

新闻英语

实用教程

• 杜俊伟 刘 芬 编著

A Practical Course for Journalistic English



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前 言

随着我国与国际社会交流的深入，普通的大学英语教学已经越来越不能适应人们进行国际交流、专业学习和特定工作领域的要求。为满足各类英语学习者的需求，帮助他们有效地掌握英语技能，国外早在 20 世纪 70 年代就将英语语言教学细分为科技英语、文秘英语、心理学英语、新闻英语等各种专门用途英语（English for Special Purpose，简称 ESP）教学。与普通用途英语（English for General Purpose，简称 ERP）教学相比，ESP 的最大特点是与某种特定职业或学科相连，根据学习者的特定目的和需要而开设课程，其精髓就是分析和满足不同类型英语学习者的不同需求，目的是帮助学生逐步具备以英语为载体进行特定专业学科交流的能力。两者之间的关系是相辅相成的，ERP 是 ESP 的基础，ESP 是 ERP 的升华。因此，在高年级开展 ESP 教学，对提高学生英语应用能力、增强专业能力、提高就业竞争力和在未来的实际工作中发挥着巨大的作用。

目前，各类高职高专和普通高等院校的 ESP 教学存在的主要问题有：1）教学管理部门一般都比较重视 ERP 教学，一方面因为学生的“高等学校英语应用能力水平考试”（CET 4、CET 6）成绩和及格率常常与学位挂钩，且会直接影响学校参加“办学水平评估工作”；另一方面，教师一般都不看好 ESP，因为 ESP 涉及专业和英语两方面的知识，信息量和备课量均很大，又不容易出成绩。这使得 ESP 教学成了一个谁也不愿啃的刺猬。2）缺乏过硬的师资队伍。我国高等院校培养的外语教师大多属于知识结构单一的“语言型人才”或“英语和文学相结合的人才”，基本功扎实，但大多数人不具备相关专业知识的基本知识和实践经验，讲授 ESP 课程对他们来说是一个巨大的挑战。因此，在我国 ESP 教学中出现了由英语教师教学和专业课教师教学两种模式。教授 ESP 的多数英语教师由于受到专业知识的限制，往往用讲授基础英语的方式进行 ESP 教学，以词汇和语法

为教学重点；而讲授 ESP 的多数专业课教师又因为语言能力不足，而不能顺利地用英语进行专业教学。3) 缺乏优秀的专业教材。迄今为止，我们的 ESP 教材仍然很缺乏。现有的教材也存在教材不专、实际针对性和应用性不强等问题。部分 ESP 教材的编写者没有受过有关 ESP 知识的专门训练，ESP 教材也没有统一的教学目标，缺乏统一的指导思想，基本上每个学校以自行编写或选编为主，因而存在较大的盲目性和主观性。以新闻英语学科的 ESP 教材为例，市面上虽有有限的一些相关教材，如《(英语)报刊选读》、《新闻英语》等，但这些教材的实用性和系统性并不强。如，其中有的教材只是将英语类文章归拢以供阅读，有的教材只是将新闻理论简单地借用英语表述出来，有的教材只侧重于新闻工作中的某一侧面而没有进行系统化介绍和训练。

为培养既通晓新闻专业知识又能熟练用英语进行新闻阅读、写作、翻译、报道的应用型人才，我们精心策划并编写了《新闻英语实用教程》，试图弥补目前我国新闻英语教学和教材编写上的缺陷。此教材根据新闻传播工作中使用英语语言的特点和要求，全面地涵盖了新闻专业知识和技能的方方面面并进行对应性训练：除了概述新闻学的基本理论问题，还按新闻英语的体裁、新闻英语的阅读、新闻英语的视听、新闻英语的写作等业务模块分别进行学习和训练；另外，本教材涵盖了新闻业的基本专业词汇，世界著名新闻媒体、机构和通讯社的介绍等。编者认为，这是一本既适合新闻传播专业学生进行专业英语学习，又适合普通大学生及英语专业学生构建复合知识结构的读物。本书具有很强的实用性和可操作性，对读者提高自身的英语综合能力，与时俱进地了解相关国家的政治、经济、文化等诸多方面的状况，培养国际文化视野，构建复合型知识结构和培养良好的综合素质有较强的指导性。

本教材编者之一的杜俊伟博士曾从事 6 年大学英语的教学工作，又在攻读新闻学硕士和博士学位过程中从事大量的新闻理论和实践研究，并具有一定的媒体实践经验。从事新闻专业的教学工作以来，杜博士所教授的课程中也一直包含新闻英语、新闻理论、中外新闻史、新闻报道等主干课程，是一个既精通新闻传播理论和实务，又对英语语言和文化具有较深掌握力的复合型教学研究人员。他编写了本教材的第一章、第二章、第五章、第六章、第七章、第八章、第九章、第十章、第十一章，这些都是他从多年新闻教学和研究工作中经过甄选，组织出来的对提高新闻专业学生能力最关键的内容；这些部分大多来自国外重要新闻理论和实务方面的书籍文献，具有很强的科学性和实用性。本教材的另一编者刘芬老师多年从事英语专业阅读、写作等教学工作。她编写了本书第三章、第四章，并与杜俊伟博士合作完成第十二章、第十三章和附录部分的编撰工作。

在编写本教材的过程中，我们得到了诸多领导、教师、教学同行及武汉大学出版社的大力支持，在此一并表示感谢。为配合教材内容，我们参考了国内外大量的相关著述，并在参考文献部分一一列出。对这些作者和编者，我们也一并致谢。

由于时间仓促、经验不足，书中难免出现纰漏和不足，恳请业内人士及广大读者不吝指正。

编 者

2012年2月

CONTENTS

• Chapter 1 An Outline of Journalism / 1

- 1.1 What Is Journalism? / 1
- 1.2 Media Categories / 8
- 1.3 The Trend of Media Convergence / 22
- QUESTIONS FOR DISCUSSION / 24

• Chapter 2 Categories of English News Stories / 26

- 2.1 What's "Hard" and What's "Soft"? / 26
- 2.2 News Brief / 28
- 2.3 Straight News / 30
- 2.4 In-depth Report / 31
- 2.5 Editorials / 33
- 2.6 Features / 35
- EXERCISES / 37

• Chapter 3 Reading Comprehension of News Stories / 40

- 3.1 Grammatical Features of Headlines / 40
- 3.2 Grammatical Features of Text Body / 46
- 3.3 Other Stylistic Characteristics of News Stories / 49
- 3.4 Some Practical Skills of Reading Newspaper Articles / 54
- EXERCISES / 55

• Chapter 4 Listening Comprehension of English News Items / 62

- 4.1 What Makes English News Listening Comprehension Difficult? / 62
 - 4.2 How to Catch Information while Listening to English News Items? / 64
 - 4.3 Other Measures of Improving Your Listening Comprehension / 69
 - 4.4 Useful Materials and Resources / 71
- EXERCISES / 77

• Chapter 5 The Writing of Headlines / 81

- 5.1 The Purposes of News Headlines / 81
 - 5.2 Characteristics of News Headlines / 82
 - 5.3 Principles of Headline Writing / 88
 - 5.4 Guidelines of Headline Writing / 92
 - 5.5 Procedures of Headline Writing / 94
 - 5.6 Headlines on the Web / 95
- EXERCISES / 96

• Chapter 6 The Writing of News Lead / 98

- 6.1 Lead and Its Classification / 98

- 6.2 How to Write a Lead / 101
- 6.3 Activities and Assignments / 105

• **Chapter 7 The Inverted Pyramid Form and the Structure of News Stories / 113**

- 7.1 What Is an Inverted Pyramid Form? / 113
- 7.2 Why Do We Need an Inverted Pyramid Form? / 114
- 7.3 The Information Structure in an Inverted Pyramid Form / 116
- 7.4 The Inverted Pyramid Form and the Writing of News Stories / 118
- 7.5 Some Other Basic Structures of News Stories / 121
- EXERCISES / 133

• **Chapter 8 How to Write a Feature / 137**

- 8.1 Characteristics of Feature Writing / 137
- 8.2 Sources of Features / 139
- 8.3 How to Write and Organize Feature Stories / 140
- EXERCISES / 150

• **Chapter 9 How to Make a Story Accurate, Brief and Attractive / 151**

- 9.1 How to Make a Story Accurate / 151
- 9.2 How to Make a Story Brief / 156

9.3 How to Make a Story Attractive / 160

EXERCISES / 162

• Chapter 10 The Use of Background Information / 166

10.1 What Is Background Information? / 166

10.2 Background Information in News Writing / 173

10.3 Background Information Attached to News Reports / 177

EXERCISES / 179

• Chapter 11 Bias and Preference in News Report / 184

11.1 What Is Media Bias and Preference? / 184

11.2 What Causes Bias and Preference in News Report? / 187

11.3 Efforts to Correct Bias and Preference / 191

11.4 For Audiences: How to Recognize Bias and Preference in a News Story / 196

EXERCISES / 198

• Chapter 12 An Outline of the Journalism in English-speaking Countries / 202

12.1 Role of Journalism / 202

12.2 Journalism and the Government / 203

- 12.3 Mass Media and Society / 206
12.4 Journalistic Practice and Protection of Citizens' Rights / 210
12.5 Newspapers in Some English-speaking Countries / 214
QUESTIONS FOR DISCUSSION / 222

• Chapter 13 World-famous News Agencies and Media / 224

- 13.1 World-famous News Agencies / 224
13.2 Newspapers and Magazines of World-wide Influence / 232
13.3 English Radios of World-wide Influence / 246
13.4 English TVs of World-wide Influence / 249
QUESTIONS FOR DISCUSSION / 253

• Appendix I Commonly-used Words and Expressions in Journalistic English / 254

• Appendix II Major English Newspapers and Magazines in the World / 265

• Appendix III Commonly-seen Columns in English Media / 271

• Bibliography / 282

Chapter 1 An Outline of Journalism

Journalism tells us about ourselves. On one hand, it performs a role that is not just important but vital for our society by providing information that gives us context for our personal world and a connection to a larger environment, on the other hand, that information helps us make decisions, from whether or not to carry an umbrella because of the threat of rain to where to get an education or what career to choose. None of these parts of our lives could be completed if we lacked the information provided to us by journalists.

Not only does journalism affect us personally, but it also has a profound effect on the society that we live in. This effect takes form at many levels and in all aspects of society—political, social, economic, and so on. Journalism determines not only how we see ourselves within a larger environment, but it also determines how we share that environment with other people. Journalism is especially important to Chinese society, in which the access to information and the exchange of facts become increasingly necessary in the age of social transformation.

► 1.1 What Is Journalism?

News and information are the products of journalism. But news is not just information. It is a special kind of information developed by journalists and formulated to fit the needs of the audience and the requirements of the media of journalism.

News is all around us, permeating our lives. Whether it is the extraordinary events of September 11, 2001, or everyday occurrences such as the weather, news is an integral part of our modern existence.

News is the major function of journalism. News is information that helps us expand our lives and order the society in which we live. Our experience with the weather is something we can share with others, but it is made richer and more meaningful when it is supplemented by the information and experiences we have with journalism.

As we explore the concept of news, keep in mind a few basic points:

- News is a construct of journalism. That is, news is what journalism and journalists say it is. News does not happen naturally. News is not just information. There is lots of information around us; some of it qualifies as news, but most does not.
- News relies on the experiences of the audience to be effective. Journalists assume that we can understand what they are telling us about because we can relate our own experience to what they are saying. Most people gather lots of experiences as they go through their daily routines. These experiences are important to the way in which we process and interpret the news that journalists produce for us.
- The more open a society is, the better the news process works. When information is freely available, journalists find it easier to obtain, interpret, and process. News consumers have more journalistic sources that they can go to for information.

1. 1. 1 News Values

What makes an event or topic news in the eyes of the journalists? The same thing could happen to two people in two different places, and one would be a news story and the other would not. For instance, if you were involved in a minor automobile accident in which there were no injuries, the incident probably would not appear in your local newspaper. If a certain VIP were involved in that same type of accident, it would probably be his first story on all the nightly newscasts.

The separation of events into “news” and “not news” categories is a function of what we call news values. These are concepts that help us decide what a mass media audience is or should be interested in. There are millions of “events” that occur in our society every day. Those few events editors and news directors select as news have at least one of the characteristics discussed here.

1. 1. 1. 1 Impact

Events that change people's lives are classified as news. Although the event itself

might involve only a few people, the consequences may be wide-ranging. In other words, if an action will affect large numbers of people, then it has impact, and it would be considered news.

1. 1. 1. 2 Timeliness

Timeliness is a value common to almost all news stories. It refers to the recency of an event. Without the element of timeliness, most events cannot be considered news. For example, a trial that occurred last year is not news; a trial that is going on right now may be news.

How much time has to elapse before an event can no longer be considered news? No signal answer to that question applies to every case. Most events that are more than a day to a day-and-a-half old are not thought to be news.

Just look in today's newspaper, see if you can find a news story about an event that occurred more than two day ago?

1. 1. 1. 3 Prominence

Prominent people, sometimes even when they are doing trivial things, make news. The president of the United States is a prime example. Whenever he takes a trip—even for purely personal and private reasons—his movements are covered in great detail by the news media. Besides, movies stars, famous politicians, some other social celebrities—all of these public figures make news simply because they are very well known.

1. 1. 1. 4 Proximity

Events occurring close to home are more likely to be news than the same events that occur elsewhere. For example, a car wreck killing two people that happens in your neighborhood is more likely to be reported in the local news media than the same kind of wreck that occurs 1,000 miles away. Generally speaking, we are more interested in the things that happen around us.

1. 1. 1. 5 Conflict

When people disagree, when they fight, when they have arguments—that's news—particularly if one of the other news values, such as prominence, is involved. Conflict is one of the journalist's favorite values because it generally ensures there is an interesting

story to write. One of the reasons trial stories are so popular with newspaper readers and television viewers is that the central drama involves conflicts—two competing forces, each vying to defeat the other.

1. 1. 1. 6 Abnormality

A rare and unusual thing is sometimes considered news. There is an old adage in Western journalism that goes, “When a dog bites a man, that’s not news; when a man bites a dog, now that’s news.” These events, though they may have relatively little importance or involve obscure people, are interesting to readers and enliven a publication. For example, it’s not news when someone common drowns in a swimming pool; it is news, however, when a professional diver drowns in it.

Beyond these basic news values, however, are many other factors that affect the daily news menu that is presented to you as a news consumer. One is the limited ability of a news organization to gather, process, and present news. Every media organization is limited by time. There is only so much time in which news can be publicized. Even twenty-four-hour news operations, such as CNN, are limited by the number of hours in a day.

And, of course, twenty-four hours is not devoted to news. Much of this time is given over to promotions and advertising. In fact, on local news broadcasts, the amount of time available for local news is very small; when the time for ads, weather, and sports is subtracted from a thirty-minute newscast, there is usually only about seven or eight minutes left for local news. Sometimes a significant portion of that time is used up by chatting among the anchors.

Newspapers and magazines are limited by the amount of pages or space they have in which to place the news. In newspaper jargon, this space is called the “news hole”. Except for special and important news events, a newspaper will not automatically add pages just because there is more news than anticipated. The amount of space available for news depends on the amount of advertising the newspaper ad staff has been able to sell, and most newspapers determine how large they will be by some formula based on advertising. For many newspapers, the ratio is about 50 percent news and 50 percent advertising, but in some it can be 40 : 60 (news to advertising) or even 30 : 70.

News websites go a long way toward overcoming the limits of time and space that bedevil print and broadcast news organizations. Time is not a factor in presentation of news on the Web, and space is virtually unlimited. Far more information can be

presented on the Web than in newspapers or on a news broadcast. Of course, news websites will run into another limitation that plagues all news organizations—limited staff. Sometimes, there are significant events or topics in a community that may not receive the coverage they deserve because news organizations simply do not have enough people.

1. 1. 2 Why Does News Matter?

News performs specific and important function for society. The contributions that news makes to our society can be classified into three categories: information, entertainment, and persuasion. These are not mutually exclusive. Rather, they are intertwined and sometimes difficult to separate in real life.

1. 1. 2. 1 Information Function

The information function of news is the most obvious and most important. News tells a society or community about itself. It helps to define and explain ourselves to ourselves. At one level, it simply gives us awareness that there are people, places, and events that are beyond our personal experience. One psychological tendency that we have is to define the world in relationship only ourselves to broaden our outlook and experience. Beyond the psychological aspects, news gives us a daily set of information that tells us about the world in which we are living.

That awareness can help us make decisions about our lives. Take the example of the weather. Many of us have made decisions about what to wear or whether to carry an umbrella based on the morning weather report. Sometimes, we have made decisions about travel because we knew a storm was coming or one had just passed, knocking down trees that might block roadways. We have changed our schedules because of the news, making sure that we arrived on time for a concert or located ourselves in front of a television at the time we wanted to watch a football game.

Sometimes the news media are given too much credit for helping us make decisions. Some people believe that they manipulate us into making decisions on how to act or whom to vote for because of news reports we see or read. Advertising, particularly, is thought to have this magical power: We see an ad for something, and we go out and buy it. Decisions about what to buy or whom to vote for are much more complex than that, and the news media are not the only factors that help people make these decisions. They do contribute to a person's decision-making process, however,

and the extreme of this contribution is a source of continuing and important debate in our society.

News and the news media help us to organize and prioritize the world around us. By giving us certain types of information, news helps us orient our thinking about our world. It tells us what others think is important, thereby allowing us to decide if we want to accept or reject those priorities. Politics, economics, religion, personal awareness, and social interaction are areas of our lives that mean a great deal to us. News gives us information in each of these areas that aids us in knowing what we should think about and how we should assess the things that happen to us and to those around us.

News also gives us information about the issues that provide continuing debate and discussion about our society. Because we are a modern society—and a relatively free and open one—we believe that there should be a public discussion about any number of issues. The news media help select those issues, a process that scholars have called “agenda setting”, give us information about those issues, and even provide a forum in which people can be heard.

1. 1. 2. 2 Entertainment

This function is not a frivolous one; it is meaningful to us personally and has important implications for society. Much of the news we receive does not affect us personally. We do not necessarily need to know it in terms of how we order our lives or because of the decisions we have to make. Rather, much of the news is merely interesting.

Besides, these experiences are valuable and enriching. They deepen our live and our thinking. This kind of news also gives us information that we can use for relating and interacting with others.

1. 1. 2. 3 Persuasion

The persuasion function of news is the most subtle of the three functions but its importance is enormous. As we discussed earlier, news helps us make decisions about our personal and civic lives. It helps us to understand the world in which we live and order the experiences and events that occur in our realm. News aids in shaping our outlook. News can also help us decide what is important, what we will think about, and what we will discuss.

As such, many social critics have argued, the information we get from the news