

# ENGLISH IN NEWS PUBLICATIONS

## 报刊英语

陈明瑶 编著

专门用途英语(ESP)系列

重庆出版社

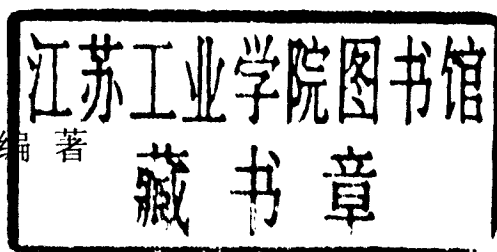
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# 前 言

专门用途英语 ( English for Specific Purposes ) 为宁波大学校级重点学科, 浙江省重点扶持学科 ( B 类 )。《专门用途英语 ( ESP ) 系列·报刊英语》是由宁波大学外语学院专门用途英语研究所组织编写的一套丛书之一。该学科着重研究英语在使用过程中由于行业、团体、功能等因素而产生的变体及其规律, 主要研究方向为: 一、语体研究, 以英语功能题材的变体为研究对象, 通过分析、归纳和总结各种不同功能语体的文本, 从语义、语法、语用、修辞和语篇各个角度, 探讨各种功能语体的特殊性, 总结其规律性; 二、教学论研究, 以专门用途英语教学理论和课堂模式为主要对象, 采用以学生为中心的交际教学法, 通过教改实验, 总结出一套适合本学科教学的方法; 三、专门用途英语的翻译理论与实践, 重点研究此类变体文本的翻译的特殊性和规律性。

《报刊英语》着重讨论英语在报刊新闻中特殊性和规律性的用法。当我们谈到某一种语言时, 我们不应该认为它只有一种固定不变、适用于一切场合的交际形式。我们所说的英语或其它语言, 常常是指整个语言系统, 但它用于不同场合就会产生千差万别的变异。这就是说, 一个使用英语的本族人, 他所掌握的是整个语言系统, 但他在每一场合所使用的则是这个语言系统的某一种变体。因此, 英语在新闻报道和其它传播媒体中的形态, 实际上只是在这个整体语言系统中的一个变体, 是在世界各地和各种不同情景下使用的许多英语变体的集合。这些变体之间当然有许多共同之处, 它们是同一种语言在不同场合的使用形式, 但是在各种变体之间又存在着明显的不同。

引起语言变异的因素是多种多样的, 其中最基本的有情景、地域、社会背景、功能题材、时间等等。报刊语言是语言的一种变体, 它区别于其它专门用途英语, 如法律英语、旅游英语、外贸英语等。然而, 报刊本身又是一种综合性传播媒体, 它是多种不同新闻写作的特点的综合和混和。报刊的主要职能是报道和评说新闻时事, 它覆盖面广, 涉及社会的方方面面, 因此本书又从经济、政治、文化、军事、科技等多方面选材, 分析语言现象, 概括语言特色, 它不仅能够丰富英语学习者的英语知识, 也能帮助他们正确认识语言现象、选择适当语言变体、顺利实现社会交际的技能。

本书共二十四课, 每课后面都提纲挈领地总结了报刊英语的一种语言现象, 并配有练习。编者分析了报刊语言形式上的特点, 如新闻报道的特殊结构, 标题和导语的排版方式, 正文的叙述方式, 引文的可信度等; 编者也从语言学的角度讨论了报刊语言的词汇特点、语法特点和语体特点, 如新词的拼凑、修辞手法的运用、官方英语和政论杂文、惯用语和俚语等等。

本书供英语专业高年级学生使用,也可作为英语爱好者(大学英语六级以上)的阅读材料。它以报刊英语为重点,从近期出版的英语刊物中选取了不同方面、不同类型、并具有较强的时效价值的文章,附以大量形式各异的练习,以及对报刊英语特点的归纳介绍,使学生通过文章熟悉外刊,通过练习掌握语言,一改传统报刊选读课本的问答题模式,更适于课堂操作,更适合学生口味,填补了专门用途英语中报刊英语实用教材的空白。

本书的教师用书将介绍每课的背景知识、新闻英语语体研究、英美报刊概况、国际知名人士、地区等等,并探讨了一些常用的阅读报刊英语的方法,附有练习答案,便于教师备课,便于了解学生的理解能力。教师用书将于 1998 年 5 月完稿。欢迎读者向宁波大学外语学院专门用途英语研究所联系预订。(邮编 315211)

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Ningbo University  
November, 1997

Chen Mingyao



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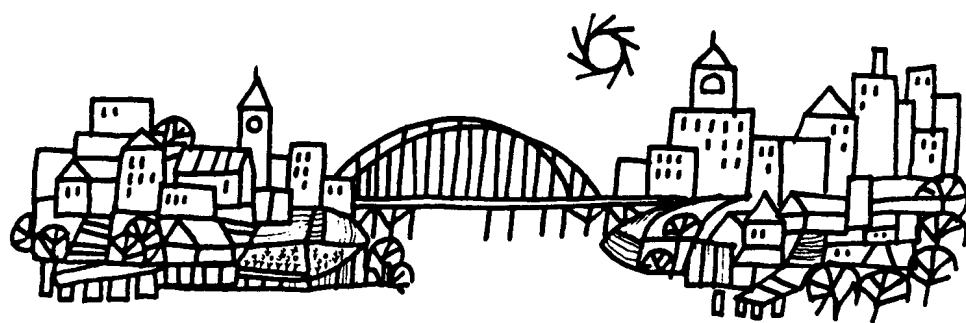
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# Section One

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## Business

### Lesson One: How's He Doing?

**Money:** Treasury's Rubin stayed cool as the dollar plunged.  
But some think he isn't tough enough.

---

#### Pre-reading Questions

**1. Answer the following questions.**

- i. Robert Rubin is the Treasury Secretary in the Clinton's government. Do you know anything about him?
- ii. Do you know Greenspan? Find references about him.

**2. Match the following words with their meanings.**

- |                    |   |
|--------------------|---|
| i. sell-off        | a. behaving in such a way as to be seen by other people and to impress them |
| ii. scenario       | b. a written summary or outline of a play, etc.                             |
| iii. collegiality  | c. advise   |
| iv. ostentatious   | d. to get rid of ( goods ) by selling cheaply                               |
| v. low-keyness     | e. controlled in style or quality   |
| vi. clout          | f. political influence  |
| vii. counsel       | g. scholarly quality  |
| viii. manipulative | h. to handle or control, usu. skillfully                                    |

**3. Interpretation of words and phrases: choose the one nearest in meaning to the italicized part.**

- i. With self-effacing charm, he tried to reassure anxious finance ministers around the world that the rescue plan he had designed for Mexico would *pay off*, ...

- a. pay the whole of Mexico's debts
- b. be successful
- c. pay the finance ministers to keep them silent
- ii. It is not at all certain, for instance, that Mexico will recover from *its nose dive*.
  - a. its sudden change of financial policy
  - b. the sudden large drop of its currency value
  - c. its unexpected change of trade partners

---

## Text

1 Treasury Secretary Robert Rubin likes to pace, but not anxiously. mind you. As a securities trader on Wall Street for nearly 20 years, he had walked in a tight little square behind his desk on the Goldman. Sachs trading floor, coolly choosing the precise moment to bet his clients' fortunes. Last week Rubin was pacing around his cavernous office at the Treasury Department, watching a global currency crisis flicker across his video screen, chatting calmly as the dollar plunged against the mark and the yen, and basically doing as little as possible to make matters worse.

2 Rubin, 56, is a money-world "mensch": Miami Beach by way of Harvard and Yale Law, restless energy concealed in a laid-back consensus-maker. With self-effacing charm, he tried to reassure anxious finance ministers around the world that the rescue plan he had designed for Mexico would pay off, even as currency markets were punishing both the peso and the dollar with a sell-off that threatened economies all through Latin America. Tipping so far back in his chair that his aides feared he would fall over, he composed bland statements ("We believe a strong dollar is in America's national interest") designed to calm the roiled markets. Then he got up and, beneath the large oil portrait of his distant predecessor, Alexander Hamilton, paced some more.

3 Sometimes, in currency markets as in every-thing else, nothing is the right thing to do. As a Wall Street CEO, Rubin earned as much as \$25 million a year by not panicking, by trusting the markets and not fighting them. His cool hand seemed like the right touch last week as well. By Friday, Mexico had announced an austerity plan to right its economy, and at the same time the dollar was beginning to recover against the mark and yen. It was not clear whether the boost signaled a true recovery or a brief reprieve, but the news justified Rubin's patience.

4 Nonetheless, Washington is not Wall Street, and it is still not certain that Rubin has the right qualities for the peculiar demands of his job. In the post-cold-war era,

Treasury has become a cabinet hot seat. While the superpower rivalry was alive, the action was more often at State and Defense. But now the contest is measured by the balance of trade, not missile throw-weights. At the same time, treasury secretaries have less reliable tools. When the dollar was backed by nuclear weapons, a simple declaration of American confidence was enough to shape up a wobbly market. Today, the task requires careful stage management as well as stage presence. Rubin has yet to show that he is a master of either.

5 Rubin must operate in a world where American predominance is no longer ensured. The dollar is still a safe haven, especially in the developing world, where the inflation-wary keep billions of greenbacks stuffed under their mattresses. Almost two thirds of the world's currency reserves are in dollars. But the denominations of Germany and Japan, backed by tight-money policies and offering higher interest rates, have become increasingly beckoning. In the last decade the dollar has lost half its value against the mark and the yen. Since Mexico devalued the peso in December — and America tied its own fortunes to its wobbly neighbor with a bail-out plan — the dollar has dipped an additional 10 percent.

6 The drop is not necessarily calamitous ( following stories ). While the dollar has dropped against the mark and the yen, it has held its own against other currencies. A massive flight from the dollar could wreck the world currency system and with it world trade, but such a scenario is remote.

7 The more serious problem facing the secretary of the Treasury, at least in the short term, is not the dollar but investor confidence in world trade. There is growing interest in the United States and abroad in investing in the developing world, in Asia and more recently in Latin America. But investors want to rest assured that if local currencies collapse, the United States and its main economic allies, the so-called G-7, will ride to the rescue. The United States must play the lead role in guaranteeing

stability. It is not at all certain, for instance, that Mexico will recover from its nose dive. Without serious reforms by its southern neighbor, the United States risks being drawn into the fiscal equivalent of Vietnam.

8 The administration's performance so far during the Mexican crisis hasn't inspired confidence. In December, when the peso was first devalued, Washington was apparently caught by surprise despite numerous warning signs. Rubin's first attempt at a rescue package—\$40 billion in loan guarantees—was so

unpopular in Congress that Clinton gave up without putting lawmakers to a vote. Rubin and Co. hastened to cobble together loan guarantees from the United States' own currency-stabilization fund and from the International Monetary Fund. But America's allies were furious: the finance ministers of the other G-7 countries were told of Rubin's plan to commit \$17.8 billion of IMF funds to Mexico only an hour before the plan went into effect. Rubin did not even make all the phone calls; his deputy, Larry Summers, helped.

- iii. When the crisis hit in December, Washington was *between Treasury secretaries*.
  - a. had different opinions from two Treasury secretaries.
  - b. was in a transitional period from the former Treasury secretary to his successor.
  - c. was controlled by two Treasury secretaries.
- iv. Lately, Clinton *has backed off on deficit reduction*, and Rubin has not pressed him.
  - a. has given his opinion of deficit reduction
  - b. has disapproved of deficit reduction
  - c. has given up his former idea about deficit reduction
- v. Rubin managed to persuade Clinton to *keep a lid on spending* and focus instead on deficit reduction.
  - a. put spending aside
  - b. control spending
  - c. issue regulations on spending
- vi. ... but Clinton was later able to boast that he had at least *stemmed the flow of red ink*.
  - a. stopped the increasing deficit.
  - b. helped to support the countries in financial crisis.
  - c. helped to reduce public spending.

9 It is not likely that America's G-7 partners will be eager to join in future salvage operations. The risk to the global economy could be seen last week: Brazil had to prop up its currency as investor confidence continued to slip in Latin America. Slashing its budget, hiking its interest rates, Argentina last week saw 6 percent annual growth turn into the prospect of recession. Rubin will have to spend hours in congressional testimony explaining why the administration did not move faster on Mexico. In part it was a victim of bad luck and bad timing. Last year Mexico hid its woes to get through its own presidential elections. When the crisis hit in December, Washington was between Treasury secretaries. Lloyd Bentsen had retired, while Rubin was

bonefishing in the Caribbean awaiting his confirmation hearings.

10 Rubin will be soothing and patient with his interrogators. He has always practiced mild-mannered collegiality. At Goldman, Sachs he embodied the firm ethos, says a former associate: "Never be ostentatious. Live modestly. And keep a closed mouth." As the director of Clinton's national economic council in 1993-94, Rubin was so self-effacing he routinely relinquished valuable "face time" with the president if he had nothing particularly pressing to discuss.

11 His reticence has often been wise. Rubin and Federal Reserve chairman Alan Greenspan are natural allies and like-minded in their low-keyness. Together,

Rubin and Greenspan were a healthy restraining force when the administration wrote its first budget in 1993. Rubin managed to persuade Clinton to keep a lid on spending and focus instead on deficit reduction. The president's political advisers accused Rubin of being a closet Republican —consultant James Carville called him "Nick", after Bush's Treasury secretary, Nick Brady—but Clinton was later able to boast that he had at least stemmed the flow of red ink.

**12** Lately, Clinton has backed off on deficit reduction, and Rubin hasn't pressed him. He lacks the lobbying clout of Bentsen, a former chairman of the Senate Finance Committee, or the manipulative skills of

Reagan's Treasury secretary, James A. Baker, who formed strategic alliances with foreign ministers abroad. Rubin has been admonished about his modesty by former New York governor Mario Cuomo. "You're in government now," Cuomo told Rubin. Rubin's failure to be "more aggressive about projecting" himself "puts us at a disadvantage", Cuomo says. The former governor says that he counseled Rubin to "start shouting". Shouting will never be Rubin's style. He is philosophical about the transition from Wall Street to Washington. "You have to adjust to it rather than make it adjust to you," he says. But part of that adjustment is knowing when to stop pacing and start pushing.

by Evan Thomas  
*Newsweek* March 20, 1995

---

## Exercises

### 1. Analysis of ideas and relationships: choose the best.

- i. In "At the same time, Treasury secretaries have less reliable tools", what does "reliable tools" refer to?
  - a. A strong dollar.
  - b. The balance of trade.
  - c. Military power.
- ii. Which of the following is not true about the situation of the dollar nowadays?
  - a. Many developing countries keep millions of dollars in case of inflation.
  - b. The mark and the yen have been rivaling the dollar forcefully.
  - c. The devaluation of the Peso has caused the dollar to drop against other currencies, besides the mark and the yen.
- iii. What is the more serious problem Rubin should tackle?
  - a. The continuing devaluation of the peso and the dollar.
  - b. To keep investor confidence in world trade.
  - c. To collect money to give Mexico rescue loan guarantees.
- iv. What does Mario Cuomo mean by advising Rubin to "start shouting"?
  - a. Rubin should be angry at criticism from other officials.
  - b. Rubin should stop others' interference in his policy.
  - c. Rubin should take aggressive steps instead of being too cool and patient.
- v. Which of the following cannot be used to describe Rubin's character?
  - a. Cool and reticent.
  - b. Capable and thoughtful.
  - c. Pushy and despotic.

- vi. What is the main idea of the article?
- Robert Rubin's policy in dealing with financial problems.
  - The devaluation of the peso which affects American economy.
  - America should have a tougher Treasury secretary than Rubin.

**2. Judge the following statements: write T for true statements and F for false statements in the brackets.**

- ( ) i. Robert Rubin, once a securities trader, is a newly appointed Treasury secretary of America.
- ( ) ii. Rubin's patience makes the dollar begin to recover against the mark and the yen steadily.
- ( ) iii. The task of an American Treasury Secretary is getting more and more difficult in the post-cold-war era.
- ( ) iv. That America drew money from IMF made its allies annoyed, and they ceased to join in America's operation to help Mexico.
- ( ) v. Alexander Hamilton, Nick Brady, Alan Greenspan, James A. Baker and Lloyd Bentson were all Rubin's predecessors.
- ( ) vi. Rubin understands the change in his job, yet, he could have done more to adjust himself to the new job.

**3. Paraphrase**

- Rubin, 56, is a money-world "mensch": Miami Beach by way of Harvard and Yale Law, restless energy concealed in a laid-back consensus-maker.
- Since Mexico devalued the peso in December — and America tied its own fortunes to its wobbly neighbour with a bail-out plan — the dollar has dipped an additional 10 percent.
- When the dollar was backed by nuclear weapons, a simple declaration of American confidence was enough to shape up a wobbly market.
- The dollar is still a safe haven, especially in the developing world, where the inflation-wary keep billions of greenbacks stuffed under their mattresses.
- Slashing its budget, hiking its interest rates, Argentina last week saw 6 percent annual growth turn into the prospect of recession.

**4. Word derivation**

*sign*

- Smoke \_\_\_\_\_ were often used by ancient people.
- Can I have your \_\_\_\_\_ on the book?
- We couldn't understand the poem until the teacher explained the \_\_\_\_\_ of symbols in the poem.

- iv. Political violence also reached \_\_\_\_\_ proportions in two other Central American countries.
- v. The students put up their right hands to \_\_\_\_\_ that they are ready to answer the question.

*accuse*

- i. People didn't expect the \_\_\_\_\_ would be respectable minister in the town.
- ii. Mother's \_\_\_\_\_ look made me more upset than father's beatings.
- iii. He was under an \_\_\_\_\_ of robbing the bank.
- iv. Long time after he was released from the prison, the villagers still talked about him \_\_\_\_\_.

*retire*

- i. In order to save young men's jobs, some of the older workers were asked to \_\_\_\_\_ early.
- ii. She scarcely has any friend, because she is very shy and \_\_\_\_\_.
- iii. Many professors are asked to continue teaching during \_\_\_\_\_.
- iv. It turned out that the old man in rags was a \_\_\_\_\_ general.

*justify*

- i. Mr. Povey was quite \_\_\_\_\_ in blaming himself.
- ii. He was \_\_\_\_\_ angry about the treatment he had received.
- iii. I don't see any \_\_\_\_\_ for the way you behaved.
- iv. He tried to prove his murder was \_\_\_\_\_, but in vain.

## 5. Translation

- i. Treasury Secretary Robert Rubin likes to pace, but not anxiously, mind you. As a securities trader on Wall Street for nearly 20 years, he had walked in a tight little square behind his desk on the Goldman, Sachs trading floor, coolly choosing the precise moment to bet his clients' fortunes.
- ii. Last week Rubin was pacing around his cavernous office at the Treasury Department, watching a global currency crisis flicker across his video screen, chatting calmly as the dollar plunged against the mark and the yen, and basically doing as little as possible to make matters worse.
- iii. Rubin will be soothing and patient with his interrogators. He has always practiced mild-mannered collegiality. At Goldman, Sachs he embodied the firm ethos says a former associate: "Never be ostentatious. Live modestly. And keep a closed mouth."
- iv. As the director of Clinton's national economic council in 1993-94, Rubin was so self-effacing he routinely relinquished valuable "face time" with the president if he had nothing particularly pressing to discuss.

## 6. Writing

What do you think of Rubin's "cool" policy? Suppose you were Treasury secretary of America, would you be more aggressive or as cool as Rubin? Write an essay of 200-300 words to give your reasons.

---

### Journalistic English

Official English

Official English refers to the English used in government, especially in the political, military, and foreign-involved sections, hence "State-Departmentese", "Pentagonese" and "urbabables". More accurately, it is officialese or officese, governmentese, bureaucratese, gobbledegook, government jargon or jungle English.

#### Lexical Features of Official English:

##### i. pompous words and cant words

- e.g.*      change --- modification  
             make the best use of --- optimize  
             cause --- causative factor  
             simple --- simplistic  
             tree --- reforestation unit

##### ii. euphemisms

- e.g.*      farmer --- agricultural engineer  
             old work force --- grey power  
             refuse to participate in domestic activities --- adopt rose garden policy  
             gardener --- landscaper  
             retreat --- an adjustment of the front

##### iii. abbreviations

- e.g.*      temporary duty --- TDY ( We are sending you TDY. )  
             prisoner of war --- POW  
             savings and loans bank --- S&L  
             fuck(ed) up --- FU

##### iv. slangs, cliches, and jargons

- e.g.*      iron curtain, blood-stained tyranny, blackbird, cookies, etc.

#### Syntactical Features of Official English:

##### i. complicated sentences:



*e.g.*

While neither Bill nor Hillary has been charged with doing anything illegal, the smog over their finances continues to raise questions about their moral authority, a quality they have underlined through repeated attacks on “Republican Greed” ...

ii. inverted sentences:

*e.g.*

Here in this letter enclosed is a suggested solution for your approval.

iii. passive voice:

*e.g.*

Reference is made to your May 1 letter received by this office yesterday.

iv. double-negative sentences:

*e.g.*

For them, there is no folly and no crime of which the Americans are not intrinsically capable, and there is no folly and no crime which the enemies of the Americans are not justified in committing.

Now find at least ten official English expressions from the texts in this book and explain their features.



# Section One

---

## Business

### Lesson Two: A Piece of the Action

**Wall Street:** How plain old greed and arrogance  
put Rockefeller Center in the poorhouse

---

#### Pre-reading Questions

**1. Answer the following questions.**

- i. Rockefeller family is one of the richest families in the world. Wall Street is the financial street of the world. Consult references about them.
- ii. Do you know GE, Mitsubishi, Disney and the Rockefeller Properties?

**2. Match the following words with their meanings.**

- |                      |  |
|----------------------|--|
| i. vulture           | a. to strike or push with the head or horn   |
| ii. butt             | b. although  |
| iii. notwithstanding | c. any ugly tropical bird with a featherless head, which feed on the dead                            |
| iv. convoluted       | d. a hard blow   |
| v. staggering        | e. the top rank  |
| vi. paltry           | f. worthlessly small   |
| vii. shark           | g. twisted or difficult to understand  |
| viii. big-time       | h. very surprising, unbelievable   |
| ix. bash             | i. a person clever at getting money from others in dishonest ways, as by lending money at high rates |

**3. Interpretation of words and phrases: choose the one nearest in meaning to the italicized part.**