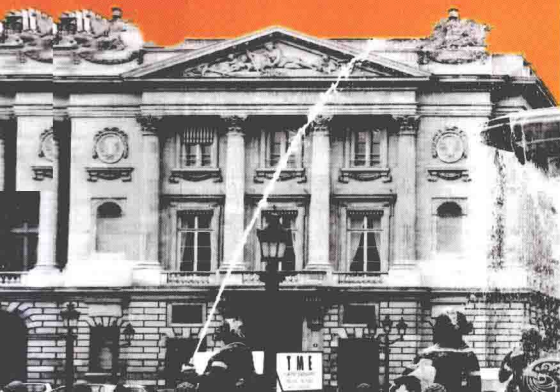
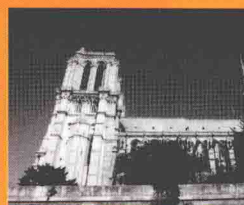
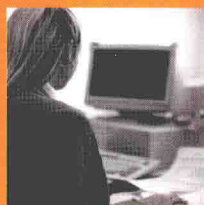
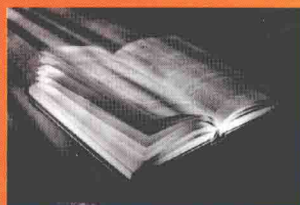


语言文化系列丛书

Readings for Academic Purpose

学术英语阅读

赵娟 叶枫 李谨◎主编



西北工业大学出版社

学术英语阅读

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【内容简介】 本书以国际知名学术期刊语言素材为平台,旨在开阔学生视野,提高学生学术英语阅读技巧及能力,为其未来职业发展打下坚实的语言基础。全书包括 15 个单元,文章选材涉及商业、教育、医学、经济、农业、生物等众多领域,文章内容典型、语言质量上乘,贴近时代发展、贴近现实、贴近生活,信息含量丰富,直击学术阅读重点、难点。本书强调学生对阅读技能的实践与巩固,有利于学生学术阅读能力的逐步提高,是一本实用性较强的阅读教材。

本书可供普通高等院校非英语专业研究生及高年级本科生使用,可作为广大高等学校英语相关课程的教材,也可作为选修课和素质拓展课程的教材。

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Preface

前言

随着我国经济、文化、科技的不断发展,社会对普通高等院校毕业生的英语水平提出了更高要求。一般要求广大非英语专业硕士生及非英语专业高年级本科生均应具有一定的英文文献阅读能力。然而,高校英语课程往往忽视对学生这种能力的培养,教材内容缺乏学科专业的针对性,使学生缺乏基本的学术英语阅读能力,对专业英文文献常常望而却步。

本书的推出正是为了有效地改变这种不利局面,利用学生已有的认知能力,充分挖掘和释放学生的探究潜力,给予学生探究性学习的机会。本书结合学科专业特点,引导学生进行简明的学术英语阅读,初步掌握专业英文文献的阅读技巧,并具备基本的阅读能力,为未来的职业发展打下坚实的基础。

本书精选国际科技领域期刊,涉及商业、教育、医学、经济、农业、生物学、科技等众多领域。文章真实记录科技热点事件,内容新颖、典型,语言质量上乘,知识含量丰富,并且贴近时代发展、贴近现实、近生活,具有准确性、时效性及实用性等特点。为保持文章的原汁原味,所选文章尽量没有删减,使读者体验国际期刊的不同风格、开阔视野、品味一流的阅读饕餮盛宴。

本书内容共分为 15 个单元,每个单元分为名著(刊)简介,2 篇标准阅读以及拓展阅读(2 篇文章)三个部分。在名著(刊)简介方面,每个单元介绍一到两种国际知名图书或期刊,引导学生关注国际科技领域的最新动态;在标准阅读方面,精心提供词汇注释、结构阐释、难句分析、构词法精解、技巧点拨、巩固练习等内容,帮助学生尽快提升阅读能力;在拓展阅读方面,仅提供词汇注释和巩固练习,以便学生课后自我练习。本书结合原文分析最新的科技英语写作文体风格,直击学术英语阅读重点、难点,并通过篇章、句法、词汇等讲解与练习步步为营,深化学生对阅读技能的掌握,集实用性、操作性等多重功能于一身,利于学生专业学术英语阅读水平的持续性提高。

本书可供普通高等院校非英语专业研究生及高年级本科生使用,可作为广大高等学校英语相关课程的教材用书,也可作为选修课和素质拓展课程的教材用书(适宜 32~48 学时的课

堂教学安排)。

本书由西安邮电大学外国语学院赵娟、叶枫、李谨主编。具体编写分工如下:赵娟编写第3单元、第6单元、第9单元、第11单元、第12单元(共189千字);叶枫编写第1单元、第2单元、第5单元、第10单元、第15单元(共168千字);李谨编写第4单元、第7单元、第8单元、第13单元、第14单元(共165千字)。在编写过程中,参阅了大量的中英文书籍、文章以及网络资料,在此谨表示诚挚的谢意。同时,本书的出版得到了西北工业大学出版社华一瑾女士的鼎力帮助,在这里也一并致谢。

由于水平有限,书中难免有疏漏或不妥之处,希望广大读者不吝批评指正。

编 者

2014年6月

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Unit 1 Business

商·业·世·界

The unit provides readers with abundant knowledge of the business world. The articles included are delicately chosen from *Business Today* (tenth edition) to give readers a vivid impression of the situation of business, particularly in the United States. Passage A focuses on the situation of small businesses in the United States. Passage B introduces the definition of marketing and its significance in the business world. In the part of extensive reading, two brief pieces of articles are selected for readers to further enhance their understanding, vocabulary, and knowledge of the business world.

Related Information about the Book 名著简介

Business Today, 中文译名《今日商业》, 是美国著名的经济类教科书, 由普伦蒂斯霍尔出版社(Prentice Hall)出版发行。该书选用大量美国商业企业实例进行详尽分析, 并给读者提供足够的反思空间, 以便进行深度思考。同时, 该书也对文化多样性、全球商业一体化、高科技革命进行了高度的关注, 并提供了大量的商业技能练习, 如面试、商务信函写作等, 使读者能够更快地适应商务领域的相关事务, 为企业业主和商务专业人士必备的参考书。

Passage A

Understand the World of Small Business

Small businesses are the cornerstone of the U. S. economic system. The country was

originally founded by people involved in small businesses—the family farmer, the shopkeeper, the craftsperson. Successive waves of immigrants carried on the tradition, launching restaurants and laundries, providing repair and delivery services, and opening newsstands and bakeries.

This trend continued for many years, until improvements in transportation and communication enabled large producers to manufacture goods at low costs and pass the savings on to consumers. As a result, many small, independent businesses could not compete. Scores of them closed their doors, and big business emerged as the primary economic force. The trend toward bigness continued for decades, then it reversed.

The 1990s were a golden decade for entrepreneurship in the United States. Small companies have, in fact, turned the U. S. economy into the growth engine for the world. Today, being a small business is equated with being nimble and dynamic. Even so, defining what constitutes a small business is surprisingly tricky, because small is a relative term. For example, a manufacturing firm with 500 employees might be considered small if it competes against much larger companies. However, a retail establishment with 500 employees might be classified as big when compared with its competitors.

One reliable source of information for small businesses is the Small Business Administration (SBA). This government agency serves as a resource and advocate for small firms, providing them with financial assistance, training, and a variety of helpful programs. The SBA defines a small business as a firm that is independently owned and operated, is not dominant in its field, is relatively small in terms of annual sales, and has fewer than 500 employees. According to SBA figures, 80 percent of all U. S. companies have annual sales of less than \$ 1 million.

Characters of Small Business

Small businesses are of two distinct types: lifestyle businesses and high-growth ventures. Roughly 80 - 90 percent are modest operations with little growth potential (although some have attractive income potential for the solo businessperson). The self-employed consultant working part-time from a home office, the corner florist, and the neighborhood pizza parlor fall into the category of lifestyle business-firms built around the personal and financial needs of an individual or a family. Lifestyle businesses aren't designed to grow into large enterprises.

In contrast to lifestyle businesses, some firms are small simply because they are new. Many companies start out as small firms but quickly outgrow their small-business status. These high-growth ventures are usually run by a team rather than by one individual, and they

expand rapidly by obtaining a sizeable supply of investment capital and by introducing new products or services to a large market. But expanding from a small firm into a large enterprise is no easy task; there's a world of difference between the two.

The typical small business has few products or services, focuses on a narrow group of customers, and remains in close contact with its markets. In addition, small businesses tend to be more open-minded and willing to try new things, whereas big companies tend to say no more often than yes. Midwest Express, the nation's 17th largest airline, is a good example of the small business difference. The airline is reporting high-flying profits in an era when most big airlines are struggling. What's Midwest's secret? The company focuses on serving the growing needs of business travelers. All 34 Midwest routes make direct flights between small cities. Fares match those of the big airlines, but the company offers only business-class service with such amenities as wide leather seats, free coffee and newspapers at terminals, and fresh-baked gooey chocolate chip cookies in flight. Midwest earns high marks from its customers for going that extra mile.

Innovation in Small Business

Another characteristic of small businesses is that they tend to be more innovative than larger firms. Case studies show that (1) small business can make decisions faster, (2) the owners are more accessible, and (3) employees have a greater opportunity for individual expression. Putting an idea into action in big companies often means filing formal proposals, preparing research reports, and attending lots of meetings. This process could kill an idea before it has a chance to take off. Consider Microsoft, for example. One manager quit out of frustration with the company's snail's pace for decision making. It took 10 meetings and three months to act on his suggestion to add a feature to Hotmail while it took only 30 minutes to write the code for this feature.

To stimulate innovation, many big companies are now dividing their organizations into smaller work units. AT&T has already launched their own small enterprises to keep new ideas from falling through the cracks. Run by intrapreneurs—people who create innovation of any kind within an organization (not to be confused with entrepreneurs—risk takers in the private enterprise system)—these ventures get funding and support from the parent organization. Nevertheless, some intrapreneurial ventures continue to face giant obstacles because the parent corporation burdens them with strict reporting requirements and formal procedures.

Economic Role of Small Business

Small businesses play a number of important roles in the economy:

They provide jobs. Small businesses create about 70 percent of new jobs. Moreover, some 24 million small businesses employ 53 percent of the private nonfarm U. S. workforce and generate more than half of the private U. S. gross domestic product.

They introduce new products. The National Science Foundation estimates that 98 percent of the nation's "radical" new-product developments spring from small firms, a staggering percentage given the fact that small companies spend less than 5 percent of the nation's research-and-development money.

They supply the needs of large corporations. Many small businesses act as distributors, servicing agents, and suppliers to large corporations.

They provide specialized goods and services. When Mike Woods tried to teach his son how to read he couldn't find any toys on the market that helped phonics. So he left his job as a partner in a big law firm and started LeapFrog. The company's initial product was the Phonics Disk, a \$50 toy that teaches children shapes, sounds, and pronunciation of letters and words. Today LeapFrog, a division of Knowledge Universe, produces 17 toys geared toward teaching children to read and write.

In addition to these roles, small businesses spend \$2.2 trillion annually in the U. S. economy, just a bit less than the \$2.6 trillion spent by big companies.

(1 073 words)

Chapter 4 Starting and Expanding a Small Business

Part I Understanding the World of Small Business (Page 100 - 102)

✳Bank of New Words & Phrases 词汇注释

entrepreneur[ˌɒnrəprəʊnə]	<i>n.</i> 企业家; 主办人; 承包人 a person who sets up businesses and business deals
nimble[ˈnɪmbəl]	<i>adj.</i> 灵活的; 敏捷的; (头脑)思路敏捷的, 机智的; 机敏的; quick, light, or agile in movement or action; clever, and acute in devising or understanding
tricky[ˈtrɪki]	<i>adj.</i> 狡猾的; 棘手的; 难处理的 crafty, deceptive, requiring skill
advocate[ˈædvə,keɪt]	<i>vt.</i> 提倡; 拥护; 鼓吹; 为……辩护 recommend
venture[ˈventʃə]	<i>n.</i> 冒险事业; 冒险; 冒险行动; 商业冒险; project or undertaking, esp a commercial one when there is a risk of failure

solo[英][ˈsəʊləʊ]	<i>adj.</i> 单独的; 独自地; 独唱的; 独奏的 by oneself without a companion
sizeable[ˈsaɪzəbəl]	<i>adj.</i> 相当大的 large in size
amenity[əˈmenɪti]	<i>n.</i> 愉快; 礼仪, 举止; (环境等的) 舒适; 便利设施 feature or facility of a place that makes life there easy and pleasant
innovative[ɪˈnəveɪtɪv]	<i>adj.</i> 革新的; 创新的 introducing or using new ideas, techniques
intrapreneur[ɪntrəˈprɛni:ə]	<i>n.</i> 企业内部强人; 内部企业家 one that is skilled and powerful within an enterprise
spring[ˈsprɪŋ]	<i>vt.</i> 突然跳出; 跳过 jump quickly or suddenly from the ground in a single movement
implement[ˈɪmpləmənt]	<i>vt.</i> 实施, 执行; 使生效, 实现; 落实(政策) put something into effect, carry out
hazardous[ˈhæzədəs]	<i>adj.</i> 冒险的; 碰运气的 dangerous, risky
phonics[ˈfəniks]	<i>n.</i> 看字读音教学法, 声学 way of learning sound
initial[ɪˈnɪʃəl]	<i>adj.</i> 最初的; 开始的 primary, in the beginning
division[dɪˈvɪʒən]	<i>n.</i> 分开, 分隔; 部门 separation, department
gear[ɡɪr]	<i>vi.</i> 接上; 调和 adjust

Phrases

美国中小企业管理局介绍

美国中小企业管理局(Small Business Administration, 简称SBA)于1958年被美国国会确定为“永久性联邦机构”。作为美国联邦政府专门设立的向中小企业提供资金支持、技术援助、政府采购、紧急救助、市场开拓(特别是国际市场)等全方位、专业化服务的机构,美国中小企业管理局是美国政府制定小企业政策的主要参考和执行部门,在各联邦政府部门中享有很高的地位,局长由总统亲自任命。美国中小企业局总部设在华盛顿,在美国十大城市设有分局,分局下设100多个地方机构,员工总人数超过4000人。

作为世界上最发达的国家,美国目前约有中小企业2500万家,其数量约占美国全部企业数量的98%,是美国经济中最具活力的部分。美国中小企业对美国经济的贡献很大:所创造的就业机会占私营企业的54%,销售额占全国销售总额的47%,产值占国内生产总值的50%。同时,美国中小企业又是技术创新的重要力量。美国中小企业不仅有很强的发明创造力,而且科技成果推出快,科技投资回收期约比大公司短1/4,中小企业发展新技术新产品的效率高于大企业。因此,美国经济的真正核心是中小企业。

✦Text Organization 结构阐释

An English article usually begins with a title; then, the first paragraph gives readers a clear message to be conveyed and thus a motivation for them to read on. Next, the story or the main part of the article is presented. An inverted pyramid form is usually followed in telling the story; in other words, the material is often presented from the most important point to the least important one. Here, in the present passage, the author first stated the situation of small businesses in the United States, and then its characteristics followed.

✦Analysis of Difficult Sentences 难句分析

Unlike the sentence structure of Chinese, English sentences usually own tree-like structures. To explain in detail, the clauses are just like branches and the main stem of the “tree” is often with the subjective and the predicate of a sentence. It is important to grasp the tree-like structure of an English sentence. Following below, difficult sentences in the passage are analyzed by employing various markers so that it may be easy to be clear of the sentence structures and the meanings of the sentences.

A table of the markers used in analysing difficult sentences 难句分析标示符号一览表

Subject 主语	=====	Predicate 谓语	_____
Object 宾语	~~~~~	Adverbial Modifier 状语	[.....]
Attribute 定语	(.....)	Predicative 表语	<.....>

1. Even so, defining what constitutes a small business is surprisingly tricky, because small is a relative term.

句子结构分析:

[Even so], defining what constitutes a small business / is< surprisingly tricky> ,

由动名词 defining 牵头构成句子的主语

[because small is a relative term].

由 because 引导一个状语从句

译文:即便如此,想要对小企业的构成下定义也绝非易事,因为“小”是一个具有相对意义的词汇。

2. For example, a manufacturing firm with 500 employees might be considered small if it competes against much larger companies.

句子结构分析:

[For example], a manufacturing firm with 500 employees /might be considered <small>//[if it competes against much larger companies].

介词 with 作状语修饰 firm

由 if 引导一个条件状语从句

译文:比如,一家拥有 500 名雇员的制造业企业在和比自身大得多的公司相竞争的情况下就会被认为是一家小企业。

3. Another characteristic of small businesses is that they tend to be more innovative than larger firms.

句子结构分析:

Another characteristic of small businesses is (that they tend to be more innovative than larger firms).

that 引导一个表语从句

译文:小企业的另一个特点是它们比大公司更具有创新性。

✳ Word-building 构词法精解

The Meaning of Certain Words in Business English

In business English, Some words tend to mean slightly different from what people know of them in daily English. By studying the special meanings of these words, a reader may have a better idea of the meaning of certain words in business English.

Following below are some examples.

Word	Original Meaning	Meaning in Business English
trust	信任	信托
maturity	成熟	到期日, 偿还日
prospect	预期	潜在顾客
run	跑步	银行挤兑
long	长的	多头
slip	纸条	存取款单

✳ Reading Skills 技巧点拨

Outlining

An outline is a good active reading skill in that it requires you to read carefully and identify main ideas and supporting details. In addition, an outline vividly illustrates how ideas relate to each other, which enables you to answer many questions, review the whole passage, and test your understanding and memory of what you have read. As your job in making an outline majorly consists of deciding what information is important and what is not, you must

read and digest carefully. To write an outline, simply bear in mind that the most general information is briefly written on the left margin. Supporting information for any item is then written somewhat to the right and underneath the main point. Write main points in your outline as you read. Under main points, write details. Note that headings of a passage may be a great helper.

✳ Exercises 巩固练习

I. Please analyze the structure of the following sentences and translate them into Chinese.

(1) Small companies have, in fact, turned the U. S. economy into the growth engine for the world.

(2) In contrast to lifestyle businesses, some firms are small simply because they are new.

(3) These high-growth ventures are usually run by a team rather than by one individual, and they expand rapidly by obtaining a sizeable supply of investment capital and by introducing new products or services to a large market.

(4) The typical small business has few products or services, focuses on a narrow group of customers, and remains in close contact with its markets.

(5) In addition, small businesses tend to be more open-minded and willing to try new things, whereas big companies tend to say *no* more often than *yes*.

(6) The National Science Foundation estimates that 98 percent of the nation's "radical" new-product developments spring from small firms, a staggering percentage given the fact that small companies spend less than 5 percent of the nation's research-and-development money.

II. Questions for group discussion.

(1) How are small businesses defined in the economic system of the United States?

(2) When did a good chance come for small businesses?

(3) What are the two features of small businesses?

(4) What are the two distinctive types of small businesses?