

BATCHISH

○ 主 编 林俊伟

传媒英语

实践技能

(下册)



南京大学出版社

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《传媒英语实践技能》分为上、下两册,主要为传媒院校学生学习英语知识,实践听、说、读、写、译技能而编写。

本书首先对听力、语法、阅读理解、选词填空、完型填空、写作、翻译方面的知识要点和考试重点进行梳理并加以提炼,提供了较为全面的工具书性质的资料,使学生阅后一目了然,以达事半功倍之效。对于准备大学英语四级考试的学生而言,本书尤为实用。

传媒类专业是国际化程度极高的专业,从业人员必须具备较好的英语应用能力和沟通能力,了解传媒行业的词汇、术语、遣词造句的特色等。鉴于此,本书对传媒英语,尤其是英语新闻的听、读、写、译的一般规律和特点进行了初步的探讨和归纳。这也是本书的创新尝试。

本书由中国传媒大学南广学院大学英语教学部和南京大学金陵学院大学外语部的老师编写。林俊伟和张瑶是本书的策划,他们对编者的初稿进行了细心的修改。本书各部分的编写人员如下,听力部分:李佳佳、李婷、杨雯、孟雅、王涛涛;语法部分:薛棋文、李婷、秦智娟、张瑶;阅读部分:杨青、赖敏、纪兰荣、郑小慧、李璐、直长亮;翻译部分:刘航、王连芬、柳婷婷、周妍;写作部分:张安宇、罗金妮、郭玮、郭艳萍、韩莉。

南京大学出版社的编审杨金荣博士给本书提出了建设性的建议。裴维维、李海霞担任本书的责任编辑。她们责任心强,校稿细心,作风严谨。本书的全体编者在此深表感谢。

编者虽然尽心尽力地工作,但因水平有限,书中一定有许多不足。请专家、同行及读者不吝赐教。'

林俊伟 于中国传媒大学南广学院 2009 年 9 月 16 日



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第一章 阅 读

第一节 概 述

一、《大学英语课程教学要求》对学生阅读能力的要求

《大学英语课程教学要求》对阅读理解能力的三个要求层次分别是:

一般要求:能基本读懂一般性题材的英文文章,阅读速度达到每分钟 70 词。在快速阅读篇幅较长、难度略低的材料时,阅读速度达到每分钟 100 词。能就阅读材料进行略读和寻读。能借助词典阅读本专业的英语教材和题材熟悉的英文报刊文章,掌握中心大意,理解主要事实和有关细节。能读懂工作、生活中常见的应用文体的材料。能在阅读中使用有效的阅读方法。

较高要求:能基本读懂英语国家大众性报纸杂志上一般性题材的文章,阅读速度为每分钟 70~90 词。在快速阅读篇幅较长、难度适中的材料时,阅读速度达到每分钟 120 词。能阅读所学专业的综述性文献,并能正确理解中心大意,抓住主要事实和有关细节。

更高要求:能读懂有一定难度的文章,理解其主旨大意及细节;能阅读国外英语报纸杂志上的文章;能比较顺利地阅读所学专业的英语文献和资料。

二、学生在阅读过程中存在的普遍问题

在"听、说、读、写"四大技能中,阅读是语言学习中极为重要的环节,是提高其他语言技能的前提,只有通过阅读保证足够量的知识输入才能保障听力、写作等水平的提高。日常工作和学习中要大量地阅读英文资料,考试中也遇到越来越多的阅读理解题,这些都对我们的阅读能力提出了很高的要求。目前大学生在英语阅读方面还普遍存在着一些问题。

首先表现在一些不良的阅读习惯上,尤其以低声阅读、指字阅读、心中默读和不断回读 为代表。

下面具体谈一下这些习惯的不利影响。低声阅读的主要弊病就是使阅读速度和效率受说话速度的限制,因为正常默读速度几乎要比出声朗读的速度快两倍以上,读出声来无疑会

影响眼睛的扫视速度。指字阅读是指用手指、铅笔或尺子等指着一个个词进行阅读的习惯。这种指读的单纯机械运用不仅会减慢阅读速度,而且还会把我们的注意力引向错误的方向,使我们难以把注意力集中在作者要阐明的思想内容上,实际上妨碍了眼睛运动并限制了大脑的快速活动能力。心中默读是一种很难观察到的阅读习惯,它直接影响到阅读的速度和效率,并且矫正起来又比较困难。反复回读会分散注意力,不利于读者抓住文章的要旨或主题,减少阅读的兴趣,而且极易使学生丧失独立思考和解决问题的能力。

其次,学生对英语基础知识的掌握不够牢固,主要表现在词汇和语法两个方面不过关。词汇量不足是影响阅读水平的主要原因,直接影响对文章的理解。在进入大学之前,虽然绝大部分学生都有一定的词汇基础,但多数学生的词汇量还是不足,而且没有达到熟练应用的程度。于是在阅读过程中,每每遇到生词,不得不把注意力放在某个单词的猜测或者查找上,不但减慢了阅读速度,也影响了理解能力。语法就像钥匙一样,帮你打开任何英语难题的大门,遗憾的是很多学生对语法的基本概念和常识搞不清,更别提灵活运用了,在阅读中遇到长难句时无法根据相应的语法知识进行分析,造成误解。

再次,很多学生在英语学习的过程中,忽略了对知识面的扩充和对背景知识的掌握。语言是文化的载体,在文章中渗透着大量的英语国家的文化、历史、政治、经济等方方面面的知识。若不了解相关的情况,很多东西只能从字面去解释,难免会出现误解或者根本就读不懂的情况。

最后,很多学生都缺乏大量阅读的习惯,以为只靠课堂学习就够了,这种认识是绝对错误的。课堂教学无法代替阅读本身,只有在课外配以大量的泛读,才能逐渐提高英语阅读能力。

第二节 如何培养良好的阅读能力

根据上一节对学生在阅读过程中存在的普遍问题,我们提出了相应的解决措施。

一、扩大词汇量

阅读需要扎实的词汇基础;没有丰富的词汇,阅读不可能顺利进行。关于如何扩大词汇量,很多人都有自己的见解和方法,笔者认为其中极为有效的莫过于构词记忆法、联想记忆法和广泛阅读三种。

英语中大部分单词是通过构词法构成的。构词法包括派生、合成和转化。若掌握常用的前缀(un/dis/im/il/super...)、后缀(ly/less/ful/ment...)以及词根的含义及用法,就可以根据已知词猜出它的派生词,从而达到扩大词汇的目的。如掌握了 in-,il-,im-,ir-等前缀可置于形容词之前表示其否定含义,就容易猜出 incorrect, impolite, impossible, illegal, irregular 等词的含义。

联想记忆法没有一定之规,但可以根据个人的习惯和喜好把一个词和与它有关或无关的事物或词联系起来,达到生动、深刻记忆的目的。如在区分记忆 frail 和 flail 时,就可以把r联想成小花,把l联想成棍子,小花是"娇弱、脆弱的",而棍子的作用之一可以去"打",这么一联想,两个词就很容易记住了。

广泛阅读记忆法更是至关重要,只有在阅读中逐渐积累,才能形成强烈的语感,无形中掌握大量词汇的深层含义和用法。"To read well, you need a strong vocabulary. To build a strong vocabulary, you need to read well."这句名言道出了阅读和词汇量的关系:流利的阅读需要有丰富的词汇做基础,而大量的阅读可以丰富你的词汇。

二、巩固语法知识

在阅读过程中难免会遇到句式结构比较复杂的句子,此时语法知识在阅读中的作用就凸显出来。如在阅读中遇到令人费解的长句、难句,就可以借助语法,对句子进行适当的分析,搞清各部分的关系,从而准确理解整句的意思。以"The streams, lakes, meadows, mountain ridges and forests that make the Poconos an ideal place for black bears have also attracted more people to the region."为例,"that make the Poconos an ideal place for black bears"是一个定语从句,修饰前面的几个作为主语的名词。阅读理解时可以先把此定语从句找出,剩下的就是一个简单句子。简而言之,此长句可以理解为两个单句:河流、山川、森林既吸引了游客,也吸引了黑熊来此安家。一般来讲,汉语主语比较简短,相比之下,英语中主语一旦拉长,就会增加读者的理解难度。其实只要有效分解主谓成分,断开之后各个击破,把句子的成分——理清,就能掌握其意思。

三、熟悉文化背景

英语阅读能力的提高不仅需要一定的语言知识,还要有一定的文化背景知识和生活知识。对于文章中出现的涉及背景知识的专有名词,若是平时积累不够,必然会对文章的理解形成干扰。有些学生误以为与记忆相关的文化背景知识是一种负担,其实正好相反,语言是文化的载体,也深受文化的影响,在补充知识的同时也有利于语言的学习,而阅读正是实现这两个目标的有利途径。

四、掌握正确的阅读方法和技巧

猜测生词(guessing the new words):即使阅读中文资料,我们都不可避免地会遇到生词,因此在英语阅读中遇到生词是很正常的现象。如果一遇到生词就去查字典,或跳过去不看,都会影响阅读速度及对整篇文章的理解。因此要学会并且习惯根据上下文的线索和构词法去猜测生词的意思。

有时候我们阅读的目的是为了获取需要的信息,也就没有必要拘泥于个别的词句,因此要掌握下面的两种技巧:

略读(skimming),即迅速浏览全文,抓住文章大意和主题句,明确作者的态度和意图。 跳读(skipping),即快速查找某一相关信息,读时要一目十行,对不相关的内容一带而过。

五、养成良好的阅读习惯

要养成良好的阅读习惯,就要求平时多朗读、背诵精彩段落和文章,以培养语感。摒弃出声读、点读或回读等不良习惯,加快阅读速度,提高理解的准确率。

在本书阅读这部分中,我们会从各个角度来分析,帮助大家从上述几个方面实现阅读能力的提高。

第三节 阅读理解内部结构解析

一、单词的考察:新词的辨识和老词的活用

进行阅读理解时会遇到一些新的词汇,特别是难度比较大的文章中生词尤其多,因此辨识新词还是比较重要的。对于不同的新词,我们可以采用不同的方法来学习。

文章中出现频率比较高并能根据上下文推断出意思的生词,可以由上下文推断出来,同时要把它记住;文章中出现频率比较高并且不容易根据上下文推断出意思的生词要查字典,并且要把这个词放到它所在句子中去理解,并把它记住;文章中出现频率低并且不影响进行阅读的生词,或者是地名人名,一般不会影响阅读,放过就可以了。

相对来说,老词的活用其实更难掌握一些,很多时候就是因不懂熟词的新含义,才会严重影响对全文的正确理解。比如下面这个句子: The other teams, disappointed, were on the bus heading home. 其中 head 本为名词,表示"头",但由 the bus 和 home 的语境逻辑可以推断,该句 head 为动词,表方向,结合全句可译为"开往、驶向"。这是个很简单的句子,而类似活用的情况有可能会以更复杂的形式出现,要引起我们的注意。

二、句子的考察:句型结构解析

掌握了一定的词汇量,这只是理解所读材料的最基本的一步,最需要引起注意的关键环节还有理清文章的句子。更多的时候,学生觉得英语文章难懂,主要是因为他们没有把文章中句子的结构和层次关系理顺,这就要求我们在平时的阅读中注意对复杂的句子结构进行分析。掌握了英语句子的结构模式,才能进行高效的英语阅读理解。因为由于表达的需要,

英语句子结构极富变化。

例如: Recycling also stimulates the local economy by creating jobs and trims the pollution control and energy costs of industries that make recycled products by giving them a more refined raw material.

在这个句子中,主句有两个并列的谓语动词 stimulates 和 trims,而 trims 有两个并列的 宾语 pollution control 和 energy costs, that 引导的定语从句则修饰 industries 一词。

如果理不清句子的成分和结构,这个句子恐怕就没法真正理解了。所以我们在平时阅读练习的过程中,除了积累词汇,更要注重句子成分和结构的分析。

三、文章结构分析:文体解析

若要迅速、准确地理解一篇文章,除了从词汇、句子等微观角度提起注意之外,也要从文章结构的宏观角度来分析。对于不同的文体,阅读的要求与方法不尽相同。

以几个常见的文体为例:记叙文一般说的都是作者个人的阅历,按照正常的时间顺序或者倒叙的方式,不过需要注意的是,记叙文往往还夹带一点议论,难免就增加了难度。总体来说,阅读记叙文,就要抓四大要素,即时间、地点、人物和事件的起因、发展和结果,以及人物之间的关系、表现,从中分析他们思想品质、性格特征等。

议论文是阐明作者对人或事的好坏的立场,其基本模式就是作者提出某个观点,有的人同意,有的人反对,同意的理由是什么,反对的理由是什么,最后作者要提出自己的观点并说明原因。在阅读时必须正确把握文章的论点和论据,理清论证思路,再进行逻辑推理得出结论,要特别注意判断和推测。

说明文的一般格式是作者先提出某个问题,然后再引述行业专家的观点,最后由作者提出更加深层次的观点,因此要特别注意谁提出了什么问题和观点,简明扼要地抓住所需信息,理解文章内容。

可见不同文体的特点是有很大差异的,因此理解的重点也应各有侧重。大家在平时阅读的时候要注意体会和总结。

第四节 分类阅读技巧

一、快速阅读

(一) 考察能力

考查学生快速浏览文本、快速搜索文章中的有效信息,把握文章主旨大意,并根据文章

内容补全句子的能力。

(二) 题型特点

文章长度通常为1,200 单词左右,测试学生在有限时间内对特定或关键信息的快速提取能力以及对阅读材料内容进行快速把握的能力。前7道题是选择题,以考察主旨题和细节题为主;后三道题为填空题,主要根据文章内容,补充词汇或短语,部分要做语法变化。

(三)解题技巧

快速阅读主要是在有限时间内考查学生对文章主旨及细节的把握。主要分为有小标题的类型和无小标题的类型,在解题的过程中可以参考以下步骤:

1. 读小标题

若文章有小标题,先浏览小标题以通晓文章主题和框架。

【例】

Media Selection for Advertisements

(June, 2008)

After determining the target audience for a product or service, advertising agencies must select the appropriate media for the advertisement. We discuss here the major types of media used in advertising. We focus our attention on seven types of advertising: television, newspapers, radio, magazines, out-of-home, Internet, and direct mail.

Television

Television is an attractive medium for advertising because it delivers mass audiences to advertisers. When you consider that nearly three out of four Americans have seen the game show Who Wants to Be a Millionaire?, you can understand the power of television to communicate with a large audience. When advertisers create a brand, for example, they want to impress consumers with the brand and its image. Television provides an ideal vehicle for this type of communication. But television is an expensive medium, and not all advertisers can afford to use it.

Television's influence on advertising is fourfold. First, narrowcasting means that television channels are seen by an increasingly narrow segment of the audience. The Golf Channel, for instance, is watched by people who play golf; Home and Garden Television is seen by those interested in household improvement projects, thus, audiences are smaller and more homogeneous than they have been in the past. Second, there is an increase in the number of television channels available to viewers, and thus advertisers. This has also resulted in an increase in the sheer number of advertisements to which audiences are exposed. Third, digital recording devices allow audience members more control over which commercials they watch. Fourth, control over programming is being passed from the networks to local cable operators and satellite programmers.

Newspapers

After television, the medium attracting the next largest annual ad revenue is newspapers. The New York Times, which reaches a national audience, accounts for \$1 billion in ad revenue annually. It has increased its national circulation by 40% and is now available for home delivery in 168 cities. Locally, newspapers are a less expensive advertising medium than television and provide a way for advertisers to communicate a longer, more detailed message to their audience than they can through television. Given new production techniques, advertisements can be printed in newspapers in about 48 hours, meaning newspapers are also a quick way of getting the message out. Newspapers are often the most important form of news for a local community, and they develop a high degree of loyalty from local readers.

Radio

Advertising on radio continues to grow. Radio is often used in conjunction with outdoor billboards and the Internet to reach even more customers than television. Advertisers are likely to use radio because it is a less expensive medium than television, which means advertisers can afford to repeat their ads often. Internet companies are also turning to radio advertising. Radio provides a way for advertisers to communicate with audience members at all times of the day. Consumers listen to radio on their way to school or work, at work, on the way home, and in the evening hours.

Two major changes—satellite and Internet radio—will force radio advertisers to adapt their methods. Both of these radio forms allow listeners to tune in stations that are more distant than the local stations they could receive in the past. As a result, radio will increasingly attract target audiences who live many miles apart.

Magazines

Newsweeklies, women's titles, and business magazines have all seen increases in advertising because they attract the high-end market. Magazines are popular with advertisers because of the narrow market that they deliver. A broadcast medium such as network television attracts all types of audience members, but magazine audiences are more homogeneous. If you read *Sports Illustrated*, for example, you have much in common with the magazine's other readers. Advertisers see magazines as an efficient way of reaching target audience members.

Advertisers using the print media—magazines and newspapers—will need to adapt to two main changes. First, the Internet will bring larger audiences to local newspapers. These audiences will be more diverse and geographically dispersed(分散) than in the past. Second, advertisers will have to understand how to use an increasing number of magazines for their target audiences. Although some magazines will maintain national audiences, a large number of magazines will entertain narrower audiences.

Out-of-Home Advertising

Out-of-home advertising, also called place-based advertising, has become an

increasingly effective way of reaching consumers, who are more active than ever before. Many consumers today do not sit at home and watch television. Using billboards, newsstands, and bus shelters for advertising is an effective way of reaching these on-the-go consumers. More consumers travel longer distances to and from work, which also makes out-of-home advertising effective. Technology has changed the nature of the billboard business, making it a more effective medium than in the past. Using digital printing, billboard companies can print a billboard in two hours, compared with six days previously. This allows advertisers more variety in the types of messages they create because they can change their messages more quickly.

Internet

As consumers become more comfortable with online shopping, advertisers will seek to reach this market. As consumers get more of their news and information from the Internet, the ability of television and radio to get the word out to consumers will decrease. The challenge to Internet advertisers is to create ads that audience members remember.

Internet advertising will play a more prominent role in organizations' advertising in the near future. Internet audiences tend to be quite homogeneous, but small. Advertisers will have to adjust their methods to reach these audiences and will have to adapt their persuasive strategies to the online medium as well.

Direct Mail

A final advertising medium is direct mail, which uses mailings to consumers to communicate a client's message. Direct mail includes newsletters, postcards and special promotions. Direct mail is an effective way to build relationship with consumers. For many businesses, direct mail is the most effective form of advertising.

1.	Television is an attractive advertising medium in that
	A. it has large audiences
	B. it appeals to housewives
	C. it helps build up a company's reputation
	D. it is affordable to most advertisers
2.	With the increase in the number of TV channels,
	A. the cost of TV advertising has decreased
	B. the number of TV viewers has increased
	C. advertisers' interest in other media has decreased
	D. the number of TV ads people can see has increased
3.	Compared with television, newspaper as an advertising medium
	A. earns a larger annual ad revenue
	B. conveys more detailed messages
	C. uses more production techniques
	D. gets messages out more effectively
1	Advortising on radio continues to grow because

		A. more local radio stations have been set up
		B. modern technology make it more entertaining
		C. it provides easy access to consumers
		D. it has been revolutionized by Internet radio
	5.	Magazines are seen by advertisers as an efficient way to
		A. reach target audiences
		B. appeal to educated people
		C. attract diverse audiences
		D. convey all kinds of messages
	6.	Out-of-home advertising has become more effective because
		A. billboard can be replaced within two hours
		B. consumers travel more now than ever before
		C. such ads have been made much more attractive
		D. the pace of urban life is much faster nowadays
	7.	The challenge to Internet advertisers is to create ads that are
		A. quick to update
		B. pleasant to look at
		C. easy to remember
		D. convenient to access
	8.	Internet advertisers will have to adjust their methods to reach audiences that tend
		to be
	9.	Direct mail is an effective form of advertising for businesses to develop
		·
	10	. This passage discusses how advertisers select for advertisements.
【例】	Тє	elevision is an attractive advertising medium in that
		A. it has large audiences
		B. it appeals to housewives
		C. it helps build up a company's reputation
		D. it is affordable to most advertisers
	小	标题
	Su	btitle 1: Television
		btitle 2: Newspapers
	Su	ubtitle 3:Radio
	Su	btitle 4: Magazines
	Su	btitle 5:Out-of-Home Advertising
	Su	abtitle 6:Internet
		ibtitle 7: Direct Mail
化	F.	浏览小标题可以帮助我们快速完位。如题目中有 television,可以迅速定位第一个小

标题,然后再根据 advertising 可定位本段第一句话"Television is an attractive medium for

advertising because it delivers mass audiences to advertisers."(电视对广告商来说是一个具吸引力的媒介,因为它能够为其提供大量的受众),即可判断答案为 A "it has large audiences"(它有大量的受众)。大家可以注意到,通常正确选项为答案的同义替换,如将 mass audiences 换成了 large audiences。

【参考答案】1. A 2. D 3. B 4. C 5. A 6. B 7. C 8. quite homogeneous but small 9. relationships with customers 10. the appropriate/proper media

2. 看题干

没有小标题,直接看题干,把握答题要点。

【例】

That's Enough, Kids

(Dec., 2008)

It was a lovely day at the park and Stella Bianchi was enjoying the sunshine with her two children when a young boy, aged about four, approached her two-year-old son and pushed him to the ground.

"I'd watched him for a little while and my son was the fourth or fifth child he'd shoved," she says. "I went over to them, picked up my son, turned to the boy and said, firmly." What happened next was unexpected.

"The boy's mother ran toward me from across the park," Stella says. "I thought she was coming over to apologize, but instead she started shouting at me for disciplining her child. All I did was let him know his behaviour was unacceptable. Was I supposed to sit back while her kid did whatever he wanted, hurting other children in the process?"

Getting your own children to play nice is difficult enough. Dealing with other people's children has become a minefield.

In my house, jumping on the sofa is not allowed. In my sister's house it's encouraged. For her, it's about kids being kids: "If you can't do it at three, when can you do it?"

Each of these philosophies is valid and, it has to be said, my son loves visiting his aunt's house. But I find myself saying "no" a lot when her kids are over at mine. That's OK between sisters but becomes dangerous territory when you're talking to the children of friends or acquaintances.

"Kids aren't all raised the same," agrees Professor Naomi White of Monash University. "But there is still an idea that they're the property of the parents. We see our children as an extension of ourselves, so if you're saying that my child is behaving inappropriately, then that's somehow a criticism of me."

In those circumstances, it's difficult to know whether to approach the child directly or the parents first. There are two schools of thought.

"I'd go to the child first," says Andrew Fuller, author of *Tricky Kids*. "Usually a quiet reminder that 'we don't do that here' is enough. Kids have finely tuned antennae(直觉) for how to behave in different settings."

He points out bringing it up with the parents first may make them feel neglectful, which could cause problems. Of course, approaching the child first can bring its own headaches, too.

This is why White recommends that you approach the parents first. "Raise your concerns with the parents if they're there and ask them to deal with it," she says.

Asked how to approach a parent in this situation, psychologist Meredith Fuller answers: "Explain your needs as well as stressing the importance of the friendship. Preface your remarks with something like: 'I know you'll think I'm silly but in my house I don't want....'"

When it comes to situations where you're caring for another child, White is straightforward: "Common sense must prevail. If things don't go well, then have a chat."

There're a couple of new grey areas. Physical punishment, once accepted from any adult, is no longer appropriate. "A new set of considerations has come to the fore as part of the debate about how we handle children."

For Andrew Fuller, the child-centeric nature of our society has affected everyone: "The rules are different now from when today's parents were growing up," he says. "Adults are scared of saying: 'don't swear,' or asking a child to stand up on a bus. They're worried that there will be conflict if they point these things out—either from older children, or their parents."

He sees it as a loss of the sense of common public good and public courtesy(礼貌), and says that adults suffer from it as much as child.

Meredith Fuller agrees: "A code of conduct is hard to create when you're living in a world in which everyone is exhausted from overwork and lack of sleep, and a world in which nice people are perceived to finish last."

"It's about what I'm doing and what I need," Andrew Fuller says. "The days when a kid came home from school and said, 'I got into trouble.' And Dad said, 'You probably deserved it.' Now the parents are charging up to the school to have a go at teachers."

This jumping to our children's defense is part of what fuels the "walking on eggshells" feeling that surrounds our dealings with other people's children. You know that if you remonstrate(劝诫) with the child, you're going to have to deal with the parents. It's admirable to be protective of our kids, but is it good?

"Children have to learn to negotiate with the world on their own, within reasonable boundaries," White says. "I suspect that it's only certain sectors of the population doing the running to the school—better-educated parents are probably more likely to be too involved."

White believes our notions for a more child-centered society should be challenged. "Today we have a situation where, in many families, both parents work, so the amount of time children get from parents has diminished, "she says.

"Also, sometimes when we talk about being child-centered, it's a way of talking