

# 英语阅读流行色系列



★ 课外英语  
(双语版)  
子桐 雨璇 / 编

## Modern Times 引领时代的潮流

每日半小时，英语水平轻松攀升！

题材生动有趣，开拓学习视野！

内附译文译注，便于自查自学！

远方出版社



# Modern Times 引领时代的潮流

子桐 雨璇 / 编

远方出版社



责任编辑:胡丽娟

封面设计:古琦

课外英语  
英语阅读流行色系列  
引领时代的潮流

---

编者	子桐 雨璇
出版	远方出版社
社址	呼和浩特市乌兰察布东路 666 号
邮编	010010
发行	新华书店
印刷	北京华盛印刷厂
版次	2004 年 8 月第 1 版
印次	2004 年 8 月第 1 次印刷
开本	850×1168 1/32
印张	480
字数	4980 千
印数	5000
标准书号	ISBN 7-80595-981-1/G·342
总定价	1248.00 元
本册定价	9.80 元

---

远方版图书,版权所有,侵权必究。

远方版图书,印装错误请与印刷厂退换。

# 前 言

我们以学习英语的切身经验体会到：阅读不仅是英语学习的目的之一，而且是英语学习的主要手段和途径。英语阅读技能不仅是最重要的语言技能之一，也是学生必须掌握的学习技能之一。

《英语阅读流行色系列》正是为满足读者的阅读和学习的需要而编写的，同时我们从原创性、趣味性和针对性等几个方面进行了创新：

一、原创性：文章从国外图书、期刊、报纸或国外网站等处选择转载，保证所选阅读材料的“原汁原味”。

二、趣味性：本丛书涉及文学、流行趣味、前沿科学、人生广角等各方面的内容，所选内容轻松时尚、喜闻乐见。

三、针对性：本丛书适合广大的中学生朋友提高阅读水平同时适用于具有一定英语水平的爱好者欣赏之用。

《英语阅读流行色系列》包括《穿梭流动的驿站》《追

逐时尚的风景》《凝聚时光的快乐》《引领时代的潮流》《漫卷云天的青春》等 10 本分册。本丛书全部为英汉对照，文末附有词汇菜单汇集了文章的难点和重点词汇，它们既可作为阅读前期的“热身”，亦可作为语言学习上的参考。同时为词汇量有限的读者提供了方便的查阅空间，能恰到好处地扩展了文章的内容，或寓教于乐，或寓庄于谐，为读者提供了立体的背景知识。

阅读着这些文字，就如同点击着时代的鼠标，品味着人类家园的硕果，感受着社会文明的气息。如果将她们串联起来就如同一架坚实的桥梁，丰富着你的生活，充实着你的人生！

编 者



## CONTENTS

The Story of a Skyscraper .....	( 1 )
摩天大楼的故事	
Outstanding Cultural Diversity Programs .....	( 6 )
多元文化连着我和你	
Fuel Cells: 21st Century Electricity .....	(12)
燃料电池:21 世纪的电能	
Mirror, Mirror .....	(18)
魔镜魔镜我爱你	
Cyberpromotion: Communicating with Customer Online .....	(22)
网上促销:与顾客亲密接触	
The Dangers of Air Conditioning .....	(29)
空调的危害	
The Fish and Fans .....	(34)
我们这里还有鱼	
What Does a Credit Card Bring Us? .....	(38)
福兮祸兮信用卡?	
Ode <sup>1</sup> to the Freeway .....	(45)
献给高速公路的颂歌	

World of the Future .....	(49)
未来世界	
Tom Ford, The King of Cool .....	(56)
时尚之王 —— “酷”汤姆	
Cars .....	(62)
汽 车	
The Butterfly on the Redwood .....	(72)
红杉树上的蝴蝶	
Unfolding New Worlds .....	(77)
世界在面前展开	
Yeah, That's the Ticket .....	(82)
彩票找到啦!	
A Nice Cup of Tea .....	(87)
一杯好茶	
An Unfortunate Thief .....	(93)
不幸的小偷	
Old Couple at McDonald's .....	(96)
麦当劳里的老两口	
Writing .....	(99)
读 书	

## The Story of a Skyscraper

### 摩天大楼的故事

■ 枫浦 编注

两个汽车巨人的竞争铸就了帝国大厦的传奇，而它作为曾经的世界最高建筑也曾烜赫一时。从这篇短文中我们可以了解帝国大厦的建造经过、名字的由来以及其他一些趣闻。

On May<sup>1</sup>, 2001, New York's Empire State Building celebrated its 70th birthday. Although it has now been dwarfed<sup>1</sup> by several other buildings in the Big Apple,<sup>2</sup> when it was completed in 1931 it was over 61 m (200 ft) taller than its nearest rival, the Chrysler Building, and at 381 m (1,250 ft) remained the tallest building in the world for 41 years, until the World Trade Center was completed in 1972 - 1973. The story of the Empire State begins with two men's race to build the highest man-made structure in the world.

The French Challenge



In 1889 the central feature of the World's Fair<sup>3</sup> in Paris was Gustave Eiffel's massive tower,<sup>4</sup> constructed with wrought iron<sup>5</sup> and standing 300 m (980 ft) high. Architects in the United States viewed this as something of a challenge, and by the early 20th century the race was on to erect taller buildings than ever before. Soon skyscrapers were springing up along the New York skyline. In 1928 the founder of the Chrysler corporation, Walter Chrysler, announced the building of a huge new skyscraper, taller than anything so far constructed in New York. It soon became clear that the new building was part of Chrysler's aim to rival the motoring giant General Motors.<sup>6</sup> So John Jakob Raskob, of General Motors, decided to race Chrysler to the top. The final height of Chrysler's building was kept secret until it was complete, so Raskob instructed his architects to construct the highest tower they could. Their architectural plans had to be modified as the Chrysler Building grew ever higher, but when it topped out<sup>7</sup> at 77 storeys the Empire State team knew that they could beat it.

### New York in the Depression

This amazing burst of corporate rivalry seems even more extraordinary considering that in October 1929, a few months before construction work began on the Empire State Building, the stock market on Wall Street had crashed, and the US economy began its fall into the "Great Depression".<sup>8</sup> The land on which the Empire State Building was constructed, on Fifth Avenue,<sup>9</sup> was a high - profile site.<sup>10</sup> Raskob paid US\$16 million for the land, which in the 1920s was a vast sum of

money by anyone's standards. Offsetting<sup>11</sup> this was the fact that, owing to the deepening economic crisis, the building costs were relatively low. The eventual cost of the building work was US \$ 24,718,000, about half of what had been expected.

For those companies and individuals working on the Empire State and Chrysler buildings, they must have seemed like heaven – sent opportunities, since the general climate of work and opportunities was dire. During the early years of the Depression, numerous businesses failed and many thousands of people lost their jobs. At the peak of the building operation, there were 3,000 men at work on the Empire State Building at any one time.

### Breaking the records

No building project has yet surpassed the Empire State Building's record for speed of construction. From the beginning of construction in March 1930 it took 410 days and approximately 7 million man hours to build. It rose at an astonishing speed of 4.5 storeys per week, thanks to careful planning and quality of work. The building was officially opened on May<sup>11</sup>, 1931, by President Hoover.<sup>12</sup>

### What is the building used for?

Nobody lives in the Empire State Building, but it has many floors of offices and shops. As you might imagine, it is a very popular tourist attraction, visited by 3.8 million people every year. It boasts incredible views from its two observation platforms, on the 86th and 102nd floors (although if you visit on a cloudy day you may well see nothing at

all). It is a popular spot for proposals and for marriages: there is a group wedding ceremony each year on St Valentine's Day.

### Filming the Empire State Building

The Empire State Building has been the setting for around 90 films. Probably most famous of these is the 1933 film *King Kong*,<sup>13</sup> in which the giant ape climbed to the top of the tower with the heroine in his grasp, although this was filmed using a miniature replica of the skyscraper. More recently it has featured in films such as *Sleepless in Seattle* (1993) and *Independence Day* (1996); the latter was the only film to date in which this great symbol of American power, wealth, and durability has been completely destroyed!

### DO YOU KNOW?

The uppermost section of the Empire State Building was originally intended to be a docking mast for airships.<sup>14</sup> However, the plan was abandoned when it was realized that it was too windy to moor airships to the mast, let alone for people to walk down a gangplank<sup>15</sup> to the safety of the building.

Only once has the Empire State Building sustained damage from an aircraft. In 1945 an Air Force B - 52 bomber crashed into the 79th floor in dense fog. Fourteen people were killed in the accident.

The Empire State Building takes its name from a phrase coined<sup>16</sup> by George Washington, who remarked that the Hudson River was "the key to the new Empire". Thus New York State became known as the "Empire State", hence the building's name.

【注释】

1. dwarf: 使……显得矮小。
2. 纽约城的绰号。
3. 世界博览会。
4. 即埃菲尔铁塔, 因设计师 Alexandre Gustave Eiffel (1832 - 1923) 而得名。
5. 熟铁。
6. 美国通用汽车公司。
7. top out: 封顶 (即为建筑的最上面一层筑好框架)。
8. “大萧条” (1929 年到 20 世纪 30 年代早期的世界性严重经济危机)。
9. 纽约市的第五街, 以时髦、阔绰著称。
10. 极招眼的地点。
11. offset: 弥补, 抵销。
12. 即 Herbert Clark Hoover (1874 - 1964), 美国第 31 任总统 (1929 - 1933)。
13. 《金刚》, 30 年代的一部美国影片, King Kong 为该电影中的巨猿名。
14. 飞船的入坞栓柱。
15. gangplank: (轮船的) 跳板, 踏板。
16. coin 在这里作动词, 意思是臆造一个新单词或短语。

## Outstanding Cultural Diversity Programs

### 多元文化连着我和你

By Joseph Harmes ■ 付美榕 编译

From the Chrysler Corporation<sup>1</sup> to the Central Intelligence Agency, cultural diversity programs are flourishing in American organizations today. Firms can no longer safely assume that every employee walking in the door has similar beliefs or expectations. Whereas North American white males may believe in challenging authority, Asians tend to respect and defer to it. In Hispanic cultures, people often bring music, food, and family members to work, a custom that U. S. businesses have traditionally not allowed. A job applicant who won't make eye contact during an interview may be rejected for being unapproachable, when according to her culture, she was just being polite.

As a larger number of women, minorities, and immigrants enter the U. S. work force, the workplace is growing more diverse. It is estimated that by 2005 women will make up about 48 percent of the U.

S. work force, and African Americans and Hispanics will each account for about 11 percent; by the year 2050, minorities will make up over 50 percent of the American population.

Cultural diversity refers to the differences among people in a work force due to race, ethnicity, and gender. Increasing cultural diversity is forcing managers to learn to supervise and motivate people with a broader range of values systems. According to a recent survey by the American Management Association, half of all U. S. employers have established some kind of formal initiative to promote and manage cultural diversity. Although demographics<sup>2</sup> isn't the only reason for the growth of these programs, it is a compelling one. An increasing number of organizations have come to believe that diversity, like quality and customer service, is a competitive edge. A more diverse work force provides a wider range of ideas and perspectives and fosters creativity and innovation.

Avenues for encouraging diversity include recruiting at historically black colleges and universities, training and development, mentoring,<sup>3</sup> and revamped promotion review policies. To get out the message about their commitment to diversity, many organizations establish diversity councils made up of employees, managers, and executives. Although many Fortune 500 companies are making diversity part of their strategic planning process, some programs stand out from the crowd.

At Texas Instruments, strategies for enhancing diversity include an aggressive recruiting plan, diversity training, mentoring, and an in-

centive compensation program that rewards managers for fostering diversity. Each business unit has a diversity manager who implements these strategies and works closely with the company's Diversity Network. The network provides a forum of employees to share ideas, solicit support, and build coalitions.

Convinced that strengthening diversity is a business imperative, Du Pont has established several programs to achieve that goal. In addition to training workshops and mentoring, Du Pont has established over 100 multicultural networks through which employees share work and life experiences and strive to help women and minorities reach higher levels of leadership and responsibility within the organization. Over half of Du Pont's new hires for professional and managerial positions are minorities and women.

Disney World's director of diversity wants theme park guests to see themselves reflected in the diversity of Disney's employees. Working to attract diverse employees, Disney hopes to convince them that the organization understands, respects, and values who they are. By holding a variety of diversity celebrations every year – including Dr. Martin Luther King's<sup>4</sup> Birthday, Asian – Pacific Heritage Month, Hispanic Heritage Month, Disability Awareness Month, and Native American Heritage Month – Disney opens the door to this kind of understanding.

What do we learn from strong, successful diversity program such as these, as well as similar programs at Microsoft, Xerox, Procter & Gamble and Digital Equipment Corporation? First, they can go a long



way toward eliminating prejudice in the workplace and removing barriers to advancement. Second, to be more than just the latest corporate buzzword, diversity programs require commitment from the top and a culture that supports an inclusive environment.

从克莱斯勒公司到中央情报局，美国的企业与机构如今正大张旗鼓地推进多元文化计划。企业不再轻言每个员工都胸怀大体相同的信念或期望。北美的白人男子也许会认同与当权者争长论短，而亚洲人一般会对领导们言听计从；拉美文化背景的人们常常是听着音乐，连吃带喝，拖家带口来上班，虽然美国公司从来没有容许过这样的习惯；在面试中没有目光交流的应聘者会因为不善于沟通而被刷下来，而也许按照她的文化习俗，这些举动只是礼貌的表现。随着更多的妇女、少数族裔以及移民人群进入美国就业队伍，企业员工文化背景更加多元化。预计到 2005 年，妇女将占美国就业人数的 48% 左右，非洲裔美国人与拉美人将分别占到 11%。而到 2050 年，美国总人口中少数族裔将达到 50% 以上。

企业多元文化即在同—个公司里由于员工的民族、种族与性别的不同而存在的差异。企业文化的日益多元化促使管理者们学习以更为宽广的文化价值观去领导和激励员工。据美国管理协会最近的一项调查表明，美国所有的企业中有一半已经正式推行了旨在促动与管理多元文化的计划。虽然人口结构的变化并不是多元文化计划发展的惟一原因，但它也算是一个强劲的动力。越来越多的企业与机构已经意识到，同产品质量与客户服务一样，员



工的多元化也可以成为竞争优势。更加多元化的员工队伍意味着更广阔的思路和更多的好点子，能够促进企业的创造与革新。

促进多元文化的途径包括：到黑人历来较多的大学招聘雇员，培训与培养人才，提供良师服务（传帮带），调整升职考核政策等。为了广泛宣传其多元文化计划，许多机构建立了由员工、部门经理及高层管理者组成的委员会。许多《财富》500强企业都还在尝试把多元文化管理作为其战略部署的一部分，也有一些公司已有成型的计划脱颖而出。

在得州仪器公司，促进多元文化管理的战略包括大胆的招贤行动、多元人才培养、传帮带活动以及对经理们促进多元文化计划进行奖励的鼓励性报酬项目。每个部门由一个管理者负责实施多元文化的战略决策并与公司的多元文化网络密切协作。这一网络为员工之间交流思想，互助及结成同盟提供了空间。

杜邦公司把促进多元文化作为企业管理的当务之急并制定了几个相应的计划。除了举办讲座与传帮带活动之外，杜邦公司还开辟了100多个多元文化网站供员工互相交流工作与生活体验，同时鼓励妇女与少数族裔向责任重大的高层领导职务积极进取。在杜邦公司新聘的专业技术与管理职位中妇女与少数族裔就占到一半以上。

迪斯尼公司的多元文化主管希望其主题公园的游客们能够感受到迪斯尼员工多元文化的氛围。为了吸引具有不同文化背景的员工，迪斯尼希望令员工相信公司会理解、尊重与珍惜每一个员工。通过举办各种文化纪念活动，如马丁·路德·金诞辰纪念日、亚太文化传统月、拉美文化传统月、残障人士关注月、美国土著