

<<缤纷中国>>

图书基本信息

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## &lt;&lt;缤纷中国&gt;&gt;

## 前言

数十年来，随着中国改革开放的不断深入与国际交流空间的扩展，随着传播科技的发展，人们对媒体的依赖有增无减，媒体对人和世界的中介作用也愈益为人们所关注。

一方面，中国人与外国人交流的机会越来越多；另一方面，外国人对中国的关注也越来越多，兴趣也越来越大。

在此背景下，中国英语教学的“费时低效”，中国学生与外国人交流过程中的言不达意、无内容表达等现象，也越来越受到外语界的关注。

我们知道，中国传统英语教学内容是基础英语学习，强调对西方文化的了解；而对于我们身边的人、周围的事却很少关注。

因此，《缤纷中国：媒体英语阅读教程》的推出就是为改变这种现象做出的努力。

本书贯彻“以人为本”的理念，从中国学生实际出发，从不同方面向中国学生介绍当代中国的政治、经济、社会发展、民族风情等，展示中国悠久的历史文化，尤其是改革开放以来所取得的巨大成就。

本书不仅能够增强中国学生的民族自豪感，而且有利于中国学生在与外国人进行跨文化交际的过程中，学会并掌握用地道的英语表达“中国的人和事”。

因此，这里要强调的是，本书所使用的“中国媒体英语”不仅包括中国媒体上的英语语言材料，还涉及了当今各种媒体上关于中国的英语语言材料。

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### 内容概要

本教程从不同方面向中国学生介绍当代中国的政治、经济、社会发展、民族风情等，展示中国悠久的历史和文化，尤其是改革开放以来所取得的巨大成就。

本书不仅能够增强同学们的民族自豪感，而且有利于同学们在与外国人的跨文化交际过程中，学会并掌握用地道的英语表达“中国的人和事”。

本教程可用作各类专业本科生以及研究生的选修课或课外泛读教材；也可用作高校新闻专业高年级阅读课程教材和英语专业低、中年级阅读课程教材；同时，对于对当代中国有兴趣的“老外”来说，也是一本不可多得的读物。

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## 章节摘录

The labs vary in size and ambition, but as they multiply and expand they may help China grow from mostly a user and copier of advanced technologies developed elsewhere into a powerful incubator of its own, industry executives and experts say. And the shift may eventually reshape applied research, jobs and policies in the United States and other developed countries. But it is far from certain that China will reap the full rewards of this flowering. Planting and nurturing corporate labs is a delicate business, and in China they are buffeted by concerns about protecting patents, retaining and gaining researchers, and managing the distances—— physical and cultural ——between here and headquarters. When Microsoft opened its Beijing lab in late 1998, it was among the first multinationals to establish a large research center in China. It hoped investing in research here would help pry open the door to two dazzling prizes: Chinas large reservoir of skilled but inexpensive scientists, and its consumers, still relatively poor but growing richer and eager for new technology. After considering several sites in Asia, Microsoft settled on the Haidian District, home to some 40 universities, 138 scientific institutes and many of Chinas 810,000 research scientists and engineers. Microsoft, like other companies setting up research facilities here, was able to lure scientists from government-run labs, which do not pay as well and often are not working on cutting.edge developments. When the Microsoft lab first announced openings for 50 positions, it was deluged with tens of thousands of applications. It is no surprise that Microsoft Research Asia has such popular appeal. It is one of the few labs here spared the pressure of developing products for direct application; its researchers, like those in Microsofts labs in Redmond, San Francisco and Cambridge in Britain, are given leeway to explore ideas with no immediate commercial payoff. But Microsoft researchers here also said they were conscious of their untested "outsider" status, which makes them especially eager to find product applications for their theoretical findings. Among other things, researchers are working on computer graphics, speech recognition and text translation. The expansion of foreign labs in China is bound to spark further debate, similar to the controversy over outsourcing of technology services, about the implications of the increasing globalization of corporate research.

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