

21世纪新闻与传播学专业系列教材

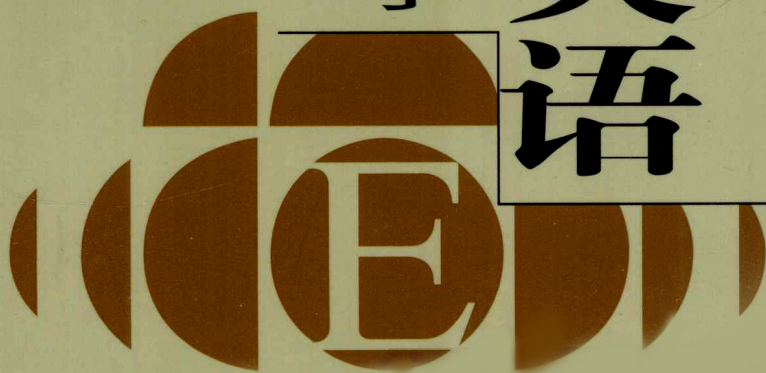


新闻与传播学

专业英语

(第2版)

展江李青藜
李欣人 编著



JOURNALISM

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前 言

继国内第一本新闻与传播学专业英语教材(本科生、研究生合用)在2003年由中国人民大学出版社推出并获得肯定、被评为北京市2004年精品教材之后,本书作为第一本专门针对本科生的专业英语教材在中南大学出版社的策划下顺利面世了,相信它同样会得到广大同学和授课教师的关注。

一、新闻与传播学“面向世界、面向未来”的桥梁

中国改革开放的奠基人和设计师邓小平在1983年提出,教育要面向现代化,面向世界,面向未来。今天我们越来越体会到,开放的中国需要新闻和大众传播事业的支持,日益兴旺的新闻与传播教育呼唤着中外大众传播事业和新闻与传播学界更加密切的交往。而要培养面向中国加速社会转型的现在和未来、面向日益全球化的世界的大学生,特别需要外语和专业知识与技能的有机结合。

与历史更为悠久和植根于中国本土的学科不同,新闻与传播学要年轻得多,它是在近现代新闻与传播事业兴起以后才步入学术殿堂的,充其量只有百余年的历史;更重要的是,新闻与传播学基本上是舶来品,而且与发达国家相比,无论过去和现在,国内水平总体上低于国外,尤其是大大低于欧美国家。因此,在国内学界和业界大发展的今天,我们仍需头脑清醒,看到差距,争取迎头赶上。据此我们不难看出,专业英语课程就承担着特殊的桥梁作用。

二、研究生质量下滑与外语和专业学习“两张皮”

现在,扩招后的高等教育面临着越来越多的挑战,其中研究生的质量问题受到普遍担忧,特别是有外来背景的(本学科自国外引入的)专业学生不能用于从事专业学习和科研。学了外语多年难以得到应用实在是极大浪费,而且有违邓小平在22年前提出的战略构想。我们认为,外语和专业学习“两张皮”现象,根子还是在于本科教育阶段没有打好基础。研究生教育无疑仍

然属于精英教育，而规模越来越大的本科教育不能放弃未来成为栋梁的精英人群，他们必须是在本学科内“学贯中西”的才俊。

专业外语教学体系的建构是新世纪赋予高等教育的一项新使命。教育部从几年前开始大力提倡在高校各专业开展双语教学，并将双语教学作为本科教育合格评价的一项基本指标，主要是要求教学中使用外文原版教材，教师用外语进行教学和考试，此举得到了有关高校的积极回应。尽管对双语教学的看法还不尽一致，教学过程中也遇到了一些问题，但是多数师生对其基本方向是肯定的。我们认为，专业外语教学是双语教学的基础，或者说本身就是双语教学的一部分。

三、专业外语教学对提高师生科研能力的激励作用

目前，新闻与传播学专业著作和教材的翻译渐渐成为一种趋势，可是我们听到许多出版社反映，好译者难求。这固然与先行学术评价体制过于轻视翻译作品有关，但是，本专业翻译好手匮乏也是一个不争的现实。目前，本科生、研究生和教师队伍已经是如此庞大，而需要译介的材料又是那样众多，这种矛盾恐怕到了应该解决的时候了。

我们相信，专业外语教材和课程的作用，还在于培养年轻一代在学术道路上加快成长，帮助改变科研选题过于拥挤在国内媒介和传播现象的局面。如果我们按照邓小平的构想和紧跟中国日益融入国际社会的步伐，那么一个涉外专业的教学和科研水平也应该在研究国外新闻传播理论和实践方面有更多的体现。从已发表的论文和学位论文的文献来看，目前许多学校的教师和研究生不愿也不能运用外文文献，这种现象恐怕不应该在我们这个较新学科领域再持续下去了。

本书由展江和李欣人确定框架并选定文章，李青葵负责习题编写和词汇注释，展江和李青葵负责文章译文，硕士研究生邵丹、刘嘉、谢恩平、齐金蓉、蒋卫武、徐健翻译了部分初稿。

展江

练习题编写说明

作为一本专业英语的教材，练习题的编写着重于对各单元文本的理解、专业词汇的掌握和运用英语对各单元主题的进一步讨论。

练习题的具体编排如下：① 回答问题。针对每单元的文本设计了8~10个问题，这些问题既有针对文章具体内容的，也有从文本衍生的一些问题，通过回答问题加深学生对文本的理解。② 听写。选择主题和难易程度与各单元文本一致的段落进行听写练习，也可用于背诵或翻译练习。③ 填空。选择主题和难易程度与各单元文本一致的段落，抽去8~10个词汇(尽量选择专业词汇)，由学生根据自己的理解进行填写，帮助学生进一步记忆相关词汇并掌握其用法。④ 讨论。围绕各单元的主题进行讨论，让学生对各单元的主题进行进一步思考，并帮助学生熟练使用各单元文本中的词汇和语句，也可用于写作练习。

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Unit 1 What Is News?

What Is News: Some Answers Past and Present

We know that several subjects draw people to the media—news of the weather, crime, money, health, sports, entertainment and local activities. Parents want to find out how to dress their children for school and themselves for the trip to the shopping mall. The result: the morning newspaper and broadcasts stress weather news.

We know that women over the age of 50 are avid followers of news about health; The result: daytime TV, radio and cable have plenty of news about illness and new cures. Men under 40 make up, almost exclusively, the followers of sports. Radio, TV and the print media are heavy on sports in the morning before men leave for work and in the evening when they are at home.

We have known for a long time what interests people and what we think they should know about the events that affect them.

Realizing that Roman citizens needed to know about official decisions that affected them, Julius Caesar posted reports of government activities in the *Acta Diurna*. In China, the T'ang dynasty (618—906 A. D.) published a gazette—handwritten or printed by woodblock—to inform court officials of its activities. The more immediate predecessor of the newspaper was the handwritten newsletter, containing political and economic information, that circulated among merchants in early

16th-century Europe.

Wars, Dragons and Business

The first printed newsbook, published in 1513 and titled *The trewe encounter*, described the Battle of Flodden Field in which James IV of Scotland was killed during his invasion of England. The Anglo-Scottish wars that followed provided printers with material for more newsbooks. The elements of our modern-day journalism were included in these accounts—names of officers in the wars and their deeds. Adventure, travel and crime were featured, along with accounts of disasters.

As one printer-pamphleteer put it, people are interested in “and most earnestly moved with strange novelties and marvelous things”. These early day journalists favored stories of monsters and dragons, not unlike our own day’s tales of the Abominable Snowman and the Loch Ness monster.

During the 17th century, news sheets spread to the business centers of Europe, reporting news of commerce. In this country, as historian Bernard Weisberger has pointed out, the newspaper “served as a handmaiden of commerce by emphasizing news of trade and business”.

To this day, much of our news is about the actions of government and business, and our journalism continues to stress the drama of war and other calamities.

Day and Bennett

The newspaper editors of the 19th century understood the need to appeal to a large audience to stay in business, and their acumen led to definitions of news that hold to this day. The papers in the large cities were printing news for the newly literate working class. One of the first penny papers—inexpensive enough for working people—contained the

ingredients of popular journalism. In 1833, the first issue of Benjamin H. Day's *New York Sun* included a summary of police court cases and stories about fires, burglaries and a suicide. Other stories contained humor and human interest.

Several years later, James Gordon Bennett—described by historians as the originator of the art, science and industry of news gathering—used the recently developed telegraph to give the readers of his *Herald* commercial and political news to go along with his reports of the everyday life of New York City, its sins and scandals. His formula of news for “the merchant and man of learning, as well as the mechanic and man of labor” guides many editors today.

Pulitzer

Day and Bennett followed the tastes and appetites of their readers, but they also directed and taught their readers by publishing stories they deemed important. This blend of entertainment, information and public service was stressed by Joseph Pulitzer, who owned newspapers in St. Louis and New York. He, too, gave his readers what he thought they wanted—sensational news and features. But Pulitzer was not content with entertainment. He also used his news staff for his campaigns to curb business monopolies and to seek heavy taxes on income and inheritance. In 1883, Pulitzer charged the staff of his *New York World* with this command:

Always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory

plutocracy or predatory poverty.

Hearst

Pulitzer and William Randolph Hearst were locked in a circulation war for New York readers when Cuba rebelled against its Spanish rulers. Spain was severe in repressing the insurrection and the New York newspapers seized on the story of helpless Cubans trying to free themselves from oppression.

Hearst's *Journal* was particularly imaginative. After the United States declared war in 1898 and the troops were slow in making it to Cuba, Hearst urged them on with an inventive news story that had 5000 troops on their way.

“Over the next week,” writes Arthur Lubow in *The Reporter Who Would Be King*, “the *Journal* reported an exciting sequence of landings, bombardments and fleet battles, all admirably detailed, all entirely fictitious. The *Journal* was selling so well thanks to its apocryphal scoops that its rivals began to play the same game, often rewriting the accounts of the creative *Journal* writers.”

Today's Editors

Modern mass media editors overseeing newsrooms humming with the latest electronic wonders apply many 19th-century concepts of news. They would define their news menu as a blend of information, entertainment and public service. They would also agree with the definition of news offered by Charles A. Dana, who ran the *New York Sun* from 1869 to 1897. Dana said news is “anything that interests a large part of the community and has never been brought to its attention before.”

One of Dana's editors, John B. Bogart, contributed the classic

definition, "When a dog bites a man, that is not news, because it happens so often. But if a man bites a dog, it's news."

Another enduring definition of news was offered by Stanley Walker, a Texan gone East to succeed as city editor of *The New York Herald Tribune* in the early 1930s. He said news was based on the three W's: "women, wampum, and wrongdoing." By this he meant that news was concerned with sex, money and crime, —the topics people desired to know about. Actually, Walker's formula is as old as the contents of Caesar's *Acta Diurna* 2000 years ago, which, along with information about public affairs, offered news of sports, crime and sensational events. And in England, while newspapers were carrying material directed at the commercial class, handbills and pamphlets were carrying sensational crime news.

By the mid-1970s, the United States had been through three crises: a war in Vietnam that wound down with guilt and defeat for many Americans; the Watergate scandals; and the failure of some political, social and economic experiments of the 1950s and 1960s that had been hailed as solutions to international conflict, racial tension and poverty.

It was not surprising, then, to see a shift in the criteria used to determine the news. Av Westin, the executive producer of the American Broadcasting Company's "Evening News" program, said Americans wanted their news to answer the following questions: Is the world safe? Are my home and family safe? If they are safe, then what has happened in the last 24 hours to make them better off? Is my pocketbook safe?

People not only wanted more pocketbook stories but escape stories as well. Reflecting the interests of their readers, editors asked for more entertainment in the form of copy about lifestyles, leisure subjects and

personalities.

In the 1990s, editors devised the “reader-friendly” story. Readers, they argued, want to learn how to diet, how to raise their children, where to invest their money. The news agenda was being shaped to conform to the interests of middle-class readers and viewers. Also, editors became aware that a major segment of the female population consists of working women. Coverage followed this awareness.

News in the New Century

The 21st century opened with proof of Walker’s wampum and Westin’s pocketbook theories of news. Stories abounded of the high-flying economy and its new dot-com millionaires. In short order, the news focus shifted to an economy in retreat, jobs lost, dot-coms collapsing, the Dow Jones declining.

At any given time, news in the mass media follows two general guidelines:

- *News is information about a break from the normal flow of events, an interruption in the expected, a deviation from the norm.*
- *News is information people need to make sound decisions about their lives.*

Why We Need News

As anthropologists began comparing notes on the world’s few remaining primitive cultures, they discovered something unexpected. From the most isolated tribal societies in Africa to the most distant islands in the Pacific, people shared essentially the same definition of what is news. They shared the same kind of gossip. They even looked for the same qualities in the messengers they picked to gather and deliver their

news. They wanted people who could run swiftly over the next hill, accurately gather information, and engagingly retell it. Historians have pieced together that the same basic news values have held constant through time. “Humans have exchanged a similar mix of news... throughout history and across cultures,” historian Mitchell Stephens has written.

How do we explain the mystery of this consistency? The answer, historians and sociologists have concluded, is that news satisfies a basic human impulse. People have an intrinsic need—an instinct—to know what is occurring beyond their direct experience. Being aware of events we cannot see for ourselves engenders a sense of security, control, and confidence. One writer has called it “a hunger for human awareness”.

One of the first things people do when meeting a friend or acquaintance is share information. “Have you heard about...?” We want to know if they’ve heard what we have, and if they heard it the same way. There is a thrill in a shared sense of discovery. We form relationships, choose friends, make character judgments, based partly on whether someone reacts to information the same way we do.

When the flow of news is obstructed, “a darkness falls, ” and anxiety grows. The world, in effect, becomes too quiet. We feel alone. John McGain, the U. S. senator from Arizona, writes that in his five and a half years as a prisoner of war in Hanoi, what he missed most was not comfort, food, freedom, or even his family and friends. “The thing I missed most was information—free uncensored, undistorted, abundant information. ”

Call it the Awareness Instinct.

We need news to live our lives, to protect ourselves, bond with each other, identify friends and enemies. Journalism is simply the system

societies generate to supply this news. That is why we care about the character of news and journalism we get: they influence the quality of our lives, our thoughts, and our culture. Writer Thomas Cahill, the author of several popular books on the history of religion, has put it this way: you can tell “the worldview of a people. . . the invisible fears and desires. . . in a culture’s stories.”

New Words and Expressions

avid	<i>adj.</i>	渴望的
woodblock	<i>n.</i>	【印】木版；木刻
Abominable Snowman	<i>n.</i>	雪人，喜马拉雅雪人
Loch Ness monster	<i>n.</i>	尼斯湖水怪
acumen	<i>n.</i>	敏锐，聪明
demagogue	<i>n.</i>	煽动政治家(尤指利用情绪或偏见煽动民众，以期获得领导地位及达到私人目的的人)
predatory	<i>adj.</i>	掠夺的，食肉的
plutocracy	<i>n.</i>	富豪统治
insurrection	<i>n.</i>	起义
bombardment	<i>n.</i>	炮击，轰击
apocryphal	<i>adj.</i>	伪经的，假冒的
scoop	<i>n.</i>	铲子；【非正式用语】独家新闻：由于幸运或先于竞争者而获得的独家新闻
wampum	<i>n.</i>	贝壳念珠；【美俚】金钱
handbill	<i>n.</i>	传单，招贴
agenda	<i>n.</i>	议程
anthropologist	<i>n.</i>	人类学者，人类学家
impulse	<i>n.</i>	推动，刺激，冲动，推动力
intrinsic	<i>adj.</i>	(指价值、性质)固有的，内在的，本质的
engender	<i>v.</i>	造成