

新融合

大学英语综合教程

New Integration

College English

2

主编 谢秋恩

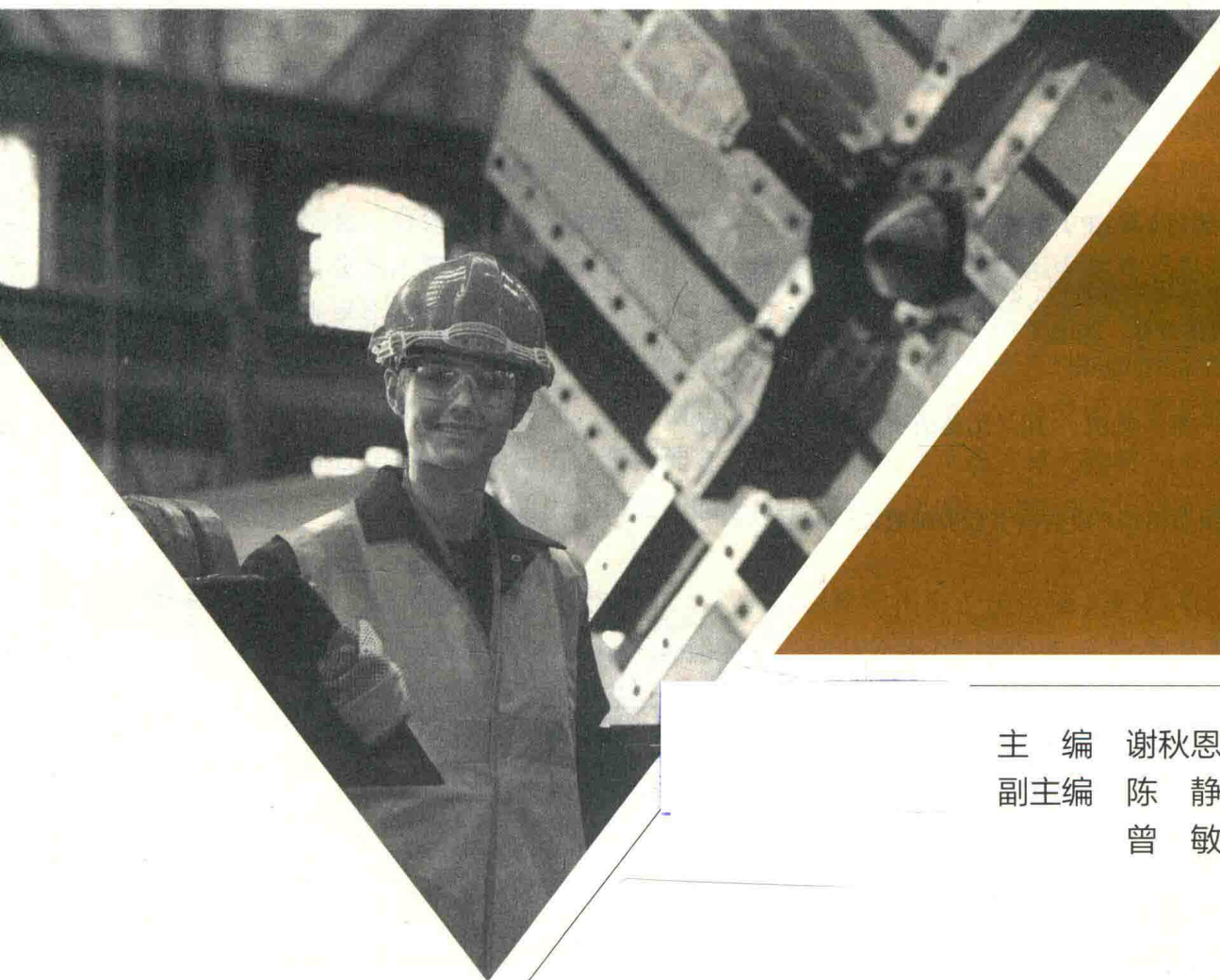
高等教育出版社

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大学英语综合教程

New Integration

College English XINRONGHE DAXUE YINGYU ZONGHE JIAOCHENG



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前 言

2010年，教育部颁布了《国家中长期教育改革和规划纲要（2010-2020）》。为贯彻该文件的精神，《大学英语教学指南（送审稿）》指出，“高校开设大学英语课程，一方面是满足国家战略要求，为国家改革开放和经济社会发展服务，另一方面是满足学生专业学习、国际交流、继续深造、工作就业等方面的需求。”，并就大学英语课程性质明确指出，“大学英语课程是高等学校人文教育的一部分，兼有工具性和人文性双重性质。”就工具性而言，大学英语课程旨在高中英语教学的基础上，进一步提高学生听、说、读、写、译的能力；就人文性而言，大学英语课程的重要任务之一是进行跨文化教育。除了学习、交流先进的科学文化技术或专业信息之外，还要了解国外的社会与文化，增进对不同文化的理解、对中外文化异同的认识，培养跨文化交际能力。

创办于1958年的江西理工大学是一所以理工为主，兼顾工学、理学、经济学、管理学、法学、文学、教育学、艺术学等八大学科的教学研究型大学，是我国有色金属工业和钢铁工业重要的人才培养和科研基地，享有“有色冶金人才摇篮”之美誉。根据学生能力发展和专业需求，江西理工大学制定了符合学校专业人才培养要求的大学英语课程教学大纲。在课程体系中融入了提升学生能力的技能类课程、增进学生跨文化交际能力的通识课程以及与专业英语对接的通用学术英语课程。在教学过程中，注重对学生语言应用能力、自主学习能力以及专业知识与语言技能相结合的能力的培养。本着科学严谨的态度和“与时俱进、勇于创新”的精神，江西理工大学外语外贸学院大学外语教学部教学骨干结合教学实践，编写了这套新理念、功能性的大学英语立体化教材——《新融合大学英语综合教程》，旨在夯实学生通用英语能力的基础上，培养学生一定的跨文化交际能力和学术英语表达能力。

本套教材在设计、编写和制作上严格贯彻《大学英语教学指南（送审稿）》和《大学英语四/六级考试大纲》中对大学英语的要求，并在此基础上，结合外语教学理论与实际教学需要，将以专业为主的学科文章引入到教材之中，丰富了大学英语教材的内容。本套教材共4册，每册8个单元。每个单元的基本结构包括七个部分：**Part I Pre-reading**为与主题相关的导入，其中**Section A**设计了2-3个导入性问题，**Section B**为与主题相关的听力材料，旨在提高学生的听、说水平；**Part II Active Reading**为与通用主题相关的文章，文章后有基于课文的阅读理解和批判性思考问题，旨在提高学生的阅读能力；**Part III Language Focus**为依据**Active Reading**设计的练习，有重点词汇的训练、句型与短语的汉英翻译，旨在夯实学生的通用英语写、译基础；**Part IV Chinese & Foreign Culture Introduction**为中西文化介绍，练习形式为英汉互译，旨在传播西方文化的同时，弘扬中国文化；**Part V Academic Reading**为融合学校专业特色的文章及任务设计，涉及冶金、材料、电子商务等专业学科，旨在提高学生学术英语的阅读与翻译能力；**Part VI Academic Writing**主要介绍学术英语的特点以及写作技能，旨在培养学生的学术英语书面表达能力；**Part VII Developing Skills**的

内容主要为语法训练与不同文体的写作训练。以上七大模块涵盖了语言学习中的听、说、读、写、译五大技能，每个模块均配有相应的练习。整套教材在编写过程中遵循统筹设计、循序渐进的原则，通过1、2册的学习，使学生能够达到《大学英语教学指南（送审稿）》中的基础目标和《大学英语四级考试大纲》中要求的水平；通过3、4册的学习，使学生能够达到《大学英语教学指南（送审稿）》中的提高目标和《大学英语六级考试大纲》中要求的水平。

本教材具有以下鲜明的特点：

1. 编写目的明确，选材广泛新颖

本套教材的使用对象是高校非英语专业的学生。教材语言知识系统完整，难度由浅入深，内容涉及社会、生活、文化等，体裁包含记叙文、议论文、说明文、书信、演讲稿等以满足学生在日常生活、专业学习和职业岗位中进行有效英语交流的需要。

2. 语言学习与专业学习有机结合

本套教材的语言技能训练围绕Part II Active Reading、Part VII Developing Skills部分进行，并配以多样的练习，旨在提高学生的通用英语听、说、读、写、译能力；每个单元的Part V Academic Reading涵盖不同专业特色的内容，并以江西理工大学重点学科为主，如冶金、材料等工科专业及电子商务等文科专业。这样的设计以英语的实际使用为导向，在强化学生通用语言能力发展的同时，进一步增强其专业能力，以满足学生多元化、专业化的英语学习需求。

3. 语言交际能力和思辨能力培养并重

综合英语是训练学生英语综合技能的课程。这套教材中不仅有专项词汇、语法训练，还有与主题相关的课前、课后口语讨论练习，以培养学生的概括能力和思考辨析能力。通过Part I Pre-reading、Part II Active Reading、Part V Academic Reading的听力及阅读，给予学生大量的语言输入，通过Part III Language Focus、Part IV Chinese & Foreign Culture Introduction、Part VI Academic Writing、Part VII Developing Skills的讨论、翻译、写作，强化语言输出。教材主体部分按照交际技能、课文学习、综合练习和写作训练进行编排，努力做到在听、说、读、写、译五个方面提高学生的英语综合技能。本教材在介绍西方文化的同时，还在各个单元设置了诸如按图索骥、草船借箭、塞翁失马、十二生肖等中国典故和传统文化方面的翻译训练，着力传播中国的文化知识。

本教材由江西理工大学外语外贸学院大学外语教学部组织编写，适合冶金材料等理工科专业及电子商务等文科专业学生使用。

本教材的配套拓展材料及视频和音频资料可登录中国外语网(<http://www.cflo.com.cn/>)，在**教师资源**中免费下载。在教材筹划过程中，江西理工大学邱廷省副校长、教务处吴阔华处长给予了大力支持，校级“质量工程”教材立项也给予了资助；江西省教育厅杜侦教授亲赴赣州，为本教材的结构框架提供了悉心的指导和宝贵的建议；高等教育出版社的领导和编辑为教材的策划、编写、出版做了大量的工作；江西理工大学多名工科专业博士为专业学术英语材料的遴选提供了专业性的指导，借此机会，一并向他们表示诚挚的谢意！

由于编者水平与经验有限，书中疏漏和不足之处在所难免，恳请广大读者和同行予以批评指正。

编者

2015年9月

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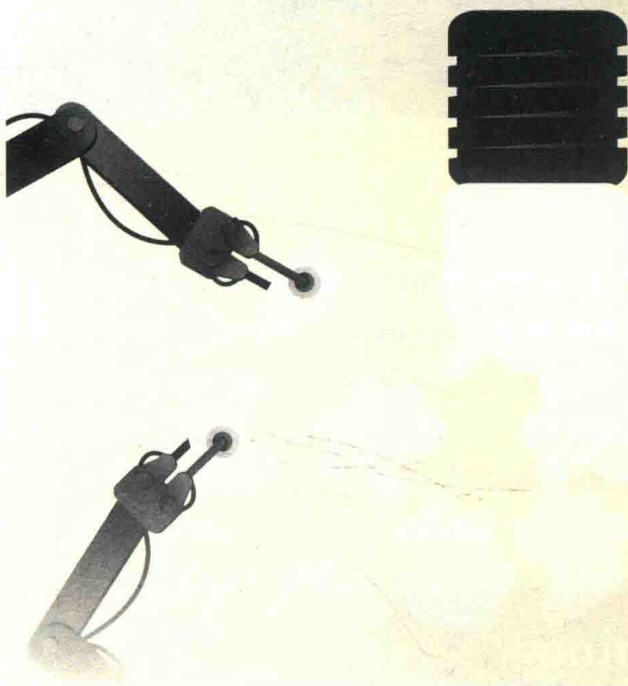
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Unit

1

Part I Pre-reading

Section A Warm-up Questions

Directions: Discuss the following questions.

- 1 Do you always want to be the first to have the newest, latest, and hottest product, or do you wait until others have tried it out?
- 2 When you do decide to buy a product, what influences your decision?

Section B Listening Practice

Directions: Listen to the audio clip and fill in the blanks with the missing information you've heard.

Supermarket, Shopping, Competition

Nowadays, supermarkets are constantly ❶_____ to get ahead of the competition. There are thousands of supermarkets in the country. They ❷_____ mainly in their sizes rather than the products they have to offer. The demand for modern Super Supermarkets has become extremely high during the last ten years. Nationwide chain stores such as Sam's Club, Costco, and Wal-Mart have started to ❸_____ the normal department store with grocery shopping in one convenient package. Just one step into today's supermarket and you will find everything from food, household products, to hardware supplies as well as cloths and sporting goods.

To better serve the needs of the ❹_____, many supermarkets have

Unit 1


- 5 _____ state of the art self-checkout terminals, which enables shoppers to scan and pay for their goods. This strategy both shortens the wait line and
- 6 _____ the high cost of hiring clerks. Can you imagine what supermarkets will be like ten years from now?

Part II Active Reading: Shopping

Text A

LEAD-IN: Discuss with your partners about the following questions.

- 1 What are stages in the adoption process that consumers move through when they buy a new product?
- 2 What are the five groups that marketers have defined to explain why some people buy new products before others?
- 3 What are the five characteristics of a new product that affect its rate of adoption?



In the world of business, nothing is more important than knowing what the consumer will buy. Companies may spend a significant amount of time and money trying to determine how consumers behave and why they will purchase one product but not another. A business must understand this behavior if it is to be successful. Once a company knows consumers, it can create new products, or innovate, in order to motivate customers to buy.

To Buy or Not to Buy

By Armstrong, Kotler, Cunningham and Mitchell

The Buyer Decision Process for New Products

- 1 We now look at how buyers approach the purchase of new products. A new product is a goods, service or idea that is **perceived** by some potential customers as new. It may have been around for a while, but our interest is in how consumers learn about products for the first time and make decisions on whether to adopt

them. We **define** the adoption process as “the mental process through which an individual passes from first learning about an **innovation** to final adoption,” and adoption as the decision by an individual to become a regular user of the product.

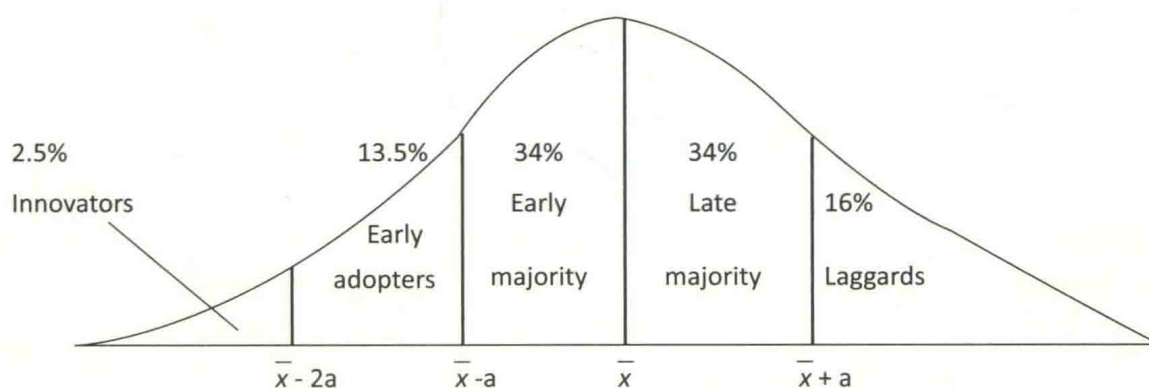
Stages in the Adoption Process

- 2 Consumers go through five stages in the process of adopting a new product.
- 3 ● Awareness: The consumer becomes aware of the new product, but lacks information about it.
- 4 ● Interest: The consumer seeks information about the new product.
- 5 ● Evaluation: The consumer considers whether trying the new product makes sense.
- 6 ● **Trial**: The consumer tries the new product on a small scale to improve his or her **estimate** of its value.
- 7 ● Adoption: The consumer decides to make full and regular use of the new product.
- 8 This model suggests that the new-product marketer should think about how to help consumers move through these stages. For example, as the recent **recession** set in, Hyundai discovered many potential customers were interested in buying new cars but **refrained** from doing so because of the uncertain economy. To help buyers pass this **hurdle**, the carmaker offered the Hyundai Assurance Program¹, promising to let buyers who financed or **leased** a new Hyundai to return their vehicles at no cost and with no harm to their credit rating if they lost their jobs or incomes within a year. Sales of the Hyundai Sonata² increased 85 percent in the month following the start of the campaign. Other carmakers soon followed with their own **assurance** plans.

Individual differences in innovativeness

- 9 People differ greatly in their readiness to try new products. In each product area, there are “consumption pioneers” and early adopters. Other individuals adopt new products much later. People can be classified into the adopter categories shown in Figure 1. After a slow start, an increasing number of people adopt the new product. The number of adopters reaches a peak and then **drops off** as fewer non-adopters remain. Innovators are defined as the first 2.5 percent of the buyers to adopt a new idea (those beyond two standard deviations from mean adoption time); the early adopters are the next 13.5 percent (between one and two standard deviations³); and so forth.

FIGURE 1 Adopter categorization on the basis of relative time of adoption of innovations



Unit 1

Time of Adoption of Innovations

10 The five adopter groups have differing values. Innovators are **venturesome** — they try new ideas at some risk. Early adopters are guided by respect — they are opinion leaders in their communities and adopt new ideas early but carefully. The early majority are deliberate — although they rarely are leaders, they adopt new ideas before the average person. The late majority are skeptical — they adopt an innovation only after a majority of people have tried it. Finally, **laggards** are tradition bound — they are suspicious of changes and adopt the innovation only when it has become something of a tradition itself.

11 This adopter classification suggests that an innovating firm should research the characteristics of innovators and early adopters in their product categories and should direct marketing efforts towards them.

Influence of Product Characteristics on Rate of Adoption

12 The characteristics of the new product affect its rate of adoption. Some products become popular almost overnight — for example, the iPod and iPhone, both of which flew off retailers' shelves at an **astounding** rate from the day they were introduced. Others take a longer time to gain acceptance. For example, the first HDTVs^① were introduced in North America in the 1990s, but by 2009 only about 25 percent of TV households owned a high-definition set.

13 Five characteristics are especially important in influencing an innovation's rate of adoption. For example, consider the characteristics of HDTV in relation to the rate of adoption:

14 ● **Relative advantage**: the degree to which the innovation appears superior to existing products. HDTV offers **substantially** improved picture quality. This increased its 65 rate of adoption.

15 ● **Compatibility**: the degree to which the innovation fits the values and experiences of potential consumers. HDTV, for example, is highly compatible with the lifestyles of the TV-watching public. However, in the early years, HDTV was not yet compatible with programming and broadcasting systems, slowing adoption. Now, as more and more high-definition programs and channels have become available, the rate of HDTV adoption has increased. In fact, the number of HDTV-owning households has more than doubled in just the past two years.

16 ● **Complexity**: the degree to which the innovation is difficult to understand or use. HDTVs are not very complex. Therefore, as more programming has become **available** and prices have fallen, the rate of HDTV adoption is increasing faster than that of more complex innovations.

17 ● **Divisibility**: the degree to which the innovation may be tried on a limited basis. Early HDTVs and HD **cable** and satellite systems were very expensive, slowing the rate of adoption. As prices fall, adoption rates are increasing.

18 ● **Communicability**: the degree to which the results of using the innovation can be observed or described to others. Because HDTV lends itself to **demonstration** and description, its use will spread faster among consumers.

19 Other characteristics influence the rate of adoption, such as **initial** and **ongoing** costs, risk and uncertainty and social approval. The new-product marketer must research all these factors when developing the new product and its marketing program.

◎ Words and Expressions

perceive /pə'si:v/ *v.* to understand or think of somebody or something in a particular way 认为

define /dɪ'fam/ *v.* to say or explain what the meaning of a word or phrase is 给...下定义

innovation /ˌmæ'veɪʃn/ *n.* the introduction of new things, ideas or ways of doing something 新方法, 创新

trial /'traɪəl/ *n.* the process of testing the ability, quality or performance of somebody or something, 试验

estimate /'estɪmət/ *n.* a judgement that you make without having the exact details or figures 估计, 估价

recession /rɪ'seʃn/ *n.* a difficult time for the economy of a country, when there is less trade and industrial activity than usual and more people are unemployed 经济衰退

refrain /rɪ'freɪn/ *v.* to stop yourself from doing something 节制, 避免

hurdle /'hɜ:dl/ *n.* a problem or difficulty that must be solved or dealt with before you can achieve something 难关

lease /li:s/ *v.* to make a legal agreement by which money is paid in order to use land, a building, a vehicle or a piece of equipment for an agreed period of time 租借, 租用

assurance /ə'ʃʊərəns/ *n.* a statement that something will certainly be true or will certainly happen, particularly when there has been doubt about it 保证

venturesome /'ventʃəsəm/ *adj.* willing to take risks 大胆的, 好冒险的

laggard /'læɡəd/ *n.* a slow and lazy person, organization, etc. 迟缓者

astounding /ə'staʊndɪŋ/ *adj.* so surprising that it is difficult to believe 令人震惊的

substantially /səb'stænjəli/ *adv.* very much; a lot 非常, 大大地

compatibility /kəm.pə'tə'bɪləti/ *n.* the ability of people or things to live or exist together without problems 并存, 相容

available /ə'veɪləbl/ *adj.* that you can get, buy or find 可获得的

divisibility /dɪ.vɪzɪ'bɪləti/ *n.* the capacity to be divided into parts 可除性

cable /'keɪbl/ *n.* a set of wires, covered in plastic or rubber, that carries electricity 电缆

communicability /kəm.ju:nɪkə'bɪləti/ *n.* the degree to which the results of using innovation that something can be observed or described 沟通度

demonstration /ˌdemən'streɪʃn/ *n.* an act of giving proof or evidence for something 证明

initial /ɪ'nɪʃəl/ *adj.* happening at the beginning; first 最初的

ongoing /'ɒŋɡəʊɪŋ/ *adj.* continuing to exist or develop 持续存在的, 不断发展的

drop off to become fewer or less 减少, 下降

Unit 1

Notes

- ① **Hyundai Assurance Program:** a program, which allows buyers to return their new Hyundai, with no negative impact on their credit report, if they lost their income in the first year of ownership
韩国现代汽车公司的保障服务
- ② **Hyundai Sonata:** a mid-size car produced by the Republic of Korea manufacturer Hyundai 韩国现代汽车公司生产的索纳塔汽车
- ③ **Standard deviation:** In statistics, the standard deviation (SD) is a measure that is used to quantify the amount of variation or dispersion of a set of data values. 标准差
- ④ **HDTVs:** High-definition television provides a resolution that is substantially higher than that of standard-definition television. 高清晰度电视

Task One

Choose the best answer for the following questions or incomplete statements.

- 1 A new product is a goods, service or idea that _____.
 - A appeared for the first time
 - B some customers think of as new
 - C experiences a mental process
 - D is an innovation
- 2 How many stages are there in the process of adopting a new product?
 - A 3.
 - B 4.
 - C 5.
 - D 6.
- 3 How did the carmaker of Hyundai help buyers pass the stages from interest to adoption?
 - A By increasing buyers' credit rating.
 - B By persuading buyers to purchase their car.
 - C By promising all buyers to return their vehicles at no cost and with no harm to their credit rating within a year.
 - D By offering the Hyundai Assurance Program.
- 4 According to the adopter classification, how should an innovating firm do to expand their market?
 - A To research the characteristics of innovators.
 - B To research the characteristics of early adopters.
 - C To direct marketing efforts towards innovators and early adopters.
 - D All of the above.

5 The text is mainly about _____.

- A buyers' adoption process, adopter classification and the influence of product characteristics
- B stages in the adoption process
- C customer's adoption process individual differences in innovativeness
- D influence of product characteristics on rate of adoption

Task Two

Critical Thinking Questions

- 1 Do you like window shopping? Why?
- 2 What kind of people can be called "smart shopper"?
- 3 Which factor influences you most in item choice?

Part III Language Focus

Task One

Fill in the blanks with the words given in the box. Change the form where necessary. You may not use any of the words more than once.

perceive	trial	recession	readiness	deliberate
skeptical	category	available	deviation	superior
substantially	communicability	compatible	initial	approval

- 1 This popular novel falls into the _____ of science fiction.
- 2 Every doctor _____ was called to the scene.
- 3 Many small companies went bankrupt because of the nationwide _____.
- 4 Don't always treat others with _____ attitude.
- 5 A certain amount of _____ is acceptable in this big project.
- 6 Can you _____ the difference among those pictures.
- 7 Presidential campaign is extremely important to win the _____ of people.
- 8 This new technology is _____ to the old one.

Unit 1

- 9 Good friends are those people who can be _____ to each other's taste.
- 10 The _____ judge should be fair enough.

Task Two

Translate the following sentences into English, using the words or phrases in brackets.

- 1 我可以粗略估计一下你需要的木材量。(estimate)

- 2 他克制住了自己，没有在公开场合批评政府最近的糟糕表现。(refrain from)

- 3 自从这条左侧的公路支线路通车后，城里来往的车辆就略为减少了。(drop off)

- 4 人们往往会怀疑自称专家的人。(be suspicious of)

- 5 新的系统将与此有的设备相互兼容。(be compatible with)

- 6 在最初发展和持续维护期间，我们曾遇到许多问题。(initial, ongoing)

Part IV Chinese & Foreign Culture Introduction

Task One

Translate the following passage into English.

南方商店

南方商店，也称为杂货店，在中国的各大城镇是不可或缺的，也是重要的经贸产业之一。南方商店主要经营南北各地食品和日常商品。食品品种繁多，如来自南方的龙眼、荔枝和糖；来自北方的枣椰子、柿饼、粉丝与干果；来自于海洋的海参、海带、海蜇、干贻贝；各种茶点和糕点、糖果、面条、藕粉、罐头、瓶装酒、调味品等。此外，它还销售碱、肥皂、纸、焚香、蜡烛、锡纸、煤油、火柴等。事实上，它收集了来自各地的货物，丰富了民众的食物品种。特别是当节日到来时，当有重要的事件，或者需要买礼物时，你可以在南方商店购买所需的所有物品。



Word Tips

不可或缺的: indispensable

龙眼: longan

荔枝: litchi

枣椰子: date

柿饼: dried persimmon

粉丝: vermicelli

海参: sea cucumber

海带: kelp

海蜇: jelly fish

干贻贝: dried mussel

糕点: pastries

藕粉: lotus root starch

调味品: seasoning

碱: washing soda

焚香: incense

锡纸: tinfoil

煤油: kerosene

Unit 1

Task Two

Translate the following passage into Chinese.

Black Friday

The U.S. holiday shopping season has officially begun, with shoppers crowding stores for post-Thanksgiving sales in a yearly event nicknamed “Black Friday.” The competition for the best deals took an aggressive turn Thursday night, when a woman at a Wal-Mart in Los Angeles used pepper spray on other customers to gain an advantage.

Black Friday is the day many stores sharply discount high-priced items such as electronics and the latest new toys. Its name signifies retailers’ expectations of high sales, as profits were once recorded in account books in black ink, while losses were recorded in red. Stores also open their doors hours earlier than usual, which helps foster excitement among bargain hunters. Black Friday is one of the most important days for retail chains because it indicates what they can expect during the next month of holiday shopping — their most lucrative time of year. But not everyone is in favor of the phenomenon. Protesters with the anti-capitalist Occupy Wall Street movement were encouraging people to take part in “Buy Nothing Day,” a day of protest against consumerism observed worldwide.

Word Tips

post-Thanksgiving sales 感恩节后的购物

the best deals 促销产品

gain an advantage 抢先

protesters with the anti-capitalist 反资本主义抗议者

consumerism /kən'sju:məriz(ə)m/ n. 消费主义

Part V Academic Reading: Environmental Engineering

Text B

LEAD-IN: Discuss with your partners about the following questions.

- 1 What's the use of environmental engineering?
- 2 Do you think environmental pollution is a threat to human beings? Why?