

The Media Dictionary

实用英汉汉英传媒词典

主编：倪 剑 叶叙理 孙 哲

Nina Sun Ashley Esarey Sunny Sun

主审：李良荣

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序

在参与美国哥伦比亚大学国际传媒专业、复旦大学新闻学院的传媒培训项目时,我和 Ashley Esarey 发现因语言的差异、技术的进步而产生的许多专业术语、新词汇成了中国传媒业者从容地了解国外媒体方方面面的障碍。

在协助哥伦比亚大学国际传媒专业对上海文化广播影视集团的高层管理者的培训中,让我和 Ashley 深刻地感受到中国媒体业者急需这样一本词典。原本想找到英文版传媒类词典,然后联系作者或出版商以购买版权进行翻译。意外的是,在媒体业极为发达的美国和英国都没有这样一本符合我们需要的书或词典,原以为水到渠成的事变得极具挑战性。因为我们三位主编都不曾有过编撰词典的经验和积累,我们过去不是资深的专业媒体人,未来也不会投身媒体业。

无知者无畏,我们这代人注定该多做些前无古人后“有”来者的好事。

从报纸到杂志,从电视到广播,从广告到公关、策划到营销、多媒体到跨媒体、模拟化到数字化……无论是从学术的角度,商业的目的还是个人目前的工作安排,真正投入这个项目后,我们都深感力不从心。幸得孙哲教授的援手和李良荣教授的支持,我们才越来越自信。我也要向所有编委和编辑致以最诚挚的谢意,你们的精诚合作与梦想,让一个人难题有了答案。

这本词典是申尼邦德咨询(上海)有限公司和美国主流媒体公司第一次合作的成果,虽然我们努力面面俱到,但难免会挂一漏万,我们将这批评与指正的机会留待读者诸君,希望能在 dictionary@sunnybund.com 上收到您的来信。

收笔之时又是另一段使命的开始,我和申尼邦德咨询(上海)有限公司同仁们期待与读者更多的沟通、合作。

倪剑

申尼邦德咨询(上海)公司

Forward

Newspapers and magazines, television, film and the Internet provide the means by which all global citizens obtain information about their foreign counterparts and appraise events in the world at large. Thus the traditional mass media and the new media have become bridges for myriad forms of information from the West to China and from China abroad in a new age of cross-cultural communication, serving such purposes as economic and scientific development, educational advancement and shared appreciation of art and leisure. However, after serving as an instructor in training programs for media professionals at Columbia University in New York and in Shanghai, it became clear to me that the very act of communication between the Chinese media and the Western media was made difficult by lack of clarity in meaning of commonly used terms. The intent in preparing *The Media Dictionary* is to facilitate greater understanding, on both technical and conceptual levels, for Chinese media professionals and students of communication and, ultimately, to engender greater opportunities for cooperation between the Chinese and international media.

This dictionary owes its publication to my co-editor Nina Sun and CEO of Sunnybund Consulting and Advertising, whose vision inspired this work from the outset and whose organizational skills saw it to fruition as well as to her husband and Associate Director of the American Studies Center at Fudan University Sun Zhe, Fudan University School of Journalism Professor Li Liangrong, research assistant Emma Toyé, translator Ealin Huang, the outstanding members of our editorial board and Gu Qian, Zhang Yonghong, our editors at Fudan University Press.

The Media Dictionary is the only work (in either English or in Chinese) to encapsulate a broad spectrum of conceptual and technical jargon pertaining to the inter-related fields of traditional and new media , communications studies , public relations and advertising . The task of compiling , defining and translating the terms required a broad spectrum of expertise . Such a task is a bit like attempting to photograph moving images or hit moving targets , if only because language and its meaning is constantly evolving . Dear reader , if you believe our entries to be incorrect or in need of updating , kindly apprise us of the error via email at dictionary@sunnybund.com and we will make the correction in future editions .

Best wishes for clarity in communication and harmonious future cooperation .

Ashley Esarey
Mainstream Media
New York City

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英 汉 部 分

(按英语字顺排列)

A

- ABC** American Broadcasting Company or Australian Broadcasting Corporation. 美国广播公司或澳大利亚广播公司。
- Above the line (ATL)** Advertising through mass media (e. g. TV, press, radio, etc). 线上广告,指通过大众传媒如电视、报纸、广播等刊登的广告。
- Actuality** Material shot as it really happens — it isn't staged especially for the cameras; a recorded audio clip from an interview used in a radio news story. 1) 记录下真实事件的素材镜头,并不是那些为拍摄而特意安排的镜头;2) 在广播新闻故事中使用的经过裁剪的访谈录音。
- Ad click rate** Sometimes referred to as “click-through”, this is the percentage of ad views that resulted in an Internet ad click. 广告点击率,指广告阅览中点击次数的百分比,有时称“点进率”。
- Ad clicks** Number of times users click on an Internet ad banner. 广告点击数,指用户点击一则因特网广告条的次数。
- Ad copy** The printed text or spoken words in an advertisement. 广告中的广告词、广告语或广告的文字部分。

- Ad views (impressions)** Number of times an ad banner is downloaded and presumably seen by visitors. If the same ad appears on multiple pages simultaneously, this statistic may understate the number of ad impressions, due to browser caching. There is currently no way of knowing if an ad was actually loaded. Most servers record an ad as served even if it was not. Corresponds to net impressions in traditional media. 广告浏览次数/印象数,指一则广告条被访问者下载并可能阅览的次数,如果一则广告同时出现在许多网页上,那么这一统计数据可能会因为浏览器缓存不重复下载而被低估,但事实上,目前没有办法知道一则广告是否真的被用户浏览,即便没有,大多数服务器还是会将这些广告记录在内相当于传统媒体的“净印象数”。
- Adbar** A horizontal online ad unit (width varies) that may or may not link to a microsite or corporate website; 也称为“ad banner”广告条,网页上的水平广告部分,宽度各有不同,它可能提供了某个小型网站或企业网站的链接。
- Address** The unique location of a website on the Internet. 网址,指互联网上独一无二的网页地址。
- Address book** Software that stores the e-mail addresses of contacts in online correspondence. Popular e-mail packages have built-in address books. 通讯簿,现指网络存储的用户电子邮件地址的

软件,一般流行的电子邮件软件包都内建了通讯簿。

Adjacency

A time slot availability whether for a local or national station. 邻近时段,指地方或全国电台或电视台某档节目前后的商业广告时间段。

ADSL

Asymmetric Digital Subscriber Line. System that allows high-speed transmission and reception of digital information over telephone lines. 非对称数字用户线路,通过电话线高速传送和接受数字信息的系统。

Advance

A monetary advance on forthcoming publications such as a book manuscript. 预约稿费、定金,为即将发行的出版物(如书稿)预先支付的一笔钱。

Advance copy

A story prepared before the event it describes has occurred and that is held until release date. 预排稿,指对能预料的即将发生的事件预先准备好报道的稿件,等到事件发生的时候再公开发表。

Advertising campaign

A series of advertisements related to promotion of a product, product line or company. 广告活动,指为促销产品、生产线或提升公司形象而推出一系列广告。

Advertorial

Copy that is paid for by advertisers but laid out and written in the style of regular copy. 软文广告,由广告主付费、以媒体正常文章样式刊登

的广告。

Affidavit

Written legal proof-of-performance from a radio or television station that a commercial ran at the time indicated. 播出证明, 为广播或电视出具的指定时段播放过某商业广告的书面法律证明。

Affiliate

A broadcast station (usually independently owned) which has a contractual relationship with a network to carry the network's programs and announcements in specific time periods. 广播电视网成员, 指与广播电视网有契约关系的广播/电视台 (通常是独立台), 它必须按约定在一定时段内播送该广播电视网的节目和公告。

Afternoon drive

A radio day-part, usually 3pm to 7pm . 午后时段, 指电台白天节目时段中的一部分, 通常指下午三点到七点。

Agate line

Non-standardized unit of space measurement, equal to one column wide and 1/14" deep. 铅字行, 一种报纸广告大小单位, 是非固定化的空间计量单位, 相当于一个栏宽和 1/14 英寸高。

Agency Commission

A percentage paid on advertisement agency work including media buying and production, etc. Agencies use a commission system, a fee system, or a combination of both. 广告代理佣金, 指广告主因媒体购买和广告制作等项目支付给广告公司的部分报酬, 一般广告公司

采用代理佣金制度、项目费制度或者两者结合的方式来收费。

**Agency-of-record
(AOR)**

An advertising agency or independent media buying company that purchases media in conjunction with another agency or group of agencies serving the same advertiser. The AOR also handles scheduling and distribution of ads. 主代理商,指客户使用复数广告代理商时,指定其中一家为某媒体集中购买代理商。该代理商同时也处理有关广告播出时间及相关广告推销等事宜。

Agenda setting

The process by which the media are able to define those issues that are important in society at any one time, and also the terms of reference of any debate. 议题设置,指媒体通过对某时段内社会重要话题或热点争议进行界定选择来报道。

Agenda-building

The process by which powerful industrial and governmental bodies are able to determine through their manipulation of the news-gathering process the content of the agenda that is set by the media. 议题构建,指强大的行业团体和政府部门通过对新闻采访过程的操纵来决定媒体应该设置何种议题内容的过程。

Agony column

A newspaper advice column. 报纸上的“为您排忧解难”咨询专栏,用来回答读者关注的问题。

All-or-nothing effect

Sudden breakdown or loss of digital signal reception when it contains more errors than the

error correction system can cope with. Up to this point there is no degradation in reception quality; a significant advantage over analogue where there is a gradual deterioration. 数字信号或全或无效果,指数字信号接收过程中因错误过多,以致纠正系统无法修复而出现的信号中断或消失现象,也就是说,数字信号接收质量没有递减效果;而相反,模拟信号的一大优势是它虽可能逐渐衰减却不会突然消失。

Alternative press

Journalism devoted to counterculture or antiestablishment interests. 另类新闻业,指挑战主流文化或反对大众兴趣的广播、电视、报刊。

AM (Amplitude Modulation)

The transmission of sound in radio broadcasting in which the amplitude (power) of a transmitting wave is modulated (changed) to simulate the original sound. A method used to modulate a signal, typically using radio. In the case of an analog signal to be sent, the amplitude of the radio wave is modulated to be directly proportional to the value of the analog signal at the time. This should be compared to frequency modulation (FM) which modulates the frequency rather than the amplitude. 调幅,指一种广播声音处理的方法,这种方法将传输波的振幅进行调制来模拟原来的声音,常见于无线电广播模拟信号传输,无线电波被直接调制成与模拟信号相等的值。与此相对的是“调频”,它是对频率而不是振幅进行