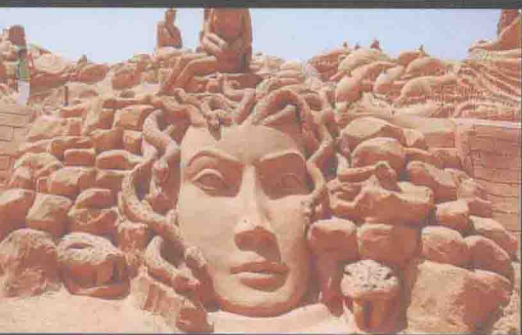


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前言

多年以来,如何提高艺术类专业学生的大学英语教学质量一直是国内大学外语教学界所关注的重要问题之一。一般来讲,艺术类学生对于普通模式的大学英语教学不是那么感兴趣,他们在英语基础和英语学习热情等方面与其他专业学生存在着较大的差别。针对这些差别,如何调动学生的学习积极性,如何为学生开设符合学生实际英语水平、符合学生实际需求、符合学生认知特点的英语课程,是提高教学质量的关键所在。

不论是原《大学英语教学大纲》,还是《大学英语课程教学要求》中,都没有针对艺术类专业学生作出专门规定。因此,长期以来,在大学英语教学中,他们在英语基础、认知倾向、性格特征、兴趣诉求和学习策略等方面的特殊性往往没有得到足够的重视,造成了很多方面的错位,阻碍了英语学习的进步。其主要错位有以下三个方面。

第一,英语水平和认知能力的错位。艺术专业学生的专业基础和认知能力达到了大学程度,但是英语水平却远未跟上。

第二,兴趣诉求和语言素材主题的错位。艺术专业学生对于与自己专业的文化知识和提高英语水平都很有兴趣,但是这种兴趣诉求在以通识知识为主要内容的大学英语课堂上却往往得不到满足。

第三,学习策略方面的错位。艺术专业学生好动不好静,采用的学习策略倾向于亲身参与体验,一般的大学英语教材难以激发他们参与学习、体验创新等过程的积极性。

要帮助学生克服这种种错位不是一件轻而易举的事情,需要我们对这类学生的英语教学进行新的设计,包括教学大纲、教材编写、教学方法等多方面的改革。其中教材编写是整个教学改革设计的关键所在。

基于这些认识和对学生的需求分析,重庆大学出版社组织多位专家和一线教师编写了全新的《艺术类大学英语》系列教材。在编写中我们遵循《大学英语课程教学要求》的基本精神,在语言能力的培养上既考虑学生起点低的现实,也考虑《教学要求》的规定,实事求是地提高学生的英语水平,帮助学生逐渐达到《教学要求》的一般要求,力求使这套教材具有以下特点。

第一,以文化为导向,突出艺术领域的通识文化。在充分考虑艺术类学生专业兴趣的前提下,尽量拓展各类艺术专业相关的文化背景,突出艺术教育的通识文化知识,充分挖掘相关的艺术史和社会题材。

第二,各分册之间以及与后续课程的无缝衔接。本系列教材分基础教材和专业应用教材两部分。1—3册为基础教材,贯穿3条基本线索,即艺术主题、功能语言和文化。主题选择分别按照艺术家、艺术作品、艺术与社会、艺术与人生的顺序编排。语言技能安排:1册着重训练叙述能力(narration);2册着重训练描写和说明能力(description and exposition),3册着重训练论证能力和批判思维能力(argumentation and critical

thinking)。文化线索着眼于培养学生的跨文化交际能力。4册为专业应用教材,按艺术类各主要分支学科分别编写,独立成册,包括音乐类、舞蹈类,美术类,艺术设计类,戏剧类、影视类、广播类等,强调各专业的语言交际特点和文化背景,帮助学生从综合英语学习有效过渡到后续专业英语课程的学习。

第三,循序渐进的练习模式和体验式的学习策略。遵循controlled – semi-controlled – free的顺序设计语言练习。首先围绕单元主题开展相关的语言技能学习,将词汇和句型学习融合到相关练习中的提示和范例中去,为学生学习起到引领作用。强调通过模仿去学习语言,鼓励学生学用结合、鼓励参与、鼓励体验、鼓励模仿。练习任务的设计也着眼于与他们未来职业相关的交际场景,特别设计了场景链接(Scenario Link)模块,鼓励场景再现和团队协作,为学生提供未来真实艺术场景的模拟语言训练,使学生的英语学习与今后的艺术活动紧密联系起来,做到学以致用。

第四,教材的人文性和工具性。本教材以学生的专业通识知识为基础,重点发展学生的基础英语能力,力求有效地把语言学习、文化交流和艺术背景融为一体,既是英语学习教材,也不失为是一套艺术小百科。选材大多是艺术史中著名的艺术家和经典的艺术作品,令人赏心悦目,陶冶情操。

第五,艺术浓郁的版式设计。考虑到艺术类学生的思维特点,教材版式的设计感和艺术感较强,既能够通过充分调动其审美情趣来激发学生英语学习的兴趣,又能够通过唤起其形象记忆来提高他们的学习效率。

第六,配套完善,轻松教学。本套教材充分利用多媒体现代技术,开发了多媒体学习光盘和电子课件,使课堂教学更加生动有趣,也极大地减轻了教师的备课工作量,让老师腾出更多时间进行创新型教学的思考和准备。

基于以上特点,本教材一定能够推动相关学校的艺术类大学英语教学改革,为学生提供一套适合反映自己的专业文化、适合自己的学习特点、适合自己语言发展水平的好教材。希望通过这套教材,艺术专业学生英语学习不再艰难,他们会发现学在其中、用在其中、也乐在其中,着实提高他们的英语能力。

希望更多的老师通过对本教材疏漏和错误的指正,也通过对教材的创造性使用,加入到这种再创造的有益的尝试中来。

编者
2011年5月

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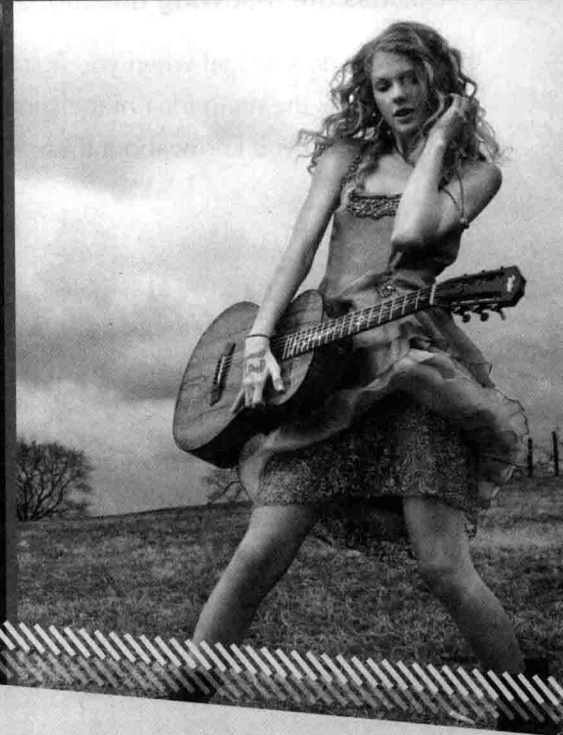
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Unit 1



Music Industry: Fame or Struggle

Introduction

In this unit, you will:

- Learn how to talk about a song and its singer.
- Learn about glory and struggle in the music industry.
- Learn how to start a conversation with someone new at an international conference.
- Improve your speaking skills with professionals.
- Learn to appreciate the lyrics of some famous songs.

Lead-in

Watch a video clip of Adele's songs *Rolling in the Deep* and *Someone Like You*. Work in pairs. Discuss the following questions with each other and then share your answers with the class.

- (1) How do you feel when you first hear Adele's *Rolling in the Deep*?
- (2) What is the main idea of the song *Someone Like You*?
- (3) What do you know about these songs and Adele?

Module 1 Learn to Talk

In this part, you are going to learn to make some comments on people who pursued their goals in the music industry. Then you are going to practise listening for some key information in an article about a singer.

Speaking

- ① Listen to the dialogue, paying attention to how the two speakers make comments on Adele.

Mark: Have you watched the live broadcast of 54th Grammy Awards Ceremony last night?

Lisa: Oh, of course. It was just wonderful.

Mark: Who impressed you most?

Lisa: Adele. She was the biggest winner last night. She won six Grammy Awards in 2012 including Album of the Year.

Mark: Yah, which songs do you like most?

Lisa: *Rolling in the Deep* and *Someone Like You*.

Mark: Me too. The rhythm is strong, and melody is impressive, and the most touching part is the lyrics.

Lisa: I agree. With these two songs, she became the first living artist to achieve the feat of having two top-five hits in both the UK Official Singles Chart and the Official Albums Chart simultaneously since the Beatles in 1964.

Mark: You must be her huge fan, you know pretty much about her.

Lisa: Absolutely, I read all the news about her, and I bought all her albums.

Mark: Indeed, Adele's unique talent is a gift to music fans.

Lisa: I wish she could have a concert tour in China someday.

Mark: That's what I hope too.

- ② Listen to the dialogue again, repeat it sentence by sentence.
- ③ Work in pairs. Talk with each other about your favourite musicians, singers or songs, using the following expressions when necessary.

Language Tips

- It was wonderful/ gorgeous/ fantastic...
- impress sb.
- You must be...
- I wish...
- Absolutely, ...
- a gift to sb.

Listening

Before You Listen

- ① Do you know how to read the following proper names, words and phrases? Try to read them aloud.

Proper Names

Taylor Alison Swift	Reading	Pennsylvania	Scott Kinsley Swift
Merill Lynch	Andrea	Singapore	Texas
James Taylor	Nashville	Tennessee	Grammy Award

Words and Phrases

financial adviser	descendant	homemaker	previously
mutual fund	executive	gender-neutral	forge
pursue	country chart	nomination	

- ② How can a singer become commercially and critically successful?
- ③ Can you name some famous pop singers in China? Say something about them.

While You Listen

What are the main factors for people to become successful in art career?

① Listen to a short passage about Taylor Swift and choose the best answer to each question below.

- (1) Swift's father, Scott Kingsley Swift, is a Merrill Lynch _____.
 A. president
 B. general manager
 C. successful banker
 D. financial adviser
- (2) What kind of job did her mother do before she became a homemaker?
 A. Mutual fund marketing executive.
 B. Composer.
 C. Famous singer.
 D. Primary school teacher.
- (3) She received a Best New Artist nomination at the _____ Grammy Awards.
 A. 2009
 B. 2008
 C. 2010
 D. 2011

② Listen again and discuss the following questions with a partner.

- (1) Why was Swift named after James Taylor by her mother?
- (2) Why did Swift move to Nashville when she was fourteen?
- (3) Was her third single *Our Song* a big hit? Why?

After You Listen

① Role play

Interview: Work in pairs and prepare an acceptance speech and make a dialogue according to the following questions. Then perform the speech and the interview in class.

Student A: Suppose you are awarded "the Student of the Year" in your school. Now you are preparing the acceptance speech at the awards ceremony. The following model speech is for your reference.

Ladies and gentlemen, and all distinguished guests, it is my great honor to accept this award. I can't believe that I have been selected as the Student of the Year. When I was informed of my nomination, I couldn't believe my ears. I am still not sure if I really deserve this honor, because I know many of my classmates and schoolmates are more excellent than I. There are so many talented people here. I am just the luckiest one among them.

I want to take this opportunity to thank those who help me and support me all the time, and share with them the pleasure and honor of receiving this award. Thank you very much, and I will try my best to achieve excellence in my future study.

Student B: Suppose you are the host of the awards ceremony above, and interviewing him / her on the spot. The following questions are for your reference.

- It is not easy to become “the Student of the Year” in our musical school. The competition is absolutely fierce. There are so many gifted students in our school. Not only are they hard-working, but they also practise so many hours a day. How can you make it?
- What are the most important factors attributed to your success as a musical student?
- When did you start to practise the piano?
- Do you have any free time? How do you spend it?
- What kind of music can have a positive effect on people?
- It is extremely difficult to make a living in the music industry. Will you strive to become an artist in this field after you graduate? Why or why not?

2 Group discussion

Work in groups of four. Each of you will have a cue card labeled A, B, C and D. Make your comment on the card and share your ideas with your partners.

Card A

It is very difficult for art students to succeed in their career in a very short period of time.

Card B

The power of music is so strong that youth, in particular, are easily influenced by it. Musicians and singers should only create positive musical works.

Card C

The success of an artist is closely associated with his / her proper name.

Card D

Some people are born to be artists, while others cannot be trained to become one, no matter how hard they have tried.

Module 2 Learn to Read

In this part you are going to read two passages about musical artists and their impact. After reading you are going to do some follow-up exercises to improve your reading skills and enlarge your vocabulary.

Passage A

Before You Read

- ① Discuss the following questions with your partners.
 - (1) What does commercial success in music mean?
 - (2) Do you think musicians should pursue their Grammy Award dream? Why or why not?
 - (3) What should musicians focus on, popular entertainment or cultural impact?
- ② Watch a video clip of the 54th Grammy Awards Concert. After watching and listening, discuss with your classmates the questions below.
 - (1) How much do you know about Grammy Awards?
 - (2) What's your opinion of the Grammy Awards' criteria?
 - (3) What is the most important quality of a successful musical work?

While You Read

Read the following passage quickly and answer the questions beside the paragraphs.

Commercial or Critical Success: the Grammy Awards



1. The famous Chinese-American musician Mr. Tan Dun once said that the Grammy Award was the life dream of all artists in the music world. Grammy Awards (originally called Gramophone Award) or Grammy is an accolade by the National Academy of Recording Arts and Sciences of the United States to recognize outstanding achievement in the music industry. The annual presentation

What is the Grammy Award?

ceremony features performances by prominent artists, and some of the awards of more popular interest are presented in a widely viewed televised ceremony.

2. Normally, there are four awards which are not restricted by genre: Album of the Year is awarded to the performer and the production team of a full album; Record of the Year is awarded to the performer and the production team of a single song; Song of the Year is awarded to the writer(s)/composer(s) of a single song; Best New Artist is awarded to a promising breakthrough performer who releases, during the **Eligibility** Year, the first recording that establishes the public identity of that artist (which is not necessarily their first proper release). Other awards are given for performance and production in specific genres, as well as for other contributions such as artwork and video. Special awards are given for longer-lasting contributions to the music industry.

How many kinds of awards are given? What are they?

3. The awards are voted on and decided by the Academy members. In the voting rounds, Academy members are required to vote based upon quality alone, and not to be influenced by sales, **chart** performance, personal friendships, regional preferences or company loyalty. The acceptance of gifts is prohibited. Members are urged to vote in a manner that preserves the integrity of the Academy. The Grammy Award is widely considered as the highest achievement in music industry. Generally, most artists who received the award feel greatly honored and proud.

eligibility 适任, 合格;
被选举资格

4. However, the Grammy Awards has received criticism from various recording artists and music journalists in recent years. Glen Hansard, leader of the Irish rock group *The Frames*, stated in 2008 that the Grammys represent something outside of the real world of music "that's fully industry based". He said he

On what bases are the Academy members required to vote?

chart 排行榜

wasn't that interested in attending that year's ceremony, even though he had been nominated for two different awards. It has also been criticized for generally awarding or nominating more commercially successful albums rather than critically successful albums. In a 2011 article, *Los Angeles Times* writer Randall Roberts was critical of the nominations for the 54th Grammy Awards. "The focus is still on the old music industry model of **cash-cow** hits, major label investments and commercial radio. Falling behind the times is nothing new for the Grammys, but once they've lost sight of the artistry that makes music soar, they'll not just be irrelevant, they'll be out of business".

5. After winning the award, Vernon said in his acceptance speech, "It's really hard to accept this award. There's so much talent out here and there's a lot of talent that's not here tonight. It's also hard to accept because you know, when I started to make songs I did it for the inherent reward of making songs, so I'm a little bit uncomfortable up here."
6. In an article for *The Huffington Post*, music executive and author Steve Stoute criticized the Recording Academy and the Grammy Awards for having "lost touch with contemporary popular culture" and noted "two key sources" for it: "**over-zealousness** to produce a popular show that is at odds with its own system of voting and fundamental disrespect of cultural shifts as being **viable** and artistic." Stoute accused them of snubbing artists with more cultural impact, citing respective losses by the critical and commercial successes in Eminem's *The Marshall Mathers* LP (2000) and Kanye West's *Graduation* (2007) in the Album of the Year category, and stated:
7. "As an institution that celebrates artistic works of musicians, singers, songwriters, producers and technical specialists, we have come to expect that the Grammys upholds all of the values that reflect the very best in music that is born from our culture. Unfortunately, the awards show has become a series of **hypocrisies** and contradictions, leaving me to question why any contemporary popular artist would even participate. We must acknowledge the massive cultural impact of Eminem and Kanye West and how their music is shaping, influencing and defining the voice of a generation. It is this same cultural impact that acknowledged the commercial and critical success of Michael Jackson's *Thriller* in 1984".

What is the criticism of Glen Hansard on the Grammy Award?

How do you understand the term "music industry"?

cash-cow 摇钱树

over-zealousness 过分热心

viable 切实可行的

hypocrisies 虚伪

After You Read

Based on the information you have read, discuss with each other the following questions.

- (1) What kind of music do you think should be recognized by the Grammy Awards?
- (2) Do you agree that the Grammy Awards represents the highest achievement in the music industry? Why or why not?

• Notes •

1. Tan Dun 谭盾 (1957.8.18—)。湖南长沙人,著名作曲家、指挥家,在国际上享有盛名。以其非常规音像手段、音乐剧场以及作品中的大量拼贴(音响以及自己的其他作品)闻名。

2. National Academy of Recording Arts and Sciences(NARAS) 美国国家录音艺术科学院每年举行一次的大型音乐评奖活动——格莱美奖评选。格莱美奖被誉为“音乐界奥斯卡”。



3.



Glen Hansar 格伦·汉塞德 (1970.4.21—)。1970年出生于爱尔兰首都都柏林,著名音乐人、歌手、吉他手,“The Frames”乐队成员。2008年,凭借其在电影中的原创歌曲获得第80届奥斯卡“最佳原创歌曲奖”。

4. *Los Angeles Times* 《洛杉矶时报》。创办于1881年,总部设在加利福尼亚州的洛杉矶,在2008年是美国发行量第二大的都市日报,也是全美发行量第四大的报纸。

5. Eminem Marshall Bruce Mathers III 埃米纳姆 (1972.10.17—)。美国说唱歌手,其风格类型为 Hardcore Rap (硬核说唱)。埃米纳姆最大的突破就是证明白人也能介入到黑人一统天下的说唱(RAP)界中,而且获得巨大的成功。



6.



Kanye West 坎耶·欧马立·韦斯特 (1977.6.8—)。美国饶舌歌手、唱片制作人、作家和歌手,目前为止共发行了四张专辑。在2008年5月16日,坎耶·韦斯特获得MTV电视台选为该年度“最热门饶舌歌手”。他是首位登陆中国的说唱歌手。

7. *The Huffington Post* 《赫芬顿邮报》是美国当今最具影响力的新闻和观察类博客网站。该网站由美国当今政界名流及评论家阿里安娜·赫芬顿 (Arianna Huffington) 创办。网站兼具有博客自主性与媒体公共性,通过“分布式”的新闻发掘方式和以WEB2.0为基础的社会化新闻交流模式而独树一帜。

8. *Thriller* 《颤栗》。迈克尔·杰克逊的音乐专辑之一,是世界历史上销量最高的一张专辑,已有6 500万专辑销量认证。其正版销量截止2006年已达1.04亿,至今无人能破,被载入吉尼斯世界纪录大全。*Thriller*为Michael Jackson成年后正式发行的第2张个人专辑,此专辑影响巨大,奠定了Michael Jackson歌王的地位,将事业推到最高峰。

