

CRI

英语广播精品文选

中国国际广播电台英语台 编播

主编 杨磊 汤民国 校审 陈德浓 李树田

Selected Stories
From
CRI

中国国际广播出版社



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Chinese President Jiang Zemin receives CRI live broadcast crew Yang Lei (second from left), Manling (second from right) and Lin Shaowen (right).



Islamabad correspondent Li Ling interviews Benazir Bhutto, former prime minister of Pakistan.

Hongkong is Back! — Hongkong correspondent Zhang Jiaping interviews Zhou Nan, former director of Xinhua News Agency Hongkong Branch.



Hold your breath! — announcer Li Peichun (left) prepares for a live broadcast of President Jiang and Clinton's joint press conference at the Great Hall of the People.

It's a long story! — veteran announcer Zhou Hong hosting "Cultural Spectrum".



Check it right! — news editor Zhou Jun and announcer Wang Lu in the newsroom.



On the Air — news announcer Wen Jie in the studio.



Sit straight! — Current Affairs editor Li Ling.

THANK YOU—WEI LING
谢谢你—魏琳



Never say Goodbye!—CRI Director Zhang Zhenhua greets Wei Ling, English Service's first announcer, at her retirement ceremony.

Smile to be a Star! —Director Xia Jixuan (left), reporter Cao Junsheng (middle) and senior editor Xu Huazhen visit Star TV in Hongkong.



Signing on! — Joy FM DJ Larry London gives out signatures.

Checking letters from listeners!





Ni Hao-are-you! — Joy FM DJs, Rick and Wang Lu stop for the camera.

This way, please! — Washington Bureau Chief Tang Minguo talks with Alan Pendleton, General Manager of WUST, New World Radio in Washington.



Make it Easy! — Easy FM DJs, Manling and Phil Sutton, in the studio in Sydney.

Veteran announcer Zhou Hong chats with Larry London, former Joy FM DJ, and a listener.



编者的话

一位哲人曾经说过，“最简单的或许就是最复杂的”。广播文体就是如此，它要求使用简单明了的语言来表达繁琐复杂的意思，因为广播历来被认为是一种大众的传播媒体。

本书收集了改革开放以来，中国国际广播电台英语广播播出的一些优秀作品，包括新闻、时事报道、专题、纪实长篇报道、访谈以及部分获奖节目等等。这些作品对于众多的英语广播爱好者，有一定英语水平的听众，和对英语新闻写作有兴趣的读者有较高的参考价值。

广播是用声音传播信息的，所以我们经常使用音响以期达到画龙点睛的效果。读者在书中经常可以遇到“actuality”、“sound-bite”一类的词，意思就是此处使用音响效果。广播节目主持人我们通常称“anchor”，播音员是“announcer”。此外，我台的英语名称也由以前的“Radio Beijing”改成现在的“China Radio International”。为尊重历史，我们在书中保留了这两种名称。

本书的新闻部分主要收集了1996年国内外一些重大新闻事件的报道，读者可以从中了解广播新闻文体写作方法，感受这个世界和时代跳动的脉搏。时事专题节目主要辑选了反映近年来我国社会各项事业发展变化的内容，短小精悍，思路清晰。系列节目包括香港、西藏、新疆等地的采访报道，角度、内容都比较新，

可读性强，由于篇幅所限，仅选了部分内容。获奖节目主要包括了一些纪实长篇报道 (Radio Documentaries)，内容丰富，资料翔实，语言简炼，说服力强。本书还附有中国国际广播电台英语广播的节目时间表和主要栏目介绍。

本书可作为英语广播爱好者、大中专学生和新闻工作者工作的参考读物。由于编者水平有限，差错讹误在所难免，祈望广大读者不吝指正。

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FOREWORD

China Radio International (CRI) is the only state-run radio station in China broadcasting worldwide in 38 foreign languages as well as in Standard Spoken Chinese and four Chinese dialects. CRI ranks third among the world's international broadcasters in terms of languages used and hours of programming. Each year, CRI receives more than half a million letters from its listeners in over 150 countries and regions, which means about 150 million people around the world listen to CRI.

As its name suggests, CRI targets at overseas listeners who are interested in learning more about China and its landscape as well as its people.

With China's reform and opening up drive, more and more foreign business people and tourists are coming to China. In 1984, CRI started a domestic service in English to cater to the needs of the foreign communities in China as most of them cannot read Chinese newspapers or understand local radio or TV programs.

CRI's English Service, which was launched in 1947, is now one of the station's best and most popular language services. It broadcasts 53 hours of programming a day. It can be heard in

some 20 Chinese cities as well as other parts of the world.

The English programs can be divided into two major categories: language and music. The language program contains *News*, *Current Affairs*, *Press Clippings* and regular features such as *Cultural Spectrum*, *Profile*, *Focus*, *Chinese Folktales*, *Cooking Show* and *Listeners' Letterbox*, to name but a few.

News includes top stories of the day from around the world and a news roundup discussing latest events from a Chinese point of view.

Current Affairs presents timely and in-depth coverage of a wide variety of fields, from political events, economic and social developments to scientific and technological advancement as well as sports and cultural undertakings.

Press Clippings highlights headline stories in the country's major newspapers. *Profile* features ordinary Chinese from all walks of life, sharing their career achievements as well as their daily concerns. *Focus* reviews hot topics among the people, touching on the pulse of the social development. *Cooking Show* teaches you how to prepare home-style but delicious Chinese dishes so you can treat your friends at home or simply enrich your dinner tables. *Listeners' Letterbox* answers questions raised by our listeners. Topics range from space industry to wedding customs.

Our music programs include *Easy FM*, *Joy FM*, and *Afternoon Concert*. *Easy FM* went on the air in 1989, with help from AWA in Australia. It features popular western easy listening items (mainly songs in English), targeting at college students and white-collar adults. *Joy FM* was added to the schedule two

years later. *Joy FM* introduces pop songs from the west, Hong Kong, Taiwan and China's mainland. It became an instant success among high school and college students for it adopted the bilingual DJ format which made it easier for non-English speaking listeners to understand. *Afternoon Concert* was the latest music program which started in 1996. Unlike the other two music programs, *Afternoon Concert* was designed for classic music lovers.

Since our programs are meant to cater to the international audience, we have, in addition to our Chinese staff, some native speakers of English from Australia, Canada, Great Britain, New Zealand and the United States. Their responsibility includes: editing our scripts and staff training in reporting, presentation and production. They have contributed a lot to the improvement of our programs. With their help, many of our reports have won national and international prizes for broadcasting, such as ABU and Pater awards for international broadcasting.

This book selects some of the best stories aired on the English Service.

I hope you will find this book a handy source of reference for news background and a useful tool to assist you in your understanding of radio as well as in your study of English. There is a good reason for this. Radio is a personal medium and so is the language used in the scripts. The principle for writing a radio script is "KISS"-keep it short and simple. The beauty of radio is that it uses simple but powerful words to catch listeners' attention and small words to express big ideas. Radio is an audio medium which makes effective use of words, clear-cut structures and logic sequences to explain complicated matters to its listen-

ers. Without visual aid, the writer for radio must capture the imagination and attention of an indiscriminating audience. Each word must be powerful, and gain attention and hold interest.

The book serves as a guide, demonstrating how to write effectively. However, to achieve that goal, you have to practice, practice and practice.

Xia Jixuan.

Director of English Service

Part One :

Major News Stories 1996

96 Review of China's Diplomacy

China's diplomatic endeavors in 1996 have not only contributed to world peace and development, but also created a more favorable international environment for the country's modernization drive and national reunification.

Foreign Minister Qian Qichen said this in an interview with Xinhua News Agency Monday. He said results of the diplomacy are partly manifested in the increasingly important role China has been playing in major world affairs.

Qian Qichen cited in particular the establishment of the new Asian-European relationship, the strengthening of cooperation in the Asia-Pacific region, and the conclusion of the Treaty on Complete Prohibition of Nuclear Testing^①.

During the interview, Qian Qichen reviewed the past year's development of relations with the United States, Russia, Japan, the European Union^②, China's neighbors, as well as with African and Latin American countries, hoping for long-term and stable cooperative ties. (Dec. 30)

Notes

1. Treaty on Complete Prohibition of Nuclear Testing 全面禁止核试验条约
2. European Union 欧洲联盟

Editorial Hails Jiang Zemin's Visits

Chinese President Jiang Zemin's six-nation European and Asian tour was a great success and will make a profound impact on the friendly cooperation between China and the six countries.

This came in an editorial carried Monday in the *People's Daily*, China's most influential newspaper.

The editorial says Jiang Zemin's visit was another major diplomatic event after his African tour. It deepened mutual understanding and trust and extended consensus between China and the six nations.

During his visit, the Chinese president issued separate communiques with the heads of state of Spain, Norway, Romania, Uzbekistan, Kirgystan and Kazakhstan^①, and signed a total of some 30 agreements and documents.

The editorial says the achievements will have a great impact on enhancing friendly cooperation and good neighborliness between China and the six countries. It will also help improve the long-term international stability and peace, necessary for China's reform, opening up and modernization. (Jul. 8)