

国家“十一五”规划教材  
浙江省重点建设教材

◆ 总主编 何莲珍

新编实用英语

第3册

# 读写教程

本册主编 楼荷英  
副主编 马以容



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## 前言

《新编实用英语》是按照“以学生为中心的主题教学模式”编写的教材。

根据《高职高专英语课程教学基本要求》和高职高专院校学生的特点,在教材编写过程中遵循四条原则:

- 1) 以学生为中心;
- 2) 重视语言基本功的训练;
- 3) 根据“实用为主,够用为度”的原则,注重语言应用能力的培养;
- 4) 寓文化素质教育于语言教学之中,寓语言教学于信息交流之中。

该教材共有5册,含预备级1册和1—4级共4册。各册教材分别由《读写教程》学生用书、教师用书和《听说教程》学生用书及教师用书组成,侧重点有所不同。

《读写教程》各册每个单元除了共有的导入(Warm-up)、以阅读为中心的语言活动(Reading-centered Activities)、趣味英语(Reading for Fun)以外,预备册增加了应用文写作技巧讲解及练习(Practical Writing),第1—3册增加了语法讲解及练习(Grammar Focus),第3—4册增加了阅读技巧讲解及练习(Reading Skills)。

《听说教程》各册每个单元共有三个以听力为中心的语言活动和快乐一刻(Happy Minute)。每个语言活动包括导入(Warm-up)及形式多样的听力训练。此外,在预备册和第1—2册还增加了听力技巧讲解及练习(Listening Skills)。

《新编实用英语》的每一个单元围绕一个主题展开听、说、读、写、译等活动,旨在培养学生的语言综合能力。因为语言技能的发展是相辅相成、不可分割的,在实际语言环境中也要求语言技能的综合应用。本教材所选用的材料语言规范,具有趣味性、可思性、时代性,并尽量贴近学生生活。此外,本教材在选材时注意包括各英语国家的材料,尤其是英美英语的比例,并注意文章的题材与体裁。练习形式的多样性有助于加强应用能力的训练与培养。语法、阅读技巧、听



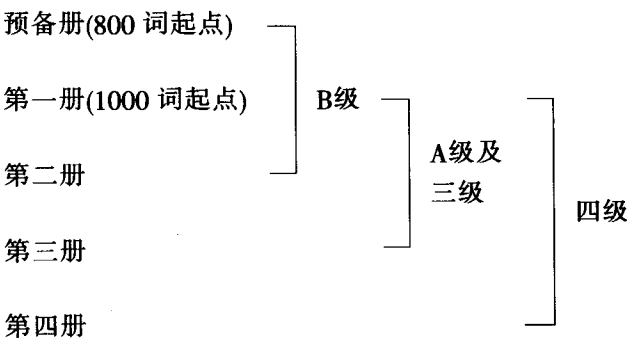
力技巧的讲解具有系统性、完整性,并尽量考虑与所在单元内容的结合。

这套系列教材的编写得到了浙江省高等教育学会大学外语专业委员会高职高专分会、浙江省各高等院校,尤其是高职高专院校的大力支持,是“浙江省高等教育教学改革与质量提高工程”的一个重要组成部分,也是浙江省广大英语教师长期以来在语言教学、语言学习方面进行理论研究和实践的产物。在此,谨向他们表示衷心感谢。

本教材由浙江省高职高专英语教材编写委员会组织编写,何莲珍任总主编。本册主编楼荷英,副主编马以容。参加本册编写的有(按字母顺序):陈娇娥、陈明阳、方富民、刘朝彦、马以容、潘宏伟以及美籍专家 Maxine Huffman 博士和 Don Huffman 博士。

# 编写说明

## 1. 教材教学起点及教学目标框图



## 2. 词汇符号说明

- 标 \* 的为 B 级要求词汇
- 标 ★ 的为 A 级及三级要求词汇
- 标 ◆ 的为四级要求词汇
- 未标的为四级以上词汇



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*Focus*

*Impact*

*Improve Your Essays*

*Insights for Today*

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*Journalistic Reading for English Language Practice*

*Likes and Dislikes*

*National Geographic*

*New Headway English Course*



*Oxford English*

*Pep Up Your English*

*Practice Tests for FCE*

*Reader's Digest*

*Reading Faster and Understanding More*

*Reading Relationship*

*Reasoning and Writing Well*

*Strategies for College Writing*

*The Daily Telegraph*

*The World of English*

*Time*

*Time Europe*

*Thresholds in Reading*

*Topics in English*

*Trump Card*

*Writing, Invention Form and Styles*

*Oxford Advanced Learner's Dictionary*

牛津高级英汉双解词典

实用英汉词典

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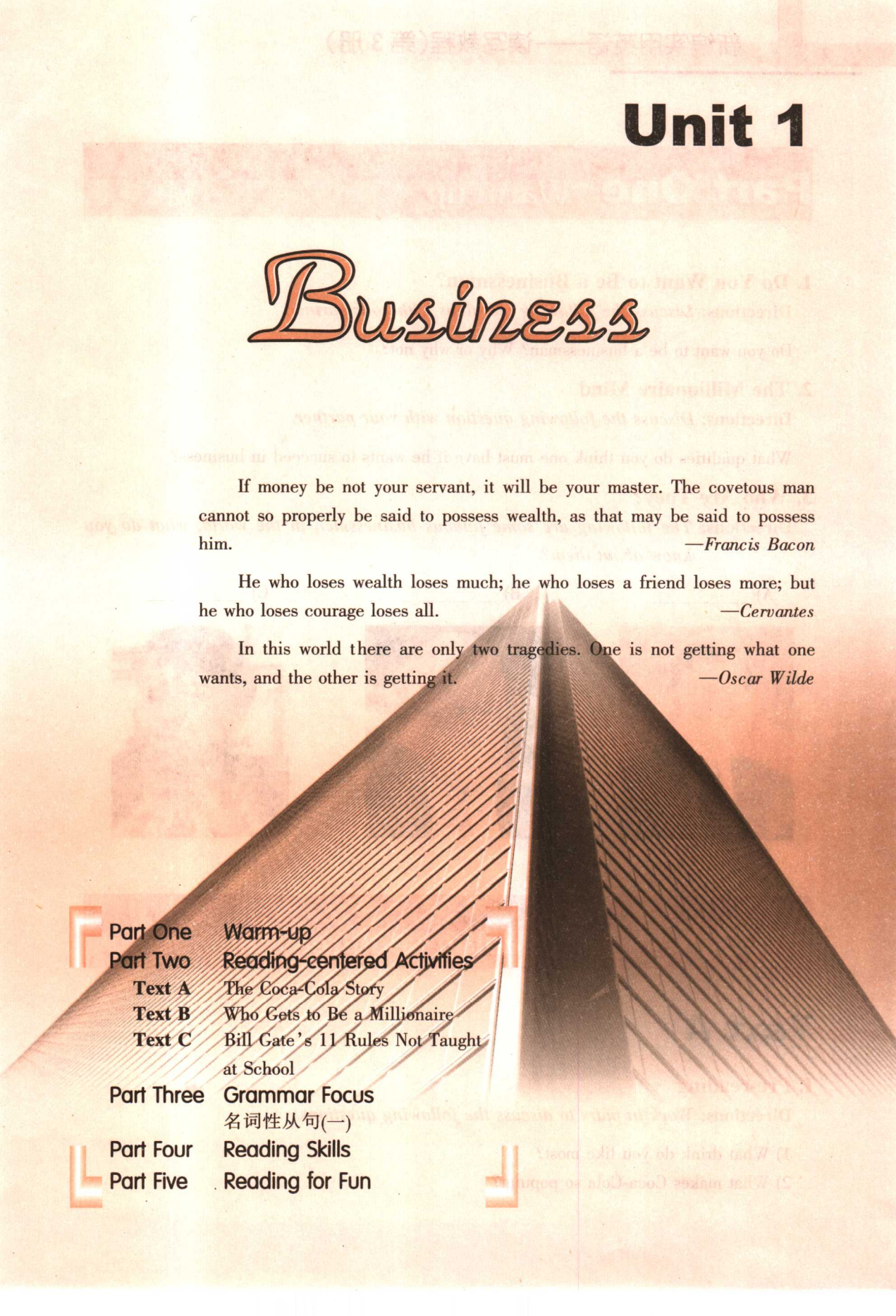
# Unit 1

## Business

If money be not your servant, it will be your master. The covetous man cannot so properly be said to possess wealth, as that may be said to possess him.  
—Francis Bacon

He who loses wealth loses much; he who loses a friend loses more; but he who loses courage loses all.  
—Cervantes

In this world there are only two tragedies. One is not getting what one wants, and the other is getting it.  
—Oscar Wilde

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## Part One Warm-up

### 1. Do You Want to Be a Businessman?

Directions: Discuss the following questions with your partner.

Do you want to be a businessman? Why or why not?

### 2. The Millionaire Mind

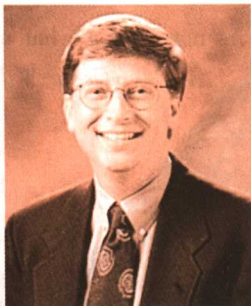
Directions: Discuss the following question with your partner.

What qualities do you think one must have if he wants to succeed in business?

### 3. Who Are They?

Directions: The following are some famous businessmen in the world, what do you know about them?

A) \_\_\_\_\_



B) \_\_\_\_\_



C) \_\_\_\_\_



## Part Two Reading-centered Activities

### Text A

#### I. Pre-reading

Directions: Work in pairs to discuss the following questions.

- 1) What drink do you like most?
- 2) What makes Coca-Cola so popular?



## II. Passage Reading

## The Coca-Cola Story

1 One of the most popular drinks throughout the world today is Coca-Cola. Every day, millions of people go to their refrigerators or supermarkets to get a Coke. In almost every country of the world, the Coca-Cola logo<sup>1</sup> is a familiar symbol. Today it is the largest-selling soft drink in the world. The story of how this came about and how the Coca-Cola Company maintains its dominance of the market is a fascinating one.

2 Coca-Cola was first introduced to the world in 1886, in Atlanta, Georgia, USA. The drink was developed by John S. Pemberton. He had been an unsuccessful chemist before he developed the formula for Coke. During the first year of sales, only 200 litres of the fizzy drink<sup>2</sup> were sold, but by 1895 it was being sold all over the USA. Until the turn of the century, Coke was only sold in restaurants, but then it was made available in bottles so that people could drink it at home as well. Today, over a billion cases of Coke are sold each year in more than 140 countries around the world.

3 Ever since Coke was invented, advertising has played an important part in the Coca-Cola story. When he first developed Coke in 1886, John Pemberton spent US\$46 for a sign which read, "Drink Coca-Cola." Since then, a great deal of time and money has been spent developing signs and slogans because the manufacturers have always been concerned to give Coke the right kind of image. Over 75 different slogans have been used in the last 100 years, ranging from "The Pause That Refreshes," which was introduced in 1929, to "Things Go Better With Coke," which became the company's slogan in 1965.<sup>3</sup> Most of the company's advertising budget goes into the production of advertisements and signs. Television commercials for Coke are designed for specific kinds of audiences. People living in city areas, for example, will see different TV commercials from people who live in the country. Coke's distinctive advertising signs and logo also play an important role in marketing the product. The company has over two million signs in prominent locations in cities around the world and these have a standardized design, shape and colour so that people everywhere can recognize them.





- 4 But what is Coke made of? Two of the elements in Coke are natural products. “Coca” refers to the dried leaves of a South American plant, and “kola” is an extract taken from the kola nut. The combination of the two gives the soft drink its name. But the exact formula used to make the drink is a carefully guarded secret. While the syrup used to make the drink is being manufactured, no visitors are allowed to observe the process. The company goes to great lengths to protect any use of the name Coca-Cola. The name Coca-Cola is registered as a trade mark<sup>4</sup>, and so is the nickname “Coke.” Neither name can be used by other companies. Even the design for the glass bottles in which Coke is sold in many countries—made from a green-coloured glass and with a distinctive curved shape<sup>5</sup>—is registered as a trade mark.

(521 words)

### Proper Names

- Atlanta** /ət'ləntə/ (地名) 亚特兰大(美国佐治亚州首府)  
**Georgia** /'dʒɔ:dʒjə/ (地名) 佐治亚州(美国州名)  
**John S. Pemberton** /dʒɒn es 'pembətəm/ (人名) 约翰·斯·彭博顿

### New Words

**\*chemist** /'kemɪst/ *n.*

- 1) person who prepares and sells medicines, and usually also sell cosmetics, toiletries, etc.; pharmacist 药剂师, 药商

**e.g.** Could you buy me some aspirin at the chemist's (shop) on the corner?

- 2) expert in chemistry 化学家

**e.g.** He used to be a chemist before he became a writer.

**Coca-Cola** /'kəʊkə'kəʊlə/ *n.* 可口可乐饮料

**e.g.** I) Would you like a glass of Coca-Cola?

- II) Most young people like drinking iced Coca-Cola.

**\*Coke** /kəʊk/ *n.*

- 1) Coca-Cola 可口可乐

**e.g.** Coke is my favorite drink.

- 2) 焦炭, 焦煤

**e.g.** This is a coke furnace imported from Japan. 这是一台从日本进口的炼焦炉。

**\*combination** /'kɒmbɪ'neɪʃən/ *n.* joining or mixing

together of two or more things or people; mixture (两个或两个以上的人或物)结合, 混合, 组合, 化合, 混合物

**e.g.** I) It is the combination of his wit and political analysis that makes his articles so readable. 他的生花妙笔与政治分析相得益彰, 使他的文章脍炙人口。

- II) The architecture in the town is a successful combination of the old and new.

**\*curve** /kɜ:v/

*n.* line of which no part is straight and which changes direction without angles 曲线, 弧线

**e.g.** You must slow down at a curve in a road when you are driving.

*v.* cause something to form a curve 使某物形成曲线

**e.g.** The robber broke into the house carrying a knife with a curved blade.

**\*distinctive** /dɪ'stɪŋktɪv/ *adj.* that distinguishes something by making it different from others 特别的,

特色的

**e.g.** I) Long complex sentences are distinctive of Henry James' later style.

II) The young artist has a distinctive appearance and you can recognize him easily.

\*dominance /'dɒmɪnəns/ **n.** at the state of being most important or prominent, having a very strong influence on 优势, 支配地位

**e.g.** I) You can see the absolute dominance of the governing party in this event. 在这件事上你可以看到执政党的绝对优势。

II) After three years' hard work, they gradually gain the dominance over the overseas markets.

\*extract /'ekstrækt/ **n.**

1) substance that has been extracted and concentrated 榨出物, 浓缩物, 精, 汁

**e.g.** I) The extract taken from this plant can be used as a medicine to relieve a sting.

II) This soup is made of beef extract.

2) passage selected from (a poem, book, film, piece of music, etc.) 摘选, 摘录, 选曲

**e.g.** She read out some extracts from her letter. 她从信中挑了几段念。

fizzy /'fɪz/ **adj.** (of a drink) having a lot of bubbles of gas that making a hissing sound; carbonated 有大量气泡而嘶嘶作响的, 含二氧化碳的

**e.g.** I) It's so hot, I'd like to have a bottle of fizzy lemonade.

II) Many of the drinks in the market belong to fizzy drinks.

\*formula /'fɔ:mjələ/ **n.**

1) expression of a rule or relationship in algebraic symbols 公式

**e.g.** Do you know the formula for converting gallons(加仑) into liters?

2) set of symbols showing the elements that a substance is made of 分子式

**e.g.** The formula for water is H<sub>2</sub>O.

\*guard /gɑ:d/ **v.** keep (something/somebody) safe from danger, theft, etc.; protect 保卫, 保护

**e.g.** I) The soldier was sent to guard the president because of his good literal perfor-

mance.

II) It is said that a dragon has been guarding the treasure for thousands of years.

kola /'kəʊlə/ **n.**

1) western African tree 可乐树(生长于西非洲)

**e.g.** I have never seen a kola though cola is my favorite drink in summer.

2) carbonated non-alcoholic drink favoured with the seeds of this tree 可乐饮料

\*litre /'lɪtə/ **n.** unit of capacity in the metric system, used for measuring liquids 升(液量单位)

**e.g.** I) A litre equals 1.76 pints in England.

II) The athletes drink 50 litres of mineral water every day.

logo /'lɒgəʊ/ **n.** printed symbol designed for and used by a business, company, etc., as its emblem (企业、公司等)的专用标识, 标记

**e.g.** I) In modern business world, it is important for a company to set up its own unique logo.

II) He is very interested in collecting car logos ever since he bought his own car.

\*manufacturer /'mænju'fæktʃərə/ **n.** person or firm that manufactures things 制造商, 工厂主

**e.g.** I) Send these faulty goods back to the manufacturer. 把这些次货退回给厂家。

II) There are more than twenty clothing manufacturers in the Economic Development Zone.

\*nickname /'nikneɪm/ **n.** familiar or humorous name given to a person instead of his real name 爱称, 绰号, 外号

**e.g.** I) Harold's nickname is Harry. 哈罗德的昵称是哈里。

II) As he was always cheerful he had a nickname "smiler".

\*prominent /'prɒmɪnənt/ **adj.** easily seen; distinguished 显著的, 杰出的

**e.g.** I) The house is in a prominent position in the village green(草地).

II) He was a prominent political figure during the Second World War.

\*refresh /rɪ'freʃ/ **v.** give new strength or vigour to (somebody/something); restore or revive 给(某人/