



新闻与广告 英语教程

胡瑾◎著



知识产权出版社

全国百佳图书出版单位

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内容提要

本课程为双语教学,以新闻与广告英语为主要内容。作为专业外语,课程与大学英语的学习方法有不同,重点不是掌握语法、词汇等语言工具的学习或是听说读写译等英语学习能力的掌握,而更侧重于对新闻与广告行业及学术领域的语言应用,包括相关新闻与传播学、广告学理论及行业实践。这种技能不仅仅是笔译,也同时包括专业英语的写作、听力等实际应用能力。这种能力在实际工作中可以得到锻炼,而通过系统的课堂学习,通过老师的引导和学生的共同学习,可以更快更好地提高这种语言应用能力。

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Contents/目录

1. Unit 1 The Background of Journalism and Advertising/1

第一单元 新闻与广告概述

Text 1 What is a Journalist ? /3

课文一 新闻人是什么?

Text 2 The Promotion mix/8

课文二 营销组合

Text 3 Types of Advertising/12

课文三 广告的类型

Exercise Dialog: The Museum of Brands/15

练习 对话: 品牌博物馆

2. Unit 2 Mass Communication and Journalism/19

第二单元 大众传播与新闻

Text 1 Defining and redefining mass communication/19

课文一 对大众传播的再定义

Text 2 Tips on how make a video news report/22

课文二 如何完成电视新闻报道

Text 3 ESPN's Upfront presentation goes long on digital/25

课文三 ESPN 电视网的数字化征途

3. Unit 3 Strategy and Creativity of Advertising/29

第三单元 广告策划与创意

Text 1 What makes an ad effective? /29

课文一 广告何以有效?



Text 2 What is creative advertising? /33

课文二 什么是广告创意

Text 3 Case study: Axe Detailer; The Manly Shower Tool/36

课文三 案例研究：凌仕男用沐浴擦

Exercise Shots: Cutting – edge advertising and creativity worldwide/43

练习四 听力理解：《Shots》全球优秀音视频广告赏析

4. Unit 4 Marketing: Journalism and Advertising/51

第四单元 营销：新闻与广告

Text 1 Title seeks new digitally – driven marketing/51

课文一 媒体寻求数字化营销

Text 2 Understanding Advertising Rate Cards/54

课文二 理解广告价格表

Exercise Presentation: Introduce an examples of advertising rate sheet/60

练习 课堂演示：介绍广告刊例价表

5. Unit 5 The Media Culture and Standards of Advertising/62

第五单元 媒介文化与广告标准

Text 1 An open door to fame and fortune/62

课文一 通向名利之门

Text 2 Implications of Chinese Consumer Boycott of a Foreign Brand/65

课文二 中国消费者抵制国外品牌的涵义分析

6. Unit 6 The Media Environment/70

第六单元 传媒环境

Text 1 Research as a Basis for Understanding Mass Communication/70

课文一 大众传播的基础研究

Text 2 The Federal Trade Commission/73

课文二 美国联邦贸易局

Text 3 The lay of the land/76

课文三 焦虑中的中国广告

Exercise Situational Dialogues: Mad Man/88

练习 听力理解：美剧《广告狂人》选段

7. 第七单元 新闻与广告教育

Unit 7 Education of Journalism and Advertising/89

Text 1 What does journalist take/89

课文一 新闻人做什么

Text 2 Start to study of Journalism and Mass Communication/93

课文二 开始新闻与大众传播专业的学习

Text 3 Trends in Advertising Education/98

课文三 广告教育的趋势

Unit 1 The Background of Journalism and Advertising

第一单元 新闻与广告概述

Content 【内容】

- Description and suggestion
- Text 1 What is a Journalist?
课文一 新闻人是什么
- Text 2 The Promotion mix
课文二 营销组合
- Text 3 Types of Advertising
课文三 广告的类型
- Exercise Dialog: The Museum of Brands
练习 对话：品牌博物馆

Description and suggestion 【课程介绍和建议】

1.1 Introduction 【课程介绍】

本课程为双语教学，以新闻与广告英语为主要内容。作为专业外语，课程与大学英语的学习方法有不同，重点不是掌握语法、词汇等语言工具的学习或是听说读写译等英语学习能力的掌握，而更侧重于对新闻与广告行业及学术领域的语言应用，包括相关新闻与传播学、广告学理论及行业



实践。这种技能不仅仅是笔译，也同时包括专业英语的写作、听力等实际应用能力。这种能力在实际工作中可以得到锻炼，而通过系统的课堂学习，通过老师的引导和学生的共同学习，可以更快更好地提高这种语言应用能力。

课程学习的重点是阅读，同时还涉及专业词汇的学习（见课后附表），同时，还根据视频资料，选择了部分学习材料，以提高听力、口语能力。

1.2 Suggestion【建议】

每个单元有三至四篇英文文章或课堂练习，取材于教材、新闻媒体、专业网站等，其中每单元的前一至两篇属于精读文章，后面的一到两篇属于泛读文章。对于精读文章，要能做到全文翻译，掌握重点词汇，对于泛读文章，要把握全文的大意和文章结构，部分单元泛读文章需要课下阅读。有的内容课上讨论交流。

课前预习，如果有对应音频资料的需反复跟读。

文中的重点句已用下划线标出，这些例句的结构分析和翻译要多做几遍。

课后练习需要在上完本单元内容前对照课文自行完成。

所配的词汇表不限于本讲义，需要课下多背多练。

多给自己找与专业有关的阅读、听力材料，与其它相关课程，学以致用。

1.3 Reading list【参考资料】

听力：

中国国际广播电台 CRI 轻松调频，BBC 慢速英语，VOA Special English 等

阅读（以下所列的所有专业杂志都有网络版，有的还有 APP 供下载）：

Journalism（《新闻学》杂志）*Time*（《时代》周刊），*China Daily*（《中国日报》及网站），*Fortune*（《财富》及网站），*Business week*（《商业周刊》及网站），*The Economist*（《经济学人》杂志）

Ad Age (美国《广告时代》英文周刊或网站), *Ad week* (《广告周刊》), *Marketing* (《市场营销》杂志), *Campaign* (《意》), *The Journal of Advertising Research* (《广告学刊》), *Media* (《媒介》)

English Digest (《英语文摘》及网站), *Crazy English* (李阳《疯狂英语》) 等

Text 1 What is a Journalist? ❶

【导读：本文对于新闻行业的工作范围和新闻从业者的工作职责进行初步介绍，对于新人而言有一定参考和帮助。在新闻业务领域，中外的新闻采编流程差异不大，因此可以借鉴外文资料介绍，增加对行业的感性认识。】

Journalists work in many areas of life, finding and presenting information. However, for the purposes of this manual we define journalists principally (主要) as men and women who present (表达) that information as news to the audiences (受众) of newspapers, magazines, radio or television stations or the Internet.

• What do journalists do?

Within these different media, there are specialist tasks for journalists. In large organisations, the journalists may specialise in only one task. In small organisations, each journalist may have to do many different tasks. Here are some of the jobs journalists do:

Reporters (记者) gather information and present it in a written or spoken form in news stories, feature articles or documentaries. Reporters may work on the staff of news organisations, but may also work freelance, writing stories for

❶ Chapter 2: What is a journalist? [EB/OL]. [2013 - 09 - 01] [http://www. thenewsmanual. net/Manuals%20Volume%201/volume1_02. html](http://www.thenewsmanual.net/Manuals%20Volume%201/volume1_02.htm)



whoever pays them. General reporters cover all sorts of news stories, but some journalists specialise in certain areas such as reporting sport, politics or agriculture.

Sub – editors take the stories written by reporters and put them into a form which suits the special needs of their particular newspaper, magazine, bulletin or web page. Sub – editors do not usually gather information themselves. Their job is to concentrate on how the story can best be presented to their audience. They are often called subs. The person in charge of them is called the **chief sub – editor**, usually shortened to chief sub.

Photojournalists (摄影记者) use photographs to tell the news, i.e. photojournalists. They either cover events with a reporter, taking photographs to illustrate the written story, or attend news events on their own, presenting both the pictures and a story or caption (字幕, 标题).

The editor is usually the person who makes the final decision about what is included in the newspaper, magazine or news bulletins. He or she is responsible for all the content and all the journalists. Editors may have deputies and assistants to help them.

The news editor is the person in charge of the news journalists. In small organisations, the news editor may make all the decisions about what stories to cover and who will do the work. In larger organisations, the news editor may have a deputy, often called the **chief of staff**, whose special job is to assign reporters to the stories selected.

Feature writers work for newspapers and magazines, writing longer stories which usually give background to the news. In small organisations the reporters themselves will write feature articles. The person in charge of features is usually called the **features editor** (特写作家) .

Larger radio or television stations may have specialist staff producing current affairs programs – the broadcasting equivalent of the feature article. The person in

charge of producing a particular current affairs program is usually called the **producer** and the person in charge of all the programs in that series is called the **executive producer** or **EP**.

Specialist writers may be employed to produce personal commentary columns or reviews of things such as books, films, art or performances. They are usually selected for their knowledge about certain subjects or their ability to write well. Again, small organisations may use general reporters for some or all of these tasks.

There are many other jobs which can be done by journalists. It is a career with many opportunities.

- **Why be a journalist?**

People enter journalism for a variety of reasons but, money apart, there are four main motives:

The desire to write

Journalists are the major group of people in most developing countries who make their living from writing. Many young people who see themselves as future novelists choose journalism as a way of earning a living while developing their writing skills. Although writing for newspapers and writing for books require different qualities, the aspiration to be a great writer is not one to be discouraged in a would-be journalist.

The desire to be known

Most people want their work to be recognised by others. This helps to give it value. Some people also want to be recognised themselves, so that they have status in the eyes of society. It is not a bad motive to wish to be famous, but this must never become your main reason for being a journalist. You will not be a good journalist if you care more for impressing your audience than for serving their needs.

The desire to influence for good

Knowing the power of the printed or spoken word or image, especially in ru-



ral areas, some people enter journalism for the power it will give them to influence people. In many countries, a large number of politicians have backgrounds as journalists. It is open to question whether they are journalists who moved into politics or natural politicians who used journalism as a stepping stone.

There is a strong belief that journalists control the mass media but the best journalists recognise their role as servants of the people. They are the channels through which information flows and they are the interpreters of events. This recognition, paired with the desire to influence, can produce good campaigning journalists who see themselves as watchdogs for the ordinary man or woman. They are ready to champion the cause of the underdog and expose corruption and abuses of office. This is a vital role in any democratic process and should be equally valuable and welcome in countries where a non – democratic government guides or controls the press.

There is a difference between the desire to influence events for your own sake, and the desire to do it for other people. You should never use journalism for selfish ends, but you can use it to improve the life of other people – remembering that they may not always agree with you on what those improvements should be.

There is a strong tradition in western societies of the media being the so – called “Fourth Estate” (第四权力). Traditionally the other three estates were the church (宗教), the aristocracy (贵族) and the rest of society but nowadays the idea of the four estates is often defined as government (政府), courts (法院), clergy (教会) and the media, with the media – the “Fourth Estate” – acting as a balance and an advocate (提倡) for ordinary citizens against possible abuses (滥用) from the power and authority of the other three estates. This idea of journalists defending the rights of ordinary people is a common reason for young people entering the profession.

The desire for knowledge

Curiosity is a natural part of most people's characters and a vital ingredient for any journalist. Lots of young men and women enter the profession with the desire to know more about the world about them without needing to specialise in limited fields of study. Many critics accuse journalists of being shallow when in fact journalism, by its very nature, attracts people who are inquisitive about everything. Most journalists tend to know a little bit about a lot of things, rather than a lot about one subject.

Knowledge has many uses. It can simply help to make you a fuller and more interesting person. It can also give you power over people, especially people who do not possess that particular knowledge. Always bear in mind that power can be used in a positive way, to improve people's lives, or in a selfish way to advance yourself.

1.4 Exercise**1.4.1 What do journalists do according to this article?**

Reporter——gather information and present it in a written or spoken form in news stories, feature articles or documentaries

Sub - editors——

Photojournalists——

The editor——

The news editor——

Feature writers——



Specialist writers——

1. 4. 2 If you expect to be (or not to be) a journalist, please write down your reason.

Text 2 The Promotion mix

2.1 Pre – reading

This text introduces the main components of promotion which was derived from the textbook *Marketing*. Before scan it, you can give a definition about what is marketing and the relationship between advertising and the marketing mix with your own words. And later, you can compare your comprehension with the definition which was given by the author.

2.2 Text

Promotion is one of the four key components of any marketing strategy, the other three being product, place and price. Promotion itself also considered to be comprised of four elements: advertising, personal selling, sales promotion, and public relations.

Industries and organisations vary greatly with respect to the relative importance they place on the different elements in the promotion mix. For instance, in the cosmetics world Avon (雅芳) Products Inc. emphasises personal selling while Revlon (露华浓) Inc. emphasises advertising.

In deciding whether to buy or make regular use of a product, a prospective buyer moves through five stages: awareness, interest, evaluation, trial and adop-

tion. Promotion seeks to move prospective buyers through this process by informing, reminding and persuading customers about an organization and its products.

It is important to keep in mind that the elements in the promotion mix must be coordinated and linked together in such a way that they will complement and reinforce each other's impact on a potential customer. Each of the elements can play a particular role in achieving the promotion objectives. For example, advertising may be the best way to create awareness of a new product, while sales promotions such as free samples may be effective in encouraging trial of the product. Answering prospective buyers, queries, however, requires personal selling. The relative importance of the promotion mix elements can vary over time and certain forms of advertising or sales promotion may come in and out of vogue (时尚).

The following is a brief overview of each element in the promotion mix.

Advertising

Any paid form of nonpersonal communication through the mass media about a product by an identified sponsor is advertising. The mass media used include magazines, direct mail, radio, television, billboards, and newspapers. Sponsors may be a nonprofit organization, a political candidate, a company, or an individual. Advertising differs from news and publicity in that an identified sponsor pays for placing the message in the media. Advertising is used when sponsors want to communicate with a number of people who cannot be reached economically and effectively through personal means.

Personal selling

Personal, face – to – face contact between a seller's representative and those people with whom the seller wants to communicate is personal selling. Nonprofit organizations, political candidates, companies, and individuals use personal selling to communicate with their publics.



Sales promotion

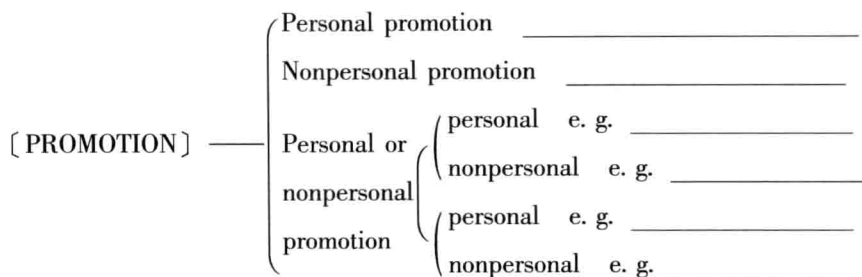
Sales promotion communicates with targeted receivers in a way that is not feasible by using other elements of the promotion mix. It involves any activity that offers an incentive to induce a desired response by salespersons, intermediaries, and/or final customers. Sales promotion activities add value to the product because the incentive ordinarily do not accompany the product. For example, consumer contests add value for consumers while sales contests add value for salespersons.

Most incentives, like consumer contests and sales contests, are short-term in nature. But some incentives are part of a long-term effort to inform target customers at the point of purchase. Sales promotion may be a firm's primary promotional effort or it may supplement and complement personal selling, advertising, and public relations.

Public relations

Modern organizations are also concerned about the effects of their actions on people outside their target markets. These people may have little contact with the organization but feel it affect their welfare in some way. Unless the organization understands their contest and communicates its goals and interests, they may misinterpret, distort, or be openly hostile to the organization's actions. Communication to correct erroneous impressions, maintain the goodwill of the organization's many publics, and explain the organization's goals and purposes is called public relations (PR) .

Unlike the other promotion mix elements, public relations is concerned primarily with people outside the target market, although it may include them. Government agencies, communities in which plants (工厂) are located, consumerists, environmentalists, stockholders, and college professors are some of the groups reached by an organization's public relations efforts.



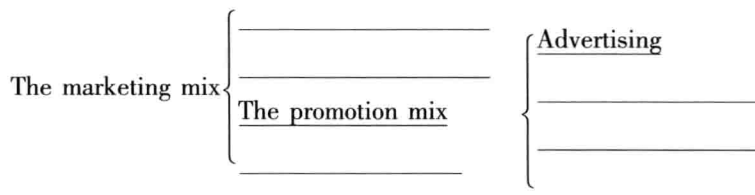
The figure classifies the promotion mix elements as personal promotion, nonpersonal promotion, or a mixture of personal and nonpersonal promotion. Personal selling is always personal, while advertising is always nonpersonal.

Public relations and sales promotion, however, can be either. An example of a personal type of public relations is the company spokesperson who announces the company's decision to expand its plant at a local Chamber of Commerce luncheon. On the other hand, publicity is nonpersonal public relations. Coupons are an example of nonpersonal sales promotion. The manufacturer arranges with retailers a special in-store demonstration of its products and supplies the representatives who conduct the demonstrations.

('Marketing' 2nd edition Schoell & Gullinan (Allyn & Bacon), adapted by St John)

2.3 Exercise

2.3.1 Fill in the blanks according to the content in this article.



2.3.2 Please recite and write the definition of advertising from this article.