

Future of Radio 广播的未来 — 2013 年 2 月 26 日

Hello listener friend, a week has gone by so fast. But we always look forward to our time with you, right here. We are your radio friends, I'm Mark.

And I am your friend Wen-Jie.

On our last time on our program, our friend Sergey talked about radio's impact on his life.

上回节目里，我们的朋友 Sergey 谈到广播在他生命里的影响。

Sergey grew up in Russia. He received a gift for his 14th birthday, a radio.

Serey 在苏联出生成长，14 岁生日时得到的礼物是一部收音机。

With that radio, he listened to local programs, as well as programs from other countries.

他就因此常常听苏联当地电台和国际电台的广播。

That's how he heard Christian programs and began his journey of faith.

他听到了基督教的广播节目，也开始了他信心的旅程。

Sergey later on became a Christian when he was 18. And now He is a radio pastor.

后来他 18 岁时成为了基督徒。现今他是个广播牧师。

Wen-Jie, wasn't that something?

Yes, it's amazing. 太神奇了。

On today's "A Day in the Life" feature, Wenjie you are going to talk with Sergey again, right?

Right. 接下来是我们的访谈单元。 I asked Sergey what would he like to chat about. Guess what did he say?

He wanted to talk about radio, of course.

That's it. He wanted to talk about the future of radio. 我的朋友 Sergey 要和我谈谈有关广播的未来。

It will be interesting to hear what he has to say about this subject.

他对这题目有什么见解呢？ But before we hear Sergey talk about the future, I have a question.

What is it?

Talking about the future is a little like guessing, isn't it. 谈有关未来，好像在做一些猜想。

That's right. Even if it looks like something is a for-sure thing and we are doing our best guess.

我们可以想见事情会怎么发生，但不论如何，那也不过是猜测。

Yes, we have an expression in English: Time will tell.

有句西方谚语，**Time Will Tell.**

It means that the only way to know if our guess about the future was right, is to wait and see if we are right. So, time will tell.

意思是，时间会给出答案，有关将来是如何的。

So Listener friends, what is the future of radio? Stay tuned for the interview - A Day in the Life.

到底广播的将来会是如何的？请留意收听以下的访谈。

A Day In The Life Of 美人访谈

Interview: "The Future of Radio" – Sergey, Russian Radio Pastor

I: How was Radio important when you were growing up? 成长过程中，广播对你有什么重要性？

J: * At that time, Radio was important. It provided information, entertainment, such as music, radio theater, and so on. It also provided weather report, which is important.

I: Is Radio still as important and as powerful now? 广播现今是否仍然很重要，有功效？

J: * It is still important, but not as important and powerful as used to be.

* Some people say, in US, the Golden age of radio was 1930s. Although its importance is diminishing, it is still relevant, still a good media.

I: For you, being as a radio broadcaster, How do you keep your listeners coming back to listen to you ? 你如何吸引你的听众？

J: * We are working very hard on developing interactive programs which people are craving for now.

* This provides opportunities to ask their questions and voice their opinions. We are doing a lot of live radio in Russia.

* Another thing possible to do is: we can have hosts/participants on the same programs from different places/cities discussing one issue. (modern technology)

I: What is the future of Radio? 广播的将来如何？

J: * It's important to distinguish between means of delivery and content or program itself.

* Delivery is how the audio sound is delivered to you.

Traditionally, Radio- am, medium wave, short wave, fm... That might be changing in 10-20yrs. The mode of how to transmit the signal.

Now in US and some places, there's satellite, but can it last long? I think most of the transmit will be through cell phone or small personal computers.

* The content will be changing as well. Now we still have lots of music on the radio. Already it's switching to more spoken programming. It's easy to prepare your own choice of songs, put on players, you can carry with you wherever you go. No need for radio to provide music for you.

- * But, Talk radio is different. Often times it's live, people can participate in conversation, can't prerecord.
- * There will be more live radio, people interact in different ways and get information. But I think there will still be weather reports, news reports and traffic.

(Thank you. You have inspired me and challenged me.)

Well, our time is up once again. Listener friends, you are the reason why we do English World.

时间又到点了。听友，因为有你，才有《英语世界》。

Your connection to us is important. So, please write to us.

你的回应和想法对我们都是很重要的，所以请你来信。

We appreciate your friendship and want to connect with you.

我们很珍惜与你的友谊，也会回信给你。

So write to us - Mark and Wen-Jie, either by letter or email. And we will write you back, you can count on it!

信件或电邮都行，写给马可和文洁收。

And don't forget that you can review previous lessons we taught by visiting our website.

别忘了，上《英语世界》网站作进一步的复习和学习。网址是：

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Until next time, Zai-Jian and God Bless You.