

New
Era English Reading Course

新时代艺术英语阅读

for Art Students

主审：罗思

主编：仪雪 何瑛



电子科技大学出版社

University of Electronic Science and Technology of China Press

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电子科技大学出版社

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图书在版编目 (CIP) 数据

新时代艺术英语阅读 / 仪雪, 何瑛主编. — 成都 :
电子科技大学出版社, 2019.12
ISBN 978-7-5647-7556-8

I. ①新... II. ①仪... ②何... III. ①艺术—英语—
阅读教学—高等学校—教材 IV. ①J

中国版本图书馆 CIP 数据核字(2019)第 288301 号

新时代艺术英语阅读

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策划编辑 杨仪玮

责任编辑 杨仪玮

出版发行 电子科技大学出版社

成都市一环路东一段 159 号电子信息产业大厦九楼 邮编:610051

主 页 www.uestcp.com.cn

服务电话 028-83203399

邮购电话 028-83201495

印 刷 成都四时教育印务有限责任公司

成品尺寸 185mm×260mm

印 张 11

字 数 285 千字

版 次 2019 年 12 月第 1 版

印 次 2019 年 12 月第 1 次印刷

书 号 ISBN 978-7-5647-7556-8

定 价 38.00 元

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前言

《新时代艺术英语阅读》(*New Era English Reading Course for Art Students*)的编写遵循了教育部最新修订的《大学英语教学指南》的要求:在高中英语教学的基础上进一步提高学生听、说、读、写、译的能力;开展专门用途英语学习,学生可以通过学习与专业或未来工作有关的学术英语或职业英语,获得在学术或职业领域进行交流的相关能力;进行跨文化交际的学习,让学生了解国外的社会与文化,增进对不同文化的理解、对中外文化异同的意识,培养跨文化交际能力。此外,本教材参照了四川电影电视学院影视应用型人才的目标和方案,是为满足艺术院校学生及其他院校艺术专业学生的英语学习需求而编写的教材。

本教材由四川电影电视学院英语教学部教学一线的教师结合艺术院校英语教学实践编写而成。本教材的编写思路是将高校学生的艺术专业与传统的“大学英语”课程相结合,在教材中既学习英语知识,又通过专业英语培养学生的实际英语应用能力,实现英语知识与英语能力的结合,教材内容与实践的衔接。

本教材涵盖了艺术的主要门类,对艺术进行了较为全面的展示。本书具有以下五个方面的特点。

(1) 语言学习具有权威性。所选择的阅读材料选自主流媒体,语言地道准确,便于学生学习正确的英语语言。

(2) 内容选择角度具有代表性。全书包括了播音、影视、服装化妆、音乐、舞蹈以及艺术家等诸多内容。所选材料旨在拓宽学生的艺术视野,让学生了解不同类型艺术的相关知识,提高学生的艺术修养和艺术鉴赏能力。

(3) 信息选择具有前沿性。本书选择的内容具有鲜明的时代性和前沿性,专业术语覆盖面广,时代特征突出,艺术风格鲜明,包括了AI播音、漫威电影、中国科幻电影介绍等新信息,有利于指导阅读者的艺术实践和跨文化交流与传播,能较好地满足阅读者了解艺术前沿动态的愿望。

(4) 结构安排具有科学性。全书分为七个主题单元,包括播音、影视、服装化妆、音乐、舞蹈、艺术家和中国传统文化艺术。每个单元有背景介绍、课前热身问题、语言点注释、重点词汇,课后设计了针对性很强的练习题,包括课文把握、词汇理解、语言运用等各个层次,有

助于引导读者自主学习、学以致用，以增强学习者运用英语进行艺术交际的实际能力。这样的设计安排发挥了双语教学的优势，有利于对学习者英语思维能力的培养。

(5) 特设中国文化版块。随着中国文化走出去战略的实施，新时代的大学生，特别是肩负着传承和传播中国文化使命的艺术专业大学生需要掌握中国传统文化的中英文表达方式。本教材还特设了中国文化版块，介绍了中国传统的戏曲文化、书画文化，让学生在比较中西方文化的同时，能够“讲好中国故事，传播好中国声音”。

由于编者水平有限，疏漏与错误之处在所难免，希望本教材能在使用中能不断得到修正并趋于完善，也恳请广大同行和读者提出宝贵意见和建议。

编者
2019年10月

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UNIT 1 BROADCASTING 播音

Passage One

Background Information

On the 87th anniversary of Xinhua News Agency, together with Sogou, the agency released the world's first synthetic news anchor — “AI synthetic anchor” at the 5th World Internet Conference on December 7, 2018, which utilized the latest artificial intelligence technology “cloned” with the same broadcasting ability as human anchors. This not only made a great achievement technological innovation and breakthrough in global AI synthesis, but also pioneered the integration of real-time audio and video with human AI images in the field of news.

在新华社建社 87 周年之际，新华社联合搜狗于 2018 年 12 月 7 日在第五届世界互联网大会上发布了全球首个合成新闻主播——“AI 合成主播”，它是运用最新人工智能技术，“克隆”出的与真人主播拥有同样播报能力的“分身”。这不仅在全球 AI 合成领域实现了技术创新和突破，更在新闻领域开创了实时音视频与 AI 真人形象合成的先河。



Pre-reading Questions

1. What is your major?
2. Will your major be replaced by AI in the future? Why or why not?

China's Xinhua News Agency Debuts World's First AI Anchors*

China's state-run news agency Xinhua debuted its first artificial intelligence (AI) news anchors at the ongoing Fifth World Internet Conference that kicked off in Wuzhen, east China's Zhejiang Province, on Wednesday.

The groundbreaking AI news anchors, one speaking Chinese and the other English, are the world's first news anchors based on the latest AI technology.

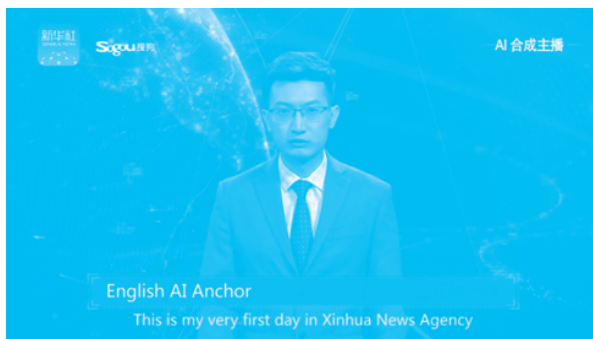
* 文章来源：<https://news.cgtn.com/news/3d3d514d3055444e30457a6333566d54/index.html>

Jointly developed by Xinhua and Chinese search engine Sogou, the AI anchors can work 24 hours a day reporting breaking news to audiences around the world.

In the video clips released by Xinhua, the AI news anchors resemble real people, as they were modeled on the news anchors working in the agency. They can deliver the news just like human anchors as their machine learning program can extract and synthesize the voice, lip movements and facial expressions of real anchors, according to Xinhua.

As editors input the news, the AI anchors tirelessly, quickly and accurately report it throughout the day.

According to Xinhua, the AI anchors have already joined the daily news reporting team and worked 24 hours a day reporting news on the agency's social media platforms, including the news app, official WeChat and Weibo accounts as well as the TV webpage, bringing audiences "a brand new news experience".



Xinhua said that the AI anchors have immeasurable prospects for the future news reporting as they could reduce production costs and improve efficiency and accuracy.

In recent years, AI is developing rapidly in China, especially in the burgeoning Internet field. From Internet giants to startups, many have achieved momentum in the study and research of AI technology, bringing dramatic changes to people's daily lives.

The fifth edition of the annual World Internet Conference kicked off on Wednesday in east China's historic water town of Wuzhen. First spearheaded by China in 2014, the event has always aimed to build "a community with a shared future in cyberspace", and this year's theme is "creating a digital world of mutual trust and collective governance".

Language Points

① Jointly developed by Xinhua and Chinese search engine Sogou, the AI anchors can work 24 hours a day reporting breaking news to audiences around the world.

developed 是过去分词作状语，表方式。

例：Supported by his son, the old patient went into the room.

那位年老的病人在儿子的搀扶下走进了房间。

② They can deliver the news just like human anchors as their machine learning program can extract

* 图片来源：

<https://news.cgtn.com/news/3d3d514d3055444e30457a6333566d54/img/80ca0b4ee6134599a5ab58f989bd97a0/80ca0b4ee6134599a5ab58f989bd97a0.jpg>

and synthesize the voice, lip movements and facial expressions of real anchors, according to Xinhua.

as 表示“因为，由于”，引导原因状语从句，其语气不如 because 强，通常为附加说明的理由，且是已知晓的原因，主句与从句没有逻辑上的因果关系。

例：As it was getting late, he stopped digging and started for home.

由于天色越来越晚，于是不挖了，动身回家了。

③ First spearheaded by China in 2014, the event has always aimed to build “a community with a shared future in cyberspace”, and this year’s theme is “creating a digital world of mutual trust and collective governance”.

shared 是过去分词作定语，具有被动和完成的意义。类似的表达有：

a broken window

a wounded soldier

an unexpected guest

the fallen leaves

New Words

debut /'deɪbjʊ:/ *v.* 首次演出，问世

ongoing /'ɒŋɡəʊɪŋ/ *adj.* 继续进行的，不断发展的

groundbreaking /'graʊndbreɪkɪŋ/ *adj.* 有突破性的，开创性的

immeasurable /ɪ'meɪzərəbəl/ *adj.* 无法计量的

prospect /'prɒspekt/ *n.* 可能性，前景

burgeon /'bɜːdʒən/ *v.* 迅速生长

momentum /məʊ'mentəm/ *n.* 动力，势头

spearhead /'spiəhed/ *n.* 领导（一场运动或袭击）

cyberspace /'saɪbəspeɪs/ *n.* 网络空间

governance /'gʌvənəns/ *n.* 统治，管理

Phrases

kick off 开始（事件、比赛等）

be modeled on 参照……

Technical Terms

news agency 新闻社

artificial intelligence 人工智能 (AI)

news anchor 新闻主播

search engine 搜索引擎
 breaking news 大事件, 即时新闻
 video clip 视频剪辑
 deliver the news 播送新闻
 extract and synthesize the voice 提取并合成声音
 human anchor 真人主播
 lip movement 嘴唇动作
 facial expression 面部表情
 editor 剪辑师, 编辑器
 social media platform 社交媒体平台
 WeChat and Weibo accounts 微信和微博账号
 TV webpage 电视网页

Exercises

Part I Reading comprehension.

1. What did China's state-run news agency Xinhua do at the Fifth World Internet Conference in Wuzhen on Wednesday? _____
 A. Kicked off artificial intelligence.
 B. Developed Chinese search engine Sogou.
 C. Extracted and synthesized the voice.
 D. Debuted its first AI news anchors.
2. The groundbreaking AI news anchors based on the latest AI technology can speak _____.
 A. Chinese
 B. English
 C. Chinese and Japanese
 D. Chinese and English
3. The AI anchors can work 24 hours a day reporting _____ to audiences around the world.
 A. old stories
 B. old news
 C. breaking news
 D. breakthrough news
4. The AI anchors have already joined the daily news reporting team and worked 24 hours a day reporting news on the agency's social media platforms, EXCEPT _____.
 A. the news app
 B. official WeChat and Weibo accounts

- C. the news agency
 - D. the TV webpage
5. What can we learn from the passage? _____
- A. Wuzhen is a water town located in west China's Zhejiang Province.
 - B. It's impossible to have a brand new news experience with the AI anchors.
 - C. According to Xinhua News Agency, the AI anchors have measurable prospects for the future news reporting.
 - D. Many Chinese companies have achieved momentum in the study and research of AI technology.

Part II Decide whether the following statements are true(T) or false(F) according to the passage.

- 1. The AI anchors will feel tired of delivering news just like human anchors.
- 2. According to Xinhua, the AI anchors have not joined the daily news reporting team reporting news on the agency's social media platforms.
- 3. The annual World Internet Conference first spearheaded by China in 2014, has always aimed to build "a community with a shared future in cyberspace".

Part III Translate the following sentences into Chinese.

1. Jointly developed by Xinhua and Chinese search engine Sogou, the AI anchors can work 24 hours a day reporting breaking news to audiences around the world.

2. They can deliver the news just like human anchors as their machine learning program can extract and synthesize the voice, lip movements and facial expressions of real anchors, according to Xinhua.

3. First spearheaded by China in 2014, the event has always aimed to build "a community with a shared future in cyberspace", and this year's theme is "creating a digital world of mutual trust and collective governance".

Passage Two

Background Information

The term broadcasting evolved from its use as the agricultural method of sowing seeds in a field by casting them broadly about. Later, broadcasting mainly refers to information or programs transmitted over radio waves. Examples applying it to “one-to-many” radio transmissions of an individual station to multiple listeners appeared as early as 1898.

The field of broadcasting includes both government-managed services such as public radio, community radio and public television, and private commercial radio and commercial television. In the 2000s, transmissions of television and radio programs via streaming digital technology have increasingly been referred to as broadcasting as well.

“广播”一词演变自在田野里广泛（broad）播撒（cast）种子的农业方法。后来广播主要指通过无线电波传送的信息或节目。早在 1898 年就出现了将其应用于单个电台对多个听众的“一对多”无线电传输的例子。

广播领域包括政府管理的公共广播、社区广播和私营商业广播以及公共电视和商业电视等。在 21 世纪初，通过流媒体数字技术传输电视和广播节目的方式越来越多地被称为“广播”。



Pre-reading Questions

1. Do you like TV programs? If yes, who is your favorite TV broadcaster?
2. What professional qualities do you think a TV broadcaster should possess?

What are five skills you need to be a TV broadcaster?*

TV broadcasters present entertainment, current affairs, news, music, weather and sports programs on television. They may present programs live or record them for later transmission. Broadcasters may also research and write their own material. In smaller stations, they may be responsible for editing their own program content. Broadcasters, therefore, require a wide range of presentation and program production skills.

* 文章来源：<https://work.chron.com/five-skills-need-tv-broadcaster-22769.html>

Presentation Skills

Excellent presentation skills are essential for a TV broadcaster. You must have a clear voice and the ability to present your material calmly and professionally, particularly under the pressure of a live broadcast. You must be able to present your material in a natural tone when reading your material from an autocue. If you are using graphics to explain complex subjects, on a news broadcast for example, you must be able to interact with the material while continuing to speak directly to camera.



Research Skills

You must have good research and writing skills if you prepare your own program scripts. Broadcasters who present current affairs programs, for example, keep up to date with developments and personalities in their field so that they can provide their audience with an informed, authoritative view on an issue. On larger stations, you may have a team of researchers and writers who contact experts or source information. You must be able to give the team direction so that they provide you with material relevant to the program.

Interview Skills

As part of your role, you may interview people on location or in the studio. A broadcast journalist may interview eyewitnesses or experts while covering a news story. A talk show host interviews a wide range of guests from members of the public to celebrities. You must have the interpersonal skills to put the interviewee at ease and encourage him to make an informative or entertaining contribution to the program. To prepare for the interviews, you must research the subjects and the people thoroughly so that you can ask meaningful questions.

Flexibility

Flexibility is an important attribute for a TV broadcaster. You must be able to react quickly and calmly to change. News broadcasters, for example, may have to interrupt their prepared bulletin if important news breaks. They receive information from the production team and must quickly prepare their presentation so that the broadcast continues without interruption. If a technical problem occurs, such as a broken link to a video clip or a journalist on location, you must be able to quickly and calmly switch to an alternative item.

* 图片来源：百度图片

Technical Skills

You must have an understanding of television production techniques so that you are familiar with the work of program directors, sound engineers, camera operators and the control room team. Technical knowledge enables you to respond effectively to instructions from the production team. You must be familiar with studio equipment and editing techniques to edit your program material.

Language Points

① You must be able to present your material in a natural tone when reading your material from an autocue.

When+doing 用法:

在以 when 引导的状语从句中, 若从句主语与主句的主语相同时, 可将从句中的主语删除, 并将之后的动词变成现在分词。

例: When you do the work, you should be careful.

= When doing the work, you should be careful.

做工作时, 你要仔细点。

Every teacher should, therefore, follow in his footsteps and emphasize benevolence when he teaches.

= Every teacher should, therefore, follow in his footsteps and emphasize benevolence when teaching.

因此, 每个老师教学时, 应效法孔子并强调仁的道理。

文中句子可改写为:

You must be able to present your material in a natural tone when you read your material from an autocue.

当你看自动提词器阅读稿件时, 你必须能够以自然的语调来呈现这些稿件。

② Broadcasters who present current affairs programs, for example, keep up to date with developments and personalities in their field so that they can provide their audience with an informed, authoritative view on an issue.

(1) who 在这里引导定语从句, 修饰先行词 broadcasters。该句的谓语动词为 keep up to date with, 意思是“跟上, 跟进……”; provide sb. with sth. 意思为“给某人提供某物”。

例: One of the hardest tasks for some foreigners is to keep up to date with what is still open, what is under new management and what is the latest place.

对外国人来说, 其中一个最艰巨的任务就是跟进有关这些场所的信息, 哪些是新开业的、哪些是业务扩大的及哪些是最新的。

We are here to provide the public with a service.

我们这里是为公众服务的。

(2) so that 既可以引导目的状语从句，又可以引导结果状语从句。

引导目的状语从句时可译为“为了，以便”，引导结果状语从句时可译为“因此，所以”。

例：I speak loudly so that all the students can hear me clearly.

我说得很大声，以便所有学生都可以听清。（目的状语从句）

Maria likes the woolen dress,so that she decides to buy it immediately.

玛利亚喜欢这条羊毛裙，所以她决定立即买下。（结果状语从句）

在本句中，so that 引导的是目的状语从句，从句中用到了情态动词 can。这句话的意思是：“例如，播报时事节目的主持人要跟上所在领域的发展和个性，以便向观众提供关于某一问题的有见地的、权威的观点。”

③ You must have the interpersonal skills to put the interviewee at ease and encourage him to make an informative or entertaining contribution to the program.

(1) put sb. at ease 意思是“使某人放松，使某人自在”。

例：To put customers at ease, hog producers have ramped up efforts to show that their operations are clean.

为了让客户放心，养猪生产者加大努力表明他们的操作是干净的。

(2) 鼓励某人做某事的固定搭配为“encourage sb. to do sth.”。

(3) make contribution to “为……做出贡献”。

例：Logically, they shall make contribution to modernization drive.

自然地，他们应该为现代化建设做出贡献。

原文句子可译为：“你必须要有人际交往能力，使被访问者放松，并鼓励他为节目的信息性或趣味性做出贡献。”

④ Technical knowledge enables you to respond effectively to instructions from the production team.

(1) 短语 enable sb. to do sth. 意思是“使某人能够做某事”。

例：The new test can enable doctors to detect the disease early.

新的检验能使医生在早期发现该种疾病。

(2) 短语 respond to 意为“对……做出反应，响应”。

例：How should we respond to complaints from friends?

对于来自朋友们的抱怨，我们该如何应对？

原文句子可译为：“专业技术知识使你能够有效地对制作团队的指示做出回应。”

New Words

present /pri'zent/ v. 主持(电视或广播节目)

current /'kʌr(ə)nt/ adj. 当前的

affair /ə'feə/ n. 事件；事务

content /kən'tent/ n. 内容