

College English
For Distance Learning

远程大学英语教程

(第二册)

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前 言

《远程大学英语教程》是为了适应 21 世纪社会经济发展对电大学员外语水平的要求、依据国家教育部颁发的《大学英语教学大纲》，满足电大开放教学需要而编写的一套大学英语教材。分上下 2 册，可供成人大专生、注册视听生、高等职业专科生及其他类别的学员使用，每学期使用 1 册。

《远程大学英语教程》第二册有 6 个单元。每个单元由同一题材或相关题材的两篇文章组成。课文 A 为精读材料，配有阅读理解、课堂问答、课堂讨论、词汇识记、写作训练、和翻译实践等多项练习。课文 B 为泛读材料。每课前还有课文阅读预习题。我们的意图是把精读和泛读融为一体，把读、写、听、说、译五种技能的训练和培养结合课文来进行。重点培养读、写、译的能力。

《远程大学英语教程》的一大特色是按“以学生为中心的主题教学模式”，坚持课堂辅导和学生自学相结合的原则，在教材编写上有较大的改进，课文注释部分系统且较详尽。教材后面附有参考译文和部分习题答案。

《远程大学英语教程》在选材上注重内容的趣味性、新颖性、前瞻性和语言的规范性和实用性。课文绝大多数选自近一二年海外出版的报刊杂志或互联网上刊登的英文原版文章，内容覆盖文化、教育、经济、科普、体育等大众热门话题、尤其是青年学生所关心的事情。为了适合教学，我们对部分内容做了一些删改。

参加本书编写工作的同志有：宋志勤、胡江萍、付涛、吴希娟、陶小敏和黎铁群等。由宋志勤任主编，拟定编写大纲、要求和样例；胡江萍任副主编并负责联络和校对。编写分工如下：第八、第九单元由宋志勤和黎铁群编写；第十单元由付涛和吴希娟编写；第十一单元由付涛编写；第十二、第十三单元由胡江萍和陶小敏编写。本书插图由宋志勤选定，全书由宋志勤统稿付梓。

本教材在编写过程中得到江西广播电视大学校长倪少成同志的鼎力支持和指导，江西高校出版社的领导和编审人员也给予了大力帮助，对他们的支持和帮助，我们表示衷心的感谢。

整套教材参考引证的国内外期刊和书籍较多，囿于篇幅，不一一列举，在此向原出版商和作者一并表示谢意。

编者

2002 年元旦

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Unit Eight

Text A

Virtual College

Vocabulary Preview

The following terms appear in the text. Knowing their meanings will help you to understand the passage.

dot [dɒt] <i>n.</i>	spot; mark 点, 圆点
lug [lʌɡ] <i>v.</i>	drag or haul (an object) laboriously 拖拉
pristine ['prɪstɪn] <i>adj.</i>	primitive or original 质朴的
solitaire [ˌsɒlɪ'tɛə] <i>n.</i>	单人纸牌戏, 单人跳棋
Ethernet <i>n.</i>	以太网
attachment [ə'tætʃmənt] <i>n.</i>	supplementary part; an accessory 附件, 配属
Inbox ['ɪnbɒks] <i>n.</i>	in email, the storage area where messages received are held until they are read 收件箱
transition [træn'zɪʒən] <i>n.</i>	转变, 转换, 跃迁, 过渡
magical ['mædʒɪkəl] <i>adj.</i>	as if produced by magic 神秘的, 不可思议的
blur [blɜ:] <i>n.</i>	something hazy and indistinct to the sight or mind 模糊的东西, 朦胧
integral ['ɪntɪgrəl] <i>adj.</i>	essential or necessary; built-in 应有的, 必须的; 内置的
panel ['pænl] <i>n.</i>	面板, 嵌板, 仪表板
laptop <i>n.</i>	膝上型电脑
presentation [ˌprezent'eɪʃən] <i>n.</i>	lecture or speech, set forth for an audience 介绍, 陈述
institution [ˌɪnstɪ'tju:ʃən] <i>n.</i>	公共机构, 协会, 制度
whirl [(h)wɜ:l] <i>v.</i>	turn rapidly (使) 旋转, 急动, 急走
interactive [ˌɪntər'æktɪv] <i>adj.</i>	交互式的
webcam ['webkæm] <i>n.</i>	网络摄像
video ['vɪdiəu] <i>n.</i>	电视, 录像, 视频
commuter [kə'mju:tə] <i>n.</i>	经常往返者
astounding [ə'staʊndɪŋ] <i>adj.</i>	令人惊骇的
caveat ['keɪvɪət] <i>n.</i>	警告, 告诫
bustle ['bʌsl] <i>v.</i>	stir 喧闹; 刺激; 匆匆忙忙
succumb [sə'kʌm] <i>vi.</i>	give up or give in 屈服, 屈从
mandatory ['mændətəri] <i>adj.</i>	obligatory 命令的, 强制的, 托管的
interpersonal [ˌɪntə'pɜ:sənəl] <i>adj.</i>	人与人之间的, 关于人与人之间关系的
influx ['ɪnflʌks] <i>n.</i>	a mass arrival or incoming 大量涌入
curse [kɜ:s] <i>n.</i>	source or cause of evil; a scourge 祸根, 祸因
degenerate [dɪ'dʒenəreɪt] <i>v.</i>	decline in quality 退化
cohorts ['kəʊhɔ:tz] <i>n.</i>	军团
improbable [ɪm'prɒəbl] <i>adj.</i>	unlikely to take place or be true 不可能的



undeniable ['ʌndi'naɪəbl] *adj.*

crucial ['kruːʃiəl, 'kruːʃəl] *adj.*

preserve ['priːzəv] *vt.*

prioritize ['praɪ'ɔːtaɪz] *vt.*

dynamics [daɪ'næmiks] *n.*

refrain [rɪ'freɪn] *vi.*

sunburn ['sʌnbɜːn] *n.*

glow [gləʊ] *n.*

download *v.*

station wagon *n.*

matrix printer *n.*

alma mater *n.*

commuter student *n.*

integral part *n.*

refrain from *v.*

complete with

degenerate into *v.*

drop in on *v.*

WB

LCD *n.*

ThinkPad

PowerPoint

Pentium

difficult or impossible to deny 不可否认的

extremely significant or important 至关重要的

maintain unchanged 保护, 保持

arrange or deal with in order of importance 优先安排或处理
动力学

hold oneself back; forbear 节制, 避免, 制止

晒斑, 晒黑

a light produced by a body heated to luminosity 白热

下载

旅行车

点阵式打印机

母校

走读生

主要的部分, 整数部分

忍住, 制止, 戒除, 控制, 克制不要

包括, 连同

退[蛻]化为; 堕落为

顺道拜访

abbr. World Bank 世界银行

abbr. Liquid Crystal Display 液晶显示器(屏)

IBM 公司生产的笔记本电脑

微软公司生产的制作幻灯片和简报的软件

Intel 公司生产的 CPU 芯片, 中文译名为“奔腾”

Warm-up Exercises

1. *What is a virtual college?*
2. *What are the advantages of distance education?*

Text

On the fall of 1994, I arrived at my freshman dorm in my old station wagon filled with new clothes, too many shoes, and my proudest possession: a computer the size of a small refrigerator. Fortunately, I only had to lug my 50-pound treasure to the second floor; the awkward (but color!) monitor and dot matrix printer required two more trips. My gigantic, pristine machine was good for writing papers and playing solitaire, and that was all.

By the time I was a senior, my school had become an IBM ThinkPad University. Every dorm, classroom, and office was wired with Ethernet connections, and I was sending homework to my professors in email attachments.



Today, it's hard to go 12 hours without seeing my beloved Hotmail Inbox. The transition during those four years was revolutionary. Somehow, though, the whole thing seemed like a magical blur. It was almost as if the Internet appeared overnight as the undeniably integral part of college life that it now is. Once upon a time, professors used overhead projectors without LCD panels and laptops. Once (I think), students led discussions without PowerPoint presentations. And there was a day that a campus visit was the best way to gather facts about an institution.

Now, virtual visits and web wizards are increasingly normal parts of college. The extent to which technology has changed college life and the speed with which it has done so is quite remarkable. Now, my alma mater hosts an interactive virtual community, complete with sports scores, activities, a live webcam, preview video, and a spring finals schedule.

Email has made faculty easier to reach — we no longer have to wait for their single office hour in order to establish communication. And it's much easier for them to let us know that class has been cancelled. Commuter students live easier lives through helpful computer connections, and distance education is booming as technology continues to make astounding advances.

Is there a caveat in this entire bustle? Have colleges simply succumbed to the mandatory technology trend to avoid being buried in the dust of the 20th century? I must wonder how far is too far when venturing into a virtual reality. I sometimes worry that the email culture will injure the important development of writing and interpersonal skills.

The technology influx has, most certainly, made college life more informal. Less and less is it necessary to stand in a line or talk to a real person. And while the Internet is wonderful and amazing, I pray that this convenience won't develop into a curse.

What would happen, for instance, if in 10 years, the college student culture (those current youths who now worship the WB and live in pre-teen chat rooms) were to degenerate into a virtual existence of online communities and cohorts? I am slightly frightened by the fact that I have myself spent extended moments of silence on the phone with friends while we both wrote/checked our email.

When we consider the distance that technology has come in the past five years, a further drift from classic communication is not improbable. Technology and "online-ness" is most certainly an undeniable part of life, and a



crucial part of the college experience. But in order to preserve meaningful relationships, I think it's also important for the university to prioritize the personal contact and group dynamics that shape student development. Also, students should take initiative to maintain such ties to beings that function without Pentium chip.

Thus, I leave a few important tips: enjoy the Internet, but call your mother. Refrain from emailing your roommate. Drop in on a professor. Attend a concert instead of downloading the MP3. And please, please don't get a sunburn from the warm glow of your monitor!

Notes to the Text

1. ...and my proudest possession: a computer the size of a small refrigerator. (……和我最为得意的一台形似小冰箱的计算机。)

1) computer 是 possession 的同位语(appositive)。同位语可以提供界定性的细节信息,通常对前一同位成分说明和补充。同位语运用得当,可以使句子简练。例如:

① Mr. Hill, my favorite professor, has received a Distinguished Teacher Award. (我最喜欢的教授希尔先生获得“杰出教师奖”。)这个句子可用从句来表述:

② Mr. Hill, who is my favorite professor, has received a Distinguished Teacher Award. (我最喜欢的教授希尔先生获得“杰出教师奖”。)比较两个句子,后句尽管也是个好句子,但不如前句简练。一般来说,用同位语替代从句不仅能使句子简练,而且不失其完整



性。例如:

③ Even a brief visit to Greece, which is a modern gateway to the glory of the past, gives you a profound sense of the roots of our civilization. (即使对希腊这一通往辉煌过去的现代门户作一短暂的参观,都将对了解人类文明史的起源具有深远的意义。)显然,“which is”在句子中是多余的,有了“which is”朗读起来也不流畅。改为下列句式要好得多。

④ Even a brief visit to Greece, a modern gateway to the glory of the past, gives you a profound sense of the roots of our civilization. (即使对希腊这一通往辉煌过去的现代门户作一短暂的参观,都将对了解人类文明史的起源具有深远的意义。)又如:

⑤ You are Peter Smith, the computer engineer, aren't you? (你是计算机工程师,彼得·史密斯对吗?)这个句子就不宜用从句来替代名词性同位语了。

2) the size of a small refrigerator 是 computer 的定语。

2. **By the time I was a senior, my school had become an IBM ThinkPad University.** (到我读四年级时,我的学校变成了一个国际商用机器公司的笔记本电脑大学。)

1) 此句使用了过去完成式。

2) senior 表示大学四年级学生。一年级学生为 freshman,二年级学生为 sophomore,三年级学生为 junior。

3) IBM 是 International Business Machines 的缩写,即美国国际商用机器公司。

4) ThinkPad 是 IBM 公司生产的笔记本电脑。

3. **Today, it's hard to go 12 hours without seeing my beloved Hotmail inbox.** (而今,要是 12 个小时看不到我那心爱的电子信箱里的邮件我会很难受。)

Hotmail Inbox 表示电子邮件收件箱。电子邮件(email)是一种使用最早、最广泛的网上交流工具。邮件可以在互联网上的局域网络或者全球网络上自由快速传递。你只需要在互联网上的热邮网站(www.hotmail.com)申请一个免费邮箱,就可以不受时间和空间的限制与他人交流。他人发给你的电子邮件就会进入你的 Hotmail Inbox。

4. **And there was a day that a campus visit was the best way to gather facts about an institution.** (那时要了解一个学校的情况,最好的方法是参加校园游。)

1) day 可表示“历史上的一段时期;时代”。例如:

① The day of computer science is well upon us. (计算机科技时代正向我们走来。)

② In days of old, people used candles instead of electric lights. (过去,人们使用蜡烛而不是电灯。)

2) institution 表示为教育,公共服务或文化的目的而设立的机构。organization 则表示各种类型的组织机构。试比较:

① Since the program began in 1955, the courses have benefited some 1219 officials from 114 countries and ten regional organizations. (自从该培训班于 1955 年开办以来,已经为世界 114 个国家和 10 个地区性组织培训了 1219 名官员。)

② Financial institutions play an intermediate role by bearing the risk of lending. (金融机构起到中介作用,承担贷款风险。)

5. **The extent to which technology has changed college life and the speed with which it has done so is quite remarkable.** (技术改变大学生活的程度和速度相当显著。)

1) 此句是一个多从复合句。句子主语是 the extent and the speed。

2) 第二个从句中的 it 指代的是 technology。

6. **My alma mater hosts an interactive virtual community, complete with sports scores, activities, a live webcam, preview video, and a spring finals schedule.** (我的母校主办了一个交互式的虚拟社区。虚拟社区里有运动比赛、各种活动、实况校园网站、电视预览和春季期末考试安排。)

1) hosts 在此处充当谓语动词,表示:“作东,主办,主持”。例如:

① His father hosted the dinner party. (他的父亲主办宴会。)

② Miss Yang hosts a TV program. (杨小姐是电视节目主持人。)

2) virtual community 虚拟社区,或者网上社区。是基于互联网的无实际场地的社区。

3) complete with 是一个固定短语,表示“包括,连同”等义。例如:

① Robert and Jean bought a house complete with furniture. (罗伯特和琼买了一幢配有家具的房子。)

② He wore the whole rabbit outfit complete with teeth. (他穿一身兔子装,和还配了牙齿。)

4) live webcam 表示“现场网上直播”。live [liv] 为形容词,表示“现场的”。例如: a live television program (现场直播的电视节目)。webcam 是 World Wide Web camera 的缩略。即连接在互联网上的摄像机(video camera linked to the Internet),用于录制网上现场播放的图像(a video camera recording pictures that are broadcast live on the Internet)。

7. **Commuter students live easier lives through helpful computer connections...** (走读生的生活可以过得轻松些。)

1) Commuter students 表示“走读生”。commuter [kə'mju:tə] 经常往返者。例如: the train was packed with sweaty complaining commuters. (列车上挤满了满身汗水牢骚满腹的乘客。)

2) Live a ... life 表示“过……的生活”。使用的双重修辞格。又如: fight a bloody battle (打一场残酷的战争)

8. **Have colleges simply succumbed to the mandatory technology trend to avoid being buried in the dust of the 20th century?** (为了避免被 20 世纪的尘埃覆盖,大学就这么轻易地屈服于这种咄咄逼人的技术潮流吗?)

1) succumbed to 表示“屈服,屈从”。例如:

① He wanted to be a singer but succumbed to parental pressure and trained as a doctor. (他想当一名歌手,但屈服于父母的压力,当了一名医生。)

② She succumbed to his charms. (她被他迷住了。)

2) mandatory 表示“命令的,强制的”。例如:

① It's mandatory to wear rear seat belts in cars. (坐在汽车后座系安全带是必要的。)

② Athletes must undergo a mandatory drugs test before competing in the championship. (运动员在参赛前必须接受强制性药物检验。)

9. **...a further drift from classic communication is not improbable.** (可以看出进一步偏离传统的交流是完全可能的。)

1) drift 表示“偏离,倾向”。例如:

① the downward drift in gold prices looks set to continue. (金价的下降趋势似乎要持续下去。)

② In women's fashions there seems to be a drift toward repeating the styles of 1980s. (在女性时



装里似乎出现回归 20 世纪 80 年代款式风潮。)

2) not improbable 运用了双重否定。又如: not unnecessary(十分必要的)

Exercises

I. Comprehension

A. Multiple Choice

1. The narrator was admitted in the university _____.
A. in 1994
B. in 2001
C. 10 years later
D. 10 years ago
2. His favorite belonging is _____.
A. IMB Think Pad
B. an awkward computer
C. a dot matrix printer
D. his old station wagon
3. The narrator handed in his assignment by means of _____.
A. telephone
B. telegraph
C. email
D. telex
4. According to the narrator, the best way to know of a university was _____.
A. to look at its pictures
B. to read advertisements
C. to listen to the radio
D. to pay a visit to its campus
5. It can be inferred from the passage that _____.
A. Internet plays an important role in today's University life
B. overhead projectors are no longer used in colleges
C. college students are all web wizards
D. PowerPoint presentations are given by professors
6. The fifth paragraph suggests that _____.
A. email is a convenient means of communication
B. students have to wait long hours to talk to faculty members
C. commuter students have personal computers
D. traditional education is declining as technology continues to make advances
7. The word in the sentence "Technology and 'online-ness' is most certainly an undeniable part of life, and a crucial part of the college experience." probably means _____.
A. inarguable
B. untrue
C. unbelievable
D. actual
8. The disadvantage of the Internet is _____.
A. drift from classic communication
B. lack of personal contact
C. injury to the development of writing and interpersonal skills
D. a sunburn from the warm glow of the monitor



B. True / False

- () 1. The narrator checks his email inbox every day.
- () 2. The internet appeared overnight and became the integral part of college life
- () 3. The Internet technology has greatly influenced higher education.
- () 4. the college student culture will degenerate into a virtual existence of online communities and cohorts in 10 years.
- () 5. Although the Internet is widely used in our daily life, we have to make personal contact with our friends and relatives.

C. Cloze test

When we consider the distance that technology has come in the past five years, a further _____ from classic communication is not _____. Technology and “online-ness” is most certainly an _____ part of life, and a crucial part of the college _____. But in order to _____ meaningful relationships, I think it's also important for the university to _____ the personal contact and group _____ that shape student _____. Also, students should take initiative to _____ such ties to beings that function without Pentium _____.

II . Questions

1. When did the author become a senior?
2. What happened to his school when the author become a senior?
3. How often did he see his Hotmail inbox?
4. What do professors use today instead of overhead projectors?
5. What does the author worry about?
6. What does the author suggest for students to do?
7. What's the function of email?
8. How can commuter students live an easy life?

III . Class Discussion

1. What changes has Internet technology brought to modern education?
2. What's the difference between distance education and normal education?

IV . Vocabulary

1. Fill in the blanks with the words or expressions given below and change the forms where necessary.

pristine	magical	integral	interactive	mandatory
transition	institution	presentation	webcam	influx

- 1) His life was a _____ from poverty to power.
- 2) The colors of these paintings kept their _____ freshness in spite of their age.
- 3) Although nervous, Anne enjoyed giving her _____ in class.



- 4) Attendance at the meeting is _____.
- 5) Sunrise is a _____ time in the tropics.
- 6) The company wants to dominate the emerging high-speed broadband Internet and _____ television.
- 7) The kitchen is an _____ part of a house.
- 8) A university is an _____ of higher education.
- 9) An _____ of immigrants from Europe greatly increased the population of the United States.
- 10) If they have a _____, the users can see each other.

2. Complete each of the following sentences with the correct form of the word given on the left.

- 1) degenerate There has been a gradual _____ of the economic system in the last few years.
- 2) improbable The home team, far ahead, is the _____ winner.
- 3) attachment He _____ great importance to rockets.
- 4) transition Lincoln's life was a _____ from poverty to power.
- 5) magical The _____ of her voice charmed the audience.
- 6) presentation They _____ flowers to their teacher.
- 7) interactive Language games are usually intended to encourage student _____.
- 8) commuter He _____ to work by bus each morning.
- 9) prioritize Fire engines and ambulances have _____ over other traffic.
- 10) preserve Ice helps to _____ food.

3. Use the verb in the bracket to form an appropriate verb phrase and complete the sentence with it.

- 1) We _____ talking until we knew that it was safe. (refrain)
- 2) His health _____ disease and old age. (degenerate)
- 3) He wanted to be a singer but _____ parental pressure and trained as a lawyer. (succumb)
- 4) The corporation has been _____ a worldwide business. (develop)
- 5) As we set off into the forest, we felt as though we were _____ the unknown.
- 6) My neighbor _____ me for a chat. (drop)
- 7) We have _____ great _____ in airplane design. (make)
- 8) You should _____ school before nine o'clock. (arrive)
- 9) They _____ all their creative resources _____ futile projects. (spend)
- 10) Mrs. Simpson _____ her children _____ college. (send)

4. Replace the italicized words or expressions in the following sentences with words or expressions from the text.

- 1) Nearly one home in ten across the country is *fastened with wire* to receive TV via cable.
- 2) Athletes must undergo a *required* drugs test before competing in the championship.
- 3) The *amazing* discovery won fame for the scientist.

- 4) I kept my house in *spotless* condition.
- 5) My computer has *built-in* fax circuitry that allows me to send faxes directly from the computer.
- 6) The children *dragged* home a big Christmas tree.
- 7) This laptop has three different *supplementary parts*.
- 8) She *turned rapidly* around to face him.
- 9) It was *very important* to perform an immediate operation on the injured man.
- 10) Doctor Simpson gave a *speech* on drug abuse.

V. Translation

A. Translate the following sentences into English.

1. 到我读四年级时,我的学校变成了一个国际商用机器公司的笔记本电脑大学。
2. 而今,要是 12 个小时看不到我那心爱的电子信箱里的邮件我会很难受。
3. 我的母校主办了一个交互式的虚拟社区。
4. 由于技术不断突飞猛进,远程教育正在迅速发展。
5. 技术的涌入使大学生活更随意。
6. 我仍祈求这种便利不要发展成一种祸根。
7. 去听一场音乐会而不是下载 MP3。
8. 请千万别让发热又闪烁的显示器将你烤黑。
9. 电子邮件使得与老师们的联系更容易。
10. 通过十分有用的计算机网络,走读生的生活可以过得轻松些。

B. Translate the following into Chinese.

1. My gigantic, pristine machine was good for writing papers and playing solitaire.
2. Every dorm, classroom, and office was wired with Ethernet connections.
3. I sent my homework to my professors in email attachments.
4. It was almost as if the Internet appeared overnight as the undeniably integral part of college life that it now is.
5. Now, virtual visits and web wizards are increasingly normal parts of college.
6. The extent to which technology has changed college life and the speed with which it has done so is quite remarkable.
7. Have colleges simply succumbed to the mandatory technology trend to avoid being buried in the dust of the 20th century?
8. I sometimes worry that the email culture will injure the important development of writing and interpersonal skills.
9. I have myself spent extended moments of silence on the phone with friends while we both wrote/checked our email.
10. A further drift from classic communication is not improbable.

VI. Writing

1. Sentence making

A. Make a complete sentence using each of the following terms and phrases.

- | | |
|-------|-------------------------|
| _____ | complete with |
| _____ | commuter student |
| _____ | matrix printer |
| _____ | alma mater |
| _____ | drop in on |
| _____ | refrain from |
| _____ | degenerate into |
| _____ | PowerPoint presentation |

B. Rewrite the following sentences after the models.

Model 1: I was a senior. My school became an IBM ThinkPad University.

→ By the time I was a senior, my school had become an IBM ThinkPad University.

- 1) He was a freshman. They lived in the city for 30 years.
- 2) She arrived at the station. The train left.
- 3) He came home. The party started.

Model 2: technology influx/College life is informal.

→ The technology influx has made college life more informal.

- 1) Email/faculty is easy to reach
- 2) Internet/communication is convenient.
- 3) Computer technology/learning is interesting.

2. Applied writing

短文写作方法

一篇短文通常包括引言(introduction)、讨论(discussion)和结论(conclusion)三个部分。引言的地方写的是主题句,用来说明短文大意。而讨论的部分就是针对主题详加叙述。结尾的部分,即将讨论部分作个结束及对引言作个回顾,有时,也就是对全文作浓缩、摘要的地方。

写好主题句十分重要。要做到完整、清晰、特殊和准确地表达短文中心思想。在确定中心思想时,要注意使抽象和概括的外延包括抽象和概括所指的一切事物。

发展句是主题句的延伸。使读者信服的不是主题句那一段话,而是发展句对那段话的说明和解释。写好发展句必须保证叙述翔实、长短适中、层次分明。

短文的结尾应起到三个作用:一是使读者对于短文的内容得到一个全面的清晰而明确的印象;二是使读者能够接受短文内容的启发,进而让他们去发现问题,思考问题;三是给读者以强有力的感应,促使读者行动。

范文 1

Promptness is important in American business, academic, and social settings. The importance of punctuality is taught to young children in school. Tardy (迟) slips and the use of bells signal to the child that punctuality and time itself are to be respected. People who keep appointments are considered dependable. If people are late to job interviews, appointments, or classes, they are often viewed as



unreliable and irresponsible. In the business world, "time is money" and companies may fine their executives for tardiness to business meetings. Of course, it is not always possible to be punctual. Social and business etiquette(礼节) also provides rules for late arrivals. Calling on the telephone if one is going to be more than a few minutes late for scheduled appointments is considered polite and is often expected. Keeping a date or a friend waiting beyond ten to twenty minutes is considered rude. On the other hand, arriving thirty minutes late to some parties is acceptable.

Respecting deadlines is also important in academic and professional circles. It is expected that deadlines for class assignments or business reports will be met. Students who hand in assignments late may be surprised to find that the professor will lower their grades or even refuse to grade their work. whether it is a question of arriving on time or of meeting a deadline, people are culturally conditioned to regulate time.

范文 2

The producers of instant coffee found their product strongly resisted in the market places despite their product's manifest (明显的) advantages. Furthermore, the advertising expenditure for instant coffee was far greater than that for regular coffee. Efforts were made to find the cause of the consumers' seemingly unreasonable resistance to the product. The reason given by most people was dislike for the taste. The producers suspected that there might be deeper reasons, however. This was confirmed by one of motivation research's classic studies, one often cited in the trade. Mason Haire, of the University of California, constructed two shopping lists that were identical except for one item. There were six items common to both lists; hamburger, carrots, bread, baking powder, canned peaches, and potatoes, with the brands or amounts specified. The seventh item, in fifth place on both lists, read "1 lb. Maxwell House coffee" on one list and "Nescafe instant coffee" on the other. One list was given to each one in a group of fifty women, and the other list to those in another group of the same size. The women were asked to study their lists and then to describe, as far as they could, the kind of woman ("personality and character") who would draw up that shopping list. Nearly half of those who had received the list including instant coffee described a housewife who was lazy and a poor planner. On the other hand, only one woman in the other group described the housewife, who had included regular coffee on her list, as lazy; only six of that group suggested that she was a poor planner. Eight women felt that the instant-coffee user was probably not a good wife! No one in the other group drew such a conclusion about the housewife who intended to buy regular coffee.

Text B

Study in Paris

Vocabulary Preview

The following terms appear in the text. Knowing their meanings will help you to understand the passage.

scheme [skim] <i>n.</i>	计划, 方案
intrigue [in'tri:g] <i>vt.</i>	激起……的兴趣
wee [wi:] <i>adj.</i>	很少的, 微小的, 很早的
tranquil ['træŋkwil] <i>adj.</i>	安静的
ornate [ɔ:'neit, 'ɔ:neit] <i>adj.</i>	flowery 装饰的, 华丽的
adorn [ə'dɔ:n] <i>v.</i>	lend beauty to; decorate 装饰
chapel ['tʃæpəl] <i>n.</i>	小礼拜堂, 礼拜
illustrious [i'lʌstriəs] <i>adj.</i>	well known; eminent 杰出的
bureaucratic [ˌbjʊərəʊ'krætik] <i>adj.</i>	官僚政治的
penetrate ['penitreit] <i>vt.</i>	enter into and permeate 穿透, 渗透
hassle ['hæsl] <i>n.</i>	trouble; bother 麻烦; 打扰
grip [grip] <i>n.</i>	a tight hold; a firm grasp 掌握, 控制, 把手
tutorial [tju:'tɔ:riəl] <i>n.</i>	relating to tutors or a tutor 指南
intense [in'tens] <i>adj.</i>	extreme in degree, strength, or size 强烈的, 剧烈的, 激烈的
accordingly [ə'kɔ:diŋli] <i>adv.</i>	in accordance; correspondingly 依据; 相应地
riot ['raɪət] <i>n.</i>	confusion; disorder 骚动
daunting <i>adj.</i>	discouraging 使人畏缩的
pervade [pə(:)'veɪd] <i>v.</i>	be present throughout 遍及
rapport [ræ'pɔ:t] <i>n.</i>	agreement; harmony 和谐, 亲善
residence ['rezɪdəns] <i>n.</i>	a dwelling 居住, 住处
inhabitant [in'hæbɪtənt] <i>n.</i>	a permanent resident 居民, 居住者
understated ['ʌndə'steɪtɪd] <i>adj.</i>	朴素的, 简朴的, 不夸张的
quarter ['kwɔ:tə] <i>n.</i>	place of residence 地区, 方面
scare [skeə] <i>n.</i>	general state of alarm; a panic 惊恐, 恐慌, 恐惧
protest [prə'test] <i>n.</i>	object to 主张, 断言, 抗议
tube ['tju:b] <i>n.</i>	subway; underground[英] 地铁
grinding ['graɪndɪŋ] <i>adj.</i>	excruciating or racking 磨的, 磨擦的, 碾的
Parisian [pə'ri:ʒən] <i>n. & adj.</i>	巴黎人; 巴黎的, 巴黎人的
strand [strænd] <i>vt.</i>	使搁浅, 使落后, 使陷于困境, 弄断, 搓
icy ['aɪsi] <i>adj.</i>	冰冷的, 盖着冰的
deceased [di'si:st] <i>adj.</i>	已故的
cathedral [kə'ti:drəl] <i>n.</i>	大教堂
length [lenθ] <i>n.</i>	长度, 长, 时间的长短