



普通高等教育“十一五”国家级规划教材

● 大学英语选修课 / 学科课程系列教材

英语报刊选读

■ 《大学英语选修课 / 学科课程系列教材》项目组 编

Selected Readings in English Newspapers & Magazines



高等教育出版社
HIGHER EDUCATION PRESS



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 高等教育出版社·北京
HIGHER EDUCATION PRESS BEIJING

图书在版编目 (CIP) 数据

英语报刊选读 / 《大学英语选修课 / 学科课程系列教材》项目组编.

—北京: 高等教育出版社, 2011.6 (2012.2重印)

大学英语选修课 / 学科课程系列教材

ISBN 978-7-04-032341-2

I. ①英… II. ①大… III. ①英语—阅读教学—高等学校—教材

IV. ①H319.4

中国版本图书馆CIP数据核字(2011)第076307号

出版发行	高等教育出版社	咨询电话	400-810-0598
社 址	北京市西城区德外大街4号	网 址	http://www.hep.edu.cn
邮政编码	100120		http://www.hep.com.cn
印 刷	北京市四季青双青印刷厂	网上订购	http://www.landracom.com
开 本	787×1092 1/16		http://www.landracom.cn
印 张	11.5	版 次	2011年6月第1版
字 数	267 000	印 次	2012年2月第2次印刷
购书热线	010-58581118	定 价	27.00元

本书如有缺页、倒页、脱页等质量问题, 请到所购图书销售部门联系调换。

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物 料 号 32341-00

《大学英语选修课/学科课程系列教材》总前言

随着我国经济、文化和科技的不断发展, 社会对大学生的英语水平提出了更高的要求, 大学英语教学改革已成为社会关注的热点之一。为了推动大学英语教学改革, 教育部在总结近年来教学改革经验的基础上, 对2004年公布的《大学英语课程教学要求(试行)》进行了全面修订, 并于2007年8月正式颁布了《大学英语课程教学要求》。与以往的《大学英语教学大纲》相比, 新的《大学英语课程教学要求》从以下三个方面为大学英语教学带来了新的变化: 1. 培养目标的变化。《大学英语课程教学要求》提出, 大学英语要培养学生的英语综合应用能力, 在坚持其通用基础学科定位的同时, 提出了与专业学习相结合的专门用途英语, 以及以人文、国际交流为核心的文化素质课程的定位; 2. 教学思想的变化。提出了自主学习的思想, 鼓励学生自主选择学习内容和学习方式; 3. 教学模式的变化。鼓励在教和学的过程中使用以计算机为基础的教育技术, 拓展英语学习的渠道, 增加语言练习的机会, 提高语言输入和输出的质量。

面对新的改革形势, 我们明显感到, 现行的以英语基础能力发展为核心的大学英语教材体系难以适应新形势的需要, 广大师生也盼望出版更多与国际文化知识、专业知识及学术交流相结合的新型英语教材, 满足正在出现的大学英语的多重定位、学生自主选择学习内容和基于计算机技术的自主学习方式等变化的需要。为此, 我们提出开发《大学英语选修课/学科课程系列教材》。

本系列教材为“普通高等教育‘十一五’国家级规划教材”, 主要供完成《大学英语课程教学要求》中规定的“一般要求”后, 继续学习“较高要求”和“更高要求”英语课程的学生使用, 也可供研究生及广大专业技术人员学习专业英语、学术英语, 提高英语综合应用能力使用。

本系列教材包括语言技能发展、跨文化交际能力发展和通用学术交流能力发展三个子系列。语言技能发展系列教程着重发展学生的通用英语技能。在该系列教材的开发中, 我们将分期分批建设若干门大学英语高级技能发展课程教材, 其中包括: 网络视听、翻译实践、网上阅读、高级阅读、口译技巧、应用写作等。跨文化交际能力发展系列教程着眼于扩展学生的国际文化视野, 培养学生将英语作为国际交流语言使用的能力。在该系列教材的开发中, 我们拟建设的教材有中西方文化概论、英语文化解读、英语演讲与辩论、跨文化交际、世界文明与文化导论、科技与人文、文学选读、经典作品欣赏、影视欣赏等。通用学术交流能力发展系列教程重在发展学生使用英语进行相关专

业学术交流的能力。在该系列课程的开发中，我们将重点建设两大类别的专业学术英语课程，即A类教材和B类教材。其中，A类教材以学术研究和职业技能为基础，包括学术写作、学术会议、批判性思维等；B类教材以专业知识为基础，提供能供双语教学使用的专业通用基础教材，从而将专业学习与语言学习有机地结合起来。

本系列教材的开发是我们的一个新的尝试，新教材强调英语学习与文化学习、专业学习、学术交流和工作的结合，突出英语学习的实用性、学术性和人文性，充分反映国内外新式教学思想和理念，突出学生的参与和自主学习，强调信息技术的使用和教材的立体开发。我们相信，该系列教材的出版一定会给广大师生带来新的感受和新的教学体验，进而深化我国大学英语教学改革，创造出大学英语教学的新范式。

《大学英语选修课/学科课程系列教材》项目组

2008年1月

前言

阅读报刊是我们生活中必不可少的活动。在这个媒体高度发达的时代，我们无时无刻不被媒体所包围和引导，而报刊媒体在长期发展和演变中，也逐渐形成了自己的文体范式和语言习惯。如果不熟悉报刊语言的基本套路，我们将无法快速而准确地获取信息，从而失去报刊这个获取信息的重要渠道。

编写《英语报刊选读》有双重目的：第一，帮助学生熟悉英语报刊的语言和文体特征；第二，帮助学生提高英语水平和阅读能力。众所周知，报刊文章的结构虽然相对固定，但其语言往往最为鲜活，学生在阅读实践中能接触和掌握贴近真实生活的地道而生动的语言，而不是很多教材中的人造语言。我们在编写本教材时，一方面考虑到话题的覆盖面，一方面注重选取当今的热门话题，所选材料图文并茂、信息多样，比如政治场上的奥巴马、经济领域中的金融风暴、教育界的改革，等等。这些话题既是热点，又有代表性。与此同时，我们还专辟“英语报刊文类阅读”这个部分，介绍英语报刊中“天气预报”、“编读往来”等栏目的语言特征，帮助学生进一步接触西方人的文化生活，熟悉此类报刊信息的表达方式。事实上，英语报刊中有很多这类实用信息，获取这些信息也是我们阅读报刊的重要目的之一，但以往同类教材都没有关注这些文类，本教材弥补了这一缺憾。

《英语报刊选读》由三大部分组成，第一部分为导论，第二部分按照话题来介绍英语报刊，第三部分按照文类来介绍英语报刊。全书共13个单元，每单元又分两个部分，第一部分是本单元的背景介绍，第二部分是各单元的主体，由三篇课文组成，均为英美主流报刊最新选段，每篇课文后附有词汇注释和练习。练习中，除了课文理解方面的问题之外，我们还设计了“批判阅读”(critical reading)类问题，引导学生对课文内容进行深度思考，形成自己的观点。这恰恰也是我们阅读报刊的另一重要目的：发现别人的观点，评价别人的观点，找到自己的观点。“批判阅读”有助于学生养成独立思考的习惯。此外，网络上还有补充材料，供有余力和兴趣的读者阅读(www.cflo.com.cn)。

学习英语的原动力是获取信息、开阔视野、与他人分享知识和观点。记忆英语单词、研究英语语法、提高阅读能力只是实现这个最终目标的手段。然而，在实际英语学习中，很多人往往本末倒置，将记忆、研究和提高当成目的，而英语应用反而被置于次要的地位，这导致了我们的英语教与学中的很多问题。一些富有远见的专家学者已经注意到这个问题，提出“用中学，学中用”的新型外语学习方式。《英语报刊选读》体现了这一改革方向。我们始终将信息放在第一位，努力教会学生如何有效获取信息，如何利用获得的信息进行思考。学生在解决与自己生活密切相关的问题中，不仅学到了语言，还锻炼了思维。这样，通过《英语报刊选读》，学生学到的就不只是语言知识，而是解决实际问题的语言能力。

编者
2011年3月

《大学英语选修课 / 学科课程系列教材》

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PART

ONE

INTRODUCTION

THE MAINSTREAM ENGLISH NEWSPAPERS AND MAGAZINES



Section A

General information

1. Introduction

A newspaper is a regularly scheduled publication containing news, information, and advertising, usually printed on relatively inexpensive, low-grade paper such as newsprint. By 2007 there were 6,580 daily newspapers in the world selling 395 million copies a day. The worldwide recession of 2008, combined with the rapid growth of web-based alternatives, caused a serious decline in advertising and circulation, as many papers closed or sharply retrenched operations.

General-interest newspapers typically publish stories on local and national political events and personalities, crime, business, entertainment, society and sports. Most traditional papers also feature an editorial page containing editorials written by an editor and columns that express the personal opinions of writers. Other features include display and classified advertising, comics, and inserts from local merchants.

The newspaper is typically funded by paid subscriptions and advertising.

A wide variety of material has been published in newspapers, including editorial opinions, criticism; obituaries; entertainment features such as crosswords and horoscopes; weather forecasts; advice, food and other columns; reviews of movies, plays and restaurants; classified ads; editorial cartoons and comic strips.

2. Definition

Newspapers typically meet four criteria:

Publicity: Its contents are reasonably accessible to the public.

Periodicity: It is published at regular intervals.

Currency: Its information is up to date.

Universality: It covers a range of topics.

3. Categories

While most newspapers are aimed at a broad spectrum of readers, usually geographically defined, some focus on groups of readers defined more by their interests than their location: for example, there are daily and weekly business newspapers and sports newspapers. More specialistic are some weekly newspapers, usually free and distributed within limited areas; these may serve communities as specific as certain immigrant populations, or the local gay community.

3.1 Daily

A daily newspaper is issued every day, sometimes with the exception of Sundays and some national holidays. Saturday and, where they exist, Sunday editions of daily newspapers tend to be larger, include more specialized sections and advertising inserts, and cost more. Typically, the majority of these newspapers' staff work Monday to Friday, so the Sunday and Monday editions largely depend on content done in advance or content that is syndicated. Most daily newspapers are published in the morning. Afternoon or evening papers are aimed more at commuters and office workers.

3.2 Weekly

Weekly newspapers are common and tend to be smaller than daily papers. In some cases, there also are newspapers that are published twice or three times a week. In the United States, such newspapers are generally still classified as weeklies.

3.3 National

Most nations have at least one newspaper that circulates throughout the whole country: a national newspaper, as contrasted with a local newspaper serving a city or region. In the United Kingdom, there are numerous national newspapers, including *The Independent*, *The Times*, *The Daily Telegraph*, *The Guardian*, *The Observer*, *The Daily Mail*, *The Sun*, *The Daily Express* and *The Daily Mirror*. In the United States and Canada, there are few national newspapers. Almost every market has one or two newspapers that dominate the area. Certain newspapers, notably *The New York Times*, *The Wall Street Journal* and *USA Today* in the US, and *The Globe and Mail* and *The National Post* in Canada are available throughout the country. In India, newspapers like *the Times of India*, *The Hindu*, and *the Hindustan Times* are extremely popular and have large reader bases. Large metropolitan newspapers have also expanded distribution networks and with effort can be found outside their normal area.

3.4 International

There is also a small group of newspapers which may be characterized as international newspapers. Some, such as *The International Herald Tribune*, have always had that focus, while others are repackaged national newspapers or "international editions" of national-scale or large metropolitan newspapers. Often these international

editions are scaled down to remove articles that might not interest the wider range of readers.

As English became the international language of business and technology, many newspapers formerly published only in non-English languages have also developed English-language editions. In places as varied as Jerusalem and Mumbai, newspapers are printed to a local and international English-speaking public. The advent (出现, 到来) of the Internet has also allowed the non-English newspapers to put out a scaled-down English version to give their newspaper a global outreach.

3.5 Online

Virtually all printed newspapers have online editions, which depending on the country may be regulated by journalism organizations such as the Press Complaints Commission in the UK. But as some publishers find their print-based models increasingly unsustainable, Web-based “newspapers” have also started to appear, such as *the Southport Reporter* in the UK and *the Seattle Post-Intelligencer*, which stopped publishing in print after 149 years in March 2009 and went online only.

3.6 Customized

A new trend in newspaper publishing is the introduction of individualization through on-demand printing technologies. Customized newspapers allow the reader to create their individual newspaper through the selection of individual pages from multiple publications. This “Best of” approach allows to revive the print-based model and opens up a new distribution channel to increase coverage beneath the usual boundaries of distribution. Customized newspapers online have been offered by MyYahoo, I-Google, CRAYON, ICurrent.com, Kibboko.com and many others.

4. Future

The future of newspapers has been widely debated as the industry has faced down soaring newsprint prices, slumping ad sales, the loss of much classified advertising and precipitous drops in circulation. In recent years the number of newspapers slated for closure, bankruptcy or severe cutbacks has risen — especially in the United States, where the industry has shed a fifth of its journalists since 2001. Revenue has plunged while competition from internet media has squeezed older print publishers.

The debate has become more urgent lately, as a deepening recession has shaved profits, and as once-explosive growth in newspaper web revenues has leveled off, forestalling what the industry hoped would become an important source of revenue. At issue is whether the newspaper industry faces a cyclical trough, or whether new technology has rendered obsolete newspapers in their traditional format.

Reading newspaper print has a lower impact on global warming than reading online,

according to one of the world's leading paper-makers, because the impact of powering computers allegedly outweighs the impact of creating newsprint. "Reading a newspaper has a lower impact on global warming than reading the news online for 30 minutes," according to *Torraspapel's Paper*.

Questions

1. How do you understand the true meaning of "news", which comes from the four words: north, east, west, and south?
2. Will newspaper, as a traditional medium, be replaced by modern media?

Section B

Some Mainstream Newspapers and Magazines

The New York Times (《纽约时报》)



The New York Times is an American daily newspaper founded and continuously published in New York City since 1851. *The Times* has won 104 Pulitzer Prizes, the most of any news organization. Its website was the most popular American online newspaper website as of December 2008, receiving more than 18 million unique visitors in that month.

Although it remains both the largest local metropolitan newspaper in the United States as well as being third largest overall, next to *The Wall Street Journal* and *USA Today*, the weekday circulation of the print version of the paper has fallen precipitously in recent years, along the lines of other newspapers, to fewer than one million copies daily for the first time since the 1980s. Nicknamed "The Gray Lady" and long regarded within the industry as a national "newspaper of record", *the Times* is owned by The New York Times Company, which also publishes 18 other regional newspapers including the *International Herald Tribune* and *The Boston Globe*. The company's chairman is Arthur Ochs Sulzberger Jr., whose family has controlled the paper since 1896.

The paper's motto, printed in the upper left-hand corner of the front page, is "All the News That's Fit to Print." It is organized into sections: News, Opinions, Business, Arts, Science, Sports, Style, and Features. *The Times* stayed with the eight-column format for several years after most papers switched to six columns, and it was one of the last newspapers to adopt color photography. *The Times* was made available on the iPhone and iPod Touch in 2008, and on the iPad mobile devices in 2010.

Official website: www.nytimes.com

The Washington Post (《华盛顿邮报》)



The Washington Post is Washington, D.C.'s largest newspaper and its oldest still-existing paper, founded in 1877. Located in the capital of the United States, *The Post* has a particular emphasis on national politics. D.C., Maryland, and Virginia editions are printed for daily circulation.

The newspaper is published as a broadsheet, with photographs printed both in color and black and white. Weekday printings include the main section, containing the first page, national, international news, business, politics, and editorials and opinions, followed by the sections on local news (Metro), sports, style (feature writing on pop culture, politics, fine and performing arts, film, fashion, and gossip), and classifieds. The Sunday edition includes the weekday sections as well as several weekly sections: Outlook (opinion and editorials), Style & Arts, Travel, Comics, TV Week, and the Washington Post Magazine. There are also weekly sections that appear on weekdays: Health & Science on Tuesday, Food on Wednesday, Local Living (Home and Garden) on Thursday, and Weekend on Friday, which details events going on over the weekend in the Washington, D.C. Metro area. The latter two are in a tabloid format. Beyond the newspaper, *The Washington Post* operates a syndication service (The Washington Post Writers Group).

Perhaps the most notable incident in *The Post's* history was when, in the early 1970s, reporters Bob Woodward and Carl Bernstein led the American media's investigation into what became known as the Watergate scandal. The newspaper's reporting greatly contributed to the resignation of US President Richard Nixon.

In later years, its investigations led to increased review of the Walter Reed Army Medical Center. The newspaper is also known as the namesake of “The Washington Post March”, the 1889 march composed by John Phillip Sousa while he was leading the US Marine Band; it became the standard music to accompany the two-step, a late 19th-century dance craze.

Since Leonard Downie, Jr. was named executive editor in 1991, *The Post* has won 25 Pulitzer Prizes, more than half of the paper’s total collection of 47 Pulitzers awarded. This includes six separate Pulitzers given in 2008, the second-highest record of Pulitzers ever given to a single newspaper in one year. *The Post* has also received 18 Nieman Fellowships, and 368 White House News Photographers Association awards, among others.

Official website: www.washingtonpost.com

The Los Angeles Times (《洛杉矶时报》)



The Los Angeles Times (also known as *the L.A. Times*) is a daily newspaper published in Los Angeles, California since 1881. It is distributed throughout the Western United States. It is the second-largest metropolitan newspaper in the United States and the fourth-most widely distributed newspaper in the United States. Its daily circulation reported in October 2008 was 739,000, down from a peak of 1.1 million. In addition to its print product, *the Times* also publishes a 24-hour news website at latimes.com.

The Times's most recent Pulitzer Prize was awarded in 2009. Reporters Bettina Boxall and Julie Cart won the Explanatory Reporting prize “for their fresh and painstaking exploration into the cost and effectiveness of attempts to combat the growing menace of wildfires across the western United States.” Previously it had won thirty-eight Pulitzers, including four in editorial cartooning, and one each in spot news reporting for the 1965 Watts Riots and the 1992 Los Angeles riots. In 2004, the paper won five prizes, which is the third-most by any paper in one year (behind *The New York Times* in 2002 (7) and *The Washington Post* in 2008).

Official website: www.latimes.com