

浙江大学编著《新编大学英语》 配套课外读物（全六册）

# 新编大学英语

**New College English Reading Series (3)**

应惠兰 主编

**课外系列读物(三)**



浙江大學出版社

教育部《大学英语课程教学要求》(试行) 指定教材

# 新编大学英语

New College English Textbook (Book 1)

张其成 主编

商务印书馆出版 (三)



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## 图书在版编目(CIP)数据

新编大学英语课外系列读物.3 / 应惠兰主编. — 杭州: 浙江大学出版社, 2001.7  
ISBN7-308-02751-1

I. 新... II. 应... III. 英语 - 高等学校 - 课外读物 IV. H319.4

中国版本图书馆 CIP 数据核字(2001)第 039212 号

责任编辑 樊晓燕

出版发行 浙江大学出版社

(杭州浙大路 38 号 邮政编码 310027)

(E-mail: zupress@mail.hz.zj.cn)

(网址: <http://www.zjupress.com>)

排 版 者 浙江大学出版社电脑排版中心

印 刷 浙江大学印刷厂印刷

开 本 850mm × 1168mm 1/32

印 张 8

字 数 215

版 印 次 2001 年 7 月第 1 版第 1 次印刷

印 数 0001 - 6000

书 号 ISBN7-308-02751-1/H·143

定 价 12.00 元

# 前 言

《新编大学英语》是按“以学生为中心的主题教学模式”编写的教材。《新编大学英语课外系列读物》(共六册)为《新编大学英语》的配套课外读物,旨在帮助学生扩大阅读量、增强阅读能力,从而促进其综合语言能力的提高。

阅读能力的培养是英语学习中非常重要的一个环节。修订版的《大学英语教学大纲》指出:阅读是掌握语文知识、打好语言基础、获取信息的重要渠道。阅读能力是大部分大学生今后工作所需的主要语言技能。在大学英语教学中要始终重视阅读能力的培养。本读物系列以《大学英语教学大纲》为指导,遵循《新编大学英语》选材新颖、题材多样、内容丰富、趣味性强的特点,从近十年来的英、美书报刊中选取了具有时代性、知识性、趣味性、可思性的材料,让学生在学习教材的同时能进一步通过课外自主阅读拓宽视野,增进英语阅读的流利度,促进阅读能力的提高。

读物中材料的内容涉及英语国家文化、教育、历史、科技等多个领域,有小说、散文等文体,语言优美、流畅。为了帮助读者理解内容,文章对生词、难点作了详尽的注解,并配有自测阅读选择题以检验理解的准确度,提高解题技巧。此外,每篇文章后还配有词

汇用法详解,使读者能掌握文中的一些重要词汇,便于记忆、运用。本读物适宜于大学生课外阅读,也适宜于有志提高英语水平的各类读者使用。

《新编大学英语课外系列读物》由浙江大学外语学院应惠兰教授主编,许力生、张建理教授主审。参加第三册的编写人员有(按姓氏笔画为序):方富民、叶宁、姜清、盛跃东、傅莹。

由于时间仓促,不足之处敬请同行指正。

编 者

2001年1月

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# 新编大学英语

## 课外系列读物(三)



## Passage 1

# DotCom vs. NotCom

*Walter Kirn*

因特网正切切实实地改变着我们的生活、思想、言谈,还有我们的爱,我们怎样上学、赚钱、看病、选举领导人……无不被它“一网打尽”,我们正在转向一个数字化社会。这里有一个人在网上进行着各种活动,而另一个人却向这种新的生活方式——“e-life”电子生活发起了挑战。到底谁将会是这场战争的胜利者呢?请读下文。

1 It was war, a titanic clash of wills. In one corner was DotComGuy, living a life that is normally forced on felons as an alternative to incarceration.<sup>[1]</sup> Not allowed to leave his home, and subject to round-the-clock **surveillance**<sup>①</sup> by battery of 16 cameras webcasting to computers around the globe, 26-year-old Dallas<sup>[2]</sup> resident DotComGuy (known as Mitch Maddox before he changed his name) has turned himself into a sort of wired **groundhog**<sup>②</sup>, vowing to spend an entire year ordering everything he needs to live, from food to furniture, over the Internet. Like a

① surveillance: *n.* 监视

② groundhog: *n.* 旱獭

switched-on Thoreau at a virtual Walden Pond<sup>[3]</sup>, he devised the **stunt**<sup>③</sup> to teach mankind that the age of e-commerce is here—and that it is good.

2 DotComGuy's **adversary**<sup>④</sup> is Chicago *Tribune*<sup>[4]</sup> columnist Eric Zorn, 42, **a.k.a.**<sup>⑤</sup> NotComGuy. Vaguely troubled by his dependence on electronics, NotComGuy **cooked up**<sup>⑥</sup> his own experiment. Instead of withdrawing from human society into his computer, NotComGuy set out to withdraw from his computer—and his cell phone and fax machine as well—into human society. Reasoning that “this stunt has a difficulty factor 52 times greater than DotComGuy's **bagatelle**<sup>⑦</sup>”, he announced he would go cold turkey<sup>[5]</sup> for a week, then report on his discoveries in print.

3 The results of this cultural struggle were announced by Zorn last week, and they're not encouraging for those who **yearn**<sup>⑧</sup> to return to simpler times. NotComGuy lost. He snapped under the strain. “You kind of get addicted,” he **confessed**<sup>⑨</sup>, “to being in touch with everything at all times.” Cut off from his e-mail, he felt alone, **adrift**<sup>⑩</sup>. “You can exist without it, sure,” he said. “You're just sort of living in a different **milieu**<sup>⑪</sup>.” Worse, the journalist learned he wasn't able to write coherent sentences without his word processor. “The new style becomes a

- ③ stunt: n. 技巧
- ④ adversary: n. 对手
- ⑤ a.k.a.: also known as 即
- ⑥ cook up: 设计;想出
- ⑦ bagatelle: n. 琐事
- ⑧ yearn: v. 渴望
- ⑨ confess: v. 承认
- ⑩ adrift: a. 消息不灵通的
- ⑪ milieu: n. 境况;情形

## DotCom vs. NotCom

**scribbly**<sup>⑫</sup>, scratchy mess covered with arrows,” he wrote in his column.

4 The **futuristic**<sup>⑬</sup> DotComGuy, on the other hand, continues to live happily inside his **cyberden**<sup>⑭</sup>. The equivalent of a 1920s **flagpole**<sup>⑮</sup> sitter, he shows no sign of cracking; indeed, if his virtual **exile**<sup>⑯</sup> goes as planned, he will earn more than \$ 90,000 this year. His website, which features streaming video of nearly his every move, receives millions of hits a day and is laced with advertisements. What's more, he's **lined up**<sup>⑰</sup> corporate sponsors that include online grocer peapod.com and bookseller borders.com. Wrote an admirer in an e-mail to DotComGuy's site: “What you're doing is a job, and more important it is the very essence of what makes our country so great.”

5 DotComGuy is more modest about his life as a **homebound**<sup>⑱</sup> professional consumer. The idea came to him last year when he found himself growing restless during a shopping trip with his parents. “I'm fed up with this,” he told them. Hoping that people will “learn from my experience,” he leads a rich, if isolated life, with regular visits from an aerobics trainer to keep him from physically **merging**<sup>⑲</sup> with his couch (bought online, of course). “I was able to go shopping in bed last night,” he says. How long **voyeurs**<sup>⑳</sup> will be willing to log on and watch

⑫ scribbly: *a.* 乱涂乱画的

⑬ futuristic: *a.* 未来派的

⑭ cyberden: *n.* 电脑室

⑮ flagpole: *n.* 旗杆

⑯ exile: *n.* 放逐

⑰ line up: 邀集

⑱ homebound: *a.* 在家的

⑲ merge: *v.* 合为一体

⑳ voyeur: *n.* 刺探隐秘者



him click his mouse is questionable. Then again, *Who Wants to Be a Millionaire* continues to receive high ratings.

6 In the meantime, Zorn, having shed his NotComGuy handle, remains unimpressed by his rival's **novelty**<sup>①</sup> act. "I don't think it's very hard what he's doing. It's like Bio-Dome. It's *Gilligan's Island*, except he has everything." Zorn may have a point. If his own experience is a guide, the true test of DotComGuy's character will come 11 months from now, when he will have to face the outside world again, no longer safely **cocooned**<sup>②</sup> inside the Web. Perhaps he'll retreat when he finally sees his shadow.

## Notes

- [1] In one corner was DotComGuy, living a life that is normally forced on felons as an alternative to incarceration. DotComGuy (网虫) 呆在角落里, 过着这样一种生活: 这种生活一般是只有重罪犯在不得已的情况下才选择的(除监禁外)。
- [2] Dallas: 达拉斯(美国得克萨斯州东北部城市)
- [3] Walden Pond: 沃尔登塘(美国马萨诸塞州东北部一水塘; 1848—1847 H.D. Thoreau 在此隐居并产生灵感, 撰写了名著《沃尔登或林中生活》)
- [4] Chicago *Tribune*: 芝加哥《论坛报》
- [5] go cold turkey: 〈俚语〉立即完全放弃

① novelty: *n.* 新颖

② cocoon: *v.* 把……紧紧裹住

# DotCom vs. NotCom

## Reading Comprehension

**Directions:** Choose the best answer for the following questions. You will find the answer either stated directly or indirectly in the reading passage.

1. Eric Zorn decided to give up all things technological, including his mobile phone and e-mail, for \_\_\_\_\_.
  - A) he was innovative, attempting to live a new life
  - B) he was disturbed by his dependence on them
  - C) he planned to challenge DotComGuy
  - D) he wanted to test his determination
2. What happens to Eric Zorn after he withdrew from his computer?
  - A) He simplifies his life without his computer and fax machine, etc.
  - B) He is not troubled, living a happy life as usual.
  - C) He leads a comparatively exciting and encouraging life.
  - D) He feels alone and becomes incompetent as a journalist.
3. Which of the following statements with regard to DotComGuy's life is true?
  - A) He leads a lonely and isolated life, rather exhausted.
  - B) He has no freedom, shutting himself in a wired room.
  - C) He stays at home, surviving by the Internet.
  - D) He is out of touch with the outside world.
4. When the author says "He snapped under the strain" (Paragraph 3), it suggests that \_\_\_\_\_.
  - A) he felt great pressure because he lost the struggle
  - B) he summoned up his courage even though he lost the struggle
  - C) he lost his heart because he lost the struggle
  - D) he was still confident even though he lost the struggle



5. It can be inferred from the passage that DotComGuy is most likely a \_\_\_\_\_.
- A) systems manager  
B) columnist  
C) businessman  
D) writer
6. From the passage we can draw the conclusion that \_\_\_\_\_.
- A) DotComGuy lives an unbearable life that is normally forced on criminals  
B) NotComGuy thinks it easier for him to isolate himself from computers  
C) NotComGuy is deeply impressed by DotComGuy's act and will follow his lead  
D) DotComGuy will be the only winner in this cultural struggle in the long run

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Usage

☞ subject

- a. 1. tending or likely or inclined (to have) 易受到; 可能会  
e.g. The arrangements are subject to change at short notice.  
All men are subject to death.

2. governed by or dependent on 受约束  
e.g. We are all subject to the laws of nature.

- v. 1. cause to experience or suffer 使遭受; 使服从  
e.g. He tries to subject the whole family to his will.  
He subjected us to a difficult test.

☞ feed up with

- a. unhappy, tired, and not satisfied with something uninteresting and

# DotCom vs. NotCom

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boring 感到厌烦,不高兴,腻了

e.g. I am rather fed up with your frequent complaints.

I am fed up with the wet weather.

## Key to Exercise

1. B    2. D    3. C    4. A    5. A    6. D



## Passage 2

# A New Role for Global Businesses

*Goran Lindahl*

经济全球化、一体化是当今世界面临的一大趋势。跨国公司的建立也推动了全球经济的发展。但是，跨国公司除了发展经济外，是否还应该承担其他的责任呢？本文就此问题进行了探讨。

1 Much of the current debate on globalization focuses on the potential downside of **unfettered**<sup>①</sup> competition. Will unemployment **trigger**<sup>②</sup> social unrest in Europe? Will regions dependent on natural resources or commodities face more exploitation? Will the troubling social **divides**<sup>③</sup> in emerging economies widen even further? As a businessman with almost 30 years of international experience, I see globalization as basically a good thing. But I also know that **transparency**<sup>④</sup> and a free flow of trade, capital, skills, technology and information, even mixed with the human aspiration for a share of the better life, will not automatically lead to

① unfettered; a. 自由的

② trigger; v. 引起

③ divide; n. 分歧

④ transparency; n. 透明度



# A New Role for Global Businesses

better life for all.

2 The pursuit of profit alone cannot hold societies together. This is no new insight. What is new is the way that globalization is changing the landscape. Before 1989, two geopolitical power **blocs** ⑤, each with its own **ideological** ⑥ and economic system, faced off across the Iron Curtain<sup>[1]</sup>. In today's post-cold war world, trade, commerce and technology have **reconfigured** ⑦ the global balance of power equation. Market forces and large corporations in many ways have a bigger impact on people's lives than governments or regional and international institutions.

3 Against that **backdrop** ⑧ we need to widen the focus of business and embrace a new civic role for large corporations, globally and locally. Big companies like ABB train local people and transfer technology and business **know-how** ⑨ into emerging economies. We treat employees and local communities everywhere with respect. We try to set examples of decency, fairness and **solidarity** ⑩, as well as of performance and competitiveness. Why? Partly because such behavior reflects the **ethical** ⑪ core of a company. And partly because we clearly see it helps not only to be responsible but to be seen as being responsible.

4 **Enlightened** ⑫ self-interest alone is reason enough for business to

⑤ bloc: n. 集团

⑥ ideological: a. 意识形态的

⑦ reconfigure: v. 更换

⑧ backdrop: n. 背景

⑨ know-how: n. 技术

⑩ solidarity: n. 团结一致

⑪ ethical: a. 道德的

⑫ enlightened: a. 开明的