



2010年度浙江省高校重点教材建设项目

# 媒体英语导读

*A Guide to Media  
English Reading*

杨新亮 编著



国防工业出版社

National Defense Industry Press



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· 北京 ·

## 内 容 简 介

本书从认知学习论的视角探讨了媒体英语的语篇、段、句、词的特征及其学习价值,并以导读的形式为读者提供学习方式的指导,为读者提供丰富的新闻丛阅读练习。全书分为18个单元,内容主要选自国内与英美主流媒体及其相关网站,主题涉及读者普遍关注的文化、教育、健康、经济、人口、环境、气候、城市化等方面的新闻与评论。全书不仅对媒体英语的情景化、即时性、板块化、专栏化及续列性作了翔实的分析和阐述,而且深度解析了中国读者英语学习中的困惑和误区,从而有针对性地提出了媒体英语阅读与英语学习及应用能力培养的对策。全书创新性地把英语学习与中国学习者的文化、学习及生活背景联系起来,组织导读与阅读材料,以满足读者的现实需要,从而有效提高读者的阅读和学习效率。

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## 前言

随着现代信息技术的不断发展,媒体英语的传播日趋国际化,传播渠道也日益多样化、快捷化。各国主流报刊杂志在维系其传统的纸质传播的同时,更广泛采用了现代信息媒体技术进行网络传播。国际组织、政府机构、民间团体等也以网络媒体的形式发布信息,传播重要新闻。因此,传统的报刊杂志、广播电视及其现代网络传媒构成了当今信息媒体的重要构件。由于英语在国际交流中日益凸现的重要地位,其国际信息传媒中也成为国际公认的网络语言。英汉、汉英等双语媒体在报刊新闻的传播中成为国内外传媒的主流语言。

中国作为正在崛起的政治、经济、文化大国,对外开放程度不断深入,对外宣传和交流日益扩大,从而形成了反映中国特有文化背景的媒体传播渠道,其中英文报刊、杂志和网络已初具规模,构成了庞大对外宣传和交流媒体系统。

英语媒体网络的发展为英语教育提供了丰富翔实的新闻语篇资料。目前,报刊英语、新闻英语等已成为众多高校英语专业和非英语专业的必修课和选修课,媒体英语对教学起到了重要的促进作用。在广泛采用英美报刊资料为教学内容的同时,国内媒体英语也日益受到了英语教育界的关注,并在一定程度上进行了可行的、有益的尝试,取得了可喜的成就。为满足越来越多的英语学习者的需要,作者依据近几年的教学经验和积累的丰富英文媒体资料,系统地编著了《媒体英语导读》一书。

本书充分依据现代认知心理学、认知语言学和心理学的研究理论,系统地编排阅读语篇,科学引导读者阅读和学习新闻英语,从而丰富读者语言知识,提高语言技能。全书共18个单元,每单元包括导读、重点提示和语篇阅读三个部分。导读部分旨在从心理学和语言学的不同角度引导读者如何阅读媒体英语、如何掌握媒体英语篇章结构、如何习得语境词汇知识和媒体英语语篇的交际功能;阅读语篇中的重点提示提醒读者从哪些方面预测和掌握语篇信息和语言知识;媒体英语主题的一致性、系列性、专栏性、编排的系统性、语料的充裕性和黑体衔接词汇的网络性加强了语篇语料的输入和输出。

本书在语篇的选取、编排和导读等方面突现如下几个特点。

语篇内容的选取和编排具有较强的系统性和科学性。所选内容涉及国内经济、外贸、国际交流、全球关注、文化、社会焦点、旅游、假日文化、城市化等相关的媒

体英语语篇,按同域主题、系列化进行编排。对反映语篇连贯和衔接的词汇项进行黑体和斜体形式的强调处理,以此提醒读者媒体英语语篇和词汇网络性的关系,加强读者词与篇的有机结构意识,提高阅读和学习效率。

导读部分充分依据认知语言学、心理语言学等方面的理论研究,引导学生了解语言的篇章结构、成篇规律、语言习得的过程、语言知识的心理表征等。从而提醒读者掌握科学有效的阅读技巧和语言知识与技能的习得方式,给读者以方法上的指导。

全书涵盖了反映当今国际社会及中国发展的不同领域的诸多主题。在读者阅读和教师教学过程中,可依据不同的社会现实背景按每周两个课时安排一个主题的教学,例如,五一或十一、中秋或春节等就安排 Holidays and Celebrations 或 Tourism 主题教学,用对比的视角展开中西假日文化的英语教学;有国家重要领导人出访就安排相应的 State Visits and China's Diplomacy 的教学。而且,还可以充分利用多媒体教室和网络的优势,课下要求学生浏览相关的英汉媒体,了解和掌握丰富的背景资料,教师可以利用现实的媒体英语视频资料,如新闻、对话(Dialogue)、今日亚洲(Asia Today)、VOA 等 Mp3 视频资料做问题导入,激活学生的心理背景知识,展开对比式的英语教学。结合媒体英语的篇章结构,读者可以培养以事实为依据思考现实问题的习惯,从而养成关注现实、思考问题、正确对待现实,培养实证性的语篇思维习惯。为方便阅读,作者对语篇进行了适当的编辑和调整。

本书属 2010 年度浙江省高校重点教材建设项目,由宁波大学外语学院杨新亮老师策划和主编。在编著过程中,得到了宁波大学外语学院诸多同事的指导和帮助,在此向他们表示由衷的感谢。由于该书内容丰富,信息含量大,语料领域广泛,编著过程中难免出现不妥之处,敬请读者指正。

**杨新亮**

于宁波大学

2012 年 2 月

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## ►► Unit One Holidays and Celebrations



### 媒体英语的特征

媒体英语泛指传统的报刊杂志、广播、电视等新闻传播媒介以及现代意义上的对应网络新闻媒介,如美国的主要报纸 *The New York Times*, *Washington Post*, *Washington Daily News*, *The Los Angeles Times*, *Business Week*, *Wall Street Journal*, *The New York Daily News*, *USA Today*, *American Express*, *Journal of Commerce*, *News Weekly*; 杂志 *Reader's Digest*, *Time*, *Life*, *Look*; 广播电视 *Columbia Broadcasting System*, *American Broadcasting Company, Inc.*, *National Broadcasting Company*, *Turner Network Television*, *Cable News Network*, *VOA*, *Associated Press* 等; 英国的主要报纸 *The Times*, *The Guardian*, *The Daily Telegraph*, *Sunday Dispatch*, *The Observer*, *The Daily Telegraph*, *The Daily Express*, *The Daily Mail*, *Daily Mirror*; 广播电视 *BBC*, *ITV*, *SKY*, *BSB*; 杂志 *The Economist*, *The Spectator*, *The Women's Own*, *Woman's Realm*, *Discovery*, *Nature*, *The Geographical Magazine*, *Future* 等; 中国的主要报纸:《人民日报》英文版, *Century*《中国日报》(*China Daily*),《上海周刊》(*Shanghai Weekly*),《21 世纪报》(*21st Century*); *Beijing Review*, *China Today*, *China's Women* 等。这些国内外的英语媒体及其相应的英语网络构成了媒体英语的重要资源渠道,成为英语学习的语料库。

媒体英语具有其独特的特征和教育教学优势。首先,在当今多样化、网络化的媒体环境下,其即时性和时事性使人们时时刻刻都处于现实信息的氛围中。处于汉英双语媒体环境中的读者可以充分利用两种语言媒体的对应信息,强化语言输入,在信息对应的语境中有意识或无意识地转换语码,从而输出更加符合双语规则的目的语言语表达,如人们普遍关注的人民币汇率、欧债危机、占领华尔街示威、中东动荡、利比亚局势等热点新闻信息,更容易引起人们的兴趣。读者很容易在这些热点新闻信息中找到对应的概念内容和目的语表达,从而在即时的现实语境中掌握重要的英语对应概念。

例如：

中新网 10 月 18 日电 中国共产党第十七届中央委员会第六次全体会议，于 10 月 15 日至 18 日在北京举行。会议强调，要提高全民族文明素质，增强国家文化软实力，弘扬中华文化，努力建设社会主义文化强国。

全会指出，当今世界正处在大发展大变革大调整时期，文化在综合国力竞争中的地位和作用更加凸显，维护国家文化安全任务更加艰巨，增强国家文化软实力、中华文化国际影响力要求更加紧迫。当代中国进入了全面建设小康社会的关键时期和深化改革开放、加快转变经济发展方式的攻坚时期，文化越来越成为民族凝聚力和创造力的重要源泉、越来越成为综合国力竞争的重要因素、越来越成为经济社会发展的重要支撑，丰富精神文化生活越来越成为我国人民的热切愿望。

全会指出，全面建成惠及十几亿人口的更高水平的小康社会，既要让人民过上殷实富足的物质生活，又要让人民享有健康丰富的文化生活。必须抓住和用好我国发展的重要战略机遇期，在坚持以经济建设为中心的同时，自觉把文化繁荣发展作为坚持发展是硬道理、发展是党执政兴国第一要务的重要内容，作为深入贯彻落实科学发展观的一个基本要求，进一步推动文化建设与经济建设、政治建设、社会建设以及生态文明建设协调发展，为继续解放思想、坚持改革开放、推动科学发展、促进社会和谐提供坚强思想保证、强大精神动力、有力舆论支持、良好文化条件。

全会强调，坚持中国特色社会主义文化发展道路，深化文化体制改革，推动社会主义文化大发展大繁荣，必须以科学发展为主题，以建设社会主义核心价值体系为根本任务，以满足人民精神文化需求为出发点和落脚点，以改革创新为动力，发展面向现代化、面向世界、面向未来的，民族的科学的大众的社会主义文化，培养高度的文化自觉和文化自信，提高全民族文明素质，增强国家文化软实力，弘扬中华文化，努力建设社会主义文化强国。

与此对应的英文网站或媒体可以检索到内容相近的英文语篇。

例如：

BEIJING, Oct. 17 (Xinhua) —The ongoing plenary meeting of the Communist Party of China (CPC) Central Committee is focused on the country's **cultural development**.

**Cultural development** may seem like an unusual topic for such high level meetings—especially considering last year's plenum centered around the country's blueprint for development for the next five years—but the discussion is actually happening at an important moment in China's development.

Despite China's economic miracles outshining other countries and the remarkable **cultural and ideological progress** it has made, China faces unprecedented challenges in the field of culture.



Chinese companies such as Sinopec and China Mobile are not newcomers to the list of the world's top 500 companies, but Chinese **cultural companies** have yet to produce a world-famous brand.

China produces the most TV series in the world, with about 14,700 episodes produced every year, but the import-export ratio is an embarrassing 15-to-1.

The total combined income of all 500 **publishing houses** in China is less than that of Germany's Bertelsmann.

Disney created the animated blockbuster "Mulan" based on a well-known Chinese folk heroine. The film was popular in China as well as in international markets, but China has yet to produce an animated film as internationally successful as "Mulan."

China is taking center stage economically and diplomatically, but its image is often distorted in the West.

The "deficit" in **cultural exchange and disadvantage** in international cultural competition concern not only the size of market share, but also the country's initiative in ideology and soft power, China's flagship newspaper the People's Daily said in a signed commentary.

Economic basis determines **superstructure**. China, which is now the world's second largest economy, has every reason to step up efforts to bring its **culture** in line with its economic status.

China has realized that **culture** has increasingly become a major source of national cohesion and creativity, a leading factor in **the competition of national strength**, and a backbone of economic and social development.

History has shown that when a nation awakes it always begins with **cultural awareness**, and the strength of a political party is greatly determined by its **consciousness of culture**.

The Chinese nationality has created **an extensive and profound culture** with a long history, and it can surely add new splendor to Chinese culture on the basis of inheriting and enriching its fine traditional culture.

The 17th Central Committee of the CPC closed its sixth plenary session and approved a decision on deepening the reform of China's **cultural system** and promoting the development of **the cultural industry**.

The country will work to improve Chinese citizens' **sense of identity and confidence** in Chinese culture, according to a statement issued after the session.

**Culture** is emerging as an important part of the country's **comprehensive competitiveness** in today's world, the statement said.

China is facing a difficult task in protecting "**cultural security**" and feeling the urgency of enhancing its **soft power** and the international influence of its own culture, the statement said.

Chinese President delivered a speech at the session, which opened on Saturday.

The statement noted that, as a major form of support for national unity and a source of creativity, China's **cultural industry** will play a more critical part in the country's economic and social development.

The country should not only provide its people with an ample material life, but also a healthy and rich **cultural life**, the statement said.

The statement said the government will devote more resources to boosting **public cultural services** and speed up the reform of **the cultural industry**.

首先,互文学习是英语学习的重要方式。通过英汉双语语境相同的媒体英语阅读,不仅可以掌握文中的对应主题概念群,而且还能提高读者的双语差异意识,从而促进双语应用能力的发展。

其次,媒体英语内容的宽泛性可以满足不同读者的阅读情趣和学习需要。不同的媒体依据其设定的读者群安排其特定的新闻报道,专业类报刊更是如此。商报、经济期刊、金融时报更多关注经济相关的新闻事件和评论,而综合类报刊依据其读者群有不同的侧重。层次高的报刊多侧重时政、国际事务类内容,面向普通大众的晚报则侧重社会生活、健康保健、趣闻逸事等内容。许多媒体的首版都有 highlights, 刊登当日的重要新闻,其他版面分别安排 business, education, society, culture and life, sports, tourism, amusement, comment or columnists 等分类内容。因此,媒体英语具有其独特的宽域论题和内容,以满足不同读者和英语学习者的需要。

再者,媒体英语的版块结构和续列性特征有利于论题语言的重现和词汇集群的汇聚,从而为读者提供丰富的主题词汇网络和集群,例如体育版块、教育专栏、旅游版块等都会汇聚与其版块主题对应的词群。此特点对于英语学习者尤为重要,由于概念词汇只有在特定现实情景中不断重现,才能不断激活读者已掌握的心理词汇,从而达到巩固、强化及内化的习得效果。而英语篇章词汇的另一个作用是连贯和衔接,因此,读者可以从中发现篇章的用词特征和规律,提高多义词、同义词、派生词、反义词等的应用能力。

媒体英语的另一个特征是新闻丛效应,即一个主题的新闻由事件、事件续列、

新闻评论等构成相互联系的新闻丛,如股票市场、经济数据统计、国事访问、季节灾害、假日文化等。事件诱发各种反思,从而导致社会的、学术的、专业的评论,即时政评论。

例如:

BEIJING, Oct. 18 (Xinhua) —The 17th Central Committee of the Communist Party of China (CPC) concluded its sixth plenary session in Beijing Tuesday, adopting a guideline to improve **the nation's cultural soft power and advocate Chinese culture.**

It was the first time for the CPC's decision-makers to focus on **cultural issues** in the Party's plenary session over the past 15 years.

After China's eye-catching economic achievements in the past three decades, the session is regarded by observers as **a strong signal and will for the country to score higher in cultural field.**

"What Chinese people should do after their economic boom is a question we must answer," said a professor of philosophy department with Tsinghua University.

China has surpassed Japan to become the world's second largest economy. Even during the international financial crisis, the Chinese economy kept steady and fast growth.

According to a report released by National Bureau of Statistics on Tuesday, China's GDP expanded 9.1 percent year-on-year in the third quarter of the year, despite a downturn of the world economy.

However, facing a series of outstanding economic statistics, the CPC's decision-making body still has kept **a strong sense of anxiety and consciousness of hardship about lagging behind.**

A statement issued by the session on Tuesday said as a major form of support for national unity and a source of creativity, China's cultural industry will play a more critical part in the country's economic and social development.

Culture is emerging as an important part of the country's **comprehensive competitiveness** in today's world, and China is bearing a tougher task to protect "**cultural security**" and feeling the urgency of enhancing **its soft power** and the international influence of its own culture.

The Chinese **cultural industries** are showing vigorous vitality. The total box office of movies screened in China last year raked in 10 billion yuan (1.53 billion U. S. dollars), an amount 10 times that in 2002. Chinese press publishing indus-

try has achieved a total out-put value of one trillion yuan in 2010, tripling the amount of 2002.

But both the Chinese leadership and the common people have not regarded the country as **a world cultural power**.

Minister of Culture Cai Wu said that **culture is soft power**, and the government must pay more attention to **culture and creativity** to improve the quality of economic growth.

Although China has become the world's largest producer of TV series, the ratio of imported productions and exported ones is 15:1. The American TV drama series Friends, Sex and the City as well as Japanese and Korean dramas are often more popular among young Chinese than domestic ones.

China is one of the main OEM countries for Apple's iPhone and iPad products, but many Chinese Apple fans query when a Chinese-version of Steve Jobs will emerge given China's comparatively **weak creativity** in its cultural industry and electronics sector.

By contrast, China's Asian neighbor the Republic of Korea (ROK) has taken a lead in exporting its culture which achieved an annual export value of more than 100 million U. S. dollars for TV series 10 years ago.

In 2009, the export value of ROK Internet gaming products was 10 times of that of China, and ROK movie export value was seven times of Chinese.

"Although Chinese government has vowed to both develop **material and spiritual progresses** for nearly 30 years, the need of material wealth is more prominent for Chinese people who have suffered poverty for a long time," said vice chairman of China Federation of Literary and Art Circles.

"That's why **the spiritual or cultural civilization** is lagging behind. "

The session's communique said that China will build **a well-off society** of a higher level by providing its people with not only ample material life, but also **a healthy and rich cultural life**.

The ambition to become **a culture power** shows the CPC's top leaders are facing up to such a reality that some problems which can not be solved by economic growth should be tried through cultural construction, said vice dean of Journalism School of Fudan University.

"If China's economic construction is to pursue common enrichment, the cultural construction aims at pursuing social consensus. "

BEIJING, Oct. 18 (Xinhua)—Deepening reform of **the cultural system and promotion of the socialist culture** concerns the realization of China's building of a **well-off society** and the rejuvenation of the Chinese nation, according to an editorial to be carried by the People's Daily on Wednesday.

The article hails the adoption of a resolution on boosting China's **cultural system reform and socialist cultural development** by the sixth plenary session of the 17th Central Committee of the Communist Party of China (CPC), which concluded Tuesday, as a key realistic move with profound historical influence.

"There is no socialist modernization without prosperity and development of **socialist culture**; the great rejuvenation of Chinese nation surely entails the prosperity of **Chinese culture**," the editorial says.

The resolution serves a guideline to be used to direct China's ongoing and future **cultural reform and development**, noted the article, saying it demonstrates the CPC's deep understanding of its historic mission and the situation at home and abroad and the party's high awareness in **cultural construction**.

It was made based on an all-round sum-up of the achievements and experiences of China's **cultural building** under the leadership of the CPC and a deep analysis of the situation and mission facing China's cultural reform and development drive, according to the article.

"Now the status and influence of **culture in national power competition** is more prominent, thus making it a mission more arduous and critical to guard **national cultural security** and to boost **national soft power** and Chinese culture's international influence," the article noted.

Culture is increasingly becoming a key source of **national cohesion and creativity**, a key factor for competition in national power, and a key pillar for economic and social development, the article said, adding that Chinese are increasingly eager for **an enriched spiritual and cultural life**.

Stressing that the socialist cultural development path with Chinese characteristics must be firmly followed during China's **cultural development efforts**, the article urged local organs of the CPC to take socialist cultural construction as a key and urgent political task.

Leaders of the Communist Party of China (CPC) Tuesday adopted a guideline that is aimed at boosting China's **soft power** and maintain "**cultural security**" following the ongoing economic boom.

Q1: Why has China carried these reforms to its cultural system? What sort of changes are going to be adopted?

Q2: What are the main challenges facing reform and how to overcome these challenges?

Q3: What kind of changes we've seen in China's cultural industry? What about the construction of **cultural facilities**?

Q4: What reforms are really taking place and how exactly are they being beneficial?

With the fast development of the Chinese economy, the global frenzy of learning the Chinese language is on the rise. Vivid examples of this trend are **the Confucius Institutes** that are mushrooming around the world.

Adding to the list is a newly-established Confucius Institute, which opened recently at the city of Aktobe in Kazakhstan. It's the third such institutes founded in the country.

**The academy** was established in collaboration with a normal training college in the local area and the Xinjiang University of Finance and Economics of China.

The establishment of the third Confucius Institute in Kazakhstan, being the largest so far in the country, is an extension of Kazakhstan President's state visit to China in December 2006.

The Legend of Kungfu, **a martial arts production** by China Heaven Creation Theater Company, has been performed nearly 5,000 times at home and abroad, attracting more than 2 million people, since its premiere in July 2004.

The company bought the White House Theater in Branson, Missouri, US, at the end of 2009, to facilitate the show's regular performance, in July 2010.

"Like **Peking Opera**, **martial arts** have long been one of China's important **cultural exports**. The show combines kungfu with **acrobatics**, another traditional art form, making The Legend of Kungfu unique," says CEO of China Heaven Creation Theater Company. "Foreigners are interested in a culture that is so different from theirs. "

**A Chinese martial arts** show was presented in Washington D. C. on Sunday. The performance showcased **traditional Chinese culture** and modern martial arts.

The show was performed by martial arts pro's and hundreds of amateurs

from both China and the U. S. It included group performances of **fist-boxing** and the smooth and graceful Taichi.

A Kungfu star said the performance can promote martial arts and deliver **the concept of "Happy and Healthy."**

Next, the show will go to New York to be performed at the General Assembly Hall at United Nations Headquarters on Thursday. After that, it will head to Atlanta.

The biggest **book fair** in the world is in full swing in Frankfurt, opening to publishers and guests. It is an industry that has weathered the financial crisis better than most and 280,000 people are expected to visit this year.

BEIJING, April 21 (Xinhua)—A survey released Thursday showed that more Chinese read **e-books, or electronic books** last year.

The survey, conducted by the Chinese Academy of Press and Publication (CAPP), covers more than 19,000 people from 51 cities in 29 Chinese provincial regions.

It says that Chinese people between the ages of 18 and 70 read 613 million electronic books in 2010.

Among them, 23 percent read **e-books** via mobile phones, up 8 percentage points from 2009. Another 3.9 percent read books on **e-book readers** and over 18 percent read books on the Internet, it said.

The survey indicates a marked increase in the popularity of e-books. It shows that only 16.4 percent of Chinese **e-book readers** buy paper books after reading **the electronic versions.**

It also shows that the acceptable price to download an e-book from the Internet is 1.33 yuan (0.2 U. S. dollars), and nearly 54 percent of **digital readers** say they would pay an average of 3.45 yuan to download e-books.

President of CAPP said, "Undoubtedly, the e-book boom poses a great challenge to the development of paper books, so paper book publishers should make more efforts to improve the quality of books and meet readers' demands."

The domestic **movie box office** thrived in 2010. A variety of flicks combined to gain a total **box office return** of more than 10-billion Yuan. But critics ponder over the prosperity, questioning whether **robust box office returns** means equal

success for China's entire **film industry**.

**Movie buffs** appear to have been thoroughly satisfied with a wide variety of films in 2010. From James Cameron's blockbuster "Avatar" being shown on the giant 3D IMAX screens, to the well-known Chinese director's visually compelling "Aftershock" based on the Tangshan earthquake. All have contributed to China's **booming movie market**.

Along with **box office success** comes other issues to consider. 3D has been all the rage since Avatar swept cinemas across the country, which triggered a **nationwide craze** for the cutting-edge technology. Soon nearly all domestic movies went 3D. But eventually **the frosty response** from the market said it all; 3D is not **the panacea**.

Although the 2010 domestic **box office return** reached over 10-billion Yuan, the triumph, seems to be the result of just a few movies and their directors. Nearly all **the box office winners** came from established directors like... The remaining films produced in 2010 were confronted with the harsh reality of barely breaking even.

Two of the Chinese director's **big screen productions** "Aftershock" and "If You Are the One 2" combined to gain one billion Yuan last year. When asked about his **box office secret**, he had this to say.

"You've got to serve your customers well if you want to make money. Your service is good, then your clients will be satisfied and are willing to pay. This is a very simple theory."

**Movie enthusiasts** love blockbusters. But it doesn't mean they only love the big budgeted movies. "Lost on Journey" is a good example. With only an investment of 8-million Yuan, the picture earned a robust **box office return** of over 40-million Yuan which surpassed all expectations.

Such examples also include "Go Lala! Go!" and animated film "Pleasant Goat and Big Big Wolf".

Gen. Manager of Beijing New Film Association said, "If it has a good story, with individual style, then pictures with a small investment can also be **profitable**."

Critics and practitioners of China's movie industry are confident of the future. They predict that within 5 years the domestic **box office return** will reach 30-billion Yuan, and that will make China the second largest movie market in the world. A look back at 2010 we saw increasing numbers of people heading to the



movies instead of watching DVDs at home. But the question is: will cinemas continue to attract a **surging influx of** people in the years to come?

The industry sure hopes so.

HANGZHOU, May 9 (Xinhua)—Chinese **animation producers** need to increase original script, improve production quality and industrial chain to seek stronger development of the country's **animation industry**, industry insiders have said.

China produced 385 TV **animation works** and 16 **animation films** in 2010, 50 times more than its output seven years ago, according to the recently released Chinese Animation Industry Development Report 2011, China's first authoritative report on the animation industry.

The core products' value in the animation industry quadrupled from less than 2 billion yuan (308 million U. S. dollars) in 2005 to 8 billion in 2010, noted the report, which was released during the 7th China International **Cartoon and Animation Festival** held in east China's Hangzhou City from April 28 to May 3.

China has surpassed the United States, Japan and the Republic of Korea to become the largest **animation producer** in terms of the annual output of animation works, according to the report.

But quantity is not everything, and China still has a long way to go in terms of the quality of their animation works, insiders said.

"In China, you often hear people brag about how many **animation companies** there are and how many minutes their works are. But for companies like Disney and Pixar, quality is what matters more", said Kevin Geiger, who worked with Walt Disney Feature Animation for 12 years and is now President of Magic Dumpling Entertainment.

Vice dean of International Ani-Com College of Hangzhou Normal University said that "**The script is the root of animation**" and whether the industry becomes successful depends upon the quality of scripts.

"For Chinese animation to develop, we should promote the idea of **pan-animation**, which means that all the links, ranging from the animation production to distribution, should be integrated," said an official of the cultural market division of the Ministry of Culture.

"**A complete industrial chain** should cover traditional sectors like publication, garment, toys, as well as emerging sectors such as **animation design**, games and