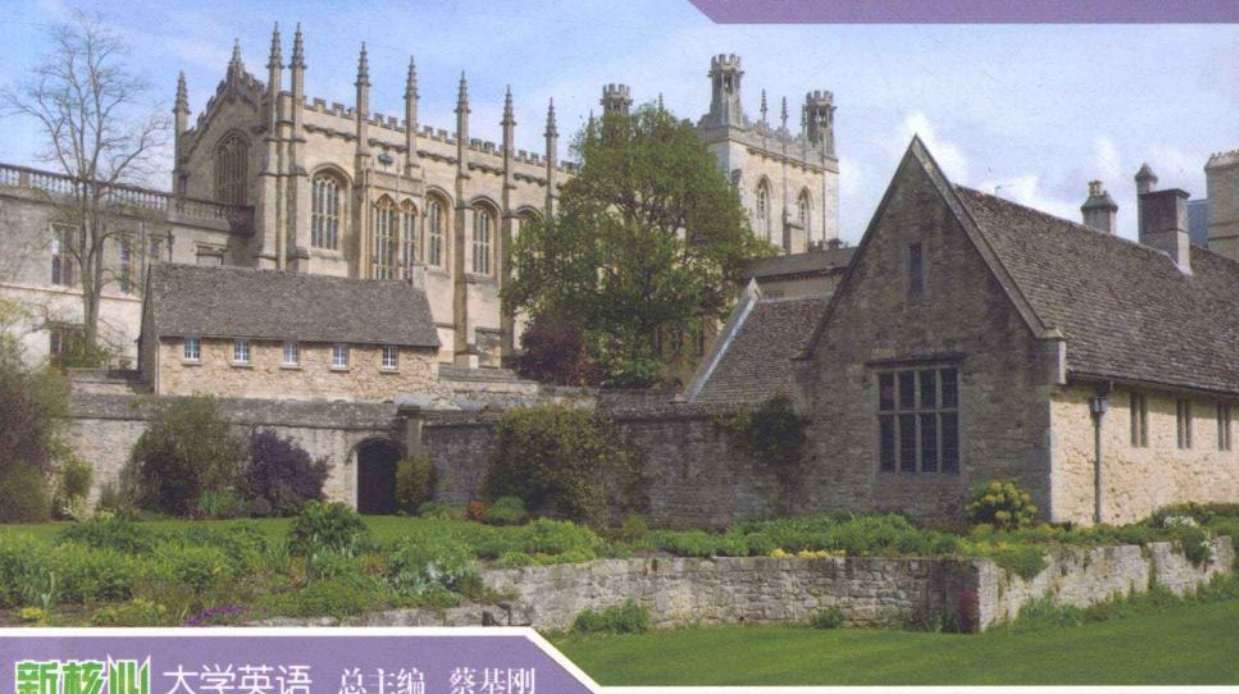


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**新核心** 大学英语 总主编 蔡基刚

# 英语文化选读

Selected Reading of English Culture

主编 徐晓晴 何 尧



nucleus



上海交通大学出版社  
SHANGHAI JIAO TONG UNIVERSITY PRESS

新核心 大学英语

# 英语文化选读

Selected Reading of English Culture

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## 内 容 提 要

《英语文化选读》属于《新核心大学英语》拓展教程,根据新时期大学英语教学改革及拓展课程体系建设的需要,并结合当代大学生的学习需求而编写。本书选取了英语国家大学校园最流行、最时尚的文化题材,结构合理,方便学生阅读,有助于学生拓展知识面。本教材适合大学英语基础阶段后续课程的学习,也适合学生进行课外自主性学习或出国留学前的人文知识拓展。

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# 前 言

教育部高教司制定的《大学英语课程教学要求》中规定：“大学英语课程不仅是一门语言基础课程，也是拓宽知识、了解世界文化的素质教育课程，兼有工具性和人文性。因此，设计大学英语课程时也应充分考虑对学生的文化素质培养和国际文化知识的传授。”语言的学习不仅仅是学习语言本身，更是一种文化的学习，也是一种世界观、人生观、价值观、审美观的学习。通过文化教育，开阔视野，扩大知识面，加深对世界的了解，正确地借鉴和吸收外国文化，增强跨文化交流能力。这是当前大学生人文素质教育的需要，也是世界高等教育发展的潮流，更是我国高等教育改革和发展的目标和方向。

《英语文化选读》是根据新时期大学英语教学改革及拓展课程体系建设的需要，并结合当代大学生的学习需求而编写的一套系列教材之一，于2012年由上海交通大学出版社出版试用。

本书在编写时考虑到以下几个方面：

一、大学英语基础阶段课程的课时已经缩减，学生迫切需要后续课程的跟进，继续巩固已有的语言基础，扩大知识面，拓展新视野；

二、大学英语课程体系建设是当前大学英语教学改革的新需要，其中语言文化类课程是大学英语课程体系的重要组成部分，也是大学生最为感兴趣的课程之一；

三、随着全球经济一体化，世界各国之间的文化交流日益频繁，高等教育国际化趋势逼人，学生迫切需要开阔国际视野，提高人文素质，增强跨文化交流能





力,具备国际竞争力。

本教材的特点:

一、选题新颖。本书选取了英语国家大学校园最流行最时尚的文化题材,涵盖了社会网络、肢体语言、性别问题、育儿、养老、绘画、服饰文化、文化差异、大学文化、建筑文化十个方面的内容。所选材料大多出自 *The New York Times*, *The Guardian*, *Modern Society*, *Wikipedia*, *Daily News*, *Science*, *Journal of Soft Skills* 等知名杂志上发表的文献,有的是近期互联网上出现的文章。

二、结构合理。本教材共有十个单元,每个单元由 Text A 和 Text B 组成,Text A 配有词汇及音标、重点难点注解、问题与讨论题、语篇分析与写作、交际技能等练习;Text B 是 Text A 的辅助或拓展课文,也配有词汇及音标、重点和难点注解、阅读理解选择填空等,以方便学生阅读,帮助学生理解,进一步拓展知识面。

三、适应面广。本教材适合大学英语基础阶段后续课程的学习,也适合学生课外自主性学习,更适合出国留学前的人文知识拓展,其选材内容既注重培养文、理、工、农、医、商等各科学学生的人文素养,又侧重培养学生的阅读技能和交际技能,符合当前大学英语教学改革的最新要求和高等教育国际化的发展趋势。

本教材在编写的过程中,得到复旦大学蔡基刚教授的全程指导,同时还得到上海交通大学出版社编辑的帮助,在此我们对所有关心、支持和参与本教材编写工作的人士表示衷心的感谢。

由于本教材篇幅有限,所涵盖的内容不够全面,在编写的过程中练习设计方面有疏漏之处在所难免,敬请各位专家和读者及时告知,给予指正。

编者

2012年3月12日

# Contents

<b>Unit 1</b>	<b>Social Networking</b>	<b>1</b>
Text A	Do You Share Facebook? .....	1
Text B	Twitter Study Tracks When We Are Happy .....	13
<b>Unit 2</b>	<b>Body Language</b>	<b>20</b>
Text A	Reading Body Language: 5 Mistakes People Make .....	20
Text B	Interpretation of Body Language at Workplace .....	31
<b>Unit 3</b>	<b>Gender Issue</b>	<b>41</b>
Text A	They Call It the Reverse Gender Gap .....	41
Text B	“Bridget Jones” Survey Sends Women Back to the Edge of Reason .....	49
<b>Unit 4</b>	<b>Hats and Ties</b>	<b>57</b>
Text A	Britain’s Royal Wedding Stirs Hat Fever .....	57
Text B	History of Neckwear .....	67
<b>Unit 5</b>	<b>Child Rearing</b>	<b>75</b>
Text A	Bringing up Children .....	75
Text B	The Growing Backlash Against Overparenting .....	84
<b>Unit 6</b>	<b>Aged People</b>	<b>94</b>
Text A	Elderly People in Modern Society .....	94



<b>Text B</b>	Blind Stupidity in an Age of Ageism .....	102
<b>Unit 7</b>	<b>Western Painting</b> .....	<b>109</b>
<b>Text A</b>	Origins of Western Painting .....	109
<b>Text B</b>	Neoclassicism .....	119
<b>Unit 8</b>	<b>Culture Differences</b> .....	<b>127</b>
<b>Text A</b>	Department or National Culture? .....	128
<b>Text B</b>	Global Culture and Individual Identity: Searching for Home in the Cultural Supermarket .....	137
<b>Unit 9</b>	<b>The Value of College</b> .....	<b>146</b>
<b>Text A</b>	Slim Down, Focus and Embrace Technology: American Universities Need to Be More Businesslike .....	146
<b>Text B</b>	Steep Tuition Fees Are not Deterring Most Students. But the Attempt to Create a Market in Higher Education Is off Track .....	155
<b>Unit 10</b>	<b>Western Architecture</b> .....	<b>162</b>
<b>Text A</b>	Rome Architecture .....	162
<b>Text B</b>	Influence of Roman Architecture on Western Architecture .....	172

# Unit



## Social Networking

### Pre-class Work

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#### 1. Pre-reading questions

- 1) Nowadays, social networking is getting increasingly popular, do you like it? Why or why not?
- 2) In your opinion, what are the positive and negative effects of social networking?
- 3) In terms of Facebook, what do you want to share in it?

#### 2. Library work

- 1) Look up more information about Facebook's founder, Mark Zuckerberg
- 2) Look up Zuckerberg's Law
- 3) Look up the game Brick Breaker

### Text A

## Do You Share Facebook?

*by Anita Hamilton*

### Facebook: Sharing It All!

① At Facebook, they like to call it “Zuckerberg’s Law”. This is the notion, promoted by Facebook’s founder, Mark Zuckerberg, that the amount of stuff that people share roughly doubles every year. The social network is certainly doing its utmost to ensure that folk end up revealing more about themselves, whether they like it or not. On September 22nd,





Facebook, which now has over 800m users, unveiled a couple of significant changes designed to get people to share far more about their life histories and their interests in music, film and other areas.

② The first shift involves people's profile pages, which hold biographical details about them. In the next few weeks Facebook plans to roll out a redesign of these pages. The new-look profile, dubbed Timeline, will allow users to keep far more of the material they share over the network in an easy-to-use historical format and to add photos and other content from their past more easily. Facebook's goal is to get people to create a complete online archive of their lives that they constantly curate.

③ At the same time, the firm is promoting a new generation of "social apps". Users will be encouraged to report to their friends in real time via these apps that they are, say, listening to a piece of music, cooking a particular kind of meal or watching a specific film. Their friends will then be able to click on, say, a music app and listen to the same piece of music. The company has been working with a group of firms, including Spotify, an online-music outfit, Netflix, a video-streaming service, and a range of news organisations (including the *Washington Post* and *The Economist*), to flesh out the offerings it will need to make this new feature take off.

④ The underlying aim here is clear: Facebook wants to deepen its insight into what Mr Zuckerberg calls "the open graph" — a picture of all of the links that people have with other folk and with stuff such as songs, books and articles that they find appealing. The more that Facebook can learn about people's lives and interests, the better positioned it will be to target advertising at them and to persuade companies to use it to market their wares. With an initial public offering looming next year, it needs to show that it can keep driving up its ad revenue.

⑤ The move is also designed to keep Facebook in front of rivals such as Google's social network, Google+, which this week announced that it was throwing open its doors to the world after a period of beta testing.



Some observers think that Facebook's move could actually help Google+ by encouraging it to focus on areas of differentiation from the social-networking Goliath. Perhaps, but it will be hard to see how Google can resist following Facebook's lead if the network's social-app initiative pays off.

⑥ At this week's Facebook developer conference, where the changes were unveiled, Mr Zuckerberg predicted that they would also disrupt many different industries, with the winners being those firms who wholeheartedly embrace the notion of social sharing first. Reed Hastings, Netflix's chief executive, came on stage with Mr Zuckerberg to say that initially the firm had been wary of sharing data about its users with Facebook via a social app, but had come round to the view that this made sense given the potential power of social connectivity to boost its overall business. (Netflix plans to roll out a social app on Facebook in all of the countries where it offers a streaming service except America, where a privacy law currently prohibits the sharing of information about movies a person rents. It hopes this law will soon be repealed by America's Congress.)

⑦ To some, all this smacks of MySpace's ultimately disastrous attempt to turn itself into an online hub where people would come to discover all sorts of different content. But MySpace's blunder was to try to force-feed content to users by completely cluttering their homepages with links to it. With its elegant Timeline design, Facebook is less likely to fall into the same trap.

⑧ However, it could still come a-cropper if it is not careful. The more information that people share about themselves with the site, the greater the danger of another big blow-up over privacy. Facebook says users will be offered the option to set privacy controls as they sign up to each social app. That is welcome, but it remains to be seen how robust these controls will be in practice.



⑨ Facebook could also face a backlash from folk who worry that the social network is now going to have even more of a Big Brother-like capacity to monitor everything going on in their lives. Mr Zuckerberg made clear this week that people who want to keep their existing, more basic profile pages will still be forced to transition to the new Timeline one. Perhaps Zuckerberg's Law should really state that sharing less is not an option.

### **What Facebook Users Share: Lower Grades!**

⑩ Forget the widely unloved redesign. Facebook has committed a greater offense. According to a new study by doctoral candidate Aryn Karpinski of Ohio State University and her co-author Adam Duberstein of Ohio Dominican University, college students who use the 200 million-member social network have significantly lower grade-point averages (GPAs) than those who do not.

⑪ The study, which will be presented at the annual meeting of the American Education Research Association on April 16, surveyed 219 undergraduate and graduate students and found that GPAs of Facebook users typically ranged a full grade point lower than those of nonusers — 3.0 to 3.5 for users versus 3.5 to 4.0 for their non-networking peers. It also found that 79% of Facebook members did not believe there was any link between their GPAs and their networking habits.

⑫ Karpinski says she isn't surprised by her findings but clarifies that the study does not suggest that Facebook directly causes lower grades, merely that there's some relationship between the two factors. "Maybe Facebook users are just prone to distraction. Maybe they are just procrastinators," Karpinski told TIME. com in a phone interview on Monday, April 13.

⑬ John Kamin, 23, a student at Hofstra University in New York who uses Facebook, says it's "absurd" to associate the social network with poor



grades or lack of aptitude. “It’s a networking tool for people,” says Kamin, who adds that he spends about an hour a day on Facebook, far less time than he spends playing the addictive game Brick Breaker on his BlackBerry—there’s that question of users’ distractability and tendency to procrastinate. But Kamin says, “I don’t think someone is more or less intelligent because they sign up for it.”

⑪ Karpinski and Duberstein’s study isn’t the first to associate Facebook with diminished mental abilities. In February, Oxford University neuroscientist Susan Greenfield cautioned Britain’s House of Lords that social networks like Facebook and Bebo were “infantilizing the brain into the state of small children” by shortening the attention span and providing constant instant gratification. And in his new book, *iBrain: Surviving the Technological Alteration of the Modern Mind*, UCLA neuroscientist Gary Small warns of a decreased ability among devotees of social networks and other modern technology to read real-life facial expressions and understand the emotional context of subtle gestures. Young people are particularly at risk for these problems, he writes, because “young minds tend to be the most sensitive, as well as the most exposed, to digital technology”.

⑫ Some experts dismiss all studies of Internet use as flawed, since there is no reasonable way to control for the myriad variables that may affect such research. For its part, Facebook declined to address the specific findings of the new study but issued a statement on Monday, April 13, saying that Facebook isn’t the only diversion around; TV and video games can be just as distracting as online social networks. The company also pointed to a study released earlier this month by researchers at the University of Melbourne showing that personal Internet use at work can help focus workers’ concentration and increase productivity. Facebook added that “it’s in the hands of students, in consultation with their parents, to define priorities and decide how to spend their time.”



By most accounts, students spend a lot of time logging onto Facebook, a circumstance that irks educators, who complain of students messaging friends or posting snarky status updates from their laptops instead of paying attention to lectures. It was this habit that first got Karpinski interested in the topic while she was earning her master's degree in developmental psychology at West Virginia University. "When I became a teacher's assistant, I started noticing my students' using Facebook and becoming obsessed with it," says Karpinski — who is not on Facebook, despite her fellow classmates' badgering efforts to get her to join.

She demurred, saying the world of online gossip just did not appeal. "Every day there was some new drama and they would ruminate about it for hours," says Karpinski, who eventually graduated with a GPA of 3.8. (1506 Words)

## Vocabulary

1. **unveil** /ʌn'veɪl/ *v.* to remove a curtain-like covering from a new statue, etc. at a formal ceremony in order to show the opening or completion of a new building or work of art (举行揭幕仪式时)揭开蒙着的布,揭去覆盖物;向公众透露,揭露,揭示
2. **profile** /'prəʊfaɪl/ *n.* a side view of a person's face 面部的侧面(像)
3. **archive** /'ɑ:kɑɪv/ *n.* (a place for keeping) the historical records of a place, organization, family, etc. 档案馆,档案室,档案
4. **outfit** /'aʊtfɪt/ *n.* an organization, company, team, military unit, etc. (班、组、队等)有组织的团体,单位
5. **revenue** /'revənjuː; 'revənuː/ *n.* the income that a government or company receives regularly (政府的)岁入,税收,(公司、个人的)收入
6. **initiative** /ɪ'nɪʃɪətɪv/ *n.* the ability to use one's judgment to make decisions and do things without needing to be told what to do 首创精神,主动性
7. **disrupt** /dɪs'rʌpt/ *v.* to prevent (esp. a system, process or event) from continuing as usual or as expected 扰乱,使中断
8. **smack of** /smæk/ *v. & prep.* to seem to possess (a characteristic or





- quality that is not considered to be desirable) 带有……的意味
9. **come a cropper** /'krɒpə(r)/ *slang*. to fail badly, or to fall from a horse or have a bad accident in a vehicle 惨遭失败, 从马上摔下, (因车祸) 猛摔一跤
  10. **backlash** /'bæklæʃ/ *n.* a strong feeling among a group of people in reaction to a tendency or recent events in society or politics (在政治或社会上) 对某一集团的强烈反应
  11. **procrastinate** /prəʊ'kræstɪneɪt/ *v.* to keep delaying something that must be done, often because it is unpleasant or boring 拖延, 耽搁
  12. **myriad** /'mɪriəd/ *n. & adj.* a very large number of (something) 无数, 极大数量; 无数的
  13. **irk** /ɜ:k/ *v.* to annoy (someone) 使厌烦, 使恼恨
  14. **obsessed** /əb'sest/ *adj.* unable to stop thinking about something; too interested in or very worried about something 着迷, 困扰, 心神不宁
  15. **badger** /'bædʒə/ *v.* to persuade (someone) by telling them repeatedly to do something, or to question (someone) repeatedly 纠缠, 烦扰
  16. **demur** /dɪ'mɜ:/ *v.* to express disagreement or refusal to do something 提出异议, 拒绝
  17. **ruminate** /'ru:mɪneɪt; 'ru:məneɪt/ *v.* to think slowly and deeply about (something) 沉思, 反复思考

## Culture Notes

1. **social network**: 社会性网络或社交网络, 是由许多节点构成的一种社会结构。节点通常是指个人或组织, 社交网络代表各种社会关系, 经由这些社会关系, 把从偶然相识的泛泛之交到紧密结合的家庭关系的各种人们或组织串联起来。
2. **Facebook**: 非官方中文惯称: 脸谱、脸书、面书、面簿, 是一个社交网络服务网站。由于没有官方中文名称, 不同汉语地区的用户社交便各自发展出不同的译名, 如中国大陆叫“脸谱”, 而香港地区和台湾地区则分别称“面书”和“脸书”, 马来西亚称“面子书”等; 新加坡则直接采用英文原名 Facebook。
3. **application software**: 应用性软件, 是专门设计用来帮助计算机用户完成具体任务的一种计算机软件。
4. **The Washington Post**: 《华盛顿邮报》, 是美国华盛顿哥伦比亚特区最大、最



老的报纸。《华盛顿邮报》今天属于华盛顿邮报公司,该公司还拥有其他媒体或非媒体的企业,包括《新闻周刊》。2004年12月21日华盛顿邮报公司宣布要从微软购买网上杂志 *Slate*。

5. **The Economist**:《经济学人》,是一份以报道新闻与国际关系为主的英文刊物,每周出版一期,采用杂志专用的光面纸印刷,由伦敦的经济学人报纸有限公司出版。
6. **Google+ (Google Plus)**; 简称:G+): 是 Google 公司推出的一项社交网络服务,2011年6月29日正式开放试验,这是新首席执行官拉里·佩奇(Larry Page)重掌大权后的重大任务。该服务集中了 Google 所有社交服务(诸如 Google Profiles 和 Google Buzz),还加入了很多新的功能,比如社交圈(Circles)、多人视频聊天(Hangouts)、话题灵感(Sparks)、Huddles 以及行动社交应用(Mobile)。
7. **MySpace** (中国版名称:聚友):是一个社交网络服务网站,提供人际互动、使用者自定的朋友网络、个人档案页面、博客、群组、照片、音乐和资讯影片的股份与存放。
8. **Grade Point Average**: 简称 GPA,中文译为“成绩平均积点”,是大多数大学及高等教育院校所采用的一种评估学生成绩的制度。计算方法为把学科所得到的评级,换算成一个积点,再按各学科的学分比例加权所得的数字。
9. **BlackBerry**: 黑莓手机,加拿大的一家手提无线通信设备品牌,于1999年创立。其特色是支持推动式电子邮件、移动电话、文字短信、互联网传真、网页浏览及其他无线信息服务。较新的型号亦加入个人数码助理功能如电话簿、行事历及语音通信功能等。大部分 BlackBerry 设备附设小型但完全的 QWERTY 键盘,方便用户输入文字。
10. **Bebo**: 是一家英国社交网站,创设于2005年。Bebo 是 Blog Early, Blog Often 的缩写,用户可以在个人资料页发布博客、照片、音乐、视频和问卷调查。此外,用户可添加朋友,并向他们发送消息,并更新他们的个人档案,通知自己的朋友。

## Comprehension

### 1. True or False Statement

- 1) The social network is certainly doing its utmost to ensure that folk end up revealing more about themselves, if they like it.



- 2) With an initial public offering looming next year, Facebook needs to show that it can keep driving up its ad revenue.
- 3) Netflix plans to roll out a social app on Facebook in all of the countries where it offers a streaming service besides America.
- 4) Facebook says users will be offered the option to set privacy controls as they sign up to each social app.
- 5) Perhaps Zuckerberg's Law should really state that sharing more at Facebook is not an option.
- 6) College students who use the 200 million-member social network have significantly higher GPAs than those who do not.
- 7) Duberstein clarifies that the study suggests that Facebook directly causes lower grades, merely that there's some relationship between the two factors.
- 8) John Kamin thinks that someone is more or less intelligent because they sign up for Facebook.
- 9) Facebook says that TV and video games can be just as distracting as online social networks.
- 10) Karpinski is not on Facebook despite her fellow classmates' badgering efforts to get her to join.

## 2. Answer Questions about the Text

- 1) How many users does Facebook have now?

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- 2) What do you learn about "the open graph"?

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- 3) What will happen if people share more information about themselves with Facebook?

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- 4) What did the study by Aryn Karpinski and Adam Duberstein find?

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- 5) Why does Gary Small write: young people are particularly at risk for these problems?

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### 3. Topics for Discussion

- 1) What do you often do on your computer nowadays? How much do you rely on social networking for communication?

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- 2) What are the advantages and disadvantages of Facebook?

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- 3) Do you believe that Facebook directly causes lower grades? Why or why not?

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## Organization and Development

### 1. Text Analysis

- 1) In the first part “Facebook: Sharing It All!”, Facebook unveiled a couple of significant changes designed to get people to share far more about their life histories and their interests in music, film and other areas. Now write down the paragraph numbers and the significant changes.

Paragraphs	Changes