

大学英语选修课系列教材

陈仲利 总主编

How to Read Western Media Closely

张敬源 彭 漪 Mark Buck◎主编

英美报刊

深度阅读



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总 序

教育部颁布的《大学英语课程教学要求》对我国大学生英语的听、说、读、写、译等能力均提出了三个层次的要求，并在全中国兴起了实用性大学英语教学改革与实践的浪潮。为进一步完善大学英语教学改革成果，努力提高学生的英语实用能力，南开大学、天津大学、北京化工大学、北京航空航天大学、北京科技大学、北京邮电大学、对外经济贸易大学、广东工业大学、哈尔滨商业大学等国内重点高校的英语教师通力合作，编写了“大学英语选修课系列教材”。本套教材包括《高级英语口语教程》、《科技英语阅读教程》、《高级英语阅读教程》、《实用翻译技能集成》、《英美报刊深度阅读》、《高级英语写作教程》、《实用商务英语综合教程》、《英语视听说教程》和《当代英美社会文化新编》等九本教材。本系列教材应用了最新的英语教学理念，吸收了最新的英语教学成果，符合我国大学英语教学改革的最新要求，并体现了四、六级考试改革后的新精神，所有编写内容均为各参编院校多年使用过的优秀素材，具有良好的教学效果和广泛的使用基础。

“大学英语选修课系列教材”主要特点如下：

1. 选材广泛，内容丰富。本系列教材所选材料均来自国内外原版报纸、杂志、教材、论著、会议论文、实用文件和一些权威网站，语言真实准确、地道优美；内容涉及视听说、口语、阅读、翻译、写作、文化、商务和科技英语等多个领域，适合不同专业学生对英语学习的需求。本系列教材选材注重原汁原味，力图使学生在浩瀚的知识海洋中多方汲取营养，以满足实用性英语教学的需求。如《高级英语阅读教程》的文章大多是近年来有关社会热点问题，并且大都是学生所关心和感兴趣的新闻报道，趣味性、实效性较强；另外，文章内容涉及生活的方方面面，集知识性、科普性、娱乐性于一体，有利于培养学生的学习兴趣。

2. 注重语言综合技能的训练，实用性较强。通过精心选编的课文和悉心设计的多种实践和交际活动，从多渠道、多层面、多角度向学生输入大量有效语言信息，吸引学生参加多种多样、生动活泼的语言实践和交际活动，进行大量的“交互式”的语言输入（input）和输出（output）。如《英语视听说教程》、《高级英语口语教程》强调各种微技能的培养和训练，结合具体生活环境和主题，突出听说实践能力的培养；《实用翻译技能集成》围绕实例，阐明方法和技巧，强调翻译实践，培养动手能力。每一章围绕各种翻译技巧，梳理分析，深入浅出，将翻译理论技能和实践训练有机地结合起来。

3. 编写严谨，精细实用。本系列教材均按照由浅入深、循序渐进的原则系统而连贯

地编写完成。《实用商务英语综合教程》、《科技英语阅读教程》各自在内容上互相渗透，融会贯通，有机地成为一体。同时，每册又各具特色，风格迥异。

4. 知识全面，题型多样。为适应改革后的四、六级考试新模式，《高级英语写作教程》一方面向学生们介绍了各类议论、说明、记叙文体；另一方面，又详细阐明了各类应用文体，从而有效地提高了学生的英语写作实践能力。另外，《高级英语阅读教程》中增加了选词填空题、快速阅读、补全句子、简答等新题型。

5. 本系列教材在传播语言知识的同时，更注重英美语言文化知识的学习。《英美报刊深度阅读》和《当代英美社会文化新编》系统介绍了英美报刊文学的特点和社会文化概况，使学生更加深入地了解英美社会面貌，激发英语学习兴趣。并大幅度提高自身的跨文化交际能力。

6. 本系列教材综合了国内外同类教材的优点，兼顾了不同层次学生的需求，既体现了教育部有关大学英语教学改革的新精神，又满足了实用性英语教学的客观需要。同时，这些编者都是富有教学经验的一线教师，本系列教材是他们多年教学成果的结晶。

7. 本系列教材适用范围广泛。不仅是大学本科生高级英语选修教材，亦可作为广大同学备考英语六级和报考研究生的参考用书，同时，也是英语专业学生或广大英语爱好者提高英语水平的良师益友。

总主编 陈仲利

2009年2月

前言

近年来,我国大学英语教学改革与实践在全国各地如火如荼地进行并取得了显著成效。各地高校依据教育部颁发的《大学英语课程教学要求》,结合自身情况,制定了个性化的大学英语教学大纲,根据不同层次学生的需求,开设了多种形式的大学英语必修和选修课程。如何全面提高学生综合运用英语的能力、切实增强其自主学习能力已成为当前我国大学英语教学与改革深入探讨的热点课题。与此同时,学生在外语学习方面也常感到困惑与迷茫,似乎费时很多、收效较低,单词永远记不完、记不住,听力材料永远听不完、听不会,阅读材料似乎永远读不完、读不懂,外语水平似乎永远没多少长进,从而严重挫伤学生学习英语的积极性。

基于多年来在大学英语教学方面的探索及对学生实际需求的了解,我们认为最新英美媒体文章有题材广泛、内容新颖、语言鲜活、真实实用等特点,因而,是激发学生外语学习兴趣、扩充语言知识、培养综合使用英语的能力最为有效的途径之一。为此,我们编著了这本《英美报刊深度阅读》。作为“大学英语选修课系列教材”之一,本教材不仅可供各校根据自身具体情况选择使用,也可供高年级本科生和其他具有同等英语水平的读者自学使用。

需要说明的是,目前国内市场已经有不少品种的报刊阅读教材,我们为什么还要费力再编写这样一本教材呢?因为很多人认为报刊阅读是一种技能,只要具备一定的语法、词汇等语言知识,加上一定的报刊阅读技巧足矣。我们认为,英美报刊是英美文化的重要载体之一,只有了解英美文化,才能理解英美报刊文章中的辩论、批评、讽刺、幽默、漫画等等。因此,本教材第一部分“The Media in Britain and the USA (英美报刊简介)”不是浮光掠影地介绍英美报刊的基本概况,而是深入剖析英美报刊的本质特点、传统及其由来。这些介绍是深入理解英美报刊的前提。本教材的第二部分“Understanding the Western Press (英美报刊阅读技巧)”不是传统意义上的简单阅读技巧介绍,而是注重“深读(read closely)”而不是“略读”,即深层次理解英美报刊文章的内在意义而不是字面意义。此外,本教材注重引导学生注意英美报刊中使用频率较高的“日常词汇”及其表达的丰富意义,使其意识到语言水平的高低不是体现在掌握词汇的多少,而是深入剖析能否恰当得体地使用已经掌握的词汇,从而提高综合运用英语的能力。

· 教材特色

《英美报刊深度阅读》重点培养学生快速阅读并深入准确地理解英美媒体文章的能力，力争使大学英语提高阶段语言知识的扩展寓于语言综合使用能力的提高之中。与国内同类教材和读物相比，该教材具有以下特色：

(1) 内容鲜活，题材广泛，时效性强。书中材料除个别特别精选的过刊文章外，大多选自2008年以来的英美报刊文章，最新内容截至2008年美国总统选举。

(2) 主要内容 by 长期讲授英美报刊阅读课程的资深外籍教授撰写，将报刊阅读与英美文化介绍融为一体，将报刊阅读技巧与报刊文章写作融为一体，从而进一步增强学生阅读与鉴赏英美报刊文章的能力。

(3) 与国内同类教材相比，增加了作为英美报刊重要内容之一的漫画鉴赏，从一个侧面深入了解英美社会与文化。

(4) 以专题为主线编排课文，每一专题精选典型文章，系统培养学生阅读英美媒体文章的能力。

(5) 选文思想内涵深刻，注重趣味性与适用性。既能激发学生的阅读兴趣，引起共鸣，又有利于学生深入思考，并就相关问题运用所学语言知识表达自己的思想。

(6) 练习编配侧重学以致用，注重培养英语综合运用能力，克服语言学习中的被动性。

· 内容结构

《英美报刊深度阅读》供非英语专业本科生一学期使用，重点培养学生独立而批判地阅读英美报刊文章的能力，并在阅读中进一步夯实语言基本功。全书共分三部分：第一部分为英美报刊简介，重点介绍英美主流报刊、本质特点及其由来；第二部分为英美报刊阅读技巧，以典型文章为例，深入剖析深度阅读英美报刊文章应特别注意的若干方面，为使学生真正理解并掌握这些技巧，本部分后附补充练习，并将英美报刊阅读训练与报刊文章写作有机融合；第三部分为精选英美报刊文章阅读训练，根据英美报刊主要栏目共分10个单元，文后附有相关练习。

阅读训练部分每一单元含有三篇时文阅读(Reading)，每单元涉及不同话题，其中第一篇建议作为主课文，其余作为辅助泛读课文。每篇课文后附有相关背景知识介绍(Notes)及生词表(Words and Expressions)，便于学生阅读；课后练习包括获取信息(Getting the Message)、词汇扩展(Developing Your Vocabulary)、佳句翻译(Translating)几个板块。其中“获取信息”旨在检测学生对课文内容的理解情况，采用全国大学英语四、六级考试阅读理解题型，便于学生准备相关考试；“词汇扩展”包括两个部分：第一部分重点培养学生无须借助词典，依据上下文相关信息猜测生词词义的能力；第二部分旨在使学生特别注意文章中短小、生动的词(尤其是动词)的用法，引导学生模仿并活学活用常用词汇；佳句翻译部分重点不在翻译文中的难句，而是翻译文中优美

的语句、漂亮的英文，旨在通过翻译让学生记住并模仿使用这些句子的表达方式。

本教材后附有各部分练习参考答案，供学生自我检测使用。

• 编写人员

本教程由北京科技大学张敬源教授和彭漪教授负责全书编写体例的策划及全部书稿的修改、补充和审定工作。北京科技大学兼职教授、英国剑桥大学Mark Buck博士长期在北京科技大学讲授英美报刊阅读课程，负责撰写不仅本教材第一、第二部分。其他编者全部为多年来一直从事大学英语基础及高年级教学的一线教师，主要有周荣娟、淡晓红、侯佳和何丽君。

科学出版社朱琳女士和张迪女士在本书的编辑过程中提出了宝贵而细致的修改意见，为本书的出版付出了辛勤的劳动，在此一并致谢。

限于编者水平，疏漏错讹之处在所难免，敬请读者批评指正。

编 者

2009年1月

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Part One

The Media in Britain and the USA

✿ 1. The Challenge of Diversity

“One World, One Dream”. We all know the motto of the 2008 Beijing Olympic Games. And we should all be proud to live in a world in which people work to live together harmoniously and productively. If we hold to that goal, there is every reason to be hopeful about the future.

However, hope for the future is not based on the world becoming uniform and on everyone doing the same thing in the same way. “One World, One Dream” does not mean the victory of one culture or one language or one economic system over the others. “One World” is achieved by celebrating diversity, and celebrating it harmoniously. Diversity requires us to reach out and understand cultures and systems that are different from our own. It means being able to engage with them. It means opening up. That is a challenge in every way: intellectual, emotional and spiritual.

Between China and the West there are many significant cultural differences. And some of the most striking of these are in the way the Chinese and Western media operate. We should not exaggerate these differences. As in our economic systems, we have much more in common than may appear at first sight. However, significant differences remain. This book explores what those differences are and sets out to enable the Chinese reader to approach the Western press intelligently and fruitfully. It explains the western approach to debate. It studies the role of the western press in a capitalist context and how that affects the nature of journalism. It explains the very different nature of humour and satire in the western media. Without an understanding of these aspects of the Western press, it is difficult to extract the full underlying messages or to develop a critical appreciation of Western journalism.

✿ 2. Why the Western Press is So Argumentative

We begin with a historical survey. Without some basic understanding of the history of the western media, it is impossible to understand its single most distinguishing feature: its extremely argumentative nature.

It is impossible not to notice the argumentative nature of the Western media. Often argument is expressed in very strong terms, terms which Chinese readers may find impolite or discourteous. Nothing demonstrates this more clearly than the cartoons, which are a regular feature of the Western press and which to Chinese readers will often appear gross and in bad taste. Furthermore, the Western press often engages in not only critical but also personally insulting writing about its country's leaders and public figures. This too may surprise or shock a Chinese reader. Why is the West like this? There is a tendency to associate this freedom of expression with Western democracy. Partly that is true. But it is not the whole story.

The tradition of sharp debate and savage satire goes back to an era before Western democracy

as we know it today had fully developed. It begins with the religious controversies of the 16th century. The Reformation in the 16th century split the Christian church in the West between Roman Catholics, who continued to give their allegiance to the pope, and Protestants, who utterly rejected his authority. Many of the theological debates which occurred then may seem to us today to be intellectual, academic and sterile. At the time this was not the case. Governments and peoples, convinced that they had a monopoly of the Truth, killed ruthlessly in order to stamp out what they considered to be dangerous error. We are accustomed to thinking of the Cold War as a deep and dangerous ideological struggle. The religious debates of the 16th and 17th centuries were just as deep and dangerous, if not more so.

This, then, is where the sharp argumentative nature of Western culture finds its origin. And the sharpness of the debates was particularly evident in Britain. In the mid-17th century Britain suffered a civil war which was at least partly caused by religious differences between the king and his opponents. One of the issues at stake was whether the King should be able to continue to impose a particular form of religion on every citizen in the country, or whether there should be greater religious freedom and independence. In 1644 the poet **John Milton**, who later served in the government of Oliver Cromwell, published a major defence of press freedom called **Areopagitica**.

Then in the 1670s the first political parties, the **Whigs** and the **Tories**, were formed, once again as a direct result of religious controversy. (The heart of the matter was a debate as to whether a Roman Catholic should be able to succeed to the throne) Political parties caused the tradition of debate to become embedded in British life. In parliament the two parties sat facing each other and expected to disagree and argue. Abroad, many of the more advanced thinkers, particularly in France, were very jealous of this tradition of free and open debate. The great French writer, Voltaire, for example, praised England in his **Lettres Anglaises**.

In the early 18th century a coffee house culture grew up in England. In coffee houses people would not only drink coffee but also read newspapers and discuss politics and literature. By 1720 there were 12 London and 24 provincial newspapers. A century later the figures had risen to 52 London newspapers and over 100 others.

From the late 18th century the newspapers were able to print accounts of debates in parliament. This was a very important development. It led to the press being very argumentative about politics. In 1807 an official record of those debates, **Hansard**, was created. **Hansard** is still published today.¹

✱ 3. The Development of Satire

The 18th century also saw the considerable development of **political satire** and **political cartoons**. **William Hogarth** was the father of the political cartoon. He produced sequences

¹ And since 1989 TV cameras have been allowed into the House of Commons.

of pictures which, taken together, told moral tales sharply critical of English upper class life. *Marriage à la mode* and *The Rake's Progress* are the most famous. They proved extremely popular and were converted into engravings for mass production. In fact there was so much copying of Hogarth's work that parliament brought in the first Intellectual Property Rights law, the Copyright Act of 1735.

After Hogarth, **James Gillray** (1756–1815), **George Cruickshank** and others developed the political cartoon more or less as we know it today. Gillray's cartoons viciously satirized the royal family² and ridiculed most of the leading politicians of his day. It is striking that this was years before the Great Reform Act of 1832. When Gillray and Cruickshank were working, only a minute proportion of the British population was able to vote. Democracy was as yet at a very limited stage of development. Yet these cartoons were as rude and critical as anything before the 1960s. What's more, they were not usually resented by their targets. The Prince Regent, the later George IV (1820–1830), is known to have collected cartoons of himself, as have many modern politicians.

Gillray and Cruickshank produced cartoons rather as artists produced pictures or prints. Full mass production had to await the appearance of cartoons in newspapers and periodicals. The first cartoon to be published in a newspaper dates from 1832.³ For most of the 19th century the magazine *Punch* was the most popular purveyor of cartoons to the general public. This initiated a tradition which is very much alive today. The cartoons of public figures published in the press are often sharply critical and unkind. Cartoonists frequently exaggerate their subjects' striking or unusual physical features to add to their ridicule. It is a mark of the power of the press that government and society to a very large degree tolerate this. Such is the commitment to freedom of expression.

✻ 4. The Full Flowering of Press Freedom

The full flowering of that commitment to **freedom of expression** goes back to the 19th century and the philosophy of Liberalism which dominated Victorian England. It is no coincidence that Liberalism and a free press developed at the same time. Freedom of expression forms a major section of **John Stuart Mill's** mid-19th century tract *On Liberty*, the classic statement of western liberal thinking. Mill's central idea is that the only justifiable reason for interfering with or restricting another individual's freedom is to prevent him from doing harm to others. An essential part of Mill's thinking was this commitment to freedom of expression, which forms the entire long second chapter of *On Liberty*. It is often overlooked that Mill was not here making a statement about human rights. His reasons for advocating freedom were entirely utilitarian. He believed that freedom of expression and association led to more rapid social and

2 Interestingly, they did not try to suppress his work. King George III bought some of his work and the future George IV was one of his clients.

3 The weekly periodical *Punch*, begun in 1841 and lasting until the 1990s, kept the tradition of political satire alive, although its cartoons were much less savage than Gillray's.

economic progress. Liberals made a strong connection between a free society and one that was competing strongly with the rest of the world in economic performance.

Only a few years before Mill wrote his landmark work, Britain's first great war correspondent, **W.H. Russell** of *The Times*, had exposed the appalling conditions of British soldiers in the Crimean War and so prompted major army reform. Here was an outstanding example of a newspaper using its influence to force a change in public policy.

The power of a press that was widely read by ordinary people was greatly feared by the rich and powerful. As a result taxation of newspapers made it almost impossible for cheap newspapers for the masses to be printed and circulate widely. However, leading Liberal politicians changed all that. In 1855 the Stamp Act was repealed. And in 1861 **William Gladstone**, then Chancellor of the Exchequer⁴, insisted on **the repeal of the paper duties**. These two measures removed the taxes on newspapers and opened the way for a cheap free press in Britain.⁵ The rich and powerful discovered their fears had been unfounded; there was no revolution as a result.

✻ 5. The Volume and Diversity of the Western Press

Britain is a relatively small country. It therefore has a significant number of newspapers with a national readership. Today there are five serious daily newspapers: *The Times* (founded in 1785), *The Guardian* (1821)⁶, *The Daily Telegraph* (1855) and *The Financial Times* (1888) and *The Independent* (1986). These used to be called **broadsheets** because of their large size.⁷

Broadsheets contrast with the smaller **tabloids** which appeal to a less educated readership and often pander to people's worst instincts. The least appealing tabloid daily newspapers are *The Sun* (founded in 1964) and *The Daily Mirror* (1903). *The Weekly News of the World*, which began in 1843 as Britain's cheapest newspaper, also falls into this category. Slightly better are middle-ranking newspapers such as *The Daily Mail* (1896), *The Daily Express* (1900) and *The Evening Standard* (1827). Tabloids sell four times as many copies as broadsheets.⁸

✻ 6. Private Ownership and the Western Press

The press may be free from government control but, of course, in a capitalist society, that does not mean it is totally independent. It is owned by powerful individuals. One of the

4 The Chancellor of the Exchequer in the U.K. is the minister of Finance.

5 In 1860 the House of Lords refused to accept the abolition of the stamp duties, fearing that this would lead to a cheap radical press which would foment revolutionary disorder. However, Gladstone attached his proposal to the budget in 1861 and prevailed.

6 Originally called *The Manchester Guardian*.

7 Simply as a matter of convenience, *The Independent* and *The Times* have today reduced their size to that of the tabloids.

8 Circulation figures for March 2007 show *The Sun* as the most popular tabloid with a circulation of 3,072 million and *The Daily Telegraph* as the most popular broadsheet with a circulation of 896,000.

most notable of these is **Rupert Murdoch**, who owns *The News of the World*, *The Sun* and *The Times*. In the 1980s Murdoch broke the power of the print unions by introducing new technology. He moved production of his newspapers out of **Fleet Street**, until then the newspaper centre of London. The dispute with the unions was about pay and restrictive practices rather than about editorial content but its resolution so totally in Murdoch's favour demonstrates the considerable power of the newspaper owner. Generally newspapers' owners allow the editors of the newspapers they own considerable freedom but occasionally there may be a political point of view which the owner would find unacceptable.⁹

We have seen that in the West newspapers are not designed as a means of the government informing the public of its policy and views but rather an opportunity to look at government and social issues with a critical eye and engage in debate. This is a major distinguishing feature of the Western press, but it is not the only one. We must remember that in a capitalist society newspapers are also businesses. Their owners and editors want to make money. While they often set out to persuade, they are also very much in the business of providing what their readers want to hear. At times this means appealing to the basest instincts. One of the worst examples of this is *The Sun*, which always publishes a naked or semi-naked girl on its **page 3**. In some newspapers there is intrusive reporting of the private lives of public figures, or a tendency towards the stoking of popular prejudice, for example on issues like **immigration**.



7. The Press and Politics

The press today plays an influential and powerful part in public life in Britain as in most western democracies. Although it is possible to sue a newspaper for printing **lies** about you, the press is uncensored when reporting anything which can be considered a matter of **opinion**. In this area it can and does publish almost whatever it wants. It frequently intrudes into the private lives of public persons. It is often highly critical of government. Governments sometimes feel they are treated unfairly and that the press is biased against them, but they feel relatively helpless to do anything about that.

Newspapers have considerable influence. It was widely considered that *The Sun*'s front page on the day of the General Election in **1992** contributed to the Conservative victory of Mr. Major and the defeat of the Labour leader, Mr. Kinnock.¹⁰ Because of the influence the newspapers have, the political parties sedulously court their support. After Mr. Blair became the leader of the Labour party in 1994, he unashamedly, and successfully, courted the support of Mr. Murdoch and *The Sun*.

⁹ Murdoch, for example, takes a Eurosceptic stance.

¹⁰ The front page featured an electric light bulb within which was the face of the Labour leader, Neil Kinnock. The headline ran: Will the last person out of the country please turn off the light? The implication was that a Labour victory would be such a disaster that people would emigrate in droves. This was a ridiculous suggestion, of course, but it was a powerful expression of how dangerous Labour was considered to be by some of its opponents.

Most newspapers have a political standpoint. For example, *The Daily Telegraph* tends to support the Conservative party; *The Guardian* generally supports the centre-left, and gave a lot of support to Mr. Blair in the years before the Iraq war.

Newspapers appear daily. There are also weekly magazines. The best of these are *The Spectator*¹¹, which supports right wing positions, and *The New Statesman*, a bastion of left wing and socialist causes. *The Economist* was founded in 1843 to support the cause of free trade.¹² Today it has an international readership (including China) and its articles cover not only economic issues but also national and international politics.

8. Regulation of the Press in the UK

In the UK it is possible for any member of the public to bring a complaint against a newspaper or magazine. In 1990 the **Press Complaints Commission** was set up, funded by an annual levy on newspapers and magazines. It issued a **Code of Practice**, making commitments in several areas: **accuracy**; respecting **privacy**; providing an **opportunity to reply**; avoiding discrimination; respecting confidential sources; and several others. If the Commission decides that the Code of Practice has been broken, it can suggest measures of correction such as printing an apology and/or a correction or allowing the complainant to print a letter. But it **cannot impose a financial penalty**. It is therefore a **self-regulating** body with no legal powers.¹³ In the battle between press freedom and regulation, press freedom has the upper hand.

9. The Press in the USA

Most of the articles in the second part of this book are from the UK, but it is also important to be aware of the press in the USA, which has many features similar to those we have observed in the UK. The commitment to freedom of expression came earlier in the USA, and with greater emphasis. It is to be found in the Bill of Rights of 1791. The Bill of Rights consists of the first ten Amendments to the Constitution of 1788, and freedom of speech is the **First Amendment**.¹⁴ In the USA also party politics developed at a very early stage.¹⁵

11 Founded in 1711 by Richard Steele and Joseph Addison.

12 The Corn Laws were repealed in 1846.

13 In 2002 the Press Complaints Commission received 2,630 complaints from members of the public. Around 60% of these were related to alleged factual inaccuracies, 25% relating to alleged invasions of privacy, and the rest included the lack of right to reply, harassment and obtaining information using covert devices.

14 "Congress shall make no law...abridging the freedom of speech, or of the press."

15 In the USA party politics arose out of the debates in the late 18th century between those advocating stronger central government (the **Federalists**) and those wishing the states to retain greater power (the **Republicans**).

However, because of the size of America, there are fewer newspapers with a truly national readership; most tend to have a more local orientation. There are some exceptions. *The New York Times*, founded in 1851, was responsible for publication in 1971 of *The Pentagon Papers*, which revealed much earlier government thinking on the Vietnam War and helped further strengthen the public's desire to end the war. *The Washington Post* began in 1887 as an organ of the Democratic Party. Its most famous scoop was the exposure of *The Watergate Scandal* in 1972, which led to the resignation of Richard Nixon in 1974. From 1889 *The Wall Street Journal* has been the nation's prime organ for news of the Wall Street stock market. *The Los Angeles Times* also has a wide readership.¹⁶ The most popular periodicals are: *The Reader's Digest*, begun in 1921; *Time*; and *Newsweek*, begun in 1933.

10. The Modern Cartoon

There is a visual aspect to newspapers which should not be ignored. We have already observed how Gillray and Cruickshank created cartoons which savagely attacked the government and the upper ranks of society of their day. Since 1832 there have been cartoons in newspapers. Interestingly, cartoonists in the Victorian period¹⁷ were usually less outrageous than their predecessors, which serves as a reminder that historical developments do not all go in one direction.

In the early 20th century too, generally speaking, greater decorum was observed by the press, although criticism was often sharp. One of the most distinguished cartoonists of 20th century Britain was **David Low**¹⁸, a New Zealander who emigrated to Britain and worked for the *Evening Standard*. It is particularly instructive to note how in Low's case his political views differed from those of the owner of the *Evening Standard*. Unlike Lord Northcliffe, the owner of the newspaper, Low opposed the appeasement of Hitler and solidly supported the Labour party and a moderate form of socialism. However, but he was allowed to publish relatively freely.

Late 20th century cartoonists are far more biting than Low. **Gerald Scarfe** and **Steve Bell** in particular know few restraints. To many Chinese readers their work will appear vulgar and disrespectful. Yet they are accepted as part of the culture of the Western media. Public figures in the West need to have very thick skins and not be over-sensitive to ridicule and criticism. Perhaps this reflects a wider cultural difference. In Chinese culture there is a tendency to stress the positive and not to air anything that might be a cause of public embarrassment. By contrast, in Western culture, presented with a new proposal, journalists or cartoonists will tend to think about how it can be criticized or satirized. In China people in authority are respected. In the West there is a tendency to

16 Circulation figures for March 2007 show the *Wall Street Journal* at 2,058,000; the *New York Times* at 1,683,000; the *LA Times* at 1,231,000; and the *Washington Post* at 960,000. By contrast over 12 million national newspapers are purchased daily in the UK.

17 Queen Victoria reigned from 1837 to 1901.

18 Low had a particular influence on Chinese cartoonists of the early 20th century.