



英语语料 与话题

English Language Resources
and Topics for Conversation

○ 井升华 编著

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS



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前言

我国大学外语教学已开始重视口语教学。然而，提高大学生口语水平是一项十分艰巨的工作。现在的大学生简单日常会话大都可以应付一二，因此，涉及车站、银行、机场、邮局及问路等话题的传统口语教学内容已经不能适应大学目前口语教学的需要。而其他方面内容的话题在教学中常会出现学生无话可说的情况。如何解决这一问题呢？首先要让他们了解话题内容，掌握涉及该话题的英语词汇及语料。

作者认为要改进口语教学，可以从以下两个方面入手：1. 提倡讨论式口语教学，取代操练式（drill）口语教学模式；2. 口语教学需要内容即语言素材，要重视内容输入。有学生反映，教师布置某些话题，学生连涉及该话题的中文知识也知之甚少，如何用英语参与讨论呢？因此，首先要向学生输入语言素材，提供参与讨论的语料，学生阅读学习这些语料，在掌握话题所涉及的内容后，才有可能有话可说。鉴于上述思路，作者产生了编著这本《英语语料与话题》的构想，以供高校英语口语教学或自学使用。书中所提供的话题时代感强，都是大学生和研究生感兴趣的。这些话题综合知识性、科学性、趣味性为一体，信息量大，学生会感到讨论某个话题时有话可说并有发挥余地。此外，学生从准备语料到参与话题讨论这一过程中还可以学到更多知识，了解更多信息。因为，熟悉、学习语料的过程也是一个阅读、扩大英语词汇和语言知识的过程。有些话题甚至会对学生毕业就业以及今后工作产生一定影响。例如，“经理职能”这个单元从一定角度暗示：要成为一个好的经理必须有较强的应变能力和较高的素质；“创意产业”这个单元向学生传达了一个重要信息：未来的职业会完全不像传统安排的那样，学任何专业的人都有可能进入创意产业的队伍，而且创意需要的是创造性，任何行业、任何工作都要求创造性的劳动、创造性的思维；有关“婚姻”的单元不但可以使学生了解英语国家婚姻习俗和有关文化，而且对帮助学生树立正确的婚姻观和道德观亦有一定的作用。

书中的语料除第一单元的“奥运会和2008年北京”（该单元部分内容选自《中国日报》）外，全部选自英美等英语国家的出版物和网络资料等。在此，作者对所选用的文章及资料作者（见书后参考文献）表示由衷的感谢。

井升华

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UNIT 1

Olympics and 2008 Beijing 奥运会和2008年北京

Extract 1: The Emblem, Slogan and Mascots for the 2008 Beijing Olympics

The emblem for the 2008 Beijing Olympics

The emblem for the 2008 Beijing Olympics is unveiled in the Temple of Heaven¹ in Beijing on August 3, 2003. It consists of a running person, in the shape of Chinese character “jing” which stands for “Beijing”. It resembles a red Chinese seal enclosing a lively dancing figure. It combines elements of traditional Chinese culture with the true Olympic spirit and values. “Dancing Beijing”², which will be a core element of Beijing’s Olympic image and look, is expected to become one of the most powerful graphic identities in the history of the Olympic Games.

The emblem was designed by Beijing Armstrong Visual Identity Corp. Drawn in graceful traditional Chinese calligraphy³, “Dancing Beijing” celebrates the spirit of sport, of every Olympian, and of China. Its open arms convey a message of hope—an invitation to the world to share in Beijing’s history, its rich cultural heritage, its dynamism and its future.⁴ The emblem symbolizes



China opening to the world and reaching out to embrace all humanity. The Beijing 2008 Games emblem will be remembered as the first to use red as a dominant color. Red is very special to historical and present-day China.

The emblem was chosen out of 1985 entries received from around the world. Nearly 89 percent of the entries came from China, with the remainder from Asia, Europe, America and Oceania. Eleven local and international judges were invited by BOCOG⁵ to oversee the emblem design competition.

The emblem is a precious treasure which the people of China are dedicating to the Olympic Movement. It offers a unique integration of Oriental spirit and history and modern Olympic philosophy.⁶

The unveiling took place at a huge gathering of more than 2,000 people, including government officials, entertainment celebrities and sports stars⁷. Peoples started to cheer as action star Jackie Chan and four-time table tennis Olympic gold medal winner Deng Yaping⁸ walked in carrying a box containing a seal carved with the new Olympic emblem⁹.

IOC¹⁰ President Jacques Rogge, who sent a video message to celebrate the moment, gave high praise of the new emblem. "In this emblem, I see the promise and potential of a New Beijing and a Great Olympics," said Rogge. "This is a milestone in the history of your Olympic quest."¹¹ "I congratulate you on this emblem, one which should be a symbol of great pride for every one of you," he added. Many others had praise for the emblem as well.

The slogan and mascots for the 2008 Beijing Olympics

On June 26, 2005, the slogan "One World, One Dream"¹² for the 2008 Olympic Games was announced. It is a slogan that conveys the lofty ideal of people in Beijing as well as in China to share the global community and

civilization and to create a bright future hand in hand with people from the rest of the world.

In an elaborate, nationally televised gala, Beijing unveiled its five 2008 Olympic mascots, the Five Friendlies, to coincide with the 1,000-day countdown to the big event¹³ on November 11, 2005. It is the first time in Olympic history that five mascots have been chosen. Each mascot has a rhyming two-syllable name, the traditional way of expressing affection for children in China.¹⁴ Beibei is the Fish, Jingjing is the Panda, Huanhuan is the Olympic Flame, Yingying is the Tibetan Antelope and Nini is the Swallow, each one the color of one of the Olympic rings¹⁵. The first characters of their two-syllable names read “Beijing Huanying Ni”, or, in English, “Welcome to Beijing”.

“The Five Friendlies are an incredible little family carefully chosen by Beijing 2008 to represent all of China to carry a message of friendship to the children of the world,” Rogge said in a statement that was read at the ceremony. “China is so lucky to have so many beautiful animals to represent the Olympic spirit,” Rogge said.

To capitalize on the mascots’ publicity, Beijing is launching an extensive marketing campaign. An animated film put together by Han Meilin, who headed the design team,¹⁶ was screened. Postage stamps and more than 300 other licensed products of the mascots go on sale at 188 authorized venues across the country¹⁷, widening a product line of T-shirts, caps, pens and bags bearing the 2008 Games logo.



Notes:

- ① the Temple of Heaven 天坛公园
- ② “Dancing Beijing” “舞动的北京”
- ③ graceful traditional Chinese calligraphy 优美的中国传统书法
- ④ Its open arms convey a message of hope—an invitation to the world to share in Beijing’s history, its rich cultural heritage, its dynamism and its future. 其展开的双臂传递着希望的信息，邀请全世界来分享北京的去、丰富的文化遗产、活力及未来。
- ⑤ BOCOG 全称为 Beijing Organizing Committee for the Games of the XXIX Olympiad (29届奥运会北京组委会)
- ⑥ It offers a unique integration of Oriental spirit and history and modern Olympic philosophy. 它是东方精神和历史与现代奥林匹克理念的独一无二的结合。
- ⑦ government officials, entertainment celebrities and sports stars 政府官员、娱乐界名人以及运动明星
- ⑧ action star Jackie Chan and four-time table tennis Olympic gold medal winner Deng Yaping 动作明星成龙和4次奥运会乒乓球金牌得主邓亚萍
- ⑨ a box containing a seal carved with the new Olympic emblem 装有刻着新的奥林匹克标记的印章的盒子
- ⑩ IOC 全称为 International Olympic Committee (国际奥林匹克委员会)
- ⑪ “This is a milestone in the history of your Olympic quest.” “这是贵国申办奥运史上的里程碑。”
- ⑫ “One World, one Dream” “同一个世界，同一个梦想”
- ⑬ Beijing unveiled its five 2008 Olympic mascots, the Five Friendlies, to coincide with the 1,000-day countdown to the big event 2008 年奥运会吉祥物——5个“福娃”在北京奥运会进入倒计时1000天的庆祝活动中露面了
- ⑭ Each mascot has a rhyming two-syllable name, the traditional way of

expressing affection for children in China. 每个吉祥物都有一个同韵双音节的名字。这是中国人传统上对孩子的爱称。

15 each one the color of one of the Olympic rings 每个福娃的颜色与奥林匹克五环中的一环相同

16 Han Meilin, who headed the design team 韩美林, 设计团队的负责人

17 188 authorized venues across the country 全国188个授权销售点

Extract 2: Preparation for the Beijing Olympic Games

Venue construction

Beijing Olympic Games needs 35 stadiums in total, of which 30 are in Beijing, with 15 newly built and the remainder either expansions on existing structures or temporarily built.

The stadiums will be located in four main areas:

- Olympic Green (Olympic central area)¹: 12 stadiums including the National Stadium and the National Swimming Center will be located in this area;
- University Zone (Peking University, China Agricultural University, University of Science and Technology Beijing and Beijing University of Aeronautics and Astronautics): 4 stadiums for table tennis, badminton, wrestling and judo² will be situated in the universities respectively;
- Western Community: 6 stadiums including the basketball stadium will be allocated around Wukesong Cultural and Sports Center³;
- Northern Tourism Area: stadiums for aquatic and equestrian sports⁴ will be located in this area.

In addition to the permanent stadiums, 4 temporary stadiums for shooting and arrow shooting will be constructed⁵.

Facilities directly related to the Games, including the Athlete Village, Media Village, Main Press Center, and International Broadcasting Center⁶ will be constructed in the Olympic Green.

Marketing development

Beijing is anticipating a revenue of US\$1.625 billion and an expenditure of US\$ 1.609 billion as the host of the Games⁷. The majority of expenditure will be spent on the operation of the Games itself and a small proportion of the construction of the temporary facilities and stadiums⁸.

There are five channels through which the revenue will be attained:

- International Olympic Committee's US\$ 840 million TV broadcasting rights income to BOCOG: about half of the budgeted revenue⁹;
- BOCOG's marketing development revenue, consisting of two parts:
 - US\$ 200-300 million from IOC TOP sponsors¹⁰. Nine global firms including Coca Cola, Kodak, Samsung, Panasonic, Visa, and GE¹¹ have signed sponsorship agreements with the IOC;
 - Revenue from BOCOG Marketing Programme. The anticipated enthusiasm from businesses in the lead up to the Games may exceed the US\$200 million budget income that was anticipated during the bidding;
- Income from tickets and souvenirs¹²: 1/10 of total income;
- US\$100 million subsidies provided by the central and municipal government¹³;
- Local donations and income from assets sold after the Games.

Games services

The range of services required for the Games covers the following categories:

- Security of stadiums, accommodation, air space, water sphere and VIPs¹⁵;
- Establishment of a traffic control center and automobile dispatch center¹⁶;
- Catering and administration to the Olympic Village and stadiums¹⁷;
- Providing accommodation to members of the Olympic Families and arranging Olympic hotels, setting up booking centers, conducting price-control and supervising service quality of the hotels¹⁸;
- Generating proposals for spectator services, coordinating transportation, accommodation, catering and security functions, and conducting volunteer programs to provide service to spectators during the Games.

Souvenirs of 2008 Olympic emblem

To mark the unveiling of the official emblem for the 2008 Olympic Games on August 3, 2003, BOCOG has designed a batch of emblem mementos¹⁹, which are available for sale in a limited quantity in Beijing's department stores, and markets.

The emblem souvenirs include philatelic souvenir items, precious metal souvenir badges, T-shirts, hats, key chains and common souvenir badges.²⁰ Philatelic souvenir items and precious metal souvenir badges are jointly issued by China National Philatelic Corporation and China Gold Coin Inc. under the authorization of BOCOG.²¹ In a breakdown, philatelic souvenir items consist of 60,000 commemorative envelopes and 20,000 commemorative stamps²²; while precious metal souvenir badges comprise 12,000 pure-gold badges and

Media and communications

The significant communications tasks of the Olympic Games include:

- Communications with mainstream international media and the mechanism to respond to and handle media crisis;
- Organization and coordination of TV broadcasting for the Games;
- Planning and organization of major activities such as the opening ceremony and torch relay;
- Solicitation and selection of the emblem, theme song and organization of related activities;
- Design and layout of the city's look;
- Media services at each phase of the Games.

Competition organization

According to IOC's regulation, the 2008 Olympics will include 28 sports and 300 events¹⁴. There will be more than 10,500 athletes in total and thousands of judges and sports officials.

Competition organization refers to:

- Organizing the competition strictly according to the rules set by the IOC and the International Federations;
- Planning and confirming particular schedules for each event and conducting contingency plans for scheduling when confronting changes of conditions e.g. weather changes;
- Organizing test events in 2007 to test the stadiums and facilities.

20,000 pure-silver ones; and key chains and common souvenir badges number 20,000 respectively. In order to curb faked products²³, these products have adopted special anticounterfeit technologies²⁴, which combine instrument test with eye observation.

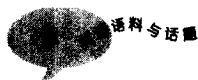
The Olympic Games and the development of Beijing

The preparations for an Olympic Games greatly increase the demand on a host city's infrastructure construction, ecosystem, electronic technology and other capabilities²⁵, therefore accelerating the city's economic development.

During the preparations for the 1988 Seoul Olympic Games²⁶, South Korea's economy enjoyed an annual growth rate of 12.4% from 1981 to 1988, and its GDP per capita increased from US\$ 2,300 to US\$ 6,300. Boomed by the Olympic Games, South Korea realized the transformation from a developing country to an industrialized economy²⁷. In light of this, it is no surprise that preparations for the 2008 Olympic Games are expected to have a significant impact on Beijing's economic development.

With Beijing's successful Olympic bid²⁸, domestic and international economists have anticipated the almost certain positive effects the Games would have on Beijing's economic growth. Indicated in the input-output model, between 2002 and 2007, the investment and consumption demand spurred by the Olympic Games will lift the capital's GDP²⁹ growth by an additional annual rate of 1.67% on average, while the original GDP increase rate was 9%. Beijing's GDP is expected to reach RMB 590 billion by 2007, and the GDP per capita around US\$ 6,000—a growth trend strikingly identical to that of Seoul's when it hosted the Summer Olympic Games in 1988.

Since the implementation of the Beijing Olympic Action Plan,



construction-related investments on infrastructure and the ecosystem have been steadily increasing³⁰. With respect to environmental protection³¹, a 120 km² green belt was built, and green projects alongside 5 rivers and 10 main roads were also completed. More than 40 high-pollution firms were moved out of the city, and about 100 hectares of land were allocated for 16 forested areas. In addition, there are now over 3,630,000 m² of newly planted grasslands, increasing the capital's total grassland coverage to 50 million m². More importantly, extensive efforts in cleaning the Qing and Liangshui Rivers have been running well and are showing positive results.

With respect to transportation infrastructure³², the newly constructed Fifth-Ring Road³³ was already open to vehicular access. Apart from three already fully functioning subway lines³⁴, the No.5 line, with a total investment of US\$1.45 billion, starts operating in 2006 and an additional eight light railway routes will be completed by 2008, extending the total length of the intra-city rail network to 300 km³⁵.

In recognition of the importance of preserving historical and cultural relics and sites, the Beijing municipal government has invested over RMB 2 billion in the construction of cultural facilities³⁶.



Notes:

- Olympic Green (Olympic central area) 奥林匹克公园 (奥林匹克中心区)
- wrestling and judo 摔跤和柔道
- Wukesong Cultural and Sports Center 五棵松文化体育中心
- aquatic and equestrian sports 水上运动和马术运动
- 4 temporary stadiums for shooting and arrow shooting will be constructed 将