

普通高等学校省级规划教材

新目标 1

大学英语泛读

New Target (第2版)
College English Extensive Reading

总主编 郝涂根
主 编 朱忠焰 杨 旗

中国科学技术大学出版社

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第 2 版前言

《新目标大学英语泛读》(第 1 版和修订版)是为高等院校非英语专业学生编写的教材,迄今已使用了 7 年。根据各院校师生在使用过程中的反馈意见,该教材较好地体现了《大学英语课程教学要求》的基本精神,在提高学生阅读能力的同时着重培养了学生综合运用英语的能力。然而,随着普通高校非英语专业学生入学时的英语水平不断提高以及使用本教材的学校类型增多,有必要在保持原有亮点的基础上对教材的整体结构和内容进行完善和提高。

第 2 版教材保留了第 1 版和修订版中关于中西方文化、英语学习策略等方面的内容,减少了教育教学类题材的文章,注重选用适合于应用型高校非英语专业学生阅读的英文材料。新选材料涉及商务、旅游、建筑、化工、金融、会计、酒店、体育、电子、物流、动漫、宗教、礼仪、创新性思维等方面。另外,依据 2013 年大学英语四、六级考试新题型,对原教材中的练习进行了相应修订,练习的题型和内容都紧扣大学英语四、六级考试新题型。

本教材一套 4 册,每册 15 个单元,每单元围绕一个主题,由两大部分构成:

Part I Text: 主题性文章 1 篇。文章前配有相关插图和汉语阅读提示,以便于学生把握文章主旨大意。生词采用边注形式,有助于学生排除阅读障碍;文后附有注释、难句译文以及 3 种练习题型。第 1、2 册主题性文章后的练习题型为多项选择题、重点词汇和短语填空题以及汉英翻译题(第 1 册为完成句子翻译题,第 2 册为单句翻译题)。第 3、4 册主题性文章后的练习题型为多项选择题、主题性文章摘要填空题以及段落翻译题。最后附有与主题相关的中外名人名言或者英汉对照的幽默小故事。

Part II Reading Comprehension: Section A 为 1 篇长篇阅读文章。生词采用夹注形式,练习题为与大学英语四、六级考试新题型相同的信息匹配题。



Section B 和 Section C 为 2 篇仔细阅读短文,生词采用夹注形式,两篇文章后的练习题分别为与大学英语四、六级考试题型一致的选词填空练习和多项选择练习。

本套教材由安庆师范学院、黄山学院、滁州学院、同济大学浙江学院、巢湖学院、合肥师范学院、池州学院和淮北师范大学共同编写和修订。我们希望第 2 版不仅能帮助学生扩大知识面和词汇量,适应大学英语四、六级考试新题型,增强英语阅读理解能力,而且能帮助学生提高运用英语学习策略和跨文化交际能力,养成独立阅读习惯,进一步提高英语运用能力。

《新目标大学英语泛读》编委会

2014 年 3 月



前 言

教育部《大学英语课程教学要求》规定：大学英语课程以英语语言知识与应用技能、学习策略和跨文化交际为主要内容，其目标是培养学生的英语综合应用能力。改革后的大学英语四、六级考试，也侧重于考查学生的英语应用能力，提高了阅读理解的难度和阅读速度，以测试考生快速捕捉信息的水平。我们以此为依据，编写了《新目标大学英语泛读》。

本教材以凸显文化性为主要特色，着重选择了一些有关中西方文化、教育理念、学习策略以及科技、经济、社会生活等方面的文章。我们从普通高校非英语专业学生入学时英语水平的实际情况出发，同时紧扣大学英语四、六级考试题型，设置了丰富多样的练习题，从内容到练习形式，都极力体现《大学英语课程教学要求》中有关大学英语泛读教学的指导理念，以期满足普通高校非英语专业大学生学习英语的需求。

本教材一套 4 册，每册 15 个单元，每单元围绕一个主题，由三大部分构成：

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Part II Skimming and Scanning: 快速阅读文章 1 篇。文中生词采用夹注形式，练习题形式多样，有判断练习、完成句子练习和填表练习等。

Part III Reading in Depth: 仔细阅读文章 2 篇。第 1 篇文章的练习题形式为填词和简短问答题，旨在提高学生的书面表达能力。第 2 篇文章配有 5 个与四级考试阅读理解题型相同的选择题。

本套教材由安庆师范学院、淮北煤炭师范学院、合肥师范学院、阜阳师范学院、黄山学院、巢湖学院、滁州学院、池州学院共同编写。





需要说明的是,我们在本教材文章素材的选取上,注重了知识性、趣味性、时代性,同时着重选编了一些有关中国文化和学习策略的文章,相信这对于拓宽同学们的英语表达领域、增强自主学习观念会有所帮助。在一年的使用过程中,我们对全套书做了认真审订,改正了初印书中因编写和排版疏忽所留下的一些错误。期望同学们通过对本教材的学习,提高对英语学习的兴趣,养成独立阅读的良好习惯,增强国际交际能力。

《新目标大学英语泛读》编委会

2009年6月

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Unit 1

Chinese Values

Part I Text

Chinese Modesty

谦虚是中华民族的传统美德。关于这一点,通过本课的学习,您可以用英语向西方人说一说我们东方人“满招损,谦受益”的处世哲学。



I was told the following story not long after my first arrival in the U. S. and I have continued to observe evidence to support this.

Two friends, one American and the other Chinese, were asked which one of them could fix a lawn¹ mower². The American said confidently,

“Hey, no problem. I’ve done it many times and I can get it running in no time.^①” The Chinese said modestly, “I can give it a try^② but I am not that experienced—I mean I’m not very good.” Thus the American got the job first. He fiddled with³ the machine this way and that for a while and fell flat on his face⁴. The Chinese came up and fiddled

1. lawn /lɔ:n/ n. 草坪
2. ▲mower /məʊə(r)/ n. 割草机
3. ▲fiddle /'fɪdl/ vi. 用手指摆弄
fiddle with 摆弄
4. fall flat on one's face 未产生预期效果(尤指造成窘迫)

注:★ = 较高难度的单词,▲ = 更高难度的单词,◆ = 超纲单词。



5. expectation
/ɛkspekteɪfɪn/
n. 期望
6. embarrass
/ɪmˈbærəs/
vt. 使窘迫, 使尴尬
7. contrast /kənˈtræst/
n. 对比, 对照, (对比之下显出的) 悬殊差别
8. ★generalize
/dʒenərəlaɪz/ v. 使一般化, 概括, 推广, 赋予……以共性
9. statistically
/stəˈtɪstɪkli/ adv.
统计学地, 统计地
10. ★compliment
/kəmplɪmənt/
n. 恭维话, 赞辞
11. put down 贬低
12. deep down 心底, 内心
13. worthy /wəːði/
adj. 值得的
be worthy of 值得……的
14. at the time 那时
15. ride on 仿佛凭着(某种力量)前进
16. accomplishment
/əkəmplɪʃmənt/
n. 成就, 成绩

with the machine for a longer time and got it fixed. His American friend said, “You were lying! Why didn’t you say you could do it? You had to use your Chinese modesty to lower expectations⁵ and embarrass⁶ me?”

I should say here that this contrast⁷ is not to be generalized⁸ to every American or every Chinese, but statistically⁹ speaking the contrast between the two cultures seem to hold.

When I was growing up in China, I had always had a hard time responding to others’ compliments¹⁰. They made me feel good and proud, and I knew I welcomed them. But I had to be “modest” and “correct” others that I was not that good. And I hated it when my parents said I was not “as good” as others in this and that,^③ especially when they said “look at so-and-so’s kid …” This “putting down¹¹” business made me feel hurt.^④ Deep down¹², I knew I was worthy of¹³ every single compliment I got, and I wanted more.

At the time¹⁴ I did not know that one could just say “thank you” and accept all the compliments in other parts of the world. I was taught to be modest, learn from the weakness to achieve higher, rather than ride on¹⁵ the wave of accomplishment¹⁶ and reach a new high. There will always be someone better than you, and you have to learn to accept that and be modest. That’s how you can learn from others and improve yourself.

After coming to the States, I was happy to realize that I could actually accept compliments rather than “refusing”



them. To my surprise, I am still considered “modest” about myself here. Being modest to me doesn’t mean you have to under-represent¹⁷ yourself. And it certainly does not mean you have to say, “Oh, I’m not as good as you said I am”. To me, the important thing is to be objective¹⁸ about yourself. You should know how good you really are, not overstating¹⁹ it, and certainly not understating²⁰ it.

Being modest and being confident is a balance. Paying too much attention to either one, you will have an untrue representation of yourself.^⑤ But this balance is hard to achieve and even harder to keep all the time.

— Simplified from *Reader of Chinese Culture*

(492 words)

17. ◆ under-represent

/ʌndə'reprɪzənt/

vt. 未充分代表

(表现, 展现)

18. objective

/əb'dʒektɪv/ adj.

客观的, 如实的

19. ★ overstate

/əʊvə'steɪt/

vt. 夸大

20. ◆ understate

/ʌndə'steɪt/

vt. 不完全地陈

述

Notes

① get it running in no time

很快使它运转起来

② give it a try

尝试一下

③ I was not “as good” as others in this and that ...

在这样那样一些方面我不如别人优秀……

④ This “putting down” business made me feel hurt.

这种(故意)贬低自我以示谦虚的做法让我感到不快。

⑤ ... you will have an un-true representation of yourself.

……你展现给别人的将不是真实的自我。

Exercises

I. There are five questions or unfinished statements based on the passage. For each of them choose the best answer from the four choices marked A, B, C and D.

- The story mentioned in paragraph 2 implies that _____.
 - sometimes being modest makes people lose some chances
 - Americans usually speak louder than actions
 - Chinese are usually more modest and intelligent
 - the Chinese is more intelligent than the American
- Which of the following can best explain the meaning of the phrase “fiddle with” in paragraph 2?
 - To play something with hands.
 - To make use of something.
 - To touch or move something with hands.
 - To move back and forth.
- When the author was praised by others in China, he felt hurt because _____.
 - his parents said he was not as good as other children
 - he didn't know how to respond to others' praises
 - he was proud and wanted more
 - he was put down by his parents to be modest
- Why was the author taught to be modest and learn from the weakness?
 - Because by doing so, one could achieve higher.
 - Because there would be someone better than him, and he had to learn to accept that and be modest.
 - Because he was required to reach a new high.
 - Because he should learn from others and improve himself.
- According to the passage, which of the following is not mentioned?
 - One has to keep a balance between modesty and self-confidence in



- order to have a true representation of oneself.
- B. In the United States one can accept the compliments by just saying “Thank you”.
- C. Americans think being modest means one is not as good as others and is lack of self-confidence.
- D. The author thinks being objective about oneself means one neither overstates nor understates how good one really is.

II. Fill in the blanks in the following sentences, using the words or phrases given below. Change the form where necessary.

achieve	embarrass	balance	put down	modestly
accomplishment	contrast	objective	be worthy of	expectation

1. You have to _____ the advantages of living in a big city against the disadvantages.
2. Young girls must be _____ in speech, dress and behavior.
3. His parents have great _____ for his future.
4. He finds it difficult to keep _____ when his son is concerned.
5. The black furniture provides an interesting _____ to the white walls.
6. Anyone who does his duty well _____ great praise.
7. His laziness makes it impossible for him to _____ any success.
8. The Apollo program was a great technical _____.
9. Some people especially like _____ their friends so that they can feel good about themselves.
10. She was _____ when they asked her age.

III. Complete the sentences by translating into English the Chinese given in brackets.

1. (以统计学的眼光来看) _____, the contrast between Chinese and American cultures seem to hold.
2. Unlike Chinese, Americans tend to _____ (在取得成绩的基础上乘胜前进), and reach a new high.
3. To me, the important thing is _____ (要客观地看待自己).
4. I knew _____ (对我的那些赞赏都是我当之无愧的), and I wanted more.

Part II Reading Comprehension

Section A

In this section, you are going to read a passage with ten statements attached to it. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter.

Mentality(心态), Mindset(精神状态), Mianzi
— How to Avoid a Crisis

A) In 2005, multinationals(跨国公司) in China have faced many public relationship crises. An analysis of the reason for them shows that they are due to a misunderstanding of the influence of Chinese culture on business.



B) It is a well known fact that personal and professional relationships are much vaguer(更模糊的) in China than in the West. But this has a much deeper influence than most people coming to China understand. For example, many multinationals in China hire public relations (PR) companies to handle their public image. They adopt this policy because it is a common practice in the West and assume that it is the same in China. However, this might fail if certain operational elements of this PR work are not changed to reflect cultural differences. For example, when potentially facing a crisis, a company should not ask their PR company to deal with the media directly. If they do so, the media will consider the company to be insincere or not to be “showing them face”. A better way is to give the media information directly for the press to spread it to its readers.

C) “Mianzi” means “face”, but in Chinese culture it stands for much more than appearance. It represents the social identity and position of a person in the community. It has two meanings: (1) Lian — the moral side of one’s face. The loss of Lian makes it impossible for one to function properly in the community. (2) Mian — personal face, standing for a kind of prestige or reputation achieved through personal success. Loss of Mianzi can bring shame or disgrace to the family or the organizations that the individual is associated with, as much as to the individual themselves. It applies to all levels of Chinese society and even applies to a national level. When a Chinese person feels that he has “lost face”, a series of actions will follow to regain it.

D) Example: Generally speaking, the Chinese hesitate to take out a lawsuit(诉讼). The customer from Jiangxi Province who sued SK-II probably would not have taken this extreme step if she had not been deeply hurt emotionally by the SK-II representative. Equally, if the Sony China management team had responded earlier to the quality claim by the Zhejiang Industrial and Commercial Bureau(局), the government officials would not have felt loss of face. Again, the result would have been different.

E) In China, behavior still follows the Confucian(儒家的) principle of



the “Five Social Roles”, creating a very hierarchical outlook.

- (1) Ruler to Subject;
- (2) Father to Son;
- (3) Husband to Wife;
- (4) Elder Brother to Younger Brother;
- (5) Elder Friend to Younger Friend.

F) Because of this China has a very hierarchical social structure. Although Confucian values have become less important in modern China, their influence is still clearly visible in people's minds. So people who are high up in the social or political hierarchy, like celebrities(名人) and state government, still have a big influence on public opinion.

G) Example: Over 60 percent of Chinese television ads are endorsed [(在广告中)宣传,吹嘘(某一产品)] by celebrities. A big part of the reason why the local media refused to co-operate with Sony was that the criticism had come from an important political body and very publicly too. This was the main reason why the media forced Sony to change its stand toward the claim of quality problem with its digital camera from denying to apologizing. This led to the products being removed from the shelves, causing the incident to develop to a serious national public relations crisis.

H) The root of Chinese culture lies in its farming society background. Chinese people are very much group-oriented and relationship-based. The opinions and reactions of society and the peer group [年龄(社会地位等)相同的一群人] are very important for the individual's decision-making process and behavior. This peer group consists of family members, trusted alliances, and close friends.

Example: With this in mind, employee encouragement programs in China should not simply be copied from headquarters prototypes(原型,样本). They need to be adapted to add certain elements that are able to motivate(促进,激发) groups, not just individuals, in order to achieve ultimate organization effectiveness.

I) All these elements play a very important role in the daily reality of



doing business in China. These hidden rules, so important for success, are difficult for western managers to understand. In today's global business, technology is relatively easy to transfer across borders, but a successful business model is hard to be copied into a foreign culture. In China, the biggest challenge for western managers is to develop a new or innovative business model that is likely to work in the Chinese business environment. To be successful, a company must integrate Chinese cultural aspects to successfully deal with and motivate staff, business partners and customers. To do this, western managers must completely understand basic Chinese cultural insights.

— Simplified from 02/06 issue of *Business Forum China*
(811 words)

- _____ 1. The farming society background is the origin of Chinese Culture.
- _____ 2. In the West, it is a common practice for many multinationals to employ public relations companies to handle their public image.
- _____ 3. Employee encouragement programs in China should be adapted to add certain elements that are able to motivate groups to achieve ultimate organization effectiveness.
- _____ 4. To Chinese people, loss of Mianzi means that both the individuals and their families will feel shameful.
- _____ 5. Western managers in China have to face the biggest challenge of developing a new business model that is possible to function in China.
- _____ 6. The example of Sony illustrates the influence of celebrities and state government in China.
- _____ 7. Sony was forced to change its attitude towards denying to apologizing for its claim of quality problem with its digital camera.
- _____ 8. The cause for many public relationship crises of multinationals in China lies in a misunderstanding of the influence of Chinese culture on business.