

【ChinaBlick 播客】第 3 期：什么是红包？



学习指南与核心词汇解析



1. 本期简介 (Episode Overview)

红包是中国传统文化中最重要的社交符号之一，尤其在春节期间。在本期对话中，阿竹和阿松将带你探讨红包背后的“社交逻辑”，从驱邪避害的起源到现代数字时代的“抢红包”热潮。你将了解到为什么红包不仅是关于钱，更是关于分享福气、维护关系以及中国人的财富观。

Red envelopes are one of the most important social symbols in traditional Chinese culture, especially during the Spring Festival. In this episode, Azhu and Asong explore the "social logic" behind red envelopes — from their origins in warding off evil spirits to the modern-day craze of digital "red envelope grabbing." You'll discover why red envelopes are not just about money, but about sharing good fortune, maintaining relationships, and understanding the Chinese view of wealth.

2. 核心词汇与文化概念 (Core Vocabulary & Concepts)

1) 红包 (hóngbāo)

原指装钱的红色封套。在现代汉语中，它既指实体的信封，也指电子支付平台上的货币赠送，是祝福与好运的载体。

Red Envelope / Hongbao. Originally a red paper envelope containing money. In modern contexts, it refers to both physical envelopes and digital monetary gifts, serving as a vehicle for blessings and good luck.

2) 压岁钱 (yāsuìqián)

春节期间长辈给晚辈的红包。传说红色可以镇压名为“祟”的小妖精，保佑孩子在新的 一年平安健康。

"Pressing Year Money" / Lucky Money. Money given to children by elders during Spring Festival. Legend says the red color wards off an evil spirit named "Sui," ensuring the child's safety and health in the coming year.

3) 礼尚往来 (lǐ shàng wǎng lái)

中国社交的核心准则。强调礼节应当有来有往，通过红包的互动来维系和加深人与人之间的情感纽带。

Courtesy requires reciprocity. A core principle of Chinese social interaction. It emphasizes that social gestures and gifts should be mutual, using the exchange of Hongbao to maintain and deepen emotional bonds between people.

4) 财神爷 (Cáishén yé)

中国民间信仰中掌管财富的神仙。春节期间，人们通过发红包、贴年画等方式营造喜庆氛围，希望能“接财神”入屋。

God of Wealth. A deity in Chinese folk religion who oversees fortune and prosperity. During Spring Festival, people create a festive atmosphere through Hongbao and traditional art, hoping to welcome the God of Wealth into their homes.

5) 和气生财 (héqì shēngcái)

一种古老的商业和处世哲学。强调和谐的关系是创造财富的前提。在群里抢红包、开玩笑，正是为了营造这种“和气”。

Harmony brings wealth. An ancient philosophy for business and life. It suggests that harmonious relationships are the prerequisite for creating fortune. The practice of "grabbing Hongbao" in group chats is often a way to foster this sense of harmony.

6) 好彩头 (hǎo cǎitóu)

指幸运的预兆或良好的开端。抢红包不在乎金额大小，抢到本身就被视为接住了新年的第一份好运气。

A Good Omen / A Lucky Start. Refers to a sign of good fortune. When "grabbing Hongbao," the amount is less important than the act itself, which is seen as catching the first streak of luck for the New Year.

7) 财源广进 (cáiyuán guǎngjìn)

最常用的春节祝词之一。祝愿对方的财富像水源一样从广阔的渠道滚滚而来。

May wealth flow in from all directions. One of the most common Spring Festival greetings, wishing that the recipient's sources of income will be vast and continuous like flowing water.

3. 思考与讨论 (Discussion Questions)

1. 你试过在微信上“抢红包”吗？你觉得“电子红包”是让过年的气氛变得更热闹了，还是让人变得更依赖手机了？吗？

(Have you ever tried "grabbing Hongbao" on WeChat? Do you think "Digital Hongbao" makes the festival atmosphere livelier or makes people too dependent on their phones?)

2. 你认为直接送钱（红包）和精心挑选一件具体的礼物相比，哪一种更能表达心意？为什么？

(In your opinion, which conveys more thoughtfulness: giving Hongbao or choosing a specific gift? Why?)

