

Hot Issues in the News

传媒英语

热点阅读

林俊伟 / 主编



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PREFACE 前言

传媒英语(Media English)为专门用途英语(English for Specific Purpose)的一种,其主要功能是通过不同主题的选材,为读者的多元观点和思考空间提供元素,并借此加深学习者对于新闻传媒专业的理解,提高他们运用专业语言的能力。在全球化的大趋势下,具备良好的专业英语素质显然是一个具有国际视野、有开拓性和前瞻性的传媒从业人员的必备前提。

本书共四册,主要面向传媒院校学生、传媒从业人员、从事跨国贸易或其他具有与国外交流行业背景的人员。编者力图使本书具备下列特色:

1. 创新教材编写思路。编者拟尽其所能将每年7月1日至12月31日间由全球主流传媒机构报道或评论的世界热点话题加以理性选择,分门别类,编辑成第二、第四册,供春季学期使用;将每年1月1日至6月30日的热点话题编辑成第一、第三册,供秋季学期使用。每年修订一版,与时俱进。

2. 提供全球视野。编者以为培养英语学习者的跨文化意识以及全球视野比传授语言知识更重要。井底之蛙,恐成夜郎自大笑柄。本书每册含有10个单元,每单元有3篇文章,从不同视角谈论相关话题,见仁见智。文章主要出自英、美两国和亚洲、非洲、南美洲的主流媒体。本册关注的话题主要是:冰岛火山喷发、欧债危机、墨西哥湾漏油事件、南非世界杯、日本政坛风云、世界经济复苏、火星计划等。

3. 习得时代英语。编者相信媒体的语言最能体现时代特色,也具有时代文化符号意义。编者希望与本书有缘的人能耐心地阅读喜欢的文章,积累热点词汇,一鸣惊人。

本书的十位编者都是中国传媒大学南广学院公共英语教学部的教师。除了主编人到中年,才疏学浅外,其余九位都是朝气蓬勃、激情四射、好学上进的年轻潮人。书中如有冒犯之举,皆非编者们的主观行为。如能得到您的谅解,我们不胜感激,否则,一切责任皆由本书主编一人承担。

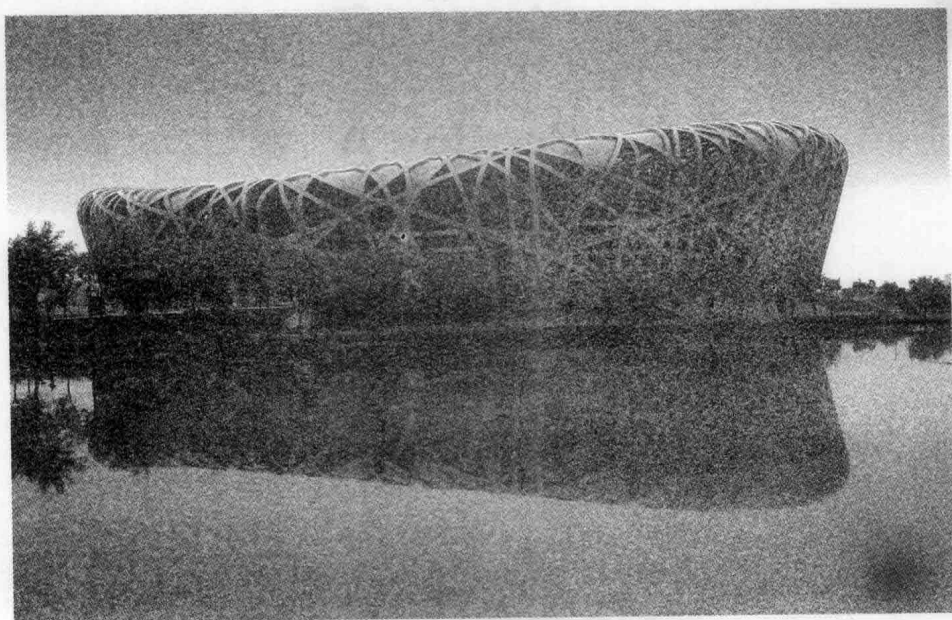
参加本册编写的人员还有:直长亮、薛棋文、赖敏、孟雅、秦智娟、李涛、杨青、罗金妮、张云、李璐、郑小慧、王涛涛、刘艳青、李婷等。

感谢东南大学出版社的英美文学博士刘坚先生。他的热情和细心使得本书得以顺利出版。

林俊伟

于中国传媒大学南广学院

2010年7月



Unit One

Arts and Culture

Section A

With “Avatar,” James Cameron Is Once Again King of the World



The Issue in the News

James Francis Cameron, who was born in Canada, is a famous film director, producer, screenwriter, editor, and inventor. He is known for writing and directing outstanding works like *The Terminator* (1984), *Aliens* (1986), *The Abyss* (1989), *Terminator 2: Judgment Day* (1991), *True Lies* (1994), *Titanic* (1997), and *Avatar* (2009). *Avatar* is a 2009 American epic science fiction film which combines live action with digitally-enhanced

performances and state-of-the-art visual effects in 3D. James Francis Cameron spent about 12 years on making it. It won three technical awards at the 2010 Academy Awards Ceremony. And it is the highest-grossing movie of all time in theaters.

Points to Notice

As you read, pay attention to the following facets and information mentioned in this piece of news:

- James Cameron, the director of “Avatar”
- skepticism about James Cameron and “Avatar”
- 3-D movies
- Bert Livingston—Fox distribution executive

Text

By Dan Harris

Jan. 4, 2010

James Cameron's 'Avatar' Becomes Only the Fifth Movie in History to Rake in \$ 1 Billion

In just two weeks, the new sci-fi¹ movie “Avatar” has taken in an astonishing \$ 1 billion at the worldwide box office.

While there's an enormous amount happening on-screen in the 3-D² sci-fi epic, “Avatar”—the strange, yet attractive, blue aliens, sweeping battle scenes and its unsubtle politics—there is perhaps an equally compelling off-screen drama: its controversial director James Cameron³, who has taken an extravagant risk, at a time when many in Hollywood and throughout the country are retrenching, afraid of taking big financial risks.

Well, Cameron took a risk, alright. He's made a roughly half-billion-dollar movie with no huge stars in 3-D, which most people associate with horror flicks and kids movies.

When ABC⁴ News spoke to Cameron a few weeks before "Avatar" was released, Cameron was understandably a little bit defensive about those who said it was too gimmicky to move large audiences, saying, "Everybody's talking about this movie but nobody's seen it. Obviously, we've seen the film, we know that it's quite a heart wrenching experience at times, it's a very emotional film."

Despite all the skepticism, Cameron poured his own money into developing new technology for the movie including three new types of cameras.

"We literally learned how to parachute on the way down. And that's what made it fun for me."

It's not the first time this 55-year-old, five-times-married junior college dropout from Canada has taken on such huge risks. His 1997 blockbuster "Titanic" ran so far overbudget that Cameron offered to give up his directing and producing fees. When it succeeded despite jabs from critics... some thought he crowed a tad too loudly, by proclaiming himself "the king of the world" after "Titanic" swept the Oscars.

"Avatar" is following a similar story arc. Early reviews called it "'Dances With Wolves' in space" or "smurf-porn."

But Cameron now is the only filmmaker to direct two movies that have topped \$ 1 billion. Along with "Titanic," the others are "The Lord of the Rings: The Return of the King" at \$ 1.13 billion, "Pirates of the Caribbean: Dead Man's Chest" at \$ 1.06 billion and "The Dark Knight" at a fraction over \$ 1 billion, according to box office tracker Hollywood.com. With "Avatar" closing in on No. 2 film "The Return of the King," Cameron is in striking distance of having the two top-grossing movies globally.

Of course, it helps that 75 percent of its domestic business is coming through higher priced 3-D ticket sales. As Fox distribution executive Bert Livingston told The Associated Press, "It's like a runaway freight train. It just keeps doing business. "

<http://abcnews.go.com/WN/abcs-dan-harris-reports-avatar-box-office-hit/story?id=9476740&page=1-2>

Online Resources

<http://abcnews.go.com/WN/avatar-box-office-hit-abcs-dan-harris-reports/story?id=9476740>

<http://news.bbc.co.uk/2/hi/entertainment/8414223.stm>

<http://www.telegraph.co.uk/culture/film/oscars/7144424/Oscars-2010-How-James-Cameron-took-on-the-world.html>

Vocabulary

1. epic *n.* a long narrative poem telling of a hero's deeds 史诗, 叙事诗
2. alien *n.* a form of life assumed to exist outside the Earth or its atmosphere 外星人
3. sweep *vt. /vi.* win an overwhelming victory in or on 席卷, 扫视, 全胜
4. subtle *adj.* be difficult to detect or grasp by the mind 微妙的; 难以捉摸的; 细微的
5. compelling *adj.* driving or forcing 引人入胜的; 扣人心弦的
6. controversial *adj.* a contentious speech act; a dispute where there is strong disagreement 引起争论的, 有争议的
7. extravagant *adj.* unrestrained in especially feelings (想法或言行) 无节制

- 的; 过分的; 放肆的; 不切实际的
8. retrench *vt.* make a reduction, as in one's workforce 减少, 去除
9. flick *n.* a form of entertainment that enacts a story by a sequence of images giving the illusion of continuous movement 电影
10. wrench *vt.* twist or pull violently or suddenly, especially so as to remove (something) from that to which it is attached or from where it originates 扭伤, 曲解
11. skepticism *n.* the disbelief in any claims of ultimate knowledge 怀疑论, 怀疑态度, 怀疑主义
12. parachute *n.* rescue equipment consisting of a device that fills with air and retards your fall
- vi.* jump from an airplane and descend with a parachute 用降落伞降落
13. blockbuster *n.* an usually successful hit with widespread popularity and huge sales (especially a movie or play or recording or novel) 大片
14. proclaim *vt.* declare formally; declare someone to be something; of titles 正式宣布, 宣告, 声明
15. fraction *n.* a small part or item forming a piece of a whole 小部分, 一点儿, 碎片, 片断
16. distribution *n.* spreading or apportioning/the commercial activity of transporting and selling goods from a producer to a consumer 散布, 分布
17. executive *adj.* having the function of carrying out plans or orders etc. 执行的

Language Notes

1. sci-fi: abbr. 科幻小说 (= science fiction)

2. **A3-D** ("three-dimensional") **film** or **S3D** ("Stereoscopic 3D") **film** is a motion picture that enhances the illusion of depth perception. Derived from stereoscopic photography, a special motion picture camera is used to record the images as seen from two perspectives (or computer-generated imagery generates the two perspectives), and special projection hardware and/or eyewear are used to provide the illusion of depth when viewing the film. 3-D films are not limited to feature film theatrical releases; television broadcasts and direct-to-video films have also incorporated similar methods, primarily for marketing purposes.
3. **James Francis Cameron** (born August 16, 1954) is a Canadian film director, producer, screenwriter, editor, and inventor. His writing and directing work includes *The Terminator* (1984), *Aliens* (1986), *The Abyss* (1989), *Terminator 2: Judgment Day* (1991), *True Lies* (1994), *Titanic* (1997), and *Avatar* (2009). In the time between making *Titanic* and his return to feature films with *Avatar*, Cameron spent some years creating documentary films, and also co-developing the digital 3-D Fusion Camera System. Cameron's *Titanic* and *Avatar* are the two highest-grossing films of all time.
4. **ABC** The American Broadcasting Company (ABC) is an American television network. Created in 1943 from the former NBC Blue radio network, ABC is owned by The Walt Disney Company and is part of Disney-ABC Television Group. It first broadcast on television in 1948. Corporate headquarters are in the Upper West Side of Manhattan in New York City, while programming offices are in Burbank, California adjacent to the Walt Disney Studios and the Walt Disney Company corporate.

Exercises



Vocabulary and Expressions

A. Idioms and Expressions

Fill in the blanks with the correct idiom or expression.

1. take a risk: a venture undertaken without regard to possible loss or injury

冒险

I have to take a lot of risks in my job.

2. pour money into: put money into, invest 投资于

They have poured money into the tourist industry.

3. come through: succeed in reaching a real or abstract destination after overcoming problems 经历, 脱险, 安然度过

He has come through two world wars.

1. He's very ill but doctors expect him to _____.

2. You are _____ driving so fast.

3. He's been _____ the firm for 2 years but it's still in trouble.

B. Vocabulary

Fill in the blank with the words given below. Change the form where necessary.

subtle extravagant controversial proclaim wrench alien executive

1. Not wanting to make my _____ views known yet, I preferred to follow the crowd for a while.

2. Mr. Smith works in an _____ branch of the government.

3. Note the _____ gradation in colour in this painting.

4. He closed the door so hard that he _____ the handle off.
5. After being away for so long, he feels like an (a) _____ in his own country now.
6. The president _____ that a new currency would be issued.
7. It was the most _____ purchase I have ever made.



Exploring Content

A. Complete the sentences based on the reading text.

1. _____ has made a roughly half-billion-dollar movie with no huge stars in 3-D, which most people associate with horror flicks and kids movies.
2. Cameron was understandably a little bit defensive about those who said it was _____.
3. Despite all the skepticism, Cameron poured his own money into _____.
4. _____ ran so far overbudget that Cameron offered to give up his directing and producing fees.
5. As Fox distribution executive Bert Livingston told The Associated Press, " _____."

B. Complete the chart below.

1. The Lord of the Rings: The Return of the King	at \$ 1.13 billion
2. Pirates of the Caribbean: Dead Man's Chest	
3. The Dark Knight	at a fraction over \$ 1 billion
4. Avatar	



Translation

Translate the following sentences into Chinese.

1. In just two weeks, the new sci-fi movie "Avatar" has taken in an astonishing \$ 1 billion at the worldwide box office.

2. Despite all the skepticism, Cameron poured his own money into developing new technology for the movie including three new types of cameras.
3. It's not the first time this 55-year-old, five-times-married junior college dropout from Canada has taken on such huge risks.
4. He's made a roughly half-billion-dollar movie with no huge stars in 3-D.
5. Cameron now is the only filmmaker to direct two movies that have topped \$ 1 billion.



Cloze

Complete the following short passage by choosing proper words from the word bank provided.

future	experience	exactly	order	never	necessary	derive	search
romantic	happens	consideration	follow	different	combination	times	

Avatar isn't the 1 of movies; it's the past. Telling a story as old as Westerns and swashbucklers and epics and, hell, Greek mythology, it's a classical adventure story that 2 to look very, very 3 from anything we've seen before. That revolutionary look is the reason people are rightly calling the movie a game-changer, but don't be fooled—Avatar is as old-fashioned and 4 as Titanic, and thrillingly, just as wonderful to watch.

A rousing, play-it-to-the-rafters adventure story wrapped around a deep romance, Avatar is the 5 the James Cameron movie you would expect after 11 years in the making, a masterful 6 of technology and the kind of storytelling that's made movies work since the beginning. Yes it's hokey and at 7 unoriginal, but with so much going on in the background of both the Pandoran forest and the advanced human technology, you'll want the simplest story possible in 8 for Cameron to play some more in this world. From the floating Hallelujah Mountains to the iridescent Tree of Souls, Pandora is so thoroughly realized that it feels quite literally like a transporting

experience. Never before have 3D glasses felt less intrusive between the viewer and the screen; 9 before has CGI felt so natural, so 10 , or so alive.

Discussion

Discuss the following questions with your class.

1. What do you know about James Cameron?
2. Have you watched "Avatar"? What do you think of it?
3. Who is your favorite Hollywood director? Why do you like him/her?
4. Do you think Chinese directors will win a place in Hollywood one day?

Section B

40 Million British Newspaper Pages to Go Digital

Some of the papers in British Library's files date back to early 1700s

May 18, 2010

LONDON—The British Library said Wednesday it was digitizing up to 40 million pages of newspapers, including fragile dailies dating back three and a half centuries.

Once digitized, the British newspapers documenting local, regional and national life spanning to the 1700s will be fully searchable and accessible online, the national library said.

The vast majority of the British Library's 750 million pages of newspapers—the largest collections in the world—are currently available only on microfilm or bound in bulky volumes. Thousands of researchers have to make a trip to an archive building just outside London to look through them.

The library said it would focus on digitizing newspapers documenting historical events in the 19th century, including the Crimean War, the Boer War and the suffragette movement. It also aimed to build material in the fields of family history and genealogy, as well as safeguard the future of the vast archive.

“Newspapers are designed to be read once and thrown away, so they're very

fragile,” said library spokesman Ben Sanderson. “This will be the largest mass digitization of historic newspapers the U. K. has ever seen.”

The cost of the 10-year digitization project wasn’t immediately clear, but Sanderson said the process—from cleaning a single page to making a file of it—costs up to \$ 1.40.

The library’s chief executive, Lynne Brindley, said the project will help bring vital parts of history into the digital age.

“It will help the newspaper collection to remain relevant for a new generation of researchers, more used to accessing research information via their laptop than traveling to a physical location,” Brindley said.

http://www.msnbc.msn.com/id/37218953/ns/technology_and_science-tech_and_gadgets/

Vocabulary

Match each word to its definition.

- | | | | |
|---------------|-----|----|---|
| 1. digitize | () | a. | capable of being reached; capable of being read with comprehension |
| 2. fragile | () | b. | of large size for its weight |
| 3. span | () | c. | the study or investigation of ancestry and family history |
| 4. accessible | () | d. | put into digital form, as for use in a computer |
| 5. bulky | () | e. | make safe; escort safely |
| 6. genealogy | () | f. | a depository containing historical records and documents |
| 7. safeguard | () | g. | easily broken or damaged or destroyed |
| 8. archive | () | h. | a woman advocate of women’s right to vote (especially a militant advocate in the United |