

全新版大学英语

(第二版)

综合教程 3

一课一练



普通高等教育“十一五”国家级规划教材
教育部推荐使用大学外语类教材

总主编 李荫华

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第二版

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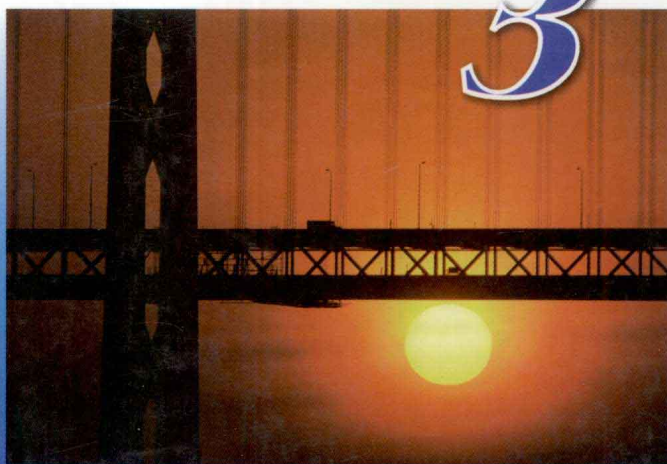
Integrated Course 3

Student's Book

综合教程

学生用书

主编 李荫华 王德明



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编者的话

《一课一练》自出版以来,备受读者青睐。为了更好地提高学生英语听、说、读、写、译的综合技能,为了更好地使学生适应大学英语四级考试新题型改革的需要,我们对《一课一练》的内容、形式、题型作了系统的修订,努力实现与大学英语四级考试新题型的配套对接,既保留了部分原有题型,又增加了大量听力训练以及汉译英的单句练习等内容。

使学生练得“熟”、练得“巧”、练得“精”乃是这次《一课一练》修订的基本原则,力求所有的练习都围绕教材中出现并要求掌握的语言点进行设计与编写,其难度也控制在教学目标要求范围之内,使学生每学完一单元可得到一次测试的机会,复习、消化刚学过的内容的同时,准确了解自己的学习情况。《一课一练》无疑对学生更全面地掌握教材中的语言点及其延伸性用途等均大有裨益。

《一课一练》第三册由上海对外贸易学院的陈洁、毛梅兰任主编,施华轶、杨琳、薛克清任副主编。参与编写的老师有毕文成、黄春、林轶、李靖、孟娇娇、杨改然、冯敏(按单元编写顺序排列),毛静担任全书的校对。编写《一课一练》的过程也是编者不断总结、提高的过程,难免挂一漏万,敬请读者不吝赐教。

在本书修订、重版的过程中,始终得到上海外语教育出版社有关人员的大力支持和帮助,谨向他们表示衷心的感谢!

编者

2010年2月



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UNIT 1

Changes in the Way We live

Part I Listening Comprehension

Section A

Directions: In this section, you will hear 8 short conversations and 1 long conversation. At the end of each conversation, one or more questions will be asked about what was said. Both the conversation and the questions will be spoken only once. After each question there will be a pause. During the pause, you must read the four choices marked A), B), C) and D), and decide which is the best answer.

- A) She has to wait in line to buy her textbook.
B) She can borrow the textbook from the library.
C) It's too late to buy the textbook now.
D) She had the salesman order the book for her.
- A) In a clothes store.
B) In a shoe store.
C) In a gymnasium.
D) At a swimming pool.
- A) Buying a computer.
B) Getting directions.
C) Buying books.
D) Registering for classes.
- A) Two hours and ten minutes.
B) Two hours and a half.
C) Two hours and twenty minutes.
D) Two hours and a quarter.
- A) Typing a proposal.
B) Writing a proposal.
C) Posting a proposal.
D) Checking a proposal.
- A) It's easy to make a living.
B) People prefer working to suffering from hunger.
C) People have to strive for a living.
D) People have to decide whether they will work or not.
- A) Take two pills.
B) Forget to take any pills.
C) Take five pills.
D) Follow the doctor's advice.
- A) What the woman has got to do.
B) When the woman will leave.
C) Why the woman is so excited about her trip.
D) How long the woman will be away.

Questions 9 to 12 are based on the conversation you have just heard.

9. A) In the office. B) In the market place.
C) At a bus terminal. D) At a graduation party.
10. A) The teacher of this group of students.
B) One of the graduating students.
C) The father of a student.
D) A guest who has been invited to the party.
11. A) Overseas sales. B) Local counseling.
C) Accounting. D) Teaching.
12. A) Dan. B) Donna.
C) Mrs. Morton. D) Pete.

Section B

In this section, you will hear 2 short passages. At the end of each passage, you will hear some questions. Both the passage and the questions will be spoken only once. After you hear a question, you must choose the best answer from the four choices marked A), B), C) and D).

Passage One

Questions 13 to 15 are based on the passage you have just heard.

13. A) By talking to them.
B) By reading books about them.
C) By making many friends in high positions.
D) By making careful observation of their behavior.
14. A) Once only. B) Twice.
C) Three times. D) Six times.
15. A) Don't miss these radio programs.
B) Try to be a qualified leader.
C) Don't feel sad when you are required.
D) Try to keep in touch with the radio announcer.

Passage Two

Questions 16 to 19 are based on the passage you have just heard.

16. A) His nails. B) His hair.
C) His hands. D) His face.
17. A) After their first child was born.
B) Before the couple went to church.
C) At the time when Mrs. Thelma Ogden first met him.
D) As soon as the wedding ceremony was over.
18. A) She believed in divorce whenever necessary.

- B) She couldn't bear to live in the dirty house any longer.
 - C) Her husband often beat and bit her.
 - D) Her husband didn't allow her to sit on the best chair.
19. A) He demanded that Mr. Ogden leave the house forever.
- B) He refused to handle this strange case.
 - C) He let Mrs. Thelma Ogden get the divorce.
 - D) He helped Mr. Ogden become a clean man again.

Section C

Directions: In this section, you will hear a passage three times. When the passage is read for the first time, you should listen carefully for its general idea. When the passage is read for the second time, you are required to fill in the blanks numbered from 20 to 27 with the exact words you have just heard. For blanks numbered from 28 to 30 you are required to fill in the missing information. For these blanks, you can either use the exact words you have just heard or write down the main points in your own words. Finally, when the passage is read for the third time, you should check what you have written.

I suspect not everyone who loves the country would be happy living the way we do. It takes a couple of special (20) _____. One is a tolerance for (21) _____. Because we are so busy and on such a tight budget, we don't entertain much. During the growing season there is no time for (22) _____ anyway. Jim and Emily are involved in school activities, but they too spend most of their time at home.

The other requirement is energy — a lot of it. The way to make self-sufficiency work on a small scale is to resist the (23) _____ to buy a tractor and other expensive labor-saving (24) _____. Instead, you do the work yourself. The only machinery we own (not counting the lawn mower) is a little three-horsepower rotary (25) _____ and a 16-inch chain saw.

How much longer we'll have enough (26) _____ to stay on here is anybody's guess — perhaps for quite a while, perhaps not. When the time comes, we'll leave with a feeling of sorrow but also with a sense of pride at what we've been able to (27) _____. We should make a fair profit on the sale of the place, too. We've (28) _____
_____. But this is not a good time to sell. Once the economic conditions improve, however, demand for farms like ours should be strong again.

We didn't move here primarily to earn money though. We came (29) _____
_____. When I watch Emily collecting eggs in the evening, fishing with Jim on the river or enjoying an old-fashioned picnic in the orchard with the entire family, I know (30) _____
_____.

Section D

Directions: In this section, you will hear a short interview. When you're listening to the interview, take notes about Susan. The interview will be spoken twice. After it is spoken for the second time, there will be a pause. During the pause, you must take notes in the spaces under the number 31.

31.

Given name: Susan

Surname: _____

Age: _____

Occupation: _____

Title: _____

Beginning to cycle: _____

Way of learning: _____

Racing cycle: _____

Plan for the moment: _____

Section E

Directions: In this section, you will hear a short passage. You are required to sum up its main idea in one or two sentences after your listening. Write your summary in the space numbered 32. The passage will be read twice.

32.

Part II Reading Comprehension (Skimming and Scanning)

Directions: In this part, you will have 15 minutes to go over the passage quickly and answer the questions.

For questions 33 – 39, mark

Y (for YES) if the statement agrees with the information given in the passage;

N (for NO) if the statement contradicts the information given in the passage;

NG (for NOT GIVEN) if the information is not given in the passage.

For questions 40 – 42, complete the sentences with the information given in the passage.

Media Selection for Advertisements

After determining the target audience for a product or service, advertising agencies must select the appropriate media for the advertisement. We discuss here the major types of media used in

advertising. We focus our attention on seven types of advertising: television, newspapers, radio, magazines, out-of-home, Internet, and direct mail.

Television

Television is an attractive medium for advertising because it delivers mass audiences to advertisers. When you consider that nearly three out of four Americans have seen the game show *Who Wants to Be a Millionaire* you can understand the power of television to communicate with a large audience. When advertisers create a brand, for example, they want to impress consumers with the brand and its image. Television provides an ideal vehicle for this type of communication. But television is an expensive medium, and not all advertisers can afford to use it.

Television's influence on advertising is fourfold. First, narrowcasting means that television channels are seen by an increasingly narrow segment of the audience. The Golf Channel, for instance, is watched by people who play golf. Home and Garden Television is seen by those interested in household improvement projects. Thus, audiences are smaller and more homogeneous (具有共同特点的) than they have been in the past. Second, there is an increase in the number of television channels available to viewers, and thus, advertisers. This has also resulted in an increase in the sheer number of advertisements to which audiences are exposed. Third, digital recording devices allow audience members more control over which commercials they watch. Fourth, control over programming is being passed from the networks to local cable operators and satellite programmers.

Newspaper

After television, the medium attracting the next largest annual ad revenue is newspapers. *The New York Times*, which reaches a national audience, accounts for \$1 billion in ad revenue annually, has increased its national circulation (发行量) by 40% and is now available for home delivery in all cities. Locally, newspapers are the largest advertising medium.

Newspapers are a less expensive advertising medium than television and provide a way for advertisers to communicate a longer, more detailed message to their audience than they can through 48 hours, meaning newspapers are also a quick way of getting the message out. Newspapers are often the most important form of news for a local community, and they develop a high degree of loyalty from local reader.

Radio

Advertising on radio continues to grow. Radio is often used in conjunction with outdoor billboards (广告牌) and the Internet to reach even more customers than television. Advertisers are likely to use radio because it is a less expensive medium than television, which means advertisers can afford to repeat their ads often. Internet companies are also turning to radio advertising. Radio provides a way for advertisers to communicate with audience members at all times of the day. Consumers listen to radio on their way to school or work, at work, on the way home, and in the evening hours.

Two major changes — satellite and Internet radio — will force radio advertisers to adapt their methods. Both of these radio forms allow listeners to tune in stations that are more distant than the local stations they could receive in the past. As a result, radio will increasingly attract target audiences who live many miles apart.

Magazines

Newsweeklies, women's titles, and business magazines have all seen increases in advertising because they attract the high-end market; magazines are popular with advertisers because of the narrow market that they deliver. A broadcast medium such as network television attracts all types of audience members, but magazine audiences are more homogeneous, if you read *Sports Illustrated*, for example, you have much in common with the magazine's other readers. Advertisers see magazines as an efficient way of reaching target audience members.

Advertiser using the print media—magazines and newspapers will need to adapt to two main changes. First, the Internet will bring larger audiences to local newspapers. These audiences will be more diverse and geographically dispersed (分散) than in the past. Second, advertisers will have to understand how to use an increasing number of magazines for their target audiences. Although some magazines will maintain national audiences, a large number of magazines will entertain narrower audiences.

Out-of-home advertising

Out-of-home advertising, also called place-based advertising, has become an increasingly effective way of reaching consumers, who are more active than ever before. Many consumers today do not sit at home and watch television. Using billboards, newsstands, and bus shelters for advertising is an effective way of reaching these on-the-go consumers. More consumers travel longer distances to and from work, which also makes out-of-home advertising effective; technology has changed the nature of the billboard business, making it a more effective medium than in the past. Using digital printing, billboard companies can print a billboard in 2 hours, compared with 6 days previously. This allows advertisers more variety in the types of messages they create, because they can change their messages more quickly.

Internet

As consumers become more comfortable with online shopping, advertisers will seek to reach this market. As consumers get more of their news and information from the Internet, the ability of television and radio to get the word out to consumers will decrease. The challenge to Internet advertisers is to create ads that audience members remember.

Internet advertising will play a more prominent role in organizations' advertising in the near future. Internet audiences tend to be quite homogeneous, but small. Advertisers will have to adjust their methods to reach these audiences and will have to adapt their persuasive strategies to the online medium as well.

Direct mail

A final advertising medium is direct mail, which uses mailings to consumers to communicate a client's message. Direct mail includes newsletters, postcards and special promotions. Direct mail is an effective way to build relationships with consumers. For many businesses, direct mail is the most effective form of advertising.

33. Television is an attractive advertising medium in that it has large audiences.
34. With the increase in the number of TV channels the number of TV ads people can see has increased.

35. Compared with television, newspapers as an advertising medium earn a larger annual ad revenue.
36. Advertising on radio continues to grow because modern technology makes it more entertaining.
37. Magazines are seen by advertisers as an efficient way to reach target audiences.
38. Out-of-home advertising has become more effective because the pace of urban life is much faster nowadays.
39. The challenge to Internet advertisers is to create ads that are easy to remember.
33. [Y][N][NG] 34. [Y][N][NG] 35. [Y][N][NG]
36. [Y][N][NG] 37. [Y][N][NG] 38. [Y][N][NG]
39. [Y][N][NG]
40. Internet advertisers will have to adjust their methods to reach audiences that tend to be _____.
41. Direct mail is an effective form of advertising for business to develop _____.
42. This passage discusses how advertisers select _____ for advertisements.

Part III Reading Comprehension (Reading in Depth)

Section A

Directions: In this section, there is a passage with ten blanks numbered from 43 to 52. You are required to select one word for each blank from a list of choices given in a word bank following the passage. Read the passage through carefully before making your choices. Each choice in the bank is identified by a letter. Please fill in each blank with a letter. You may not use any of the words in the bank more than once.

In the past fifty years, American society has changed a great deal. Fifty years ago, most Americans lived in small communities. They 43 moved from one area to another and knew their neighbors at least by 44 if not by close, personal 45. Life was so personal in those days that people often 46 about it. They said that a person could not even stay home from church on Sunday without the whole town knowing about it. It was difficult to have 47 in a small community like that, but there was usually a sense of security, of belonging, and of community togetherness in such places. Except for church and the local movie theater, there was not much in the way of entertainment. Some people dreamed about moving to the 48 life of the big cities, but most people were happy to live all their lives in the same community.

Few people 49 this type of lifelong social interaction or sense of community togetherness now. People often move from neighborhood to neighborhood, city to city, and coast to coast. It is rare to find people who have lived all their lives in one community. Because people move so 50, they do not have a chance to get to know their neighbors. Perhaps this is also why Americans tend to have a more casual 51 about friendships than people from some other

cultures. Americans are 52 to leaving friends and making new friends.

- | | | |
|----------------|-------------------|---------------|
| A) attitude | F) rarely | K) privacy |
| B) interaction | G) experience | L) cheated |
| C) frequently | H) exciting | M) accustomed |
| D) name | I) comparatively | N) isolation |
| E) joked | J) correspondence | O) challenged |

Section B

Directions: There are 2 passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A), B), C) and D). You should decide on the best choice.

Passage One

Questions 53 to 57 are based on the following passage.

It has been shown that children who smoke have certain characteristics. Compared with nonsmokers they are more rebellious, their work deteriorates (变坏) as they move up school, they are more likely to leave school early, and more often delinquent (犯法的) and sexually precocious (早熟). Many of these features can be summarized as anticipation of adulthood.

There are a number of factors which determine the onset of smoking, and these are largely psychological and social. They include availability of cigarettes, curiosity, rebelliousness, appearing tough, anticipation of adulthood, social confidence, the example of parents and teachers, and smoking by friends and older brothers and sisters.

It should be much easier to prevent children from starting to smoke than to persuade adults to give up the habit once established, but in fact this has proved very difficult. The example set by people in authority, especially parents, health care workers, and teachers, is of prime importance. School rules should forbid smoking by children on the premises (大楼及附属物). This rule has been introduced at Summerhill School where I spent my schooldays.

There is, however, a risk of children smoking just to rebel against the rules, and even in those schools which have tried to enforce no smoking by corporal (肉体的) punishment there is as much smoking as in other schools. Nevertheless, banning smoking is probably on balance beneficial. Teachers too should not smoke on school premises, at least not in front of children.

53. In this passage the author puts an emphasis on _____.
- A) the effect of smoking among children
 - B) the difficulty in preventing children from smoking
 - C) the reasons why children start smoking
 - D) the measures to ban smoking among children
54. Which of the following is a common characteristic of young smokers?
- A) Disobedience.
 - B) Laziness.

58. According to the passage the preference test was conducted in order to _____.
- A) find out the role taste preference plays in a person's drinking
 B) reveal which cola is more to the liking of the drinkers
 C) show that a person's opinion about taste is mere guess-work
 D) compare the ability of the participants in choosing their drinks
59. The statistics recorded in the preference tests show _____.
- A) Coca-Cola and Pepsi are people's two most favorite drinks
 B) there is not much difference in taste between Coca-Cola and Pepsi
 C) few people had trouble telling Coca-Cola from Pepsi
 D) people's tastes differ from one another
60. It is implied in the first paragraph that _____.
- A) the purpose of taste tests is to promote the sale of colas
 B) the improvement of quality is the chief concern of the two cola companies
 C) the competition between the two colas is very strong
 D) blind tasting is necessary for identifying fans
61. The word "burnout" (Para. 5) here refers to the state of _____.
- A) being seriously burnt in the skin
 B) being unable to burn for lack of fuel
 C) being badly damaged by fire
 D) being unable to function because of excessive use
62. The author's purpose in writing this passage is to _____.
- A) show that taste preference is highly subjective
 B) argue that taste testing is an important marketing strategy
 C) emphasize that taste and price are closely related to each other
 D) recommend that blind tasting be introduced in the quality control of colas

Part IV Vocabulary

Directions: Choose the ONE that best completes the sentence from the four choices marked A), B), C) and D).

63. I was speaking to Jane on the phone when suddenly we were _____.
- A) cut off B) cut down C) cut back D) cut out
64. Peter complained to the owner of the book store that there were some pages _____ in the dictionary.
- A) losing B) missing C) dropping D) falling
65. The shop-assistant was straightforward with her customers. If an article was of _____ quality she'd tell them so.
- A) miserable B) minor C) subordinate D) inferior
66. With all its advantages, the laptop is by no means without its _____.

- A) limitations B) boundaries C) restraints D) confinements
67. Look at the photo and you'll find Diana _____ her father.
A) takes to B) takes after C) takes for D) takes over
68. I want to buy a new tie to _____ this brown suit.
A) go into B) go after C) go by D) go with
69. He _____ his lessons about Italy with photographs of the people who live there.
A) illustrated B) cited C) quoted D) explained
70. In addition to rice, we need to _____ our diet with fish, meat and vegetable.
A) replace B) supplement C) replenish D) mix
71. What he has done is _____ the doctor's orders.
A) subject to B) opposite C) resistant to D) contrary to
72. The survival _____ of some wild animals is not very high because they are ruthlessly hunted for their skins.
A) ratio B) degree C) rate D) scale
73. Tim is good, smart and hardworking. _____, I can't speak too highly of him.
A) As a result B) In a word C) By the way D) On the contrary
74. What she told me about the affair simply doesn't make any _____.
A) idea B) sense C) meaning D) significance
75. The lawyer's question was a _____ that caused the defendant to admit his guilt.
A) plan B) trap C) tap D) plot
76. Why can't you do this small _____ for me? I've helped you often enough in the past.
A) demand B) request C) favor D) requirement
77. I know you think I'm talking nonsense, Tom, but _____ you'll realize that I was right.
A) at one time B) in time C) at times D) on time

Part V Grammar

Directions: Choose the ONE that best completes the sentence from the four choices marked A), B), C) and D).

78. _____ the dog was the first animal to be domesticated is generally agreed upon by authorities in the field.
A) Until B) It was C) What D) That
79. ✓ My father did not go to New York; the doctor suggested that he _____ go there.
A) not B) won't C) does not D) not to
80. ✓ If the work _____ completed by the end of this year is delayed, the construction company will be fined.
A) being B) to be C) will be D) has been
81. He sat there doing nothing else _____.
A) but to laugh B) than laughing

- C) but laughed D) than laugh
82. Who _____ has read Shakespeare's great plays can forget their fascination?
A) that B) which
C) who D) ever
83. There is no mother _____ loves her own children.
A) who B) that
C) but D) who not
84. I would just as soon _____ rudely to the child.
A) you not speak B) you won't speak
C) you not speaking D) you didn't speak
85. I admit I have made a mistake, _____ I deny the serious consequence it may have.
A) so will B) so C) nor will D) how can
86. Most parents encourage their children to take an active part in social events, _____ those events do not interfere with their studies.
A) so that B) lest C) unless D) provided
87. In no circumstances can more work be got out of a machine than _____.
A) to put into it B) be put into it
C) is put into it D) that is to be put into it
88. Everyone congratulated the captain, _____ whom the team could not have won.
A) without B) beyond C) besides D) except
89. He often sat in a small pub drinking considerably more than _____.
A) was good for his health B) his health was good
C) was in good health D) his good health
90. The dressing-table was bare, _____ a pair of ivory hair brushes.
A) in addition to B) except C) except for D) besides
91. _____, if he doesn't learn he knows nothing.
A) A man is ever so clever B) Be a man ever so clever
C) So clever as a man ever is D) No matter how a man is clever
92. Five minutes earlier, _____ they could have caught the last No. 127 bus.
A) but B) so C) and D) or

Part VI Cloze

Directions: There are 20 blanks in the following passage. For each blank there are four choices marked A), B), C) and D) on the right side of the paper. You should choose the ONE that best fits into the passage.