

英美报刊文章阅读

*Readings from English Newspapers
and Magazines*

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编写说明

许多英语学习者在掌握一定的词汇和基本语法之后,总是希望能够尽快独立阅读英语报刊。这是因为,他们想验证自己的英语语言能力是否能够达到独立“放飞”的程度。同时,他们也想运用学到的语言知识,去看看外面五花八门的世界里究竟有些什么东西。因此就有了“英美报刊文章选读”这门课。但由于世事多变,新闻层出不穷,报刊文章的时间性很强,因此这门课多数都不用固定的教材,仅靠印发讲义。

在教学实践中,作者体会到阅读英语报刊文章是英语学生提高英语阅读能力和了解外界信息的重要手段。但是,单纯阅读是不够的。“报刊选读”这门课,不仅帮助学生巩固并增加词汇量,提高英语水平,还可以介绍大众传媒和英语新闻学的基本知识,可以介绍国际上的重大事件和国际关系问题的研究,可以让学生了解英美历史、文化传统和当今的社会问题,以及最新的科技发展情况等等。因此,本书包括了这几方面的内容:大众传媒及新闻学的一些基本概念,英美主要报刊的介绍,阅读英语报刊文章的技巧,以及五十余篇英美报刊文章。这些文章按照国际新闻、英美国内新闻、特写、社评、商业新闻、体育新闻、科技新闻、娱乐新闻分成八大类,每一类中力求选取能代表该类的、具有典型的新闻英语特征的、时间性不很强的、来源比较广泛的报刊文章。每篇文章后面附有单词、扼要的注释、关于内容理解和写作特点的练习题。在具体教学中,教师可以指导学生阅读有关的文章,要求学生掌握重点词

汇及表达法,理解文章的结构特点和新闻英语的写作手法。学生通过阅读要达到两个主要目的:第一,能通过浏览各种英文报刊迅速找出有关信息;第二,能独立阅读相关内容的英语报刊文章并归纳出大意。除此之外,还可以通过深入分析报刊文章了解新闻的采访写作过程和新闻英语的语言特点并扩大词汇量。在教学上,还可以结合有关国际事件(包括英美国内重大事件)的电视节目,让学生对报刊文章所报道的事件有更深入的了解,对国际问题研究和英美文化研究产生一定的兴趣。最后,由于互联网的快速发展,现在可以在网络上阅读几乎所有的英文报刊(当然,有些报刊需要订阅,成为固定的读者以后才能阅读全文),因此可以布置学生自己上网查阅最新的报道。

本书基本上是为英语专业的学生设计的,但公共课的学生如果感兴趣也可以阅读,社会上广大的英语爱好者也可以用它作为阅读材料,以提高英语水平和增长知识。虽然作者花在本书上的时间不少,但仍觉得不够,错漏之处在所难免。匆忙之中把它拿出来,除了应付教学需要外,也为了能与同行交流,为广大读者提供一本可供挑选的报刊读物。

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第一章

英语新闻学的基本概念

Basic Concepts in English Journalism

一、今天的传播媒介

The mass media today

由新闻传播机构通过报纸、杂志、书籍等印刷品或广播、电视、电影等电子技术手段,反映社会信息变化,用语言、文字、图像等符号,传达给大众的过程叫大众传播(mass communication)。大众传播的特点是(一)传播者不是个人,而是复杂的组织机构(二)信息是公共的(三)通常是采用印刷或电子的技术手段(四)传播的对象从总体来说大体上是确定的,从个体来说又是无组织的、不确定的(五)传播者一般不直接与传播对象见面;“信息反馈”比较延缓(六)信息扩散迅速、广泛。

“大众传播”一词最早出现于二十世纪三十年代的美 国,后来迅速传播到欧洲和世界各地。八十年代以后,随着科学技术的发展,对大众传播的研究有了很大的进展。

能够同时向不止一个人传播新闻、信息等的手段叫传播媒介 (mass media)。传统的大众传播媒介有 :1. 报纸 2. 杂志 3. 书刊 4. 电台广播 5. 电视广播 6. 电影 7. 广告公关等。随着社会的进步和科技的发展 ,各种新的电子传播媒介技术不断涌现 ,于是有了今天的录像带、录音带、激光唱片 (compact disk)、激光视盘 (laser disk ,即 LD)、电脑光碟 (computer CD)、VCD、DVD、互联网 (或称因特网) ,等等。这些电子媒介在我们的日常生活中正在起着越来越大的作用。

报纸这种最基本的传播媒介 ,一直都具有很大的影响。但当电台广播、电视广播、电脑、因特网等开始出现时 ,曾经有人预计 ,传统的报纸即将消失。事实恰好相反 ,报纸的内容越来越多 ,版面越来越生动活泼。这是因为报纸和其他电子媒介之间的竞争越来越激烈。报纸充分发挥其信息多、看得见的特点 ,并抓住现代人紧张的生活节奏 ,在内容及版面上做了许多创新 ,以吸引读者。于是 ,每天早晨 ,上班的人们会在进地铁之前买上一份当天的报纸 ,以便在路上浏览。当地铁列车进站时 ,遗留在车厢里的是大堆的报纸。可见报纸的作用是其他媒介无法取代的。

今天 ,各种各样的传播媒介都在充分发挥他们的特长 ,为社会和人们提供丰富多彩的信息 ,同时也创造了许多的就业机会。传统的书面媒介 ,如报纸、杂志等 ,在新技术的支持下 ,也已经实现了电脑化和网络化 ,排版印刷的技术越来越高明 ,报纸的质量也越来越好 ,为人们提供越来越丰富的各种信息。

In order to understand the nature of mass media , one should have a better idea about communication ,or the process of sharing ideas ,information ,and messages with others in a particular time and place. Communication includes writing and talking ,as well as nonverbal communication (such as facial expressions ,body language ,or gestures) ,visual communication (the use of images or pictures ,such as painting ,photography ,video ,or motion

pictures), and electronic communication (telephone calls , electronic mail , cable television , or satellite broadcasts). Communication is a vital part of personal life and is also important in business , education , and any other situation where people encounter each other.

Communication between two people is an outgrowth of methods of expression developed over centuries. Gestures , the development of language , and the necessity to engage in joint action all played a part in the development of human communication , in which complex systems of language have been created and are used to ensure survival , to express ideas and emotions , to tell stories and remember the past , and to negotiate with one another.

Interpersonal Communication The most common form of daily communication is interpersonal , that is , face-to-face , at the same time and in the same place. Communicators must know how to start and end the conversation , how to make themselves understood , how to respond to the partner's statements , how to be sensitive to others' concerns , how to take turns , and how to listen. A group may try to reach a general sense of understanding or agreement. Several groups may need to interact among each other within a single organization in order to perform their work effectively and make good decisions.

Communication at a Distance From the earliest times , people have needed to communicate across distance or over time. Different societies have also devised systems for transporting messages from place to place and from person to person. The earliest were courier-type(信使类) ser-

vices. Over time these evolved into government-operated systems available to any citizen, financed by charging users a tax or fee for postage. The first truly electronic medium was the telegraph, which sent and received electrical signals over long-distance wires. Regular telegraph service, relaying Morse code (a system of code using on and off signals), was established in 1844.

In 1876 Scottish-born American inventor Alexander Graham Bell was the first to patent (申请专利) and produce a telephone, which could transmit the human voice over wires. Between the 1880s and the 1980s the telephone system in the United States had an enormous effect on the quality of life and work. In rural communities, telephone service meant an end to isolation. The telephone permits immediate contact with emergency services and provides the electronic network for new computer-based systems.

The earliest system for sending electrical signals through the air via electromagnetic (电磁的) waves was called wireless, and later, radio. Radio frequencies also came to be used for other purposes, including television, wireless telephone, emergency services, and aviation radio.

Just as inventors had sought ways to transmit sound using electromagnetic waves, they worked to develop similar methods for transmitting pictures. In 1923 Russian-born American engineer Vladimir K. Zworykin demonstrated an electronic television camera. The first regularly scheduled television programming was started in 1941 in the US. By the end of the 1950s television was on the air

almost everywhere. Television has been one of the most important communication technologies in history.

The earliest computers were machines built to make repetitive numerical calculations. As computers developed, networks also developed for interconnecting computers. In the 1960s the U.S. Department of Defense organized a network for sharing data and mainframe computer processing time over specially equipped telephone lines and satellite links. This system later expanded and became known as the Internet. Today the Internet has become the most extensively connected computer system throughout the world. Now computers have transformed business, education, entertainment and almost all aspects in our life; they have also played an ever important role in mass communication.

Mass communications media The means of communication that can reach many people at a time either by printed materials or electronic waves are called mass media. These include newspapers, magazines, books, radio, television, public relation and advertising. Newspaper and magazine make use of the printed media in providing the public with large amounts of reading materials about current events and comments, which will be the focus of this book. Radio refers to the system of communication employing electromagnetic waves propagated through space. Television is the most important medium of communication bringing news and entertainment programmes to millions of households worldwide. It was the first medium to relay, via communications satellites, pictures across continents, and it is

the prime route to the public for presenting news and current affairs, including the progress of wars and political campaigns. It is thus a powerful influence on public perception and opinion. TV and newspapers are the two major kinds of mass media in the present world. Since this book is focused on newspaper reading, no mention is made about the operation and role of TV.

人物简介

Vladimir K. Zworykin (1889 - 1982), American physicist and electronic engineer, born in Murom, Russia. Zworykin became an American citizen in 1924. He was largely responsible for the development, during the 1920s and 1930s, of the television camera and picture tube.

兹沃尔金是一名俄裔美国电子工程师、发明家、电视的先驱。他在 1923 年和 1924 年发明了光电摄像管和显像管,并首次形成全电子电视系统,后来又在 1928 年研制出彩色电视装置。

Questions for discussion

1. What is the connection between mass media and communication?
2. Why is language special and important in human communication?
3. How did various forms of communication at a distance evolve over time?
4. What are the characteristics of mass communication?
5. Why is television the most important medium of communication today?
6. Study the coverage of some news in the local newspapers and TV stations and summarize the differences in the

characteristics of both media.

二、新闻学的定义

The definition of journalism

新闻学是研究新闻现象和新闻活动规律的科学。它的内容,从狭义上说,是专指新闻理论,即理论新闻学。广义的新闻学包括理论新闻学(新闻学概论、新闻学原理等)、应用新闻学(对新闻时间和新闻业务的研究)和历史新闻学(中外新闻事业史、新闻学术发展史、著名新闻界人物等)三个部分。新闻史是研究新闻事业发生、发展和变化的历史,新闻理论是研究新闻和新闻事业的特性及基本规律,对新闻事业史和长期新闻实践进行概括和抽象,用以指导新闻实践,新闻业务是研究新闻应用理论的各个方面,从读者(观众、听众)到采访、写作;从编辑到版面;从文字资料到新闻摄影;从广告、印刷到经营管理等。

新闻学被作为一门学问进行研究,起始于十七世纪末德国的一些大学,但在此后二百年的时间里,新闻学的研究还没有全面展开,直到二十世纪初,西方新闻学的研究,形成两大派别:一派偏重于使用,以美国为代表;一派偏重于理论,以德国为代表。第二次世界大战后,新闻学的研究中心转向美国,并开始形成一门以大众传播为研究对象的“传播学”。我国于1918年开始研究新闻学。当时北京大学成立了新闻学研究会,这是我国第一个新闻学研究团体。

新闻媒介(news media)指那些主要用于传播新闻和信息的媒介。以文字及图片的方式传播新闻的媒介主要有报纸和杂志,以电子方式传播新闻的媒介有电台和电视广播。但今天的文字新闻媒介已经基本上电子化了。

早期的新闻学指报刊新闻学,主要研究报刊文字新闻的性质、特点、采写和报道。后来,出现了图片新闻学、广告学、公共关系学等等。无线电广播和电视的出现,又为新闻的采写和报道增添了新的形式。但是,新闻学的基本原理仍然适应于这些不同的