smoke that special brand of cigarette is purposely emphasized. Of course this assumption is totally absurd and illogical. However it does appeal to the human ego. Everyone wishes to be up-to-date, therefore they all have the intention of buying the newest products in the market. Human curiosity also plays an important role in the customers' psychology. So the advertisers usually design the advertisements in such a way that it evokes our curiosity by deliberately exaggerating certain wordings and putting forward some peculiar slogans. The actual merits of the merchandise are often being neglected and the marketers aim at giving some misleading and deceptive information about the goods so that they will appear to be

perfectly reliable. This is especially true in patent medicines. The effects of these medicines are often distorted and these irresponsible advertisements often bring more harm than good to the buyers.

The advertised commodities are usually beautifully packed and some customers are deceived by their appearance that they will neglect their quality. An experiment had been carried out to illustrate this. Three different packets of washing powder were given to some housewives. One packet was printed in dull blue colour, another in bright yellow colour and the last one was in blue colour together with some yellow flashes. In fact, the three packets all contained the same kind of washing powder. After several tries, most housewives reported that the washing powder in that dull blue packet was ineffective and could not remove dirt on clothings and the yellow packet of washing powder was too strong that it even damaged the fibres. They were all satisfied with the blue and yellow coloured packet. Thus we can see that human beings are easily deceived by appearance. The marketers therefore usually pack their products in pleasing colour that appeals to man's visual preference. It is

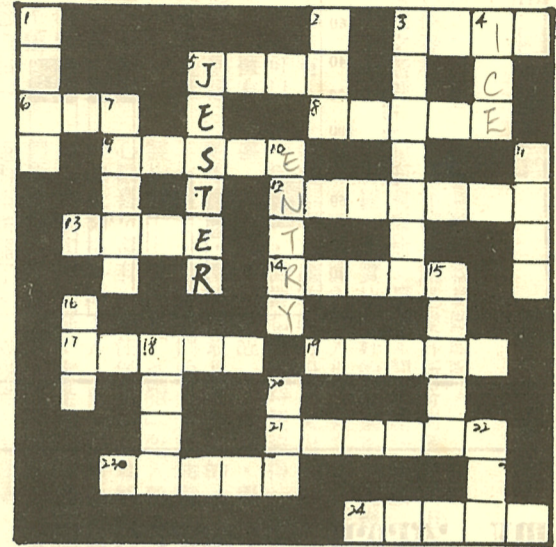
not surprising to find such tricks played by the advertisers when we realise that the sole aim of the marketers is to raise the sales of their goods.

Another popular means of advertisements on television is by some lively songs. They are short and easy to remember and leave a vivid impression. These are particularly appealing to children and they will tend to ask their parents to buy these things although they may not know what these things really are. Sometimes these songs have no relation whatsoever with the advertised items so such advertisements have failed to achieve the function of giving the customers correct information about the advertised goods.

Undeniably, advertisement has great impact on modern society and it affects the living of the majority people. But modern advertisement seems to be on the trend of giving misleading and false information to the customers. So measures should be taken against those irresponsible advertisers who are deliberately fooling the public. Above all, we, the consumers should always be alert and careful to avoid getting lost in this sophisticated world of advertisement.

- C. S. F. -

## A Crossword Puzzle



### CLUES DOWN

1. The money owed.
2. A grain used for making flour, and as a food for cattle.
3. Accusations in the court.
4. Frozen water.
7. A boy's name.
10. The opposite of exit.
11. A kind or class.
15. A wooden frame to support a picture or a blackboard.
16. The organ of hearing.
18. The abbreviation of the name of the department against corruption.
20. Length of time a person has lived.
22. A period in history.

### CLUES ACROSS

3. To cut with shears or scissors.
5. Name of a month.
6. To command.
8. To escape from doing something.
9. Passage between the seats in a church or a theatre.
12. Badly behaved.
13. To go head-first into water.
14. Wash with clean water in order to remove unwanted substances.
17. Living.
19. Name of flowers, yellow and small with a yellow centre.
21. Laugh in a nervous and silly way.
23. Points made by a player or team in sport.
24. A small amount.

## Our Philosophy



Travel is educational. It teaches you how far you can spend money.



A speech is like a love affair. Any fool can start it, but to end it requires considerable skill.



Surely, inflation must be the world's most successful thief.



Curiosity is the wick in the candle of learning.



There is a sufficiency in the world for men's need but not for men's greed.



That your enemy is wrong doesn't necessarily mean that you are right.

## THE PROBLEMS OF OUR FISHERMEN

The fishing industry is so prosperous in Hong Kong that besides providing sufficient fish to local markets it earns a considerable sum of money by export. The Fish Marketing Organization helps fishermen in their sales and provides them technical advice and financial subsidies. However, more should be done about the welfare of the fishermen.

The fishermen, with their whole families, have to set off in their motorised junks for the rich fishing ground along the continental shelf. The voyage usually takes several days. This means that the schooling of their children is frequently interrupted. Most fishermen still like to

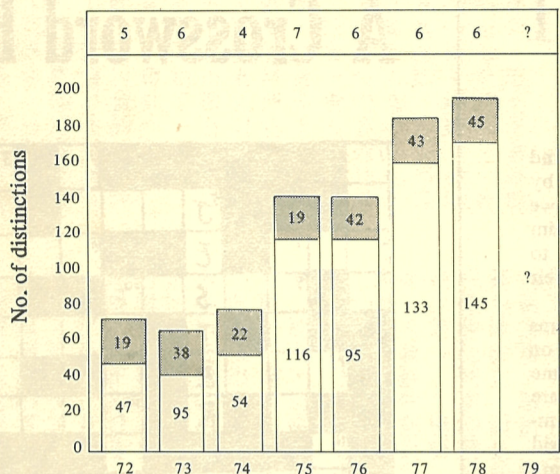
have many children, who, they believe, can relieve their burden by giving a helping hand on board. However, the young children may be a heavy burden for them.

The boat people often complain about the overcrowded living condition, the unhealthy environment, the disgusting smell of the polluted sea water and the worn-out state of their boats which make it unbearable and dangerous to live in. They have appealed to the Housing Department for resettlement ashore. Since they cannot afford the high rent of private building, help in their housing seems to be badly needed.

- Leung Kam Fung 4A -

# A RECORD OF THE RESULTS OF H.K.C.E.E. IN THE PAST SEVEN YEARS

Highest no. of distinctions obtained by an individual



KEY:

□ No. of distinctions obtained by Science classes.

■ No. of distinctions obtained by Arts classes.

The graph shows the number of distinctions gained in each year's H.K.C.E.E. In the years 1977 and 1978, our results were the best among other schools in Hong Kong. An outstanding point is that the number of distinctions obtained by the Science classes usually outnumbers that of the Arts classes.

## Recent Development In Our School Camp

With the fund raised by the School Bazaar, the earnestly expected modernisation of our school camp is now being realized.

Since March this year, there has been proper provision of electricity and light can now be brought to every corner of the camp by just a simple press. Two spotlights in particular have been installed to light up both the north and south sides of the classroom. Indeed camping conditions are greatly improved with supply of electricity.

Cooking has always been a 'headache' not only to the campers, but also to the wardens. But now with electric appliances like kettles and rice-cookers cooking becomes easier. Moreover, it was impossible to have fresh food and fresh vegetables on the last two days of a camp and now all these can be stored in the refrigerator donated by a member of the teaching staff - Mr. H. K. Lee.

It is also proposed that LP gas should be used instead of kerosene - cooking would then be less time-consuming and the utensils would be cleaner.

There has always been the problem of bedroom accommodation for any camp with thirty or more campers. It is quite impossible and inconvenient to cram all the boys and girls in the small classroom. More often than not, the boys have to sleep in the canoe-shed, which is quite a suffering, especially in winter. Due to the drastic rise in the cost of labour and materials, there is insufficient fund to build a permanent dormitory. We now intend to improve the canoe-shed. Those bulky and damaged canoes will be discarded and we will purchase new fibre-glass canoes which will take up less space. A large portion of the shed can thus be set aside for beds.

The Secretary  
Camp Warden  
Association

## my 'great expectations'

"If it's fine this coming Sunday, we'll go on a picnic." Dad told me cheerfully. I stood up in order to grasp his sleeves as a sign of prompting his further confirmation. I was up with the lark that Sunday, only to find that Dad had already left home.

That was the usual pattern, to begin with eagerness, and to end with disappointment. I began to wonder, or rather doubt, the trustworthiness of the human race.

"One of my classmates is going on a tour to Taiwan during the Easter holidays." I said to Mother. "Can we pay a visit abroad too?"

"Oh, dear! Can we afford it? You'd better travel abroad with the help of your atlas and your power of imagination," She replied.

It was then that I perceived the value of imagination, and the importance of a sense of humour.

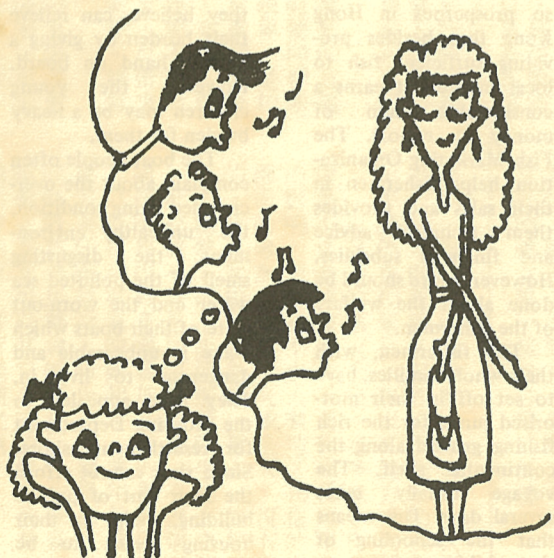
"Will I be a beautiful girl?" Shyly I asked Mother such a silly question.

"Whatever will be, will be! Who knows about the future?" She said.

Beauty is the thing that everybody, not only girls, is longing for. One may not possess all the born qualities of intelligence, insight, wisdom, humour and courage. These are the things I hope for. However, as a girl of sixteen going on seventeen, it is the longing for beauty that emerges as one of my great expectations.

I find myself changing with the passing of time and with the gradual maturing of mind; I find some of my old expectations childish and embarrassing. Still, I wonder what were other people's expectations in their childhood. Everybody must have expectations in the past, present and the future, don't they?

A Lower Six A Member



## JUNIOR RED CROSS

a voluntary uniform team

Sometimes when you come across the Junior Red Cross members, you will find that they are in full uniform: a dark blue cap, blue grey shirt (if in winter, a blue tie is necessary), a pair of blue trousers and a pair of black leather shoes with black or dark blue socks. Of course, the uniform is an obvious symbol of Junior Red Cross which all of the members must respect.

The Hong Kong Junior Red Cross is a branch of the British Red Cross Society. The organization can be divided into three sections: training, friendship and service. The Blood Transfusion Service is another independent service section that is not included in the Welfare Department. The service for refugees is another example.

Nowadays the Hong Kong Junior Red Cross Cadets nearly comprise ninety units which will spread to the non-member secondary schools as soon as possible. The Junior Red Cross in Q.E.S. is the Kowloon Division Cadet 3. She was formed on 9th of February in 1961. There are thirty-seven members including the new and old members, and two Cadet Officers, Mrs. Lai and Miss Cheung, this year.

With the help of the two Cadet Officers, K.D. 3 gradually grows and flourishes. This year we

have carried out several kinds of activities successfully, i.e. the Kad-oorie Visit, the visit of K.D.55 of D.G.S., the 8th Enrolment, the 18th Annual Unit Birthday Celebration and gatherings and others. The members are frequently invited to attend the other cadet units' enrolment and also the Investiture of Scout of Q.E.S. They enjoyed the visits very much. Besides, we hold the general meeting once in two weeks.

Every year, the members perform their duties on Sports Day and Swimming Gala of our school as the first aiders. We had regular service in Tze Wan Shan in the last term, and we shall have to provide regular service in the school library in the second term after the Easter Holidays. On Blood Donation Day of our school, we help the workers. The members of our unit are very keen on those services and take the motto "Serve One Another" seriously.

Although the Cadet welcome both boys and girls, only one boy has joined us this year! The other sixteen new members are girls.

Lastly, on behalf of our members, I would like to wish you all a happy summer vacation. You are welcomed to join the K.D.3 in the next term!



## Answers To The Crossword Puzzle

D				R		C	L	I	P
E			J	U	L	Y		H	C
B	I	D		E		E	V	A	D
T		A	I	S	L	E		R	
		V		T		N	A	U	G
		D	I	V	E		T		E
		D		R		R	I	N	S
E						Y			A
		A	L	I	V	E		D	A
		R		C		A			E
				A			G	I	G
		S	C	O	R	E			R
								S	C
								R	A
								P	

## Happiness

Happiness is like a crystal,  
Beautiful, exquisit and clear,  
Broken into a million pieces,  
Scattered over everywhere.  
In your life, you may pick up some  
pieces of it.  
There are too many pieces;  
No one can get them all.

Fong Suk Ling 4C