

图书基本信息

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作者：范守义 总主编

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内容概要

《英语时文泛读学习参考用书（第4册）》由外交学院英语教学专家编写，高等院校本科英语教育核心课程教材，北京市高等教育精品教材立项项目，北京市精品课程英语泛读教学用书，选材语言地道，内容新颖，题材广泛，贴近生活，时代气息浓郁，可读性强。

根据不同主题设置不同单元，知识内容自成体系。

练习设计合理、实用，紧扣课文内容，针对性强，形式灵活。

难易程度恰当，有助于扩大国际视野，以适应日益增长的外交与对外文化交流的需要。

配有计算机网络在线测试<http://211.68.66.248:8088>

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章节摘录

Source: BBC/Birmingham/Sports The British Broadcasting Corporation, almost always referred to by its abbreviation "the BBC," is the world's largest broadcaster. Incorporated in the United Kingdom by government charter, it employs 28,500 people in that country alone and has an annual budget of more than \$4 billion. The BBC is a quasi-autonomous statutory corporation as a public service broadcaster and is run by the BBC Trust; it is, per its charter, supposed to "be free from both political and commercial influence and answer only to its viewers and listeners". In addition to being the largest broadcasting corporation in the world, BBC Newsgathering is the largest news system through its regional offices, foreign correspondents and agreements with other news services. The BBC reaches more than 200 countries and is available to more than 274 million households, significantly more than CNN's (its nearest competitor) estimated 200 million. Its radio services broadcast on a wide variety of wavelengths, making them available to many regions of the world. It broadcasts news-by radio or over the Internet-in some 33 languages. The BBC was the first national broadcasting organisation and was founded on 18 October 1922 as the British Broadcasting Company Ltd; It was subsequently granted a Royal Charter and was made a publicly funded corporation in 1927. The corporation produces programmes and information services, broadcasting globally on television, radio, and the Internet. The stated mission of the BBC is "to inform, educate and entertain" (as laid down by Parliament in the BBC Charter) ; its motto is "Nation Shall Speak Peace Unto Nation". The BBC's domestic programming is primarily funded by levying television licence fees (under the Wireless Telegraphy Act 1949) , although money is also raised through commercial activities such as sale of merchandise and programming. The BBC World Service, however, is funded through a grant-in-aid by the Foreign and Commonwealth Office. As part of the BBC Charter, the Corporation cannot show commercial advertising on any services in the United Kingdom (television, radio, or internet) . Outside the United Kingdom the BBC broadcasts commercially funded channels such as BBC America, BBC Canada, and BBC World News. In order to justify the licence fee, the BBC is expected to produce a number of high-rating shows in addition to programmes that commercial broadcasters would not normally broadcast.

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