

山东省高职高专统编通用英语教材



New Times *College English* 新时代大学英语

教师用书 (第三册)

主编 柳青军 杨 敏



中国石油大学出版社

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图书在版编目(CIP)数据

新时代大学英语. 教师用书. 第3册/柳青军, 杨敏主编.
东营: 中国石油大学出版社, 2005. 12

ISBN 7-5636-2047-8

I. 新... II. 柳... III. 英语—高等学校—教学参考资料
IV. H31

中国版本图书馆 CIP 数据核字(2005)第 035228 号

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本书封面贴有中国石油大学出版社激光防伪标签, 无标签者不得销售。

书 名: 新时代大学英语Ⅲ(教师用书)

主 编: 柳青军 杨 敏

责任编辑: 徐 伟

封面设计: 凌 波

出 版 者: 中国石油大学出版社(山东 东营, 邮编: 257061)

网 址: <http://cbs.hdpu.edu.cn>

电子信箱: erbians@mail.hdpu.edu.cn

印 刷 者: 青岛星球印刷有限公司

发 行 者: 中国石油大学出版社(电话 0546—8391810)

开 本: 180×235 印张: 13.75 字数: 264 千字

版 次: 2006 年 2 月第 1 版第 1 次印刷

定 价: 19.80 元

新时代大学英语③

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Preface

前

言



教育部《高职高专教育英语课程教学基本要求》(以下简称《基本要求》)指出,高职高专非英语专业的公共英语课程经过180~220学时的教学,使学生掌握一定的英语基础知识和技能,具有一定的听、说、读、写、译的能力,从而能借助词典阅读和翻译有关英语业务资料,在涉外交际的日常活动和业务活动中进行简单的口头和书面交流,并为今后进一步提高英语的交际能力打下基础。《新时代大学英语》(New Times College English)是一套按照主题教学模式编写的教材。整套教材的听力、词汇和阅读等项目均依据国家教育部颁布的《基本要求》的各项规定及量化指标编写。

本教材在加强英语语言基础知识和基本技能训练的同时,重视培养学生实际使用英语进行交际的能力。本教材共三册。每册由学生用书、教师用书和教学课件三部分组成。

学生用书每册包括读写和听说两部分,分别有10个单元。

读写部分 每个单元有一个主题,含同一主题的课文两篇(正副课文各一篇)。每单元由Part I Learn to Communicate, Part II Text, Part III Grammar(第二册为Translation,第三册为Writing), Part IV Fast Reading, Part V After-class Reading等几部分组成。分别介绍如下:

Part I Learn to Communicate 给出了与单元主题相关的几个话题,通过教师与学生、学生与学生之间的互动,了解本单元主题知识,激发学习兴趣,导入课文的学习。

Part II Text 由课文、词表、注释和练习四部分组成。练习主要包括课文理解、词汇、结构等几方面。

Part III Grammar 分10个专题主要讲述重难点的语法知识,并附有一定数量的练习,巩固所学到的知识。(第二册的Translation分10个专题主要讲述了英译汉

翻译方面的基本技能,第三册的Writing分10个专题介绍了英语写作方面的基本技能,并力求与一些涉外交际的日常活动和业务活动结合起来,如介绍了商贸书信、合同书、协议书、产品说明书、产品广告、保险业务、电子邮件等应用文体的翻译和写作技巧,最大程度地贯彻《基本要求》,实现高职高专的教学目标。)

Part IV Fast Reading 为限时阅读,是提高学生快速阅读能力的有效手段。

Part V After-class Reading 由课后阅读文章、词表和练习组成,进一步扩大词汇量和知识面,加深对主题语言的理解和把握。

听说部分 每单元围绕一个主题,旨在培养和提高学生的口头语言交际能力,主要包括下面几个部分:

Part A Listen, Repeat and Write (第三册为Listen and Understand)

Part B Understand the Statements (第二册为Understand the Short Conversations, 第三册为Listen and Answer)

Part C Listen and Write (第二册为Listen and Understand, 第三册为Compound Dictation)

Part D Conversational Practice

Fun Time English Song and Movie

教师用书每单元由6部分组成:(1) Background Information(背景信息);(2) Brief Introduction(课文概要);(3) Text Structure Analysis(课文结构分析);(4) Language Points(语言点讲解);(5) Key to Exercises(练习答案);(6) Chinese Version(课文译文)。书后附有Tape Script and Key(听力原文和答案)及与听力主题相关的注释。教师用书是与学生用书相应配套的教学指导用书,从目前教学实际出发,为教师提供了丰富翔实的教学资源,最大程度减轻了教师的备课工作量,具有较强的实用性。

为方便教学和学习者自学使用,教学课件提供光盘(CD-ROM)和录音带两种媒质,其内容包含了本教材学生用书和教师用书所有相关项目,不仅提供了高质量的单词和课文录音,还对《基本要求》中的大多数核心词汇进行了更为详细的讲解。光盘中还提供了若干英语原版电影的片断和英文歌曲,使学生在轻松愉快的气氛中感受纯正地道的英语。多媒体教学课件的同步推出顺应当前英语教学模式改革的趋势,促进教学观念的转化和教学手段的更新,推动教师课堂教学模式与学生课下自

主学习模式相结合,以此培养学生听说读写译的综合运用能力。

本书是在进行了大量的理论研究的基础上,根据多年来大学英语教学的实践经验和高职高专英语的实际情况编写的。读写部分第一册起点为1 600词,课文长度一般在450词左右,第二册的起点为2 000词,课文长度一般在550词左右,第三册的起点为2 500词,课文长度一般在650词左右。通过三册课文的学习及各项综合练习,词汇量可达到3 500词左右,基本上涵盖了《基本要求》上的所有词汇。

本教材选材新颖,课文绝大多数选自近几年出版的英美报刊书籍。题材多样,涉及到人文、地理、社科、自然科学等方方面面,所选文章具有时代性、知识性、趣味性和可思性。内容丰富、体系完整,包含了语法、翻译、写作等各项学习技能的讲解,循序渐进,从易到难,具有明显的梯度变化,练习形式活泼多样,能激发学生的学习兴趣。

本套教材由多所高校几十位多年从事大学英语教学、经验丰富、教学效果优秀的资深教授和一线骨干教师编写。全套书由臧金兰、栾述文、柳青军三位教授担纲总主编,并且分别担任第一、二、三册的主编。本册书由柳青军、杨敏任主编,隋志娟、刘素媛、房历成任副主编,参加编写的还有臧金兰、栾述文、马茂祥、刘艳芹、杨金蕊、陈效新、张传强、杨芳、冯潇、张淑芳、崔敏、唐敬伟、李庆庆等。柳青军、杨敏对本书内容进行了审阅、修改、统编和定稿。全书承蒙美籍专家Marie Seton审阅。

本教材是山东省教育厅统编教材,主要供高职高专非英语专业的公共英语课程使用。本教材同时是山东省高职高专英语应用能力考试的配套教材。在本教材编写过程中得到山东省教育厅的关心和大力支持,得到了同行专家的指导和帮助。对此我们深表谢忱。同时,我们在编写过程中参考了众多报刊、书籍和有关网站的资料,在此一并向作者表示诚挚的谢意。

本教材中的疏漏或不当之处,恳请广大读者及同行专家赐教指正,以期进一步修改完善。

编者

2005年2月

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Unit 1

Trade

Background Information >>>>

● 1. International Trade

International trade or foreign trade is just like any other kind of trade except that it crosses international boundary lines. It is the exchange of goods and services between countries in the form of exports and imports, and in trade today, with money as a medium of exchange. When we are dealing in foreign trade, an entirely new situation is likely to be created with its various phases and effects. There are, generally, certain problems typically involved in the treatment of international trade. First, there are cultural problems. As we know, trade within a country is ordinarily free of the obstructions of languages, customs, and manners, but these obstructions may be involved in foreign trade. Second, there is a problem of monetary conversion. All trade today is conducted in terms of money and in domestic trade the same monetary unit is often employed by both buyers and sellers, whereas in foreign trade we may often find two or more different units in a single transaction or series of transactions. Third, there are trade barriers. Some of them are directly related to exports, but most of them are designed to restrict imports.

● 2. Trade Barrier

Trade barrier is any form of a governmental or operational activity or restriction which makes importation of some goods into a country difficult or impossible. Tariffs, import quotas, and other non-tariff barriers to trade are all trade barriers.

3. Conversion Rate/Exchange Rate

Conversion rate means the price at which one country's currency can be converted into another country's. Most conversion rates float freely and change slightly each trading day; some rates are fixed and do not change as a result of market forces.

4. Quota

A quota is a quantitative limit, usually governmentally imposed on the amount of a good or service that may be imported in a given time period. A quota, in international trade, is a type of trade barrier that nations place on the physical amount of imports or exports of specific kinds of goods. A quota differs from a tariff, which is a schedule of taxes or duties placed on imports that does not categorically place limitations on the amount of the goods that may be imported.

5. Tariff

A tariff (or duty) is a tax levied on imports and, less often, on exports as they cross the border into other countries. A tariff designed primarily to secure public revenue is called a revenue tariff. A tariff designed to protect domestic producers from foreign competition is called a protective tariff.

Brief Introduction >>>>

Companies doing business abroad will come across some difficulties resulting from cultural differences. Some are caused by different currencies. Some are caused by the government to protect home products. When doing business abroad, companies must realize these unique problems and deal with them carefully.

Text Structure Analysis >>>>

The text can be divided into four parts:

Part One (Para. 1~2): Companies doing business abroad must realize some unique problems in international trade.

Part Two (Para. 3~4): Companies doing business abroad must pay attention to cultural problems and follow the local customs.

Part Three (Para. 5): Monetary conversion is inevitable in international trade.

Part Four (Para. 6~8): There are two main trade barriers in international trade: quotas and tariffs.

IV Language Points >>>>

1. We have already learned that people of different cultural backgrounds encounter a lot of inevitable difficulties in communication. (Para. 1, L. 1~3) 我们已经知道不同文化背景的人们在交流方面会不可避免地遇到许多困难。

encounter

v. to find oneself faced by (danger, difficulties, etc.) 遭遇, 遇到

He *encountered* many interesting people in his travels.

在旅途中他遇到许多有趣的人。

I *encountered* a lot of difficulties when I started this job.

我开始做这项工作时遇到许多困难。

n. sudden or unexpected meeting 相遇, 遭遇

He was very calm facing *the encounter* with the enemy.

面对与敌人的遭遇, 他表现得非常镇静。

inevitable a. that can't be avoided; that is sure to happen 不可避免的; 必然发生的

Pain is *inevitable* when one breaks a bone. 摔断了骨头疼痛是不可避免的。

Defeat was *inevitable* after two of our team had been injured.

我们的两个队员受伤后, 失败是必然的。

2. ... there are some other troubles that likely discourage them from getting the most out of international trade. (Para. 1, L. 4~5) ... 有一些麻烦可能阻止他们在国际贸易中获得最大好处。

Meaning: ... there are some other difficulties which probably prevent them from making the greatest profit in their business.

discourage ... from: to put difficulties in the way; to take away the courage or confidence 阻拦……做; 使气馁

Bad weather *discouraged* us *from* going on the picnic.

天气不好我们不能去野餐了。

Your words *discouraged* him *from* applying for the job.

你的话使他不敢申请那份工作了。

Don't let one failure *discourage* you *from* trying again.

不要让一次失败就使你不敢再尝试了。

likely *ad.* probably 或许, 大概, 很可能

I'll very *likely* be here again next month. 下个月我很可能会再来此地。

We'll *likely* miss the train. 我们可能会赶不上火车。

3. And in what ways may cultural differences interfere with trade? (Para. 1, L. 5~6) 文化差异会在哪些方面影响贸易呢?

Meaning: How may cultural differences affect trade?

interfere with: to prevent sth. from being done or carried out properly 妨碍, 干扰
The noise *interfered with* my sleep. 噪音妨碍了我的睡眠。

Nothing will *interfere with* our friendship. 什么也不能妨碍我们的友谊。

4. There are some unique problems in international trade, and companies doing business overseas must be aware of them. (Para. 2, L. 1~2) 国际贸易中有一些特有的问题是从事海外贸易的公司必须了解的。

Meaning: Foreign trade companies may encounter some particular problems in their business and they have to pay much attention to these problems.

be (become) aware of: to realize; to have knowledge of 意识到, 觉察到

She was too sleepy to *be aware of* what the teacher was saying.

她太困了, 没有意识到老师在说什么。

He *became aware of* the footsteps hurrying after him.

他觉察到背后有匆匆的脚步声。

5. In particular, these include (a) cultural problems, (b) monetary conversion, and (c) trade barriers. (Para. 2, L. 2~4) 尤其是以下几个问题: (1) 文化问题, (2) 货币问题, (3) 贸易壁垒。

in particular: particularly; especially 特别地, 尤其是

I had several plans in mind, and one *in particular* seemed good and feasible.
我心里有几个计划, 尤其是这一个看来不错, 可行。

Why did you choose that one *in particular*? 你为什么特别挑选那一个?

6. When companies do business overseas, they come in contact with people from different cultures. (Para. 3, L. 1~2) 在从事海外贸易时, 各公司均会接触具有不同文化背景的人。

Meaning: When companies are engaged in international trade, they meet with people from different cultures.

come / get in contact with: to meet or communicate with 接触, 联系

We came in contact with some well-known artists during our stay in Paris.
在巴黎逗留期间,我们和著名的艺术家进行了交流。

That was the first time when I got in contact with a foreigner.

那是我第一次与外国人接触。

be out of contact with 失去联系,脱离接触

lose contact with 失去联系

7. For example, in France, business meetings begin promptly at the designated time and everyone is expected to be there. (Para. 4, L. 1~2) 例如,在法国,业务洽谈是按约定时间准时开始的,每个人都要准时到场。

Meaning: For instance, in France, business meetings begin at the exact time and everyone should arrive there on time for the meeting.

promptly *ad.* exactly, punctually; immediately, at once 准时地;迅速地,立刻
I expected him to begin his work *promptly*. 我希望他能准时开始他的工作。

Hearing his cry for help, Dick *promptly* dived to rescue the boy.

听到呼救声,迪克立刻跳下水去救那个孩子。

8. Foreign business people who are late are often left outside to cool their heels as a means of letting them know the importance of promptness. (Para. 4, L. 2~4)
姗姗来迟的外国商人常被留在外面等上一会儿,好让他们知道准时的重要性。

means *n.* (often *pl.* form with singular meaning) a way, a method 方法,手段
The safest *means* of travel is by train. 最安全的旅行方法是乘火车。

Do you know of any *means* to get there? 你知道怎样才能到那里吗?

by all means 必定,一定

I will come *by all means*. 我一定会来。

by any means [用于否定句]无论如何(也)

I don't think you can persuade him *by any means*.

我认为你用任何方法都无法说服他。

by means of... 利用……,依赖……

We express our thoughts *by means of* words. 我们用言语来表达思想。

by no means 决不……,绝非……

It is *by no means* easy to satisfy everyone. 要满足每一个人绝非易事。

9. Unless one is aware of such expected behaviors he may end up insulting the people with whom he hopes to establish trade relations. (Para. 4, L. 4~6) 你必须知道应该怎么去做,否则就可能会冒犯你想与之建立贸易关系的人。

Meaning: If one does not realize such expected behaviors (as being on time for

business meetings) he may finally insult people with whom he wants to do business.

end up: to finally be in a particular place, state, or situation, esp. without having planned it 结束, 告终

The gangsters *ended up* in prison. 那些歹徒最后都锒铛入狱了。

The party *ended up* with a speech. 宴会以一场演说结束了。

He started as an office boy and *ended up* (as) a director of the firm.
他从公司的工友做起, 最后成为那家公司的董事。

10. For example, if a transaction is conducted with Russia, payment may be made in rubles. (Para. 5, L. 1~3) 举例说, 如果与俄国做生意, 就可能用卢布付款。

conduct v. to manage or carry on (a business or an activity) 经营; 处理; 进行
We *conducted* a survey among students last month.

上个月我们在学生中进行过一次调查。

He had to *conduct* both domestic and foreign affairs.
他得处理国内外的事务。

He is *conducting* a successful business. 他在经营着一家成功的企业。

11. How much are these Russian rubles worth in terms of dollars? (Para. 5, L. 5~6)
这些俄国卢布值多少美元呢?

Meaning: How much are these rubles worth when converted into US dollars?

in terms of: with respect to or in relation to 根据, 按照, 从……方面(说来)

You should see life *in terms of* the future. 你应该从未来的角度看人生。

12. Thus there is an established rate, although it will often fluctuate from day to day. (Para. 5, L. 7~8) 因此尽管汇率常常每天都会波动, 但总会有一个确定的汇率。

Meaning: Therefore, a conversion rate is established, although it will rise and fall every day.

13. In addition, there is the dilemma associated with converting at \$ 0.72. (Para. 5, L. 10~11) 甚至以一个卢布兑换 0.72 美元也会遇到麻烦。

Meaning: In addition, it is hard to make a decision when the conversion rate is at \$ 0.72.

in addition: besides, also, furthermore 另外, 还有

The old man invited me to have dinner with him. *In addition*, he gave me some useful advice.

那位老人请我和他一起进餐, 此外还给了我一些有益的忠告。

I am a teacher of English. *In addition*, I can speak Russian fluently.

我是一名英语教师,另外我还能流利地讲俄语。

associate *v.* to join or connect 将……联想在一起,由……联想到……

We *associate* the exchange of presents with Christmas.

我们由交换礼物联想到圣诞节。

What do you *associate* with such a heavy snow? 这样一场大雪你有什么联想?

14. Some financial institutions may be unwilling to pay this price, feeling that the ruble will sink much lower over the next week. (Para. 5, L. 11~13) 一些金融机构可能预感到下个星期卢布会跌得更多而不愿按这个价格买进卢布。

financial *a.* connected with money 财政的, 金融的

Southeast Asia's *financial* crisis has taught people a profound lesson.

东南亚的金融危机带给人们深刻的教训。

financial system 金融体制 *financial* structure 金融结构

financial stringency 金融紧缩, 银根紧缩

financial plan 财务计划 the *financial* world 金融界

15. For one reason or another, all countries impose trade barriers on certain goods crossing their borders. (Para. 6, L. 1~2) 由于种种原因,所有国家对通过它们边境的某些商品都强行设置贸易壁垒。

impose on / upon: to establish or apply by authority; to establish or bring about as if by force 课征; 强迫

We should not *impose* our opinion *upon* others.

我们不应该将自己的意见强加于他人。

New duties were *imposed on* wines and spirits. 酒类被加征了新税。

16. For example, the United States permits strategic military material to be shipped abroad only after government permission has been obtained. (Para. 6, L. 3~5) 例如在美国,只有经过政府批准,战略军事物资才能获准运往国外。

Meaning: For instance, the United States will not export strategic military material without the agreement of the government.

permit

v. to allow to do; to allow to occur 允许, 许可

The sale of the drug is *permitted* in this country.

该药获准在这个国家销售。

Father doesn't *permit* us to go to parties. 父亲不许我们参加聚会。

n. an official certificate of permission 许可证, 执照

a parking *permit* 停车许可证

You won't get into the atomic research station without a *permit*.

你没有许可证不能进入原子研究所。

permission n. 允许, 许可, 准许

without permission 未经许可, 擅自

by permission of ... 经……的许可

By whose permission did you take out the book?

谁准许你把那本书带出去的?

17. Most trade barriers, however, are designed to restrict imports. (Para. 6, L. 5~6) 不过大多数贸易壁垒是用来限制进口的。

Meaning: Most restrictions on trade, however, are made to keep imported goods to a certain limit.

restrict *vt.* to keep within limits; to keep to a certain limit 限制, 约束

You have no right to *restrict* my freedom of action.

你们没有权利限制我的行动自由。

The speed limit is *restricted* to 30 kilometers an hour here.

在此地车速被限制为每小时 30 公里。

restriction *n.* 限制, 约束

18. These tariffs are usually low, often amounting to less than twenty-five cents per item or pound. (Para. 8, L. 3~5) 这种关税一般较低, 通常每件或每磅商品征收低于 25 美分的关税。

amount to: to become a particular amount; be equal to 总计, 等于

The fire loss *amounted to* one thousand dollars.

这次火灾损失共达 1 000 美元。

His answer *amounts to* a refusal. 他的回答等于拒绝。

19. A protective tariff is designed to discourage foreign businesses from shipping certain goods into the country. (Para. 8, L. 5~6) 保护性关税是为限制外国企业将某种商品运进一个国家而设置的。

Meaning: The aim of a protective tariff is to try to keep foreign business from taking certain goods into the country by making it appear difficult or less profitable.

20. The basic reason for a protective tariff is to keep out goods that will undersell products made in the home country. (Para. 8, L. 6~8) 保护性关税的基本目

的是阻挠可能以低于本国产品价格出售的商品进口。

Meaning: The basic reason for a protective tariff is not to let the imported goods enter the country where imported goods will be sold at the lower price than those home-made goods.

keep out: not to let in 不使入内; 留在外面

Shut the windows and *keep* the cold *out*. 把窗户都关上, 防止寒气进入。

Danger! *Keep out*! 危险! 禁止入内!

Key to Exercises >>>>

Learn to Communicate

1. Sample

Nations trade mainly for two reasons. First, they trade because there are different natural resources in different parts of the world. Second, trade can enable certain nations to specialize in making certain products, and specialization can reduce the price of some goods and bring benefits to people.

2. Sample

A successful businessman should have qualities as follows: honesty, sincerity to the partners in business, ability to communicate with people, a good command of market information, a sense of humor and professional knowledge, etc.

Text

◎ Reading Comprehension

1. 1) F 2) T 3) F 4) T 5) F

2. 1) The unique problems in international trade are cultural problems, monetary conversion and trade barriers.
- 2) Because people from different countries speak different languages and have different customs and manners. These differences can cause cultural problems in international trade.
- 3) Because when one company trades with foreign companies, the currency paid in the transactions may be of little value to the company. So it is