

MEDIA ENGLISH



媒体英语

何其亮 朱振华◎编著

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前言

近年来,外语界针对英语专业学生思辨能力问题进行了热烈的讨论。众多专家学者认为长期以来,英语教学中重语言技能、轻人文素养是导致“思辨缺席症”的主要原因。借鉴国外的经验,他们还就如何在教学中,特别在语言技能课程教学中如何培养学生的思辨能力提出了针对性的建议和措施。

信息技术的发展和传播的全球化给当今的外语教学带来了巨大的变化。教学中教师会不时地选用媒体的素材,如报纸、广播、电视新闻、广告、影视剧等,而学生的课外学习兴趣则越来越多地投入网络外语学习资源。因此,今天外语教学(如 EFL、ESL、TESOL)中讨论的话题多是 Critical Literacy、Media Literacy 和 Multiliteracies,其目的是指导学生在学习中如何解构多模态的信息文本,开展对信息文本的深层解读,并在学习中提高对信息的鉴别和辨析能力,在区分不同文化、不同言辞的信息中增进语言意识,提高思辨能力(Critical thinking)。

媒介素养教育起源于 20 世纪 30 年代的英国,其初衷是鼓励学生“认清并抵制大众传媒的影响”,到后阶段便引导学生对媒体表达进行积极的反思。在英语国家媒介素养教育融入英语语言教学是非常普及的做法,其目的是培养和提高学生的分析和思辨能力。如加拿大在语言艺术(language art)课程中,让学生分析不同的报纸与文章所使用的标题、语言及所代表的意义,区分事实与意见的不同;学生通过阅读报纸来掌握那些可读性高、有价值的词汇;在美国的语言艺术课程中,学生被要求评估新闻和比较新闻,识别以视听为主的电视和以阅读为主的报纸两种媒体传递信息的方式,识

别呈现新闻的特点,主要内容和细节,区别事实/意见,确定表达的准确性/偏见,比较两种媒体在信息传递中的异同、优缺点等;在英国,英语教师经常使用由文学作品改编的电视或电影文本来进行教学,并开展比较分析;在澳大利亚,媒介素养教育融入英语课程的核心是关注学生对媒体语言的理解,并注重媒体价值观、行为态度方面的分析能力的提高。无论各国学习重点及方式如何,其根本目标是引导学生解构媒体文本,培养分析和思辨能力,锻炼利用媒介传播信息的能力。

当前外语界对在外语教学中如何突出思辨能力的培养有不少的讨论,如在写作训练中培养思辨能力,在口语、口译课中的实践等。将媒介素养教育内容融入外语教学,对提高学生的思辨能力不失为一种值得探索的途径。近两年笔者为浙江传媒学院英语专业的新闻英语方向和英汉双语播音与主持的高年级学生开设了《媒体英语》课程。该课程旨在帮助学生针对不同媒介(报纸、广播、电视和网络等)的语言特征,提高语言意识;在对文本的深层解读中,引导学生关注文本在叙述中表达的观点:哪些是事实,哪些可能是夹杂的言论,甚至是偏见,以理解新闻呈现的完整意义。教学中特别要求学生关注不同媒介对发生的同一新闻事件的报道,并开展对比分析;宏观上比较分析新闻的叙事方式、再现内容、凸显的特征及与其他文本的契合处等;微观上关注语言的使用,如标题、词语的选择,语言表达上语气、语态、时态的运用及语体的特点:是书面语体、口语体还是两者兼之。基于此种设想,学生在新闻语言学习中既能关注学习内容,又能了解不同媒介的语言特征和运用,领悟语言使用的深层意义,从而提高分析和思辨能力。

近两年的教学实践证明,《媒体英语》能有效地推动学生课外的自主学习:有目的地获取相关的新闻信息并开展分析、比较,对学生的思辨能力发展起着明显的促进作用。学习过程促使学生转变阅读方式和思维习惯,如在分析新闻语篇时他们不仅关注“说了什么”(what),而更注重“怎么说”(how)和“为什么这样说”(why)。特别在比较、分析出现在不同媒介的同一主题新闻时,他们不仅关注主要语言点,而且更关注同一观点在不同媒介中的语言表达;在比较分析中,如针对不同报纸对同一事件的报道,重点观察事实的呈现,哪些声音重点得到了体现,哪些声音被弱化,为什么不同的媒

介有时体现不同的声音,在呈现相同的事实时语言特征有何异同等。

本书取材于《纽约时报》、《华尔街日报》、《中国日报》、CNN、VOA 和 BBC 等国内外报刊及音、视频资料,聚焦突发事件的报道,内容涉及时事政治、经济、社会、灾难、气候等热点问题,共 12 个单元。本书的主要特征是运用媒介素养理论比较分析同一主题在不同媒介中的新闻报道,如报纸与网络,报纸与电视,电台与电视,电台与报纸等,并对报纸、网络、电台和电视的新闻叙事、语言、语体特征进行了简要概述。同时,还对媒介素养教育理论和英语主要国家在教学中的实践作了简要介绍。设计的 Comprehension Question 和 Question for Discussion 用途不同:Comprehension Question 旨在检查学生对新闻总体内容的了解,而 Question for Discussion 重在引导学生对新闻语篇的深层解读,关注报道中包括语言使用的各个层面,特别关注因媒介不同而可能出现的不同观点及语言的隐含意义。对问题的讨论可以由学生在课外完成,或在课堂上分组进行。

本书的 Language Study 部分旨在使学生掌握主要语言点,包括重点词汇、语法与结构和翻译等内容。词汇关注新闻词语特征如大词(生僻词)、旧词新意和短语动词、口语词等;语法与结构重在引导学生对新闻的时态、语态、语气和句式结构的关注,如被动态的使用;翻译中的汉译英部分旨在通过汉英的转换训练掌握重点的词语和表达方式,而英译汉则希望通过翻译训练加深对英汉新闻语篇结构的理解并领会它们在表达上的异同。活动(activity)是种新的练习形式,其目的是引发学生对同一主题的不同新闻语篇开展比较分析,并对不同观点、言辞进行思辨式思考。教学中可将学生分组讨论完成,并开展课堂演示汇报。每个单元建议 6 课时左右完成。

本书可作为英语专业高年级《新闻英语》、《媒体英语》等专业教材,也可作为《英语报刊选读》相关选修课或新闻专业英语等课程的教材。

由于编著者水平有限,书中难免存在缺陷与不足,殷切希望专家与同仁提出宝贵意见。

编著者 2011 年 12 月于杭州

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Unit 1

Newspaper News

Childhood Obesity Battle Is Taken Up by First Lady



Michelle Obama introduced young athletes on Tuesday as she announced the “Let’s Move” campaign against childhood obesity.

By SHERYL GAY STOLBERG

[1] WASHINGTON — The White House, led by Michelle Obama, announced a sweeping initiative on Tuesday aimed at revamping the way American children eat and play — reshaping school lunches, playgrounds and even medical checkups — with the goal of eliminating childhood obesity within a generation.

[2] The “Let’s Move” campaign, nearly a year in the making, is Mrs. Obama’s official debut in a high – profile policy role, and she has already lined up an array of partners in government, medicine, science, business, education and athletics who are pledging to work together to get children off their couches and consuming fresher, healthier food.

[3] The three major suppliers of school lunches — Sodexo, Chartwells Schools Dining Services and Aramark — pledged Tuesday to reduce the amount of fat, sugar and salt in their meals over the next five years. Beverage makers promised more consumer – friendly labeling on all cans, bottles, and vending and fountain machines within two years.

[4] The American Academy of Pediatrics called on doctors to measure body mass index, an indicator of obesity, in children. Professional athletes from 12 leagues, including football and baseball, have volunteered to promote the message of “60 Minutes of Play a Day” through public service announcements; media companies including the Walt Disney Company and NBC have pledged to broadcast them.

[5] “We know that solving our obesity challenge won’t be easy and it won’t be quick, but make no mistake about it — this problem can be solved,” Mrs. Obama said. “This isn’t like putting a man on the moon or inventing the Internet. It doesn’t take a stroke of genius or a feat of technology. We have everything we need right now to help our kids lead healthy lives. ”

[6] For Mrs. Obama, the campaign is a chance to complete her transition away from being the mom in chief to taking a more active policy role within her husband’s administration. But her vision also carries risks.

[7] With Republicans casting her husband’s White House as an agent of big government, Mrs. Obama must be careful not to cast herself in the role of the food police, chiding parents about how they feed their children. And her cam-

paign could prove contentious if the first lady ruffles feathers within the food industry by complaining about the marketing of junk food, as she did on Tuesday.

[8] “The truth is, our kids didn’t do this to themselves,” Mrs. Obama said. “Our kids didn’t choose to make food products with tons of fat and sugar and supersize portions, and then to have those foods marketed to them wherever they turn. ”

[9] The White House rolled out the initiative after months of consultation with a long procession of public health experts, during which Mrs. Obama and her aides concluded that they should steer clear of focusing on the individual behavior of parents and children.

[10] Rather, Mrs. Obama is talking about reshaping the nutritional environment in which children grow up — from installing sidewalks in neighborhoods to encourage students to walk to school, to putting greengrocers in inner cities where fresh fruits and vegetables can be hard to get. Her message Tuesday was one of moderation.

[11] “I haven’t spoken to one expert about this issue who has said the solution is having government tell us what we can do,” she said, adding, “There is a place in this life for cookies and ice cream and burgers and fries, that is a part of childhood. This is just about balance, about really small changes that can add up, like walking to school when you can, replacing soda with water or skim milk, trimming portions just a little. ”

[12] Childhood obesity rates in the United States have tripled over the past three decades, and today nearly one in three children in America are overweight or obese. Health experts blame obesity for a variety of medical conditions, among them heart disease, high blood pressure, diabetes, cancer and asthma.

[13] The White House and its allies are also making the case that the obesity epidemic affects national security; obesity is now one of the most common dis-

qualifiers for military service.



[14] Though various government agencies have tackled childhood obesity in the past, experts say that they have not worked in coordination and that some policies — Agriculture Department subsidies for high fructose corn syrup, for instance — contradicted others.

[15] Health experts hailed Tuesday's announcement as a welcome shift.

[16] "For the first time there is the appearance of a strong and consistent message coming from the very highest levels of government," said Dr. David Ludwig, director of the Optimal Weight for Life program at Children's Hospital in Boston. "Never before has the childhood obesity epidemic become a high priority of both the president and first lady. "

[17] Dr. Ludwig makes the case that childhood obesity is caused by "a toxic environment" that promotes overeating of low-quality foods, while inhibiting children from leading active lives — an argument that seems to have resonated forcefully with Mrs. Obama.

[18] Among other research, Mrs. Obama was heavily influenced by a study carried out several years ago in Somerville, Mass. , in which a series of numerous but small changes — for instance, repainting crosswalks with reflective paint so more children could safely walk to school — resulted in slowing the rate of

childhood obesity. The city's mayor, Joseph A. Curtatone, who has promoted a local program called Shape Up Somerville, spoke at Tuesday's event.

[19] But the kinds of changes Mrs. Obama envisions will be easier said than done, especially in an economy where every penny counts. Lorna Donatone, the Sodexo official who worked with the White House on the obesity initiative, said her company was already trying to substitute healthier school lunch choices — low-fat cheese on pizza, baked chicken tenders instead of fried — but faces resistance from school districts who view such moves as too costly.

[20] “There's certainly the belief out there that healthy is more expensive,” she said. “That's one of the hurdles we've got to get over. ”

[21] Before Mrs. Obama spoke on Tuesday, President Obama began his day by signing an executive order to mandate what he called “optimal coordination” between federal agencies and departments, among them the Departments of Agriculture, Education, Labor and Health and Human Services, in support of the initiative.

[22] “We think that this has enormous promise,” the president said. Turning to his wife, he added, “It's done, honey. ”

Comprehension Question

1. What is the “Let's Move” campaign about?
2. From the report, what possible risks will Mrs. Obama be facing?
3. Why is childhood obesity related with national security in the United States?
4. From the report, what are the responses from people to the campaign?

Language Study

I. Vocabulary

1. Are they written and formal word in newspaper reports?

(1) The White House, ..., announced a sweeping initiative on Tuesday aimed at *revamping* the way American children eat and play.

(2) The “Let’s Move” campaign, nearly a year in the making, is Mrs. Obama’s official *debut* in a high – profile policy role.

(3) Experts say that they have not worked in coordination and that some policies — Agriculture Department subsidies for high *fructose* corn syrup, for instance — contradicted others.

(4) ...*reshaping* school lunches, playgrounds and even medical checkups — with the goal of eliminating childhood obesity within a generation.

(5) Beverage makers promised more *consumer – friendly* labeling on all cans.

(6) Mrs. Obama must be careful not to cast herself in the role of the food police, *chiding* parents about how they feed their children.

(7) Obesity is now one of the most common *disqualifiers* for military service.

(8) ... an argument that seems to have *resonated* forcefully *with* Mrs. Obama.

2. Are they colloquial and metaphorical expression in newspaper reports?

(1) The White House *rolled out* the initiative after months of consultation with a long procession of public health experts.

(2) She has already *lined up* an array of partners in government, medicine, science, business, education and athletics who are pledging to work together to...

(3) It doesn't take *a stroke of genius* or *a feat of technology*.

(4) Mrs. Obama must be careful not to cast herself in the role of the *food police*.

(5) And her campaign could prove contentious if the first lady *ruffles feathers* within the food industry by complaining about the marketing of junk food, as she did on Tuesday.

(6) Mrs. Obama and her aides concluded that they should *steer clear of* focusing on the individual behavior of parents and children.

(7) But the kinds of changes Mrs. Obama envisions will be easier said than done, especially in an economy where *every penny counts*.

3. What do the following italicized part exactly mean?

(1) The American Academy of Pediatrics called on doctors to measure *body mass index*, an indicator of obesity, in children.

(2) Mrs. Obama is talking about reshaping the nutritional environment in which children grow up — from *installing* sidewalks in neighborhoods to encourage students to walk to school,...

(3) "That's one of the *hurdles* we've got to get over. "

(4) "Never before has the childhood *obesity epidemic* become a high priority of both the president and first lady. "

(5) "We think that this has *enormous* promise," the president said.

(6) Health experts *blame* obesity for a variety of medical conditions, among them heart disease, high blood pressure, diabetes, cancer and asthma.

II. Grammar and Structure

How the following ideas are combined in one sentence?

(1) The White House rolled out the initiative after months of consultation

with a long procession of public health experts, during which Mrs. Obama and her aides concluded that they should steer clear of focusing on the individual behavior of parents and children.

(2) Dr. Ludwig makes the case that childhood obesity is caused by “a toxic environment” that promotes overeating of low-quality foods, while inhibiting children from leading active lives — an argument that seems to have resonated forcefully with Mrs. Obama.

III. Translation

1. Turn the following into Chinese.

(1) The “Let’s Move” campaign, nearly a year in the making, is Mrs. Obama’s official debut in a high-profile policy role, and she has already lined up an array of partners in government, medicine, science, business, education and athletics who are pledging to work together to get children off their couches and consuming fresher, healthier food.

(2) Rather, Mrs. Obama is talking about reshaping the nutritional environment in which children grow up — from installing sidewalks in neighborhoods to encourage students to walk to school, to putting greengrocers in inner cities where fresh fruits and vegetables can be hard to get.

2. Turn the following into English, using the words or phrases given.

- (1) 她组织行政领导、政界人物和教育家们担任董事会成员。(line up)
- (2) 在星期四微软推出了它的新操作系统。(roll out)
- (4) 当时,对他的任命似乎是天才之举。(a stroke of)
- (4) 她从未想到过她的大学生涯会如此结束。(envision)
- (5) 他坐在那儿,听我解释他被解雇的原因。(make the case...)

Question for Discussion

1. Read the newspaper headline again. Why is it in passive voice? What difference will it make if changed into active voice?
2. Look at the front page photo. Is there anything missing in it?
3. “For Mrs. Obama, the campaign is a chance to complete her transition away from being the mom in chief to taking a more active policy role within her husband’s administration.” How do you understand this? What is the author’s attitude towards Mrs. Obama’s role?
4. What do you think of the quotes used in paragraph 16? How are the quotes used in the news story?

Media Literacy Study

Taking a Second Look

再看一眼

“再看一眼”意思是对媒介文本进行更深层次的挖掘,希望找出文本中新的意义或新的解释。这里需要解释清楚的是“看”(look)具有学术意义上深层解读的意思,其目的是找到潜在的意义。

“批评性识读能力”(Critical literacy)要求对所有的媒介文本(media text)“再看一眼”。但是实际生活中我们对媒介内容并不十分在意,手里拿着遥控器在不断地更换电视节目,阅读报纸的时候我们是匆匆地浏览,看杂志的时候我们可能会不断地翻阅,甚至有时会从后面开始看起,直到看到我们感兴趣的内容才停止。

其实媒介中的许多内容需要我们“再看一眼”，因为我们第一次阅读、收听、观看的时候并不十分关注，“再看一眼”会让我们获得意想不到的收获。

- 令人发笑 电影、电视中的某些经典对话，或某些细节可能忽略了；再看一眼会让我们发笑不止。

- 令人失望 电影、电视中的某些细节严重与事实相违，发现这些时很令人失望。

- 给人启示 对报纸的文章再读一遍时，发现有些内容对人很有启示意义。

下面的两幅图画你发现了什么？请你再看一眼。



图 1

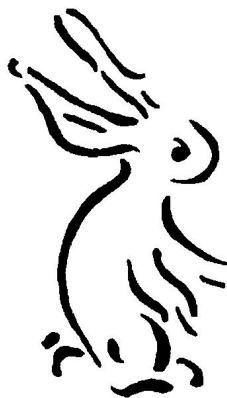


图 2