

<<新闻传播专业英语>>

图书基本信息

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内容概要

《新闻传播专业英语》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，内容共分12章，涉及报纸、杂志、书籍、广播、电视、电影、网络、广告等领域。本书适合高等院校新闻传播专业学生使用，也可供相关爱好者学习。

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章节摘录

In the United States, dailies are more influential as people spend more on them. As the U.S.A. is a big country and American people are more interested in local issues, for a long time there are few national daily newspapers with really big impact. USA Today, started as America's first national daily general-interest newspaper in 1982 has gained popularity with efforts for many years. The use of color and graphics, shorter stories and simpler language, and focus on topics of sports and weather, improved its readability and made a significant impact on other newspapers. The Wall Street Journal, a financial newspaper and the Christian Science Monitor, focused on news interpretation and features about art and literature, are more specialized ones which fall into the category of national newspapers. ……

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编辑推荐

本教材的内容时间跨越数百年，从新闻传播思想的经典文献到当代学者对新闻与大众传播媒介最新动态的描述，涉及了新闻与传播史的一些重要阶段和重要著述。学科以新闻学和传播学为主，包括与新闻学和传播学相关或交叉的政治学、经济学、法学、文化学、社会学等。

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