

北京外国语学院、中央人民广播电台

联合举办

广播函授英语课程

ENGLISH

陈琳编

第 **3** 册
(下)

外语教学与研究出版社

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前 言

本书为广播函授英语课程教材 English 第三册（下），供第三学期后三个月使用，含 6 课（第 7 至第 12 课），其中第 12 课为复习及“自我测试”。

如教材第三册（上）的前言中所述，第二学年（第三及第四学期）的学习重点是：提高阅读理解力，并扩大词汇量。为此目的，本册教材课文以西方报刊文字为主，并包括选自英美出版的百科全书中的资料。基本上是原文，仅稍加删节或改易；以引导读者阅读并理解原文材料。

应许多虽非广播函授英语课程的学员但利用此教材自学英语的读者的要求，自本册起将各课练习答案作为附录印在书末。

本册课本承北京外国语学院胡洪德同志协助校对工作并整理词汇表，特此致谢。

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Lesson Seven

TEXT

Newspapers in the West

Who won the ball game? What happened at the United Nations? How did the critics like the new play? Minutes after an event takes place, newspapers are on the streets giving the details. Wherever anything happens in the world, reporters are on the spot to gather the news. Newspapers have one basic purpose—to get the news as quickly as possible from those who know it to those who want to know it.

Besides keeping readers informed of the latest news, today's newspapers entertain and influence readers, politically and otherwise. Newspapers influence readers economically through advertising. Most newspapers depend on advertising for their very existence.

Newspapers are sold for prices that fail to cover even a small fraction of the cost of production. The main source of income for most newspapers is commercial advertising. The ability to sell advertising depends on a newspaper's value to advertisers. This is measured in

terms of circulation. How many people read the newspaper?

Circulation depends somewhat on the work of the circulation department and on the services or entertainment offered in a newspaper's pages. But for the most part, circulation depends on a newspaper's value to readers as a source of information about the community, city, county, state, nation, and world — and even outer space.

HISTORY

Modern newspapers represent the development of man's desire to communicate with his neighbors. This same desire led to the development of language. The earliest news stories were spread by word of mouth. Battles and other important events were depicted in pictures on the walls of caves. Then came written languages, and news was spread by the written word.

In the time of the Roman Empire, news of the government was posted in a series of public announcements called the *Acta Diurna* (" Acts of the Day ") . These may have been the earliest form of the newspaper. These systems, however, reached only a small part of the population. The general public was largely ignorant of the great news of the day.

After the invention of movable-type printing,

pamphlets and single sheets announcing specific events began to appear. Probably the first of these to appear regularly was a German publication, *Aviso Relation oder Zeitung*. It was first published in 1609.

What is now considered to have been the first English newspaper was founded in 1622. It was called the *Weekly Newes*. In England, early newspapers were concerned mainly with commercial news. News of other events was generally obtained incidentally from commercial sources.

The first attempt at newspaper publication in America was made by Benjamin Harris in 1690, in Boston. His *Publick Occurrences Both Foreign and Domestick* was unlicensed, however, and was suppressed by the governor of Massachusetts after the first issue. There was no further attempt at a newspaper until John Campbell began the *Boston News-Letter* in 1704. The first American newspaper outside Boston was Andrew Bradford's *American Weekly Mercury*, founded in Philadelphia in 1719. By the time of the American Revolution there were about 35.

These newspapers, and others that followed, were sold for around 6 cents a copy. This prevented their becoming newspapers of mass circulation, because in those days most people could not afford such a price.

Penny Papers

In the 1830's and on through the middle of the century the first mass-circulation newspapers in the U. S. were founded. One of the keys to their success was their low price.

The first successful penny paper was the New York *Sun*. It was small, presented news as well as politics, and was written in a lively manner.

Two other great newspapers that started about this time, as penny papers, were the New York *Morning Herald*, and the New York *Times*. Today The New York *Times* is the biggest of all U. S. newspapers. Among the other bigger ones are The *Washington Post*, The *Wall Street Journal*, The *Christian Science Monitor*, *Los Angeles Times*, etc.

In Great Britain the biggest newspaper today is *The Times*. It was called *Daily Universal Register* when first founded in 1785 in London. It acquired its present title in 1788.

On the European continent, there are *Le Monde*, *France-Soir*, *Le Figaro* in France, *Die Welt* in West Germany, *Corriere della Sera* in Italy, and others.

In Canada, there is *The Globe and Mail*, and in Australia, *The Canberra Times*.

NEWS SERVICES

Many newspapers maintain nationwide and worldwide news-gathering staffs, but most depend on the great wire services for news outside their own immediate circulation areas.

Best known of the news services in the U. S. is the Associated Press (AP). It got its start as a cooperative effort in 1848. Then there is United Press International (UPI), which also operates a news picture service.

The principal British and European news service is Reuters. It is the largest in the world, supplying news to about 6, 000 papers. Founded in 1849 by Paul Julius de Reuter, a German, it was originally a system for the transmission of private commercial messages between points in Europe and England. For points not connected by telegraph, Reuter developed a system of communication by rail and pigeon. Eventually, part of the service was sold to newspapers in London. Basing his service on his already established system of commercial correspondents, Reuter established offices and correspondents throughout the world.

Many newspapers in the West subscribe to the services of these three major news services — Associated Press, United Press International, and Reuters.

Notes to the Text

1. 本文简单述及西方报纸的起源，并概括地介绍了西方报纸（主要是英、美报纸）和几家英、美主要通讯社的发展和简况。文章提供了一些知识，以及关于新闻报刊的常用词汇。

2. Who won the ball game?

西方人对球赛是非常关心的；在英国，观众最多的是足球；在美国，是橄榄球（美国足球）和棒球。有时买报纸的人只看球赛新闻。

3. How did the critics like the new play?

这句话不要照字面直译为“评论家们怎样喜欢上演的新戏？”它的意思是评论家觉得新上演的戏怎么样。

又如：How do you like my handwriting?

你觉得我的字写得（书法）怎么样？

也可能对方根本不喜欢。

4. Minutes after an event takes place, newspapers are on the streets giving the details.

一件事刚发生几分钟，报纸已经上了街加以详细报导。

这句话可能有些夸张，但西方报纸反映新闻的确是比较快的。有的报纸有晚报；而当有大家比较关心的新闻时，常出“号外”（Extra）。

5. on the spot 在现场

6. Newspapers have one basic purpose —— to get the news as quickly as possible from those who know it to those who want to know it.

本句用词很简练；可试将它译成同样简练的汉语。

这种所谓“基本目的”，当然是就西方报纸而言。我们社会主义国家的报纸，主要是政治宣传的工具和教育的手段。当然，尽快地将新闻传播开去，让大家知道，也应是我們报纸的主要任务之一。

7. Besides keeping readers informed of the latest news, today's newspapers entertain and influence readers, politically and otherwise.

1) besides 在这里是介词，引导一个由“介词 + 动名词 + 其他成分”的作状语的短语；

2) keep someone informed 直译是“使某人知晓（情况）”；其中 keep 的 VP 是什么？informed 是动词 inform 的什么形式？想一想。

3) keep the readers informed of the latest news 中的介词 of 是这样来的：作为及物动词，inform 的 VP 之一是：

inform someone of something

例如：The local government informed people of the coming of the hurricane.

地方政府通知了大家飓风的来临。

这句话倘用动词 keep 来改换一下，就是：

The government kept people informed of the coming of the hurricane.

其实，类似这样的结构并不是第一次接触。试看我们已很熟悉并会用的一句话。

Lao Xu told us about the seminar.

老徐把研讨会的情况告诉了我们。

这句话可转换为：

We were told *about* the seminar by Lao Xu.

4) politically and otherwise 在政治上和其他方面
这是状语词组，修饰 influence。

8. Most newspapers depend on advertising for their *very* existence.

very 作形容词并与 the, this, that, my, your, their 等连用来修饰名词时，是加强语气用的。译时常不作為放在名词前的形容词，而要予以转换。例如：

Why, this is the *very* book I've been trying to find.

哎呀！这正是我想找的那本书。

书中这句话可译为：多数报纸要靠广告来维持本身的生存，或：多数报纸必须靠广告来维持。

9. Newspapers are sold for prices that ...

报纸是以... 的价钱出售的。

that 引导的部分是修饰 prices 的定语从句。

10. ... that fail to cover ...

fail 在此意为“不能做到”，不要译为“失败”。

11. The ability to sell advertising depends on a newspaper's value to advertisers.

一家报纸出售广告版面的能力要看这个报纸对登广告者的价值如何。

12. This is measured in terms of circulation.

这是以发行额来衡量的。

短语介词 in terms of 在此意为“根据、按照”。

13. Circulation depends somewhat on the work of the circulation department ...

somewhat 可作代词或副词，意为“一点儿，几分，稍微”，在此句中是副词。

14. ... and on the services or entertainment offered in a newspaper's pages.

1) services 指报纸上提供的读者服务、讯息、问答等栏目。

entertainment 如 China Daily 中的纵横填字谜、北京晚报上的猜谜等。

2. offered in a newspaper's pages 是个什么结构，作什么用？想一想。

15. But for the most part, ...

但就主要而言，...

这是承接上句中的 somewhat（有那么点儿）而言。

16. ... a newspaper's value to readers as a source of information ...

... 一家报纸作为讯息的来源对读者的价值如何 ...

意思是这家报纸能为读者提供多少讯息；能提供得越多，价值就越高。

17. This same desire led to the development of language.

可复习 lead to 的用法。

18. The earliest news stories were spread by word of mouth.

最早的新闻故事是以口头传话（方式）来散布的。

动词 spread 的变化形式见课本第一册（下）附录三“常用不规则动词表”。

19. ... were depicted in pictures on the walls of caves.

... 在洞穴的壁画中得到描述。

20. Then came written languages, ...

想一想这是什么句子结构。主语何在，谓语何在？

21. the written word 文字

想一想，word 为何用单数形式。

22. the Acta Diurna 每日大事记

这是拉丁文，译为英文是 Acts of the Day

23. the general public 公众；一般老百姓

24. be ignorant of something 对某事无所知

25. movable-type printing 活字印刷

26. pamphlets and single sheets announcing specific events

这里，announcing specific events 是什么结构，起什么作用？

27. the first of these to appear regularly

这些定期出现的小册子或单页（印刷品）中最早的

1) these = these pamphlets and single sheets

2) to appear regularly 是作定语的不定式短语，修饰 these

28. Aviso Relation oder Zeitung

《消息报》，为德国最早的报纸。

29. What is now considered to have been the first

English newspaper was founded in 1622.

1) 想一想, *what* 是什么? 句末没有问号, 可见这句话不是问句, *what* 不是疑问代词“什么”。提示: 两个谓语部分 (*is now considered* 和 *was founded*) 的主语各是什么?

2) 这里 *consider* 的 VP 是:

consider something to be something

例如: *People consider Weekly Newes to be the first English newspaper.*

这句话转换为被动式是:

Weekly Newes is considered to be the first English newspaper.

课文的句子中 *to have been the first English newspaper* 是不定式短语 *to be the first English newspaper* 的完成式。完成式不定式常用来谈及过去的事。例如:

Pele (贝利, 巴西著名足球运动员) is considered to have been the best football player in the world.

贝利被认为曾是世界最佳足球运动员。

这里, 倘不用 *to have been* (曾是) 而用 *to be* (现在是) 就不好了; 因为贝利已经挂靴, 世界足球场上又有新星出现了。

30. *the Weekly Newes*

newes 是 *news* 的过去的拼法

31. *In England, early newspapers were concerned mainly with commercial news.*

动词短语 *be concerned with* 意为“关于 …”。