

“PRACTICAL ENGLISH”  
TEACHING AND STUDYING

主编:刘孙炎 李金秀

第二册

《实用英语》

教与学

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# 《实用英语》教与学

## 第二册

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# 前 言

《实用英语》是国家教委组织编写的一套供高等专科学校使用的英语教材。本教材的编写以国家教委 1993 年颁发的《普通高等专科英语课程教学基本要求》为依据。《基本要求》规定：普通高等专科英语课程教学的目的是，培养学生掌握必须的、实用的英语语言知识和技能，使之具有阅读和翻译与本专业有关的英文资料的初步能力，并为进一步提高英语的应用能力打下一定的基础。

《实用英语》第一、二、三册由综合教程和泛读教程两部分组成，供第一阶段使用。第二阶段用《实用业务英语》，只有一册。全套共四册。

《实用英语》这套教材是我国高等专科学校英语教学的基本教材。湖南省教委已经下文，要求我省高等专科学校采用这套教材。目前，我省一部分高等专科学校已经使用。我省乃至全国高等专科学校逐渐采用这套教材作为英语教学的基本教科书将是必然趋势。

全国高等专科学校采用较统一的教材，我们认为有下列三方面的好处：1. 便于对高等专科学校的英语教学进行统一管理；2. 便于对英语教学进行统一的测试与检查；3. 有利于促进和保证我国大范围内高等专科学校英语教学质量的普遍提高。

为了更好地教好学好《实用英语》，为了圆满完成这套教材

的教学任务并达到其要求,我们编写了这套《〈实用英语〉教与学》配套用书一、二、三、四册。这套配套用书既供教师教学同步参考使用,又供学生同步学习参考使用。

这套《〈实用英语〉教与学》的各册主编是:第一册长沙工业高等专科学校张新民副教授、长沙大学胡德清副教授,第二册湖南税务高等专科学校刘孙炎副教授、湖南财经高等专科学校李金秀副教授,第三册胡德清副教授、张新民副教授,第四册李金秀副教授、刘孙炎副教授。湖南经济管理干部学院李延年教授担任全书主审。

我们编写这套《〈实用英语〉教与学》的目的是想为广大师生用好和学好《实用英语》这套教材提供一点帮助,使我省大学专科英语上一个新的台阶。但是,由于编写时间仓促,不妥之处在所难免,欢迎广大师生批评指正。

编者

1996年5月

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# 第一部分 综合教程

## Unit 1

### Text A

#### Public Relations

##### I. Information Related to the Text

###### 1. The Declaration of Independence

The Declaration of Independence is one of the most important documents in the history of the U. S. A. and the world as well. It was drafted by Thomas Jefferson (1743—1826) and adopted with a number of minor changes on July 4, 1776 by the representatives of the 13 colonies at the Second Continental Congress in Philadelphia. In this public document the colonists in America solemnly proclaimed their independence from British rule. It marked the beginning of a new nation—the United States of America, and hence July 4 has become the national birthday.

This epoch-making document falls into two parts. The first part tells of the rights that belong to everybody and the second part recounts the wrongs the British did against the colonies. These were



charges against George III, King of England.

## 2. Public Relations

Public relations refers to the activities of an organization which utilizes various ways to establish good relations with all the public, and create the best social relations for its own development. Its main functions can be summarized as "spreading, management and communication". It is said that there are as many as more than 472 definitions about public relations. But so far there is no one that can be acceptable by everyone. An American public relations authority thinks that public relations is a managing philosophy, it takes the public good as premise in making all policies and in all actions. This principle should be carried through in all policies and be explained to the public in order to gain their forgiveness and enjoy their confidence.

## 1. Introduction

The author tells us the importance of gaining the confidence of other people. Then he talks about the main concern of public relations. They are, a) Trying to win the confidence and good will of people. b) Giving a business of other organization information about a company. c) Telling the public about a company's activities, plans or ideas.

The author thinks that any company, if it is to develop successfully, must pay attention to the opinions of the public no matter whether they come from large organizations or smaller groups. The company should also keep terms with the local government.

In order to fulfil the main concern mentioned above, activities of public relations should be made. The thoughtfulness about other people's beliefs, interests, and feelings is the important factor in gain-

ing the confidence of others. There are many ways to reveal a company's activities and character. First, a very effective one is to give speeches before the organizations which have great influence in the society. Second, printed pamphlets and booklets can also make a company understood by the public. Third, motion-picture films are often used to show people something about a company. And the fourth, a company may also undertake projects not directly connected with its business to set a good image in the society.

Besides using its own public relations staffs, a company hires independent public relations firm to see trends or problems that people inside a company might miss.

### III . Language Points

1. ... to tell the world why they were freeing themselves of British rule.

**free of; set free** 使获得自由, 把……从……释放出来

The Chinese people have freed themselves of imperialist oppression. 中国人民已把自己从帝国主义的压迫下解放出来了。

The oppressed people and nations of the world must free themselves of imperialist control. 全世界被压迫人民和民族必须使自己摆脱帝国主义的控制。

2. ... if it pays no attention to what the people think of it.

**pay no attention to; neglect, give no or not enough care to** 不注意; 不重视

Some people do not pay attention to uniting and working with comrades who differ with them. 有些人不注意团结那些和自己意见不同的同志一道工作。

The driver paid no attention to a notice which read "No Entry".

司机没有注意“禁止进入”的牌示。

3. ...whose opinion a company has to worry about if it is to survive and grow.

worry about; be anxious, uneasy, troubled about 为……担心,  
为……烦恼

Don't worry about the children, they're old enough to take good care of themselves. 别为孩子们操心,他们已经长大了,会照顾好  
自己的。

A chronic invalid worries about his health. 一个慢性病人往往  
为了他的健康发愁。

4. Only a few organizations, ...are so large that all the public has some opinion about their actions.

So ... that ...; Used with an adjective or adverb before a clause of result. 如此……以致于……

The bus was so full that I could hardly turn around. 公共汽车  
如此拥挤以致于我几乎无法转身。

The statement was so clear that it couldn't be understood. 该声  
明措辞明确,不容误解。

5. The company must be on good terms with the government, ...

be on good terms with sb. ; be friendly with sb. 同某人关系好

He has always been on good terms with his neighbours. 他与邻  
居的关系一贯良好。

We are on good terms with the people of all the fraternal coun-  
tries, 我们和兄弟国家人民都和睦相处。

6. Public relations begins by planning one's actions so as to respect the rights and beliefs of other people.

so as to; in order to; in such a way as to 以便; 为了

Spare-time, television and correspondence universities should be

actively developed so as to encourage people to become, educated by teaching themselves. 应该积极发展业余、电视和函授大学,以便鼓励人们自学成才。

We will continue to readjust and reform our economy so as to remove the obstacles from our efforts to increase economic results. 为了排除我们在提高经济效益的努力中所遇到的障碍,我们将继续调整和改革我国的经济。

7. Unless a public relations program takes these things into account, it can do little to help a company.

**take into account**; take into consideration 对……加以考虑,重视

In order to arrive at a correct conclusion, all factors involved should be taken into account. 为了达到正确的结论,必须考虑一切有关因素。

We should not be afraid of difficulties, but we ought to take them into account. 我们不应该害怕困难,但我们应该重视困难。

8. Not all the money ... can make a company look as if it cares about other people ...

1) **as if**; as though 好像; 仿佛

They took part in the iron smelting as if they were experienced workers. 他们参加炼铁,好象熟练的工人们一样。

The baby laughed as if he understood what Mother said. 那婴儿笑着似乎知道母亲说什么。

2) **care about**; feel interest in or solicitude about 对……感兴趣,注意,关心

A selfish person does not care about other people's problems. 自私的人是不关心别人的困难的。

We must not think only of ourselves; we must care about other comrades. 我们不应该只关心自己; 我们还要关心其他同志。

9. **Having made a decision, the company wants everyone to understand the decision ...**

**make a decision; reach a decision** 作出决定

We hope that the Council will make a decision on the issue without delay. 我们希望安理会立即就这个问题作出决定。

Have they made a decision yet? 他们是否已有所决定?

10. **The department is made up of writers, editors, photographic and picture experts, and researchers.**

**be made up of; be composed of** 由……组成; 由……构成

We all know the fact that all matter is made up of atoms. 我们都知道一切物质都是由原子构成的这一事实。

Our modern communication system is made up of telephone, telegraph, television, telex and radio. 我们现代化的通讯网由电话、电报、电视、用户电报和无线电组成。

11. **Printed pamphlets and booklets, ..., also help inform the public about a company.**

**inform ... about/of; give knowledge to** 把……告诉(某人)

Did you inform them of the progress of the work? 你把工作进程告诉他们吗?

The teacher then informed the students about the result of the experiment. 然后老师把实验的结果告诉了学生。

12. **..., many companies hire independent public relations firms, which work for several clients at once.**

**at once; at the same time** 同时

I can't do two things at once. 我不能同时做两件事。

Dickens' language, at once rich, colorful and varied, is like a fine and sensitive musical instrument. 狄更斯的语言既丰富多彩又千变万化, 很像精美而动听的乐器。

13. Anyone who plans to do public relations work should get as broad an education as possible.

as ... as possible; the greatest degree of likelihood 尽可能地, 尽量 (量)

Come as quickly as possible. 尽可能早来。

The two governments will exchange ambassadors as soon as possible. 两国政府将尽早互派大使。

14. In addition to a college education, work in some area of the communications field ... is useful ...

in addition to, as well as 除……之外

In addition to oil supplies, there are huge reserves of natural gas and coal in China. 除石油外, 中国还储藏有大量的天然气和煤。

In addition to the direct links between agriculture and industry, there is an indirect link due to the relationship between agriculture and foreign trade. 由于农业与外贸的关系, 农业与工业之间除了具有直接的联系外, 还存在着间接的联系。

#### IV. Grammar Notes

##### 1. 部分否定与完全否定

Not all the money in the world ..., can make a company look as if it cares about other people ...

No company, government agency, school, hospital, or other institution can flourish ...

以上系课文中的两个句子, 第一句是部分否定, 第二句是完

全否定。

1)“部分否定”指不否定对象的全部,而仅否定其中的一部分或一小部分。

All 和 not 连用时表示部分否定,not all ... 或 all ... not 不作“全都不”解,是“不全都”的意思,如:

Not all glass is transparent. 并非所有的玻璃都是透明的。

Not all men can do this kind of work. 这种工作并不是什么人都能做的。

All the students of this college do not come from the countryside. 本院学生并非全都来自农村。

All graduates from the Foreign Languages Department will not be appointed to be teachers. 外语系的毕业生并非个个都将分配当教师。

2)“完全否定”是指将否定的对象全然加以否定,不含一点“肯定”的成分。

形容词 no 常常用来否定句子的主语或宾语,表示全部否定。这是英语否定手段中的常见方式,在英译汉时,须按照汉语的表达习惯灵活处理,有时要设法把否定转移到谓语部分去。如:

No cigarette is completely harmless. 没有什么香烟是完全无害的。

No tourists came to China that summer. 那年夏天没有旅游者到中国来。

No natural materials can meet the ever-increasing needs of our machine-building industry. 天然材料根本无法满足我国机制工业日益增长的需要。

No books are to be taken out of the room. 不得将书拿出室外。

2. Anyone who plans to do public relations work should get as broad an education as possible.

句中“as+形容词或副词原级+as…”结构可用来表示“等同”的比较。第一个as是副词,第二个as是连词,引导从句,其中省去了和主句意义相同的部分。此结构具体运用有三种形式:

第一式:“as+形容词原级+as”式

This case is as heavy as that one. 这个箱子和那个一样重。  
She's as bad-tempered as her mother. 她和她母亲的脾气一样坏。

第二式:“as+形容词的原级+名词+as”式

There is as much clean water in this bucket as in that one. 这个桶和那个桶里的干净水一样多。

From a physical standpoint, there ought to be as many colours as there are different wave lengths. 从物理学的观点来看,有多少不同的波长就有多少种颜色。

第三式:“as+副词原级+as”式

He drove as fast as he could. 他尽可能快开。

Electromagnetic waves travel as fast as light. 电磁波的传播速度与光一样快。

## V. Key to the Exercises

### EXERCISE 1(Suggested Answers)

1. Public relation is the part of an organization's work that is concerned with obtaining the public's approval for what it does.
2. The usual abbreviation for public relations is PR.
3. They use public relations to win the confidence and goodwill of people.

### Reading Comprehension



EXERCISE 2 1. C 2. A 3. D 4. B 5. D

EXERCISE 3 1. T 2. T 3. F 4. T 5. F

EXERCISE 4(Omitted)

EXERCISE 5

1. e 2. g 3. j 4. h 5. i 6. b 7. d 8. f 9. a 10. c

EXERCISE 6

- |            |                                    |
|------------|------------------------------------|
| 1. 需要谨慎的行动 | take independent action            |
| 感谢你采取的立即行动 | regret one's bad actions           |
| 2. 影响谷物的生长 | affect the development of industry |
| 受到气候的影响    | be affected by the situation       |
| 3. 独自活下来   | survive in the desert              |
| 山洪中幸免于难    | survive the car accident           |
| 4. 显示公司的性质 | reveal her musical ability         |
| 泄露内部秘密     | reveal the truth                   |

EXERCISE 7

1. action 2. commerce 3. survived 4. revealed 5. affected  
6. location 7. staff 8. annual 9. undertake 10. thoughtful

EXERCISE 8

1. at once 2. pay attention to 3. worrying about  
4. on good terms with 5. care about 6. connected with  
7. free ... of 8. is ... made up of 9. in addition to  
10. take ... into account

EXERCISE 9(Omitted)

EXERCISE 10

1. Not 2. no 3. no 4. not 5. no 6. not 7. not 8. no

#### VI. Chinese Translation of the Text