

Vocabulary: media 词汇: 媒介

Do you prefer to watch TV or listen to the radio? There was a time when some people thought moving pictures **beamed** live into our houses would spell the end of **tuning in** to the radio for entertainment and information. But radio survived and flourished. And now, despite the growth in sophisticated smartphones offering **high-definition** pictures, the popularity of **podcasts** is booming.

Perhaps the growth in **podcasting** is not surprising – it offers a **digital audio file** that can be **downloaded** and stored for listening at any time. It can also be **streamed** from the internet and played on a computer or MP3 player. And it's not just **broadcasters**, like the BBC, who are producing podcasts: now commercial broadcasters, individuals and companies with no connection to broadcasting are making them. In fact, anyone with something to say, and a few pounds to spend on the equipment, can get involved.

But where did this trend for making **portable** audio programmes begin? Journalist Ben Hammersley told the BBC that “two changes transformed the market – one cultural and one **technical**.” Apple launched the iPhone podcast app, **recording and editing equipment** became cheaper, and 4G mobile phone connections and Wi-Fi became widespread.

Technological development has driven many changes in our media **consumption** habits. But however good the tech may be, there still needs to be something worth watching or listening to. The BBC's Jamie Robertson writes that for podcasts, Serial - a piece of non-fiction investigative journalism – **captured people's imagination**. It was a piece of **high-quality** audio with a gripping story. To date, the first and second seasons of the show have had more than 340 million **downloads**. **Advertisers** soon realised the money-making potential of this and other successful podcasts.

Now there are podcasts about anything and everything - even the educational content that BBC Learning English offers! And these **aural** treats are available on a wide range of **platforms**. **Audiences** are very specific, which can help advertisers target what they want to promote. And if there isn't a podcast to suit your interests, you can now easily make and **distribute** them - and become your very own broadcaster.

词汇表

beam	播送
tune in	收听, 收看
high-definition	高清晰度
podcast	播客
podcasting	播客技术
digital	数字的
audio file	音频文件
download	(动词) 下载
stream	在线收听 (收看)
broadcaster	广播公司
portable	便携的
technical	技术的
recording and editing equipment	录音和剪辑设备
technological development	科技发展
consumption	使用
capture one's imagination	激发某人的想象力
high-quality	高质量的
download	(名词) 下载次数、下载量
advertiser	广告商
aural	听觉的
platform	平台
audience	听众
distribute	分送, 传送

测验与练习

1. 阅读课文并回答问题。

1. According to the article, what can be done with a digital audio file?
2. Why is it easy for almost anyone to make a podcast?
3. True or false? *Improved technology is only part of the reason why podcasts have become popular.*
4. Who has been keen to promote and fund podcasts because of the money they can generate?
5. Which word used in the article means 'existing in many places'?

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Your story will need _____ as it's a bit too long and the middle part is a bit boring!

recording	podcasting	editing	broadcasting
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2. The football match was _____ live across the world on social media, so everyone got to share the excitement of the final at the same time.

streamed	downloaded	consumption	podcasting
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3. My new car is saving me loads of money because of its lower fuel _____.

consuming	consumption	consumptions	consumptioning
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4. My job is to _____ the money fairly to all the charities that need it.

advertise	portable	podcast	distribute
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5. Her fashion designs have really _____ and now everyone is trying to copy them.

capturing people's imagination	captured people's imagination
captured people imagination	captured people's imagining

答案

1. 阅读课文并回答问题。

1. According to the article, what can be done with a digital audio file?

A digital audio file can be downloaded and stored for listening at any time.

2. Why is it easy for almost anyone to make a podcast?

Recording and editing equipment became cheaper meaning anyone can get involved.

3. True or false? *Improved technology is only part of the reason why podcasts have become popular.*

True. Technology has helped in the growth of podcasting, but there still needs to be something worth watching or listening to if the technology is to thrive.

4. Who has been keen to promote and fund podcasts because of the money they can generate?

Advertisers have realised the money-making potential of podcasting.

5. Which word used in the article means ‘existing in many places’?

Widespread. (“Apple launched the iPhone podcast app, recording and editing equipment became cheaper and 4G mobile phone connections and Wi-Fi became widespread.”)

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Your story will need **editing** as it’s a bit too long and the middle part is a bit boring!

2. The football match was **streamed** live across the world on social media, so everyone got to share the excitement of the final at the same time.

3. My new car is saving me loads of money because of its lower fuel **consumption**.

4. My job is to **distribute** the money fairly to all the charities that need it.

5. Her fashion designs have really **captured people’s imagination** and now everyone is trying to copy them.