

新理念大学英语 泛读教程

(第一册)

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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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- D. his coach is Bowerman, who can run a company of footwear well
3. Blue Ribbon Sports was unable to hire experts due to _____.
A. the absence of established athletic footwear industry in North America
B. the lack of money
C. their unconventional manner of running business
D. their collegial management
4. In the early years of Nike, communication within the company was usually carried out _____.
A. informally
B. unconventionally
C. potentially
D. with collegial style
5. What qualities of Bowerman's teams form the basis of Nike's early management style?
A. The team spirit and shared values of the athletes.
B. The unconventional manner of running business.
C. The method that Knight learned from Onisuka Tiger Company.
D. The spirit of "experts" in the field.



Passage 3

The increase in international business and in foreign investment has created a need for executive with knowledge of foreign languages and skills in cross-cultural communication. Americans, however, have not enjoyed the same level of success in negotiation in an international arena as having their foreign counterparts.

Negotiating is the process of communicating back and forth for the purpose of reaching an agreement. It involves persuasion and compromise, but in order to participate in either one, the negotiators must understand the ways in which people are persuaded and how compromise is reached within the culture of the negotiation.

In many international negotiations abroad, Americans are perceived as wealthy and impersonal. It often appears to the foreign negotiator that the American represents a large multi-million-dollar corporation that can afford to pay the price without bargaining further. The American negotiator's role becomes that of an impersonal purveyor of information and cash.

In studies of American negotiators abroad, several traits have been identified that may serve to confirm this stereotypical perception, while undermining the negotiator's position. Two traits in particular that cause cross-cultural misunderstanding are directness and impatience on the part of the American negotiator. Furthermore, American negotiators often insist on realizing short-term goals. Foreign negotiators, on the other hand, may value the relationship established between negotiators and may be willing to invest time in it for long-term benefits. In order to solidify the relationship, they may opt for indirect interactions without regard for the time involved in getting to know the other negotiator.

Clearly, perceptions and differences in values affect the outcomes of negotiations and the success of negotiators. For Americans to play a more effective role in international business negotiations, they must put forth more effort to improve cross-cultural understanding.

I. New Words and Expressions

investment

[in'vestmənt]

(n.) 投资

executive

[ig'zekjutiv]

(n.) 行政人员, 经理



- A. eight-times
 - B. seven-times
 - C. nine-times
 - D. ten-times
2. What period is the glowing age of American economy?
- A. From the end of the Second World War to the mid 1980s.
 - B. From the end of the Second World War to the year of 1995.
 - C. From the mid 1980s to the year of 1995.
 - D. From the end of the Second World War to the year of 1995.
3. What made the American economy retreat in the mid 1980s?
- A. Foreign rivals in huge industry.
 - B. The crisis of confidence.
 - C. Manufacturers of semiconductors.
 - D. Warnings about the growing competition from overseas.
4. According to the last paragraph, which of the following factors can have led to the revival of the US economy?
- A. Turning of the business circle.
 - B. Restructuring of industry.
 - C. Improved business management.
 - D. Success in education.
5. What can be the theme of the passage?
- A. Americans are proud of the revival of their economy.
 - B. Foreign competition made the retreat of the US economy.
 - C. Intense competition can be the driving force of progress.
 - D. Americans took advantage of the Second World War to promote their economy.



severe	[si'viə]	(a.) 严峻的
account for		(在数量、比例上)占; 共计达
muted	[mju:tɪd]	(a.) 减弱的
swing	[swɪŋ]	(n.) 摇摆
conservation	[kɒnsə'veɪʃən]	(n.) 保持, 保守
energy-intensive	[ˈenədʒi-in'tensɪv]	(a.) 能源密集型的
consultancy	[kən'sʌltənsɪ]	(n.) 顾问, 咨询
sleep over	[sli:p əʊvə]	忽视
commodity	[kə'mɒdɪtɪ]	(n.) 商品
excess	[ɪk'ses]	(a.) 过多的, 过量的
commodity price index		(n.) 物价指数

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

result in	sleep over	excess	conservation	commodity
account for	scary	swing	gloom	doom

- He is looking at the _____ of a bird across the sky.
- The earthquake _____ the economic loss worth 1.3 billion yuan.
- You have to pay for _____ luggage on a plane. (在飞机上你得付超重的行李费。)
- Don't _____ any details, or you'll suffer a complete failure.
- The picture reminds the old man of the _____ famine in his childhood.
- Boy students _____ 40% of the enrollment.
- He tried his best but still couldn't escape from his _____.
- His _____ prevents him from making any active decisions.
- The _____ in the cave makes us hardly see anything clearly.
- 90% _____ for Christmas are sold out.

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.

- How many times did the price of crude oil rise by in 1979—1980?
 - Three times.
 - Four times.
 - Twice.
 - Five times.
- What are good reasons to expect the economic consequences now to be less severe than in the 1970s?
 - Compared with 1970s, the present price of crude oil holds a small share of the price of petrol.



sites make money only through advertisements posted by other online stores, and that is often just enough to offset its basic costs. The only reason for its survival, Sun says, is that it is free. That leaves little scope for any expansion, in spite of its increasing popularity.

I. New Words and Expressions

barter	[bɑ:tə]	(n.) 实物交易
site	[saɪt]	(n.) 场所
swap	[swɒp]	(v.) 交换
coupon	['ku:pən]	(n.) 商家优惠券
nursery school	['nɜ:səri]	幼儿园
accumulate	[ə'kju:mjuleɪt]	(v.) 积聚
upload	[ʌp'ləʊd]	(v.) 上载, 上传
brag	[bræg]	(v.) 吹牛
collector	[kə'lektə]	(n.) 收藏家
shrewdness	[ʃru:dnis]	(n.) 精明
guarantee	[,gærən'ti:]	(v.) 保证
gadgets	['gædʒɪt]	(n.) 小配件
minimize	['mɪnɪmaɪz]	(v.) 将……减到最少, 最小化
sealed	['si:ld]	(a.) 未知的
fake	[feɪk]	(n.) 假货
original	[ə'ɹɪdʒənəl]	(n.) 原件, 真品
literate	['lɪtərɪt]	(a.) 有文化素质的
discount shopping cards	[dɪskaʊnt ʃɔ:pɪŋ kɑ:dz]	商场打折卡
crop up	[krɒp ʌp]	突然出现
offset	[ɒfset]	(v.) 抵消, 弥补

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

site	offset	crop up	minimize	literate
guarantee	original	fake	shrewdness	accumulate

1. A difficulty has _____ at work.
2. The money is used to _____ the extra cost of the project.
3. One of the effective measures to _____ the dangers of driving is to teach people to obey all the rules of the road.
4. The _____ of the new hotel is by the sea.
5. The rain _____ a good crop this year.



fuel	[ˈfjuəl]	(n.) 燃料
mount	[maʊnt]	(v.) 增加
prospect	[ˈprɒspekt]	(n.) 预期, 前景
compound	[ˈkɒmpaʊnd]	(v.) 混合, 增加
marked	[mɑːkɪd]	(a.) 显著的
downward	[ˈdaʊnwəd]	(a.) 向下的
hardware	[ˈhɑːdweə]	(n.) 硬件, 部件

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

prospect	marked	compound	downward	hardware
collate	fuel	disposable income	hard-hit	year-on-year

- He _____ all the sales figures of the recent years, and found a dramatic decline of sales amount.
- High winds _____ the difficulties of the firefighters.
- Could you tell me where to buy the _____ of computer?
- Tales refer to the stories passed _____ through the ages. (传说是指一代一代传下来的故事。)
- This writer's plays are _____ by a gentle humor.
- There's not much _____ of Mr. Smith's being elected as Congressman. (史密斯先生被选为议员的希望不大。)
- Crude oil can be refined as all kinds of _____.
- The company is suffering from _____ and laid off all employees.
- The _____ number shows that the sales amount has shrunk by 20%.
- _____ means the rest of the income after paying all taxes.

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.

- What can't we learn from the second paragraph?
 - Food retailers are suffering the worst drop as well as BRC and KPMG.
 - BRC collected the figures of sales since 1995.
 - Customers and traders are under heavy pressure.
 - The coming Easter is a factor of the decline of sales.
- Which of the following is NOT the factor that makes people unwilling to spend much money?
 - High inflation.
 - Unemployment.



programming	[prɒ'græmɪŋ]	(n.) (电视) 节目
efficiency	[ɪ'fɪʃənsɪ]	(n.) 效率, 功效
commercial	[kə'mɜ:ʃəl]	(n.) 商业广告
sensation	[sen'seɪʃən]	(n.) 感觉, 感知
expert	['ekspɜ:t]	(a.) 内行的, 老练的
perceived	[pə'si:vɪd]	(a.) 感觉到的
sound level	[saund level]	声级
intensity	[ɪn'tensɪtɪ]	(n.) 强度
tricks of the trade		某门生意或职业的诀窍
filter out	[fɪltə aʊt]	渗漏
drown out	[draʊn aʊt]	淹没, 压过(另一种声音)
frequency	['fri:kwənsɪ]	(n.) 频率
band	[bænd]	(n.) 波段
script	[skɪpt]	(n.) 剧本, 脚本
attention-getting	[ə'tenʃən-geɪtɪŋ]	吸引注意力的
property	['prɒpəti]	(n.) 特征, 特点
draw to	[drɔ: tu]	吸引到……方面来, 使接近

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

intensity	expert	drown out	property
draw to	attention-getting	tricks of the trade	script
sensation	efficiency		

- It is an _____ beauty spot which many tourists pay a visit to every year.
- The little boy can't stand the labour _____.
- Many plants have medicinal _____. (许多植物具有药性。)
- Her voice was _____ in the crowd.
- At a special swimming pool in Los Angeles, children become _____ at holding their breath under water even before they can walk.
- He was _____ the art of photography.
- His good _____ enables him to win the prize.
- He takes advantage of his _____ and makes a lot of money.
- He makes his living by writing film _____.
- He has a good _____ of weather changes and he can make weather forecast accurately.



worm one's way into		慢慢地爬入
donation	[dəʊ'neɪʃən]	(n.) 捐款
tear up	[tiə ʌp]	撕碎
greed	[ɡri:d]	(n.) 贪欲
unevenly	[ʌn'i:vənli]	(adv.) 不平等地
downsize	['daʊn'saɪz]	(v.) 缩小

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

tear up	grab	donation	unevenly	capitalist
summon	greed	worm one's way into	regress	downsize

- The chairman _____ all the worker to strike.
- _____ maximize their profits at the expense of workers.
- She is so angry that she _____ his letter into pieces.
- The tyrant _____ power and exploits the people.
- The minister defalcates(贪污) all _____ of money to the hospital.
- A good teacher shouldn't treat all students _____.
- The corporation _____ its personnel in response to a poor economy.
- Although he was born in a poor family, he _____ upper class and became a millionaire.
- The general ordered his soldiers to _____.
- Human's _____ is the motive of crimes.

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.

- In the past, what quality do people think highly of?
 - Job honesty.
 - Employee's productivity.
 - Loyalty to the company.
 - Employee's efficiency.
- Why don't nowadays capitalists give out golden watch for praising their employee's loyalty?
 - Because they want to gather more wealth for themselves.
 - Because they want to save money and invest the money abroad.
 - Because they can find young employees to replace the old ones.
 - Because they want to use the money of gold watches to bribe the politicians.



- A. They want to copy the trademark of "Hollywood".
 - B. They want to attract famous directors like Peter Jackson.
 - C. They want to promote the film industry in the city.
 - D. They want to celebrate Wellington's talent and success.
2. Why did Leron Gubler oppose against the idea of "Wellywood"?
- A. Because the spelling of "Wellywood " is similar with "Hollywood".
 - B. Because Wellywood will compete with Hollywood.
 - C. Because Wellywood will attract many directors and stars from Hollywood.
 - D. Because Wellywood will promote the film industry of New Zealand.
3. What was British actor Sir Ian McKellen's attitude towards the idea of Wellyhood?
- A. He supported the idea of Wellyhood.
 - B. He didn't think highly of the idea of Wellyhood.
 - C. He opposed strongly against the idea of Wellyhood.
 - D. He kept an objective stand.
4. The phrase "try-hard" appears twice in the passage, and please guess its meaning according to the passage.
- A. It means to try one's best to do something.
 - B. It's hard for someone to have a try.
 - C. One spends much efforts to have a try but fails.
 - D. It means unreasonable even foolish actions or someone who always do something useless or foolish.
5. Whose opinion is most close to Leron Gubler?
- A. Steve Fitzgerald.
 - B. Wayne Attwell.
 - C. Trevor Mallard.
 - D. Jack Yan.



Passage 25

The number of speakers of English in Shakespeare's time is estimated to have been about five million. Today it is estimated that some 260 million people speak it as a native language, mainly in the United States, Canada, Great Britain, Ireland, South Africa, Australia and New Zealand.

In addition to the standard varieties of English found in these areas, there are a great many regional and social varieties of the language as well as various levels of usage that are employed both in its spoken and written forms.

In fact, it is impossible to estimate the number of people in the world who have acquired an adequate working knowledge of English in addition to their own languages. The purpose for English learning and the situations in which such learning takes place are so varied that it is difficult to explain and still more difficult to judge what forms an adequate working knowledge for each situation.

The main reason for the widespread demand for English is its present-day importance as a world language. Besides serving the indefinite needs of its native speakers, English is a language in which some of important works in science, technology, and other fields are being produced, and not always by native speakers. It is widely used for such purposes as meteorological and airport communications, international conferences, and the spread of information over the radio and television networks of many nations. It is a language of wider communication for a number of developing countries, especially former British colonies. Many of these countries have multilingual populations and need a language for internal communication in such matters as government, commerce, industry, law and education as well as for international communication and for entrance to the scientific and technological developments in the West.

I. New Words and Expressions

estimate	[ɪstɪ'meɪt]	(v.) 估计, 估价, 判断
Shakespeare	['ʃeɪkspɪə]	(n.) 莎士比亚(英国诗人, 戏剧家, 1564—1616)
usage	['ju:sɪdʒ]	(n.) 用法, 待遇, 习惯
adequate	['ædɪkwɪt]	(a.) 足够的, 相当的
widespread	['waɪdspred]	(a.) 流传甚广的, 分布广的



Passage 28

Every parent watches eagerly the child's acquisition of each new skill — the first spoken words, the first independent steps, or the beginning of reading and writing. It is often tempting to hurry the child beyond his natural learning rate, but this can set up dangerous feelings of failure and states of anxiety in the child. This might happen at any stage. A baby might be forced to use a toilet too early; a young child might be encouraged to learn to read before he knows the meaning of the words he reads. On the other hand, though, if a child is left alone too much, or without any learning opportunities, he loses his natural zest for life and his desire to find out new things for himself.

Learning together is a fruitful source of relationship between children and parents. By playing together, parents learn more about their children and children learn more from their parents. Toys and games which both parents and children can share are an important means of achieving this cooperation. Building-block toys, jigsaw puzzles and crosswords are good examples.

Parents vary greatly in their degree of strictness or indulgence towards their children. Some may be especially strict with money matters; others are severe over times of coming home at night, punctuality for meals or personal cleanliness. In general, the controls imposed represent the needs of the parents and the values of the community as much as the child's own happiness and well-being.

As regards the development of moral standards in the growing child, consistency is very important in parental teaching. To forbid a thing one day and excuse it the next is no foundation for morality. Also, parents should realize that "example is better than precept (规则)". If they are hypocritical and do not practice what they preach, their children may grow confused and emotionally insecure when they grow old enough to think for themselves, and realize they have been to some extent deceived. A sudden awareness of a marked difference between their parents' ethics and their morals can be a dangerous disillusion.

I. New Words and Expressions

acquisition

[ˌækwiˈzɪʃən]

(n.) 获得, 得到的东西或人

tempt

[tempt]

(v.) 勾引, 引诱, 怂恿



encourage	[ɪn'kʌrɪdʒ]	(v.) 鼓励, 激励
zest	[zest]	(n.) 热情, 趣味
indulgence	[ɪn'dʌldʒəns]	(n.) 沉溺, 纵容, 免罪
punctuality	[pʌŋktju'æləti]	(n.) 正点, 准时
cleanliness	['klenlɪnɪs]	(n.) 干净, 整洁
impose	[ɪm'pəʊz]	(v.) 强加, 强迫, 施影响, 利用
well-being	[wel-bɪŋ]	(n.) 幸福, 舒适
consistency	[kən'sɪstənsɪ]	(n.) 始终一致, 浓度
forbid	[fə'bɪd]	(v.) 禁止, 不准, 不许
preach	[pri:tʃ]	(v.) 传教, 宣扬, 唠叨
hypocritical	[hɪpə'krɪtɪkəl]	(a.) 伪善的, 伪君子的
confuse	[kən'fju:z]	(v.) 使混乱, 使迷惑, 混淆
insecure	[ɪn'sɪ'kjʊə]	(a.) 不安全的, 有危险的, 不可靠的
ethics	['eθɪks]	(n.) 伦理学, 道德观, 伦理观
disillusion	[dɪsɪ'lu:ʒən]	(n.) 醒悟
set up		建立, 创立, 树立
at any stage		在任何阶段, 在任何场所
be strict with		对……严格要求, 严厉
in general		通常地, 一般地
on the other hand		另一方面
as regard		至于, 关于
to some extent		在某种程度上

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

confuse	encourage	represent	be strict with	as regards
impose	tempt	at any stage	to some extent	forbid

- Most parents _____ their children's requirements.
- _____ novelists, this distinction doesn't much matter.
- Sanitary conditions had deteriorated(使……恶化) _____ that there was wide-spread danger of disease.
- Her achievements _____ me to try the same thing.
- When they didn't _____ things any more, then it was all over.
- The judge _____ a fine of ten pounds on him.
- He _____ his talk with irrelevant (不相干的) details.
- Words _____ ideas of things.
- The good reward _____ him to reveal his secret.



- A. The Entertainment Profession
 - B. The Way to Become a Pop Singer
 - C. The Life of a Pop Singer
 - D. The Pop Singer
2. Why must a pop singer have a good manager?
- A. To protect him from his fans.
 - B. To look after his business interests.
 - C. To help him to change his 'act'.
 - D. So that he can relax.
3. Why must a pop singer work very hard when he has become famous?
- A. To sell more records.
 - B. To become popular.
 - C. To stay popular.
 - D. To attract the attention.
4. It may be inferred from this passage that _____.
- A. a pop singer is somewhat afraid of meeting his fans
 - B. some people become pop singers by chance
 - C. a pop singer sometimes is reluctant to meet people
 - D. not a few people may become pop singers
5. Many singers' fate is _____.
- | | |
|------------------|----------------|
| A. not very easy | B. not so good |
| C. not best | D. not so poor |