

<<新闻传播学专业英语教程>>

图书基本信息

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前言

本书作为国内第一部同类教材即将付梓，为它忙碌了一年有余的我们在欣慰和惶恐之际，想对编译本书的目的做一点说明。

首先，本书的出版顺应了国家改革开放的大环境，同时也是对教育部大力倡导的在高校各专业开展双语教学要求的积极回应。

21世纪之初，中国已成为世贸组织的成员，这标志着中国在对外开放的道路上迈出了历史性的一大步，同时也对国内的各行各业尤其是高等教育提出了新的要求。

面对日益开放的社会，未来的知识型劳动大军和专业研究队伍如果不能娴熟地掌握英语这门世界通用的语言，则必将在竞争中落于人后。

而英语的掌握与熟练运用，不仅意味着无障碍的日常会话与交流，对正在接受高等教育、即将成为社会中流砥柱的高校学子来说，它更意味着高层次的学术交流和专业性极强的科学研究。

本书的目的，就是要引导新闻学与传播学专业的高年级本科学生和研究生直接阅读专业原著，在专业学习中巩固和提高英语水平，在英语学习中了解和研究专业知识。

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内容概要

1. 本书共分为18个单元,教学可按17~18个教学周、54学时安排。每单元由4篇选文构成(个别单元为5篇),每篇选文的长度在1000个单词左右。内容大致涵盖大众传播事业的主要部类和新闻与传播学的主要领域。

2. 在每单元所选文章中,根据单元主题的不同,一般有1~2篇著名学者关于该主题的经典论述,1~2篇比较具体的个案研究性质的文章,以及1篇综合性的概述(反映本学科到20世纪末的发展)。这样组合的目的,是希望能尽量做到材料新颖,容量充足,内容权威,点面结合,深浅有致,形成梯次,适合新闻与传播学专业本科生和硕士研究生共同使用。

3. 本书所选文章,主要来自新闻学、传播学、政治学、经济学、法学、文化学、社会学等方面的文献。

4. 课文生词的选择和释义以教育部公布的《大学英语教学大纲通用词汇表》中的四级词汇为起点,学生可参考生词表来理解课文。

5. 在课后练习中,练习一采取问答题的形式,旨在培养学生理解作者的主要观点,并归纳课文主要内容的能力。

6. 专业翻译能力的培养是本教材的一个重要目的。在每单元所选文章中,我们提供两篇译文,作为教学参考。

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章节摘录

Two or more people come together, trying to share some information. They are likely to be very different people. Because their life experiences have been different, the signs that carry the information are likely to look different to them. The more different the experiences, the more different the information that is likely to be read into them. Ideas like "pain" and "hunger" have a fairly good chance of being understood in common because all of us have experienced these things——though even in this case, the "stiff upper lip" tradition of one culture is likely to be misinterpreted in a culture where feelings are more openly expressed. But words like freedom, communism, and apologize obviously are going to cause trouble when people come from different life patterns, especially if they come from different cultures. Note carefully, however, that communication is not conducted entirely, or even mostly, in words. A gesture, a facial expression, a pitch pattern, a level of loudness, an emphasis, a kiss, a hand on the shoulder, a haircut or lack of one, the octagonal shape of a stop sign——all these carry information.

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