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A Special Collection of Crazy English

# 互动访谈

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Your Interviewing Skills

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# 互动访谈

疯狂英语精选特辑

## Examples to perfect your Interview skills

A Special Collection of Crazy English

《疯狂英语》编辑部



广东省语言音像出版社

## 疯狂英语精选特辑——互动访谈

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# 序

“疯狂英语精选特辑”系列共有四本，《美文写作》、《演讲高手》、《电影口语》和《互动访谈》。《美文写作》精选了各期CE中的诗歌、散文等文笔优美的文章，锤炼您的阅读和写作能力；《演讲高手》和《电影口语》则侧重您的口头表达能力；《互动访谈》让您在倾听众多明星名人访谈的同时学会英语访谈的技巧。四本书在听、说、读、写上各有侧重，我们希望这套精心为您制作的CE精选特辑，能助您获得全方位的提高。

本册是《互动访谈》，是CE六年来所有访谈的一个精选，全书按访谈技巧及风格共分四个部份，它们分别是“成功秘诀”、“动感地带”、“倾情对话”和“往事如烟”。在每一篇访谈前有一个导读，主要是向读者介绍访谈背景或者对访谈人物作简单介绍，在后面则设有“访谈秘笈”栏目。首先声明这个栏目不是新闻专业的采访学教材，在这个栏目里主要围绕访谈本身谈一些实用的访谈技巧，按照武侠小说里的观点，在这里介绍的更多的是实用招式，基本不涉及内功心法之类的内容。因为对实用的要求摆在了第一位，所以介绍起来也不系统，前后的介绍基本上没有什么联系，就算是一点访谈心得吧。

如果认真读下去，你会发现文中所谈技巧不仅适用于访谈，在日常聊天中也用得上。其实在日常的聊天和交流中，谈话双方的角色跟访谈是很相像的，只不过角色老是在转换，不像正规的访谈那么固定而已。

衷心希望这本《互动访谈》能对您有所帮助。也欢迎各位读者朋友对本书提出宝贵意见。

编者

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# 第一部分 成功秘诀

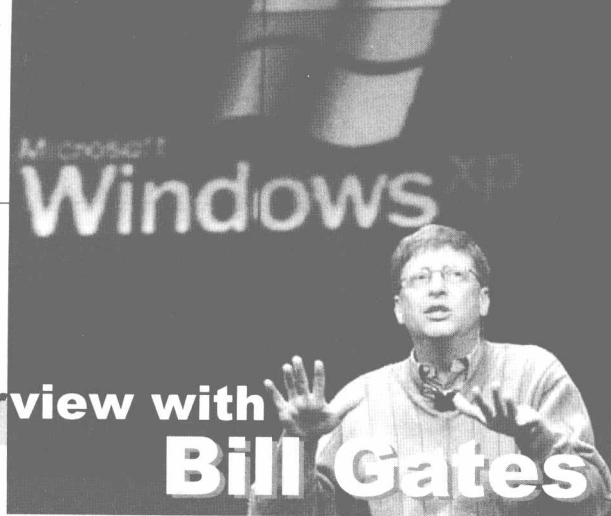
### 【身 言】

在对名人的访谈中，询问别人的成功秘诀已经成为必问的问题，作为一个访谈者不能太性急，不要问得太突兀，在引出这个话题时一定要做一些铺垫。下面所选几篇访谈中都包括有这样的内容，注意这个话题是怎样引出的，问这个问题时都有哪些变化的方式？



## [导读]

这是一篇很传统的访谈，即问答式，采访者一般先设计一套采访提纲，按顺序提问，而接受访谈者的谈话则围绕这个问题展开。这种访谈方式的优点很明显，可以得到事先想得到的信息，简单明了，易于操作。一般来说问题的设计以时间为顺序，大致就是以前走过的路，现在的状况，以及对将来的展望，当然如果访谈者具备相当的专业知识，这种问题的设计会更有深度。针对一些比较严肃而且分量的人物，多半采用这种方式。本篇的访谈对象是大名鼎鼎的盖茨，内容主要是针对他的自传《未来之路》，显然问答式访谈是最佳选择。



## An Interview with Bill Gates

原文

**Q** 1: When will the information highway be here?

Bill: One of the key propositions in the book is that this will be a more evolutionary process than many people have suggested, that is, the PC will continue to get better; the internet will have more and more content on it; people be connecting up at higher speed through ISDN and PC cable modems. And so those are here-and-now things that companies are going after and there is a real business case for them. The ultimate where you connect up all the video devices, all as we say, information appliances in the book, ah, will take quite some time. I still believe that within a decade pretty much that ultimate vision will be available to a lot of people around the world.

**Q** 2: Why did you decide to write a book now?

Bill: I think if I'd known how much time it would take to write a book, I might not have done a book. I did think it was a great time to share some thoughts on the potential of the technology, and take some of the themes that come up again and again, as I talk about the topic, the fears that people have, the dreams that people have, and share those to widen the debate, and really make my contribution to, what should be, a very broad discussion about the future.

## 比尔·盖茨访谈录

### 译文

#### 问 1: 信息高速公路什么时候会成为现实?

比尔: 我书中一个重要的看法便是: 我比许多其他人更倾向于认为信息高速公路是一个渐次发展的过程, 因为个人电脑将会持续升级换代, 互联网也将提供越来越多的内容, 人们将越来越快地被诸如综合服务数字网、电脑调制解调器等一些立刻成为商家所追逐的目标的东西联结起来, 而这些又确实是不错的商业机会。那就是书中所谈到的所有的图像设备、信息手段将会联结在一起, 然而这需要时间。我仍然相信十年之内, 这一前景将会在世界许多人身上实现。

#### 问 2: 你为什么决定写这本书呢?

比尔: 我想, 如果我早知道写一本书要花费这么多的时间, 我恐怕不会写成这本书。我一直以为我们生于一个伟大的时代, 我应该把我对技术前景的瞻望, 以及一些时不时冒出来的想法与这个时代共享。正如我书中谈到的, 人们(对技术)的恐惧、梦想, 这些已经引起广泛争论的问题, 并为这一广泛的关于将来的讨论做出我应做的贡献。

原文

**Q** 3: How will the information highway affect social interaction?

Bill: I think probably the most difficult thing to predict about the electronic world, is how it will affect socialization. This is not an area that people change very rapidly. And yet the idea of being able to get so much information about the neat things going on in town, and how you can get there when it's scheduled, what your friends thought about it, you know, see the menu before you go to the restaurant, that information access part I think will be a great success. The bigger question now is whether you'll really make friends this way, whether somebody who is elderly, can't get out as much, can share their video with other people, playing games, going to forums where you have common interests and talk about what should be done. The possibilities for socialization will be vast, and it may be that it's really the young generation growing up with these tools right now, that will take this to its fullest potential, and that my generation or people older, who always hold back and think of it primarily as an information tool.

**Q** 4: What changes in Education can be expected?

Bill: Well, in many areas, there's going have to be a lot of experimentation before you figure out how to take full advantage of what the highway offers. And the classroom is a fantastic example of that. Clearly, with the highway, you can have teachers who specialize in bringing the subject to light, sharing their ideas about how to make a subject, engaging with all the other teachers and students throughout the world. The idea of having all the students come together in a group will still be very important for group problem solving, for them to hear things that other students came up or with, things that other students were confused about. But there may also be parts where you can go off and explore the learning material individually.

## 译文

## 问 3: 信息高速公路将会对人们的社会交往产生什么影响呢?

比尔: 我想, 关于电子世界的做出的预测便是它将如何影响社会交往。因为在这一领域人们并不容易很快地发生变化。但是想到你可以怎样获取那么多城里必需品的消息, 想到事情决定以后你可以怎样抵达那儿, 想到你可以知道你的朋友对于这些消息的看法, 想到你可以在走进餐馆之前便可以浏览一下他们的菜单等等, 有关怎样获取信息的内容很成功地影响了人们的交往方式。更大的问题是你是否会真的以这种方式交友, 是否那些年纪大一些的人能够和其他人一样获得同样多的东西, 他们是否能够与其他人同享图像信息。因为这些年轻人还把电脑用来玩游戏, 参加自己感兴趣的讨论会以及讨论如何进行这些活动。电脑对社会化的潜在影响可能会对与电脑共同长大的青年一代身上实现并能充分发挥这一潜能, 而对于象我这样的老一代的人仍会保守地认为互联网只不过是一种信息工具罢了。

## 问 4: 互联网可望使教育发生哪些变化呢?

比尔: 在许多领域。你必须进行好多实验才能够指出怎样才能充分地利用信息高速公路提供的便利。教室则是进行这些实验的最好地方。因为很明显, 在高速公路中必须有教师专门传授知识, 与别人分享如何设立一门新科目的想法, 与全世界其他老师和学生保持联系。为了让学生分组解决问题的方便, 学生在一起学习的做法仍将是很重要的教学方法。因为这样学生可以听到其他学生的方法, 可以听到其他同学的疑问, 当然也有可能是学生独立地学习教材。比如, 学生以两三个人为小组, 聚在一起共同探讨决定他们该选择什么科目, 他们的学习体验可以体现出他们是怎样探索问题的, 并让老师知道学生学习的深度, 以及学生可以回答哪些问题, 他们还学习了哪些科目。所以我们应该把电脑带进学校, 并把相关的培训带进学校, 我们应该鼓

原文

Or in very small groups, say, 2 or 3 kids, all in front of a screen, navigating together and deciding where they want to take that, that learning experience. Being able to track what kids do as they're navigating and have the teacher be aware of that, how far did they get, what questions were they able to answer, well, what other topics did they go off into, where did they kind of pause. And so we need to get the equipment into the schools, we need to get the training into the schools, we need to have incentives for building this rich inter-acting material. That can compete with the TV quality things that all these kids are so used to, and yet be used for learning purposes.

**Q** 5: What's been your keys to success?

Bill: Well, coming up with a simple explanation for the kind of success, that ah, I've been privileged to be part of working at Microsoft, is very difficult. Certainly there's many elements to it. The vision of the company coming right when the micro-processor was coming into it's own, the focus on software, and working with partners who could bring in the other elements, the focus on the long term, hiring great people, really working with customers, knowing that we'd be there working with them ten years later and twenty years later. All of those have come together to build a great success story, that's been incredibly fun to be part of. I think, the people is probably the thing I'd put at the top. Vision has gotta be a big part of it, but so many of these things, you know, really come down to day-to-day execution. If we'd slacked off at any point, then you know, there would have been plenty of people to come in and take our place, and there's certainly the case that we look forward, that we have to continue to obsolete the products, continue to stay in close touch with the customers, continue to hire in great people and stay on top of the technology, or else, the phenomenon will continue, but we won't have the role in it that we have today.

## 译文

励建立这种丰富多彩的工具。他们可以和孩子们已习以为常的电视节目匹敌，并最终被用作学习目的。



问 5: 你成功的秘诀是什么?

比尔: 哦, 我荣幸能在微软公司工作, 然而要简单地解释成功的原因却是不容易的, 其中包括了许多因素。比如, 当微处理器终于渐成气候的时候, 公司的方向应该明确, 应把重点放在软件设计上, 和其他人合作, 带进新东西。还有, 要有长远计划, 聘用贤才, 注意与顾客的合作, 要知道十年或二十年后我们还是和他们合作。所有这一切构成一个成功的故事。能成为这故事的一部分真是十分快乐。我觉得, 我把人看作最重要的因素, 洞察力当然也很重要。但所有这些都需要日复一日地把持, 哪怕在任何一点上稍有疏忽, 那就意味着将会有许多人取代我们的位置。这当然是我们所期待的, 所以我们必须完善我们的产品, 与顾客保持密切的联系, 继续招贤纳士, 并保持技术的领先地位, 否则周围世界在变化, 我们便不再有今天这样的领先地位。

原文

**Q** 6: What's ahead for Bill Gates?

Bill: Well the thing that really gets me energized is how much fun it is to come in everyday, and work with smart people on very tough but important problems. So I'm having a lot of fun, I, I think my job is probably the best job in the world. As we go down this path, and, month by month, make progress, and figure out what contribution we can make. I think it safe to say, I'm about, you know, half way through my career because I can't imagine being over sixty and still being on top of it, maybe, when I get to be sixty, I'll change my mind and have a different view of it. But I see my future as continuing to play the same role at Microsoft, that I have and just bringing a lot of focus energy to that, that job.





## 译文

## 问 6: 比尔·盖茨对将来有什么打算?

比尔: 使我精力充沛的是每天都有自己喜欢的事做, 和一些聪明的人共同解决一些艰难但却重要的问题, 我觉得其乐无穷。我想我的工作也许是世界上最好的工作。我们走过这样的路, 一步一步地前进, 看看自己作出多少的贡献, 我觉得保守一点说, 我的事业才开始一半, 很难预测我六十岁后, 还会不会处于事业的颠峰。也许当我六十岁时, 我会改变主意, 会有不同的看法。但是我知道我会继续在微软公司扮演同样的角色, 我已经, 并且仍会继续为它奉献我全部的精神力。

选自《疯狂英语》第2期

## [ 访谈秘笈 ]

## 合理安排访谈提纲

由于问答式访谈显得刻板, 因此问题的安排一定要自然, 先问什么后问什么要有内在的逻辑联系, 这样不仅全篇显得有条理, 接受访谈的人也会觉得很愉快。因为本文主要是针对盖茨的《未来之路》, 所以全文安排的第一个问题一定要和这本书有关, 在他的那本书里, 盖茨多次提到“信息高速公路”, 这是第一个问题“When will the information highway be there?”的由来。到第二个问题“Why did you decide to write a book now?”同样紧扣那本书, 然后又就这本书问到信息高速公路对社会交往和对教育的影响。如果前面的提问主要针对现在, 那么问他的成功秘诀就是问他的过去, 而最后一个问题则问他的将来, 里面有一条很清晰的时间线索。