

Harry Potter Goes Digital 《哈里·波特》电子书

英语学习点: *Publishing* 出版

With the final Harry Potter movie premiering next week, fans of the wizard may be wondering where to go next.

Well, on 31 July – Harry Potter's birthday – the website Pottermore will go live.

The site will allow users to "rediscover" the Harry Potter saga.



Author J.K. Rowling is launching a Harry Potter website.

Author J.K. Rowling has also said she has new material about Harry Potter's world to add to the experience. But the site isn't just a free 'thank-you' to fans.

It will also feature a shop where users will be able to buy eBook and digital audiobook versions of the best-sellers. They will be published through Rowling's Pottermore Publishing company, which owns the digital rights.

Print media has been kind to J.K. Rowling. The Potter novels have sold more than 450 million copies through Bloomsbury in Britain and Scholastic in the USA. So has it been difficult for her to move away from "dead-tree" media?

She said: "The format isn't particularly important to me. I am a big fan of print and paper... But very very recently this year for the first time, I downloaded eBooks and I was travelling, and it was a godsend."

Writing on the Digital Spy website, Mayer Nissim dismisses the site as "a pretty eBook store with a monopoly on selling Potter books. With sales of Kindles and iPads going through the roof, it's a pretty lucrative market."

But Pottermore is still sure to please many a potty Potter fan. It will launch in October, but a million users will be allowed to join in July.

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. Will the Pottermore website be launched before or after the final Potter film?
2. How will the Pottermore website make money?
3. Did J.K. Rowling have to get permission from her publishers to sell the eBooks?
4. Look at the article. What is a noun meaning a long story or a series of books?
5. Look at the article. What is a noun for a book which sells very well?

Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个语法正确且意思合适的单词填入句子的空格处。

1. Next week, the final Potter film will _____.

launch	be published	go live	premiere
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2. J.K. Rowling owns the _____ to the Potter books.

digital rights	digital right	digital rite	digital
writes			

3. Fans will be able to _____ eBook versions of the Potter novels.

download	upload	dismiss	format
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4. Sales of Kindles and iPads have _____.

gone down the chimney	gone up in smoke	gone through the roof
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5. The site is sure to please many a _____ fan.

putty	pokey	portly	potty
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Answers and Glossary 答案与词汇

Quiz 小测验

1. Will the Pottermore website be launched before or after the final Potter film? Afterwards, at the end of July. The final Potter film will be premiered next week.
2. How will the Pottermore website make money? Users will be able to buy eBooks and digital audiobooks.
3. Did J.K. Rowling have to get permission from her publishers to sell the eBooks? No. She owns the digital rights to the material.
4. Look at the article. What is a noun meaning a long story or a series of books? Saga
5. Look at the article. What is a noun for a book which sells very well? Best-seller

Exercise 练习

1. Next week, the final Potter film will premiere.
2. J.K. Rowling owns the digital rights to the Potter books.
3. Fans will be able to download eBook versions of the Potter novels.
4. Sales of Kindles and iPads have gone through the roof.
5. The site is sure to please many a potty fan.

Glossary 词汇表

to premiere 初次上演, 首映	to go live 上线
saga 长篇小说或小说集	eBook 电子书
digital audiobook 有声电子书	best-seller 畅销书
digital rights 电子版权	print media 印刷媒体
"dead tree" media 对印刷媒体的幽默称呼	format 版式, 形式
to download something 下载什么东西	godsend 上帝所赐
to dismiss something 认为不值一谈	a monopoly on something 对什么的垄断
Kindle 亚马逊金读电子阅读器	iPad 苹果公司的平板电脑
with sales... going through the roof 销售量超高	a lucrative market 利润丰厚的市场
potty (口语) 有点疯狂的, 愚蠢的	to launch 新产品的出版, 推出