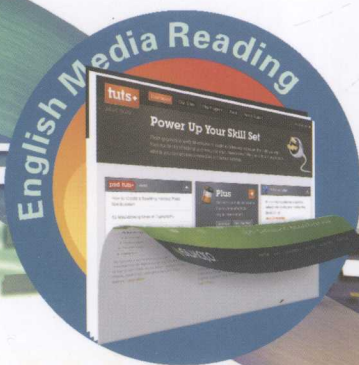


求实

高等学校应用英语专业系列教材  
Textbook Series for Applied English Majors

# 英语 媒体阅读

主编◎陈 璟



重庆大学出版社  
<http://www.cqup.com.cn>

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# 英语 媒体阅读

主 编 陈 璟

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## 内容提要

本书系“求实”高等学校应用英语专业系列教材之一。本书共13章,采用“读新闻”顺序进行材料的编排。针对当下媒体行业的迅猛发展,详细介绍了传统媒体与现代媒体的不同特点,从学习者的需要出发,通过对英语新闻基础知识详尽的介绍,配以大量的实例,给英语新闻爱好者以及自学者提供了很好的学习机会。本书内容在选材上注重真实性,充分体现师生互动,编排体例便于教学应用。本教材适用于高等学校应用英语专业三年级学生和普通高校英语专业本科学生,以及新闻英语爱好者。

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## 前言

由于媒体的发展,新闻阅读出现多元化,人们除了阅读报刊这样的传统纸媒,还会使用网络媒体以及3G手机媒体进行阅读等。因此,高校英语专业的《英美报刊阅读》课程的内容需要进行相应的调整,仅局限于英语报刊文章的阅读已经不能够满足需求,通过网络媒体、3G手机媒体以及阅读器等进行英语新闻阅读的呼声越来越高,本教材正是笔者在这一背景下进行编写的。

本教材从设计到选材再到编写,都是从高校英语学生学习的实际出发。阅读英语新闻的能力是英语专业学生必备的能力之一,因此,本教材适用于高职高专英语专业三年级学生和普通高校英语专业本科学生;同时,也可以作为新闻专业学生课外阅读了解英文媒体的参考书籍。本教材在编写上注意体例的编排,区别于其他教材,具有鲜明的特点和很多独特的创新点。本教材关注读者自学的需要,通过对英语新闻基础知识的详尽介绍,配以大量的实例,给英语新闻爱好者以及自学者提供了很好的自学机会。此外,本教材的体例编排上,采取了“读新闻顺序”,以一个读者拿起一则英语新闻开始阅读的角度去编写,每一个章节解决一个读新闻的环节。通过全面学习使用本教材,基本可以完全掌握常用的英语新闻阅读技巧。

本教材突出实用性和知识型,题材新颖,体裁全面,范文真实,紧跟时代发展。具体特点如下:

### 1. 关注平面媒体阅读,同时加大网络媒体阅读的比重

本书不仅关注传统平面媒体新闻阅读,同时也注重探索英文新媒体阅读。随着网络的发展和3G手机业务的开通,在阅读新闻,尤其是阅读国外的英语新闻的时候,网络阅读是更为便捷和现实的方式,然而目前的教材基本上很少涉及网络新闻的阅读。通过网络可以轻松阅读到西方知名媒体的新闻报道文章,网络新闻从行文上与传统纸媒的新闻报道之间存在一些不同。本教材将介绍网络新闻与传统报刊新闻在行文上的异同。

### 2. 选材注重真实性

学生在日后英语媒体阅读实践中,直接接触到的纸媒更多的是本土的英文报刊,诸如 *China Daily*。比起英美报刊, *China Daily* 具备了一些特有的优势。随着中国在国际社会上的地位不断提高,英语词库中甚至出现了一些源自汉语的 Chinese English。这通常是英语学习者在进行跨文化交际中,进行中国文化推介时难度最大的部分,而这些 Chinese English,通常由 *China Daily* 权威发布。鉴于此,本书选例不但照顾到传统教材文章来源,即英、美、澳、加等国的英文报刊文章,还会大量选取来自 CNN, BBC, FOX 等知名网站发布的新闻,此外还将关注 *China Daily* 这样高质量的本土英文报纸,从中选取生动鲜活的英语新闻。



### 3. 充分体现互动

本书从设计上增加师生的互动和学生间的互助学习,实现学生参与式的学习。教学的过程是教师和学生共同学习的过程。教材一改传统报刊阅读注重英语阅读技巧,将报刊课定义为阅读课程的延伸,着重介绍媒体阅读的方法与技巧,如何更快地从媒体获得信息,提高阅读效率。另外,本书还介绍了媒体功能和编排规律,旨在提高学生通过阅读媒体获取所需知识和信息的社会技能,提高学生英语实际应用能力。

### 4. 标题阅读作为重点

媒体进入快读时代,因此各国媒体都在新闻标题上大做文章,英文媒体也不例外。要在海量信息中找到自己所需的内容,阅读标题是不可避免的一个环节。标题阅读能够在最短时间内将细读内容选择出来,是媒体阅读中最为关键的一个环节。本教材注意到这一特点,专门开设章节,介绍英文纸媒和网络媒体在标题制作方面的特点和阅读技巧。

### 5. 注重版式

在读图时代,图版率是非常重要的一个因素。从心理学、美学的角度来讲,传统教材缺少图片,比较沉闷,令读者也产生望而生畏的感觉。本教材从图版率方面也有所创新,从科学的角度,参照专业数据,控制图版率,使之符合人的心理学、美学特点,从而使读者拿到教材觉得“好看”,产生“想看”的愿望。

### 6. 编排体例便于教学应用

任何一门课程的教学都应该本着由浅入深的原则,学生在掌握基础知识和基本理论的基础上,进行知识的建构。现行“英美报刊阅读”课程的教材,大多是按照话题进行编排,有的按照新闻题材进行区分,而将新闻知识作为背景介绍贯穿在各章节中。这样编排的教材更适合学生作为课外补充材料进行阅读。然而基本的新闻知识是读好英语新闻的基础,上述的体例会使得新闻基础知识的学习不够系统化,不符合知识建构理论,不利于学生就英语新闻基础知识的各个环节进行理解和巩固练习。本书采用“读新闻”顺序进行材料的编排。根据读者读新闻的习惯,从新闻标题开始,每一章节解决一个读报或者读新闻中的环节,让学生逐个环节扎扎实实攻克。逐章由浅入深,一方面讲述英语新闻基础知识,另一方面介绍英语新闻阅读。循序渐进,学生学完本书,便从头到尾经历了一遍英语新闻的阅读过程。

### 7. 选例包含不同体裁

现行教材在选例上,通常选取长篇报道,以特写居多,侧重阅读。特写仅为新闻体裁之一,此外还有诸如评论、广告等其他体裁都很少涉及,最常见的消息报道也很少出现在书中举例。本书在选例上,也避免这一类失误,根据不同的内容,选取不同的题材进行举例。

### 8. 注重参与性

为了让学生全面了解报纸,在本书的第12章,为“报纸制作”章节,目的在于让学生通过

参与制作,大致了解一份报纸从一则则零散的新闻变成一张完整的报纸的过程,也是对全书内容的一个实践性的总结。

整本书共 13 个章节。前 6 个章节解决读报过程中的一个环节,学习完第 6 章,学生完整接触了新闻阅读的整个过程;第 7、8 两章分别介绍报刊新闻的阅读和网络新闻的阅读,初步加强学生前 6 章学习的读新闻知识;第 9 章为新闻翻译,主要介绍新闻编译的基本知识,使前 8 章的新闻知识与具体应用联系起来;第 10 章介绍了英文报纸比较通用的版面格式;第 11 章介绍了新媒体;在第 12 章,引导学生将前面知识进行应用,自己尝试制作一张英文报纸;第 13 章为新闻选登,为学生提供精选的各种不同体裁、题材的新闻,作为阅读练习之用。

每个章节都包含了平面媒体和网络媒体以及 3G 媒体的特点。每个章节的内容安排为:章节内容简介,包括该章节所涉及的知识点的理论体系介绍;正文主要包括实例和讲解、实例分析,尽量使用新近的鲜活例子,并结合例子对理论进行细致的讲解;Notes;新闻相关知识主要介绍与章节内容相关的新闻知识;每章节还配备了与该章节内容密切相关的练习题,旨在强化学生对于该章节知识的理解。

本书的编写由下列老师负责完成不同章节:陈璟负责第 3 章、第 4 章、第 10 章、第 11 章和第 13 章的编写;郭卫平负责第 7 章、第 8 章和 Appendix 部分的编写;包博负责第 1 章、第 2 章和第 12 章的编写;高晖负责第 5 章的编写;高晖和李娟共同完成第 6 章和第 8 章的编写。

除上述编写者外,一些国内外知名媒体的业内人士也给本书的编写提出了很宝贵的建议,并提供了珍贵的素材。在编写过程中,华商报社视觉总监晁铁军先生给予了专业的指导和技术支持,并提供了第 10 章新闻知识部分的内容;英国每日电讯报的 James Week 先生提供了英国新媒体现状相关图表信息;英国卫报的 Kari-Ruth Pederson 先生提供了英国新媒体相关数据,在此一并表示感谢。因为有了上述专业人士的大力支持,才使得本书具有了更前沿翔实的内容和更鲜活的例子。

在编写过程中,作者参考了近年国内外出版的专著和教材,查阅了大量网络资源,也吸取了很多宝贵经验,在此表示感谢。本书是作者在教学工作之余编写的,由于水平有限,时间仓促,纰漏难免,恳请各位专家、学者和广大使用者提出宝贵意见。

编者

2013 年 7 月

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## CHAPTER ONE

# Introduction to News and the Medium



## Introduction

The word “news” could be simply defined as “new information about anything or information previously unknown”. It also refers to the communication of information on current events which is presented by different media. The word “medium” (singular form of media) also means differently. In communication, media is the storage and transmission channels or tools used to store and deliver information or data. It is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose.

## I . News

The news is the communication of the information on current events which is presented by print, broadcast, Internet, or word of mouth<sup>①</sup> to a third party or mass audience. There are two different explanations about the word “news”. One theory is that “news” was developed as a special use of the plural form of “new” in the 14th century. That is to say, news is mostly fresh and previously unknown information. Another etymology interestingly but incorrectly suggests that the word “news” is a contraction of North, East, West and South, signifying that information arrives from all points of the compass.

News is all round us, permeating our lives. Whether it is the extraordinary events of September 11, 2001, or everyday occurrences such as the weather, news is an integral part of our modern existence. Stovall (2008:4)



~ Figure 1 ~

Beijing bids goodbye to the Games

By Cui Xiaohuo (China Daily<sup>②</sup> Staff Writer)

London Mayor Boris Johnson receives the Paralympic flag from International Paralympic Committee President Sir Philip Craven. The British capital hosts the next Games in 2012. [Xinhua]<sup>③</sup>

Figure 1 tells a story about the Closing Ceremony of 2008 Paralympic Games which is held in Beijing. The next Paralympic Games will be held in Rio de Janeiro in 2016. The Paralympic Game is one of the most important sport events for human beings. Therefore, the news about the game naturally draws readers' attention.



~ Figure 2 ~

Wintery Nightmare: Northeast Braces for Storm

A Massive Snowstorm is About to Wallop Washington, New York and Boston

By RACHEL MARTIN

March 1, 2009 ABC News<sup>④</sup>

Figure 2 shows an unseasonable winter storm which was about to move north along the east coast. Even this weather change in US affects relatively few people directly. Yet it becomes part of our shared experience through the process and mechanism of news.

## II. News Values

Millions of events happen around us every day. How do journalists decide what is news and what is not? How do they distinguish between a big news story and a small one?

The following three examples may help you to understand this easily.

A car killing a chicken, a dog or a pregnant woman?

A man aged 25 marrying a girl aged 20, or a man aged 60 marrying a girl aged 15?

A boy going to primary school, to high school, or to university?

Every one of these events might be news for the community in which it happens, but some are more newsworthy than others. Most people would answer that a boy going to university, a man aged 60 marrying a girl aged 15, and a car killing a pregnant woman are more newsworthy than the others. However, the same event can have different levels of interest in different societies, and will be talked about in different ways. For instance, an earthquake happens in Japan will probably draw less attention than it occurs in some other countries, say US or Australia.

Actually, everybody makes the same judgments whenever they decide to talk about one event rather than another. To put it simply, there are some certain criteria about news that the journalists follow when they choose something to report.



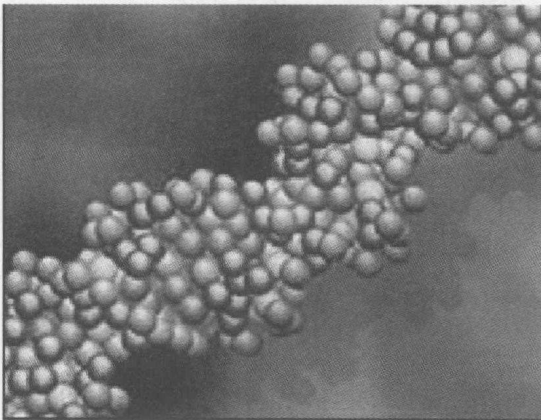
News values, sometimes called news criteria, determine how much prominence a news story is given by a media outlet, and the attention it is given by the audience. News values are not universal and can vary widely between different cultures. A. Boyd (1994) states that: “News journalism has a broadly agreed set of values, often referred to as ‘newsworthines’ ...”

How do we figure out what information is most newsworthy? There are no appropriate answers. The information you consider most newsworthy depends in part on your own experiences, values, and knowledge. However, some general guidelines exist. Among the millions of “events” that occur in the world every day, those few events that are chosen by news editors have at least one of the characteristics discussed below.

## 1. Impact

Information has impact if it affects a lot of people.

Events that change people’s lives are considered as news. Although the event itself might involve only a few people, the consequences may be wide-ranging. For example, a bill on reducing income tax passed by the parliament has impact. A claim of discovering a cure of diabetes by a scientist has great impact too. As both events will affect lots of people, they would be considered news.



~ Figure 3 ~

Unusual DNA may be key to cancer

Story from BBC NEWS: <http://news.bbc.co.uk/go/pr/fr/-/2/hi/health/3528453.stm>

Published: 2004/03/04 00:24:00 GMT

## 2. Timeliness

Information has timeliness if it happened recently.

Timeliness is a value common to almost all news stories. It is a basic element. Most events can not be considered news because of the absence of timeliness. However, there is no fixed criterion on judging whether an event is still news after a certain period of time. Usually, most events that are more than a day to a day-and-a-half old are not thought to be

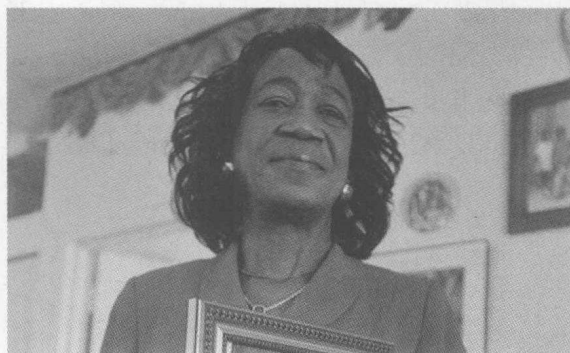


news (Stovall 2008:6). However, timeliness varies in different forms of media. For a daily newspaper, however, events that happened during the 24 hours since the last edition of the paper are timely. While for BBC Headline News, events that happened during the past half hour are timely.

### 3. Prominence

Information has prominence if it involves a well-known person or organization.

Events happened on prominent people are news, even trivial things. Movie stars, singers, famous footballers, politicians can easily make news because they are well-known by large number of people. For example, if you are late for a meeting, no one will be that interested. However, if the president of US is late for a meeting, everybody will be very interested. Actually, the president of US is the best example of the news value of prominence. Whenever and wherever he appears, news is made. Interestingly, even the events about the US president Barack Obama's<sup>⑤</sup> families and relatives are newsworthy.



~ Figure 4 ~

Barack Obama's aunt fights deportation

Story from *Telegraph.co.uk*

By Alex Spillius in Washington

Published: 9:42 pm GMT 04 Feb 2010

### 4. Proximity

Information has proximity if it involves something happened somewhere nearby.

Events occurring close to home are more likely to be news than the same events that occurs somewhere else. People are all interested in the things that happen around us. For example, a child killed by a drunk driver is more likely to be reported in your local newspaper than the same kind of accident that happens in another city.

### 5. Conflict

Information has conflict if it involves some kind of disagreement between two or more people.

People are interested in conflicts. A story with no conflict will never be a successful story. Conflict is one of the journalist's favourite news values because it usually ensure there are something worth writing about. Especially, when conflict is involved with other

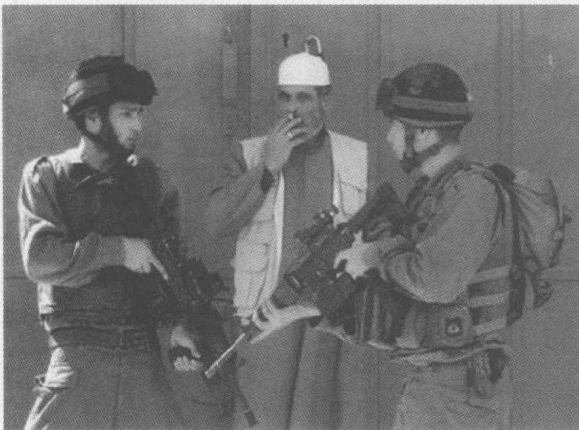
news values, such as, prominence, it becomes very newsworthy.



~ Figure 5 ~

Obama takes on North Korea conflict  
Obama meets with South Korean President Lee Myung-bak at the G-20 summit at the ExCel center in London on Thursday, April 2, 2009

By AP



~ Figure 6 ~

War of Words: Israel attacks Palestinian rhetoric

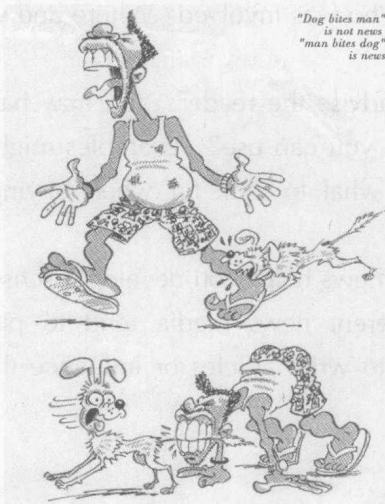
Story from YAHOO NEWS: [http://news.yahoo.com/s/nm/20100223/wl-nm/us\\_israel\\_palestinians\\_incitement](http://news.yahoo.com/s/nm/20100223/wl-nm/us_israel_palestinians_incitement)

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By Erika Solomon—Tue Feb 23, 9:04 am ET

## 6. Weirdness

Information has weirdness if it involves something unusual or strange. See Figure 7.



~ Figure 7 ~

A rare event is sometimes considered news. Whenever the news value of weirdness is discussed, the famous "Man Bites Dog" story is mentioned. Charles A. Dana, a famous editor, once said: "If a dog bites a man, that's not news. But if a man bites a dog, that's news!"

## 7. Currency

Information has currency if it is related to some general topic a lot of people are already talking about.

A mugging in downtown Murfreesboro generally won't attract much attention from reporters at the Daily News Journal. But if the mugging occurred a day after a report by the FBI had named Murfreesboro the city with the state's fastest-growing crime rate, the mugging would be big news. People would respond to news of the mugging by saying, "See, here's an example of just the kind of thing that FBI report was talking about. We've got to do something about the crime rate!"

The above seven characteristics are commonly accepted in journalistic area. The more of these characteristics a piece of news report has, the more newsworthy the information is.

## III. Hard News and Soft News

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News stories are basically divided into two types: hard news and soft news. Hard news generally refers to up-to-the-minute news and events that are reported immediately, while soft news is background information or human-interest stories.

Politics, war, economics and crime used to be considered hard news, while arts, entertainment and lifestyles were considered soft news.

But increasingly, the lines are beginning to blur. Is a story about the private life of a politician "politics" or "entertainment"? Is an article about the importance of investing early for retirement a "business" story or a "lifestyle" story? Judging solely on subject matter, it can be difficult to tell.

One difference between hard and soft news is the tone of presentation. A hard news story takes a factual approach: What happened? Who was involved? Where and when did it happen? Why?

A soft news story tries instead to entertain or advise the reader. You may have come across newspaper or TV stories that promise "news you can use". Examples might be tips on how to stretch properly before exercising, or what to look for when buying a new computer.

Knowing the difference between hard and soft news helps you develop a sense of how news is covered, and what sorts of stories different news media tend to publish or broadcast. This can be important when you want to write articles or influence the media yourself.



## IV. Media

In communication, media (singular medium) are the storage and transmission channels or tools used to store and deliver information or data. It is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose.

### • News Media •

The news media refers to the section of the mass media that focuses on presenting current news to the public. These include print media (newspapers, magazines); broadcast media (radio stations, television stations, television networks), and increasing Internet-based media (World Wide Web pages, weblogs).

Print media is the industry associated with the printing and distribution of news through newspapers and magazines.

### 1. Newspaper

A newspaper is a publication containing news, information, and advertising. General-interest newspapers often feature articles on political events, crime, business, art/entertainment, society and sports. Most traditional papers also feature an editorial page containing columns that express the personal opinions of writers. Supplementary sections may contain advertising, comics, and coupons.

Newspapers can be found easily in our modern life. Almost every city in the world has its own local newspaper. Newspaper can be classified into different types according to different criteria.

### • Daily vs. Weekly •

A *daily newspaper* is issued every day, sometimes with the exception of Sundays and some national holidays. Saturday and, where they exist, Sunday editions of daily newspapers tend to be larger, include more specialized sections and advertising inserts, and cost more. Most daily newspapers are published in the morning. Afternoon or evening papers are aimed more at commuters and office workers.

*Weekly newspapers* are common and tend to be smaller than daily papers. In some cases, there also are newspapers that are published twice or three times a week. In the United States, such newspapers are generally still classified as weeklies.



### • National vs. International •

Most nations have at least one newspaper that circulates throughout the whole country: a national newspaper, as contrasted with a local newspaper serving a city or region.

In China, *China Daily* is the only national English-language newspaper. While there are several other national newspapers in Chinese, such as the *People's Daily* and the *Guang Ming Daily*.

In the United Kingdom, there are numerous national newspapers, including *The Independent*, *The Times*, *The Daily Telegraph*, *The Guardian*, *The Observer*, *The Sun* and *The Daily Mirror*.

In the United States and Canada, there are few national newspapers. Almost every market has one or two newspapers that dominate the area. Certain newspapers, notably *The New York Times*, *The Wall Street Journal* and *USA Today* in the US, and *The Globe and Mail* and *The National Post* in Canada are available throughout the country.

There is also a small group of newspapers which may be characterized as international newspapers. For example, *The International Herald Tribune* is a widely read English-language international newspaper. It combines the resources of its own correspondents with those of *The New York Times* and is printed at 35 sites throughout the world, for sale in more than 180 countries.

## 2. Magazine

Magazines, periodicals, glossies or serials are publications, generally published on a regular schedule, containing a variety of articles, generally financed by advertising, by a purchase price, by pre-paid magazine subscriptions, or all three.

Magazines can be distributed through the mail; through sales by newsstands, bookstores or other vendors; or through free distribution at selected pick up locations. Most magazines are available in the whole of the country in which they are published, although some are distributed only in specific regions or cities. Others are available internationally, often in different editions for each country or area of the world, varying to some degree in editorial and advertising content but not entirely dissimilar.

A magazine will usually have a date on the cover which often is later than the date it is actually published. Current magazines are generally available at bookstores and newsstands, while subscribers can receive them in the mail. Many magazines also offer a back issue service for previously published editions.

Magazines are different from newspapers in many ways. They are published in different frequencies. Additionally, they deliver news and information with more depth and perspective.