
The Media 媒体

I. 我。 HISTORY, TYPES, AND STRUCTURE OF MODERN MEDIA

现代媒体的历史、类型和结构

A. THE MEDIA AS A LINKAGE INSTITUTION

A. 媒体作为联络机构

1. *Linkage institutions* (political parties, interest groups, elections, and the media) are formal organizations in society that connect people with the government and government with the people. Linkage institutions, including the media, create access points that allow people to connect with government.
 1. 联络机构（政党、利益集团、选举和媒体）是社会中连接民众与政府以及政府与民众的正式组织。包括媒体在内的联络机构，为民众与政府沟通提供了渠道。
 - a. The news media provides citizens with information about policy issues and government activities.
 - a. 新闻媒体向公民提供有关政策问题和政府活动的信息。
 - b. The media also provides the government with information about citizen attitudes and preferences that may impact policy issues on the government' s agenda.
 - b. 媒体也向政府提供有关公民态度和偏好的信息，这些信息可能会影响政府议程上的政策问题。
 2. The press is sometimes called the fourth estate, a reference to the fact that the press is one of the most powerful and important institutions in society, tasked with advocating for the citizenry and influencing the political agenda.
 2. 媒体有时被称为第四权力，这指的是媒体是社会中最有权力和最重要的机构之一，其任务是为公民发声并影响政治议程。
 3. In the Western democratic tradition, the independence of the press is vital.
 3. 在西方民主传统中，新闻独立至关重要。
 - a. It is not affiliated with the government, and its role as a linkage institution is considered essential to democracy.
 - a. 它不隶属于政府，其作为联络机构的作用被认为是民主的必要组成部分。

b. In other political systems, the press may be an arm of the government and may serve primarily to disseminate official propaganda.

b. 在其他政治制度中，新闻媒体可能是政府的一个部门，其主要功能是传播官方宣传。

B. HISTORY OF MEDIA

B. 媒体史

1. The role of the media in American politics began in the Colonial Era when printing presses were used to publish newspapers that presented political news and events.

1. 媒体在美国政治中的作用始于殖民时代，当时印刷机被用来出版报纸，报道政治新闻和事件。

2. During the ratification debates, the *Federalist Papers* and *Brutus* essays were shared with the public through newspapers, making the competing views public.

2. 在批准辩论期间，《联邦党人文集》和布鲁图斯的文章通过报纸向公众传播，使相互竞争的观点公之于众。

3. From the beginning, a press with the freedom to publish information has been viewed as vital to democracy.

3. 从一开始，拥有出版自由的新闻媒体就被视为民主的必要条件。

4. The First Amendment, which is understood as protecting the most important rights in a free society, explicitly protects both freedom of speech and freedom of the press.

4. 《第一修正案》被理解为保护自由社会中最重要权利，它明确保护言论自由和新闻自由。

5. As the media has evolved from print to broadcast to cable to Internet, it has played an increasing role in American political life.

5. 随着媒体从印刷媒体发展到广播媒体，再到有线电视媒体，最后到互联网媒体，它在美国政治生活中扮演的角色越来越重要。

a. Radio and television broadcasts during the twentieth century reached the vast majority of Americans and were dominated by a small number of news networks.

a. 二十世纪的广播和电视覆盖了绝大多数美国人，并且由少数新闻网络主导。

➤ Market pressures to accurately report the news without offending a portion of the audience by taking partisan positions supported the practice of politically neutral, fact-based reporting.

➤ 市场压力促使媒体在报道新闻时，既要准确传达信息，又不能因采取党派立场而冒犯部分受众，这推动了政治中立、基于事实的报道做法。

➤ News reports were overwhelmingly developed by professional journalists who adhered to accepted standards for accuracy and professional norms.

➤ 新闻报道绝大多数由专业记者撰写，他们遵循公认的准确性标准和专业规范。

➤ As a result, citizens received largely uniform information about news and politics.

因此，公民们获得了大体上统一的新闻和政治信息。

- b. In the late twentieth century, talk radio, which was losing market share to new forms of media, became more partisan and emotionally charged, influencing political discourse.
- b. 在二十世纪后期，随着新兴媒体形式的出现，谈话类广播节目的市场份额不断下降，节目内容也变得更加党派化、情绪化，从而影响了政治话语。
- c. With the advent of cable news and the birth of the Internet, the news is now generated by a broader variety of outlets.
- c. 随着有线新闻的出现和互联网的诞生，新闻现在由更多种类的渠道产生。
 - Recently created news networks, foreign news sources, social media platforms, and Internet news sources have vastly expanded the marketplace for news.
 - 近期涌现的新闻网络、外国新闻来源、社交媒体平台和互联网新闻来源极大地拓展了新闻市场。
 - Some cable news channels present a strongly partisan view of the news in order to compete for viewership and advertising.
 - 一些有线新闻频道为了争夺收视率和广告收入，会呈现强烈的党派新闻观点。
 - Partisan news sites style their coverage to appeal to consumers with particular ideologies and political beliefs.
 - 党派新闻网站会根据特定意识形态和政治信仰来调整其报道风格，以吸引消费者。

C. THE MODERN MEDIA

C. 现代媒体

1. The modern media includes various forms of information outlets, including newspapers and magazines, radio, television, Internet sources, and others, that provide information and programming content to a broad segment of society. The media provides not only news, but entertainment and information too.

现代 媒体涵盖多种信息渠道，包括报纸杂志、广播、电视、互联网等，为广大社会群体提供信息和节目内容。媒体不仅提供新闻，还提供娱乐和信息。

2. The term *mainstream media* refers collectively to broad-based, influential news outlets that reach large numbers of people.
2. “主流媒体”一词是指覆盖面广、影响力大的新闻媒体的统称，这些新闻媒体能够触及大量人群。
3. Social media, which includes such platforms as Twitter, Facebook, Snapchat, Instagram, YouTube, and weblogs (blogs), is a form of media that allows users to create online communities and share information. Social media has transformed political information in the twenty-first century.
3. 社交媒体，包括 Twitter、Facebook、Snapchat、Instagram、YouTube 和网络日志（博客）等平台，是一种允许用户创建在线社区和分享信息的媒体形式。社交媒体已经改变了 21 世纪的政治信息传播方式。

D. REGULATION OF MEDIA

D. 媒体监管

1. Americans have always recognized the crucial role played by the press in society and have regulated the content of print and broadcast media and the structure of media organizations.
1. 美国人一直认识到新闻媒体在社会中发挥的关键作用，并对印刷媒体、广播媒体的内容以及媒体组织的结构进行监管。
2. The Federal Communications Commission (FCC) was created by Congress in 1934 to regulate broadcast media on the premise that “the airwaves belong to the people.”
2. 联邦通信委员会（FCC）是国会于 1934 年成立的，其宗旨是监管广播媒体，即“无线电波属于人民”。
- a. In order to broadcast, radio and television stations are required to maintain federal licensure, serve the public interest, and follow certain rules.
- a. 为了进行广播，广播电台和电视台必须持有联邦许可证，服务于公共利益，并遵守某些规则。
- b. Broadcast media may be regulated to ensure that content is suitable for minors.
- b. 可以对广播媒体进行监管，以确保内容适合未成年人。
- c. Broadcast media must follow the equal-time rule, which requires a broadcast outlet that gives or sells time to a political candidate to provide that candidate’s opponent the same amount of time at the same cost. Although the rule is still in effect, it is rarely enforced as Americans receive information from many more sources than they did in the mid-twentieth century, when only a small number of networks provided news.
- c. 广播媒体必须遵守平等时间原则，该原则要求向政治候选人提供或出售播出时间的广播机构，必须以相同的价格向该候选人的对手提供相同时长的播出时间。尽管该原则仍然有效，但由于美国人如今获取信息的渠道远比 20 世纪中期多得多（当时只有少数几家电视台提供新闻），因此很少得到执行。
3. The Supreme Court has broadly interpreted the First Amendment’s press and speech protections, upholding the right of news outlets to publish political information and prohibiting prior restraint. (See the required case of *New York Times Co. v. United States* (1971), covered in [Chapter 9](#).)
3. 最高法院对第一修正案中有关新闻和言论自由的保护条款作出了广泛的解释，维护了新闻媒体发布政治信息的权利，并禁止事先审查。（参见[第九章](#)中涉及的《纽约时报诉美国案》（1971 年）。）
4. In addition to regulating media content, the FCC historically enacted regulations to prevent the concentration of corporate ownership of media outlets. The concern has been to protect press independence and foster the presence of diverse viewpoints in the information marketplace.
4. 除了监管媒体内容外，联邦通信委员会（FCC）历来还制定法规，防止媒体机构被企业过度集中。其目的在于保护新闻独立性，并促进信息市场中多元观点的交流。

- a. Beginning in the 1980s, restrictions on corporate ownership of media outlets were relaxed.
- a. 从 20 世纪 80 年代开始，对媒体机构的公司所有权的限制有所放松。
- b. Since that time, the trend has been toward the deregulation of media outlet ownership, and media consolidation has accelerated.
- b. 自那时以来，媒体所有权的趋势是放松管制，媒体整合也加速了。
- c. Most news outlets today are owned by a handful of massive media companies, including Comcast, Time Warner, Disney, Viacom, and News Corp. Each of these has numerous subsidiary labels, making it difficult to recognize the corporate affiliations.
- c. 如今大多数新闻媒体都归少数几家大型媒体公司所有，包括康卡斯特、时代华纳、迪士尼、维亚康姆和新闻集团。这些公司各自拥有众多子公司，使得人们很难识别其企业隶属关系。
- d. The consequences of corporate consolidation of media outlets include:
- d. 企业合并媒体机构的后果包括：
 - content is profit-driven; the presentation of information has a significant marketing function.
 - 内容以盈利为导向；信息的呈现具有重要的营销功能。
 - the important role of the media in setting the policy agenda may be dominated by a small number of powerful corporate leaders with limited interests.
 - 媒体在制定政策议程方面的重要作用可能被少数利益有限的强大企业领导人所主导。
- 5. The FCC regulates the activities of Internet Service Providers (ISPs), the massive telecommunications companies that sell Internet access to consumers and businesses.
- 5. 美国联邦通信委员会 (FCC) 监管互联网服务提供商 (ISP) 的活动，ISP 是向消费者和企业出售互联网接入服务的庞大电信公司。
- a. Net neutrality is the principle that all ISPs must treat information equally and may not discriminate against any content provider, typically done by throttling, or slowing down, specific information streams. The idea is to create an Internet playing field on which the same rules apply equally to all content providers and prohibit powerful telecom companies from effectively censoring information from some sources, thereby controlling access to information by consumers.
- a. 网络中立原则是指所有互联网服务提供商 (ISP) 必须平等对待信息，不得歧视任何内容提供商，通常的做法是限制或减慢特定信息流的速度。其目的是创建一个公平的互联网环境，使所有内容提供商都适用相同的规则，并禁止强大的电信公司有效地审查某些来源的信息，从而控制消费者获取信息的途径。
- b. The net neutrality rule is a subject of controversy.
- b. 网络中立性规则是一个有争议的话题。

THE MEDIA IN MODERN POLITICS

现代政治中的媒体

A. ROLES OF THE MEDIA

A. 媒体的角色

1. Over the course of U.S. history, the news media has evolved from simple reporting of political speeches and developments to investigative journalism in which reporters serve as watchdogs, scrutinizing and exposing the motives and activities of politicians and powerful organizations.
1. 在美国历史上，新闻媒体从对政治演讲和事件的简单报道发展到调查性新闻报道，记者扮演监督者的角色，审查和揭露政治家和强大组织的动机和活动。
 - a. The earliest investigative journalists were the muckrakers, who exposed corruption in politics and spotlighted corporate greed and human rights.
 - a. 最早的调查记者是扒粪记者，他们揭露政治腐败，并关注企业贪婪和人权问题。
 - b. Scrutinizing government activities on behalf of the citizenry is an important function of the press.
 - b. 代表公民监督政府活动是新闻界的一项重要职能。
 - c. The exposure of corruption associated with investigative journalism, however, has resulted in the disillusionment of voters and an increasingly negative view of politics and politicians.
 - c. 然而，调查性新闻报道揭露的腐败行为，导致选民对政治和政治家感到失望，并对他们的看法越来越负面。
 - d. The Freedom of Information Act (FOIA) is a 1967 law that requires executive branch federal agencies to provide information about the government that is not already published in the *Federal Register* when requested by journalists, researchers, or the public in the name of an open and transparent government in a democracy.
 - d. 《信息自由法》(FOIA)是1967年的一项法律，它要求联邦行政部门机构在记者、研究人员或公众以民主制度下公开透明的政府的名义提出要求时，提供有关政府的信息，但这些信息尚未在《联邦公报》上公布。
 - FOIA is an important law for protecting the First Amendment freedom of the press because it forced the government to be more transparent.
 - 信息自由法案是一项保护第一修正案新闻自由的重要法律，因为它迫使政府更加透明。
 - The act can require the full or partial release of records, although there are some exceptions, including personal privacy, privileged communication, trade secrets, and law enforcement or national security concerns.
 - 该法案可以要求全部或部分公开记录，但也有一些例外情况，包括个人隐私、特权通信、商业秘密以及执法或国家安全问题。
 - The law has been amended over the years to address changes in technology.
 - 多年来，该法律已多次修订，以应对技术变革。

2. Another important function of the media is its role in agenda-setting. The media serves as a gatekeeper, selecting which issues and stories become part of the public perception. Those issues that the media covers frequently and prominently are perceived as being the most significant by voters.
2. 媒体的另一项重要功能是在其在议程设置中的作用。媒体扮演着把关人的角色，选择哪些议题和故事能够进入公众视野。媒体频繁且重点报道的议题，往往被选民视为最为重要的议题。
3. Related to agenda-setting is framing. In general, media promotes the news that journalists believe should concern Americans. Additionally, however, its presentations structure how consumers view issues and promotes particular ideas about what questions should be asked. For example, are groups of immigrants approaching the U.S. border with Mexico roving bands of dangerous criminals seeking to enter the United States illegally? Or are they desperate refugees seeking asylum? Different media outlets frame issues differently to appeal to or influence viewers.
3. 与议程设置相关的是框架构建。一般来说，媒体会宣传记者认为美国民众应该关注的新闻。此外，媒体的呈现方式也会影响消费者对问题的看法，并引导他们思考应该提出哪些问题。例如，那些接近美墨边境的移民群体，究竟是试图非法进入美国的危险犯罪团伙，还是寻求庇护的绝望难民？不同的媒体会采用不同的框架来构建问题，以吸引或影响观众。
4. So, how do media outlets make coverage choices? The American press is independent and primarily for-profit. A profit-driven media implements various strategies for gaining consumers' attention, many of which are problematic.
4. 那么，媒体是如何选择报道方向的呢？美国媒体是独立的，但主要以盈利为目的。以盈利为导向的媒体会采取各种策略来吸引消费者的注意力，其中许多策略都存在问题。
 - a. Some outlets attract market share by maintaining high standards of journalistic integrity.
 - a. 一些媒体通过保持高标准的新闻诚信来吸引市场份额。
 - b. Media outlets may attract market share by catering to the belief system of certain consumers.
 - b. 媒体机构可以通过迎合某些消费者的信仰体系来吸引市场份额。
 - This bias, or ideological tendency to view and present information from a particular political point of view, may be more or less pronounced.
 - 这种偏见，或者说从特定政治观点看待和呈现信息的意识形态倾向，可能或多或少地明显。
 - Some outlets incorporate a subtle bias, while others may be obviously or extremely biased.
 - 有些媒体带有微妙的偏见，而有些媒体则带有明显或极端的偏见。
 - Bias may reflect the ideology or business interests of a corporation's leadership, as well as a marketing strategy.
 - 偏见可能反映公司领导层的意识形态或商业利益，以及营销策略。
 - c. During election years, media outlets frequently engage in horse race journalism. This form of reporting entails reporting poll results tracking voter preferences in

upcoming elections.

- c. 在选举年，媒体经常进行“选情追踪式”报道。这种报道方式是指报道民调结果，追踪选民在即将到来的选举中的偏好。

- The focus by media on polls attracts larger audiences by focusing on the competitive aspect of the race, making political news more exciting.
- 媒体对民意调查的关注，通过聚焦竞选的竞争性方面，吸引了更多受众，使政治新闻更加激动人心。
- An important criticism of horse race journalism is that it lacks substance. The media focuses on polling to the exclusion of substantive policy issues and differences between candidates, failing in its duty to educate the public.
- 对赛马新闻报道的一个重要批评是其缺乏实质内容。媒体只关注民调结果，而忽略了实质性的政策议题和候选人之间的差异，未能履行其教育公众的职责。

5. In recent decades, massive growth of technology infrastructure and the media culture has led to the proliferation of fake news or information that lacks credibility.

5. 近几十年来，技术基础设施和媒体文化的飞速发展导致了虚假新闻或缺乏可信度的信息的泛滥。

- a. Fake news may be understood as a type of propaganda intended to spread false information or cast doubt on legitimate journalism.

- a. 假新闻可以理解作为一种旨在传播虚假信息或对合法新闻报道产生怀疑的宣传。

- b. Fake news may be difficult for even sophisticated viewers to detect. For example, YouTube videos that appear to be clips from legitimate news sources have been seamlessly edited in a sophisticated manner to be misleading or divisive.

- b. 即使是经验丰富的观众，也可能难以识别虚假新闻。例如，一些看似来自合法新闻来源的 YouTube 视频，经过精心剪辑，旨在误导或煽动分裂。

- c. Individual citizens may lack the sophistication to distinguish reliable, unbiased news sources from unreliable or biased news, causing many to distrust and tune out the news media.

- c. 普通民众可能缺乏辨别可靠、公正的新闻来源与不可靠或有偏见的新闻来源的能力，导致许多人对新闻媒体缺乏信任，并对其不予关注。

- d. Fake news may promote negative attitudes toward both the media and government, decreasing voter turnout and political participation generally.

- d. 假新闻可能会助长人们对媒体和政府的负面态度，从而降低选民投票率和政治参与度。

- e. Characterizing news stories as fake news may cause confusion about the reliability of media outlets and erode trust in journalism.

- e. 将新闻报道定性为假新闻可能会造成人们对媒体可靠性的困惑，并削弱人们对新闻业的信任。

- Utilizing nonpartisan online fact checkers such as Snopes, Washington Post Fact Checker, PolitiFact, and [FactCheck.org](https://www.factcheck.org) is also helpful in identifying reliable

information.

- 利用 Snopes、华盛顿邮报事实核查员、PolitiFact 和 [FactCheck.org](https://www.factcheck.org/) 等非党派在线事实核查机构也有助于识别可靠信息。

Evaluating the Credibility of Information

评估信息的可靠性

Question to Ask 问题	If it's real: 如果这是真的：	If it's fake: 如果是假的：
Evaluate the publisher or news outlet. 评估出版商或新闻媒体。	<ul style="list-style-type: none">– respected news outlet ——受人尊敬的新闻媒体– named author 署名作者– websites should end in .com or another legitimate domain extension 网站域名应以 .com 或其他合法域名后缀结尾。	<ul style="list-style-type: none">– not a known or respected outlet ——并非知名或受人尊敬的媒体。– author is not named or not reliable 作者未署名或不可靠。– websites end in unusual domain extensions 网站域名后缀不常见
Question the source. 质疑信息来源。	<ul style="list-style-type: none">– claims are supported with citations and/or reliable sources ——所有论点均有引文和/或可靠来源佐证。	<ul style="list-style-type: none">– claims are not supported ——这些说法缺乏依据。
Evaluate the quality of the writing. 评估文章质量。	<ul style="list-style-type: none">– does not contain grammatical errors ——不包含语法错误– date is current 日期为当前日期	<ul style="list-style-type: none">– may contain grammatical errors 可能包含语法错误– may be out of date 可能已过时
Verify the information. 请核实信息。	<ul style="list-style-type: none">– other legitimate outlets have also reported the information 其他正规媒体也报道了这一信息。	<ul style="list-style-type: none">– no respected outlets are reporting the same information 没有一家权威媒体报道相同的信息
Evaluate the presentation and emotional appeal. 评估表达方式和情感诉求。	<ul style="list-style-type: none">– style, tone, and image choices are appropriate and not sensationalized ——风格、语气和图像选择都恰当得体，没有哗众取宠。	<ul style="list-style-type: none">– sensational style, tone, and/or image choices ——引人注目的风格、基调和/或图像选择

B. SOCIAL MEDIA

B. 社交媒体

1. One of the most significant developments in twenty-first-century democracy has been the proliferation of social media platforms.
1. 二十一世纪民主最重要的发展之一是社交媒体平台的普及。
2. Social media allows communication in both directions between political figures and citizens. Politicians can speak directly to constituents, and voters can communicate feedback to politicians.
2. 社交媒体使得政治人物和公民之间能够进行双向沟通。政治人物可以直接与选民对话，选民也可以向政治人物表达反馈意见。

3. The explosion of social media has drastically altered the role of the mass media as an intermediary, or filter, between politicians and the public. While the role of the traditional media is still important in questioning and eliciting information from politicians, it is no longer necessary as a medium of communication.
3. 社交媒体的爆炸式发展极大地改变了大众媒体作为政治人物与公众之间中介或过滤器的角色。虽然传统媒体在质疑政治人物和获取信息方面仍然发挥着重要作用，但它已不再是必要的沟通媒介。
4. Social media also provides a platform for citizen journalism.
4. 社交媒体也为公民新闻提供了平台。
 - a. Citizen journalists are private citizens who collect, report, and analyze news and political events.
 - a. 公民记者是指收集、报道和分析新闻和政治事件的普通公民。
 - b. Reporting on social media may not be as well-resourced or have the same responsibility as professional journalism.
 - b. 社交媒体上的报道可能没有专业新闻报道那样充足的资源或同样的责任。
 - c. Social media and citizen journalism increase diversity and choice in news sources.
 - c. 社交媒体和公民新闻增加了新闻来源的多样性和选择。
 - d. Increasing media choices may contribute to political polarization as more options allow consumers to choose news sources that reinforce their existing views.
 - d. 媒体选择的增加可能会加剧政治极化，因为更多的选择会让消费者选择那些强化他们现有观点的新闻来源。
5. Social media platforms may be effectively used by various political actors to spread misinformation and influence public opinion and elections.
5. 社交媒体平台可能被各种政治人物有效地利用，以传播虚假信息并影响公众舆论和选举。

C. MEDIA CHOICE AND ECHO CHAMBERS

C. 媒体选择与回音室效应

1. The proliferation of news sources in the twenty-first century would intuitively seem likely to produce a more informed public. This does not, however, appear to be the case.
1. 二十一世纪新闻来源的激增，按理说应该会造就一个更加知情的公众。然而，事实并非如此。
2. Media outlets are profit-driven; readership and viewership determine advertising revenue, which drives content.
2. 媒体机构以盈利为目的；读者和观众决定广告收入，而广告收入又驱动内容。
3. Increasing numbers of easily accessible information sources go hand in hand with increasing choices for consumers.
3. 易于获取的信息来源数量不断增加，消费者的选择也随之增加。

4. Increasing competition has promoted new, more ideological models of journalism in order to attract audiences and sell advertising.
4. 日益激烈的竞争促使新闻业出现了新的、更具意识形态色彩的模式，以吸引受众并销售广告。
5. Rather than creating broader exposure to a variety of news sources, consumers choose content that appeals to their worldviews.
5. 消费者不会去接触各种各样的新闻来源，而是选择符合自己世界观的内容。
6. Social media exacerbates this phenomenon by incentivizing users to create and share biased content within social groups, creating bubbles or echo chambers rarely penetrated by extraneous information. The vast majority of content encountered by Internet users is largely in line with and reinforces their existing beliefs.
6. 社交媒体通过激励用户在社交群体内创建和分享带有偏见的内容，加剧了这种现象，形成了信息茧房或回音室，外部信息很少能渗透其中。互联网用户接触到的绝大多数内容都与他们现有的信念基本一致，并强化了这些信念。
7. The Internet thus creates a kind of insularity, as opposed to exposure.
7. 因此，互联网造成了一种封闭性，而不是开放性。