

○ 高等院校研究生外语教学研究会立项项目

New Perspective Graduate Series

Reading, Speaking, and Writing

新视角 | 研究生英语 读说写 3

□ 高等院校研究生外语教学研究会



高等教育出版社
Higher Education Press

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重庆科技学院图书馆
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总 序

随着我国研究生招生规模的不断扩大,研究生教育迅猛发展,教学改革百花齐放,教改成果五彩缤纷。与此同时,研究生英语教学也面临新的挑战。如何顺应新的形势,改革研究生英语教学,提高研究生英语教学质量,是摆在我们面前急需解决的问题。为此,高等院校研究生外语教学研究会于2006年3月成立了“研究生英语教学改革”项目组,项目组对我国各研究生培养单位进行了大规模调研。

调研结果显示,上世纪八、九十年代出版的《非英语专业硕士/博士学位研究生英语教学大纲(试行)》已经远远不能适应新时期研究生英语教学需要。为此,项目组根据调研结果对《非英语专业硕士/博士学位研究生英语教学大纲(试行)》进行了修订,修订后的大纲名称为《非英语专业硕士/博士学位研究生英语教学基本要求(试行)》。该要求进一步明确了以下几个方面的内容:

硕士研究生英语教学以培养学生的英语综合应用能力为目标,使他们在今后的工作中能有效地以英语为工具进行本专业的研究和学术交流。由于各校研究生的入学水平、培养目标、师资状况、教学设备等各种情况的差异,硕士研究生英语的教学要求分为基本要求和较高要求两个层次。基本要求是所有硕士研究生毕业时必须达到的标准,较高要求是为那些英语基础较好、对英语需求较高的硕士研究生设置的。硕士研究生英语课是硕士研究生的学位必修课,分为综合英语和专业英语两类课程。硕士研究生的英语教学包括综合英语和专业英语两部分。

综合英语课以一般人文、科技内容为教材,旨在提高学生的综合英语技能、跨文化交际技能、英语学习策略,着重培养学生的语言运用能力。各校可根据基本要求的教学要求和实际情况设置不同课程,如精读课、听说课、翻译课、写作课、读写课、听力课、口语课等。

专业英语开课方式视具体情况灵活掌握。可单独设课,也可以与专业课学习或学术论文写作相结合,采取分散或集中的办法。教学组织可以在新生入学到论文答辩前的全过程中进行。专业英语课以本专业的文献为内容,旨在熟练掌握本专业的英语。强调以英语从事本专业的学习、工作和科研的专业语言能力。各校可根据基本要求的教学要求和实际情况设置不同课程,如文献导读、论文写作、专业翻译、学术演讲等课程。

各个院校和科研机构可以根据需要和可能,为学生开设实用性强的各类英语选修课程,如英语快速阅读、国际会议英语、英语应用文写作、英语学术论文写作、英语高级听力、英语演讲、英美文化等。各单位还可以根据需求开设以语言、文学、哲学、文化、外国概况等为内容的素质课,以社会交往、国际礼仪等为内容的社交课,以英语国家生存常识为内容的出国预备课等。

博士研究生英语的教学目的以培养学生用英语进行工作和研究的能力为重点,通过英语教学有效地培养学生用英语进行工作沟通和学术交流的能力。博士生英语教学应遵循因材施教、学以致用、讲求教学效率和效果。

在《非英语专业硕士/博士学位研究生英语教学基本要求(试行)》的基础上,我们组织国内具有丰富研究生英语教学经验的专家、学者编写了《新视角研究生英语》系列教材。

《新视角研究生英语》包括基础教程系列和一个开放性的选修课系列教程。基础教程针对研究生阶段的学习特点和教学目标,选择了富有时代气息,能满足研究生的学业、智力和情感需求的语言素材,并辅以多种形式的练习,旨在提高研究生英语综合应用能力。选修课系列教程包括语言应用类、语言文化类教程,旨在提高研究生的英语应用能力和文化素养,为他们在以后的工作中能有效地以英语为工具进行本专业的研究和学术交流打下坚实的基础。

高等院校研究生外语教学研究会研究生英语教学改革项目组

2007年4月

前言

进入21世纪以来,我国的研究生教育有了蓬勃的发展。随着本科阶段《大学英语课程教学要求(试行)》的实施和大学英语教学改革的日益深入,研究生英语教学也面临新的挑战。通过调研发现,上世纪八、九十年代出版的《非英语专业硕士/博士学位研究生英语教学大纲(试行)》已远远落后于目前我国研究生英语教学实际需要。为此高等学校研究生外语教学研究会从2000年年会开始在全国开展了广泛的社会调研,并于2006年成立了“研究生英语教学改革”项目组,着手对《非英语专业硕士/博士学位研究生英语教学大纲(试行)》进行修订。修订后的大纲名称为《非英语专业硕士/博士学位研究生英语教学基本要求(试行)》。《基本要求》提出了进一步提高研究生英语应用能力培养的要求,并吹响了新一轮研究生英语教学改革号角。为了落实《非英语专业硕士/博士学位研究生英语教学基本要求(试行)》基本精神,促进新一轮的教学改革,切实培养和提高广大研究生的英语运用能力,研究会与高等教育出版社采取了联合立项方式组织了研究会内有着丰富经验的专家,结合《非英语专业硕士/博士学位研究生英语教学基本要求(试行)》编写了这套《新视角研究生英语》系列教材。

作为研究生英语基础阶段的主干教材,《新视角研究生英语 读说写》以培养研究生的语言交际能力为目标,着重解决如何强化语言输入(input),通过各种交互活动(interaction),最大化地转换成已掌握的语言(intake)。该教程以阅读材料为主线,强化读、说、写综合训练,从而提高学生实际应用语言知识和语言技能的能力。本教程不囿于孤立地强调“精读”,而是强调通过阅读材料为学生提供大量可理解性语言输入,借助各种交互活动,促进英语说、写能力的培养。

目前研究生英语教学中有两个问题值得重视,其一:要重视学生英语运用能力的培养。学习英语的目的是为了使用英语,理解是使用,表达也是使用。二者之间,后者往往滞后于前者。对英语学习者来说,后者也困难得多。因此,表达能力的培养是学生迫切需要解决的一个问题。其二:要从学生的实际出发,因材施教。目前研究生的入学英语水平差距甚大,按部就班、齐头并进的教学习将导致时间和精力浪费。针对这两种情况,本教程在强调综合能力培养的同时突出了说、写能力的培养,同时《新视角研究生英语 读说写》编有三册,第一册以相当于大学本科英语4级的程度为起点。各册既循序渐进,又相对独立,涵盖了研究生课程班、专业学位硕士研究生、硕士生和博士生的整个基础英语阶段。各学校可根据学生的实际水平在教学中有选择地使用。可循序使用三册,或选用其中的两册,甚至一册。我们希望这样的编写设计有利于从学生的实际出发,因材施教。

《新视角研究生英语 读说写》的选材绝大部分来自近几年出版的英美原著,广泛地涉及当前社会、教育、政治、经济、文化、科技等方面的热门话题,体现了很强的现实性、社会性和学术性,同时也饶有趣味、耐人寻味,有益于启迪思维。三册书各由10单元组成,既注重对课文的理解,也注重语言的表达与应用。力图使学生在探索语言能力的基础上,能巩固这些语言能力,并得到进一步的提高,以达到熟练运用英语语言的程度。每册较之前一册,语言的难度与深度有明显增加,主课文的内容更为广泛。学生在语言知识与能力不断提高的过程中,知识面也在不断地扩大,从而在不同的问题上都能够较熟练地用英语来表达自己的思想,为后阶段的学习打好更坚实的基础。

英语是一门实践性很强的课程,其教材中的练习设计和编写至关重要。《新视角研究生英语 读说写》的特点之一就是阅读课文为主线,通过阅读,学生将获取大量的信息和语言知识,然后再在形式各异、设计新颖的各种学习活动和任务中频繁运用这些信息和语言知识,以便达到熟练掌握英语、运用英语的目的。

总之,《新视角研究生英语 读说写》按照《非英语专业硕士/博士学位研究生英语教学基本要求(试行)》,在保障语言基本功训练的同时,更注重培养学生实际应用语言的能力。

鉴于《新视角研究生英语 读说写》的使用对象是各级各类研究生,教师在教学中不应局限于语言知识的传授,而应侧重于语言交际能力的培养。教师应自始至终扮演语言实践活动的组织者、指导者的角色,引导学生利用自己现有的语言知识积极参与教学的全过程,以便在学习中运用语言,在语言运用中使自己的语言能力得到进一步培养和提高。学生应:

1. 完成Preparing to Read里规定的任务。课前准备好有关问题的答案,初步了解课文内容,在课堂上做有准备的发言。

2. 主动去图书馆或上网寻找与本课题相关的资料,摘抄有关词组和语汇,补充和启发新思想、新观点,丰富自己的表达,充实讨论的内容。

3. 自学课文后的Phrases and Expressions, Notes, 以及 Further Reading 中的文章,为上课时积极参与教学活动做好准备。认真大声朗读并背诵有关段落和名言警句,对英语学习也是非常有裨益的。

在组织教学活动中,建议整个课文教学过程按照每课后Comprehension部分设定的步骤进行。因为Comprehension练习设计的指导思想是除了检查学生对课文的理解外,更重要的是能起到导教、导学的作用。因此这部分练习应与教师的课文讲解紧密结合,以练习带讲解,不宜在课文讲解之后孤立使用。在Comprehension练习中,部分问题没有提供答案,因为这些问题仅供学生讨论之用,学生可以根据自己不同的阅历和思想给出不同的答案,以达到讨论的目的。做完这一步仅仅意味着阅读过程的结束,在此基础上教师可根据学生的情况,做有关的语言知识点的检查或讲解。这项工作大致包括: An Oral Summary of the Text, Sentence Paraphrasing, Long Sentence Translation into Chinese, Useful Sentence Pattern Imitation (from Chinese into English)等。Vocabulary, Cloze等练习由教师自定方式进行。为了帮助学生更好地了解课文的语篇结构和主题的发展,全面理解课文,我们设计了课文提纲练习(Outline),教师可以在要求学生完成课文提纲的基础上让学生写提要(Summary),也可要求学生根据提纲口头复述课文内容。Oral Practice 部分,教师可以按照活动的要求、教学提要和提供的素材,组织学生完成这些任务和活动。在第二册我们增加了How to Present。这部分内容主要训练、培养学生演讲、陈述的能力。教师可以课堂讲解、示范,学生课后准备,并在下一次上课时演讲汇报。Writing 部分与课文紧密相连或与口语活动部分相关,目的是让学生在读、说的基础上,通过写的方式,把相关内容和观点表述出来。

1. Preparing to Read部分: 通过1~2个和课文主题相关的热身活动,帮助学生进入学习状态,同时提高学生的口语表达能力。

2. Text部分: 选文题材多样,涉及热门话题。语言规范,时文与经典名篇兼顾。

3. Notes部分: 为课文中重要的文化背景知识和语言点提供简单扼要的英文注释。

4. New Words 部分和 Phrases and Expressions 部分: 提供课文中生词和短语的中、英文解释。

5. Exercise 部分: 分以课文为基础的练习以及内容扩展性练习两大部分,练习形式多样,内容丰富,包括 Comprehension Questions、Structure and Style、Topics for Discussion、Reading and Reciting、Vocabulary、Cloze、Oral Practice、Translation, 以及Writing等题型。

6. Further Reading 部分: 补充与课文主题相关的阅读文章,配有文化背景及生词的中文注释和检测学生阅读理解程度的多项选择题。

为方便学生索引,本书最后附有全书的词汇及词组总表,标注有该词及词组所在单元。书后附有本书各单元课文及补充阅读文的MP3录音光盘。

《新视角研究生英语 读说写》由王同顺教授担任总主编,其中第一册由张文鹏教授主编,第二册由王同顺教授主编,第三册由陆效用教授主编。

编者

2007年4月于上海

Contents

Unit One		1
Text	Appearances and First Impressions	3
Further Reading	The Face of Beauty	14
Unit Two		19
Text	Stay Hungry, Stay Foolish	21
Further Reading	University Days	34
Unit Three		41
Text	Euthanasia Reconsidered	43
Further Reading	In Defense of Voluntary Euthanasia	54
Unit Four		59
Text	On a Role	61
Further Reading	The Practicality of the Liberal Arts Major	73
Unit Five		77
Text	A Planet in Jeopardy	79
Further Reading	A Global Green Deal	92
Unit Six		97
Text	Why Marriages Fail	99
Further Reading	Man, Woman and Child	110
Unit Seven		119
Text	The Gift of Life Must Always Remain a Gift	121
Further Reading	Mothers with Another's Eggs	134
Unit Eight		139
Text	How to Grow Old	141
Further Reading	Old Age in America	151
Unit Nine		157
Text	First Snow	159
Further Reading	A Winter Walk	170
Unit Ten		175
Text	Go West, Young Man!	177
Further Reading	Mother Tongue	190
Glossary		195
Phrases and Expressions		211



Unit One

Appearances and First Impressions

Preparing to Read

Task 1 Describe people's appearances

Bob and John are insurance agents working for two different companies. Arrange the following words in two columns below according to whether they are associated with Bob or John.

neat
T-shirt
jeans
medium build
neatly combed

sweater
slip-ons
sneakers
courteous
beer belly

moustache
clean-cut
casually-dressed
protruding teeth

sullen
overweight
disheveled
well-dressed



Bob



John

Bob

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____

John

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____

Task 2 Express your opinions

Bob and John are trying to sell you an insurance policy. Who would you like to deal with, and why? Discuss the question in pairs or small groups.

Useful Expressions

- He is rather short, but looks smart.
- He is of average build and looks fit and strong.
- He wears a moustache, and it enhances his looks.
- He is overweight and looks clumsy and stupid.
- He is a sloppy dresser and looks slow and inefficient.
- People like to deal with a successful person.
- When given a choice, people want to deal with the best.
- To have a successful-looking appearance helps you create a winning image.

Text

Appearances and First Impressions

By Robert L. Shook

Robert L. Shook (1938–) is widely known as one of America's premier business writers. A graduate of the Ohio State University, he has been working full-time as an author since 1978 and has written over 40 books, including *Total Commitment* (1975), *Winning Images* (1977), *The IBM Way* (1986), *Hardball Selling* (1990), and the No. 1 *New York Times* bestseller *Longaberger* (2001).

This article, adapted from Chapter 3 of *Winning Images*, offers helpful tips to everyone aiming for the winner's circle.

"You only get one chance to make a first impression."

Although I do not know who said it, I agree one hundred percent with the above quotation. Surely you must have suspected that a book entitled *Winning Images* would have a chapter on appearances. And you were absolutely correct, because appearances definitely have a great deal to do with your image.

I do not intend to recommend any such **drastic** changes as a face lift, a nose job, a hair **transplant**, or **silicone injections** in your breasts; but I do want to encourage you to be aware of how easily you can **rectify** some of the most obvious appearance images. In short, if you have a **homely** face, I simply want you to learn to make the best of your homeliness.

Dressing properly is the most obvious appearance image. Depending on what you do and in what part of the country you live, there is a right way and a wrong way to dress. Because there are so many different dress codes, the discussion here will be limited to those styles most appropriate for the executive-type male. However, the suggestions made can, with a little thought, be easily adapted to your own situation.

My philosophy has always been to dress in a relatively conservative manner when conducting business so that I would offend the least number of people. Since it is most important to have everything going for you in business, you cannot afford to wear clothes that might have an **adverse** effect on certain customers.

Sam Slade, a life insurance agent, is a good example of a person who **precipitated** this kind of negative response from the people he dealt with. He habitually wore leisure clothes, in which he felt most comfortable, and told me, "I dress to please two people — my wife and Sam Slade. You're out of date, Bob. In this modern **carefree** society, people do their own thing. I never liked to wear a suit and tie even as a little kid when my parents made me dress up to go to Sunday school¹, and now that I'm adult and don't have to, I won't!"

1 **Sunday school**: a school or class offering children religious education or activities on Sundays. 主日学校

7 “Let me ask you a very important question, Sam,” I said. “For an extra hundred dollars, or perhaps as much as two or three hundred per week, would you be willing to dress **conservatively**, as I do? Stop and think before you answer this. I’m talking about wearing Brooks Brothers²-type suits, **button-down** shirts, a **rep** tie, and **cordovan wingtip** shoes every day you go to work.”

8 “For that kind of money, I’d have to be a damn fool not to!”

9 “Well,” I said, smiling, “it’s impossible for me to know exactly how many important clients you turn off throughout the year because of the way you dress, but I suspect you’re losing a great deal of money, perhaps thousands or tens of thousands of dollars each year in unmade sales. Those leisure suits you wear are definitely a **luxury** item because they’re costing you a small fortune in terms of lost business!”

10 Sam looked worried. “Do you really think I turn off that many people with my **mod** clothes?” he asked.

11 “Absolutely,” I replied. “This is particularly true of the business you’ve been trying to break into. The big sales that involve group, key man, partnership, retirement, and **pensions** generally mean dealing with an executive on the upper **echelon**. I’m sure you’ve noticed that most of these men who make important decisions dress the way I do. Since you rarely find them wearing leisure suits to work, you can conclude they don’t approve of that kind of dress for business. On the basis of this conclusion, you can probably assume that their first impression of you will be a bad one because they will more than likely **resent** the way you dress. Since all businessmen place a high value on their time, they probably won’t even let you give them a sales presentation. They must say no to most salesmen who call on them, and because they are selective, you’ll be one of the first to get the axe before you even get your foot in the door.”

12 “Okay,” Sam said, “I’ll go along with you when you say I turn off businessmen with my mod clothes. But what about when I call on a working man at his home in the evening, or on **prospects** who dress much the same way I do — like entertainers, hair stylists, and **florists**?”

13 “You can’t afford to have your clothes decrease your **odds** in any way. Don’t you think you’re limiting your market **potential** by calling on just those types of prospects? It’s my opinion,” I added, “that you lose something even with the mod-type prospects because they, too, want to have complete confidence in the agent they’re dealing with. They want to know you’ll be around for a long time to give them service, and conservative dress signals this kind of stability. On the other hand, to many people the mod look suggests that you might be both **flighty** and **mutable**.”

14 That my conversation with Sam had made a favorable impression on him was evident a few weeks later when I encountered him lunching with a business client. He was wearing a new **pinstripe** suit. On weekends and at cocktail parties, Sam continued to wear his leisure suits, but he was on his own time then, so I certainly couldn’t criticize him, even though such clothes are not

2 **Brooks Brothers**: the oldest surviving men’s clothier in the United States, considered a traditional clothier of high quality classic clothing. 布鲁克斯兄弟服装商店

to my liking.

Because I believe in my appearance philosophy so strongly, I have often told my new salesmen that one of the best investments they can make is to buy themselves two expensive suits — one a pinstripe and the other a lighter gray, preferably with a **vest**. These two suits are worth more than a closetful of second-rate suits that lack style. If I were on a very tight budget, I would rather own these two suits and **alternate** them throughout the work week than purchase several suits that would not give me the image I wished to **project**. The secret is not quantity, but quality.

15

A similar line of thinking can be applied to hair. Certainly, hair styles change from year to year, and what was considered long hair in the fifties and early sixties is, by today's standards, quite conservative. The important thing to consider is neatness rather than length. The same holds true for beards and moustaches. Neatly **trimmed**, they can give you a very clean-cut look. However, **handlebar moustaches** and Fu Manchus³ hardly seem appropriate for an executive. If you insist on wearing either, you are hurting your image, and doing so is going to cost money.

16

Another suggestion I've made to many salesmen and business executives who work evenings is that they carry a **portable** electric shaver in their briefcases. Before an important late-afternoon or early-evening business meeting that end-of-the-day, worn-out look, so **detrimental** to a positive first impression, can be **eliminated** by taking a five-minute break to shave.

17

In my book *Total Commitment* Dr. Denton Cooley is quoted as saying that trim physical condition and neat **grooming** are very important for a heart surgeon. "You can call it vanity, but I think it's really a matter of pride," he says, "I think it would destroy the faith my patients have in me if I were to give them medical advice about how to take care of themselves, and at the same time I was talking to them, I'd be fat and **dummy**, with a cigarette hanging out of the side of my mouth ... Nobody wants to be operated on by a **slovenly** surgeon."

18

Equally important to a good appearance is your own self-image. Although I'm not being original when I say it, I'm sure you'll agree that the way you see yourself will reflect the image you portray to others.

19

Along with your own personal appearance and attitude about yourself, your business approach can create a good first impression on your client. When calling on a customer, it's very important that you begin your conversation with him by getting right down to business. He's not really interested in what you have to say about the weather, last night's presidential speech, or Sunday's football game. Neither is he interested in being flattered about his beautiful offices, nice-looking suit, or the "**knockout**" he has for a daughter, whose picture is on his wall. (For all you know, the woman in the picture could be his wife or girl friend!) Such small talk is a form of insincerity and an intrusion on his time. I have always found it effective to get to the point, and I assure you that any businessman will respect you for doing likewise.

20

3 **Fu Manchu**: Fu Manchu moustache, a moustache with long drooping ends. 傅满洲式胡须 (从嘴角垂直挂下)

- 21 Just as appearances determine first impressions of individuals, so do they of products, places, and businesses.
- 22 For example, you've probably noticed that parking lot attendants of successful restaurants always park the Rolls-Royces, Mercedes, Cadillacs, and Continentals⁴ in the most conspicuous places so that you can't help but see them as you walk toward the entrances. I used to think this was done because wealthy people gave bigger tips, but the real reason is that every good restaurant man knows that good images sell food. He wants to tell the public: "We cater to **discriminating** people. It's obvious, therefore, that our food has to be excellently prepared.
- 23 A neat and tidy appearance also suggests that you are efficient and well-organized — and there isn't a business I know of that doesn't want that type of image. If you've ever walked into a neat and orderly garage at a service station, I am sure that, as I do, you feel more comfortable leaving your car there to be serviced.
- 24 In this chapter I have **highlighted** just a handful of instances in which appearance determined a first impression and greatly affected the desired image. You should be able to apply the philosophy across the board so that you can benefit from this message in other areas.
- 25 I sincerely apologize to the female reader for discussing only the appearance of men, but quite frankly, I do not have the **expertise** to advise women on how to dress. The same basic message, however, is equally applicable to you. I might add that you should avoid trying to look sexy on your job — unless, of course, you happen to be a hostess in an all-night **massage parlor**!

New Words

drastic /'dræstɪk/ <i>adj.</i>	having a strong or violent effect 极端的; 急剧的
transplant /træns'plɑ:nt/ <i>n.</i>	taking (tissue or an organ) from one part of the body and put it into another 移植
silicone /'sɪlɪkən/ <i>n.</i>	any of the complex organic compounds of silicon 硅酮
injection /ɪn'dʒekʃən/ <i>n.</i>	forcing (a drug or other liquid) into sb/sth with a syringe or similar implement 注射
rectify /'rektɪfaɪ/ <i>v.</i>	put (sth) right; correct 纠正; 改正
homely /'həʊmli/ <i>adj.</i>	(of a person's appearance) not good-looking; plain 相貌平平的
adverse /'ædvɜ:s/ <i>adj.</i>	not favorable 不利的
precipitate /prɪ'sɪpɪteɪt/ <i>v.</i>	(<i>fm</i>) cause (sth) to happen suddenly or soon; hasten 促成, 促使……加快
carefree /'keəfri:/ <i>adj.</i>	free from care; having no worries or troubles 无忧无虑的, 自由自在

4 Rolls-Royce, Mercedes, Cadillac, and Continental: types of luxury motor cars. 劳斯莱斯、梅塞德斯、凯迪拉克和大陆等名牌汽车

	的
conservative /kən'sɜ:vətɪv/ <i>adj.</i>	conventional or restrained in style and avoiding showiness (衣着) 守旧的
button-down /'bʌtn daʊn/ <i>adj.</i>	with collar ends fastened to the shirt with buttons (领圈) 领尖钉有纽扣 (扣于衣服前方) 的
rep /rep/ <i>n.</i>	textile fabric with a corded effect 棱纹平布
cordovan /'kɔ:dəvən/ <i>adj.</i>	a fine soft leather originally made from goatskin and now usually made from horsehide 科尔多瓦革 (制) 的
wingtip /'wɪŋtɪp/ <i>n.</i>	a shoe with a decorative pattern of tiny holes in the leather across the toe and along the sides 翼波状盖饰皮鞋
luxury /'lʌkʃəri/ <i>adj.</i>	of the best and most expensive food and drink, clothes, surroundings, etc 奢华的
mod /mɒd/ <i>adj.</i>	related to a style of dress characterized by bold colors, patterns, and stripes 极时髦的; 大胆新潮的
pension /'penʃən/ <i>n.</i>	sum of money paid by an employer to a retired employee
echelon /'eʃələn/ <i>n.</i>	level of authority or responsibility; rank in an organization 领导 (或指挥) 系统中的等级; 阶层
resent /rɪ'zent/ <i>v.</i>	feel bitter, indignant or angry about 愤恨; 感到气愤
prospect /'prɒspekt/ <i>n.</i>	possible or likely customer or client 可能成为主顾的人
florist /'flɒrɪst/ <i>n.</i>	a person who has a shop that sells flowers 花商
odds /ɒdz/ <i>n.</i>	probability or chance (that a certain thing will or will not happen) 可能性
potential /pə'tenʃəl/ <i>n.</i>	possibility of being developed or used 潜力, 潜能
flighty /'flaɪtɪ/ <i>adj.</i>	changeable and unreliable; not serious 易变的; 不可靠的; 轻浮的
mutable /'mju:təbl/ <i>adj.</i>	liable to change; likely to change 不定的; 反复无常的
pinstripe /'pɪn,straɪp/ <i>n.</i>	material that has very narrow lines in it, esp the kind of fabric used for making business suits 细条子织物
vest /vest/ <i>n.</i>	a close-fitting sleeveless garment, buttoned down the front, usually worn under a jacket or coat and often forming part of a man's suit 背心
alternate /'ɔ:ltəneɪt/ <i>v.</i>	cause (things or people) to occur or appear one after the other; arrange by turns 交替
project /'prɒdʒekt/ <i>v.</i>	represent (sth/sb/oneself) to others in a way that creates a strong or favorable impression 展现; 表现
trim /trɪm/ <i>v. & adj.</i>	make (sth) neat or smooth by cutting away irregular parts; in a good order; neat and tidy 修剪; 整洁的
handlebar moustache /'hændlbɑ:(r) mustæʃ/ <i>n.</i>	a long thick moustache with curled ends 八字胡须
portable /'pɔ:təbl/ <i>adj.</i>	that can be (easily) carried; not fixed permanently in place 轻便的, 便于携带的
detrimental /,detrɪ'mentəl/ <i>adj.</i>	harmful 有害的; 不利的
eliminate /ɪ'lɪmɪneɪt/ <i>v.</i>	remove (esp sb/sth that is not wanted or needed) 消除
groom /gru:m,-u-/ <i>v.</i>	care for one's personal appearance 使整洁; 打扮
dumpy /'dʌmpɪ/ <i>adj.</i>	(esp of a person) short and fat 矮胖的
slovenly /'sləvnli/ <i>adj.</i>	careless, untidy, dirty, etc in appearance, dress or habits 邋邋的; 凌乱的
knockout /'nɒkaut/ <i>n.</i>	an outstandingly impressive person or thing 引人注目 (或给人留下

discriminating /dɪ'skrɪmɪneɪtɪŋ/	adj. showing good judgment and perception 有识别能力的; 敏锐的
highlight /'haɪlaɪt/ v.	give special attention to (sth); emphasize 强调
expertise /,ekspɜ:'ti:z/ n.	expert knowledge or skill, esp in a particular field 专门知识
massage /'mæsɑ:ʒ/ n.	(act of) rubbing and pressing the body, usually with the hands, relieving or preventing stiffness or pain in muscles, joints, etc. 按摩; 推拿
parlor /'pɑ:lə(r)/ n.	(in compounds) a shop providing certain goods or services 店堂, 室, 廊

Phrases and Expressions

make the best of	use sth as profitably as possible 充分利用
dress up	wear one's best clothes 精心打扮
turn someone off	cause sb to be bored or disgusted 使厌烦; 使失去兴趣
get the axe	be removed or dismissed, esp from a job 被开除; 被取消
go along with	agree with 同意
to someone's liking	giving sb satisfaction; pleasing sb 中某人的意
on a tight budget	having only a small amount of money 钱不多的; 节俭的
get down to business	start the work that must be done 着手处理
get to the point	start talking about the most important thing 说正题
across the board	in every aspect; comprehensively 包括一切地; 全面地

Exercises

I. Reading Comprehension

Answer the following questions based on the text.

1. Why does Robert L. Shook suggest that one should dress in a conservative way when conducting business?
2. Why does the life insurance agent Sam Slade like to wear leisure clothes?
3. Why does the author refer to the inexpensive leisure suits Sam wears as luxury items?
4. What can we conclude from the fact that executives usually dress conservatively?
5. Will the mod-type prospects like entertainers prefer to deal with an agent who is dressed like Sam Slade? Explain their reasons.
6. Why does the author say that two expensive suits are worth more than a closetful of second-rate suits? What if one were on a tight budget?
7. Why does the author advise against flattering a customer's daughter when one sees a girl's picture on the wall of his office?
8. Is it a good idea to open your conversation with a customer with some small talk since it can relax both parties? State your reasons.

II. Structure and Style

Complete the following outline based on the text.

1. Introduction (Paras. 1–3)

The author presents the theme and the purpose of this essay: appearance determines first impressions (theme); people should learn to make the best of their appearance in their work and life (purpose).

2. Body (Paras. 4–23)

1) The author discusses how appearances affect first impressions of people from four perspectives. (Paras. 4–20)

A. The effect of dress on appearances and first impressions. (Paras. 4–15)

B. _____ (Paras. 16–18)

C. _____ (Para. 19)

D. _____ (Para. 20)

2) The author illustrates that appearances also determine first impressions of _____ (Paras. 21–23).

3. Conclusion (Paras. 24–25)

The author restates that appearances determine first impressions and desired images.

III. Topics for Discussion

Discuss the following questions in small groups or in class.

1. Do you think that appearance is important for a person? Is it also important for a university student? Support your answer with examples.
2. Besides the advice given by the author on creating a good first impression in a business context, do you have any other suggestions that can be more widely applied?
3. In order to have a perfect face and body, many people resort to plastic surgery. Is plastic surgery an option for you, if money is not a problem and the operation is totally safe?

IV. Reading and Reciting

A. Read and recite the following paragraphs from the text.

I do not intend to recommend any such drastic changes as a face lift, a nose job, a hair transplant, or silicone injections in your breasts; but I do want to encourage you to be aware of how easily you can rectify some of the most obvious appearance images. In short, if you have a homely face, I simply want you to learn to make the best of your homeliness. (Para. 3)

Because I believe in my appearance philosophy so strongly, I have often told my new salesmen that one of the best investments they can make is to buy themselves two expensive suits — one a pinstripe and the other a lighter gray, preferably with a vest. These two suits are worth more than a closetful of second-rate suits that lack style. If I were on a very tight budget, I would rather own these two suits and alternate them throughout the work week than purchase several suits that would not give me the image I wished to project. The secret is not quantity, but quality. (Para. 15)

B. Study and recite the following sayings or quotations.

1. First impressions are half the battle.
2. Outside show is a poor substitute for inner worth.
3. Beware, so long as you live, of judging men by their outward appearance.
4. The Lord prefers common looking people. That is why he made so many of them.

V. Vocabulary**A. Complete the sentences with words given below, making sure that each word is used in the right form.**

budget	approve	eliminate	detrimental
liking	rectify	expertise	precipitate
adverse	alternate	implement	discriminating

1. Organizing can be viewed as the activities to collect and configure resources in order to _____ plans in a highly effective and efficient fashion.
2. The lack of physical exercises, smoking and overeating can be definitely _____ to your health.
3. The September 11 attack has _____ the crisis in the cotton textile industry of India as many foreign buyers have started cancelling the purchase orders.
4. Organizing Christmas relief funds was more to my _____ than the routine work on Capitol Hill.
5. It is reported that armed forces have been sent in to _____ the situation in the war-torn country.
6. If you are just starting a fitness program, begin by running for one minute and _____ with walking for two minutes until you reach a total of 20 to 30 minutes.
7. Sixty-five percent of American parents _____ of spanking children, a rate that has been steady since 1990.
8. A tent is not vital for the trip, but it is extremely handy and convenient if you're on a tight _____.
9. Major retailers and small specialty shops in the tourist resort cater to the most _____ shopper who is selective, quality-minded and service conscious.
10. The rich countries decided at the summit held in Paris last week to work together to _____ world poverty.

B. Choose the word or phrase that is closest in meaning to the boldfaced part of the sentence.

1. There is no doubt that higher energy costs will have a(n) **negative** effect on the economy.
A. detrimental B. adverse C. conservative D. drastic
2. This new round of layoff occurring in major industrial cities will only reduce profits and **trigger** an economic crisis.
A. precipitate B. rectify C. offend D. alternate
3. Everyone agrees that the young woman who speaks with an Irish accent is **unattractive** and is no match for Paul.
A. dumpy B. homely C. slovenly D. mutable
4. In this picture is a young couple with a **relaxed** smile on their faces having fun on the beach at end of a sunny day.
A. selective B. leisure C. carefree D. orderly
5. The survey shows that publishers in Britain are more **reluctant to change** than their continental counterparts in many aspects.
A. flighty B. negative C. favorable D. conservative
6. All his life he has been struggling to escape the lower **class** of society to become a member of the upper class.
A. echelon B. odds C. prospect D. parlor
7. For many people it has now become a(n) **extravagance** to sleep and wake up at reasonable hours.
A. fortune B. insurance C. luxury D. standard
8. I **agree with** John Stuart Mill, who said that happiness is something that comes to you when pursuing some other worthy end.
A. cater to B. go along with C. adapt to D. get right down to
9. I totally **dislike** the use of offensive terms in reference to women, who are no less capable than men in any way.
A. criticize B. trim C. eliminate D. resent
10. In spite of my repeated apologies, she never forgave me for my **interference with** her private affairs.
A. potential for B. expertise of C. intrusion into D. injection into

VI. Cloze

Choose an appropriate word from the following list to fill in each of the following blanks. Each word can be used only ONCE. Change the word form where necessary.

a	as	on	the	to
by	top	say	that	find
other	under	Asia's	region	needle
muscle	typical	surgeon	Westerner	increasingly

One issue today is the number of Asians looking to remake themselves to look more Caucasian. It's a charge many deny, although few would argue that 1 the relentless bombardment of Hollywood, satellite TV, and Madison Avenue, 2 aesthetic ideal