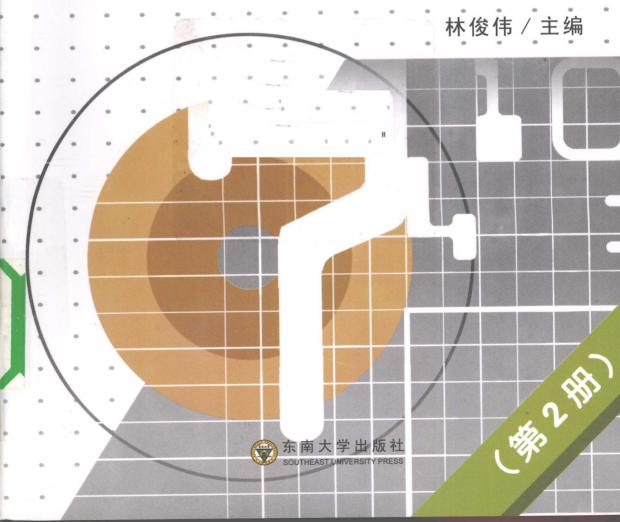
隐鳃動物 传媒 英语

热点阅读



传媒英语热点阅读 Hot Issues in the News

(第2册)

主编 林俊伟 副主编 郭 玮 李 婷

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PREFACE 前言 |

传媒英语(Media English)为专门用途英语(English for Specific Purpose)的一种,其主要功能是通过不同主题的选材,为读者的多元观点和思考空间提供元素,并借此加深学习者对于新闻传媒专业的理解,提高他们运用专业语言的能力。在全球化的大趋势下,具备良好的专业英语素质显然是一个具有国际视野、有开拓性想和前瞻性的传媒从业人员的必备前提。

本书共四册,主要面向传媒院校学生、传媒从业人员、从事跨国贸易或其他具有与国外交流行业背景的人员。编者们力图使本书具备下列特色:

- 1. 创新教材编写思路。编者们拟尽其所能将每年7月1日至12月31日间由全球主流传媒机构报道或评论的世界热点话题加以理性选择,分门别类,编辑成第二、第四册,供春季学期使用;将每年1月1日至6月30日的热点话题编辑成第一、第三册,供秋季学期使用。每年修订一版,与时俱进。
- 2. 提供全球视野。编者们以为培养英语学习者的跨文化意识以及全球视野比传授语言知识更重要。井底之蛙,恐成夜郎自大笑柄。本书每册含有 10 个单元,每单元有 3 篇文章,从不同视角谈论相关话题,见仁见智。文章主要出自英、美两国、亚洲、非洲和南美洲的主流媒体,其作者有前联合国秘书长、诺贝尔经济学奖获得者、美国等国的财政部长、知名研究机构专家、新闻评论员、名记者、专栏作家等。
- 3. 习得时代英语。编者们相信媒体的语言最能体现时代特色,也具有时代文化符号意义。编者们希望与本书有缘的人能耐心地阅读喜欢的文章,积累热点词汇,一鸣惊人。

本书的十位编者都是中国传媒大学南广学院公共英语教学部的教师。除了主编人到中年,才疏学浅外,其余九位都是朝气蓬勃、激情四射、好学上进的年轻潮人。书中如有冒犯之举,皆非编者们的主观行为。如能得到你的谅解,我们不胜感激,否则,一切责任皆由本书主编一人承担。

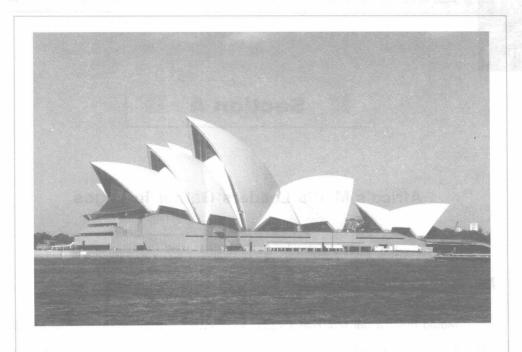
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林俊伟 于中国传媒大学南广学院 2010 年 2 月

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Unit Ine

Arts and Culture



Section A

Africa's Media Leaders Gather in Lagos

The Issue in the News

"Media have a central role to play in nurturing democracy on the African continent," said Nduka Obaigbena, CEO and Editor-in-Chief of THISDAY, one of Africa's leading newspapers. "The African Media Leaders Forum (AMLF) is committed to improving the business environment for media and to strengthening skills of African journalists. The Lagos meeting will serve as a launch pad for concerted, collective actions to promote African media development for the benefit of all." Mr. Nduka is the founding chairman of the AMLF which held its first meeting in Dakar, Senegal, one year ago.

The AMLF is the single-largest annual gathering of media owners coming together to discuss development in Africa and the range of cutting-edge issues affecting Africa's media industries, just as the African continent is being buffeted by the global financial crisis, deepening recessionary trends, and the advent of new, social media technologies that are fundamentally altering existing media business models all across the globe.

Points to Notice

As you read, pay attention to the following facets and information mentioned in this piece of news:

- Topics covered by the consultations
- The first meeting of AMLF
- Hope of the conference organizers
- Conference participants

Text

By Boakai Fofana

4 November 2009

Lagos¹—Top executives from African media houses gather in Lagos on Thursday for two days of consultations on how to sustain the development of good journalism on the continent². Owners, publishers and editors will join panel discussions on topics ranging from the media and governance to the challenges and opportunities of digital media and the monetization of content.

The discussions will take place at the second meeting of the African Media Leadership Forum (AMLF), a group which held its inaugural meeting in Dakar³, last year.

The first meeting of the forum resolved to invite African governments, the African Union Commission⁴ and regional African organizations "to take proactive steps in creating conditions conducive for promoting media as partners for achieving sustainable development on the African continent."

The Dakar conference also acknowledged that media professionals needed to strengthen their competencies and improve their skills and knowledge.

Ahead of this year's event, which has adopted the theme "Shaping the Future of the African Media," AMLF founding chairman, THISDAY editor-inchief Nduka Obaigbena, expressed the hope that "AMLF will open new horizons

to each and every one of us so that strong and lasting partnerships can be built among and between African news organizations."

Amadou Mahtar Ba, co-founder and president of AllAfrica Global Media, said the current era was a defining moment for the media worldwide. Ba said African media leaders have an acute awareness of the challenges and opportunities they are facing. "They also understand the powerful force they represent when they work together and the great impact their voices can have on ongoing debates."

Conference organizers are hopeful that the AMLF, as the only gathering of the continent's media executives from print, broadcast, online and new media sectors, can be a strong force for improving the quality of journalism. ⁵ Vice President Jonathan Goodluck of Nigeria will attend the opening ceremony of the forum.

Other conference participants include Dele Olojede, founder of Nigeria's NEXT newspaper and Africa's only winner of the U. S. Pulitzer Prize⁶ for journalism, and U. S. media personalities Arianna Huffington, co-founder of the renowned online medium, the Huffington Post, Ted Koppel, formerly anchor of the prestigious ABC Nightline⁷ news program and John Lavine, dean of the Medill School of Journalism of Northwestern University⁸ in Illinois.

AllAfrica president Amadou Mahtar Ba is spearheading the African Media Initiative, which gave rise to AMLF.

http://allafrica.com/stories/200911040878.html

Online Resources

http://allafrica.com/ stories/

http://www.huffingtonpost.com/

http://www.lagosstate.gov.ng/

http://www.medill.northwestern.edu/

http://www.discoverychannel.com.cn

a person or group responsible for the administration of a

adj. likely to produce, helping (an esp. desirable result) to

Vocabulary

1. executive

n.

- project, activity, or business (公司或机构的)经理,主管领导,管理人员

 2. consultation

 n. a conference for discussion or the seeking of advice 商讨会,协商会

 3. monetization

 n. establishing something (e. g. gold or silver) as the legal tender of a country 货币化

 4. inaugural

 adj. occurring at or characteristic of a formal investiture or induction 就职的,典礼的

 5. proactive

 adj. tending to initiate change rather than reacting to events 积
 - happen 导致……的:有助于……的

 7. acute adj. (of the senses) able to notice small differences; sharp
 (感觉)灵敏的,敏锐的
 - 8. renowned adj. widely known and esteemed 有名的,享有盛誉的

 organical adj. having status or glamour: impressive or influential a

极主动的,先发制人的

9. prestigious adj. having status or glamour; impressive or influential 有声望的:有威信的

Language Notes

6. conducive

- Lagos is a city and a municipality at the mouth of the river Bensafrim and along the Atlantic Ocean, in the region of Algarve, in Algarve's Barlavento (windward), Southern Portugal.
- 2. "Top executives from African media houses gather in Lagos on Thursday for two days of consultations on how to sustain the development of good journalism on the continent."

Note the main structure of the sentence: "Top executives... gather... for...

consultations on how to..."

- 3. Dakar is the capital city of Senegal, located on the Cape Verde Peninsula, on the country's Atlantic coast. It is Senegal's largest city. Its position, on the western edge of Africa (it is the westernmost city on the African mainland), is an advantageous departure point for trans-Atlantic and European trade.
- 4. The African Union Commission acts as the executive/administrative branch or secretariat of the AU (and is somewhat analogous to the European Commission). It consists of a number of Commissioners dealing with different areas of policy. The Commission is headquartered in Addis Ababa, Ethiopia.
- 5. "Conference organizers are hopeful that the AMLF, as the only gathering of the continent's media executives from print, broadcast, online and new media sectors, can be a strong force for improving the quality of journalism."
 Meaning: Conference organizers hope that the AMLF should act as only gathering of the continent's media executives from print, broadcast, online and new media sectors and become a strong force for improving the quality of journalism.
- 6. Pulitzer Prize is a U. S. award for achievements in newspaper journalism, literature and musical composition. It was established by Hungarian-American publisher Joseph Pulitzer and is administered by Columbia University in New York City.
- 7. Nightline, or ABC Nightline is a late-night hard and soft news program broadcast by ABC in the United States, and has a franchised formula to other networks and stations elsewhere in the world. It airs five nights a week (weeknights), usually for 31 minutes. Ted Koppel served as main anchor from March 1980 until his retirement from the program in November 2005.
- 8. The Medill School of Journalism of Northwestern University (often just called Medill) is one of the premier journalism, integrated marketing, and media schools in the United States.

Exercises

A. Idioms and Expressions

Fill in the blanks with the correct idiom or expression.

- 1. resolve to do; make a determined decision 下决心 He resolved to work hard.
- 2. give rise to:to be the cause of; lead to 引起,导致
 Many of these obligations can give rise to problems and complications.

M

Exploring Content

- A. Read the following statements, and then mark T(True) if the statement agrees with the information given in the passage, mark F(False) if the statement contradicts the information given in the passage.
 - The discussions will take place at the second meeting of the African Media Leadership Forum (AMLF), a group which held its inaugural meeting in Lagos, last year.
 - The AMLF founding chairman, Nduka Obaigbena, is the chief editor of THISDAY.
 - 3. Nduka Obaigbena hopes that "AMLF will open new horizons to each and every one of us so that strong and lasting partnerships can be built among and between Asian business organizations."
 - 4. The AMLF is considered as the only gathering of the continent's media executives from print, broadcast, online and new media sectors.
 - Co-founder of the renowned online medium, the Huffington Post, Ted Koppel, formerly anchor of the prestigious ABC Nightline news program will attend the conference.
 - B. Match the following people to their opinions.
 - 1. Nduka Obaigbena
- a. The current era was a defining moment for the media worldwide.
- b. AMLF will open new horizons to each and every one of us so that strong and lasting partnerships can be built among and between African news organizations.
- 2. Amadou Mahtar Ba
- c. African media leaders have an acute awareness of the challenges and opportunities they are facing.
- d. African media leaders understand the powerful force they represent when they work together and the great impact their voices can have on ongoing debates.

Translation

Translate the following sentences into Chinese.

- 1. Lagos—Top executives from African media houses gather in Lagos on Thursday for two days of consultations on how to sustain the development of good journalism on the continent.
- 2. The discussions will take place at the second meeting of the African Media Leadership Forum (AMLF), a group which held its inaugural meeting in Dakar, last year.
- 3. The Dakar conference also acknowledged that media professionals needed to strengthen their competencies and improve their skills and knowledge.
- 4. African media leaders have an acute awareness of the challenges and opportunities they are facing.
- 5. Conference organizers are hopeful that the AMLF, as the only gathering of the continent's media executives from print, broadcast, online and new media sectors, can be a strong force for improving the quality of journalism.



Complete the following short passage by choosing proper words from the word bank provided.

rising discussing presenting conservative traditional while when								
called attended considered urged regarded cause course sources								
Lagos-Various speakers at the second African Media Leaders Forum (AMLF)								
which began in Lagos yesterday, have 1 for an integration of the old and new								
media in 2 information to the people of the continent.								
The3 media of printed newspapers, magazines and broadcasting are referred								
to as "old media" 4 the modern Internet-driven 5, such as web publishing,								
Twitter and webcasting are referred to as "new media".								
The debate has been on the front burner over the future of the old media given the								
The forum hosted by THISDAY and 8 by media owners and practitioner								

from 46 African countries, also 9 the industry in Africa to hold their governments accountable.

Speaking before the first session, Chairman/Editor-in-Chief of THISDAY Newspapers, Mr. Nduka Obaigbena, who is also the Founding Chairman of AMLF, said the forum was designed to create a new experience to chart the ______ of development on the continent.

Discussion

Discuss the following questions with your class.

- 1. What do you think of the TV programs of the time when TV was not so common in China?
- 2. What do you know digital media is?
- 3. Can you think out some effects the modern media make on your life?
- 4. What kind of influence will the AMLF have on African journalism based on your prediction?



Murdoch Closes Paper as Free News Squeeze Begins

August 20,2009

LONDON, England (CNN)—Rupert Murdoch's News International, which plans to begin charging for online content, said Thursday it was to close its free London newspaper as part of cost-cutting measures.

The Londonpaper, which employs 60 editorial staff, will cease publication within a month, according to a statement.

"The strategy at News International over the past 18 months has been to streamline our operations and focus investment on our core titles," James Murdoch, who heads his father's Europe and Asia operations, said.

He added that the performance of the newspaper had "fallen short of expectations", adding: "We have taken a tough decision that reflects our priorities as a business."

The Londonpaper, one of three free titles circulated to the English capital's commuters, recorded a pre-tax loss of ? 12.9 million (\$ 21.2 million) last year, according to News International.

It was launched in 2006 as a rival to the city's longstanding paid for publication, the Evening Standard—then owned by Associated Newspapers, who retaliated with their own free sheet, London Lite.

Rupert Murdoch said earlier this year his News Corp. media empire would