

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

学生用书 (第三册)

主编 柳青军 杨 敏



中国石油大学出版社

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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、书籍和有关网站的材料,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



■ Text Unique Problems in International Trade

After-class Reading The Soft Sell ■

Learn to Communicate

Work in pairs or groups to discuss the following questions:

- > 1. Why do nations trade?
- > 2. What makes a successful businessman?



Text

Unique Problems in International Trade

We have already learned that people of different cultural backgrounds encounter a lot of inevitable difficulties in communication. While it is also true of the businessmen doing business abroad, there are some other troubles that likely discourage them from getting the most out of international trade. What are those troubles? And in what ways may cultural differences interfere with trade? 5

2 There are some unique problems in international trade, and companies doing business overseas must be aware of them. In particular, these include (a) cultural problems, (b) monetary conversion, and (c) trade barriers¹. 10

Cultural Problems

3 When companies do business overseas, they come in contact with people from different cultures. These individuals often speak a different language and have their own particular customs and manners. These differences can create problems.



4 For example, in France, business meetings begin promptly at the designated time and everyone is expected to be there. 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.² Unless one is aware of such expected behaviors he may end up insulting the people with whom he hopes to establish trade relations.³

Monetary Conversion

5 A second traditional problem is that of monetary conversion. For example, if a transaction is conducted with Russia, payment may be made in rubles. Of course, this currency is of little value to the American firm. It is, therefore, necessary to convert the foreign currency to American dollars. How much are these Russian rubles worth in terms of dollars? This conversion rate is determined by every market, where the currencies of countries are bought and sold.⁴ Thus there is an established rate, although it will often fluctuate from day to day. For example, the ruble may be worth \$ 0.75 on Monday and \$ 0.72 on Tuesday because of an announced wheat shortage on Russia. In addition, there is the dilemma associated with converting at \$ 0.72. Some financial institutions may be unwilling to pay this price, feeling that the ruble will sink much lower over the next week. As a result, conversion may finally come at \$ 0.69. These "losses" must be accepted by the company as one of the costs of doing business overseas.⁵

Trade Barriers

6 A third unique problem is trade barriers. For one reason or another, all countries impose trade barriers on certain goods crossing their borders. Some trade barriers are directly related to exports. For example, the United States permits strategic military material to be shipped abroad only after government permission has been obtained. Most trade barriers, however, are designed to restrict imports. Two of the most common import barriers are quotas and tariffs.

Quotas

7 A quota is a quantitative restriction that is expressed in terms of



either physical quantity or value.⁶ For example, a quota that states that no more than 50 000 Class A widgets⁷ may be imported from Europe 45 each year is a restriction stated in terms of physical quantity. Meanwhile, a quota that restricts the importation of a certain type of Japanese glassware to no more than \$1 million worth a year is stated in terms of value.

Tariffs

8 A tariff is a duty or fee levied on goods being imported into the country.⁸ These tariffs can be of two types: revenue or protective. A 50 revenue tariff is designed to raise money for the government. These tariffs are usually low, often amounting to less than twenty-five cents per item or pound. A protective tariff is designed to discourage foreign businesses from shipping certain goods into the country. The basic reason for a protective tariff is to keep out goods that will undersell products 55 made in the home country. For this reason, protective tariffs are often high, thereby forcing the foreign business to raise its prices to cover the tariff.

(651 words)



New Words

encounter [in'kauntə] *v.* 遭遇, 遇到

inevitable [in'evitəbl] *a.* 不可避免的, 必然 (发生) 的

discourage [dis'kʌrɪdʒ] *vt.* 使泄气; 阻拦

conversion [kən'veɪʃən] *n.* 转换, 转变, 转化

* **designate** ['deziɡneɪt] *vt.* 指定; 标出

promptness ['prɒmptnis] *n.* 准时; 迅速

insult [in'sʌlt] *v.* 冒犯, 侮辱, 辱骂
[in'sʌlt] *n.* 侮辱, 凌辱

transaction [træn'zækʃən] *n.* (一笔) 交易, 业务

* **ruble** ['ru:bl] *n.* 卢布

convert [kən'veɪt] *v.* 转换, 转变, 转化

* **fluctuate** ['flʌktjueɪt] *v.* (使) 波动, (使) 涨落

* **dilemma** [di'lemə] *n.* (进退两难的) 窘境, 困境

impose [im'pəʊz] *vt.* 把……强加于; 征 (税等) *vi.* 利用; 欺骗



border ['bɔ:də] *n.* 边境; 边缘

v. 与……接壤

strategic [strə'ti:dʒik] *a.* 战略上的

* **quota** ['kwəutə] *n.* 限额, 定量

* **tariff** ['tærif] *n.* 关税

quantitative ['kwɒntitətiv] *a.* 数量的

restriction [ri'strikʃən] *n.* 限制, 约束

* **widget** ['widʒit] *n.* 小产品; (汽车或

衣服上的) 装饰品

* **glassware** ['glɑ:swɛə] *n.* 玻璃制品, 玻璃器皿

* **levy** ['levi] *v.* 征收

protective [prə'tektiv] *a.* 保护贸易的, 保护的

* **undersell** [ʌndə'sel] *vt.* 以低于(他人或同类产品的) 价格出售

* **thereby** [ðeə'bai] *ad.* 因此, 从而

Phrases and Expressions

discourage ... from 阻止……做

be aware of 意识到; 知道

in particular 特别, 尤其

in contact with 和……接触

cool one's heels 久等, 空等

convert ... to 转换成; 使……转变

in terms of 按照, 根据; 用……字眼

impose ... on 把……强加于

amount to 总计; 等于

Proper Names

Russia ['rʌʃə] 俄罗斯

Notes

1. trade barriers (Para. 2, L. 3~4) 贸易壁垒

为了某种目的在贸易中有意设置的障碍。

2. 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。

cool one's heels (= kick one's heels) 意思是“久等，空等”。

3. 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做，否则就可能会冒犯你想与之建立贸易关系的人。

关系代词 whom 指代 the people，在从句中作介词 with 的宾语。

4. This conversion rate is determined by every market, where the currencies of countries are bought and sold. (Para. 5, L. 6~7) 汇率是由进行各国货币买卖的各个市场确定的。

关系副词 where 引导一个非限制性的定语从句，修饰 market。

5. These “losses” must be accepted by the company as one of the costs of doing business overseas. (Para. 5, L. 14~15) 公司不得不承担这类“损失”，把它看作从事海外贸易时的一种花费。

6. A quota is a quantitative restriction that is expressed in terms of either physical quantity or value. (Para. 7, L. 1~2) 配额是指用物品数量或价值表示的数额限制。

7. Class A widgets (Para. 7, L. 3) A 级小商品

有时也称为甲级小商品或顶级小商品。

8. A tariff is a duty or fee levied on goods being imported into the country. (Para. 8, L. 1~2) 关税是对进口到一个国家的商品所征收的税额或费用。

(Exercises)

Reading Comprehension

1. **Directions:** Read through the text and determine whether the following statements are true or false. Write “T” for true and “F” for false before each statement.

- _____ 1) If you are doing business in France, you must wait outside until someone calls you in.
- _____ 2) If one is not conscious of the expected behaviors he may offend the people with whom he hopes to do business.
- _____ 3) Monetary conversion rate is established by America.
- _____ 4) Trade barriers are imposed on certain goods transported in and out of a country.
- _____ 5) A protective tariff is levied to raise money for the government.

2. Directions: Read through the text and give short answers to the following questions.

- 1) What are the unique problems in international trade?

- 2) Why do cultural problems exist in international trade?

- 3) Why is monetary conversion necessary to companies doing business overseas?

- 4) What are the two common trade barriers mentioned in the text?

- 5) How can a government discourage foreign businesses from shipping certain goods into the country?

Vocabulary

1. Directions: In this exercise, there are six sentences. For each of them there are four choices marked A, B, C and D. Choose the one that best completes the sentence.

- 1) The experiment _____ in the discovery of a cure for cancer.
A. insulted B. resulted C. resolved D. consulted
- 2) The bank charges a fixed rate for each business _____.
A. relationship B. management C. opportunity D. transaction
- 3) Give me some time and I'll _____ her to our political party.
A. transform B. change C. convert D. vary
- 4) A mother naturally feels _____ towards her children.
A. protective B. progressive C. respective D. excessive
- 5) He likes the song _____, because his mother used to sing it when he was a little boy.
A. in particular B. on average C. as well D. above all
- 6) Applicants for the typist's job will be judged _____ accuracy as well as speed.
A. in case of B. in terms of C. in the course of D. in face of

2. Directions: Fill in each blank with a proper word or phrase from the table. Each word or phrase can be used only once. Change the form where necessary.

protective	be aware of	amount to	shortage	interfere with
unique	in terms of	end up	means	establish

- 1) As a mother, she's too _____ towards her daughter; she should let her see more of the world.
- 2) He does not want to _____ any plans that his students made previously.
- 3) The work is not profitable _____ money, but I can get valuable experience from it.
- 4) If you drive your car like that, you will _____ in hospital.
- 5) The young man came to _____ the importance of mastering a foreign language.
- 6) We are attracted by the _____ smile of Mona Lisa.
- 7) The number of students in this university has _____ thirty thousand.
- 8) Both sides wanted to solve the problem by peaceful _____.
- 9) They _____ a close relationship with IBM years ago.
- 10) They had to stop their work because of a _____ of raw materials.

3. Directions: Fill in the blank with a proper form of the given word in the brackets after each sentence.

- 1) All _____, from banking to shopping, will be performed electronically. (transact)
- 2) The performance will begin _____ at 7 o'clock. (prompt)
- 3) One of the unique problems in international trade is _____ conversion. (money)
- 4) London is one of the important _____ centers in the world. (finance)
- 5) A policeman's first duty is the _____ of the people. (protect)
- 6) If you meet with any difficulty in your study, don't be _____. (courage)
- 7) In India, cows can wander about in streets without _____. (restrict)
- 8) The old man did not understand the _____ of the English system to the metric system. (convert)
- 9) I hope Andy won't feel _____ if I turn down his invitation. (insult)
- 10) They restrict the importation of the foreign goods by _____ high tariffs on them. (impose)

4. Directions: Put the following sentences into English with the phrase given in the brackets after each sentence.

- 1) 高昂的学费使一些贫穷的学生不能进入大学。(discourage ... from)
- 2) 大学生应该接触社会。(in contact with)
- 3) 古代, 中国人修建了长城, 把侵略者挡在外面。(keep out)
- 4) 史密斯先生打算去欧洲旅行, 他设法把美元换成欧元。(convert ... to)
- 5) 多数人同意对烟酒征收额外的税。(impose ... on)

