

商务部“十二五”规划系列教材
中国国际贸易学会“十二五”规划教材
全国高等院校经济贸易与管理统编教材

英美报刊阅读选读

MASS MEDIA READING
(THEORY AND PRACTICE)

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前 言

随着国际形势的变化以及我国经济改革发展的不断深入,越来越多的国际信息被传递到国内市场,原来的英语教学结构已经不能够应对如此大量国际信息,因此对能熟练运用英文阅读报刊杂志的要求也越来越紧迫,能用英语读懂国际经济生活、文化生活的人才已成为当前市场急需的人才。本教材的出版,将对我国对外交流、对外商务、国际教育等领域起到巨大的推动作用。

本教材具有以下特点:

1. 选材范围广泛——所选文章涵盖了国际经济、国际政治、国际先进科技、国际教育、国际娱乐信息等多方面的内容,内容新颖,材料充实,生动活泼,引人入胜。

2. 实用性强——本教材先从阅读理论篇章入手,详细介绍了报刊构架以及阅读技巧,为学生在实践篇提高阅读能力做好基础铺垫,提高了学生解读文章的能力及技巧。

3. 语言规范、流畅——所选文章经过多次筛选,具有真实的语境、生动的用词、恰当的比喻等特色,均是原汁原味的最新佳作,英文背景知识更加提高了学生的阅读理解能力。

4. 注释详细、全面——详尽的注释既有对背景知识、组织名称等内容的解释,又有个别难句的分析和翻译等,这些都大大方便了学生对课文的深刻理解。

5. 题型多样、难易适度——练习题型设计多样,方便学生对所学知识的巩固和复习,增加对该类内容的英文及相关知识的把握。

6. 词汇专业性强、重点突出——每篇文章后附有生词表、音标,并附有汉文解释,便于学习。

7. 文章篇幅适宜——所选内容的篇幅适宜,适用于精读教学,也可用于泛读。

8. 本书后附有测试题,以供读者学习后进行自测。

本教材既可用于培养全国高等院校商务英语方向的学生的英文原文阅读能力，又可作为有一定英语基础的广大商贸英语爱好者的自学教材。我们在编写过程中参考了众多国内外的教材、文章和著作，并得到国际金融工作部门的同志的帮助，特借此机会向这些同仁致以衷心的感谢。在出版过程中，我们也得到了家人的理解和支持，特此感谢他们，如果没有他们的关爱，就没有本教材的出版。

本教材由哈尔滨工业大学的丁溪、交通银行黑龙江省分行的张月滨、哈尔滨工业大学的常巍老师主编，参与编写的有哈尔滨工程大学的王欢、岳铁艳，哈尔滨工业大学的李静菲、董艳焱、李薇、于睿，哈尔滨商业大学的张纯，厦门同步网络有限公司的黄鹏远，哈尔滨医科大学附属第四医院的赵红燕，黑龙江大学的唐峰，哈尔滨医科大学的李英迪，哈尔滨商业大学的姚晶，哈尔滨工程大学的刘艳春、曲颖、万秋滨，东北农业大学的孙璐、罗佳，东北林业大学的董昕，黑龙江大学的王文婧，哈尔滨金融学院的李锐、孟文华，黑龙江中医药大学基础医学院的董岩，黑龙江工程学院的赵旭，佳木斯大学的逯曼、程璐璐，哈尔滨职业技术学院的仲崇奕，哈尔滨工业大学的张恩泽，香港理工大学的陈沐凡。丁溪、张月滨、常巍、岳铁艳负责全书的修改和总纂。由于编者能力有限，书中疏漏之处在所难免，恳请广大读者和同行惠予指正。

编者

2015年8月

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THEORETICAL PART

Unit 1 HISTORY OF NEWSPAPERS AND MAGAZINES

1.1 Main Newspapers in Britain

The United Kingdom has one of the world's oldest established newspaper industries. Among developed countries, Britain has one of the highest levels of newspaper sales per head of population. And there are over 1400 different newspapers which cater for a wide range of political views, interests and levels of education.

1.1.1 Brief Introduction to the History of British Newspapers

The earliest newspapers date to 17th – century Europe when printed periodicals began rapidly to replace the practice of hand – writing newssheets. The emergence of the new media branch has to be seen in close connection with the simultaneous spread of the printing press from which the publishing press derives its name. At the same time, then, as the printing press in the physical, technological sense was invented, “the press” in the extended sense of the word also entered the historical stage. The phenomenon of publishing was born.

The coranto form influenced British newspapers. On 7 November 1665, The *London Gazette* (at first called The *Oxford Gazette*) began publication. It is considered to be the newspaper that decisively changed the look of English news printing, echoing the coranto format of two columns, a clear title, and a clear date. It was published twice a week. Other English papers started to publish three times a week, and later the first daily papers emerged. This was partly due to the postal system between Dover and London.

1.1.2 Main Newspapers in Britain

There are 10 different daily national papers, that is, newspapers which are available throughout the country and cover issues of national importance. About half of these are usually referred to as “the quality press” or “the broadsheets” (because they are printed on large – size papery). The quality

press carries more serious and in - depth articles of particular political and social importance. They also carry reviews and feature articles about high culture and will generally be read by a well - educated, middle class audience.

The other category of national newspapers is “the tabloids”, smaller format newspapers with colour photos and catchy headlines. They are often called “the gutter press” because they deal in scandals and gossip, usually about famous people, whether in politics, sports or entertainment, and carry lots of crime, sports and sensational human interest stories. The stories are short, easy to read and often rely more on opinion than fact.

Main broadsheet newspapers:

The Daily Telegraph: *The Daily Telegraph* is a daily morning UK English language broadsheet newspaper, published in London by Telegraph Media Group and distributed throughout the United Kingdom and internationally. *The Daily Telegraph* has been politically conservative in modern times.

The Sunday Telegraph: *The Sunday Telegraph* is a British broadsheet newspaper, founded in February 1961. It is the sister paper of *The Daily Telegraph*, published by the Telegraph Media Group, a division of Press Holdings, but is run separately with a different editorial staff, although there is some cross - usage of stories.

Financial Times: *The Financial Times* (FT) is a British English - language international daily newspaper with a special emphasis on business and economic news internationally. The paper, was founded in 1888 and merged with its closest rival, the *Financial News* (which had been founded in 1884) in 1945.

The Sunday Times: *The Sunday Times* is the largest - selling British national “quality” Sunday newspaper. *The Sunday Times* has acquired a reputation for the strength of its investigative reporting - much of it by its award - winning Insight team - and also for its wide - ranging foreign coverage.

The Guardian: *The Guardian* is a British national daily newspaper. Founded in 1821, it was known as *The Manchester Guardian* until 1959. From its beginnings as a local paper it has grown into a national paper associated with a complex organizational structure and an international multimedia and web presence.

The Observer: *The Observer* is a British newspaper, published on Sundays. In the same place on the political spectrum as its daily sister papers *The Guardian* and *The Guardian Weekly*, it takes a social liberal or social democratic line on most issues. First published in 1791, it is the world's oldest Sunday newspaper and often cites British political stand - points, mostly controversial in nature.

The Independent: *The Independent* is a British national morning newspaper published in London. Nicknamed the *Indy*, it was launched in 1986 and is one of the youngest UK national daily newspapers. *The Independent* is regarded as coming from the centre - left, on culture and politics, but tends to take a more pro - market stance on economic issues.

The Times: *The Times* is a British daily national newspaper based in London. It began in 1785 under the title *The Daily Universal Register* and became *The Times* on 1 January 1788.

Some Tabloids in Britain:

The Sun: *The Sun* is a daily tabloid newspaper published in the United Kingdom and Ireland, founded in 1964. *The Sun* had the largest circulation of any daily newspaper in the United Kingdom, but in late 2013 slipped to second largest Saturday newspaper behind the *Daily Mail*.

The Sunday Sun: *The Sunday Sun* is a regional Sunday newspaper in North East England, Cumbria and the Scottish Borders, published in Newcastle Upon Tyne by Trinity Mirror. First published on 31 August 1919 as *The Sunday Sun*, the name was changed to the *Sunday Sun* between 1954 and 1967.

Daily Mirror: *The Daily Mirror* is a British national daily tabloid newspaper founded in 1903. Originally pitched to the middle class reader, it was transformed to a working – class newspaper after 1934 in order to reach a large new audience.

Sunday Mirror: *The Sunday Mirror* is the Sunday sister paper of the *Daily Mirror*. It began life in 1915 as the *Sunday Pictorial* and was renamed the *Sunday Mirror* in 1963.

Daily Star: *The Daily Star* is a popular daily tabloid newspaper published in the United Kingdom. It first published on 2 November 1978, and was the first new national paper to be launched since the *Daily Worker* in 1930 (now the *Morning Star*). Although some of its headlines and stories could be considered ‘reactionary’ and traditionalist, the *Daily Star* has few articles on politics, and has rarely shown clear support for any specific party or leader.

Daily Star Sunday: *The Daily Star Sunday* is a weekly tabloid newspaper published in the United Kingdom. It was launched as a sister title to the *Daily Star* on 15 September 2002. The paper predominately features stories about celebrities, sport, and news and gossip about popular television programmes, such as soap operas and reality TV shows.

The Morning Star: *The Morning Star* is a left – wing British daily tabloid newspaper with newspaper with a focus on social and trade union issues. Articles and comment columns are contributed by writers from socialist, social democratic, green and religious perspectives.

Sunday People: *The Sunday People* is a British tabloid Sunday newspaper, founded as *The People* on 16 October 1881.

1.2 Main newspapers in The US

In the US, although there has been a steady decline in the circulation of the nation’s daily newspapers since 2006, one of the sharpest declines in recent history, some of the people still prefer reading a piece of newspaper with a cup of coffee.

1.2.1 Brief Introduction to the History of US Newspapers

The history of American newspapers begins in the early 18th century with the publication of the first colonial newspapers.

It was James Franklin, Benjamin Franklin's older brother, who first made a news sheet something more than a garbled mass of stale items, "taken from the *Gazette* and other Public Prints of London" some six months late. James Franklin, encouraged by a number of respectable characters, who were desirous of having a paper of a different cast from those then published, began the publication, at his own risk, of a newspaper, entitled *The New England Courant*. These respectable characters were known as the Hell - Fire Club; they succeeded in publishing a paper "of different casts", which, although it shocked New England orthodoxy pretty toughly, nevertheless proved vastly entertaining and established a kind of literary precedent.

1.2.2 Main Newspapers in the US

Newspapers in the United States have been published since the 18th century and are an integral part of the culture of the United States. Although a few exceptional newspapers such as the *New York Times*, *USA Today*, and the *Wall Street Journal* are sold throughout the United States, most U. S. newspapers are published for city or regional markets. The *New York Times* is often referred to as the United States' "newspaper of record".

The following are some of the newspapers circulated in the US.

The Wall Street Journal is an English - language international daily newspaper with a special emphasis on business and economic news published in New York. The *Journal* primarily covers American economic and international business topics, and financial news and issues. Its name derives from Wall Street, the heart of the New York financial district. It has been printed continuously since its inception on July 8, 1889. The newspaper version has won the Pulitzer Prize thirty - four times.

***The New York Times* (NYT)** is an American daily newspaper, founded and continuously published in New York City since September 18, 1851, by The New York Times Company. It has won 114 Pulitzer Prizes, more than any other news organization. The paper's motto, "All the News That's Fit to Print", appears in the upper left - hand corner of the front page.

USA Today is a national American daily newspaper published by the Gannett Company. It was founded on September 15, 1982. *USA Today* is known for synthesizing news down to easy - to - read - and - comprehend stories.

The Los Angeles Times, commonly referred to as the ***Times***, is a daily newspaper published in Los Angeles, California, since 1881. It was the largest metropolitan newspaper in circulation in the United States in 2008 and the fourth most widely distributed newspaper in the country.

The Daily News is an American newspaper based in Manhattan, New York City, New York. It is the fourth most widely circulated daily newspaper in the United States. It was founded in 1919, and was the first U. S. daily printed in tabloid format.

The New York Post is an American daily newspaper, primarily distributed in New York City and its surrounding area. It is the 13th – oldest and 7th – most – widely circulated newspaper in the United States.

The Washington Post is an American daily newspaper. It is the most widely circulated newspaper published in Washington, D. C. , and was founded in 1877, making it the area's oldest extant newspaper.

1.3 Magazines

The Gentleman's Magazine, first published in 1731, in London, is considered to have been the first general – interest magazine. Edward Cave, who edited *The Gentleman's Magazine* under the pen name “Sylvanus Urban”, was the first to use the term “magazine”, on the analogy of a military storehouse of varied *materiel*, originally derived from the Arabic *makhazin* “storehouses”.

The oldest consumer magazine still in print is *The Scots Magazine*, which was first published in 1739, though multiple changes in ownership and gaps in publication totaling over 90 years weaken that claim. *Lloyd's List* was founded in Edward Lloyd's England coffee shop in 1734; it is still published as a daily business newspaper.

Here are some magazines in Britain and the US.

Time is an American weekly news magazine published in New York City. It was founded in 1923 and for decades was dominated by Henry Luce, who built a highly profitable stable of magazines.

Cosmopolitan is an international fashion magazine for women. It was first published in 1886 in the United States as a family magazine, was later transformed into a literary magazine and eventually became a women's magazine in the late 1960s. Also known as **Cosmo**, its content as of 2011 included articles on women's issues, relationships, sex, health, careers, self – improvement, celebrities, fashion, and beauty.

National Geographic, formerly *The National Geographic Magazine*, is the official magazine of the National Geographic Society. It has been published continuously since its first issue in 1888, nine months after the Society itself was founded. It primarily contains articles about geography, history, and world culture.

The Economist is an English – language weekly newspaper owned by the Economist Group and edited in offices in London. *The Economist* claims that it “is not a chronicle of economics”.

The Week is a weekly British news magazine which also publishes a US edition. The various edi-

tions of the magazine provide perspectives of the week's news and editorial commentary from global media to provide readers with multiple political viewpoints. In addition to news and opinion, the magazine also covers science, business and the arts. This weekly news magazine is known for a wide focus that incorporates current events, news, health, media, science, arts, and more into an easily digestible format.

Reader's Digest is an American general-interest family magazine, published monthly.

People is a weekly American magazine of celebrity and human-interest stories. With a readership of 46.6 million adults, *People* has the largest audience of any American magazine. The magazine runs a roughly 50/50 mix of celebrity and human-interest articles.

Us Weekly is a weekly celebrity and entertainment magazine, founded in 1977 by The New York Times Company, who sold it in 1980. The publication covers topics ranging from celebrity relationships to the latest trends in fashion, beauty, and entertainment.

1.4 Page Make-up and Columns of Newspaper

1.4.1 Page Make-up of Newspaper

The first thing that comes to people's eyes is the page make-up of the newspaper they are reading. In order to attract more readers, editors of newspapers are doing their best to make them lively and stylistic. For the readers of newspapers, if they are familiar with the page make-up of a certain newspaper, it will be easier to find the information they are looking for without wasting much time on the junk information which has occupied a big proportion of the content of newspapers.

As we have mentioned before, there are two types of newspapers: broadsheet and tabloid. Whatever the size of newspaper, newspapers are usually made of many pages, ranging from a dozen to hundreds of them.

For the easier reading by readers, newspapers will give guidelines in the FrontPage to the newspaper, something like the "content" in a book. These guidelines can have different titles—index, news summary, inside, table of content and etc.

1.4.2 Columns in Newspaper

In addition to the guidelines of reading, columns are also used to make it easier for the reader to read the text as it would be hard to keep track of what part you are at. It's also used to make room for text or pictures on the page.

In journalism, a column is sometimes a recurring feature by the same author in a newspaper, magazine or website. In contrast to objective news stories, these columns are characterized by voice,

personality and opinions of the writer. The writer can be a journalist or an expert in the particular field about which he or she is writing. Though given creative leeway in how they write, columnists are usually assigned to specific sections, such as sports or politics.

Each newspaper will have various kinds of columns that can give information of the things happening in different areas in the society. The following are some popular columns in English newspapers people love to read.

Sports Columns: Sports columns offer analysis and opinion on sports news and trends. While sports reporters cover events in real time, sports columnists explore the broader implications of those events. Bleacher Report columnist Peter Panacy, for example, follows the San Francisco 49ers and analyzes patterns over the course of several games, such as problems with the defense's pass rushing. Sports columns can also address controversial issues in the sports world, from steroid use in Major League Baseball to head concussions in the National Football League.

Political Columns: Political columns have a long – standing history of providing partisan viewpoints and arguments, as well as analysis of political news. Political columnists often use wit and satire to criticize politicians or certain policies. Maureen Dowd of “The New York Times” once likened presidential hopeful John Edwards to a Ken doll. Large publications feature opposing columnists as a way to balance political commentary. George Will of the “Washington Post,” for instance, offers a conservative viewpoint of current events, while Eugene Robinson of the same paper offers a more liberal perspective.

Advice Columns: Advice columns are designed to provide readers with help and guidance on specific topics. Advice columnists are usually experts in their respective fields. A columnist with expertise in auto repair might tell readers how to diagnose engine problems or change their oil. A lawyer with expertise in probate or estate law might instruct readers how to make a will. Advice columnists also solicit questions from readers and try to address those questions in an ongoing dialogue. A well – known example of this latter type is “Dear Abby,” a personal advice column penned by the late Pauline Friedman Phillips.

Humor Columns: Humor columns are designed to inform the readership and tickle their funny bones at the same time. Like stand – up comedians for newspapers, humor columnists explore current events with wit, playfulness and levity, providing comic relief from hard news. Perhaps more than other columnists, humorists are known for their distinct voice and personality, and for exploring difficult issues in funny ways. Dave Barry of “The Miami Herald” is a prime example. Nationally syndicated for more than 20 years, his humor column addressed everything from international economics to exploding toilets.

Local Columns: Local columns can mix humor, human interest stories, news and political coverage, even sports, as long as the content is relevant to local readers. These columns have long func-

tioned as a way for publications to connect with their community, and for writers to explore local issues with style and personality. For this reason, local columnists are often longtime, well-known residents with an insider's knowledge of the area. For example, at "The Miami Herald," Carl Hiaasen has written colorful columns about Florida life, news and politics since 1985.