BBC LEARNING ENGLISH

Media English 媒体英语

Book sales hit a record as children's fiction gains in popularity
儿童小说帮助英国图书销量创下新高

- *請注意：中文文字内容只提供簡體版*

英国出版商协会（Publishers Association）发布的最新年度报告显示，去年儿童书籍帮助英国图书销售创下 35 亿英镑的新纪录。虽然电子阅读器越来越普及，但电子书籍的销售额却下降至 5.38 亿英镑。报告中提到，健身类和自助书籍深受读者喜爱。非小说类书籍的销量增长了 9%，而小说类书籍的销量却下降了 7%。请听 Rory Cellan-Jones 的报道。

With **the rise of** the Kindle and other e-readers, it did once look as though the publishing industry was going to suffer a period of **severe digital disruption**.

But last year, sales of physical books rose by 8%, with readers showing particular **enthusiasm** for **non-fiction** and children's books. Meanwhile, there was a 17% fall in sales of consumer ebooks, although **online journals**, **academic titles** and **audio books** helped the publishing industry **boost** its overall digital **revenues**.

Harry Potter and the Cursed Child was the bestselling book of 2016, with one and a half million copies sold. It seems parents are much happier seeing children reading on paper rather than screens.

词汇表

the rise of	崛起、兴起
severe	严重的
digital disruption	电子（书籍）引起的（市场）干扰
enthusiasm	热情
non-fiction	非小说类纪实文学作品
online journals	在线期刊、杂志
academic titles	学术性书籍
audio books	有声读物、音频书籍
boost	增加
revenues	收入

测验

请听报道并回答下列问题。

1. What is a Kindle?

2. What kinds of books contributed to the increase in physical book sales?

3. True or false? *Parents prefer children to read books on digital devices.*

4. Which word in the text means 'selling in greater quantities than others of the same kind'?

答案

1. What is a Kindle?
Kindle is a type of e-reader. Books are stored digitally on an e-reader.

2. What kinds of books contributed to the increase in physical book sales?
Non-fiction books and children's books contributed to the increase of physical book sales by 8%.

3. True or false? *Parents prefer children to read books on digital devices.*
False. Parents prefer children to read books on paper rather than on screens, hence the rise in children's paper book sales.

4. Which word in the text means 'selling in greater quantities than others of the same kind'?
Bestselling.