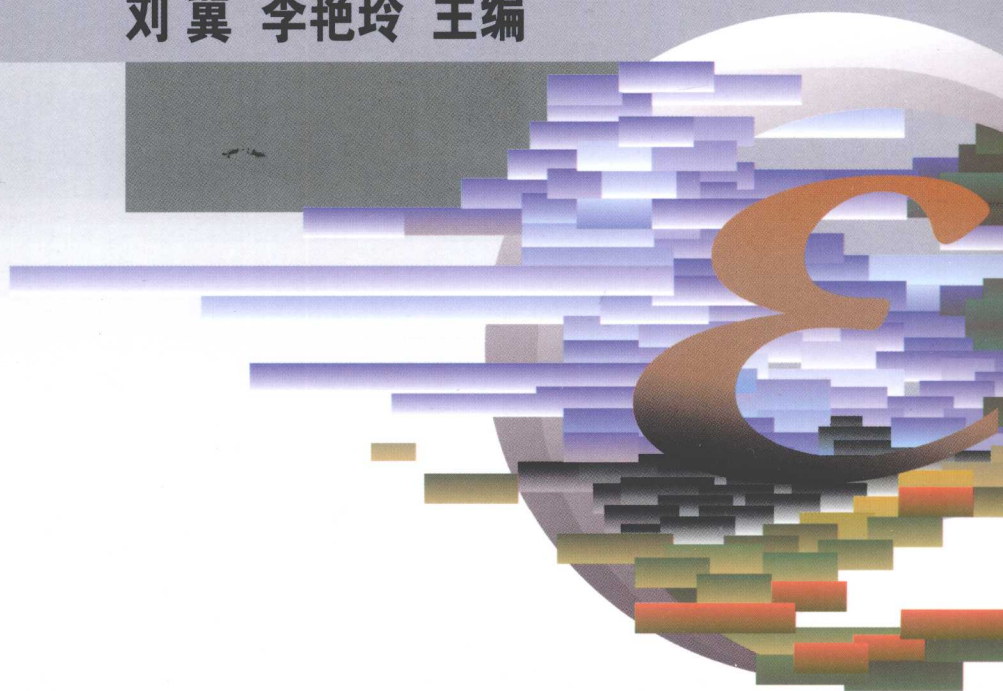


英语新闻导读

刘冀 李艳玲 主编



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《英语新闻导读》

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前 言

中国在世界经济、政治方面的不断崛起，使得国人与世界的联系与日俱增。了解世界的工具就是语言，而英语是世界范围内使用最广的语种之一。在中国学习英语的热情一直不减，人们尝试各种方法学习英语，但效果不一而同。著名英语教育家黄源深说过：“好的英语是‘读’出来的……‘读’出来的英语是地道的、自然的，因为使用者依持的是‘语感’”。阅读对学好英语的重要性可见一斑。英语新闻不但可以让读者学习到纯正英语，同时还可以帮读者了解世界经济、政治、文化等领域正在发生的重大事件。所以，英语新闻阅读是学习英语时一个一举两得的好方法。同时，近年来四、六级考试及其他各类英语考试中阅读理解部分有相当数量的文章节选自最新的新闻，因此，学习新闻知识，把握新闻文体，了解社会热点对于英语学习者来说越来越重要。

本教程内容涉及面广，涵盖了政治军事、财政经济、科学技术、环境保护、教育发展、医疗健康、婚姻家庭、灾难新闻、名人轶事、观念信仰、文化娱乐、聚焦体育众多方面的文章，以此开阔学生的视野，同时可以让不同的学生找到感兴趣的话题，并通过练习题检验学生对新闻材料的理解是否正确。使学生关注新闻事件的同时，在教师的指导下学习各种新闻报刊知识、了解背景知识，并将学到的新闻知识运用到日常的英语报刊新闻、网络新闻的阅读中去，做到知其然也知其所以然，最终达到有助于英语学习的目的。

《英语新闻导读》与同类英语报刊教材相比，具有以下突出的特点：

1. 新闻知识翔实。本书对西方报纸期刊的起源和分类、西方主要媒介、普利策新闻奖、新闻的定义、新闻价值和新闻的分类等都作了介绍，着重



对新闻标题和导语的定义、分类及语言特点作了分析，并从最新的英语新闻中摘取案例加以佐证。消息、特写、评论及广告是英语新闻的四大体裁，对这些基本知识的了解可以帮助学生从结构上更好地把握新闻文体的特点，有助于分析文章的主旨。

2. 选材内容与时俱进。该书从政治军事、财政经济、科学技术、家庭婚姻、灾难新闻、环境保护、教育发展、医疗健康、名人轶事、文化娱乐、体育、观念信仰等人们耳熟能详的方面选材。选文内容新颖，关注社会发展最新动态，荟萃社会热点焦点问题，如涉及美俄总统选举、美国愈演愈烈的次贷危机和波及全球金融市场的信贷危机、美剧作家不满待遇的大罢工、环境污染、教育收费以及对婚姻的普遍质疑等问题。

3. 每篇选文后都附有帮助大学生阅读理解的注释。注释部分对文章中出现的较难的单词和短语、相关专业术语、机构等有相应的中英文解释，便于学生预习课文和自学。

4. 作为对课文内容的补充和延伸，每章第一篇选文后都附有中文的背景知识，提供与 Section A 中课文相关的社会文化背景，有助于拓宽学生的知识覆盖面，加深他们对文章的理解。

5. 练习多种多样。本书设置了问答题、选择题、翻译题及讨论题等题型，侧重对学生理解和分析问题及语言表达能力的培养，并加深学生对某一问题的认识。

6. 该书每章的两篇选文都选自于著名西方媒体的网站，在保持原文内容完整、风格不变的情况下对个别文章做了删减，授课过程中任课老师可以根据教学对象及教学课时从中任选其中一篇加以精讲。

本书主要面对英语专业二、三年级学生及非英语专业对英语感兴趣而且英语程度较好的学生，既适合作普通高等院校针对英语专业英语新闻导读课程的教材，也可作针对公外学生开设选修课的教材，还是二年级以后没有大学英语课的非英语专业学生和考研学生扩大词汇量及扩展知识面的，



专业性自学英语读物。

本书由刘冀对全部文章进行筛选把关,李艳玲协助整理,具体分工为: Unit 1 由刘杨负责编写, Unit 2 由李春燕、刘冀负责编写, Unit 3 由张瑞红负责编写, Unit 4 由王冬伟负责编写, Unit 5 由刘冀、刘杰负责编写, Unit 6 由王静负责编写, Unit 7 由李艳玲负责编写, Unit 8 由刘冀、郭海波负责编写, Unit 9 由刘含颖负责编写, Unit 10 由陆卿负责编写, Unit 11 由杨洁负责编写, Unit 12 由卢文戈、张明杰负责编写。全书由刘冀、李艳玲做最终校对。在编写过程中,笔者遇到很多意想不到的困难,大家互相帮助、相互鼓励、献计献策,终于使得这本凝聚着众多老师的心血和汗水的教程得以面世。在此谨向所有为此书的出版给予关注、做出贡献的人士真诚致谢!

由于笔者水平有限,书中难免有疏漏和错误,欢迎学界同仁及广大读者多提宝贵意见,我们将不胜感激!

编 者

2008 年 5 月 28 日

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Unit 1

政治军事

Section A

Candidates Face Big Primaries with Smaller War Chests

With their campaign treasuries running on empty and only weeks to attract support in the nearly two dozen states that will cast ballots on Feb. 5, candidates for president are scrambling to find creative and unorthodox ways to grab the attention of voters with the funds they have remaining.

At least two of the 2008 presidential contenders, seeking bang for their buck, have privately discussed bypassing a barrage of targeted local ads in favor of buying a spot with potentially more impact to run during the Feb. 3 Super Bowl^[1] broadcast, at a cost of about \$ 2.7 million. Sen. Barack Obama^[2] (D-Ill. ^[3]) yesterday became the first to make a nationwide cable television advertising buy, and several candidates were devoting resources to new methods of targeting absentee voters.

None of the campaigns has decided yet to take the Super Bowl gamble, but it is one of scores of spending possibilities presidential campaign strategists are considering as they approach the biggest day ever of primary voting.

The Republican^[4] field faces one additional challenge: the presence of former Massachusetts governor Mitt Romney^[5]. He is increasingly relying on his own fortune to fund his campaign and could ultimately invest as much as \$ 50 million in his bid for the GOP^[6] nomination.

Even those who are expected to have plenty of money will be stretched thin; Sen. Hillary Rodham Clinton^[7] (D-N. Y. ^[8]) and Obama each raised more than \$ 100 million last year but have spent it at a furious rate. The Democratic^[9] front-runners both broke away from campaigning in advance of last Saturday's Nevada caucuses^[10] to attend fundraisers in California.

Democrats will hold contests in 22 states and one territory, with 1 681 delegates at



stake. Republicans have scheduled contests in 21 states for Feb. 5, known as Super Tuesday, with 975 delegates at stake. Voters in early-voting states experienced a blizzard of commercials and mailboxes jammed with literature, but those living in delegate-rich California might reach Election Day with little contact from the presidential candidates.

Romney could be the exception. He has told supporters he will supplement individual donations with a sizable investment from his personal fortune. He lent his campaign \$ 17 million from January to September of 2007, and some in his camp say they expect him to spend \$ 40 million to \$ 50 million on his effort to secure the nomination.

Tom Stemberg, a Romney donor and longtime supporter, said most people close to the candidate assume a shortfall in fundraising will not be what ends his quest. "I think it's the one thing you can count on," Stemberg said.

One top adviser to Sen. John McCain^[11] (R-Ariz. ^[12]) said the candidate recognizes that he will face a big financial disadvantage coming out of Florida's primary on Jan. 29.

"Romney has enormous resources to apply," the adviser said, speaking about internal campaign planning on the condition that he not be named. "While he may be able to compete everywhere, we've been hashing out a sort of hierarchy that looks tactically at where we choose to spend money."

McCain aides said that instead of relying on ads, he will schedule as many appearances as possible on national television shows, and he will try to capitalize on the momentum he earned from winning last Saturday's South Carolina primary.

Ken Mehlman, who helped plan President Bush's reelection strategy four years ago, said each campaign is trying to isolate demographic groups and geographic areas to target with phone calls and mail.

"I would assume smart campaigns already made pretty good investments in one or another early states," Mehlman said. "They probably have a pretty good sense of the voter profile they're going after."

Designing a strategy for what amounts to a national campaign has consumed top campaign strategists in both parties over the past several weeks.

Obama and Clinton have increasingly devoted attention to attracting support from



“permanent” absentee voters^[13] in California. Mail-in voters are expected to make up about 35 percent of the Feb. 5 electorate there, and they began receiving their ballots Jan. 7.

Both candidates have undertaken what California political strategists call “chase campaigns,” because they attempt to time voter contact to the arrival of absentee ballots^[14] in mailboxes.

“You’re literally chasing the ballot,” said Matthew Klink, a California campaign strategist who is not affiliated with a presidential candidate. “Once the registrar mails the absentee ballot, you have direct mail hit at the same time, you follow up direct mail with a phone call and personal visit. Then you can get paid phone banking to remind people to turn in their ballots.”

Campaigns can actively monitor which mail-in voters have submitted ballots, further winnowing down^[15] the field of voters to target, Klink said.

Ace Smith, who is running Clinton’s California effort, said the campaign has already put out more than 400 000 calls to absentees. He said the campaign has used surveys and polls to determine the most likely voters among about 1.4 million absentee Democrats. “We’re chasing the ballots as best as possible,” he said.

Clinton and Obama have also begun to court a broader audience in California. Obama was the first to launch television ads there, airing a spot in the San Francisco Bay area^[16]. Clinton’s campaign put up her first California television ad on Thursday.

Former senator John Edwards^[17] (D-N. C. ^[18]), who faces a tighter budget for Feb. 5, slipped in quick campaign stops over the past few days in California, Missouri, Oklahoma and Georgia. His campaign may be forced to rely heavily on a coalition of 12 state councils of the Service Employees International Union^[19]. They have said they will mobilize the more than 750 000 SEIU members in those states and will spend more than \$ 1.5 million on communication and voter turnout.

How candidates ultimately make use of television may be the most critical aspect of campaigning for the Super Tuesday contests.

Advertising in California alone is “a hugely costly enterprise,” said Don Sipple, a Republican media consultant in the state. He said to simply air ads in the Los Angeles market, where about 45 percent of the state’s population gets its broadcast television, could run \$ 4.5 million per week.



Sipple predicted that few candidates will invest the money there, opting for buys on cable and in smaller markets. “You have to be much more sophisticated and much more targeted. You can actually target by Zip code on cable television,” Sipple said.

In states such as California, where candidates in both parties can pick up delegates by winning in a single congressional district, the smart money will be spent only on ads that reach viewers where candidates have the chance to run strongly. Republicans, for instance, may spend in the San Diego media market, which is less expensive than Los Angeles.

While national advertising has become a relic in the eyes of presidential strategists who have become skilled at targeting ads to specific local audiences, the scope of the Feb. 5 contests may revive some form of national ad campaign, said Ken Goldstein, a University of Wisconsin professor who studies campaign advertising.

Obama’s decision to launch national cable ads on CNN^[20] and MSNBC^[21] yesterday, which is relatively cheap, is a perfect example, Goldstein said.

“The economics make it cheaper,” Goldstein said.

Evan Tracey, who is chief operating officer of the Campaign Media Analysis Group, said it is unlikely any candidate will buy time on the national TV networks, even with 22 states in the mix. The only possible exception, Tracey said, is the Super Bowl, which will be played two days before the mega-primary; it has the largest viewership of any annual event and the potential to generate a huge secondary blast of free media attention.

“It’s a Hail Mary maneuver, but this is a very unusual year, and coming two days before Super Tuesday, the timing has never been more ideal,” Tracey said. “You might see a candidate calculate that the money would be better spent there than sprinkling their message on spots in several different states. It’s something that could shake up a race, through creativity or emotional impact.”

He also noted that the Super Bowl teams — the New York Giants and the New England Patriots — hail from states holding contests on Feb. 5, so viewership in New York and Massachusetts is likely to be particularly high.

Fox Vice President Lou D’Ermilio said that no candidate has contacted the network about a coveted spot in the Super Bowl lineup and that only one 30-second slot remains unclaimed. “That doesn’t mean they can’t buy locally during the game, which is



probably more likely,” he said.

Consultants to two Republican candidates said their media teams have discussed such a gamble, but would not allow their candidates to be mentioned in connection with the discussions, which took place during confidential strategy sessions.

But many decisions on spending will not come until after Republican candidates battle it out in Florida, according to Phil Musser, a GOP consultant who has advised Romney.

“No one can afford to make investments today in states that are three moves down the chessboard,” Musser said.

By Matthew Mosk

Tuesday, January 22, 2008

From *The Washington Post*

<http://www.washingtonpost.com/wp-dyn/content/article/2008/01/21/AR2008012102167.html>

Notes

1. Super Bowl — a football game played in the US each year in late January or early February on a Sunday, known as Super Bowl Sunday that decides which team is the winning team of the year in the NFL (National Football League). It was first held in 1967, and is watched on television by millions of people. 超级碗，美式足球联盟的年度冠军赛，一般是在每年1月份的最后一个或是2月份的第一个星期天举行。首届超级碗比赛开始于1967年，每一届比赛都会吸引大批的电视观众。

2. Sen. Barack Obama (1961—) — the junior United States Senator from Illinois and a candidate for the Democratic Party's nomination in the 2008 U. S. presidential election. Since announcing his presidential campaign in February 2007, Obama has emphasized ending the war in Iraq, increasing energy independence, and providing universal health care as top national priorities. 伊利诺伊州联邦参议员巴拉克·奥巴马，获2008年美国民主党总统候选人提名。从2007年2月宣布参加总统竞选伊始，奥巴马就一直强调结束伊战，增强能源独立，提供全民卫生保健。

3. D-III — the Democrat from Illinois. 伊利诺伊州民主党员。



4. The Republican — The Republican Party, founded in 1854, is one of the two major contemporary political parties in the United States of America, along with the Democratic Party. Abraham Lincoln was the first Republican president and the current U. S. President, George W. Bush is the 19th Republican president. 美国共和党, 1854 年建党, 是美国当今政坛两大党派之一, 另外一个为美国民主党。首任共和党总统为亚伯拉罕·林肯, 现任总统乔治·布什为第 19 任共和党总统。

5. Mitt Romney (1947—) — the 70th Governor of the Commonwealth of Massachusetts and a candidate for the Republican Party's nomination in the 2008 U. S. presidential election. 米特·罗姆尼, 马萨诸塞州第 70 任州长, 曾角逐 2008 年美国总统选举的共和党提名。

6. the GOP — Grand Old Party. A nickname of the Republican Party. 大老党, 美国共和党的别称。

7. Sen. Hillary Rodham Clinton (1947—) — the junior United States Senator from New York, and a candidate for the Democratic Party's nomination in the 2008 U. S. presidential election. She is married to Bill Clinton, the 42nd President of the United States. 希拉里·克林顿, 纽约州国会参议员, 获 2008 年美国民主党总统候选人提名。美国第 42 任总统比尔·克林顿的妻子。

8. D-N. Y. — the Democrat from New York 纽约州民主党员

9. The Democratic — The Democratic Party is one of two major political parties in the United States. It is the oldest political party in the United States. The Democratic Party traces its origins to the Democratic-Republican Party, founded by Thomas Jefferson, James Madison in 1792. 美国民主党, 美国当今政坛两大党派之一, 也是美国历史最悠久的政党。其前身是汤马斯·杰弗逊和詹姆斯·麦迪逊在 1792 年建立的民主共和党。

10. caucus — *n.* a meeting of the local members of a political party especially to select delegates to a convention or register preferences for candidates running for office. 政党会议, 一个政党地方成员的会议, 尤指选择换届代表或记录竞选人的优先权的会议。

11. Sen. John McCain — the Senator from Arizona, and a candidate for the Republican Party's nomination in the 2008 U. S. presidential election. 亚利桑那州国会参议员约翰·麦凯恩, 获 2008 年美国共和党总统候选人提名。

12. R-Ariz. — the Republican from Arizona 亚利桑那州共和党员



13. Permanent absentee voters — means people who want to register to vote by mail on a regular basis. But Assembly Bill 1243, which was signed into law in 2007, has replaced “permanent absentee voters” or “PAVs” into “permanent vote-by-mail voters” or “PVBMs”. 缺席选举人，指因事外出或因病，经特许，通过邮寄进行投票的选举人。2007 年 1243 号议案通过后，英文名称改为 “permanent vote-by-mail voters” 或 “PVBMs”。

14. absentee ballot — vote-by-mail ballot 缺席选举人票

15. winnow down — to make a list, group, or quantity smaller by getting rid of the things that you do not need or want 筛选

16. San Francisco Bay area — also known as the Bay Area or The Bay, is a geographically and ethnically diverse metropolitan region that surrounds the San Francisco Bay in Northern California. 旧金山湾区，美国西岸加利福尼亚州北部环绕旧金山湾的一片地貌多样，多民族汇集的地区。

17. John Edwards — Former U. S. Senator from North Carolina, 1999 ~ 2005 and a candidate for the Democratic Party's nomination in the 2008 U. S. presidential election. On January 2008, Edwards announced that he suspended his campaign for the Presidency. 前北卡罗来纳州联邦参议员约翰·爱德华兹，2008 年美国总统选举民主党总统候选人。2008 年 1 月约翰·爱德华兹宣布退出选举。

18. D-N. C. — the Democrat from North Carolina 北卡罗来纳州民主党员

19. the Service Employees International Union — SEIU for abbreviation 服务业员工国际联合会（简称为 SEIU）

20. CNN — Cable News Network 美国有线电视新闻网

21. MSNBC — a combination of Microsoft Network and NBC. It is a 24-hour cable news channel based in the United States and is founded by the two above-mentioned companies in 1996. 微软国家广播公司，由微软与美国国家广播公司于 1996 年合资建立，是美国一个 24 小时有线新闻频道。

Background Information

美国的总统选举（presidential election），也被称为大选（general election），每四年一次。根据美国宪法，报名参选者必须是年满 35 岁，在美国出生的公民。总统候选人获胜后称为当选总统（President-elect），任期四年，并可连任一



次。美国总统选举过程漫长，主要包括预选（primary election）、总统候选人提名（nomination）、竞选运动（election campaign）、普选（popular election）、选举团投票以及当选总统就职仪式（inauguration）。普选在选举年 11 月份的第一周的星期二开始，这一天被称为总统大选日（Election Day）。由于美国选举实行的是“选举团”（Electoral College）制度，所以美国选民在普选这一天选举出的是代表 50 个州和哥伦比亚特区的 538 位“选举人”（electors），而不是总统。到选举团投票时，即 12 月第二个星期三之后的第一个星期一举行，美国总统才会产生。

预选是美国总统选举的第一阶段，视为美国大选的前奏。党内预选绝大多数在大选年 2 月份的第 3 个星期二拉开帷幕，因此被称为“超级星期二”（Super Tuesday），预选将一直持续到 6 月份。在预选阶段，美国民主、共和两大政党将分别在全国大多数州选出参加本党全国代表大会（national convention）的代表，这些代表再投票选出本党总统候选人。因此，预选实际上是对总统候选人资格的争夺。预选有两种形式：党团会议（caucus）和直接预选。大多数州目前采用的预选方式是直接预选，其形式上与普选类似。

美国总统竞选耗资巨大，为此各候选人使尽各种招数筹措资金。总统候选人除了能够获得联邦政府的公共竞选资金（public funding）外，还有其他的竞选资金来源。一是来自公民直接捐款：包括个体选民的小额捐款（200 美元以下）；个体选民的大额捐款（200 美元以上，2 000 美元以下）。二是来自竞选候选人所属的政党。三是来自各个公司、工会或其他民间组织设立的“政治行动委员会”（Political Action Committee）的捐款（5 000 美元以下）。四是来自候选人自己及其家人的资产。上述 4 个来源，由于数额受到联邦竞选财务法约束，被称为“硬钱”（hard money），也称为“给候选人的竞选捐款”。而“软钱”（soft money）指不在法律管辖内的资金，只可被用于不对联邦竞选产生影响的活动——如动员选民登记、政党建设、行政费用——以及用于州和地方选举中，也称为“给政党的竞选捐款”。

随着电视广播媒体的日益繁荣，以及政治运作的专业化，美国总统的竞选费用不断增加，这给政党和利益集团以更大的发挥空间。政党和利益集团在向选民的直接宣传中扮演越来越重要的角色。过去，政党和利益集团把主要精力放在为候选人捐款，由候选人用这些资金去联系选民以确保使他们前往投票站投票。而在如今的选举中，政党和利益集团既为他们中意的候选人捐款，也更直接地把资金用于最大限度地扩大他们自己对选举的影响。2008 年美国总统大选的结果还