

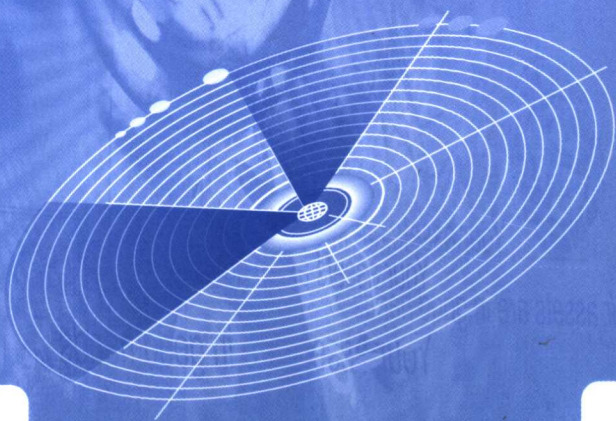
媒介经营管理系列教材

总主编 彭祝斌

现代传媒英语

杨林聪 编著

湖南大学出版社



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2006·长沙

内 容 简 介

本书系统地阐述了现代传媒英语在标题、语法、词汇和写作层面上的特点;详细介绍了英语新闻的篇章结构及阅读方法;介绍了新闻传播学的基本理论和国际上著名学者的经典论述。

本书可作为大专院校新闻传播、广告、媒介经营管理和国际新闻等专业的本科生和研究生的教材。同时,本书对从事新闻、广告和媒体的工作人员有参考价值。

图书在版编目(CIP)数据

现代传媒英语/杨林聪编著. —长沙:湖南大学出版社,2006.3

(媒介经营管理系列教材)

ISBN 7-81113-022-X

I. 现... II. 杨... III. 传播媒介—英语—教材

IV. H31

中国版本图书馆 CIP 数据核字(2006)第 011156 号

现代传媒英语

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责任编辑: 王桂贞

责任印制: 陈 燕

封面设计: 吴颖辉

出版发行: 湖南大学出版社

社 址: 湖南·长沙·岳麓山

邮 编: 410082

电 话: 0731-8821691(发行部), 8821343(编辑室), 8821006(出版部)

传 真: 0731-8649312(发行部), 8822264(总编室)

电子邮箱: wanguia@126.com

网 址: <http://press.hnu.cn>

印 装: 湖南航天长字印刷有限责任公司

开本: 880×1230 32开

印张: 16.25

字数: 468千

版次: 2006年3月第1版

印次: 2006年3月第1次印刷

印数: 1~4 000册

书号: ISBN 7-81113-022-X/H·116

定价: 30.00元

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湖南大学版图书凡有印装差错, 请与发行部联系

前 言

中国加入 WTO,标志着中国在对外开放的道路上迈出了历史性的一步。面对日益开放的中国,未来的知识型劳动大军和专业研究队伍只有熟练地掌握英语,才能不落后于时代,在日趋激烈的竞争中立于不败之地。正在接受高等教育的学子们,即将成为社会的中坚力量。他们的英语水平必须达到进行高层次的学术交流和专业性的科学研究层次。

本书的目的就是要引导新闻学与传播学专业的本科生了解新闻英语的特点,阅读英文报纸杂志;引导研究生直接阅读英文专业原著和英文文献,了解和掌握世界最新的研究成果,在专业学习中巩固和提高英语水平,在英语学习中丰富专业知识。

本书是作者多年从事传播学教学与科研的成果。本书的撰写得到了湖南省教育厅科研课题的资助:“国际商务沟通中的语用合作研究”(批准文号:02C653)。

本书初稿曾印成讲义,在湖南大学新闻与传播学院的传播学、广告学、广播电视学和媒介经营管理四个专业的本科生和研究生中使用。学生们对本书的编写提出了很多宝贵的建议,在此表示感谢!在本书写作过程中,湖南大学新闻与传播学院吴高福教授和彭菊华教授给予本人支持和帮助,在此也表示由衷的感谢!特别要感谢的是彭祝斌教授,本书第六章第一节的原稿是由他提供的,并在作者对此节做较大改动时提了很多宝贵建议。

由于作者水平有限,缺漏难免,敬请广大专家和学者批评指正。

作 者

2005 年 12 月于岳麓山下

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第一章 新闻学与现代传媒

第一节 新闻学的基本概念

一、新闻学的定义

新闻学是研究新闻现象和新闻活动规律的科学。它的内容,从狭义上说,专指新闻理论,即理论新闻学。广义的新闻学包括理论新闻学(新闻学概论、新闻学原理等),应用新闻学(对新闻时间和新闻业务的研究)和历史新闻学(中外新闻事业史、新闻学术发展史、著名新闻界人物等)三个部分。新闻史是研究新闻事业发生、发展和变化的历史;新闻理论是研究新闻和新闻事业的特性及基本规律,对新闻事业史和长期新闻实践进行概括和抽象,用以指导新闻实践;新闻业务是研究新闻应用理论的各个方面,从读者(观众、听众)到采访和写作,从编辑到排版,从文字资料到新闻摄影,从广告、印刷到经营管理等。

新闻学被作为一门学科进行研究,起始于 17 世纪末德国的大学。但在此后二百年的时间里,新闻学的研究并没有全面展开。直到 20 世纪初,西方新闻学的研究形成两大派别:一派以美国为代表,偏重于应用的研究;另一派以德国为代表,偏重于理论的研究。第二次世界大战后,新闻学的研究中心转向美国,并开始形成一门以大众传播为研究对象的“传播学”。我国于 1918 年开始研究新闻学,当时北京大学成立了新闻学研究会,这是我国第一个新闻学研究团体。

新闻媒介(news media)指那些主要用于传播新闻和信息的媒介。以文字及图片的方式传播新闻的媒介主要有报纸和杂志,以电子方式传播新闻的媒介有电台和电视广播,但今天的文字新闻媒介已经基本上电子化。

早期的新闻学指报刊新闻学,主要研究报刊文字新闻的性质、特点、采写和报道。后来,出现了图片新闻学、广告学、公共关系学等等。无线电广播和电视的出现,又为新闻的采写和报道增添了新的形式。但是,新闻学的基本原理仍然适应于这些不同的传播形式。

Journalism

Journalism is the collection and periodical publishing of news. It includes writing for, editing, and managing such media as the newspaper and the periodical. In other words, it means gathering, evaluating, and disseminating facts of current interest.

Journalism includes the writing and editing of newspapers and periodicals. Although this is the basic definition, various tasks and processes intimately connected with the production of serial publications are commonly classified as journalistic. Thus the gathering and transmission of news, business management of journals, and advertising in all its phases are often thought of as coming within the field of journalism. And following the advent of radio and television, there was a trend toward including all communication dealing with current affairs in the term of journalism.

Development of journalism in the West

The first newspapers in the American colonies consisted of foreign news reports, because home news was prohibited. The first English news-sheet was published in 1622. By the early 18th century, however, journalism was largely political in nature. It was during this period that the great English journalists flourished, among them Daniel Defoe, Jonathan Swift, Joseph Addison, and Sir Richard Steele. Reviews were unsigned, partly to ensure greater freedom to express opinion. Also at this time the long struggle for freedom of the press began.

Journalism in the 19th century was affected by the industrial revolution and spread of public education. In the United States, Joseph

Pulitzer, Edward Wyllis Scripps, and William Randolph Hearst established newspapers appealing to the growing populations of the big cities. Wire services, such as Reuters, exploited the invention of the telegraph, and facilitated rapid gathering and dissemination of world news. In Britain, Alfred Harmsworth, later Lord Northcliffe, founded the *Daily Mail* in 1896 and within three years built its circulation to over half a million; he then launched the *Daily Mirror* as the first tabloid newspaper in 1903. At the same time, new popular magazines were made possible by new technology and the emergence of national brands of consumer goods that required national media in which to advertise.

Radio stations in the United States started to report current events in the 1920s, and by World War II had amassed a huge audience. In Britain BBC, founded in 1922, became responsible for the control of radio and television frequencies. Television became commercially viable in the 1950s. The Cable News Network, operating in a news-only format 24 hours a day, reached about 54 million households in the United States by 1990, and its broadcasts were relayed by satellite to more than 80 other countries.

From the 19th century, newspapers and magazines began to campaign for social and political reforms. Crusading journalists, the so-called muckrakers, named because of their manner of exposing corruption in the decade 1902~1912, were a powerful force.

In the 1960s, reporters covering the Vietnam War were instrumental in turning public opinion against the war. In 1972 and 1973, the press exposed links between the administration of US President Nixon and a burglary of the Democratic Party national headquarters (known as the Watergate scandal). However, press attacks on government and on various social conditions persuaded some people that investigative journalists had pressed their watchdog role too far.

二、新闻要素与新闻价值

什么是新闻？西方有一句让不少人觉得可笑的经典定义：“狗咬人不是新闻，人咬狗才是新闻。”虽然可笑，但它从一个角度说明新闻必须是让人感兴趣的新鲜的事情。也有人从英文字面“强拉硬扯”，把新闻说成是“东西南北所发生之事”，因为 North, East, West 和 South 的英文首字母拼到一起正好是 NEWS(新闻)。这样的解释虽然牵强，但也说明了一个道理：新闻可以是东南西北天下事。

新闻是存在着的客观事物的反映。新闻的本源是事实，是物质的东西。事实是第一性的，新闻是第二性的。新闻事实指构成新闻的内容。事实是新闻的来源，但并不是任何事实都能成为新闻。新闻事实和一般事实是有差别的。新闻事实有自身的特性，它具有三个要素：一是新鲜的事实；二是变动中的事实；三是具有典型意义的事实，或是人们普遍感兴趣的事实。新闻事实在构成新闻时，一般要具有人物、时间、地点、经过、原因五大要素。

新闻指在社会生活中发生的、对人们的生活有一定影响的事件及对事件的报道。它的特性是向公众传递各种信息。这种特性，决定了它和其他社会现象的根本区别。新闻也可以专指新闻写作中“消息”这种文体。新闻还可以泛指消息、通讯、特写等各种新闻报道体裁。按新闻发生的地区和范围分，有国际新闻、国内新闻、地方新闻；按新闻的性质分，有政治新闻、经济新闻、体育新闻、社会新闻多种。它还可以指广义的新闻文体，其中包括新闻评论。新闻必须具有真实性，必须是人们感兴趣的内容，同时必须及时进行报道。报纸上的新闻，就是记者对发生的事件进行采访而做出的报道。报道必须力求及时、具体、全面、公正和真实。人们对某一事件的关心程度，取决于事件发生的地点和严重性。在西方社会，人们关心的事情主要有：国内政治、经济情况，如选举、就业、工资和纳税等；重大国际事件，如战争、地区冲突等；自然灾害及各种灾难事故；各种社会现象，如犯罪、毒品、青少年教育、婚姻等。

新闻通常包含五个要素。对于当前发生的事件的报道，一般来说，必须告诉读者有关事件的内容、人物、事件发生的原因、方式、地点、时

间、过程和结果等,让读者对它有一个基本的了解。这些称“新闻的五大要素”,英语也叫“新闻的五个 W”。早在 19 世纪 80 年代,西方新闻界就把五个 W 作为新闻写作要遵循的“新闻五要素”原则。它是由美联社记者约翰·唐宁首先采用的。

从本质上讲,新闻具有三个方面的基本特性:公众性,即新闻是为了让大多数的人知道的;宣传性,即新闻具有宣传和感染的作用;广告性,即新闻能够把一定的信息传达给许多的人。

新闻分“软”新闻和“硬”新闻,时效性相对弱的新闻为“软”新闻,反之则为“硬”新闻。当然,新闻的“软”和“硬”是相对而言的。

新闻价值指构成新闻的事实和材料本身具有能够满足社会对新闻需要的素质。新闻工作者依据对这种素质的认识来选择和衡量新闻事实和材料并决定取舍。新闻价值成为判定一个事实值不值得报道的客观标准。新闻价值观念产生于西方 19 世纪 30 年代的大众化报纸时代。新闻价值的要素有时效性、重要性、新闻性、接近性和趣味性。

What Is News?

Two people are injured in a car wreck. Now that's news. Or is it? Some places, yes. Other places, no. The definition of news is elusive. It can be: "Man bites dog." "Something you have heard before." "Happy or sad." "Disturbing or entertaining." or "What editors and reporters say it is."

Whatever it is, news is an extremely complex term, and it is different things to different people. It is information, and today's media are in the information business.

What's news today might not be news tomorrow. What's news in one geographic area is not necessarily news in another. News of unemployment in the steel industry will be on the front page in Pittsburgh but might not even make the paper in Great Bend, Kan. Conversely, a 15-cent increase in wheat prices will get front-page treatment in Great Bend but might not rate a mention in Pittsburgh. In a small town served by a community newspaper, a car accident with

two injuries may be the biggest news of the day. At a large metropolitan newspaper, such an occurrence may not be reported unless the accident involves well-known people. In the big cities, it would take a major accident with fatalities to make the news.

One important thing about news is that it is always changing. In a speech to the Organization of News Ombudsmen in 1998, Sandra Mires Rowe, editor of *The Oregonian* in Portland, said: "Part of what is going on is that other media (besides newspapers) are recasting the definitions of news. The newest news dispenser, the run-away Internet, makes a journalist out of anybody who has a modem. It values speed and sensationalism above accuracy. New media will not adopt the highest standards."

Later in her speech, Rowe added: "The high road is there if newspapers will take it. If newspaper journalism and journalists long for greater respect, then newspaper editors must supply the discipline to play down-not play up-the trivial, the perverse, the bizarre."

What Is News Treatment?

People have always been hungry for news. Colonial Americans hurried to meet arriving ships, to pick up letters and newspapers from Europe. The first attempt to publish a colonial newspaper was on Sept. 25, 1690, when Benjamin Harris of Boston issued *Public Occurrences Both Foreign and Domestic*. His unauthorized paper was shut down by Massachusetts Bay officials after the first issue — and the next newspaper in the colonies was not printed until 1704 — but *Public Occurrences* began a wave of American newspapers that over the last three centuries has brought readers news of diverse happenings.

In *Public Occurrences* Harris said that he would furnish his readers "with an account of such considerable things as have arrived unto our notice".

Hard News and Soft News

In today's media-conscious world, news comes from many print, electronic and broadcast fronts. Sometimes news is bad; sometimes it is good. It can be hard; it can be soft.

Hard news events, such as killings, city council meetings and speeches by leading government officials, are timely and are reported almost automatically by the media.

Soft news events, such as a lunch to honor a retiring school custodian or a car wash by fourth-graders to raise money for a classmate with cancer, are not usually considered immediately important or timely to a wide audience. These events still contain elements of news, however, and the media often report them.

Most media strive to present a mix of hard and soft stories. People today lead busy lives, and they are bombarded with print and electronic information 24 hours a day. They want to know what is happening in Russia and China, on Capitol Hill, in their state legislature and down the street. They also want to know what movies are the most popular, what celebrity marriage is on the rocks, the best way to keep roses healthy and what to do this weekend.

Civic Journalism

Journalists often define news by connecting with residents in their communities. They refer to these connections and the resulting stories as civic journalism.

The Pew Center for Civic Journalism says that at its heart civic journalism "is a belief that journalism has an obligation to public life — an obligation that goes beyond just telling the news or unloading lots of facts. The way we do our journalism affects the way public life goes. Journalism can help empower a community or it can help disable it".

Each year, the Pew Center honors excellence in civic journalism

through the James K. Batten Award, named for the late chairman and chief executive of Knight — Ridder Inc. In 1989, Batten said in a speech at the University of California — Riverside, "I think we need to cultivate a journalistic ethic that celebrates the magic of writers and editors and photographers and artists who are blessed with the gift of connecting — not just wafting self — indulgent messages out of the newsroom's door." His speech outlines much of the philosophy of what has come to be known as civic journalism.

In 2001, for example, the Batten Award went to The Herald Dispatch in Huntington, W. Va., and West Virginia Public Broadcasting for their coverage of the state's future without coal. In announcing the award, the Pew Center said the coverage "built multiple entry points and had a strong online component that fostered wide community development. It also demonstrated the potential of moving beyond simple publication towards application of the journalism".

The Gate-keeping Process

Selection of news for print or broadcast is subjective. It is based on a journalist's feelings, thoughts and experiences. Communication researchers refer to people who make news decisions as gatekeepers. These editors, news directors and reporters can open the gate to let news flow; they can close the gate to keep news from oozing out. Sources can also be considered gatekeepers. If they refuse to supply information, possibly there will be no story.

One person seldom has complete control over all the gates in the process of disseminating news. For example, the managing editor of a newspaper reads a story in a national news magazine about contemplated congressional action to cut benefits to military veterans. While mulling the possibility of developing a local angle, the managing editor notices that The Associated Press has just moved a similar national story. Seeing the AP story reinforces the editor's belief that it

should be further developed by a reporter.

The managing editor then talks to the city editor about assigning the story to a reporter. The managing editor suggests that the reporter interview some local veterans for their reactions to the contemplated cutbacks. The city editor, however, has just seen a local television interview and says the interview was not enlightening. The city editor suggests that, rather than putting together a quick local story based on off-the-cuff emotional reactions, a reporter first conduct some interviews with state congressional representatives and review the specific proposals. Then, the reporter could get reactions from local residents. The story would have to be held a day or so, but the managing editor agrees that a stronger article would be worth the delay. The city editor assigns the story to a reporter who has been out of college for only two years and has had no contact with the military.

The gate-keeping process continues: The reporter must decide whom to interview and what to ask, which answers to include in the story, which element to play up in the lead and which sources are the most knowledgeable and quotable.

The reporter writes the story and turns it in to an assistant city editor for review. The assistant city editor thinks that more emphasis should be placed on comments made by a veteran's widow who was interviewed. The reporter obliges.

The news editor determines that the story should run 20 inches and be given a four-column headline. It is to be a front-page story.

A copy editor reads the story and removes some of the material the assistant city editor asked the reporter to add. The reporter rants and raves about the cut.

An assistant managing editor is called in to resolve the dispute. A compromise is reached; the widow's comments are left in the story, but because the article must still be cut, a comment from an

American Legion member who says that a local congressman is anti-military is deleted. The assistant managing editor says that the publisher is a good friend of the congressman, but that this is not a factor in the decision to delete the remark.

Thirty minutes before deadline, a reporter calls the city desk to say that the super-intendent of schools has just been fired by the board of education. This story will run 20 inches. The news editor decides to take the story on veterans off the front page and move it to an inside news section. The managing editor intervenes, saying that it should remain on the front page, where readership is highest. The managing editor then orders an international story to be shifted from the front page to an inside page.

This scenario could be extended, but the point is clear: There is no scientific formula for deciding what news is and where it should be placed in a newspaper. At several junctures in the process of gathering and writing news, decisions to include or exclude information are made. Reporters and editors, consciously or unconsciously, often rely on time-honored news elements to help them make these decisions.

What makes news?

Criteria for Newsworthiness

For decades, textbooks on reporting have discussed the classic elements of news. Criteria most often considered as determining newsworthiness include these:

Timeliness. Is it a recent development, or is it old news?

Proximity. Is the story relevant to local readers?

Conflict. Is the issue developing, has it been resolved or does anybody care?

Eminence and Prominence. Are noteworthy people involved? If so, that makes the story more important.

Consequence and Impact. What effect will the story have on readers?

Human Interest. Even though it might not be an earth-shattering event, does it contain unique, interesting elements?

Some examples will illustrate these classic criteria.

Timeliness

Freshness strengthens a news story. For example, when a storm hits, readers immediately need to know its effects. The first two paragraphs from an article in *The Evansville Press* illustrate the timely nature of such a story:

Tri-State roads called “hazardous at best” by the National Weather Service won’t improve until at least tomorrow when sunny skies, temperatures near freezing and drying winds should help road clearing work. Police throughout the Tri-State urged residents to stay home as drifting snow closed roads throughout the Evansville area. Some could remain closed for days, weather officials said.

When the Kansas Board of Education decided on math requirements for schoolchildren, *The Kansas City Star* reported the story while it was still timely.

It began:

TOPEKA — The Kansas Board of Education reached a compromise Tuesday on math requirements for kindergarten through 12th grade. After several hours of discussion, the board agreed to send a list of suggestions to the advisory committee that wrote the standards. Once the committee makes the revisions, the board will consider adopting the requirements.

Breaking news stories such as the two above command space at most newspapers. They are timely, and readers want to know what is happening now.

Of course, readers who want the most timely stories can go on-