



展望(Prospect)全国高等院校英语专业系列精品教材

英语写作教程 第一册

许秀妍 主编

In English Writing Course
Book 1



对外经济贸易大学出版社
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主 编 许秀妍

副主编 薛 琳 李照冰

编 者 (按姓氏笔画为序)

许秀妍 李 立 李照冰 谷 珍

纪爱梅 钟 鸣 薛 琳

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许秀妍 主编

责任编辑: 胡小平 顾晓军

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

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“展望 (Prospect) 全国高等院校英语专业系列精品教材”由对外经济贸易大学出版社联合我国多所重点本科大学推出。教材针对全国本科院校英语专业设计,内容涵盖英语专业必修和选修课教学,包括基础技能、语言学、文学、文化、商务等方面,囊括当前我国高校英语专业所开设的大部分课程,并充分考虑到我国英语教育的地区差异和不同院校英语专业的特点,为英语教学提供更多的选择。

展望系列教材在内容选材上反映了各个学科领域的最新研究成果,除了帮助学生打下扎实的语言基本功外,在编写上更着力培养学生分析问题、解决问题的能力,并提高学生的思辨能力和人文、科学素养,培养健康向上的人生观,使学生真正成为我国新时代所需要的英语专门人才。

本系列教材的作者为学科带头人和一线优秀教师,教材充分体现了当今大学英语专业教育的发展方向和水平。具体书目包括《基础英语教程 1-4》、《基础英语教程辅导用书 1-4》《英语听力 1-2》、《英语口语 1-2》、《英语视听说》、《英语阅读 1-2》、《英汉/汉英口译基础教程》、《大学英汉翻译教程(第三版)》、《大学汉英翻译教程》、《英语写作》、《学术类论文写作手册(第三版)》、《经贸英语文章选读》、《经贸英语翻译》、《经贸英语口语》、《商务英语写作》、《跨文化交际》、《国际商务礼仪》、《英美国家概况》、《英国文学简史》、《美国文学简史》、《英美文学作品选读》、《实用英语文体学教程》、《英语语言学教程》、《英美报刊高级阅读教程》等。教材选配“PPT”课件(网站下载),并根据教材自身特点选配教学参考书或者“MP3”光盘,建设立体化教学资源。本系列教辅资料请登录“<http://www.uibep.com/>”下载。

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前 言

“展望”系列《英语写作教程》是由长期工作在外语教学第一线的高校教师们精心为英语专业以及非英语专业本科学生编写的一套简洁实用的写作教材。该套教程的第一册并没有从一开始就讲述不同体裁写作的方法，而是从了解写作的意义开始让读者发觉写作的重要性，对写作与阅读的关系、作者与读者的关系有了清楚的认识后循序渐进地接受句子、段落、篇章写作以及修辞运用、标点符号使用、词典使用等具体写作指导。我们这样编写的初衷在于让这本教材具有人性化的风格，让读者对写作意义、目的有了充分了解之后再行写作。此外，我们还在教材中阐述了写作与思维的关系以及如何在写作过程中进行批判性的思考，希望读者能够建立批判性写作思维，进行创造性写作。

教程的第二册分为学术写作和实用写作两大板块。学术写作板块系统简要地介绍了学术写作的特点以及不同学术体裁文章以及学术论文写作的方法。通过这部分的介绍，读者可以详细了解学术英语的语言特点、短篇小说及毕业论文的论文结构和写作方法、如何以“APA”或“MLA”两种方式处理论文参考文献，如何用英文撰写科研报告、描述图表数据等内容。实用板块介绍了日常生活、学习或工作中实用性英语写作的方法技巧，包括如何写个人简历、推荐信、通知、邀请信、感谢信等。第二册的最后一个单元还专门为培养良好写作习惯而阐述了如何进行写作后的修改。

该套教程分两册，每册包括15单元。每个单元围绕一个主题划分了两至三个学习内容。每一部分学习内容在经过详尽的阐述和介绍后附有相应的课堂练习和课后练习以辅助学习者消化理解每个单元的内容。教材练习包括了实践写作，也包括一些开放性的练习，这些练习目的在于加深读者对教材中阐述的写作方法或技巧的理解，并且打消对过多实践练习产生的抵触心理，一些讨论性话题可以引导读者对写作中产生的问题进行积极的辩证的思考。教材的第一册设计了作家赏析部分，第二册设计了课前热身练习，目的在于丰富教材的知识性，激发读者的学习兴趣。

编 者

2014年5月

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Unit 1

Good Writing and a Good Writer

In this unit, you will learn about

1. *Principles of good writing.*
2. *Qualities of a good writer.*
3. *The purposes of writing.*

Warming Up

I. *Appreciation of Writing*

Writing allows even a stupid person to seem halfway intelligent, if only that person will write the same thought over and over again, improving it just a little bit each time.

—Kurt Vonnegut

II. A Famous Writer

William Shakespeare is regarded as the greatest writer and poet ever known in the English language who authored world's greatest poems, drama and sonnets. The bard, who remains an icon in the literary world, wrote over 38 plays, 154 sonnets and several poems and most of his works are still performed all over the world. Having started with comedies and histories, Shakespeare earned name for raising the genres to the heights of creativity and classiness. His major works are considered to be the culmination of art of tragedy, romance and comedy in his era and is still emulated by the writers that came after him. In his later career Shakespeare wrote poems which set the best mixture of love, passion, procreation, romance, time and death. His greatness lies in the fact that several plays and poems written by him, along with his other works are widely performed and translated into almost every existing language till date.

Part One Qualities of Good Writing

It is not easy to answer the question “What is good writing?”, because once writing is considered “good”, there must be different reasons. In fact, there is no formula or program for writing well. However, there are certain qualities shared by most examples of good writing of different styles. The following is a general description of the principles of good writing. Before reading, please think about the following questions.

- (1) Do you like writing? Do you think writing is an easy thing? Why or why not?
- (2) What is your impression of good writing?
- (3) What is the most difficult thing for you to write?

Principles of Good Writing

Experiences in school leave some people with the impression that good writing simply means the writing that contains no bad mistakes—that is, no errors of grammar, punctuation, or spelling. In fact, good writing is much more than just correct writing. It is a writing that

Unit 1 Good Writing and a Good Writer

responds to the interests and needs of your readers.

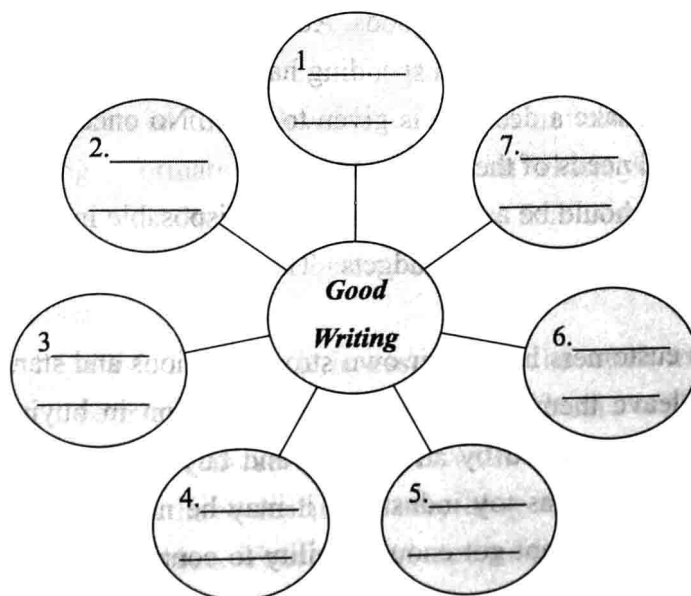
Briefly, the basic characteristics of good and effective writing are as follows:

- Good writing has a clearly defined purpose.
- It makes a clear point.
- It supports that point with specific information.
- The information is clearly connected and arranged.
- The words are appropriate, and the sentences are clear, concise, emphatic, and correct.
- It carries some of the personality, the individuality of its author. In other words, it has the quality of creativity.

The ability to write well is not a gift that some people are born with, not a privilege extended to only a few. If you're willing to work, you can improve your writing. Good writing is the result of much practice and hard work. Don't be discouraged by the thought that writing rarely comes easily to anyone. Instead, keep in mind that regular practice will make you a better writer. As you sharpen your skills, you will gain confidence and enjoy writing more than you did before.

Exercise:

1. According to the above description, can you fill in each branch of the following diagram with a noun or a noun phrase to summarize all the principles of good writing?



2. Please read the following passage written by a college student, then, give your comments and tell in which aspects it is good or weak?

Topic: Today, the high sales of popular consumer goods reflect the power of advertising and not the real needs of the society in which they are sold. To what extent do you agree or disagree?

Nowadays, there are lots of advertisements on television or on the streets. Some people think that the advertising boosts the sales of goods and it encourages people to buy things unnecessarily. This arguments many be true. In my country, many advertising companies produce advertisements with famous and popular actors or singers. People, especially youngsters, buy goods that their favorite singer advertise, although they do not really need the products.

Also, on the television screen, a product may look gorgeous and good quality. As a result of it, people often buy goods without enough consideration. Consumers may not actually need it but they buy goods impulsively soon after they watch the advertising. Furthermore, as many customers buy a particular product due to its advertising campaign, the other people may be affected by the trend, even if the product is not of the real needs of the society.

On the other hand, there are various aspects against these arguments. Moreover, it is people's choice to make a decision to buy goods. Advertising may be not a cause of customers' buying habits. Individuals have their own spending habits. If they have got enough disposable income, then the right to make a decision is given to them. No once tautly can judge whether the goods sold are the real needs of the society or not.

In addition, as there should be a limited amount of disposable income consumers are able to spend, people try to allocate their budgets. They cannot be simply swayed by those advertisements.

In conclusion, as customers have their own strong opinions and standard of good quality goods, it is better to leave them to make their own decision in buying goods. It is fairly difficult to say everyone is swayed by advertising and buy goods impulsively. However, in sensitive area of business such as toy industries, it may be necessary to band advertising to those children as children have not got enough ability to control themselves or to know what they need.

Part Two Qualities of a Good Writer

Group Discussion: In your group, please talk about on the following two questions.

(1) What are the qualities a good writer should have in your opinion?

(2) How to be a good writer?

Now, please read the following statements on the qualities of a good writer and the ways to be a good writer, and in groups, tell in which aspect you need to make improvement in order to be a good writer.

1. Qualities of a good writer

1) Proper time management

To be a good writer, it is essential to concentrate on time management. It is also important to finish your writing projects on time. Never leave articles unfinished. You should also invest a lot of time in gathering information about the topic on which you're about to write. You should never procrastinate and always stick to schedule. It is best to create a timetable and stick to it. This is necessary to improve the quality of your articles.

2) Open-mindedness

If you want to be a good writer, it is essential to be open-minded. In the online world, many will read your articles and criticize them. Some will outrightly point out mistakes. It is essential to take these comments with a positive attitude and work on your weaknesses. You might have learned everything about writing for the web but there is so much still left to learn. Your readers and critics will help you in sharpening your skills.

3) Learning and understanding new concepts

Knowledge also changes continuously. What might be true 10 years back may not be fully true now. Thus, it is essential to stay updated about new developments in the field you are going to write about. It is suggested to have a habit of reading newspapers and news websites on a regular basis.

4) Language skills

Writing articles written with errors and grammatical mistakes can affect your reputation. It is a good idea to study a good book on English grammar. You can also use an online grammar check software.

2. Ways to be a good writer

1) Read, read, read

The best writers are voracious readers. There's no better way to improve your writing skills than by reading the works of others. It's important to read a variety of styles and genres. For example, if you want to write fantasy novels, you should read fantasy novels, but also challenge yourself. Your writing skills and voice will broaden if you also read contemporary fiction, classics, non-fiction and whatever else you can find.

2) Write as much as you can

To become a great writer, you must practice your craft. If you're struggling to find the time to write, put writing time in your schedule. Many writers wake up early to write in what may be the most peaceful time of day. Find a rhythm that works for you and stick with it.

3) Take a writing course

Writing isn't typically a self-taught profession. There are numerous resources you can pursue when you need formal training. You might enroll in writing classes at a local college or apply to a graduate writing program. If cost is an issue, seek out a free online writing course.

4) Read the elements of style

If you want to read about writing, you ought to pick up a copy of *The Elements of Style* by William Strunk. This influential guide to English and grammar is one of the most highly regarded books ever written on the topic. It includes eight elementary rules of usage, ten elementary principles of composition, a list of commonly misused words and other rules of form that you can't do without.

5) Build your vocabulary

You're bound to be more expressive when you write if you have more words at your

command. When you come across a word you don't know, take the time to look it up, then try to use that new word you've learned in your writing. You can also seek out vocabulary building exercises online to increase the number of words you have at your disposal.

6) Become a better researcher

Good writing is rooted deeply in good research. It's much easier to craft a well-written book, article or manuscript when you have a wealth of information at your fingertips. A good way to learn about the research practices of others is to study the bibliographies of books you read. Consider the sources other writers used and how they informed the text.

7) Write for an audience

There's no pressure to improve your writing quite like having to share it with an audience. Forums for sharing your work are plentiful. You can read it at an open mic night, publish it on a blog or share it with friends. You may also consider sending your work out for publication. While the rejection letters every writer receives can be disheartening, your persistence will help you grow as a writer.

8) Get workshop feedback

Writing workshops are where aspiring and experienced writers get together for peer critiques. By joining one of these groups, you'll get a variety of criticisms on your own writing. You'll also strengthen your skills by learning to critique others. If you can't find a local writing workshop, look for one online.

9) Learn how to edit your own work

Laurell K. Hamilton, author of the wildly popular Anita Blake series, once said that '70% of a first draft is garbage and 30% is gold' and she couldn't be more right. Editing is part of writing. You're fooling yourself if you think you can write a piece once and be done with it. There is always something that can be improved upon. By taking the time to learn how to edit your own work, you virtually guarantee that you will become a better writer.

10) Don't rely on spell check—proofread

Proofreading is just as important as editing. While spell check tools are helpful, they'll often miss errors. Careless mistakes can cost you a job, embarrass you and ruin a good piece of writing. Always proofread what you write. Do it slowly and do it twice.

Part Three Purpose of Writing

When a person writes something, he or she has purposes for writing. The writer may have motivations of which he or she is unaware. The writer may also have mixed, and even contradictory, motivations for writing. In general, people write either because they are required to or because they choose to write for their own reasons. Required writing happens on the job and in school. Self-chosen writing happens in many circumstances. Both required and self-chosen writing can be of many kinds. In either case, reflection on different purposes for writing can help one produce the most effective piece of writing.

Six General Types of Purpose

1. **Expressive** purpose: One may write simply to express one's feelings, attitudes, ideas, and so on. This type of writing doesn't take the reader into consideration; instead, it focuses on the writer's feelings, experience, and needs. Expressive writing may take the form of poetry, journals, letters, and, especially, free writing. Often, a person will do expressive writing and then be disappointed when readers don't respond to it.
2. **Conative** purpose: Conative writing seeks to affect the reader. Persuasive writing is conative; so is writing intended to entertain the reader. Writing intended to arouse the reader's feelings is conative. Conative writing may take about any form, so long as its intention to persuade the reader or affect the reader emotionally.
3. **Informative** purpose: Informative writing refers to something external to the writing itself, with the purpose of informing the reader. For instance, this page is informative, as are the other components of this Map. In our times, informative writing is usually prose, although in earlier periods poetry was used for informative purposes.
4. **Poetic** purpose: Poetic (or literary or stylistic) purposes focus on the message itself—on its language, on the way the elements of language are used, on structure and pattern both on the level of phrase and of the overall composition. Poetic writing can be in prose as well as in verse. Fiction has poetic purposes. Anytime one writes with an emphasis on the way the language is used, one has a poetic purpose.
5. **Phatic** purpose: Phatic language (and nonverbal communication) establishes and maintains

contacts between speakers or between writer and reader. In speaking, for instance, we may greet someone by saying, "Howya doin?" or "Hozit goin?" These questions are not requests for information. They are intended to establish and maintain friendly contact. Phatic purposes are not significant in most writing. The use of greetings and closings in letters is one example of phatic purpose in writing.

6. **Metalinguistic** purposes: Comments on a piece of writing are metalinguistic. If a student attaches a note to an essay to explain why the essay is late, the note is metalinguistic in relation to the essay. An author's preface to a book is another example of metalinguistic purpose in writing.

Usually, many pieces of writing have more than one purpose. A poem may intend to arouse the feeling of sadness in the reader (conative), express the poet's feelings (expressive), and use the language imaginatively and forcefully (poetic).

Exercise: Now, please read the following passages and tell the writer's purpose or purposes.

Passage 1

Paper Making

First trees are felled and then the branches and leaves are removed. After the transportation of the logs to the saw mill the bark is stripped from the trunks which are then sawn into logs. Then the conveyance of the logs to the paper mill is followed by the placement of the logs in the shredder where they are cut into small strips. Next the small strips are mixed with water and acid and the mixture is heated and crushed to a heavy pulp. After the cleaning of the wood pulp, it is bleached with chemicals in order to whiten it and then flattened with rollers. This results in the production of sheets of wet paper. Finally, water is removed (passive) and the sheets are pressed and dried....

Writing Purpose is _____.

Passage 2

***There's More to
Life than Money***

Nowadays Chinese parents have misled their children into believing that study is their only goal in life, so they can achieve a better career and earn more money. The parents think studying hard is the children's only task, and tend to over protect their children by sweeping away any difficulty. It's a social disease that Chinese parents always try to give the children the best without realizing what they are doing just erodes their children's independence in the long run. Parents should change their behavior, because what children need to learn at an early age, is not just knowledge but also their future responsibilities.

Writing Purpose is _____.

Passage 3

A Special World

A special world for you and me
A special bond one cannot see
It wraps us up in its cocoon
And holds us fiercely in its womb.

Its fingers spread like fine spun gold
Gently nestling us to the fold
Like silken thread it holds us fast
Bonds like this are meant to last.