

大学英语系列教材  
College English Series

# ENGLISH 大学英语 阅读进阶

COLLEGE

ENGLISH

4

Progressive Extensive Reading

总主编 朱万忠  
主编 朱万忠  
主审 徐铁城



重大本·外语

重庆大学出版社

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College English Series

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## 4

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## 内 容 提 要

《大学英语阅读进阶》是“大学英语系列教材”之一,旨在逐步扩大学生阅读量和词汇量,提高学生阅读技能,并帮助学生通过阅读获取知识、开拓视野。

本书为第4册,难度相当于大学英语4级。全书共12个单元,每单元围绕一个主题选取4篇文章。每篇文章长度适中。第一篇文章作为限时阅读,并设快速阅读练习,主要帮助学生提高阅读速度;其余3篇文章后均设阅读理解练习和词汇扩展练习,旨在帮助学生提高理解能力,并通过阅读扩大词汇量。每4个单元后设计1套阅读自测练习,题型与大学英语四级考试题型相同,旨在让学生自我检查,并熟悉四级考试题型及命题特点。全书语言规范,材料新颖,每单元的主题均是当前学生感兴趣的话题。

本书可作为泛读教材供教师课堂使用,也可作为课外读物供具有相应英语水平的学生和英语爱好者自学。

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# 前 言

《大学英语系列教材》是以教育部颁布的《大学英语教学大纲(修订本)》为依据,根据重庆地区大学英语教学实际情况和学生英语水平编写的。在组织编写前,我们先后对重庆地区300多名学生和100多名教师进行了问卷调查,充分了解了大学英语教与学的实际情况和师生的真正需求。基于调查结果和教学大纲对大学英语教学的基本要求,我们确定了书目,并为每一本书制定了详细的编写计划和方案。在编写过程中,我们不断地将所编写的部分用于教学实践,并不断对其进行修正。参加系列教材编写的人员均为重庆市有着丰富大学英语教学经验和教材编写经验、熟谙教学法与语言习得理论、科研成果突出的教师。可以说,这套教材凝聚了重庆市大学英语教师多年的教学经验、心得体会和理论成果。

本系列教材具有以下特点:

1. 在编写中充分考虑重庆地区学生英语学习的特点,即语言基础知识较扎实,但听、说、读、写、译等综合运用能力,尤其是听说能力普遍较差。无论从教材选材、难易度还是内容体系上,我们都从重庆地区学生的实际出发,认真筛选,精心设计。

2. 本系列教材既注重教师课堂使用,又注重学生课外自学,将课堂内外很好地结合起来。首先,它便于教师课堂操作。如系列教材中的《大学英语课堂限时阅读》、《大学英语 CET-4 考前冲刺》装订形式灵活,可以拆卸,教师可以在每次安排课堂限时阅读或综合训练时,随堂将课文和练习发给学生。其次,它便于学生课外自学。系列教材中的《大学英语课堂限时阅读》、《大学英语阅读进阶》、《大学英语自主听力》等分册每单元的材料除了足够教师课堂使用以外,还留有大量的阅读、听力等练习供学生课外操练。

3. 本系列教材以培养学生扎实的语言技能、提高学生全面应用能力为主要目标,同时兼顾提高其四、六级考试应试能力。本系列教材注意吸收我国长期在大学英语教学和教材编写中积累的经验,同时采纳国外先进的教学理论和方法,保证了教材编写的科学性和合理性,以利于学生扎实、有效地从各个方面提高英语应用能力。同时,我们在编写系列教材的练习时,有意识地将题型向全国大学英语四、六级考试靠拢,以增强学生的应试能力,并在某些分册中对应试技巧给予适当的讲解。这当然不是提倡应试教育,而是以素质教育为基础,对学生进行应试方面的指导。更何况,全国大学英语四、六级考试是英语运用能力的考试,引导学生向其靠拢,反过来会促进学生语言能力的提高。

本系列教材包括以下分册:

《大学英语阅读进阶》:共6册,难度分别相当于大学英语1~6级,适合非英语专业1~3年级学生使用。它类似于传统的泛读教材,但又有所突破。每分册提供大量的阅读材料,并在

每单元安排快速阅读练习、阅读技能、词汇等的综合练习。每分册均编写了三套阅读自测题,作为学生阶段测试。本教材既可供课堂泛读教学用,又可供学生课外自学。

《**大学英语课堂限时阅读**》:共4册,难度分别相当于大学英语1~4级,系快速阅读教材。每册15单元,每单元3篇文章,每篇文章均配有理解练习,并附有字数和建议阅读时间。装订形式灵活,可拆卸。教师既可在课堂上安排限时练习,又可在课外自行规定时间练习。

《**大学英语自主听力**》:共4册,难度分别相当于大学英语1~4级。1~2册每个单元既有基础的辨音练习,又有会话、短文听力,还有幽默故事、电影对白等趣味听力。3~4册按照四级听力考试的题型对学生进行大量的听力训练。它可作教材用,也可供课外自学。本书配有录音磁带。

《**大学英语写作教程**》:本书从学生习作常见的错误出发,安排技巧讲解,设计有的放矢的练习。内容有:对写作技巧的循序渐进的指导,对学生习作中典型错误的评点,对优秀范文的赏析,以及一些旨在提高学生兴趣的、为学生提供语言素材的锦言妙语、幽默故事和谜语等。同时还对大学英语应试写作和英语应用文写作进行有效的指导。

《**大学英语 CET-4 考前冲刺**》:本书作者具有多年的大学英语四级考试辅导经验及四级考试强化教材编写经验。他们在认真研究历年四级考试命题特点的基础上,严格按照考纲规定的题型编写了本书。全书含10套全真模拟试题,并附答案与注解。注解部分简洁、明了,对考生有实实在在的帮助。本书配有听力部分的录音磁带。

《**大学英语词汇进阶记忆与自测**》:本书以现行主干教材为基础,将教材中出现的词汇分1、2、3、4级排列,并列词义;然后从每级中选取核心词汇编撰自测练习。它简明扼要,有助于学生通过练习记忆单词。

本系列教材由重庆大学、西南师范大学、西南农业大学、重庆医科大学、第三军医大学、中国人民解放军后勤工程学院、渝州大学、重庆邮电学院、重庆交通学院、重庆工商大学、重庆通信学院等长期从事大学英语教学的骨干教师编写。编写过程中,我们得到了国家级专家,全国大学英语四、六级考试委员会委员韩其顺教授,以及重庆市各高校英语界领导、同仁的悉心指导和热情支持,在此向他们表示衷心的感谢!

《**大学英语系列教材**》

编写组

2002年7月

# 编者的话

《大学英语阅读进阶》依据《大学英语教学大纲[修订本]》编写,供大学英语基础阶段的教学使用。《大学英语阅读进阶》的1~4册适用于大学英语的基本要求,5~6册适用于大学英语的较高要求。本系列教材也是“新世纪高等教育教学改革工程”项目“大学英语教学方法和模式的探索与研究”(教高[2000]14号)课题的成果。

在该系列教材编写之前,我们对学生作了广泛的调查,学生普遍反映现有的一些教材中的阅读文章偏长,他们难于长时间地集中精力读下去;课文后的练习过多,无时间去完成,结果是做练习的时间多于阅读的时间;教材缺乏趣味性,版式陈旧,也缺少启发性的内容,等等。我们在综合了学生的反馈意见和参阅了国内外的一些阅读课本之后,决定该系列教材要更新教学理念,以人为本,充分发挥学生的学习自主性和能动性,从“要我读”转变为“我想读”。本系列教材编写的指导思想就是要把快乐(enjoyment)融入到阅读课中,建立一种“快乐阅读”(enjoyable reading)的理念,因为我们坚信这样一条阅读循环规律,即:快乐阅读(enjoys reading)→读得快(reads fast)→读得多(reads more)→理解好(understands better)→快乐阅读(enjoys reading)。要让学生做到“我想读”,其主要因素就是“enjoyment”,因此,该系列教材的编写思路的切入点就在“快乐阅读”这一点上。在此思路的指导下,本系列教材的特点体现在以下几个方面:

1. 采用 topic-based 的原则编写各单元。每单元的话题均为学生所熟悉的内容,以便学生能充分运用他们的原有知识,更好地理解所读文章。

2. 所选材料均为地道的“原汁原味”,语言规范。选择的课文多为近期出版和发表的英文原版,有很强的时代感。课文的难易度和长度基本上成阶梯状上升。

3. 重视学生跨文化意识的培养。每一分册均安排有介绍不同文化的单元,使语言材料与文化内容融为一体。

4. 注重启发式的教学。每单元的第一页均配有与文章相关的图片和若干问题,供学生阅读前思考,并诱导学生阅读的积极性。

5. 学与考相结合。除了每一分册均编排了三个单元的自测(Test Yourself)以外,各单元也设计了一定量的类似四、六级考试题型的训练,以满足学生对参加考试的需要,做到既培养学生应用语言的能力,又训练了学生的应试能力。

6. 所选文章的长度适中,编写的练习少而精,有利于学生在单元时间里完成,

也易于课堂教学的操作。

7. 该系列教材图文并茂,版式别具一格。插图的运用为学生学习语言提供了较为真实的情景,让学生有身入其景之感,从而更有效地培养他们运用语言的能力。

本系列教材的编写得到了许多同仁和专家关心和悉心指导;重庆大学出版社的领导和外语编辑室的编辑们为该系列教材的版式设计、图片选配以及最终的出版等方面均倾注了大量的心血,我们借此机会向他们表示感谢。由于编者水平有限,难免存在不足之处,甚至有错误的地方,恳请使用本教材的广大教师和学生不吝指正。



# Contents

## Units

<b>Unit 1</b>	<b><u>Business</u></b>	.....	( 1 )
Part One	Timed Reading	.....	( 2 )
Part Two	Reading Comprehension and Vocabulary Development	.....	( 4 )
Text 1	Finding the Right Colors for Women of Color	.....	( 4 )
Text 2	Introduction to WTO	.....	( 8 )
Text 3	Business Letter	.....	(11)

---

<b>Unit 2</b>	<b><u>Child Education</u></b>	.....	(14)
Part One	Timed Reading	.....	(15)
Part Two	Reading Comprehension and Vocabulary Development	.....	(17)
Text 1	Baby Crying	.....	(17)
Text 2	Importance of Play	.....	(20)
Text 3	Day Care Under the Age of Three?	.....	(23)

---

<b>Unit 3</b>	<b><u>Environment Preservation</u></b>	.....	(26)
Part One	Timed Reading	.....	(27)
Part Two	Reading Comprehension and Vocabulary Development	.....	(29)
Text 1	A World Without Oil	.....	(29)
Text 2	Energy Security	.....	(32)
Text 3	Nuclear Power Cuts Pollution	.....	(35)

---

<b>Unit 4</b>	<b><u>Language &amp; Language Learning</u></b>	(39)
Part One	Timed Reading	(40)
Part Two	Reading Comprehension and Vocabulary Development	(42)
Text 1	Age and Foreign-language Learning	(42)
Text 2	Infant Education	(45)
Text 3	Our Crazy Language	(48)

<b>Test Yourself (1)</b>	(51)
--------------------------	------

<b>Unit 5</b>	<b><u>Culture</u></b>	(59)
Part One	Timed Reading	(60)
Part Two	Reading Comprehension and Vocabulary Development	(62)
Text 1	What's the Hero?	(62)
Text 2	Caught Between Two Worlds	(65)
Text 3	Mass Media and the Presentation of the Body in Everyday Life	(69)

<b>Unit 6</b>	<b><u>Higher Education</u></b>	(72)
Part One	Timed Reading	(73)
Part Two	Reading Comprehension and Vocabulary Development	(75)
Text 1	Tuition and Fees	(75)
Text 2	Learning Theory	(78)
Text 3	University Education in Britain	(81)

<b>Unit 7</b>	<b><u>Travel</u></b>	(84)
Part One	Timed Reading	(85)
Part Two	Reading Comprehension and Vocabulary Development	(87)
Text 1	How Well Do You Travel?	(87)
Text 2	Traveler	(90)
Text 3	The Race for the Poles	(92)

---

<b>Unit 8 Nature</b> .....	(95)
Part One Timed Reading .....	(96)
Part Two Reading Comprehension and Vocabulary Development .....	(98)
Text 1 Wide Places in River .....	(98)
Text 2 Water .....	(101)
Text 3 The Surface of the Earth .....	(104)

---

<b>Test Yourself (2)</b> .....	(107)
--------------------------------	-------

---

<b>Unit 9 Employment &amp; Unemployment</b> .....	(116)
Part One Timed Reading .....	(117)
Part Two Reading Comprehension and Vocabulary Development .....	(119)
Text 1 Downsizing in Vogue .....	(119)
Text 2 Jobs on Your Doorstep .....	(122)
Text 3 Full Employment: Available for All? .....	(125)

---

<b>Unit 10 Technology</b> .....	(128)
Part One Timed Reading .....	(129)
Part Two Reading Comprehension and Vocabulary Development .....	(131)
Text 1 Proof Against Heart Attacks .....	(131)
Text 2 How Giraffes' Long Necks Developed? .....	(134)
Text 3 "Computer-literate" or "People-literate"? .....	(137)

---

<b>Unit 11</b>	<b>Psychology &amp; Our Life</b>	(140)
Part One	Timed Reading	(141)
Part Two	Reading Comprehension and Vocabulary Development	(143)
Text 1	Meet Your Memory	(143)
Text 2	Relax	(146)
Text 3	Blood Pressure Rises Due to the Anger that Lasts Longer in Hostile	(148)

<b>Unit 12</b>	<b>Health</b>	(151)
Part One	Timed Reading	(152)
Part Two	Reading Comprehension and Vocabulary Development	(154)
Text 1	“No One Wants to Live to Be a Hundred”	(154)
Text 2	The Future is Full of Good Health	(157)
Text 3	Technology Helps the Disabled	(159)

<b>Test Yourself (3)</b>	(162)
--------------------------	-------

<b>Key</b>	(171)
------------	-------

<b>Glossary</b>	(191)
-----------------	-------

# Unit 1

## Business



### *Preparing to Read*

***Think about the answers to the questions below :***

1. Do you know why some American states carry out the rent control policy?
2. If you are going to develop a new market, what will you do?
3. What do you know about WTO?
4. Will the business letter help establish the corporate image?

**Part One****Timed Reading**

*Read as quickly as you can. Record the time when you both start and finish reading the passage. Then do the exercise that follows.*

*Suggested time: 5'30"*

*Starting time: \_\_\_\_\_*

In most American cities, the rent for a one-bedroom apartment was \$ 250 or more per month in recent years. In some smaller cities such as Louisville, Kentucky or Jacksonville, Florida the rent was less, but in larger cities it was more. For example, if you lived in Los Angeles, you had to pay \$ 400 or more to rent a one-bedroom apartment, and the same apartment rented for \$ 625 and up in Chicago. The most expensive rents in the U. S. were in New York City, where you had to pay at least \$ 700 a month to rent a one-bedroom apartment in most parts of the city.

Renters and city planners are worried about the high cost of renting apartments. Many cities now have rent-control laws to keep the cost of renting low. These laws help low-income families who cannot pay high rents.

Rent control in the United States began in 1943 when the government imposed rent controls on all American cities to help workers and the families of soldiers during World War II. After the war, only one city — New York — continued these World War II controls. Recently, more and more cities have returned to rent controls. At the beginning of the 1980s, nearly one fifth of the people in the United States lived in cities with rent-control laws.

Many cities have rent-control laws, but why are rents so high? Builders and landlords blame rent controls for the high rents. Rents are high because there are not enough apartments to rent, and they blame rent controls for the shortage of apartments. Builders want more money to build more apartment buildings, and landlords want more money to repair their old apartment buildings. But they cannot increase rents to get this money because of the rent-control laws. As a result, landlords are not repairing their old apartments; builders are building apartments for high-income families, not low-income families, so low-income families must live in old apartments that are in disrepair. Builders and landlords claim that rent-control laws really hurt low-income families.

Many renters disagree with them. They say that rent control is not the problem. Even

without rent controls, builders and landlords will continue to ignore low-income housing because they can make more money from high-income housing. The only answer, they claim, is more rent control and government help for low-income housing.

(390 words)

Finishing time : \_\_\_\_\_

Time spent : \_\_\_\_\_

Reading speed : \_\_\_\_\_ (WPM)



### Exercise

*Decide whether the following statements are True or False. Write T (true) or F (false) on the lines provided.*

1. \_\_\_\_ In terms of rent, Chicago is the most expensive city for a one-bedroom apartment.
2. \_\_\_\_ Rent control in 1944 was aimed at helping all the poor American families.
3. \_\_\_\_ Recently, more and more cities have returned to rent controls because they want to keep the cost of renting low.
4. \_\_\_\_ Because of the rent controls, builders and landlords have paid more attention to the low-income housing.
5. \_\_\_\_ Renters thought that low-income housing can be available only by more rent control and government help.

Results : \_\_\_\_\_

**Part Two****Reading Comprehension  
And Vocabulary Development**

*Read the following selections and do the exercises below.*

**Text 1****Finding the Right Colors for Women of Color**

[1] Suppose you discover a relatively untapped market of 33 million consumers in the United States, a market that is expected to increase to 40 million by the year 2000. Furthermore, you realize that the only companies currently targeting this market are fairly small. Would you introduce a new product line and try to persuade these consumers to adopt it?

[2] Recently, several major cosmetics manufacturers found themselves in this position. Approximately 33 million African-American, Hispanic, and Asian-American women live in the United States, and many of them have trouble finding cosmetics in the right shades for their skin tones. So far, smaller companies such as Posner Laboratories, Johnson Publishing, and Pavion have served this market. But now mass marketers like Maybelline, Revlon, and Cover Girl are introducing new brands and product lines formulated specifically for women of color.

[3] Targeting these consumers, however, requires more than just mixing new colors. In some cases it also means developing new formulas. Maybelline, for instance, had to lower the level of titanium dioxide in its Shades of You products because the sunscreen can make black skin look pale. Once they had a winning formula, Maybelline marketers designed a promotional campaign to foster brand awareness and consumer interest. Initial ads focused on the frustration that many African-American women feel when trying to track down the right colors for their complexions: "Five stores, fourteen lipsticks, and a half day later, I'm still a shade off." Later ads stressed product benefits: "100 percent oil-free... 12 skin-matching shades... full, even coverage. Never ashy or chalky." Print ads appeared in black-oriented magazines like Upscale and





Essence. To encourage consumers to try Shades of You, Maybelline designed point-of-purchase displays that let women place their hands next to product shades, to make sure that they had a good match. "That's really important for this market because there are so many skin toners for women of color," notes Carolyn McHenry-Weiss, marketing manager for the Shades of You line.

[4] McHenry-Weiss believes that, before African-American women can be persuaded to adopt Maybelline's new cosmetics, they will need to be persuaded that the company truly supports black issues. "This company has always believed in giving back to the community, and we've found in this community that it goes a long way because they also believe in that philosophy," she says. Maybelline donates money to the National Coalition of 100 Black Women. It also sponsors an annual promotion called "Shades of You Salute to You", which honors six "unsung heroes" among one city's African-American community. Each recipient gets a \$ 1,500 donation to the charity of her choice.

[5] Maybelline's campaign is paying off. The Shades of You line recently edged out Posner Labs and Johnson Publishing's Fashion Fair brand to become the top seller in black skin care products, with 27 percent of the market. Perhaps the biggest hurdle the company still faces, however, is convincing black consumers that it is serious about addressing their needs. As one consultant notes, women of color are "really waiting to see if the Revlons and the Cover Girls stick to this. With Posner and Fashion Fair, they know they'll be there. The major brands are going to have to prove to the customer that they are not going to pull out after six months."

(546 words)

## Understanding Ideas



### Exercise 1

*Match each paragraph with its topic. Write the paragraph numbers on the lines provided.*

1. \_\_\_\_ A new market situation faced by some major cosmetics brands
2. \_\_\_\_ Maybelline's promotion of corporate image recognition in the black
3. \_\_\_\_ The result of Maybelline's ad campaign and its future problem
4. \_\_\_\_ Introduction
5. \_\_\_\_ The marketing efforts in the launch of Maybelline's Shades of You