



“十二五”普通高等教育本科国家级规划教材

21 English 世纪大学英语 for Interactive Purposes

汪榕培 石坚 邹申 ◆ 总主编

应用型 综合教程
教学参考书(修订版) **1** (下)

 復旦大學 出版社



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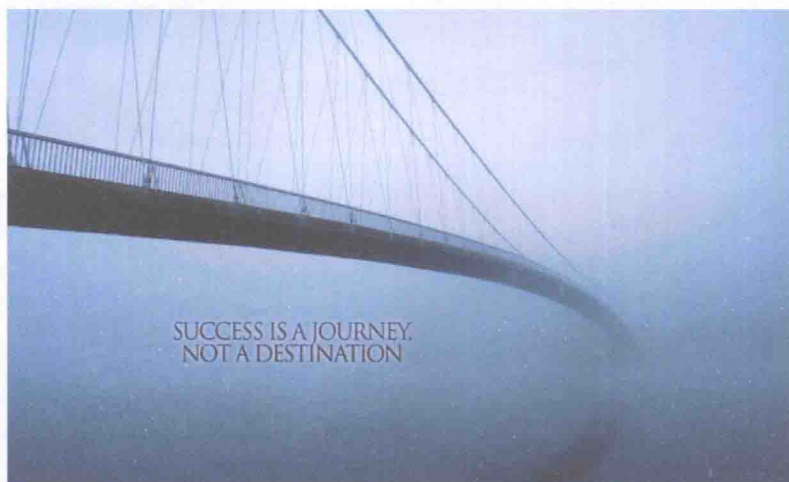
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Unit 5

Success





Starter

Put the words /expressions in the box into the correct categories.

insistence (坚持)	brave	ingenious (有独创性的)	confidence
diligent	creative	patience	persist
insight	determination (决心)	strive	probe
considerate	speculate (思考)	conquer	

Nouns describing the ways to be successful:

Adjectives describing the characteristics of a successful person:

Verbs describing the actions of a successful person:

Starter

Put the words/expressions in the box into the correct categories.

设计思路

- 该部分列出了有关成功的词汇,其目的是让学生掌握并巩固与本单元主题相关的词汇,同时导出本单元“成功”这个话题。

参考教法

- 建议1: 该部分可作为词汇翻译训练,先让学生指出每个单词的中文意思,然后进行词汇归类;
- 建议2: 让学生分组进行比赛,最短时间内正确完成该部分的小组为胜;
- 建议3: 鼓励学生说出更多与获取成功相关的词汇。

Nouns describing the ways to be successful: *insistence, confidence, patience, insight, determination*

Adjectives describing the characteristics of a successful person: *diligent, creative, brave, ingenious, considerate*

Verbs describing the actions of a successful person: *persist, strive, probe, speculate, conquer*

Part A



Warm-up

I. Watch the video clip and fill in the blanks with the words or expressions you've heard.

设计思路

- 该部分的视频内容涉及什么样的品质可以帮助你得到成功。其目的一方面是通过视频引起学生兴趣,锻炼听力,了解有关成功需具备的品质;另一方面为下个任务作铺垫。考虑到教授对象是大一新生,该题的内容设计比较简单。



Part A



Warm-up

I. Watch the video clip and fill in the blanks with the words or expressions you've heard.

(Why do people succeed? Is it because they are smart? Or are they just lucky? Neither. Analyst Richard St. John condenses years of interviews into an 3-minute slideshow on the real secrets to success.)

... So here we are, seven years, 500 interviews later, and I'm gonna tell you what really leads to success and makes TED-sters tick.

And the first thing is 1. Freeman Thomas says, "I'm driven by my passion." TED-sters do it for love, they don't do it for money ...

Work! Rupert Murdoch said to me, "It's all 2. Nothing comes easily. But I have a lot of fun." ...

Good! Alex Garden says, "To be successful put your nose down in something and get damn 3 at it." There's no magic, it's practice, practice, practice.

And it's 4. Norman Jewison said to me, "I think it all has to do with focusing yourself on one thing."

And 5! David Gallo says, "Push yourself. Physically, mentally, you've gotta push, push, push." You gotta push through shyness and self-doubt ...

6! Sherwin Nuland says, "It was a privilege to serve as a doctor." Now a lot of kids tell me they want to be millionaires ...

7. TED-ster Bill Gates says, "I had an idea — founding the first micro-computer software company." I'd say it was a pretty good idea ...

Persist. Joe Kraus says, "8 is the number one reason for our success." You gotta persist through failure. You gotta persist through crap! ...



II. Work in pairs and discuss the following questions.

1. Do you know someone who is successful? What characteristics do they have?

(Cues: great person, ordinary life, ambition, passion)

2. What is the definition of "success"? And how can we tell whether a person is successful or not?

(Cues: different standards, fulfill one's dreams, earn the respect, wealth)

参考教法

- 可先让学生读题,鼓励其根据上下文猜测本视频所涉及的内容;
- 播放完一遍视频后,核对答案;
- 根据学生理解情况,可再次播放视频,并讲解视频内的个别短语或单词。

Script & Keys:

... So here we are, seven years, 500 interviews later, and I'm gonna tell you what really leads to success and makes TED-sters tick.

And the first thing is **1. passion**. Freeman Thomas says, "I'm driven by my passion." TED-sters do it for love, they don't do it for money ...

Work! Rupert Murdoch said to me, "It's all **2. hard work**. Nothing comes easily. But I have a lot of fun." ...

Good! Alex Garden says, "To be successful put your nose down in something and get damn **3. good** at it." There's no magic, it's practice, practice, practice.

And it's **4. focus**. Norman Jewison said to me, "I think it all has to do with focusing yourself on one thing."

And **5. push!** David Gallo says, "Push yourself. Physically, mentally, you've gotta push, push, push." You gotta push through shyness and self-doubt ...

6. Serve! Sherwin Nuland says, "It was a privilege to serve as a doctor." Now a lot of kids tell me they want to be millionaires ...

7. Ideas. TED-ster Bill Gates says, "I had an idea — founding the first micro-computer software company." I'd say it was a pretty good idea ...

Persist. Joe Kraus says, "**8. Persistence** is the number one reason for our success." You gotta persist through failure. You gotta persist through crap! ...

II. Work in pairs and discuss the following questions.

设计思路

- 该部分既延续了视频练习中的话题,又结合了 Text A 课文的内容,以进一步导入本单元的主题,切入 Text A。

参考教法

- 可采用分组讨论或个别提问方式。根据学生情况,可适当提示有用的词汇或句型,如: According to somebody, When it comes to success ..., The reasons may be listed as follows ...

Suggested Answers:

1. Yes, I think Bill Gates is a successful person. Those great people have success in their ordinary life, and some important characteristics they have are ambition, passion and patience.
2. Success refers to the event that accomplishes its intended purpose. Different persons may have different

Text A

A Simple Life Well Lived

By Shanelle Pierce

- 1 The businessman was at the **pier** of a small coastal Mexican village when a small boat with just one fisherman **docked**. Inside the small boat were several large yellow **fin tuna**. The businessman complimented the Mexican on the quality of his fish and asked how long it took to catch them. The Mexican replied, "Only a little while".
- 2 The businessman then asked why he didn't stay out longer and catch more fish. The Mexican said he had enough to support his family's immediate needs. The businessman then asked, "But what do you do with the rest of your time?" The Mexican fisherman said, "I sleep late, fish a little, play with my children, take a **nap** with my wife, Maria, **stroll** into the village each evening where I **sip** wine and play guitar with my **amigos**; I have a full and busy life, **señor**."
- 3 The businessman **scoffed**, "I am a Harvard MBA and I could help you. You should spend more time fishing, and with the **proceeds** buy a bigger boat. With the proceeds from the bigger boat you could buy several boats; eventually you would have a **fleet** of fishing boats. Instead of selling your catch to a middleman, you would sell directly to the **processor** and **eventually** open your own **cannery**. You would control the product, **processing** and **distribution**. You would need to leave this small coastal fishing village and move to Mexico City, then LA and eventually New York City where you would run your **expanding enterprise**."

understandings of success. When it comes to a successful person, we usually think of the following types: someone who can fulfill his dreams, someone who can earn the respect of others, someone who can realize his goals or someone who can offer help to the poor, etc. .



Text A

A Simple Life Well Lived

By Shanelle Pierce

Language and Cultural Points in the Text

Paragraph 1

◆ **compliment**: *v.* say sth. to sb. that expresses praise or admiration

n. a remark expressing praise or admiration

e. g. What a nice compliment!

多好的赞美啊!

Compliment others, even strangers.

赞美他人,即便是陌生人。

Paragraph 2

◆ **immediate needs**: 燃眉之急

e. g. The convenience store next door was useful for immediate needs.

隔壁的便利店可以买到急需的东西。

When selecting books in a library, always consider if each book is relevant to your immediate needs.

在图书馆选书时总是要考虑每本书是否能够满足自己眼前的需要。

◆ **nap**: *n.* a period of time spent sleeping

e. g. He stretched on the lawn and took a nap.

他伸开手脚躺在草地上小睡了一会儿。

You can have a nap in my bed if you like.

你愿意的话可以在我床上小睡片刻。

◆ **stroll**: *v.* to walk leisurely and with no apparent aim

e. g. On Sunday evening people stroll along the boulevard.

星期日的傍晚,人们沿着大街溜达。

The visitors liked to stroll about the streets at night.

游客们喜欢在晚上漫游街市。

Paragraph 3

◆ **proceeds**: *n.* (*pl.*) the income or profit arising from such transactions as the sale of land or other property

e. g. A large part of the proceeds is instead saved and recycled into lending to rich Western countries.

相反,相当大一部分收入投入了储蓄,经过循环后,用于向西方富国放贷。

◆ **middleman**: *n.* someone who buys large quantities of goods and resells them to merchants rather than to the ultimate customers

◆ **process**: *v.* deal with in a routine way

e. g. The factory processes leather.

这个工厂加工皮革。

◆ **processor**: *n.* someone who processes things (foods, photographs, applicants, etc.)

◆ **distribution**: *n.* the act of distributing or spreading

e. g. The distribution of food as prepackaged rations is an unsatisfactory solution and should be avoided.

用预先装袋的方式分发口粮不是理想的解决办法,应予以避免。

◆ **expand**: *v.* 1. become larger in size or volume or quantity 2. extend in one or more directions

e. g. The merchant wants to expand his business.

这位商人打算扩大他的业务。

The petals of many flowers expand in the sunshine.

花瓣在阳光下绽开了。



(S110)

4 The Mexican fisherman asked, “But señor, how long will this all take?” To which the businessman replied, “15-20 years”. “But what then, señor?” The businessman laughed and said, “That’s the best part! When the time is right you would announce an IPO and sell your company stock to the public and become very rich. You would make millions.” “Millions, señor? Then what?” The businessman said, “Then you would retire, move to a small coastal fishing village where you would sleep late, fish a little, play with your kids, take a **siesta** with your wife, stroll to the village in the evenings where you could sip wine and play your guitar with your amigos.”

(S111)

5 The fisherman, still smiling, looked up and said, “Isn’t that what I’m doing right now?”

6 We live in a world in which being successful is everything. Success is measured by power, **popularity**, control, achievement, and winning. Having more and being more is success. The businessman measured success by the **accumulation** of wealth and by living an **extravagant** life. He held a Harvard MBA, millions of dollars, and **status** as a powerful businessman. “The person with the most toys wins” is a **fitting** motto.



7 Possessions and wealth are not enough. While comforting, wealth cannot **fulfill**. Benjamin Franklin was of the opinion, “Money never made a man happy yet, nor will it. The more a man has, the more he wants. Instead of filling a **vacuum**, it makes one.” Wealth may help us to escape emptiness for a short while; it cannot cure it.

8 The businessman **accumulated** money to support his retirement. It was wise to plan for the future. Yet, what sort of life was he living in the present? The businessman was so future-**oriented** that he hadn’t taken **sufficient** time to question what the future looked like. The businessman was living for what the Mexican already enjoyed — a simple life well lived.

Paragraph 4

◆ **IPO**: *n.* Initial Public Offerings, a corporation's first offer to sell stock to the public

e. g. But the IPO is risky for the company.

但首次公开募股对于公司来说是有风险的。

Paragraph 6

◆ **We live in a world in which being successful is everything.**

Note: 在这个句子中 in which 引导的句子为定语从句, 修饰先行词 world, 而在定语从句中 being successful 是动名词作为从句的主语。

◆ **Having more and being more is success.**

Note: 在这个句子中, having more and being more 是动名词短语作主语。

◆ **accumulation**: *n.* an increase by natural growth or addition

e. g. All this does not mean that the accumulation of capital is undesirable.

这一切并不意味着资本积累是不值得渴求的。

Without fast accumulation of material wealth, it is difficult for us to accomplish the objective of fostering balanced development.

如果没有快速积累起来的物质财富, 我们就难以实现促进均衡发展的目标。

◆ **status**: *n.* 1. the relative position or standing of things or (especially) persons in a society 2. a state at a particular time

e. g. They have jobs of middling status, perhaps in retail or self-employed manual trades.

他们有着中等职位的工作, 也许在零售业或者自营手工行业。

If you want Helen to consult your doctor, you can give him permission to discuss your status with her.

如果你想让海伦咨询你的医生, 那你可以许可你的医生跟她讨论你的治疗状况。

◆ **"The person with the most toys wins" is a fitting motto.**

Note: 在这个句子中, The person with the most toys wins 作为整个句子的主语。

Paragraph 7

◆ **fulfill**: *v.* 1. fill or meet a want or need 2. put in effect

e. g. I know that you can fulfill your partner's wants.

我知道, 你能满足你伴侣的需要。

You should fulfill your promise.

你应该履行自己的诺言。

◆ **Benjamin Franklin was of the opinion, ...**

Note: 在这个句子中, was of the opinion 的意思是“认为, 持有...的观点”。

◆ **Money never made a man happy yet, nor will it.**

Note: 在这个句子中, nor will it 是倒装结构。否定词 nor 放在句子的前面表示强调。其基本句型为 nor + auxiliary/be/modal verb + subject。

e. g. I will not agree with you, nor will they.

我不会同意你的观点, 他们也不会同意的。

Mike didn't finish his homework, nor did his roommates.

迈克没有完成他的功课, 他的室友也没有完成。

◆ **The more a man has, the more he wants.**

Note: 这是比较级从句。The more ... the more ... 表示“越...越...”。

e. g. The more, the better.

多多益善。

The more he learned about the news, the more anxious he became.

他知道的消息越多, 他就变得越焦虑。

Paragraph 8

◆ **accumulate**: *v.* get or gather together

e. g. Over time, however, problems would first accumulate, then emerge.

不过, 随着时间的流逝, 问题首先会逐渐积累, 接着暴露出来。

The failure is a fortune for the entrepreneur, for only some small failures can accumulate some other big successes.

失败对创业者来说是一笔财富, 因为只有小的失败才能积累大的成功。

◆ **orient**: *v.* 1. to direct sb./sth. towards sth. 2. determine one's position with reference to another point

e. g. The manager told us that we should orient the commodities towards our customers.

经理告诉我们必须使商品面向顾客群体。

You can easily orient yourself in the city by the famous buildings.

利用城内的著名建筑物, 你可以很容易地确定自己的方位。

future-oriented: *a.* 以未来为考虑中心的

类似的表达还有: money-oriented 以金钱为考虑中心的; time-oriented 以时间为考虑中心的; profit-oriented 以盈利为考虑中心的。

◆ **sufficient**: *a.* of a quantity that can fulfill a need or requirement but without being abundant

e. g. Food and water are quite sufficient here.

这里食物和水相当充足。

We have good connections with some reputable factories, so sufficient supplies and on-time delivery are thus guaranteed.

我方与一些知名厂家关系良好, 因此充足的货源和及时的交货可以得到保证。

9 Rudyard Kipling, giving a **commencement** address at McGill University in Montreal, said there was one **striking** thing that deserves to be remembered about people. Warning the students against an over-concern for money, power, or popularity, he said, "Someday you will meet a man who cares for none of these things. Then you will know how poor you are." The businessman discovered how poor he was when he met the Mexican fisherman.

10 Ralph Waldo Emerson **defined** success in a simple life well lived as: "to laugh often and much; to win the respect of intelligent people and **affection** of children; to earn the **appreciation** of honest **critics** and **endure** the **betrayal** of false friends; to appreciate beauty; to find the best in others; to leave the world a little bit better, whether by a healthy child, a garden **patch**, or an improved social condition; to know even one life has breathed easier because you have lived. This is to have succeeded."

11 I think the Mexican fisherman would have agreed with Emerson.

(731 words)

Words and Expressions

四级词汇(标记为■) 7	四级积极词汇(标记为▲) 10	六级词汇(标记为★) 10	超纲词汇(不标记) 11
* pier [piə] n.	码头		
* dock [dɒk] v.	come into dock 使靠码头		
fin [fin] n.	鳍;鱼翅;鳍状物		
* tuna [ˈtju:nə] n.	金枪鱼;鲑鱼		
■ nap [næp] n.	a period of time spent sleeping 小睡;打盹儿		
* stroll [strɔ:l] v.	to walk leisurely and with no apparent aim 闲逛;散步		
sip [sip] v.	drink in sips 啜饮		
amigo [əˈmi:gəʊ] n.	friend (西班牙语)朋友		
señor [seˈnjɔ:r] n.	(西班牙语)先生		
* scoff [skɒf] v.	laugh at with contempt and derision 嘲笑;嘲弄		
▲ proceeds [ˈprəʊsi:dz] n.	(pl.) the income or profit arising from such transactions as the sale of land or other property 收入,收益		
■ fleet [fli:t] n.	舰队;船队;车队		
processor [ˈprəʊsesə] n.	someone who processes things (foods, photographs, applicants, etc.) 加工、处理事物的人		
eventually [ɪˈventʃʊəli] ad.	at last 终于;最终		
cannery [ˈkænəri] n.	罐头工厂		
▲ process [ˈprɒses] v.	deal with in a routine way 加工;处理		
■ distribution [ˌdɪstrɪˈbjʊ:ʃən] n.	the act of distributing or spreading 销售,分发		
▲ expand [ɪksˈpænd] v.	1. become larger in size or volume or quantity 使...变大;扩大;扩张 2. extend in one or more directions 伸展;伸开;张开;展开		
* enterprise [ˈentəpraɪz] n.	an organization created for business ventures 企[事]业单位;公司		
siesta [sɪˈestə] n.	a rest or nap after the midday meal 午休;午睡		

Paragraph 9

◆ **striking**: *a.* 1. sensational in appearance or thrilling in effect 2. having a quality that thrusts itself into attention

e. g. The difference between America and Europe is especially striking.

美国与欧洲的区别特别显著。

That which is striking and beautiful is not always good, but that which is good is always beautiful.

那些引人注目的美丽的东西不一定总是好的,但是那些好的东西总是美丽的。

◆ **warn against**: admonish or counsel in terms of someone's behavior

e. g. Economists warn against drawing too much comfort from the figures.

经济学家警告人们,不要对这些数字感到过分欣慰。

◆ **over-concern**: *n.* sth. or sb. that causes anxiety; a source of unhappiness

e. g. Seeing all this, maybe you will laugh at my over-

concern and over-anxiety, however, it is quite reasonable.

或许看到这些你会说我过分担心和忧虑了,然而我的担心和忧虑却是不无道理的。

Paragraph 10

◆ **define**: *v.* 1. give a definition for the meaning of a word 2. determine the essential quality of

e. g. They disagreed on how to define "liberal".

他们对 liberal 这个词的定义持有不同的意见。

This booklet defines the committee's functions.

这本小册子对委员们的职责做了明确的规定。

◆ **affection**: *n.* a positive feeling of liking

e. g. Several days apart further their affection.

几天的分别增进了他们的感情。

A possible connotation of home is a place of warmth, comfort and affection.

家的大概涵义是一个温暖、舒适和充满爱的地方。

*popularity [ˌpɒpjʊ'lærɪtɪ] n.	the quality of being widely admired or accepted or sought after 普及;流行;名气
accumulation [əkju:mju'leɪʃən] n.	an increase by natural growth or addition 累积;积聚
*extravagant [ɪks'trævəɡənt] a.	recklessly wasteful 奢侈的;浪费的
▲status ['steɪtəs] n.	the relative position or standing of things or especially (persons) in a society 地位
*fitting ['fɪtɪŋ] a.	in harmony with the spirit of particular persons or occasion 适合的;适宜的;相称的
▲fulfill [fʊl'fɪl] v.	1. fill or meet a want or need 满足 2. put in effect 履行;实现
■vacuum [ˈvækjuəm] n.	an empty area or space 真空;空间
▲accumulate [əkju:mju'leɪt] v.	get or gather together 累积;积聚
▲orient ['ɔ:riənt] v.	1. be oriented 以...为方向;以...为目的 2. determine one's position with reference to another point 确定...的方位,为...定向
▲sufficient [sə'fɪʃənt] a.	of a quantity that can fulfill a need or requirement but without being abundant 足够的;充分的
commencement [kə'mensmənt] n.	a ceremony at which academic degrees or diplomas are conferred 毕业典礼
▲striking ['straɪkɪŋ] a.	1. sensational in appearance or thrilling in effect 突出的;给人深刻印象的 2. having a quality that thrusts itself into attention 引人注目的
▲define [dɪ'faɪn] v.	1. give a definition for the meaning of a word 给(词、短语等)下定义;解释(词义等) 2. determine the essential quality of 说明...的性质
■affection [ə'fekʃən] n.	a positive feeling of liking 喜爱;感情
*appreciation [ə'pri:ʃi'eɪʃən] n.	a favorable judgement 欣赏
■critic ['krɪtɪk] n.	a person who is professionally engaged in the analysis and interpretation of works of art 批评家;评论家
betrayal [bɪ'treɪəl] n.	an act of being disloyal 背叛;辜负
■patch [pætʃ] n.	a small area of ground covered by specific vegetation 小块土地
a little while	a short period of time 不久,一会儿
immediate needs	燃眉之急
be measured by	be determined by measurement 以...衡量
be of the opinion	to consider 认为
deserve to	be worthy or deserving to 值得.....
warn against	告诫