

Applied English Courses

新思维应用英语系列

Mastering English News the Web Way

英语报刊阅读

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丛书前言

2001年6月，教育部颁布了《基础教育课程改革纲要（试行）》，并于2001年9月开始在全国42个国家级基础教育课程改革试验区和大部分省级基础教育课程改革试验区展开了义务教育阶段的新课程试验。在总结义务教育阶段新课程实施经验的基础上，教育部于2003年又颁布了《普通高中新课程方案（试验）》，并决定在部分省区逐步开展普通高中新课程改革的试验。

《普通高中新课程方案（试验）》的实施要求我们必须重塑学校课程板块，本系列教材的编写与出版正是为了推进山东省乃至全国普通高中新课程试验工作，使要从事普通高中英语教学工作的本、专科学生有一个更加合适的知识结构和系统的理论储备。

再者，英语专业学生目前的就业渠道也呈现出更加多样化的态势。因此，本系列教材还可以为毕业后从事旅游、文秘、商务等职业的学生搭建一个良好的知识与实践平台。

本系列教材对应的课程全部是《普通高中新课程方案（试验）》中要求高中开设的选修课程，也是山东省高校“九五”重点课改项目，包括《英语演讲与辩论》、《文学赏析》、《英语报刊阅读》、《文秘英语》、《旅游英语》、《英语影视欣赏》6册。每册内容划分为若干个单元，每个单元都有一个固定的选题，以传授给学生相应的知识和培养他们的应用能力。单元中以课文开始，课文后附有相关背景和知识介绍、生词解释以及相应水平和内容的练习，以帮助学生巩固所学课文内容，进一步拓宽所学知识及视野（相应拔高练习）。最后，每单元都列出了一个参考书目以供有兴趣的学生选读，以此培养他们自主学习及应用的能力。

除了供师范类学生使用之外，本系列教材还可用来培养英语专业学生毕业后从事相应职业的知识能力。本系列教材要求两个学期授完。每学期授3册，且3册书按顺序依次进行。如，第一轮3周讲授《文学赏析》，第二轮3周可讲授《文秘英语》，第三轮3周讲授《英语演讲与辩论》。

本系列教材均配有相应电子教案，读者可以到北京理工大学出版社的网站（[http:// www. bitpress. com. cn](http://www.bitpress.com.cn)）下载。

前言

INTRODUCTION

近年来，随着计算机和网络技术的发展，人们利用网络来阅读、收听和收看新闻的需求与日俱增，这使得越来越多的传统媒体纷纷在互联网“开疆辟壤”，有长远眼光者甚至在网站上开设了利用新闻来进行教学的网页，这其实是 NIE (Newspaper in Education) 这一概念在互联网上的一种延伸。

NIE 起源于 18 世纪末的美国，当时位于波特兰的一家报纸曾发表社论称：“Much has been said and written on the utility of newspapers; but one principal advantage which might be derived from these publications has been neglected, we mean that of reading them in schools, and by the children in families.” 此后，美国的各类报纸，特别是有一定影响力的日报（如《纽约时报》等），通过报社与学校教育的有机结合或者通过创办辅助性刊物和印发相关资料等手段将触角延伸到教育领域。据美国报纸协会在 2002 年的统计，2000 年美国全国有 950 家日报定期开展 NIE 项目。这些日报向全国 106 000 所学校提供报纸，381 000 位教师在课堂上使用报纸提供的内容辅导学生。很多日报在其网站上提供版面精美、内容科学而且是免费的教案、导读以及丰富的链接，其内容往往是跨学科的。很多媒体（报刊、电台、电视台）所开设的教学网站虽不称作 NIE，但内容大同小异。

本书并不把重点完全放在所选择的材料上，而是采用简单的“网络主题探究”（WebQuest）形式，诱导学习者进行“自主学习”（autonomous learning）。本书共分 10 个单元，每个单元包括导读、相关问题、两篇 Stories、Notes、一篇 Further Reading 文章和 Hyperlink 等板块。两篇 Stories 在内容上是相关的。Notes 并非对文化背景和知识点的详细解释，而是给出了简要提示和与之相关的网络链接，这一来可以使教师的备课过程成为一个研究过程，二来可以使学习者养成自主学习的习惯。Further Reading 文章力求使学习者通过阅读来掌握课文中相关背景知识。Hyperlink 则列举出与英语新闻学习有关的网址，以便学习者进一步参考。本书适用于高校英语专业和新闻专业学生，也可供具有相应程度的英语爱好者学习之用。

本书是编者根据多年来开设“新闻英语”课的实践编写而成，在成书过程中除参考网络媒体之外，还参考了周学艺主编的《英美报刊导读》、端木义万主编的《大学英语外报外刊阅读教程》、王可羽编著的《英语报刊阅读技巧》以及李中行、张健编著的《新闻英语》等著作，在此向这些著作的作者及相关各媒体表示感谢。另外，加拿大友人 Leif Erik Fossheim 和 Steve

J. Hall 对相关问题部分进行了审阅并提出了宝贵意见，在此也向他们表示感谢。需要指出的是，西方媒体的立场和观点往往有别于我们，这就要求本书使用者对其进行批判性地接受。由于编者水平有限，书中肯定存有不少疏漏与不妥之处，敬请读者批评指正。

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The Future of News



In this information age, more traditional media agencies are exploring new ways to cater to consumer's personal needs. From this age, innovative technology has been bred allowing for new ways to "read" news. In the first story, Tom Curley, the head of AP (Associated Press) will tell you why the future of news is online and what current news giants should do to meet new challenges. The second story introduces some software programs that enable you to read online news in much the same way you browse your local magazine rack. Read the stories and answer the following questions:

1. Why did Tom Curley say that "the future of news is online"?
2. What are the advantages of the Internet in providing news comparing to traditional newspapers and TV news?
3. What are the characteristics of "personalized news" according to Tom Curley?
4. What has AP already accomplished to tailor its products for its audiences?
5. What are your available sources and tools for reading news online?
6. What does RSS stand for? What are the three distinct advantages of RSS over e-mail and web browsing?
7. Is blogging journalism? Why or why not?



Story 1

Future of News Is Online, Says AP Chief

By Robert Jablon, The Associated Press

LOS ANGELES — The future of news is online, and traditional media outlets must learn to

tailor their products for consumers who demand instant, personalized information, the head of The Associated Press said Friday.¹

The growth of high-speed broadband connections is leading to a future in which computers are always on “and so are the users,” Tom Curley, president and chief executive officer² of the world’s largest news organization, told the Online News Association conference in Hollywood.

The Internet is picking up the readers and viewers that newspapers and TV news shows have been losing, Curley said. It also has changed the balance of power from news providers to consumers, who use Web-surfing programs and video recording devices to control what they want to know and when and where they’ll learn it.

Curley, who was the publisher of Gannett Co.’s *USA Today* newspaper³ before becoming the AP’s top executive in 2003, offered a scenario in which a “news enthusiast” would download to various electronic devices an array of news — sports scores, headlines, financial reports and analysis — from a variety of sources.

In the world of personalized news, “the content comes to you; you don’t have to come to the content,” Curley said. “So, get ready for everything to be ‘Googled,’ ‘deep-linked’ or ‘Tivo-ized.’”⁴

“You have to let the content flow where the users want to go, and attach your brand — and maybe advertising and e-commerce — to those free-flowing ‘atoms,’” Curley said.

That already is leading to changes in how news is covered. For example, Curley said AP is furnishing U.S. bureaus with cameras to provide video for multimedia use and is increasing coverage of news of interest to young audiences.

News media also may need to consider nontraditional services for the Internet. Curley noted one site in Kansas already offers a Web cam service local college students can use to see how long the lines are at a pizza parlor.

More media companies will have to learn how to make their Web operations profitable when many consumers are used to getting their news for free, Curley said. The market is out there, he said, citing a recent study that found 29 percent of Internet users — about 43 million people — go online to get news three or more times per week.

Stephanie Busack, 22, an Ohio University journalism student who attended the conference, said she gets most of her news online.

“I just go to the Web sites, basically ... it’s right there, everything you need to know,” she said. “I don’t like reading newspapers.”

Curley also touched on Internet users who disseminate news and ideas through Web logs⁵, citing one recent estimate that there are 4 million “bloggers” making 400,000 posts per day.

“That works out to roughly 16,000 posts an hour, or about as many stories as the AP sends out

in an entire day,” he said. “It will get even tougher to be heard above the roar of the Internet crowd, and the business bets will have to be for greater stakes.”

Still, Curley predicted current news giants will survive.

“The bloggers need a baseline of facts and professional analysis on which to base their work,” he said. “Imagine Drudge without somebody to link to, or Wonkette⁶ without somebody to poke fun at.”

(From *Pittsburgh Post-Gazette* [<http://www.post-gazette.com>] November 13, 2004)



Story 2

How to Speed-Read the Net

Ditch your browser — RSS makes surfing for news a joy.

By Paul Boutin

The invention of the Web browser added pictures to the Internet, but all those images still haven't made reading online a pleasant experience. If you're someone who uses the Web as your main source of news, you probably have 60 bookmarks that you never use, or you open 30 browser windows simultaneously to keep track of the articles you want to read — but you never get around to all of them. Never mind the killjoy, even on a fast connection, of waiting for some Web pages to load. Surfing within one well-designed site isn't so bad, but when you hop from site to site, there's nothing that replicates the appeal of scanning your local magazine rack or that pile of magazines splayed across your coffee table.

But there's a way to keep track of the *New York Times*⁷, the *Washington Post*⁸, Talkingpointsmemo.com, Wonkette — most major newspapers and nearly all blogs — in a lightweight, speed-readable format that lets you scan dozens, even hundreds, of fresh headlines a day without the time-wasting tedium of opening one Web site after another. All you need to do is to download and install an RSS reader, which is no harder than installing Netscape⁹'s browser in 1994. You can then scroll through cleanly organized headlines and story summaries. The result is an executive summary of what's new on the Net today. When you see a story you want to read, you click on it.

RSS (“Really Simple Syndication” or “Rich Site Summary,” depending on whom you ask)

has three distinct advantages over Web browsing and e-mail, the two most popular ways to read news online. First, no ads or graphics clutter the headlines and article summaries. True, most news sites make you click through to the full Web page to read the whole story, but scanning an RSS reader is still more efficient than looking at, say, the front page of the *New York Times* online. And bloggers, who don't depend on ads for survival, usually stuff their entire posts into RSS.

Second, an RSS reader automatically updates itself with the latest items from the sites you tell it to watch, so it's always fresh. You don't have to hop from site to site, or constantly click "refresh," to know what's been published by the sites you frequent most. Lastly, you can include customized RSS "feeds" that cull material from multiple news sources into a single data stream. For example, John Kerry's staff provides an RSS feed on his blog to funnel the latest coverage and endorsements to RSS-using supporters.

How do you get started? The first step is to install an RSS reader (also known, somewhat clumsily, as an "RSS aggregator"). For PC users, my techie friends and the editors at *PC World*¹⁰ recommend SharpReader. It's free, although the developer welcomes donations from happy users. If you get error messages when you try to start it (such as, "The application failed to initialize properly" or, "The dynamic library mscoree.dll could not be found"), go to the Windows Update site. There, find and install the Microsoft.Net Framework. Reboot, and you should be able to launch SharpReader. (I'm on a Mac¹¹, so I use Shrook.)

Once you've installed a reader, go back to your browser and open your favorite site. Most sites have a link that says "RSS" or an orange button that says "XML." Some sites have multiple links, one for each section of the publication. Cut and paste these URLs into your reader to read the site in RSS. Sorry, there's no one-click or "click here" method for this yet. After a few seconds, a list of headlines should appear. Click on SharpReader's "Subscribe" button if you want to add the feed to your reading list.

There is a neat shortcut that often works in lieu of the above mouse dance. Just type the site's main URL into SharpReader's URL window (e.g. "www.wonkette.com"). SharpReader will go to the site and look for an RSS feed for you. If it finds one, it will automatically load it. I find this trick usually works with blogs but not with newspaper sites.

One nuisance is that some sites, including the *New York Times*, don't list their feeds on their home pages, even though the *Times* provides feeds for nearly 20 sections. Even more confusing, some newspapers' feeds are only available through a third-party site such as NewsIsFree, which can prove impossible to search. To find those feeds, use the Syndic8 search engine (The search box is hard to find; it's halfway down the site's home page, on the left). If your favorite site doesn't have an RSS feed, odds are it will soon: *Slate*¹² launched its feed today, and Amazon¹³ just added RSS

feeds to let shoppers speed-browse its inventory.

Most RSS program have a preference option that lets you tell the program how often to check sites for updates. Once you've subscribed to a feed, SharpReader will update it every hour. You can fiddle with the preference menu to speed that up to as little as 15 minutes.

For advanced info junkies, there are more extreme ways to dose yourself. Feedster searches the content of thousands of RSS feeds and returns the newest posts first. It's sort of the Google News for RSS, but you can find stuff posted an hour ago that won't show up on Google for days. NewsGator is a program that works with Microsoft Outlook so you can sync incoming news and blogs to your PDA.

No need to begin by going off the deep end, though. Start with SharpReader, cut and paste the RSS links from five or ten of your favorite sites, and you'll instantly be rewarded with faster, less frustrating Net reading.

(From *Slate* March 4, 2004)



1. the Associated Press (<http://www.ap.org>): 简称 AP, 美联社, 号称美国历史最悠久、规模最庞大的新闻通讯社, 也是世界上最大的通讯社之一。
2. chief executive officer: head manager of a company or large organization, 简称 CEO, 执行总裁, 首席执行官, cf. COO, CFO, CTO, CIO, CGO。
3. Gannet Co. and USA Today: 甘耐特公司 (<http://www.gannet.com>) 是美国历史悠久、实力最强的媒体公司之一, 除广播电视产业外, 它还拥有 54 亿美元的报纸产业, 包括 97 家日报和 100 多个网站。USA Today (<http://www.usatoday.com>) 是该公司旗下的报纸之一, 也是全美国唯一且发行量最大的全国性大型日报。
4. Google (<http://www.google.com>) 是万维网 (World Wide Web) 上最大的搜索引擎。
deep link: n. a hyperlink either on a Web page or in the results of a search engine query to a page on a Web site other than the site's home page. 深层链接。
TiVo (<http://www.tivo.com>): a trademark for a type of digital video recorder that automatically records selected television programs each time they are broadcast and stores them on a hard disk. TiVo 是美国一家生产智能型数字录像机 (Digital Video Recorder, 简称 DVR) 的公司。
5. Web log: frequently updated personal journal chronicling links at a website, intended for public viewing, 简称 blog, 即博客网站 (或称网上日志或网志, 还有人译作部落格)。
6. Drudge (<http://www.drudge.com>) 和 Wonkette (<http://www.wonkette.com/>) 是两个著名的新

闻类博客网站。

7. The New York Times (<http://www.nytimes.com>): 《纽约时报》, 简称“The Times”, 创刊于 1851 年, 与 The Washington Post 和 The Los Angeles Times 并称为美国三大最具影响力的报纸。其宗旨是“刊登一切适合印刷的新闻”(All the News That's Fit to Print)。
8. The Washington Post (<http://www.washingtonpost.com>): 《华盛顿邮报》, 创刊于 1877 年, 是美国首都华盛顿最老、发行量最大的报纸。《华盛顿邮报》在 20 世纪 70 年代初通过揭露水门事件和迫使尼克松总统辞职而名声大振。
9. Netscape: 网景通信公司(Netscape Communications Corporation)的简称, 曾于 1994 年开发最早的网页浏览器之一 Netscape Navigator, 后来由于微软公司 Windows 系统中捆绑 Internet Explorer 免费浏览软件而遭受打击, 市场占有率急剧下降。
10. PC World (<http://www.pcworld.com>): 《电脑世界》月刊, 是世界上读者最多的计算机及商务杂志, 其每月的信息技术(IT)产品百佳评测(Top 100 product review)及年度一流产品奖(World Class Award)被看作是 IT 产品质量的风向标。
11. Mac: 麦金塔计算机(Macintosh)的简称。它是苹果公司生产的个人计算机的一个品牌, 最早于 1984 年 1 月 24 日在市场上发布。麦金塔首次将图形用户界面(GUI, Graphical User Interface)广泛应用到个人计算机上。
12. Slate (<http://slate.msn.com>): Slate 是由政治评论员、专栏作家迈克尔·金斯利(Michael Kinsley)于 1996 年在得到微软公司资助的情况下创办的一家网络杂志, 该杂志因其政治评论、新闻和文化等内容而闻名。由于没有给微软公司带来可观的利润, 2005 年 Slate 由《华盛顿邮报》收购。
13. Amazon (<http://www.amazon.com>): 亚马逊是最早进行网上经营的电子商务公司之一, 总部位于美国华盛顿州的西雅图市。

Words and Expressions

cam	abbr. camera 摄像头
cull	v. to choose, select; sift, separate 选取; 分选
ditch	v. (sl.) to get rid of; to discard 丢掉; 抛弃
e-commerce	n. electronic commerce 电子商务
feed	n. a general term for the electronic distribution of text, audio or video. It may refer to a syndicated radio or TV program that is transmitted on a regular basis, or to a text and graphics feed that is available on a Web site or blog (电子文本、音视频的)信息源

go off the deep end	to behave hysterically or very recklessly 仓促行事
inventory	<i>n.</i> a detailed, itemized list, report, or record of things in one's possession, especially a periodic survey of all goods and materials in stock 商品目录; 库存; 盘存
junkie	<i>n. (sl.)</i> one who is addicted to or craves something; fan 迷; 瘾君子
killjoy	<i>n.</i> one who ruins the fun or enjoyment of others by being pessimistic or gloomy 令人扫兴的人(事); 煞风景的事
outlet	<i>n.</i> an agency, distributor or market for goods or services(推销商品或服务的)部门、销售商或市场
parlor	<i>n.</i> a room equipped and furnished for a special function or business 小店
PDA	<i>abbr.</i> Personal Digital Assistant; small portable computer which provides tools for everyday office tasks 个人数字助理, 掌上电脑
reboot	<i>v.</i> to turn a computer off and then on again; restart the operating system (计算机)重新开机; 重新启动
scenario	<i>n.</i> an outline or a model of an expected or a supposed sequence of events 设想; 方案; 愿景
surfing	<i>n.</i> act of "surfing the Internet", act of navigating from site to site on the Internet 网上冲浪
sync	<i>v.</i> to synchronize 同步
tailor	<i>v.</i> create or adapt for a particular need or desire 量身定造, 定制
techie	<i>n. (sl.)</i> one who is an expert in electronics; technician 技术专家; 在电子技术方面在行的人
to poke fun at	to ridicule in a mischievous manner; tease 嘲笑; 讽刺
URL	<i>abbr.</i> Uniform Resource Locator 统一资源定位符; 网页地址
XML	<i>abbr.</i> Extensible Markup Language 可扩展标记语言