

<<国际传媒英语>>

图书基本信息

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## 前言

虽然痛苦但我们不得不承认，英语是全球唯一的国际性语言。互联网上85%以上的文本是用英语储存和传播的。当中国加入WTO，伴随着经济全球化浪潮，中外文化交流更加密切。而大众传媒无疑是文化交流的最大平台。在这个平台上要有所作为，当然需要有综合素质；具备英语听说读写的基本能力，是其中必备的素质。

我这里所说的英语能力，不仅仅是指基础英语水平，还包括国际传播的专业英语水平。基础英语是一种技术性的语言能力，国际传播的专业英语水平不仅仅是技术性的语言能力，还包括从业者的知识面、思想水平和判断能力。大众传媒每天涌动着世界的最新变动，传播着形形色色的见解、对立的观点、不同的意识形态，需要我们去理解、识别、解读。现在，各大学新闻传播专业在本科、研究生中各开设了新闻学专业英语课，强化专业英语教学，这是新闻教学应对全球化的新举措。这个新举措是可取的，但不可取的是许多专业英语教学重语言而轻专业--新闻从业人员必需的判断能力。

所以，从全国新闻传播学教学出发，需要有一本以全新视野编著的新的专业英语教材。

胡逢瑛、吴非两位教师合编的《国际传媒英语》适时填补了这方面的空缺。如他们所言：在选择文章上，尽量秉持多元主题、多元观点的原则，提供读者更多更广的思考空间。这比较好的体现了专业英语的特点，符合专业英语的需要。同时，编者还在每篇英文原作前提供导读，作为阅读的背景资料，便于读者理解，创造了专业英语编著的新模式。为此，我推荐《国际传媒英语》作为新闻传播学专业英语教材。

### 内容概要

这本教材首先是因应新闻与传播学院领导委派本人担任“媒介英语”和“英语报刊阅读”等必修课程而准备的，编写教材的目的是为了使学生在过程中有一个依循方针和心理寄托。本教材主题内容的选择与安排，主要是以培养学生具有与国外相关人士交流媒体发展和新闻传播专业的能力为目标而设定的。

#### 作者简介

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曾任厦门大学新闻系副教授，台湾义守大学、长荣大学大众传播学系助理教授。

与吴非合写的“ The Relationship Between Putin ' S Media Reforms and His Ideological Tendency ” 由美国国际跨文化传播研究学会IAICS选登在2007年第一期的ICS中。

“ Russian Crisis Communication : Inter—action Between Federal Televisions and President Putin in Beslan ' S Hostage Crisis ” 获得美国国际媒体与传播研究学会2005-IAMCR “ Grant Award ” 。

## 书籍目录

- 序前言上编 国际传媒与国际关系 .Media Development and Information Equality (媒体发展与信息公平)
- 1.Training Media Professionals with the Assistance of UNESCO (联合国教科文组织培训专业媒体人计划)
- 2.Supporting Women Journalists Access to the ICT (协助女性记者接近使用信息和传播科技)
- 3.What is Public Service Broadcasting? (什么是广播公共服务制?)
- 4.Assistance to Media in Conflict Situations (协助媒体处理冲突)
- 5.Creative Content : Radio , rITv , New Media (广播、电视、新媒体内容创新计划)
- .Transnational Media and International Relations (跨国媒体和国际关系)
- 6.Who ' S Who : The Top 20 U.S.Media Owners (美国前二十大媒体巨擘)
- 7.Russian Media Coverage of the Chechen Conflict (俄罗斯媒体报道下的车臣战争)
- 8.Globalization , Media and Governance (全球化、媒体与政府治理)
- 9.Risk Communication and Governmental Management (危机传播与政府管理)
- 10.The Global Media Empires Dominate Our Perception (全球传媒帝国支配我们的思维)
- 11.The Russian , German and French Media Landscape (俄德法媒体发展概况)
- 欧洲部分媒体名称下编 新闻写作与新闻阅读 .News Writing and Personal Ry Interview (广电采写与人物专访)
- 12.Interviewing : Principles and Practices (采访技巧：原理与实践)
13. CBC Strife and the Future of Public Broadcaesting : Interview with CBC President Robert Rabinovitch (CBC总裁谈公共广播的发展趋势)
- 14.Interview with Secretary Condoleezza Rice (黎以冲突：专访美国国务卿赖斯)
- 15.The Vice President Appears on ABCs " This Week " (美副总统切尼现身“这周”节目)
16. Interview with Russian Deputy Foreign Minister ALEXander Alexev (专访俄罗斯副外长阿列克谢耶夫)
- .International News and News Writing (国际新闻与新闻写作)
- 17.Some Elements to Define News Values for the Western Journalists (西方新闻价值的组成要素)
- 18.General Conception : Writing a News Story for the Beginners (新闻写作的基本概念)
- 19.Begin Your Reporting with Writing a News Lead (新闻导语的基本架构)
- .....参考文献第二版后记

## 章节摘录

The German Media Landscape      1.The Written Press      2.The German press is characterised by :

3.A large number of titles : --A strong local and regional newspaper market ;      4.A small number of national newspapers ;      5.A large number of magazines ;      6.A dependency on advertising income :      7.A high degree of economic concentration .      8.In 1999 the number of "independent editorial units" ( meaning full publishing entities that produce all parts of a newspaper ) for daily newspapers in Germany was 135 and the number of newspapers 355 . Since the early 1990s , the number and circulation of newspapers in Germany have shown signs of decline . The penetration of daily newspapers has fallen from 79 . 1 per cent to 78 . 3 per cent . Circulation figures show that the local and regional press is very important in Germany . In 1999 , total newspaper circulation stood at 31 . 1 million , of these 17 . 1 million are classified as local and regional subscription papers . More than 90 per cent of the subscription press also claim to be local . On first view , the German press appears to be highly diversified and local , but in fact much of the contents of the newspaper is produced by central offices . The "Heimatpresse" ( local press ) is in many cases only legally independent . Because of concentration processes and for financial reasons these papers work closely together with larger newspapers or other local and regional newspapers . There are only a few national papers in Germany ( Bild , Süddeutsche Zeitung , Frankfurter Allgemeine Zeitung , Welt , Frankfurter Rundschau , Tageszeitung ) . They claim to be independent and "above parties" , but most cover a liberal and conservative spectrum . The small left-wing newspaper Tageszeitung began in 1979 and has a rather untraditional approach . It is published on a co-operative basis and has several thousand owners . In terms of circulation figures , German national newspapers account for 1 . 6 million . Another 5 . 8 million papers are sold on the street . The tabloid press in Germany is often referred to as "boulevard press" . The top-selling German tabloid paper is Bild Zeitung , with a circulation of 4 . 4 million .

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