



普通高等教育“十一五”国家级规划教材

总主编 俞理明

实用英语 泛读教程

*Practical English
Extensive Reading Course*

主编 李润寰 王 玫



上海交通大学出版社

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Practical English Extensive Reading Course

第一册

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内 容 提 要

本书是根据“大学英语课程教学要求”，特别是基于计算机和网络平台上的大学英语教学新要求，利用“二语习得”等英语教学法，对国外原版经典材料和行业英语信息进行编排整理，力求用现代的、立体的语言教学模式，使当代大学生掌握较高的语言技能和行业英语技能，同时培养当代大学生具有能够利用科技手段独立自主地学习英语的能力。

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序

到目前为止,全国本科院校已有1100多所(包含独立院校),每年招收的学生人数数百万之多。这些高等院校被分为一本院校、二本院校和独立院校等。学科定位、学生的英语水平和就业方向都有所不同,但他们都使用着以一本院校为核心的大学英语教材,这显然是不合理的。长春建筑学院李润寰教授从事多年英语翻译工作,携同院校老师认真研读《大学英语课程要求》,针对目前的二本以及独立院校教学状况编写了这套“实用英语系列教材”。该教材突出“应用型”、“互动性”、“网络平台”的大学英语教学新模式,读者群清晰,特色鲜明,必将对以“应用型英语教学”的英语教学质量的提高起到积极的推动作用。

浏览此套教材,很是欣慰。有感于教材的编写,有几点值得在此一提:

1. 全书从教材内容选择到结构安排,从课堂活动构想到课外练习设计,都从学生的实际水平出发,为学生未来就业的需要考虑,将他们的未来可持续发展能力作为终极学习目标。

2. 该套教材精心选择职场需要的典型场景与任务,组织教材内容与活动练习,让学生“以言行事”,学用结合,在完成任务的过程中体验学习英语的快乐与收获,感受运用英语的真实与可能。

3. 该套教材的编写恰当地兼顾语言知识、语言技能和语言应用,同时还有意识地将人生观,世界观的教育贯穿其中,将中外的优秀文化融于各项语言活动,让学生在学习语言的过程中,心智得以健康发展。

4. 该套教材的编写者既考虑了学生的学习,也考虑到教师的教学。制作系列完备的《教师用书》,为在授课中可能碰到困难的老师出谋划策,内容极为丰富,解释特别详细,课堂教学建议具体,可操作性强。

编写教材就如同潜心修行,是件苦事、难事,要编写一套适合自己院校的教材更是难上加难。“实用英语系列教材”的编写完成可喜可贺。我相信在该教材使用的过程中一定会得到很好的认同,适合学生的学习要求,并得以改进和完善。

上海交通大学 俞理明(教授、博士生导师)

2011年5月

前言

文秋芳(2002)在论述英语专业教材的编写原则时提到了以下三条重要原则:以“人的发展”为重要依据、以第二语言理论的最新成果为依据、充分体现中国外语教学的特色。我们认为这三条同样是大学英语教材编写应遵循的原则。

在文秋芳提出的上述三个原则中,“人的发展”这一条似乎在国内出版的各种各样的教材评论中很少提及。其实,所谓“人的发展”这一编写教材的原则,也就是我们常说的以学生为中心的教学原则。对以学生为中心的教学原则的贯彻,不是仅局限于课堂教学过程中,而是要体现在整个外语教学的每一环节上,其中当然包括教材编写这一非常重要的环节。

纵观目前已经出版的种类繁多的本科大学英语教材,我们发现一个突出的问题就是把使用教材的大学生看成是清一色的整体,认为一套教材能适用所有学生。而事实上,不同英语水平、不同专业方向、不同就业目标的大学生对大学英语教材的需求是不同的。就拿英语水平来说,几乎每一个在校的大学生从小学到高中学习英语约有十年之久,他们之间的英语水平也就有很大差异。我们大学英语教材如何去满足英语水平不同的学生需要?最常见的做法是用一套大学英语教材来满足各种英语水平学生的需要,最多再搞一个预备级来满足英语水平低的学生们的需要。在我们看来,这不是以学生为中心的编写原则,而是以教材编写者为中心,不是以教材来适应学生,而是以学生来适应教材。Cunningworth(1995)指出,教材扮演的是一个辅助学习的角色。如同教师一样,教材在学习者和目的语之间,通过提供相应级别或水平的语言来充当一种媒介作用,教材编写者也参与了这个教与学的过程。所以如何针对不同目的语(即英语)水平编写不同的英语教材应当成为教材编写者主要考虑的一个问题,但目前似乎还没有人对这个问题做过详细的研究。

文秋芳在我们引述的文章中进一步指出,教材可以分成三大板块:①语言板块;②人生观与世界观板块;③终生学习与研究能力板块。其中语言板块处于中心地位,其他两个板块的内容必须贯穿于语言板块的始终。因此,如何处理好语言板块成为教材编写的一个核心问题。本教材在处理语言板块时,明确以中、低起点的学生为主要对象,从选材到练习,充分考虑这些学生的实际英语水平和心理特征。

除了在教材难度上充分考虑本教材使用者的目的语的实际水平外,我们还真正把应用性放在第一位,把学生的就业需要充分考虑进去。值得注意的是,虽然在我国目前出版的大学英语教材中都提到“实用”或“应用”,但这些教材往往先考虑人文性,再兼顾应用性。我们在教材编写中,每一单元大致可以分成阅读和应用两大模块,这样从体例上体现了实用性的语言训练和传统的“精读”平分秋色的特色。本书的实用模块涵盖语言功能、场景功能和信息功能。语言功能涉及介绍、邀请、请求、祝贺、约会、建议、拒绝、抱怨、等30多项;场景功能涉及商务电话、商务谈判、演讲、销售等60多个常用场景;信息功能涉及可能性、原因与结果、信息核查与核实、意念对照与比较、表述趋势、信息分类、信息综合、信息切换、信息转化等。此外,本系列教材同时也非常强调对学生实用写作技能和商务技能的训练和提高。实用写作技能涉及预订书信、邀请信、感谢信、旅行报告、演讲、欢迎词、简历、求职信、导游讲解、景点介绍、水单、留言记录表、中西餐菜单、通关表单、通知、海报、新闻稿、E-MAIL、传真、自荐信、留学表单等。商务写作技能涉及意向书、咨询函、索赔、投诉、祝贺、商务请柬、账单、接受/拒绝工作意向、合同、催款、调研报告、市场分析报告、业绩汇报、祝酒词、开幕词、会议议程、会议记录、贸易等。

语言板块处理好了,这也为文秋芳所说的“人生观与世界观板块”和“终生学习与研究能力板块”的建设奠定了良好的基础。这两个模块体现在以下几方面:

一、着眼学生的学习动机，点燃学生的学习激情

二语习得研究告诉我们，学生的学习动机是外语学习成功与否的一个关键因素。没有学生的学习积极性和主动性，外语学习是不会有成效的。而学生的动机正确与否取决于多方面的因素，教材是否合适是其中一个非常重要的因素，因此，如何激发学生的学习动机是摆在每个教材编写者面前的一个必须解决的问题。

本系列教材的语言模块，语料新颖实用，形式短小，言语生动有趣，练习精当，时代感强，体现很强的实用型、趣味型、情景型、职场型、言语型、文化渗透型等特色。我们阅读课文中，使用“新”、“趣”、“奇”的故事情节，来抓学生的“兴奋点”，燃起他们学习和使用英语的热情。

看一本教材能否激发学生的动机，除了语言材料要为学生喜闻乐见之外，教材还要反映学生的需要。学生的需要有两种，一是将来就业的需要，上面已经讲到，我们教材采用实用型，就是为了解决学生的这一需要；此外，学生还有通过四、六级考试的需要，我们仔细研究四、六级新动向。教材练习的编写体现了四、六级最新题型。

二、注重学生人文精神培养，启迪学生心灵

二语习得研究者指出，在外语学习中，不能把注意力仅仅聚焦到语言形式上，而是在关注语言的同时，还要关注这种语言形式所表达的思想内容。但我国出版的教材几乎完全把提高学生英语能力作为教材编写的出发点和归宿，而把提高学生人文精神看作与己无关的“份外事”。课文分析讲解几乎都集中在语言方面，对课文内容只满足于一般的理解，而不去引导学生深入挖掘课文深层次的含义。

我们认为，如果提高语言能力是编写教材的唯一目的，那么教材中怎么能建造“人生观与世界观”板块呢？事实是，语言离不开文化，语言学习离不开对内容的理解和思想的交流。课文难度越高，表达越复杂，语言、思想和文化的交织程度就越高。因此，到了大学英语教学阶段，如何处理好语言和文化教学是每个教材编写人员都无法避免的问题。我们在教材编写过程中，既重视语言的教学——这包括课文语言点的原句、该句的翻译、句法结构分析、语法分析、生词词义、词性、英文解释、中文词义、举例、词义辨析、习惯语用法，甚至还有修辞技巧分析等，也注重对课文思想内容的深入探讨。比如在第一册的第一单元，阅读课文讲述的是一个美国中学生如何冲破世俗观念，勇敢地为自己理想去奋斗的故事。在该单元中，我们就把实现梦想作为一条主线，听、说和口译活动按这条主线展开。在课文讲解上，我们在教师用书必要的地方还提供了有关课文故事情节的点拨，以期教师可以凭借这些元素帮助学生更深入地理解课文。我们将语言和内容并重，这不仅有利于学生对语言知识的掌握，还能提高学生的人文修养，启迪学生的心灵。

三、充分利用现代科学技术手段，培养学生的自主学习能力

信息技术的发展给我们教材编写者如何利用网络这个平台，给学生创造一个学习和使用语言技能的舞台提出更高的要求，这也是教育部对外语教学的最新精神。本系列教材配套提供的相关网络资源，引导学生学会利用计算机和网络来进行自主性学习。本书部分练习需要学生到指定网站或本书提供的光盘上去搜索、阅读、剪辑、整理相关信息。

我们认为，进行案例式教学，用实用性较强的场景所设计的问题来引导学生学习案例、思考问题、解决问题，有利于以学生为中心的课堂氛围的形成，有利于学生自主学习能力的培养。

编者

2011年5月

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Unit 1

Text A



[导读] 虽无硝烟弥漫，但商场中的争夺丝毫不亚于战场上的拼杀。为了能在商场立足，商家无不使尽浑身解数，苦心经营；人生又何尝不是如此，生活中我们无时无刻不在推销着自己。本文为你揭开史上最牛的女推销员玛姬塔·安德鲁斯的营销秘籍，助你成就辉煌人生。

Ask, Ask, Ask

1 The greatest saleswoman in the world today doesn't mind if you call her a girl. That's because Markita Andrews has generated more than eighty thousand dollars selling **Girl Scout cookies**¹ since she was seven years old.

2 Going door-to-door after school, the *painfully* shy Markita transformed herself into a cookie-selling *dynamo* when she discovered, at age 13, the secret of selling.

3 It starts with desire. Burning, *white-hot* desire.

4 For Markita and her mother, who worked as a waitress in New York after her husband left them when Markita was eight years old, their dream was to travel the globe. "I'll work hard to make enough money to send you to college," her mother said one day. "You'll go to college and when you graduate, you'll make enough money to take you and me around the world. Okay?"

5 So at age 13 when Markita read in her Girl Scout magazine that the Scout who sold the most cookies would win an *all-expenses-paid* trip for two around the world, she decided to sell all the Girl Scout cookies she could — more Girl Scout cookies than anyone in the world, ever.

6 But desire alone is not enough. To make her dream come true, Markita knew she needed a plan.

7 "Always wear your right clothes, your professional *garb*," her aunt advised. "When you are doing business, dress like you are doing business. Wear your Girl Scout uniform. When you go up to people in their *tenement* buildings at 4:30 p.m. or 6:30 p.m. and especially on Friday night, ask for a big order. Always smile, whether they buy or not, always be nice. And don't ask them to buy your cookies; ask them to invest."

8 Lots of other Scouts may have wanted that trip around the world. Lots of other Scouts may have had a plan. But only Markita went off in her uniform each day after school, ready to ask — and keep asking — *folks* to invest in her dream. "Hi, I have a dream. I'm earning a trip around the world for me and my mom by merchandising Girl Scout cookies," she'd

ad. 恼人地; 极糟地

n. 精力充沛的人

a. 狂热的, 白热的

费用全额支付的; 免费的

n. 衣服, 制服

n. (出租的) 公寓, 房间

n. 人们

say at the door. “Would you like to invest in one dozen or two dozen boxes of cookies?”

9 Markita sold 3,526 boxes of Girl Scout cookies that year and won her trip around the world. Since then, she has sold more than 42,000 boxes of Girl Scout cookies, spoken at sales conventions across the country, *starred* in a **Disney**² movie about her adventure and has *coauthored* the bestseller *How to Sell More Cookies, Condos, **Cadillacs**³, Computers... and Everything Else*.

v. 主演/v. 合著

10 Markita is no smarter and no more *extroverted* than thousands of other people, young and old, with dreams of their own. The difference is Markita has discovered the secret of selling: Ask, Ask, Ask! Many people fail before they even begin because they fail to ask for what they want. **The fear of rejection leads many of us to reject ourselves and our dreams long before anyone else ever has the chance — no matter what we’re selling.**⁴

a. 性格外向的

11 And everyone is selling something. “You’re selling yourself every day — in school, to your boss, to new people you meet,” said Markita at 14. “My mother is a waitress; she sells the daily *special*. Mayors and presidents trying to get votes are selling. One of my favorite teachers was Mrs. Chapin. She made geography interesting, and that’s really selling. I see selling everywhere I look. Selling is part of the whole world.”

n. 特色菜

12 It takes courage to ask for what you want. **Courage is not the absence of fear.**⁵ It’s doing what it takes despite one’s fear. And, as Markita has discovered, the more you ask, the easier (and more fun) it gets.

13 Once, on *live* TV, the producer decided to give Markita her toughest selling challenge. Markita was asked to sell Girl Scout cookies to another guest on the show. “Would you like to invest in one dozen or two dozen boxes of Girl Scout cookies?” she asked.

a. 现场直播的

14 “Girl Scout cookies?! I don’t buy any Girl Scout cookies!” he replied. “I’m a *Federal Penitentiary warden*. **I put 2,000 rapists, robbers, criminals, muggers and child abusers to bed every night.**⁶”

(美) 联邦监狱监狱长

15 Unruffled, Markita quickly *countered*, “Mister, if you take some of these cookies, maybe you won’t be so *mean* and angry and evil. And,

v. 反对, 反驳

a. 吝啬的, 自私的

Mister, I think it would be a good idea for you to take some of these cookies back for every one of your 2,000 prisoners, too.”

16 Markita asked.

17 The warden wrote a check.

(751 words)

Notes

1. **Girl Scout cookies:** 带有女童子军协会标志的曲奇饼干。美国女童子军协会 (Girl Scouts) 于1912年3月12日由朱丽叶·戈登·洛 (Juliette Gordon Low) 在佐治亚州的萨凡纳 (Savannah) 创立, 面向所有5至17岁的女孩。洛夫人因自身婚姻不幸, 生活痛苦, 因此极力鼓励和培养女孩子的独立性和领导才能, 为日后在社会上得到平等的工作及待遇做好准备。目前, 该协会在全美拥有380万名会员, 被誉为“培养杰出女性的摇篮”。美国前第一夫人劳拉·布什、希拉里·克林顿、前国务卿奥尔布赖特等人都曾参加过女童子军。
2. **Disney:** 迪士尼, 全称为The Walt Disney Company。其名称源自创始人华特·迪士尼, 是一家大型跨国公司, 总部设在美国, 主要业务包括娱乐节目制作、主题公园、玩具、图书、电子游戏和传媒网络。
3. **Cadillac:** 凯迪拉克轿车。1902年诞生于被誉为“美国汽车之城”的底特律。一百多年来, 凯迪拉克在汽车行业创造了无数个第一, 缔造了无数个豪华车的行业标准; 可以说凯迪拉克的历史代表了美国豪华车的历史。在韦伯斯特大词典中, 凯迪拉克被定义为“同类中最为出色、最具声望的事物”; 被一向以追求极致尊贵著称的伦敦皇家汽车俱乐部冠以“世界标准”的美誉。凯迪拉克融汇了百年历史精华和一代代设计师的智慧, 成为汽车工业的领导性品牌。
4. **The fear of rejection leads many of us to reject ourselves and our dreams long before anyone else ever has the chance — no matter what we're selling:** 由于害怕被拒绝, 早在别人拒绝我们之前, 我们中许多人就已拒绝了自己, 抛弃了梦想——不管我们推销的是什么。**long before:** 很早之前, 比较 **before long:** 不久, 很快, 如: **Before long a large crowd had gathered outside the building.** 很快一大群人就聚集在大楼外面。
5. **Courage is not the absence of fear:** 勇敢并非不恐惧。
6. **I put 2,000 rapists, robbers, criminals, muggers and child abusers to bed every night:** 每天晚上我把两千号犯人赶上床, 他们中有强奸犯、抢劫犯、刑事犯、行凶犯、虐童犯。**put to bed** 意为: 安顿 (孩子、病人或牲畜) 去睡。

Exercises

I . Read the text and choose the best answer to each question.

1. Markita achieves great success in selling Girl Scout cookies because _____.
 - A. she is smarter than other people
 - B. she is extroverted and outgoing
 - C. she has discovered the secret of selling
 - D. she has dreams of her own
2. Markita's aunt's advice includes all the following except _____.
 - A. ask people to buy your cookies
 - B. ask for a big order of cookies on Friday night
 - C. always smile and be nice
 - D. always wear the right outfit
3. Markita was once asked to sell Girl Scout cookies to another guest on a live TV show and the guest was a _____.
 - A. geography teacher
 - B. warden
 - C. waitress
 - D. producer
4. We can infer from the passage that the guest finally agreed to buy the cookies because _____.
 - A. he found the cookies delicious
 - B. he was impressed by Markita's eloquence
 - C. he was asked to do so by the audience present at the show
 - D. he was convinced by Markita's sensible remarks and her spirit of persistence
5. After Markita became famous, she did not _____.
 - A. speak at sales conventions
 - B. star in a Disney movie
 - C. get elected president of the Girl Scouts
 - D. coauthor a bestseller

6. Which sentence best states the main idea of the passage?
- A. Markita Andrews is the greatest saleswoman in the world.
 - B. Markita Andrews realized her mother's dream to travel the globe through selling Girl Scout cookies.
 - C. Good advice is of crucial importance to one's success.
 - D. Desire, planning and keen observation will yield success.

II. Fill in the blanks with the words given below. Change the forms where necessary.

generate transform merchandise adventure challenge unruffled evil

- 1. In the 1980s, he began _____ his own haircare products.
- 2. Tourism _____ income for local communities.
- 3. After two hours of intense questioning, he remained _____.
- 4. As a young man he went off to Africa, looking for _____.
- 5. In the last 20 years, South Korea has been _____ into a major industrial nation.
- 6. Holyfield accepted Lewis' _____ to fight for the title.
- 7. In the movie, the hero has to rescue the world from an _____ scientist.

Text B



[导读] 前所未有的金融危机席卷全球，所到之处工厂倒闭、工人失业、国家债台高筑、百姓苦不堪言。作为世界头号经济大国的美国也深受其害，经济衰退，政府入不敷出，就连社保基金也难以以为继，预计到2037年就将消耗殆尽；至于医疗保险则更是雪上加霜。无怪乎世人皆谈金融危机色变，实乃“危机猛于虎”之故也。

Recession Hits Social Security Hard

Geithner¹ unveils report on **entitlement programs²**. **Social Security trust fund³** may be exhausted 4 years sooner than earlier forecast. **Medicare⁴** is much worse off.

By Jeanne Sahadi

1 The *recession* has taken its toll on Social Security. The officials responsible for the program forecast Tuesday that the Social Security trust fund will be *exhausted* by 2037 — four years earlier than estimated last year.

n. (经济) 衰退; 不景气

v. 耗尽, 枯竭

2 The trust fund reflects a \$2.4 trillion surplus paid into Social Security over 20 years⁵ that Uncle Sam⁶ has borrowed, spent and promised to pay back. Trust fund exhaustion represents the point at which only 76% of *benefits* could be paid out.

n. (根据保险规定所得

的) 保险金

3 The main reason for the change in forecast: **Demand for benefits has grown while money paid in has fallen because of growing unemployment and new tax breaks in the economic stimulus package passed in February.⁷**

4 Since the start of 2008, 5.7 million *payroll* tax jobs have disappeared. And another 4.3 million jobs are being filled on a part-time basis.

n. 薪资总额

5 In the nearer term, the *trustees* estimate that Social Security will take in fewer taxes than the benefits that will be paid out by 2016. Last year, they estimated *the near-term shortfall* would occur in 2017.

n. 托管人

(社保信托基金) 近期短

6 Those who describe Social Security's situation as a crisis point to the 2016 date as the most important, because that's when the government has to start paying the system back with interest.

缺

7 "When Social Security needs to draw down the 'surplus', the Treasury will have to borrow money, raise taxes or cut other spending in order to redeem the IOUs⁸," said Charles Konigsberg, a federal budget expert at deficit watchdog group, the Concord Coalition⁹.

8 Others, however, say that benefits can be paid out in full for the next few decades, and that the Social Security surplus has helped the

government avoid borrowing more than \$2 trillion over the past 20 years.

9 Regardless, everyone agrees it will be easier to address the long-term *solvency* problems sooner rather than later. In the meantime, there is no threat to current and *soon-to-be retirees'* benefits.

n. 偿付能力

即将退休的人

10 “Despite *projections* that Social Security can continue to pay full benefits for nearly 30 years, **the sooner action is taken the more options for reform will be available and the fairer reforms will be to our children and grandchildren**¹⁰,” said Treasury Secretary Timothy Geithner, a managing trustee of the program.

n. 对未来形势的估计；预测

11 Social Security benefits represented 4.4% of **gross domestic product**¹¹ in 2008, but that share is projected to rise to 6.2% in 2034.

12 **One way to understand the extent of Social Security's shortfalls is to consider how much more payroll tax would be needed today for the system to achieve actuarial balance over 75 years.**¹² The trustees estimate the current 12.4% payroll tax on the first \$106,800 of a worker's wages would need to be raised to 14.4%. Or it could be done by reducing benefits by 13%.

13 But no one is suggesting such abrupt changes be made. Rather, a combination of measures *phased in* over time is the path lawmakers are considering.

逐步采用

14 One of the factors causing the long-term shortfall: Americans are living longer. That's why the **American Academy of Actuaries**¹³ is advocating that lawmakers gradually increase the age at which a person can start collecting full Social Security benefits.

15 And during the 2005 Social Security reform debate, the notion of **progressive indexing**¹⁴ gained some political *traction*. Progressive indexing means that benefits of future high-income retirees would be indexed to *inflation* rather than to wages, as is currently the case. That would have the effect of reducing benefits from their current promised levels because inflation tends to grow more slowly than wages.

n. 牵引力

n. 通货膨胀

Medicare: No easy solutions

16 The recession also hits Medicare, which is in far worse shape than Social Security.