



普通高等教育“十五”国家级规划教材

3

# New Practical English

新编实用英语 综合教程

Comprehensive Course

教育部《新编实用英语》教材编写组 编



高等教育出版社



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## 内 容 提 要

《新编实用英语》系列教材是由教育部高职高专教育英语课程教学指导委员会根据《高职高专教育英语课程教学基本要求(试行)》组织编写的。本套教材认真贯彻了“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,注重对实用文体阅读能力的培养,在培养应用语言基本功的能力的同时注意培养实际涉外交际能力。

本套教材还注重“教、学、考”相互照应。学完第二册可参加“高等学校英语应用能力考试”的B级考试,学完第四册可参加A级考试。

本书为《综合教程》第三册,共10个单元,每个单元都由“说”、“听”、“读”和“写”4部分组成,另有一个“趣味阅读”部分。本书四色印刷,版式精美,并配有录音带。

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## 前 言

根据《普通高等专科学校英语课程教学基本要求》编写的《实用英语》(1995年出版)为高等专科学校英语教学改革起到了导向与规范作用,取得了开拓性的成果。该教材既重视语言基本技能的训练,又在很大程度上体现了培养实际应用英语能力的目的。1999年,根据国家对高等专科学校教育、高等职业教育和成人高等教育实行“三教统筹”的精神,编写组对《实用英语》进行了局部的修订,使之更加符合“三教”的要求。加入WTO之后,中国与世界经济进一步接轨,国家对高职高专的英语教学提出了更加重视实用能力培养的要求。因此,高职高专教育英语课程教学指导委员会(以下简称“课委会”)决定重编《实用英语》,以适应新形势对高职高专英语教学改革的迫切需要。

《新编实用英语》(New Practical English)是由课委会组织全国各地有丰富教学经验的教师编写的。本教材既坚持了《高职高专教育英语课程教学基本要求(试行)》(以下简称《基本要求》)的正确方向,保持和突出了《实用英语》的优点,又反映了全面更新教学内容的实际。所谓全面更新是指在坚持《基本要求》为高职高专培养实用性人才和坚持“以应用为目的,实用为主,够用为度”的大方向的前提下,进一步更新观念、更新内容、更新体系、更新要求。这主要体现在如下几个方面:

1. 严格按照《基本要求》编写。《基本要求》中的《交际范围表》所规定的交际主题是我们选材的依据和出发点,而且读、译、听、说、写各项技能的培养与训练都围绕同一交际话题展开。

2. 进一步克服忽视听说技能训练的弱点,加大听说技能、特别是实用交际能力的训练,把培养一定的实用口语交际能力作为本教程的重要任务。

3. 加强对应用文等实用文体阅读能力的培养,满足在一线工作的业务人员实际的涉外交际需要。

4. 将英语应用能力的训练具体体现于实用英语能力的培养之中。应用能力既指应用语言基本功的能力,更指把这些基本功运用到实际涉外交际中的能力。后者也可称作“实用能力”。“应用能力”是“实用能力”的基础,“实用能力”则是“应用能力”的具体体现。

5. 认真贯彻“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。

6. “教、学、考”相互照应。《高等学校英语应用能力考试大纲和样题》所规定的项目和要求都在教材中得到反映和训练。学完《新编实用英语》第二册可以参加“高等学校英语应用能力考试”的B级考试,学完第四册可参加A级考试。

《新编实用英语》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、网络课程等组成。

《新编实用英语——综合教程》分为4册,每册10个单元,每个单元都由说(Talking Face to Face)、听(Being All Ears)、读(Maintaining a Sharp Eye)和写(Trying Your Hand)四部分组成,另有一个“趣味阅读”部分(Having Some Fun)。各部分的具体内容如下:

1) Talking Face to Face: 包括2个紧扣交际主题的对话样例,供学生学习模仿,并配有4个短小的交际话题模拟练习,使学生边学边练。

2) Being All Ears: 本部分是对Talking Face to Face的扩大与补充,以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,并通过阅读开阔眼界,进一步提高语感和交际能力,为学生自主学习创造充分的条件。

4) Trying Your Hand: 这一写作部分又分为应用文写作(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《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) Having Some Fun: 每课选配一个短小精悍的幽默故事, 培养学生学习、体味与欣赏英语和了解英美文化的能力。

《新编实用英语》将为高职高专英语教学改革开创崭新的局面, 提高学生实际使用英语进行涉外交际的能力, 有利于彻底改变高职高专英语教学滞后于社会需求的局面。

《新编实用英语》由课委会主任委员、大连理工大学孔庆炎教授和课委会顾问、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担任总主编, 负责全书的总体设计、编排和书稿的审订, 并聘请美国普渡大学 Margie Berns 教授作语言顾问。

《新编实用英语——综合教程》第三册由重庆大学余涓深教授主编, 重庆石油高等专科学校刘寅齐教授, 重庆大学邹晓玲教授任副主编, 黄玉兰(重庆石油高等专科学校)、宋又新(重庆工业高等专科学校)、邓仕伦(重庆大学)、全冬(重庆石油高等专科学校)、晏生宏(重庆大学)、黎静(重庆大学)等参加了编写工作, 重庆大学的美国留学生 Lindssey Boney 先生审读了全稿。

由于本书遵循的是全新的编写思路, 书中会有不当和疏漏之处, 望广大使用者批评指正, 以期本教程能为高职高专英语教学做出新的贡献。

编者






2003年6月



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# 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 information given.**

#### **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. 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: This motor-cycle is a new product of our company. Its outer cover is made of special plastics, which is very light.

B: I'm doubtful about the strength of the plastic cover.

A: You don't have to be, because the frame and wheels are made of top quality stainless steel. They are very durable.

B: I see. Do you have any other models in addition to this one?

A: Yes. The other models are displayed in the showroom next door.

B: Fine. Shall we go and see them now?

**Task:** Introduce a new mini motor-cycle to a customer.

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.

- 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 according to the Chinese version provided.

- 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 sizes.

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 Dialogue 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.





- 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 to 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



**PASSAGE I**

## 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 now 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, 穆罕默德诞生地, 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), 有别于长江的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 four weeks' visits 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 Western style with Chinese style
- 6 The author was interested to learn more about \_\_\_\_\_.
  - a the differences between Chinese and Western painters and sculptors