

研究生英语系列教材

总主审 郭棲庆

总主编 谭万成

实用研究生英语

读写教程

下

宫玉波 张艳华 单文博 编

Reading and Writing



大连海事大学出版社

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前 言

《研究生英语系列教材》是交通部资助科研项目之一。本系列教材包括：《实用研究生英语读写教程》（上、下册）及《实用研究生英语听说教程》。本系列教材本着“实用”、“新颖”的原则，严格遵循国家教育部所颁布的“研究生英语教学大纲”的要求并考虑到研究生的实际水平和研究生专业多样化的特点而编写。教材旨在培养研究生在以后与国际接轨的工作中所需要的英语的听、说、读、写、译各方面的实用技能，使他们的英语水平达到具有国际性、交互性和全球化的标准。

《实用研究生英语读写教程》（上、下册）的选材广泛，涵盖自然科学和人文科学，同时注重语言的时代感和规范性、趣味性、信息性、可思性和前瞻性。写作部分重视英文实用文体写作的基本技能训练，以指导、实例模仿、实际写作为主。

《实用研究生英语听说教程》以训练研究生能听懂 CNN、VOA 及 BBC 中以正常速度播放的英语节目，使他们的听力水平达到能猎取国际上各领域包括他们各自专业在内的最新信息的能力，为以后能与外国人用英语顺利交流打下基础。

本系列教材特邀北京外国语大学博士生导师郭棲庆教授担任总主审，大连海事大学外语系谭万成教授担任总主编，大连海事大学外语系宫玉波教授负责丛书总策划并担任分册主编。

本系列教材在编写过程中一直得到大连海事大学校长助理孙玉清教授的大力支持，在此向他表示感谢。

本系列教材中的不足或错讹之处敬请读者不吝赐教。

编 者

2002 年 6 月于大连

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Unit One

Text A IS THIS THE END COM?

By Chris Taylor

New-economy revolutionaries now have to face up to mass firings and worthless options. Time to evolve

In every revolution there comes that bitter moment when the flag-waving has to stop, the grand social theories have to adapt to reality, and a large number of the revolutionaries inevitably find themselves hauled off to the guillotine. The dotcom revolution is no different, except that, true to form, it has accelerated the process. The time it takes to go from hero on the barricades to zero with your head in a basket has shrunk to a nanosecond.

For even the truest of new-economy true believers, bloody April—during which the NASDAQ fell 25.3% and the initial-public-offering window slammed shut—has given way to a season of discontent. While most of the big names have recovered a bit from their April depths, they are still down for the year: Yahoo, off 50%; CMGI, down 70%; Priceline.com, off 57%. Just last Friday, amid renewed analyst concerns about disappointing revenues, Amazon.com dropped 19% more to close at \$34, off 70% from its December high. Amazon laid off 150 workers in January, and AltaVista sacked 50.

And when these Internet elephants begin to stumble, the mice get crushed. For every Amazon or Yahoo, there are 10,000 smaller

Net companies that never got the chance to go public—and now probably never will. For those companies and their employees, who believed just as hard as Jeff Bezos and Jerry Yang but got to the barricades a lot later, the business climate is drastically different. Call it the new new economy.

Consider the case of Tor Thorsen, movie reviewer and employee No.5 at Reel.com formerly one of the Web's largest DVD and video stores. Six months ago, Thorsen was a true believer. Three years' worth of 60-hr. weeks seemed about to pay off. He held 32,000 shares of Reel.com, which was planning to go public. And he was whooping it up at the Sundance Film Festival. A-list stars like Kevin Spacey, Nick Nolte and Emily Watson granted interviews. "For the first time, we were really part of the film scene," recalls Thorsen. "People knew our name. They were like, 'See you next year.'"

Except there will be no next year. Last week Reel.com's headquarters in Emeryville, Calif, was like a ghost town. Every last one of the site's 230 employees has got a pink slip the previous week. Some, in a rush or in disgust, hadn't even cleaned out their cubicles. Thorsen and 14 others remained as independent contractors, keeping the site running while its owner, Hollywood Entertainment, based in Portland, Ore., worked out the details of how to give it a decent burial.

In 1998, in the full flush of the revolution, Hollywood ponied up \$100 million Reel.com. Now, with the site's IPO canceled because of lack of interest and venture capital running dry, its e-commerce operations were halted. That left Thorsen's 32,000 shares worthless. "I used to think about buying a house and paying off my student loans," he says. "Now I'm thinking about unemployment."

When his contract runs out in a month, Thorsen will hardly be the only dotcom refugee standing in line. Nor will he be the only one cursing his valueless options. This has always been a highly volatile industry, but recent events have been on the scale of a virtual earthquake. Here's sample of the casualty list for just two days last week: More than a third of Seattle-based Hardware.com's workers went under the hammer. Furniture.com in Framingham, Mass, laid off 80 employees—that's 41% of its work force. Streaming video site Pseudo.com axed 58 jobs in New York City. Planned IPOs were canned by firms including Furniture.com, electronics site 800.com in Portland, Ore., and video-delivery site Kozmo.com in New York City. BBQ.com, a fully funded San Francisco website offering nothing but barbecuing tips and equipment, went pork-belly up. (Haven't heard of any of these sites? Lack of exposure was part of their problem.)

It's not as if the Internet economy is about to collapse. In fact, most laid-off workers are being recruited by other tech firms faster than ever. (A group of headhunters from Amazon.com arrived at Reel.com's offices a day after the firings and found the company's engineers and management had already obtained employment elsewhere.) It's just that cautious investors have finally forced websites to think about that once blasphemous bottom line.

Talk to upper management at more mature online companies—any more than two years old, say—and you'll hear strange new words like consolidation, restructuring, streamlining, even profitability. "The downturn in the 'stupid' economy is going to precipitate a flight to quality," says Kyle Shannon, co-founder of agency.com, a business-support site that lost employees as its stock went from \$98 to \$17 in seven months. "I can't wait, frankly. I'm so

excited.”

Shannon’s sentiments, if a little overenthusiastic, are fairly orthodox. You would be hard-pressed to find anyone who does not outwardly profess that a market correction and a separation of wheat from chaff are good for Internet business. But a lot of get-rich-quick dreams have died, and it would be surprising if disappointment did not manifest itself.

“Before the last market tank (April’s NASDAQ collapse), I could have retired, bought three houses and my dream boat, and had \$150,000 a year in interest to live on. Now I’m back where I started,” says a senior engineer at a West Coast Web-services company, whose stock was briefly worth \$9 million and is currently underwater. That means it has sunk beneath the price at which he originally bought it.

Even more cruel, of course, is when the paycheck stops too. Just ask the 140 former employees at APB news.com, a Wall Street-based crime-reporting website that hired reporters for a salary in the low \$40,000s—very low for a New York City dotcom—plus a meager 500 to 1,000 options. Once again, they turned out to be worthless when the site ran out of cash. As with most dotcom firings, the end was as swift as it was ignominious. News editor Jim Edwards returned from a vacation in Amsterdam to find his company had collapsed.

While Edwards is still looking for a job, a dozen rehired employees are keeping the site alive as its owners make one last bid to stave off bankruptcy. It’s hard for even the most radical revolutionary to keep the faith under such circumstances. “I would go to a dotcom again,” says reporter Joe Beaird, “but once you see your company go under overnight, you know how it really is. All it

screws you up.”

The e-commerce struggle has also produced plenty of grizzled, cynical veterans. Take Janice Crotty, a San Francisco Web consultant. In the space of a single year, she helped give birth to two online ventures—and watched both of them pass away. In early 1999 Crotty quit her job and went without pay for five months to found a Web portal called iAuthentic.com. That failed to attract venture funding, so she joined health site wholepeople.com, which, in turn, was recently rescued by, and merged with, rival site Gaiam.com.

Now Crotty is back in the consulting business with no regrets. Her only beef is with venture capitalists, the moneymen who she believes are responsible for most dotcom failures. She thinks they push sites into an early grave by forcing them to become too big, too fast. “I’ve been burned by the culture of stupid growth that VCs have fostered,” she says. “Some businesses ought to grow organically. You can’t just add water and expect to compete in the mass market.”

I. Notes:

1. option:选择, 在此指认股权, 即 stock option。
2. dotcom: 即.com, 指网络公司。
3. NASDAQ: National Association of Securities Dealers Automated Quotations (美国用计算机储存的) 全国证券交易协会自动报价表
4. initial public offering: 股票首度上市, 缩写为 IPO。
5. pink slip: 裁员通知, 通常用粉红色纸条写, 故得此名。
6. pony up: 凑钱, 支付
7. venture capital: 风险资金, 冒险投入资本 (指股东用于重新投资或购买新股票的那部分收益)
8. pork-belly up: (鱼) 肚子朝天, 意指 “死亡”。

9. headhunter: 猎头者, (喻指) 为公司 (企业) 物色人才者
10. bottom line: the amount of money shown (as profit or loss) at the bottom of a set of accounts 账本底线, (账目上) 盈亏一览结算线, 财务报表上显示盈亏的一行
11. tank: 经济谷底
12. portal: 入口网站

II. Vocabulary and Expressions:

1. **face up to:** to be brave enough to accept or deal with 勇敢地接受/对付
 - a. He faces up to his troubles manfully.
 - b. She couldn't face up to the prospect of living in reduced circumstances.
2. **guillotine** /'gɪləti:n/ *n.* a piece of equipment used for cutting off the heads of criminals 断头台
3. **true to form/type:** behaving or acting (esp. badly) just as one would expect 作风等 (尤指在坏的方面) 一如往前, 一如既往
 - a. This wealthy woman, true to form, married a wealthy man.
 - b. True to form, he arrived at the party late.
4. **barricade** /'bærəkeɪd/ *n.* a block built across a road 路障
5. **nanosecond** /'nænəsekənd/ *n.* 十亿分之一秒
6. **give way to:** to have its place taken by 让位
 - a. Steam trains gave way to electric trains.
 - b. His fear gave way to anger.
7. **lay off:** to stop employing (a worker), esp. for a period in which there is little work ; sack (尤指生意萧条时临时性的) 解雇 (员工)
 - a. During the recession they laid us off for three months.
 - b. The factory has laid off workers because of the drop in

sales.

8. **go public:** to become a public company (公司) 上市, 公开发售股票
9. **pay off:** to be successful 成功
 - a. Did your plan pay off?
 - b. It was a risk but it paid off.
10. **whoop...up:** to promote or publicize showily 炒作, 大力宣传
 - a. The new film has been whooped up by the mass media.
11. **cubicle** /'kju:bikəl/ *n.* a very small division of a larger room 办公室的小隔间
12. **volatile** /'vɒlətaɪl/ *adj.* of a quickly changing, undependable nature, esp. easily becoming angry or dangerous 易变的, 反复无常的; 易激动的, 易发作的
13. **go/come under the hammer:** to be offered for sale at an auction 被拍卖, (喻指) 被解雇
 - a. The picture I wanted to bid on came under the hammer soon after I arrived.
 - b. The company broke and all the employees went under the hammer.
14. **axe** /æks/ *vt.* to put an end suddenly and usu. without warning to (a job, plans, etc.) 突然解雇
15. **can** /kæn/ *vt.* to dismiss from a job; sack 解雇; 开除
16. **recruit** /ri'kru:t/ *vt.* to find in order to employ; get the services of 招聘; 吸收 (新成员)
 - a. We are having difficulties in recruiting well-qualified staff.
 - b. Most of the teachers there are recruited from abroad.
17. **blasphemous** /'blæsfiməs/ *adj.* disrespectful or bad language about god or holy things 亵渎的

- a. Their conversation is blasphemous.
 - b. What you're saying is of blasphemous quality.
18. **consolidation** /kənsəli'deɪʃən/ *n.* a joining together of two or more companies or firms; merger (两个或两个以上公司或商行的) 合并
19. **streamline** /'stri:mleɪn/ *vt.* to make (a business, organization, etc.) more simple and therefore more effective in working 简化 (工商企业、组织等) 使效率更高
- a. How can we streamline our production processes?
 - b. Government should be streamlined to enhance its efficiency.
20. **precipitate** /pri'sipiteit/ *vt.* to make (an unwanted thing) happen sooner; hasten 加快促成 (不受欢迎之事)
- a. Fears about the solvency (偿还能力) of the banks precipitated the great economic crash.
 - b. His remark precipitated my decision.
21. **chaff** /tʃɑ:f/ *n.* the husks separated from grain before it is used as food 谷壳
22. **meager** /mi:gə/ *adj.* not enough in quantity, quality, strength, etc. 贫乏的, 不足的, 微薄的
- a. His salary is too meager to raise a family.
 - b. The old man lives on a meager diet.
23. **run out of:** (sth.) to be completely used up (东西) 耗尽, 用尽
- a. I'm afraid we've run out of petrol.
 - b. We have run out of time, and so we must end the meeting.
24. **ignominious** /ɪgnə'mɪniəs/ *adj.* bringing or deserving strong (esp. public) disapproval; damaging to one's pride 耻辱的, 丢脸的, 屈辱的

- a. They suffered an ignominious defeat.
 - b. The criminal came to an ignominious end.
25. **bid** /bid/ *n.* (与 for/to 连用) an attempt to get, win, or attract (企图取得、赢取、吸引所作的) 努力
- a. He made a bid for freedom by climbing over the wall.
 - b. The prince made a bid for power, but failed.
26. **stave off**: to keep away for a time; hold at a distance 挡开, 避开 (某物); 暂避
- a. He managed to stave off some of the more embarrassing questions.
 - b. The fortune-teller told the bride and the bridegroom to stave off that evil day if they intended to get married.
28. **grizzled** /'grʒəld/ *adj.* having gray or grayish hair 有灰白色头发的
29. **give birth to**: to bear; produce 分娩; 生产, 造就
- a. She gave birth to a fine healthy baby.
 - b. The cat gave birth to five kittens.
 - c. Their long struggle eventually gave birth to a new nation.
30. **beef** /bi:f/ *n.* a complaint 牢骚, 怨言
- a. Her main beef is that it went on too long.
31. **foster** /'fɒstə/ *vt.* to help (feelings or ideas) to grow or develop 培养, 鼓励, 助长
- a. We hope these meetings will help foster friendly relations between our two countries.
 - b. It's very important for them to foster a spirit of cooperation.
32. **organically** /ɔ:'gænikli/ *adv.* naturally 以自然的方式

III. Exercises:

1. Answer the following questions.

- (1) According to the author, what has befallen the dotcoms?
- (2) How much have the dotcom employees suffered from the drastic changes?
- (3) What does the phrase "pink slip" mean?
- (4) According to Kyle Shannon, what is the bright side of the downturn of the dotcom economy?
- (5) In the eyes of Janice Crotty, who should be responsible for most dotcom failures?

2. Fill in the blanks with the given words and expressions. Change the form where necessary.

face up to	volatile	meager	screw up
true to form	axe	run out of	give birth to
lay off	recruit	ignominious	foster
go public	blasphemous	bid	precipitate
pay off	streamline	stave off	

- (1) There is no running away from the facts; the truth just has to _____.
- (2) His speech ran _____ he criticized the government for spending too much money on education and then complained that there weren't enough schools.
- (3) In one firm alone over three hundred people _____ during the last month.
- (4) The company _____ and acquired a large amount of liquid capital to put to good use.
- (5) At first Mr. Harrison lost money on his investments, but finally one _____.
- (6) The situation in the streets is highly _____, and the