

<<传媒英语热点阅读（第4册）>>

图书基本信息

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前言

传媒英语 (Media English) 为专门用途英语 (English for specific Purpose) 的一种, 其主要功能是通过不同主题的选材, 为读者的多元观点和思考空间提供元素, 并借此加深学习者对于新闻传媒专业的理解, 提高他们运用专业语言的能力。

在全球化的大趋势下, 具备良好的专业英语素质显然是一个具有国际视野、有开拓性想和前瞻性的传媒从业人员的必备前提。

本书共四册, 主要面向传媒院校学生、传媒从业人员、从事跨国贸易或其他具有与国外交流行业背景的人员。

编者力图使本书具备下列特色: 1. 创新教材编写思路。

编者拟尽其所能将每年7月1日至12月31日间由全球主流传媒机构报道或评论的世界热点话题加以理性选择, 分门别类, 编辑成第二、第四册, 供春季学期使用; 将每年1月1日至6月30日的热点话题编辑成第一、第三册, 供秋季学期使用。

每年修订一版, 与时俱进。

2. 提供全球视野。

编者以为培养英语学习者的跨文化意识以及全球视野比传授语言知识更重要。

井底之蛙, 恐成夜郎自大笑柄。

本书每册含有10个单元, 每单元有3篇文章, 从不同视角谈论相关话题, 见仁见智。

文章主要出自英、美两国、亚洲、非洲和南美洲的主流媒体, 其作者有前联合国秘书长、诺贝尔经济学奖获得者、美国等国的财政部长、知名研究机构专家、新闻评论员、名记者、专栏作家等。

3. 习得时代英语。

编者相信媒体的语言最能体现时代特色, 也具有时代文化符号意义。

编者希望与本书有缘的人能耐心地阅读喜欢的文章, 积累热点词汇, 一鸣惊人。

本书的十位编者都是中国传媒大学南广学院公共英语教学部的教师。

除了主编人到中年, 才疏学浅外, 其余九位都是朝气蓬勃、激情四射、好学上进的年轻潮人。

书中如有冒犯之举, 皆非编者们的主观行为。

如能得到你的谅解, 我们不胜感激, 否则, 一切责任皆由本书主编一人承担。

感谢东南大学出版社的英美文学博士刘坚先生。

他的热情和细心使得本书得以顺利出版。

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内容概要

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含有10个单元，每单元有3篇文章，从不同视角谈论相关话题，见仁见智。

文章主要出自英、美两国、亚洲、非洲和南美洲的主流媒体，其作者有前联合国秘书长、诺贝尔经济学奖获得者、美国等国的财政部长、知名研究机构专家、新闻评论员、名记者、专栏作家等。

本书主要面向传媒院校学生、传媒从业人员、从事跨国贸易或其他具有与国外交流行业背景的人员。

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章节摘录

The forum offers a platform for the actualization of an ongoing commitment by media owners to critically reflect and seek common ground on the problems and prospects that the media industry in Africa is facing.

The first session today is expected to be chaired by Publisher of Vanguard and Patron of Newspapers Proprietors Association of Nigeria, Mr Sam Amuka-Pemu, supported by Chairman of THISDAY Group, Mr Nduka Obaigbena and others. The session will feature five speakers, namely Obaigbena, Founding Chairman of AMLF; Amadou Mahtar Ba, Co-President AMLF, AMI Acting Executive Director and President AllAfrica Global Media; Eric Chinje, Co-President AMLF, Manager External Relations, World Bank, Africa Region; and Alhaji Abubakar Jijiwa, Chairman, Broadcasting Organisation of Nigeria. The first plenary will follow, with the topic: "What are The Possible Futures of Journalism with The Emergence of New Media ?

The keynote speech will be made by Koppel, who is also former Managing Editor at Discovery Channel 8 and currently NPR 9 and BBC Senior news analyst. The panel of discussants will feature Ho; Dr Tamela Hultman, Co-founder and Chief Content Officer, AllAfrica Global Media and Founding Director Centre for Africa and the Media at Duke University; Cristiana Falcone of the World Economic Forum, where she is Director Media, Entertainment and Information Industries; Olojede, the only African winner of the Pulitzer Prize; and Prof Lavine. The discussion will be moderated by Obaigbena. The next plenary session, focusing on the topic "Media and Governance: Myths and Realities of the Fourth Estate", will be kick-started with a keynote by Huffington. The panel will feature Njawa; Yedder; Kabushenga; Ncube; and Prof Kwame Karakari, Executive Director, Media Foundation of West Africa, Ghana. The moderator is Charlayne Hunter Gault, Co-Chair, Board of Trustees, AMI.

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