

大学英语听说教程

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第三册
学生用书

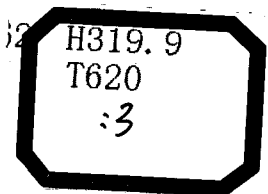


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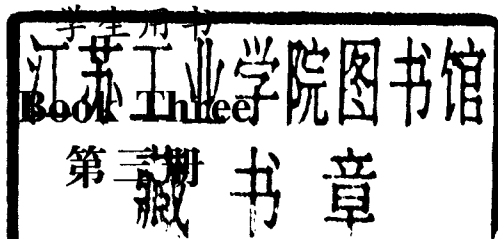
国防工业出版社

National Defense Industry Press



College English Listening and Speaking Course 大学英语听说教程

Student's Book



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国防工业出版社

· 北京 ·

图书在版编目(CIP)数据

大学英语听说教程. 第三册 / 田建国主编; 刘美岩分册
主编. —北京: 国防工业出版社, 2005. 8

学生用书

ISBN 7-118-03960-8

I. 大... II. ①田... ②刘... III. 英语-听说
教学-高等学校-教材 IV. H319.9

中国版本图书馆 CIP 数据核字(2005)第 059197 号

国防工业出版社 出版发行

(北京市海淀区紫竹院南路 23 号)

(邮政编码 100044)

国防工业出版社印刷厂印刷

新华书店经售

*

开本 850×1168 1/32 印张 3 3/4 93 千字

2005 年 8 月第 1 版 2005 年 8 月北京第 1 次印刷

印数: 1—6000 册 定价: 15.00 元(含光盘)

(本书如有印装错误, 我社负责调换)

国防书店: (010)68428422

发行邮购: (010)68414474

发行传真: (010)68411535

发行业务: (010)68472764

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前 言

为了适应新的英语教学的需要,配合当前的大学英语教学改革,贯彻新大纲提出的“听、说”领先原则,培养面向新世纪的英语实用人才,我们特意编写了这套《大学英语听说教程》,旨在全面提高学生的听力能力和口头表达能力。本教程是一套专门为提高大学生英语听力和口语而编写的教材,全书共4册(包括学生用书和教师用书),每册由16个单元组成。每册自成一体,但同时又相互连贯,互为整体。本套教程以学生为中心,由浅入深,由单句到篇章,循序渐进,既注重听力的训练,又注重口语的提高,听说结合,非常适合课堂教学使用。

本书为该套教材第三册的学生用书,与教师用书配合使用。按主题教学模式编写,由16个单元组成,每单元分为5部分。第一部分为听、说热身,涉及主题的常用词汇。第二至第四部分是围绕主题不同侧面的听力短文。为帮助大家理解,我们还设计了丰富多样的听力练习,如重点信息填空、正误判断、信息匹配连线、简答、多项选择等形式。通过扎实的练习,必将提高听者对听力材料的分析、归纳、判断和推理能力。第五部分设计了有趣的口语练习。口语部分由两块组成。第一块模仿全国大学英语四、六级口试的形式,1~6单元为围绕本课主题的简答题,要求学生在听过该主题的各种信息的基础上,能用提示的句型、信息回答4~5个基本问题。7~10单元为图片或图表描述,并附有图描的方法及常用句型介绍。11~16单元为讨论及辩论,同时介绍了讨论及辩论时常用的句型及表达方法,如:如何发表意见和看法、如何对意

见和看法做出反应、如何说服他人、如何征求意见,如何表示赞成或反对等。为增加趣味性,提高学生的听说兴趣,口语的第二块为科幻小说“日内瓦医生”连听后根据小说情节回答问题及复述故事。

该教材选用的主题以反映现实生活为主,内容涉及教育、音乐、美术、家庭生活、社会问题、科学技术、工作、假日、环保、时装、通信、体育运动、市场营销等日常生活话题,紧跟时代步伐,贴近大学生生活,寓信息、知识、趣味、实用于一体。另外,该教材在选材上注意语言的规范性及材料的新颖性。

由于作者水平有限,书中难免有所纰漏,敬请读者指正。

编 者

2005 年 4 月

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Unit 1

Marketing And Advertising

Part I Warming-up Exercises

Exercise 1

Directions: *Could you speak out as many words as possible which are related to the topic?*

Exercise 2

Directions: *Listen to a joke and write down the missing words you hear from the tape.*

The Effectiveness of Advertisement

Some businessmen were talking about _____ excitedly. As none of them had ever done it before, everyone had _____. At this moment, Mr. Grey arrived. He was _____ and once placed an advertisement on TV. "What are you talking about?" Mr. Grey asked. "_____?" One of the businessmen asked. "Oh, yes, it works _____." Mr. Grey said. "I once advertised for _____ and offered _____." "Did you get your dog back?" "No, but that very night, three of my cars _____."

Part II Advertising

New Words

word-of-mouth 口头的

dominate 支配;占优势

ultimate 最终的;根本的

sustain 支撑;维持

seduce 诱使

monitor 监控

tactics 战术;策略

Exercise 1

Directions: *Listen to the passage carefully and answer the following questions.*

1. What is the ultimate goal of all advertising in the market economy?

2. What moral problems do today's advertisements frequently raise?

3. What is the purpose of dishonest or false claims?

4. What should consumers understand about advertising?

Exercise 2

Directions: *Listen to the passage again and decide whether the statements are True or False.*

1. Even the smallest shop relies on the word-of-mouth advertising done by satisfied customers. ()
2. The market economy is dominated by state -run enterprises and their policies. ()
3. Attractive and good ads mean that the product itself is of good quality. ()
4. It is important that consumers understand how advertising works and the tactics it uses to deceive or to convince them. ()
5. Consumers of all ages should only learn to appreciate the beautiful or the clever aspects of ads. ()
6. Nowadays, no consumer can afford to remain ignorant of advertising practice. ()

Part III Creation of Coca-Cola

New Words

pharmacist 配药者,药剂师

concoct 调制,编造

bookkeeper 簿记员

penmanship 书法

script 书写

logo 标识语

fountain 喷泉式饮水器

oversee 监视;检查

formula 配方

dub 起绰号

entrepreneur 企业家

Exercise 1

Directions: Listen to the passage carefully and match dates in column A with events in column B. The first has been done for you.

A	B
On May 8, 1886	large-scale bottling was started by two entrepreneurs
In 1887	Asa Candler was the owner of the five-year-old Coca-Cola business
In 1891	Sales were added up to a total of about \$50 but the expenses were \$70
From 1894	Coca-Cola had made its way into every state of US
In 1899	Coca-Cola was invented by Dr. John Stith Pemberton

Exercise 2

Directions: *Listen to the passage again and summarize how Coca-Cola became a world famous brand by filling blanks.*

On May 8, 1886, Coca-Cola was invented by Dr. John Stith Pemberton, a _____ from Atlanta, Georgia. He _____ the Coca-cola _____ in a three-legged brass kettle in his backyard. The name was a suggestion given by his bookkeeper Frank Robinson. Being a bookkeeper, Robinson also had excellent penmanship. It was he who _____ "Coca-Cola" into the _____ which has become the _____ of today.

In 1891, Asa Candler was the owner of the five-year-old Coca-Cola business. He personally _____. The secret formula was _____ and was only shared with a handful of his most trusted associates.

A short three years later, thanks to _____, Coca-Cola had made its way into every state of US. A candy shop operator in Mis-

Mississippi _____ in the rear of his shop so that people were able to take their refreshment wherever they went.

In 1899, large-scale bottling was started by two entrepreneurs who _____ Coca-Cola across the United States. That operation was the _____ of the largest, most widespread production and distribution network.

Part IV Potato Chip

Exercise 1

Directions: *Listen to the passage carefully and answer the following questions.*

1. For what qualities does the Lay's potato chip conquer the world?

2. Who is Salman Amin?

3. What has the company's research found?

4. How did Frito-Lay practice its marketing promotion strategies on all five continents?

Exercise 2

Directions: *Listen to the passage again and fill in the blanks.*

Just _____ of an inch thick, _____ in colour and with a perfect "_____". The Lay's potato chip seems an unlikely weapon for global domination. But its maker, _____ Frito-Lay, thinks otherwise. "Potato chips are a snack for _____." said Salman Amin, the company's head of global marketing. Amin be-

believes there is _____ of the world, _____ or _____, that can resist the _____ of a Frito-Lay potato chip.

Part Speaking Activity

Exercise 1 Topic-centered Questions

Directions: *Please answer the following Questions.*

1. Would you explain how commercial advertisements help us in our daily life?
2. Would you please explain why there are so many advertisements?
3. What suggestions would you give to consumers with regard to advertisements?
4. Apart from advertising, what else should be done to promote the selling of a product.

Sentences that may instruct your speech:

1. Our first idea of a new product is often introduced by advertisements.
2. Advertisements give us an access to know new products.
3. More advertisements elicit more demands and consumption, thus promote more selling and bring more profit to the advertisers.
4. Consumers must have some knowledge about advertising and the products advertised.
5. Consumers must think and think over again before making a decision.
6. Consumers should keep a clear mind of what they need and what they want and what they are lured to buy.
7. Advertising provides us with information that saves us from laborious trips of shopping.
8. The first consideration should always be given to the quality.
9. Good service also helps promote selling.

Exercise 2 Story-retelling

Directions: *In this section, you are going to listen to a very interesting story serial named "Frankenstein." Now listen to the first part of the story. Answer the following questions orally and then retell the story.*

1. What did the driver of the first sledge look like?
2. What did the driver of the second sledge look like?
3. What did the sailor see next morning?
4. How was the man when he was saved?
5. What's the man's name?

Unit 2

Holiday

Part I Warming-up Exercises

Exercise 1

Directions: *Speak out as many festivals as possible.*

Exercise 2

Directions: *Listen to the tape and complete the sentences you hear.*

M. is for the _____ things she gave me,

O. means only that she's growing _____,

T. is for the _____ she shed to save me,

H. is for her _____ of purest gold;

E. is for her _____, with love light shining,

R. means _____, and _____ she'll always be.

Put them all together, they spell "MOTHER", a word that means the world to me.

Part II April Fools'Day

New Words

Norwegian 挪威人

eccentric 行为古怪的

secretive 遮遮掩掩的; 守口如瓶的

Exercise 1

Directions: *Listen to the passage carefully and answer the following questions.*

1. When did the custom of April Fools'Day start?

2. Where did the story happen?

3. What did the Norwegian scientist, Loof Lirpa ask King Henry VIII to do in his letter?

4. What happened to the demonstration flight?

5. Why did the secret of flying die with the scientist?

Exercise 2

Directions: *Listen to the passage again and decide whether the following statements are True or False.*

1. According to a well-researched story of the origin of the day, it was started in 1545 by a rather fortunate discovery. ()
2. The scientist was friendly and there was no doubt that he was clever. ()
3. Mr. Lirpa wrote to the king, announcing that he had finally solved the secret of flight. ()
4. The king stood alone outside the Palace of Westminster on April 1st, and waited for Mr. Lirpa to come flying past. ()
5. Evidence proved later that Loof Lirpa was not playing a trick: he was in fact telling the truth of how to fly. ()

6. His flying-machine had crashed into a tree, but he survived the accident. ()

Part III Mother's Day

New Words

Rhea (希腊神话中)众神之母 Lent (基督教的)四旬斋

Exercise 1

Directions: *Listen to the passage carefully and rearrange the development of Mother's Day in chronological order.*

1. In England there was an annual observance called "Mothering Sunday".
2. There were days honoring mothers by giving honor to Rhea, the Mother of the gods in times of ancient Greece.
3. Mother's Day was celebrated in Philadelphia.
4. Jarvis persuaded her mother's church in Grafton, West Virginia to celebrate Mother's Day on the second anniversary of her mother's death, the 2nd Sunday of May.
6. President Woodrow Wilson made the official announcement proclaiming Mother's Day a national observance that was to be held each year on the 2nd Sunday of May.

Exercise 2

Directions: *Listen to the passage again and decide whether the statements are True or False.*

1. In the U.S., Mothers' Day is a holiday celebrated on the second Saturday in May.