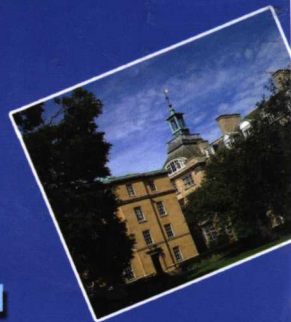


新 编 研 究 生 英 语 教 程 · 读 写 译

NEW ENGLISH COURSE FOR GRADUATES



(Reading, Writing & Translating)

朱 萍 © 主编

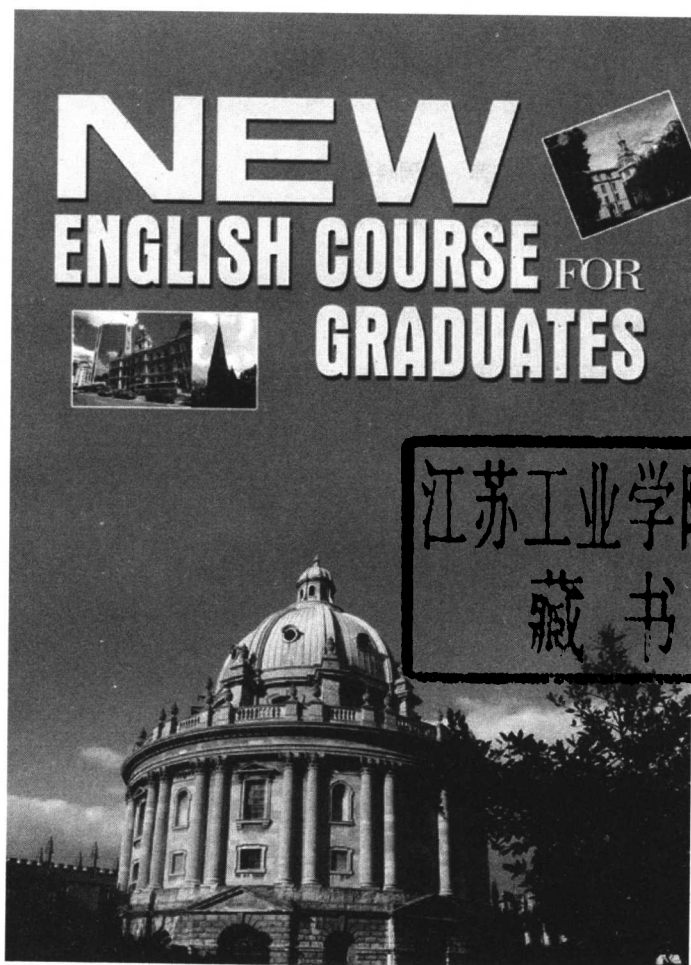


CHINA FORESTRY PUBLISHING HOUSE

新编研究生英语教程·读写译

New English Course for Graduates
(Reading, Writing & Translating)

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中国林业出版社
CHINA FORESTRY PUBLISHING HOUSE

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前言

《新编研究生英语教程》(读写译)系根据教育部《非英语专业研究生英语教学大纲》编写而成。主要供大专院校(尤其理工科院校)的非英语专业研究生公共英语教学使用。本教材从教学实际出发,针对研究生英语学习阶段的特点与需求,组织具有多年研究生英语教学经验教师精心编写。本教材着力突出以下特点:

1. 题材广泛——本教材中的阅读课文均选自国外原版书籍、报刊,题材涉及当今诸多热门话题,可读性强,知识面广;体裁多样。

2. 模式新颖——本教材以单元教学为主体,每个单元包括读、写、译三个部分,并将三者有机结合,即课文学习为写作与翻译提供素材,写作与翻译又为巩固课文学习提供保障。学生在学习每个单元时,都可以从阅读课文开始,到临摹课文进行写作练习,再到英汉两种语言的互译。每个单元集中一个话题,并围绕话题从不同角度摄取相关知识,让学生既在学中练,又在练中学。这样的设计,打破了传统教材的编写体例,无疑是本教材最凸现的特色。

3. 注重运用——本教材摆脱了传统教材以语言为中心的讲授模式,注重读写译三位一体。单元的阅读训练以启发学生主动思维为宗旨,从阅读前的问题讨论,到运用阅读技能解决阅读中的问题,引导学生逐步深入地学习课文,掌握要点,领会词义。单元的写作训练有的放矢,针对英文写作中的难点,让学生从阅读中吸收,在练习中消化,最终提高独立写作的能力。单元的翻译训练旨在通过大量的练习,解决学生在英汉两种语言互译中常见的问题。

本教材共12个单元,每个单元由四个部分组成:

Part I	Reading Task A
Part II	Writing Skills
Part III	Translation Practice
Part IV	Reading Task B

此外,本教材还编入10篇补充阅读材料,供学生课余自学。

本教材参考答案可与编者联系索取。联系邮箱: wyx@njfu.edu.cn。

由于水平有限,错误与不妥之处在所难免。我们真诚地欢迎批评和建议。

编者

2007年6月于南京

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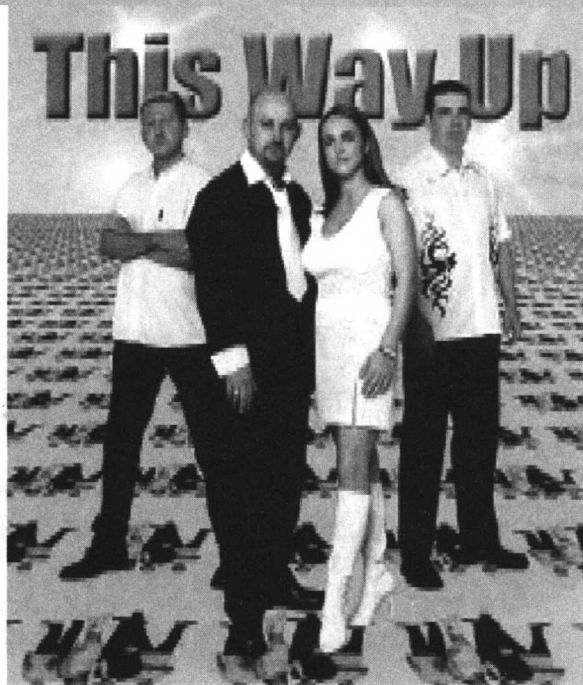
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UNIT **1**

Overview:

- **Part I Reading Task A** Thinking the Unthinkable Leads to Success
- **Part II Writing Skills**
 - 1. Introduction to Writing a Research Paper
 - 2. Working out Main Points
- **Part III Translation Practice** Translation of Titles
- **Part IV Reading Task B** The History of Printing

1. READING TASK A

Pre-reading questions:

1. *Do you enjoy your success? Why?*
2. *What would you do after success?*
3. *What do you think helps you further succeed?*

Thinking the Unthinkable Leads to Success¹

1 Businesses are scrambling to survive in these chaotic and turbulent times. If you have one, you too could fail within the next six months to a year. If you doubt this, you could be making failure more likely. But why is this happening? The problem stems from the fact that many businesses are stuck in a rut of complacency these days.

2 Successful businesses tend to continue implementing the ideas that made them successful. But the problem is, in a rapidly changing world ideas often become obsolete overnight. What worked in the past wouldn't necessarily work in the future. But most businesses are not willing to tear apart last year's model of success and build a new one. Here's a familiar analogy to explain why they are lulled into complacency. Imagine that your business is like a pot of lobsters. To cook lobsters, you put them into a pot of warm water and gradually turn up the heat. The lobsters don't realize they're being cooked because the process is so gradual. As a result they become complacent and die without a struggle. However, if you throw a lobster into the pot when the water is boiling, it will desperately try to escape.

3 In business you can "throw a lobster into your boiling pot" by doing three things that will help you solve the problem of complacency and meet your goals now and in the future.

Think the Unthinkable

4 In 1987, General Foods, Procter & Gamble, and Nestle² owned nearly 90% of the US coffee market. They didn't worry about the possibility of start-up companies taking away a large



share of their market. While the big three conducted business as usual, Starbucks, an upscale coffee company based in Seattle, recognized and capitalized on the fact that customer priorities were changing. For a long time the priority was price; what the big three failed to recognize, however, was that customers were willing to spend up to twice as much for gourmet coffee.

5 Even after the big three recognized the trend toward gourmet coffee sold at premium prices, they did not respond by changing their strategy. Instead, they clung to their obsolete view of the marketplace and cut their prices even more. By 1993, Starbucks and similar roasters jointly owned 22% of the national coffee market, about \$1 billion. General Foods, Procter & Gamble, and Nestle had a lot of unhappy bean counters.

6 Your business may have a Maginot Line³ that threatens your survival. If your company is implementing ideas that once worked but may now be obsolete you may be stuck in a trench of complacency. In order for your business to escape its Maginot Line, try asking yourself "what if " questions to get out of the trench. Here are some examples:

- What if technological advances change my entire industry?
- What if my competitors develop a better product or service?
- What if I'm doing the wrong things to prepare for the future?

Fall More to Succeed More

7 David McConnell sold books door-to-door. Housewives were not interested in the books and frequently slammed the door in McConnell's face before he had a chance to make his sales pitch. Instead of quitting, McConnell decided to start giving away a free gift so that he would be allowed to make his sales pitch. He chose to give away a small vial of perfume made up by himself. He soon discovered that the women preferred the perfume to the books. McConnell stopped selling books and created his own company: Avon⁴.

8 When you do nothing, you learn nothing. But when you try and fail, you learn what doesn't work. That puts you one step closer to what will work. Negative feedback provides you with the opportunity to try a different approach. It doesn't matter how often you fail. It matters how often you succeed. Too many business owners are afraid of failure and try to play it safe. If you wait until it's safe to act, your rivals will beat you to the punch.

Dare to Break the Rules

9 Pioneer thinkers often create new ideas by breaking the rules. Instead of doing things the same old way, they made breakthroughs by trying a different approach. Fred Smith broke the rule that permitted only the US Post Office to deliver mail in the US: He founded Federal Express⁵.

10 Rules can sometimes become invisible boundaries that imprison your creative thinking. When you challenge them, you expand your possibilities and come up with more ideas. One technique for breaking the rules is to repeat the question "Why?" several times in a row. First

state a rule that's confining your problem. Then ask, "Why is this a rule?" When you get an explanation, ask "Why" again, and then again. This technique prevents you from being satisfied with the standard explanation and enables you to look at rules in a different way.

11 Breaking the rules is not easy. It takes courage. When you have a revolutionary idea that challenges the conventional, critics will come out of the woodwork. They will discredit, ridicule, and belittle your ideas. When you see what others don't see, it takes a tremendous amount of self-confidence and inner strength to ignore critics and pursue your vision.

12 Almost every great creative business idea was initially rejected by others and viewed as a silly notion, and most pioneer thinkers were not taken seriously at first. When Ted Turner started CNN⁶ in early 1980s, many predicted he would go bankrupt. Executives at the big three networks⁷ dismissed CNN as a hopeless venture. But with its instant coverage, CNN continuously scooped the big three networks and increased its viewership from 1.7 million households to 80 million.

13 In this example, Turner was called "birdbrains" for demonstrating the kind of creativity that helps achieve success in business. I describe "birdbrain thinking" as the ability to produce new and unconventional ideas that solve problems. The alternative is "herdbrain thinking" — relying on conventional wisdom and thinking like the herd.

14 Both kinds of thinking are essential to survival in business. When it comes to following certain rules, it's important to think like the crowd. Otherwise, you might invent your own rules of accounting, which could get you in big trouble. But to stand out from the crowd and be successful, you need birdbrain thinking. Businesses that are creative and innovative rise to the top. Herdbrain thinking merely enables your business to survive and avoid misfortune. Birdbrain thinking enables it to thrive and make a fortune!

(1, 105 Words)

NOTES

1. The text "*Thinking the Unthinkable Leads to Success*" (敢想才能成功) is written by Bill Costello, compiled from "Make money by thinking the unthinkable" from *The Futurist*, May 1999.
2. General Foods, Procter & Gamble, and Nestle: (美国)通用食品公司、宝洁公司和雀巢公司
3. Maginot Line: 马其诺防线 (二战前法国人为防卫德国军队在东北国境上修筑的坚固防线, 并以陆军部长André Maginot名字命名。1940年德军从比利时绕过此防线进入法境, 结果防线却未能发挥抵御作用。)
4. Avon: (美国)雅芳化妆品公司, 成立于1886年, 总部设在美国纽约。"雅芳之父"



大卫·麦可尼 (David McConnell), 出于对诗人莎士比亚的仰慕, 以莎翁故乡一条名为“Avon”的河流为公司命名, 开创了雅芳这个世界知名化妆品品牌。雅芳的产品博及护肤品、化妆品、个人护理品、香水、流行首饰、女性内衣/时装、健康食品等。

5. Federal Express: (美国) 联邦快递公司。由弗雷德·史密斯创建于1971年6月28日, 总部设在小石城旧址。联邦快递隶属于美国联邦快递集团 (FedEx Corp.), 是集团快递运输业务的中坚力量。联邦快递集团为遍及全球的顾客和企业提供涵盖运输、电子商务和商业运作等一系列的全面服务。
6. CNN: abbreviation of Cable News Network 美国有线电视新闻网。
7. the big three networks: 美国传媒界三大巨头: 时代华纳公司旗下的美国在线 (AOL)、维亚康姆 (Viacom) 和沃尔特·迪斯尼 (Walt Disney)

NEW WORDS & USEFUL EXPRESSIONS

scramble /'skræmbəl/ vt.

struggle or compete with others; climb or crawl quickly 争夺, 竞争; 攀登

lull /lʌl/ vt.

calm one's fear (etc.), esp. by deception; make quiet or less active 哄骗; 使安静

complacency /kəm'pleisənsi/ n.

feeling of smug or satisfaction with one's achievements 满足; 安逸

complacent adj.

be stuck in a rut of complacency

be obsessed with satisfaction 沉溺于满足

implement /'implɪmənt/ vt.

put into effect; carry out 贯彻, 实现; 执行

obsolete /'ɒbsəli:t/ adj.

out-of-date; old 过时的, 陈旧的

analogy /'ənælədʒi/ n.

partial similarity between two things 类似, 相似; 类推

upscale /ʌpskeɪl/ adj.

towards or relating to the more expensive or affluent sector of the market 迎合高消费层的; 质优价高的

gourmet /guəmeɪ/ n.

person who enjoys and is expert in the choice of fine food, wines, etc. 美食家; (attr.) gourmet coffee 美味咖啡

at premium price

above the normal or usual price 溢价; 高于一般价格;

bean counter

person who puts excessive emphasis on controlling expenditure or budgets 精于算

make one's sales pitch	计的人 (此文中讽刺那些人失算了) sell one's products by persuasive talk 推销产品
beat one to the punch	defeat one completely; blow one effectively 彻底打败某人; 有效打击某人
come out of the woodwork	come out one after another 纷纷登场
scoop /sku:p/ vt.	act before (a rival) 抢在 (对手) 之前; 捷足先登
birdbrain n.	fool, idiot 愚蠢的人; 傻瓜, 白痴
herdbrain thinking	thinking like most people 从众思维

READING COMPREHENSION

A. Look for the main idea.

Skim the reading text once or twice to get the main idea. Which of the following best expresses the main idea? Tick your answer.

- ☐ a. The author warns a successful business of its complacency.
- ☐ b. The author claims that a successful business needs to constantly create new ideas.
- ☐ c. The author exemplifies some successful businesses in order to clarify the importance of "herdbrain thinking".

B. Choose the best answer to each of the following questions.

1. The main reason for which companies could fail very soon lies in _____.
 - A. it is difficult for them to survive in these chaotic and turbulent times
 - B. they doubt their ability to succeed in the competitive world
 - C. they are too satisfied with their success to create new ideas
 - D. they are trying to tear apart last year's model of success
2. The analogy of cooking lobsters implies that _____.
 - A. people lose their competition unconsciously
 - B. people like to eat seafood.
 - C. people are reluctant to lose in the competition
 - D. some people are as easy as lobsters in perception of failure
3. The three big companies lose control of the US coffee market due to _____.
 - A. their inability to beat Starbucks
 - B. their inconfidence in marketing



- C. their failure to capitalize new markets.
D. their failure to recognize that customers were willing to spend more for gourmet coffee
4. David McConnell's example showed that _____.
A. he was perseverant in sales
B. his books were not interesting
C. failure paved the way to success
D. door-to-door sales were successful
5. The last sentence of Paragraph 8 "If you wait until it's safe to act, your rivals will beat you to the punch" implies that _____.
A. success involves risking
B. safety is more important than success
C. competition is violent
D. competition causes fighting between rivals
6. The author puts forth one technique for breaking the rules: it is _____.
A. to try a different approach
B. to repeat the question "Why?" over and over again
C. to keep doubtful about the standard explanation
D. to look at the rules in a different way
7. If you break the rules, you may be at the risk of the following EXCEPT _____.
A. being distrusted
B. being mocked
C. being complacent
D. being looked down upon
8. Which of the following is NOT true of Ted Turner? _____.
A. He was the founder of CNN
B. He was doomed to go bankrupt at the beginning of his CNN business
C. His creative ideas were initially rejected
D. Some big companies viewed his business as a hopeless venture
9. Which of the following best describes the author's attitude towards "birdbrain thinking"?
A. Complimentary B. Critical C. Indifferent D. Sarcastic
10. According to the author, to succeed in business needs _____.
A. birdbrain thinking
B. herdbrain thinking
C. more herdbrain thinking than birdbrain thinking
D. both birdbrain and herdbrain thinking

Language Studies

A. Pick out one from the box to complete each of the following sentences. Change the form where necessary.

stem from herdbrain complacent lull
beat ... to the punch gourmet innovation
obsolete bean counter scramble

1. The boy has been stuck in a rut of _____ since he won the first prize in physics last term.
2. _____ by almost uninterrupted economic growth, too many European firms assumed that this would last for ever.
3. Recent research has found that nervous illness can _____ being treated inconsiderably in childhood.
4. Slide rules have been _____ since the emergence of electronic computers.
5. Upon hearing a rumor of cigarettes, the old Moroccan blind _____ among the poor crowd to get one for himself.
6. Thousands of libraries of all types in over 40 countries rely on _____ technologies to update their facilities, services, and support.
7. The employees believed that the reason for their failure was that the company had _____ running their business.
8. During the annual Hong Kong Food Festival held in March, _____ can sample the best of Hong Kong's culinary delights.
9. Many young ladies flow with the tide. Their taste of clothing manifests their _____ thinking of life.
10. After a month's extensive training our team _____ the Eagles _____.

B. Cloze

Individuals differ from one another in their ability 1 abstractly, evaluate critically, perceive the relationship between things, work 2 abstract symbols, and learn. These are common definitions of intelligence. 3 these individual differences in "intelligence" can be substantial, they are rarely consistent because a given person's intellectual performance will vary 4 different occasions, as judged by different criteria. It is 5 difficult to define and to measure intelligence; indeed, when two dozen prominent theorists were recently asked to define intelligence, they gave two dozen 6 definitions. 7, psychometric tests of intelligence 8



used for over 100 years, in various forms. Test-takers may be asked to give the meanings of words, to complete a series of pictures, to indicate 9 of several words does not belong 10 the others, etc. Recent studies have found that these scores are correlated with information 11 speed (choice reaction time, inspection time, etc.).

IQ tests attempt to quantify some kind of general intelligence, which the psychometricians call "g." 12 convention, overall intelligence test scores are usually 13 to a scale in which the mean is 100 and the standard deviation is 15. These standardized intelligence test scores (Intelligence Quotients, or IQs) reflect a person's standing in relation to his or her age cohort. Given appropriate sampling and a normal 14, this implies that about 15 of the population in any given age group will have IQs between 85 and 115.

- | | | | |
|--------------------|-----------------|--------------------|-----------------------|
| 1. A. to think | B. thinking | C. to have thought | D. of thinking |
| 2. A. along | B. with | C. by | D. on |
| 3. A. Although | B. Since | C. Thus | D. Therefore |
| 4. A. in | B. by | C. on | D. at |
| 5. A. however | B. indeed | C. thus | D. so |
| 6. A. similar | B. related | C. various | D. different |
| 7. A. Nonetheless | B. Consequently | C. Furthermore | D. Generally speaking |
| 8. A. are | B. have been | C. will be | D. will have been |
| 9. A. that | B. which | C. what | D. if |
| 10. A. to | B. in | C. onto | D. with |
| 11. A. progressing | B. acquiring | C. processing | D. recording |
| 12. A. By | B. On | C. At | D. With |
| 13. A. altered | B. change | C. modified | D. converted |
| 14. A. analysis | B. distribution | C. test | D. filtration |
| 15. A. two-third | B. two-thirds | C. two third | D. two thirds |

II. WRITING SKILLS

1. Introduction to Writing a Research Paper.

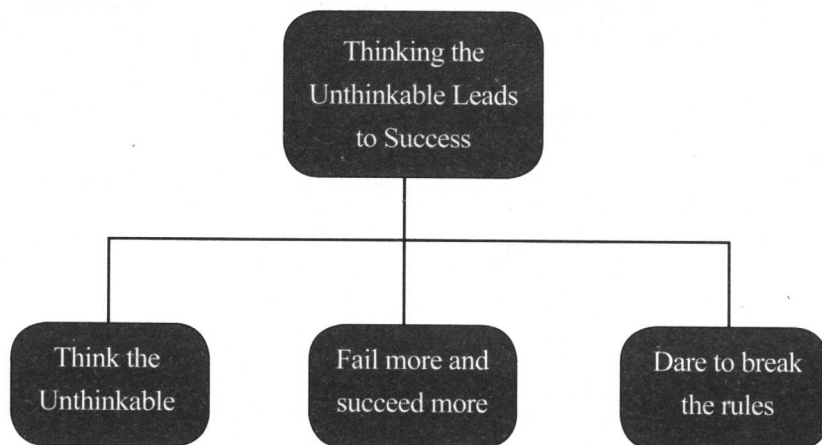
The process of writing a research paper can be divided into SIX steps:

- 1) Select a topic that you can readily research.
- 2) Limit your topic and make the purpose of your paper clear.
- 3) Gather information on your limited topic.
- 4) Plan your paper and take notes on your limited topic.
- 5) Write the paper.
- 6) Use an acceptable format and method of documentation.

2. Working out Main Points.

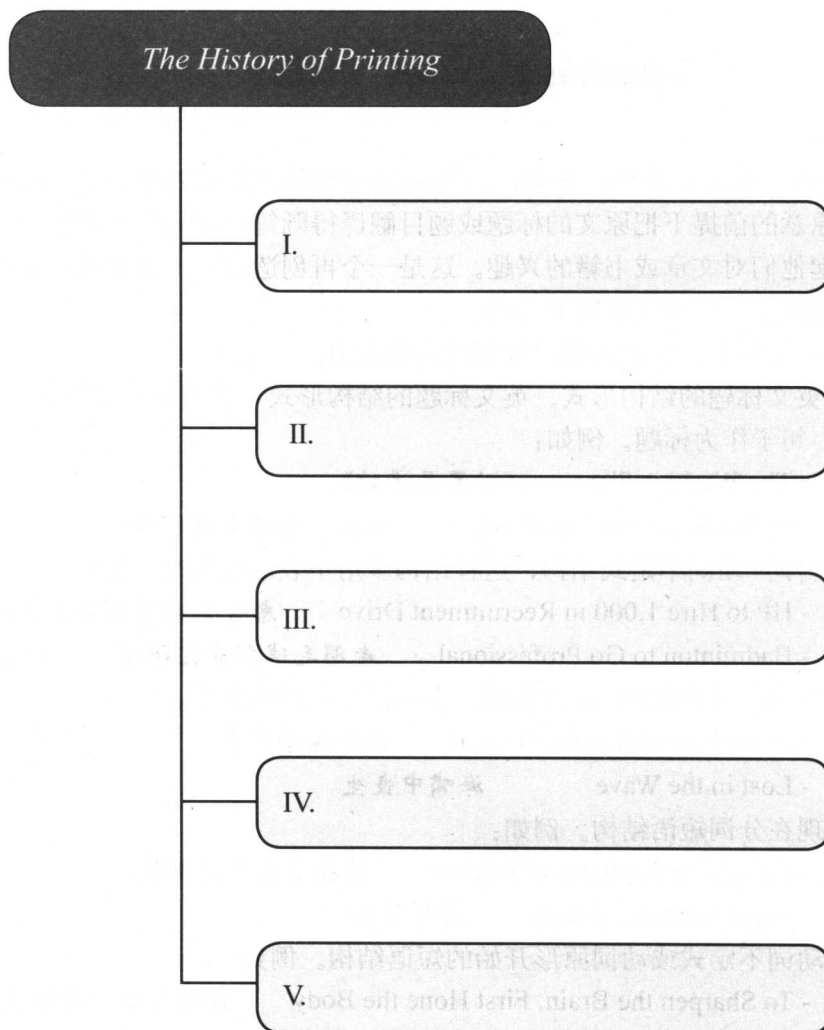
While working out your topic, the first thing is to limit your topic into main points. Headings or subheadings may help you organize your ideas and put out material in good order.

Many texts are presented by a heading with several subheadings which function as a map leading readers to the main ideas of the text. Here is the text-map of "*Thinking the Unthinkable Leads to Success*":



It is advisory to follow such an example when you work out the main points of an essay.

Exercise 1 Skim "The History of Printing" in Reading Task B and complete the following text-map with subheadings for each part of the text.



Exercise 2 Work out your own text-map for the topic that you are going to expand in the later writing.