

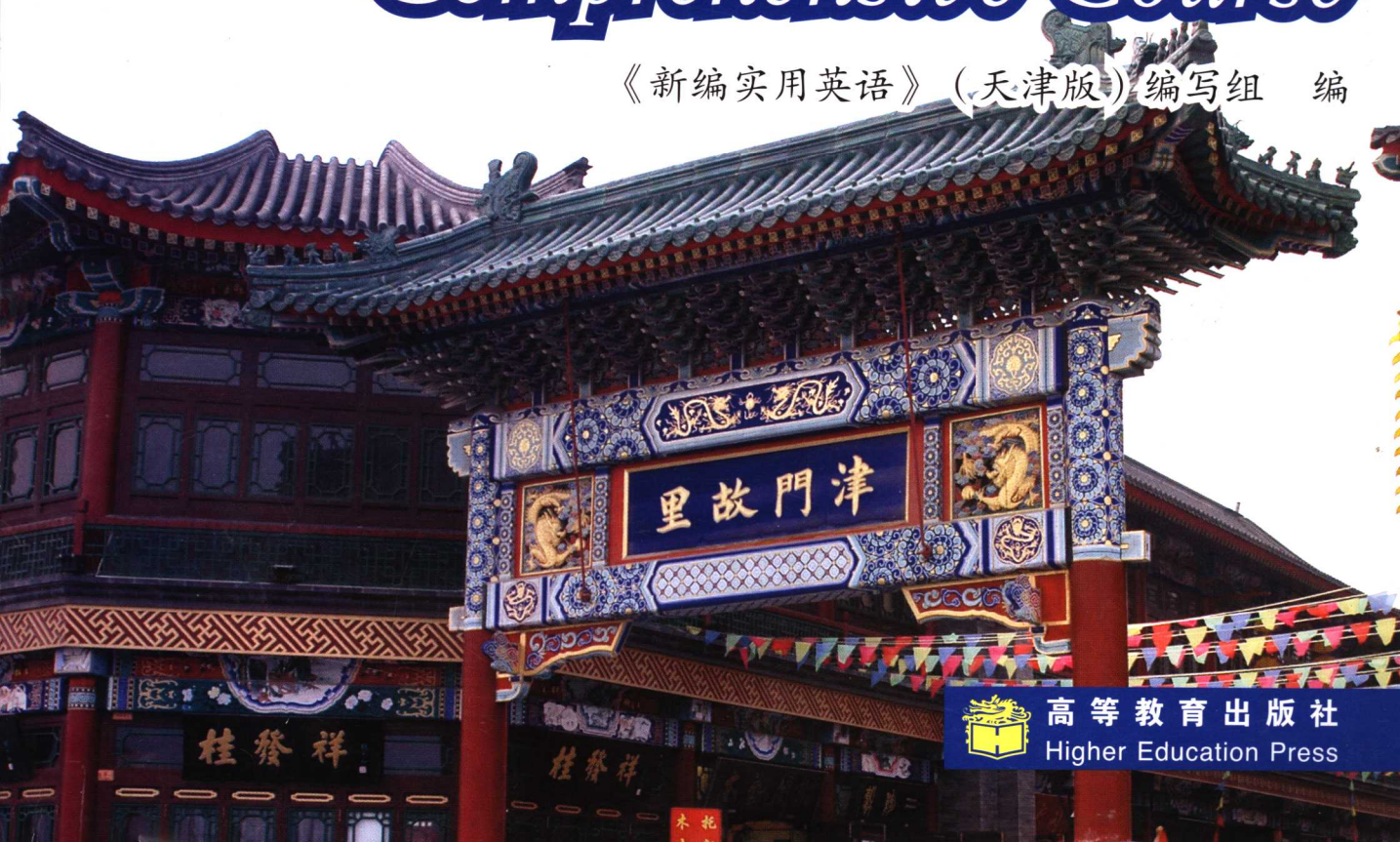
(天津版)

3

New Practical English

新编实用英语 综合教程 Comprehensive Course

《新编实用英语》(天津版)编写组 编



高等教育出版社
Higher Education Press

New Practical English

(天津版)

3

新编实用英语 综合教程

Comprehensive Course

江苏工业学院图书馆

藏书章

编写组 编



高等教育出版社
Higher Education Press

内容提要

《新编实用英语》(天津版)系列教材以《高职高专教育英语课程教学基本要求(试行)》为依据,在《新编实用英语》的基础上结合天津市的具体实际进行编写。本套教材贯彻了“学一点、会一点、用一点”、“听、说、读、写、译并重”和“边学边用,学用结合”的原则;注重听说技能训练,注重实用文体阅读能力的培养,将提高应用语言基本功的能力与涉外交际实际相结合。

《新编实用英语——综合教程》(天津版)第3册共8个单元,每个单元除了“说”(Talking Face to Face)、“听”(Being All Ears)、“读”(Maintaining a Sharp Eye)和“写”(Trying Your Hand)4部分以外,还有一篇具有“天津特色”的阅读文章(Living in Tianjin),以及一个“趣味阅读”(Having Some Fun)。

本书为4色印刷,版式精美,并配有录音带。

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前言

《新编实用英语》(天津版)是在天津市教委的直接领导和天津市各高职院校主管教学领导的支持和指导下,在《新编实用英语》的基础上,由天津高职高专院校具有丰富教学经验的一线教师结合天津对外交流的实际编写的一套高职高专英语教材。

《新编实用英语》(天津版)由《综合教程》、《学学·练练·考考》、《教师参考书》以及配套的多媒体学习课件、电子教案等组成。

《新编实用英语》(天津版)主教材共3册,每册8个单元,每单元由“说”(Talking Face to Face)、“听”(Being All Ears)、“读”(Maintaining a Sharp Eye)、“写”(Trying Your Hand)、“乐”(Having Some Fun)以及具有天津特色的“生活在天津”(Living in Tianjin)6部分组成。具体内容如下:

1. Talking Face to Face: 包含2个紧扣交际主题的对话样例,供学生学习模仿,并配有5个短小的交际话题模拟练习。其中一个话题与Living in Tianjin中的阅读文章紧密关联,供学生边学边练,以增强其“在天津,说天津”的能力。

2. Being All Ears: 本部分是对Talking Face to Face的扩展与补充,目的是体现“听力训练的范围,要广于说的训练”的原则,并为阅读作铺垫。

3. Maintaining a Sharp Eye: 本教程打破先教课文后进行语言训练的传统模式,把阅读作为外语教学训练的归结,并通过阅读开拓眼界,进一步提高学生的语感和交际能力,为其自主学习创造充分的条件。

4. Trying Your Hand: 即写作部分,包括应用文写作(Applied Writing)和一般写作(General Writing)两部分。前者培养学生阅读和模拟套写《高职高专教育英语课程教学基本要求》规定的常用应用文的能力,后者则按句子写作、功能写作和篇章写作等层次进行训练。

5. Living in Tianjin: 该部分以短文或对话的形式介绍天津的社会经济、风土人情,以增强学生学习英语的针对性和实用性,激发其学习兴趣。

6. Having Some Fun: 每课选配一个精悍的幽默小故事,培养学生学习、体味、欣赏英语和英语文化的能力。

《新编实用英语——综合教程3》由教育部原高职高专教育英语课程教学指导委员会主任委员、大连理工大学孔庆炎教授和高等学校英语应用能力考试委员会主任委员、上海交通大学刘鸿章教授任总主编。重庆大学余渭深教授任主编,蔓玉兰、宋又新、邓仕伦、全冬、晏生宏、黎静等人参加编写。

《新编实用英语——综合教程3》(天津版)仍由孔庆炎、刘鸿章任总主编,中国职业技术教育学会教学工作委员会外语教学研究会(高职)副主任委员、天津市高等学校教学名师、天津职业大学曹玉泉教授任副总主编。天津市对外经济贸易职业学院钟晓菁任主编,张敬芝、马竞、姜丽、康君宜等参加编写。

本书在编写期间,得到天津市教育委员会各级领导和天津市高职院校主管教学的校长们多方指导和帮助,在此一并表示衷心地感谢!

由于本书是一种新的尝试,实际编写中会有不当和疏漏之处,希望广大使用者批评指正,以使本教程为天津市高职高专英语教学做出更大的贡献。

编者

2007年1月

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CONTENTS



1 LAUNCHING A NEW PRODUCT 1

Section I	Talking Face to Face	1
Section II	Being All Ears	5
Section III	Maintaining a Sharp Eye	8
	<i>Passage I My Study Tour in China</i>	8
	<i>Passage II My Experience with a China-Made Product</i>	12
Section IV	Trying Your Hand	15
Section V	Living in Tianjin	20
Section VI	Having Some Fun	22

2 PROMOTING ACTIVITIES 23







Section I	Talking Face to Face	23
Section II	Being All Ears	27
Section III	Maintaining a Sharp Eye	29
	<i>Passage I Tips for Going to China </i>	29
	<i>Passage II 10 Rules for Attending Exhibitions in China</i>	33
Section IV	Trying Your Hand	36
Section V	Living in Tianjin	40
Section VI	Having Some Fun	42

3 PURCHASE AND PAYMENT 43

Section I	Talking Face to Face	43
Section II	Being All Ears	47
Section III	Maintaining a Sharp Eye	49
	<i>Passage I Who Is Using My Credit Card Today?</i>	49
	<i>Passage II E-Business Means Opportunities</i>	53
Section IV	Trying Your Hand	56
Section V	Living in Tianjin	61
Section VI	Having Some Fun	63









4 TRAINING AND LEARNING 64

Section I	Talking Face to Face 	64
Section II	Being All Ears 	68
Section III	Maintaining a Sharp Eye 	70
	<i>Passage I Cultural Stereotypes and Misunderstandings</i>	70
	<i>Passage II Change, or Get Left Behind</i>	75
Section IV	Trying Your Hand 	78
Section V	Living in Tianjin 	82
Section VI	Having Some Fun 	84

5 PARTNERSHIP AND COOPERATION 85

Section I	Talking Face to Face 	85
Section II	Being All Ears 	89
Section III	Maintaining a Sharp Eye 	91
	<i>Passage I Joint Venture: Advice for Experts Working with Thais</i>	91
	<i>Passage II Our Foreign Expert</i>	96
Section IV	Trying Your Hand 	99
Section V	Living in Tianjin 	102
Section VI	Having Some Fun 	104

6 BRANDS AND ADVERTISEMENTS 105

Section I	Talking Face to Face 	105
Section II	Being All Ears 	108
Section III	Maintaining a Sharp Eye 	110
	<i>Passage I Elsie the Cow</i>	110
	<i>Passage II Experiential Branding</i>	115
Section IV	Trying Your Hand 	118
Section V	Living in Tianjin 	123
Section VI	Having Some Fun 	125



7 SHARING THE LOSS 126

Section I	Talking Face to Face	126
Section II	Being All Ears	130
Section III	Maintaining a Sharp Eye	133
	<i>Passage I Sharing Economic Losses Through Insurance</i>	133
	<i>Passage II Be Careful with Your Policy</i>	137
Section IV	Trying Your Hand	141
Section V	Living in Tianjin	145
Section VI	Having Some Fun	147

8 DEVELOPMENT PLANNING 148

Section I	Talking Face to Face	148
Section II	Being All Ears	152
Section III	Maintaining a Sharp Eye	155
	<i>Passage I Real WTO Challenges for China</i>	155
	<i>Passage II Sustainability</i>	159
Section IV	Trying Your Hand	163
Section V	Living in Tianjin	167
Section VI	Having Some Fun	169

NEW WORDS AND EXPRESSIONS 170

VOCABULARY 178

PHRASES 186

1

LAUNCHING A NEW PRODUCT

SECTION I

Talking Face to Face



Introduction

Presentation and demonstration are very important in launching a new product. Here are two samples of advertising presentation. Read them through and then practice the dialogues based on the given information.

New Toy Cars!

Model XYZ-II Radio-Controlled Toy Car is the latest type of toy cars made by ABC company. Made for kids around 4-8 years old. Very popular. Have rubber covering. Safe for kids to play with. Small and light. Kids can carry them around in pockets. Order today, great profit tomorrow.



Sample 1

A New DVD Player!

ABC Electronics Co., Ltd. has a new offer to the market! A new type of DVD player! It is featured by easy operation and multi-functions. Made of top quality material and fine workmanship. Can work with all types of VCD and MP3 discs. Reliable and durable. Discount offered: 5-12%.

Services offered:

- one-year warranty
- one-month return and exchange guarantee
- one-week money back guarantee

Tel: 023-93212356

Manufacturer: ABC Electronics Co., Ltd.

Address: 15# Zhongyi Rd., Ximi

Sample 2

Follow the Samples

1 Presenting a New Toy Car

Miss Li: Ladies and gentlemen, good morning.
Thank you for coming to our exhibition.
I'm Li Xiaoxiao, marketing manager of the ABC company. Now, let me give you a brief account of our new product, the Model XYZ-II Radio-Controlled Toy Car. This is our latest model. It is small and perfect in workmanship ...

Mr. Wang: Excuse me, may I ask a few questions?

Miss Li: Yes, certainly. Please go ahead.

Mr. Wang: Who is this new product made for?

Miss Li: Children between 4 and 8 years old.

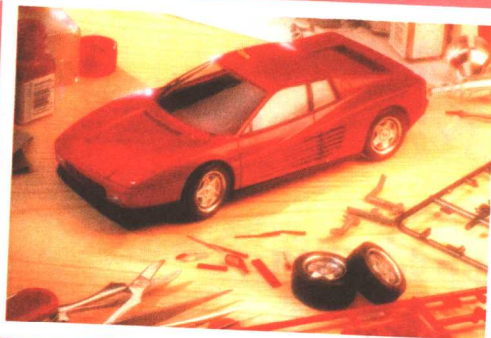
Mr. Wang: I wonder whether this new toy is safe for children to play with.

Miss Li: I can assure you this new toy car is very safe because it has a rubber covering to prevent any accident.

Mr. Wang: Is it portable? I hope it won't be too heavy for kids to carry around.

Miss Li: Yes, it is portable. In fact, the materials we use are so light that kids can carry the cars in their pockets.

Mr. Wang: Good. Can you show me a sample? I'd like to have a close examination before placing an order.



2 Presenting a DVD Player

Mr. Yang: Is it easy to operate this new DVD player, Miss Lin?

Miss Lin: Yes. You can operate it easily with a touch of this button here.

Mr. Yang: I see. What other qualities does it have?

Miss Lin: It can work with all types of VCD and MP3 discs. In addition, this player is very reliable and durable. Both the material and making are of top quality.

Mr. Yang: That's great. By the way, what sort of discount will you offer?

Miss Lin: That depends on the size of your order. A discount of 5% is quite common. However, if your order is very large, we may offer you more.

Mr. Yang: I'll see if our manager will agree on ordering some.

Miss Lin: All right. We'll be expecting your first order soon.

Act Out

Here is a group of short dialogues. Follow the examples to make more conversations with your partner.

1 Ladies and gentlemen, look at these new bikes. They are the latest models of our company. We have three improved models, all based on Model A – Model B, Model C and Model D.

I'm afraid Model B and C are not. Only Model D is. It is made of high quality alloy. It is selling well on the market.

According to the test-drive, around 42km an hour.

Task: Introduce a new model of racing bike to a group of customers.



Are they all suitable for riding in mountain areas?

The design is beautiful. How fast can it run?

That's not bad.

2 A: Andrew, you mentioned to me that you were going to invest in China. Then I recommend TEDA in Tianjin, China.

B: TEDA? Is it Tianjin Economic and Technological Development Area?

A: Yes. It has become a hot spot for foreign investment. Many international companies have their projects there.

B: Sounds very interesting. But I have to talk to my board first.

Task: Introduce a part of Tianjin which interests newcomers.

3 A: I'd like to buy a refrigerator, and I prefer a small size.

B: In that case, I recommend Haier, the Mini Type. It's very popular among families of three.

A: I'm afraid the quality might not be as good as that of a Japanese refrigerator.

B: I can assure you that the quality of Haier refrigerators is first-class. Their performance is superb. Haier has already built up its own brands, and they sell well both at home and abroad.

A: Thanks for your information.

Task: Introduce a refrigerator of your favorite brand to your friend.

UNIT 1 Launching a New Product

- 4 A: Good morning. I hear that your company handles a great deal of silk products. I'd like to have a look at them. Would you show me some samples?
- B: Yes, of course. Let's go to the showroom ... Here we are. We have various silk products on display here. What are you interested in?
- A: We are particularly interested in your silk shirts.
- B: They are at the far end of this showroom. Let's go over there ... Look at the nice colors and pretty designs. All the products are made of pure silk.
- A: May I have the pattern book with specifications and price lists?
- B: Yes, of course. Here you are.

Task: Introduce some silk products to a customer.

■ Refer to the Data Bank in the Workbook for more relevant expressions.

Put in Use

- 1 Imagine there is an exhibition. A customer is interested in the series of KC-II air-conditioners. Now he is asking the salesman some questions about them. Fill in the blanks by putting the Chinese version provided into English.

Salesman: Good morning, sir. ① _____ (欢迎参观展览。).

Customer: I'm interested in your series of KC-II air-conditioners. ② _____
(它们独特的设计和款式给我留下了深刻的印象。). Can you tell me more about them?

Salesman: With pleasure, sir. What do you want to know in particular?

Customer: ③ _____ (这个新品种有什么特点?)?

Salesman: They can continue working for over 70 hours without stopping.

Customer: ④ _____ (噪音大吗? 现在人们不喜欢有太大的噪音。).

Salesman: You don't have to worry about that. These air-conditioners are energy-saving and make almost no noise.

Customer: Great. ⑤ _____ (这些正是我想要的产品。如果价格合适, 我明天就将订单寄过来。).

- 2 Imagine you are a clerk at a tradeshow introducing microwave ovens made by your company. A guest is asking you some questions about them. Play your role with your partner according to the clues given in the brackets.

You: Ladies and gentlemen, good afternoon. ① _____ (对到会者表示欢迎。). I'm Tim from Cookright Co., Ltd.
Now, let me ② _____ (表示愿意向对方介绍新产品。).



Guest: Excuse me, ③ (表示要问几个问题。)

You: Yes, of course. ④ (表示欢迎提问。)

Guest: ⑤ (询问其产品有何特色。)

You: I'm glad you asked. The mini-type is our latest development. It is very fashionable, durable and most important, ⑥ (向对方介绍该产品体积很小。) It won't take up much space in your kitchen.

Guest: ⑦ (询问该产品的价格。)

You: Only 450 yuan.

3 Imagine you are a clerk at the exhibition of leather bags and wallets. A customer is asking you some questions about the women's handbags. Complete the following conversation with him by filling in the blanks.

You: Ladies and gentlemen, good morning. Thank you for coming to our exhibition. As you've seen our latest products on display here, I'd like now to answer your questions.

Customer: I've got ① _____.

You: Yes, please go ahead.

Customer: Whom are ② _____?

You: They are designed chiefly for young women.

Customer: What colors ③ _____?

You: We offer them in various colors: black, red, white, green and yellow.

Customer: Do you have ④ _____?

You: Yes. We have four sizes in all: large, medium, small and mini size.

Customer: How about ⑤ _____?

You: We offer a discount if the size of order is large enough.

SECTION II

Being All Ears



Listen and Judge

1 Listen to Dialog 1 and decide whether the following statements are true or false. Write T / F accordingly.

- () 1 The customer wants to buy a desk telephone set.
- () 2 He has no idea about what brand he likes when he comes into the shop.
- () 3 The choice of designs in the shop is very limited.
- () 4 The salesgirl recommends a pretty but expensive product to the customer.

- () 5 The customer doesn't want what the girl has recommended because the product is not the latest fashion.
- () 6 The girl finally helps the man get what he likes.

Listen and Respond

2 Listen to the dialogue again and give short answers to the following questions orally.

- 1 What does the man want to buy?
- 2 What particular model is he looking for?
- 3 What does the salesgirl say about the new TCL products?
- 4 What does the man think of the price of the first TCL product recommended?
- 5 What color does the man finally choose?
- 6 How much does the man pay for the product?

Listen and Complete

3 Listen to Dialogue 2 and complete the following statements.

- 1 The lady wants to buy _____.
- 2 She thinks the _____ of the kind of desk offered first is not suitable.
- 3 The offered colors are: _____, _____ and _____.
- 4 The lady likes both the _____ and the _____.
- 5 The store allows an extra 1% cash discount to encourage payment _____.
- 6 The store can _____ immediately.
- 7 The lady's order is _____ in all.
- 8 The lady will pay _____ for the products ordered.

Listen and Decide

4 Now listen to the dialogue again and do the multiple choice exercises below.

- The lady first asks the salesman for some _____.
 - opinions
 - comments
 - suggestions
 - information
- The salesman tells the lady that they have had quite a few of orders from their _____.
 - overseas customers
 - regular customers
 - domestic customers
 - new customers
- The order placed by the lady is large enough to get a _____ discount.
 - cash
 - retail

c wholesale d quantity

4 The lady's last question is about the _____ of delivery.

a way b time

c place d means

5 The store has the products that can be _____.

a supplied from stock b specially designed

c ordered from the supplier d delivered some time later

Listen and Read

5 Now listen to something more challenging – a passage with some blanks for you to fill in. A glance beforehand at the word list provided below will be of some help for you.

New Words and Expressions

solar-powered /'səʊlə-paʊəd/	<i>a.</i>	太阳能的
recharge /'ri:tʃɑ:dʒ/	<i>v.</i>	再充电
shock-proof /'ʃɒk-pru:f/	<i>a.</i>	防震的
strap /stræp/	<i>n.</i>	表带, 带子

Here are the features of the new "Rossini" watch. First, it is solar-powered. The **1** _____ inside can be recharged automatically with the light it gathers from the sun **2** _____. It keeps exact time with a difference of only **3** _____ a year. Second, it is very durable. Its face is made of glass as hard as **4** _____. Third, it is multi-functional. It will not only give you the exact time, but also **5** _____ the date of the month and the day of the week. It can also serve as an alarm clock and **6** _____ at any time you wish. You may also listen to a piece of music whenever you touch the red button **7** _____. Finally, the leather chain straps are offered in various **8** _____. They can be changed **9** _____ to match the different colors of your clothes. Recent market research shows that it is very popular with **10** _____.



SECTION III

Maintaining a Sharp Eye



My Study Tour in China

This spring, I attended an international ceramic arts conference, visited some exhibitions, and continued a post-conference study tour in China. This four-week trip was an opportunity to meet Chinese artists and students as well as to visit museums, archeological sites, art schools, and centers of ceramic production. Since I saw reproductions of the unearthed terra-cotta army in the late 1970s, I have had a strong desire for a first-hand encounter with China's rich ceramics tradition. Because of my frequent visits to the exhibitions, I am now able to discuss China's enormous and rich cultural ceramics legacy with an enhanced level of appreciation and awareness.

During the course of my visits to Xi'an and Beijing, I had many side visits to the imperial kiln sites with their legacy of village potteries. I felt as though I had entered a time capsule and arrived in several different "Meccas", each demonstrating the earliest and finest examples of a wide range of technological and religious traditions. This was represented by the ancient farming method found in most rural countryside areas. All labor was done by hand and every farming field seemed to have been cultivated by the hard-working farmers.

For over 1 000 years, Chinese porcelain has had a great effect on artists and craftsmen around the world and has stimulated international cultural exchanges as well. Chinese porcelain used to be considered more valuable than gold in Europe. In the late 17th century, at least three million porcelain pieces were shipped to Europe each year. At that time, most porcelains were made according to the designs and models sent to China by European agents. Later, Chinese artists and craftsmen combined the Western style with Chinese style and gradually formed a new style. Now, many more million pieces of ceramics are being exported from China to different countries with both traditional and new designs.

I was also interested to learn about a major public art project that involved a large group of Chinese painters and sculptors, who were working on a special art salvation team for the Yangtze Three Gorges Project. An artist, whom we met, had coordinated an artistic phase of the Three Gorges Project and had edited its enormous exhibition catalogue. Dozens of painters and sculptors had worked with stonecutters to engrave and model their artwork on the soon-to-be submerged walls of the Yangtze Gorges. This bold public gesture must have been presented to government officials as a patriotic act honoring the great works of ancient artists.

I am extremely grateful for the generous and supportive network of my colleagues who enabled me to enjoy this rich educational opportunity. It has provided a new circle of friends and colleagues as well as valuable groundwork for a series of ceramics history seminars that I am organizing. I hope that my 1 200 slides and future plans to host some of the artists whom I met in China will enable many others to share my experience.

Notes

- 1 "Mecca" (=Makkah, Mekka) 麦加(在沙特阿拉伯西部, 是穆罕默德诞生地和伊斯兰教第一圣地)
- 2 the Yangtze Three Gorges 长江三峡, 指长江从重庆奉节至湖北宜昌段的三个峡谷: 即瞿塘峡、巫峡和西陵峡。它是中国长江上有名的旅游风景区(线), 有别于长江支流大宁河上的小三峡 (the Minor Three Gorges)。

Read and Think

1 Choose the best answer according to the passage.

- 1 The first paragraph of the passage tells us that the author _____.
 - a took part in an international ceramic arts conference in China which lasted for four weeks
 - b made a four-week survey of the unearthed terra-cotta army in China
 - c completed a month-long conference and then a post-conference study tour on ceramics in China
 - d paid a four weeks' visit to museums, archeological sites and centers of ceramic production
- 2 The author has increased his level of appreciation of China's rich cultural ceramics legacy as _____.
 - a he has a strong interest in Chinese culture
 - b he has seen many exhibits of ceramic arts in China
 - c he saw some reproductions of the terra-cotta army in the 1970s
 - d he was specially trained in artistic appreciation and awareness
- 3 The author felt as though he had entered a time capsule when _____.
 - a he arrived in different "Meccas" several times
 - b he saw the continuing methods of farming
 - c he obtained some earliest and finest Chinese ceramics
 - d he visited the imperial kiln sites with ancient village potteries
- 4 According to the passage, for over 1 000 years, Chinese porcelain _____.
 - a has aroused cultural exchanges
 - b has had a great impact on artists in the world
 - c has been considered more valuable than gold in Europe
 - d has been made according to European designs
- 5 Chinese porcelains were popular in the West in the late 17th century probably because _____.
 - a they were mainly made after European models
 - b they were made with traditional Chinese designs
 - c they were much better than those produced in Europe
 - d they combined the Western style with Chinese style
- 6 The author was interested to learn more about _____.