

Hot Issues in the News

传媒英语

热点阅读

林俊伟 / 主编



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PREFACE 前言

传媒英语(Media English)为专门用途英语(English for Specific Purpose)的一种,其主要功能是通过不同主题的选材,为读者的多元观点和思考空间提供元素,并借此加深学习者对于新闻传媒专业的理解,提高他们运用专业语言的能力。在全球化的大趋势下,具备良好的专业英语素质显然是一个具有国际视野、有开拓性和前瞻性的传媒从业人员的必备前提。

本书共四册,主要面向传媒院校学生、传媒从业人员、从事跨国贸易或其他具有与国外交流行业背景的人员。编者们力图使本书具备下列特色:

1. 创新教材编写思路。编者拟尽其所能将每年7月1日至12月31日间由全球主流传媒机构报道或评论的世界热点话题加以理性选择,分门别类,编辑成第二、第四册,供春季学期使用;将每年1月1日至6月30日的热点话题编辑成第一、第三册,供秋季学期使用。每年修订一版,与时俱进。

2. 提供全球视野。编者以为培养英语学习者的跨文化意识以及全球视野比传授语言知识更重要。井底之蛙,恐成夜郎自大笑柄。本书每册含有10个单元,每单元有3篇文章,从不同视角谈论相关话题,见仁见智。文章主要出自英、美两国,亚洲、非洲和南美洲的主流媒体。本册关注的话题主要是:冰岛火山喷发,欧债危机,墨西哥湾漏油事件,南非世界杯,日本政坛风云,世界经济复苏,火星计划等。

3. 习得时代英语。编者相信媒体的语言最能体现时代特色,也具有时代文化符号意义。编者希望与本书有缘的人能耐心地阅读喜欢的文章,积累热点词汇,一鸣惊人。

本书的十位编者都是中国传媒大学南广学院公共英语教学部的教师。除了主编人到中年,才疏学浅外,其余九位都是朝气蓬勃、激情四射、好学上进的年轻潮人。书中如有冒犯之举,皆非编者们的主观行为。如能得到你的谅解,我们不胜感激,否则,一切责任皆由本书主编一人承担。

参加本山编写的主要还有:直长亮、薛棋文、赖敏、孟雅、秦智娟、李涛、杨青、罗金妮、张云、李璐、郑小慧、王涛涛、刘艳青、李婷等。

感谢东南大学出版社的英美文学博士刘坚先生。他的热情和细心使得本书得以顺利出版。

林俊伟

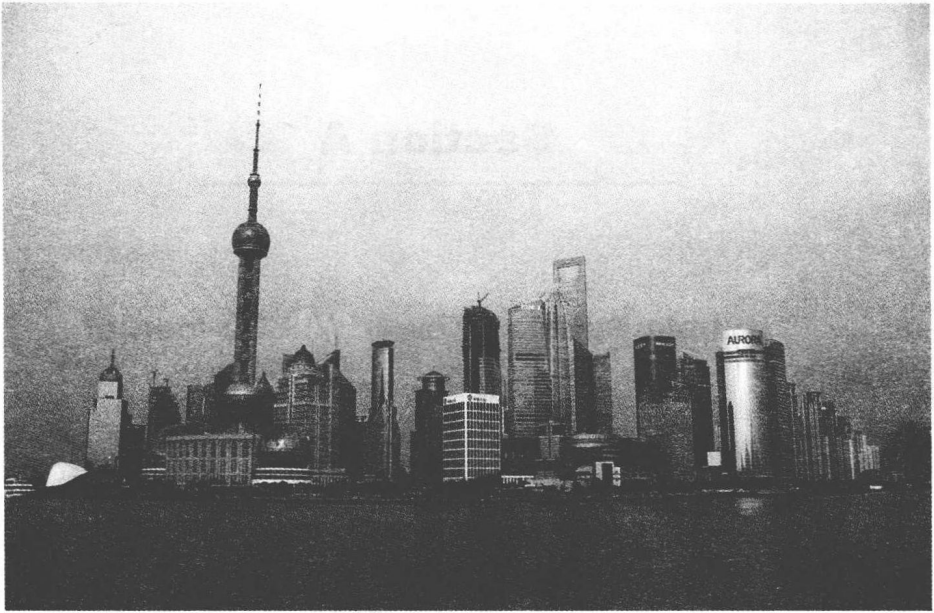
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2010年7月

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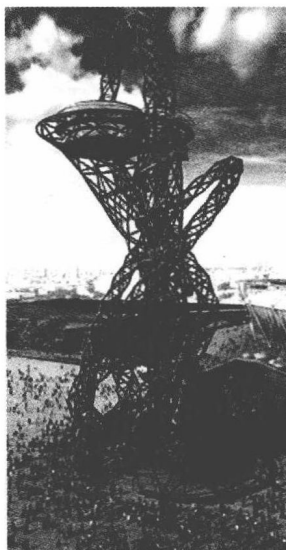


Unit **O** ne

Arts and Culture

Section A

“Hubble Bubble” Tower Will Be Icon of Olympic Legacy



(ARUP) The ArcelorMittal Orbit will have a viewing platform and restaurant at the top

The Issue in the News

As is known to all, the 2012 Summer Olympic Games are scheduled to take place in London, United Kingdom, from 27 July to 12 August 2012. The Olympics prompted a redevelopment of many of the areas of London in which the games are to be held. And in order to meet the Olympic Games, Britain

will invest much money in building a red tower that looks like a mangled rollercoaster as the new icon of the city London and the Olympic Park. Turner Prize-winning artist Anish Kapoor is the designer of this tower. He unveiled his design for the £19million sculpture recently. Lakshmi Mittal, the steel magnate who is the fifth richest man in the world will supply much of the 1,400 tons of steel for this looping, deep red-coloured tower.

Points to Notice

As you read, pay attention to the following facets and information mentioned in this piece of news:

- Anish Kapoor—the designer of this tower
- Tessa Jowell—The Olympics Minister
- the name of this tower
- Lakshmi Mittal—the backer of this project

Text

By Ben Hoyle, Arts Correspondent

April 1, 2010

More than 120 years after Gustave Eiffel¹ built the steel lattice that came to symbolise Paris, London is taking on the City of Light with the Colossus of Stratford—at least, that is one of the names the capital's mayor has in mind.

The Olympics Minister Tessa Jowell sees Anish Kapoor's work as a way of making the site of the 2012 Games stand out. East London will have the largest and most ambitious artwork in the country: a startling red tower that looks like a mangled rollercoaster.

It is too early to tell what the world will call this £19.1 million, 115m-tall (377ft) feat of technological and industrial wizardry, but another of the mayor Boris Johnson's favourite titles is The Hubble-Bubble.

Kapoor beat competition from the artist Antony Gormley and the architects

Caruso St John to win the mayor's contest to find yet another "iconic symbol" for the city and the Olympic Park. Detailed plans were revealed yesterday at the Greater London Assembly headquarters.

Officially the structure, which will be 22m taller than the Statue of Liberty and more than twice the height of Nelson's Column, is called the ArcelorMittal Orbit². It is named after the steel company owned by Lakshmi Mittal³, the richest man in Britain, who is paying most of the cost—and planting a giant advert in the Olympic site. However Mr Johnson immediately bombarded his new landmark with a fusillade of alternative names.

"Some may choose to think of it as the Colossus of Stratford," he said. "Some eyes may detect a helter-skelter or a supersized mutant trombone. Some may even see the world's biggest ever representation of a shisha pipe and call it The Hubble-Bubble. But I know that it is the ArcelorMittal Orbit. It represents the dynamism of a city coming out of recession and the embodiment of the cross-fertilisation of cultures and styles that makes London the world capital of arts, the cultural and creative industries."

Whatever it ends up being called, the Orbit is the latest and priciest example of a vogue for gargantuan public art commissions, begun by Gormley's Angel of the North in 1998 and continuing now with Mark Wallinger's planned 50m tall horse near the Eurostar terminal at Ebbsfleet in Kent. Mr Johnson said that £ 3.1 million of the cost would be borne by the Greater London Authority⁴, with Mr Mittal picking up the rest. "I know very well that there will be people who say we are nuts, we are barmy in the depths of a recession to be building Britain's biggest ever piece of public art," he said.

However, although the Olympics area already had the stadium, the aquatics centre and a giant shopping mall, he and Ms Jowell had long felt that "we needed to give that site something extra, something to distinguish the East London skyline, something to arouse the curiosity and wonder of Londoners and visitors alike". They needed money to make it possible, and steel, so Mr Johnson was overjoyed to find himself sharing a cloakroom with Mr Mittal at Davos in

January 2009.

The meeting lasted 45 seconds. Mr Mittal said that Mr Johnson spoke for all of them but by the end of it they had a deal. The Mayor rebutted suggestions that the structure would be an improper incursion of corporate branding into public life, pointing out that Olympics rules meant it could not carry the company name during the Games.

Mr Kapoor said he wanted to take on the Eiffel Tower and the memory of the “birdsnest stadium” from the last Olympics by trying to “rethink” the idea of a tower. Lifts and a walkway will enable 800 people an hour to get to the top, where there will be a restaurant and viewing platform.

<http://www.timesonline.co.uk/tol/news/uk/article7083022.ece>

Online Resources

<http://www.thisislondon.co.uk/standard/article-23820823-boris-johnsons-2012-tower-is-a-real-eyeful.do>

<http://www.tingclass.com/article/0023299574369.html>

<http://cyberboris.wordpress.com/2010/03/31/hubble-bubble-from-anish-kapoor/>

Vocabulary

1. lattice *n.* framework consisting of an ornamental design made of strips of wood or metal
2. mangle *vt.* alter so as to make unrecognizable
3. rollercoaster *n.* elevated railway in an amusement park (usually with sharp curves and steep inclines)
4. wizardry *n.* exceptional creative ability
5. bombard *vt.* address with continuously or persistently, as if with a barrage
6. fusillade *n.* rapid simultaneous discharge of firearms
7. dynamism *n.* active strength of body or mind
8. embodiment *n.* a new personification of a familiar idea

9. gargantuan *adj.* of great mass; huge and bulky
10. barmy *adj.* informal or slang terms for mentally irregular
11. aquatic *n.* sports that involve bodies of water
12. incursion *n.* the act of entering some territory or domain (often in large numbers)
13. rebut *vt.* overthrow by argument, evidence, or proof

Language Notes

1. Alexandre Gustave **Eiffel** né Bönickhausen (December 15, 1832—December 27, 1923): French structural engineer from the École Centrale Paris, an entrepreneur and a specialist of metallic structures. He is famous for designing the Eiffel Tower, built 1887—1889 for the 1889 Universal Exposition in Paris, France, the armature for the Statue of Liberty, New York Harbor, United States and the San Sebastian Church in Manila, Philippines.
2. **The ArcelorMittal Orbit**: a 115 metres (377 ft) high observation tower planned for the Olympic Park in Stratford, London. The steel sculpture will be Britain's largest piece of public art, and is intended to be a permanent, lasting legacy of London's hosting of the 2012 Summer Olympics, assisting in the post-Olympics regeneration of the Stratford area. Sited between the Olympic Stadium and the Aquatics Centre, it will allow visitors to view the whole Olympic Park from two observation platforms.
3. **Lakshmi Niwas Mittal**: an Indian steel tycoon, philanthropist, and the chairman and chief executive officer of ArcelorMittal. As of July 2010, Mittal is the richest man in Europe and the fifth richest in the world with a personal wealth of US \$ 28.7 billion or £ 19.3 billion. The Financial Times named Mittal Person of the Year in 2006. In May 2007, he was named one of the "100 Most Influential People" by Time magazine.
4. **The Greater London Authority (GLA)**: the top-tier administrative body for Greater London, UK. It consists of a directly-elected executive Mayor of London, currently Boris Johnson, and an elected 25-member London Assembly

with scrutiny powers. The authority was established in 2000, following a local referendum, and derives most of its powers from the Greater London Authority Act 1999 and the Greater London Authority Act 2007.

Exercises



Vocabulary and Expressions

A. Idioms and Expressions

Fill in the blanks with the correct idiom or expression.

1. have in mind; intend to refer to 考虑到, 打算

Just tell us the color and design you have in mind. we'll change them accordingly.

2. be nuts about 狂热于

She's beautiful. I'm nuts about her.

3. take on; admit into a group or community 呈现, 穿上

The lizard can take on the colors of its background.

1. Camping in summer is just what I _____.

2. The old factory _____ a new look.

3. This would allow foreigners to learn about our gourmet offerings before they could appreciate and _____ them.

B. Vocabulary

Fill in the blanks with the words given below. Change the form where necessary.

rebut wizardry embodiment dynamism aquatic

bombard incursion gargantuan mangle rollercoaster

1. Employment is the direct _____ of the citizens' right to work.

2. My _____, pristine machine was good for writing papers and playing solitaire, and that was all.

3. It takes more than high-tech _____ to capture deep-ocean creatures on film.

4. He attempts to _____ the assertion made by the prosecution witness.
5. He was off work because he'd _____ his hand in a machine.
6. Enemy forces have made _____ into our territory.
7. The new journal is _____ with letters of criticism from the subscribers.
8. _____ sports include swimming and rowing.
9. Shanghai is an international metropolis full of vigor, _____ and variety.
10. Going on a _____ was a big thrill for everyone.



Exploring Content

A. Read the following statements, and then mark T (True) if the statement agrees with the information given in the passage, mark F (False) if the statement contradicts the information given in the passage.

1. The Olympics Minister Tessa Jowell sees Anish Kapoor's work as a way of making the site of the 2012 Games stand out.
2. Kapoor beat competition from the artist Gustave Eiffel and the architects Lakshmi Mittal to win the mayor's contest to find yet another "iconic symbol" for the city and the Olympic Park.
3. Some may even see the world's biggest ever representation of a shisha pipe and call it The Hubble-Bubble.
4. The Colossus of Stratford represents the dynamism of a city coming out of recession and the embodiment of the cross-fertilisation of cultures and styles that makes London the world capital of arts, the cultural and creative industries.
5. Mr. Kapoor said he wanted to take on the Eiffel Tower and the memory of the "birdsnest stadium" from the Sydney Olympics by trying to "rethink" the idea of a tower.

B. Find the synonym in the reading.

1. Find a word in Paragraph 1 that means *stand for or represent*.

2. Find a word in Paragraph 2 that means *surprising*.

3. Find a word in Paragraph 4 that means *unveil or display*.

4. Find a word in Paragraph 7 that means *trend or style*. _____
5. Find a word in Paragraph 8 that means *jumbo or huge*. _____



Translation

Translate the following sentences into Chinese.

1. East London will have the largest and most ambitious artwork in the country: a startling red tower that looks like a mangled rollercoaster.
2. Mr Johnson said that £ 3.1 million of the cost would be borne by the Greater London Authority, with Mr Mittal picking up the rest.
3. "I know very well that there will be people who say we are nuts, we are barmy in the depths of a recession to be building Britain's biggest ever piece of public art," he said.
4. It is named after the steel company owned by Lakshmi Mittal, the richest man in Britain, who is paying most of the cost.
5. Lifts and a walkway will enable 800 people an hour to get to the top, where there will be a restaurant and viewing platform.



Cloze

Complete the following short passage by choosing proper words from the word bank provided.

monument structure offered satisfy unveiled instantly described
previous viewing terribly twist entire competition collision proper

It looks like a catastrophic 1 between two cranes on the Olympic site. But this towering, twisted mass of metal will be Britain's lasting 2 to the nation's role in hosting the 2012 games. Turner Prize-winning artist Anish Kapoor 3 his design for the £ 19million sculpture yesterday, a ruby red, helter skelter-style structure that, at 377ft, will stand more than twice as tall as Nelson's column. It was 4 nicknamed the Eyeful Tower and likened enthusiastically by London Mayor Boris Johnson to a giant "hubble-bubble" shisha pipe. But contributors to Twitter and similar internet sites took only minutes to criticise the work. One 5 it as "a rollercoaster that costs £ 19million a go". Other early phrases included "twisted

spaghetti", "horrific squiggles" and "Meccano on crack". Work on the officially-named ArcelorMittal Orbit, which will house a restaurant and 6 platform, has yet to start and it still needs planning permission. About 700 visitors an hour will be able to visit the site next to the 193 feet high Olympic stadium. The tower will have a viewing platform and an outdoor walkway. At its unveiling today, Kapoor, 56, said it was "thrilling" to be 7 the chance to create for the capital something on a par with what Gustave Eiffel made in Paris "It would be 8 arrogant to compete with Eiffel who spent his 9 life making that thing," said Kapoor. "What we're trying to make is the best thing we can do". The artist sees his looping, deep red-coloured tower as "an eccentric 10 that looks as if it's going to fall over".

Discussion

Discuss the following questions with your class.

1. Could you list the icons of famous cities like Shanghai, New York, and Tokyo?
2. In your opinion, what is the most impressive event in 2008 Olympics?
3. If you were a designer, what kind of landmark would you design for London?
4. What occurs to you when someone mentions "London" or "Britain"?

Section B

Channel 4 Gives *Romeo and Juliet* a Twitter Twist

31 March 2010

Romeo and Juliet is to be “tweeted” in a link up between Channel 4 and the Royal Shakespeare Company (RSC) as part of the broadcaster’s new arts line-up.

Such Tweet Sorrow will tell the story of the Shakespearian tragedy via the social networking website Twitter.

Channel 4 has vowed to double its arts programmes commissioning budget on its core channel to £ 6m every year.

The broadcaster also announced it had appointed More4 editor Tabitha Jackson as its new arts commissioning editor.

Such Tweet Sorrow will go live on 12 April, but exact details are being kept under wraps until nearer the time.

Classical music

Channel 4’s beefed up arts portfolio will also include a prime time series following the Halle Orchestra as it builds a new orchestra of young musicians.

The orchestra will demonstrate the “transformative” power that classical music can have on young people.

“Landmark” series Young, Autistic And Stagestruck will follow nine autistic children from across the UK who come together to produce their own musical

show.

Channel 4 director of television and content Kevin Lygo said: "Channel 4 will continue to seek a distinctive approach to its arts coverage, focusing most of our activity on the vibrant contemporary arts scene in Britain today and the visual arts in particular.

"We want to position ourselves as both an aggregator and instigator of the most interesting and challenging art work going on across Britain today."

It was also revealed that digital channel More4 has forged a partnership with Arts Council England working with major artists and institutions to celebrate British contemporary art.

The first product of the partnership, The Royal Ballet in Cuba, made by the Ballet Boyz, will be broadcast at Christmas.

Forthcoming More4 films include a six-part series featuring leading arts figures such as film director Martin Scorsese, artist David Hockney and singer Jessye Norman as they mentor a young person for a year.

The channel will also feature a documentary based on the life of playwright Andrea Dunbar, who wrote the film Rita, Sue And Bob Too.

Film4, is also said to be in the "early development stage" on new films with prominent British artists including the Chapman Brothers.

http://news.bbc.co.uk/2/hi/entertainment/arts_and_culture/8597734.stm

Match each word to its definition.

- | | |
|--------------|---|
| 1. portfolio | () a. a musical organization consisting of a group of instrumentalists including string players |
| 2. orchestra | () b. vigorous and active |
| 3. vibrant | () c. serve as a teacher or trusted counselor |
| 4. forge | () d. a set of pieces of creative work collected to be shown to potential customers or employers |
| 5. mentor | () e. having a quality that thrusts itself into attention |