



Vocabulary: *photography* 词汇: 摄影

We all love to take photographs. It's a simple way to **capture** a special moment, an amazing view, or just to show off your artistic skills. And it's great to look back through your photo **albums** and share your memories with friends. In essence, they show a **snapshot** in time. This hasn't really changed since the invention of photography in the 1830s. But one thing that has changed, is the equipment we use.

For many years, we have used traditional cameras to take our **pictures** with. Our images were captured onto camera film which was then **processed** into **negatives** from which photos were printed – a lengthy process. And we've have had a range of cameras to choose from – from the simple **compact camera** to more sophisticated **SLR cameras** (single lens reflex).

But the biggest change has come with the development of digital technology. This has made taking photos quicker and easier. It's enabled us to take a **snap** and review our pictures instantly. We've been able to **manipulate** them in **post-production**, using software on our computer. And of course, we've been able to share them like never before – particularly on social media.

Of course, now we have the **smartphone** – a phone that is, well, smart because it can take photos and sometime very good quality ones, and share them easily. So does that mean the traditional camera will eventually become obsolete? Figures from Japan show how the market is shrinking: shipments of compact digital cameras from companies like Olympus, Canon and Nikon were down 39% year on year.

But Phil Hall, editor of Tech Radar magazine thinks there's nothing to worry about. He told the BBC that while people are swapping their compact cameras for smartphones, "manufacturers are looking at the more **higher-end premium** cameras, high-end compacts, **DSLRs**, which are the ones you can attach **lenses** to, mirrorless cameras."

Certainly, the growth of the smartphone means more and more of us are taking photos and it opens our eyes to the **creative** possibilities it can provide. And for some, it can be a first step into getting into serious photography and pushing their creative skills. But whatever camera **viewfinder** we end up looking through, it's important to remember the basics of focussing, good lighting and **framing** - and getting your subject to **say 'cheese!'**

## 词汇表

|                        |                       |
|------------------------|-----------------------|
| <b>capture</b>         | 拍摄                    |
| <b>album</b>           | 相册                    |
| <b>snapshot</b>        | (一瞬的) 概貌              |
| <b>picture</b>         | 照片                    |
| <b>processed</b>       | 冲洗 (胶片照片)             |
| <b>negative</b>        | 底片                    |
| <b>compact camera</b>  | 小型相机                  |
| <b>SLR camera</b>      | 单反相机                  |
| <b>snap</b>            | 快照                    |
| <b>manipulate</b>      | 处理 (图片)               |
| <b>post-production</b> | 后期制作                  |
| <b>smartphone</b>      | 智能手机                  |
| <b>high-end</b>        | 高端的                   |
| <b>premium</b>         | 优质的、高级的               |
| <b>DSLR</b>            | 数码单镜反光相机              |
| <b>lens</b>            | (相机) 镜头               |
| <b>creative</b>        | 创意的, 创造力的             |
| <b>viewfinder</b>      | (相机) 取景器              |
| <b>framing</b>         | 取景                    |
| <b>say 'cheese!'</b>   | 说“茄子” (照相时为了让人微笑而说的话) |

## 测验与练习

### 1. 阅读课文并回答问题。

1. What type of technology has made taking photographs easier?
2. True or false: *A compact camera is an example of a simple type of camera.*
3. Where is a popular place to share our photographs these days?
4. What evidence is there in the article to show the sales of compact cameras is slowing down?
5. Why does the growth of smartphones mean more of us are taking photographs?

### 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. I like your painting. It must have been hard to \_\_\_\_\_ the different colours in the sky.

|      |         |            |         |
|------|---------|------------|---------|
| snap | capture | manipulate | framing |
|------|---------|------------|---------|

2. If you want to sit in the front seats of the aeroplane you have to pay a \_\_\_\_\_.

|            |          |         |          |
|------------|----------|---------|----------|
| smartphone | high-end | premium | creative |
|------------|----------|---------|----------|

3. Going to the museum gave us a \_\_\_\_\_ of what life was like during the war.

|          |      |             |          |
|----------|------|-------------|----------|
| snapshot | snap | snappedshot | snapshot |
|----------|------|-------------|----------|

4. Making videos for BBC Learning English is a very \_\_\_\_\_ process – we use lots of imagination and ideas.

|           |         |          |             |
|-----------|---------|----------|-------------|
| processed | premium | creative | manipulated |
|-----------|---------|----------|-------------|

5. To encourage people to smile when their picture is being taken, we ask them to say \_\_\_\_\_.

|         |           |         |         |
|---------|-----------|---------|---------|
| cheesy! | cheesing! | chease! | cheese! |
|---------|-----------|---------|---------|

## 答案

### I. 阅读课文并回答问题。

1. What type of technology has made taking photographs easier?  
**The biggest change in photography has come with the development of digital technology.**
2. True or false: *A compact camera is an example of a simple type of camera.*  
**True. In the article, this type of camera is described as a simple compact camera.**
3. Where is a popular place to share our photographs these days?  
**Social media is a popular place to share our photographs these days.**
4. What evidence is there in the article to show the sales of compact cameras is slowing down?  
**The article mentions figures from Japan that show how the market is shrinking: shipments of compact digital cameras from companies like Olympus, Canon and Nikon were down 39% year on year.**
5. Why does the growth of smartphones mean more of us are taking photographs?  
**Smartphones have built-in cameras which makes it easier for us to take and share photos.**

### 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. I like your painting. It must have been hard to **capture** the different colours in the sky.
2. If you want to sit in the front seats of the aeroplane you have to pay a **premium**.
3. Going to the museum gave us a **snapshot** of what life was like during the war.
4. Making videos for BBC Learning English is a very **creative** process – we use lots of imagination and ideas.
5. To encourage people to smile when their picture is being taken, we ask them to say **cheese!**