

Guided Reading for
English Newspapers & Magazines

新21世纪
大学英语
选修课系列

新编 英语报刊导读

朱锡明 汪翠珍 刘 丽 编著

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中青院 11 000661613

图书在版编目(CIP)数据

新编英语报刊导读/朱锡明,汪翠珍,刘丽编著. —上海:复旦大学出版社,2011.8
ISBN 978-7-309-08344-6

I. 新… II. ①朱…②汪…③刘… III. 英语-阅读教学-
高等学校-教学参考资料 IV. H319.4

中国版本图书馆 CIP 数据核字(2011)第 158433 号

新编英语报刊导读

朱锡明 汪翠珍 刘 丽 编著
责任编辑/唐 敏

复旦大学出版社有限公司出版发行

上海市国权路 579 号 邮编:200433

网址:fupnet@fudanpress.com http://www.fudanpress.com

门市零售:86-21-65642857 团体订购:86-21-65118853

外埠邮购:86-21-65109143

上海第二教育学院印刷厂

开本 787×960 1/16 印张 15.25 字数 251 千

2011 年 8 月第 1 版第 1 次印刷

印数 1—5 100

ISBN 978-7-309-08344-6/H·1756

定价:30.00 元

如有印装质量问题,请向复旦大学出版社有限公司发行部调换。

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前言

对于学习英语的人来说,经常阅读英语报刊,不仅是有益的,而且是必需的。在目前各种英语语料库中,三分之二的语料来自报纸、杂志、广播等大众传媒;在英语词典编纂中,越来越多的例句也选自各种报刊;各种课本选材、考试选题也越来越多地从有关报刊中摘选(郝雁南^① 2007)。阅读英语报刊的重要性在 2007 年教育部颁布的《大学英语课程教学要求》也有充分的体现。该要求分三个不同的层次对学生的听力理解能力、口语表达能力、阅读理解能力等做出了明确的要求。其中,对阅读理解的“较高要求”是:“……能基本读懂英语国家大众性报纸杂志上一般性题材的文章,阅读速度为每分钟 70—90 词。……”对阅读理解的“更高要求”是:“……能读懂有一定难度的文章,理解其主旨大意及细节,能阅读国外英语报纸杂志上的文章,……”由此可见,阅读理解英语报刊的能力是当代大学生英语综合能力的重要组成部分,在大学英语教学中应对报刊英语的教学给予充分的重视。

目前的报刊选读类教材存在许多不尽如人意的地方:

首先,现有很多此类教材都不同程度存在着选文陈旧、内容生僻等问题,知识性与趣味性结合得不够好,因而造成学生兴趣不大,教师在选材时无从下手。例如吴潜龙^②(2001)虽经多次印刷但内容没有更新,还是有很多选文讲的是美国前总统克林顿的旧事。

其次,现有此类教材对教材中的实际需要往往考虑不周。有的教材全书只有 8 个单元 24 篇文章,从实际的教学要求来看,用于一个学期的教学稍显单薄,如果用于一个学年的话则显然分量不足。此外,几乎目前所有的此类教材都没有设置任何课堂活动,很容易导致课堂教学形式以单一的阅读讲解为主,气氛沉闷,学生积极性难以调动。

① 郝雁南.《美英报刊阅读教程(高级本)》评介[J]. 外语研究,2007(5): 109-110.

② 吴潜龙. 英美报刊文章阅读[M], 上海:上海外语教育出版社, 2001.

最后,英语报刊选读类课程的理论与实践长期偏重于大学英语专业,这方面的成果已有不少,而面向非英语专业的此类课程似乎成了被遗忘的角落。真正符合非英语专业学生实际情况的英语报刊选读教材可谓凤毛麟角,品种既不丰富,质量也不稳定。

有鉴于此,我们编写了这本专门针对本科非英语专业学生的英文报刊选读教材,以适应深入进行大学英语教学改革的迫切需要,为开创有特色的大学英语选修(通识)课略尽绵薄之力。本书编者都是同济大学外国语学院多年从事英语报刊选读教学的一线教师,在编写本书时融入了不少教学中的独到经验与心得。

本书上篇为“基本理论”,概述美国和英国报纸和杂志的历史与现状,通过在多年教学实践中积累起来的大量例证说明英语报刊文章标题在词汇、语法和修辞方面的特点,举例详细说明英语新闻导语的常见写法以及英语新闻主体的基本结构和写作手法。每章节后配有即学即练,便于教师和学生及时在实践中检测和操练所学的理论知识。这一部分的内容作为知识准备,使读者能够顺利进入本书中篇的阅读和学习。中篇为“阅读实践”,精选了30多篇优秀的英语新闻报道和评论文章,题材涵盖政治、经济、科技、文化、教育、生活、娱乐等,对难点配以必要的注释。下篇为“教学互动”,根据编者几年来的教学实践,设计了形式多样、内容丰富的课前热身活动和6次课内、课外的大型活动,对于丰富课堂教学形式、调动学生积极性、巩固所学知识有重要的参考价值。这一部分也是本书的亮点。

另,本书还配有教学PPT,各使用院校教师可向复旦大学出版社外语分社咨询免费索取。

编 者

2011年7月

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Part One

Fundamentals

Unit One 英语新闻概说 (Introduction to English News)

新闻学是研究新闻现象和新闻活动规律的科学。狭义上的新闻学是专指新闻理论,即理论新闻学(新闻学原理等);广义的新闻学包括理论新闻学、应用新闻学(对新闻实践和新闻业务的研究)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。

新闻媒体(news media)指那些主要用于传播新闻和信息的媒介。以印刷文字及图片的方式传播新闻的媒体主要有报纸和杂志,以电子方式传播新闻的媒体有电台和电视广播。随着互联网应用的普及,今天的新闻媒体已经基本上电子化了。

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. Although this is the basic definition, various tasks and processes intimately connected with the production of serial publications are commonly classified as journalistic. Thus journalism in its broadest sense covers the gathering and transmission of news, business management of journals, and advertising in all its phases.



MASS COMMUNICATION

Mass communication refers to the process by which a complex organization with the aid of one or more machines produces and transmits messages that are directed at large, heterogeneous, and scattered audiences. There are, of course, situations that will fall into a gray area. How large does the audience have to be? How scattered? How heterogeneous? How complex must the organization be? There are no absolute answers to these questions. The dividing line between machine-assisted interpersonal communication and mass communication is not a distinct one.

Traditional defining features of mass communication can be listed as follows:

1. Mass communication is produced by complex and formal organizations.
2. Mass communication organizations have multiple gatekeepers who have control over what material eventually reaches the public.
3. Mass communication organizations need a great deal of money to operate.
4. Mass communication organizations exist to make a profit.
5. Mass communication organizations are highly competitive.

MASS COMMUNICATION MEDIA

In the broadest sense of the word, a *medium* is the channel through which a message travels from the source to the receiver. When we talk about mass communication, we also need channels to carry the message. Mass media use these channels to carry the message. The definition of a mass medium should include not only the mechanical devices that transmit and sometimes store the message, but also the institutions that use these machines to transmit messages.

MASS MEDIA SYMBIOSIS

In biology, symbiosis is defined as the association of two organisms for mutual benefit. In mass media, the television and film industries demonstrate what might be called a form of symbiosis. The same companies produce works for both media; films that originally played in the theaters find their way to television in videocassettes, over cable and over network and local stations. Many local newspapers also operate a local cable TV channel. TV networks, movie companies and publishers operate websites that promote their products. Newspapers use reporters and stories gathered for their print editions in their online versions.

FUNCTIONS OF MASS COMMUNICATION FOR SOCIETY

1. Surveillance: This refers to what we popularly call the news and information role of the media. In the US, newsmagazines reach nearly 10 million people. Approximately 1,500 daily newspapers and 7,500 weeklies also spread the news. About 90 percent of the American public report that they receive most of their news from either the electronic or newspapers.
2. Interpretation: The mass media do not supply just facts and data. They also provide information on the ultimate meaning and significance of those events. Media organizations select those events that are to be given time or space and decide how much prominence they are to be given.
3. Linkage: The mass media are able to join different elements of society that are not directly connected. For example, legislators in Washington may try to keep in touch with constituents' feelings by reading their hometown newspapers.
4. Transmission of values: This refers to the ways an individual comes to adopt the behavior and values of a group. The mass media present portrayals of our society, and by watching, listening, and reading, we learn how people are supposed to act and what values are important.
5. Entertainment: Motion pictures and sound recording are devoted primarily to entertainment. Even though most of a newspaper focuses on the events of the day, comics, puzzles, horoscopes, games, advice, gossip, humor, and general entertainment features usually account for 12 percent of the content. If we considered sports news as entertainment, that would add another 14 percent to this figure. Some magazines may have little entertainment content (e. g. *Forbes*), while others are almost entirely devoted to it (e. g. *National Lampoon*). Even those magazines that are concerned primarily with news — *Time* and *Newsweek*, for example — usually mix in some entertainment features with their usual reporting.

现代社会中,人们每天都接触大量的新闻,但要问“什么是新闻”,却不是那么容易回答的。通俗地说,新闻就是对人们阅读之前还不知道的事件、事实或观点的报道,对大多数读者、听众或观众来说,这类报道具有重要性、实用性或趣味性。

在英语新闻学中,一般将新闻定义为:News is information that is published in mass media such as newspapers, radio, television or the Internet about recent events in the country or world or in a particular area of activity. (吴潜龙 2001:13)

1.1 构成新闻价值的要素

任何一条新闻都有其新闻价值(news value),也就是其满足读者特定需要和兴趣的内在属性。(News value refers to the importance of the facts and details in the news that can satisfy the public's interest in the news. Public interest means the degree of attention the readers pay to the news reports.)通常认为,构成英语新闻价值的要素主要有如下几种:

(1) 时效性(timeliness)

时效性是指新闻事件必须是新近发生的,是社会大众之前所不知道的。汉语“新闻”一词的构成也是取“新鲜的信息”之意。新闻记者的职责就是想方设法将对公众有价值的新信息尽快传递给读者。

(2) 显著性(prominence)

新闻中涉及的人物、地点或事件越是著名,越是突出,新闻就越有价值。关注重要人物和重大事件是人之本性,如政界人物、巨商大贾或影视明星的一言一行都受到公众的关注,都可以成为新闻的内容。

(3) 接近性(proximity)

这个要素是指新闻所报道的事件在地理上或心理上与读者尽量贴近。从地理上说,事件发生的地点越近,读者就越关心,新闻价值就越大;从心理上说,事件涉及读者的切身利益和思想感情越是密切,读者就越重视,新闻价值就越大。

(4) 趣味性(human interest)

新闻强调在准确的基础上尽可能地追求“奇”和“趣”,所谓“狗咬人”并非新闻,“人咬狗”才是新闻。换言之,新闻报道的内容必须使读者有普遍的兴趣,能引人入胜。当然,西方新闻界对趣味性有不同的理解,一般认为,道德伦理、婚姻家庭、犯罪和金钱等是趣味性的主要内容,易于激起读者的情感共鸣。

除此之外,还有一些因素也会影响到新闻的采写和发布,例如:

Instincts of editors and reporters — They are very

sensitive to news, and their instincts, developed out of their careers, often decide what events should be covered.

The audience — Different kinds of media appeal to various readerships.

News hole — Depending on available space, some stories could make the paper one day, but be left out on another.

Availability of news — Depending on what is happening locally and globally, there simply are more stories to choose from on some days. On slow news days, editors and reporters will scratch for stories of borderline value, while on fast news days, relatively good stories just don't merit dissemination.

Philosophy of the media outlet — The business-oriented *Wall Street Journal*, for instance, selects stories based on criteria different from those of a metropolitan arts and entertainment publication.

Pressure from publishers — Most publishers try not to interfere openly with the news process, but most editors and reporters are aware of the political and social leanings of ownership.

Influence of advertisers — Usually it is a subtle consideration, but some editors might think twice, for example, about giving prominent space to the formation of a "committee for decency in movies" if local theaters are major advertisers.

The news mix — Media outlets often strive to balance hard news with soft news, and to provide a local, national and international smattering of stories.

即学即练:

1. Browse the front-page of your newspaper and identify some principles of news value, like timeliness, proximity, prominence, etc.

2. Read Article 1, Article 2 for proximity and Article 3 for timeliness, prominence and proximity.



Competition among media — To some extent, morning and afternoon newspapers supplement each other, as do the print and electronic media. But most media try to keep one step ahead of the competition and this sometimes affects handling of news.

1.2 新闻的主要类型

根据不同的分类标准,可以对新闻做出不同的分类。按新闻载体,可分为报纸新闻(newspaper coverage)、杂志新闻(magazine coverage)、广播新闻(radio coverage)、电视新闻(TV news)、有线电视新闻(cable news)、通讯社新闻(news agency dispatches)等;按新闻事件发生的地点,可分为国际新闻(world news)、国内新闻(home news)、地方新闻(local news)等;按新闻事件的内容,可分为政治新闻(political news)、经济新闻(economic news)、科技新闻(scientific and technological news)、社会新闻(social news)、文化新闻(cultural news)、体育新闻(sports news)等;按新闻事件的时效性,可分为“硬新闻”(hard news)和“软新闻”(soft news)。前者指题材严肃、具有较强时效性的客观事实报道,后者指趣味性较强、写法轻松活泼的社会新闻,其时效性可能略差,但是一般文笔优美,引人入胜。

1.3 英语新闻的体裁

一般而言,英语新闻的体裁(news style)可分为四大类:消息(news reports)、特写(features)、社论(editorials)和广告(advertisements)。本书只涉及前三类。

消息是以简要的文字迅速报道新闻事实的一种体裁,也是最广泛、最经常采用的新闻体裁。消息通常由三个部分构成,即标题(headline)、导语(lead,通常不超过全文前六段)和正文(body)。一般来说,消息要以非常简洁的文字告诉读者有关事件的内容、人物、事件发生的时间、地点、原因、方式、过程和结果等,这些统称为“新闻的五大要素”,在英语新闻界一般称为“五个W要素”,即英语中的who, what, where, when 和 why。如果加上 how 则为六要素。对于特写和社论,本书专门辟有相应的单元,可参看。

1.4 美国新闻传媒业

美国的新闻传媒业非常发达,其报纸、杂志、广播电台和电视台比世界上其他任何国家都多。美国政府不干涉国内新闻业,政府主办和管理的媒体仅对海外播放,如“美国之音”(Voice of America, VOA)。因此,美国的新闻媒体几乎都是私营的,实行市场化运作,完全依靠广告收入生存。由于自由市场经济的发展,美国传媒业日益为少数大集团和大公司所控制,在政治、经济、文化等领域有着强大的影响力。

在美国,新闻自由受 1791 年通过的《美国宪法第一修正案》的保护,它规定“国会不得指定任何法律……剥夺言论或新闻出版自由……”,各州的宪法也对此作出相应的规定,这是媒体保证言论自由的强有力武器。美国国会 1966 年通过的《信息自由法案》(Freedom of Information Act, FOIA)是保证媒体自由的第二部重要法律,规定所有公民有权查阅联邦政府的文件,其宗旨是促进“开放”的政府和保证公民的“知情权”。但除此之外,美国几乎没有直接针对传媒的法律。另一方面,美国对媒体也不是毫无限制,涉及国家安全方面的秘密以及淫秽和诽谤的内容不受法律保护。媒体报道的范围也有一定限制,尤其是军事行动。

在过去 200 多年间,美国的新闻传媒业一直坚持着两个基本信条:政治上独立于政府之外;经济上靠公众的认可而生存。《美国宪法第一修正案》保证记者能在不受政府干预的情况下履行职责,其职责一般认为包括四个方面:为公众提供信息;调查不法行为;影响公共舆论;为公众提供娱乐。通过进行新闻调查,新闻业充当了政府的监督者,享有独立于行政、司法、立法三权之外的“第四权”(the fourth estate)的美誉。

1.5 新闻业的法律与道德问题

涉及新闻工作者的法律问题主要有:诽谤、保护消息来源、侵犯隐私权,以及关于新闻自由的争议等。一般来说,记者在报道敏感的内容时,用词都要十分小心,以免涉及不必要的法律纠纷。

Reporters should have a working knowledge of the legal framework within which

they operate. Areas of particular concern to reporters are **libel, newsroom searches, protection of sources, invasion of privacy suits and the free press controversy.**

The First Amendment to the American Constitution states in part that “Congress shall make no law ... abridging the freedom of speech, or of the press.” The provisions in the First Amendment, however, are not absolute. When the government censors the press by restraining it from publishing or broadcasting material, that act is called prior restraint. Attempts at prior restraint have been relatively rare, but the Supreme Court has ruled that under certain circumstances, prior restraint or censorship of the press is permitted, but the government faces a difficult task in proving that the restraint is justified. Examples of legal censorship abound. During wartime, say, a newspaper could be prevented from publishing the sailing schedules of troop transports.

The Pentagon Papers

US Attorney General John Mitchell was eager to see the Sunday, June 13, 1971, edition of the *New York Times*. Mitchell had attended the wedding of President Richard Nixon's daughter Tricia the day before, and he wanted to see the *Times* had covered it. On the left side of page 1, Mitchell saw a flattering picture of the president with his daughter on his arm. Next to the wedding picture, another story caught Mitchell's eyes: “Vietnam Archive: Pentagon Study Traces 3 Decades of Growing US Involvement.” As Mitchell read further, he realized that the *Times* archive was sure to cause problems.

The basis for the story in the *Times* began three years earlier when Secretary of Defense Robert McNamara became disillusioned with the Vietnam War and ordered a massive study of its origins. This study, known eventually as the Pentagon Papers, was put together by 36 different people and ran for more than 7,000 pages. The final report was classified “Top Secret-Sensitive.” During April 1971, one of those Pentagon staff members who compiled the report leaked a copy to a reporter for the *New York Times*. After much study and secrecy, the paper was ready to publish the story in nine installments. The US Justice Department, under John Mitchell's direction, asked a US district court judge to halt the publication of the stories on the grounds that they would “cause irreparable injury to the defense interests of the United States.”