

英语新闻写作

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复旦大学出版社

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序 言

本书是为中国内地和香港地区学生编写的第一部英语新闻采写教科书,从开始到完成历时九年。但实际所花时间远远不止。你将要读到的一些文章,蕴含着撰稿者几十年积累的知识和经验。他们都曾在主流新闻机构工作多年,同时也是资深新闻教育者。他们继承和捍卫着数个世纪以来的新闻传统和惯例。

把时序理一理,我将从 1998 年回到我的母校香港大学创办新闻及传播研究中心说起。香港大学是香港历史最悠久的大学,自 1911 年建校以来,培养了无数领袖人物和改革先锋。香港曾是英属殖民地,英语是指定的授课语言。直到 1964 年,香港的第二所大学建立,港大一直是香港唯一——所有资格授予学位的高等学府。在这么多年里,港大也是香港唯一使用全英语教学的大学。虽然在其他多个学术和专业领域处于领先地位,香港大学却从来没有设立新闻学课程。香港一些新成立的院校已经开设了新闻学教程,但我们预见港大要开设的课程将会与众不同:为回归后的香港和大中华以及其他地区的媒体培养新一代的新闻从业者。我们将按照最高专业标准和最崇高目标来训练学生,使他们有能力在世界各地工作。我们的使命是培养前线的专业青年记者——永无止境的新闻战场上的战士。他们将寻找和发现事件的真相和意义,并公之于众。

1999 年秋季,我们开始讲授港大的新闻学研究生课程,此前我们花了一年来设计该课程。既然是专业导向的课程体系,新闻采访与写作理所当然是课程的核心部分。

在新闻事业高速发展的今天,网络给记者和新闻机构带来了新的挑战。但良好的新闻采写技巧依旧是高质量新闻的灵魂。也许当代学生眼里充斥着太多明星,他们都把自己想象成为电视节目主持人。但是,想要成为一个

好的主持人,先要成为一个优秀的记者。一个好记者必须知道什么是新闻,如何寻找和核实新闻。同时,当今的新闻毕业生必须懂得如何利用印刷传媒、录像和网络等不同平台来传播新闻。新闻记者,首先,也是最重要的,必须是一名优秀的采访者和写作者。

我们在香港和稍后在内地设置的课程里最先和最大的一个挑战是怎样教母语不是英语的学生。过去是这样,现在也如此。没有与香港、内地及亚洲地区新闻事件相联系的英语新闻采写课本,我们如何开展课程呢?

1996—1998年,我在纽约担任哥伦比亚大学新闻研究院的客座教授。该学院是全世界最好的新闻院校之一,我在这两年的工作中获益匪浅。我协助资深教师担任哥大核心课程——新闻采访与写作一班(RW1)的教学工作。但港大的情况不同。我们很多研究生已在中文传媒机构工作数年,或者打算到这些媒体工作。他们能说流利的英语,但用英语撰写新闻却是另外一回事。

那么这个问题是如何在全英语教学的港大解决的呢?

我们解决得很好。我们聘用有多年实战经验的教师,我们聘请新闻界专业人士担任客座教授。我们的教师都曾在世界各地的报纸、杂志、电视台和电台工作过。他们曾采访过总统,报道过战争;他们曾写过英雄,也写过恶棍;他们曾发现真相,揭露秘密。

由于没有专为亚洲或中国学生编写的现成教科书,我们的教师把自己的教学讲义,如好的新闻范例、优秀的报道、“要做”和“不要做”一览表等教材汇集起来用于教学。他们用地区性事件为学生们精心设置作业。他们邀请中外的记者和编辑到课堂上给学生们介绍刊物和工作中遇到的问题。

是的,一切顺利展开。港大学生的所学可以应用到所有媒体工作中,包括中文的、英文的或者其他语言的。我们的课程注重新闻的准确性、客观性和信息丰富性。学生们学习如何有条理地写作,如何构思和如何启发读者。我们一些在中文媒体工作的早期毕业生在工作中表现出色,并晋升为管理人员。我们转行到英文媒体发展的毕业生也同样有所成就。

由于在港大开始几年的成功,我于2003年应邀到内地的汕头大学创办新的新闻学课程。港大师资雄厚,令我可以放下部分工作,接受汕头大学的新挑战。汕头是中国最大最富庶的省份之一——广东省——东北部的一个

沿海城市。汕头大学虽然年轻,却有远大的理想。在李嘉诚基金会的支持下,我着手创办长江新闻与传播学院。与港大一样,我在这所汉语的新闻学院组织了最国际化的师资队伍。我们从中国和美国的主流媒体机构聘请资深前任编辑和记者。他们在新闻机构培训过年轻记者,当教师最合适不过。他们同时又是致力于国际最高新闻准则的专业新闻人。我们的任务是创立一个基于具有普遍通用性新闻价值观的课程体系,而不仅局限于西方或者东方的新闻观。

一些人曾争论说中国的新闻事业必须相异于西方。对此,我不敢苟同。虽然不同的文化会发展自己特有的新闻形式,但新闻的通用价值观是高于区域和文化的。不管是东方还是西方,高素质的新闻人都必须诚实睿智,致力于传递信息和启迪公众。优秀新闻的写作基本原理也是共通的:简洁而不晦涩,描述而不叙述。正如约瑟夫·康拉德(英国作家)所说,“我试图完成的任务是用书面语言的力量使你听到、使你感觉到,尤其是使你看到。”这句话不仅适用于英语写作,同样也适用于中文和其他语言的写作。

对于许多中国人,新闻事业依旧是一个外来的概念。如何翻译“journalism”这个词依然没有固定。多数学者把“journalism”译成“新闻学”,字面上的意思为“新闻学研究”。但新闻学显然不能等同于新闻的学术研究。新闻学是一种价值观和准则体系,用来指导新闻信息的收集和传递。这个体系适用于各种形式的媒体。新闻记者的一个挑战就是如何将它应用到本地的新闻工作中。

子曰:“言不正,则名不顺;言不顺,则事不成。”(《论语》子路篇)孔子这段关于好文章重要性的言辞是中国很多学者、作家及思想家所首肯的。

最近几年,中国的出版商已经意识到国内对优质新闻学和新闻采写教科书的需求。他们翻译了少数受好评的美国教材,但这些书对于香港和内地的学生来说存在局限。美国的课本不能指导学生了解中国社会的规章制度和法律,比如说法院、公安部门或者政治体制的运作程序。

由于没有符合学生需求的课本,我们在汕头大学的本科生课程也没有现成的教材。(我们2004年在港大创办的本科生课程也是如此。)

本书是根据学生需要编写的,我们计划将其作为港大和汕大的本科生教材。我们也希望此书能对其他大学的新闻学教师以及媒体编辑人员有所

帮助。正如我在序言开头所说的,这是一本独一无二的,也是第一本为中国学生编写的新闻学英语课本。这还是我们所知的第一本将英语非母语教学和新闻教学方法融为一体的教科书。

合编者汕头大学的约翰·路南(John H. Noonan)先生和香港大学的麦锐哲(Gene Mustain)先生经过长期共同努力而完成了本书的编写工作。约翰·路南先生是英语第二语言教育的专业教师,他在汕大教授核心课程——英语新闻采写。另一位编者麦锐哲先生是港大新闻报道写作项目主任,此前他已著有三本书。本书的前五个章节由约翰·路南先生负责介绍和解释英语新闻采写的文化、历史、本质和目标。在接下去的两个章节,麦锐哲先生将向学生讲述如何运用新闻专题和人物特写来提高新闻报道能力。

他们还邀请汕头大及港大学有专长的同事参与撰写了本书的其他章节。书中财经新闻一章的作者大卫·普罗特(David Plott)先生曾任道琼斯通讯社和《远东经济评论》(FEER)的记者和编辑,在世界各地工作数年。他之后成为《远东经济评论》的总编辑。大卫·普罗特先生现在是我们港大极受重视的新闻及传播研究中心副总监。体育新闻章节的作者玛丽·尼科勒·纳扎罗(Mary Nicole Nazzaro)女士曾在汕大任教一年。在这之前她曾为印刷传媒和电子媒体报道国际体育竞赛新闻。书中的另一位作者彼得·M·赫福德(Peter M. Herford)先生撰写了广播、电视和网络新闻采写一章。他曾就职于美国和世界的主要新闻机构,成就卓越,包括制作美国哥伦比亚广播公司著名的《60分钟》时事节目。彼得·M·赫福德先生在加盟汕大前曾在哥伦比亚大学任教。

这本书是汕头大学和香港大学高质量教学和教师们矢志于学术研究的明证。如果学生能从中受益,在将来的机遇与挑战中付诸实践,我将非常欣慰。

陈婉莹
(黎玲 译)

自序

写这本书的灵感,源自香港大学兼汕头大学教授的陈婉莹女士。陈教授不仅是我的上司,更是我的良师益友。没有她的鼓舞,这本书的编写工作无法如此顺利地进行。她在美国英语新闻领域取得的成就,将激励中国学生胸怀大志、力争上游。

三年前,陈教授带领我来到汕头大学从事英语新闻的教学工作。当时,我对中国了解甚少,不知道等待我的将是什么。结果我在中国看到的是勤奋聪颖的学生,他们对知识的渴望及对英语的投入触动了我的心灵。谨将此书献给过去、现在和将来的学生。我希望,这本书将对你们有所帮助。

这本书是独特的。它作为一本学习指南,献给那些渴望阅读和采写英语新闻的中国学生。

随着中国在世界舞台地位不断提升,中国有必要培养掌握国际语言的专业记者。2008年北京奥运会和2010年上海世界博览会日益逼近,对中国记者来说,具备操作英语媒体报道的能力不仅是有利的,更是必要的。鉴于英语新闻和信息全球化的重要性,这本书诞生于中国这一盛世。由于此书的内容及作者均颇具特色,它在教育出版界可谓创新。

据我所知,这本书是唯一的一本将新闻教学和非母语英语课程教学两种技巧综合叙述的教科书。市面上涌现了许多关于非母语英语课程或者英语作为外国语的课程教科书,也有许多新闻采写的教科书,却从未有一本书像这本书那样,尝试帮助中国人精通英语新闻。此书的六位著者,都具备多年教育中国学生的教学经验,并且写过多方面主题的文章:从“从事通讯员的第一天”到“中国学生怎样才可以写出更好的新闻导语”。(另外应该指

我不想浪费大家太多时间,所以在序言的这一部分,我将完全赞成我的朋友兼同事 John H. Noonan 在上面提出的明智观点。

我只想利用一点点时间,告诉读者我是怎样来到香港的。几年前,在一个寒风料峭的夜晚,我和陈婉莹教授不期而遇。当时,她正和我们共事的报社的其他同事走在警戒线上。由于对报纸的经营管理有不同意见,我们的工会罢工了。这番争端主要是由属于其他工会的非内容部分的工人发起的,出于同情,我们的工会参与了他们的罢工。

此前,我已经在这家报社工作了四年。陈教授加入才几个月的时间,但因为这是一份大报,而且她一直出差在外报道重大新闻,我们此前素未谋面。但是那个晚上,跟其他新来的记者不同,她在现场,和我以及其他忍受着寒冷的灵魂一起坚守在警戒线上。

罢工结束之后,陈教授和我面对面地坐在了编辑室。我迅速意识到,她是一个足智多谋的记者和思想者。因此,当她获得哈佛大学访问学者的殊荣并开始在哥伦比亚大学任教,而后再获邀到香港和中国内地开始新闻教育项目时,我一点都不惊讶。

令我惊讶的反而是,有人断定,在陈教授成功说服我出色的妻子多林离开《纽约时报》后,我也将结束在报社的生涯转而为她效力。然而,这正是后来所发生的,而且这成为我人生最美好的经历之一。

谢谢您,陈教授。

我同样要感谢多林和杰克、其他的著者和旅游伙伴,以及所有曾经教育我、并将教我更好地认识这个世界的所有学生。

麦锐哲

2006 年 10 月 31 日 香港

Part I

Introduction

[illegible]

孕歸離早歸離宅 葬福壽漢縣城 皂幃別處辛臘 梓苦參造理桑園
妻蘇土體暖字漢豐縣葛 漢省東則 賜封福隆公孫越也 澤國蘇永早歸離早歸離
歸離宅 漢蘇土體暖字葬漢人果成謝建漢上郡寧鄉 許造 漢省苗家孫保漢蘇縣漢
遺親則因葬土葬親 葬早歸離葬漢省 澤國蘇永早歸離

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Chapter 1

The Culture and History of English-Language News



Shantou University journalism students conduct interview for TV class.
(Photo : Leung Saikit)

Pre-Reading Discussion Questions

What is the job of the journalist? Is it the same in every country, or does it differ from country to country? Give examples to support your answer.

灾难词汇

1. World Trade Organization (*n.*) **世界贸易组织**
— an organization that deals with the issues and rules of trade between countries
2. free-market economy **自由市场经济**
— an economy driven by the economic forces of supply and demand
3. obvious (*adj.*) **明显的、清楚的**
— clear ; something that everyone knows
4. significantly (*adv.*) **重要地、意义深远地**
— very important ; having meaning
5. potential (*adj. & n.*) **可能的 潜力**
— possible ; can also refer to someone's possible ability
6. assumption (*n.*) **假定、设想**
— an idea that people believe, but that has not necessarily been proven
7. word-of-mouth (*n. phrase*) **口头的、口述的**
— the passing of information verbally from one person to the next
8. Revolutionary War **美国独立战争**
— late 18th Century war between England and America by which America gained its independence
9. First Amendment **第一修正案**
— a part of the Bill of Rights that gives Americans the freedom to speak their opinions, to practice religion freely and to publish news freely
10. Bill of Rights **权利法案**
— a part of the American constitution that gives people certain rights that the government cannot take away
11. abridging (*v.*) **删节、变更**
— shortening or changing

Introduction : Why Study English-Language Journalism ?

It is an exciting time to study journalism in China. So much is happening now and so many stories need to be told. These stories come from everywhere, from the arenas of sports and politics to the fields of economics and science. The Chinese Olympic team had its best performance in 2004, winning 32 gold medals. In 2008, Beijing will host the next Olympic Games. China is now part of the ~~宰燥咄判弊案约里其隆福社~~, and its economy grows by a large percentage every year. Increasingly, the world's eyes are on China as a country of growing global importance.

China, as every country does, also faces many challenges. It is home to about 1 billion, 300 million people. How will it meet the needs of its people? What will be the effects of continuing population growth on its environment? How is China making the change to a ~~变暴理奔喇城暴暴土宅赠~~? What effect is that having on people? In what direction is China headed politically?

All these questions are starting points for stories. Journalists take these important questions and try to answer them in articles, radio and television shows, or film and video stories. These stories, of course, then affect the way people think about the country. And we have only mentioned the ~~燥造暴译~~ and predictable stories. In a country of more than 1.3 billion people, how many stories are missed?

You will be the next generation of Chinese reporters with stories to tell the world. People the world over want to know more about China and Chinese life. Who better to tell them than Chinese people? This book aims to help you tell these stories in the world's international language : English. Experts estimate that the number of non-native English learners may reach 2 billion people in the next decade. This figure means a huge number of ~~费赚土暴造~~ English news readers. Because of this, it is crucial to be able to write well and tell stories effectively in English.

This will not be easy. You probably already know how different Chinese and English are as languages. Writing in a second language is challenging. The

ways of thinking in China and in western countries are often different because of differences in language and culture. Since mass media writing is, in some ways, a method of expressing a society's thoughts, it follows that styles of news writing in China and countries like mine, the United States, would be different too.

I believe a good place to start learning about English-language news writing and reporting is to talk about cultural ~~background~~ ~~background~~. By this I mean the beliefs we carry with us that we do not even question, beliefs that come from growing up in a specific culture. When we grow up in our own country and culture, it is hard to see outside it. We may assume that whatever we learn about what is right or wrong, good or bad, or safe or dangerous, is true for the whole world. However, when we visit another country, we may quickly realize that the things that we thought were true for everyone might really be true only for our own country and society.

To begin thinking like an English-language journalist, let us try to explore some of the cultural assumptions behind English-language news as it is practiced in the United States.



Five people pile into a motorcycle carriage. Shantou's local government recently banned this type of transportation for safety reasons.
(Photo : Leung Saikit)

Pre-Reading Discussion Questions

What are the cultural assumptions behind English language news writing, especially as it is practiced in the United States? What are some of the values that English-language journalists share when they aspire to international professional standards? What historical factors influence the way they think? How do these influences affect news reporting and writing? What are the similarities and differences between Chinese-language news writing and English-language news writing?

Cultural Assumptions

Coming up with answers for those pre-reading discussion questions will put you on the track to thinking like an English-language journalist.

Many assumptions influence English-language news as it is written and reported in the United States. Many reasons account for these assumptions. One is the culture in which journalists come of age. Another is the way they are educated. One more is the influence of national history on the way they think.

A good place to begin learning about these assumptions is to study the history of the media in America. Changes in western society, culture and law in the last few hundred years brought changes in the way people thought. These changes in turn influenced the way people shared and published information.

Changes in the Press and What People Came to Believe

Before newspapers and magazines became common, people around the world received their news in similar ways — by songs, letters, or 憎暴凿爆宅爆爆爆. In the West, news began to be published on a regular basis during the Roman Empire more than 2,000 years ago. Then, with the development of the mechanical printing press in Germany in 1456, it became easier to print and dis-

tribute information cheaply and more widely. Publications, including stories, literature and news, became easier for more people to get.

But newspapers and magazines as we know them today did not appear right away. In Europe, before newspapers, there were *corantos*, or short publications made only when something important occurred. In 1666, the *London Gazette* became the first regularly published newspaper. For many years, it was the only newspaper officially allowed by the British government.

In fact, at that time in Europe, publishing was tightly controlled by governments; “freedom of the press” did not exist. Particularly after the invention of the printing press, governments feared publications and the threat that widely distributed information posed to people in power. Newspapers, therefore, were controlled through a licensing system. Governments decided who could publish, and what they could publish. Some famous thinkers and writers of the time opposed such controls and pushed for more freedom to publish their work.

In America, the movement toward independence from Britain influenced the way the press developed. The first newspaper published in America in 1690, called *Publick Occurrences*, was quickly shut down by British authorities and its publisher arrested. By the time of the 美国独立战争 about 80 years later, about two dozen newspapers existed across the American colonies. These papers’ editorials advised Americans to form their own country rather than stay part of England. The people who then formed the new American government had suffered from the inability to freely publish what they wanted. When they came to power, they wanted to make sure citizens of the new country would not suffer as they had. The new constitution they wrote established a significant set of rights in the American Constitution. One of these rights was the protection of press freedom.

The 美国宪法 in the 美国历史 is one of the most important statements in American history. It reads in part :

“Congress shall make no law ... 禁止言论自由 the freedom of speech or of the press ... ”