

# 2013

# 考研英语



考天下名师团 编

格林 主编

Reading American and British Newspapers  
Reciting Vocabulary for Graduate Students

# 读英美报刊记单词

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# 了解十大英美报刊

## 1. *Newsweek* 《新闻周刊》

《新闻周刊》创刊于 1933 年,属于新闻类周刊。在美国,它是仅次于《时代周刊》的周刊,并偶尔在广告收益上超过对方。

《新闻周刊》的编辑语言较《时代周刊》易懂。除了重点报导国内外大事以外,还设有其他栏目,如紧密结合国际形势对各国政治外交人士的采访等。

## 2. *Time* 《时代周刊》

《时代周刊》创刊于 1923 年,是美国影响最大的新闻类周刊,有世界“史库”之称。该刊的宗旨是要使“忙人”充分了解世界大事,辟有经济、教育、法律、批评、宗教、医药、艺术、人物、书评和读者来信等多个栏目。

《时代周刊》是美国第一份用叙述体报道时事,打破报纸、广播垄断新闻的大众性期刊,覆盖面遍布全世界。该刊每年推出的《时代词汇》,在某种意义上已成为美国语言变迁的记录。语言学专家甚至指出:“要学好美语,读《时代周刊》乃是一条捷径。”其影响力可见一斑。

## 3. *The New York Times* 《纽约时报》

《纽约时报》是一份在美国纽约出版的报纸,在全世界发行,有相当的影响力。它有时也被戏称为“灰色女士”(The Gray Lady),或简称为“时报”(The Times)。

在新闻报道方面,《纽约时报》将自己看作是一份“报纸记录”,因此经常被世界上其他报纸和新闻社直接作为新闻来源。美国大多数公共图书馆都提供一份《纽约时报》索引,其内容是《纽约时报》对时事的报道文章。

## 4. *The Washington Post* 《华盛顿邮报》

《华盛顿邮报》创刊于 1877 年,是美国华盛顿最大、最老的报纸。由于位于美国首都,该报尤其擅长于报道美国国内政治动态。许多人认为它是继《纽约时报》后美国最有声望的报纸。该品牌在世界品牌实验室(World Brand Lab)编制的 2006 年度《世界品牌 500 强》排行榜中名列第 50 位。《华盛顿邮报》因为多次获得普利策奖而在新闻界赢得瞩目。

## 5. *USA Today* 《今日美国》

《今日美国》是美国唯一的彩色版全国性日报,1982 年创刊,属全美最大的甘尼特报团。该报团创办这份报纸的初衷是:打破美国报纸的报道重点都是地区性的特点。随着美国社会、经济的发展,没有一张地方报纸能满足人们全面了解有关整个美国的新闻、市场、金融、气象、娱乐、体育等方面内容的需求。甘尼特报团的老板们及时发现了这一巨大的潜在读者市场,并开始筹办这份全国性的综合日报。

它注重使用简洁明快的报道文体,偏爱使用短句、短词来浓缩文章,有时,一两句话就构成了一条新闻,这样就充分节省了篇幅,便于登载尽可能多的信息,以突出其综合性大报的特点。

## 6. *New Scientist* 《新科学家》

《新科学家》创刊于 1956 年,是由 Reed Business Information Ltd. 出版发行的国际性科学杂志,每周发刊一次,并于 1996 年设立网络版,每日发布科学新闻。它不是同行评审的科学期刊,不过仍广为科学和非科学领域的人士阅读,以跟进非专门或感兴趣领域的最新发展。

它的报道简明扼要、真实权威,以平易近人和通俗易懂的方式解释读者最为关注的科学问题。

## 7. *The Guardian* 《卫报》

《卫报》是英国的全国性综合日报,创刊时因总部设于曼彻斯特而称为《曼彻斯特卫报》。总部于 1964 年迁至首都伦敦。一般公众视《卫报》的政治观点为中间偏左。

该报一直以来标榜为不列颠唯一的全彩色印刷日报(不包括北爱尔兰)。

## 8. *The Economist* 《经济学人》

《经济学人》创刊于 1843 年,是一份包含新闻、政治经济观点和深度分析的周刊。该杂志所有的文章都不署名,皆由集体创作,就像它的主编们认为的那样:写出了什么东西,比出自谁的手笔更重要。

一个多世纪以来《经济学人》始终恪守的办刊思想是:“在文章中提出的任何争论和主张必须要经得起事实的考验。”

## 9. *Science* 《科学》

美国《科学》杂志作为国际上著名的自然科学综合类学术期刊,在世界学术界享有盛誉。《科学》杂志具有新闻杂志和学术期刊的双重特点,每周除了向世界各地发布有关科学技术和科技政策的重要新闻外,还发表全球科技研究最显著突破的研究论文和报告。

## 10. *U. S. News & World Report* 《美国新闻与世界报道》

《美国新闻与世界报道》是美国综合性报道和评论的英文周刊。它是仅次于《时代周刊》和《新闻周刊》的第三大新闻杂志,该刊在编排版面上不同于《时代周刊》和《新闻周刊》,它以专题报道美国国内外问题及美国官司方人物访问记而显其特色。相对于其他报道来说,它的文字浅显易读。除着重报道国际国内新闻外,它的内容侧重政治、经济和军事述评,栏目较少,内容较严肃。它有关军事力量和战略动态的报道和分析颇有分量,广受各方重视。每期内容约有五分之二是针对世界一定地区专门问题的报道。

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## Passage 1

# The Leader in the Field of Spinal Cord Injury —Dr. Wise Young

# 脊椎损伤 领域的带头人 ——杨咏威医生

本文采用先总括说明,再具体阐述的方法,介绍了杨咏威在治疗脊柱损伤这一领域的贡献。第一段概括介绍杨咏威对很多遭受脊柱损伤人的帮助;第二段介绍杨咏威是如何对这一领域产生兴趣的;接着第三段描述了他已经取得的研究成果;从第四段中,我们知道他对已有的成果并不满足,呼吁这一领域的研究工作者共同努力,进一步探讨这个问题;第五段总括全文,说明他是这个领域的带头人。

Dr. Wise Young has never met the hundreds of thousands of people he has helped in the past 10 years, and most of them have never heard of Wise Young. If they did meet him, however, they'd want to shake his hand—and the remarkable thing about that would be the simple fact that so many of them could. All the people Young has helped were victims of **spinal**<sup>①</sup> injuries, and they owe much of the mobility they have today to his landmark work.

Young, 51, head of the W. M. Keck Center for **Collaborative**<sup>②</sup> **Neuroscience**<sup>③</sup> at Rutgers University in New Brunswick, N. J., was born on New Year's Day at the precise midpoint of the 20th century. Back then, the thinking about spinal-cord injury was **straightforward**<sup>④</sup>: when a cord is damaged, it's damaged. There's nothing that can be done after an injury to restore the function that was so suddenly lost. As a medical student at Stanford University and a neurosurgeon at New York university Medical Center, Young

过去十年,杨咏威大夫曾帮助过数以万计的人们,但他从来也没有见过这些人,而且这些人也从未听说过他。然而,如果他们一旦遇到他,就会和他握手,此中的意义就在于这么一个简单的事实——他们有能力和人握手的能力。杨咏威帮助的人都是损伤脊柱的患者,他们现在能够活动应归功于杨咏威卓越的工作。

杨咏威,51岁,是新泽西布伦瑞克市路特格斯大学凯克神经科学研究中心的主任,他出生在20世纪中期,碰巧就在1950年的大年初一。在当时,对于脊椎神经损伤的观点很简单,脊椎一旦受到伤害,身体突然失去的功能一辈子都不可能恢复。在斯坦福大学读医和在纽约大学医药中心当神经外科医生时,杨咏威从未对这一传统观念提出质疑。但是在1980年他开始对此有了疑虑,他知道脊椎神经在受损后会受到进一步的伤害,包括肿胀和发炎,这样会更加恶化已经受损的组织。如果后期的伤害能用药物缓解的话,肢体的一些功

① **spinal** /'spɑːnl/ *a.* 脊柱的,有关脊柱的

② **collaborative** /kə'ləbərətɪv/ *a.* 合作的;协作的

③ **neuroscience** /ˌnjʊərəʊ'saɪəns/ *n.* 神经系统科学(指神经病学、神经化学等)

④ **straightforward** /streɪ'tfɔːwəd/ *a.* 简单的,坦率的,易懂的

never had much reason to question that received wisdom, but in 1980 he began to have his doubts. Spinal cords, he knew, experience progressive damage after they're injured, including swelling<sup>⑤</sup> and inflammation<sup>⑥</sup>, which may worsen the condition of the already damaged tissue. If that secondary insult could be relieved with drugs, might some function be preserved?

Young spent a decade looking into the question, and in 1990 he co-led a landmark study showing that when high doses of a steroid<sup>⑦</sup> known as methylprednisolone<sup>⑧</sup> are administered within eight hours of an injury, about 20% of function can be saved. Twenty percent is hardly everything, but it can often be the difference between breathing unassisted or relying on a respirator<sup>⑨</sup>, walking or spending one's life in a wheelchair. "This discovery led to a revolution in neuroprotective therapy," Young says.

A global revolution, actually. More than 50000 people around the world suffer spinal injuries each year, and these days, methylprednisolone is the standard treatment in the U. S. and many other countries. But Young is still not satisfied. The drug is an elixir for people who are newly injured, but the relief it offers is only partial, and many spinal-injury victims were hurt before it became available. Young's dream is to help those people too-to restore function already lost-and to that end he is studying drugs and growth factors that could improve conduction in damaged nerves or even prod<sup>⑩</sup> the development of new ones. To ensure that all

能会不会就保留下来了呢?

杨咏威花了 10 年的时间钻研这个问题。1990 年,他与同仁一起发起了一次具有里程碑意义的调查研究,发现在脊椎受伤 8 小时内给予大剂量的甲基类固醇,即人们所知的甲强龙,就能够保全伤者 20% 左右的神经功能。虽然 20% 的功用并不能代表一切,却能让许多伤者可以自行呼吸,不必依靠呼吸器;或让伤者保持行走能力,不必终生坐轮椅。杨咏威说,这一发现在保护神经治疗上引起了一场革命。

事实上,这是一次全球性的革命。世界上每年有五万多人脊椎神经受损,现在注射甲基类固醇已成为美国和其他国家最标准的治疗方法。但杨咏威对此并不满足,因为这种药物对刚受伤的人来说,是一种灵丹妙药,但是它提供的治疗很有限。很多人在药物发明之前就已经脊柱受损了。杨咏威的愿望是也要帮助这些人,帮他们恢复已经失去的功能。为了这一目的,他正在研究一些药物和可以提高受损神经活力、甚至能够促进新神经生成的因素。为确保全世界神经研究工作者能同心协力,他建立了国际神经损伤协会,创办了《神经损伤》杂志和一个网站(carecure. Rutgers. edu), 这个网站日点击率数以万计。

⑤ swelling /'swelɪŋ/ n. 肿胀, 肿大

⑥ inflammation /,ɪnfleɪ'meɪʃn/ n. 【医】炎症, 发炎

⑦ steroid /'stɪərɔɪd/ n. 【生】类固醇

⑧ methylprednisolone /,meθɪl'pred'nɪsələʊn/ n. 【药】甲强龙, 甲基强的松龙, 6~甲氢化泼尼松

⑨ respirator /'respə'reɪtə/ n. 呼吸器

⑩ prod /prɒd/ v. 刺, 戳; 督促; 推动

the neural researchers around the world pull together, he has created the International Neurotrauma Society, founded the Journal of Neural Trauma<sup>①</sup> and established a website (carecure.rutgers.edu) that receives thousands of hits each day.

"The cure for spinal injury is going to be a combination of therapies," Young says. "It's the most collaborative field I know." Perhaps. But increasingly it seems that if the collaborators had a field general, his name would be Wise Young.

杨咏威说：“治愈脊柱损伤将是各种疗法的互相协作，这是我所知道的最需要合作的领域。”也许这是真的。但人们好像已逐渐明白，如果这些研究者们需要一个学术带头人的话，那么他一定是杨咏威。

### 真题词汇

**dose**<sup>②</sup> /dəʊs/ *n.* (一次)剂量,一剂,一份  
**might**<sup>1</sup> /maɪt/ *aux. v.* ①[may 的过去式]

②可能,会 || *n.* ①力量,威力,能力 ②势力,权势

**perhaps**<sup>1</sup> /pə'hæps/ *adv.* 或许,大概,可能

【词汇辨析】perhaps, maybe, possibly

perhaps 指也许如此,也许不如此,常带主观猜测的意义。语气不如 maybe 肯定。如: *Perhaps the letter will come today.* 也许那封信今天能到。

maybe 表示可能性较大。比 perhaps 用得更为普通,更口语化。如: *Maybe I am wrong, but I think he will do it.* 或许我错了,但我认为他会做那种事。

possibly 指客观上有可能性,但实际上希望很小。在表示比 perhaps 更不确定的场合,往往用 may possibly 和 can, cannot 连用时,起强调作用。如: *He may possibly be there.* 他也许在那儿。

**dream**<sup>1</sup> /dri:m/ *n.* 梦,梦想,理想 || *vi.* ①(of, about) 做梦,梦想 ②(of) 考虑,想 || *vt.* ①梦见,梦想,幻想 ②想到,料到

【词组】dream up 凭空想出

**together**<sup>1</sup> /tə'geðə/ *adv.* ①在一起,共同 ②一致地,协调地

【词组】together with 同……一起,连同

**straightforward**<sup>1</sup> /ˌstreɪt'fɔ:wəd/ *adj.* ①正直的,坦率的 ②易懂的,简单的

**therapy**<sup>1</sup> /'θerəpi/ *n.* 治疗,理疗 ([同义] treatment)

**treatment**<sup>1</sup> /'tritmənt/ *n.* ①治疗,疗法 ②对待,待遇,处理

**development**<sup>1</sup> /di'veləpmənt/ *n.* ①生长,发展 ②事态发展,新情况 ③研制,培育 ④新社区,新建住宅区

**century**<sup>1</sup> /'sentʃuri/ *n.* 世纪,百年

【记忆】cent (词根) 一百 → century 世纪,百年

**already**<sup>1</sup> /ɔ:l'redi/ *adv.* 早已,已经

**nerve**<sup>2</sup> /nɜ:v/ *n.* ①神经 ②勇气,胆量

【词组】get on sb.'s nerves 惹得某人心烦

**injure**<sup>4</sup> /'ɪndʒə/ *vt.* 伤害,损害,损伤

**establish**<sup>6</sup> /i'stæbliʃ/ *vt.* ①建立,创办,设立 ②确定,确立,证实

【词组】well-established 固定下来的

① trauma /'traʊmə/ *n.* 【药】外伤,损伤

② 1 次是指该单词从 2000 年到目前为止在真题中出现的次数

长难句

1. Young spent a decade looking into the question, and in 1990 he co-led a landmark study showing that when high doses of a steroid known as methylprednisolone are administered within eight hours of an injury, about 20% of function can be saved.

解析: Young spent a decade... and he co-led a study. 本句是 and 连接的并列句, showing 引导的句子是现在分词, 修饰 study, showing 引导的宾语从句又是个复合句, 含有 when 引导的时间状语从句。Known as methylprednisolone 是过去分词短语, 作 steroid 的后置定语。

2. Young's dream is to help those people too-to restore function already lost-and to that end he is studying drugs and growth factors that could improve conduction in damaged nerves or even prod the development of new ones.

解析: Young's dream is to help and he is studying drugs and growth factors. 本句是由 and 连接的并列句。“to restore function already lost”是 help 的目的状语, “that could improve conduction in damaged nerves or even prod the development of new ones”是“growth factors”的定语从句。

## Passage 2

# Too Much of a Good Thing?

## 电视传媒过多是好的吗?

本文的中心是电视传媒对于人类生活产生的负面影响。特别是作者关于媒体目前新的业务收入增长点——儿童电视节目的评论,可谓切中时弊。其介绍和分析对于正处在经济高速增长中的中国,以及中国传媒业的健康发展,都不无启发。总之,电视、互联网、电子游戏,这些与少年儿童成长过程紧密相关的事物,带给孩子父母和整个社会的思考太多太多。我们的政府、企业,我们的儿童家长,应该主动对这些问题加以思考,而不能等到问题成山以后再去“亡羊补牢”,尤其是我国还面临着独生子女所带来的特殊国情。

“Broaden their minds”, says a new advert for BSkyB, a satellite-TV company in Britain, which hopes that appealing to parents this Christmas will help sell its **packages**<sup>①</sup> of over 200 channels, 21 of which are devoted to children. There has never been so much television for kids. Part of the reason is that serving the very young is an especially lucrative and fast-growing business for Disney, Viacom and Time Warner, three big media **conglomerates**<sup>②</sup>. Equally, children's TV has never been so controversial. Parents increasingly fear that, far from broadening their darlings' horizons, watching television may lead to attention-deficit disorder and obesity.

The great thing about children's TV from a money-making point of view is that it generates three kinds of income. Like adult programming, there is advertising revenue, and pay-television operators pay fees. But children's TV offers the extra possibility of riches from merchandising. Thanks to “Sponge-Bob SquarePants”, for instance, a show about a sponge at the bottom of the ocean, Nick-

“开拓他们的心志”,英国一家名为 BSkyB 的卫星电视公司的一则新广告这么说。这家公司希望在今年圣诞节通过影响家长以促销该公司的几套涉及 200 多个频道的节目,其中有 21 个是专门为儿童制作的。孩子们从来没有过这么多的电视节目。这其中的部分原因是,为年幼者服务对于世界三个传媒巨头——迪斯尼公司、维亚康姆公司和时代华纳公司来说,是一项利润丰厚并快速增长的业务。同样,儿童电视节目从来没有像今天这样如此引发争议。家长们越来越担心,看电视非但不能拓宽自己心肝宝贝儿的视野,还可能导致孩子注意力不足症和肥胖症。

从赚钱的角度来评价儿童电视节目,最重要的是这些节目创造出 3 种收入。与成人节目一样,儿童节目能带来广告收入,而且付费电视用户还需缴费。不过,儿童电视节目提供了另一种可能,即通过销售商品可以赚大钱。比如说,多亏了“棉球方块历险记”这个电视节目(关于海洋底下一块海绵的节目),维亚康姆下属的尼克克隆顿公司发现自己处于一个令人羡慕的位置。它制作

① **package** /'pækɪdʒ/ *n.* (一并出售的)整套电视节目

② **conglomerate** /kən'glɒməreɪt/ *n.* 联合大企业

elodeon, a division of Viacom, finds itself in the enviable position of earning a fortune from a TV show and now a movie which are themselves in effect advertisements for a hugely profitable range of consumer products.

Last year Nickelodeon's consumer-products division brought in sales of \$3 billion, up by one-fifth from 2002—by far the fastest-growing bit of Viacom, which also has a movie studio, a broadcast network and a radio business. This summer, analysts at a presentation by Time Warner, the world's biggest media firm, were surprised to discover that is Cartoon Network had made more money in 2003 than CNN, its cable-news business. Eyeing their success, this month the BBC said that it is thinking of launching new international pay-TV channels for children.

Children in developed countries have more access to money than ever before. Children used to be (supposedly) seen, but not heard. Parents have become less strict and children have become part of their lifestyle image, meaning they are more likely to spend money on them, says Yvon Kreiz, former boss of Fox Kids Europe (now owned by Disney). Advertisers know that children are a way to reach adults, too. "You'd be amazed how much influence a 10-11-year-old boy has on buying the family car," says Jason Maltby of MindShare, WPP's media-buying unit.

Strategically, too, children's TV has advantages over the adult sort. While grown-up TV is increasingly having to vie for attention with video games, the internet and mobile phones, children aged eight and under are still a fairly captive audience for television. And making children's programmes is an excellent way to tap international markets. Animation and simple plots travel far better than adult fare, and localising it with voiceovers is

了一个电视节目,随后又把它拍成电影而发了大财。该电视节目和随后的电影本身其实都是为一系列可带来巨大利润的消费品所作的广告。

去年,尼克克隆顿下属的消费品部销售额达30亿美元,比2002年增长了1/5。这是维亚康姆公司增长最快的业务领域。维亚康姆公司还拥有电影制片厂、一个广播网和一家无线电广播公司。今年夏天,在一次由全球最大的传媒公司时代华纳主持的推介活动中,分析人士惊奇地发现,2003年时代华纳的卡通电视网比美国有线新闻网的有线新闻业务赢利更多。目睹了别人的成功,在本月,英国广播公司对外宣布它正考虑推出新的国际付费儿童电视频道。

发达国家的儿童比以往任何时候都更容易接触到钱。以往,儿童们大概只是父母眼中的小孩,他们的意见并不被家长所接受。父母们现在已经变得不如以往那么严厉,儿童们也成为父母生活方式的部分形象。也就是说,父母们更可能在孩子们身上花钱。欧洲福克斯儿童频道(现由迪斯尼公司所有)前任老板这样告诉我们。广告商们同样知道,通过儿童可以影响成人。“一个10或11岁的男孩对购买家用轿车产生多大的影响,可能会令你惊讶”传力媒体(WPP公司的媒体采购部)的贾森·莫尔特比说道。

从战略上讲,儿童电视节目也比成人类电视节目具有优势。虽然成人电视节目不得不越来越倾向与电子游戏、互联网和移动电话争夺人们的眼球,但是8岁及以下的儿童仍然是相当受限于电视的观众。另外,制作儿童电视节只是开发国际市场的一个绝佳途径。动画片和简单的剧情要比成人节目行销得更好,而且用画外音使电视节目本地化十分便宜。好莱坞制作的成人节目在欧洲和其他地方已经不如从前流行,因为观

cheap. Hollywood made adult shows have become less popular in Europe and elsewhere, because viewers want local programmes. No such shift has occurred in the international market for children's programming. Disney, Nickelodeon and Cartoon Network will continue to dominate.

A headache for the business, on the other hand, is "age compression": kids are growing up faster than they used to. When "Sesame Street" started 35 years ago it was watched by five and six-year-olds. Now three and four-year olds make up most of its audience. Older children increasingly prefer grown-up reality television, MTV (a music channel also owned by Viacom), and video games.

#### Getting older, faster

The response from programmers, says Michael Wolf, head of McKinsey's global media and entertainment practice, has been to follow children as they grow up faster, with edgier programmes that children "get" but their parents don't necessarily. Nickel-odeon, for instance, regards children, not their parents, as the customer. Its programming is often mildly subversive, says Rober Thompson, director of the Centre for the Study of Popular Television (really) at Syracuse University.

Disney, on the other hand, continues to make children's shows that embrace the whole family, not just for kids as independent agents. "It's a big brand difference between us and Nickelodeon," says Rich Ross, head of the Disney Channel Worldwide, "you can empower kids without disempowering families." That approach is a big advantage, he says, as the Disney channel expands overseas—this month it will launch in India. Children in America and Britain think of themselves as independent, but in Latin America, continental Europe and Asia, says Mr Ross, families expect to be more involved in their lives.

众想看本地的节目。这种转变在国际儿童节目市场还尚未发生过。迪斯尼、尼克克隆顿和卡通电视网三大公司还将继续主宰这一市场。

但另一方面,这一行业的难题是所谓的“年龄压缩”——即孩子们比过去成长得更快。当《芝麻街》在35年前播出的时候,其观众是五、六岁的孩子。而今天,观众主要是三、四岁的孩子。年纪稍大的孩子越来越倾向于选择成人类纪实性电视节目、音乐电视(也是由维康姆拥有的一个音乐频道),以及电子游戏。

#### 儿童们成长得更快

麦肯锡公司的全球媒体和娱乐业务主管迈克尔·沃尔夫说,来自节目制作商的反应是这样的,由于儿童成长得更快,所以制作商就用儿童们可以“理解的”更时髦的电视节目伴随他们成长,而儿童的父母们却并不一定明白这些节目。比如说,尼克克隆顿公司就将儿童(而不是他们的父母)看作是自己的顾客。位于锡拉丘兹大学的大众电视研究中心主任罗伯特·汤普森说,这类电视节目经常都带有那么点儿颠覆性。

另一方面,迪斯尼公司继续制作可以迎合全家人的儿童电视节目,而不是仅仅把孩子当成孤立的消费动力。迪斯尼全球频道主任里奇·罗斯说:“这就是我们与尼克克隆顿公司品牌上一个巨大的差别,”“你可以给孩子们权力,同时又不剥夺家庭的权力。”他说,迪斯尼公司的这个频道正在向海外不断扩张,这一方法颇具优势——本月它将在印度开播。罗斯先生说,美国和英国的儿童自视独立,而在拉丁美洲、欧洲大陆和亚洲,多数家庭都希望能更多地参与到儿童的生活中去。



Another response to age compression has been to segment children's TV more precisely. That way, a six-year-old, say, gets programming designed specifically for a six-year-old and does not have to make do with stuff that four-year-olds like too. People in the children's TV business expect the market to fragment still further.

As older children move on sooner from kids' television, programmers are aiming still younger. Babies, apparently, are currently badly underserved by the media industry. An American mother spotted the gap in the market: Julie Clark, a new-ageish high school art and English teacher from the suburbs of Denver, started making videos set to classical music for her new baby. First, all her friends wanted them too. Then she made a deal with a toy store to sell her "Baby Einstein" products. Finally, Disney spotted her success, bought her company and expanded its turnover from \$ 25m to \$ 165m this year.

Mr Kreiz, the former Fox Kids executive, is considering launching another suite of media products for babies and preschoolers next year. He may begin with a series of DVDs and videos, and later, perhaps, start a new TV channel for babies. His aim is to make shows that are more educational than Baby Einstein.

As the quantity of children's TV has grown, so have parental worries about it, especially in American and Britain. Baby Einstein is jokingly referred to as "baby crack": it entertains babies and stops them crying, but is it safe at such a formative stage? An article this year in *Pediatrics*, a journal, said that watching TV increases the risk of attention problems. Food adverts on TV are also being blamed for obesity. In Britain, says one TV executive, the government is leaning towards banning food ads at certain times of the day.

针对年龄压缩问题的另一个反应是把儿童电视节目更加细分。这样一来,比如说,一个6岁的孩子就得到专门为6岁孩子设计的电视节目,而不必凑合着看4岁孩子也喜欢看的节目。儿童电视节目的从业者希望这个市场能够进一步细化。

因为年纪稍大的孩子更早地从儿童的电视节目分离出来,电视节目制作商正在瞄准更小的观众。显然,目前传媒产业对婴儿提供的服务严重不足。一位美国母亲发现了市场上的这一空缺:丹佛市郊的一位新派中学艺术和英语老师牛莉·克拉克已经开始为她的新生婴儿制作有古典音乐伴奏的带。开始的时候,她的所有朋友也都想要这些东西。后来,她与一家玩具商店谈妥由该店来销售她的“小小爱因斯坦”产品。到最后,迪斯尼公司发现她很成功,随即购买了她的公司并在今年将其营业额从2500万美元扩大到1.65亿美元。

福克斯儿童频道前任总经理克赖兹先生目前正在考虑明年为婴儿和学龄前儿童制作另一个系列传媒产品。他可能先制作一系列DVD和录像制品,然后他也许会开播一个针对婴儿的新频道。他的目标是制作比“小小爱因斯坦”更包含寓教于乐内容的电视节目。

伴随着儿童电视节目数量的增加,父母对于这类节目的担忧也随之增加,特别是在美国和英国。“小小爱因斯坦”被人揶揄为“幼儿玩笑”:它为婴儿提供娱乐并使他们停止哭闹,不过在婴儿期这一如此重要的成长阶段这是否安全呢?今年,《儿科学》杂志上有一篇文章指出,看电视增加了儿童注意力方面的各种问题。电视上的食品广告同样受到指责,有人说它们导致了肥胖症。有一位电视节目总经理说,在英国,政府正倾向于在一天中的某个时段禁播食品广告。