

全国  
高职高专  
公共英语教材

总主编 孙亦丽 张孝民

*Communicative English Course*  
**交际英语教程**

主 编 徐秋梅

3  
下



北京大学出版社

PEKING UNIVERSITY PRESS

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# 交际英语教程③(下)

Communicative English Course ③

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# 说 明

本册教材为《交际英语教程③(下)》,采用完整的“交际语言”概念,即包括口头交际与书面交际。全书共分16单元,每单元以一个实用性话题为中心,分“说”、“听”与“应用文模拟写作”三大部分。各部分围绕《高职高专教育英语课程教学基本要求》规定的教学内容与任务展开教学活动。

## 一、说

《高职高专教育英语课程教学基本要求》对说的技能要求是:“模拟或套用常用口头交际句型,就日常生活和有关业务提出问题和简短回答。”本部分围绕这一要求设计教学内容,突破纯粹的简单对话模式,把教学与训练内容扩展到对话与口述等形式,包括预备活动、课文学习与练习等。

预备活动中的“句型学习”给出本单元交际主题常用的口头交际句型,以便学生模仿、套用,是本单元的学习重点之一。“提问与回答”活动的目的是激发学生的积极性、主动性,提高学习兴趣,培养学生主动提出问题的习惯,落实《高职高专教育英语课程教学基本要求》中“就日常生活和有关业务提出问题和简短回答”的要求。在该项训练中,学生也可以与下面课文所提供的交际范式对照,发现自己表达中不规范的地方,以便在下面的学习与练习中注意纠正。该练习属于限制性练习。

课文是为学生提供有关语言知识与较为标准的交际范式的学习材料,其后演示练习的目的是熟悉课文内容与课文中对话的表达形式,掌握较为标准的交际表达范式。该练习为机械性练习。

常用词与短语列出与本单元交际主题相关的常用词或专业术语,增强听、说、写的能力。

练习分机械性练习、限制性练习与自由性练习三种。复述练习训练学生成段的口头陈述能力,复习巩固所学的词汇、句法知识等,属限制性练习。编制对话进一步训练学生运用基本句型表达思想、进行交际的能力,提高在具体情景中的对话能力。课外活动组织学生或让学生成组自发到相关的现实场景中训练对话,对话内容可预先编好,也可即兴进行。该练习属于自由性练习。

## 二、听

本部分围绕本单元的交际主题与《高职高专教育英语课程教学基本要求》的精神设计教学内容,注重与“说”的部分结合(如基本句型的听写),分句子、对话、段落

的听力练习。

听力训练1是简短对话(基本句型)的听力练习,巩固本单元的基本句型,训练对基本句型的听的能力。听力训练2是句子(关键信息)的听力练习,训练学生在听的过程中善于抓住关键信息,如易混词、数字、否定结构等。听力材料从下面两项练习的听力材料中抽取,也为培养学生在听力中抓住材料的主旨、要点打下基础。听力训练3是对话听力练习(综合训练),要求听后回答有关问题。问题涉及材料的具体信息、背景与说话人之间的关系等。该项设置的目的是训练对所听材料的理解。听力训练4是段落听力练习(综合训练),在一级教程中为填写遗漏的词,二、三两级教程中为听力理解训练。

### 三、应用文模拟写作

根据《基本要求》对写作要求的精神,本部分围绕基本写作技能训练与应用文写作练习两个方面安排教学内容,同时兼顾应用文写作所必需的语言基础(如一些惯用表达结构、术语的总结等),每单元安排一个写作项目,尽可能与本单元的交际主题一致,与《基础英语教程》的进度相配合。第一项为基本技能训练,第二项是应用文学习,先给出范文材料,让学生认识较规范的英语写作范例。要点注解讲解必要的语言知识、写作技能与注意事项等。补充词汇是范文材料中没出现但又很重要的写作该文体的常用词汇,学生应当掌握以便在今后的学习与工作中运用。套写训练用填充、翻译等形式进行套写练习。最后一项为作文训练。

每单元练习题型涵盖高等学校英语应用能力考试所有题型,适应高等学校英语应用能力考试。本书配有教师用书、磁带与光盘。

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# Unit One

## Introducing Products (1)

### Learning Objects

- Obtaining and giving product information
- Writing product warranty

### SECTION 1 SPEAKING

#### *Warming Up*

#### **Activity 1** *Patterns Learning*

The following sentence patterns are very useful for getting and giving product information. Please learn them by heart.

What is it used for?

Could you please tell me something about its functions?

May I know something about your products?

I'd like some information about ..., please.

I'm very much/particularly/extremely interested in your products.

Here are the catalogues and the pattern books and they will give you a rough idea about our products.

From the catalog you can see that our product offers a wide range of convenience.

The product works efficiently.

The product works with little noise.

The product is easy to handle.

It is manufactured/produced by/in ...



## Activity 2 Asking and Answering

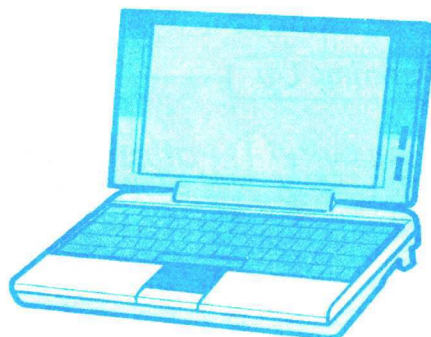
Here is a product advertisement. Please work in pairs. According to the information you get from the ad, one of you may ask questions and then the other answers. The patterns you learned just now and the vocabulary given below may be of some help to you.

With the new Contura range of notebook PCs presented by COMPAQ, you get all the quality, reliability and functionality, at a price you can afford to pay. For a start, they weigh just 6.2 lbs, yet are heavyweight enough to run Windows-based software and other demanding business application.

But Conturas don't stop there. Each machine provided 10-hour battery life, a bright, easy to read display plus "hot keys" for quick access to fre-

quently used functions.

You can put a COMPAQ Contura notebook PC on your lap for as little as \$995 (exc. VAT).



## Vocabulary

notebook	/ˈnəʊtbuk/	n.	笔记本
notebook PC			笔记本电脑
reliability	/ˈrilaɪəˈbiliti/	n.	可信度
functionality	/fʌŋkʃəˈnæliti/	n.	功能的性质和状态
6.2 lbs			6.2 磅
demanding	/diˈmaɪndɪŋ/	a.	要求高的
battery life			电池寿命
display	/disˈpleɪ/	n.	显示器
hot keys			快捷键
access to			进入
exc. VAT			不包括增值税

## Text A

Tom works for JOY Leisure Company, which mainly develops and manufactures sports and leisure products. Now Tom is working at an exhibition stand in the "21st Century Quality Life Products Trade Fair", responsible for introducing the company's newly developed sleeping bags.



Tom: Good morning. Welcome here. Is there anything I can do for you?

Visitor: Yes. It's my first time to visit such kind of trade fair. Everything here is so interesting. Would you like to tell me what you trade in?

Tom: Surely I'd love to. Our company is mainly developing sports and leisure products. Here you may find our newly developed products, a range of high quality sleeping bags.

Visitor: What are they used for?

Tom: They are designed for backpackers or campers to sleep outdoors. You see, it becomes more and more popular that modern people go camping at weekends or traveling in wilderness.

Visitor: Oh, I see. My daughter is planning a backpacking trip this summer vacation.

Tom: Great idea! It is really amazing to go backpacking in summer.

Visitor: May I know which sort of sleeping bags is suitable for my daughter?

Tom: Well, we've got a new model. If you come over here, this way. This is our new line of fancy sleeping bags, called Marmot Range. They are suitable for young people. Young girls may like bright colors and lovely brand names.

Visitor: Yeah. They look beautiful and fashionable. But how about their performance? Do they work well?

Tom: They are one of the very best three-season sleeping bags for backpackers produced by our company these years.

Visitor: What is the function of this tube?

Tom: Oh, it is a draft tube, a device that regulates the flow or circulation of air. This bag has got a full-length draft tube, which is one of its most outstanding advantages.

Visitor: The structure seems very simple.

Tom: Yes, simple but useful, and it is rather heat-retentive.

Visitor: But it looks so big. How difficult to carry such a huge stuff while traveling!

Tom: Don't worry. It only weighs two pounds.

Visitor: It sounds great. What does it cost?

Tom: The recommended retail price is \$300.

Visitor: Your Company's name is...?

Tom: Joy Leisure Company. Our company is well known in Europe. Here we are going to open a new market. You know, our products are always well received wherever they go.

Visitor: It sounds promising. Could you remind me of the brand name of the sleeping bags again?

Tom: Marmot. Would you like a copy of our brochure?

Visitor: Well, all right.

Tom: If you'd like to make an order, you can contact me. Here is my card.

Visitor: Thank you!



## New Words and Expressions

stand	/stænd/	<i>n.</i>	展台
backpacker	/ˈbæk,pækər/	<i>n.</i>	背着背包徒步旅行的人
camper	/ˈkæmpə/	<i>n.</i>	露营者
wildness	/ˈwaɪldnis/	<i>n.</i>	野地
tube	/tjuːb/	<i>n.</i>	管子
draft	/dræft/	<i>n.</i>	气流
regulate	/ˈregjuleɪt/	<i>v.</i>	调节
circulation	/ˌsəːkjuˈleɪʃən/	<i>n.</i>	循环, 流通
retentive	/rɪˈtentɪv/	<i>a.</i>	保持的, 有保持力的
received	/rɪˈsiːvd/	<i>a.</i>	受欢迎的, 被承认的
promising	/ˈprɒmɪsɪŋ/	<i>a.</i>	有前途的
brochure	/brəʊˈʃʊə/	<i>n.</i>	传单, 小册子

sleeping bag	睡袋
trade in	从事……生意(贸易)
leisure product	休闲用品
high quality	高质量的
go backpacking	背着背包去徒步旅行
brand name	品牌
three-season	(适用于)三个季节的
recommended retailed price	建议零售价
make an order	订货

## Proper Names

Joy Leisure Company  
Marmot Range

快乐休闲用品公司  
土拨鼠系列

## Notes

### 1. Would you like to tell me what you trade in?

你能告诉我你们是做什么生意的吗?

trade (in) (with): 与……从事……生意(贸易)。如:

They trade in furs and skins. 他们是做皮货生意的。

Britain trades with many European countries. 英国与很多欧洲国家有贸易往来。

### 2. If you come over here, this way.

请到这里来,这边请。

这是个省略句,省略了主句。补充完整之后应该是:If you come over here, I will tell you which sort of sleeping bags is suitable for your daughter. If 引导的条件状语从句表示请求。

### 3. Oh, it is a draft tube, a device that regulates the flow or circulation of air.

这是通风管,一种用于调节空气流通或循环的装置。

a device that regulates the flow or circulation of air是同位语,用于补充说明 draft tube。

regulate: *v.* 调节。如:

to regulate a clock: 调整钟的时间;to regulate the speed of a machine: 调节机器的速度

### 4. Our products are always well received wherever they go.

我们的产品无论在哪里都很受欢迎。

received: *adj.* 被认为正确而普遍接受的,公认为正确的。如:

the received version/ view/ opinion/ pronunciation. 公认为正确的版本(看法/意见/发音)。well表示程度。

### 5. Could you remind me of the brand name of the sleeping bags again?

你能再跟我说一遍这种睡袋的品牌吗?

remind sb of sth/sb: 提醒,使某人想起。如:

This reminds me of what we did together during our holidays. 这使我想起了我们在假期一起做的事。

## Text B

Judy works in a large department store as a salesclerk. Tony, a customer, wants to buy a digital camera.

Judy: Can I help you, sir?

Tony: Yes, I'd like to buy a digital camera, but I don't know which one to choose.

Judy: Are you interested in any brand?

Tony: No.

Judy: Then I would like to recommend you a newly developed product by Canon. Anyway you know Canon has always been the market leader in high technology application.

Tony: But its products are too expensive.

Judy: You may find this model exceptional. Come this way, please. Here is their new model: Canon Power Shot A 10. It is comparatively cheap, just \$250.

Tony: That sounds reasonable.

Judy: Do you buy for yourself or ...?

Tony: I do want to buy one for personal use.

Judy: Ah, then it is really suitable for you. It is small, light and easy to carry during your trip. You can enjoy everything the digital technology offers at a rather low price!

Tony: It sounds OK. How does it work?

Judy: It works extremely well with 1.3 mega-pixel.

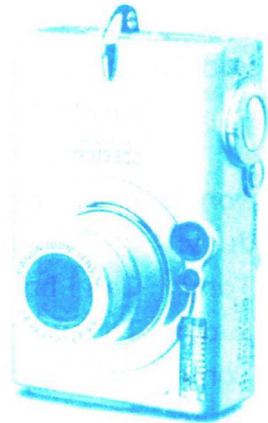
Tony: Is it easy to connect to the computers?

Judy: Yes. Look at here; it has got a USB cable.

Tony: So I can email my pictures to my friends?

Judy: Absolutely you can if you can connect it to the Internet.

Tony: How about the quality of prints?





Judy: It produces sharp and detailed prints. It has a 3X zoom, a large 1.8-inch LCD viewfinder.

Tony: Is it easy to handle?

Judy: Yes. This model can automatically focus, point and shoot. It needs little manual work.

Tony: How can I trust its quality?

Judy: Canon has been established as a brand name of high quality products and good after-sales service. They provide a 3-year guarantee free of charge.

Tony: Is it made in Japan?

Judy: Yes, of course.

Tony: Can I have a discount?

Judy: Today is Sunday. Thus you can get a 5% weekend discount.

Tony: How much is it?

Judy: \$237.5.

Tony: OK, I'll take it.

### New Words and Expressions

salesclerk	/ˈseɪlzklə:k/	<i>n.</i>	售货员
digital	/ˈdɪdʒɪtl/	<i>a.</i>	数码的
exceptional	/ɪkˈsepʃənl/	<i>a.</i>	例外的, 特别的
comparatively	/kəmˈpærətɪvli/	<i>ad.</i>	相对地
mega	/ˈmegə/		百万, 兆
pixel	/ˈpɪksl/	<i>n.</i>	像素
cable	/ˈkeɪbl/	<i>n.</i>	线缆
zoom	/zu:m/	<i>n.</i>	焦距
focus	/ˈfəʊkəs/	<i>v.</i>	调焦
point	/pɔɪnt/	<i>v.</i>	瞄准
viewfinder	/ˈvju:fəɪndə/	<i>n.</i>	(照相机的)取景器

shoot	/ʃu:t/	<i>v.</i>	拍摄, 摄影
manual	/ˈmænjuəl/	<i>a.</i>	手动的
guarantee	/ˌɡærənˈti:z/	<i>n.</i>	保证书
discount	/ˈdiskaunt/	<i>n.</i>	折扣

digital camera	数码相机
market leader	领先市场的品牌
personal use	个人用途
digital technology	数码技术
after-sales service	售后服务
free of charge	免费
weekend discount	(商场)在周末给予顾客的折扣

### Proper Names

Judy	/ˈdʒu:di/	(人名)朱迪
Tony	/ˈtəuni/	(人名)托尼
Canon	/ˈkænən/	佳能公司
Canon Power Shot A 10		佳能动力摄影 A10 型相机
USB unified S-Band		统一 S 波段
LCD		液晶显示器

### Notes

#### 1. You may find this model exceptional.

你会发现这一款是个例外。

exceptional: *adj.* 例外的, 特别的。如:

It is quite exceptional to have rain at this time of year. 在一年的这个时候下雨是相当例外的。

**2. You can enjoy everything the digital technology offers at a rather low price!**

你可以以很低的价格享受到数码技术提供的一切便利。

the digital technology offers 是一个定语从句,用于修饰 everything,省略了关系代词 that(定语从句中 everything 等不定代词后面的关系代词不用 which,要用 that,但常被省略)。

**3. This model can automatically focus, point and shoot. It needs little manual work.**

这款相机能自动调焦、聚焦和拍摄。需要手动的地方不多。

manual: *adj.* 手工的,体力的。如:

Years of manual labor had hardened his muscles. 多年的体力劳动使他的肌肉变得结实了。

A carpenter is a manual worker. 木匠是体力劳动者。

**4. Cannon has been established as a famous brand name of high quality products and good after-sales service.**

佳能已经以其高质量的产品和良好的售后服务确立为一个知名品牌。

establish sb/oneself/sth as...: 使某人/自己/某物确立为,使某人/自己/某物处于(某种地位、位置、状况等),如:

The young man has established himself as an expert on foreign stamps.

这个年轻人已经成为外国邮票方面的专家了。

He was established as the Chairman of the Board.

他成为了董事会的主席。

**Task Role Play**

Two students act as Tom and the visitor or Judy and Tony. Act out Text A or Text B.