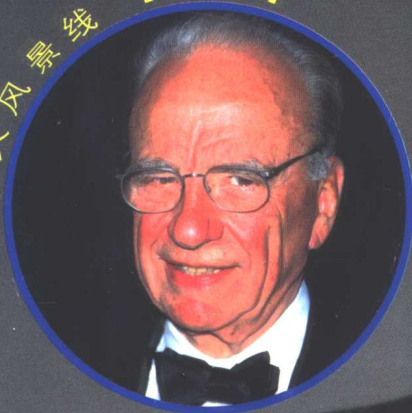


Rupert Murdoch

鲁珀特·默多克

名人风景线

【英汉双语】



外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

● Andrew Langley (英) 著

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鲁珀特·默多克

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名人风景线

(英 汉 双 语)

这套书中的“名人”，是那些在各自的领域中创造出不平凡业绩的人们。

那他们是怎样进入这些领域的？

他们奋斗不已的源泉何在？

他们的成就对社会产生了什么影响？

他们又有着怎样的成长经历？

在他们当中，包括政治家、艺术家、演艺界人士、以及那些自强不息的创业者，每一个人的故事，都是一道亮丽的“风景线”！

本套“名人风景线”丛书以英汉双语形式出版，书中还附有大量的历史资料和珍贵照片。针对不同读者，丛书分为两个难度等级，并对有一定难度的单词、短语作简要注释，分别适合英语的初学者和有一定基础的英语学习者阅读。

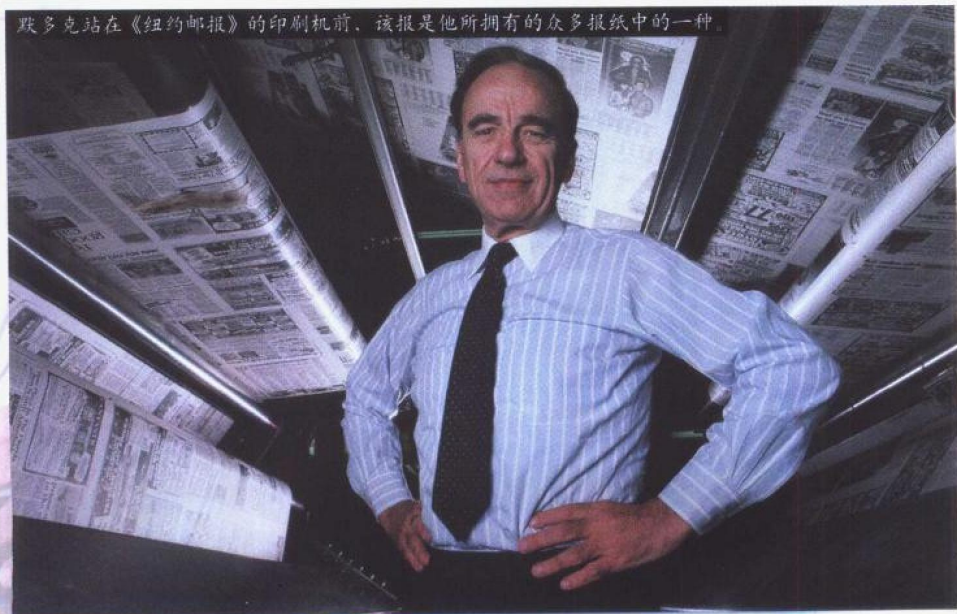
WHO IS RUPERT MURDOCH?

.....

Rupert Murdoch is one of the most powerful businesspeople of the age. He owns newspapers, TV stations, book publishers, a film company and dozens of other massive businesses all over the world. His holding company, News Corporation Limited, has a world-wide grip on the way we are informed and entertained.

Murdoch in front of the printing presses of the *New York Post*, one of his many newspapers.

News Corporation is based on the traditional news media – ones which use the written word. Its newspapers are read across the world. They range from the weighty and serious *London Times* to many local newspapers in the United States, Australia and elsewhere. Murdoch has always appointed editors who could be sure of grabbing the public's attention.



谁是鲁珀特·默多克？

鲁珀特·默多克是当代最具实力的企业家之一。他拥有多家报纸、电视台、出版社，一家电影公司以及遍布全世界的数十家庞大企业。他的控股公司——新闻集团有限公司，在世界范围内影响着人们获取信息和进行娱乐的方式。

新闻集团公司是建立在传统的新闻媒体——书面媒体——基础上的，其报纸在全世界发行。这些报纸包括颇有影响力的严肃报纸：伦敦的《泰晤士报》，以及分布在美国、澳大利亚和其他国家的许多地方性报纸。默多克总是任用那些能抓住公众注意力的主编。

massive *adj.* 巨大的，大规模的

holding company 控股公司，持股公司

traditional *adj.* 传统的

weighty *adj.* 重要的，举足轻重的，有影响力的



'As far as I am concerned, this company is my life. My time and my worth are in it.'

Rupert Murdoch,
speech at Hartford, Connecticut, 1991.

They in turn have developed a new kind of popular paper. Hard news has often given way to crude and sensational stories about famous people. Scandal, competitions and sport dominate the pages, along with frequent photographs of topless girls. But these aggressive methods work. The sales of most Murdoch newspapers have soared past their rivals.

Murdoch also realized, early in his career, that new technology was going to become vital to the future of the media. So he gained control of television channels, and launched satellite and digital TV services such as BSkyB. It seemed a big risk, but he has always stayed one step ahead of his competitors.

Murdoch has built up his huge empire through a mixture of luck, boldness and – above all – ruthless energy. Driven on by fierce ambition, he has devoted his life to his work. As a result, he has had little time to relax, and he has few outside interests. He rarely reads books or listens to music, sleeps badly and has had several health scares.



“就我而言，公司是我的生命。我的时间都给了它，
我的价值也在于此。”

鲁珀特·默多克

1991年于康涅狄格州哈特福德的讲话

反过来，这些人创办出新式的大众性报纸。硬新闻经常让位于有关名人的粗俗且具轰动效应的报道。丑闻、争斗和体育报道充斥着报纸版面，并常有裸胸女郎的照片。但这种大胆的做法确实奏效，默多克大多数报纸的销量都遥遥领先于竞争对手。

早在职业生涯初期，默多克就意识到新技术将对媒体的未来发展起关键作用。所以他获取了电视频道的控制权，并创办了卫星和数字电视系统，例如英国天空广播公司。这看起来是个大冒险，但他总是领先竞争对手一步。

凭借运气、胆识和——最重要的——坚决的干劲，默多克建立了庞大的帝国。受强烈的雄心所驱使，他把自己的一生都奉献给了工作。结果他极少有时间休息，也没有什么户外的爱好。他几乎不看书，也很少听音乐，睡眠不好，疾病缠身。

● in turn 转而，反过来

● sensational *adj.* 轰动性的

● scandal *n.* 丑闻

● topless *adj.* 胸部裸露的

● aggressive *adj.* 有闯劲的

.....



FIRST YEARS IN AUSTRALIA

Rupert Murdoch was born on 11 March 1931 near Melbourne, Australia to a wealthy family. With his three sisters, Anne, Helen and Janet, he grew up in a roomy country house close to the sea. There was plenty of land and a huge garden to wander in, complete with a tennis court and stables full of ponies.

NEWSPAPERS IN THE BLOOD

It was a remarkable family. Murdoch's two grandfathers could not have been more different – one was an upright minister of the church, while the other was a wild gambler. His mother, Elisabeth, was anxious that her children should not be spoilt by wealth. She even insisted that young Rupert sleep in a tree house throughout each summer to make him tough and self-reliant.

Murdoch's father was an even stronger influence. Sir Keith Murdoch ran a chain of newspapers and radio stations across

'He had no time for imaginary things, fairy tales
and so on. He liked links with reality.'

Dame Elisabeth Murdoch
on her son, 1984.

“他没时间考虑虚构的事情、神话故事等等。他喜欢与现实相连。”

伊丽莎白·默多克夫人在1984年评价儿子

.....

**Three generations:
Rupert Murdoch
poses with his
son Lachlan and
his mother
Elisabeth in
1994.**



Australia. He was a friend of prime ministers and other powerful people. But above all he was remembered as a fearless front-line reporter during the First World War, and a national hero.

MAKING MONEY

Murdoch worshipped his father, and tried hard to please him. He soon shared Sir Keith's love for the world of newspapers, and often visited him at work in the offices of the *Melbourne Herald*. The thunder of the presses and the air of excitement there thrilled him deeply.

He also learned very early how to make money. With his sister Helen, he would trap rabbits and other small animals in the nearby countryside. He paid his sister one penny an animal for the mucky job of skinning them – then sold the skins for sixpence each!

OFF TO SCHOOL

At eleven years old, Rupert was sent to a boarding school. This was Geelong Grammar, a school for the sons of wealthy families set on the rugged shores of Victoria. Life there was tough. The boys had cold showers every morning (even in winter) and were expected to wash dishes and dig the gardens as well as attend lessons and take part in sport.

Murdoch hated it at first. He disliked team sports, and rebelled against Geelong's rigid rules. Some boys bullied him because of his father's powerful position. He felt like an outsider.

But he quickly found ways to enjoy himself. He bought a motorbike, which he hid near the school and used for trips to the nearest race course. He acted in the Geelong drama productions. He became a leading speaker in the school's debating society, and argued in favour of many unpopular causes, such as trade unions and taking banks out of private hands.

A FIRST TASTE OF JOURNALISM

In 1947, Murdoch passed his school exams. However, he was still too young to leave, and stayed at Geelong for another year. He now had time to start his first magazine. It gave everyone in the school, he said, 'an opportunity to air their opinions.'



离家求学

11岁时，鲁珀特被送进了寄宿学校——吉朗文法学校。这是一所建立在维多利亚蜿蜒海滨的、专收富家男孩儿的学校。那里的生活很艰苦，男孩子们每天早上(冬天也如此)洗冷水澡，而且学校要求他们不仅要上课、参加体育运动，还要洗碗碟，给花园翻土。

起初默多克不喜欢这所学校。他讨厌团队体育活动，反抗吉朗苛刻的规章制度。有些男孩儿因为他父亲的显赫地位而欺凌他，他感觉自己像个局外人。

但是他迅速找到了自娱的方式。他买了一辆摩托车，把它藏在学校附近，骑着它去最近的赛马场。他在学校排演的戏剧中扮演角色，并成为了学校辩论社的主辩手，为支持许多不受欢迎的事业展开辩论，比如工会和反对私人开办银行等等。

初涉新闻业

1947年，默多克通过了学校的考试。然而他年龄太小，不能毕业，还得在吉朗再待一年。他这时有时间着手创办第一份杂志了。正如他所说的，杂志给了学校里的每个人“一个宣扬自己主张的机会”。杂志

❶ rugged *adj.* 高低不平的，崎岖的

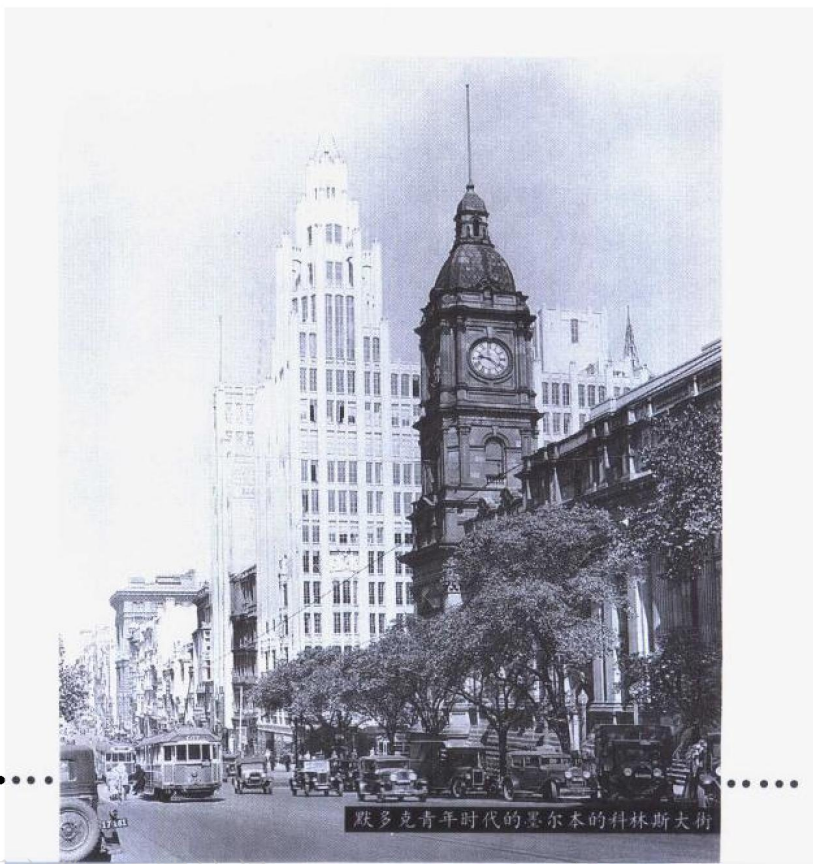
❷ journalism *n.* 新闻业

● air *v.* 使公开

There were essays on many topics, including amongst other things modern art, socialism and racism in Australia.

Leaving Geelong at last, Murdoch tried his hand at real journalism. His father arranged a job for him on the *Melbourne Herald* as a cub reporter, the bottom rung of the newspaper ladder. For a few months, Murdoch covered stories about the police and the law courts.

**Collins Street in
Melbourne as the
young Rupert
Murdoch would
have seen it.**



默多克青年时代的墨尔本的科林斯大街