

## 20190314 考试真题

*Newspapers have an enormous influence on people's ideas and opinions. Why and whether you think it's a positive or negative situation?*

### 题目分析

本次考试为媒体类话题，最长考的就是当代媒体对人们生活的影响，本次考试考察报纸对人们想法的影响，讨论原因及它的积极和消极面。本次范文开头段介绍背景后提出观点，尽管纸质新闻往日风光不再，颓势稍显，但仍然是人们生活的一部分；主体段分为两段：第一段阐述报纸在数字时代与时俱进，利用创新性的方式求生存，第二段进一步指出在各种新媒体形式的挑战下，报纸面临严重危机；结尾段总结全文，强调自己的观点。

### 范文示例

#### Introduction

|                              |  |
|------------------------------|--|
| Background sentence          | With the advent of (随着...的出现) television in the twentieth-century and social media at the start of this century (本世纪初), the influence of newspapers on public opinion has waned (v. 减弱) somewhat in recent decades (近几十年). |
| Rephrase the topic           | As many print journals (许多印刷杂志) publicly declare (公开宣布) their lost revenues (收入减少), many in the newspaper industry fear this age-old form of journalism (古老的新闻形式) has had its day (风光不再).                                  |
| Attitude or personal opinion | Nonetheless, newspapers are still an ever-present part of our lives (我们生活中无处不在的一部分).   |

#### 译文

|         |  |
|---------|--|
| 背景句     | 随着 20 世纪电视和本世纪初社交媒体的出现，近几十年，报纸对公众舆论的影响有所减弱。  |
| 改写题目    | 随着许多印刷杂志公开宣布他们的收入减少，许多报业人士担心这种古老的新闻形式已经风光不再。 |
| 立场或个人观点 | 尽管如此，报纸仍然是我们生活中无处不在的一部分。                     |

#### Body paragraph 1

|              |  |
|--------------|--|
| Idea         | Newspapers are now struggling to keep its previous influence in the field of news acquiring and circulation (新闻获取和传播), and apparently these efforts are not in vain (白费) at all. |
| Reason (Why) | In the digital age (数字时代), almost all newspapers and journals have evolved accordingly (与时俱进), offering news, comment and features online (在线评论和特写).                             |

|                          |   |
|--------------------------|---|
| <b>Explain (Example)</b> | <b>Publications</b> (n. 出版物) such as the New York Times have <b>put up paywalls</b> (设立付费专区) to deal with their lost revenues, while newspapers like the Guardian continue to <b>offer news for free</b> (免费提供新闻), relying upon <b>voluntary subscriptions and donations</b> (自愿订阅和捐赠). |
| <b>Conclusion</b>        | In this sense, newspapers, whether read in print or online form, are still <b>important contributors to</b> (对...起着重要作用) the <b>political and social debate</b> (政治和社会辩论).  |

### 译文

|                  |  |
|------------------|--|
| <b>观点</b>        | 在 <b>新闻获取和传播</b> 领域，报纸正在努力保持其往日影响力，显然这些努力并没有 <b>白费</b> 。                         |
| <b>解释观点 (理由)</b> | 在 <b>数字时代</b> ，几乎所有的报纸和期刊都 <b>与时俱进</b> ，提供在线新闻、 <b>评论和特写</b> 。                   |
| <b>进一步解释或例子</b>  | 《纽约时报》等 <b>出版物设立了付费专区</b> ，以应对收入损失，而《卫报》等报纸则依靠 <b>自愿订阅和捐赠</b> 继续 <b>免费提供新闻</b> 。 |
| <b>结论</b>        | 从这个意义上说，无论是纸质的还是在线的报纸，仍然 <b>对政治和社会辩论起着重要作用</b> 。                                 |

### Body paragraph 2

|                          |   |
|--------------------------|---|
| <b>Idea</b>              | Nonetheless, the challenge to the <b>hegemony of traditional newspapers</b> (传统报纸的霸权地位) from <b>new media platforms</b> (新媒体平台) cannot be <b>understated</b> (v. 小觑, 低估).   |
| <b>Reason (Why)</b>      | Research indicates that trust in the traditional media is <b>at an all-time low</b> (历史最低), with individuals now seeking their <b>news content</b> (新闻内容) from <b>alternative sources</b> (其他渠道), much of it <b>dismissed as</b> (被斥为) 'fake news'. |
| <b>Explain (Example)</b> | Whether or not such <b>charges</b> (n. 指控) are <b>accurate</b> (adj. 准确的) does not <b>disguise</b> (v. 掩盖) the fact that newspapers are now <b>facing a major crisis</b> (面临严重的危机) of <b>legitimacy</b> (n. 合法性).                                   |
| <b>Conclusion</b>        | As sales <b>plummet</b> (v. 暴跌), it is clear that simply finding <b>innovative ways</b> (创新性的方法) to <b>turn over a profit</b> (扭亏为盈) are not helping <b>the newspaper industry</b> (报纸行业).  |

### 译文

|                  |  |
|------------------|--|
| <b>观点</b>        | 然而， <b>新媒体平台对传统报纸霸权地位</b> 的挑战不容 <b>小觑</b> 。                              |
| <b>解释观点 (理由)</b> | 研究表明，人们对传统媒体的信任正处于 <b>历史最低点</b> ，人们现在正从 <b>其他渠道寻找新闻内容</b> ，其中很多被斥为“假新闻”。 |
| <b>进一步解释或例子</b>  | 无论这些 <b>指控</b> 是否 <b>准确</b> ，都无法 <b>掩盖</b> 这一事实：报纸正 <b>面临</b>            |

|    |                                      |
|----|--------------------------------------|
|    | 严重的合法性危机。                            |
| 结论 | 随着销量暴跌，很明显，仅仅寻找创新性的方法来扭亏为盈对报业没有任何帮助。 |

### Conclusion

|                        |   |
|------------------------|---|
| Main idea of the essay | Thus, while newspapers are still a major contributor to (…的主要贡献者) public debate (公众辩论), their influence has waned significantly (明显减弱) in recent years. |
| Personal attitude      | I have a firm belief that (我坚信) with the challenges of different forms of new media, newspapers can still hold a place (占据一席之地).                        |

### 译文

|        |                                      |
|--------|--------------------------------------|
| 主要观点总结 | 因此，尽管报纸仍是公众辩论的主要贡献者，但它们的影响力近年来已明显减弱。 |
| 个人倾向   | 我坚信，面对不同形式新媒体的挑战，报纸仍然可以占据一席之地。       |

Words: 295

### 素材累积

|                                       |               |
|---------------------------------------|---------------|
| with the advent of                    | 随着…的出现        |
| at the start of this century          | 本世纪初          |
| waned                                 | v. 减弱         |
| in recent decades                     | 近几十年          |
| many print journals                   | 许多印刷杂志        |
| publicly declare                      | 公开宣布          |
| lost revenues                         | 收入减少          |
| age-old form of journalism            | 古老的新闻形式       |
| had its day                           | 风光不再          |
| an ever-present part of our lives     | 我们生活中无处不在的一部分 |
| news acquiring and circulation        | 新闻获取和传播       |
| in vain                               | 白费            |
| digital age                           | 数字时代          |
| evolved accordingly                   | 与时俱进          |
| comment and features online           | 在线评论和特写       |
| publications                          | n. 出版物        |
| put up paywalls                       | 设立付费专区        |
| offer news for free                   | 免费提供新闻        |
| voluntary subscriptions and donations | 自愿订阅和捐赠       |
| important contributors to             | 对…起着重要作用      |
| political and social debate           | 政治和社会辩论       |
| hegemony of traditional newspapers    | 传统报纸的霸权地位     |

|                           |           |
|---------------------------|-----------|
| new media platforms       | 新媒体平台     |
| understated               | v. 小觑, 低估 |
| at an all-time low        | 历史最低      |
| news content              | 新闻内容      |
| alternative sources       | 其他渠道      |
| dismissed as              | 被斥为       |
| charges                   | n. 指控     |
| accurate                  | adj. 准确的  |
| disguise                  | v. 掩盖     |
| facing a major crisis     | 面临严重的危机   |
| legitimacy                | n. 合法性    |
| plummet                   | v. 暴跌     |
| innovative ways           | 创新性的方法    |
| turn over a profit        | 扭亏为盈      |
| the newspaper industry    | 报纸行业      |
| a major contributor to    | ...的主要贡献者 |
| public debate             | 公众辩论      |
| waned significantly       | 明显减弱      |
| I have a firm belief that | 我坚信       |
| hold a place              | 占据一席之地    |