

JOURNALISTIC ENGLISH

(Revised Edition)

报 刊 英 语

(修订本)

苗普敬 董西明 盛兴庆 编著

河南大学出版社

图书在版编目(CIP)数据

报刊英语(修订本)/苗普敬,董西明,盛兴庆编著. —开封:河南大学出版社,1995. 9(2004. 8 重印)

高校教材

ISBN 7-81041-173-X

I. 报... II. ①苗... ②董... ③盛... III. 英语—语言读物—高等学校—教材 IV. H319.4

中国版本图书馆 CIP 数据核字(2000)第 60584 号

JOURNALISTIC ENGLISH

(Revised Edition)

报 刊 英 语

(修订本)

苗普敬 董西明 盛兴庆 编著

责任编辑 王超明

封面设计 马隆基

河南大学出版社出版

(开封市明伦街 85 号)

河南省新华书店发行

开封日报印刷厂印刷

开本:890×1240 1/32 印张:11.375 字数:298 千字

1995 年 9 月第 1 版 2003 年 6 月第 2 版 2004 年 8 月第 8 次印刷

印数:18001—24000 册 定价:18.00 元

ISBN7-81041-173-X/G·438

序 言

我特别喜爱新闻英语。原因很简单：我是靠新闻英语起家的。从 1947 年到 1958 年，我在新华社翻译部工作，历时 12 年。这 12 年的工作为我后来的学术研究奠定了坚实基础。我撰写《文学翻译原理》、《英汉比较语法纲要》、《英语句型的动态研究》等书，靠的就是那一时期的实践经验。我的经历说明，学习新闻英语是学好英语的最有效的途径之一。

新闻英语生动活泼地反映了各国人民日常的政治、经济和文化生活，是一种包罗万象的英语。其中既有政论英语，又有科技英语，既有法律英语，又有财贸金融英语等等。这些都是青年学生在改革开放的今天所迫切需要学习的东西。但是，新闻英语又有它自己的特殊写作方法。初学者在阅读新闻时，往往遇到很大困难。因此，需要有一部好的教科书，来指导青年学生学习新闻英语。

苗普敬等同志编著的《报刊英语》是我在坊间看到的这类教科书中最好的一种。本书不但系统地介绍了新闻英语的各种有关知识（如标题、导语、特写、社论、广告、体育新闻等等的特点），而且还教给读者许多有用的阅读技巧。每个章节后面都附有大量巩固性练习。这些都是本书明显的特色。然而，在我看来，本书的最大特色在于，它专门列出“批判性阅读”一章，提醒读者要时时刻刻用批判的眼光去分析英美报刊的新闻和文章。新闻记者们总是要自觉

此为试读，需要完整PDF请访问：www.eitongbo.com

地或不自觉地利用各种巧妙手法,把自己的观点糅到新闻中去,借以诱导读者接受他们自己的观点。本书对英美新闻记者通过表面上客观公正的新闻报道来表达自己的主观看法的种种巧妙手法,都作了详尽分析。正是由于这个缘故,本书才不但是一部指导青年学生阅读英美报刊的教科书,而且也是一部用马克思主义的立场、观点和方法研究英美记者写作特点的学术性专著。

我离开新闻岗位有 30 多个年头了,对新闻英语已经有荒疏之感。在审读本书的过程中,我确实也学到不少东西。我觉得,这本书叙述清晰,条理分明,既富于知识性,又富于趣味性,确是一本难得的好书。因此,我很愿意在这里向读者推荐这本好书,并欢迎读者提出各种批评和改进意见。是为序。

张 今

1994 年 11 月于河南大学

FOREWORD

As China's reform and opening policy progresses and China has more contact with the outside world, we must be well informed of what happens in other countries. One important way to achieve this end is to read newspapers — English language newspapers, specifically, because English is used more than any other language in the world. Moreover, reading English language newspapers is also an effective way to gain proficiency in the English language. Unfortunately, many Chinese students majoring in English find it difficult to understand English language newspapers, especially those published in the United States, Britain, or other English-speaking countries.

There may be many reasons for it, but we believe that the most important one is that the students lack an essential knowledge of journalistic English.

As a language variety, journalistic English has its unique features at various language levels, such as the lexical level, the grammatical level and the rhetorical level. These features pose great challenges to Chinese students. Once these linguistic rules and principles are understood, many of the difficulties will disap-

pear.

This book, *JOURNALISTIC ENGLISH*, is written to meet such challenges. It distinguishes itself from other books on the same subject by having several unique characteristics.

First of all, this book is written not in Chinese but in English, which we believe is more helpful to students of English.

Secondly, this book contains not only selected readings but also systematic and detailed descriptions of the various subjects of journalistic English. Such descriptions are important for an accurate understanding of different kinds of articles in English language newspapers.

Thirdly, this book devotes much space to the reading techniques of journalistic English which have been neglected by other books. Attention is given both to general reading techniques and special reading skills pertaining to special subjects.

Fourthly, this book provides exercises for each selected article, with which the students may check their understanding.

Fifthly, we have added a chapter (Chapter Six) which is aimed at helping readers judge a news story correctly.

In a word, we have tried hard to make this a helpful book. Whether or not we have succeeded awaits the judgement of our readers. We would appreciate your feedback and criticism.

This book is written for Chinese college students majoring in English, journalism, foreign trade, tourism, foreign affairs or international cultural exchange. It is also a good guide for all those who know English and are interested in reading English language newspapers.

We want to express our heartfelt thanks to all those who

have contributed to our work. We are particularly indebted to Professors Zhang Jin, Zhao Fansheng, Qin Yingjun, Lü Changfa and Xu Youzhi for their invaluable encouragement, suggestions, and indispensable help, and to Mr Brian Sherwin, who has been kind enough to go over the manuscript carefully and make various improvements. We also want to acknowledge our indebtedness to all the authors of the reference books that we read in the process of writing this book.

The Compilers
November, 1994

修订说明

1995 年 9 月河南大学出版社出版的《报刊英语》一书,被列入国家教育部推荐教材目录,目前国内有许多学校采用,出版至今已 6 次重印。为了适应时代的需要,根据不少兄弟院校的建议,我们对原教材进行了修订。

这次修订,基本保留了原教材的编排思路 and 理论框架,把修订的重点放在如下几个方面:

1. 更新了内容。该书出版以来,国内外发生了许多重大事件,如中国加入 WTO、APEC 会议在我国上海举行、美国建立国家导弹防御系统、亚洲金融危机、美国 9·11 事件等等。这些在国内外产生较大影响的事件,我们都以不同的形式融入了修订后的教材。另外,教材中的有些内容,如体育比赛规则,这几年也有不少变化,这些也都根据最新资料作了改动。

2. 提升了难度。原教材所选用的各类报刊阅读文章,基本上属于中等难易程度,这显然已不太适合目前学生的水平和需要。修订后的教材特别注意从影响较大的英美报刊,如 *the Washington Post*, *the New York Times*, *the Times* 和 *the Sunday Times* 中选用篇幅较长、难度较大、内容也较新的文章,供学生进行阅读理解。我们认为适当选入这类文章,有利于提高学生对英美报刊的阅读理解能力。

3. 调整了内容。适当扩充了某些章节的内容,对一些章节练习的编排方式,也作了适当的调整,同时删掉了附录中没有太大必要的部分,力求使该教材内容更加充实,编排也更加科学实用。

诚恳希望广大读者对修订教材提出宝贵意见。

编 著 者

2003 年 3 月于河南大学

CONTENTS

Chapter One The Front Page

I	Introduction	(1)
II	Key Parts of the Front Page	(2)
III	How to Read the Front Page	(4)
	Exercises	(9)

Chapter Two Newspaper Headlines

I	Introduction	(24)
II	Language Features of Newspaper Headlines ...	(33)
III	Understanding Headlines with the Help of Background Knowledge	(51)
	Exercises	(52)

Chapter Three The Newspaper Lead

I	Introduction	(64)
II	Different Types of Newspaper Leads	(66)
III	Understanding Newspaper Leads	(78)
	Exercises	(84)

Chapter Four The Body of the News Story

I	Introduction	(95)
II	How to Anticipate What a Story Contains	(99)
III	How to Read a Typical News Story	(101)
IV	Recognizing Information Introduced Earlier in the Story	(104)
	Exercises	(111)

Chapter Five Understanding New Words

I	Introduction	(123)
II	Ways to Understand New Words	(125)
	Exercises	(138)

Chapter Six Reading a News Story Critically

I	Introduction	(141)
II	Judging the Sources	(143)
III	Judging the Story	(146)
	Exercises	(155)

Chapter Seven The Feature Story

I	Introduction	(165)
II	Different Kinds of Feature Stories	(173)
	Exercises	(186)

Chapter Eight Opinion Writing

I	Introduction	(200)
II	Reviews	(200)

III	Columns	(204)
IV	Editorials	(208)
V	Letters to the Editor	(211)
	Exercises	(213)

Chapter Nine Sports

I	Introduction	(245)
II	Individual Sports Events Specified	(248)
	Exercises	(255)

Chapter Ten Advertising

I	Introduction	(276)
II	Language Characteristics of Advertising	(280)
III	Other Characteristics of Advertising	(311)
	Exercises	(312)

Appendixes

	Names of Major American and British News Agencies and Broadcasting Stations	(317)
	Names of Major Newspapers and Magazines of Britain, the United States and Other English-speaking Countries	(318)
	Abbreviations of the Names of Organizations Frequently Seen in English Language Newspapers	(322)
	Special Words and Expressions of Sports Events ...	(329)

	Bibliography	(349)
--	---------------------------	-------

CHAPTER ONE

THE FRONT PAGE

I INTRODUCTION

An English language newspaper usually has many pages, and of all the pages, the front page, that is, the first page, is the most important. The front page carries the big news. The most important news event of all on this page is given the biggest headline and the story with the biggest headline is called the top story or the main story.

English language newspapers, like other newspapers, try to give all the important news on the front page. Since there is not enough room on the page for every story, the editors usually break long stories into two parts. At the end of the first part, there will be a line saying, for example, “continued on page 2”. The reader then turns to page 2 to read the rest of the story.

In almost all cases, English language newspapers put special features on the front page. Such features are usually found at the bottom of the page. An index or table of contents, the weather,

or other information of public interest, can also be found on this page.

Many English language newspapers have six, seven, or eight columns. These columns are usually divided by a thin black line or kept apart by margins known as white space.

In reading an English language newspaper, the reader should start with the first page for the following reasons:

- The front page often summarizes the main stories to be found on the inside pages.
- It has an index or table of contents which serves as a guide to the whole paper.
- It carries big headlines, main stories and pictures which constitute the most dramatic and interesting news section of the whole paper.
- It also provides a lot of cultural information about the interests and value of the reading public.

II KEY PARTS OF THE FRONT PAGE

There are many parts on the front page; the most important ones are as follows:

Nameplate The nameplate, also called the “flag”, is the name of the newspaper, which always appears on the top of the front page in large, capital letters, such as *CHINA DAILY*, *THE WASHINGTON POST*, and *THE SUNDAY TIMES*.

Ears The ears refer to the boxes on each side of the paper’s name. Some newspapers have only one ear on the left or right side of the nameplate. In the ears you can usually find informa-

tion about the weather, or the sections of the paper, or short advertisements.

Cut The word “cut” used here is derived from “woodcut”, a way to print pictures in the early period of newspaper printing. Now “cut” refers to any kind of illustration, such as a photo, drawing, graph, and weather map.

Cutlines Cutlines refer to the explanatory lines with a picture or illustration, usually under the picture.

Headline The headline refers to the heading printed in large letters above a story in a newspaper.

By-line The by-line refers to the line directly beneath the headline giving the writer’s name.

Dateline The dateline refers to the line at the beginning of a story which includes both the date and place of origin of the story. The name of the place goes before the date and all its letters should be capitalized. Datelines need not always contain the date, often only the place of origin.

Wire Service Symbol The wire service symbol refers to the symbol of a news organization which supplies news stories. The largest and most often used wire service organizations of the United States and Britain are Associated Press, United Press International and Reuters. Wire service symbols are placed in parentheses, for example, (AP) or (UPI). Wire service symbols always follow the dateline, for instance, UNITED NATIONS (AP)—.

Lead The lead refers to the main or opening part of a piece of newspaper writing.

Body The body refers to the rest of a news story which

supports the lead with facts in a diminishing order of importance.

Index The index refers to the table of contents to be found on the inside pages of a newspaper.

III HOW TO READ THE FRONT PAGE

Since the front page is very important, the reader should know how to read and use it.

A LOOKING FOR THE TOP STORY

Traditionally, newspapers placed the top story or the main story in the top right corner. This was partly because most newspapers used an eight column banner (a page-wide headline in very large type) as their standard headline on the top story of the day and it was logical to place the story where the headline ended. However, in modern typography, the eight-column banner head is not used frequently and most newspapers are placing their top story in the upper left-hand corner of the page where it catches the reader's eye immediately. Then they display a story or photograph of almost equal importance in the upper right-hand corner of the page.

The top story serves as a strong attention-getter, and therefore, it is given the biggest headline, accompanied usually with a large picture. Sometimes it is an unusual story placed in a box.

B READING THE HEADLINE TO FIND THE SUBJECT OF THE STORY

Apart from the top story there are still several other important news stories on the front page. The reader may not be interested in all of them, and may, for instance, only want to read those concerning politics. How then can he quickly find the subject of the story, that is, whether the story is political, economical, diplomatic, scientific, educational or military? The answer is to read the headline and judge from its key words what the story is about.

As we know, newspaper headlines vary greatly in size. This is not only because the headlines are supposed to help grade the value of news stories, that is, bigger headlines for more important stories, but also because the contrast in size of headlines makes a more attractive and easier-to-read page.

Accordingly, the reader should choose bigger headlines to read, grasp the key words in them, and decide what kind of story is being presented.

Below are some headlines. Try to guess the main subject of each story before reading the explanations that follow.

Sino-Thai meeting stresses close ties

The key words in the headline are “Sino-Thai meeting” and “ties”, from which we know the story is diplomatic.

CPPCC chairman stresses democracy

From “CPPCC” (the Chinese People’s Political Consultative Conference) and “democracy” we know the story is about politics.