

media



/ˈmi:diə/

n. 新闻媒体, 传媒

media literacy

媒体素养

media player

媒体播放器

broadcast media

广播媒体

digital media

数字媒体

mass media

大众传媒

new media

新媒体

social media

社交媒体

News media has played a pivotal role in forming public opinion.

新闻媒体对舆论的形成起到了关键的作用。

The explosive growth of new energy vehicles (NEVs) has generated intense **media** interest.

新能源汽车的爆炸式增长引起了媒体的高度关注。

The analysis is based on the information provided by various forms of mass **media**.

此分析基于各种形式的大众传媒所提供的信息。



Day
1

communication



/kə,mju:nɪ'keɪʃən/

n. 通信, 沟通

communication channel	通信信道
communications satellite	通信卫星
communication technology	通信技术
cross-cultural communication	跨文化交际
interpersonal communication	人际沟通
mass communication	大众传播
network communication	网络通信

In modern society, effective **communication** is key for media companies to engage and retain their audiences, as competition in the digital age is fierce.

在现代社会，有效的沟通是传媒公司吸引和留住观众的关键，因为数字时代的竞争非常激烈。

Modern **communication** technology is enabling more and more people to work from home.

现代通信技术使越来越多的人能够在家办公。

Good **communication** is key to our success.

良好的沟通是我们成功的关键。

Day
2

digital



/ˈdɪdʒɪtəl/

a. 数字的, 数码的

digital camera	数码相机
digital divide	数字鸿沟
digital economy	数字经济
digital governance	数字治理
digital inclusion	数字包容
digital infrastructure	数字基础设施
digital nomad	数字游民
digital transformation	数字化转型

Digital nomads represent a natural evolution in teleworking.

数字游民代表了远程办公的自然发展趋势。

The government encourages private companies to accelerate their **digital** transformation and invest more in research and development.

政府鼓励民营企业加快数字化转型, 加大研发投入。

The **digital** economy plays an important role in the national economy.

数字经济在国民经济中发挥着重要作用。

Day
3

design



/dɪ'zain/

n.&v. 设计

design fault

设计故障

graphic **design**

平面设计

interior **design**

室内设计

product **design**

产品设计

urban **design**

城市设计

website **design**

网站设计

The interior **design** of the new office is pleasingly simple.

新办公室的室内设计简约宜人。

The product **design** needs to appeal to all ages and social groups.

产品设计需老幼皆宜，雅俗共赏。

This course is **designed** for beginners.

这门课程是为初学者设计的。

Olivia **designed** a brand-new logo for the company.

奥利维娅为公司设计了一个全新的标志。



Day
4

information



/ˌɪnfərˈmeɪʃən/

n. 信息, 消息

information literacy	信息素养
information retrieval	信息检索
information security	信息安全
information technology	信息技术

We need to cultivate new growth engines such as new generation of **information** technology, artificial intelligence, biotechnology, new energy, new materials, high-end equipment, and green industry.

我们需要培育新增长引擎, 如新一代信息技术、人工智能、生物技术、新能源、新材料、高端装备和环保产业等。

In the field of media, maintaining **information** security is essential, as it involves protecting sensitive data from unauthorized access and cyberattacks, which could otherwise compromise journalistic accuracy and the privacy of sources.

在传媒领域, 维护信息安全至关重要, 因为这涉及保护敏感数据不受未经授权的访问和网络攻击, 否则可能会损害新闻的准确性和消息来源的隐私。

Access to the **information** was denied to them.

他们无法得到这个消息了。

Day
5

video



/ˈvɪdiəʊ/

n. 视频, 录像

video capture	视频捕捉
video cassette	录像带
video conference	视频会议
video game	视频游戏
video monitor	视频监视器
digital video	数字视频
music video	音乐视频

The course aims to help children learn through **video**.

该课程旨在通过视频帮助孩子们学习。

It is now commonplace to hold a **video** conference in real time on a mobile phone.

现在在手机上召开实时视频会议已经很普遍了。

Modern **video** cameras are light and easy to carry.

现代摄像机很轻便且容易携带。

You need manual dexterity to be good at **video** games.

手要灵活才能玩好视频游戏。

Day
6

advertising



/ˈædvɜːtaɪzɪŋ/

n. 广告活动, 广告业

advertising agency

广告代理公司

advertising board

广告牌

advertising media

广告媒体

advertising slogan

广告标语

interactive advertising

交互式广告

newspaper advertising

报纸广告

online advertising

网络广告

television advertising

电视广告

I work in advertising.

我在广告业工作。

A good advertising campaign will increase our sales.

良好的广告宣传活动会增加我们的销量。

The company has budgeted \$10 million for advertising.

该公司已经安排了一千万美元的广告预算。

Day
7

technology



/tek'nɑ:lədʒi/

n. 技术

technology transfer

技术转让

advanced **technology**

先进技术

Technology is changing fast.

科技日新月异。

New **technology** should provide a secure firewall against hackers.

新技术应该提供安全的防火墙以防御黑客。

It is also important to provide funding, **technology** and capacity-building support for developing countries.

在资金、技术和能力建设等方面为发展中国家提供支持也很重要。

Strengthening basic research is the only way to become a world leader in science and **technology**.

加强基础研究是成为世界科技强国的必由之路。

Digital **technology** has facilitated the transformation of traditional newspapers into online portals, significantly expanding their audience base.

数字技术促进了传统报纸向在线门户的转型，显著扩大了它们的受众群体。

Day
8

cultural



/ˈkʌltʃərəl/

a. 文化的

cultural difference	文化差异
cultural exchange	文化交流
cultural heritage	文化遗产
cultural identity	文化认同
cultural landscape	文化景观
cultural soft power	文化软实力
intangible cultural heritage	非物质文化遗产

Cultural exchanges are a way of building bridges between countries.

文化交流是各国之间搭建桥梁的一种方式。

We need to meet people's ever-growing intellectual and **cultural** needs.

我们需要满足人民日益增长的精神文化需求。

Traditional tea processing techniques and associated social practices in China were added to the Representative List of the Intangible **Cultural** Heritage of Humanity of the UNESCO.

中国传统制茶技艺及其相关习俗已经被列入联合国教科文组织《人类非物质文化遗产代表作名录》。

Note

联合国教育、科学及文化组织 (United Nations Educational, Scientific and Cultural Organization) 是联合国 (United Nations) 的专门机构之一, 简称联合国教科文组织 (UNESCO)。

Day
9

creative



/kri'eɪtv/

a. 创造(性)的

creative design

创意设计

creative industry

创意产业

creative thinking

创造性思维

The new media industry attracts young and **creative people**.

新媒体产业吸引了年轻和有创造力的人。

It is essential to promote the **creative** transformation and development of fine traditional Chinese culture.

推动中华优秀传统文化实现创造性转化和创新性发展是至关重要的。

Creative advertising campaigns can resonate with audiences, driving both brand awareness and consumer engagement.

创意广告活动能够与观众产生共鸣，提升品牌知名度和消费者参与度。

Day
10

social



/'səʊʃəl/

a. 社会的, 社交的

social credit	社会信用
social economy	社会经济
social environment	社会环境
social relations	社会关系
social security	社会保障
social status	社会地位

Tea is good for people's health and plays an important role in Chinese **social** life.

茶对人们的健康有好处, 并且在中国人的社交生活中发挥着重要的作用。

The advertisement not only considers the design concept, but also takes into account the **social** customs.

这则广告不仅考虑了设计理念, 也兼顾了社会风俗。

Many measures have been taken to unleash market and **social** vitality.

我们采取了许多措施来激发市场和社会活力。

Day
11

online



/ˈɔːnlaɪn/

a. 在线的, 联网的

online banking	网上银行
online fraud	网络诈骗
online game	网络游戏
online shopping	网上购物

Most of the schools in this city will be **online** by the end of next year.

到明年年底, 这座城市的大多数学校都能联网。

The “metaverse” is an **online** world where people can game, work and communicate in a virtual environment.

“元宇宙”是一个网络世界, 人们可以在虚拟环境中玩游戏、工作和交流。



Day
12

news



/nu:z/

n. 新闻, 消息

news agency

通讯社

news blackout

新闻封锁

news bulletin

新闻简报

news conference

新闻发布会

news report

新闻报道

international news

国际新闻

national news

国内新闻

News travels fast these days.

如今消息传播得很快。

They reacted violently to the news.

他们对这条新闻反应强烈。

How can we give full play to the role of supervision by news and public opinion without infringing on other legitimate rights and interests?

如何既发挥好新闻和舆论监督的作用, 又不侵害其他合法权益呢?

Day
13

public



/ˈpʌblɪk/

n. 公众

a. 公共的

public affairs	公共事务
public goods	公共物品
public opinion	舆论, 民意
public relations	公共关系
public security	公共安全
public transportation	公共交通
in public	公开地, 当众

The article accurately reflects **public** opinion.

该文章如实反映了民意。

The **public** remains skeptical of these claims.

公众对这些说法仍持怀疑态度。

The **public** will opt for environmentally friendly living patterns.

公众将选择环保的生活方式。

The government should always prioritize the **public** interest when making policy decisions.

政府在制定政策时应始终优先考虑公共利益。

It is essential to raise **public** awareness about the importance of national defense.

提高公众对国防重要性的认识至关重要。

Day
14

film



/film/

n. 电影, 胶卷

v. 拍摄

film festival	电影节
film industry	电影业
film production	电影制作
documentary film	纪录片

He acted in three forgettable action **films**.

他出演过三部反响不大的动作片。

The **film** contains several scenes of almost unbearable poignancy.

这部电影中有几段几乎令人难以承受的辛酸情节。

He had **filmed** her life story.

他把她的人生故事拍成了电影。

Molly shot six rolls of **film** on vacation.

茉莉度假时拍了六卷胶卷。

Note

上海国际电影节 (Shanghai International Film Festival) 是被国际电影制片人协会认证并归类的“竞赛型非专门类电影节”, 即“国际 A 类电影节”。

Day
15

streaming



/ˈstri:mɪŋ/

n. 串流, 流式传播

streaming media

流媒体

streaming video

流媒体视频

The conference will be available for live **streaming**.

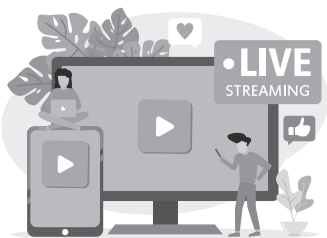
这个会议将提供现场直播。

The company aims to be a leader in the era of **streaming video**.

该公司致力于成为流媒体视频时代的领头羊。

The rising popularity of **streaming services** has upended traditional media consumption patterns, offering audiences unparalleled access to a diverse range of content.

流媒体服务的日益普及已经颠覆了传统的媒体消费模式, 为观众提供了前所未有的多样化内容。



Note

流媒体 (streaming media) 是一种基于网络传输的媒体播放方式, 它通过流式传输技术将音频、视频等多媒体文件连续实时地播放给用户。

Day
16

television



/ˈteləvɪʒən/

n. 电视

television channel	电视频道
television station	电视台
cable television	有线电视
digital television	数字电视
network television	网络电视

I spend too much time watching **television**.

我看电视花的时间太多。

Television is the modern medium of communication.

电视是现代的传播媒介。

The new **television** program attracted millions of viewers on its first night.

这个新电视节目在首播之夜就吸引了数百万观众。

The documentary on climate change was an eye-opener to many **television** viewers.

这个关于气候变化的纪录片让许多电视观众大开眼界。

Day
17

audience



/ˈɔːdiəns/

n. 观众, 听众

audience rating

收视率

target audience

目标受众

He gave a graceful bow to the **audience**.

他优雅地向观众鞠了一躬。

The dramatic performance held the **audience** spellbound.

这个戏剧表演令观众如痴如醉。

The band played its most popular songs to please the **audience**.

该乐队演奏了他们最受欢迎的歌曲以取悦听众。

Advertisers see social media as an efficient way of reaching **target audience**.

广告商认为社交媒体是其接触目标受众的一个有效途径。



Day
18

publishing



/ˈpʌblɪʃɪŋ/

n. 出版业

publishing house

出版社

academic publishing

学术出版

electronic publishing

电子出版

The magazine is widely recognized in the **publishing** world.

这个杂志得到了出版界的广泛认可。

His brother ran a printing and **publishing** company.

他兄弟开办过一家印刷出版公司。

The book has enjoyed a success unparalleled in recent **publishing** history.

这本书取得了近期出版史上空前的成功。

The **publishing** industry has been greatly impacted by the digital revolution.

出版行业已经深受数字革命的影响。



Day
19

industry



/ˈɪndəstri/

n. 工业, 行业

industry and commerce	工商业
heavy industry	重工业
light industry	轻工业
paper industry	造纸业
service industry	服务业
tertiary industry	第三产业

This type of software is widely used in **industry**.

这种软件广泛应用于工业。

We will release the implementation plans for specific sectors such as energy, **industry** and construction.

我们将发布能源、工业、建筑等特定领域的实施方案。

At present, the focus of work is to increase our emergency command capability in dealing with cyber incidents, and actively steer the cybersecurity **industry** towards preventing problems before they start.

目前的工作重点是加强网络安全事件应急指挥能力建设, 积极发展网络安全产业, 做到关口前移, 防患于未然。

Day
20