

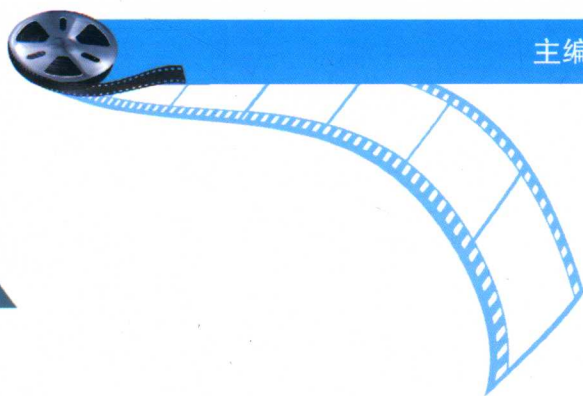


传媒与艺术英语系列教材

丛书主编 刘军平 黄敏

影视传媒英语

主编 黄敏 王金平



College English
for Film,
Television and
Communications



WUHAN UNIVERSITY PRESS

武汉大学出版社



传媒与艺术英语系列教材

丛书主编 刘军平 黄敏

影视传媒英语

主 编 黄 敏 王金平
副主编 刘 莹 王 军
编 委 张 勤 龚 芳 王 晶 刘 媛
夏黎丽 谢 娅 邓 欢

College English
for Film,
Television and
Communications

贵州师范学院内部使用



WUHAN UNIVERSITY PRESS

武汉大学出版社

图书在版编目(CIP)数据

影视传媒英语/黄敏,王金平主编.—武汉:武汉大学出版社,2019.9

传媒与艺术英语系列教材

ISBN 978-7-307-21002-8

I.影… II.①黄… ②王… III.传播媒介—英语—高等学校—教材
IV.H31

中国版本图书馆 CIP 数据核字(2019)第 132294 号

责任编辑:谢群英

责任校对:李孟潇

整体设计:韩闻锦

出版发行:武汉大学出版社 (430072 武昌 珞珈山)

(电子邮箱:cbs22@whu.edu.cn 网址:www.wdp.com.cn)

印刷:湖北金海印务有限公司

开本:787×1092 1/16 印张:8.5 字数:171千字 插页:1

版次:2019年9月第1版 2019年9月第1次印刷

ISBN 978-7-307-21002-8 定价:32.00元

版权所有,不得翻印;凡购我社的图书,如有质量问题,请与当地图书销售部门联系调换。

前 言

“传媒与艺术英语系列教材”是为满足当前大学英语教学及大学生对英语学习的个性化需求，主要服务于传媒艺术类院校或传媒艺术类专业的人才培养要求，强调大学英语课程的应用性和实用性，以培养学生的英语应用能力为目标，而设计开发的一套既适合学生的学习特点，又能反映学生的专业特色，并且适合学生的实际语言发展水平的教材，供大学英语拓展阶段使用。系列教材以传媒类、艺术类学生为学习对象，由三本教材组成，分别是《影视传媒英语》、《艺术设计英语》和《音乐舞蹈英语》。

选材原则：

选材遵循趣味性、知识性、思辨性的原则。选文以传媒、艺术题材为主，体裁多样，语言规范，注意经典性与时代性的结合。每本教材由八个单元构成，每个单元围绕一个主题展开。

《影视传媒英语》主题涵盖播音、主持、剧本、导演、表演及戏剧影视等；

《艺术设计英语》主题涵盖中西美术、环境艺术、摄影、时尚及动画等；

《音乐舞蹈英语》主题涵盖中西方古典音乐古典舞蹈，现代音乐现代舞蹈、音乐剧、音乐真人秀等。

教材特色：

编写团队本着对教学负责，对学生负责的态度，精心选材，严谨编写，力求在帮助学生切实提高英语应用能力的同时还能引导他们探寻不同文化，拓宽视野，培养思辨能力。本系列教材具有以下几个特色：

1. 突出传媒和艺术领域的通识文化。以艺术文化为导向，充分考虑学生的专业特点，尽量拓展与传媒和艺术相关的文化背景知识。
2. 突出语言知识与专业知识的结合。教材内容涉及影视、传媒、艺术、音乐舞蹈

等艺术领域，充分体现了《大学英语课程要求》关于大学英语教学的工具性和人文性的统一。

3. 突出趣味性和时尚性。传媒及艺术专业学生本身极具个性，引领潮流。趣味和时尚能有效激发学生的学习兴趣。

4. 突出实践性和体验性。注重在用中学，学以致用。教材设计了大量让学生在播音、表演或其他艺术创作时以英语为应用语言的活动，有助于进一步提升学生的参与热情和练习的实践价值。

5. 突出适用性和可接受性。传媒及艺术类学生的共同特点是英语语言基础薄弱，语言能力欠缺。因此选材的难度和活动设置所需的语言难度以学生的实际水平为基础，让学生放下包袱大胆创新去用。

教材结构：

每个单元由四个部分构成，教学内容安排合理，图文并茂，版式新颖。

1. Warm-up 活动生动有趣，导入主题，可参与性强。
2. Reading 内容新颖，语言原汁原味。阅读前的词汇前测以及与课文同步的单词注解帮助学生轻松读懂文章。
3. English+ 创意十足，突出以英语语言应用为目的的各种艺术展示。
4. Glossary 总结与主题相关的专业词汇，为以后阅读专业文献或从事相关工作奠定基础。

“传媒与艺术英语系列教材”是我们在大学英语教学内容和课程体系改革方面所作的一次大胆尝试，希望更多的老师通过对本教材的创造性使用，发现和指正其中的疏漏和不当之处，加入这种再创造的尝试中来。

物此说明：教材中所用到的音频、视频材料请联系编者(电话：027-81979524，18607169526)。

作者

2019年5月

Contents

Unit 1	Broadcasting	001
Unit 2	Hosting	014
Unit 3	Scripting	028
Unit 4	Directing	043
Unit 5	Acting	056
Unit 6	Plays & Drama	070
Unit 7	Film & TV	084
Unit 8	Filmmaking	099
Glossary		115



Unit 1 Broadcasting

I love to think of nature as an unlimited broadcasting station, through which God speaks to us every hour, if we will only tune in.

—George Washington Carver

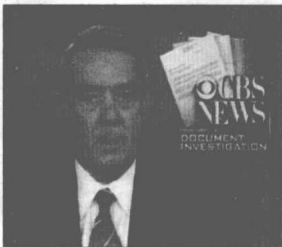
Objectives:

In this unit, you will

- learn the language of broadcasting.
- get some advice on how to be a qualified broadcaster.
- improve your ability of listening, reading and translating.
- practice broadcasting news in English.

Section A Warm-up

1. Here are some pictures of famous broadcasters. What do you know about them?



Dan Rather



Mike Breen



Maria Bartiromo

2. What qualities make a great broadcaster? Please discuss with your partner, using the words and expressions in the box below when necessary.

clear and proper pronunciation	top-notch speaking skills		
a gentle tone	accuracy	insight	knowledge
eloquent	entertaining	enjoyable	good-looking

Let's Practice

1. Using tongue twister is an effective strategy to improve our pronunciation. Listen to the following tongue twisters and try to read them as fast and accurately as possible.

1. I scream, you scream, we all scream for ice cream!
2. A big black bug bit a big black dog on his big black nose!
3. Betty Botter had some butter, “but”, she said, “this butter’s bitter.”
4. Elizabeth’s birthday is on the third Thursday of this month.
5. How many cookies could a good cook cook if a good cook could cook cookies?

2. Listen to some excerpts from different TV or radio programs. Which genre of programs do they belong to and why? The genres are listed below.

news	sports	weather	music
------	--------	---------	-------

1. _____ 2. _____ 3. _____ 4. _____

Section B Reading

Topic Preview:

The term **broadcasting**, borrowed from the agricultural method of sowing seeds in a field by casting them broadly about, was coined around 1920. It is the distribution of audio or video content or other messages to a dispersed audience via any electronic mass communications medium. It is an activity of “one-to-many” communication—a single radio station transmitting to multiple listeners.



TEXT I

Word Pretest

Choose the Chinese equivalent for each word. Write the corresponding letter on the line.

1. adaptation	_____	a. 宣传
2. propaganda	_____	b. 目击, 见证
3. launch	_____	c. 发动, 开启
4. enable	_____	d. 主观的
5. subjective	_____	e. 消失
6. bulletin	_____	f. 使能够
7. vanish	_____	g. 新闻简报
8. witness	_____	h. 改编

Text I

Top Four Historic Radio Broadcasts

Radio has enabled us, for the first time in history, to broadcast some of the most important historical moments to the world. Here are four of the most famous or historically important broadcasts in history. The items in the list are not numbered for importance as it is too subjective to rate recordings of this type.

Broadcast 1 The Hindenburg Disaster

The Hindenburg was a German airship built in 1935 in order to carry passengers between Europe and the United States. In 1937, it crashed in flames when landing at Lakehurst Naval Air Station.

You could note the tone of voice being used by the reporter in this recording—you can truly appreciate the horror he felt witnessing the event—something that has virtually

enable/ɪˈneɪbl/v. 使能够, 使成为可能

subjective/səbˈdʒektɪv/adj. 主观的

rate/reɪt/v. 排名

flame/fleɪm/ n. 火焰

naval/ˈneɪvl/ adj. 海军的

witness/ˈwɪtnɪs/v. 目击, 见证

virtually/ˈvɜːtʃʊəli/adv. 事实上, 几乎

vanish/'væniʃ/ v. 消失

humanity/'hju:mænɪti/n. 人类(总称), 人道

adaptation/ædæp'teɪʃ(ə)n/n. 改编(版)

bulletin/'bulətɪn/n. 新闻简报, 布告, 公告

Martian/'mɑ:ʃən/adj. 火星的

invasion/ɪn'veɪʒ(ə)n/n. 入侵, 侵略

episode/'epɪsəʊd/n. 插曲

launch/lɔ:ntʃ/v. 发动, 开启

declaration/ˌdeklə'reɪʃ(ə)n/n. 宣布, 正式声明

propaganda/ˌprɒpə'gændə/n. 宣传

spark/spɑ:k/v. 引起, 激发

emergency/ɪ'mɜ:dʒ(ə)nɪ/n. 紧急情况, 突发事件

council/'kaʊnsl/n. 委员会, 会议

fascist/'fæfɪst/n. 法西斯分子

propagandist/ˌprɒpə'gændɪst/n. 宣传者

distinctly/drɪ'stɪŋktli/adv. 明显地, 确实地

mocking/'mɒkɪŋ/adj. 嘲讽的, 嘲弄的

frown/fraʊn/v. 皱眉

ridicule/'rɪdɪkʊ:l/v. & n. 嘲笑, 戏弄

vanished from modern reporting. This is particularly evident when he cries the famous phrase “Oh the humanity!”

Broadcast 2 *The War of the Worlds*

Directed by Orson Welles, this broadcast was an adaptation of H. G. Wells' classic novel *The War of the Worlds* (1898), and was performed as a Halloween special on October 30, 1938. The live, 60 minute broadcast, presented mostly as a series of news bulletins, frightened many listeners into believing that an actual Martian invasion was in progress. There was public outcry against the episode, but it launched Welles to great fame.

Broadcast 3 *Adolf Hitler—Declaration of War*

Hitler came to power in Germany during the aftermath of World War I and became very popular through his use of propaganda appealing to the lower and middle classes. He sparked World War II when he invaded Poland. In this broadcast Adolf Hitler is declaring war on Poland (“we shall meet bomb with bomb”)—the American reporter translates as he goes. Most interestingly, the reporter is interrupted twice to announce that the governments of France and Great Britain were calling for emergency councils.

Broadcast 4 *Lord Hawhaw—Off the Air*

William Joyce (better known as Lord Hawhaw) was a fascist politician who worked for the Nazis during the war as a propagandist. His distinctly “posh” English accent is the cause of him receiving his mocking nickname. Joyce broadcast propaganda from radio stations in Berlin, Hamburg, and Luxembourg. Whilst it was not illegal to listen to his broadcasts in England, it was frowned upon. Nevertheless, his recordings were very popular with the public as a source of amusement. He became a hated and ridiculed figure. He escaped after the war but an English soldier over-

heard him talking at a café and recognized his voice. He was arrested and executed for treason. This is the last broadcast made from Hawhaw's radio station—it is made by a British soldier and it announces that Lord Hawhaw has gone and will not be back.

The text is adapted from “Top 10 Historic Radio Broadcasts”.

(<http://listverse.com/2007/07/19/top-10-historic-radio-broadcasts/>)

execute/'eksɪkjʊ:t/v.处死
treason/'tri:zn/n.叛国(罪)

Notes:

1. Hindenburg Disaster(兴登堡号空难):“兴登堡”(Hindenburg)号是齐柏林公司为德国政府建造的人类历史上最大的一艘客运飞艇,以德国总统兴登堡(Paul von Hindenburg, 1847—1934)的名字命名。1937年5月6日,在新泽西州莱克赫斯特海军航空总站上空准备降落时,起火燃烧坠毁。
2. Orson Welles(奥逊·威尔斯):美国电影导演、演员、制片人。1938年因播演广播剧《星际战争》而知名。曾获奥斯卡特别荣誉奖。
3. H. G. Wells(赫伯特·乔治·威尔斯):(1866—1946),英国著名小说家,尤以科幻小说创作闻名于世。代表作有《时间机器》、《隐身人》、《星际战争》、《世界史纲》等。
4. Hamburg(汉堡港):德国最大的海港,位于德国北部易北河下游的右岸,始建于1189年,迄今有800多年的历史,已发展成为世界上最大的自由港。
5. Luxembourg(卢森堡):卢森堡是欧洲的一个国家,首都是卢森堡市,位于欧洲西北部。



(图片来自百度百科)

Reading Comprehension

Task 1 Here are five statements. Identify the broadcast from which the information contained is derived and write the corresponding number on the line. You may choose a broadcast more than once.

Broadcast ____ A. William Joyce was ridiculed by the public for his “posh” English accent.

Broadcast ____ B. Orson Welles adapted and presented *The War of the Worlds* as a series of

news bulletins.

Broadcast ____ C. The reporter was greatly shocked witnessing the tragedy of the airship.

Broadcast ____ D. The American reporter translated while Hitler was declaring war on Poland
in the broadcast.

Broadcast ____ E. A soldier announced the end of William Joyce's broadcast.

Task 2 Choose the best answer according to the text.

- Which of the following statements is true according to the passage?
 - It's inappropriate to rank the four broadcasts in the order of importance.
 - The broadcast of the Hindenburg Disaster is the most famous one in history.
 - The War of the Worlds* is a live broadcast of Martian invasion.
 - It's illegal to listen to William Joyce's broadcasts in England.
- The reporter didn't mean _____, when he cried, "Oh the humanity!"
 - that it's the extreme of what humans could see
 - that it's one of the worst disasters for humans
 - that humanity was overrated
 - how terrible the scene was
- Orson Welles got famous for the following reasons except _____.
 - his presenting the sci-fi as a series of news bulletins
 - his frightening many listeners into believing the Martian invasion
 - public anger against his trick
 - his novel *The War of the Worlds*
- What was the public attitude toward William Joyce?

A. Disgusting.	B. Disapproving.
C. Mocking.	D. All of the above.
- The last broadcast made from Hawhaw's radio station was _____.

A. made by William Joyce	B. made by a British soldier
C. a propaganda	D. a source of amusement

Language Practice

Task 1 Fill in each of the blanks with a word from the text. Then try to recite this paragraph.

William Joyce (better known as Lord Hawhaw) was a fascist politician who worked for

the Nazis during the war as a propagandist. His (1) _____ “posh” English accent is the cause of him receiving his (2) _____ nickname. Joyce (3) _____ propaganda from radio stations in Berlin, Hamburg, and Luxembourg. Whilst it was not (4) _____ to listen to his broadcasts in England, it was (5) _____ upon. Nevertheless, his recordings were very popular with the public as a source of (6) _____. He became a hated and (7) _____ figure. He escaped after the war but an English soldier (8) _____ him talking at a café and recognized his voice. He was arrested and executed for (9) _____. This is the last broadcast made from Hawhaw’s radio station—it is made by a British soldier and it (10) _____ that Lord Hawhaw has gone and will not be back.

Task 2 Complete the following sentences with the words given below. Change the form if necessary.

enable

launch

vanish

adaptation

witness

virtually

distinctly

mocking

1. Body fat doesn't _____ overnight and you may not see small changes if you measure every day.
2. A few years ago it was _____ impossible to find superior quality coffee in local shops.
3. Behind the _____ laughter lurks a growing sense of unease.
4. Do you think the film _____ was faithful to the book?
5. The police have _____ an investigation into the incident.
6. Performance across regions varies quite _____—East Asia and South Asia have benefited the most, Africa by less.
7. Development in medical science and care may _____ us to live fuller, longer lives.
8. We're more able than ever to _____ the tragedy of millions of our fellow humans on television or online.

Task 3 Translate the following sentences into Chinese, paying special attention to the words in bold type.

1. Radio has **enabled** us to broadcast some of the most important historical moments to the world.

2. There was public outcry against the **episode**, but it **launched** Welles to great fame.

3. You can truly appreciate the horror he felt **witnessing** the event—something that has **virtually vanished** from modern reporting.

4. He **sparked** World War II when he invaded Poland.

5. Whilst it was not illegal to listen to his broadcasts in England, it was **frowned upon**.

Text II

Advice from a Hall of Fame Broadcaster

Hall of Fame 杰出人物,名人堂

contemplate/'kɒntəmpleɪt /v.

仔细考虑,深思

journalism/'dʒɜ:nəlɪzəm /n.

新闻业;新闻工作

authority/ɔ:'θɒrɪti/n.权威

reserve/'rɪzɜ:v/v.保留

instruct/'ɪn'strʌkt/v.指导,指示

unmistakable/'ʌnmɪ'steɪkəbl/

adj.明显的;不会弄错的

After having just turned 20, I wrote a letter to Ernie Harwell, the late Hall of Fame baseball broadcaster who spent 42 of his 55 years calling games for the Detroit Tigers. At the time, I was contemplating a career in sports journalism. Growing up as I did in a suburb of Detroit, there was no higher authority on this topic than Ernie, so I asked him what advice he'd give someone like me.

One Friday night, I returned home from a Tiger game to find my entire family awake to greet me. With the sort of smile ordinarily reserved for graduations and weddings, my mother handed me a note that read "Ernie Harwell called. Wants you to call him back tomorrow a.m. at 7."

Sleep that evening came about as easily as it does for many six year olds on Christmas Eve. I called him as instructed and was greeted by Ernie's unmistakable voice. He invited me to his house for coffee so we could talk. Of course,

I accepted his invitation.

Over the course of the next three hours, we talked about his career arc, the lessons he learned, and the personalities he met along the way, including some of the game's legends, guys like Ty Cobb and Babe Ruth. Though he had tailored his advice for an aspiring broadcaster, much of it has value to anyone who has to speak in front of an audience. Here is a list of tips:

1. Be yourself: I realized how true this was later that summer when, as an intern at WJR radio in Detroit, a radio host told me that he had overcome an addiction problem earlier in his career. At that time, he wasn't confident that anyone would want to hear him as he truly was, so he created a facade for his on-air persona. Keeping up the act broke him, costing him his job and his health. Not only is it easier to be who you are; that's the person your audience wants and expects.

2. Rehearse in front of a mirror: It will feel awkward at first, but practice will reduce your dependence on notes, give you confidence, and allow you to refine your speech even more effectively.

3. Speak assertively: I've noticed many speakers sound like they are asking questions, not making statements, as they talk. When we finish a sentence on a higher note, the way many of us do when we ask questions, it projects uncertainty. Remember that when you take the stage, the audience expects to hear from an expert. You lose that respect when you sound like you're not sure about what you're saying.

4. Most people will forget what you said within 15 minutes: In other words, don't press yourself. Unless you're giving a State of the Union address, your words will be forgotten sooner than you might think.

5. No matter what you say, there are a billion people in

course/kɔ:s/ *n.* 过程

career arc 职业轨迹

tailor/'teɪlə/v. 为……制作

aspiring /ə'spaɪərɪŋ/ *adj.* 有抱负的,有志向的

intern/'ɪntɜ:n/*n.* 实习生

host/həʊst/*n.* 主持人

addiction/ə'dɪkʃn/*n.* (毒品) 瘾

facade /fə'saɪd/*n.* 表面,外表

persona/pə'səʊnə/*n.* 伪装,假面,面具人格

rehearse/rɪ'hɜ:s/*v.* 练习,演练

awkward/'ɔ:kwəd/*adj.* 令人尴尬的

refine/rɪ'faɪn/*v.* 改进

assertively/ə'sə:tɪvli/*adv.* 果断地,自信地

address/ə'dres/*n.* 演说,致辞

ambitious/æm'biʃəs/adj. 有抱负的,有雄心的

China who don't care. Again, relax.

If you're ambitious, you need to excel to advance your career. I've found that following these tips have helped me improve my skills. What has worked for you?

This text is based on "How a Hall of Fame Broadcaster Taught Me to Be a Better Public Speaker" by Matt Collins on May 11, 2014.

(<https://mattcollinsblog.com/2014/05/11/how-a-hall-of-fame-broadcaster-taught-me-to-be-a-better-public-speaker/>)

Notes:

1. Ernie Harwell(厄尼·哈维尔):美国体育比赛实况解说员,因实况解说美国职业棒球大联盟而闻名。
2. Detroit Tigers(底特律老虎队):美国职业棒球大联盟(Major League Baseball,简称MLB)中隶属于美国联盟的棒球队之一,主场位于密歇根州的底特律市。
3. Ty Cobb(泰·柯布):美国棒球选手,棒球名人堂成员。1928年退休时,他是9项美国职棒纪录的保持者。
4. Babe Ruth(贝比·鲁斯):贝比·鲁斯,美国职业棒球运动员。他是同拳王阿里、球王贝利、飞人乔丹相比肩的传奇人物,有“棒球之神”之称。

Reading Comprehension

Choose the best answer according to the text.

1. The author wrote a letter to Ernie Harwell for the following reasons except that _____.
 - A. Ernie Harwell was an authority on sports journalism.
 - B. the author was considering a career as a broadcaster.
 - C. Ernie Harwell was a famous baseball broadcaster.
 - D. Ernie Harwell had been working as a baseball broadcaster for 55 years.
2. What can be inferred from the passage?
 - A. The author fell asleep fast that night.
 - B. It's not easy for the author to fall asleep fast that night.
 - C. His entire family awoke that night to greet him for his graduation.

