

大学英语口语系列教程

COLLEGE ORAL ENGLISH

(Intermediate)

总主编/王秀珍

主 编/王群英



武汉大学
出版社

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前 言

随着我国改革开放形势的不断深入,英语口语在对外交往中的作用日益突出。《大学英语教学大纲》中明确规定:大学英语教学的目的之一是要培养学生具有“一定的说的能力”。但由于大学英语学时数的限制,加之完成基础阶段1~4级后,全国统考的方式目前仍主要以笔试形式进行,因此,平时教学中培养学生的口语交际能力相应比较薄弱。为了适应21世纪对人才的需求,湖北省高校大学外语教学研究会决定从口语教材建设入手,逐步探讨学时数有限的大学英语课程教学的模式,以培养学生具备通过口头交际,快速、准确地获取或交流国内外最新信息的运用语言的能力。

本套口语教材分初级、中级、高级三册,分别供大学英语1~2级、3~4级、5~6级三个阶段教学使用。《大学英语初级口语教程》以日常会话为主进行编写;《大学英语中级口语教程》以热门话题为主进行编写;《大学英语高级口语教程》以社会需求外语的各行业的实用英语会话为主进行编写。全套书由王秀珍教授任总主编。她代表湖北省高校大学外语教学研究会组织全省10所高等院校具有丰富教学经验、较强科研能力和良好合作精神的教师共同编写,并负责构思全套书的总体编写计划与实施,确定样篇以及全书的审定工作。全套教材在内容安排、语言难度上既做到了由浅入深、循序渐进,又可各册自成体系、独具特色。

《大学英语中级口语教程》以热门话题为主,共20个单元。每个单元包括 Warming-up Exercises, Information Input and Output,

Additional Exercises, Entertaining Program 等内容。主编王群英副教授除组织编写计划和不断完善编写计划、拿出样篇外,具体负责第 6 至第 9 单元以及第 19 单元的编写;副主编傅晓玲副教授除协助编写计划、拿出样篇外,具体负责第 10 至第 14 单元的编写;江景、余小红两位同志分别负责第 1 至第 5 单元和第 15 至第 18 单元以及第 20 单元的编写。全书由袁诚同志根据每单元的主题配以插图。该教材图文并茂、语言规范、内容新颖。绘画风格幽默,易激起学生用英语会话的积极性;每个单元的主要内容按“热身准备→信息输入→信息输出”的程序编写,通过巩固已学知识、吸收新信息、反复操练运用新知识等各环节的学习,以达到培养和提高学生口头表达能力的目的;“欣赏栏目”寓教于乐,可使学生轻松地欣赏到不同形式的短小、富有情趣的广告词、格言、幽默故事、漫画、正字歪解、笑话、警句等精彩内容;“补充练习”是为学有余力的学生设计的。

本教材配有盒式音带,由美籍教师录制。音带音质清晰、语音纯正、语速适中,是广大英语爱好者自学模仿不可多得的有声资料。

在编写此书的过程中,我们得到了湖北省高校大学外语教学研究会常务理事各位同仁们的大力支持,也得到了各高校广大教师的热情关注。其中,尤为突出的是吴斐副教授,她为每个单元的主题画的构思、选材做了不少策划工作,为全书增色不少;武汉大学出版社也给予了积极的支持,将此书列为优先出版之项目,为使该书按期保质出版与发行做了大量的工作。为此,我们谨向各位同仁、出版社领导及各位编辑表示衷心的感谢!

由于时间紧,资料有限,加之编写水平有限,缺点与错误在所难免,恳请专家、同行及广大读者不吝指正。

编者

1998 年 8 月于珞珈山

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Unit One

Advertising

I . Warming-up Exercises

1. Answer the following questions orally.
 - 1) In what way do you find out new products?
 - 2) Do you like watching or reading advertisements? Why (Why not)?
 - 3) What kind of advertising influences you the most?
 - 4) Can you name some well-known advertisements in your country?
 - 5) Can you also list several world-famous commercials in other countries?
 - 6) Do you think that advertising does more good than harm to consumers or vice versa?
 - 7) Who does most of the shopping in your family? What would you do if the product you bought was in poor quality?
 - 8) Do you ever buy something you don't need because of advertising?
 - 9) What do you think are the main reasons for fake products?
 - 10) What suggestions do you have to combat fake commodities?



11) Why are lots of advertisements featured by famous people?

2. Related Expressions

- 1) Advertising is a primary way of persuading people to buy certain goods or services. 广告是说服人们购买某种商品或接受某种服务的主要方式。
- 2) The main function of advertisements is to disseminate information on commodities, employment, student enrollment and even marriage. 广告的主要作用就是传播有关商品、就职、入学甚至婚姻的各种信息。
- 3) Advertisements provide the most direct, comprehensive and detailed information. 广告提供的信息最为直接、全面和详细。
- 4) Advertising is a process of artistic creation. 广告是一种艺术创造的过程。
- 5) Advertisements are inconsiderate to the public. What they care about is making money. 广告关心的不是公众利益,而是赚钱。
- 6) Advertisements are simply misleading and cheating. They are filled with flowery phrases and empty promises. 广告仅仅具有误导和欺骗性。其中充满了花言巧语和空洞的许诺。
- 7) Fake advertising cheats consumers and, in some serious cases, threatens gullible people's lives. 伪劣广告欺骗消费者,在一些严重的情况下,还会威胁上当者的生命。
- 8) Consumers have to pay more for the goods owing to the advertising expenses. 由于广告所花费用,消费者购买商品时不得不花更多的钱。
- 9) Important measures must be taken to ensure respect for

consumers' rights and the supervision of businesses. 必须采取措施确保对消费者利益的尊重和对商业部门的监督。

- 10) As the economy develops, advertisements may eventually penetrate every corner of our lives. 随着经济的发展,广告也许会最终深入到我们生活中的每一个角落。
- 11) People are becoming more and more aware of the importance of protecting themselves legally. 人们已越来越认识到合法保护他们自己的重要性。
- 12) If you are unlucky enough to buy some fake products, you will have to pour a lot of time and energy into getting compensation. 如果你非常不幸买了伪劣产品,你将不得不倾注大量的时间和精力去寻求赔偿。
- 13) Advertising has to depend upon reaching consumers indirectly. 广告不得不依赖于间接地接近消费者。
- 14) Advertising tells what products are around and where they are sold. Consumers can shop and compare prices without leaving home. 广告向人们介绍周围的产品及哪里销售。消费者不用出家门就可选购商品并比较商品的价格。
- 15) Manufacturers have to keep on their toes because consumers know about the different brands. 制造商必须时时保持警觉,因为消费者了解不同的品牌。
- 16) Advertising encourages impulse buying, without planning ahead. 广告刺激人们凭一时冲动购物,没有事先计划。
- 17) In most cases, advertising pays the costs of presenting entertainment on radio and television. 在大多数情况

下,广告为电视、广播的娱乐节目的上演提供赞助。

- 18) In our daily life, most people tend to tolerate poor-quality goods, partly because they don't care, but mainly because it is frustrating to try to get refunds or replacements. 在我们的日常生活中,大多数的人会容忍劣质产品,一部分原因是因为他们不在乎,但主要的原因是他们对试图退款或者换货感到没有信心。

3. Some Language Tips

- 1) That's how I feel.
- 2) I guess you could be right.
- 3) I couldn't agree more.
- 4) What I mean is that...
- 5) All I'm trying to say is that...
- 6) I disagree entirely.
- 7) Perhaps, but don't you think that...
- 8) I'm not so certain.
- 9) Yes, that's quite true, but...
- 10) Yes, but isn't it also true to say that...
- 11) I take your point.
- 12) Well, you've got a point there.

II . Information Input and Output

Part A Conversations

Advertising Is Essential to All of Us.

- A: Hi, Bob. Haven't seen you for ages. How's everything going on with you?

B: I've been quite busy these days.

A: What are you busy with?

B: We're having a debate on advertising tomorrow and I have to take part.

A: That's interesting. I should like to hear what you think about advertising.

B: It seems to me that advertising is essential to all of us. Everything in modern society is linked to information, while the main function of advertisements is to disseminate information on commodities, services, culture, employment, student enrollment and even marriage.

A: Don't you think that one can also obtain such information by listening to hearsay and making on-the-spot investigation?

B: Perhaps, but the information provided by advertisements is doubtless the more direct, comprehensive and detailed. You can find a job, rent an apartment, buy or sell a house, etc., by way of advertising.

A: Yes, that's true. Advertisements give the shopper useful information about a range of similar products, helping him to choose more carefully, and informing the shopper of new items on the market.

B: Yes, people save a lot of time shopping and looking for jobs. And advertising itself is a business which has provided a great number of jobs.

A: That's how I feel. Without advertising, newspapers, commercial radios and television companies could not survive; without advertisements, manufacturers may find it difficult to sell their products.

B: In fact, advertising encourages competition between manufacturers, hence keeping prices down and improving the quality of products.

A: I'm with you on that. As far as I know, advertising is a process of artistic creation. Good advertisements have strange and humorous associations with charming, deep male voices, colorful images and songs that are pleasing to the ear and easy to learn.

B: I agree entirely. A cheerful and witty advertisement makes a great deal of difference to a drab wall or a newspaper full of the daily ration of calamities, it makes newspapers and magazines more interesting.

A: Yes. Although some ads nowadays may be too good to be true, I believe, as the economy develops, advertisements may finally penetrate every corner of our lives.

1. New Words and Expressions

disseminate [di'semineit] *v.* distribute or spread widely
传播, 散布

enrollment [in'rəulmənt] *n.* 登记, 注册

hearsay ['hiəsei] *n.* common talk, rumor 道听途说, 谣言

item ['aitəm] *n.* 条款, 项目

witty ['witi] *a.* full of humor 诙谐的, 富于机智的

drab [dræb] *a.* dull, uninteresting 乏味的, 单调的

ration ['ræʃən] *n.* 定量, 定食

calamity [kə'læmiti] *n.* 巨大而严重的不幸或灾祸

penetrate ['penitreit] *v.* make a way into or through 进入, 贯穿, 渗透

on-the-spot 在场的, 现场的

inform... of 告诉, 通知

make a great deal of difference 起很大的作用

2. Notes

- 1) Advertisements give the shopper useful information about a range of similar products, helping him to choose more carefully, and informing the shopper of new items on the market. 广告为购物者提供了一系列相似物品的有用信息, 帮助他更加仔细地选择, 并告诉购物者市场上出现的新品种。
- 2) Good advertisements have strange and humorous associations with charming, deep male voices, colorful images and songs that are pleasing to the ear and easy to learn. 构思新颖的广告有着奇异而幽默的联想, 浑厚迷人的男声配音, 多彩的画面和悦耳易学的歌曲。
- 3) A cheerful and witty advertisement makes a great deal of difference to a drab wall or a newspaper full of the daily ration of calamities: A cheerful and humorous advertisement is very important to an uninteresting wall or a newspaper full of the daily ration of calamities. 快乐、诙谐的广告对枯燥乏味的墙报和每日都充斥着灾难性新闻的报纸来说, 起了很大的作用。

3. Oral Activities

- 1) Give your own opinions in a group discussion:
 - a. Do you think that advertising is indispensable to the lives of people in modern society? Why?
 - b. What's the main function of advertising?

- c. Would you like to read advertisements before going shopping or looking for jobs?
 - d. Do you think advertising is a process of artistic creation? Why?
- 2) Pair work: Along with a partner, read the following advantages of advertising and share your opinions about them.
- a. stimulates demand
 - b. gives information
 - c. saves time
 - d. stimulates competition
 - e. lowers prices
 - f. provides entertainment

I Was Cheated by False Advertising.

- A: What's wrong with you, Mr. Chen, you don't look so cheerful.
- B: It's so annoying! Last month I attended a hairdressing course offered by a vocational school, and I found I had been cheated by false advertising.
- A: Really?
- B: Yes. Now I feel like an idiot. I spent much money but learnt nothing.
- A: How come you believe advertising? I don't care much about advertising. It seems to me that they are simply misleading. They are filled with flowery phrases and empty promises.
- B: Perhaps, but they are so tempting that few people can

refuse to believe them. The ad had stated that two well-known hairdressers from Hong Kong would teach the class.

A: Is it true?

B: No. As it turned out, one of the "Hong Kong hairdressers" was a man from a remote area who has been living here since his marriage.

A: Oh, could you get an official certificate from the city's education bureau?

B: No. The ad promised to provide it at the end of the course, but what we obtained was the certificate of that school. The ad also stated that a Hong Kong beauty salon would provide textbooks for the students. But the texts turned out to be only pamphlets printed by a jobless young man.

A: Well, you may ask the school for your money back, otherwise, charge them at the China Consumers' Association.

B: I guess you could be right. I have come to realize that quite a few advertisers are inconsiderate to the public. All they care about is making money.

A: I couldn't agree more. Have you noticed that more and more ads appear in the media? And advertisements on TV are a nuisance; they interrupt television programs at a shocking frequency, most of them are in poor taste.

B: Furthermore, consumers have to pay more for the goods owing to the advertising expenses.

1. New Words and Expressions

vocational [vəu'keɪʃənəl] a. 职业的

flowery ['flauəri] *a.* having many flowers 多花的, 词藻华丽的

certificate[sə'tifikit] *n.* 证明, 证明书

bureau [bjʊə'reu] *n.* (政府机构)处, 局,

pamphlet ['pæmfli:t] *n.* 小册子

charge [tʃɑ:dʒ] *v.* accuse 指控, 控告

inconsiderate [ˌɪnkən'sidərit] *a.* 不替别人着想的

media ['mi:diə] *n.* (pl.) 媒介, 方法

nuisance ['nju:sns] *n.* 讨厌的物, 人, 行为等

beauty salon 美容院

owing to 因为, 由于

2. Notes

- 1) It's so annoying.: It's an expression used for complaining. 真讨厌, 真烦人。
- 2) vocational school: In that school, special training courses for some occupations, business, trade, etc., are offered.
职业学校
- 3) How come you believe advertising?: How come? An expression of surprise. Similarly, why is it? How can it be that...? 为何? (表示惊讶)
- 4) flowery phrases and empty promises: 华丽的词语和空洞的许诺
- 5) the China Consumers' Association (CCA): 中国消费者协会
- 6) I couldn't agree more.: I agree entirely.

3. Oral Activities

- 1) Discussion: Since the main purpose of advertising is to