



普通高等教育“十一五”国家级规划教材

大学体验英语®

Experiencing English

视听说教程

学 生 用 书



Viewing,  
Listening &  
Speaking  
Coursebook

《大学体验英语》项目组

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# Visualizing Listening & Speaking

English Edition

English Edition

Visualizing  
Listening &  
Speaking

English Edition



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— 《大学体验英语》项目组

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高等教育出版社·北京  
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# 前言

《大学体验英语视听说教程》是普通高等教育“十一五”国家级规划教材——《大学体验英语》立体化系列教材的重要组成部分。《大学体验英语视听说教程》在充分贯彻体验式、研究性教学理念的前提下,依据《大学英语课程教学要求》,针对学生开展有效视听和口语交际的训练,重点培养学生的英语综合运用能力,提高学生用英语独立思考和自由表达的能力以及终身自主学习、自我发展的能力,真正实现大学英语教学的培养目标。

《大学体验英语视听说教程》的编写采用主题导航模式,各单元音视频材料、视听活动、口语任务、补充阅读及项目设计等均围绕同一主题展开。本教程单元主题总体与《大学体验英语综合教程》保持一致,选材注重实用性和教育性,兼顾知识性与趣味性,力求将思想内涵、语言、文化和技能有机融合。

《大学体验英语视听说教程》以最新原版英语视听资料为载体,以学生自主性与探究性学习为手段,以英语综合应用能力及多元人文素质培养为目标,依托项目化语言技能训练培养学生的英语综合学习能力,依托独特的任务驱动设计提高学生的研究能力与创新能力,依托网络自主式学习模式开发学生的学习潜能。

本系列教程主要具有以下特色:

## 1. 自主探究式学习与团队协作式学习相结合

本系列教程突出强调培养学生的自主学习意识,提高其自主学习能力,开发学生的学习潜能。不同于传统视听说教程,本系列教程在单元内容编排上打破“视、听、说”的局限,在单元热身部分引入以自主探究式学习方式为主的课前阅读和与主题相关的搜索任务。每个单元还包含一个精心设计的团队项目,从项目实施到成果展示配有一系列相关任务,通过组织团队相互质询与评议锻炼学生信息搜索、团队协作、英语口语表达等能力。这些拓展和尝试旨在为学生创造一个自主探究式学习与团队协作式学习紧密结合、相互促进的英语学习环境,有效提高学生的综合素质。

## 2. 人文素养提高与品格教育兼顾

本系列教程从主题确定到篇目选择都充分考虑到学生人文素养的提高和优秀品格的培养,力求实现寓人文素养与品格教育于外语学习之中。本系列教程在单元开篇引入与主题相关的名人名言,在主题选择中有意识地选取了名人演讲、访谈、大学生心理问题探讨、濒危动物保护与老龄化问题、科技与商业以及网络问题等内容融入教学中,开展励志、解惑、公益、劝诫等方面的教育,以提高学生人文素养,健全品格。

## 3. 独特的口语任务驱动设计保证交流的有效性

本系列教程充分考虑到90后大学生接受新生事物快、乐于参与的特点,采用独特的口语任务驱动设计,通过模拟现实的情景和辩论,加强学生独立分析问题、解决问题的能力,拓展学生的批评性思维,鼓励独到见解,培养会思考的一代。此外,本系列教程在任务设计上注重不同专业学生的可参与性、活动的趣味性和启发性,激发学生在活动中主动运用所学知识,在知识运用中检验自己所学,弥补不足。

## 4. 自然真实的视听资料营造逼真的语言学习环境

本系列教程视听说材料选材新颖,内容丰富,大多取自最新英美广播、电视、网络或其他真实交际场景,题材接近生活,真实自然;视听及口语训练有机结合,相互促进,使学习者有置身英美异域文化之感。

## 5. 教学活动设计经学生试用,操控性强

本系列教程中所有活动任务都经过编者在所在院校教学中反复试用检验,并通过学生反馈作进一步修改完善,因而具有极强的可操作性。



## 6. 与大学英语四、六级机网考接轨

本系列教程在单元编排设计上充分考虑到国内当前大学英语四、六级机网考的特点，把视频听力确定为各单元的重点，编排有助于提高学生处理视频听力信息能力的任务，同时在口语部分引入对音视频内容进行总结的任务。这些编排和设计都有利于帮助学生适应网络环境下的大学英语四、六级考试。

## 7. 教学资源设计人性化，教材与网站相互支撑

本系列教程的编写秉承以人为本的理念，以使用对象的实际需求为出发点，在选材和任务设计上反复推敲，力求做到激发学生学习兴趣，实现知识性与趣味性的有机结合。为便于全国各地的师生共享授课资源和学习资源，交流经验，携手共进，本系列教程还在高等教育出版社外语出版中心的中国外语网（[www.cflo.edu.cn](http://www.cflo.edu.cn)）上开发了专门针对本系列教程的课程教学备课平台，供全国教师相互交流、下载授课资源和各单元模块课堂活动组织设计方案，供学生下载学习资源并展示各高校学生自己的任务设计成果。

《大学体验英语视听说教程》由北京科技大学张敬源、彭漪教授担任总主编，北京科技大学、华中科技大学等院校参加编写。北京科技大学兼职教授、英国剑桥大学博士Mark Buck为本书编写做出了突出贡献；美籍专家Monica Li和英籍专家Lin Lee、Raffaella S. A. Buonocore审阅了书稿，并提出了宝贵的意见和建议。高等教育出版社的领导和编辑们在整套教材的策划、编写、版式设计、题图设计、插图选配等方面做了大量工作，在此一并表示感谢。

《大学体验英语视听说教程》是我们在大学英语教学内容和课程体系改革方面所作的一次大胆尝试，其中定会存在不当和疏漏之处，敬请使用者批评指正。

编者

2010年4月28日

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# Contents

Unit

1

McDonald's Business Model: The Three-legged Stool ... 1

Unit

2

Made in China ..... 16

Unit

3

Recession and Jobs : Surviving the Recession ..... 31

Unit

4

One World, One Ocean ..... 47

Unit

5

Path to Leadership ..... 62

Unit

6

Crazy Fans..... 77

Unit

7

Golden Years..... 92

Unit

8

Are We Safe on the Internet? ..... 107

Appendix A Supplementary Reading ..... 122

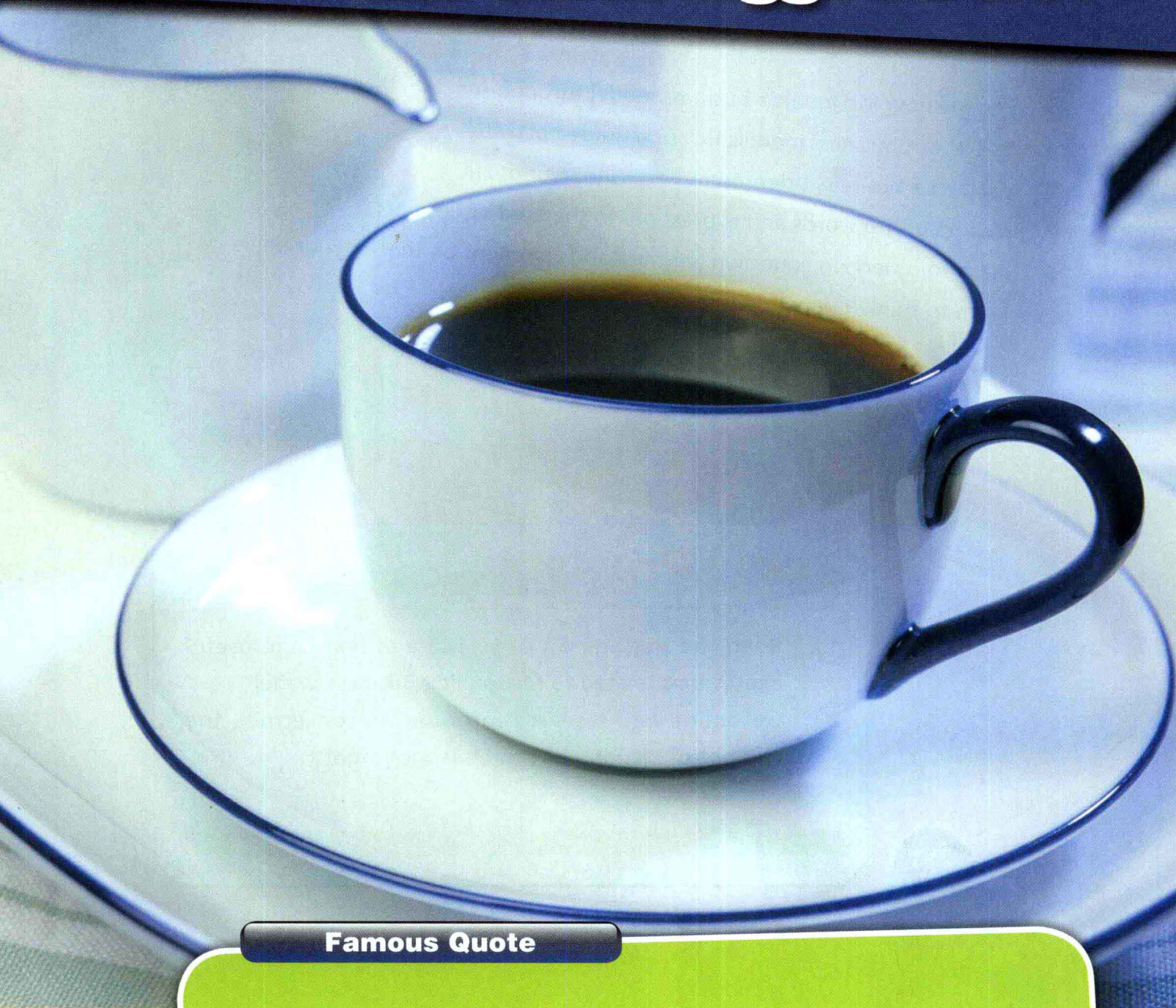
Appendix B Debating ..... 138



Unit

**1**

# **McDonald's Business Model: The Three-legged Stool**



## **Famous Quote**

If we are together, nothing is impossible. If we are divided, all will fail.

— *Winston Churchill*



## Unit Overview

*In this unit, you will*

- ❖ get to know McDonald's business model through reading, listening and viewing
- ❖ talk about business models through guided activities
- ❖ conduct a business-oriented project with your peers
- ❖ pick up useful words and expressions in the area of business
- ❖ learn to reflect on your own learning and comment on that of your peers
- ❖ learn to think independently, critically and creatively

## Topic Preview

- ① Read the passage on page 122 and learn the useful expressions related to McDonald's Business Model.
- ② Go online and research information concerning the concept of McDonald's "three-legged stool."





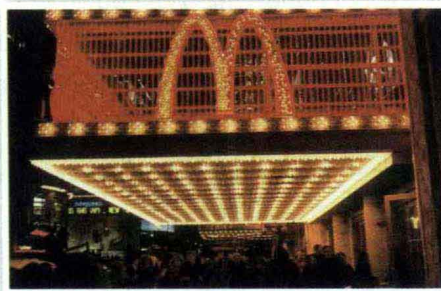
# LESSON ONE



## Lead-In

### Task 1 Describing the Picture

*Describe the pictures first and then discuss McDonald's business success.*



### Task 2 Reflecting on the Reading

*Read through the Supplementary Reading passage on page 122, and answer the following questions.*

1. What does "The stool is only as strong as the three legs" mean?
2. What is special or unique about this partnership?
3. What does the company emphasize?
4. What are the standards of QSC & V?
5. How does the McDonald's Corporation (MCD) support the franchisee?

### Task 3 Expanding Your Vocabulary

*Read through the words in the left-hand column, and match each of them with the appropriate meaning in the right-hand column.*

- |              |  |
|--------------|--|
| 1. chain     | A. an act of increasing or making sth increase in size, amount or importance |
| 2. primarily | B. to go to sb for information or advice                                     |
| 3. purchase  | C. to see or notice a person or thing  |
| 4. expansion | D. mainly  |
| 5. spot      | E. a group of shops/stores or hotels owned by the same company               |
| 6. consult   | F. the act or process of buying sth  |





## Audio Studio

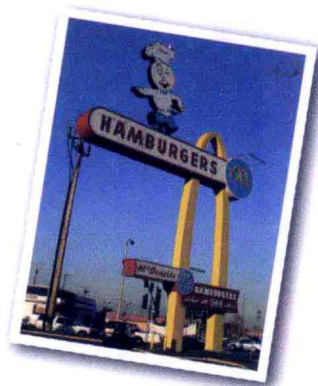
### Word Bank

- |                 |             |   |
|-----------------|-------------|---|
| 1. corporation  | <i>n.</i>   | a large company (大) 公司  |
| 2. french fries | <i>n.</i>   | 薯条  |
| 3. milkshake    | <i>n.</i>   | 奶昔  |
| 4. initially    | <i>adv.</i> | at the beginning 最初   |
| 5. hangout      | <i>n.</i>   | a place to spend a lot of time 可以打发时间的地方  |
| 6. franchise    | <i>n.</i>   | formal permission given by a company to sb who wants to sell its goods or services in a particular area 特许经营权 |
| 7. equity       | <i>n.</i>   | shares in a company which do not pay a fixed amount of interest (公司的) 普通股                                     |
| 8. prominence   | <i>n.</i>   | the state of being important, well known or noticeable 卓越   |
| 9. obesity      | <i>n.</i>   | (of people) very fat, in a way that is not healthy 肥胖   |
| 10. ethic       | <i>n.</i>   | moral principles that control or influence a person's behavior 道德   |

### Task 1 Identifying the Gist

*Listen to the audio clip, and choose the right answers to the questions.*

- What is the passage mainly about?
  - A) Secrets of McDonald's success. ●
  - B) Brief history of McDonald's. ●
  - C) Changing of McDonald's. ●
- What has it become as McDonald's expands?
  - A) The symbol of globalization. ●
  - B) The symbol of the spread of the American way of life. ●
  - C) Both A & B. ●



### Task 2 Checking the Facts

*Listen to the audio clip again and fill in the blanks according to what you have heard. Repeat the sentences after you have completed them.*

- McDonald's Corporation (MCD) is one of the \_\_\_\_\_ in the world, touching the lives of people every day.
- But after \_\_\_\_\_ the restaurant they served around \_\_\_\_\_, which were mostly barbequed.
- The present corporation \_\_\_\_\_ the opening of a franchised restaurant by Ray Kroc on April 15, 1955.
- In effect, Kroc opened his first and the overall ninth restaurant in Chicago, Illinois, and \_\_\_\_\_ McDonald's Corporation.



5. Its prominence also made it a frequent subject of public debates about obesity, corporate ethics and \_\_\_\_\_.



## V ideo Studio

### Word Bank

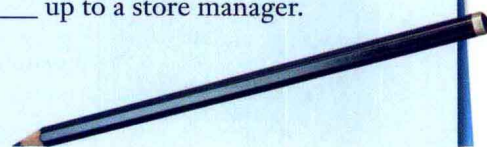
- |                      |             |   |
|----------------------|-------------|---|
| 1. iconic            | <i>adj.</i> | acting as a sign or symbol of sth 图标的   |
| 2. executive         | <i>n.</i>   | a person who has an important job as a manager of a company or an organization 主管人员 |
| 3. behind-the-scenes | <i>adj.</i> | backstage 幕后的   |
| 4. literally         | <i>adv.</i> | used to emphasize the truth of sth 真正地, 确实地   |
| 5. retention         | <i>n.</i>   | the action of keeping sth rather than losing it or stopping it 保持                   |
| 6. meritocracy       | <i>n.</i>   | a system in which advancement is based on individual ability or achievement 精英领导体制  |
| 7. progression       | <i>n.</i>   | the process of developing gradually from one stage or state to another 发展, 进程       |
| 8. crossover         | <i>n.</i>   | the process or result of changing from one area of activity to another 改变, 转型       |

### Task 1 Matching & Predicting

*Complete the following statements with the phrases given below. Predict what will be talked about in the video. Then check your answers after watching the video clip.*

based on    all the way    had a huge impact on    move forward    learn from

1. We're looking today at this all-American company and what we can \_\_\_\_\_ its success.
2. I understand that the company has \_\_\_\_\_ your life.
3. It is about advancement that is \_\_\_\_\_ achievement.
4. I'll be able to help them \_\_\_\_\_ with it, so that was the thinking behind it.
5. And from the first crew person moving \_\_\_\_\_ up to a store manager.



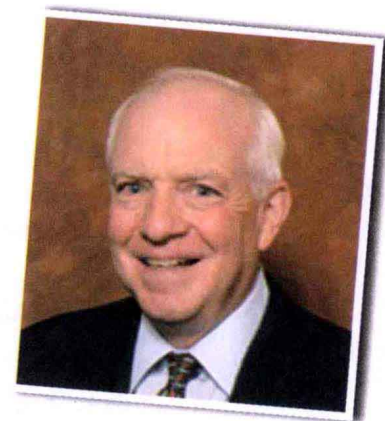




## Task 2 Checking Your Comprehension

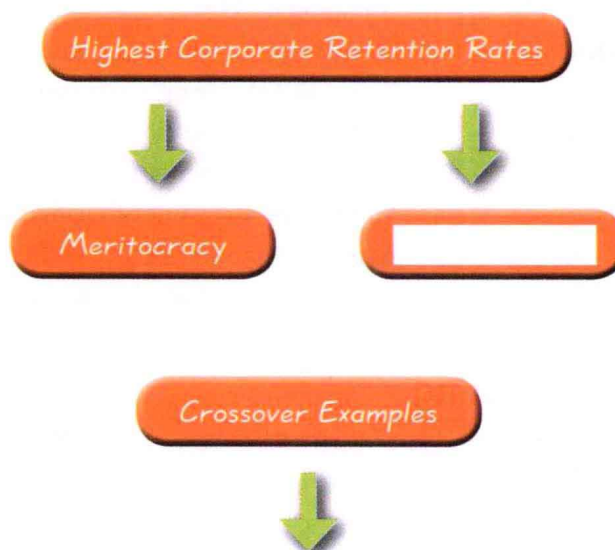
*Watch this part of the video clip and answer the following questions.*

1. What is this interview mainly about?
2. What was McDonald's recently voted for?
3. Aside from being the author of the book, what else do you know about Paul from the interview?
4. Why did Paul decide to write a book for other business people and clients?
5. What question is Paul constantly asked?



## Task 3 Bridging the Gap

*Watch this part of the video clip and complete the chart.*



Name	Working Time & Ranks	Starting Position
Jim Skinner	_____ years, present _____	a _____
Mike Quinlan	as a CEO for _____	in a _____
Paul Facella	Former Executive	a _____ crew person



## Speaking Workshop

### Expressions & Structures to Use

- |                             |                        |                           |
|-----------------------------|------------------------|---------------------------|
| 1 in part                   | 6 move forward         | 11 stress the importance  |
| 2 be described as           | 7 up to                | 12 play an important role |
| 3 be committed to doing sth | 8 strive for           | 13 have a huge impact on  |
| 4 in terms of               | 9 attribute ... to ... | 14 all the way            |
| 5 make it possible for ...  | 10 in one's own right  | 15 learn from             |

### Task 1 Summarizing

*Discuss with your peers and complete the following tips with the information you have learned in the video clip. Then make an oral presentation with the help of the tips.*

#### TIPS

- McDonald's is ...
- A book is about ...
- ... wrote the book because ...
- ... opportunity ... achievement
- A crew person ... CEO
- ... for people ...
- ... plenty of ...

### Task 2 Debating

*Debate on the motion **We're just lovin' it** (adapted from the McDonald's international advertising slogan).*

1. Brainstorm together in groups, and produce as many arguments as you can on both sides of the motion. Two arguments for and against are provided below to help you get started.
2. When you have listed as many arguments as you can, decide which arguments you think are most convincing. Then turn to the Appendix B and read through the full list of arguments provided there. Compare them with the arguments you have thought up of yourself.
3. During the debate, you are expected to justify yourself, challenge the opposite view and respond to your opponents properly.



## Useful Arguments

## Pros:

- ✓ No company could be so successful for so long without having given a lot of people a lot of pleasure. What's wrong with that?! Don't we all want to offer people a service they appreciate?
- ✓ McDonald's business model — the Three-Legged Stool — is one entrepreneurs worldwide can learn from.

## Cons:

- ✓ McDonald's is junk food: the fries and fried meat are unhealthy. No wonder so many people in the west have problems of obesity! In *Fast Food Nation* (2001), Eric Schollosser shows how the USA has become the fattest nation on earth. Does China want to be like that?
- ✓ McDonald's food is high in sugar, fat and salt, i.e. it is deliberately addictive. It manipulates our minds and desires and is a major cause of diabetes.



## Project Bulletin

*Work on the following real-life project with your group members and present your report in the next class.*

**Real-Life Project**

You are a group of college graduates who want to start your own company. Decide on an interesting business to meet specific needs for university students with a special vision and business model. Design a questionnaire which can gather the information on students' needs. Ask students in your university to fill in the questionnaires. Summarize and analyze the answers. Draw up a detailed plan for your own business such as a net bar, a health club, a music store, a computer firm, book store, etc. Your plan should cover the name of the company, its location, reasons for opening, feature product/service, target consumers, competitive brand names, advertising or slogan, and other considerations like promotion, management, etc. You will present a report on your survey and your business; tell the class why you can succeed.



## LESSON

## TWO



## Lead-In

## Task 1 Brainstorming

Work in pairs and locate words beginning with each letter in the word "inspiration". Each word should relate to business. Take down the words in the following blanks.

I \_\_\_\_\_  
 N \_\_\_\_\_  
 S \_\_\_\_\_  
 P \_\_\_\_\_  
 I \_\_\_\_\_  
 R \_\_\_\_\_



A \_\_\_\_\_  
 T \_\_\_\_\_  
 I \_\_\_\_\_  
 O \_\_\_\_\_  
 N \_\_\_\_\_

## Task 2 Expanding Your Vocabulary

Read through the words in the left-hand column, and match each of them with the appropriate meaning in the right-hand column.

- |                |  |
|----------------|--|
| 1. outlet      | A. acting with an overly high level of force and determination   |
| 2. prompt      | B. the quality of being honest and having strong moral principles  |
| 3. aggressive  | C. a shop/store or an organization that sells goods made by a particular company or of a particular type |
| 4. fundamental | D. to make sb want to do sth, especially sth that involves hard work and effort                          |
| 5. integrity   | E. forming the necessary basis of sth  |
| 6. motivate    | F. to make sb decide to do sth   |



## Audio Studio

## Word Bank

- |                |   |
|----------------|---|
| 1. expenditure | n. an amount of money spent 花费                            |
| 2. clown       | n. an entertainer who wears funny clothes and a large red |



- |                          |   |
|--------------------------|---|
| 3. logo                  | <i>n.</i> a printed design or symbol that a company or an organization uses as its special sign (公司) 标志 |
| 4. attendant             | <i>n.</i> a person whose job is to serve or help people in a public place 服务员                           |
| 5. Special Economic Zone | 经济特区  |
| 6. Ronald McDonald       | McDonald's mascot 麦当劳大叔   |
| 7. Golden Arches         | 金色拱门  |

## Task 1 Identifying the Gist

*Listen to the audio clip, and choose the right answers to the questions.*

- What's the title of this audio clip?
  - McDonald's coming to China. ●
  - McDonald's outlets in China. ●
  - McDonald's growing in China. ●
- Which of the following statements is true?
  - The U.S. is the No.1 growth market for McDonald's. ●
  - McDonald's has been in China for 20 years. ●
  - McDonald's has stopped increasing its outlets in China. ●



## Task 2 Checking the Facts

*Listen to the audio clip again, and answer the following questions by completing the sentences.*

- How does McDonald's develop after its first settlement in China?  
*Answer:* McDonald's has been \_\_\_\_\_ since its setting up in China.
- What is the percentage China represents in the Asia-Pacific, Middle East and Africa region?  
*Answer:* China represents \_\_\_\_\_ of \_\_\_\_\_ expenditures in the Asia-Pacific, Middle East and Africa region.
- When and where did McDonald's choose to set up in China?  
*Answer:* In \_\_\_\_\_, McDonald's chose \_\_\_\_\_ in \_\_\_\_\_ province bordering \_\_\_\_\_.
- How did McDonald's win over the local consumers?  
*Answer:* Due to McDonald's following \_\_\_\_\_:
  - Ronald McDonald clown
  - \_\_\_\_\_
  - the yellow "M" Logo
  - Big Mac
  - the \_\_\_\_\_ attendants
  - and the \_\_\_\_\_
- What is the growing rate for mainland's fast-food market?  
*Answer:* The mainland's fast-food market is growing \_\_\_\_\_.