

动感
英语

Energy English

朗文新要求大学快读教程

主编：(美)琳达·巴特勒 莱安·博内斯蒂尔 (中)王丽荣
Longman College Fast Reading

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动感
英语

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学生用书 Student's Book

明文新要求大学快读教程

Longman College Fast Reading

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前言

2004 年教育部颁布的《大学英语课程教学要求》虽然提高了听说能力的要求,但并未削弱阅读教学的主体地位,因为阅读是英语学习中最主要的输入形式,同时大学英语四、六级考试改革精神已经把快读考试形式列入测试范围之中。基于此,我们携手培生教育出版集团组织中外英语教学专家编写了这套《动感英语朗文新要求大学快读教程》。本套教程具有以下特点:

一、以主题统领体裁和题材,充分体现时代感、知识性、信息性和趣味性;二、以高频词汇控制语言结构,充分体现语言表达和使用的丰富性和精确性;三、以阅读策略设置测试形式,旨在全面提高学生的阅读技巧和能力;四、与大学英语四六级考试接轨,充分体现应用与应试的和谐统一;五、快读引领精读,开创了“快餐亦是精品”的创作模式,具有长期的使用价值和学习效益。

本教程由美国著名英语学者 Linda Butler、Lynn Bonesteel、Bryant Jessica 和中国大学英语专家王丽荣教授领衔编写,并且得到了教育部大学英语四六级考试委员会委员刘龙根教授、王晓群教授、严明教授的支持和指导,充分保证了本教程的权威地位和实用价值。

在本教程的策划和写作过程中,培生教育出版集团北京办事处桑建平总经理、王喻伟、林枫先生给予积极支持和协助,特此致谢!

希望各高校在使用本教程过程中多提宝贵意见,以促进本教程的进一步丰富和完善。

外语出版中心

2005 年 8 月

使用说明

本教程学生用书每课设有 *Getting Ready to Read*, *Reading*, *Exploring Vocabulary*, *Developing Reading Skills* 等精彩栏目。

■ Getting Ready to Read:

这是本书的导读栏目,以一幅图片、小短文、课前提问或阅读任务开始,旨在引导学生在开始阅读时围绕主题思考、联想和理解,以便充分并顺利地完阅读旅程。

□ Reading:

这是本书的正文栏目,完全按照快速阅读的要求及考试形式设计,生词都以实图或注释的方式给出,不要求学生使用字典,以提升学生的阅读速度和效率。

■ Exploring Vocabulary:

这是本书的亮点栏目,集中了《大学英语课程教学要求》中的高频词汇,重点记忆、讲解和训练,极大地丰富了快读教材的使用价值。

□ Developing Reading Skills:

这是本书的点睛栏目,包括了《大学英语课程教学要求》中的扫视、回答问题、概括总结、理清因果关系、寻找细节、大意转述与引用、比较对比、利用上下文线索,以及阐明文章大意等阅读策略和手段,旨在提高学生的阅读能力和技巧。

另有 *Expanding Vocabulary*, *Putting It All Together* 等部分,汇集词汇知识、语法学习、口语技能训练(如讨论、观点共享、角色扮演等形式)和写作训练,延伸和扩展快读教材的内容和使用。

本教程教师用书附有全部练习的参考答案、单元测试、口语句型、课文翻译和 CD 光盘,供教师教学参考。

外语出版中心

2005 年 8 月

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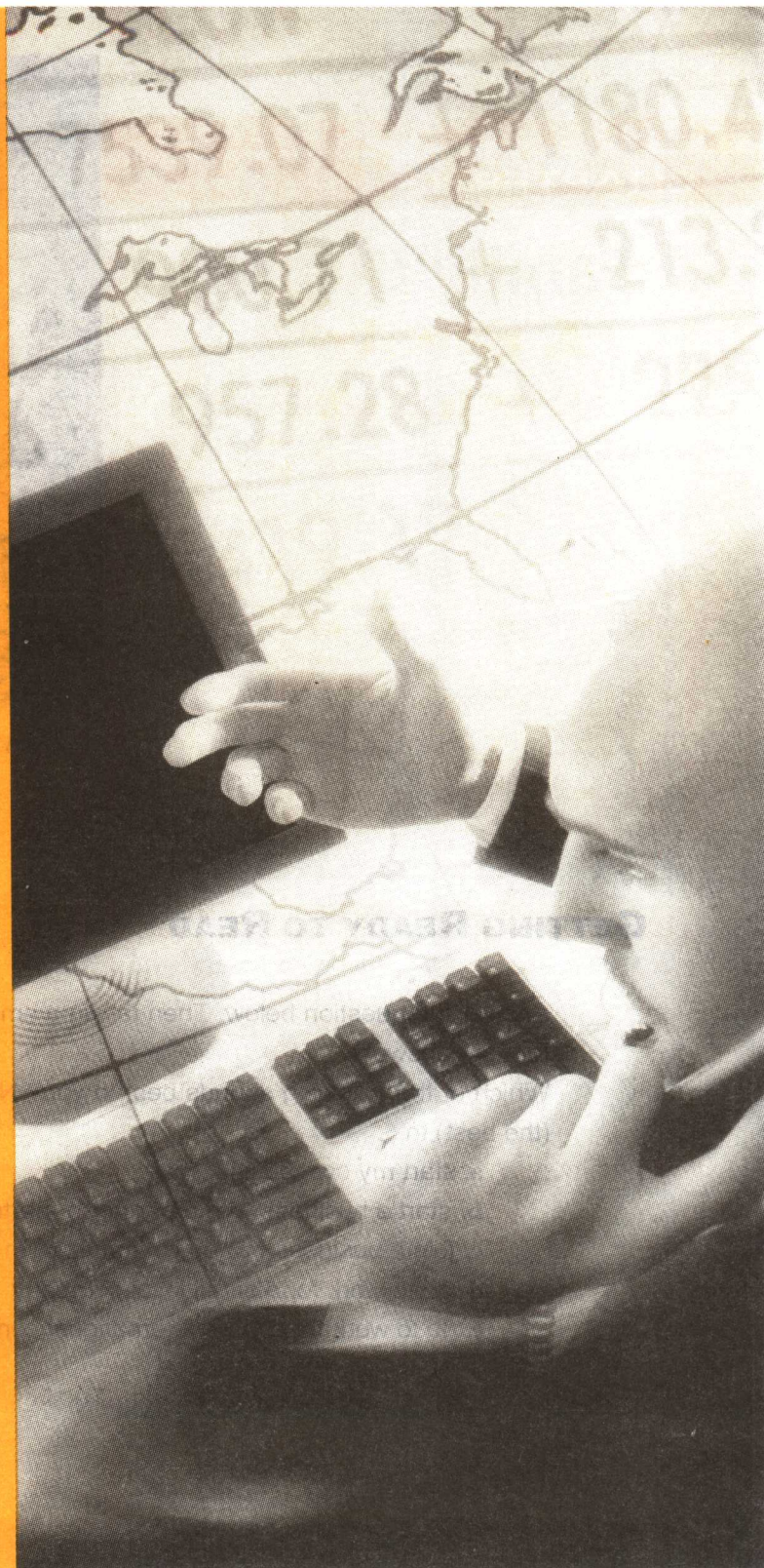
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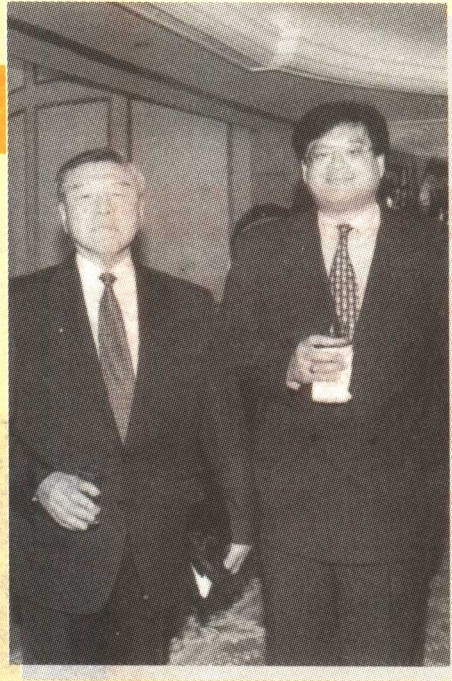
UNIT 1

**INTO THE
WORLD OF
BUSINESS**



CHAPTER 1

A Family Business



Bruce Yang with his father

GETTING READY TO READ

Answer the question below. Then talk in a small group about the reasons for your answers.

Which of the following sounds best to you? Number your choices from 1 (the best) to 5.

- ☐ a. start my own business
- ☐ b. start a business with a partner or partners
- ☐ c. join a business owned by someone in my family
- ☐ d. go to work for a small local company
- ☐ e. go to work for a large international company

READING

Look at the words and picture next to the reading. Then read without stopping. Don't worry about new words. Don't stop to use a dictionary. Just keep reading!

A Family Business

1 Bruce Yang is a **director** of Taipan Supplies Limited. It is a family business, started by his grandfather. The company has its offices in Taiwan and Hong Kong. The author interviewed Bruce Yang in November of 2002.

2 *Interviewer:* Mr. Yang, what kind of business is Taipan Supplies?

3 *Bruce Yang:* Our company **deals in** three different types of business activity. First, we represent¹ **foreign** companies here in Taiwan. These companies want to sell their **goods** or **services** here, but they don't want to **set up** offices, find people to work for them, and so on. So our company **does business** for them. For example, we've represented some American airlines and companies that make earth-moving equipment².

4 Second, we act as business consultants³. We have a lot of experience in construction⁴ and in shipping-sending goods by air or sea. So companies sometimes want our advice on these **industries**. They come to us for information about doing business in Taiwan. We also work with Taiwanese companies who want to do business in other countries. And third, we put money into our own projects. For example, right now we have **investments** in a software **firm**, in oil, and in various other things.

5 *Interviewer:* How did your company get started?

¹ *represent* =
speak or do things
for a person or
group who can't
be there

² A bulldozer is
one kind of
earthmoving
equipment

³ *a consultant* =
someone with
experience in a
specific area
whose job is to
give advice

⁴ *construction* = the
building of large
things, such as
houses, roads, and
bridges

6 *Bruce Yang*: My grandfather and his partners set it up back in the 1950s. At first, the company dealt in international trade, mostly between Taiwan and the U.S. Then in the '60s, my father joined the firm. He helped it grow in new directions.

7 *Interviewer*: And when did you join the business?

8 *Bruce Yang*: In 1985. At that time, I was working for a bank in Hong Kong. Now I look after the financial⁵ health of Taipan Supplies.

⁵ *financial* = concerned with money or money management

9 *Interviewer*: What's the best thing about working in your family business?

10 *Bruce Yang*: The best thing is to have the chance to work with my father. In my school years, my father was so busy working, I never had a chance to **get to know** him. In working with him in the company, I got to know him as a person, not just as my dad.

11 *Interviewer*: And what's the hardest part of working for your family business?

12 *Bruce Yang*: Working with my father! We are very different in character. We see the world differently. This means our discussions about business can be, shall I say, spirited!⁶ However, my father is the boss. After discussion and after a decision is made, I work to support that decision.

⁶ *spirited* = full of energy and strong feeling

13 *Interviewer*: Do you think your children will follow you into the business?

14 *Bruce Yang*: My children—and my **nieces** and **nephews**—may not have the chance to. The company is doing very well, but the business world is changing at a great rate. So our future is **uncertain**.

Quick Comprehension Check

Read these sentences. Circle T (true) or F (false).

- | | | |
|---|---|---|
| 1. Bruce Yang started his own company. | T | F |
| 2. Taipan Supplies Limited is a family business in Japan. | T | F |
| 3. The company has more than one kind of business activity. | T | F |
| 4. Bruce Yang enjoys working with his father. | T | F |
| 5. He and his father think very much alike. | T | F |
| 6. Bruce Yang expects his children to continue the family business. | T | F |

EXPLORING VOCABULARY

Thinking about the Vocabulary

Which target words and phrases are new to you? Circle them here and in the reading. Then read "A Family Business" again. Look at the context of each new word and phrase. Can you guess the meaning?

Target Words and Phrases

director (1)	services (3)	investments (4)	get to know (10)
deals in (3)	set up (3)	firm (4)	nieces (14)
foreign (3)	does business (3)	trade (6)	nephews (14)
goods (3)	industries (4)	look after (8)	uncertain (14)

Using the Vocabulary

- A** These sentences are **about the reading**. Complete them with the words and phrases in the box.

deals in	foreign	goods	industry	investments
look after	service	set up	trade	uncertain

- Bruce Yang's company is active in three types of business. The firm _____ these three areas.
- Bruce's firm works with companies from other countries. These are _____ companies.

3. Some companies make or sell a product you can touch. These products are sometimes called "_____."
4. Other companies do certain kinds of work for people. They sell a _____, such as cleaning things or giving medical advice.
5. When you start a business, you may have to _____ an office.
This means you get an office ready to open.
6. Bruce's company gives advice based on its experience with certain areas of business activity. One of these areas is the construction _____.
7. The company puts money into projects in order to get more money back in the future. This is called making _____.
8. In the 1950s, the company dealt in international _____—that is, the buying and selling of products between countries.
9. Bruce is in charge of the company's money. It is his job to _____ the company's "financial health."
10. He cannot be sure what will happen to the company. Its future is _____.

B These sentences use the target words and phrases in new contexts.

Complete them with the words and phrases in the box.

deal in	foreign	goods	industry	investments
looks after	services	set up	trade	uncertain

1. Hollywood is important in the film _____. The American movie business was born there.
2. He made some smart _____, and they have made him rich.
3. Every student in the school has to study a _____ language.
4. Katya is their baby-sitter. She _____ the children while their parents are out.
5. The store sells men's clothing only. They don't _____ clothes for women or children.
6. A fire destroyed all the _____ in the store.
7. Our travel plans are _____ at this point. We're not sure when we're leaving or where we're going.
8. Most of Mexico's international _____ depends on selling products to the United States and buying U.S. goods.

9. An increase in the cost of oil led to an increase in the cost of many goods and _____.
10. Last year, the government _____ a new program to help workers who lose their jobs.

C Read these sentences. Write the **boldfaced** target words or phrases next to their definitions.

- a. I see my **niece** and **nephew** when I visit my sister and brother-in-law.
 b. I met her in college, but I didn't **get to know** her very well.
 c. He's a film **director**. In other words, he makes movies.
 d. Both banks **do business** with local farmers.
 e. She is a lawyer in a large law **firm**.

Target Words/Phrases

Definitions

- | | |
|-----------------------------|--|
| 1. _____ niece _____ | = the daughter of someone's brother or sister |
| 2. _____ | = the son of someone's brother or sister |
| 3. _____ | = a business with two or more partners |
| 4. _____ | = gain an understanding of (a person or place) |
| 5. _____ | = a person who leads, controls, or manages a company or activity |
| 6. _____ | = be active in the making, buying, and selling of goods and services |

Building on the Vocabulary

Studying Collocations

The verb *do* often goes with **business**, as in *The bank doesn't do business on Sundays*. Other useful phrases with *business* are:

- *go into business*, meaning "set up a company and start work"
- *go out of business*, meaning "stop working as a company"
- *on business*, meaning "for business purposes"
- *run a business*, meaning "be in charge of and control a business"

A Complete the sentences with words from the box.

do business	on business	run the business
went into business	went out of business	

1. Are you going to London _____ or for the fun of it?
2. After college, he _____ with his father.
3. The company lost a lot of money and finally _____.
4. Big oil companies _____ with foreign governments.
5. My grandfather is the president of the company, but my parents really _____.

B Write three statements using phrases with *business*.

1. _____
2. _____
3. _____

DEVELOPING YOUR SKILLS

Understanding Cause and Effect

Complete the following sentences with *because* using information from "A Family Business." Try not to copy sentences from the reading. Use your own words.

1. Foreign companies sometimes ask Bruce Yang's company to represent them in Taiwan because _____.
2. Companies sometimes come to Taipan Supplies Limited for advice because _____.
3. Bruce likes working with his father because _____.
4. It is hard for Bruce to work with his father because _____.
5. Bruce doesn't know if his children will follow him into the family business because _____.

Summarizing

- A** Use information from "A Family Business" to complete these notes about Taipan Supplies Limited. Write your additions in the chart.

Dates	Notes
1950s	Bruce Yang's grandfather & his partners set up the company to deal in international trade (U.S. & Taiwan)
1960s	
1985	
today	offices in Taiwan & Hong Kong the company deals in 3 areas: 1. 2. 3.

- B** On a piece of paper, write a paragraph summarizing the history of Taipan Supplies Limited. Use your notes from Part A and write the summary in **chronological order**. In other words, begin with the start of the company and continue to the present day.

Discussion

Talk with a partner about the questions below.

- Some companies produce goods (they make things) and others deal in services (they do things). Where do the following belong in the chart?
books, cars, cleaning, computers, education, job training, medical care, oil

Goods	Services
<i>books</i>	

- What are two more examples you can add to each column?
- How would you describe Bruce Yang's relationship with his father? Would you like to work for your father or mother? Tell why or why not.

Using New Words

Work with a partner. Take turns completing these statements. Then tell the class something about your partner.

1. I have _____ **niece(s)** and _____ **nephew(s)**.
2. I would like to **get to know**...
3. If I were a movie **director**, I would...
4. _____ asked me to **look after**...
5. I feel **uncertain** about...

Writing

Choose a topic. Write a paragraph.

1. How would you feel about being in business with members of your family?
Explain.
2. No one can see into the future, but we can imagine the directions our lives may go in. Think about yourself ten years from now. Where do you think you will be?
What will you be doing?

CHAPTER 2

When the Employees Own the Company



Jeffrey Hamelman, head baker and worker-owner, shows off bread made with King Arthur flour.

GETTING READY TO READ

Talk with a partner or in a small group.

1. Have you ever been the boss at work? Would you like a job where you were the boss? Explain why you would or would not.
2. Who works harder, the boss or the people who work for him or her? Tell how you would complete this statement and explain why:
When you are the boss,
 - a. you don't have to work so hard.
 - b. you have to work harder.