



# Journalism & Environmental Literacy

## 新闻业 - 环境认知

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外语教学与研究出版社

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# 序 言

英语学习，除了在课堂内下工夫外，课外的阅读也很重要。课外除了读文学类的文章，也要读一些非文学类的文章。这套“小书”就是非文学类的文章，涉及文学以外的许多领域和学科。每本书都由一两个相关的主题构成，图文并茂，融知识性和可读性于一体。这些“小书”谈到的很多东西都和我们的日常生活息息相关；更重要的是“小书”体现了人类要与自然和谐发展的思想，这与我们社会和时代的发展是吻合的。读一些这方面的书不仅有利于学生提高英语水平，拓宽自己的视野，也符合当今大学生要全面发展的要求。在“复合型”人才越来越受重视的今天，我很乐意向大学生朋友推荐这套“小书”。

  
(郑树棠)

《新视野大学英语》总主编  
首届“国家级教学名师奖”获得者



## Introduction

Schools and teachers are not alone in the effort to increase knowledge of the environment. Journalists, including photo journalists, and other writers play important roles in investigating stories and educating the public about complex environmental issues involving science, business, public policy, and society. Knowledge alone is only a starting point, however. The aim of environmental literacy is the generation of environmental values in all corners of society so that individuals will act responsibly on what they know. The 1972 United Nations Conference on the Human Environment, during which microbiologist and ecologist René Dubos introduced the famous aphorism “Think Globally, Act Locally”, marked a turning point in public awareness.







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# Journalism

## 新闻业

**T**he images are now iconic ones. A cormorant, encased in a sheath of smooth black oil, lies unmoving on a rocky shore. A sea otter shivers, its fur matted and tarred. A bald eagle, symbol of the United States, is dead from eating oil. These powerful pictures appeared on television and in newspapers and magazines during the spring of 1989







when the Exxon *Valdez* oil tanker crashed into Bligh Reef. Eleven million gallons or so of Alaskan crude oil spilled out and were soon carried by wind and water into a wilderness area of rocky islands and abundant wildlife. Prince William Sound, which lies south of Anchorage, became the subject of countless stories about the massive oil spill, the difficulties of the ensuing clean up, and the short- and long-term devastation wrought by the accident.

下面这些形象现在已经成为标志性的东西了。一只鸕鹚全身浸满了黑色原油，一动不动地躺在海岸边的岩石上；一只海獭瑟缩着，乱糟糟的毛上沾满了黑焦油；一只白头海雕——美国的象




征——因误食石油而死。1989年春，当埃克森美孚公司的“瓦尔迪兹”号油轮撞上布莱暗礁时，电视和报刊杂志上都出现了上述震撼人心的画面。约1100万加仑的阿拉斯加原油泄漏到了海上，很快就随着风和水流蔓延到更广大的水域，污染了礁石岛屿和大量野生动植物。位于安克雷奇以南的威廉王子海峡由此成为无数新闻报道的主题——大面积的石油泄漏，随之而来的清污工作的困难，以及泄油事故对环境造成的短期和长期的损害。



The dramatic images and many articles about the spill had a wide-ranging effect. They led people to volunteer their services to clean up wildlife. They educated the public about the hazards of





oil transportation, which contributed to the swift passage by the U.S. Congress of the Oil Pollution Act of 1990. This legislation—which among other things led to stringent penalties for companies that spilled, to a requirement for double-hulled tankers, and to more freedom for the federal government to respond in the case of another spill—had been stalled for about fourteen years because the country had lacked the political will to enact it. In addition, oil exploration in another pristine and remote part of Alaska, the Arctic National Wildlife Refuge, was forestalled at least for the ten years following the spill.


这些关于漏油事故的令人震撼的画面和众多的报道文章产生



了深远的影响：它们使人们伸出援助之手，志愿为野生动植物的清污工作服务；它们使公众认识到了海上石油运输的危险性，从而促使美国国会在1990年迅速通过了《石油污染法案》。这一法案规定对发生大面积油料泄漏事故的石油公司予以严惩，要求油轮必须是双体结构，并赋予联邦政府在应对油料泄漏事故时更多的自由。该法案曾因缺乏将其付诸实施的政治意愿而被搁置了14年。此外，计划在阿拉斯加国家北极野生动植物保护区——一片偏僻、纯净的土地——进行的石油勘探作业，在原油泄漏事故发生后，至少被迟滞了10年时间。







The Exxon *Valdez* is just one of the many huge environmental stories of the late twentieth century. Most Americans are familiar with the threat of global warming, with the loss of the ozone layer, with destruction of rain forests around the world and the impact that loss has on biodiversity. People have read about the spotted owl and the fight between environmentalists trying to save its habitat and loggers trying to make their living in the same forests. They know about the over-fishing of the oceans, the bleaching of coral reefs, the problems of water and air pollution and the surfeit of garbage. In general, people often want to know even more: according to a poll conducted for the Los Angeles


*Times Mirror* in 1995, half of readers want additional stories about the environment.

埃克森美孚公司的“瓦尔迪兹”号油轮原油泄漏事故只不过是20世纪后期发生的诸多大型环境污染事件中的一个。多数美国人都知道全球气候变暖、臭氧层破损、世界范围内的热带雨林正在遭到破坏——这将对生物多样性产生致命影响——等环境威胁。人们读过有关斑点猫头鹰的故事，知道环境保护主义者和樵夫之间正在上演的“战争”：前者在努力为斑点猫头鹰争取栖息地，后者则要靠在同一片森林里伐木谋生。人们也知道，海洋中的渔业资源正在被过度捕捞，珊瑚礁正在变白死去，空气和水污





染严重,垃圾泛滥。总的来说,人们希望了解得更多。1995年为洛杉矶 *Times Mirror* 进行的一项民意调查结果显示,有一半读者希望更多地了解环境方面的资讯。



At the same time that the press makes people aware of environmental issues, it shapes how the public views these topics and their response to them. Stories can galvanize people to act or they can create a sense of apathy if it seems the problems are too huge to address. Sometimes stories can leave people with only part of the picture. Because environmental issues are usually so complicated and poorly understood, stories do not always adequately convey all the intricacies of the issue. For instance, the images of oil

on the beaches of Alaska were so disturbing that efforts were launched to remove all the oil. The public wanted Prince William Sound to look pristine again. However, some of the techniques that were used to try to remove all the oil, such as blasting hot water onto the beaches, had their own negative effects: the hot water cooked whatever life had survived the oil spill, killing tiny creatures and microorganisms that are important to the food chain. In retrospect, scientists think it may have been better to clean some places and not others. Nevertheless, the scientific debates were not always clearly conveyed in the media, and the public pressure to clean the beaches remained very great.





