

○ 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*  
Teacher's Book 3

新视角 | 研究生英语  
读说写 3

教师参考书

□ 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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### 《新视角研究生英语 读说写3 教师参考书》

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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、学以致用的基本原则,讲求教学的效率和效果。

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话题相关的资料,摘抄有关词组或语汇,补充或启发新思想、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。










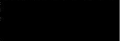
《新视角研究生英语 读说写》由王同顺教授担任总主编,其中第一册由张文鹏教授主编,第二册由王同顺教授主编,第三册由陆效用教授主编。

编者

2007年4月于上海

# Contents



➤ Unit One	<u>Appearances and First Impressions</u>	
➤ Unit Two	<u>Stay Hungry, Stay Foolish</u>	
➤ Unit Three	<u>Euthanasia Reconsidered</u>	
➤ Unit Four	<u>On a Role</u>	
➤ Unit Five	<u>A Planet in Jeopardy</u>	
➤ Unit Six	<u>Why Marriages Fail</u>	
➤ Unit Seven	<u>The Gift of Life Must Always Remain a Gift</u>	
➤ Unit Eight	<u>How to Grow Old</u>	
➤ Unit Nine	<u>First Snow</u>	
➤ Unit Ten	<u>Go West, Young Man!</u>	



# Unit One

## Appearances and First Impressions

### Preparing to Read

Purposes	Steps
Use the two cartoon characters (Barney and Ned) to introduce the topic of the essay: the importance of appearances and first impressions; improve students' oral skills through describing people's appearances.	<p><b>1. Perform Task 1</b> (<i>Time: about 10 minutes</i>) Ask the students to complete the two columns (Barney and Ned) and then check the answers with them.</p> <p><b>2. Perform Task 2</b> (<i>Time: about 10–15 minutes</i>) Students do the oral work in pairs or groups. Then ask one or two students to describe the appearances of Barney and Ned in class.</p> <p><b>3. Sum up students' work</b> (<i>Time: about 5 minutes</i>) Make comments on students' performance, and then give a brief introduction to the author and the article.</p>

### ■ Key to Task 1

#### Bob

- 1) protruding teeth
- 2) T-shirt
- 3) jeans
- 4) casually dressed
- 5) beer belly
- 6) sullen
- 7) overweight
- 8) disheveled
- 9) sneakers

#### John

- 1) neat
- 2) medium build
- 3) neatly combed
- 4) moustache
- 5) clean-cut
- 6) sweater
- 7) slip-ons
- 8) well-dressed
- 9) courteous

## Background Information

### ■ 1. About the author and the text

Robert L. Shook (1938–) has been working full-time as an author since 1978. Widely known as one of America's premier business writers, he is the best-selling author of four books, published in eight languages and holding over 100 weeks on the best-selling lists. He is co-founder and past chairman of the board of Shook Associates Corporation, American Executive Corporation and American Executive Life Insurance Company. A former contributing editor of *Success Magazine*, he specializes in writing nonfiction, business-related books. His best-selling books include *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 is adapted from Chapter 3 of his book *Winning Images*, which offers helpful tips to everyone aiming for the winner's circle. In this article, Shook emphasizes the importance of first impressions, and illustrates how one's personal appearance can greatly contribute to creating a positive first impression. He then offers practical tips about how to make the best of one's appearance without resorting to drastic measures like cosmetic surgery, including dress, hairstyle, beards and moustache, self-image, and business approach.

### ■ 2. Sunday school

Institution for instruction in religion and morals, usually conducted in churches on Sundays as part of the church organization but sometimes maintained by other religious or philanthropic bodies.

Sunday Schools, contrary to the name, are virtually never recognized educational institutions; rather than offering formal grades or transcripts, Sunday Schools simply attempt to offer meaningful instruction concerning Christian doctrine and keep little or no record of performance for any given week. Attendance is often tracked as a means of encouraging children to appear regularly (awards are frequently given for reaching attendance milestones). 主日学校

### ■ 3. Brooks Brothers

The oldest surviving men's clothier in the United States known for its traditional classic style, headquartered on Madison Avenue in New York City.

On April 7, 1818, at the age of 45, Henry Sands Brooks opened H. & D.H. Brooks & Co. on the Northeast corner of Catherine and Cherry Streets in New York City. He proclaimed that his guiding principle was, "to make and deal only in merchandise of the finest quality, to sell it at a fair profit and to deal with people who seek and appreciate such merchandise." In 1850, Brooks's grandsons Daniel, John, and Elisha inherited the family business, and renamed the company "Brooks Brothers". Currently, there are 170 Brooks Brothers stores in the United States and 70 scattered throughout Japan, Chinese Hong Kong SAR, and Italy. 布鲁克斯兄弟服装公司

## ■ 4. Fu Manchus

Dr. Fu Manchu is a fictional character working to overthrow Western civilization, first featured in a series of novels by Birmingham author Sax Rohmer during the early years of the 20th century. 傅满洲 (20世纪初英国侦探故事里虚构的华人角色)

## ■ 5. Total Commitment (1975)

A book based on taped interviews with twenty successful Americans about what motivates them to succeed. Included are individual chapters on John W. Galbreath; Jesse Owens; Kemmons Wilson; founder of Holiday Inn: Edgar Speer, Chairman of U.S. Steel; Willard Rockwell, Jr., Chairman of Rockwell International; Kingman Brewster, Jr., former president of Yale University and U.S. Ambassador to England; Sam Snead; Pete Rose; Colonel Harland Sanders; Hugh Downs; Alan King; Dr. Denton Cooley; and others. 《全力以赴》

## ■ 6. Denton Cooley (1920–)

Pioneering American heart surgeon. On April 4, 1969, with no donor heart available for his dying patient, Dr. Cooley took a great risk by implanting an experimental artificial heart. After 65 hours, a human heart became available, and Cooley replaced the artificial heart, but the patient died a day later. 丹顿·库利

## ■ 7. Rolls-Royce

Rolls-Royce Motor Cars Ltd is a manufacturer of luxury automobiles based in Crewe, England. Nicknames for Rolls-Royce cars are “Rolls”, “Roller” and “Double R”, although in Derby, where the headquarters of Rolls-Royce plc is located, the firm is commonly known as “Royce’s”. 劳斯莱斯牌汽车

## ■ 8. Mercedes

A famous German brand of automobiles, buses, coaches, and trucks now owned by DaimlerChrysler (formerly known as Daimler-Benz). The brand originated in 1926 when the companies Benz & Cie. (founded by Karl Benz) and Gottlieb Daimler merged and agreed to remain together until 2000.

Mercedes-Benz is one of the premier automobile manufacturers in the world; it is also the world's oldest. Its cars are amongst the most technologically advanced vehicles in the world, widely known for their flawless design and execution, as they have pioneered countless technological and safety features. It was in 1998 — when Daimler-Benz and Chrysler agreed to combine their businesses — (known as the “merger of equals”) that created the DaimlerChrysler AG company that we know today. 梅塞德斯——奔驰牌汽车

## ■ 9. Cadillac

A brand of luxury automobile, part of the General Motors corporation, produced and mostly

sold in the United States and Canada. In the United States, the name becomes a synonym for “high quality.” This is less prevalent, though still known, in other English-speaking countries. 凯迪拉克牌汽车

## ■ 10. Continental

A high performance luxury coupe produced by Bentley. Bentley Motors Limited is a British-based manufacturer of luxury automobiles and Grand Tourers. Bentley Motors was founded in England on January 18, 1919 by Walter Owen Bentley, known as W.O. Bentley or just “W.O.” (1888–1971). The company is currently owned by the Volkswagen Group. 大陆牌汽车

## Notes

1. **Surely you must have suspected that a book entitled *Winning Images* would have a chapter on appearances.** (Para. 2): Certainly you must have thought that a book with the title of *Winning Images* would have a chapter about appearances.

**suspect** v.: have an idea of the existence, presence or truth of (sth); believe

e.g. I strongly *suspect* that they're trying to get rid of me.

There is reason to *suspect* that the death occurred between 6:30 and 7:00 in the morning.

**entitle** v.: give a title to (a book, play, etc.)

e.g. He *entitled* the book *Crime and Punishment*.

She read a poem *entitled* *The Apple Tree*.

2. **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.** (Para. 3): I do not mean that you should do some surgery on your face, nose, hair or breasts.

**face lift:** a cosmetic procedure that involves removing sagging skin and tightening muscle tissue of the face and neck to counter signs of aging. The procedure is also called facialplasty.

**nose job:** a procedure in plastic surgery in which the structure of the nose is changed. The procedure is also called “nose molding”, “nose forming”, or rhinoplasty.

**hair transplant:** a cosmetic procedure performed on men and occasionally on women who have significant hair loss, thinning hair, or bald spots where hair no longer grows. Hair transplantation surgery is performed by a physician with specialty training in plastic surgery.

**silicone injections:** injecting silicone into a woman's breasts to increase their size

3. **I do want to encourage you to be aware of how easily you can rectify some of the most obvious appearance images** (Para. 3): What I really intend to do is to make you realize how easy it is to improve your image.

**rectify** v.: put (sth) right; correct

e.g. I asked the gasman to *rectify* the mistakes in my bill.

They have made some serious mistakes that cannot be *rectified*.

4. **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.** (Para. 5): When doing business, it is very important that all circumstances are favorable to you. Therefore you cannot wear clothes that may cause some customers to judge you negatively.

**cannot afford to do sth:** should not do sth because it will cause problems for you if you do.

e.g. We *cannot afford to* ignore this warning.

They simply *can't afford to* offend such an important customer.

**have an effect on sb/sth:** cause a change in sb/sth.

e.g. Modern farming methods can have an adverse effect on the environment.

Any change in *lifestyle will have an effect on* your health.

5. **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.** (Para. 6): Life insurance agent Sam Slade is the kind of person who can easily make others dislike him (because of the way he dress).

**precipitate v.:** cause (sth) to happen suddenly or soon(er); hasten

e.g. One small error *precipitated* the disaster.

Its effect would be to *precipitate* a change in the law.

6. **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?** (Para. 7): Would you be willing to dress in a more conventional way if that means you can make more money from your work? You will have more business because people like your new image, which is reliable and trustworthy.

7. **It's impossible for me to know exactly how many important clients you turn off throughout the year because of the way you dress** (Para. 9): it's difficult for me to count how many important clients you lose each year because of those leisure suits you wear.

**turn sb off:** cause sb to be bored or disgusted by sth

e.g. Popular music really *turns me off*.

All that talk about slaughterhouse *turned me right off*.

8. **Those leisure suits you wear are definitely a luxury item because they're costing you a small fortune in terms of lost business!** (Para. 9): The leisure suits themselves are inexpensive, but they are a luxury item in the sense that they have cost you the chance to make a lot of money. Had you dressed more formally, you could have made a small fortune.

9. **mod clothes** (Para. 10): fashionable clothes. Mod is short for Modernism or sometimes Modism, a lifestyle based on fashion and music that developed in London, England in the late 1950s and reached its peak in the early to mid 1960s. People who followed this lifestyle were known as Mods, and were mainly found in Southern England.

10. **The big sales that involve group, key man, partnership, retirement, and pensions generally mean dealing with an executive on the upper echelon.** (Para. 11): The important sales usually require meeting with the top executive of an organization.

**echelon n.:** level of authority or responsibility; rank in an organization

e.g. They are all the officials on the upper *echelons* of the Civil Service.

I hate to deal with people on the lower *echelons* of the bureaucracy.

11. **you'll be one of the first to get the axe before you even get your foot in the door.** (Para. 11): You are dismissed so early that you won't even enter the office of the executives.

**get the axe:** be removed or dismissed, especially from a job; end a plan, especially caused by lack of money

e.g. A lot of people in textiles will *get the axe*.

We were going to build a new school but it *got the axe* from the government.

12. **You can't afford to have your clothes decrease your odds in any way.** (Para. 13): You can't let your chances of completing a business deal decreased because of the clothes you wear, because its consequence can be serious.

**odds** *n.* (pl.): probability or chance (that a certain thing will or will not happen)

e.g. The *odds* are that it will rain tomorrow.

The *odds* are in your favor because you have more experience.

13. **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.** (Para. 15): If I did not have much money to spend on clothing, I would not buy several inexpensive suits, but would buy two expensive ones and wear one or the other during the weekdays because they could establish the image I desire.

**alternate** *v.*: make things or people follow one after the other in a repeated pattern

e.g. Some people believe that students should *alternate* work and study for periods of time, bridging the gap between classroom lessons and workplace practices.

For the next few days, his mood *alternated* between hope and fear.

**project** *v.*: present sb/sth/yourself to other people in a particular way, especially one that gives a good impression

e.g. Smiling will *project* a positive image to the listener.

At the heart of her success was her ability to *project* herself as a singer of the people.

14. **If you insist on wearing either, you are hurting your image, and doing so is going to cost money.** (Para. 16): Wearing handlebar moustaches or Fu Manchus would damage your image and turn away business.

15. **Before ... 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.** (Para. 17): Before ... meeting that tired-out look resulting from a day's hard work, so harmful to a good first impression, can be removed by taking a short break to shave.

**detrimental** *adj.*: harmful

e.g. Alcohol consumption is more *detrimental* to women because alcohol impairs women's cognitive functioning more severely.

Smoking has a *detrimental* effect on skin, causing it to age prematurely.

**eliminate** *v.*: remove or get rid of sth/sb

e.g. You may never *eliminate* stress completely, but there are ways to keep it manageable.

A double elimination tournament format requires each team to lose twice to *be eliminated*

from competition.

16. **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!)** (Para. 20): He is not interested in your flattery about his office, suit, or his beautiful daughter as can be seen from the picture on his wall (Since you know very little about him, the woman in the picture was not necessarily his daughter. She could be his wife or girl friend, in which case it would be very embarrassing.)

**knockout** *n.*: (informal) an outstandingly impressive person or thing

e.g. Sandra looked like a *knockout* in her new dress.

The young lady was a *knockout* at the party.

**for all one knows**: considering how little one knows

e.g. *For all he knows*, we might be in Paris.

*For all I know*, he may well be guilty, but I really don't care.

17. **Such small talk is a form of insincerity and an intrusion on his time. (Para. 20): Such conversation shows that you may not be sincere and is a waste of his time.**

**small talk**: conversation about everyday matters, usually at a social event

e.g. I'm afraid I have no *small talk* to share.

We stood around making *small talk*.

18. **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.** (Para. 22): I once thought that the expensive cars were parked in a more noticeable place because their owners tipped more, but the truth is that by doing so the restaurant creates a favorable image for itself; it must be a good place because the rich people also eat here. This image in turn will bring more business and more money.

19. **service station** (Para. 23): also called filling station or gas station, a retail establishment at which motor vehicles are refueled, serviced, and sometimes repaired.

20. **In this chapter I have highlighted just a handful of instances in which ...** (Para. 24): In this section of the book I have emphasized a small number of examples in which ...

**highlight** *v.*: emphasize sth, especially so that people give it more attention

e.g. Some advertisements tend to *highlight* the benefits of new drugs while ignore their risks.

The recent UN meeting *highlighted* the importance of environment to a country's sustainable development.

21. **I do not have the expertise to advice women on how to dress.** (Para. 25): I do not have the expert knowledge to give women some suggestions about how to dress.

**expertise** *n.*: expert knowledge or skill in a particular subject, activity or job

e.g. Each client has unique real estate needs and deserves an experienced agent who will handle their transaction with professional *expertise*.

The company has considerable *expertise* in the management of oil and gas exploration.

## Key to Exercises

### I. Reading Comprehension

1. People are more likely to be offended by leisure, unconventional clothes than by conservative clothes. Therefore dressing conservatively is the safer approach in business.
2. The reasons are threefold. First, he felt most comfortable in leisure clothes; second, he believed in modern society everyone was free to do whatever he liked without being judged; and third, he didn't realize how appearance could affect his image and his business.
3. They are luxury items in the sense that they cost Sam Slade the chance to earn more money, or a lot of potential money, though the leisure clothes themselves are not expensive.
4. We can conclude that the executives do not approve of wearing leisure suits to work. To please them, we should dress the way they do, i.e. wear conservative clothes.
5. No, they won't. They also want to have an agent that they can completely trust and that will be around for a long time to give them service, and conservative dress signals this kind of stability.
6. Because the expensive suits can project the positive image one wants while the second-rate ones cannot. With a limited budget, one could buy two expensive suits and alternate them throughout the week.
7. The girl in the picture may well be the customer's wife or girl friend since you don't really know that much about him, so it can be really embarrassing if you assume her to be his daughter.
8. The small talks are usually of no interest to the customer and waste his time. Compliments that come up during the small talks are in many cases insincere. Although the small talks may relax both parties to some extent, the benefit is outweighed by the potential negative results.

### II. Structure and Style

#### 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 from different aspects. (Paras. 4-20)
  - A. The effect of dress on appearances and first impressions. (Paras. 4-15)
  - B. The effect of hair, beards and moustache on appearances and first impressions. (Paras. 16-18)
  - C. The effect of self-image on appearances and first impressions. (Para. 19)
  - D. The effect of business approach on appearances and first impressions. (Para. 20)
- 2) The author illustrates that appearances also determine first impressions of products, places, and businesses. (Paras. 21-23)

#### 3. Conclusion (Paras. 24-25)

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

### V. Vocabulary

- |                 |                |                 |                   |               |
|-----------------|----------------|-----------------|-------------------|---------------|
| A. 1. implement | 2. detrimental | 3. precipitated | 4. liking         | 5. rectify    |
| 6. alternate    | 7. approve     | 8. budget       | 9. discriminating | 10. eliminate |
| B. 1. B         | 2. A           | 3. B            | 4. C              | 5. D          |
| 6. A            | 7. C           | 8. B            | 9. D              | 10. C         |



## VI. Cloze

- |                  |           |          |             |            |
|------------------|-----------|----------|-------------|------------|
| 1. under         | 2. Asia's | 3. says  | 4. surgeons | 5. typical |
| 6. region        | 7. by     | 8. a     | 9. needle   | 10. top    |
| 11. Westerners   | 12. other | 13. that | 14. as      | 15. to     |
| 16. increasingly | 17. find  | 18. on   | 19. muscle  | 20. to     |

## VII. Oral Practice

## Tips for the teacher:

## A. Pair work

While students are brainstorming, the teacher may write the words related to appearances and personality in two columns on the board.

## B. Group discussion

A debate is suggested after the group discussion. Select several students to be on either side. Each side first presents opening arguments, followed by rebuttals from the opposite side, then proceeds to cross-examinations, and ends with concluding remarks. A question-and-answer session is an excellent way of making the audience part of the debate. Act as the moderator yourself or invite a student to do it.

## VIII. Translation

## A.

1. After ten years in prison, he couldn't adapt himself to being free again.
2. It is often said that "you only get one chance to make a first impression." Therefore when meeting a prospect, you can't afford to wear clothes that may leave a bad impression.
3. I feel relieved to see at the party that she was all dressed up and had her hair done.
4. It is surprising that most employees do not approve of his return to office.
5. Just as expected, the new government will aim for a 20% cost reduction across the board.
6. Many salespeople make the best of the fact that people judge by appearance, and dress in such a way that makes them look reliable and professional.
7. As a job seeker, dressing too casually can be detrimental to your odds of being hired.
8. We don't have time for chitchat, so please stop beating around the bush and get to the point.
9. The weather has been so unpredictable lately that it alternates between rain and sunshine.
10. A half-century of Western intrusion has seriously unbalanced the traditional culture in this area.

## B.

穿着得体是最显著的外表形象。你的职业和居住地决定了怎样穿着是合适的、怎样是不合适的。因为着装规定是多种多样的，这里的讨论将仅限于最适合男性管理类人员的着装风格。不过，只要稍微动一下脑筋，这里所提的建议可以很容易适用于你自己的情况。(Para. 4)

我的穿着信念一直是，在商场上着装应相对保守，从而将因着装而冒犯他人的可能性降到最低，因为在生意中最重要的就是让所有一切都有利于你，所以你不能穿那些可能在某些客户身上产生相反效果的衣服。(Para. 5)

在这一章里，我着重举了几个例子来说明外表决定第一印象，并且对良好的形象有很大影响。你应该将这条道理运用到各个方面，从而在其他方面也能从中获益。(Para. 24)

我真诚地向女读者们道歉，因为我只讨论了男性的外表，不过说实话，我并没有足够的专业知识向女性提供着装建议。但是基本的道理也同样适用于你们。或许我应该补充一句，在工作中你们不该穿得很性感——当然，除非你正好是通宵服务的按摩店小姐！(Para. 25)

Key to Further Reading: D D B A C