

TIME

《时代》周刊

精选片段选读（第三辑）

体育娱乐视角

你想了解什么样的美国？
你知道地道英语如何表达？
就从本书开始

你的美国之行吧！

创刊于1923年的
《时代》周刊
是美国三大时事性
杂志之一

既是美国
语言变迁的**真实记录**
更是跨越
东西方文化的**桥梁**

主编 方彬 李鹏

《时代》周刊

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丛书序

《时代》周刊创刊于1923年，是美国三大时事性杂志之一，也是最早提供网络浏览的杂志。周刊报道题材广泛，内容丰富，涵盖政治、经济、教育、文化、体育、艺术、人物、书评等。周刊中的文章条理清楚，语言地道，形式标准，句子信息量丰富，用词准确、灵活，在某种意义上已成为美国语言变迁的记录。这些文章对于英语学习大有裨益，是非常优秀的阅读材料。

本套丛书精心选取《时代》周刊纸质版及其网站中的优秀文章，供广大英语爱好者和学习者阅读欣赏。这些文章内容精彩，娱乐性强，语言贴近生活，难度适中，具有很强的可借鉴性。通过阅读文章，读者既可以提高英语水平，又可以提高语言修养。考虑到原文的语言特点，为保持语言的原汁原味和阅读的流畅性，丛书在编写过程中只做了若干简单但点睛的注释。对于广大的英语爱好者和学习者来说，我们相信本套丛书是一个不错的选择。

《商业经营理念》分册讲述了当今美国瞬息万变的商场商战故事。例如，在信息技术时代，实体商场和购物中心遭受重创；商业巨头谷歌、微软、好市多、英特尔、埃森哲等纷纷推出新营销策略；人在职场，身不由己，职场人应如何净化工作环境？消费者购物使用信用卡，这样的消费方式真的安全吗？

《健康环保体系》分册倡导“健康”和“科学”理念，选取有关“减肥误区”“日常饮食”“健康育儿”“北美狗鱼”“飓风命名”“北极熊”的文章，内容贴近生活，视角独特有趣。读者阅读本书既可夯实语言基础，又可获得百科知识，为生活和学习添色。

《体育娱乐视角》分册精选《时代》周刊中涉及体育娱乐内容的优秀文章，供广大英语爱好者和学习者阅读欣赏。文章内容丰富，涵盖体育、电影、游戏等多个领域，娱乐性强，且语言地道，难度适中，是非常优秀的英语学习材料。

编者

目 录

- 01 A Legend's Lost Legacy
棒球传奇丢失的遗产 / 001
- 02 Spy on Sports Fans
窥探体育粉丝 / 004
- 03 The Real March Madness?
真的是为比赛疯狂吗? / 006
- 04 Practice, Made Perfect?
熟能生巧? / 009
- 05 Big Fish on Campus
校园中的大鱼 / 013
- 06 Second Grade Hoops Go Pro
二年级学生的职业篮球 / 016
- 07 The Betting on RAFA
押宝纳达尔 / 025
- 08 Stars, Stripes and Soccer
星条旗和足球 / 033
- 09 How the U. N. Watches the World Cup
联合国总部如何观看世界杯 / 041
- 10 Ice, Ice, Laszlo
冰雪, 冰雪, 拉斯洛 / 044

- 11 Getting the Band Back Together
帮派重聚首 / 048
- 12 Love to the End
爱至死不渝 / 053
- 13 The Quiet American
安静的美国人 / 056
- 14 Month of Sundays
天天是周日 / 060
- 15 The New Cinema of Stuff
奢侈电影艺术 / 063
- 16 Can Pixar Still Go Up?
皮克斯公司还能继续保持上升势头吗? / 068
- 17 Funny Side Up
有趣的那一面 / 071
- 18 Women, Now at a Theater Near You
电影院里走来的女性电影 / 075
- 19 Spiriting Away
神隐 / 078
- 20 Secrets, Leaks and Sherlock
秘密、泄密和福尔摩斯 / 083
- 21 The End of TV as We Know It
众所周知的电视末日 / 095

- 22 Rebooting the Drive - In Movie
汽车电影院再启程 / 099
- 23 Dope Opera
内幕消息剧 / 103
- 24 The Catfish Came Back
《鲶鱼》回归荧屏 / 106
- 25 Total Immersion
沉浸式戏剧 / 109
- 26 Why I Watch Reality TV with My Kids
为什么我会和孩子一起观看真人秀节目 / 112
- 27 Robots, Rebooted
机器人, 重新启动 / 116
- 28 Colors of Money
金钱的颜色 / 120
- 29 My Mandela Is My Dad
父亲就是我的曼德拉 / 123
- 30 Space Race
太空竞技 / 127
- 31 Step Away from the Phone Game, Mom
妈妈, 不要再玩手机游戏了 / 132
- 32 Pop's Drop: from Madonna to Miley
流行音乐的坠落: 从麦当娜到麦莉 / 135

33 I Have Sung the Future
歌唱未来 / 139

34 Beards of Paradise
天堂的胡子们 / 145

35 Into the Woods
拜访森林 / 151

36 His Dark Materials
黑色素材 / 156

37 The Good, the Bad and the Silly
好人、坏人和蠢人 / 161

38 Leap Year
跨越之年 / 164

39 Let There Be Dark
把它交给黑暗吧 / 168

01

A Legend's Lost Legacy

棒球传奇丢失的遗产

By Sean Gregory

导 读

黑人队员在棒球球队中的数量不断下降，为什么？

Midway through *42*, the affecting new Jackie Robinson biopic (out April 12), a group of white sportswriters are perched in the press box to cover the third game of Robinson's major league career. It's April 18, 1947. "Mark my words and circle this date," says one reporter. "Negroes are going to run the white man straight out of baseball."

It didn't turn out that way. Often superficial but always well acted (as Robinson, star Chadwick Boseman delivers a breakout performance), *42* recounts how Robinson, with the aid of Brooklyn Dodgers general manager Branch Rickey (Harrison Ford), broke baseball's color barrier. But as *42* arrives in theaters in time for the start of the 2013 season, it's hard not to notice how few American black players are walking through the door that Robinson opened 66 years ago. According to *USA Today*, last season just 8% of players on opening-day major league rosters were African American, the lowest percentage since the early days of integration and down sharply from the all-time high in 1975, when blacks made up 27% of rosters. Latino players now account for over 25%, reflecting baseball's—and the country's—shifting demographics.

Sentence Translation

《42号传奇》是关于杰基·罗宾逊的感人传记新片（4月12日上映）。在影片中段，一群待在媒体包厢的白人体育记者，正准备报道罗宾逊在联盟生涯里的第三场比赛。

Sentence Translation

《42号传奇》尽管有些肤浅但表演非常出色（饰演罗宾逊的影星查德维克·博斯曼的表演很有突破性）。它讲述了在布鲁克林道奇队总经理布兰奇·里奇（哈里森·福特饰演）的帮助下，罗宾逊如何打破棒球肤色壁垒的故事。

The reduced black presence on the field also reflects a reduced black presence in the **stands**, as Jerry Reinsdorf, owner of the Chicago White Sox, points out. “If more African Americans are playing, more will come to games,” says Reinsdorf, whose team plays on Chicago’s South Side, which is majority African American. The White Sox will likely start the season with two black players. That’s two more than last opening day.

Ironically, some black scholars trace this underrepresentation to the **demise** in the 1950s of the Negro Leagues, which were **casualties** of integration. Though the leagues were separate and unequal, they were part of the social fabric of black communities: for that generation, baseball was in the DNA. “Once the institutional life of baseball went away, fewer people were drawn to the game,” says Gerald Early, an African-American-studies professor at Washington University in St. Louis. Meanwhile, single-parent households were on the rise—and more than any other, baseball is a game that bonds father and son. “In the breakdown of the family, you lose that intergenerational connection that passes baseball on,” says sports sociologist Harry Edwards, who worked with Major League Baseball in the late 1980s to increase racial and gender diversity in front offices.

What’s more, today’s **hyper-organized** youth baseball culture is pricing out many inner-city kids. “Everything is about travel ball,” says New York Yankees outfielder Curtis Granderson. “It’s a very expensive sport.” And in an age when more and more kids aspire to become celebrity brands, the basketball court will continue to hold more **allure** than the baseball field, Granderson and other baseball leaders note. “Baseball definitely is marketed as a team game,” says Reinsdorf, who has also owned the

Sentence Translation

正如芝加哥白袜队老板杰里·莱因斯多夫指出的那样,赛场上黑人球员出场次数的减少也反映了观众席上黑人观众的减少。

Sentence Translation

联盟相互独立,并不平等,但它们都是黑人社区社会组织的一分子:对于那一代来说,棒球存在于他们的DNA中。

Sentence Translation

此外,今天青年棒球文化高度组织化,旧城区的孩子们正变得无法承受。

Chicago Bulls since 1985—and thus had a front-row seat to the Michael Jordan **juggernaut**. “We want our fans to root for the uniform, so to speak. In basketball, we market the team too, but you can’t help but market the stars. They just stand out. In baseball, a star does not impact the game nearly as much as he does in basketball.”

Still, developing more African-American players “is a huge priority,” says MLB commissioner Bud Selig. Since 2006, MLB has run Urban Youth Academies, which provide free intensive baseball instruction and educational programs in Houston, New Orleans and Compton, Calif., with three more in development. In 2007, the White Sox started an elite youth team; pro clubs have so far drafted eight **alumni**, all African American. Granderson has pledged to fund a multimillion-dollar stadium on the campus of his **alma mater**, the University of Illinois at Chicago, so that inner-city kids have a sparkling place to play. “We’re making progress,” Selig says. “Not as fast as I’d like, I admit. But I do think the best is yet to come.”



biopic *n.* 传记影片

roster *n.* 名单

stand *n.* 看台

demise *n.* 停业, 倒闭

casualty *n.* 伤亡, 损毁

hyper-organized *adj.* 组织度高的

allure *n.* 诱惑力, 魅力

juggernaut *n.* 具有毁灭力量的物体

alumni *n.* 校友

alma mater 母校

Spy on Sports Fans

窥探体育粉丝

By Sean Gregory

导 读

新科技将在体育行业得到应用以研究赛场观众的反应。

Stadiumgoers, prepare to be watched. Technology has already revolutionized the games themselves. Armed with video **footage**, analytics software and a loyal **squad** of **geeks**, pro teams can now know every strength—and weakness—of their players, prospects and opponents. “But what if you turn that technology around to the fans?” asks George Williams, a computer scientist at NYU’s Movement Lab. After all, the fans pay the bills, so teams would love to know which players get crowds jumping, which music makes them dance and whether or not the **mascot** entertains them during downtime.

Williams has all that information. He’s spent the past three years developing new camera software that scans facial expressions to identify fan behaviors—think cheering, **jeering**, talking on a cell phone—in real time at a stadium. So a company can measure, for example, how many eyeballs are attached to a Jumbotron ad (are fans looking?) and how well it’s being received (are they laughing? Smiling? **Fiddling** on their phones and ignoring it?).

In other words, it’s like Nielsen ratings for crowd behavior at a sports event. Says one NFL executive, who watched Williams unveil his creation at the annual MIT Sloan

Sentence Translation

配备有视频片段、分析软件 and 一队忠实的球迷，专业团队现在可以了解队员、替补和对手的所有优点和缺点。

Sentence Translation

他花了三年时间开发新型摄像软件，可以通过扫描面部表情来实时辨别体育场里球迷的行为——可以想象一下欢呼、嘲笑或者用手机聊天。

Sports Analytics conference in early March: “That information is incredibly valuable.”

Naturally, the tech raises privacy concerns. But Williams says stadiums that use it won't be recording actual footage of fans—at least not more than they already do for TV. The data appear more like a heat map, with different color **splotches** indicating different behaviors. Getting that kind of detailed feedback could encourage team owners to improve their ads and promotions—and, heck, even their teams—to create a more engaging experience and ultimately sell more tickets.

Williams says his service will get a slow **rollout** starting with one pro-sports organization in late summer. If that works well, it's not hard to imagine the program spreading to most stadiums—and similar tech popping up in airports, concert venues and even your local shopping mall.

Sentence Translation 

如果效果良好，不难想象该程序会普及到大多数体育场，并且相似的技术也会在机场、音乐会场馆，甚至当地的购物中心出现。



footage *n.* 电影片段

squad *n.* 组，队

mascot *n.* 吉祥物

jeer *v.* 嘲笑，揶揄

fiddle *v.* 无所事事

splotch *n.* 斑点

rollout *n.* 首次展示

03

The Real March Madness?

真的是为比赛疯狂吗?

By Sean Gregory

导 读

很多美国学生并不了解，他们的学费中很大一部分花费在了学校体育赛事上，而且比例在不断增加。

What **ticks off** many college students even more than an 8 a. m. class? Finding out how much they pay for sports. B. David Ridpath, a professor of sports administration at Ohio University and a former president of the Drake Group, a college-sports watchdog organization, just finished **polling** about 4,000 students attending schools in the Mid-American Conference (MAC), a group of a dozen public institutions mostly in Ohio and Michigan. He asked if they knew that a significant **chunk** of their annual student fees—payments on top of tuition that fund various student services—helped finance their school's intercollegiate athletic department. For example, at Miami University, in Oxford, Ohio, \$950 of a student's \$1,796 annual fee, or half the payment, funds athletic scholarships, coaches' salaries and other sports-related spending.

Sentence Translation

他询问，他们是否知道每年的学生费用——学生支出中用来资助各种学生活动的费用——中很大一部分是用来资助学校学院间的运动部门的。

Some 40% of respondents said they were totally unaware that their fees funded sports. And even those who knew about the payments were in the dark about exactly how much of the fee went to athletics. "Ridiculous," wrote one MAC student in the comments section of the survey. It was a familiar **refrain**: "I pay a ridiculous amount for events

I don't attend." "I'm here to learn, not to watch sports."
 "My feelings with this news stretch no shorter than outrage."

When the men's 68-team NCAA Division I basketball championship, a. k. a. March Madness, tips off on the 19th, the nonstop television coverage, full of **ecstatic** crowds and handsomely compensated coaches roaming the sidelines, might create the impression that sports programs shower their schools in cash. But in the vast majority of cases, the opposite is true. Money from students—and taxpayers—**subsidizes** sports. According to *USA Today*, of 227 public institutions playing Division 1 sports, just 22 have self-sufficient athletic departments. (These include the revenue-generating machines at the University of Texas, Ohio State and Florida.) What's more, even in the face of ever tighter budgets and ever escalating costs for students, the subsidies keep soaring. According to a January report from the American Institutes for Research, athletic subsidies per athlete at public schools with top-tier football teams spiked 61% from 2005 to 2010. Meanwhile, per-student academic spending rose just 23%.

President Obama has promised to tackle rising college costs. "Let me put colleges and universities on notice," he said in January. "If you can't stop tuition from going up, the funding you get from taxpayers will go down." College-sports reformers acknowledge that steps like reining in coaching salaries, offering fewer football scholarships and streamlining athletic administration won't solve the affordability crisis. Still, "it's a logical starting point," Ridpath says. "These levels of spending are not sustainable."

Sports budgets in the MAC average \$23.2 million and rose 29% from 2006 to 2011, according to *USA Today*;

Sentence Translation



此外，虽然面对学生愈加紧张的预算和不断攀升的成本，但资助仍在不断上涨。

Sentence Translation



大学体育的改革者们承认，采取诸如冻结训练薪金、减少足球奖学金名额和提高体育管理效率的措施并不能解决支付危机。

they are 75% funded through subsidies. Notwithstanding the President's warning, don't bet on immediate changes.

"There's tremendous student engagement through participation in athletics, through support of athletics," says George Ross, president of Central Michigan University. And sports can raise a school's profile. Kent State, whose baseball team reached the College World Series in June, projects a 51% increase in applications from 2010 to 2013. Is there **empirical** proof that sports drove this growth? "We haven't done a study here," says Kent State athletic director Joel Nielsen. "But with our visibility in baseball and football and basketball, just common sense would tell you it did."

Luis Proenza, president of the University of Akron, whose men's basketball team enjoyed a 19-game winning streak this season, offers a final word on college-sports spending. "I would say to most people, Don't get too worried about it, and enjoy what it does bring to our campuses, our society. It's a tremendous learning opportunity for student athletes. For many of them, it's a ticket to a higher education. And understand that this is just one of many social, human institutions that—because they are human—are not perfect." Who pays for that imperfection? You.

Sentence Translation

尽管有着总统的警告，但不要指望会立刻发生改变。

Sentence Translation

阿克伦大学校长路易斯·普罗恩扎对学校体育活动的开销给出了定论。他们学校的男子篮球队本赛季连胜19场。

tick off 责骂，斥责

poll v. 调查

chunk n. 相当大的部分

intercollegiate adj. 学院之间的，大学之间的

refrain n. 克制

ecstatic adj. 高兴的，狂喜的

subsidize v. 补助

empirical adj. 实证的

streak n. 连赢或连输的一段时间





04

Practice, Made Perfect?

熟能生巧?

By Sean Gregory / Encino

04

导 读

运动中熟能生巧似乎是不争的事实，但真是这样吗？

When he turned 30 about four years ago, Dan McLaughlin, a commercial photographer living in Portland, Ore., decided to dream big. Or more like crazy. Today, he told himself, he might be photographing dental chairs, but someday he'd be playing the Masters Golf Tournament. No matter that he had barely **swung** a club in his life; he would quit his job and hit the links. "It was kind of an impulsive decision," he says. "At worst, I figured, it's like **pre-emptive** retirement. Since we'll all be working in our 90s anyway, might as well do the golf thing in your 30s."

Fast-forward to this February. On a bright morning in Encino, Calif., McLaughlin is hitting shots on a driving range. Nearby, UCLA psychology professor Robert Bjork, one of the world's most respected cognitive scientists, is beaming at McLaughlin as if he were a star student. McLaughlin has logged about 4,000 hours of practice time since his 30th-birthday **epiphany** and has lowered his **handicap** to about 7—which means he's better than almost 85% of the male American golfing public. Since April 2010, he has worked on his game six days a week, living off savings and some wise stock picks and by renting out the house he bought five years ago. "If you know me," he

Sentence Translation



从30岁生日时灵光一现至今，麦克劳克林已经有了4000多小时的练习记录，并且将强手让自己的杆数降到了7，也就是说他现在几乎优于美国85%的男高尔夫球大众球手。

Sentence Translation



从2010年4月起，他一周六天忙于他的运动，靠着积蓄、精心