

New Practical English

新编实用英语

学学·练练·考考

Workbook

《新编实用英语》教材编写组 编

3

第三版



高等教育出版社
HIGHER EDUCATION PRESS

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English

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《新编实用英语》教材编写组 编

XINBIAN SHIYONG YINGYU XUOXUE LIANLIAN KAOKAO



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第三版前言

《新编实用英语》(New Practical English)是由教育部原高职高专教育英语课程教学指导委员会组织全国力量按照《高职高专教育英语课程教学基本要求(试行)》编写的高职高专公共英语教材,是高职高专教育英语课程教学指导委员会向全国高职高专院校推荐的推动实用英语教学改革的新型教材。《新编实用英语》(第二版)是普通高等教育“十一五”国家级规划教材和国家“普通高等教育精品教材”。

《新编实用英语》自2002年出版发行以来,受到了高职高专院校广大师生和社会各界的热烈欢迎。在近10年的实际使用过程中,《新编实用英语》及其第二版在广泛听取来自广大用户批评和建议的基础上不断改革创新,现已成为高职英语教学改革的领军教材之一。它切实贯彻“以服务为宗旨,以就业为导向”的高职高专人才培养的总体方向,创出了被社会广泛认可的“实用英语”这一高职高专英语教学的品牌,并在编排上实现了“实用,好学,好教”的教学目标,受到了高职高专广大师生的热烈欢迎。

《新编实用英语》(第三版)是为适应高职高专教育新的发展形势而进行的第二次修订。我们在坚持“以服务为宗旨,以就业为导向”的大方向下,对教材编排进行了总体更新,而不只是局部的调整与修订,主要体现在总体教材体系的调整上:

第二版	第三版
1)《新编实用英语综合教程》1~4册 2)《新编实用英语学学·练练·考考》1~4册 3)《新编实用英语教师参考书》1~4册	1)《新编实用英语基础教程》1册(新增补) 2)《新编实用英语综合教程》1~3册(修订) 3)《新编实用英语学学·练练·考考》1~3册(修订) 4)《新编实用英语教师参考书》1~3册(修订) 5)《新编实用英语·备考手册》和《新编实用英语·职场手册》及其教参(新增补)
第三版说明: 1)《新编实用英语基础教程》(40~60学时,500~1000词)是专门为入学水平较低的学生加编的涉外英语交际基础篇。但是,《新编实用英语基础教程》绝不单纯是对中学英语的补习,而是在训练实用涉外英语交际的同时补习英语基础知识和基本技能。 2)《新编实用英语》第1册,含《综合教程1》、《学学·练练·考考1》和《教师参考书1》(60学时,1200~1800词,同第二版第1册)。 3)《新编实用英语》第2册,含《综合教程2》、《学学·练练·考考2》和《教师参考书2》(60学时,1800~2500词,同第二版第2册)。 4)《新编实用英语》第3册,含《综合教程3》、《学学·练练·考考3》和《教师参考书3》(60学时,2500~3300词,同第二版第3册)。 5)《新编实用英语·职场手册》和《新编实用英语·备考手册》各配有相应的教师参考书,供广大师生选择使用(40学时)。 6)《新编实用英语》(第三版)系列教材前3册均在第二版基础上做了文章及练习的替换等大量修订。第二版教材只保留了《新编实用英语》第4册,供有“专升本”需求的学校使用。	

《新编实用英语》（第三版）的修订目标是“更新与升级”，而不是“重起炉灶”，既让老用户感到熟悉与亲切，又觉得用上了“更新版”；为新用户则提供一套理念更新换代的“更新版新编实用英语”。

第三版进一步体现了“三加强”的原则：加强听说、加强表达、加强实用。第三版特别加强了听说部分的训练，增加了实用交际能力的培养；增编《新编实用英语·职场手册》的目的就是使《新编实用英语》更好更直接地为学生求职和深造服务。

第三版追求的目标不仅“要实用，要好教，更要好学”，还要便于创设“学习轻松、学用结合、课堂/职场交融”的教学环境。新编和更新的课文更加符合时代气息和职场交际的特色，语言更具时代性，更有利于激发学生的学习兴趣，如新增的网络讨论和博客交流等，此外还增设了Online Search/Posting（网络搜索/张贴专栏）等内容。

第三版更加注意体现人文因素和跨文化交际，特别加编了Appreciating Culture Tips（文化欣赏提示），让学生通过讨论所选生活哲理和职业道德警句（Mottos of Life Philosophy and Business Ethics）欣赏语言，思考所包含的人生哲理。

《新编实用英语》（第三版）所进行的探索与尝试符合高职高专英语教学改革的方向和迫切需求，编者相信本教材一定能得到广大高职高专院校师生的欢迎与支持，用以参与教材改革的实践。同时我们始终抱着虚心听取、深入研究、不断完善的态度，力求使《新编实用英语》（第三版）成为广大师生的诚挚朋友。

《新编实用英语》（第三版）由总主编大连理工大学孔庆炎教授和上海交通大学刘鸿章教授统筹设计、编排和审订，并聘请美国普渡大学Margie Berns教授作语言顾问。《新编实用英语学学·练练·考考3》（第三版）的主编为重庆大学余渭深教授，副主编为重庆科技学院全冬副教授和河南职业技术学院刘旺余副教授，编者为重庆科技学院张琪、李坚、陈益和重庆大学王旭等。

《新编实用英语》一直追求求实创新和与时俱进的原则，对编写思路、教材编排和语言资料进行不断的更新和完善，编写中的不当和疏漏之处，恳请广大使用者批评指正，以期本教程能为我国高职高专英语教学改革做出新的贡献。

编 者

2011年4月

第二版前言

《新编实用英语》(*New Practical English*)是由高职高专教育英语课程教学指导委员会组织全国力量,按照《高职高专教育英语课程教学基本要求(试行)》编写的普通高等教育“十五”国家级规划教材,是高职高专英语课程教学指导委员会向全国高职高专院校推荐的推动英语教学改革的新型教材。最近,《新编实用英语》(第二版)又被纳入普通高等教育“十一五”国家级规划教材。

《新编实用英语》自2002年出版发行以来,受到了高职院校广大师生和社会的热情欢迎。在近4年的实际使用过程中,我们广泛听取了来自各方面的批评和改进意见,并在此基础上对《新编实用英语》进行了修订,期望第二版的《新编实用英语》能够更加符合国家高职高专人才培养的需要,更加贴近高职高专英语教学的实际水平,能更好地满足一线教师对英语教学和教法改革的迫切要求。我们相信,《新编实用英语》(第二版)定会“更实用,更好学,更好教”。

《新编实用英语》(第二版)主要在以下几个方面进行了修订:

1. 缩减了篇幅,将每册原10个单元缩编为8个单元,以更好地适应教学改革的宏观要求,同时保证每个单元有比较充足的授课和训练时间,让学生能够更好地使用所学英语进行实际涉外交际活动。调整后的8个单元更加针对涉外人才市场对高职高专毕业生的需求。
2. 为每个单元加编了“单元目标”(Unit Goals),详尽规定了每个单元的教学目标和要求,并明确将这一目标分为“学会”和“学懂”两大类,而后再分解为听、说、读、写各种分项技能要求,保证师生在教学过程中目标明确,重点突出。
3. 合理调整了听说部分,在突出实用口头交际训练的同时,又加编了《新编实用英语听力教程》,集中训练听说交际能力,以适应更加开放的高职高专人才市场的实际需求。
4. 部分调整了语言交际训练的练习内容,更加突出交际表达能力的培养,并从编排上做了相应变动,使之更加便于教学。
5. 在教学实践的基础上,我们组织有教学经验的优秀一线教师加编了较为详尽、系统的“参考教案”和“电子教案”,具体指导任课教师使用本教材进行教学。这是第二版《教师参考书》的重大变化,它不仅设计了各种教学方案和教学方法,更提供了新鲜有效的教学手段和资料,为教师教授《新编实用英语》(第二版)提供了理想的平台。
6. 实用写作部分精选了应用文,一般写作突出了与语言结构、篇章功能的联系。
7. 以上修订变化涵盖《综合教程》、《学学·练练·考考》和《教师参考书》各册,《新编实用英语听力教程》将另行出版发行。
8. 近年来,随着高等职业教育的大发展,高职高专院校招生规模迅速扩大,部分学生英语入学水平有所降低。为了适应这一新的需求,我们又增编了《新编实用英语预备级教程》(*New Practical English — A Preparatory Course*),作为学习《新编实用英语》(第二版)教程的预备教程(需20~30学时),并在内容上与《新编实用英语》(第二版)教程相互照应,为学生尽早进入《新编实用英语》(第二版)教程的学习做好准备。

修订工作由总主编大连理工大学孔庆炎教授和上海交通大学刘鸿章教授统筹,各分册主编负责实施。部分编者参加了具体的修订工作。

第二版的《综合教程3》、《学学·练练·考考3》和《教师参考书3》由原主编余渭深教授及原副主编刘寅齐、邹晓玲修订完成,编者有张琪、李坚、全冬和陈益等。

由于本书遵循的是全新的编写思路,实际编写中会有不当和疏漏之处,望广大使用者批评指正,以期本教材能为高职高专英语教学做出新的贡献。

编者

2007年6月

第一版前言

《新编实用英语学·练·考》(New Practical English Workbook)是《新编实用英语综合教程》的同步自学练习用书。本书紧扣《新编实用英语综合教程》各单元的教学内容与体例,力求巩固和扩大主教材所设计的听、说、读、译、写等语言技能的训练和词汇、语法等语言知识与用法的学习。

《学·练·考》的编排模式与《新编实用英语综合教程》基本相同,是学生自主学习的好伴侣。为了充分体现便于自学的特点,《学·练·考》有以下几个突出的特点:

1. 阅读文章的生词都注在课文的右侧,便于学生独立阅读;
2. 每课都加编了相应的Data Bank,为主教材中的相关表达练习提供辅助资料,这对提高学生的独立运用能力十分有益;
3. 在一般写作部分,各册加编了相关语法和写作知识的归纳小结,不仅为学生提供了训练中所需要的语言材料,而且帮助学生系统地归纳整理所学语言知识,从而能更有效地在实践中使用;
4. 每册加编了2套模拟考题,第一册模拟英语应用能力B级考试;第二册的第一套模拟B级考试,第二套模拟A级考试;第三册模拟A级考试;第四册模拟大学本科英语四级考试。这便于学生自我检测,以比照《高职高专教育英语课程教学基本要求(试行)》衡量学习达到的水平。

综上所述,《学·练·考》是学好《新编实用英语综合教程》的辅学必备材料,它可以帮助学生复习所学内容,扩大练习园地,开拓知识视野,提高学习兴趣。将主教材和自主训练材料配合使用,一定会取得事半功倍的效果。

《新编实用英语学·练·考》第3册由重庆大学余渭深教授主编,重庆科技学院刘寅齐教授、重庆大学邹晓玲教授任副主编,黄玉兰(重庆科技学院)、宋又新(重庆科技学院)、邓仕伦(重庆大学)、全冬(重庆科技学院)、晏生宏(重庆大学)、黎静(重庆大学)等参加了编写工作。

由于本书遵循的是完全崭新的编写思路,实际编写中会有不当和疏漏之处,望广大使用者批评指正,以期本教程能为高职高专英语教学做出新的贡献。

编者

2003年7月

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Promoting Activities

Unit Goals

What You Should Learn to Do

- 1 Introduce a certain company (background, business scope, etc.)
- 2 Talk about a company's business
- 3 Promote a product

What You Should Know About

- 1 Key to producing bestsellers
- 2 Preparation for the business negotiations is needed not only in the business sense but in a cultural sense as well
- 3 Product prospectuses

SECTION I Talking Face to Face

Speak More
by Yourself

Sample 1

China-made Silk Products Show!

Interested in China-made silk products? Come to our show!

With years of experience in manufacturing silk products, we offer a wide range of silk items, such as silk fans, silk garments, silk sheets, and silk carpets. All are made of top quality materials and with fine workmanship. Our silk products have enjoyed a fair market in Canada, Europe, South Asia and other regions and are the exclusive products of our own chain stores abroad.

Date: June 12–June 18, 2011

Place: 22# Haibin Rd, Hangzhou, China

Organizer: ABC Silk Products Import and Export Corporation

Sample 2

Mountain Bikes — A Perfect Travel Vehicle!

Tired of walking through the woods? Buy a mountain bike!

Huaxia Bicycle Company has a new product to offer its customers — mountain bikes! They are the company's latest developments. All are made of top quality materials. With various types and sizes, favorable prices and top quality, our mountain bikes are well received both at home and abroad. The sales turnover last year was around 3 million RMB *yuan*. We have 5 subsidiaries at home and we are thinking of expanding our business overseas.

Tel: 023-67623456

Fax: 023-67623458

Manufacturer: Huaxia Bicycle Company



Read aloud the following dialogues based on the samples provided above. You could practice role-play with your partner, changing the information into your own.

Dialogue ★

Ms. Wang: Mr. Black, you have seen our products in the showroom. They are of top quality and fine workmanship and are sure to earn a big profit.

Mr. Black: I think you are right. That's why I am here in your company. In recent years, China-made silk products, especially your company's, have been enjoying a fair market in Canada.

Ms. Wang: You're right, but it's not just in Canada. It's in Europe, South Asia and other regions, too.

Mr. Black: Have you got a sales agent in Canada?

Ms. Wang: No, not yet. Why are you asking?

Mr. Black: You see, I'm buying for chain department stores in Canada. One of their interests is Chinese silk products. And I'd like to be the person in charge of this line.

Ms. Wang: Great! I'll make an appointment for you to meet Mr. Wang, our general manager.

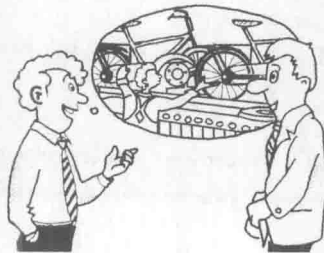
Mr. Black: Thank you very much.

Ms. Wang: You're welcome.



Dialogue 2

- Mr. Zhao: Thank you for your interest in our mountain bikes, Mr. Wilson.
- Mr. Wilson: I'd like to know more about your products and your company.
- Mr. Zhao: What exactly do you want to know?
- Mr. Wilson: I would like to know more about your line of mountain bikes.
- Mr. Zhao: As you know, we produce mountain bikes of various types and sizes. We have years of experience in manufacturing them. Our bikes sell well in the international market because of their super quality and competitive prices.
- Mr. Wilson: We've read about this in your sales literature. Now, what was your sales turnover last year? And how many subsidiaries do you have?
- Mr. Zhao: Our sales turnover last year was around 2 891 400 RMB *yuan*. At present, we have 5 subsidiaries in the country and we are planning to have more.
- Mr. Wilson: Have you thought about expanding your business abroad?
- Mr. Zhao: Yes, to be frank. But it's not so easy to find a suitable partner.
- Mr. Wilson: Well, you might not have to wait much longer. Let's talk business.



2

Here is a group of short dialogues. Follow the examples to fulfill the tasks accordingly.

1

- A: May I help you, madam?
- B: I'd like to buy a toy telephone for my 10-year-old son. I want something that looks fun and interesting to a child.
- A: In that case, you'll probably be interested in this one. It's the latest model and very popular with little kids.
- B: Let me have a look. Oh, it's cute! The tail of the tiger is used as the receiver. I'm sure Johnny will like it. Yes, I'll take it. How much is it?
- A: Eighteen dollars. Shall I pack it for you, madam?



Task: Ask the shop assistant to show you an electronic toy car.

2

A: What are your findings in the market survey?

B: Laptop computers are in great demand. I'm sure they'll be the market leader in the next few years.

A: Do you mean we should hasten our speed in developing new models?

B: Yes, I think so. With proper sales promotion, the market should soon be ours.

A: Great! Let's start organizing our developing and advertising campaign right away.

B: I agree, we shouldn't lose any time. We must strike while the iron is hot, as they say.

Task: Report your market survey to your boss.



3

A: How do the customers like our new CD players?

B: They like the portable design and the fashionable style, but they are not too happy about our price.

A: Do you think we should bring the price down?

B: Well, probably yes. You see, the competition is fierce.

Task: Talk about the customers' reactions to a new color TV set.



4

A: Have you applied for a patent for this new product, Mr. Smith?

B: Yes. In fact, we applied for it six months ago. Last week, we got the approval from the patent office. Finally, we have our own patent.

A: Congratulations! What are your plans for the future?

B: We'll try to develop some other models of helmets and then, when the time is right, expand our business abroad, if possible.

A: You have high ambitions. Good luck to you!

Task: Talk about the application for a patent.



3

Here is the Data Bank. Practice the patterns and expressions for talking about present situations and potentials of products.

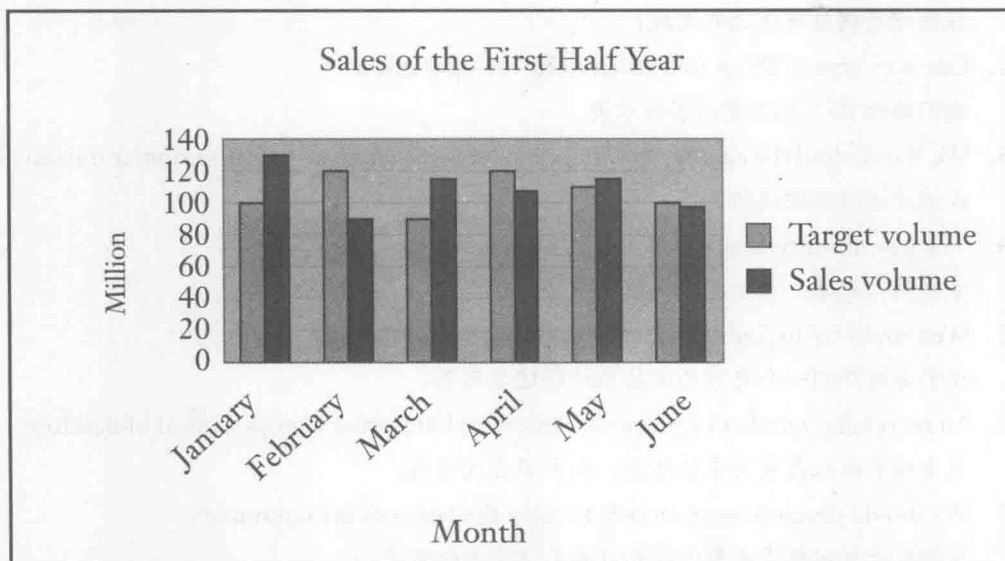
Data Bank

1. What findings have you got from the market survey?
你的市场调查有什么新发现?
2. Our new type of PC is well received by the customers.
我们的新型PC机很受顾客的欢迎。
3. We should find the cause of the delay and deliver the goods to the customer immediately.
我们应该找出耽误的原因, 马上将货给顾客送去。
4. The patent office has turned down / approved our application.
专利局已拒绝 / 接受我们提出的申请。
5. We should try to find a better way to handle this problem.
我们应该找到一个更好的方法来处理这个问题。
6. An increasing number of people are interested in buying laptops instead of desktops.
越来越多的人愿意买手提电脑, 而不买台式电脑。
7. We should develop more models to meet the needs of the consumers.
我们应开发出更多类型的产品以满足消费者的需求。
8. The present situation of our CD players is not pleasing.
我们生产的CD机的现状不令人乐观。
9. This new type of air-conditioner will find a smooth way into the home market.
该款新型空调机将在国内市场打开销路。
10. The sales figures have decreased this month.
这个月的销售量下降了。
11. Competitively-priced quality products are the most desirable.
价廉物美的商品最受人欢迎。
12. Our laptop computers enjoy a ready market both at home and abroad.
我们生产的手提电脑在国内外都很畅销。

4

The following bar graph is about the sales of the apartments developed by Royal Real Estate & Property Company in the first half year. Look at the graph carefully and get ready to say something about it.

Graphic Presentation



Sentence Patterns

1. Let me begin by ...
2. Our company's total sales have amounted to ...
3. We also underwent ...
4. Nobody will deny that ...

Words and Expressions

1. undergo 经历
2. ups and downs 起伏
3. contribute to 为...做贡献, 归咎于...
4. amount to 达到
5. marketing strategies 市场策略