

Practical Journalistic & Advertising English

# 实用新闻广告英语

谭卫国 编著



实用外语学习丛书

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# 实用新闻广告英语

湖南出版社

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责任编辑：聂双武

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谭卫国 编著

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## 前 言

新闻广告英语是现代英语的一个重要组成部分。现代英语的发展趋势和主要特点在新闻广告英语中得到充分体现。管中窥豹，可见一斑。从新闻广告英语的主要特点可以看到现代英语的发展趋势。要学习国外的先进科技知识和先进的管理技术，了解国际时事政治，向外国介绍改革开放日新月异的中国，让中国的先进技术和优质产品走向世界，学好新闻广告英语是必不可少和十分重要的。事实上，阅读英文报刊、收听英文广播、收看英语电视、学习和应用新闻广告英语在我国已蔚然成风，成了人们实际生活的一部分。随着改革开放进一步深入，我国广大新闻工作者接触和运用新闻广告英语的机会越来越多。为数众多的大专院校师生、广大的英语专业工作者及外贸旅游翻译工作者都日益频繁地接触和应用新闻广告英语。可见，新闻广告英语的使用范围之广、应用价值之大是不言而喻的。鉴于我国的实际情况，撰写一本集实用性、知识性、学术性于一体的实用新闻广告英语以满足广大英语读者，尤其是广大新闻工作者的需要是非常必要和很有意义的。本书撰写的立足点正在于此。它内容丰富，洋溢着时代气息，是我们这个改革开放充满生机的伟大时代的产物。没有改革开放这个生机勃勃的令人激动的伟大时代，就不可能有本书的存

在。

本书体裁独特，内容新颖。全书共分三大部分。第一大部分为实用新闻英语，由10课组成。每课的课文包括(A)(B)两个部分，大多课文的(A)部分是实地新闻采访对话，(B)部分是根据采访写成的简短新闻报导。每课课文后面有生词短语注音释义，课文注释，各种练习和课文译文。第二大部分论述广告英语，由10个单元构成，分别对广告媒体、广告英语的语言特点、英语广告的组成部分等予以简介和例证。每一单元的正文也由(A)(B)两部分组成。(A)部分为简短论述，(B)部分提供具体实例。接着是生词短语注音释义，正文详细注解，然后是紧扣正文内容的作业，最后是正文译文。第三大部分包括五个适用性很强的附录，具有普遍的参考价值。本书所采用的广告实例精心选自国内外近几年出版的权威报纸杂志及有关新书。本书第一大部分每课书的课文及其作业中的简短采访都是根据近几年来国内重要英语报刊登载的重要新闻报导精心改写而成，对原始材料动了“大手术”，进行了改造、增补和删减。尽管如此，原始材料中的具体数据、重要内容和主要事实给保留下来，以保持新闻报导的真实性，虽然文字大不相同。

在撰写此书的过程中，作者参考了许多国内外出版的主要报刊和有关新书，受到很大启发，没有他们的研究成果和辛勤劳动，本书的问世是不可能的。作者谨此向这些书籍及报刊有关新闻报导的作者表示衷心的感谢。

本书的读者对象是广大新闻工作者、英语专业工作者、大专院校师生和英语爱好者。希望本书有助于广大读者阅读英语报刊、收听英语广播、撰写或欣赏英语广告，有益于广大新闻工作者了解和应用新闻广告英语。

由于笔者水平有限，书中谬误在所难免，诚请同行专家和广大读者惠赐高见，不吝指教，以便不断完善。

**作 者**

1994年6月29日于湘潭大学

## 实用外语学习丛书

- 实用公关英语
- 实用公关俄语
- 实用公关日语
- 实用公关德语
- 实用公关法语
- 实用文秘英语
- 实用会计英语
- 实用营销英语
- 实用商贸英语
- 实用金融英语
- 实用旅游服务英语
- 实用英语口语
- 实用新闻广告英语
- 实用英语作文
- 实用英语语法手册
- 新日语入门
- 日语900句

汉英对照  
中国古典名著丛书

第一辑

周易

尚书

诗经

四书

老子

孙子兵法

庄子

坛经

史记

楚辞



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## Lesson One

### At the Editorial Department

Having graduated from the Journalism Department of Shanghai Foreign Languages Institute, Wang Yong has been assigned as a reporter to *Vanguard Daily*. After a 20-hour journey by train, he is now at the Editorial Department Office, where he sees Old Zhang, the office director.

#### (A) In the Office of the Editorial Department

**W:** Excuse me<sup>①</sup>, sir. I've been sent here to work as a reporter.

(He shows Zhang a letter of introduction and his diploma.)

**Z (examining the credentials):** Welcome! Welcome! I give you my warmest welcome. Please sit down and have a cup of tea.

(Zhang pours Wang a cup of tea.)

**W (smiling):** Thank you very much. (Wang drinks the cup of tea.)

**Z:** Have you brought your luggage here?

**W:** No. My Luggage and my two boxes of books have been left in the checkroom of the Station.

Z: Then we have to get them back here in a car. Please give me your luggage checks.

W: It's very kind of you. But I'll go with the driver myself to fetch my things.

Z: We've assigned you a room. You can bring your luggage and books in it.

W: Really? How considerate you are!

Z: But as you know<sup>®</sup>, living space is rather limited here. You have to share one room with Xiao Lu, who has just graduated from Beijing Foreign Languages Institute. You two new comers live in Room 105 on the first floor<sup>®</sup> of the new building over there.

W: How nice it is to live in that new apartment building! (Suddenly, Chief Editor Ma, who is also director of *Vanguard Daily*, enters the office and sees Xiao Wang. Old Zhang introduces Ma to Wang, who introduces himself to Ma.)

M: I extend my warmest welcome to you. Take a seat, please.

W: Thank you very much. You are so kind. Would you say something about *Vanguard Daily*, please?

M: All right. Our *Vanguard Daily* is considered to be one of the best daily newspapers in China. Circulated widely both at home and abroad, our Daily is becoming increasingly popular and enjoying a good reputation both in and outside China thanks to the joint efforts of all the editors, reporters, and other staff members.

W: I feel happy and satisfied to have been assigned to this unit.

I like Vanguard Daily, I like this place, and especially the people here. I'm interested in journalistic work.

**M:** I'm glad to hear that. By the way, how many subjects and courses have you learned at your institute?

**W:** I've learned many subjects and courses, such as fundamentals of Marxism-Leninism, philosophy, revolutionary history of China, Chinese language, public relations, physical culture, French, German, comprehensive English, extensive English reading, listening comprehension, oral English, audio-visual English, practical English writing, journalism, British and American literature, general survey of Britain and America, etc.

**M:** Well, which courses did you like best?

**W:** My favourite courses were journalism and English writing. I have spent much of my time and energy learning them<sup>®</sup>.

**M:** I know that you got high marks in almost every subject and course, and that you have published some articles. We appreciate your achievements.

**W:** Thank you for speaking highly of me. Though I've scored good results in my study, yet there's a long way for me to go.

**M:** Right you are. It is not easy to be a competent reporter. Your tasks ahead are arduous, and your road to success is tortuous. You have to live a mobile life. You have to travel quite often to conduct interviews with all sorts of people and to make all kinds of investigations. But nothing in the world is difficult for one who sets his mind on it<sup>®</sup>. Bestir yourself, and you will have

a bright future<sup>®</sup> and enjoy the happiness of a successful career.

W: Thank you for your encouragement. I believe I shall be able to live up to your expectations by pursuing my career wholeheartedly.

M: I don't have any doubt about your abilities. But for the first few times, you shall follow me or other experienced reporters to various places, so as to gather first-hand source materials and write out practicable reports or articles.

W: That's wonderful. I shall go all out and aim high. I'm sure I can make rapid progress with your guidance and through practice.

M: It's beyond any doubt. After some practice you are to work on your own. Well, as you have just graduated, you may go home and rest for a fortnight. You may draw this month's salary in advance.

W: How nice! Thank you for your concern. (Both say "good-bye." Before going home, Xiao Wang holds talks with other editors and reporters. A comrade in General Editor's Office gives Wang a copy of Brief Introduction to *Vanguard Daily*.)

### (B) Brief Introduction to Vanguard Daily

*Vanguard Daily* was born almost along with the birth of New China. It has grown from 60 staff members to nearly 600 today. Thanks to the cooperative efforts of its leaders and staff members, *Vanguard Daily* has made great contributions to our socialist revolution and socialist construction, to the four-mod-

ernization drive, and to the construction of both spiritual and material civilizations in our country. Also, this Daily has been playing an important role in popularizing the Party's theory, principles and policies, mobilizing all positive factors, and uniting all forces to build socialism with Chinese characteristics.

*Vanguard Daily* consists of eight pages in each copy. The first page (the front page) carries news and reports of the greatest importance. In the second page there are major news reports about economics and business at home and abroad. The third page covers national news and stories of various kinds, including briefs and features. The fourth page mainly publishes opinion articles such as columns, commentaries, letters, etc. The fifth page carries articles on culture and education. The sixth page is concerned with life and people or entertainment, including TV programs and crossword riddles. The seventh page carries news and reports about sports of all kinds. The eighth page is exclusively devoted to reporting world events. All news reports in the paper are instructive and attractive. As advertising business is expanding and becoming flourishing in China, advertisements appear at the bottom of most of the pages. And in the Daily, pictures are inserted in proper places, making the content noticeable, easily acceptable, and more entertaining.

Right now, *Vanguard Daily* is concentrating on explaining reform measures, summing up and spreading new experiences created by the masses, and helping solve problems that crop up in the process of deepening reform in a bid to help establish the



structure of a socialist market economy, maintain sustained, rapid and healthy economic development, and promote social progress. It goes without saying that *Vanguard Daily* serves as a window to reform and opening up to the outside world.

### New Words and Expressions

1. graduate ['grædʒueit] vi. (从大学或其他学校) 毕业
2. assign [ə'sain] vt. 分配(任务), 把...分配给; 指派, 选派
3. credential [kri'denʃəl] n. 可信物, 凭证, 文证; (复) 介绍信
4. checkroom ['tʃekrum] n. (行李, 包裹) 寄存处
5. considerate [kən'sidərit] a. 考虑周到的, 体贴的, 体谅的
6. apartment building 公寓房屋, 公寓大楼
7. circulate ['sə:kjuleit] vt. 发行, 传播 流通
8. reputation ['repju:'teifən] n. 声誉; 声望; 荣誉, 信誉
9. energetic [enə'dʒetik] a. 神力充沛的, 精力旺盛的
10. staff [sta:f] n. 全体职员, 全体工作人员
11. comprehension [kəm'pri'hensən] n. 领会, 理解, 理解力
12. arduous ['a:dju:əs] a. 艰难的, 艰巨的, 费力的
13. tortuous ['tɔ:tjuəs] a. 弯曲的; 曲折的
14. mobile ['məubail] a. 活动的, 运动的; 流动的;
15. all walks of life 各行各业, 各个社会阶层
16. cooperative [kəu'ɒpəreɪtɪv] a. 合作的, 协作的, 抱合作态度的
17. mobilize ['məubilaiz] vt. 动员; 使运动, 使流通
18. commentary ['kɒməntəri] n. 评论; (时事) 述评