



普通高等教育大学英语系列教材·应用型本科

INNOVATION COLLEGE ENGLISH

总主编◎王大伟 本册主编◎胡永芳

创新大学英语

读写译教程·学生用书·

A Reading, Writing and Translation Course

4



华东师范大学出版社



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• 学生用书 •



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出版说明

为了满足高等院校大学英语教学改革的需要,我们专门组织编写了这套专门针对应用型本科院校的教材,供高等学校非英语专业本科生及同等程度的学习者使用。

随着全球化的日益发展,国际间的政治、经济、商业和文化交流活动越来越频繁,社会需要既掌握专业技能又懂外语的人才。新时代的大学生必须在学好本专业知识的同时,提高外语水平和实际运用能力,这样才能在激烈的竞争中站稳脚跟。因此我们所编的这套大学英语教材,既包含当前教学所需的最新、实用的内容,又融入新的教学理念和教学方法,以期从容应对日益增长的社会需求。

本套教材的编写十分注重构建真实的交际语境,以学生的需要为中心而设计,强调实用性,即为学生设计贴近实际应用的交际任务,通过互动练习,激发、鼓励学生的独立思考。本教材还通过设置目标、设置问题,让学生在达成目标、解决问题的过程中,以积极主动的态度来达到最佳的学习效果。此外,还特别针对应用型本科院校学生的实际需求,设计了不少生动有趣的模块。这些设计都是为便于学生理解、掌握和运用。

本系列教材邀请来自各高等院校的外语专家组成编写委员会。为了编好这套教材,我们曾多次召开编写会议。北京外国语大学、上海外国语大学、广东外语外贸大学、华中科技大学、华东师范大学、北京交通大学、华南理工大学、华东理工大学、东南大学、四川外国语学院、湖南师范大学、中南财经政法大学、上海理工大学、浙江工商大学、曲阜师范大学、扬州大学、上海海事大学、上海师范大学、北京第二外国语学院、三峡大学、北京师范大学珠海分校、九江学院、黄山学院、安阳师范学院、黄冈师范学院、合肥学院、嘉兴学院等高校的英语教育专家和一线教师,对教材的编写工作提出了宝贵的意见,在此谨表示衷心的感谢。

最后,我们希望本教材能为我国大学英语教学改革和创新作出一点贡献,同时真诚地希望英语教学专家、学者、大学英语教学一线教师以及广大读者对本套教材提出宝贵意见,以便不断改进,精益求精。

华东师范大学出版社

2009年6月

前 言

《创新大学英语读写译教程》第一至四册为读、写、译综合教材,供非英语专业本科学生使用,也可供程度相当的自学者使用。

英语语言基础在大学英语教学中的重要地位和作用是显而易见的。但由于学生入学时英语水平程度差异较大,不少大学英语教材在应用型本科院校中使用起来普遍偏难,教师授课困难较大。针对这些状况,我们编写本系列教材,希望能对解决这些问题作出我们微薄的贡献。

本教程以应用型本科院校学生入学水平的中等程度为起点,即在学习本教程之前,学生已掌握基本的英语语音和语法知识,能认知中学大纲中的大部分英语单词,并在听、说、读、写等方面受过初步训练。在学完本教程后,力争做到:中上等水平的学生在英语语言知识和语言的实际运用能力方面,可以达到大学英语六级的水平;中等水平的学生能够达到大学英语四级水平,能够在工作中运用英语进行与工作相关的交际。

本教程的编写指导思想是全面打好学生英语基础,以课文为中心,由浅入深,循序渐进,进行语法、词汇等基础知识的综合教学;对学生的读、写、译等基本技能进行全面的训练,培养学生准确运用所学知识进行语言交际的能力。

教材的质量关系到国家人才的培养。为了编写出高质量的教材,本教程编写者怀着强烈的质量意识,踏踏实实、一丝不苟地工作,在整体编写中遵循如下理念:

丰富而实用的选材。精读教材课文的核心地位为英语教学学者所公认,因此我们在选材上付出的努力最多。本教程的所有课文力求内容丰富,题材各异,主题贴近生活与工作实际,视角触及面广,关注实用性。

精心而系统的练习。练习设计的重要性不亚于课文。丰富多样的练习活动能体现各种技能训练的要求,可为学生提供更多提高读、写、译等各项技能的机会,极大地增强学生学习语言的兴趣。

结构清晰,易于教学。教程形式活泼多样,与众不同,图文并茂,互动性强。每册教材的侧重点不同,但注意系统性和独立性的有机结合。本系列教程可成套使用,亦可根据使用者的实际情况选择使用。

本教程共分4册,即每学期一册。第一、二册在学生原有基础上,系统安排语法、阅读和写作等基础语言知识,其内容主要参考《大学英语课程教学要求》所列项目;第三、四册在巩固基本功的基础上,进一步加强语言实际运用能力的培养。每课授课时间可根据教学对象的水平和课程总体安排等情况,由教师酌定。每课内容构成如下:

- 精读课文(生词表、课文、注释、课文理解练习、与课文相关的词汇练习、语法练习)

- 选讲课文(生词表、课文、注释、课文理解练习、课后练习等)
- 语言在用(朗读、综合练习、职业技能)
- 写作专题

与本教程配套使用的视听说教程(1—4)是一套特色鲜明、易学易教的教材。大学英语实践性较强的听说训练均放在听说教材中;听说教程的主题与读写译教程、学生实际生活、大学英语四、六级考试及各类与工作关系密切的职业英语考试紧密衔接。

最后,本教程在编写过程中得到多位英语教学界专家的支持,在此一并对他们表示衷心的感谢。

大学英语系列教材编写委员会
2009年6月

编者说明

本教程偏重实用性,讲究学习效率,特别适合于应用型大学学生。

本教程的课文含有大量实用性材料,包括不少当今热点话题,写作练习也偏重应用,这些因素都有利于提高学生的就业适应性。本教程严格控制课文中的语言难度,绝大部分词汇是大纲内的词汇(只有少量热点新词汇和专用名词超纲),这有利于提高英语学习的效率,提高四级考试通过率。有些精读教材的第一册中便大量出现六级后词汇。某些现行教材中约有1/3的词汇,应用型院校多数学生一辈子也不可能掌握,浪费较大。本教程通过精心选材与编写,避免了这种浪费,确保学生所学内容都是有用的。

一、对象

本教程主要为非重点院校本科生编写。现有的大学英语教材主要由名牌大学负责编写,对非重点大学本科生来说,有时难度显得略大。

此外,现有大英教材的课文以文学性、学术性较强的内容为主,有利于学生打下扎实的语言基础,有利于今后考研、考博,而与今后工作岗位直接相关的内容偏少。但非重点院校的大部分毕业生将直接踏上工作岗位,更需要能学以致用英语。

有鉴于此,我们编写了一套新教材,根据应用型院校学生实际水平,严格控制语言难度,在课文选择上,对人文性与应用性的材料兼收并蓄,以适度提高学生的就业适应性。

二、教材内容与结构

1. 本教程每个单元的阅读文章(以及配套的《视听说教程》中的对话短文)都围绕同一话题而且内容各不相同,便于学生不断深入学习。

2. 教材含有很多实用性、应用性的材料,能让学生学以致用。

3. 本教程不但包括商务英语中的一些话题(如电话、会议、买卖、广告、公司运作等),还注意内容的新颖性,例如包含了电子通讯、次贷危机、房地产、股票等热点话题。

4. 本教程每单元安排3篇阅读课文,分别用于精读、半精读与泛读。

三、练习题的编写

1. 练习形式多样化,不但包含精读教材中的常见题型,而且包含各种考试题型。

2. 由于包含了大学英语四、六级考试的题型,所以应试效果较好。

3. 导入部分设计颇具特色的口语练习题,对有些口语题目提供了大量导入性的考点和语言点,便于学生开展讨论。此外提供了口语问题的参考答案,以减轻教师备课的工作量。

4. 在各种练习题(如语法、短语动词、翻译、作文等)中,穿插了很多与校园生活、职场工作、经济活动相关的实用性例句,让学生尽可能多地浸泡在应用型语言之中。

5. 每个单元在8句汉译英练习后安排了(模拟)同声传译。在教师用书中我们提供

了基本符合原中文顺序的英译文,供教师参考。目前尚无人使用过这种看似十分简单的练习题型,但根据编者和部分同事多年的教学经验,这是使全班集体开口的简单易行的好办法,对活跃课堂气氛大有裨益。

6. 写作部分主要是各种形式的应用型写作练习,包括信函、通知、议事日程、会议记录、备忘录、博客、求职信、简历等。教材先给予指导,再提供写作的样板,最后要求学生自己独立写作。这一部分也包含大学英语四级作文应试指导,提供了实用词语,介绍如何有意识地使用高层次词语以便获取高分,推荐了迅速拓展思路、快速完成作文的具体办法。

王大伟

2009年6月

Bookmap

Content	Text A	Text B	Language in Use	Writing
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Unit 3	Make Your Trade Show a Success	Using Trade Show Giveaways	Takeovers, Alliances, Mergers and Acquisitions	Reply to an Invitation
Unit 4	Different Modes of Transport	China's Plans to Build Its Own Passenger Jets	Communication	Exposition of Transport and Delivery
Unit 5	The Courage to Start Your Own Business	Business Incubation	Brands	Letter of Congratulations
Unit 6	Who Puts a Spoke in Mitsubishi's Wheel	GM: Go Green to Make Green	International Marketing	Sales Letter
Unit 7	The Threat of a Real Estate Bubble	Analysts Pessimistic about US Housing Market Outlook	Risk	Argumentation about Urban Lives and Properties
Unit 8	Possible Dangers Posed by Genetically Engineered Plants & Animals	Protein-based Computer Memories	Management Styles	Letters of Request and Reply
Unit 9	Smuggling or Selfuse?	The European Court Sides with Levi Strauss in Its Battle with Tesco	Ingredients of Marketing	Argumentation about the Economy
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Internal Operations of Companies

1



Pre-reading Tasks

Identify what you believe to be the qualifications every employer requires of a job applicant by entering (Y).

- () To be a part of the solution, not a trouble maker
- () To be capable of finishing tasks with the help of others
- () To be loyal to the company
- () To easily adjust to a new working environment
- () To be easy to work with
- () To be talkative
- () To work hard with enthusiasm
- () To pry into other people's affairs



Discussion Questions:

1. What does "internal operations" of companies mean to you?
2. Do you believe that promotions are based more on social connections than on merits?

Text A

dip /dɪp/

v. 下降 *to drop*

edge /edʒ/

vi. 慢慢移动 *to move gradually in a direction*

due /dju:/

adj. 预期的 *expected*

franchisee /ˈfræntʃaɪ'zi:/

n. 特许经营者 *one who has purchased a franchise or special right to sell goods in a certain area*

Word Tips

veteran /'vetərən/	n. 老手 <i>someone who has had a lot of experience in a particular activity</i>
remodel /'ri:'mɒdl/	vt. 重塑 <i>to alter the structure, style, or form of something</i>
junk food	垃圾食品 <i>food that tastes good but has little nutritional value</i>
massive /'mæsɪv/	adj. 大规模的, 大量的 <i>impressive in scale; a large number of</i>
heir /eə/	n. 继任者 <i>successor</i>
revitalization /ri:və'tæləɪ'zeɪʃən/	n. 复苏 <i>revival</i>
on course	按计划进行 <i>proceeding as planned</i>
hostility /hɒs'tɪlɪtɪ/	n. 敌意 <i>opposite of friendliness; a feeling of someone who is very unkind</i>
in-house /'ɪn'haʊs/	adj. (公司或机构)内部的 <i>internal</i>

Word Tips

In-house Succession Tides McDonald's Over



Charlie Bell became chief executive of McDonald's in April. Within a month doctors told him that he had cancer. After the stock market closed on November 22nd, the fast-food firm said he had resigned; it would need a third boss in under a year. Yet when the market opened, its share price barely dipped, then edged higher. After all, McDonald's had, again, shown how to act swiftly and decisively in appointing a new boss.

Mr. Bell himself got the top job when Jim Cantalupo died of a heart attack hours before he was due to address a convention of McDonald's franchisees. Mr. Cantalupo was a McDonald's veteran brought out of retirement in January 2003 to help remodel the firm after sales began falling because of dirty restaurants, indifferent service and growing concerns about junk food. He devised a recovery plan, backed by massive marketing, and promoted Mr. Bell to chief operating officer. When Mr. Cantalupo died, a board meeting confirmed Mr. Bell, the 44-year-old Australian, already widely seen as his heir, in the top job.

Yet within weeks executives had to think about what to do if Mr. Bell became too ill to continue. Perhaps Mr. Bell had the same thing on his mind: he usually introduced Jim Skinner, the 60-year-old vice-chairman, to visitors as the "steady hand at the wheel". Now Mr. Skinner, an expert on the firm's overseas operations, becomes chief executive, and Mike Roberts, head of its American operations, joins the board as chief operating officer.

Is Mr. Roberts now the new heir? Maybe. McDonald's has brought in supposedly healthier choices such as salads and toasted sandwiches worldwide and, instead of relying for most of its growth on opening new restaurants, has turned to upgrading its 31,000 existing ones. America has done best at this under Mr. Roberts; sales there were up by 7.5% in October from a year earlier.

The new team's task is to keep the revitalization scheme on course, especially overseas, where some American brands are said to face political hostility from consumers. This is a big challenge. Is an in-house succession the best way to deal with it? Mr. Skinner and Mr. Roberts are both company veterans, having joined in the 1970s. Some recent academic studies find that the planned succession of a new boss from within, such as Mr. Bell and now Mr. Roberts, produces better results than looking hastily outside for one. McDonald's smooth handling of its misfortunes at the top certainly proves this point.

Notes to the Text

1. In-house succession

☞ choosing a replacement from among the present staff

2. ... he usually introduced Jim Skinner, the 60-year-old vice-chairman, to visitors as the "steady hand at the wheel".

☞ ... he usually told visitors that Jim Skinner, the 60-year-old vice-chairman, had shown he was able to deal with unexpected situations.

3. The new team's task is to keep the revitalization scheme on course.

☞ The new team's job is to rejuvenate the company as planned.

Comprehension

I. Content Questions: Decide which of the following statements are True (Y), False (N), or Not Given (NG).

1. () For McDonald's, Charlie Bell was the third boss in under a year.
2. () Jim Cantalupo came back to help solve corporate problems after retirement.
3. () McDonald's hopes to enlarge corporate size by opening more new restaurants.
4. () McDonald's will increase the supply of supposedly healthier foods like salads and decrease the provision of traditional fast foods like French fries.
5. () Some survey findings show that the planned succession of a new boss from within can achieve better results.

II. Group Discussion: Break into small groups and discuss the following questions. The teacher may ask you to repeat your group's answers to the class.

1. What are the advantages and disadvantages of promoting individuals from within a firm?

2. Companies sometimes “parachute” in personnel (drop them in from outside). How would this affect the morale of the other workers?

Language Focus

Vocabulary

- I. Fill in the gaps with words or phrases chosen from the box. Change the form where necessary.

due

on course

edge

in-house

remodel

franchisee

junk food

massive

heir

revitalization

dip

misfortune

worldwide

hostility

on somebody's mind

1. House prices _____ in the first nine months of the year, but shot up in the fourth quarter, which came as a complete surprise.
2. Those who disagreed with the Chancellor's viewpoint were gradually _____ out of the government.
3. Their fourth baby is _____ in February; the previous three were triplets, born at one time.
4. Despite a buoyant development and the increasing presence of international brands, _____ should gather detailed information about related sectors to minimize potential risks.
5. In ancient China, traditionally the emperor's eldest son was the _____ to the throne.
6. If something is _____, he keeps thinking or worrying about it; in this sense, it is different from the structure “in somebody's mind”.
7. The company has a(n) _____ HR training unit, capable of producing its own qualified personnel.
8. _____ refers to food which has almost no nutritional value and, most of the time, is in a convenient ready-to-eat form.
9. The Mandarin Orange is known _____ for its tender flesh, thin peel and good taste.
10. She's suffered a good deal of _____ over the years, but she never abandoned the hope that her life would have a turn for better.

- II. Substitute words or phrases from the text that best keep the meanings of the underlined words or phrases in the following sentences.

1. Fred Dryer starred as a seasoned/_____ police officer in the series Hunter.
2. Most people are not at all interested in/_____ politics, so they won't care which party is in power.
3. The fast-growing economy and huge/_____ investments in urban infrastructure have

made China a hot market in the eyes of international machinery dealers.

4. With the strategy of rejuvenating/_____ the old industrial base in northeast China, Jilin Province saw significant progress in its economy.
5. My parents are openly unfriendly/_____ to her, disapproving of my decision to marry her.
6. The Japanese national coach was absent from the hurriedly/_____ -arranged news conference after the match.

III. Consult a dictionary for the meanings of the phrasal verbs given below. Then fill in the blanks with the suitable phrasal verbs. Change the form where necessary.

give in cut in let in call in
come in take in hand in

1. Although the workers were on strike for a week, the manager did not seem to be willing to _____ to their demand for higher pay.
2. The attentive boy _____ every word the teachers said in class and scored high in the exam.
3. The sick boy is in a critical condition. We must _____ a doctor immediately.
4. It's rude to _____ when the other person is still talking.
5. The students are expected to _____ their translation exercises Tuesday morning.
6. He opened the window to _____ fresh air.
7. Susan has over a thousand pounds a month _____ from her investments.

Cloze

Choose the appropriate words and expressions to fill in the blanks in the passage below. Change the form where necessary.

across integration connection ensure prime
corresponding utilize subject manner against

The Importance of Corporate Internal Control

The innovative developments in the financial sector have led to an increased demand for effective risk management as well as for sophisticated corporate governance. Every business organization is (1) _____ to some kind of risks depending upon several factors, such as the products and services it sells, the markets in which it functions, the sources through which

The full benefits of an internal control system can be achieved only if it is implemented in an effective way. Hence, it is evident that it should be devised only by an expert. Perhaps for this reason, now many learning centers (9) _____ the globe are conducting specialized courses in corporate internal control, and offering a certificate in corporate internal control covering topics such as these: concepts of internal control, risk assessment and management, defect management, and corporate governance and (10) _____ standards.

● ● ● ● ● ● ● ● ● ●

2. 多位中国著名作家、书法家出席了大会并发言。(address the convention)

3. 海格客车(Higer Bus)在转型道路上取得了丰硕成果:国内第一家单一客车车型的年销量突破 5000 台,第一家将轿车盘式制动(disk brake)技术运用到客车上,第一家在客车上匹配大马力(high-power)节油发动机…… (*remodel*)
4. 公司现在需要的是富有经验的老手,而不是乳臭未干的年轻人。 (*a steady hand at the wheel*)
5. 茶叶出口 721 吨,创汇额达 292 万美元,同比分别增长 2.4 倍和 1.7 倍。 (*from a year earlier*)
6. 不少专家认为,只要国民经济仍然朝着既定方向发展,中国就有可能在 2050 年前后赶超日本,成为世界第二大经济强国。 (*on course*)
7. 有了优惠政策的支持,滨海新区将作为天津未来发展的新引擎,带领天津成为名副其实的“北方经济中心”。 (*backed by*)
8. 就这么一个大家都认为聪明的家伙,居然问出这种愚蠢的问题,不可思议! (*supposedly*)
9. 那时他看上去像有什么心事,一副愁眉不展的样子。 (*on one's mind*)
10. “长征”一号运载火箭发射成功标志着我国航天事业已跻身世界先进水平。 (*edge*).
11. Simultaneous Interpretation: Now the Chinese sentences are played back without stopping. Translate them into English orally at almost the same moment you hear them.