

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z



普通高等院校英语专业课程系列教材




● 郭金秀 编著

A New Reading Course Book on English News Publications

新编英语报刊 阅读教程

English

 华中师范大学出版社

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前 言

《新编英语报刊阅读教程》是一本针对我国高等院校英语专业“英语外报外刊选读”课程而编写的教材,目的是让学生了解英语报刊的特征,培养学生阅读英语报刊的能力,扩展学生的知识面,使他们更好地了解世界、解读世界。

本书在编写的过程中力求内容新、体系新和方法新,文章全部摘自近年英美主要的报纸和杂志,选材力求经典规范。在编写总体思想上,坚持理论阐述与实证分析紧密结合,统筹安排新闻知识板块和外刊文章阅读板块,既考虑报刊阅读理论知识,又照顾课堂教学实际,使整个教学过程系统、深入。本书的每个单元由以下几个部分构成:

(1) Journalistic knowledge 英语新闻报刊知识介绍。此部分旨在对英语新闻报刊进行介绍,给学生提供英语报刊文章的编写和阅读技巧,增进学生对英语报刊的了解,帮助其提高外刊阅读理解能力,并附有相关练习,供师生检查外刊新闻理论知识板块学习情况。

(2) Text A 此部分为一篇报刊简短新闻,主要用于报刊快速阅读训练,学生不得预习。阅读和练习必须在规定时间内完成,教师可以根据学生的情况对阅读时间进行适当调整。

(3) Text B 此部分为一篇单元主题报刊文章,作为课堂教学讨论和教师讲解的重点。一般要求学生在课前先阅读课文,按课后提出的阅读理解问题做相应准备,在课堂上发言或回答教师提出的问题。然后由教师结合课文的特点进行必要的语言及报刊知识、社会文化知识讲解。

《新编英语报刊阅读教程》供英语专业2—3年级学生使用。此外,对于高等学校非英语专业学生和广大英语读者而言,本书也可作为拓展相关专业知识、了解英语报刊、提高读报技能的参考书。

本书由郭金秀统筹、主笔编写,冯倩参与编写第7单元(Unit 7)。完稿后,由二人共同负责校对。感谢华中师范大学出版社的大力支持,同时,感谢湖北工程学院教学研究课题(编号2015A05)和教材立项资助。

本书中所引用的部分文章和内容我们已尽力标明出处并联系原作者,但仍有部分作者无法取得联系,对此我们深感抱歉,请看到本书的原文作者或版权所有者联系我们,我们将奉上薄酬聊表歉意。

另外,编者知识和阅历有限,书中错误之处在所难免,诚恳希望读者、专家、同行不吝批评指正,以便下次修订时完善。

编 者

2017年10月

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Unit 1 Economy and Society

经济与社会

◆ Journalistic knowledge

英语新闻及出版物

1. Definition of News

What is news? News comes from the first capital letters of North, East, West and South (所谓新闻, 即是天南海北之事)。新闻 (Journalism) 的定义有广义 (broad sense) 和狭义 (narrow sense) 两种。In the broad sense, it refers to all the articles appearing on the media. News in the narrow sense refers to the objective reports on what happened lately, excluding the attitudes and opinions from the reporters.

Acknowledged valuable news includes: politics & government (政治与政府), disasters (灾难), crime & courts (犯罪与诉讼), business (经济), strikes & demonstration (罢工与示威游行), war & terrorism (战争与恐怖主义活动), environment (环境), famous people (名人), sports (体育), entertainments (娱乐).

2. Classification of News

How is the news valued? 美国报刊新闻尤其强调新奇和不同寻常, 这被认为是现代新闻的主要意旨。“It is not news when a dog bites a man, but absolutely news when you find a man bites a dog.”

How is news classified? There are different criteria for the classification. 新闻按题材 (topics) 分类: 政治、经济、军事、外交、体育、文化和艺术新闻等。新闻按时效 (timeliness) 分类: Hard news & Soft news (硬新闻和软新闻)。Hard news is up-to-the-minute news and events that are reported immediately. Politics, war, economics and crime used to be considered as hard news.

Soft news is background information or human-interest story. Arts, entertainments and lifestyles are considered soft news. For example, a story about the effectiveness of diets would be considered soft news. “Soft news” can also be stories that focus on people, places or issues that affect readers' lives. These types of stories are called “feature stories” (新闻特稿). A story about the growing number of babies suffering from AIDS could be considered a soft-news story.

It isn't less important than hard news, but it isn't news that happened overnight.

新闻按体裁(genre)分类:快讯(news flash)、新闻简报(News Letter / News Bulletin)、详讯(News Story)、综述(Comprehensive News Report)、特稿(Feature story)。

3. American and British Newspapers and Magazines

美国和英国的日报总数约两千多家,各种期刊为五千余种,其中绝大多数是地方性和专业性报刊,全国性大报和杂志为数并不多。下面介绍在美英国内若干有影响的报刊。

美国主要报纸:*The New York Times*(《纽约时报》),*The Washington Post*(《华盛顿邮报》),*Los Angeles Times*(《洛杉矶时报》),*USA Today*(《今日美国报》),*The Wall Street Journal*(《华尔街日报》),*The Christian Science Monitor*(《基督教科学箴言报》),*International Herald Tribune*(《国际先驱论坛报》),*Free Press*(《自由新闻报》),*Chicago Sun-Times*(《芝加哥太阳时报》),*New York Daily News*(《纽约每日新闻》),*Boston Globe*(《波士顿环球报》),*Dallas Morning News*(《达拉斯晨报》),*San Francisco Chronicle*(《旧金山纪事报》)。

美国主要新闻杂志:*Time*(《时代》周刊),*Newsweek*(《新闻周刊》),*Reader's Digest*(《读者文摘》),*Fortune*(《财富》杂志),*Business Week*(《商业周刊》),*Far Eastern Review*(《远东经济评论》),*U. S. News and World Report*(《美国新闻与世界报道》),*Smithsonian*(《史密森森学会》),*Star*(《明星》),*Family Circle*(《家族》月刊),*American Legion*(《美国军团》),*People Weekly*(《人民周刊》),*National Geographic*(《国家地理》杂志)。

英国报纸按风格和内容分为 quality / popular / mid-market papers,“质量类”报纸是严肃性大开本(broadsheet)的全国性日报,有很高的编辑水平,读者多是受过高等教育的上层和中产阶级人士。*Daily Express*(《每日快报》),*Daily Mail*(《每日邮报》),*Daily Mirror*(《每日镜报》),*Daily Star*(《每日明星报》),*The Sun*(《太阳报》)都是“通俗类”小报,消息不如 quality papers 那样严肃可靠,往往追求轰动效应。如《太阳报》就以刊登英国王室成员和政界人士的桃色新闻和美女照片而“著称”,其发行量居首位,读者基本是工人阶级和中产阶级。“中间市场类”指介于这两者之间的报纸。

英国主要报纸:*The Times*(《泰晤士报》),*Financial Times*(《金融时报》),*The Guardian*(《卫报》),*The Telegraph*(《每日电讯报》),*Daily Express*(《每日快报》),*Daily Mail*(《每日邮报》),*Daily Star*(《每日明星报》),*Morning Star*(《晨星报》),*The Sun*(《太阳报》)。

英国主要新闻杂志:*Weekly News*(《每周新闻》),*The Spectator*(《旁观者》),*Tribune*(《论坛》),*Punch*(《笨拙》),*Finance*(《金融》周刊),*Private Eye*(《私探》双周刊),*Listener*(《听众》),*New Statesman and Society*(《新政治家和社会》)。

4. Major News Agencies

西方报纸、电台和电视等新闻,许多都是由通讯社提供的。下面介绍的是美英四大通讯社。

AP (Associated Press, 美国美联社), 成立于 1848 年, 总部设在纽约市。1976 年就已

有 1181 家美国日报和 3462 家广播电台和电视台接受该社提供的新闻服务,现在它是世界上最大的通讯社。

UPI (United Press International, 美国合众国际社), 成立于 1907 年, 它开创了一些重要的新闻报道业务, 如它于 1925 年开办了新闻图片等业务。在 20 世纪 70 年代末, 该社就为 100 多个国家的 4503 家客户服务。它有 250 多个分社向外提供新闻。

Reuters (Reuter's News Agency, 英国路透社), 1851 年由路透 (Paul Julius Reuter) 创建, 总部设在伦敦。它是一家商业性通讯社。20 世纪 60 年代以来, 它播发经其压缩的来自诸如中国等国的新闻报道, 美国也有几十家报纸定购该社的新闻。现在其业务已遍及全球 150 多个国家。该社拥有 91 个国家 14800 名职员, 1800 名记者, 138 个分社。

PA (Press Association, 英国报纸联合社), 它通过该社的新闻 (PA News)、体育 (PA Sport) 和数据设计 (PA Data Design) 这三家公司而成为英国的全国新闻社, 为报纸、广播电台和电视台提供全方位的新闻和信息服务。

Practice

Translate the following into Chinese.

- | | |
|--|--|
| 1. <i>Time</i> | 2. Secretary of the Treasury |
| 3. <i>International Herald Tribune</i> | 4. <i>The Observer</i> |
| 5. Running Mate | 6. Scotland Yard |
| 7. <i>Los Angeles Times</i> | 8. <i>The Times</i> |
| 9. <i>Readers' Digest</i> | 10. <i>U. S. News & World Report</i> |
| 11. <i>Washington Post</i> | 12. Parliament |
| 13. Constitutional Monarchy | 14. <i>The Economist</i> |
| 15. Reuters | 16. The Commonwealth |
| 17. Secretary of State | 18. Department of Justice |
| 19. <i>National Geographic</i> | 20. House of Lords |

Text A

Great Wall's Ambition of Buying FCA Would Run into Hurdles

Great Wall, the Chinese carmaker, has expressed interest in buying Fiat Chrysler Automobiles, an audacious ambition that would run into significant political and financial hurdles—even if the Italian-American car group agreed to negotiations.

A spokesman for the Chinese car company told *Financial Times*: “We have always had the interest and intention to acquire FCA.”

But FCA, which owns the Jeep, Ram, Alfa Romeo and Maserati brands, said it had not

been approached by Great Wall. It also denied earlier reports that Great Wall had written to FCA about buying its flagship Jeep brand.

FCA has been searching for a buyer in order to cut the development costs of electric and self-driving cars. Sergio Marchionne, its chief executive who is set to retire in 2019, has made unsuccessful overtures to General Motors and Volkswagen about buying the company.

But seeking to sell one of the three major US carmakers to a Chinese buyer could run into political hurdles at a time when President Donald Trump's administration has toughened the country's stance on deals involving China.

Analysts also raised questions over Great Wall's ability to finance such a deal. Yale Zhang, of Shanghai-based



consultancy Automotive Foresight, said FCA, which has a market capitalization of 16.45bn and net debt of 4.2bn, was “simply too big” for the Chinese company to digest. He suggested it would be more logical for it to try to acquire a single brand, such as Jeep, from FCA.

“Great Wall wants to be the number one SUV maker in the world, and they can achieve that goal much faster if they buy Jeep,” he said.

Another Hong Kong-based analyst, who declined to be quoted by name, said via email: “They don't have much cash, leveraging up to buy FCA (presumably with all the liabilities attached) feels rather a high risk. I'd also be surprised if FCA let them just carve out Jeep.”

From <http://www.kekenet.com/read/201708/522754.shtml>

Comprehension

Decide whether the following statements are true (T) or false (F) according to the information given in the press clipping.

1. Fiat Chrysler Automobiles agreed to be bought by Great Wall although there were significant political and financial hurdles.
2. Great Wall told the press that it had written to FCA about buying its flagship Jeep brand.
3. FCA denied that it had been approached by Great Wall although it has been searching for a buyer.
4. Sergio Marchionne preferred General Motors and Volkswagen to Great Wall about buying FCA.
5. General Motors and Volkswagen failed to buy FCA because Sergio Marchionne, its chief executive would retire in 2019.
6. It implies that Donald Trump's administration is opposite to sell FCA to Great Wall.
7. Great Wall's financial ability to buy FCA is also questioned by many analysts home and

- abroad for FCA has a huge debt.
8. The Chinese company has to prepare over 20bn to buy FCV.
 9. It would be beneficial for Great Wall to buy FCA considering its goal of being the number one SUV maker in the world.
 10. The Hong Kong-based analyst thought FCA would not permit to be bought by Great Wall.

Vocabulary

Choose one word or phrase that is closest in meaning to the underlined part in each statement.

1. ...an audacious ambition that would run into significant political and financial hurdles...
A. dauntless B. bald-faced C. auction D. auburn
2. ...even if the Italian-American car group agreed to negotiations.
A. collection B. bank C. array D. assembly
3. It also denied earlier reports that Great Wall had written to FCA about buying its flagship Jeep brand.
A. flagrant B. flagpole
C. the chief one of a related group D. flagon
4. Sergio Marchionne, its chief executive who is set to retire in 2019, has made unsuccessful overtures to General Motors and Volkswagen about buying the company.
A. prelude B. overturn C. suggestion D. advance
5. ...when President Donald Trump's administration has toughened the country's stance on deals involving China.
A. strengthen B. acclimate C. build up D. toupee
6. ...when President Donald Trump's administration has toughened the country's stance on deals involving China.
A. feeling B. standpoint C. outlook D. stanch
7. ...said FCA, which has a market capitalization of 16.45bn and net debt of 4.2bn...
A. final B. clear C. gross D. after tax
8. They don't have much cash, and levering up to buy FCA (presumably with all the liabilities attached) ...
A. move B. prise C. hoist D. control
9. ...levering up to buy FCA (presumably with all the liabilities attached) ...
A. responsibility B. debts C. asset D. handicap
10. I'd also be surprised if FCA let them just carve out Jeep.
A. engrave B. inscribe C. cut up D. develop

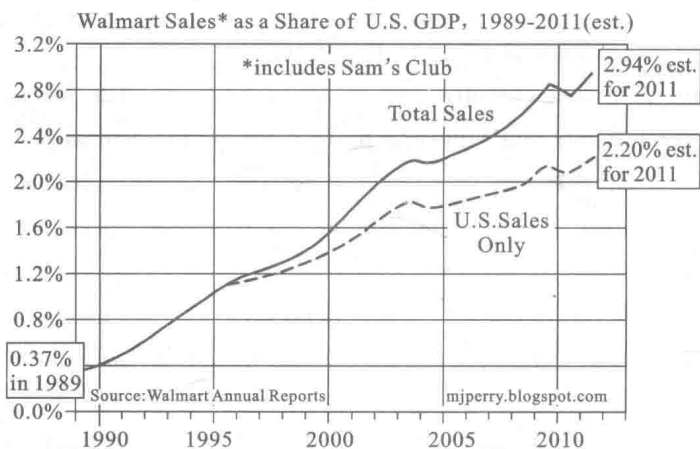
Text B The Success of Wal-Mart

Now that Wal-Mart is America's largest corporation, the service economy wears the crown.

By Cait Murphy

How did a peddler of cheap shirts and fishing rods become the mightiest corporation in America? The short version of Wal-Mart's rise to glory goes something like this: In 1979 it racked up a billion dollars in sales. By 1993 it did that much business in a week; by 2001 it could do it in a day.

It's a stunning tale—one that propelled Wal-Mart from rural Arkansas, where it was founded in 1962, to the top of the FORTUNE 500 this year. Sam Walton, Wal-Mart's founder, pushed sales growth relentlessly while squeezing costs with sophisticated information technology. He exhorted employees to sell better with quasi-biblical precepts like the "ten-foot rule" (greet customers if they are that close). He was, in other words, an early evangelist for the first commandment of today's economy; service rules.

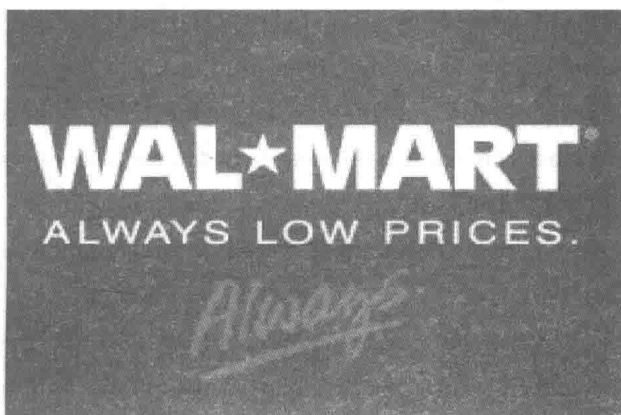


Wal-Mart, in fact, is the first service company to rise to the top of the FORTUNE 500. (Before 1994, FORTUNE listed service and industrial companies separately, but no service company was ever larger than the top industrial ones.) When FORTUNE first published its list of the largest companies in America in 1955, Wal-Mart didn't even exist. That year General Motors was America's biggest company, and in every year that followed, either GM or another mighty industrial, Exxon, was No. 1.

Wal-Mart's achievement caps a bigger economic shift—from producing goods to providing services—that has been happening for years. Manufacturing's share of U. S. employment peaked in 1953, at 35%. It has been declining steadily since then. In the decade that will end in 2010, the Bureau of Labor Statistics figures that goods-producing industries (brawny work

like mining, construction, and manufacturing) will create 1.3 million new jobs, compared to 20 million for service industries. To look at it another way, today there are about four times as many people working in service jobs as in other kinds of jobs. And even within manufacturing, services are an increasing share of operations. GE, for example, makes the lion's share of its revenues from finance operation, and that is why FORTUNE lists it as a service company.

A look at 1955 helps to explain why America has gone in this direction. The FORTUNE 500 for that year is rich in names like Western Electric, Corn Production Refining, U. S. Plywood, Shoe Corporation of America, and Consolidated Cigar. Those companies reflect a society in which supplying basic needs—food, clothing, heat, the occasional cigar—took a big bite out of the household budget. In fact, families then spent almost twice as much of their income on food as they do now.



As America got richer—the average household today earns about twice the income, in real terms, it did in 1955—consumption got more complicated. With more income to throw around, people started spending more on services—movies and travel, mortgages to buy houses insurance to protect those houses, the occasional decadent weekend at a luxury hotel—and less on, say, plywood or corn products. Economists call this a shift in the demand pattern; FORTUNE calls it the main reason that 64 of this year's top 100 are service companies.



Wal-Mart got its share of America's disposable income. But that's not all it's done. The rise of Wal-Mart, muses Claudia Goldin, an economic historian at Harvard, reminds her of a lot of flour and meatpacking. Until the early 20th century, she explains, even smallish towns housed a mill where housewives brought wheat to be ground and a slaughterhouse where fanners

brought their doomed stock. But technological innovations, combined with the vision of people with names like Pillsbury, Armour, and Swift, changed the way people got their flour and meat. Pillsbury made thousands of tiny flour mills obsolete; Wal-Mart did the same with mom-and-pop shops.

For workers, the shift to services has changed the labor market in two important ways.

One has been to damage unions. Union officials swear they can thrive in a service economy, but the fact remains that service-sector workers are half as likely to be organized as those in manufacturing.

The other change has been the upgrading of work. This is a good thing—good because higher-skill jobs pay more and are typically less deadly than lower-skill ones. The proportion of people working in the kinds of clean, high-status positions Mom approves of has risen from less than 20% in 1955 to more than 30% today. The bad part of this scenario is the disappearance of jobs that paid well but did not require much in the way of skills. As late as 1969, a quarter of jobs required no more than an eighth-grade education. No longer. As financial pressure and global competition became more intense, lots of those jobs vanished or were shipped overseas: Seen many shoe factories in your neighborhood lately? The service sector took in the labor, but typically at lower wages, a factor in the rise of U. S. income inequality since the late 1970s.

Look at it this way. Over the next few years, only three of the ten fastest-growing occupations (software engineers, nurses, and computer support) are paid middle-class salaries. The rest could be called, well, Wal-Mart kinds of jobs—cashiers, retail assistants, food service, and so on. In short, the service economy is delivering more good jobs than ever before. But the bad jobs are worse, at least in terms of pay, than the bad ones they replaced.

Despite the fall in manufacturing employment, its share of the economy, 17.3%, is almost exactly what it was in 1955, and 201 companies of this year's FORTUNE 500 are classified as industrial. (Indeed, the following story features one of the biggest, No. 2 Exxon Mobil.) How did manufacturing hold its share? Industry got smarter. Jerry Jasinowski, president of the National Association of Manufacturers, remembers when pessimists in the early 1980s predicted that Japan would wipe out U. S. manufacturing. Instead, the sector transformed itself, increasing productivity, improving operations, and shedding low-skill, low-margin operations. Today, he says, "brains are what counts."

You'll see some of those smarts in the stories featured in this issue. Devid Stipp tells how Amgen is burning brainpower to develop sophisticated biotech therapies, while Nelson Schwartz charts how Duke Energy became the un-Enron by resisting financing tricks, complex partnerships, and other Wall Street fads. In an illustration of how the service ethic has infiltrated manufacturing, Stephanie Mehta describes how Pat Russo, Lucent's new CEO, plans to

revive the telecom-equipment company by making customers happy.



That sentiment may be Sam Walton's real legacy. Oh, sure, Wal-Mart wears the crown, but what has really changed in corporate America since 1955 is the dignity afforded five small words: "How may we help you?"

From *Fortune*, April 15th, 2002

1. Background Information

沃尔玛百货有限公司由美国零售业的传奇人物山姆·沃尔顿先生于1962年在阿肯色州成立。沃尔玛在全球27个国家开设了超过10,000家商场,下设69个品牌,全球员工总数220多万人,每周光临沃尔玛的顾客2亿人次。

1991年,沃尔玛年销售额突破400亿美元,成为全球大型零售企业之一。据1994年5月美国《财富》杂志公布的全美服务行业分类排行榜,沃尔玛1993年销售额高达673.4亿美元,比上一年增长118亿多美元,超过了1992年排名第一位的西尔斯(Sears),雄踞全美零售业榜首。1995年沃尔玛销售额持续增长,并创造了零售业的一项世界纪录,实现年销售额936亿美元,在《财富》杂志95美国最大企业排行榜上名列第四。事实上,沃尔玛的年销售额相当于全美所有百货公司的总和,保持着强劲的发展势头。沃尔玛商店、山姆会员商店和沃尔玛购物广场,分布在美国、中国、墨西哥、加拿大、英国、波多黎各、巴西、阿根廷、南非、哥斯达黎加、危地马拉、洪都拉斯、萨尔瓦多、尼加拉瓜等14个国家。它在短短几十年中有如此迅猛的发展,不得不说是零售业的一个奇迹。

沃尔玛几十年来蒸蒸日上,而且不断扩张。在全球经济不景气的情况之下,沃尔玛的销售额仍然以较快的速度增长。沃尔玛零售业的成功因素主要有以下三个:

- (1) 管理科学合理:沃尔玛注重市场分析,根据当地消费群体特点确定营销方针。
- (2) 商品价格较低:沃尔玛想方设法降低成本,让顾客买到价格便宜的商品。
- (3) 服务顾客满意:沃尔玛经营强调CS(Customer Satisfaction,顾客满意)原则,公司要求雇员主动热情接待,提供优质服务。

II. Notes to the Text

1. peddler; *n.* One who travels about selling wares for a living; a hawker 兜售小贩; 以挨街叫卖货物为生的人; 沿街小贩
2. rod; *n.* A thin straight piece or bar of material, such as metal or wood 杆; 竿; 一片或一根常有特定功能或用途的金属或木质细长直棒
3. rack up: 【非正式用语】To accumulate or score 积累或得分 ⊙ rack up points 积累分数
4. relent; *vi.* To cause to soften in attitude or temper ⊙ The wind blast has relented. 风力已减弱了。relentless; *adj.* a. Unyielding in severity or strictness; unrelenting ⊙ relentless persecution 无情的迫害 b. Steady and persistent; unremitting ⊙ the relentless beat of the drums 持续不断的击鼓声
5. exhort; *vt.* To urge by strong, often stirring argument, admonition, advice, or appeal 力劝; 用强烈或令人刺激的争论、劝告、意见或恳求来激励
6. quasi; *adj.* Having a likeness to something; resembling 类似的; 与某事物相似的; 相像的 ⊙ a quasi success 部分成功 quasi cholera 假性霍乱 a quasi governmental agency 类似政府机关的一个机构
7. biblical; *adj.* 圣经的, 按照圣经的, 似圣经的
8. precept; *n.* A rule or principle prescribing a particular course of action or conduct 规矩; 规范特定行动或行为的规则或原则
9. evangelist; *n.* a. Any one of the authors of the four New Testament gospel books; Matthew, Mark, Luke, or John 四福音书的作者之一; 马太、马可、路加或约翰 b. One who practices evangelism, especially a Protestant preacher or missionary 福音传道者, 尤指新教传教士
10. commandment; *n.* A command; an edict 戒律; 命令; 敕令 ⊙ the Ten C-s 【圣】十诫 taboos and commandment 清规戒律
11. cap; *vt.* To lie over or on top of 覆盖
12. brawny; *adj.* Strong and muscular 强壮的; 肌肉结实的
13. plywood; *n.* A structural material made of layers of wood glued together, usually with the grains of adjoining layers at right angles to each other 胶合板: 由粘合在一起的若干层木头制成的一种建筑材料, 通常其相邻木层的木纹相互成直角
14. muse; *n.* Greek Mythology. Any of the nine daughters of Mnemosyne and Zeus, each of whom presided over a different art or science 【希腊神话】缪斯: 宙斯和记忆女神的九个女儿, 每一个掌管不同的文艺或者科学 *vt.* To consider or say thoughtfully 谨慎地考虑或者说 ⊙ He mused that it might take longer to drive than walk. 他思忖着开车也许比步行花的时间还多。
15. grind; *vt.* To crush, pulverize, or reduce to powder by friction, especially by rubbing between two hard surfaces 碾碎; 压碎, 挤碎或通过摩擦使其变成粉末, 尤指在两个坚硬表面磨碎 ⊙ grind wheat into flour 把小麦磨成面粉 grindstone *n.* 旋转磨石, 旋转研磨机

16. doom;*n.* 厄运,毁灭,死亡,世界末日 ⊙the day of doom (= doomsday) 【宗】最后审判日,世界末日 be doomed to failure [to fail] 注定要失败 The prisoner was doomed to death. 囚犯被判处死刑。
17. livestock;*n.* Domestic animals, such as cattle or horses, raised for home use or for profit, especially on a farm 家畜;家养的牛、马等动物,专为家用或买卖,尤指养于农场中的
⊙livestock prices; a livestock auction 家畜价格;家畜拍卖
18. scenario;*n.* a. An outline of the plot of a dramatic or literary work 情节梗概;戏剧情景或文学作品的梗概 b. An outline or a model of an expected or a supposed sequence of events 预料或期望的一系列事件的梗概或模式
19. shed;*vt.* a. To cause to pour forth 流;使向前涌 ⊙shed tears 流出眼泪 shed light 发光
b. To rid oneself of (something not wanted or needed) 去除;除去(不想要或不需要的东西) bloodshed;*n.* The shedding of blood, especially the injury or killing of human beings 流血,屠杀;血的流出,尤指伤人或杀人 watershed;*n.* 分水岭
20. count;*vi.* To have importance or value 有重要性或价值
21. fad;*n.* A fashion that is taken up with great enthusiasm for a brief period of time; a craze 一时的流行,短暂的时尚
22. sentiment;*n.* 情操,情感,情绪,观点,多愁善感,感情 ⊙esthetic sentiment 审美情操
business sentiment 企业经营情绪 general sentiment 一般意见,舆论 market sentiment 市场行情
a man of sentiment 感情用事的人,感情丰富的人 Sentiment should be controlled by reason. 感情应受理智的控制。
23. legacy;*n.* Something handed down from an ancestor or a predecessor or from the past 遗产;祖先、前人或过去相传下来的某种东西 ⊙inherit a legacy 继承遗产 a legacy of hatred 宿恨,世仇 a rotten legacy 烂摊子
24. afford;*vt.* To make available; provide 获得;使获得;提供 ⊙a sport affording good exercise; a tree that affords ample shade 使人获得良好锻炼的运动;可以遮阴的树
25. dignity: The quality or state of being worthy of esteem or respect 尊贵;值得尊重或尊敬的品德或地位;高贵;体面;可敬的品格(包括举止、态度的端庄)威严;庄重

III. Paraphrase the following sentences with your own words.

1. The short version of Wal-Mart's rise to glory goes something like this.
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2. He exhorted employees to sell better with quasi-biblical precepts like the "ten-foot rule".
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3. Wal-Mart's achievement caps a bigger economic shift—from producing goods to providing services—that's been happening for years.
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