

新理念大学英语 泛读教程

XINLINIAN

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前言

《新理念大学英语泛读教程》是英语教学不可缺少的教学内容,也是英语其他课程的一个重要补充。本“教程”内容是围绕提高学生的英语能力所设计的。为了达到这个目的,根据“泛读教程”的教学特点和要求,在编写过程中着重强调了如下几个方面的内容:

一、为了扩大学生的英语词汇量,拓宽知识范围,获得更多的知识信息,丰富学生的语言知识,本教材注重选材范围,力求涵盖社会科学、人文科学以及自然科学等方面的内容。一、二册着重选择适用英语,如:电子商务、经济、贸易、金融、证券交易等方面的文章;三、四册侧重于选择社会科学和人文科学以及自然学科等方面的文章。本教材的教学目的是要求学生以自学为主,故文章的篇幅不宜太长。一、二册的文章 250~300 个单词,三、四册的文章 350~400 个单词。文章由易到难,便于学生阅读、理解和掌握,从而提高学生的阅读兴趣和学习效果。

二、为了帮助学生在过程中更好地理解 and 掌握文中的语言词汇知识,课文后列出了文中的词语和词组,并针对重点常用词语和词组设计了 10 个句子为填空题,帮助学生掌握这些词语和词组的用法。

三、每篇文章设计 5 个理解题,每道题含有 4 个选项,选项中包括对词组、段落以及全文的理解,从中选择最佳答案,提高学生的理解力。

本教材适用于专科院校和本科院校的学生阅读教学,包括英语专业学生和公共英语的学生。为了使本教程更具有适用性、针对性,编写组特邀请了东南大学、河海大学、新疆医科大学、安徽农业大学、湖州师范学院、江阴职业技术学院、无锡科技职业技术学院等院校的教师参加了集体编写工作,由东南大学外国语学院教授、浙江越秀外国语学院聘用教授梁为祥先生以及南京财经大学肖辉教授担任总主编,并审阅了全部书稿。在编写过程中,史建农编辑给予了大力支持与协作。书中如有谬误之处,欢迎读者给予指正。

编者

2011.8



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Passage 1

On the day Marco Polo was born in Venice in 1254, his father Nicolo Polo and his uncle Maffeo had just left the city. They had gone on a trading journey.

Venice was a great seaport in the thirteenth century. Her warships controlled the eastern Mediterranean Sea and protected her merchant ships. Her trade in goods from Asia for resale in Europe was the most important source of her wealth. We would call it today a luxury trade. Goods which had traveled thousands of miles by caravan to a Mediterranean port were not for the common people's markets. Silk cloth from Cathay (now called China), precious stones from India, spices from south-east Asia — these were for the rich people of Europe, the nobles and the new merchant classes.

Nicolo Polo was one of the great merchant princes of Venice. The purpose of his journey was to make contacts at the sources of supply of his goods. Too many merchants had to make a profit from the goods before he could buy them in the markets of the eastern Mediterranean ports. Perhaps he hoped to cut out some of those middlemen or to make other improvements in the quality of the goods or the way of getting them to Venice. The heads of big trading houses make journeys for similar purposes today, but the similarity ends there. We can scarcely compare the modern executive's luxurious travel by air-conditioned jet plane with Nicolo's months of courageous traveling by ship, on horseback, on foot, and by camel caravan to the court of Kublai Khan.

I. New Words and Expressions

Venice	[ˈvɪnɪs]	(n.) 威尼斯(意)
seaport	[ˈsiːpɔ:t]	(n.) 海港
Mediterranean Sea	[medɪtəˈreɪnjən si:]	地中海
Nicolo Polo		尼可罗·波罗(人名)
Marco Polo		马可·波罗(人名)
warship	[ˈwɔ:ʃɪp]	(n.) 军舰
source	[sɔ:s]	(n.) 来源
resale	[ˈri:seɪl]	(n.) 零售
luxury	[ˈlʌkʃəri]	(n.) 奢侈, 豪华
Cathay	[kæˈθeɪ]	(n.) [古语, 诗歌用语] 中国
noble	[ˈnəʊbl]	(n.) 贵族



caravan	[ˈkærəvæn]	(n.) (在沙漠或危险地区结伴而行的)旅行队,商队
spice	[spais]	(n.) 香料,调味品
prince	[prɪns]	(n.) 名家,王子
south-east Asia	[saʊθ-i:st'eɪʃə]	东南亚
merchant	[ˈmɜ:tʃənt]	(n.) 商人,国际贸易批发商
class	[kla:s]	(n.) 阶级,阶层,类
similarity	[sɪmɪ'lærɪtɪ]	(n.) 类似,相似
scarcely	[ˈskeəslɪ]	(adv.) 稀少地,罕见地
executive	[ɪgˈzekjʊtɪv]	(n.) 决策人,董事会,行政官
air-conditioned	[ˈeə-kən'dɪʃənd]	(a.) 空调的
jet plane	[dʒet pleɪn]	喷气式飞机
be born in		出生在……
luxury trade		利润丰厚的贸易
by caravan		通过商队
make contact		保持联系
make a profit from		从……获利
cut out		谋得,剪去,开出
on horseback		在马背上
on foot		步行
by camel caravan		靠骆驼运输

II. Fill in the blanks in the following sentences with the listed words or expressions.

control	precious	make contact	make a profit from
cut out	get... to	in the quality of	compare
courageous	similarity		

- The project is complete as far as _____ the river is concerned.
- He likes to _____ with wealthy people.
- This canned soup can't _____ to homemade.
- It was _____ of him to oppose his chief.
- I'll cut down my smoking, maybe _____ it _____ entirely.
- He tries to _____ trade.
- They have lost _____ working time.
- When did you _____ those goods _____ Qingdao?
- There is a great _____ between all her children.
- There is a great improvement _____ these products.

1. Nicolo Polo and Maffeo left Venice _____.
A. in 1264
B. in 1254
C. in 1234
D. in 1274
2. Nicolo Polo and Maffeo _____ a trading journey after they had left Venice.
A. carried out
B. conducted
C. carried on
D. went out
3. "A luxury trade" in the passage maybe means "_____".
A. glad business
B. pleased business
C. joyful trade
D. enjoyable trade
4. His purpose of doing business was _____.
A. for the people's necessities of Europe
B. for a part of people's necessities
C. for all the upper classes of Europe
D. for all wealthy people and the new merchant classes
5. "Cut out" in the passage maybe means "_____".
A. cut about
B. omit
C. press
D. cut off



Passage 2

Marketing Research involves the use of surveys, tests, and statistical studies to analyze consumer trends and to forecast the quantity and locale of a market favorable to the profitable sale of products or services. The social sciences are increasingly utilized in customer research. Psychology and sociology, for example, by providing clues to people's activities, circumstances, wants, desires, and general motivations, are keys to understanding the various behavioral patterns of consumers.

Coupled with applications from the social sciences has been the introduction of modern measuring methods when surveys are made to determine the extent of markets for a particular product. These methods include the use of statistics and the utilization of computers to determine trends in consumers' desires for various products. Scientific analysis is being used in such areas as product development, particularly in evaluating the sales potential of new product ideas. For example, use is made of mathematical models, that is, theory-based projections of social behavior in a particular social relationship. Sales projections become the basis for many important marketing decisions, including those relating to the type and extent of advertising, the allocation of salespeople, and the number and location of warehouses.

I. New Words and Expressions

statistical	[stə'tɪstɪkəl]	(a.) 统计的
forecast	['fɔ:kəst]	(v.) 预测, 预报
quantity	['kwɒntəti]	(n.) 数量, 大量
favorable	['feɪvərəbl]	(a.) 有利的, 适宜的, 赞同的
profitable	['prɒfɪtəbl]	(a.) 可获利的
utilize	['ju:tɪlaɪz]	(v.) 利用, 使用
psychology	['psaɪ'kɒlədʒ]	(n.) 心理学
sociology	['səʊsɪ'blədʒɪ]	(n.) 社会学
motivation	['məʊtɪ'veɪʃən]	(n.) 刺激, 积极性, 兴趣, 动力
pattern	['pætən]	(n.) 模式, 方式
couple	['kʌpl]	(v.) 联结, 结合
extent	['ɪks'tent]	(n.) 广度, 程度



development	[di'veləpmənt]	(n.) 开发
evaluate	[i'veəljuert]	(v.) 估价, 评价
mathematical	[,mæθr'mætɪkəl]	(a.) 数学的
model	['mɒdl]	(n.) 模式
projection	[prəʊ'dʒekʃən]	(n.) 预测, 预示, 计划
market	['mɑ:kɪt]	(v.) 市场运作
clue	[klu:]	(n.) 线索, 暗示
provide clue to		为……提供线索
key to		……关键
couple with		同……联接, 结合
relate to		与……有联系, 有关联



II. Fill in the blanks in the following sentences with the listed words or expressions.

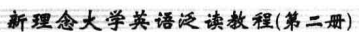
forecast	quantity	favorable	utilize	motivation
pattern	couple with	development	evaluate	relate to

- Teachers should _____ studying _____ teaching.
- We live in a new suburban housing _____.
- The weatherman _____ good weather for tomorrow.
- The situation will develop in a direction _____ to the people.
- It was too early to _____ fairly his performance.
- _____ was at a very high level, and the students did not have to be prodded (督促).
- This is a question of _____, not quality.
- The stress _____ may vary with the situation or context.
- We are interested in what _____ ourselves.
- All the households should try to _____ solar energy for saving the source of energy.



III. There are four choices marked A. B. C. and D. in the following questions. You should decide on the best choice and mark the corresponding letter with a circle.

- When “market” is used as “verb”, it means _____.
 A. buying or selling at the marketplace
 B. controlling the locale
 C. displaying at the marketplace
 D. managing the market





Passage 3

People invest because they want their savings to show growth. Growth is the increase in dollar value of an investment over a period of time. Suppose you buy 5 acres of land for \$ 500 an acre and at a later date its value goes up to \$ 700 an acre. The land has increased in value, so your investment has provided growth.

An investment that provides growth, however, always involves risk, because there is always the possibility that the dollar value of the investment may decrease instead of increase. To see how this happens, let's again use the example of owning land. Suppose that when you wanted to sell the 5 acres of land, you could get only \$ 300 an acre. The dollar value of your land has decreased.

Some people will not put their savings into high-risk investments. They do not want to risk the chance that the dollar value of their investment will decrease. Other people, however, prefer this kind of investment. They seek a much greater return on their money in the form of the difference which is called capital gain. Usually, an investment with more growth potential is also a higher risk investment.

Investing can be done in several ways. The most common ways are savings accounts, savings bonds, stocks and corporate bonds, real estate, and objects of value such as rare coins.

By far the most popular form of investing is the savings account. The reasons for its popularity are clear. The money in a savings account is safe. There is little risk that the dollar value of your savings account will decrease. The savings can be converted to cash quickly; therefore, it can be used easily in case of an emergency in which you might need cash. Also, since there are many financial institutions that offer savings accounts, it is usually easy to find one that is nearby and convenient.

I. New Words and Expressions

invest	[in'vest]	(v.) 投资
savings	['seɪvɪŋz]	(n.) 存款, 储蓄金
suppose	[sə'pəʊz]	(v.) 认定, 猜想
acre	['eɪkə]	(n.) 英亩



risk	[risk]	(n.) 风险, 危险
own	[əʊn]	(v.) 拥有, 占有
decrease	[di:'kri:s]	(v.) 减少
high-risk	[haɪ-rɪsk]	(n.) 高风险
prefer	[prɪ'fɜ:]	(v.) 喜欢, 愿意
return	[rɪ'tɜ:n]	(n.) 收益, 利润
gain	[geɪn]	(n.) 利润
potential	[pəʊ'tenʃəl]	(n.) 潜力
convert	[kən'vɜ:t]	(v.) 转变, 转化
cash	[kæʃ]	(n.) 现金
emergency	[ɪ'mɜ:dʒənsɪ]	(n.) 紧急情况
nearby	[ˈniəbaɪ]	(a.) 附近的, 邻近的
convenient	[kən'vi:njənt]	(a.) 方便的
dollar value	[dɔ:lə væljʊ]	货币价值, 美元价值
over a period of time		超过一段时间
at a later date		以后的时间
go up		上涨, 上升
instead of		而不
put... into		把……投入到
in the form of		以……形式
capital gain		资本利得
savings accounts		储蓄账户
savings bonds		储蓄公债
stock and corporate bonds		公司债券
rare coins		稀有钱币
financial institutions		金融机构
real estate		房地产

II. Fill in the blanks in the following sentences with the listed words or expressions.

invest	suppose	risk	own	decrease
return	gain	convert	go up	put... into

- National income will _____ by 6.9 percent next year.
- More new buses are to be _____ service.
- He has a good cash _____ from his writings.
- _____ he is absent, what shall we do?
- Has _____ of war died down in the Middle East?



6. Many underdeveloped countries _____ their natural resources.
7. The _____ in sales was almost 20 percent.
8. Everyone would _____ by it.
9. He _____ his \$ 100,000 in a business enterprise.
10. These engineers _____ the oil revenues into other forms of wealth.

III. There are four choices marked A. B. C. and D. in the following questions. You should decide on the best choice and mark the corresponding letter with a circle.

1. The purpose which people invest is _____.
 A. to show their fortune
 B. to develop national economy
 C. to gain economic profits
 D. to keep the financial value
2. The risk of investment means _____.
 A. the economy comes down
 B. the dollar value may decrease
 C. the enterprises break down
 D. the economic crisis
3. "Return" in the passage means "_____".
 A. gain B. money C. cash D. reply
4. Investment can be done _____.
 A. in 3 ways B. in 5 ways
 C. in 6 ways D. in 4 ways
5. The most popular form of investment is the savings account, because _____.
 A. the investment is valuable
 B. the money in bank can't lose
 C. the money in a savings account is not risky
 D. the money keeps in bank



Passage 4

Culture is one of the most challenging elements of the international marketplace. This system of learned behavior patterns characteristic of the members of a given society is constantly shaped by a set of dynamic variables: language, religion, values and attitudes, manners and customs, aesthetics, technology, education, and social institutions. To cope with this system, an international manager needs both factual and interpretive knowledge of culture. To some extent, the factual knowledge can be learned but its interpretation comes only through experience.

The most complicated problems in dealing with the cultural environment stem from the fact that one cannot learn culture — one has to live it. Two schools of thought exist in the business world on how to deal with cultural diversity. One is that business is business the world around, following the model of Pepsi and McDonald's. In some cases, globalization is a fact of life; however, cultural differences are still far from converging.

The other school proposes that companies must tailor business approaches to individual cultures. Setting up policies and procedures in each country has been compared to an organ transplant; the critical question centers around acceptance or rejection. The major challenge to the international manager is to make sure that rejection is not a result of cultural myopia or even blindness.

Fortune examined the international performance of a dozen large companies that earn 20 percent or more of their revenue overseas. The internationally successful companies all share an important quality: patience. They have not rushed into situations but rather built their operations carefully by following the most basic business principles. These principles are to know your adversary, know your audience, and know your customer.

I. New Words and Expressions

challenge	[ˈtʃælɪndʒ]	(v.) 挑战
marketplace	[ˈmɑːkɪtpleɪs]	(n.) 市场, 集市, 商界
dynamic	[daɪˈnæmɪk]	(a.) 动力的, 有活力的
variable	[ˈveəriəbl]	(n.) 可变的事物
aesthetic	[ɪsˈθetɪk]	(a.) 美感的, 有审美力的
institution	[ɪnˈstɪtjuːʃən]	(n.) 机构



factual	[ˈfæktʃʊəl]	(a.) 实际的, 事实的
interpretive	[ɪnˈtɜːprətɪv]	(a.) 解释的
stem	[stem]	(v.) 起源于
diversity	[daɪˈvɜːsɪti]	(n.) 多样, 不同, 千变万化
globalization	[ˌɡləʊbəlaɪˈzeɪʃən]	(n.) 全球化
converge	[kənˈvɜːdʒ]	(v.) 会聚, 集中, 互相靠拢
tailor	[ˈteɪlə]	(v.) 缝制, 配合, 适应
procedure	[prəˈsiːdʒə]	(n.) 程序, 工序, 过程
organ	[ˈɔːɡən]	(n.) 机构
transplant	[trænsˈplɑːnt]	(n.) 移植, 移种
critical	[ˈkrɪtɪkəl]	(a.) 苛求的, 严重的, 评论的
rejection	[rɪˈdʒekʃən]	(n.) 拒绝, 反对
myopia	[maɪˈəʊpiə]	(n.) 近视
blindness	[ˈblaɪndnɪs]	(n.) 盲目, 文盲
revenue	[ˈrevɪnjuː]	(n.) 国家的税收
adversary	[ˈædvəsəri]	(a.) 对手, 敌手
cope with		对付, 处理
to some extent		在某种程度上
deal with		处理, 解决
in some cases		在某种情况下
be far from		远离
make sure		确信
rush into		碰上, 遇到, 进入

II. Fill in the blanks in the following sentences with the listed words or expressions.

challenge	variable	converge	procedure	tailor
critical	rejection	cope with	deal with	in some cases

1. Have you taken all the _____ into account in your calculations?
2. The first step in the _____ for making a kite is to build the frame.
3. We _____ (改革) bus services to meet the needs of suburbs.
4. He keeps applying for jobs but constant _____ have discouraged him.
5. Our school _____ the local champion team to a football match.
6. Thousands of spectators _____ on the city for the horse race.
7. There was more work than I could _____.
8. It takes years to develop one's _____ ability.
9. The book _____ reading, writing and speaking.