

College English for Art Majors

Enjoying Reading and Writing 4

艺术类 大学英语

读写教程 4

总主编 / 余渭深

主 编 / 欧 玲 刘 佳



ENJOYING READING AND WRITING 4



重庆大学出版社

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内容提要

本书为“艺术类大学英语读写教程系列”第四册,与主干教材艺术类大学英语4对应。全书共8个单元,以艺术与社会为主题,内容涉及音乐类、美术类、电影类、舞蹈类、服装类、广告传媒类、戏剧表演类、工业设计类。每单元由 Skill training、Reading in depth、Writing around Reading 三大板块组成。Reading in Depth 是每个单元的核心板块,包括 pre-reading, Re-reading 和 Initial Reading 三部分,引导学生反复阅读主课文,练习第一大板块的阅读技能并更深入地理解主课文。同时,每个板块设置了不同形式的练习供学生巩固所学知识,同时提供了词汇表和相关信息解析。

图书在版编目(CIP)数据

艺术类大学英语读写教程4 / 欧玲, 刘佳主编. —重庆:
重庆大学出版社, 2016.5
艺术类大学英语系列教材
ISBN 978-7-5624-9372-3

I. ①艺… II. ①欧… ②刘… III. ①英语—阅读教学—高等学校—教材 ②英语—写作—高等学校—教材 IV. ①H31

中国版本图书馆CIP数据核字(2015)第172351号

艺术类大学英语读写教程 4

YISHU LEI DAXUE YINGYU DUXIE JIAOCHENG 4

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*

重庆大学出版社出版发行

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全国新华书店经销

重庆华林天美印务有限公司印刷

*

开本: 889mm×1194mm 1/16 印张: 9.75 字数: 225千

2016年5月第1版 2016年5月第1次印刷

ISBN 978-7-5624-9372-3 定价: 29.00元

本书如有印刷、装订等质量问题,本社负责调换

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College English for Art Majors **T**
Enjoying Reading and Writing

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前言

“艺术类大学英语系列教材”自2011年出版以来,我们深入部分教材使用学校,通过与授课教师座谈和个别老师访谈等方式,跟踪了解教材的使用情况。重庆大学出版社还在全国各地的一些专业院校和综合院校进行了问卷调查,广泛收集反馈意见,为“艺术类大学英语系列教材”(综合教材)的语言技能提高系列教材编写作了充分准备。经过反复讨论和修改完善,“艺术类大学英语系列教材”的语言技能提高系列的编写体现了以下原则:

- 艺术类大学英语语言技能提高系列分为《艺术类大学英语听说教程》(1—4册)和《艺术类大学英语读写教程》(1—4册),分别与“艺术类大学英语系列教材”(综合教材)1—4册对应。
- 语言技能提高系列教材的编写以提高学生听、说、读、写四个方面的语言基本技能为原则,继续坚持综合教材中“以文化为导向,突出艺术领域的通识文化”的特色。
- 语言技能提高系列教材的单元数与综合教材一致,便于教师同步教学,教师也可根据授课需要进行灵活选择组合。
- 语言技能提高系列教材的主题与主干教材相呼应,起到对综合教材各单元主题的延伸、拓展的作用;选材依然贴合“艺术通识”这个特色,拓展学生在艺术领域的视野。
- 语言技能提高系列教材难度适中,贴近艺术类大学生的实际英语水平。1—4册的难度循序渐进,各分册的难度略大于所对应的综合教材,以此引导学生加强语言技能训练,并在练习中逐步提高英语运用的综合能力。
- 语言技能提高系列教材的部分练习形式与大学英语四六级考试的题型相仿,兼顾部分教师和学生应试的需要。

作为提高系列教材中的读写系列,《艺术类大学英语读写教程》依据上述编写原则,秉承了综合教材的编写宗旨,坚持以文化为导向,突出艺术领域的通识文化,配合综合教材进一步拓展学生在艺术领域的视野,系统地训练阅读技能与写作技巧,扩大阅读量和词汇量,提高学生的学术写作和应用文写作能力。本读写系列教程主要有以下一些特点:

- 在教材内容方面,首先保持与主干教材主题的一致性。在充分考虑艺术类学生专业兴趣的前提下,尽量拓展各类艺术专业相关的文化背景,突出艺术教育的通识文化知识,充分挖掘相关的艺术史和社会题材,便于学生加深对艺术主题的认识和理解。
- 就选材而言,所选课文针对性强。本教材以学生的专业通识知识为基础,力求有效地把语言学习、文化交流和艺术背景融为一体。文章均选自国外有关艺术文化的专业网

站,内容涉及美术、音乐、舞蹈、表演等多个领域,与艺术专业相匹配。课文介绍了很多学生耳熟能详的艺术人物和作品,使得学生在学习中更容易接受并展开讨论,吸引他们更好地学习。

- 所选材料难度适中,贴近艺术类专业学生的实际英语基础。对于较长的选文,编者均作了适当的精简。1—4册的课文难度由浅入深,课文长短也是循序渐进,保持了本系列教材1—4册的梯度。
- 在练习设计方面,首先围绕单元主题开展相关的语言技能学习。充分利用学生的原有知识进行启发式的教学,强调通过模仿去学习语言,鼓励学生学用结合,鼓励参与,鼓励体验,鼓励模仿,让学生在完成练习的过程中有驾轻就熟的感觉,有效提高学生的学习积极性。每个单元也设计了一些模拟大学英语四六级考试的练习,提高他们的应试能力。
- 针对读写技能,本系列教程每个单元均编写了一个技能学习与练习模块。学生在了解相关技能知识后有针对性地进行技能训练。写作与阅读融为一体,如针对所读文章写总结、读后感、概要,等等,也设计了一些与单元主题相关的写作练习,包括学术写作和应用文写作。每个单元均编写了相关的写作技巧,帮助学生更好地完成写作任务,提高他们的写作能力。

本册由重庆大学欧玲负责审定全书的编写体例和选材,修改定稿。第一单元由重庆大学谢佳编写;第二单元由四川大学刘佳编写;第三单元由重庆大学温忠义编写;第四单元由四川大学李晓虹编写;第五单元和第六单元由湖北汽车工业学院翟全伟编写;第七单元由湖北汽车工业学院乔传代编写;第八单元由湖北工业大学陈燕琴编写。

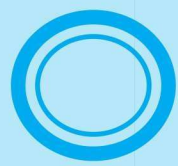
本读写系列教程结构安排合理,既适合教师在课堂上使用,也可以用于学生课外自主学习。我们恳切希望使用本教材的广大师生不吝赐教,以便我们不断改进教材的编写,进一步提高教材质量。

编 者
2015年8月



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Unit 1

Inspiration from Musicians



Skill Training

Reading Skill

UNDERSTANDING THE TEXT THROUGH ITS ORGANIZATION

According to the writing purposes, English articles can be divided into four types: narration, description, exposition and argumentation. Each type has some typical ways of organization. Therefore, understandings towards their typical ways of organization not only help us quickly get the main idea and the structure of an English article, but also raise our speed of locating specific information.

Among the four, expositions and argumentations are more commonly used in our daily writings and exams. Generally speaking, an expository paper explains or explores something, such as the process of making a machine, the causes of a natural or social phenomenon, the planning of a project, or the solution of a problem. An argumentative essay is used by a writer to put forth his / her opinions on a controversial subject and persuade readers to agree with what he / she is saying. For convincing readers, the process of arguing should be in an organized and logical way with strong supporting evidence.

Although their writing purposes, exposition and argumentation are different, some similarities can be found in their ways of organization. Both of them consist of three parts including introduction, body and conclusion. Readers can skim the title, subtitles and the first or last sentence of each paragraph to get its main idea and gain an overview of its structure. Besides, six methods are usually taken, alone or sometimes together, to give the supporting details.

- 1) Illustration: to give relevant facts, statistics, personal experiences, incidents or stories.
- 2) Comparison and contrast: comparison explains how things are similar, and contrast explains how they are different.
- 3) Division and classification: to divide is to break the whole into two or more distinct parts or pieces and to classify is to put various objects or ideas into groups on the basis of their similarities. Division and classification should be completely made by a single principle and then make an explanation of each part or group one after another.
- 4) Cause and effect: to analyze the causes and effects of a phenomenon, an event, a behavior, and etc.
- 5) Definition: to explain the meaning of a term, a concept or the key word of a topic sentence, especially when its meaning is abstract, vague or controversial.
- 6) Process analysis: a process analysis tells a reader how to do or make something. It strives to make

the reader understand the process or give information on the process—how, when, where, and why it is performed.

Practice 1

Read the following article quickly and answer the questions below.

1. What type of article is it, exposition or argumentation? Why?
2. What is the author's point of view on the marketing model used by some celebrities via social networks?
3. What is the method adopted by the author to support his opinion?

Read the passage again and do the exercises that follow.

The Secret Behind Lady Gaga's Rise to Fame

- [1] While George Clooney (and many other celebrities) may not see the value in social media, success stories like Lady Gaga's, Katy Perry's, and Justin Bieber's speak volumes about the positive effect social media can have on a performer's career, when used prudently of course.
- [2] In his recent article right here on *Millennial Influx*, Tyler Charleston poses the question, "Is it worth it for someone who is already famous to give the masses another lens through which they can be scrutinized?" His answer: "Probably not."
- [3] While it is true that some celebrities who use social networks merely as personal outlets may experience backlash, more savvy celebrities are increasingly using these networks as a means of positive marketing and furthering of their personal brand, thus creating an intensely loyal community of support. The marketing model used by celebrities is one that business people and even ordinary social media users can take a few tips from.
- [4] A recent Forbes article says that successful celebrities don't seek to "conquer the biggest share of the market," but rather to "ignite the movement and inspire their tribes". Celebrities understand the ultimate truth about brand marketing: that by keeping your current support base happy—by rewarding them with appreciation for their loyalty, they will not only stay loyal, but they will recruit others, thus adding to your "tribe". And what better way to do that than through social media?
- [5] One such celebrity who has done this especially well is Lady Gaga. Gaga is known for the affection she has for her fans, and the diehard loyalty she receives in return. Gaga calls her fans "Little Monsters", and even created a new social network customized for her fans only, called

littlemonsters.com. She gets involved in conversation on the site, as well as through her other social media accounts—Twitter, Facebook, Instagram, even a Lady Gaga app named after her latest album, Artpop. One of the most important elements of fan interaction is making the dialogue meaningful and genuine. An article in the *North American Journal of Psychology* proved that for celebrities experiencing social media success, the dialogue was “serious, meaningful, and [appeared] to have an impact for those participating.” Lady Gaga is especially good at creating dialogue that is meaningful and impactful to her fans. She actively encourages involvement in special causes and charity projects, lending the Little Monsters’ community an atmosphere of acceptance and positivity. When 17-year-old Jacque St. Pierre started promoting equality and anti-bullying at his Toronto high school, Gaga sent him a video of support, telling him, “There should be more Little Monsters like you. It is important that we push the boundaries of love and acceptance.” It is personal interactions like these that build fan loyalty and promote Lady Gaga’s image.

- [6] Katy Perry and Justin Bieber are additional artists who frequently interact with and reward their fan base. During her 2011 California Dreams Tour, Perry displayed fans’ live tweets on the concert venues’ Jumbo-trons. Then when she released “Firework” in 2012, Perry encouraged her fans, whom she calls Katycats, to post videos of themselves talking about their own “fireworks”, people who have inspired or impacted them. Bieber, who is listed as *Forbe’s* “most-social celebrity”, has also built a massive base of support using social media. His rise to fame even started with a social network—YouTube. Most recently, Bieber has encouraged fans to support the Philippines in the aftermath of Typhoon Haiyan.
- [7] It is clear that, when used correctly, social media can help, rather than hinder, celebrity success and popularity. Not only that, but it is a huge source of power and influence. For the 2013 *Celebrity 100*, on which Lady Gaga is ranked No. 2, *Forbes* placed more emphasis than ever before on stars’ power based on social networking, rather than primarily on earnings or magazine covers as it has in the past. While the average Tweeter or Instagrammer might never be able to achieve the level of influence experienced by celebrities, there are a few key elements that can be applied to everyday social networking: Be genuine. Promote what you care about, show your passion! Reward loyalty. Find ways to show appreciation to your followers and friends. Retweet, favorite, like, “shout-out”, share, etc. Be active. Simple, but essential. Make frequent and regular posts to your social networks, and don’t forget to interact with other users.

New Words

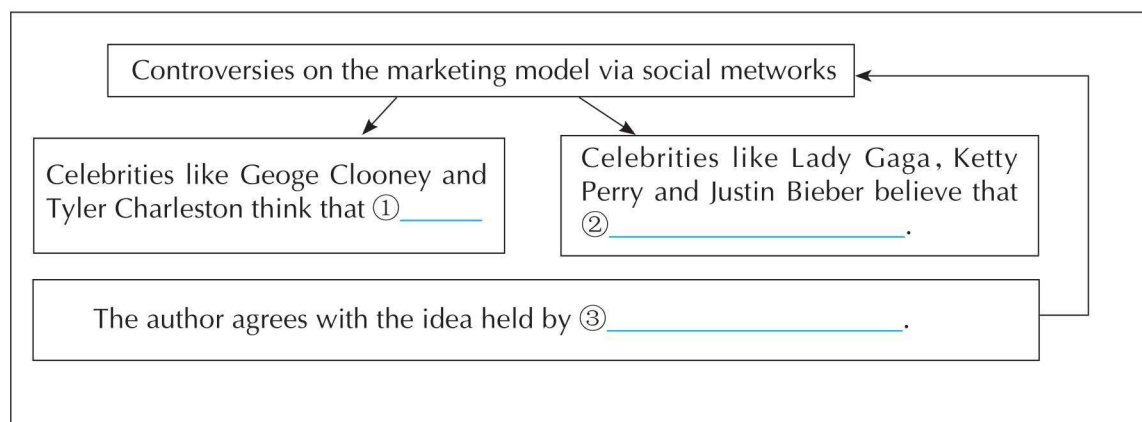
prudent /'prʊd(ə)nt/ <i>adj.</i> 谨慎的; 精明的; 节俭的	customize /'kʌstəmaɪz/ <i>vt.</i> 定做, 按客户具体要求制造
pose /pəʊz/ <i>vt.</i> 提出……讨论	album /'ælbəm/ <i>n.</i> 相簿; 唱片集; 集邮簿; 签名纪念册
lens /lenz/ <i>n.</i> 透镜, 镜头	genuine /'dʒenjuɪn/ <i>adj.</i> 真实的, 真正的; 诚恳的
scrutinize /'skru:tɪnaɪz/ <i>vt.</i> 详细检查; 细看	cause /kɔ:z/ <i>n.</i> 原因; 事业; 目标
celebrity /sə'lebrəti/ <i>n.</i> 名人; 名声	charity /'tʃærəti/ <i>n.</i> 慈善
outlet /'aʊt,let/ <i>n.</i> 出口, 排放孔; 发泄的方法	bully /'bʊli/ <i>vt.</i> 欺负; 威吓; <i>vi.</i> 欺侮人
backlash /'bæk,læʃ/ <i>n.</i> 反冲; 强烈抵制	aftermath /'ɑ:ftə(r),mæθ/ <i>n.</i> 后果; 余波
savvy /'sævi/ <i>n.</i> 悟性; 理解能力; 懂行(的人)	typhoon /taɪ'fu:n/ <i>n.</i> [气象] 台风
ignite /ɪg'naɪt/ <i>vt.</i> 点燃; 使燃烧; 使激动	hinder /'hɪndə(r)/ <i>vt.</i> 阻碍; 打扰
recruit /rɪ'kru:t/ <i>vt.</i> 补充; 聘用; 征募	
diehard /'daɪ,hɑ:(r)d/ <i>n.</i> 顽固分子; 死不屈从者; 倔强的人	

Phrases and Expressions

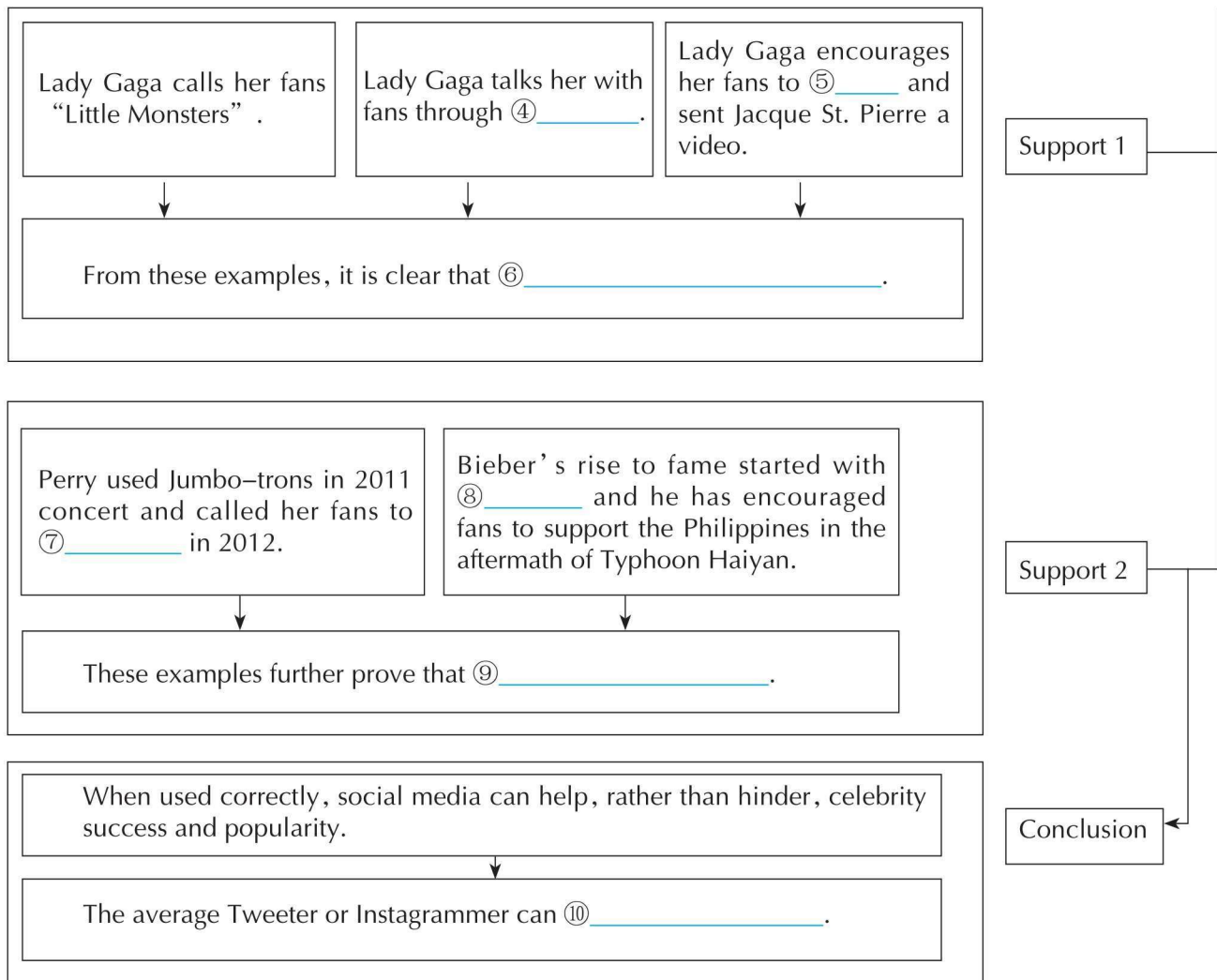
1. speak volumes about 足以证明; 为……提供有力证据
2. get involved in 被卷入
3. in the aftermath of 在……之后
4. place emphasis on 强调; 重视; 着重于
5. interact with 与……相互作用

Practice 2

Read the text again and fill out the blanks in the chart below with information from the text. Then try to summarize the text orally with the help of this chart.



Topic



Practice 3

Read the text in more details and decide whether the following statements are True (T) or False (F).

Write T or F on the lines below.

- _____ Tyler Charleston thinks it is not worthwhile for celebrities to let themselves be carefully examined by the masses through social media.
- _____ It is a good idea for celebrities to use social networks merely as personal outlets.
- _____ If a celebrity can use social media properly, his/her current fans will not only stay loyal but also bring him/her more new fans.
- _____ littlemonsters.com is a social network created according to the specifications of the fans of Lady Gaga.
- _____ Taking some tips from the marketing model used by celebrities, the average users of Twitter or Instagram are able to become as influential as celebrities.

Reading in Depth

Read the following quotes about how to foster creativity. Choose one that you like most and then comment on it.

Every child is an artist. The problem is how to remain an artist once he grows up.

— Pablo Picasso

Imagination is the beginning of creation. You imagine what you desire, you will what you imagine and at last you create what you will.

— George Bernard Shaw

When we engage in what we are naturally suited to do, our work takes on the quality of play and it is play that stimulates creativity.

— Linda Naiman

The creative is the place where no one else has ever been. You have to leave the city of your comfort and go into the wilderness of your intuition. What you' ll discover will be wonderful. What you' ll discover is yourself.

— Alan Alda

Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes, and having fun.

— Mary Lou Cook

Around here, however, we don' t look backwards for very long. We keep moving forward, opening up new doors and doing new things, because we' re curious... and curiosity keeps leading us down new paths.

— Walt Disney

Write one or two statements on the line below about your opinions on how creativity can be fostered.

TEXT

Divine Genius Does Not Exist: Hard Work, Not Magical Inspiration, is Essence of Creativity

Pre-reading

Answer the following questions about Mozart and his music creative process.

1. Have you ever heard of any stories about Mozart's creative process?
2. From those stories, what do you think are the most important factors for him to become creative?
3. Do you think it is possible for you to become as creative as Mozart? Why?
4. If you answer "Yes" to question 3, what could you do to foster your creativity?

Initial Reading

Read the following text as quickly as you can, underlining the topic sentences or the key words in order to understand the main ideas of the text. Then complete the exercises that follow.

- [1] In 1815, Germany's *General Music Journal* published a letter in which Mozart described his creative process:
- [2] When I am, as it were, completely myself, entirely alone, and of good cheer; say traveling in a carriage, or walking after a good meal, or during the night when I cannot sleep; it is on such occasions that my ideas flow best and most abundantly. All this fires my soul, and provided I am not disturbed, my subject enlarges itself, becomes methodized and defined, and the whole, though it be long, stands almost finished and complete in my mind, so that I can survey it, like a fine picture or a beautiful statue, at a glance. Nor do I hear in my imagination the parts successively, but I hear them, as it were, all at once. When I proceed to write down my ideas the committing to paper is done quickly enough, for everything is, as I said before, already finished; and it rarely differs on paper from what it was in my imagination.
- [3] In other words, Mozart's greatest symphonies, concertos, and operas came to him complete when he was alone and in a good mood. He needed no tools to compose them. Once he had finished imagining his masterpieces, all he had to do was write them down. This letter has been used to explain creation many times. It influenced the poets Pushkin and Goethe and the playwright Peter Shaffer. Directly and indirectly, it helped shape common beliefs about creating.
- [4] But there is a problem. Mozart did not write this letter. It is a forgery. Mozart's real letters—to his