

EXTENSIVE READING ON MEDIA ENGLISH

媒介英语阅读

北京广播学院国际传播学院英语系

EXTENSIVE READING ON MEDIA ENGLISH

媒介英语阅读

北京广播学院国际传播学院英语系

Content:

1. CNN Hires ABC's Connie Chung	(1)
2. Television	(3)
3. In Love with the Net	(5)
4. The Establishment of the Academy Foundation	(7)
5. The Future of Newspaper	(9)
6. Unforgettable Ingrid Bergman	(12)
7. Just Imagine: What Computers Can't Do?	(18)
8. How the Net is Changing Competition	(23)
9. Outdoor Advertising	(27)
10. The Project Founder	(32)
11. But I Read It in the Paper	(38)
12. No Glory for TV Inventor	(41)
13. One - Man Global Village: Murdoch's Vast Reach	(44)
14. Youth Powers TV, But Is That Smart Business?	(47)
15. Software Fears	(50)
16. Women's Shrinking Role in Media	(54)
17. Computer Viruses and Human Viruses: Strengthening Our Defenses	(58)
18. Speech to Tsinghua University(December 12, 1997)	(61)
19. Heartfelt Words about an Unforgettable Tragedy	(65)
20. How the Postman Almost Owned E - Mail	(70)
21. Cartoon Stars: Who Create Them?	(74)

Content

22. Finalists Should Be Public	(78)
23. Hurrah for Hollywood	(81)
24. Will the Blogs Kill Old Media?	(85)
25. Using Modern Technology to Learn Chinese	(89)
26. Junk Mail Invasion at the Speed of Light	(92)
27. Learn a Language Online	(95)
28. Caught in the Middle East	(99)
29. Two Ways of Looking at Life	(103)
30. Recognizing and Acknowledging the Chinese Contribution	(107)
31. Channel Surfing	(111)
32. Braving a Life without Television	(116)
33. Uses of Computers in Research	(120)
34. British Media Coverage of the Third World	(128)
35. Protect Yourself Online	(134)
36. Opinion, Slings and Arrows	(140)
37. Background to the Euro	(143)
38. Black and White	(147)
39. What They Don't Teach at J - School	(150)
40. The Trouble with Messier and Murdoch	(153)
41. How Oil Slick Will Bring Black Death to Coast's Way of Life	(156)

1. CNN Hires ABC's Connie Chung

Source: <http://www.sina.com.cn> 2002/02/11 09:49 新快报

报

CNN has hired Connie Chung away from ABC News to be the anchor (新闻节目主持人) of a nightly news show, ratcheting up (加剧) the stakes (风险, 利害关系) in a heated competition among cable news networks. 有线新闻网 激烈竞争

The hiring is expected to be announced at a news conference scheduled by CNN on Wednesday. (1) The hiring was confirmed by executives at ABC and CNN, who spoke on condition of anonymity. Chung declined to comment on Tuesday. 匿名, 无名, 无特征, 拒绝

(2) Her hiring is the splashiest (最引人注目的) move yet by CNN in its ongoing war with Fox News Channel, which has made inroads (突袭) against CNN's former monopoly in cable news - mostly through its lineup (appearance) of colorful prime-time talk shows. Earlier this month, Fox News Channel poached (猎取, 挖走) CNN's Greta Van Susteren to be host of a 10 p.m. EST news show, opening a hole in CNN's lineup at 8 p.m., when Van Susteren had worked. Chung is expected to take that prime-time slot. 观众 精华 垄断 专卖公

"Connie has been a valued member of the ABC News family," said ABC News President David Westin. "This is a very important opportunity for her to have her own program. We wish her nothing but great success

and happiness in her new job."

(3) At ABC, Chung landed (有机会得到) the most high - profile (最引人注目的, 最高级别的) interview in the pre - terrorist attack world last year, a prime - time chat with Gary Condit (康迪特). (4) While the congressman - who was embroiled (卷入) in the story of gov- ernment intern Chandra Levy's (利维) disappearance - revealed little, Chung's performance generally drew positive reviews.

Chung is a veteran newscaster who has worked primarily in news-
magazines over thedeCADE before she joined ABC. She had an ill - fated
pairing with Dan Rather on the "CBS Evening News" that ended in 1995.

(5) Chung was usually third in the peckings groups (团体中之长幼尊卑
的次序) behind Barbara Walters and Diane Sawyer among ABC News
employees who sought big interviews. Now she'll compete against Fox's
highest - rated talk show host, Bill O'Reilly. "We have profound respect
for Connie Chung as a journalist and we wish her well," said Fox News
Channel spokesman Brian Lewis.

2. Television

(1) Twenty years from now there will be absolutely no chance of a single channel commanding a prime - time (黄金时段) audience share of 30 percent, as ITV (英国独立电视公司) and the BBC do now.

(2) I think there will be one or two mass audience channels, commanding a larger share than anyone else, but the average home already has just under four television sets so families gathering together to watch the same show is going to be very rare. It will happen for major sports matches, wonderful drama or a "death of Diana" - type news broadcast. Otherwise it's going to be a solitary pursuit.

I'm sure the box in the corner of your living room will do much more than just show programmes in the future, but I think the PC and TV will remain two different experiences: one you interact with and sit close to; the other you turn to for relaxation.

The proliferation of channels won't *kill off* (扼杀) high - quality original programme - making. Go back to the invention of radio: everybody said that would make newspapers redundant, and it didn't. They said television would kill radio, and it didn't. With more channels, we will get more high - quality programmes and more trash.

Producers will still be trying to make *break - out hits* (有轰动效应的卖座片), and even more money will be *ploughed into* (投入) their production budgets because you can *recoup* (收回) that investment across so many different platforms: satellite, *pay - per - view* (付费收视), video, digital video disk, video games, the internet.

对于...的人说这是个悲剧

(3) It would be a ^{悲剧}tragedy if 30 years hence there were no public - service broadcasting - ^{从此}if only for those who can't afford to pay for other television services. (The BBC will have to deliver an audience to justify the license fee, and as that will be increasingly difficult, I can see it having to rely on other sources of revenue.) If it took commercials it would be very successful because it has an audience profile that advertisers would kill for.)

(4) My greatest fear is that the BBC will go the way public - service broadcasting went in the States. The government funded it for a while, then decided that not enough people were watching and said the audience should pay - and it then became elitist (精英). The BBC is a fantastic institution and we should value it.

Television can become tremendously niche - specific (有针对性的并有利可图) - wherever there is demand, a market will be created. I collect historic maps of the British Isles, and there are perhaps a couple of thousand people like me in the country. We will pay quite a lot to know more about our subject; (whether or not you could justify a whole channel for us, I don't know, but you could certainly market a strand of) broadcasting like that. In future there will be no limit to the television spectrum (范围; 幅度) - you'll be able to get what you want.

In the last ten years, average viewing in Britain has only declined by 13 minutes a day - despite all the new things we can spend our time on.

(5) So television will remain the most popular leisure pursuit in the western world.

before long

不久以后

3. In Love with the Net

狂热

(1) The more I see of the internet, the more enthusiastic I am. We're living through a period of dynamic change. American is ahead just now, with over 50 percent of the population on-line; Britain is next, then Scandinavia and Japan, with the rest of Europe lagging surprisingly behind. But it won't be long before everyone catches up. In the third world especially, the internet will be a liberating force that will power democracy and economic growth.

很久以前

解放力量

闪电般的决策速度

The lighting speed of American decision-making in today's business world is embedded (嵌入) in the technology. (2) In the 1980s, American companies, desperate to fend off (抵挡) — Japan and Germany, shed (摆脱) their bureaucratic aspects (官僚作风) and returned to the knife-edge (比喻市场的最前沿) of the market. Companies began to be run much more aggressively in the interests of shareholders, and that powered the adoption of new technology. The pay of CEOs was tied to stockmarket performance and businessmen got rich in a way they never previously imagined. The power of greed has always been one of our American lessons for the world.

侵略性的, 进取的

采纳, 接纳

贪婪

On the knife-edge of the market some are going to bleed. (3) One big innovation here is "frictionless selling" for cars — buying on-line rather than through a bigtalking (夸夸其谈) saleman at a car dealership. I just bought my new car through tobytel; which normally sells at 2

革新

摩擦, 冲突

网站

percent above what the dealer pays. I arranged finance and got just what I wanted - color, interior, engine size - in half an hour. That's great for me. But there are 25,000 - mostly family owned car dealerships in the United States, and in the next century most will die. It's a transition that will surely be *replicated many times over* (多次反复). 内部 转变 过渡

If there are losers who need protecting, there are also winners on a grand scale, many of them from minorities. New technology attracts smart people who want to get rich from all over the world. 尺度 少数民族

Lots of *cubicles* (隔间) at Microsoft headquarters hold an Asian or Latino millionaire. And Yahoo was founded by Jerry Yang, who started by putting together a guide to cool websites as a bored graduate student at Stanford. He was under 30, was born in Taiwan, came to America with nothing, and his company is now worth tens of billions of dollars. 总部 努力向前

Telecom costs are falling towards zero, and computer costs aren't far behind; (4) by next year we'll be able to store a *terabyte* (万亿字节) of data for \$10,000—and not long ago the entire internet was held to be a *terabyte*. The growth of the internet in Africa, Asia and Far East is putting these tools in everyone's hands. (5) And I'm confident that if people get the chance to connect, they will quickly create wealth and opportunities across seven continents. 电信

到明年, 我们存储一个万亿字节的数据库只需1万美元, 而不久前, 整个因特网也不过千万字节的含量。

4. The Establishment of the Academy Foundation

奥斯卡学院奖

The Academy Foundation^[1] was established with the purpose of organizing and overseeing the educational and cultural activities of the motion picture^[2] industry, including the preservation of its history and the promotion of its future.

促进发物 The concept of the Academy Foundation was first discussed at a meeting in September, 1942, by Charles Coburn, George Stevens, Farciot Edouart, Walter Wanger and Darryl Zanuck. However, it was not until January 31, 1944, that articles of incorporation were *filed* (把...归档). The Foundation's first trustees, under the leadership of Walter Wanger, included Jean Hersholt, Mary C. McCall Jr., Howard Hawks and Cary Grant.

(1) One of the first projects of the Academy Foundation was the sponsorship of the Paper Print Project (电影入册工程). Between 1896 and 1912 more than 3,000 films in the form of paper prints were *deposited* (保存) with the Library of Congress for copyright purposes. (2) In 1953, at the request of (应...的要求) the Library, the Academy Foundation undertook the (funding) of the transfer of these prints to safety film, and thus ensured that the earliest work of the motion picture industry was available for study by students and scholars.

(3) More recent years have seen^[3] the extraordinary growth of the Center for Motion Picture Study, home of the Academy's Margaret Herrick Library and the Academy Film Archive, as well as a broad expansion of

—— 档案

扩大

01066060715

the Foundation's public film programs and the Academy Foundation Lecture Series.

As the cultural and preservational arm of the Academy of Motion Picture Arts and Sciences, the Foundation is partially supported by its parent institution^[4]. It is a Non-private Foundation, designated by the I.R.S. as a Public Charity under section 170(b)(1)(A)(vi) of the I.R.S. Code.

Most of the personal papers, films, scripts, documents and other film industry artifacts (道具) in the Foundation's collections have been donated by individuals and institutions concerned about the preservation of motion picture history. (4) Monetary and other gifts are normally deductible (捐献的) by the donor for tax purposes.

——Source: Hong Eng Website

注释:

1. The Academy Foundation:就是我们常说的“奥斯卡学院奖”的基金会。

2. Motion picture:会动的图画,不就是电影吗?没错,当谈到电影的历史时,说 motion picture 听起来会更地道,这个词在美国英语中常用。

3. More recent years have seen...:这是一种很生动的说法,“岁月看着……发生”,其实就是“…事情在…时间发生”的意思。记住这种用法,试着用一用,你的英语也会生动起来。

4. parent institution:父母学院,母校,也就是奥斯卡学院基金所属的上一级学院。

5. The Future of Newspaper

BY Amit Roy

If there is one thing I'm absolutely confident about, it is that in a hundred years from now we will still be reading newspapers. Not that newspapers are a necessity. Even now some people get most of their news from television or have the radio ^{可使} switched on (打开) in the background or in the car. Many buy a paper only on Saturday or Sunday. But for most people a newspaper has become a habit passed down from generation to generation.

The basic British character won't change, and one of the characteristics of the British is they don't much like talking to each other when they get up. So what better way is there to keep yourself to yourself first thing in the morning thanto wrap yourself in a newspaper?

Over the past couple of ^{隐蔽} centuries, human beings have developed an intimate relationship with the newspaper. It has become as natural as ^{亲密的} breathing or enjoying the sun. And it is not just the British who love newspapers. On suburban trains in Calcutta (加尔各答, 印度东北部港口城市), for instance, just one person in the whole compartment (车厢) will buy a newspaper and read aloud the best bits (最精彩的几则新闻) to his fellow passengers, much to ^{带给每个人享受} everybody's enjoyment. In China, papers are routinely (一般地) ^{很大} pasted on walls.

The nature of what is news may change. What essentially makes news is what ^{特性} affects our lives—and the big political stories, the coverage

of the wars, earthquakes and other disasters, will continue much the same. I think there will be more coverage of scientific research, though. It's already happening in areas that may directly affect our lives, like genetic engineering (基因工程). In the future, I think there will be more coverage of scientific explanations of why we feel as we do—whether it's love or depression—as we develop a better understanding of how the brain operates and what our emotions really are. *Horoscopes* (占星算命) and *agony aunts* (心理咨询阿姨, 这里指报纸上解答各类人生问题的专栏) may still be around, though.

(It's quite possible that in the next century newspapers will be transmitted (传送) electronically (电子式) from the national equivalents of *Fleet Street* (相当于现在舰队街的全国报业中心, 舰队街以报馆集中而著称) and printed out in our own homes.) In fact, I'm pretty sure that is how it will happen in future. You will probably be able to select from a menu, making up your own bespoke newspaper (专供自己阅读的报纸) by picking out the things you want to read—say, sport and celebrity gossip (闲谈)—and skipping (略过) the areas you normally avoid. You might even have an “*intelligent*” *screening device* (“智能”筛选软件) to do the job for you.

I think people *have got it wrong* (理解错了) when they talk about competition between the different media. They actually have a *sympiotic* (共生的) relationship, *feeding off* (互为食物来源, 喻指传统报纸和电子报互为信息来源, 互相提供新闻) each other. It was once predicted that television would *kill off* (把报纸赶尽杀绝) newspapers, but

that hasn't happened. What is read on the printed page is more *enduring* (持久的) than pictures on a *flickering* (闪烁的) screen or sound lost in the *ether* (太空). And as for the internet, it's never really satisfying to read something just on a screen. The first law of human behaviour *dictates* (强制规定) that you should be able to *rustle* (纸张相擦发出沙沙的声音) the pages and *annoy* other people.

——selected from English language Learning, Feb, 2001

6. Unforgettable Ingrid Bergman

When she appeared on the screen without makeup, *cosmetic* (化妆品) sales in the United States declined. When she played a nun, *convent* ^{修女、尼姑} *enrollments* (女修道院接收人员) increased. Industrialist Howard Hughes once bought every available airplane seat from New York to Los Angeles to be sure she would accept a ride in his private plane. A fan walked a sheep all the way from Sweden to Rome as a gift for her. Letters were delivered to her addressed simply "Ingrid Bergman ---- London."

None of that is my Ingrid. (1) My Ingrid is wandering London streets in galoshes (套鞋) and an old raincoat with that big stride [stride] [others]; bounding upstairs to my flat, balancing (端) a [stride] [others] pot of home cooked Swedish meatballs for our dinner; curling up barefoot in front of the television set and laughing and laughing and laughing.

(2) I first heard Ingrid's magical laughter 34 years over scrambled eggs (炒鸡蛋) in a restaurant in Rome, where we had got together simply as two English-speaking actresses working in a foreign city. For me it was a case of love at first sound. Her fair hair (金发) thrown back, and those cloudless blue eyes sparkling, the low voice that could sound so masculining on the telephone that operators sometimes answered, "Yes, sir!" During our first exuberant (热情充溢的) day together, each of us felt as if she had discovered a long - lost sister--- and we never looked back.

(3) One of the most *glamorous* (有魅力的) women of our time, Ingrid was never anything but her supremely simple self; a stage-struck, life-struck (迷恋舞台、迷恋生活的) girl, who loved to gobble (狼吞虎咽) ice cream and walk in the rain. She wanted to play every part, take every trip, give every party, drink every glass of champagne that life could offer. "I never regretted anything I did," she once said ---- "just the things I didn't do."

She had a *ferocious* (极度的) dedication to her work. "If you took acting away from me," she once claimed, "I'd stop breathing." When Ernest Hemingway told her she would have to cut off her hair for the role of Maria in *For Whom the Bell Tolls* (丧钟为谁而鸣), she shot back, "To get that part, I'd cut my head off!" She would rehearse tirelessly until any hour of the night, begging to repeat a scene long after the director was satisfied.

From her earliest childhood in *Stockholm* (斯德哥尔摩), Ingrid never had a moment's doubt about where she was going. At 14 she scribbled (草草地写) in her diary her dreams of starring in a movie opposite Sweden's leading matinee idol (演日场戏的偶像) ---- and five years later she was doing just that. "I was the shyest human being ever invented," she said. "But I had a lion inside me that wouldn't shut up."

Her luck was as *phenomenal* (非凡的) as her talent. In New York City, a Swedish couple praised a film of hers to their son, an elevator operator in the apartment building where one of film producer David Selznick's young talent scouts (发掘新人者) lived. Six months later,