

<<传媒英语实践技能（下册）>>

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内容概要

《传媒英语实践技能》分为上、下两册，主要为传媒院校学生学习英语知识，实践听、说、读、写、译技能而编写。

本书首先对听力、语法、阅读理解、选词填空、完型填空、写作、翻译方面的知识要点和考试重点进行梳理并加以提炼，提供了较为全面的工具书性质的资料，使学生阅后一目了然，以达事半功倍之效。

对于准备大学英语四级考试的学生而言，本书尤为实用。

传媒类专业是国际化程度极高的专业，从业人员必须具备较好的英语应用能力和沟通能力，了解传媒行业的词汇、术语、遣词造句的特色等。

鉴于此，本书对传媒英语，尤其是英语新闻的听、读、写、译的一般规律和特点进行了初步的探讨和归纳。

这也是本书的创新尝试。

书籍目录

第一章 阅读 第一节 概述 一、《大学英语课程教学要求》对学生阅读能力的要求 二、学生在阅读过程中存在的普遍问题 第二节 如何培养良好的阅读能力 一、扩大词汇量 二、巩固语法知识 三、熟悉文化背景 四、掌握正确的阅读方法和技巧 五、养成良好的阅读习惯 第三节 阅读理解内部结构解析 一、单词的考察：新词的辨识和老词的活用 二、句子的考察：句型结构解析 三、文章结构分析：文体解析 第四节 分类阅读技巧 一、快速阅读 二、篇章与词汇 三、仔细阅读 四、完成句子与问答 五、完型填空 第五节 传媒英语阅读的技巧与策略 一、传媒英语的特点 二、培养略读和跳读策略 三、细节阅读的技巧 四、传媒英语猜读技巧

第二章 写作 第一节 概述 一、《大学英语课程教学要求》对写作的要求 二、《大学英语四、六级考试大纲》对写作的要求 第二节 常见写作方法 一、记叙 二、说明 三、议论 第三节 作文题型 一、情景作文 二、关键词作文 三、段首句作文 四、书信写作 五、图表作文 六、命题作文 七、常见命题作文之一——现象解释 八、常见命题作文之二——观点对比 九、常见命题作文之三——问题解决 第四节 英语新闻写作 一、英语新闻标题写作 二、英语新闻导语写作 三、英语新闻正文写作

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章节摘录

1. 题型特点 主旨题型是阅读理解中一种必备题型。

测试学生对于整篇文章的理解程度, 通常对文章的整篇或整段提出问题, 测试学生捕捉全文所包含的主要信息的能力。

通常有三种设问形式: 对主旨设问, 对标题(title)设问和对作者的写作意图(writing purpose)设问。

2. 解题技巧 在不同题材的文章中, 作者表达文章主旨的方式也有所不同。

但通常为了使读者迅速把握文章的主要内容, 会采取主题句的写作手法, 即用一句话或几句话来直接表达主题。

因此正确快速地把握文章主题句是解答此类问题的关键。

具体可以通过以下方法: 1) 通过总结段落要点, 最后归纳文章主题。

有些文章结构清晰, 可直接在每段找到主题句; 有些文章由于体裁原因, 或是短文节选, 或是没有主题句的, 则要通过总结各段进而归纳全文中心思想。

在归纳各段要点时要注意转折、因果、递进等逻辑关系。

[例] American are proud of their variety and individuality, yet they love and respect few things more than a uniform, whether it is the uniform of an elevator operator or the uniform of a five-star general. Why are uniforms so popular in the United States?

Among the arguments for uniforms, one of the first is that in the eyes of most people they look more professional than civilian (百姓的) clothes. People have become conditioned to expect superior quality from a man who wears a uniform. The television repairman who wears a uniform tends to inspire more trust than the one who appears in civilian clothes. Faith in the skill of a garage mechanic is increased by a uniform. What easier way is there for a nurse, a policeman, a barber, or a waiter to lose professional identity (身份) than to step out of the uniform?

Uniforms also have many practical benefits. They save on other clothes, and they save on laundry bills. They are tax-deductible (可减收税的). They are often more comfortable and more durable than civilian clothes.

Primary among the arguments against uniforms is their lack of variety and the consequent loss of individuality experienced by people who must wear them. Though there are many types of uniforms, the wearer of any particular type is generally stuck with it, without change, until retirement. When people look alike, they tend to think, speak, and act similarly, on the job at least. Uniforms also give rise to some practical problems. Though they are long-lasting, often their initial expense is greater than the cost of civilian clothes. Some uniforms are also expensive to maintain, requiring professional dry-cleaning rather than the home laundering possible with many types of civilian clothes. The best title for this passage would be ___ A. Uniform and Society B. The Importance of Wearing a Uniform

【解析】本题要求总结出文章的标题, 通过速读文章发现各段首句都对每个段落的大意进行了总结。

如首段: 美国人喜爱并尊重他们的制服; 第二段: 制服可以使他们比平民看起来更加专业; 第三段: 制服的优点; 第四段: 制服的缺点; 第五段: 制服引起的问题。

所以总结全文可以发现D选项概括了各段的主题, 为正确选项。

C. Practical Benefits of Wearing a Uniform D. Advantages and Disadvantages of Uniforms [例] It is hard to track the blue whale, the ocean's largest creature, which has almost been killed off by commercial whaling and is now listed as an endangered species. Attaching radio devices to it is difficult and visual sightings are too unreliable to give real insight into its behaviour. So biologists were delighted early this year when with the help of the Navy they were able to track a particular blue whale for 43 days monitoring its sounds. This was possible because of the Navy's formerly top-secret system of underwater listening devices spanning the oceans.

Tracking whales is but one example of an exciting new world just opening to civilian scientists after the cold war as the Navy starts to share and partly uncover its global network of underwater listening system built over the decades to track the ships of potential enemies. Earth scientists announced at a news conference recently that

they had used the system for closely monitoring a deep-sea volcanic eruption (爆发) for the first time and that they plan similar studies. Other scientists have proposed to use the network for tracking ocean currents and measuring changes in ocean and global temperatures. The speed of sound in water is roughly one mile a second—slower than through land but faster than through air. What is the most important, different layers of ocean water can act as channels for sounds, focusing them in the same way a stethoscope does when it carries faint noises from a patient's chest to a doctor's ear. This focusing is the main reason that even relatively weak sounds in the ocean especially low-frequency ones, can often travel thousands of miles. The passage is chiefly about A. an effort to protect an endangered marine species B. the civilian use of a military detection system C. the exposure of a US Navy top-secret weapon D. a new way to look into the behaviour of blue whales

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