



高等院校网络教育系列教材

主编 / 陆伟忠

编著 / 赵春雨 秦 颖 董慧敏

COLLEGE ENGLISH ONLINE

大学英语 网络教程



(专科②)



华东理工大学出版社
EAST CHINA UNIVERSITY OF SCIENCE AND TECHNOLOGY PRESS



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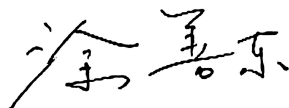
网络教育是依托现代信息技术进行教育资源传播、组织教学的一种崭新形式,它突破了传统教育传递媒介上的局限性,实现了时空有限分离条件下的教与学,拓展了教育活动发生的时空范围。从 1998 年 9 月教育部正式批准清华大学等 4 所高校为国家现代远程教育第一批试点学校以来,我国网络教育历经了若干年发展期,目前全国已有 68 所普通高等学校和中央广播电视大学开展现代远程教育。网络教育的实施大大加快了我国高等教育的大众化进程,使之成为高等教育的一个重要组成部分;随着它的不断发展,也必将对我国终身教育体系的形成和学习型社会的构建起到极其重要的作用。

华东理工大学是国家“211 工程”重点建设高校,是教育部批准成立的现代远程教育试点院校之一。华东理工大学网络教育学院凭借其优质的教育教学资源、良好的师资条件和社会声望,自创建以来得到了迅速发展。但网络教育作为一种不同于传统教育的新型教育组织形式,如何有效地实现教育资源的传递,进一步提高教育教学效果,认真探索其内在的规律,是摆在我们面前的一个新的、亟待解决的课题。为此,我们与华东理工大学出版社合作,组织了一批多年来从事网络教育课程教学的教师,结合网络教育学习方式,陆续编撰出版一批包括图书、课程光盘等在内的远程教育系列教材,以期逐步建立以学科为先导的、适合网络教育学生使用的教材结构体系。

掌握学科领域的基本知识和技能,把握学科的基本知识结构,培养学生在实践中独立地发现问题和解决问题的能力是我们组织教材编写的一个主要目的。系列教材包括了计算机应用基础、大学英语等全国统考科目,也涉及了管理、法学、国际贸易、机械、化工等多学科领域。

根据网络教育学习方式的特点编写教材,既是网络教育得以持续健康发展的基础,也是一次全新的尝试。本套教材的编写凝聚了华东理工大学众多在学科研究和网络教育领域中有丰富实践经验的教师、教学策划人员的心血,希望它的出版能对广大网络教育学习者进一步提高学习效率予以帮助和启迪。

华东理工大学副校长



前 言

教育部在《面向 21 世纪教育振兴行动计划》中明确提出：“实施‘现代远程教育工程’，形成开放式教育网络，构建终身学习体系”。自此，我国网络高等教育迅速发展，取得了前所未有的成绩。

网络教育模式是一种以多媒体技术为主要手段，通过网络进行跨越时间和空间，实时或非实时的交互式教学。作为远程教育，网络教育不同于传统教育，师生之间是相对分离的。学生主要通过网络，利用网络课程资源获取知识，这使教育资源在网络教育中有着举足轻重的地位。

教育部颁布的《现代远程教育资源建设技术规范》中指出，网络课程资源是“通过网络表现的某门学科的教学内容及实施的教学活动的总和，它包括两个组成部分：按一定的教学目标、教学策略组织起来的教学内容和网络教育支撑环境”。对于网络教育的主体——进行自主学习的成人学习者来说，网络课程资源是他们获得知识的重要途径之一。网络课程资源的好坏直接影响他们的学习兴趣和动力。开发优质的网络课程资源，是提高网络教育质量的重要因素。而一套适合网络高等教育的教材更是必不可少。

本套教材在编写过程中融入了网络教育主讲教师多年的经验，在借鉴以往大学英语教材优良传统的同时，也充分考虑到网络教育学生的基础和特点。教材中选取的素材贴近网络教育学生的生活和工作，并力求兼顾时效性和趣味性。

本套网络英语教材每册均包含八个精选的主题单元，每单元围绕一个主题，由课文部分及语法部分组成。其中，课文部分包括 A、B 两篇文章，以 Lead-in（导入）开始，以双语介绍与该单元主题相关的背景知识并提出预习问题，接下来是两篇课文及其相关的词汇、句型、完形填空和翻译等练习。A 篇作为精读文章，旨在帮助学生掌握基本的词汇量，同时培养一定的阅读、翻译和综合能力；B 篇为同一主题的补充阅读，希望扩大学生词汇量并加强其阅读能力。另外，语法部分遵循由易到难、从基础到纵深的原则来编排，覆盖了基本句型、名词、介词、非谓语动词、时态、虚拟语气和从句等诸多语法范畴，每部分语法讲解之后均有配套练习。在系统学习之后，学生们应该可以建立起一个基本全面的语法体系。本书编写者均为从事大学英语教学多年的教师，主要编写者都在网络教育学院担任主讲教师多年。

本套网络英语教材由陆伟忠老师主编，并负责全套书的主审，秦颖和赵春雨老师负责统稿，具体编写工作由秦颖、董慧敏、赵春雨、赵蔚、丁青华和史晓慧等老师完成。囿于编者水平，错漏在所难免，请各位专家与读者不吝指正。

编者

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Unit 1 Relationship



Part 1

Lead-in

I . Background Information

1. Etiquette of introduction 介绍的礼仪

There are several different components of making a good introduction. Looking people in the eye, speaking clearly, and using forms of address that everyone is comfortable with will give you a base line that should get you through most situations. The way we meet and greet them creates lasting impressions, and mastering the art of the introduction will help put you and the people you are introducing at ease. The most important point about introductions is to make them. Failing to do so causes embarrassment and discomfort. If given a choice, most people would prefer you to make the introduction incorrectly, even if you forgot their names, rather than stand there unacknowledged and disregarded.

In most circumstances, the following basic guidelines will see you through: A younger person is introduced to an older person. The older person's name is stated first. A person of high rank or special prominence is named first and receives the introduction. The lesser rank is introduced to them. Traditionally in social situations, men are introduced to women.

得体的介绍包括若干要素。如果在介绍时可以做到直视他人眼睛、讲话清晰、使用让每个人都合意的称呼,你就能够在大多数场合下不失礼。人们招呼他人的方式会给人留下持久的印象,而且精通介绍技巧可以使你和你所介绍的人感到轻松自在。关于介绍,最重要的一点其实是介绍这个行为本身。如果不这样做,就会导致尴尬和不快。可以选择的话,大多数人宁愿你介绍时出错,哪怕是你忘了他们的名字,也不愿意站在那里被人忽视。

大多数情况下,以下几个原则可以帮你应付这种场合:介绍年轻人给年长者,先提及年长者的姓名;地位高的人或特别来宾先得到介绍,然后把地位低的人介绍给他们。传统意义

上,在社交场合通常要先向女士介绍男士。

2. The meaning of names 名字的含义

The baby name Anshika is of Hindu/Indian origin, and is commonly used for females. It comes from the Indian word which means “minute particle”. In 2011, the top ten popular names for boys are Jacob, Mason, William, Jayden, Noah, Michael, Ethan, Alexander, Aiden and Daniel; the top ten popular names for girls are Sophia, Isabella, Emma, Olivia, Ava, Emily, Abigail, Madison, Mia and Chloe.

Anshika 这个名字来源于印度,通常用于女孩。在印度语中它的意思是“微小的颗粒”。2011年的婴儿命名排行榜上,占据男孩名前十位的是 Jacob, Mason, William, Jayden, Noah, Michael, Ethan, Alexander, Aiden 和 Daniel; 占据女孩名前十位的是 Sophia, Isabella, Emma, Olivia, Ava, Emily, Abigail, Madison, Mia 和 Chloe。

II . Warm-up Questions

1. What does the author think is one of the most important factors for a successful life?
2. Why do we often forget their names after we have been introduced to someone new?
3. What bad effect does forgetting people's names have?
4. Why do people feel offended when you forget their names?
5. Make a summary of the things one can do to remember people's names.
6. Do you have any way to remember people's names?

Part 2

Text A

I . New Words and Expressions

completely	adv. 完全地
crucial	adj. 至关重要的
productive	adj. 富有成效的;多产的
utter	v. 表达,发出
fatal	adj. 致命的;重大的;严重的
race	v. (使)全速行进;和……比赛 n. 种族
embarrassing	adj. 令人尴尬的,困窘的
severely	adv. 严重地

essentially	<i>adv.</i> 根本上
demonstrate	<i>v.</i> 证明, 演示
authority	<i>n.</i> 权威, 权力; 当局
persuasive	<i>adj.</i> 有说服力的
subconscious	<i>adj.</i> 潜意识的
	<i>n.</i> 潜意识
intently	<i>adv.</i> 专心地
mentally	<i>adv.</i> 精神上的, 内心的
direct	<i>v.</i> 指导; 指向
naturally	<i>adv.</i> 自然地
origin	<i>n.</i> 起源; 出身
extend	<i>v.</i> 延伸, 延长
trigger	<i>v.</i> 引发, 引起
	<i>n.</i> 扳机
rapport	<i>n.</i> 密切的关系
associate	<i>v.</i> 联想; 使联合
rhyme	<i>v.</i> (使)押韵
	<i>n.</i> 押韵
absurd	<i>adj.</i> 荒唐的, 可笑的
dull	<i>adj.</i> 单调乏味的; 迟钝的
client	<i>n.</i> 客户
facial	<i>adj.</i> 面部的
feature	<i>n.</i> 特征
distinguishable	<i>adj.</i> 可区别的, 可辨识的
curly	<i>adj.</i> 卷曲的
characteristic	<i>adj.</i> 有特色的; 典型的
	<i>n.</i> 特征; 特色

make sure	确保, 务必
focus one's attention on	集中注意力于……
feel like	想要……
go to the trouble of doing...	不辞辛劳……; 特意
long-term memory	长期记忆
in one's interest	对某人有利
make an effort to do...	尽力做……
build rapport	建立融洽关系
show an interest in...	对……表现出兴趣
play around	玩耍; 胡搞
facial features	面部特征

II . Text

How to Remember People's Names

Have you ever met someone and within seconds completely forgotten their names?

Remembering people's names is crucial if you want to build strong relationships in life. And we all know strong relationships are one of the most important factors for a productive and successful life.

So why is it so difficult to remember someone's name? And what can we do to make sure we're not left in an awkward situation where we utter those fatal words: "Sorry—what was your name again?"



One of the key reasons we forget names is that we don't "focus" our attention on them. As soon as we're introduced to someone new, our thoughts are racing ahead to think of "what to say next" and we pay no attention to the name we've just been told.

Not only is it embarrassing when this happens, it can also severely damage new relationships. Because the truth is, you will offend people when you forget their names. You'll make them feel like they're not that important and that essentially you don't really respect them enough to go to the trouble of remembering their names.

One of the quickest and easiest ways to build relationship and demonstrate your respect for someone—is to use their names when you're speaking to them. You may have noticed that successful people who carry a lot of authority in their jobs often use people's names when they're speaking. They do this to be more persuasive and build relationships at the subconscious level. So remembering people's names really is worth it!

What can we do to remember people's names? There are a few things you can do to help you with this.

1. Focus and listen intently.

The first is to mentally make a decision to remember the name before you hear it. This focuses your brain and directs it to store the name in your long-term memory. You can imagine that this person is very powerful and important and that it's in your interest to remember their names! By making an effort to focus, you will also naturally lean in and listen more intently when they say their names.

2. Repeat the name.

The second is to repeat the name back to the person you have just met. You can take this a step further by asking them to spell their names or asking them the origin of their names. This extends the conversation and provides more mental "triggers" for you to

recall the name at a later stage. It also builds rapport because you are showing an interest in their names. Remember to only ask these questions if it makes sense to do so (i. e. the name is unusual). People may question your intelligence if you ask them how to spell common names like “Dave” or “Sarah”!

3. Associate the name.

The third is to associate their names with something familiar. For example you could associate them with someone else you already know who has the same name.

4. Rhyme the name.

The fourth is to rhyme their names with another word. The more absurd the rhyming word—the better. Our brains love absurdity and finds it very easy to remember absurd things over dull things. I once had a client called Anshika—which I’m sure you’ll agree is an unusual name. How did I remember it? I rhymed it with “chicken tikka”—this sounds silly but guess what? I never forgot her name! You can play around with adding an image to your rhyme too, to increase your chances of remembering it!

5. Note facial features.

The fifth is to note any distinguishable facial features. What is different or unusual about this person? For example someone may have unusually curly hair and you may remember them as “curly Sue”. By associating their names with the characteristic the next time you meet them, your memory will be triggered by the feature which will in turn trigger the name!

As you can see, there are many ways to increase your memory when it comes to remembering people’s names. Why not try using one of these tips next time you’re introduced to someone? Who knows — it could be the start of a really important relationship in your life!

III . Exercises

1. Comprehension Questions

- (1) What does the author think is crucial if one wants to build strong relationships in life?
 - A. Focusing one’s attention on people.
 - B. Remembering people’s names.
 - C. Remembering people’s faces.
 - D. Speaking respectfully to people.
- (2) Why does the author think it is difficult to remember people’s names?
 - A. Because one does not focus his attention on people’s names.
 - B. Because it is not easy to remember names within seconds.
 - C. Because one does not demonstrate his respect for these people.
 - D. Because one does not know what to say to these people.

- (3) Why does the author say the failure to remember people's names damage new relationships?
- A. Because people will look down upon you owing to your failure.
 - B. Because people don't like a person with a bad memory.
 - C. Because people always regard their names as something important.
 - D. Because people will think you don't show enough respect for them.
- (4) What does the author think is an essential way to build relationship and show your respect for someone?
- A. Speaking to them by looking into their eyes.
 - B. Demonstrating your ability to persuade them.
 - C. Using their names when speaking to them.
 - D. Racing your mind to think of what to say.
- (5) Why do successful and authoritative people use people's names often when speaking to them?
- A. Because they don't want to embarrass other people.
 - B. Because they will offend others if they forget their names.
 - C. Because they can make others feel they are important.
 - D. Because they can be more persuasive in this way.
- (6) Which of the following is not suggested by the author when you try to remember people's names?
- A. Write the name down after you have been introduced to someone.
 - B. Make a decision mentally to remember the name before you hear it.
 - C. Find yourself an opportunity to repeat the name after you are told.
 - D. Establish an association between the name and something familiar.
- (7) Which of the following is not the reason for which the author advises people to repeat the name after an introduction?
- A. The repetition of the name can extend the conversation further.
 - B. The repetition of the name enables people to recall the name more easily.
 - C. People are considered to show their interest in the name by repeating it.
 - D. Their intelligence will not be questioned if people can repeat the name.
- (8) If their names are common ones, it is not good to ask people to spell them because they may _____.
- (9) According to the text, when you try to rhyme a name with another word, you are advised to rhyme it with _____.
- (10) You can recall a person's name by looking at some of his characteristics if you associate the name with _____.

2. Vocabulary

A. Fill in the blanks with the proper form of the words in the box.

utter	direct	associate	subconscious	extend
persuasive	embarrassing	authority	crucial	demonstrate
severely	origin	client	naturally	completely
productive	dull	mentally	characteristic	fatal

- (1) As you do this more and more, you _____ become familiar with the grammar and the structure of the language.
- (2) I would have liked him to give me a hand, but found it _____ to ask.
- (3) Mr. Jones has been a valued _____ of our bank for many years.
- (4) If you repeatedly have the same dream, your _____ is trying to send you a message.
- (5) After his vacation he was in fine condition both physically and _____.
- (6) This article explores some of these applications to _____ how information technology is extending its reach and finding new applications.
- (7) Because of the _____ accident, the factory has been asked to suspend business for half a year.
- (8) The soldiers who violated the military discipline would be _____ punished.
- (9) Many people have forgotten the rituals (仪式) and only _____ Christmas with presents.
- (10) The trend of economic globalization is a distinct _____ of our time.
- (11) He fell heavily on the ground and _____ a cry of pain.
- (12) We should _____ our attention to improving their working conditions.
- (13) Though the meeting lasted for three hours, it wasn't _____ of any important decisions.
- (14) His written speech was so _____ that he asked me to modify it.
- (15) She used to be terribly shy, but a year abroad has _____ transformed her.
- (16) She made an interesting broadcast about the _____ of modern music.
- (17) If you don't have the _____ to make certain decisions, talk to your supervisor.
- (18) Please ask your director to make sure whether you can _____ your visit for a few days.
- (19) Money plays a _____ role in the administration and development of libraries.
- (20) He replied firmly that he could be _____ with his brother only after substantial progress had been made in the negotiations.

B. Choose the best answer to complete each of the following sentences.

- (1) With that course and a bit of research work in my free time, I became a(n) _____ on the subject.
A. power B. authority C. force D. strength
- (2) She is qualified for the job, but there has never been an occasion for her to _____ her skill.
A. extend B. utter C. demonstrate D. associate
- (3) As their boss, what can you do to ensure that they are as _____ as possible?
A. product B. produce C. productive D. productivity
- (4) We can predict how likely someone will be to get ill from colds and flu from their facial _____.
A. characteristic B. exhibitions
C. type D. features
- (5) He began to show an interest _____ piano when he was only five years old.
A. in B. on C. to D. for
- (6) A different theme will be chosen each year to _____ attention on important health issue.
A. take B. focus C. make D. put
- (7) As a lawyer, he always does his best to prove the innocence of his _____.
A. customers B. consumers C. patients D. clients
- (8) We applied to _____ the deadline because many of the people who witnessed the incident are now away from the club.
A. expand B. strengthen C. extend D. intend
- (9) It's in our _____ for the countries of Southeast Asia to further integrate and to grow stronger.
A. interest B. advantage C. rate D. benefit
- (10) Man has not yet come up with any complete picture of the _____ of the earth.
A. source B. basis C. root D. origin
- (11) The first chapter of the book explains the _____ of agricultural policies in industrial countries.
A. reasons B. characteristics
C. approaches D. devotions
- (12) Many people _____ dark clouds with depression and gloom.
A. associate B. attach C. combine D. join
- (13) You can _____ transform any relationship as long as you try, no matter what it's like right now.
A. severely B. seldom C. completely D. inevitable
- (14) My college roommate and I lived together for one year, but I was never able to