



商务英语

综合教程

BUSINESS ENGLISH: AN INTEGRATED COURSE

学生用书 Student's Book

3



主编 王立非

副主编 许德金 陈俐丽

本册主编 王彦

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编者 王彦 范悦 马欣欣 书翠竹
裘彤 金冰 李贺青 高超



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前言

到2010年为止,教育部已批准了15所高等院校开办商务英语本科专业,《高等学校商务英语专业本科教学要求》(试行)也编写完成,即将问世,商务英语专业作为我国高等外语教育教学改革的一个全新的探索,已走上了符合学科规律的健康发展轨道。作为一个新专业的建设,教材建设是关键,而其中的综合教程又更为重要,代表着一个专业的水平和质量。《商务英语综合教程》(以下简称《综合教程》)就是在这样一个背景下诞生的,它是商务英语专业第一套按商务英语专业教学要求编写的教材,本套教材由对外经济贸易大学和上海外语教育出版社共同策划,全力打造。

教材以现代语言教育理论和教材设计理论为指导,结合商务英语语言和教学的特点,将多年的商务英语教学实践应用到教材编写中。《综合教程》1-4册专为商务英语专业本科一、二年级编写,可供商务英语专业学生、财经类院校本科生、其他各类经管商务类学生使用,也可作为社会各类商务英语读者学习商务英语的教材。

一、编写思路与特色

- ◆ 体现《教学要求》的培养目标,着重打牢语言基本功,商务专业素质与人文素养并重。编排和选材不仅注重学生正确世界观和道德观的形成,而且注重思维能力、创新能力和自主学习能力的培养。
- ◆ 强调语言、文化与商务三者的有机融合,语言技能、商务知识、文化知识按比例分配,培养学生的跨文化交际能力;兼顾同其他商务英语技能课程和商务专业课程的衔接。
- ◆ 每单元紧扣社会热点话题,选择不同难度和文体的课文,兼顾语言学习、商务通识、外国文化、中国文化;课文长短适中、语言精练,思想内涵深刻,语言可读性强,充分反映经济全球化时代的特点。
- ◆ 贯彻任务教学法,设计丰富多彩的学习任务,训练学生的交际能力和合作学习能力,符合当代外语教学思想和方法的发展趋势。
- ◆ 突出多媒体技术的应用,提供丰富的相关视频材料,加大语言学习的趣味性和输入的有效性,能调动学生课堂参与的积极性。

二、教材结构与使用建议

本套教材共分4册,包括学生用书、教师手册和多媒体光盘。每册共8个单元,每单元建议教学课时为5-6小时,每个单元围绕一个话题,三篇课文和配套视频资料相互联系又各有侧重,教师可以重点讲解一篇文章,引导学生阅读其余两篇课文,完成相应的练习。1-4册中的语言、商务、文化按比例合理分配,第1册比例为语言70%,商务与文化30%;第2册比例为语言60%,商务与文化40%;第3册比例为语言50%,商务与文化50%;第4册比例为语言40%,商务与文化60%。第三册每单元的大体结构如下:第1部分:激活准备(词汇、内容、知识),第2部分:课文I(阅读理解练习),第3部分:课文II(阅读理解练习),第4部分:课文III(问题讨论与词组练习),第5部分:语言训练(学习技能、写作技能、案例分析、视听练习)。

本套教材由国内知名的外语教学专家主编,长期从事商务英语基础教学的教授和博士参与编写,英美语言专家审校,教材编写得到上海外语教育出版社领导和编辑的大力支持,在此表示衷心感谢。

编者

2010年3月

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Glossary

本书获对外经济贸易大学“教育部商务英语国家级教学团队”项目资助。



Travel Broadens the Mind

Part One

Activation ① Group the following words or phrases according to their related meaning.

- | | | | |
|-----------------------|---------------------|------------------|----------------------|
| aboriginal tourism | agritourism | biodiversity | clime |
| conservationism | ecological reserve | ecotourism | entrance fees |
| excursion | exodus | fauna | flora |
| getaway | habitat | heritage tourism | historic sites |
| jaunt | national parks | revenues | sustainability |
| tour operator permits | tourism concessions | wildlife | World Heritage Sites |

② Explain the following words and phrases in English.

- | | | |
|-----------------------|-------------------|-----------------|
| ecotourism | travel literature | individual trip |
| post-holiday syndrome | package holiday | |



3 The following are some quotations about travel. Explain their meanings and give your opinions about the statements.

1

"Traveling is almost like talking with men of other centuries."
— René Descartes

2

"Travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of living."
— Miriam Beard

3

"One's destination is never a place, but a new way of seeing things."
— Henry Miller

4

"Travel is the frivolous part of serious lives, and the serious part of frivolous ones."
— Anne Sophie Swetchine

5

"Without new experiences, something inside of us sleeps. The sleeper must awaken."
— Frank Herbert

6

"He travels fastest who travels alone."
— proverb

7

"Good company in a journey makes the way seem shorter."
— Izaak Walton

8

"The journey not the arrival matters."
— T. S. Eliot

9

"The world is a book and those who do not travel read only one page."
— St. Augustine

10

"I have found out that there ain't no surer way to find out whether you like people or hate them than to travel with them."
— Mark Twain

11

"A journey is best measured in friends, rather than miles."
— Tim Cahill

12

"A traveler without observation is a bird without wings."
— Moslih Eddin Saadi

13

"To awaken alone in a strange town is one of the pleasantest sensations in the world."
— Freya Stark

14

"Our happiest moments as tourists always seem to come when we stumble upon one thing while in pursuit of something else."
— Lawrence Block

Part Two

Text I

1 Discussion

Warm-up Activities

- 1 Do you like traveling? Which place in the world do you desire to visit most?
- 2 Do you like to travel alone or in company? Explain yourself.
- 3 Discuss the advantages and disadvantages of individual trip and package tour. Which one do you prefer?

2 Role-play

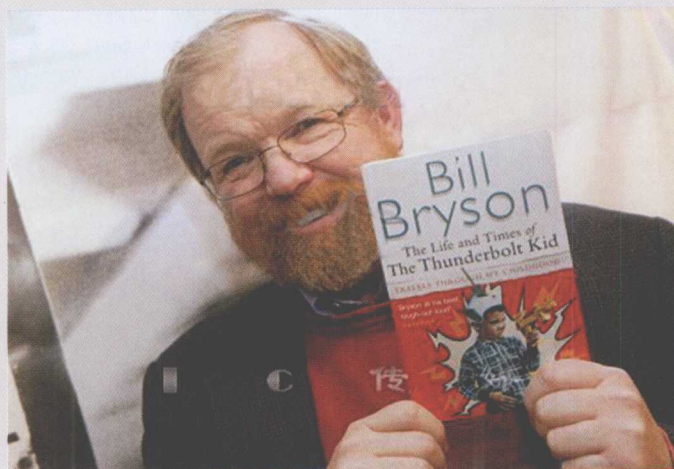
A successful travel experience needs a lot of planning and preparation. Suppose you and your friends are planning a trip for the coming holiday. Work in groups and talk about the things you need to plan and prepare before you start the journey.

Notes from a Small Island[®]

Bill Bryson^①

My first sight of England was on a foggy March night in 1973 when I arrived on the midnight ferry from Calais. For twenty minutes, the terminal area was **aswarm** with activity as cars and lorries poured forth, customs people did their duties, and everyone made for the London road. Then abruptly all was silence and I wandered through sleeping, low-lit streets threaded with fog, just like in a *Bulldog Drummond*^② movie. It was rather wonderful having an English town all to myself. 5

The only mildly dismaying thing was that all the hotels and guesthouses appeared to be shut up for the night. I walked as far as the rail station, thinking I'd catch a train to London, but the station, too, was dark and **shuttered**. I was standing wondering what to do when I noticed a grey light of television filling an upstairs window of a guesthouse across the road. Hooray, I thought, someone awake, and hastened across, planning humble apologies to the kindly owner for the lateness of my arrival and imagining a cheery conversation which included the line, "Oh, but I couldn't possibly ask you to feed me at 10



this hour. No, honestly — well, if you're *quite* sure it's no trouble, then perhaps just a roast beef sandwich and a large **dill pickle** with perhaps some potato salad and a bottle of beer." The front path was pitch dark and in my eagerness and unfamiliarity with British doorways, I tripped on a step, crashing face-first into the door and sending half a dozen empty milk bottles 25

clattering. Almost immediately the upstairs window opened.

“Who’s that?” came a sharp voice.

I stepped back, rubbing my nose, and peered up at a silhouette with hair curlers. “Hello, I’m looking for a room,” I said. 30

“We’re shut.”

“Oh. But what about my supper?”

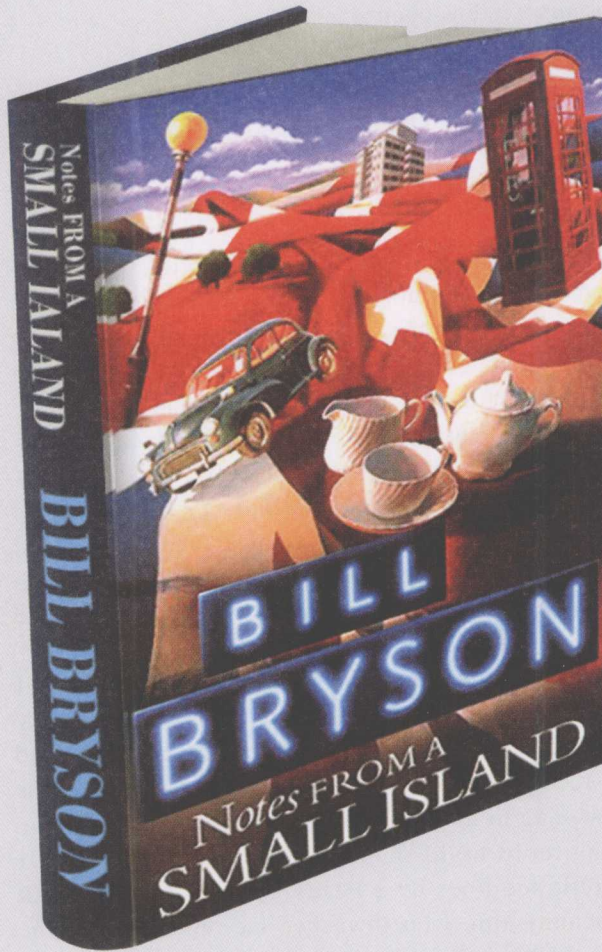
“Try the Churchill^③. On the front.”

“On the front of what?” I asked, but the window was already banging closed. 35

The Churchill was sumptuous and well lit and appeared ready to receive visitors. Through a window I could see people in suits in a bar, looking elegant and suave, like characters from a Noel Coward^④ play. I hesitated in the shadows, feeling like a street urchin. I was socially and sartorially ill-suited for such an establishment and anyway it was clearly beyond my meager budget. Only the previous day, I had handed over an exceptionally plump wad of colorful francs to a beady-eyed Picardy^⑤ hotelier in payment for one night in a lumpy bed and a plate of mysterious *chasseur* containing the bones of assorted small animals, much of which had to be secreted away in a large napkin in order not to appear impolite, and had determined thenceforth to be more cautious with expenditures. So I turned reluctantly from the Churchill’s beckoning warmth and trudged off into the darkness. 40 45

Further along Marine Parade stood a shelter, open to the elements but roofed, and I decided that this was as good as I was going to get. With my backpack for a pillow, I lay down and drew my jacket tight around me. The bench was slatted and hard and studded with big roundheaded bolts that made reclining in comfort an impossibility — doubtless their intention. I lay for a long time listening to the sea washing over the shingle below, and eventually dropped off to a long, cold night of mumbled dreams in which I found myself being pursued over Arctic ice floes by a beady-eyed Frenchman with a catapult, a bag of bolts, and an uncanny aim, who thwacked me repeatedly in the buttocks and legs for stealing a linen napkin full of seepy food and leaving it at the back of a dresser drawer of my hotel room. I awoke with a gasp about three, stiff all over and quivering from cold. The fog had gone. The air was now still and clear, and the sky was bright with stars. A beacon from the lighthouse at the far end of the breakwater swept endlessly over the sea. It was all most fetching, but I was far too cold to appreciate it. I dug shiveringly through my backpack and extracted every potentially warming item I could find — a flannel shirt, two sweaters, an extra pair of jeans. I used some woolen socks as mittens and put a pair of flannel boxer shorts on my head as a kind of desperate headwarmer, then sank heavily back onto the bench and waited patiently for death’s sweet kiss. Instead, I fell asleep. 50 55 60

I was awakened again by an abrupt *bellow* of foghorn, which nearly knocked me from my narrow perch, and sat up feeling wretched but fractionally less cold. The world was bathed in that milky pre-dawn light that seems to come from nowhere. Gulls wheeled and cried over the water. Beyond them, past the stone breakwater, a ferry, vast and well lit, slid regally out to sea. I sat there for some time, a young man with more on his mind than in it. Another booming moan from the ship’s foghorn passed over the water, re-exciting the irksome gulls. I took off my sock mittens and looked at my watch. It was 5.55 a.m. I looked at the receding ferry and wondered where anybody would be going at that hour. Where would I go at that hour? I picked up my backpack and shuffled off down the prom, to get some circulation going. 65 70



Near the Churchill, now itself peacefully sleeping, I came across an old guy walking a little dog. The man nodded a good-morning as I drew level. "Might turn out nice," he announced, gazing hopefully at a sky that looked like a pile of wet towels. I asked him if there was a restaurant anywhere that might be open. He knew of a place not far away and directed me to it.

"Very popular with the lorry drivers. They always know the best places, don't they?" He smiled amiably, then lowered his voice a fraction and leaned towards me as if about to share a confidence. "You might want to take the pants off your head before you go in."

I clutched my head — "Oh!" — and removed the forgotten boxer shorts with a blush. I tried to think of a succinct explanation, but the man was scanning the sky again.

The café was outstanding — lively and steamy and deliciously warm. I had a platter of eggs, beans, fried bread, bacon and

sausage, with a side plate of bread and marge, and two cups of tea, all for 22p. Afterwards, feeling a new man, I emerged with a toothpick and a burp, and sauntered happily through the streets, watching Dover come to life. It must be said that Dover was not vastly improved by daylight, but I liked it. I liked its small scale and cosy air, and the way everyone said "Good-morning," and "Hello," and "Dreadful weather — but it might brighten up," to everyone else, and the sense that this was just one more in a very long series of fundamentally cheerful, well-ordered, pleasantly uneventful days. No one in the whole of Dover would have any particular reason to remember 21 March 1973, except for me and a handful of children born that day and possibly one old guy with a dog who had encountered a young fellow with underpants on his head.

(Total words: 1233)

* This text is excerpted from The Prologue of *Notes from a Small Island*.

New Words and Expressions

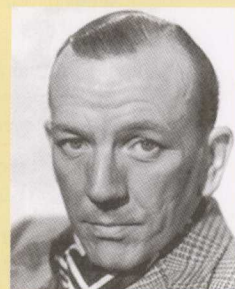
aswarm /ə'swɔ:m/ <i>a.</i> full of people or things 充满的, 拥挤的	shingle /'ʃɪŋɡl/ <i>n.</i> a mass of small smooth stones on a beach or at the side of a river 覆盖着粗砾石的海滩
shuttered /'ʃʌtəd/ <i>a.</i> with the shutters closed; with shutters fitted 关上卷闸门的	catapult /kætəpʌlt/ <i>n.</i> a stick shaped like a Y with a rubber band attached to it, used by children for shooting stones 弹弓
dill /dɪl/ <i>n.</i> a plant with yellow flowers whose leaves and seeds have a strong taste and are used in cooking as a herb 莳萝	uncanny /ʌn'kæni/ <i>a.</i> strange and difficult to explain 离奇的, 不可思议的
pickle /'pɪkl/ <i>n.</i> a vegetable that has been preserved in vinegar or salt water and has a strong flavour, served cold with meat, salads, etc. 腌制食品	thwack /θwæk/ <i>v.</i> to hit sb/sth hard, making a short loud sound 猛打, 重击
peer /pɪə/ <i>v.</i> to look closely or carefully at sth, especially when you cannot see it clearly 凝视, 细看	buttock /'bʌtək/ <i>n.</i> either of the two round soft parts at the top of a person's legs 臀部
silhouette /,sɪlu:'et/ <i>n.</i> the dark outline or shape of a person or an object that you see against a light background 轮廓, 剪影	breakwater /'breɪkwɔ:tə/ <i>n.</i> a wall built out into the sea to protect the shore or harbour from the force of the waves 防波堤
sumptuous /'sʌmptʃʊəs/ <i>a.</i> (formal) very expensive and looking very impressive 豪华的, 华丽的	fetching /'fetʃɪŋ/ <i>a.</i> attractive 迷人的, 吸引人的
suave /swɑ:v/ <i>a.</i> (especially of a man) confident, elegant and polite, sometimes in a way that does not seem sincere 文雅的, 有礼貌的	flannel /'flænl/ <i>n.</i> a type of soft light cloth, containing cotton or wool, used for making clothes 法兰绒
urchin /'ɜ:tʃɪn/ <i>n.</i> (old-fashioned) a young child who is poor and dirty, often one who has no home 流浪儿	bellow /'beləʊ/ <i>n.</i> a loud deep sound 低沉巨响
meager /'mi:gə/ <i>a.</i> small in quantity and poor in quality 贫乏的, 不足的	fractionally /'frækʃənəli/ <i>ad.</i> to a very small degree 微小地, 微乎其微地
wad /wɒd/ <i>n.</i> a thick pile of pieces of paper, paper money, etc. folded or rolled together (纸张, 钞票等的) 卷, 沓, 捆	regal /'ri:gəl/ <i>a.</i> typical of a king or queen, and therefore impressive 国王般的, 庄严的
hotelier /həʊ'teliə/ <i>n.</i> a person who owns or manages a hotel 旅馆老板, 旅馆经理	irksome /'ɜ:ksəm/ <i>a.</i> annoying or irritating 使人厌倦的
trudge /trʌdʒ/ <i>v.</i> to walk slowly or with heavy steps, because you are tired or carrying sth heavy 步履艰难地走	shuffle /'ʃʌfl/ <i>v.</i> to walk slowly without lifting your feet completely off the ground 拖着步子走
slatted /slætɪd/ <i>a.</i> made of slats (= thin pieces of wood) 用条板做成的	circulation /,sɜ:kju:'leɪʃən/ <i>n.</i> the movement of blood around the body 血液循环
studded /stʌdɪd/ <i>a.</i> decorated with small raised pieces of metal 饰以钉的	platter /'plætə/ <i>n.</i> a large plate that is used for serving food 大浅盘
recline /rɪ'klaɪn/ <i>v.</i> to sit or lie in a relaxed way, with your body leaning backwards 躺, 斜倚	marge /mɑ:dʒ/ <i>n.</i> a yellow substance like butter made from animal or vegetable fats, used in cooking or spread on bread, etc. 人造奶油
	burp /bɜ:p/ <i>n.</i> a noise made when you let out air from the stomach through the mouth 嗝

Notes to the Text I

- 1 ► **Bill Bryson**, born in 1951, is a best-selling American author of humorous books on travel, as well as books on the English language and on scientific subjects. The books he mainly writes include *Notes from a Big Country*, *Notes from a Small Island* and *A Short History of Nearly Everything*. The latter won the Aventis Prize in 2004 and won the EU Descartes Prize for science communication in 2005.

Notes from a Small Island was written when the author had decided to move back to his native United States but wanted to take one final trip around Great Britain, which had been his home for over twenty years. In 2003, British people chose this book as the one which best sums up British identity and the state of the nation.

- 2▶ **Bulldog Drummond** is a 1929 detective film which tells the story of Captain Hugh "Bulldog" Drummond, a wealthy former WWI officer of the fictional Loamshire Regiment, who, after the war, spends his new-found leisure time as a private detective. The character first appeared in the novel *Bulldog Drummond* (1920), and this was followed by a lengthy series of books and adaptations for films, radio and television.
- 3▶ **Churchill Hotel** is a 3-star Dover hotel close to many local attractions such as Dover Castle, Canterbury Cathedral and Leeds Castle. It is also close to the cruise and ferry terminals at Dover, Kent, England.
- 4▶ **Noel Coward:** (1899–1973), was an English playwright, composer, director, actor and singer, known for his wit, flamboyance and what *Time* magazine called "a sense of personal style, a combination of cheek and chic, pose and poise".
- 5▶ **Picardy** is a historical province of France, in the north of France. The historical capital and largest city is Amiens.



Noel Coward

Comprehension Check

1 Reading for general ideas

Read the text through quickly and answer the following questions.

- 1 When did the author arrive in England for the first time? How did he get there?
- 2 What was his first impression of Dover, the first British town he ever visited?
- 3 Did he succeed in finding accommodation for the night?
- 4 Where did he spend the night? Did he have a good sleep?
- 5 Where did he have breakfast? Did he enjoy his breakfast?
- 6 What is the tone of the article? Can you give any examples to illustrate it?

2 Reading for specific information

Read the text again more carefully and decide whether the following statements are true or false.

- 1 When I arrived in Dover, everything was quiet and I wandered on the street alone.
- 2 I asked for a simple supper at a guesthouse and was refused.
- 3 I spent too much money in a French restaurant the previous day so I could not afford the Churchill.
- 4 Someone thwacked me repeatedly when I was sleeping.
- 5 I had underpants on my head to wait for death's sweet kiss.
- 6 The second time I woke up from my dream it was around six.
- 7 The old man directed me to a restaurant nearby which was very popular with the lorry drivers.
- 8 According to the author people in Dover were always very friendly.

3 Reading and making interpretations

Read the text again more carefully. Paraphrase the following sentences from the text. Pay particular attention to the *italicized* words.

- 1 For twenty minutes, the terminal area was *aswarm* with activity as cars and lorries *poured forth*, customs people did their duties, and everyone *made for* the London road.

[Blank area for paraphrasing sentence 1]

- 2 I was *socially and sartorially ill-suited* for such an establishment and anyway it was clearly *beyond my meager budget*.

[Blank area for paraphrasing sentence 2]

- 3 Further along Marine Parade stood a shelter, *open to the elements but roofed*, and I decided that this was as good as I was going to get.

[Blank area for paraphrasing sentence 3]

- 4 The bench was *slatted* and hard and *studded* with big roundheaded bolts that *made reclining in comfort an impossibility* — doubtless their intention.

[Blank area for paraphrasing sentence 4]

- 5 Afterwards, feeling a new man, I emerged with a toothpick and a burp, and *sauntered* happily through the streets, watching Dover *come to life*. It must be said that Dover was *not vastly improved by daylight*, but I liked it.

[Blank area for paraphrasing sentence 5]

4 Fill in the blanks with the correct form of the words given.

1 *fraction*

- A. The report shows a _____ sales increase for the month of December.
B. One dancer was _____ out of step.

2 *familiar*

- A. Several times I took Peter out with me on jobs, _____ him with the required techniques of film reporting.
B. She needs your support even more now that she's in an _____ environment.

3 *event*

- A. It has been an _____ week in politics, with the resignations of three Presidential advisers.
B. I went on the trip to seek some romance. To my disappointment, the journey ended _____.

4 *recline*

- A. A new chaise lounge and _____ chair have been added to the light shapely chairs already in production.
B. He lies wooden and still as a log under a pink blanket on a blue _____ in his living room.

5 *circulate*

- A. Swimming helps to get the blood _____ through the muscles.
B. The Treasury Department plans to remove older coins from _____ and replace them with new ones.

6 *fetch*

- A. They buy the clothes for their designs and _____ colours.
B. As she _____ sugar and milk and her favourite cup and saucer, she made up her mind to break with him.

7 *assort*

- A. Amongst the _____ contents of the other drawers she found another small box.
B. Although the wheel has gone, the millpond is well maintained and is home to a great _____ of wildlife.

8 *irk*

- A. The increased traffic noise has _____ many residents.
B. I must confess it is by far the most _____ I have ever tried.

5 Translate the following into English, using words and phrases given in brackets.

- 1 远处松林覆盖的群山沐浴在一种不知来自何处的略带绿色的紫光里。(bathed in, come from nowhere)
- 2 电影散场时, 电影院出口人流熙熙攘攘, 人们都纷纷涌出影院往家赶去。(be aswarm with, pour forth, make for)
- 3 她在用钱方面很谨慎, 总是偷偷把钱藏在床底下。(be cautious about, secrete away)
- 4 经过一周只有面包和豆子的贫困生活, 他发现自己很难抵御这顿丰盛晚宴的诱惑。(meager, sumptuous)
- 5 很多家长对孩子长大独立都怀有一种欣慰中交织着难过的复杂心情, 可能是由于嫉妒孩子们拥有远离自己的生活, 希望能完全拥有孩子。(thread, have ... to oneself)

Part Three

Text II

Key Words and Expressions

sustainability /sə.steɪnə'bɪləti/ *n.*

hemisphere /'hemɪsfɪə/ *n.*

yawning /'jɔːnɪŋ/ *a.*

megastar /'megəstɑː/ *n.*

bust /bʌst/ *n.*

habitat /'hæbɪtæt/ *n.*

trail /treɪl/ *n.*

fauna /'fəʊnə/ *n.*

flora /'flɔːrə/ *n.*

status quo /stetəs'kwəʊ/

mitigate /'mɪtɪgeɪt/ *v.*

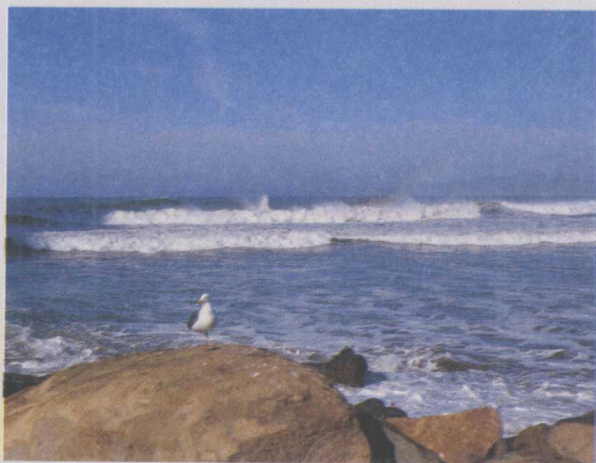
implication /ɪm'plɪ'keɪʃən/ *n.*

The Threshold of Sustainability for Protected Areas*

Andy Drumm

In spite of the bumps in the road created by wars, emerging infections, and terrorism, international tourism to developing countries has increased enormously over the last 30 years. One in five international flights now goes to a developing country (many of those countries are in the Southern **Hemisphere**), and despite high fuel prices, the UN World Tourism Organization^① expects international tourism to grow rapidly for the foreseeable future. For Southern Hemisphere destinations, tourism is a major source of foreign income as well as a major employer. Nature tourism and ecotourism, properly harnessed, could go a long way toward closing the **yawning** financial gaps between current budgets of protected areas in developing countries and the minimum required to provide effective conservation and management of their resources. Unfortunately, in most protected areas, tourism is not being adequately harnessed in this way.

The irony is that wealthy northerners travel largely in search of the culture and nature that Africa, Latin America, and Southeast Asia have in abundance in their national parks, World Heritage Sites, and ecological reserves. Think of Galápagos^②, Machu Picchu^③, Serengeti^④, and Kruger^⑤, which draw millions of visitors each year. The Peruvian government reports that an impressive 71 percent of that country's international visitors in 2007 came to visit a protected area. All told, international visitors last year injected \$800 million into the Peruvian economy.



Tourism to developing countries ought, on its face, to be good business all around, yielding happy travelers, increased revenues for park systems, and higher investment in conservation. But park systems in most developing countries are failing to invest at anywhere near the necessary