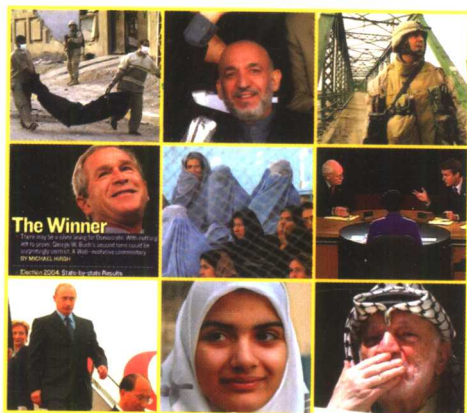


中国媒体 英语阅读

English Reading of China's Media

主编 杨新亮 段汉武



国防工业出版社

National Defense Industry Press

浙江省2005年新世纪高等教育教学改革项目
浙江省高校人文社科重点研究基地
(外国语言文化)大学英语教材丛书



中国媒体英语阅读

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江苏工业学院图书馆
藏书章

国防工业出版社

内 容 简 介

全书共 24 单元,每单元包括导读、重点提示和语篇阅读三个部分。导读部分旨在从心理学和语言学的不同角度引导读者如何阅读语篇,如何习得语境词汇知识和新闻语篇的交际功能;重点提示部分以黑体形式提醒读者从哪些方面预测和掌握语篇信息和语言知识;所选语篇涉及与中国的政治、经济改革与发展、对外贸易、旅游、体育等相关的新闻语篇,按同域主题进行编排。

本书涵盖了反映中国及当今国际社会不同领域的 16 个主题,教师在教学过程中,可依据不同的社会现实背景按每周两个课时安排一个主题的教学。英语爱好者以本书为读本,可在语境中提高阅读能力。

图书在版编目(CIP)数据

中国媒体英语阅读/杨新亮,段汉武主编.—北京:
国防工业出版社,2007.1
ISBN 7-118-04900-X

I. 中... II. ①杨...②段... III. 英语—阅读教
学—自学参考资料 IV. H319.4

中国版本图书馆 CIP 数据核字(2006)第 146348 号

※

国防工业出版社 出版发行

(北京市海淀区紫竹院南路 23 号 邮政编码 100044)

京南印刷厂印刷

新华书店经售

*

开本 850×1168 1/32 印张 10 1/4 字数 285 千字

2007 年 1 月第 1 版第 1 次印刷 印数 1—4000 册 定价 21.00 元

(本书如有印装错误,我社负责调换)

国防书店: (010)68428422

发行邮购: (010)68414474

发行传真: (010)68411535

发行业务: (010)68472764

序

随着现代信息技术的不断发展,英语报刊媒体的传播趋向国际化,传播渠道也日益多样化、快捷化。中国作为正在崛起的政治、经济、文化大国,对外开放程度不断提高,对外宣传和交流日益扩大,从而形成了反映中国特有文化背景的媒体传播渠道,其中英文报刊、杂志和网络已初具规模,构成了对外宣传和交流的庞大媒体系统。同时,也为中国的外语教学提供了丰富翔实的新闻语篇资料。目前,报刊英语已成为众多高校英语专业和非英语专业的必修课和选修课,对外语教学起到了重要的促进作用。然而,多以英美报刊资料为教学内容,对于英语专业而言问题不大,而对于非英语专业的学生就显得太难了。因此,国内日益成熟的英文媒体受到了外语教育界的关注,并在一定程度上进行了可行的、有益的尝试,取得了可喜的成就。为满足越来越多的英语学习者的需要,笔者依据近几年的教学经验和所积累的丰富英文媒体资料,系统地编著了《中国媒体英语阅读》一书。

本书充分依据现代认知心理学、认知语言学和心理学的研究理论,系统地编排阅读语篇,科学地引导读者阅读和学习中国新闻英语,从而提高语言知识和技能。全书共24单元,每单元包括导读、重点提示和语篇阅读三个部分。导读部分旨在从心理学和语言学的不同角度引导读者如何阅读语篇,如何掌握语篇系统,如何习得语境词汇知识和新闻语篇的交际功能;重点提示部分提醒读者从哪些方面预测和掌握语篇信息和语言知识;丰富的新闻语篇主题的一致性、编排的系统性、语料的充裕性和黑体衔接词汇的网络性加强了语篇语料的输入和输出。

语篇内容的选取和编排具有较强的系统性和科学性。所选内容涉及与中国的政治、经济改革与发展、对外贸易、国际交流、社会

焦点、旅游、体育等相关的新闻语篇,按同域主题进行编排。对反映语篇连贯和衔接的词汇项进行黑体形式的强调处理,以此提醒读者新闻语篇和词汇网络性的关系,加强读者词与篇的有机结构意识,提高阅读和学习效率。

全书涵盖了反映中国及当今国际社会不同领域的 16 个主题,教师教学过程中,可依据不同的社会现实背景按每周两个课时安排一个主题的教学。教师可要求学生课外浏览相关的英汉媒体,了解和掌握丰富的背景资料,课内充分利用多媒体教室和网络的优势,以现实的新闻媒体视频资料,如新闻、对话、今日亚洲等 Mp3 视频资料做问题导入,激活学生的心理背景知识。结合中国新闻媒体英语的篇章结构,培养学生以事实为依据思考现实问题的习惯,从而养成关注现实、思考问题、正确面对现实并树立科学的人生观和价值观。

本书属浙江省教育厅编号为 yb05034 的 2005 年新世纪高等教育教学改革项目“大学英语课堂教学与网络自主学习”整合的成果,由宁波大学外语学院杨新亮、段汉武老师总体策划和审校。在编著过程中,得到了宁波大学外语学院大学外语部及郑州大学诸多同事的指导和帮助,在此向他们表示由衷的感谢。

由于该书内容丰富,信息含量大,语料领域广泛,编著过程中难免有不足之处,敬请读者批评指正。

段汉武

前 言

随着中国对外改革开放的不断深入与国际交流空间的扩展,中国媒体的对外宣传也在不断加强。随之产生的具有中国特色的多媒体英语,如 *China Today*, *China Daily*, *Beijing Review*, *Chinese Literature*, *The 21st Century* 等报刊杂志以及中央电视台第九频道和第四频道的英语新闻节目,从不同方面宣传中国的政治、经济、社会发展、民族风情等,展示中国悠久的历史文化和改革所取得的成就。中国媒体英语在加强对外宣传、促进世界了解中国的同时,也为中国的英语教学提供了丰富的语言素材。本书拟从语言教学的角度探讨中国媒体英语教学的可行性及其教学效益。

中国媒体英语的特征

首先,中国媒体英语除报道国际新闻、海外风情之外,主要是反映中国的社会文化、政治经济、风土人情、秀丽河山、历史遗产等。而且不同的媒体具有不同的偏重,*Beijing Review* 以中国的政治、经济政策和发展动态为主;*China Today* 则以中国民族风情、自然景观、历史文化为主;*The 21st Century* 以世界热点、中国商情、语言教学、高教与就业为主,面向中国数百万高校学生。以中国社会为背景的媒体英语,在内容和形式上都具有较强的“中国文化”特色。

其次,媒体英语的专栏性特征也同样反映在中国的英文报刊杂志中。同国外期刊一样,定期发行与社会的发展同步,及时反映社会变化,适应信息时代的要求。各媒体以相对固定的栏目,从不同的社会视角追踪报道中国社会的各个方面,所以,其语言风格、词汇选择的倾向性也就相对一致,即某一语域的词汇同现频率就比较高,有利于语言词汇的认知与巩固。如 *Beijing Review* 自然景

观类栏目,固定刊登对中国黄山、武夷山、长江两岸旅游、黄河文化巡、丝绸之路风情、美丽的热带雨林西双版纳、道教名胜武当山等的描述。这里不仅可以同现描述山河壮丽、秀美的语言词汇,而且具有许多反映中国历史文化传统底蕴的“特有”的语言表达,如 beauty spots, scenery, scene, scenic spot, attractions, landscape, beautiful, charming, spectacular, attract, charm, the Silk Road, Taoist, Taoism 等。

再次,中国媒体英语与汉语媒体在内容上具有一定的同步性和协调性。由于中国媒体英语的目的在于对外宣传中国,因此其内容与汉语媒体保持着一定的一致性。尤其是在政治、经济、外交事务、国际形势等领域,英汉媒体以不同的语言形式,传播同样内容的事实信息。同时,现代电子技术的应用,融声像为一体,更富有真实性和形象性。随着现代科技的发展,中央电视台电影频道、英语频道和国际频道充分利用现代媒体技术,形象、生动、真实地传播和宣传发展中的中国,向世界展示中国源远流长的历史文化、自然景观,让世界了解中国的过去、今天和未来。同时也为现代多媒体教学提供了方便快捷的声像资料。

媒体英语与英语教学

中国媒体英语以中国社会文化为背景,符合阅读过程中的“图式理论”。背景知识是影响阅读理解的十分重要的因素,它是指一个人已有的整体知识,即各种经验的学习与积累,以及有关某一专题的专有知识,即理解某一主题所必需的专门知识。先验图式论认为,语篇只是为读者或听者提供一个引导,指示他应如何根据自己已有的知识去获取或理解意义。只有当读者把自己已有的“经验图式”与语篇提供的语言文字信息联系起来,理解才能实现。这种背景知识以特定结构储存在大脑中,构成相互联系的“先验图式”。在阅读过程中,读者的先验图式与阅读语篇越吻合,阅读理解就越容易,反之则越难。中国媒体英语与中国读者的先验图式在很大程度上是吻合的,这不仅取决于他们生长于这个社会,而且汉语媒体不断强化他们的各种知识图式。因此,中国媒体英语

目的语教学,重要的是探讨如何充分利用中国媒体英语解决教学中一些困扰学习者的“文化盲点”和“交际转换”中存在的问题,提高教学效益。

媒体英语教学应以“主题”和“时事焦点”阅读为主,这是由中国学生的背景知识来决定的。在当今信息社会,媒体传播形式日益多样化,信息的重复和出现频率不断提高。市场经济对人才的选择强化了学生关注社会的意识,他们从不同的渠道了解社会信息,增强背景知识图式。以此为依据选择学生关注的媒体英语资料,既增加了可读性,又符合学生了解社会的需要。同时在语言学习的渴望中,交际的需要得到满足,学习兴趣得以培养,能动性得到充分发挥。主题教学应“追踪事实焦点”,以课堂阅读和课外学习相结合,要求学生课下结合课堂教学,从不同媒体大量阅读同一主题的语篇,掌握反映主题的不同角度和观点。按主题分类收集相关词汇,做到主题与表达的统一。如“人大”与“政协”两会“热点”,暑假前的“旅游专线”阅读,毕业在即的“就业报道”等。

媒体英语辅助相关的课堂教学,如口语、大学英语、泛读等以目的语文化为主的教学。在现代交际教学为主的课堂上,学生交际存在的问题之一是语言知识与内容表达在文化上的不协调,以及大脑所储存的词汇缺乏“文化主题性”。学生往往能够理解课堂上所学习的语篇,而在做同一主题的交际练习时,语言编码转换的过程因受到语言及社会文化差异等因素的影响,而导致“交际的失败”。为解决这一难题,本书作者尝试比较目的语文化语篇教学与中国媒体英语教学的过程及结果,发现学生利用媒体英语交际的流利程度、语篇长度和语感能力远胜于教材中的目的语文化语篇。因此,结合目的语文化主题教学,充分发挥中国媒体英语的相关作用,可有效地提高整体语篇及口语教学效果。

媒体英语教学以交流和讨论为主,在语言应用的交际过程中巩固语篇结构概念和语言词汇知识,培养学生的交际能力。由于学生对媒体英语的背景知识比较熟悉,阅读理解没有太多的问题。因此,老师的任务在于引导学生如何组织主题与词汇的系统性,把词汇形成“块结构”进行记忆,即以主题→分主题→领属同义、近

具有较高的可读性和预测性。

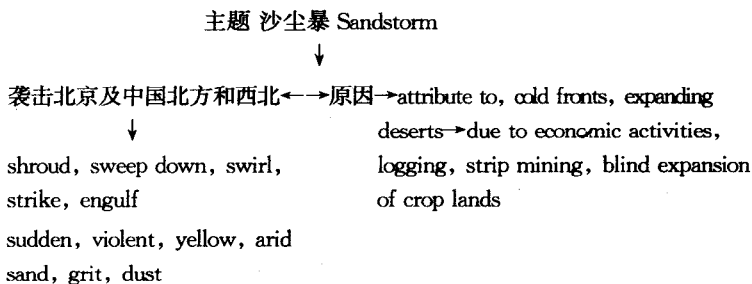
由于中国学生已有的背景文化知识,在学习目的语、阅读目的语文化语篇的过程中,往往存在“文化盲点”。中国学习者在交际过程中,其交际内容往往具有中国文化的渊源,目的语表达潜意识中就需要一个转换的过程。在此转换过程中,经常会遇到“文化或语言上的冲突”。这不仅造成了理解上的障碍,更重要的是不利于语言思维能力的培养。再者,如果语篇主题读者不感兴趣,那么就很难实现教学目的。中国媒体英语则消除了这种语言“文化盲点”,便于学生的阅读理解。而且,在语言的应用过程当中,也避免了“潜意识”翻译的过程。媒体英语广泛的题材范围,都与学习者关注的“热门话题”相关,符合读者交际“动机”的需要,易于调动读者的学习兴趣和积极性。

媒体英语专栏性的编排,符合语义关联的语言特征。语言词汇的“语域”理论和“板块式”结构认为,同一语域的词汇倾向于出现在同一主题的语篇中。现代语言学家利用电脑数据统计分析发现,英语的语言交际并不是仅仅通过单词或固定短语的使用来实现的,而自然话语中的 90% 是由处于两者之间的半固定“板块”结构来实现的。语言学家 Becker 认为:“我们根据自己想要表达的信息,从大脑的词汇库中调出那些‘预制’(prefabricated)短语,经过细微的加工,就可组合成比较符合语法的句子,并使它们变成流利的语言来填充我们概念上的某些空白。即语言的记忆与储存和输出或使用并不是以单个的词为单位,而那些固定和半固定的模式化了的‘板块’结构才是人类语言交际的最小单位。”而媒体英语的“主题块式”专栏结构,不仅有利于“块式”语言词汇的学习和记忆,而且有利于“块式”词汇的调用和激活。

媒体英语的教与学

中国媒体英语独特的社会背景特征和目的语风格,符合现代语言学习的认知理论及教学需求。这一点在我们长期的教学实践中已得到充分的证实。传统的教学以目的语语言材料为主,从而忽略了日益普遍的反映中国社会的媒体英语。当然我们并不否认

义、反义等相关词汇为整体教学模式,完成主题→词汇结构建构教学。以此为基础开展指导式和自由式的口语交流与讨论,对建构结构进行巩固与强化,形成牢固的“主题图式”和“块式词汇”知识。例如:



以此为主题要求学生课下阅读和收集相关媒体资料,引导他们联系环保主题展开讨论,找出更多的原因、危害及解决的办法,从而形成更大的主题图式和语言知识结构。

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Unit One

Holidays and Celebrations (I)

导 读

语言交际既是语言能力的体现又是文化背景知识的反映。英语学习者依靠阅读反映英语民族文化的语篇习得英语，既要习得语言知识系统，又要构建英民族语言的文化背景系统，同时又要在本民族文化的环境交流中找到两种语言文化的共项，通过语码转换实现语言交流的目的。而学生的交流需要是把自己熟悉的具有本民族文化特征的社会、政治、经济、思想、兴趣、生活等知识系统转换成目的语。这种在本民族语境中，对具有本民族文化背景的知识系统进行目的语语码转换交际的语言学习，可谓是费尽周折。真正的交际需要在目的语没有内化之前，就只有靠潜意识的“翻译”来应付，这正是学生交际失误的困难和问题所在。而反映中国文化背景的“直通式”媒体英语，是交际背景与目的语的统一体，迎合了学生交际的需要。通过大量“现实情景式”的交际型阅读，既习得了目的语，又掌握了交际技能，具有一举两得的效果。

本单元与第二单元以具有中国文化特征的“春节”、“灯节”以及西方的“情人节”、“圣诞节”和其他民族的不同节日为背景语篇，通过篇章的对比阅读，可以使阅读者掌握“节日”篇章的语言风格。系列化的阅读有助于篇章和语言知识的强化和内化。

本单元的篇章和词汇块知识结构为 Holidays — its features — activities or celebrations involved — reflections or impacts and emotional description.

Key Points

1. Holidays across the globe.
2. Description of festive atmosphere.
3. Celebrations during the holidays.
4. Word *Cluster* concerned with holidays and celebrations.

Since its 1983 debut, CCTV's **Spring Festival gala** has never failed to attract large audiences across China. It has become **an integral part of celebrations** on the eve of the Lunar New Year. On Wednesday night, the curtain went up again on the long-awaited gala.

Songs, dances, acrobatics, magic, comic dialogues and short sketches. There was really something for everyone. Celebration, jubilation, good will and festivity. The gala offered everything you could want to see in the Lunar New Year in style. The lucky audience inside the CCTV studio and the millions of those sitting in front of their TVs at home were treated to **a four-and-a-half-hour** feast of a super variety show.

Comic dialogues and short sketches, which lend drama and humor to social issues, have proven to be a perennial/permanent favorite of the gala. This year, almost half of the time was dedicated to these two art forms. Many of the sketches and dialogues were inspired by the monumental events that took place in China in 2003. Familiar scenes from last year were replayed on the stage, including the fight against SARS and **the tribute** to China's first astronaut.

One audience member said, "Watching these performances gave me a chance to experience the exciting moments of 2003 all over again. I enjoyed them greatly."

For the first time this year, **exotic touches** were added to the traditional Chinese event. Troupes from Argentina and Ireland brought magic and dance to the Chinese audience. *The Spirit of the Dance* proved especially popular, **immersing** the audience in the mysterious soul of

Ireland.

The Spring Festival gala included nearly 40 performances put together over four months of hard work by over 1,000 staff members. But whether all this hard work was worth the effort is up to the audience to decide. Audience members are encouraged to go to CCTV.com, where they can tell us which part of the gala they liked the most. This will help the directors make next year's production even better.

The Spring Festival is the most important of China's traditional festivals. The gala offers audiences **a respite from the strain and stress** of a year's hard work and gives them lots to think about for the next few days as they enjoy the week-long national holiday.



In China, no Spring Festival would be complete without **the traditional temple fair**. Beijing alone has over twenty fairs, with a variety of themes.

The temple fair at Baiyun Guan, the White Cloud Taoist Monastery, **favors a particular mode** of transportation—the donkey. Nowadays it's kids who make up most of the passengers over the short distance leading to the main gate.

Like other temple fairs, Baiyun Guan also has its lion dance and **high stilts performance**, both of which are traditional events at such gatherings. One look at the crowd is enough to tell there must be something special. They've gathered in the freezing cold to look for the **mascot** of the coming year, the monkey.

Touching the stone monkey here is a must when you come to the Baiyun Guan Temple Fair. People believe it will bring good luck in the coming year, and especially when it is the year of the monkey.

This is one of the monastery's three stone monkeys, which are rather difficult for new comers to find. But today's long queue helps locate the **auspicious** animal, believed to **bring blessings**, wealth and longevity. A visitor said, "I waited quite a while to touch the monkey. I hope this will **bless** my family. And I did it for good luck. It makes me feel better at the

New Year.”

A third attraction here is the “money eye” . The **carnival atmosphere** has transformed the usually staid temple, enticing a handsome number of **hopefuls** to try their luck and aim. As one of China’s most famous Taoist monasteries, Baiyun Guan gives its temple fair a religious touch.

To experience a more worldly gathering, we go to Ditan Park. It just might be the busiest place in the city at the Chinese New Year. Once the Altar to the Earth, Ditan still holds a simple worshipping ceremony. But now the park is a **vendor’s paradise**. On offer is everything from snacks to traditional toys, from straw figures to hanging monkeys. Visitors come in search of fun, and find it in plenty.

A Ditan visitor said, “It’s the first time for us to come to Beijing, to a temple fair. I like it. It’s really **festive**.” “It’s good. But I wish it could be more like the temple fair I went to when I was a kid, with more folk performing arts, like **story-telling and cross-talk**,” said another one.

Going to a temple fair was once a major activity for local people during the Chinese Lunar New Year. Although Beijing now has **an array of festive activities** to choose from, the tradition still thrives as a symbol of the Old Beijing.



Located in Southeast China’s Fujian Province, the port city of Quanzhou is known for its early involvement in the country’s foreign trade. This week, the city will launch its third annual Culture Festival, which will **feature** thousands of ingeniously-designed lanterns.

This year, the Quanzhou Culture Festival is to be held around **the traditional Lantern Festival** on the 15th day of the first lunar month. With this holiday, which marks the end of the Spring Festival, just around the corner, the major streets in downtown Quanzhou are decorated with hundreds of original lanterns.

Besides traditional themes, many lanterns **depict** contemporary life in the port city. The city’s 1,000 year involvement in international trade is the

dominant subject matter of the lantern pictures. All the lanterns on display were designed and created by local folk artists. Quanzhou lanterns are known for their attention to detail in design.

People in China have hardly had a chance to finish digesting their **feasts** from the Spring Festival holidays, but already they're tucking into more **festive** snacks on Feb. 5, **sweet dumplings** for the Lantern Festival, which is celebrated on the 15th day of the first lunar month. But eating isn't the only thing people do at this time, enjoying lanterns at night is another tradition on the night of the New Year's first full-moon.

With this year's first full-moon hanging in the dark sky, the lanterns are lit up **to echo its light**. The tradition of lighting lanterns started in the Han Dynasty some 2,000 years ago, and at night people walk through the streets enjoying the lanterns to **wish happiness** for the whole year.

In the Tang and Song dynasties, lantern celebrations were held on a very large scale. As time went on, more and more celebrations were added to the festival, like **letting off firecrackers**, **cracking lantern riddles** and performing dragon and lion dances.

The lanterns on show this year are from Tianjin, which is famous for the mellowness of its folk art. The exquisitely designed and decorated lanterns tell the fairy tales, and culture and history of China, attracting young and old alike.

Following the ancient tradition, a group of old people put on festive clothes and dance yangko on the square. Everyone's face reflects the **celebrated** colors of the lanterns, and the deafening sound of gongs and drums seems to want to spread the enthusiasm across the whole country.

Although the tragedy in Saudi Arabia has **overshadowed the climax** of the Hajj/pilgrim to Mecca, Muslims worldwide on Sunday began celebrating the Kurban Bayami. It's also called the **Festival of Sacrifice** and goes for the next three days. Muslims in China celebrated at a feast

organized by China's Islamic Association in the capital Beijing.

The Kurban Bayami began on Sunday. Over a billion Muslims worldwide will **celebrate** over the next three days. Diplomats from 30 Arab and Muslim countries **gather** at a hotel in Beijing. The feast is the biggest celebration on the Islamic calendar.

The feast begins with a prayer. They call for peace and goodwill amongst all people, and for an end to war, especially in Islamic countries affected by conflict.

Chairman of China Islamic Association said, "This festival honors Allah. We **pray for peace** throughout the world, and among all people. And we **pray for happiness** for all mankind." Ambassador of Embassy of the Islamic Republic of Iran said, "We are as Muslim want from Allah and **pray for** freedom and peace and security for all people inside Palestine and Islam countries. We hope to have peaceful relation and peaceful life for them."

According to tradition, Kurban is celebrated 70 days after the end of the Moslem **fast** in the holy month of Ramadan. Kurban takes place on the 10th day of the 12th month in the Islamic calendar. It **coincides with** the pilgrimage to Islam's holiest shrines, and the end of the Hajj in Saudi Arabia. This year, the China Islamic Association arranged for over 4,000 **pilgrims** to make the trip to Mecca.

The Arab name of the holiday has some connection with **the legend** about Abraham's offering. Abraham, whom Moslems consider to be the first monotheism preacher, was ready to offer his son Ismail in sacrifice. However, at the last moment the angel replaced Ismail by a **sacrificial animal**, and the holiday was thus established to **commemorate** this.

According to tradition, the festival begins with prayer, and the slaughter of an animal in memory of Abraham's sacrifice. After this, Muslims worldwide enjoy a day of eating and entertainment. Dance, song and traditional sports are all part of the celebration.



The western tradition of Valentine's Day has caught on big in China.