

国际新闻“十二五”规划系列教材

English for Journalism and  
Communication

# 新闻传播学 专业英语

中英文  
双语版

赵树旺 栗文达 白杨 / 编著

中国传媒大学出版社

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# 前 言

新闻传播学是一门年轻的学科，尽管近年来中国的新闻传播学教育与媒介发展都获得了长足的进步，但不容否认，无论是新闻传播学的相关理论，抑或大众传媒发展的现实观照，英美等西方国家的相关成果仍旧被国际社会奉为圭臬。这也就要求我们在学习新闻传播学时需要具有全球化视野、前瞻性视角及创新型理论。

在此背景下，中国新闻传播学教育正致力于培养大批具有国际视野、能够参与全球媒介竞争的国际化人才。作为不可避免的关注对象，学习者对西方新闻传播理论及现实最好的学习方法自然是用对方的语言阅读对方的内容，才能不失其精髓，学习者也才能通过无语言障碍的知识获取，进而助力中国新闻传播学及新闻传播业提升发展张力与增值空间。

但实际情况并非那么简单。多年的教学经验中，我们发现新闻传播学专业的学生的确对新闻传播和大众传媒的国际发展与趋势兴趣颇浓，他们也的确希望能够运用英语这个语言工具阅读与学习英美等国家的新闻传播理论与实践内容。只是，那些原汁原味的新闻传播学篇章对学生来说构成了相当大的挑战，甚至让他们无论如何也难以顺畅准确地理解英文原文，长此以往，学生的学习兴趣便日趋下降乃至消失了。

这当然不是新闻传播学教育者希望看到的，于是很多新闻传播学院为本科生甚至研究生开设了新闻传播学专业英语课程，旨在提供学生所需要的新闻传播学领域内的英语知识与专业知识，以便他们能够熟练地运用英语进行专业学习与研究。本书即鉴于此而写。

本书主要做了两件事情：一是选材，二是翻译。前者比后者更为艰难，毕竟，选材决定着“有米之炊”还是“无米之炊”，而翻译只是一个技术性的操作问题。

选材断断续续历时多年。选材原则有二：一是经典。拉斯韦尔、奥斯古德、施拉姆、赖利夫妇、麦斯威尔·麦库姆斯、唐纳德·肖、诺埃尔-诺依曼、乔治·戈本纳和拉里·格罗斯的名字在传播学界总是不可逾越，媒介规范理论、5W模式、议程设置理论、沉默的螺旋理论、涵化理论也是传播学理论经典中的经典。二是前沿。在当今的数字化、网络化时代，新闻传播和大众传媒的发展与转型日新月异，从报纸、杂志、图书、电台、电视、电影、网络到媒介融合各种媒体与多媒体的坐标与进路，皆令人目不暇接。西方媒介及西方媒介的观察者们不仅关注着媒介的发展与变迁，更形诸于文章而见于《经济学人》、《时代》、《纽约时报》、《华盛顿邮报》等全球最牛的各种报刊中，供学习者阅读与敬仰。

翻译是一件众所周知之没有最好、只有更好的差事，也因此常被称为费力不讨好之

事。之所以进行翻译，无非是要让手捧此书的读者易于理解且无艰涩之惑。这是我们的愿景，而翻译更是我们高于愿景的追求。由是，尽管词典不离手，冷汗不离身，战战兢兢，如履薄冰，我们仍坚持把所有英文内容一字不落地进行了中文翻译，以飨读者。希望此举不仅有助于在校学生的课堂与课余学习，也希望有助于大众读者进行阅读。

本书旨在通过这 12 个单元的 36 篇文章，将新闻传播的现实与未来、理论与实践展现在读者面前，使读者能够通过这些作品的学习，初窥并理解新闻传播学的基本内容与理念，为全球化视野的建立打下坚实基础。

由衷感谢本书编辑做出的大量审稿与校对工作，尤其是编辑提出了很多中肯的修改建议，极大地完善了本书的架构与质量。

最后要说明的是，鉴于选材颇艰，无论如何也难以概全。译事亦颇艰，无论如何也难以完美。所以，我们选材及翻译之文仅作参考，错漏之处在所难免，还请各位专家不吝指正，谨致谢意。

赵树旺 栗文达 白 杨

2014 年 8 月 1 日

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# Unit 1 Journalism



1

## What is Journalism?

Journalism is not only an academic course training students in journalism, but the practice of investigation and reporting of events, issues and trends to a broad audience in a timely fashion. Though there are many variations of journalism, the ideal is to inform the intended audience.

Journalism comes in several different forms:

### I. News

**Breaking news:** Telling about an event as it happens.

**Feature stories:** A detailed look at something interesting that's not breaking news.

**Investigative stories:** Stories that uncover information that few people knew.

### II. Opinion

**Editorials:** Unsigned articles that express a publication's opinion.

**Columns:** Signed articles that express the writer's reporting and his conclusions.

**Reviews:** Such as concert, restaurant or movie reviews.

Online, journalism can come in the forms listed above, as well as:

**Blog:** Online diaries kept by individuals or groups.

**Micro-blog (Twitter):** Online diaries within 140 words kept by individuals or groups.

**Discussion boards:** Online question and answer pages where anyone can participate.

**Wikis:** Articles that any reader can add to or change.

There are three main ways to gather information for a news story or opinion piece:

**Interviews:** Talking with people who know something about the story you are reporting.

**Observation:** Watching and listening where news is taking place.

**Documents:** Reading stories, reports, public records and other printed material.

The people or documents you use when reporting a story are called your “sources” . In your story, you always tell your readers what sources you’ve used. You want everything in your story to be accurate, so you must remember to get the exact spelling of all your sources’ names.

Often, a person’s name is not enough information to identify them in a news story. Lots of people have the same name, after all. So you will also want to write down your sources’ ages, hometowns, jobs and any other information about them that is relevant to the story.

Whenever you are interviewing someone, observing something happening or reading about something, you will want to write down the answers to the “Five Ws” about that source:

**Who are they?**

**What were they doing?**

**Where were they doing it?**

**When did they do it?**

**Why did they do it?**

**Here are the keys to writing good journalism:**

Get the facts. All the facts you can.

Tell your readers where you got every bit of information you put in your story.

Be honest about what you do not know.

Don’t try to write fancy. Keep it clear.

Start your story with the most important thing that happened in your story. This is called your “lead” . It should summarize the whole story in one sentence.

From there, add details that explain or illustrate what’s going on. You might need to start with some background or to “set the scene” with details of your observation. Again, write the story as you were telling it to a friend. Start with what’s most important, and then add background or details as needed.

When you write journalism, your paragraphs will be shorter than you are used to in classroom writing. Each time you introduce a new source, you will start a new paragraph. Each time you bring up a new point, you will start a new paragraph. Again, be sure that you tell the source for each bit of information you add to the story.

Whenever you quote someone’s exact words, you will put them within quotation marks and provide “attribution” at the end of the quote. Here’s an example:

*“I think Miss Kennedy’s class is really great,” ten-year-old McKinley student Hermione Granger said.*

Sometimes, you can “paraphrase” what a source says. That means that you do not use the source’s exact words, but reword it to make it shorter, or easier to understand. You do not use quotation marks around a paraphrase, but you still need to write who said it. Here’s an example:

*Even though the class was hard, students really liked it, McKinley fourth-grader Hermione Granger said.*

### **Words & Expressions**

breaking news: 突发新闻

feature story: 特写, 特稿

review: 评论, 书评、影评等

interview: 采访; 访谈录

wiki: 一种多人协作的写作工具。被译为“维基”或“维客”。

lead: 导语



## 2

## News Values

There are almost as many answers to definition of news as there are editors and reporters. In fact, no uniformly satisfactory definition has been found. However, it is a given in most city rooms that news is what the editor says it is.

News has a broadly agreed set of values, often referred to as news values. News values, sometimes called news criteria, determine how much prominence a news story is given by a media outlet, and the attention it is given by the audience.

To be effective, a reporter simply has to understand the theories and concepts of how news is gathered and written as well as the particular role a newspaper plays in a community. While there may be no definitive definition of news, there is a body of knowledge dealing with writing and presenting news that every reporter should master. Most journalists agree that the following eight elements make up what is considered “news”.

### **Timeliness, freshness**

The first element is reporting something that has just happened or is about to happen. Time is a strong ingredient, “today, yesterday, early this morning, tomorrow”. The newness of the occurrence makes up “immediacy”, “timeliness” in the news.

### **Nearness, locality or proximity**

Some facts and occurrences are important to you personally, such as inflation, and the Iraq situation particularly if one of the hostages is someone you know or a family member of a close friend. Such things are less important when it occurs across town. The

question most asked by journalists is: “If this happened outside my immediate area, my city, my province, would I be interested in reading about it?” Keeping this question in mind is particularly important to the reporter. You must examine your story to see if indeed it would interest other readers.

### **Prominence**

Prominence as a news element is well-known to most of us. The public figures, holders of public office, those who stimulate our curiosity, people in positions of influence all enjoy news prominence. For your visitor or speaker to qualify for news prominence, he or she must be well enough known to command the attention of readers either by reputation or by the nature of the topic to be discussed.

### **Unusualness, bizarreness, oddity or novelty**

Oddity is often news. The bizarre, the unusual, the unexpected often make news. Generally those people who perform striking feats in emergency situations are news, such as a woman lifting an automobile off her child, travelling around the world in a sailboat, unusual recycling methods, and use of materials in a different way. In journalism, oddity is defined as the “man bites dog” formula. That certainly makes the “news” .

### **Conflict**

Conflict is one element most observed nowadays with the clash of ideologies, even worldwide. Although most businesses and organizations shy away from the reporting of conflict, it is understandable that this element is firmly based in the news formula.

### **Suspense**

Suspense creates and expands news appeal. The outcome of the Iranian hostages is suspenseful news. For the most part, organizations would rarely experience this type of circumstance.

### **Emotion, human interest**

Emotion is a news element commonly called “human interest” stories that stir our recognition of the basic needs both psychological and physical. Stories that prompt the reader toward sympathy, anger or other emotions in all their variety are commonly handled in feature-type stories. Organizations should be alert to the possibilities of “human interest” stories.

### **Consequence, impact or significance**

The last element of news, consequence, is more difficult to explain, but generally for a story to have consequence it must be important to a great number of readers. It must have some impact for the reader. Such news will affect him or her in some personal way. The safety of the city’s drinking water or the dumping of toxic wastes into the Snake River Aquifer is being examined from the standpoint of consequence now and in

the future. Thus it becomes an important news story.

From this discussion of news story elements, it becomes clear that a reporter should have these guidelines in mind when he or she is deciding if a message is news or an announcement and whether it's a feature or an item of limited public interest. From this a reporter decides which format to use for distributing the information and the medium that is most likely to use your information.

### **Words & Expressions**

criteria: 标准

timeliness: 及时, 适时

immediacy: 即时

locality: 邻近

proximity: 接近

bizarreness: 稀奇古怪

oddity: 奇异, 古怪



## 3

## **Normative Theories of Press**

A Normative theory describes an ideal way for a media system to be controlled and operated by the government, authority, leader and public. These theories are basically different from other communication theories because normative theories of press are not providing any scientific explanations or prediction.

Normative theories are more focused in the relationship between press and the government than press and the audience. These theories are more concerned about the ownership of the media and who controls the press or media in the country.

### **Authoritarian theory**

Authoritarian theory describes that all forms of communications are under the control of the governing elite or authorities or influential bureaucrats.

Authoritarians are necessary to control the media to protect and prevent the people from the national threats through any forms of communication (information or news). The press is an instrument to enhance the ruler's power in the country rather than any threats. The authorities has all rights to permit any media and control it by providing license to the media and make certain censorship. If any media violate the government poli-

cies against license, then the authority has all rights to cancel the license and revoke it. The government has all rights to restrict any sensitive issues from press to maintain peace and security in the nation.

### **Libertarian theory**

Libertarian theory is also named as free press theory. Libertarian theory sees people are more enough to find and judge good ideas from bad. The theory says people are rational and their rational thoughts lead them to find out what are good and bad. The press should not restrict anything, even a negative content may give knowledge and can make better decision whilst worst situation. The libertarian thoughts are exactly against or opposite to the authoritarian theory which says “all forms of communication works under the control of government or elite like king”.

Freedom of press will give more freedom to media to reveal the real thing happening in the society without any censorship or any authority blockades.

### **Social responsibility theory**

Social responsibility theory allows free press without any censorship, but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self regulations or both. The theory lies between both authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand.

The theory helps in creating professionalism in media by setting up a high level of accuracy, truth, and information. The theory allows everyone to say something or express their opinion about the media. Media must take care of social responsibility and if they do not, government or other organization will do. Private ownership in media may give better public service unless government has to take over to assure the public to provide better media service.

Social responsibility theory avoids the conflict situation during war or emergency by accepting the public opinion. Media will not play monopoly because the audience and media scholars will raise questions if media published or broadcasted anything wrong or manipulate any story. Media standards will improve.

### **Soviet media theory**

The Soviet system has passed away and, with it—for the time being at least—Soviet theory. It is still worth outlining its principles. Soviet media theory is imitative of Leninist principles which based on the Carl Marx and Engels’ ideology. The government undertakes or controls the total media and communication to serve working classes and their interest. The theory says the state have absolute power to control any media for the benefits of people. They put an end to the private ownership of the press and other media. The government media provide positive thoughts to create a strong socialized society as well as providing information, education, entertainment, motivation and mobili-

zation. The theory describes that the whole purpose of the mass media is to educate the greater masses of working class or workers. Here, the public was encouraged to give feedback which would be able to create interests towards the media.

Soviet media theory looks similar to authoritarian theory but the core part is different from each other. In authoritarian theory it is a one-way communication, there is no feedback allowed from the public, but in Soviet media theory it is a two-way communication, at the same time the whole media is controlled or works under the leadership.

### Development theory

As the name implies, this theory relates to media operating in developing or so-called third world nations. It has parallels with Soviet theory because media are seen to serve a particular social and political function. It favors journalism which seeks out good news, in contrast to the free press position where journalists respond most readily to stories of disaster, and for whom “bad news is good news” because it commands bigger headlines.

Development theory requires that bad news stories are treated with caution, for such stories can be economically damaging to a nation in the delicate throes of growth and change. Grim headlines can put off investors, even persuade them to pull out their investments. As an antidote to the bad news syndrome, development theory seeks to accentuate the positive; it nurtures the autonomy of the developing nation and gives special emphasis to indigenous cultures. It is both a theory of state support and one of resistance that is to the norms of competing nations and competing theories of media.

### Democratic-participant theory

This represents the sort of media purpose the idealist dreams up in the bath. It is an aspiration rather than a phenomenon which can be recognized anywhere in practice, yet it is surely one which any healthy democracy should regard as a goal.

This theory places particular value upon horizontal rather than vertical modes of authority and communication. It stands for defense against commercialization and monopoly while at the same time being resistant to the centrism and bureaucracy, the characteristics of public media institutions. The model emphasizes the importance of the role of receiver in the communication process and incorporate what might be termed receiver rights—to relevant information; to be heard as well as to hear and to be shown.

There is a mixture of theoretical elements, including libertarianism, utopianism, socialism, egalitarianism, localism in the model. In short, people power.

### Words & Expressions

normative theory: 规范理论

authoritarian: 极权主义者; 极权主义的

libertarian: 自由论者; 自由的, 持自由论的, 自由论者的

monopoly: 垄断, 垄断者



idealist: 理想主义者, 理想家, 空想家

centrism: 中间路线, 中间派的政策, 温和主义

bureaucracy: 官僚, 官僚作风, 官僚机构

utopianism: 乌托邦思想, 不切实际的社会改革方案

egalitarianism: 平等主义