



Hello, VTO 

采编播 英语手册

张国敬 刘宏伟 编著

MASTER ENGLISH FOR REPORTER



天津科技翻译出版公司



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一、新闻采访

1. 做一名成功的新闻工作者

优秀的新闻工作者要机智,有毅力、诚实、亲和、有求知欲、有勇气。他们成功的秘诀是:做一个通才,能应对各种问题和形形色色的人,能于平凡中发现不平凡,能考虑到诸多的可能性,从大量的信息中获取最重要的部分;行动迅捷,能立刻将任务付诸行动,且坚持不懈;求知欲强,乐于探究,喜好阅读;为人和气,相信人性本善,善于理解他人;诚实正直,追求真理,行动独立,言出必行,做事力求精确,不惜反复核实,能辨证地看待一切;有勇气,不惧怕犯错误,敢于批评他人,并乐于接受批评,勇于面对一切,接受自己不理解的现实。

如果你问国外成功的记者是如何取得成功的,他们会用英语告诉你:

1. A good reporter is a generalist(多面手), able to deal with a number of topics and talk with a variety of people. He or she can see the unusual(与众不同的), the ironic(啼笑皆非的), in the everyday. She can think through all the possibilities and organize a large amount of information to find the important parts.

2. A good reporter is quick(反应迅速). Once he is assigned a story, he goes after it. He makes the calls and keeps trying if he doesn't make contact. He remembers the sign that once hung in the Los Angeles Times newsroom(洛杉矶时代广播电台): GOYA/KOD. Get off your ass/knock on doors.

3. A good reporter is curious(好奇). He or she takes pleasure in the new, and in the old, in the history or precedent that got us where we are. He enjoys reading and appreciates(欣赏) the details(细节).

4. A good reporter is pleasant(令人愉快的). She adopts a friendly nature with those



she meets. She is a grateful guest, with a belief in the basic goodness of people. She conveys to those she meets that she is tolerant of (be tolerant of) (能容忍) them and their ideas, even though she does not like them or what they stand for. She subordinates her ego and is a good listener.

5. A good reporter is honest (诚实的). He seeks the truth and acts independently. He does what he says he's going to do, and doesn't do something he promised to avoid. He returns his calls, and he's willing to say no. He's obsessed with accuracy and double checks his facts with call-backs. He sees both sides to every issue. He doesn't treat people as a means to an end.

6. The good reporter is courageous (无畏). She approaches strangers. She takes pleasure in being good, in being first (批评, 评论). She develops a skin to deflect the inevitable criticism. She is willing to make a mistake and willing to write something that may hurt someone. She has a capacity for tempered outrage. As Jon Franklin, reporter, author and teacher, said: "Back when I first started, I thought intelligence was the most important attribute a reporter could have. I have since changed my mind. You do have to be intelligent, but the big thing is courage. Courage to open your mind and let the whole damned confusing world in. Courage to stand corrected. Courage to take criticism. Courage to grow with your experiences. Courage to accept what you don't understand. Most of all, courage to see what is there and not what you want to think is there."

总之,成功的新闻工作者应是:

Smart (机敏), Quick (快捷), Curious (好奇), Pleasant (亲和), Honest (诚实), Courageous (无畏)。

2. 新闻的实质

新闻必须能够引起人们的兴趣,新闻必须要新。现状的改变并不一定都能成为新闻,新闻要描述能够产生一定影响力的现状的变化。据实而言,记者和编辑所说的就是

新闻,新闻工作者决定着某些事件是否能够成为新闻。

总之,新闻工作者认为至少以下 7 个因素影响着某事件能否成为新闻:①事件的影响力;②事件和人们的接近度。事件距离人们越近就越重要;③事件的即时性;④人物的重要性,大人物可以制造出轰动的新闻,人们总是对名人、富人格外关注;⑤事件的新奇性;⑥事件的冲突程度,冲突一直是文学作品、戏剧、电影的主题,对新闻而言也是如此;⑦观众和听众。观众和听众决定了某一事件能否成为新闻,一则新闻应放在报纸的哪一个版面。

《纽约太阳报》的查尔斯主编是这样说的:“Anything that interests a large part of the community and has never been brought to its attention before.”这就是说,新闻是人们谈论的热门话题。

因此,英美国家的新闻工作者认为:

1. Put another way, news is a change in the status quo(现状) But does a change in the status quo guarantee that an event is newsworthy? Suppose Philip, a normally reliable 10-year-old, is late for dinner. That may be of consequence in his household, but it is not news. What if he is three hours late for dinner? Then he may be missing and that is news. Then his tardiness(拖拉、缓慢) takes on community import, especially if he has become the victim of foul play. So, as this example illustrates(说明、阐明), news is not just a change in the status quo. It is a change of consequence in the status quo.

2. In a very real sense, news also can be defined as what reporters and editors say it is. They are the gatekeepers(看门人), allowing the accounts of some events, but not others, to reach the reading public. And there are other factors that sometimes can determine(决定) whether an event is news. These include the prejudice of the management, the size of the paper, pressure from advertisers and the news hole, or the space allotted to news.

3. Still, news professionals agree on at least seven main factors that help them determine if an event has consequence, if it is news. These are:



a) Impact(影响力) – How many people does the event affect? How seriously does it affect them?

b) Proximity(亲近度) – An event will be more important if it is closer to the readers. An earthquake in a far – off land is not as interesting as one that is close to home.

c) Timeliness(时间、线索) – Is the event fresh? Is it new? The news must be timely to be of use to readers

d) Prominence(声望) – Names make news, and big names make big news. Ordinary people are intrigued by the doings of the rich and famous.

e) Novelty(新奇) – This is the new in news, the unusual. The “firsts,” “lasts” and “onlys” have been the staples of the news business for many years.

f) Conflict(争论) – Conflict has been the currency of great literature, drama and movies for all time. From the stories of Shakespeare to those of Disney, conflict has played a crucial role. Newspapers are no different.

g) Audience(听众) – Who is the audience? The answer to that question helps determine whether an event is news at all, and if it is, where it will be played in the paper.

3. 采访的艺术

获取新闻的方式有三种:研究、观察和采访。其中采访是最重要的,采访的方式各种各样,时间可长可短,这要求新闻工作者善于和人们交谈。采访之前必须做好充分的准备,尽量全面了解被采访者的情况,这决定着采访能否成功。充分的准备可以使你的采访具有目的性和针对性。当你按照事先准备好的问题有条不紊地提问时,你不但不会漏掉任何一个重要的话题,还会感到游刃有余。提问时不可偏激,要使受访者有灵活回答的余地。着装要得体,采访对象不同,你的着装也应有所不同。要把你的采访看作一次精心计划的友好的谈话,而不是单纯的采访。营造和谐的气氛,以轻松的话题开始,正视对方,仔细倾听对方的回答,面带微笑,对其回答有及时的反应。坐姿也很重要,好的坐姿是坐在椅子边上,并稍稍前倾,这表明你热情积极的态度。观察和记录对

方的身体态势语、特殊习惯、衣着以及其他特点。注意周围的环境,多做记录会对你大有裨益。

1. An interviewer(记者、采访者) once asked Vivian Leigh what part she played in the movie, *Gone With the Wind*. Leigh ended the interview before it started. Contrast that with the interview A. J. Liebling had with jockey Eddie Arcaro. Liebling began the interview by asking Arcaro why his left stirrup was longer than his right. One got a good interview, the other didn't. One was prepared, the other wasn't.

2. Preparation allows you to ask good questions and signals your subject(题目) that you are not to be dismissed lightly. Read all that is available. Talk to those who know the subject. As writer Tom Rosenstiel said, "A common ingredient of the superb interview is a knowledge of the subject so thorough that it creates(创造) a kind of intimacy(亲密) between the journalist(新闻工作者) and the interviewee(被采访者)."

3. What is the tentative(尝试) theme for your story and how will this interview fit that theme? When you have answered those questions, prepare a list of questions. The best way to have a spontaneous(出自自然的) conversation is to have questions ready. That way you can relax, knowing that you will not miss an important topic.

4. Phrase your questions in a neutral way. Not: Don't you agree that this speaker should be banned(禁止) from campus(校园)? Mix open - ended questions, such as, "Tell me about your love for antique cars," with closed - ended ones, such as, "How old are you?" The closed - ended ones elicit basic information; the open - ended allow the interviewee to reveal information or feelings that you did not anticipate.

5. Decide how you will dress. You would dress differently for a hockey(曲棍球) player than for the mayor(市长). Ask yourself, how will my subject be dressed? Avoid anything in your dress or grooming that could be considered impertinent, flashy, sloppy or rebellious(不礼貌、浮华、邈邈、反叛的).

6. Think of your meeting with the subject as a structured but friendly conversation, not



an interview. As writer Studs Terkel said, "I realized quite early in this adventure(冒险) that interviews conventionally(习俗) conducted were meaningless(无意义的). The question - and - answer technique may be of value in determining favored detergent, but not in the discovery of men and women. It was simply a case of making conversation and listening."

7. Try to establish(建立) a rapport with the person early on. You may want to wait a bit before pulling your notebook out. This meeting stage may determine how the rest of the interview will go. Do you share a common interest or friend? If so, mention(提及、说起) that.

8. Look the subject in the eye and listen carefully to his/her answers. Be sure to smile. A smile, they say, is lubrication(润滑剂) for the words and collaborator of the eyes in contact. A smile helps both you and your subject relax(放松).

9. When the source is speaking, nod(点头) or make some verbal remark to show you are listening and understand. Sit on the edge of your chair and lean forward. This is a posture that projects an eager, positive attitude.

10. Observe(遵守) and record the person's body language, mannerisms(癖性), dress, physical features(相貌), distinctive(与众不同的) characteristics and interactions with others. These allow you to paint a word picture for your reader and may reveal something that is not being said. Observe and record the sights and sounds of the surroundings. Take good notes during the interview in a handwriting you will be able to read later. Take too many notes rather than too few.

在采访过程中要做到：

Look your subject in the eye

Sit forward in your chair

Respond to answers with a nod

Listen carefully

Smile

这就是说,在采访过程中要注意对方在说什么,而不要只考虑自己下一个问题。若不能理解对方的意思,应请求其重复或解释。要尽力使对方不忽略任何一个话题。

不要打断对方,不要问过长的问题,不要讲话过多,不要在对话中过早的提出质疑。你的目的是听取看法,而非提出自己的观点。

控制自己的动作和态度,若对方感觉出你持有异议,采访必定受挫。对方要带你参观自己的家、办公室、工厂、+花园,应接受邀请,并随时记录下所见所闻。

以提出容易的问题开始,要听取对方的实例,注意在采访中时刻处于主动地位,控制住主题和发展,以达到采访目的。

若对方偏离了采访主题,要顺其自然,记住是你在负责采访,必须控制住局面,以完成既定目标。采访不要超过一小时,采访结束要感谢对方的合作。

明确自己的目的。引述必须精确,否则可以意译。不要不懂装懂,特别是对一些词的写法有疑问时。可以用自己的语言复述对方谈话的要点,以避免产生误解。

回访对方,以核实事实,并查缺补漏。

若可能和必要,对采访内容录音,但一定征得采访对象的同意。注意录音机的放置位置,保证其良好的工作。

在录制采访内容时,若对方要求不许录制某些部分,要弄清对方的意图。

直接引用对方的话语是很重要的,它可以体现出采访内容的客观性和真实性,但引言必须绝对精确,当然,纠正引言中的一些语法失误是允许的。

引述要把握好尺度,使引言发挥出揭示主题,承上启下的作用,避免使用表意不清,重复上文内容,或其他无关紧要的引言。

采访似乎是一场和对方斗智的过程,你要努力在采访中运用适宜的方式获得“确实的事实”。

要合法合理的了解“确实的事实”,而不是仅仅局限于“可报道的事实”和“非公开的事实”。

国外同也有同感,他们认为:



1. Focus on what the source(提供者) is saying, not on what you will ask next. Your next question will be better if you heard the answer to the last one. Listen critically. Do you understand what the source is saying. If not, ask the source to repeat or explain. Listen for what isn't said. Is the source avoiding a topic?

2. Don't interrupt(打断讲话人的话), don't ask long questions, don't talk too much, don't challenge too early in the conversation. You're there to hear opinions, not offer them. Nevertheless, it can help to build rapport if you reveal something of yourself. Offer your own thoughts or observations, but sprinkle lightly.

3. Control your physical actions and mental attitude. If the subject senses that you disapprove of him or his opinions, the interview is doomed. If the subject wants to take you on a tour of her home, office, factory, garden, etc., accept the offer and record what you see.

4. Begin with easy questions, perhaps biographical(传记体的) ones. Ask for examples or anecdotes. Use the list of questions you have prepared and return to it frequently. As Anthony deCurtis, former editor of Rolling Stone, said, "Interviewing is a lot like talking, but you have to guide(向导) the conversation. You have to know what you want and go about getting it."

5. If the subject takes the interview in an unexpected direction, go with her/him. But remember, you are in charge of the interview. Make sure you accomplish(完成) your goals and be assertive if necessary. Stop after one hour. Be alert to the fact that the best material sometimes comes when you have reached the end and thanked the subject for their cooperation. Be sure to ask what the future holds.

6. Make accuracy(准确) your goal. Be sure your quotes(引证) are accurate. If not, paraphrase. Ask for correct spellings. Don't pretend to know something that you don't. Summarize for the subject in your own words some of his main points. For example, you might say, "Let's see if I understand you. You mean. . ."

7. Tell the subject you will be calling back later to check facts (not quotes) and do so. Make the call when you are almost finished with the story. Use it as a second interview. Ask about areas you did not understand, or about areas that will be a part of the story but were not covered well during the original interview.

8. Tape record the conversation if time permits and the story demands(要求). Is this a profile? Does your subject have a distinctive way of speaking? Is this a controversial topic? Will the presence of a recorder put a chill on the conversation? If you decide to use a recorder, ask permission(允许) of the subject. Place it off to the side, but where it can be seen. Make sure it is in good working order with good batteries. Use it as a backup to your regular note taking.

9. Assume(假如) that the conversation is “on the record”. If the subject asks for parts of it to be “off the record”, try to convince(确信) him/her otherwise. If unsuccessful, make sure you and the subject understand the ground rules. Does “off the record” mean you can use the material, but not with her name attached to it? Can you go to someone else and get the information on the record? Or does “off the record” mean you cannot use the information, even without his name attached, and you can’t go to someone else to get the information?

10. Direct quotes from your subject are essential(本质的) for your story. They allow your reader to “hear” the person you are writing about. They also create the impression of objectivity, that you, the reporter, are simply telling the world about something that happened. But quotes must be 100 percent accurate. If you are not certain(确凿) of every word of the quote, remove the quote marks and paraphrase. However, it is permissible to “clean up” bad grammar within a quote.

11. Make sure the quote is revealing(暴露) of your subject. Avoid direct quotes if the material is boring, if the information is factual and indisputable(无可争认的) or if the quote is unclear. Make sure the quote advances the story and does not repeat the material



above it.

12. Often the advice given for interviewing makes it sound like a game of wits with your subject. They've got something you want, and they won't give it to you. You are advised to "flatter(奉承) them", "make them feel comfortable(惬意)", "lead up to the tough questions with easy ones", "don't take no for an answer". What's implicit(不言明的) here is that there are several realities that you can report. A good reporter reports at one level. A great reporter reports at another level, closer to what I call "actual reality(确实的现实)". Strive to discover during the interview the "actual reality".

13. Figure that there is material that your subject knows, will tell you and will let you report. That is the "reportable reality". There is another reality that the subject knows, will tell you, but will not let you report. This is the "private reality". There is a third reality that the subject knows but will not tell you, much less let you report. Strive to discover through every legal(法律) and ethical means this "actual reality" and report it. Remember, journalism(新闻写作) is what somebody doesn't want you to print. Everything else is publicity.

新闻工作者努力追求的目标是:

"actual reality":

Not just the "reportable reality" the subject freely shares

Or the "private reality" that is shared but off-the-record

4. 如何获取新闻

搜集新闻有三种方式:采访、研究、观察,它们是成功的新闻报道和写作的基础。获取信息的方式越多,获得的信息也就越多,你的报道也就越出色,越接近“确实的现实”,但记住要使用合法、合理的手段。若你只报道你所听到的,而非你所观察到的,那么你还处于低水平的表层的新闻报道阶段,所报道的材料很可能是片面的,甚至是错误的,因为人们难免会谎报实情。优秀的新闻工作者要通过反复核实和全面了解来保

证报道的准确。

敢于怀疑信息的客观正确性并不意味着要以恶意的偏见吹毛求疵,你需要的是充分的证据。你以别人提供的信息为基础,结合自己研究和观察的情况,以及多方面咨询来的信息进行新闻报道,就达到了新闻报道的中级水平。你已经接近了“确实的事实”,因为你不仅提供了背景资料、细节,他人的反馈,还有你自己的观察所得。这时若你能够对现象的成因和后果加以分析,就达到了新闻报道的高级水平。

国外著名的新闻工作者把获取新闻的方式方法、要领要略做了如下总结:

1. The more ways you gather information, and the more information you gather, the better your story will be. You will move closer to the “actual reality” of the event. Remember your goal is to use any legal(忠实的) and ethical(伦理的) means to learn what's really going on.

2. Let's start with the simplest type of news gathering, the story gathered in only one of the three ways. It is based on what you are told, rather than what you discover for yourself. This is source - controlled(原始资料的支配), source - originated(原始资料的创作加工) journalism. Let's call it level 1 journalism.

3. Level 1 stories result from handouts, press releases, press conferences, speeches and statements. They result from what someone tells you. It is surface journalism. It is the work of a clerk(书记员), not a reporter(新闻记者). This type of reporting doesn't have to be bad. It can be information from the city as to when the trash will be picked up, or when to register to vote.

4. But level 1 journalism has its problems. The material can be one - sided. It can be offered by the source for personal, political or economic gain. If the newspaper is filled with this kind of material, the reading public becomes apathetic(冷淡的) and distrustful(怀疑).

5. Worse than being one - sided, level 1 journalism can be wrong. Frequently, people don't know what they are talking about, and sometimes they lie. So, what's a reporter to