

大学英语系列教材

总主编 邹晓玲 朱万忠

# 大学英语 视听新体验 3

主编 韩萍

COLLEGE ENGLISH NEW EXPERIENCE  
VIEWING AND LISTENING



重庆大学出版社  
<http://www.cqup.com.cn>

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常州大学图书馆  
藏书章

重庆大学出版社

## 内容提要

《大学英语视听新体验》共 8 个单元,单元主题包括 Successful Brands, Protecting Our Earth, Volunteer Work, Internet and Security, Colorful Cultures, Famous People, Ways to Success 和 Calamities and Rescues。内容题材广泛,语言规范,题型设计、练习难度与大学英语四级网考一致,适合大学英语二年级使用。书后附有参考答案和录音文字材料供学生参考。本书是学生提高听力能力和了解网考听力题型的必备教材。

### 图书在版编目(CIP)数据

大学英语视听新体验. 3/韩萍主编. —重庆:重庆大学出版社,2010. 8  
(大学英语系列教材)  
ISBN 978-7-5624-5558-5

I. ①大… II. ①韩… III. ①英语—听说教学—高等学校—教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字(2010)第 132359 号

### 大学英语视听新体验 3

主 编 韩 萍

策划编辑 周小群 韩 鹏

责任编辑:韩 鹏 版式设计:牟 妮

责任校对:秦巴达 责任印制:赵 晟

\*

重庆大学出版社出版发行

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邮箱:fxk@cqup.com.cn(营销中心)

全国新华书店经销

自贡新华印刷厂印刷

\*

开本:787×1092 1/16 印张:8.5 字数:95 千

2010 年 8 月第 1 版 2010 年 8 月第 1 次印刷

印数:1—5000

ISBN 978-7-5624-5558-5 定价:25.00 元(含 1 光盘)

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## 前言

《大学英语视听新体验 3》是以《大学英语课程教学要求》为依据,以“应用性、实用性和真实性”为指导,结合目前大学英语教学中视听课比重加大的实际情况,充分利用现代化教学手段,采用了视、听、说、写相结合的方法,旨在通过真实的场景、地道的语言、灵活多样的练习和丰富生动的内容来提高大学生的英语听说的兴趣和能力。其编写特色如下:1. 选材注重思想性、现代性和真实性。所选音频和视频材料贴近时代、贴近学生的生活和思想,内容丰富、健康、积极向上,而且音视频材料均为近期出现在 BBC、VOA、CNN 和 CCTV9 中的新闻报道和访谈等节目,具有很强的时代感。2. 突出网考模式的特点。教材无论从视听说训练的内容和范围、材料的长度和难度上,都力求做到与《大学英语课程教学要求》中针对听说的要求一致,并严格按照全国大学英语四、六级考试网考中听力部分的题型、难度和长度为蓝本,认真筛选、精心设计,力求让学生通过对本教材的学习熟悉、了解网考模式,掌握网考应试技巧,体验网考带来的挑战和乐趣。3. 课堂教学和自主学习相结合。本教材既注重课堂教学,又注重学生课外自主学习。教材的编写形式和设计的任务便于教师课堂操作,每个单元的材料除了足够教师课堂使用外,还可供学生课外操练。4. 主题内容的安排由近及远、由浅入深。第一册和第二册的主题涉及学生学习和生活的方方面面,如大学生活、娱乐休闲、网上学习、友情、爱情、家庭、健康、运动、旅游、自然、道德、压力、职业、教育等话题,第三册和第四册的主题涉及当前人类、社会和世界所关注的热点问题,如计算机安全、环境保护、灾难、商业道德、全球化、志愿者、节假日、运输、购物、财富、人与动物、艺术、品牌、名人等话题。每册的语速、难度和长度基本上呈阶梯状上升。5. 图文并茂,版式新颖。《大学英语视听新体验》系列教材配有大量与主题相关的启发性强的图片,为语言学习提供了形象的训练情景,加强了学生对学习和使用语言的实际体验。

《大学英语视听新体验》系列教材共 4 册,每册由 8 个单元组成,按照主题编写。每个单元都由 Lead-in, Listening, Watching 和 Video-based Writing 四个部分组成。各部分的具体编排如下:1. Lead-in 以一段简短视频引出本单元的主题,通过对视频材料的讨论,使学生熟悉和了解与主题有关的方方面面。2. Listening 分为新闻报道 (News Items) 和对话 (Conversations) 两个部分,主要使学生了解和



掌握“真实英语”(authentic English)。该部分模拟四级网考形式,训练学生掌握所听内容的主旨大意和主要细节的技能。3. Watching 部分由一般性理解(General Comprehension)、听写填空(Spot Dictation)和跟读(Listening and Repeating)三个部分构成,首先通过阅读和讨论让学生熟悉与视听内容相关的背景知识、单词和短语,提高学生对所听内容的好奇心和兴趣,然后进行视听、听写填空和跟读,检验学生的视听说综合运用能力。4. Video-based Writing 要求学生根据视听的内容写一篇摘要或一个评论等,强调语言输入和输出的有机结合,以及视(video watching)、听(listening)、说(speaking)和写(writing)的统一。

在本教材的编写过程中,我们参阅了大量的视听真实材料,吸取了其中的最有用的部分,恕不一一注释,在此谨向原材料编辑者致以衷心感谢!

由于时间仓促,水平有限,书中难免存在一些不足和缺点,敬请各位同仁和学生不吝批评指正,以便再版时修订,使之日臻完善!

编者

2010年7月

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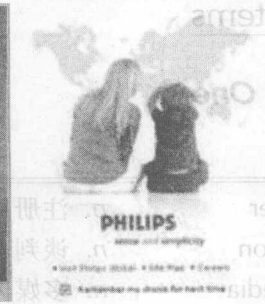
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# Successful Brands



## Section A

## Lead-in



**Directions:** Watch a video clip and discuss the following questions with your partner.

1. What do you know about iPhone?
2. Are there any problems about the future sale of iPhone in China? What are they?

## Section B

## Listening

**Directions:** This section contains 14 multiple choice questions based on three news items and two long conversations. You should select the best answer to each question. All the audio clips will be played twice. When they are played for the first time, you should pay attention to the main idea and answer some general comprehension questions. When they are played for the second time, you should focus on the important details and answer some specific comprehension questions.

### ◆ News Items

#### News Item One

#### Glossary

1) subscriber	n. 注册用户	5) catalyst	n. 催化剂
2) negotiation	n. 谈判	6) China Unicom	中国联通
3) multi-media	n. 多媒体	7) China Mobile	中国移动
4) analyst	n. 分析家		

1. What is the main idea of this piece of news?
  - A. China Unicom plans to introduce the iPhone to domestic market.
  - B. China Mobile refuses the offer of Apple to sell iPhone in China.
  - C. Apple plans to popularize its brand in China in the next 3 years.
  - D. The competition between Unicom and Mobile is growing fiercer.
2. Why is iPhone not yet to issue licenses largely in China?
  - A. Because the Apple brand is not very strong in China.
  - B. Because Apple has little interest in Chinese market.
  - C. Because the 3G service is not available in China.

D. Because Chinese customers have no taste for iPhone.

## News Item Two

### Glossary

1) administrator	n. 行政人员	4) retailers	n. 零售商
2) trigger	v. 引发	5) Woolworths	伍尔沃斯百货公司
3) merchandise	n. 商品		

3. What is the main idea of this piece of news?

- A. Woolworths is planning to sell its shares to pay off the heavy debts.
- B. Woolworths is expanding its DVD publishing business to rival supermarkets.
- C. Woolworths is to declare bankruptcy and many employees will lose their jobs.
- D. Woolworths is to close many stores it owns for the recession in Britain.

4. What is Woolworths known for?

- A. The low-priced goods.
- B. The high-quality goods.
- C. The well-known after-sale service.
- D. The expansion in the past years.

## News Item Three

### Glossary

1) brainchild	n. 发明	6) anti-establishment	n. 反权威
2) algorithm	n. 运算法则	7) arrogant	a. 傲慢自大的
3) penetration	n. 渗透, 突破	8) backlash	n. 反动力
4) catapult	n. 推动力	9) censor	v. 审查
5) obsessive	a. 鬼迷心窍的	10) dent	v. 削弱

5. What is the main idea of this piece of news?

- A. Google achieves success for sophisticated marketing strategies.
- B. Google has become a famous brand name in ten short years.
- C. Google is now competing against Yahoo in China harshly.
- D. Google depends too much on its domestic market.

6. What helps Google keep its strong identity when it expands rapidly?



- A. Its purchase of Youtube.
- B. Its focus on the end user.
- C. Its creative products.
- D. Its international operation.

## ◆ Conversations

### Conversation One

#### A. Pair Work:

**Work with a partner and discuss the following questions.**

1. What do you know about Yahoo?
2. What do you think leads to Yahoo's financial crisis and how can it save itself?

#### B. Listening

**Directions:** First study the words and expressions in the table below. Then listen to the conversation and select the best answer to each question.

#### Glossary

1) outsource	v. 外购	5) profitability	n. 收益率
2) functionality	n. 功能性	6) precursor	n. 先驱
3) monetize	v. 打造	7) criteria	n. 标准
4) straightforward	a. 直接的	8) airspace	n. 领域

7. What is the main idea of this piece of news?
  - A. Microsoft and Yahoo are seeking way out after their deal broke down.
  - B. The successful deal between Microsoft and Yahoo is a win-win one.
  - C. Microsoft is planning to combine with Yahoo to rival Google.
  - D. Yahoo will cooperate with Google to boost the share of online ad market.
8. When did people know the news of broken-down deal between Microsoft and Yahoo?
  - A. On Sunday morning.
  - B. On Sunday evening.
  - C. On Saturday morning.
  - D. On Saturday evening.
9. What's the share of online ad in the whole ad market?
  - A. 35%.
  - B. 53%.
  - C. 65%.
  - D. 56%.
10. What will Microsoft do after its deal with Yahoo failed?

- A. It will combine with Google to rebuild its position.  
 B. It will acquire some small and interesting companies.  
 C. It will sell the unprofitable page research advertising.  
 D. It will develop its own page research technology.

## Conversation Two

### A. Pair Work:

*Work with a partner and discuss the following questions.*

1. Can you name some world famous food chain stores? What are they known for?
2. Why do you think Starbucks can develop so fast in China in the past decade?

### B. Listening

**Directions:** First study the words and expressions in the table below. Then listen to the conversation and select the best answer to each question.

#### Glossary

1) counterpart	n. 相对应的人或物	6) dictatorship	n. 专政
2) dwelling	n. 住处	7) benevolence	n. 善行
3) leapfrog	v. 越过	8) heritage	n. 遗产
4) disposable	a. 可支配的	9) Starbucks	星巴克
5) ecologically	ad. 社会生态学地		

11. How many stores does Starbucks have in China?  
 A. 114.      B. 140.      C. 150.      D. 115.
12. What is the great difference between American and Chinese customers?  
 A. Most American customers have coffee in the store.  
 B. Most American customers prefer chilly coffee.  
 C. Most Chinese customers prefer chilly coffee.  
 D. Most Chinese customers have coffee in the store.
13. What is the big challenge Starbucks faces when doing business in China?  
 A. It needs to build good relationship with government officials.  
 B. It has to invest much more in ads to change people's habit.  
 C. It has to be more ecologically and environmentally friendly.  
 D. It can hardly find the qualified provider of raw material.
14. Why is Starbucks proud of the foundation they've built in China?

- A. Because it helps to develop its future Chinese market.
- B. Because it shows the good relation with local government.
- C. Because it proves its American values can be transplanted.
- D. Because it sets a good example for Western companies.

## Section C Watching

### ◆ General Comprehension

#### A. Topic to Discuss

**Directions:** Read the following short Passage about the video you are going to watch. Discuss the question below with your partner.

The iPod line came from Apple's "digital hub" category, when the company began creating software for the growing market of personal digital devices. Digital cameras, portable cameras and organizers had well-established mainstream markets, but the company found existing digital music players "big and staggering or small and useless" with user interfaces (界面) that were "unbelievably awful". So Apple decided to develop its own. The product was developed in less than one year and launched on 23 October 2001. Steve Jobs, CEO of Apple announced it as a most compatible (兼容的) product with a 5GB hard drive that put "1,000 songs in your pocket".

Apple did not develop the iPod software entirely in-house, instead using PortalPlayer's reference platform based on two ARM cores. And Apple contracted another company, Pico, to help design and implement the user interface under the direct supervision of Jobs. As development progressed, Apple continued to refine the software's look and feel. Starting with the iPod Mini, the Chicago font (字体) was replaced with Espy Sans. Later iPods switched fonts again to Podium Sans — a font similar to Apple's corporate font, Myriad. In 2007, Apple modified the iPod interface again with the introduction of the sixth-generation iPod Classic and third-generation iPod Nano by changing the font to Helvetica and, in most cases, splitting the screen in half by displaying the menus on the left and album artwork, photos, or videos on the right. If you were Steve Jobs, CEO of Apple, what would you do to popularize such a new product as iPod?

#### B. Video to Watch

**Directions:** First study the words and expressions in the table below. Then watch a short video



and finish the following exercises. All the video clips will be played twice. When they are played for the first time, you should pay attention to the main idea and answer some general comprehension questions. When they are played for the second time, you should focus on the important details and answer some specific comprehension questions.

## Glossary

1) pixel	n. 像素	3) compression	n. 压缩
2) decoding	n. 解码	4) podcast	n. 播客

- What is this video clip about?
  - The most popular TV shows now in America.
  - The features of a significant product—iPod.
  - The life of Steve Paul Jobs, CEO of Apple.
  - The future plan to popularize iPod.
- How much does an ordinary iPod that does video cost?
  - \$99.
  - \$199.
  - \$299.
  - \$399.
- How much are you charged for a song or video downloaded from iTunes?
  - \$0.99.
  - \$1.99.
  - \$2.99.
  - \$3.99.
- On which network can you watch Desperate Housewives and Lost now?
  - CNN.
  - ABC.
  - CBC.
  - Disney Channel.
- What can you buy off the iTunes music store?
  - TV shows.
  - Electronic novels.
  - Movies.
  - Pictures.
- When can you buy the big hit shows offered by iTunes?
  - The next day after they are broadcast.
  - The moment when they are broadcast.
  - The next day after they are produced.
  - The moment when they are produced.

### ◆ Spot Dictation

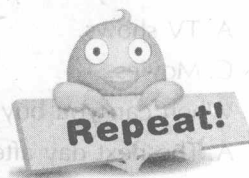
**Directions:** In this part, the video clip will be played twice and you are required to fill in the blanks numbered 1—15 with the exact words you've heard from the clip. At the end of this part, there will be a pause for you to check what you've written.

The guys that have the number one TV shows I've had (1) \_\_\_\_\_  
\_\_\_\_\_ be working with for quite some time. And they (2) \_\_\_\_\_ ABC and the

Disney Channel. And we have done (3) \_\_\_\_\_ which we are announcing here today. We are going to (4) \_\_\_\_\_ five shows on iTunes, which you can (5) \_\_\_\_\_ and download, and play on your computer and play on your iPod. And those shows are, Lost, Desperate Housewives, the number one and two shows on television. A new ABC show called Night Stalker. And the two (6) \_\_\_\_\_ shows on the Disney Channel, that's So Raven and Suite Life of Zac and Cody. And all five of these shows you will now (7) \_\_\_\_\_ on iTunes. And so you can go (8) \_\_\_\_\_ to Lost in season one and buy any of the season one episodes. But what about current episodes? Yes, you can buy current episodes. And you can buy them the day after they are (9) \_\_\_\_\_. So you can buy the episode of Desperate Housewives that was broadcast this past Sunday. There will be an episode of Lost broadcast tonight, you can buy it tomorrow. It's (10) \_\_\_\_\_. And these shows are downloaded (11) \_\_\_\_\_. So you don't need to (12) \_\_\_\_\_ through the commercials. We are downloading them 320 by 240 again the same (13) \_\_\_\_\_ as the new iPod. And an hour show, like Desperate Housewives and Lost is about the size of five (14) \_\_\_\_\_ and so that's about the download time. If you have broadband which you need for this. (15) \_\_\_\_\_ what speed broadband you have, it's about ten to twenty minutes to download an episode. It's really amazing. So TV shows. What are they gonna cost? They are gonna cost a dollar 99 an episode.

### ◆ Listening and Repeating

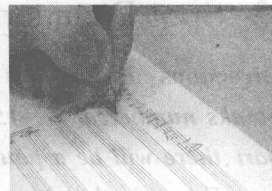
**Directions:** In this part, you are going to listen to 8 sentences selected from the listening materials in section B. After hearing the Sound of a bell, then you are required to repeat the sentences.



### Section D Video-based Writing

**Directions:** In this part you are required to write an essay of no less than 120 words based on the video in Section C. Write a short summary of the video and make comments on it.

#### Creativity, the Driving Force of Development



# Unit 2

## Protecting Our Earth





## Section A Lead-in

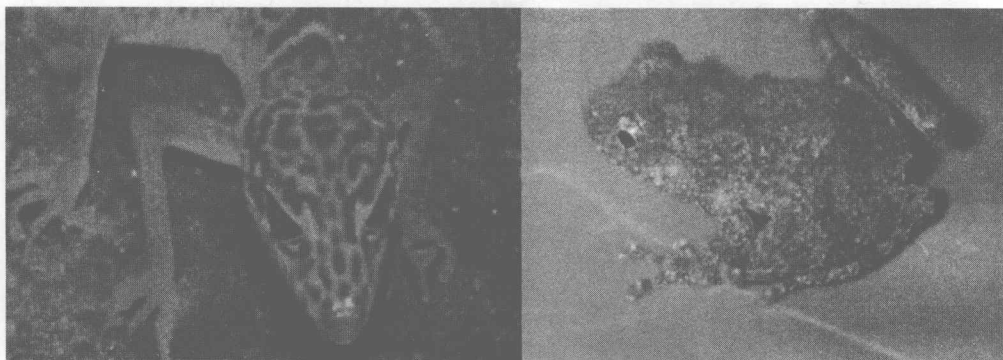
Activity 1:

**Directions:** *Watch a video clip and discuss the following questions with your partner.*

1. What are the various kinds of environmental problems around us and what impact do they pose on wildlife?
2. What can we do to protect some endangered species of wildlife?

Activity 2:

**Directions:** *Discuss with your partner to see what information you can get from the following public-service advertisements.*



## Section B Listening

**Directions:** *This section contains 14 multiple choice questions based on three news items and two long conversations. You should select the best answer to each question. All the audio clips will be played twice. When they are played for the first time, you should pay attention to the main idea and answer some general comprehension questions. When they are played for the second time, you should focus on the important details and answer some specific comprehension questions.*