

实用英语新闻 写作教程

English News Writing

◆ 主 编 丁 莉



清华大学出版社
<http://www.tup.com.cn>



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<http://www.bjtu.com.cn>

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· 北京 ·

内 容 简 介

本书分为 10 章,较全面地介绍了新闻英语写作的各个方面。首先在综述中介绍了新闻英语写作的基本原则和技巧;然后从标题和导语两部分着手对英语新闻的关键部分进行分解;接着分别讲解消息、连续报道、特写和新闻评论的写作方法;最后讲述引语、新闻采访、会议和新闻发布会及新闻业者和法律法规。

本书可供高等院校新闻传播类专业及其他相关本科专业学生作为专业英语教材使用,亦可作为新闻专业人员的培训教材,还可供具有一定英语基础的新闻从业人员自学使用。

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图书在版编目(CIP)数据

实用英语新闻写作教程 / 丁莉主编. — 北京:北京交通大学出版社:清华大学出版社, 2014. 2

ISBN 978-7-5121-1809-6

I. ① 实… II. ① 丁… III. ① 新闻-英语-写作-教材 IV. ① H315

中国版本图书馆 CIP 数据核字(2014)第 020371 号

责任编辑:张利军

出版发行:清华大学出版社 邮编:100084 电话:010-62776969 <http://www.tup.com.cn>
北京交通大学出版社 邮编:100044 电话:010-51686414 <http://www.bjtup.com.cn>

印刷者:北京瑞达方舟印务有限公司

经 销:全国新华书店

开 本:185×260 印张:12.75 字数:320 千字

版 次:2014 年 5 月第 1 版 2014 年 5 月第 1 次印刷

书 号:ISBN 978-7-5121-1809-6/H·386

印 数:1~3 000 册 定价:29.00 元

本书如有质量问题,请向北京交通大学出版社质监组反映。对您的意见和批评,我们表示欢迎和感谢。
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前 言

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在国际间交流日益频繁的今天，新闻与传播是我们了解世界的窗口，增长知识的渠道，也是学习外语、使用外语的重要途径。新闻以其独有的方式有效、快速地将信息呈现给所有读者。新闻工作者不仅要捕捉最具新闻价值的信息，而且要准确无误地传递信息。新闻的主要目的在于传递信息，但同时必须注重信息的时效性和准确性。新闻涉及社会的各个领域，新闻报道的目的也因各种不同因素而变得不尽相同。

随着我国经济实力的增强，在诸多重大国际事务上越来越迫切地需要发出中国的声音，崛起的中国需要世界了解我们，同时我们也需要了解世界。而要实现这些目标，最直接、最便捷、最有效的途径就是通过媒体来架起中国和世界之间的桥梁。因此，对于新闻传播专业的人才来讲，不仅需要其具备新闻专业的知识与能力，同时还要熟练掌握和运用外语，成为在国际传播舞台上准确代表中国形象、发出中国声音的复合型人才。正是为了这一目的，我们编写了这本《实用英语新闻写作教程》。

本书共 11 章，第 1 章为综述，介绍了新闻价值、新闻的分类、新闻记者应具备的素质、新闻写作的十条原则等，然后通过实例讲解了快速提高英语新闻写作技巧的一些方法；第 2 章为标题，第 3 章为导语，分别介绍了标题和导语的特点、基本写作原则及写作方法等；第 4 章为消息，第 5 章为连续报道，第 6 章为特写，第 7 章为新闻评论，通过翔实的讲解和有代表性的实例，探讨了这几种新闻类型的写作方法；第 8 章为引语，第 9 章为新闻采访，同样通过生动的实例，详述了如何在新闻中引述他人的言语，以及如何最大限度地通过采访挖掘有价值的新闻；第 10 章为会议和新闻发布会，主要介绍讲话、会议和记者招待会等方面的内容及与之相关的新闻报道；第 11 章为新闻业者和法律法规，主要讲述新闻自由、相关的法律法规及新闻业者的道德规范等内容。

本书每章后均附有一些思考题或写作训练题，以帮助学生消化吸收所学的内容。

本书可作为高等院校新闻传播类专业及其他相关本科专业学生的专业英语教材使用，亦可作为新闻专业人员的培训教材使用，还可供具有一定英语基础的新闻从业人员自学使用。

在编写过程中，本书选用了大量的新闻报道实例，在此对所选文章及段落的原出版机构及其作者表示诚挚的谢意。

由于编者水平有限，书中不妥及疏漏之处在所难免，恳请专家和广大读者不吝指正。

编 者

2014 年 5 月于北京

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综 述

在《高级汉语词典》中，对新闻（news）的定义是：“新近听来的事。社会上新近发生的事情。”美国学者认为“news”一词是从“new”派生而来的，因此可以理解为“最新的消息”。词源研究者认为“news”一词是由英文 north、east、west、south（北、东、西、南）四个单词的首字母构成的。由此可见，新闻的核心是一个“新”字。其次是“全”字。对于新闻报道来说，“新”则意味着“报道及时”、“新鲜的消息”、“新颖的事物”等，“全”则意味着“覆盖范围广”、“全方位报道”、“受众广泛”等。

国内外专家学者对新闻的定义还有很多，其中比较科学，也被我国新闻界普遍认同的定义是陆定一先生在《我们对于新闻学的基本观点》一文中提出的：“新闻是新近发生的事实的报道。”这个定义透过纷繁复杂表象，抓住了新闻的三个本质特征：新近、事实、报道。因此，这个定义有三层含义。首先，新闻是“事实”，新闻的内容必须是关于真人真事，而不能像小说那样虚构人物。任何形式的新闻写作都属于写实文学（nonfiction），而小说（fiction）则属于虚构的文学作品。其次，这个“事实”必须是“新近发生的”，表明新闻内容的时效性。最后，“新闻”的概念被落实在“报道”上，将新闻的外延限定在大众传播的范围内，与街谈巷议、私人通信、秘密情报等传播形式区别开来。

1.1 新闻价值

新闻价值（Newsworthiness）是新闻工作者用以衡量客观事实是否能成为新闻的标准，用来衡量新闻价值的标准包括以下几个方面。

（1）时效性（timeliness）。是否是最近发生的事件，而且是大众所不知道的。包含时间近、内容新两个含义。时间发生和公开报道之间的时间差越短、内容越新鲜，新闻的价值也越大。

（2）接近性（proximity）。这则新闻是否与该媒体的受众密切相关，包括地理上的接近、利害上的接近、思想上的接近、感情上的接近等。

（3）冲突性（conflict）。这个事件是否在发展，是否已经解决，是否有人关心其发展。

（4）显著性（eminence and prominence）。是否有知名人士卷入其中，这会使报道显得更加重要。新闻报道的对象，包括人物、团体、地点等，知名度越高，新闻价值就越大。

（5）影响性（consequence and impact）。报道会对读者产生什么影响。

（6）人情味（human interest）。虽然不是骇人听闻的事件，但是否包含某种独一无二的有趣元素，能够引起人们的感情共鸣，能够激发读者的好奇心，能够引起读者的阅读兴趣，即通常所说的奇闻趣事。

1.2 新闻的分类

新闻有多种类别，多种分类标准。按照题材可以分为政治、经济、社会文化、战争、科技、灾难、体育、娱乐新闻等。

按照时效性，新闻可分为硬新闻（hard news）和软新闻（soft news）。硬新闻指题材比较严肃，具有一定时效性的客观事实报道。硬新闻对新闻时效性要求较高，恐怖袭击、自然灾害、政府会议等都是硬新闻。反之，软新闻则指人情味较浓、写法轻松活泼的社会新闻。软新闻对时效性要求相对弱一些，对一个民间艺人精湛工艺的描绘、一所小学的学生文艺表演为身患癌症的同学筹集捐款，等等，都是软新闻。

按照写作体裁，新闻可分消息、特写和社论。消息（news）是最常见的新闻类型，及时报道新闻事件，围绕新闻六要素（6Ws，即英语中的 who、what、where、when、why、how），追求完整性、全面性。特写（feature）则只侧重报道或描述事件的某个方面，突出有趣味、有意义、有影响的某几个新闻要素，因此与消息相比，特写通常在交代新闻事件的同时，能够更详尽地提供更多的背景材料，挖掘人物的内心活动，说明新闻事件是如何发生的，为什么发生的等。社论（editorial）是不同报纸代表自身利益，对重大新闻事件发表评论，代表着报社的言论，最集中地体现某种立场、观点，以言辞明快犀利，论理深刻的特点来吸引和影响读者，起到感染读者的号召性作用。

1.3 新闻记者应具备的素质

新闻记者们最典型的特点是他们对于新闻事件的态度——好奇，甚至是好打听的。他们想知道发生了什么，而且一定要第一手的信息，因为他们知道亲眼所见、亲耳所闻才能使报道具有真实性。

一名合格的新闻记者还必须具备以下素质。

(1) 追根究底（persistent）。在面对新闻当事人时，通常只有坚持不懈地追问到底才能得知事件的本质。

(2) 不偏不倚（fair）。新闻报道必须公正对待事件冲突双方的利益。

(3) 学识渊博（knowledgeable）。只有博学多识的记者才能迅速透过现象发现事件的本质。

(4) 冒险精神（enterprising）。在不易获得信息来源的情况下，能够想方设法接近第一现场、采访新闻当事人。

(5) 有胆有识（courageous）。具有献身精神的新闻记者往往不甘心坐等来自别人的第二手信息，这正是为什么每当有恐怖袭击或自然灾害发生，总在第一时间就能看到新闻记者的原因。

(6) 有同情心（compassionate）。新闻记者的最高使命是使大众知道、理解以前人们不知道的事件或话题。正是通过媒体人们才知道每五个儿童中有一个处于贫困，有超过四千万儿童没有医疗保障等等。

1.4 新闻写作的十条原则

Robert Gunning 在 *The Techniques of Clear Writing* 一书中列出了十条新闻写作原则，称为

“ten principles of clear writing”。

(1) **Keep sentences short, on the average.** 新闻中的句子不宜过长, 并且要做到长句和短句相间才能体现句式的多样性。以下是刊登在华盛顿邮报上的一则新闻的前三段(每句话后括号中的数字表示该句的字数)。

BEIJING, May 20 – Taiwan unveiled its first formal national security policy Saturday, pledging to increase defense spending by 20 percent and urging China to cooperate in establishing a military buffer zone to lower tension in the Taiwan Strait. (35)

The 162-page document, issued after long delays and extensive debate among President Chen Shui-bian’s advisers, was designed as a guideline for this and future governments in defending the self-ruled island against any attack from China, officials said. (37) Reflecting Chen’s dream of full Taiwanese independence, it postulates that Taiwan’s “overall strategic goal is to guarantee the country’s sovereignty.” (20)

China had no immediate reaction. (5) It has long insisted, however, that Taiwan is not a sovereign nation, but a province that must return to the Chinese fold. (22) China has vowed to use force, though as a last resort, to prevent the island and its 23 million inhabitants from attaining formal independence. (24)

(The Washington Post)

(2) **Prefer the simple to the complex.** 简单句更能体现新闻英语精炼易懂的特征, 因此在写作时要尽量使用简单句。这并不意味着新闻中不能使用复杂句, 在解释观点或描写细节时复杂句比简单句更有效。以下是美国记者 Greta Tilley 的一篇关于精神病院的纪实报道, 她因此获得美国新闻写作奖。作者大量使用简单句, 使得语言有力且富有表现力。

RALEIGH — The clock above Anthony’s head says 11 past eight.

It’s morning. Anthony hasn’t eaten or drunk since midnight.

He’s strapped to a blue-sheeted hospital bed on wheels. Close by are two psychiatrists, two nurse anesthetists, one psychiatric nurse and two technicians.

“One-ten over 64,” the psychiatric nurse says through the hiss of the blood pressure machine. She puts her fingers against Anthony’s pulse.

“Sixty. After his treatment the last time he had a bit of a temp, so we need to watch that.”

Anthony wears a medium Afro, a full mustache and a blue hospital gown. His tall, strong frame fills the skinny bed.

His bare feet, propped on a pillow, stick out from the end of the sheet covering his body. His eyes are half closed. A stethoscope rests on his stomach. ...

(Itule & Anderson, 2003: 33-34)

(3) **Prefer the familiar word.** 写作的目的是向读者传递信息, 熟悉的词汇更易于理解。以下是 David Finkel 关于一位少年接受戒毒的报道的第一段, 整段话由单音节和双音节词构成。

Sitting tensely in a chair, he is a young man not to be messed with, a coil of barbed wire. His mouth is in a sneer. His eyes could burn holes. His name is Paul Kulek, and he's doing his best to look as if he's in control.

(The St. Petersburg (Fla.) Times)

(4) **Avoid unnecessary words.** 啰唆累赘的语言会使读者失去阅读的兴趣。请看下面这个句子。

One of the primary aims of the extremely new master's degree program, which will offer an innovative curriculum not now available to the area's population, will be to draw them back into postgraduate education to improve their communication skills.

这个长达 39 个单词的句子不仅读起来啰唆拗口, 而且影响读者的理解。改写后仅 24 个单词, 不仅丝毫没有改变其含义, 还显得言简意赅, 更易于理解。

A primary aim of the new master's degree program, which will offer a curriculum currently unavailable to area residents, is to improve communication skills.

(5) **Put action into your verbs.** 主动语态更形象生动, 也更能吸引读者的兴趣。试比较以下两句话。

The fire was caused by an explosion. (被动语态)

An explosion triggered the fire. (主动语态)

以下是《中国日报》关于美国 9/11 事件的报道的导语部分, 全部使用主动语态, 并且选词准确到位。

In a horrific sequence of destruction, terrorists crashed two planes into the World Trade Center and knocked down the twin 110-story towers Tuesday morning. Explosions also rocked the US Defense Department and the State Department and spread fear across the nation.

(China Daily)

(6) **Write the way you talk.** 生硬呆板的正式语会显得乏味无力, 读者更喜欢生动形象具体的语言。两度获得美国普利策奖的作者 Jon Franklin 在一篇获奖的纪实报道中成功描述了一次开颅手术。作者用浅显易懂的语言将复杂的手术原因讲解得清楚明白。

As the neurosurgeon works, he refers to Mrs. Kelly's monster as "the AVM", or arterio-venous malformation. Normally, he says, arteries force high-pressure blood into muscle or organ tissue. After the living cells suck out the oxygen and nourishment the blood drains into low-pressure veins, which carry it back to the heart and lungs.

But in the back of Mrs. Kelly's brain one set of arteries pumps directly into veins, bypassing the tissue. The unnatural junction was not designed for such a rapid flow of blood and in 57 years is slowly swelled to the size of a fist. Periodically it leaked drops of blood and torrents of agony. Now the structures of the brain are welded together by scar tissue and, to make his tunnel, Dr. Ducker must tease them apart again. But the brain is delicate.

(*Mrs. Kelly's Monster*, 引自 Franklin, 1994: 32)

(7) **Use terms your reader can picture.** 在描述场景或异域风情时, 清晰明确的语言能够达到图画的效果。下面是美国记者 Jonathan Raban 撰写的美国中西部的风光特写的开头四段, 作者用生动形象的语言将其特有景象展现在了读者的面前。

Flying to Minneapolis from the West, you see it as a theological problem.

The great flat farms of Minnesota are laid out in a ruled grid, as empty of surprises as a sheet of graph paper. Every graveled path, every ditch has been projected along the latitude and longitude lines of the township-and-range-survey system. The farms are square, the fields are square, the houses are square; if you could pluck their roofs off from over people's heads, you'd see families sitting at square tables in the dead center of square rooms. Nature has been stripped, shaven, drilled, punished and repressed in this right-angled, right-thinking Lutheran country. It makes you ache for the sight of a rebellious curve or the irregular, dappled color of a field where a careless farmer has allowed corn and soybeans to cohabit.

But there are no careless farmers on this flight path. The landscape is open to your inspection — as to God's — as an enormous advertisement for the awful rectitude of the people. There are no funny goings-on down here, it says; we are plain upright folk, fit candidates for heaven.

Then the river enters the picture — a broad serpentine shadow that sprawls unconformably across the checkerboard. Deviously winding, riddled with black sloughs and green cigar-shaped islands, the Mississippi looks as if it had been put here to teach the god-fearing Midwest a lesson about stubborn and unregenerate nature. Like John Calvin's bad temper, it presents itself as the wild beast in the heart of the heartland.

(Zinsser, 2001: 122-123)

(8) **Tie in with your reader's experience.** 避免在报道中列举出空泛的数据、使用空洞的词语, 因为这样只会使读者一头雾水。假设本年度市政预算增加两千五百万, 这个数字不会引起大多数读者的注意, 他们对于这么大的数字没有确切的概念, 但是他们能理解两千五百万的

市政预算对税收产生的影响。把两千五百万分解开，告诉读者这意味着对于价值五十万的房产税会增加多少，对于价值八十万的房产又会怎样，等等。再如对于没有经历过火山爆发的读者群来说，只告诉他们哪里发生了火山爆发、死伤多少等，并不能引起共鸣，美国记者 Michael Allen 成功使用了类比法描绘出一幅真实的火山图景，这幅图景是读者能够想象出来的。

Viewed from several thousand feet in the air, it looked as if an immense cement mixer had spilled its load in the heart of the valley's rich, green field.

(The Arizona Republic)

(9) **Make full use of variety.** 任何写作都展现作者的思想、习惯、能力、甚至偏见，都是与读者的交流，因此每位作者都有其独特的风格。在另一篇获奖作品中，Jon Franklin 用其独树一帜的笔调描写了一位惜时如金的老人。

Time is precious as it runs out, and Old Man Peters spends long hours at his desk, writing and studying, fighting for a little more knowledge. Death is near, but he brushes away the comprehension. There has never been time for fear, and there is none now.

Prudence, though ... prudence is another matter.

Outside, beyond the double-locked doors, poor teenagers traverse the alley on the way to nowhere, casting occasional glances at the old man's row house.

(*The Ballad of Old Man Peters*, 引自 Franklin, 1994: 40)

(10) **Write to express, not to impress.** 空洞的大词并不能给读者留下深刻印象，准确细致的描述才能引起读者的共鸣。美国记者 Craig Gordon 撰写的关于一架失事飞机的报道简洁明确。

As a languid summer day gave way to night, witnesses turned their eyes upward — from fishing boats, surfboards bobbing in the waves, even other planes in the sky — to watch a disaster play out before them.

At first, there was a slow-motion quality to the descent of TWA Flight 800, a number of witnesses said — just a spot of brightness out over an ocean horizon, a light that some said looked like a flare from a distant boat.

In a horrible instant, though, that curious flicker exploded into a mass of flame that lit up the sky and sent a streamer of fire toward the ocean below.

(Newsday)

1.5 如何快速提高写作技巧

以下是 George T. Arnold 在 *Media Writer's Handbook* 一书中列举出的 18 条行之有效的快

速提高英语新闻写作技巧的方法。

(1) 在星期、月、日期之前不用介词 *on*。例如:

(错误) City Council will meet at 6 p.m. *on* Wednesday.

(正确) City Council will meet at 6 p.m. Wednesday.

(错误) Senators will vote *on* April 25.

(正确) Senators will vote April 25.

(2) 在 *meeting/conference/party/convention* 前不用动词 *hold*。例如:

(错误) City Council will *hold* its meeting at 6 p.m. Wednesday.

(正确) City Council will meet at 6 p.m. Wednesday.

(错误) The committee *held* its meeting last week.

(正确) The committee met last week.

(3) 在新闻报道中, 避免使用主观性强的 *invite*、*urge*、*welcome* 等动词号召或影响读者。新闻报道的一个重要特征是要客观公正, 因此记者不能用任何有倾向性的词语给自己的报道打上烙印。但报道中当事人的引语却可以采用这类词语。例如:

(错误) The public is *invited*.

(错误) The public is *welcome* to attend.

(正确) The event is open to the public.

(错误) Volunteers are *urged* to give blood between 8 a.m. and 4 p.m. today at the Red Cross Center.

(正确) Volunteers may give blood between 8 a.m. and 4 p.m. today at the Red Cross Center.

(正确) Bridget Beatty, Director of the County Red Cross Center, *said she is urging* people to give blood because reserves are almost depleted.

(4) 不要让无生命的事物“说话”。例如:

(错误) The president's press conference will be postponed one week, *the White House said* today.

(错误) *St. Jones University asked* the attorney general for a legal opinion.

(错误) *Bank One disclosed* today that it will lower interest rates by half a percentage point.

为避免这种错误, 记者可以让这些机构的发言人说话, 如 *the White House press secretary* or *an assistant secretary*, *an administrator* or *press officer* at the university, or *an officer* of the bank。或者在不便于指明说话人身份或姓名的情况下, 也可以用 *spokesman*、*spokeswoman* 或 *representative* 来表示, 但无疑直接点明身份或姓名是最好的选择, 因为这样表述的信息可信度更高, 也更有权威性。例如:

(错误) *Bank One disclosed* today that it will lower interest rates by half a percentage point.

(正确) Interest rates will decrease by half a percentage point at Bank One, *a company spokesman said* today.

(更好) Interest rates will decrease by half a percentage point at Bank One, *according to* an announcement today by *Black M. McCabb, company president*.

(5) 在标明消息源的时候, 将说话人的姓名放在动词的前面。一般来说 *Michael said* 比 *said Michael* 更自然更易于被读者接受, 因为这才是人们讲话的正常方式。例如:

(错误) The bridge will be completed on schedule, **said Michael**.

(正确) The bridge will be completed on schedule, **Michael said**.

但是, 当指明说话人身份的修饰语紧跟人名之后, 而不得不放在人名和 said 之间时, 这种结构就显得别扭拗口, 因此在这种情况下, 更好的选择是使用 said Michael 的结构。其实在这个时候, according to Michael 是最好的解决方案。大家可以通过下面的例子有更清楚的认识。

(错误) The bridge will be completed on schedule, **Robert L. Michael**, deputy director of the State Highway Department, **said**.

(正确) The bridge will be completed on schedule, **said Robert L. Michael**, deputy director of the State Highway Department.

(更好) The bridge will be completed on schedule, **according to Robert L. Michael**, deputy director of the State Highway Department.

(6) 慎用 according to。在指明消息源时, 尽量避免使用 according to somebody 的结构, 而应该使用 said, 因为 said 更短小也更直接更明了。尤其不能将 according to somebody 放在句首, 这样会将句子的重点放在了说话人身上, 而不是在说话内容上, 会给读者传递错误的暗示。

最好的选择是用 according to 表示无生命的事物(如: The president will veto the bill, **according to The Washington Post**.), 而用 said 表示有生命的人(如: The president will veto the bill, **his press secretary said**.)。唯一的例外是上面第 5 条中提到的 according to 表示人的用法。

(7) 不要混淆 feel、think 和 believe。这三个动词含义不同, 但经常被混淆使用。

Feel 表示“触觉”(如: The new material **feels** soft.), 也表示人的“身体状况”或“心理感受”(如: I **feel** good today. I **feel** uneasy about spending so much money.)

Think 表示“观点”(如: The senator said she **thinks** the bill will pass.)

Believe 表示“相信”, 与“信念”或“原理”等连用(如: The judge said he **believes** every citizen has a right to a fair trial.)

例如:

The delegate said he **thinks** (not feels) his bill will be approved.

The minister said she **believes** (not thinks or feels) there is life after death.

The applicant said she **thinks** (not feels) her interview went well, and she **feels** good about her chance of getting the job.

(8) 不要窥视当事人的心理或替当事人做预测、做计划等。除非当事人告诉了他/她的想法, 记者才能“知道”他/她在想什么或在计划什么。通常可以用 he/she said 的结构来避免这种错误的发生。让读者或听众知道这句话是当事人说的, 而不是记者说的。例如:

(错误) Johnson **thinks** he has enough votes pledged to get his bill passed.

(正确) Johnson **said he thinks** he has enough votes pledged to get his bill passed.

(错误) Johnson **will announce** Thursday that he will seek re-election.

(正确) Johnson **said he will announce** Thursday that he will seek re-election.

(9) 不要“命令”读者或听众。有时候记者在写作时会不知不觉地“命令”其读者或听众做这做那。避免这种错误的最简单办法是, 在写作时避免使用第二人称。例如:

- (错误) To apply for a low-interest student loan, **go** to the business office before 4 p.m. Friday.
- (正确) Applications for low-interest student loans **may be made** at the business office until 4 p.m. Friday.
- (错误) **You must bring** a statement of your annual income and a list of **your** dependents when you apply for the loan.
- (正确) **Applicants are required** to provide a statement of annual income and a list of dependents when **they** apply for the loan.

(10) 将较长的称谓放在人名的后面。在新闻写作中, 要将简短的大写的称谓放在人名的前面(如: Mayor Johnson, Coach Ridgeway, Dr. Walker)。但是, 当较长的称谓放在人名之后时, 通常不用大写, 而采用小写的形式(如: Ralph B. Hastings, associate director of the United Fund Campaign; Saul T. Levine, president of the Colonial Historical Society)。

关于称谓的大小写问题, 仍有许多争议。但因为新闻写作属于非正式文体, 所以在英语新闻中使用大写形式的频率远远低于其他正式文体的写作, 如教科书、法律文件、学位论文等。

如何区分称谓的长短, 从而决定应该放在人名的前面还是后面。有一个比较简便的辨别方法, 就是那些你们在日常生活中见面时使用的称谓都应该放在人名的前面(如: Dr. Wang, Coach Menendez, Mayor Wysong), 反之则放在后面, 人们见面时是绝对不会这样称呼的: Professor of Anthropology and Sociology Wong, Head Basketball and Assistant Track Coach Menendez, Mayor of the City of San Francisco Wysong。因此对于这种较长的称谓, 最好最自然的方式是将它们放在人名的后面。

(11) 让引语掷地有声。引语应该是一篇报道的点睛之笔, 对于常规的程序性的信息, 应该用变换措辞的方法表达, 而要用直接引语来表达那些重要的、有人情味的、给人深刻印象的、甚至震撼人心的语句。例如:

- (错误) “We’ll just have to try again next week to get enough votes to pass the bill,” Sen. Sandra W. Wiggins said.
- (正确) Sen. Sandra W. Wiggins said she and other supporters of the bill will try again next week to gain enough votes to pass it.
- (错误) “The program will begin 7 p.m. Friday with an address by Sen. R.M. White, and it will wind up Sunday afternoon with the other principal speaker, Walter P. Grassley, president of Unity State University,” Beverly J. Robinson, program director, announced.
- (正确) The three-day conference will start 7 p.m. Friday with an address by Sen. R.M. White and will close Sunday afternoon with a speech by Walter P. Grassley, president of Unity State University. (如果记者确定信息完全正确, 就不必提供消息源的姓名和身份。)

记者要准确把握衡量引语价值的尺度, 如果错将一句很有力量的话语变换措辞进行表述, 则会使报道黯然失色, 缺乏力度。例如:

- (错误) The mayor commended city employees for clearing streets during the three-day

snowfall.

(正确) “Our street crews worked courageously and tirelessly during the dangerous snowfall, and they deserve the thanks of every citizen for keeping our roads safe to drive on,” the mayor said.

(12) 要尽早标明引语消息源的身份。如果直接引语超过一句话，则要在第一句话后立即点明说话人的身份。没必要让读者等到读完整段引语才知道到底是谁在说话，这样只会使读者不耐烦甚至产生厌恶感而不再继续读下去。而且，如果同一篇报道中的消息源不止一个时，这种延误还会使读者迷惑，完全不明白哪些话是哪个人所云。例如：

(错误) “Our members will strike at midnight unless the company meets our demand for an 8 percent wage increase. We’ve reduced our offer to the lowest point possible,” Tarkenton said.

(正确) “Our members will strike at midnight unless the company meets our demand for an 8 percent wage increase,” Tarkenton said. “We’ve reduced our offer to the lowest point possible.”

另一种尤其需要注意的情况是，如果在一个自然段的结尾处是一个消息源的直接引语，而在下一个自然段的开头又引用另一个消息源的话语，这就必须在段落的开头就点明消息源，否则读者会误以为仍然在继续引用第一个消息源的言语。例如：

(错误) “I am thrilled to have been selected for the Pendelson scholarship,” *Hariston said*.
“It’s something I’ve been working for all my life.”
“Nothing could be more satisfying. The entire student body of Acme High School is happy about it,” *Principal Randall B. Smithson said*.

(正确) “I am thrilled to have been selected for the Pendelson scholarship,” *Hariston said*.
“It’s something I’ve been working for all my life.”
Principal Randall B. Smithson said, “Nothing could be more satisfying. The entire student body of Acme High School is happy about it.”

(13) Doctor 是一个称谓，而不表示一种职业。不要在报道中泛泛地说某人是一位 doctor。记者需要指明这个人的确切职业，是 physician (医生，内科医生)、surgeon (外科医生)、dentist (牙医)、minister (部长、大臣)，还是 professor (教授)，等等。

如果记者在报道中仅仅用 doctor 来称呼某人，读者会很自然地认为这个人是一位医务工作者，因此如果这个人是从从事其他领域工作的博士 (doctor) 时，就更有必要说明这个人所从事的职业。

当 doctor 用作称谓时，表示“博士”而不表示医生职业，因此不能用作泛指。下面都是正确的用法。

Dr. Marianne A. Weston, a neurosurgeon at Acme General Hospital

Dr. Martin N. Reynolds, professor of journalism

Dr. Harold C. Pennington, the newly appointed minister at Wyoming Presbyterian Church

(14) 不要认为读者/听众知道新闻事件的背景。即使一个新闻事件已经被连续报道了几天甚至几个星期了，记者也不能假定所有的读者或听众都知道事件的背景。当然，这并不是说在每个后续报道中都必须重复之前所报道过的一切信息，但每一篇报道都需要提供足够的

背景，而保证其内容上的独立性。例如：

(错误) Despite increased criticism from school administrators, students and some members of the Legislature, the governor said he will not rescind *Executive Order No. 2*.

(正确) Despite increased criticism from school administrators, students and some members of the Legislature, the governor said he will not rescind Executive Order No. 2, *which retains for the state all interest earned on funds allotted to education*.

(错误) P. A. Rodriquez, president of *CROP*, said the awards dinner will be March 10.

(正确) P. A. Rodriquez, president of *Committee to Recognize Outstanding Pupils*, said the awards dinner will be March 10.

(15) 不要在段首使用并列连词。英语语法老师告诉我们不能在句首使用 *and*、*but*、*or*、*for*、*nor*、*yet*、*so* 等并列连词，但是在英语新闻写作中这是被普遍接受的用法，当然这样的句子不能在段首。例如：

The Europeans are also persisting in the view that there will eventually have to be talks between the United States and Iran on security matters. *But* both they and American officials say there is no call for such negotiations in the current proposal.

(16) 在同一句话或标题中，不能重复使用任何一个实词。这是使报道的语言生动有趣信息量大的一条实用法则。当然，对于冠词 (*a*, *an*, *the*)、介词 (*on*, *at*, *in*, *etc.*)、连词 (*and*, *or*, *nor*, *etc.*) 等虚词就没有这个规定了。

(17) 定语从句必须紧跟先行词。定语从句的作用是补充说明其先行词，因此必须紧跟先行词，只有这样才能真正起到使表述更加清楚明白的作用，否则只会引起理解上的混乱甚至歧义。例如：

(错误) The *library* in McDonald County, *which* used to be a barn, also serves as a meeting place for community groups.

(正确) The McDonald County *library*, *which* used to be a barn, also serves as a meeting place for community groups.

(错误) The *president* of the Board of Trustees, *who* has three years remaining in his term, said today he will resign at the end of the second year.

(正确) The Board of Trustees *president*, *who* has three years remaining in his term, said today he will resign at the end of the second year.

(18) 不要将观点、谴责、指控等当作事实作报道。这种措词上的错误通常是由于记者的粗心造成的，但是读者往往会把它们当作事实来理解，因此需要格外加以注意。例如：

(错误) The university's *inferior* science program is the main reason Arizona State has failed to gain approval to start a medical school, the student body president said today.

(正确) The student body president of Arizona State today *described the university's science program as inferior* and said it is the main reason approval has not been granted to start a medical school.

(正确) Arizona State University has failed to gain approval to start a medical school because of its "*inferior science program*," the student body president said today.

(错误) The state's *bad* labor-management relations will make recruiting industry difficult, a