



大 学 英 语 阅 读 教 材

# 大学英语分级阅读

Book Two

· 第二册 ·

习强毅 何敏 主编



· 华中科技大学出版社 ·

# 大学英语分级阅读

(第二册)

主 编：习强毅 何 敏

副主编：王定全 沈春华 郭海平

编 者：李 琳 罗 敏 邹 星 贾莉娜

华中科技大学出版社

## 图书在版编目(CIP)数据

大学英语分级阅读(第二册)/习强毅 何敏 主编  
武汉:华中科技大学出版社,2003年8月  
ISBN 7-5609-2992-3

I. 大…  
II. ①习…②何…  
III. 英语-阅读教学-高等学校-教材  
IV. H319.4

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习强毅 何敏 主编

策划编辑:杨 鸥  
责任编辑:张 欣  
责任校对:刘 飞

封面设计:潘 群  
责任监印:张正林

出版发行:华中科技大学出版社

武昌喻家山 邮编:430074 电话:(027)87545012

录 排:华中科技大学惠友科技文印中心  
印 刷:华中科技大学印刷厂

开本:787×960 1/16

印张:13 75

字数:243 000

版次:2003年8月第1版

印次:2003年8月第1次印刷

定价:15.70元

ISBN 7-5609-2992-3/H·470

(本书若有印装质量问题,请向出版社发行部调换)

## 内 容 提 要

本书是《大学英语分级阅读》系列的第二本，所选文章难度相当于大学英语二级水平。全书共分 12 个单元，每一单元针对同一话题分别安排了 3 篇课文——1 篇精读课文，1 篇快读课文，1 篇泛读课文。精读课文主要是要求学生了解要点和信息，再完成课后习题；快读课文是为了训练阅读速度与方法；泛读课文的目的是通过扩大词汇量和阅读量，输入更多的信息。在词汇表中标出 4 级、6 级词汇标识，方便学生自主学习。另外还安排了几个单元“写”的内容，进行了由浅入深的“写”的训练。

书中文章选材丰富，内容涉及广告、太空、基因、中国的繁荣、计算机在学校的应用、非语言交际传播、素质教育、摩登时代、经商、妇女问题、因特网以及动物等方面。贴近生活，时代感强。

学生通过该书的使用，在提高了阅读技能的同时，也掌握了一定的应试技巧，为能顺利通过大学英语四级考试打下一定基础。

# 前 言

《大学英语分级阅读》(1—4 册)是按照教育部最新颁布的《大学英语教学大纲》(修订本)的要求而编写的一套阅读教材。该教材以 4 个学期来安排 1—4 级的阅读课程,并根据我国高等教育多样化的特点,将学习者定位于绝大多数普通高等院校的学生。该教材可以作为独立的阅读教材使用,也可以配合大学英语主干教材使用,从而丰富语言表达方式,提高阅读能力。该教材的作者来自直接授课的大学英语教师,他们教学经验丰富,熟悉教学大纲,了解学生的现实基础和教学中的实际环境。根据教学实践活动的反映,帮助学生答疑解惑,提高英语阅读能力,进而完成大学英语阅读课程的任务。同时,为体现教学中的循序渐进原则和多样化形式的结合,各册的编排形式和体例基本统一,又根据学期和进度,各有特点。

该教材的选材特点是注重题材的新颖性与信息性,所选课文大多来自近期出版的英美书籍、报刊,贴近生活、时代感强。为配合教学需要,对选材的部分内容进行适当的简化和删改,选材内容丰富,涉及教育、体育、文化、通信、广告、科技等社会生活的方方面面。每一单元三个部分的阅读文章围绕同一个话题选材,这样有利于语言点的重现;同时,这三篇文章又注意涉及该话题的不同侧面,照顾到了该主题的广度。

该教材的结构特点是每个单元的总标题给出了该单元的话题,每个单元三个部分题材相近,但目的和要求不尽相同。基础精读课文,要求学生反复阅读,深刻理解。课文前均有 Pre-reading Questions,既可作为导读,又可鼓励学生形成思考性的积极阅读习惯。第一遍阅读目的在于了解文章大意,抓住主题,培养学生见“树”亦见“林”的能力;第二遍阅读目的在于了解细节信息;第三遍阅读要求学生深入理解并掌握相关词汇和表达方式的使用。快速阅读课文,主要目的在于培养学生快速阅读的能力。扩展阅读(泛读)课文,旨在扩大学生的知识面,培养阅读兴趣。三篇课文的长度根据不同学期的不同要求而不同,快速阅读为了计时方便,文章稍短,字数约为 300~400 字,扩展阅读文章较长,600 字以上,而基础精读文章适中,约为 400~500 字。具体如下。

第 1 册为大学英语 1 级阅读,共 12 个单元。每个单元对同一话题安排 3 篇课文——精读课文、快读课文、泛读课文。精读课文属于基础阅读课文,要求学生通篇基本掌握。快读课文属于快速阅读的范畴,要求学生在限时限字的条件下了解大意。泛读课文属于拓展阅读之类,目的是扩大词汇量和知识面,训练阅读技巧。

第2册为大学英语2级阅读,共12个单元。每个单元对同一话题安排3篇课文——精读课文、快读课文、泛读课文。精读课文通过初读和复读,来了解要点和信息,再完成课后习题。快读课文主要是训练阅读速度与方法。泛读课文有一定的阅读深度,目的是通过扩大词汇量和阅读量,输入更多的信息。另外,安排了几个单元“写”的内容。这是出于读与写有着密切联系的原因,必须由浅入深地进行“写”的基本训练。

第3册为大学英语3级阅读,共12个单元。每个单元安排了1篇精读课文、2篇泛读课文。精读课文注重通篇课文的理解,安排了句子分析的内容,并有适量的练习。2篇泛读课文各有不同重点。本册还增加了同义词的分析、辨别和使用讲解,以举例和类比的形式加强训练,有利于学生在已有基础上理解常用同义词的区别。

第4册为大学英语4级阅读,共12个单元。每个单元安排了1篇精读课文、2篇泛读课文。精读课文有注释和难句讲解。2篇泛读课文属于深入阅读课文,但程度不一,有一定层次要求。另外,安排了几个单元“写”的内容,特别介绍了四级考试对写作的要求和评分标准,以及进行必要的作文训练。

由于3篇课文考查角度、层次各异,选材篇幅、体裁多样,练习方式、难度不同,可以激发学生学习兴趣,也使学习过程富于变化,生动活泼。另外,编排形式注重以学生为主体,充分考虑学生的自主学习实际,词汇表标出4级、6级、6级后词汇标识(词汇右上角数字标注),采用同行侧表注释(快读汉语释义,泛读双语释义)等。总之,通过该系列教材的学习,满足大学英语1—4级阅读教学要求,使学生们顺利通过大学英语四级考试。

该教材经过各位主编、编者和策划编辑对框架结构的讨论而确定,在编写过程中得到有关院系领导、老师们以及出版社领导、英语编辑的支持,在此表示谢意;不足之处恳请广大读者和同仁指教。

编 者

2003年7月

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# UNIT 1

## Advertising

### Intensive Reading

#### Pre-reading Questions

1. *What do you know about advertising?*
2. *How do you think advertising will influence our life?*
3. *Will the study of advertising change our consuming habits? Give examples.*

## Advertising

Advertising images are surely the most common art we see today. We have to go out of our way to see a good movie or a good painting, but advertising images are everywhere. We see them whether we want to or not, on billboards as we drive to work, on the walls of stores where we shop, in magazines and newspapers, on television, and on the products we use. We even get them in the mail. Everything gets advertised. Advertising is an art form that is uniquely linked to our economic system.

Unlike fine art<sup>①</sup>, which usually gives us the perspective of a single individual, advertisements give us the perspective of a whole community of institutions. If

- 10 fashion advertisements show people wearing baggy clothes, then the characters in toothpaste ads also wear baggy clothes, and there are baggy clothes in the store for us to buy. Advertisements repeat and reinforce each other's social messages. One tells us to buy underarm deodorant to prevent body odor, another tells us to buy deodorant soap, and another asks us to buy feminine deodorant spray; all reinforce the message that we smell bad and need products to make us smell the way we should.

- 20 Because we are exposed to so much advertising, we absorb its messages and accept its values and attitudes in our approach to life. Throughout our day, we ask questions like: "What do I want to buy?" "What are they trying to sell me?" "What can I afford?" in response to advertising. This keeps us focused on money as the essence of daily life. It maintains in us an awareness of how we lack products that would make our lives more comfortable or enjoyable. In this way, exposure to advertising creates within us a self-interest and a restless striving to become more comfortable. It focuses our attention on our own interests at the expense of others or of the collective good.

- 30 There is also an atmosphere of dishonesty about advertising. We all know that the claims ads make for their products are often greatly exaggerated. We hear the advertisers claim that they want to improve our lives when we know they just want to improve their sales. Often companies put out image advertisements<sup>②</sup> to counter bad impressions people might have of the company. Oil and paper companies show beautiful pictures of nature and say they are concerned with the environment, and cigarette companies put out advertisements saying they really don't want kids to smoke. Constant exposure to this sort of hypocrisy destroys our belief in human decency, and makes us suspicious of people's real motives. Because we live our lives surrounded by hypocritical, or even false advertising messages, advertising for good causes<sup>③</sup> may also appear corrupt.

- 40 Advertisers generally serve two functions for their clients: They create ads for products or causes, and they give their clients advice on what will sell. The advertisers research the demographics (sex, age, marital status, race, religion, region, income, labor-force participation<sup>④</sup>) of their target consumers, and then design ads that appeal to that group. Advertising acts as a social mirror. The

advertisements we see are generally only weeks or months old, showing completely contemporary people doing completely contemporary things. This is part of the power of advertising. We see ourselves as we are now. However,

45 advertising is a distorted mirror, reflecting back at us only those values and attitudes that the advertiser wants us to hold.

Most ads use pictures because mental images are the predominant mode of thinking in daydreams and fantasies. Text by itself gets people to think, but pictures easily bypass thinking and get people to feel and do, i.e., to imagine themselves as

50 the central players walking through the scene.

Advertising constructs fantasies for us that play on our desires for such things as social acceptance or romance. If that magic kiss comes with breath mints, we can try using breath mints ourselves to get a magic kiss. This gives the daydream constructed by the ad that much more power as we replay it in our own lives.

## Word Study

advertising<sup>4</sup> /'ædvətaɪzɪŋ/ *n.* business that deals with the publicizing of goods, esp. to increase sales 广告

billboard /'bɪlbɔ:d/ *n.* 广告牌, 告示牌

uniquely /ju:'ni:kli/ *ad.* 独特地, 惟一地, 珍奇地

perspective<sup>4</sup> /pə'spektɪv/ *n.* 透视画法, 透视图, 远景, 前途, 观点, 观察

institution<sup>4</sup> /'ɪnstɪ'tju:ʃn/ *n.* a large establishment or organization that has a particular kind of work or purpose 社会机构

baggy /'bægi/ *a.* large and loose 宽松的

reinforce<sup>4</sup> /'ri:ɪn'fɔ:s/ *vt.* 加强, 增援, 补充, 增加……的数量, 修补, 加固 *vi.* 求援, 得到增援 *n.* 加固物

deodorant /di:'əʊdərənt/ *n.* 除臭剂

feminine<sup>4</sup> /'femɪnɪn/ *a.* 妇女(似)的, 娇柔的, 阴性的, 女性的

essence<sup>4</sup> /'esns/ *n.* the central or most important quality of a thing 要素, 实质

maintain<sup>4</sup> /men'teɪn/ *vt.* 维持, 维修, 继续, 供养, 主张

awareness /ə'weənɪs/ *n.* knowledge or understanding of a particular subject or situation 意识

exposure<sup>4</sup> /ɪks'pəʊʒə/ *n.* the state of being forced or allowed to experience sth. or be effected by sth. 暴露, 显露

- collective<sup>4</sup> / kə'lektiv / *a.* relating to a group or society as a whole 集体的
- claim<sup>4</sup> / kleim / *n.* (根据权利提出)要求, 要求权, 主张, 要求而得到的东西
- exaggerate<sup>4</sup> / ig'zædʒəreit / *v.* regard or describe sth. as being greater, better or worse than it really is 夸张
- hypocrisy / hi'pɒkrəsi / *n.* the behavior of someone who is not honest and puts on false appearances 虚伪
- decency / 'di:snsi / *n.* a quality in someone's character that makes them honest and polite and makes them have respect for other people 正派, 庄重
- suspicious<sup>4</sup> / səs'piʃəs / *a.* thinking that someone might be guilty of doing sth. wrong or dishonest, without being sure 怀疑的
- motive<sup>4</sup> / 'məutiv / *n.* 动机, 目的 *a.* 发动的, 运动的
- corrupt<sup>6</sup> / kə'rʌpt / *a.* dishonestly using one's position or power to one's own advantage, esp. for money 腐败的, 贪污的
- demographics / demə'græfiks / *n.* (pl.) (尤指市场测算的)人口统计数据
- appeal<sup>4</sup> / ə'pi:l / *n.* 请求, 呼吁, 上诉, 吸引力, 要求 *vi.* 求助, 诉请, 要求 *vt.* 控诉
- distort<sup>6</sup> / dis'tɔ:t / *v.* explain a fact, statement, idea, etc. in a way that changes its real meaning 歪曲
- predominant<sup>6</sup> / pri'dɒmɪnənt / *a.* being the most noticeable, important or largest in number 主要的, 显著的
- fantasy<sup>4</sup> / 'fæntəsi, 'fæntəzi / *n.* 幻想, 白日梦
- bypass<sup>6</sup> / 'baipɑ:s / *v.* avoid sth. by going around 越过, 忽视, 避开
- mint<sup>6</sup> / mint / *n.* 薄荷
- construct<sup>4</sup> / kən'strʌkt / *v.* form sth. or create sth. by putting different parts together 构成, 形成
- spray<sup>4</sup> / spreɪ / *n.* 喷雾剂 (如香水, 消毒剂)
- marital / 'mærɪtl / *a.* connected with marriage 婚姻的

## Notes

- ① fine art: 各种美术作品
- ② image advertisement: 形象广告
- ③ good cause: 高尚动机
- ④ labor-force participation: 职业

适和乐趣的商品。

此句中定语 *an awareness* 后有介词短语作后置定语且较长, 不便与之分开, 因而介词短语 *in us* 作状语且状语前置; 后置定语中名词性从句 *how we lack products* 作介词宾语, *that would make our lives more comfortable or enjoyable* 为先行词 *products* 的定语。

4. ...we live our lives:

句中 *live* 原为不及物动词, *life* 为其同根名词, 少数不及物动词可接续其同根名词作同源宾语, 如此句中 *live one's life*。

5. ...that play on our desires for such things as:

句中 *play on* 为及物动词词组, 意为“利用”。例如: *They played on his fears of losing his job to get him to do what they wanted.*

## Working on Information — Reading for Understanding

### I. Choose the word which is approximate in meaning to the italicized one.

1. There has been a decline in the economic *status* of that country.  
a. condition                                      b. position                                      c. policy
2. Try to look at it from a woman's *perspective*.  
a. outlook    b. interest                                      c. viewpoint
3. My father seemed very restless and *excited*.  
a. without rest                                      b. unable to be quiet                                      c. constantly moving
4. I *countered* her arguments by pointing out the advantages of the plan.  
a. opposed    b. supported                                      c. fought
5. He had a fine singing voice, *uniquely* gentle and deep.  
a. fairly    b. unusually                                      c. generally

### II. Choose the best answer to each of the following questions.

1. Which of the following is NOT TRUE according to the 5th paragraph?  
a. Advertising is a social mirror.  
b. In ads, we see how contemporary people do completely contemporary things.  
c. We see ourselves as we are.  
d. Advertising reflects back all kinds values and attitudes.
2. What can be learnt from the 4th paragraph?  
a. All ads are dishonest.  
b. Ads always provide exaggerated information.

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b. Ads always provide exaggerated information.

- c. Although many ads are dishonest, some are concerned with good causes.
  - d. Cigarette companies put out ads to prevent kids from smoking.
3. How do ads send messages to customers?
- a. Through unique ideas.
  - b. From the perspective of a single individual.
  - c. From the perspective of a whole community of institutions.
  - d. Through carefully invented stories.
4. Which of the following doesn't contribute to the success of advertising?
- a. Human decency.
  - b. People's desire for social acceptance or romance.
  - c. Pictures.
  - d. The research on demographics of target consumers.
5. What can we conclude according to the passage?
- a. Advertising images are the most common art today.
  - b. Advertising is dishonest with its exaggerated information.
  - c. The influence advertising has on our life will be inevitable.
  - d. Advertising helps to replay the daydreams constructed by the ads in our real life.

## Fast Reading

### Background Information

*Advertising has existed in various forms for many, many years. In one way or another, all advertisements inform potential buyers about a product or a service with the basic aim of increasing sales. Nowadays, virtually every business has to use some form of advertising or publicity. Over the years, advertisers have used many different ways of capturing the attention of the reader, the listener or viewer, clever musical tunes, humorous slogans, shocking images, famous people, and well-known works of art have all been used to communicate the message about a particular product. Advertising is everywhere and impossible to escape. It has become a necessary evil in modern society.*



## Skimming and Scanning

- 1) Write down the time you start. \_\_\_\_\_
- 2) Write down the time you finish. \_\_\_\_\_
- 3) Work out your reading speed. \_\_\_\_\_
- 4) After you have recorded your speed, please check your answers, and write down your comprehension score. \_\_\_\_\_

## *The Appeals of Ads*

The main appeal of an ad may not be immediately obvious. In some ads, the central message *tricks* the consumer into wanting the product. Some of the more common types of advertising *appeals* are:

trick: 欺骗

appeal: 吸引力

**5**      **Pleasure Appeal:** Ads with this appeal show people having a good time. These people may be at parties or playing games. They appear happy and active. The central message of such advertising is that using the product will bring you fun and friends.

**10**      **Snob Appeal:** Everyone wants to feel successful. That is why some ads *feature* well-known, successful people. Such ads show well-dressed people in their fancy offices or homes. The central message in these advertisements is that if you wish to show that you are successful, you should *purchase* the product.

snob appeal: 对自视较高的人有吸引力的特质

feature: 以……为特征

purchase: 买

**15**      **Individual Appeal:** This technique is a variation of the snob appeal. Do you want people to think of you as own person-tough and independent? Ads appealing to this desire may show men and women who appear self-confident. The central message of these ads is that using the product will make you stand out from the

**20**