

口译笔译辅导：国务院新闻办推出iPad app PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/646/2021_2022__E5_8F_A3_E8_AF_91_E7_AC_94_E8_c95_646387.htm 是不是有些想念今年早前中国政府在时代广场播出的宣传片了呢，宣传片中展现了不少中国名人和普通中国人的画面，这条宣传片在时代广场以每天300次的频率播放着，你是否觉得这是在努力建立中国形象呢？ Did you miss the Chinese government ' s ads in Times Square earlier this year, the series of images of ordinary and famous Chinese that repeated 300 times a day on a giant video screen in an effort to soften China ' s image? 是不是有些想念今年早前中国政府在时代广场播出的宣传片了呢，宣传片中展现了不少中国名人和普通中国人的画面，这条宣传片在时代广场以每天300次的频率播放着，你是否觉得这是在努力建立中国形象呢？ No need to fret the ad now can be viewed, with music, in the Chinese government ' s first app for Apple ' s iPad. 现在中国政府日前就推出了一款苹果iPad的应用程序。 The new app, from the State Council Information Office, is free on Apple ' s App Store and simple to use. It includes videos of press conferences and full, downloadable copies of the State Council ' s white papers on subjects like national defense, Internet development, ethnic issues and human rights in Chinese and English from 2005 to 2010. 国务院新闻办推出的这款应用程序可以在苹果的应用商店里免费获得，操作简单。这款应用囊括了众多新闻发布会的影像资料，并且提供2005年-2010年间，中国国务院推出的国防、网络开发、种族问题和人权等主题的白皮书中英双语下载。 The

move is the latest in the Chinese government ' s recent efforts to improve its image abroad. A notice on its website said the app is meant “ to introduce China to the world in a better way and to enhance the international image of China. ” 这是中国政府近期为提升其再境外的国家形象而做出的努力。在国务院新闻办的网站上发布了一条通告，表示这一应用程序旨在“通过一种更好的方式向世界展示中国，并建立中国良好的国际形象。

” Chinese authorities have become increasingly tech savvy in their public relations efforts. Many have opened Twitter-like microblogging accounts. 中国政府在其处理公共关系的能力上变得越来越科技化。不少部门已经在类似“推特”的微博上建立了自己的账户。 Some U.S. government agencies have also embraced the tablet craze. iPad apps can be found for government entities including the New York State Senate, the Department of Public Safety in Alabama. A number of mobile applications can be found on USA.gov. In China, the U.S. embassy has also been aggressive in its efforts to reach out to Chinese Internet users, though it doesn ' t have an iPad app yet. 不少美国政府机构也采用了智能手机应用程序的这种高科技方式。在Ipad应用程序里可以看到不少美国政府机构，比如纽约参议院、阿拉巴马公共安全办公室等。手机用户可以再手机应用软件中找到不少美国政府机构。在中国，美国大使馆也努力的想和中国网民接触，虽然其暂时还未推出iPad程序。 相关推荐： #0000ff>2011年口译双语阅读：小时吃得好 长大后智商更高 #0000ff>时事翻译：密西西比遭冰雹风雨袭击 #0000ff>时事翻译：拒当房奴 租房更好 #0000ff>经典译文：上海迪斯尼乐园4月8日正式破土

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