

高等专科学校教材（非英语专业用）

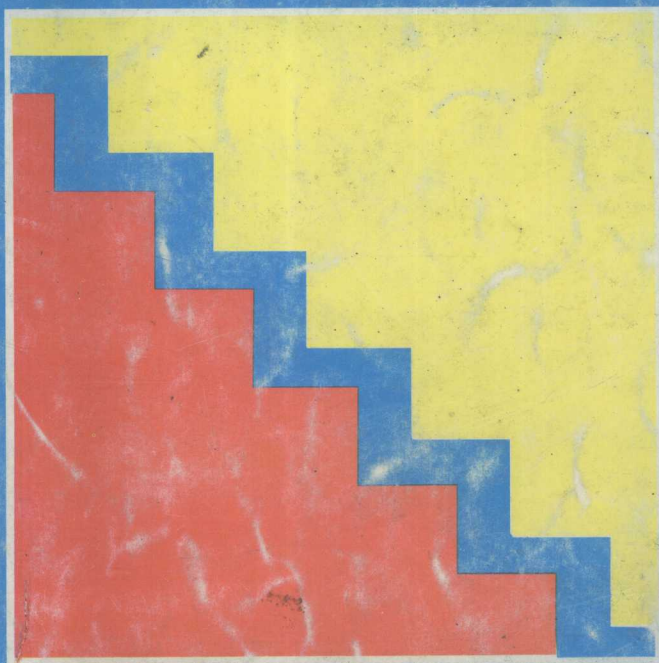
PRACTICAL ENGLISH

COMPREHENSIVE COURSE 2

实用英语

综合教程 2

国家教委高等专科英语教材编写组 编



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高等教育出版社

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实用英语

综合教程 2

Practical English

Comprehensive Course 2

国家教委高等专科英语教材编写组 编

陈静 继专97-1班
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内 容 提 要

《实用英语》是根据国家教委1993年颁发的《普通高等专科英语课程教学基本要求》而编写的一套专科公共英语教材。全套教材根据《基本要求》的教学安排,分两个阶段。第一阶段包括《综合教程》和《泛读教程》各3册,第二阶段包括《实用业务英语》1册。

本书为《综合教程》第二册,共有10个单元。每单元包括A、B两篇文章及综合练习,课文后练习及综合练习从读、译、写、听、说各方面对学生逐项进行训练。本书选材富有知识性、趣味性和实用性,练习的编写注意语言基础知识练习和实用练习相结合,突出英语应用能力的培养。

本书正式出版前,曾在全国部分专科学校中试用,并在此基础上修改而成。

本书配有录音磁带和教师参考书,可供高等专科文理工各专业使用。

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前 言

《实用英语》是一套供高等专科学校使用的英语教材。本教材的编写以国家教育委员会1993年颁发的《普通高等专科学校英语课程教学基本要求》为依据。《基本要求》规定：普通高等专科学校英语课程教学的目的是，培养学生掌握必需的、实用的英语语言知识和技能，具有阅读和翻译与本专业有关的英文资料的初步能力，并为进一步提高英语的应用能力打下一定的基础。

为了体现上述教学目的，在编写《实用英语》过程中我们既注意吸收现代外语教学理论中适合我国英语教学实际的某些观点，又采纳传统外语教学理论中某些合理部分，结合我国外语教学中行之有效的理论和方法及现状，力求正确处理好语言基础和语言应用的关系，突出加强英语实践能力的培养和实际运用。

《基本要求》将专科英语课程教学分为两个阶段：第一阶段应重视语言共核教学，培养基本的语言技能；第二阶段应结合专业，强调基本的阅读和翻译技能在本专业的实际应用。为了体现这一教学安排，本套教材也分成两个阶段。第一阶段包括《综合教程》和《泛读教程》各3册，第二阶段包括《实用业务英语》1册。《综合教程》和《泛读教程》是《实用业务英语》的基础，并在教学内容、技能培养方面逐渐向《实用业务英语》过渡；《实用业务英语》是《综合教程》和《泛读教程》的总结和提高，并结合学生毕业后使用英语的需要，侧重于实用文体的阅读和翻译、实用英语口语的训练和实用文体模拟写作方面的训练。

本书为《综合教程》第二册，供第二学期使用。本册共有10个单元，每个单元基本安排是：

- 课文A (Text A)
- 课文B (Text B)
 - 阅读技能实践 (Reading Skills)
- 综合练习 (Comprehensive Practice)
 - 写作实践 (Guided Writing)
 - 翻译实践 (Translation Practice)
 - 听与说 (Listening and Speaking)

课文(Text): 课文A与B是本教程的基本阅读材料。文章语言真实、规范。文章的题材丰富，内容包括公共关系、饮食文化、计算机、百慕大三角之谜、动物语言和学习、能源危机和未来城市等。

课文A与B的练习分别由阅读理解练习(Reading Tasks)、词汇结构练习(Vocabulary and Structure)、阅读技能实践(Reading Skills)等几个模块组成。阅读理解练习包括读前准备，读中提问(课文A)和读后练习。词汇结构练习侧重课文中所出现的《基本要求》要求掌握的词汇和结构的操练和运用。阅读技能实践这一项目安排在课文B之后，目的是利用已学过的课文介绍和实践《基本要求》中规定学生需要掌握的一些阅读技能项目。这一册的阅读技能侧重各种段落类型，理解语篇中的具体信息，如因果关系、比较与对照、举例、分类、定义、过程、空间顺序和时间顺序等。

综合练习(Comprehensive Practice): 写作与翻译实践实际上涉及到综合技能的操练，因此我们把它们设在综合练习(Comprehensive Practice)部分。写作实践(Guided Writing)由两大部分组

成。第一部分侧重于句子和段落水平的写作与操练，其内容与阅读技能中的项目密切相关；第二部分是实用英语写作，内容包括借条、收据、证明信、介绍信、邀请信、感谢信、道歉信、投诉信及请求信的写法。翻译实践(Translation Practice)也由两大部分组成，第一部分为翻译的一些基本技能的操练，包括正反译、分译、合译和被动句的翻译等；第二部分为课文A和B中句子的翻译。

听说训练(Listening and Speaking)分别由会话(Conversation Practice)、听力理解(Listening Comprehension)和听力训练(Listening Practice)三部分组成。

本书除了设有分课词汇表和词组表外，书末还附有本书课文A和B中出现的所有《基本要求》规定学生需要掌握的词汇总表及词组表。

编者相信，这样安排不仅有利于课堂教学的组织安排，还有利于学生自学、复习和巩固提高。

高等专科英语教材编写组由参加本套教材的编写者组成。

《实用英语》总主编为吴银庚。

《综合教程》第二册主编为陈永捷、汪俭。

参加《综合教程》第二册编写的编者为上海交通大学吴银庚、陈永捷；上海化工高等专科学校汪俭；上海轻工业高等专科学校孙立良；上海机械高等专科学校葛亮宏。

上海轻工业高等专科学校沙韵参加了本书部分生词释义工作。

本书由高等专科英语教材编审组顾问刘鸿章教授、大连理工大学孔庆炎教授审定。美籍专家Larry G. Craig对全书进行了详尽的审阅。本书在出版前，曾在部分省市试用。在听取了使用学校意见的基础上，我们进行了修订。对于他们的宝贵意见和贡献，编者在此表示衷心感谢。

为了使《实用英语》不断完善，编者希望使用本书的教师和学生在使用过程中继续提出宝贵意见。

国家教委高等专科英语教材编写组

1995年9月

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UNIT

1

TEXT A

PRE-READING TASK

EXERCISE 1

Before reading the passage, try to answer the following questions.

1. Do you know what public relations is?
2. What is the usual abbreviation for public relations?
3. Why do companies use public relations?

Now compare your answers with your neighbours'.

Public Relations

1 When the founders of the United States wrote the *Declaration of Independence*, they said that a “decent respect” for the opinion of people everywhere required the American colonies to tell the world why they were freeing themselves of British rule. The American leaders believed that their cause could not win unless they had the confidence of other peoples. →

Try to find out
the topic
sentence of
this paragraph.

2 Public relations, too, tries to win the confidence and goodwill of people. No company, government agency, school, hospital, or other institution can flourish if it pays no attention to what the people think of it. Public relations is the activity of giving a business or other organisation information about how its actions might

affect public opinion—or how public opinion might affect its actions. It is also the job of the public relations officer to tell the public about a company's activities, plans, or ideas. This is necessary because people are likely to have more confidence in a company if they know something about it.

3 There is not just one big public whose opinion a company has to worry about if it is to survive and grow. Only a few organisations, such as a national government, are so large that all the public has some opinion about their actions. Most companies and organisations have to think about the opinions of smaller groups—their customers, for instance, or their workers or their shareholders. A company must also have the trust and goodwill of its neighbours in the places



where it has factories and offices. The company must be on good terms with the government, because every business can be seriously affected by government laws or regulations.

4 Gaining the confidence of others requires, first of all, thoughtfulness about other people's beliefs, interests, and feelings. Public relations begins by planning one's actions so as to respect the rights and beliefs of other people. Unless a public relations program takes these things into account, it can do little to help a company. Not all the money in the world, nor the most skilful writers or speakers, can make a company look as if it cares about other people if the company really does not care. Most companies, therefore, consider how any action, such as moving to a new location or buying another business, will affect public opinion. Having made a decision, the company wants everyone to understand the decision and the reasons it was made.

How many ways are mentioned in this paragraph?

5 Most large companies have a public relations department, which tells the public about the company's plans and activities. The department is made up of writers, editors, photographic and picture experts, and researchers.

6 There are many ways to reveal a company's activities and character. A very effective one is through speeches by officials of the company before organisations such as the local chamber of commerce and various clubs. The speeches are usually reported in the newspapers and are often reprinted for distribution to government officials, educators, journalists, and others who might be interested in the company's views. Printed pamphlets and booklets, including the company magazine and the annual report of the management to the shareholders, also help inform the public about a company. Motion-picture films are often used to show people something about a company. A company may also, as a public service, undertake projects not directly connected with its business, to help make society better.

7 Besides using their own public relations staffs, many companies hire independent public relations firms, which work for several clients at once. Specially trained outsiders often see trends or problems that people inside a company might miss because they are too close to the situation.

8 Anyone who plans to do public relations work should get as broad an education as possible. In addition to a college education, work in some area of the communications field—on a newspaper or with a broadcasting station—is useful for the future public relations officer.

New Words

* declaration /ˌdeklə'reɪʃn/ *n.*

a formal announcement 宣言, 宣布

* decent /ˈdi:snt/ *a.*

1. proper; socially acceptable 得体的, 合乎礼仪的 2. satisfactory; quite good 令人满意的, 象样的

* goodwill /ˌɡudˈwɪl/ *n.*

1. 友好, 亲善 2. (商店, 企业等的) 信誉
to be successful, very active 茂盛, 繁荣
行动, 做法

Δ flourish /ˈflʌrɪʃ/ *v.*

action /ˈæksn/ *n.*

affect /əˈfekt/ *v.*

to have an influence on (something) 影响

survive /səˈvaɪv/ *v.*

to continue to exist or live 生存, 幸存

serious /ˈsɪəriəs/ *a.*

1. important because of possible danger or risk 严重的
2. solemn and thoughtful 严肃的, 深思的
严重地, 厉害地

seriously /ˈsɪəriəsli/ *ad.*

Δ regulation /ˌregjuˈleɪʃn/ *n.*

(usu. *pl.*) the rule or restriction made by an authority 规章, 条例, 法令

注: 标有“Δ”的词为《普通高等专科学校英语课程教学基本要求》中第二阶段需要掌握的词; 标有“*”的词为超过《普通高等专科学校英语课程教学基本要求》的词。

thoughtful /'θɔ:tfɪl/ <i>a.</i>	1. caring about other people 体贴的, 关心的 2. thinking 思考的, 沉思的
thoughtfulness /'θɔ:tfɪlnɪs/ <i>n.</i>	考虑周到
skil(l)ful /'skɪfl/ <i>a.</i>	having or showing skill 灵巧的, 熟练的
writer /'raɪtə/ <i>n.</i>	the person whose job is to write books, stories, etc. 作者, 作家
location /ləu'keɪʃn/ <i>n.</i>	a place or position 场地, 场所, 位置
editor /'editə/ <i>n.</i>	编辑
* photographic /'fəʊtə'græfɪk/ <i>a.</i>	摄影的
reveal /rɪ'vi:l/ <i>v.</i>	to make (facts, etc.) known 揭示, 透露, 泄露
character /'kærɪktə/ <i>n.</i>	特征, 特点
* chamber /'tʃeɪmbə/ <i>n.</i>	1. (商业资本家联合组织的)会所 2. 寝室
commerce /'kɒmə:s/ <i>n.</i>	trade (esp. between countries) 商业, 贸易
club /'klʌb/ <i>n.</i>	俱乐部, 社团
* distribution /,dɪstrɪ'bju:ʃn/ <i>n.</i>	(instance of) giving or being given to each of several people, etc. 分发, 分配
educator /'edʒukeɪtə/ <i>n.</i>	the person who educates (esp. professionally) 教育工作者
* journalist /'dʒɜ:nəlist/ <i>n.</i>	新闻工作者, 记者
* pamphlet /'pæmfɪt/ <i>n.</i>	小册子
* booklet /'bʊklɪt/ <i>n.</i>	a thin book, usu. in paper covers 小册子
annual /'ænjʊəl/ <i>a.</i>	1. happening every year 一年一次的 2. calculated for the year 按年计的
motion /'məʊʃn/ <i>n.</i>	moving 移动, 运动
motion-picture /,məʊʃn'pɪktʃə/ <i>n.</i>	a cinema film 电影
undertake /,ʌndə'teɪk/ <i>v.</i>	1. to (start to) make oneself responsible for (something) 担任, 从事 2. to agree or promise to do something 同意(做), 答应(做)
staff /'stɑ:f/ <i>n.</i>	(<i>pl.</i>)全体工作人员, 全体职员
* outsider /'aʊt'saɪdə/ <i>n.</i>	a person who is not (or is not accepted as) a member of a society, group, etc. 外人, 局外人, 非会员

Phrases and Expressions

free ... of	免除, 解除
pay (no) attention to	(不)注意
(be) on good terms with	同某人关系好
so as to	为的是, 以便
take ... into account	对...加以关注, 考虑
care about	关心
be made up of	由...组成
inform ... about/of	把...告诉某人

Proper Name

the Declaration of Independence

(美国) 《独立宣言》

AFTER-READING TASK**Reading Comprehension****EXERCISE 2**

Circle the best answer according to the passage.

1. Which of the following expresses the main idea of the passage?
 - A. Public relations plays a very important role in the political field.
 - B. Public relations may help a company become more famous.
 - C. Public relations is the art of winning the confidence and goodwill of people so as to get their support.
 - D. Public relations is so important that it should be taught in school.

2. The main concern of public relations is _____.
 - A. getting the public to understand and approve of a company and its actions
 - B. giving more attention to a product than to a company
 - C. gaining public confidence and goodwill so that people will buy a company's products or services
 - D. getting along well with the government

3. A company will do all of the following to win confidence of the public EXCEPT _____.
 - A. paying attention to the public opinions
 - B. informing the public about its activities
 - C. having trust and goodwill of the public around
 - D. cutting down the price of its products

4. Which of the following statements is NOT TRUE according to the passage?
 - A. No company can develop successfully unless it takes into account the rights and beliefs of the public.
 - B. Public relations has developed on the basis of the *Declaration of Independence*.
 - C. It is necessary for any successful companies to get along with the government.
 - D. Attention should also be given to the opinions of some smaller groups.

5. Which of the following is NOT MENTIONED as a way to help people know more about the company?
- A. Speeches by the officials of the company.
 - B. Printed materials with information about the company.
 - C. Involvement in public service.
 - D. Specially trained people with a college education.

EXERCISE 3

Decide whether the following statements are True or False according to the passage.

- | T | F | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. A company should pay attention to public relations if it is to develop. |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. People will probably have more confidence in a company if they know of its activities, plans, or ideas. |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. What a company really needs to worry about is the opinions of the interested part of the big public. |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. If a public relations program does not take into account other people's beliefs, interests and feelings, it will be less helpful. |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. Many companies hire independent public relations firms because their staff are not trained as well as the outsiders. |

EXERCISE 4

Complete the following note-taking exercise. The questions below may help you to get the necessary information you need.

Public Relations

I. Introduction:

II. The Main Concerns of Public Relations:

A.

B.

C.

III. The Public:

IV. Activities of Public Relations:

A. The Way to Gain the Confidence of the Public

B. The Ways to Reveal a Company's Activities and Character

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

- I. What is the main point that the author wants to convey in the first paragraph?
- II. What does the author say about public relations in the second paragraph? Find out three key phrases that can support your answer.
- III. What is the author's view about the company which intends to develop successfully? Are the opinions of the big public and smaller group of equal importance?
- IV. If any companies want to gain the confidence of others,
 - A. what is the important factor?
 - B. how many ways does the author mention to reveal a company's activities and character? What are they?

Vocabulary and Structure

EXERCISE 5

Choose the definition from Column B that best matches the word in Column A.

A

1. affect *e*
2. survive *g*
3. serious *j*
4. regulation *h*
5. reveal *i*
6. commerce *b*
7. club *d*
8. annual *f*
9. undertake *a*
10. staff *c*

B

- a. agree to do something
- b. buying and selling
- c. the group of workers who carry on a job or do the work of an organization
- d. an organization consisting of people who join together for a certain purpose
- e. cause some result or change in
- f. occurring once a year
- g. remain alive or in existence
- h. an esp. official rule; order
- i. show something that was hidden before
- j. not slight

EXERCISE 6

Translate the following expressions into Chinese or English.

1. require careful action
take independent action
 thanks for your immediate actions
regret one's bad actions

需要采取谨慎的行动
 采取独立行动
 感谢你及时的行动
 悔恨自己的不良作为
2. affect the growth of crops
affect the development of industry
 be affected by the climate
be affected by the situation

影响农作物的生长
 影响工业的发展
 受气候的影响
 受到局势的影响
3. survive on one's own
survive in the desert
 survive the mountain flood
survive the traffic accident

独自生活下来
 在沙漠中活下来
 在川洪中幸存下来
 车祸中幸免于难
4. reveal a company's character
reveal her musical ability
 reveal inside secrets
reveal the truth of the facts

显示公司的特色
 显示她的音乐才华
 揭露事实真相

EXERCISE 7

Fill in the blanks with the words given below. Change the form where necessary.

staff	reveal	annual	location	undertake
action	affect	survive	commerce	thoughtful

1. Rapid action is needed if you are to be saved.
2. It is necessary to improve the relations between industry and commerce.
3. Only a few creatures survived the big forest fire last year.
4. The survey of the committee reveals some encouraging facts.
5. Millions of people are affected in health by the polluted environment. 受污染的环境
6. The location of an iron and steel works should be close to the railway.
7. To lower expenses the executive is going to cut down the office staff.
8. According to the plan, the annual output is to be increased by 10 percent.
9. George will undertake responsibility for distributing the printed materials to students.
10. It is very thoughtful of you to take care of the children while their parents are away.

EXERCISE 8

Complete the following sentences with the appropriate expressions given below. Change the form where necessary.

in addition to	pay attention to	on good terms with	be made up of
at once	take ... into account	worry about	care about
free ... of	connected with		

1. It's impossible for me to do all the jobs at once.
2. The teacher told the student to pay attention to his spelling.
3. Since you work so hard, there is no sense in worry about the future.
4. The Whites are always on good terms with their neighbours, wherever they live.
5. Mrs. Lee cares about not only her own family but also her distant relatives. 亲戚
6. He made every possible effort to get to know the people connected with the local government.
7. The old lady cannot free herself of the idea that somebody is following her all the time.
8. The teaching staff in colleges is made up of usually of professors, lecturers and assistants.
9. In addition to their own public relations staffs, some companies hire a few specialists from abroad. is usually made up of
10. If we want to win the confidence of people, we should take their feelings and interests into account.

EXERCISE 9

Complete the following sentences by using as...as. 替换

EXAMPLE: You know a bit about history but he knows more.

You don't know as much about history as he (does).

1. George is an efficient worker and so is Jack.
George is as efficient a worker as Jack / a worker as efficient as Jack.
2. The luggage I took was not more than what was allowed.
I took as much luggage as allowed. 没超过
3. Both German and English are difficult languages.
German is as difficult a language as English.
4. The weather is still unpleasant today but yesterday it was worse.
The weather isn't as unpleasant today as it was yesterday.
5. There were fewer people at this meeting than at the last one.
There weren't as many people at this meeting as the last one.
6. This coffee is too sweet for me to drink.
I can't drink as sweet coffee as this.