



普通高等教育“十一五”国家级规划教材

# 希望英语

# Hope English



外语教学与研究出版社 FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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# English

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第4级

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# 前 言

随着我国加入世（界）贸（易）组织，国家对英语教育提出了更高的要求，对英语实际应用能力的培养更为重视。为此，外语教学与研究出版社联合全国数十所高校编写出版了《希望英语》系列教材，以满足新形势下英语教学改革迫切需要。

英语系列教材的编写主要依据教育部《高职高专教育英语课程教学基本要求》（试行），并充分考虑了高职高专英语教学的现状和宏观趋势，立足于“一切有利教师教学、一切服务学生学习”，以期切实为一线教学提供良好的教学素材和教学支持。在教学设计中，本系列教材既注重将新的语言教学理念引入教学过程，又特别强调语言教学活动在教学实践中的可操作性，同时还通过学习策略指导和协作式学习活动使学生更主动地参与到教学过程中来。此外，本系列教材以课本为依托，辅以磁带、光盘和网络等现代化教学手段，旨在营造立体化教学环境，为教师和学生提供全方位的教学支持。

## 《希望英语》系列教材的主要特点

《希望英语》系列教材在全面贯彻《高职高专教育英语课程教学基本要求》（试行）的前提下，结合一线教学实际，主要突出了以下几个方面：

1. 注重课堂活动的目的性和可操作性，加强英语综合能力、特别是听说能力的培养。各种活动有明确的教学目标，便于有针对性地进行教学实践。作为国内教材的首次尝试，具体活动还专门配有详尽的操作步骤建议，有效增强了教学活动的可操作性，为课堂教学的组织提供了有益的选择。

2. 突出选材的真实性、科学性、时代性、趣味性和多样性，更有利于激发学习兴趣和实现培养目标。通过量化手段，科学控制语料难度，并引入 COLLINS COBUILD ENGLISH DICTIONARY 计算机词频统计，使教师和学生更好地了解词汇在当代英语中的应用。

3. 课内与课外活动相结合，学法与教法并重，引入自主式、发现式和协作式学习，强调自主学习能力的提高。精心设计的单元学习策略有助于学生养成良好的自主学习习惯，并通过参与各种小组活动，树立合作与创新意识，为终身学习打下坚实的基础。

4. 单元各模块紧扣同一主题展开，强化听、说、读、写、译技能的综合培养。通过词汇在不同技能模块中的复现和扩展，提高学生对主题相关内容的表达能力。

5. 在配套光盘及学生网站中突出教学设计。结合最新的多媒体技术，引入了大量体现教学设计思想的全新互动活动，并充分考虑了各种活动在课堂教学和自主学习中的易用性，保障多媒体教学的有效实施。

6. 配套教师网站提供全方位教学支持。通过下载、上传、论坛及数据库等多种功能，

开辟信息交流新渠道，服务于教学准备、实施、评估和总结等各环节，并通过全国范围内教师间的资源共享和相互学习，达到共同提高的目的。

《希望英语》系列教材的体系

《希望英语》系列教材共四级，每级包含《综合教程》、《教师用书》、《学习卡》以及配套的录音磁带、学生自学光盘、教师演示光盘、学生网站和教师网站。

《综合教程》每册包含八个主题单元和两个阶段测试，为课堂教学的主要素材，含听、说、读、写、译各项技能训练，并兼顾了必要的语法讲解与练习。

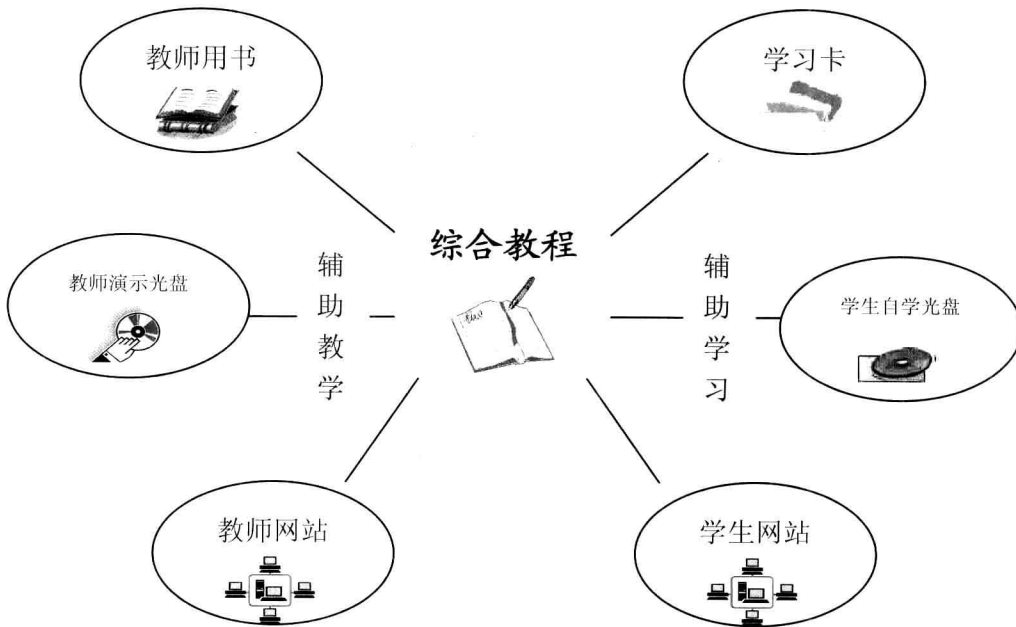
《学习卡》为《综合教程》的必要补充，提供了学习策略指导、与单元相关的自学内容以及自测练习，可作为课外作业，其部分内容还可被灵活地用于课堂教学。

学生自学光盘和学生网站为《综合教程》和《学习卡》的辅助和扩展，与《学习卡》一起构成了学习辅助模块。

《教师用书》含《综合教程》的全部内容，并摆脱了传统教参的排版模式，采用与《综合教程》对开排版的形式，提供教学建议、答案、录音脚本、语言点和译文，极大地方便了教师备课和授课。

教师网站通过定期更新服务，主要提供教学各环节所需素材，并开辟信息交流渠道，进行教学法的探讨，不断提升高职高专英语教学质量，与《教师用书》一起构成了教学辅助模块。

本系列教材各组成部分的关系如下图所示：





# 《综合教程》编写及使用说明

## 一、编写说明

《综合教程》为《希望英语》系列教材的学生用书，共分十个单元，其中八个主题单元，两个阶段测试单元，供一个学期使用。在本教程的编写中，主要突出了以下几个方面：

### 1. 选材

本教程全部语料来自地道的英语环境，题材、体裁多样化，贴近实际生活，能满足高年级学生对英语国家人文知识、生活价值观的求知欲望。

### 2. 难度

本教程依据《高职高专教育英语课程教学基本要求》(试行)，对全书难度和梯度进行了较为合理的控制，每单元主课文长度约 750 词左右，其生词率基本控制在 5% 以下。

### 3. 学习任务

本教程中的学习任务灵活多样、生动有趣、操作方便。

## 二、使用说明

本教程每单元分为课外调研 (Field Work)、口语 (Speaking)、主课文 (Reading A)、词汇与结构 (Vocabulary and Structure)、听力 (Listening)、副课文 (Reading B & Reading C) 和写作 (Writing) 七个紧密相关的教学环节，具体使用说明如下：

### 1. 课外调研 (Field Work)

该部分为课外小组活动，旨在培养学生自主式学习和小组协作的能力，其完成时间贯穿整个单元的学习过程。此类活动强调语言的实际应用和研究方法的训练。在每次活动前，应明确成员分工和调研方法；在活动期间，应记录进程，并定期讨论；在活动后期，应总结调研成果，完成书面报告，并为小组课堂口头汇报做好准备。小组活动记录表模板参见附录(Pvii)。

### 2. 课内学习

#### 1) 口语 (Speaking)

该部分为每单元的第一阶段，通过挑战性的口语任务引导学生就单元主题进行口头表达，并为阅读主课文做准备。为了丰富口语表达内容，使思想和思路多样化，要求学生课前上网查询相关资料，以便课堂上相互分享信息，以增强任务的挑战性和趣味性，激发学生的学习积极性。

#### 2) 主课文 (Reading A)

该部分为每单元的第二阶段，旨在通过阅读前、阅读中和阅读后各项任务来帮助学生准确理解主课文，掌握重要语言点和文化点，提高阅读技能，尤其是捕捉段落中心思想的能力，培养学生语篇分析理解和归纳文章中心思想的能力。

#### 3) 词汇与结构 (Vocabulary and Structure)

该部分为每单元的第三阶段，旨在通过各种任务熟练掌握主课文的语言点。在完成本部分任务时，可借助词典或书后的词汇表，反复阅读主课文，力求融会贯通主要语言点。另外，可根据需要完成《学习卡》中相关词汇练习。

#### 4) 听力 (Listening)

该部分为每单元的第四阶段，内容力求与单元主题相关，其形式分为短对话听力理解练习 (Short Conversation Listening Comprehension Tests) 和短文听力理解练习 (Passage Listening Comprehension Tests)。听力内容和形式在满足《高职高专教育英语课程教学基本要求》(试行) 对学生听力理解能力训练的要求外，逐渐将学生向更高层次引导，使他们适应内容抽象、情景复杂的语言交流，同时也适应除英语应用能力考试以外的其他形式的英语能力或水平考试。此外，《学习卡》中还配有与《综合教程》类似的听力练习，供选择使用。

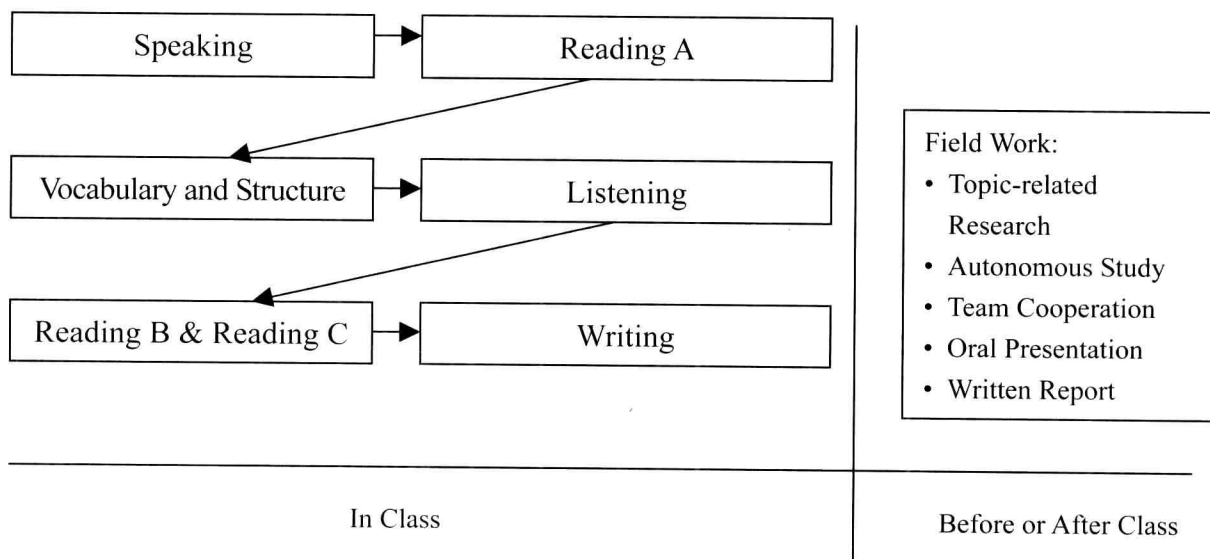
#### 5) 副课文阅读 (Reading B & Reading C)

该部分为每单元的第五阶段，旨在通过阅读与主题相关的两篇短文，进一步扩大词汇量和与单元主题相关的文化信息量，进一步提高阅读能力和扩大知识面。《学习卡》中每单元另配有四篇与主题相关的阅读材料，可供选择使用。

#### 6) 写作 (Writing)

该部分为每单元的第六阶段。由于前三册已针对基础写作和实用写作进行训练，因此，本册侧重于难度较大的议论文写作与写作技巧。

《综合教程 4》结构示意图



### 三、其他

#### 1. 词汇表

为训练阅读技巧，减少阅读过程中对词汇表的依赖，本书词汇表由常见的每课主课文之后移至书末，形成按单元排序和全书统一排序的两种词汇表。本书单词注音采用国际音标，主要依据陆谷孙主编的《英汉大词典》(上海译文出版社 1989 年 8 月第一版)。单词前部所标星号 (\*) 表示该单词未列入《高职高专教育英语课程教学基本要求》(试行)。多数单词右侧的五角星符号 (★) 指示该词在当代英语中出现的频率：星数越多，频率越高。该统计参考了 COLLINS COBUILD ENGLISH DICTIONARY (Harpercollins Publishers Ltd., 1995) 词典中的计算机统计数据，仅供学习者参考。



Ltd., 1995) 词典中的计算机统计数据, 仅供学习者参考。

2. 缩略语对照表

缩略语	意义
<i>a.</i>	形容词
<i>ad.</i>	副词
<i>fig.</i>	比喻义
<i>n.</i>	名词
<i>prep.</i>	介词
<i>v.</i>	动词
[复]	复数
〈口〉	口语
〈德〉	德语
〈美〉	美国特有用语
〈美口〉	美国口语
〈非正式〉	非正式用语
〈喻〉	比喻义
【电子】	电子学
【动】	动物(学)
【核】	核物理学
【化】	化学
【解】	解剖学
【金】	金融
【律】	法律
【生】	生物(学)
【医】	医学
【音】	音乐
【植】	植物(学)

附录： 小组活动记录表参考模板

Field Work Log (Template)

Group Number:

Group Members:

Group Leader:

Starting:

Day

Month

Year

Ending:

Day

Month

Year

Topic:

Job Division:

Job Progress:

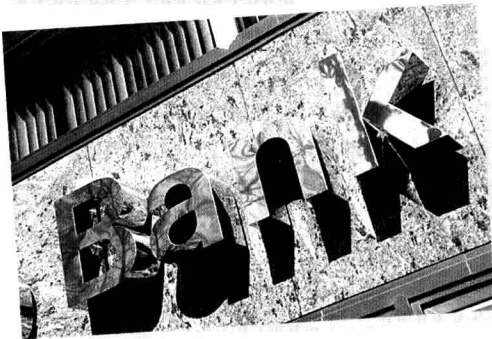
Group Conclusion:

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# Unit 1

## Business



### Field Work

Work in groups.

Browse the local newspapers to find out cases of good or bad examples of business ethics, and prepare a report on the case that interests you most.

Cite a firm which has improved its business image by effective means in your class report.

Search the Internet for information about some famous international corporations.

# Speaking

**Task 1** Make an oral report on the field work.

**Suggested Clues:**

An airline company fails to give a proper explanation for a delayed flight.

A shop sells shoes of poor quality whose heels are broken apart within three days after the purchase.

After a hotel has been refurnished and its management and staff reshuffled, visitors begin to pour in.

**Task 2** Suppose you were an adviser to a supermarket, what would you suggest that your boss should do to improve the image of the supermarket?

**Suggested Clues:**

To improve the shopping environment (e.g. to redecorate the supermarket, to provide air-conditioning, to play background music, to provide areas for a short rest, to increase its parking space, etc.)

To improve services (e.g. to set up more cashier counters, to improve service manners, to hire shopping guides, to appoint an acting manager, to deal with complaints, etc.)

To use other means (e.g. to employ more energetic staff, to have more promotion campaigns, to reward the frequent shoppers, to hire celebrities as honorary shop assistants, etc.)

**Task 3** Which will affect the customers most in a supermarket, environment, service or prices? Debate over the issue.

# Reading A

**Task 1** Give brief answers to the following questions.

1. Have you ever noticed any special measures taken by shops or supermarkets to reward their customers? Give a brief account on the best measure if you have seen or heard of any. If not, offer your own applicable ideas for the purpose of keeping customers.

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2. What do business ethics include in your opinion?

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**Task 2** Now read the passage and find out the topic sentence or the controlling phrases of each paragraph. Check them with your partner's.

## The Greatest Business Secret in the World

*Society is always taken by surprise at any new example of common sense.*

— Ralph Waldo Emerson

If someone tells the greatest business secret in the world, you'd probably just yawn and say, "Everyone knows that." Then you forget it. And judging from the quality of service in many businesses today, that's exactly what most of us have done. Yet my years of research and work with organizations have convinced me that the ones that enjoy long-term prosperity do so because they have a consistent willingness to reexamine and improve on basic factors that others regard as obvious. And perhaps the most obvious and overlooked of all is the value of a satisfied customer.



Stop for a moment and consider just how valuable customers are. They alone make it possible for you to earn your livelihood in the way they do. Treat them well and satisfied customers will be your best source of advertising and marketing. Give them good value and they will continue to reward you with their dollars year after year. All the shrewd financial and marketing techniques in the world are no substitute for an army of satisfied customers. Don't ever make the mistakes of thinking of buildings, computers, consultants, or even employees as your company's greatest assets. Every company's greatest assets are its customers, because without customers there is no company.

Have you ever noticed how some organizations thrive, with strings of new and repeat customers year after year? And yet others just can't seem to generate enough new or repeat business and eventually fall by the

wayside. Just what are these successful businesses doing that the unsuccessful ones aren't? Well no doubt, if you asked them, the successful owners and managers would each give you a somewhat different formula for winning and keeping customers. Yet the reason that customers want to buy and keep coming back lies in the following secrets:

- Every behavior has consequences. Customers go shopping (behavior) and like it (consequence).
- Future behavior depends largely on the consequences of the past and present behavior. If the consequences are rewarding, the odds are great that the behavior will be repeated.

To put it simple, as a businessman you will get more of the behavior you reward. To prove the point, let's apply the two secrets to where you work:

- When a customer or potential customer visits, buys, telephones, or has some contact with your business, he will experience certain consequences of his action.
- His future behavior—that is, whether he continues to visit, buy, telephone, or have some contact with your business—depends largely on those consequences. The more the customer feels rewarded, the greater the odds are that he will continue to be your customer. The less he is rewarded, the greater the odds are that he will not repeat his behavior—he will become someone else's customer and spend his dollars elsewhere.

In short, winning and keeping customers depends on rewarding people for being customers. Whether they are aware of it or not, that's the one thing that all successful customers-driven businesses do. Fancy sales pitches, high-powered market strategies, and clever advertising can be very important attention getters. And they may persuade people to become your customers. But keeping customers for any period of time depends on how well you reward them. Furthermore, it's the rewarded customers who tell others just how wonderful your products and services are, which in turn creates more customers. All of which can be summarized as the Greatest Business Secret of the World. It is the greatest because it's the fundamental principle that makes success in business possible. Many of us are apparently unaware of the fact that our livelihood depends on rewarding customers, who pay our wages and are the real bosses. Management may allocate the money, but it is the customers that determine how much there is and how fast it increases.

**Task 3** Read the above passage again and work out the answers to the following questions.

1. What does the sentence "And judging from the quality of service in many businesses today, that's exactly what most of us have done" (Para. 1) imply?  

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2. What does "rewards" refer to in this passage?  

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3. What strategies are you going to take to attract your customers if you are an owner of a small business?  

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# Vocabulary and Structure

**Task 1** Complete the following sentences with words or phrases from Reading A according to the hints given in the brackets. Change their forms if necessary.

1. Due to the energy crisis induced by the Gulf War, the world's economy suffered a \_\_\_\_\_ recession (不景气). (Para. 1)
2. One will not be considered as credible unless his action is \_\_\_\_\_ with his words. (Para. 1)
3. To a child, nothing can be a \_\_\_\_\_ for the love he needs from his parents and the people around him. (Para. 2)
4. The tycoon (大亨) loves recalling his life in youth when his greatest \_\_\_\_\_ was his 10-year-old bicycle given as a present from his father. (Para. 2)
5. The students all agreed that their experiences in part-time jobs during the summer vacation were very \_\_\_\_\_. (Para. 3)
6. Human destruction of the vegetation (植被) \_\_\_\_\_ led to the formation of the barren desert. (Para. 3)
7. The shampoo is manufactured with a newly-developed \_\_\_\_\_, and it can keep your hair clean and shining for a few days. (Para. 3)
8. It's wrong to assume a friendly country like China to be a \_\_\_\_\_ rival (对手) in military power. (Para. 4)
9. It is difficult to \_\_\_\_\_ his rough life with a few words. (Para. 5)
10. Not many people \_\_\_\_\_ the fundamental principle of making friends, and therefore, are sometimes mixed with the wrong people. (Para. 5)

**Task 2** Choose the word or phrase that is closest in meaning to the underlined item.

1. If you want to persuade a bank to grant you a loan, first of all you have to convince the bank that you can repay it.  
A. examine carefully      B. confirm      C. make... believe      D. accuse
2. The company overlooked the details of the contract and suffered a great deal in the dispute on the liabilities (债务).  
A. ignored      B. stuck to      C. took up      D. neglected
3. With the new marketing policy, the business of the company has been thriving for the past three months.  
A. struggling      B. slowing down      C. developing steadily      D. extending
4. We can tell from the way she is dressed that she must be a super model.  
A. make up      B. judge      C. imagine      D. assume
5. The speech of Martin Luther King largely dwelled on (阐述) his ideal world without racial discrimination.  
A. mainly      B. partially      C. to some extent      D. emphatically
6. He finally arrived in Europe and the change of environment generated a lot of new ideas to his paintings.  
A. brought about      B. distorted      C. refreshed      D. put up with
7. A lawyer has the right to be in touch with his client whether or not he is an innocent or a criminal suspect.  
A. visit      B. telephone      C. ask... questions      D. have contact with

8. Oil keeps leaking from the giant tanker, which directly threatens the livelihood of the fishermen of the small island.  
A. lives                      B. daily life                      C. careers                      D. living
9. The management of the company was apparently unaware of its failure in promoting sale of the new products.  
A. evidently                      B. likely                      C. remarkably                      D. unlikely
10. It's only a trial and no one can expect the consequence.  
A. ending                      B. risk                      C. result                      D. danger

### Task 3 Rewrite the following sentences after the model.

**Model:** *The rewarded customers* will tell others just how wonderful your products and services are.

— *It is the rewarded customers who (that)* will tell others just how wonderful your products and services are.

1. *The principle of rewarding customers* makes success in business possible.  
\_\_\_\_\_.
2. *Bill Gates* is the person who has made application of computer technology popular with common people.  
\_\_\_\_\_.
3. In 1990 John and his two close friends joined hands to build *their first company*.  
\_\_\_\_\_.
4. Fred met Joan *in Manchester* and fell in love with her at the first sight.  
\_\_\_\_\_.
5. *The stale bread Tom ate* made him sick for the whole day.  
\_\_\_\_\_.

### Task 4 Translation

**Part A** Translate the following sentences into English, paying attention to the highlighted parts.

1. 顾客越是觉得回报多，他们回头光顾的机会就越大。
2. 生意成功的秘密就在于高质量的服务。
3. 如果顾客得不到充分的回报，他们很可能转到别的地方去购物。
4. 我们善待我们的顾客，反过来，他们也会通过带来更多的顾客来回报我们。
5. 简而言之，在商业中采用双赢政策（win-win policy）我们就有机会赢得更多顾客。

**Part B** Translate the following passage into Chinese.

A knowledge of international trade, the forces behind it and the means by which it is carried out—is essential to all business managers, not just to those directly engaged in international business operations. International trade, exporting and importing, is often the first form of international operations for firms in the manufacturing, natural resource, energy, and agricultural sectors.

# Listening

**Task 1** Listen to the following ten short conversations, and choose the best answer for each of the questions you hear.

1. A. 7:00. B. 7:15.  
C. 7:45. D. 8:00.
2. A. At a library. B. In a classroom.  
C. At a cafeteria. D. In a park.
3. A. The woman insists on going out.  
B. The woman doesn't like to go out to see the new movie.  
C. The man is too busy to go out.  
D. The man will stay at home while the woman will go out.
4. A. John will take four courses next semester.  
B. John should take fewer courses next semester.  
C. It is wise for John to take six courses.  
D. The school offers many courses.
5. A. Get the Smiths' telephone number from Tom.  
B. Invite Tom to dinner.  
C. Ask Tom to send an invitation.  
D. Ask Tom to come with the Smiths.
6. A. She didn't like the books the man bought.  
B. She wanted to see what the man bought.  
C. The man bought a few books.  
D. The man bought a lot of books.
7. A. Dr. Anderson is waiting for a patient.  
B. Dr. Anderson has gone out to visit a patient.  
C. Dr. Anderson is busy at the moment.  
D. Dr. Anderson has lost his patience.
8. A. The pay is too low to support his family.  
B. He is afraid of traveling.  
C. He doesn't think he is capable of doing the job.  
D. He wants to spend more time with his family.
9. A. He managed to finish the paper on time.  
B. He had little to write in his paper.  
C. He failed to complete his paper on time.  
D. He lost his paper.
10. A. The show was planned a long time ago.  
B. She thought there were no tickets left for the show.  
C. She was deeply impressed by the show.  
D. She saw the show a long time ago.