

# 大学英语 快速阅读

College English  
Fast Reading

第三册

○总 主 编：洪 岗

○副总主编：王德军 吴格非

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

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# 前言

快速阅读是阅读的一种重要方式,我们日常生活中采用的阅读方式大多都属于这一种。在用母语进行阅读时,大多数人都会无意识地采用不同的方式进行快速阅读。然而,在长期的大学英语教学中,我们发现不少学生不善于根据不同的阅读目的、要求和不同的体裁采用不同的阅读技能和策略,而常常采用单一的逐词逐句的精读方式进行阅读。究其原因,主要有以下几个方面:(1)学生缺乏快速阅读的训练,在阅读时往往采用老师在综合英语课上要求他们采用的方法进行阅读;(2)快速阅读的训练方法不当,如:选用的材料过短或时间控制不当,不能帮助学生进入快速阅读状态;(3)学生对文章的体裁类型及其结构缺乏较为全面的认识,无法判断寻找信息所处的位置;(4)练习单一(如:大多是多项选择题),无法训练不同的快速阅读技能,难以激起学生的积极思维;(5)教师在评价学生的快速阅读能力时过分强调正确性,而忽视准确性和速度之间的平衡。针对以上问题,我们组织教学经验丰富的大学英语一线教师,编写了《大学英语快速阅读教程》,其目的是帮助学生养成良好的快速阅读习惯,提高学生根据不同的阅读目的、不同的体裁采用不同的快速阅读方式的能力。

《大学英语快速阅读教程》第三册主编为解放军信息工程大学外语系王红强,副主编为吕芸芳、张大川。由浙江教育学院副院长、浙江师范大学外国语言学与应用语言学研究所所长、博士生导师洪岗教授最终审定全稿。参加编写的人员有洪岗、王德军、王红强、吕芸芳、张大川、崔艳菊、方青卫、刘慧敏、徐若飞、岳二趁。解放军信息工程大学2006、2007级部分学员和教员提供了不少宝贵的使用反馈意见,解放军信息工程大学理学院训练部、外语系为本教材的编写给予支持,外语教学与研究出版社提供了协调和出版方面的大力支持,在此一并表示感谢。

尽管该教材中许多单元已经试用过,且取得了较好的效果,但由于编写时间仓促,编者的水平有限,教材中难免存在一些不尽如人意的地方,我们真诚希望使用该教材的师生给我们指出,以便我们修订时改进。

王红强

2009年1月于南京

## 使用说明

《大学英语快速阅读教程》是一套以《大学英语课程教学要求》为依据，为非英语专业的学生而编写的教材，共分4册，其终极目标是达到《大学英语课程教学要求（试行）》中较高要求层次所规定的快速阅读的具体要求。

该教材以主题为主线进行编写，每册10单元，每一单元由围绕同一主题的3篇文章构成。文章的长度控制在700 - 900词左右。所选的文章紧扣学生所关心的话题，突出话题的趣味性、知识性和时代性，并尽可能保持原文的真实性（authenticity），不随意改变原文的内容或措辞。生词一般不超过短文词汇量的3%，对一些较生僻的词我们作了汉语注释。

为了培养学生对不同体裁与文章基本结构的敏感性，我们在整套书的选材过程中尽量体现体裁的多样性，每一单元主题下尽量选用不同体裁的文章。

每篇快速阅读文章的配套练习形式均由两个部分组成：第一部分包括信息填空题和判断题或选择题，目的是加强学习者对略读和寻读技能的应用性训练和熟悉四六级快速阅读常用题型；第二部分是建立在熟悉和了解所阅读材料的内容和体裁的基础上对文章的摘要进行选词填空，目的是加强学习者根据上下文悟意猜词的能力。

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## Food

Text

A



Length of text: 1034 words Target time: 15 minutes Time taken:

## Restaurant Menu Design

A good restaurant menu design is key to any restaurant's marketing ..... 1  
plan. It expresses your eatery's personality, focuses your overall operations,  
promotes profitability, establishes your budget and keeps your brand fresh in  
your customers' minds.

### What Is the Goal of a Well-crafted Restaurant Menu?

Your menu is your primary means of representation: It says exactly ..... 2  
who you are and what you hope to convey personality-wise. It also  
should create enough of an impression so that it stays with your client  
long after the waiter or waitress walks off with it. In addition, it must  
convey your restaurant's brand in a manner that makes diners excited  
to be there, want to come back and recommend it to family and friends.

### What Steps Should I Take Before Designing My Restaurant Menu?

As with most creative endeavors, proper results can't be achieved ..... 3  
without sufficient research. In the case of designing the right menu, that  
means collecting data from various sources. Examine your own numbers first,  
such as your restaurant's prospective financial and marketing numbers and  
its sales mix. Then look at your competitors: examine their web sites, menus  
and marketing efforts and try to see where they went right and how you could  
compete successfully with those traits. Also, look at vendors and see how  
they handle similar challenges, and read industry sources (trade publications,  
published research) to evaluate trends and successes.

After that, consider your location and how it relates to the immediate ..... 4  
neighborhood around you. Eighty percent of a typical restaurant's business  
usually comes from the residents living within a ten-minute drive of that  
location. Knowing this, ask yourself the following:

What can my restaurant menu offer that others in the area do not?

What menu items do we have in common?

How does our pricing match up?

Does my menu offer more variety than theirs?

- 5..... Determining these factors will help guide you towards designing the right menu for your restaurant.

### How Should I Design My Menu?

- 6..... There are no rights or wrongs in restaurant menu design. What works with some establishments fails at others. However, as mentioned before, your menu should be an expression of your restaurant's personality. In designing it, think about how it will best represent your image and objectives. Are you classy (上等的) and sophisticated? Fun-loving and wild? A small, plain text menu can be used to enhance a restaurant's impression of elegance or simplicity. A thick, flashy, image-intensive menu can emphasize a location's festive (欢乐的) side. Once you determine your restaurant's personality, you can easily begin crafting the look of your menu to match that.

### How Should I Arrange Items on the Menu? Should I Use Merchandizing Techniques to Help?

- 7..... Design your restaurant menu in a way that mimics (模拟) the dining experience. Arrange items sequentially, with appetizers (餐前开胃小吃), salads and soups first, then entrées (正菜), then desserts. Place star items on pages that contain more visual style than others, and set markers or photographs around featured items to further draw attention.

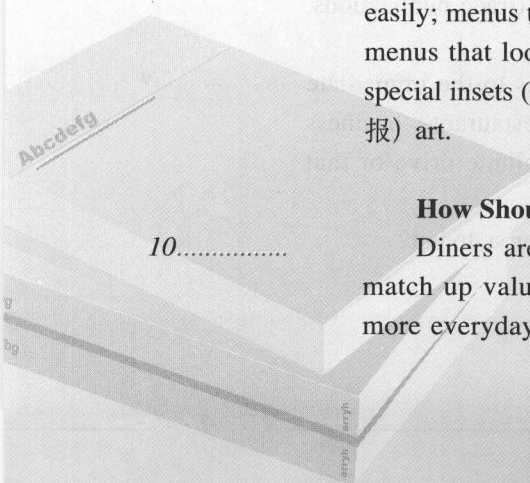
- 8..... Merchandizing techniques will further help this agenda and create a menu by allowing you to easily spotlight specialty and signature items, introduce newer selections and invoke an appropriate sense of personality. In turn, the techniques also make these items easier for your clients to find and recognize.

### What Are Some Common Mistakes in Restaurant Menu Design?

- 9..... If your menu creates problems for your clients, they will become apprehensive (焦虑的) and less likely to return. Common mistakes include: menu print that is too small to read easily; menus that are too big to handle easily; menus that lack English translations for non-English words or phrases; menus that look antiquated in presentation; menus without daily or weekly special insets (插页); entrées that don't look like their photos; generic clip (剪报) art.

### How Should I Price My Menu?

- 10..... Diners are savvy (有经验的), and often they'll know how your items match up value-wise against your competition. In light of this, keep your more everyday items (dishes you can find anywhere, really) approximately



\$1 more or less than your competition. Many customers do not perceive such increments to be significant, especially with dishes above \$5, so there is some leeway (余地) there. Likewise, items unique to your restaurant can be a little higher but also should not exceed the other items excessively. Doing so will make the latter more tempting to diners, especially those who visit your establishment regularly.

Also, to get a better feel for the sense of value you are promoting, take a picture of each item on the menu in a way that mimics the actual presentation on the table. After doing so, ask yourself: ..... 11

Do the items look like they are worth the price you are charging?

Could a change in presentation justify an increase in price?

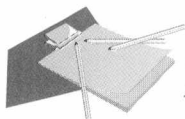
Is there consistency with the overall look or does there seem to be a wide range or inconsistency in the price versus its presentation?

You'll be amazed at what you discover when you look at the entire menu collectively through the customer's eyes. .... 12

### **How Often Should I Update My Menu Design?**

To keep your menu fresh, relevant and profitable, you need to know how each item is performing and how it stacks up against your competition. Conduct an analysis of your menu every six to twelve months. During this evaluation, look at profitability analysis and competitive menu analysis and determine what works best and what isn't working at all. Then make the proper adjustments so that your changes reflect your research. .... 13

Comparing your menu with that of your competitors also helps. It not only opens more doors towards pricing your menu, it offers you a solid foundation on how to measure your profits. Performing a cross analysis helps uncover strengths and weaknesses in your pricing plan, specifically in terms of the way your items are priced and presented. By doing this, you determine which items are most popular, which are most profitable, which need extra emphasis, and which need to be removed or replaced. .... 14



## Exercises

### I. Skimming and Scanning

**Directions:** Go over the passage quickly and answer the following questions.

For questions 1-7, 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 8-10, complete the sentences with the information given in the passage.

1. The passage is mainly about how to design a restaurant menu. Y N NG
2. A good restaurant menu design is important to some restaurants' marketing plan. Y N NG
3. The menu should be an expression of the owner's personality. Y N NG
4. You must design your restaurant menu in a way that mimics the dining experience. Otherwise, it won't work. Y N NG
5. Your menu print should not be so small that your clients cannot read it easily. Y N NG
6. You should keep your more everyday dishes approximately \$1 more or less than your competition. Y N NG
7. The dishes unique to your restaurant can be excessively higher than other items. Y N NG
8. When designing the right menu, sufficient research means collecting \_\_\_\_\_ from various sources.
9. An image-intensive menu can show a location's \_\_\_\_\_ side.
10. Comparing your menu with that of your competitors not only opens more doors towards pricing your menu, but also offers you a solid foundation on how to measure your \_\_\_\_\_.

### II. Word Power Building

**Directions:** In this part, there is a summary of the selection you have just read. Read it through carefully and select one word for each blank from the word bank given below. You may not use any of the words in the bank more than once.

match	true	personality	table	price
guide	sequentially	march	wrongs	quickly
result	rights	experience	update	goal

## Restaurant Menu Design

A good menu is crucial to a restaurant. Thus, how to design a restaurant menu? First, you should know the 1. \_\_\_\_\_ of a well-crafted restaurant menu. Then, before designing your restaurant menu, sufficient research will 2. \_\_\_\_\_ you towards designing the right menu for your restaurant. You should know there are no 3. \_\_\_\_\_ or 4. \_\_\_\_\_ in restaurant menu design. As soon as you determine your restaurant's 5. \_\_\_\_\_, you can easily begin crafting the look of your menu to 6. \_\_\_\_\_ that. You can design your restaurant menu in a way that mimics the dining 7. \_\_\_\_\_—arrange items 8. \_\_\_\_\_, with appetizers, salads and soups first, and then entrées, then desserts. After that, you need to 9. \_\_\_\_\_ the menu properly. At last, you should remember to 10. \_\_\_\_\_ your menu design regularly.

### Unit 1 Text A

#### Key to Part I

1. [Y] 【解析】本题是一道主旨题。结合文章的标题及各个小标题可知，文章谈到了饭店菜单设计方方面面的问题。
2. [N] 【解析】本题是一道细节题。文章第一句话就点明：A good restaurant menu design is key to any restaurant's marketing plan. 注意其中提到的是：对于任何饭店而言，而不只是针对一些饭店。
3. [N] 【解析】题干中所涉及的信息似乎在第二段中有所提及，但还不甚明了；随后，在小标题How Should I Design My Menu? 之下的内容中明确告诉我们：However, as mentioned before, your menu should be an expression of your restaurant's personality. 题干中的the owner's personality 与该句内容不一致。
4. [NG] 【解析】How Should I Arrange Items on the Menu? Should I Use Merchandizing Techniques to Help? 部分的第一句话就是：Design your restaurant menu in a way that mimics the dining experience. 但整篇文章并没有告诉我们必须这样做，否则就行不通。
5. [Y] 【解析】题干中提到的内容很容易在

小标题What Are Some Common Mistakes in Restaurant Menu Design?引出的内容中找到。该部分谈到设计菜单时的一个常见错误就是：menu print that is too small to read easily.

6. [Y] 【解析】在小标题How Should I Price My Menu?所引出的内容中可以找到答案：...keep your more everyday items (dishes you can find anywhere, really) approximately \$1 more or less than your competition. 即家常菜的价位要和你的竞争对手大体一致。
7. [N] 【解析】同样是关于定价的问题，因此和上题答案的出处应一致。在下文中可以找到这句话：...items unique to your restaurant can be a little higher but also should not exceed the other items excessively. 即特色菜的价位可以略高一点，但也不能高出其它菜价格太多。而题干中的excessively higher显然背离这一原则。
8. data 【解析】在小标题What Steps Should I Take Before Designing My Restaurant Menu?下的内容中，从前两句话As with most creative endeavors, proper results can't be achieved without sufficient

research. In the case of designing the right menu, that means collecting data from various sources. 中就可以找到答案。

9. festive 【解析】在小标题How Should I Design My Menu?下可找到: A thick, flashy, image-intensive menu can emphasize a location's festive side. 答案就在此处了。

10. profits 【解析】文章最后一段的前两句话清楚地提供了此处空缺的信息: Comparing your menu with that of your competitors also helps. It not only opens

more doors towards pricing your menu, it offers you a solid foundation on how to measure your profits.



## Key to Part II

- |                |                 |
|----------------|-----------------|
| 1. goal        | 2. guide        |
| 3. rights      | 4. wrongs       |
| 5. personality | 6. match        |
| 7. experience  | 8. sequentially |
| 9. price       | 10. update      |

## Text

## B



Length of text: 1080 words Target time: 15 minutes Time taken:

## Barbecue and Food Safety

Cooking outdoors was once only a summer activity shared with family ..... 1  
and friends. Now more than half of Americans say they are cooking outdoors  
year round. So whether the snow is blowing or the sun is shining brightly, it's  
important to follow food safety guidelines to prevent harmful bacteria from  
multiplying and causing foodborne illness. Use these simple guidelines for  
grilling food safely.

### From the Store: Home First

When shopping, buy cold food like meat and poultry last, right before ..... 2  
checkout. Separate raw meat and poultry from other food in your shopping  
cart. To guard against cross-contamination—which can happen when raw  
meat or poultry juices drip on other food—put packages of raw meat and  
poultry into plastic bags.

Plan to drive directly home from the grocery store. You may want to ..... 3  
take a cooler with ice for perishables (易腐烂的东西). Always refrigerate  
perishable food within two hours. Refrigerate within one hour when the  
temperature is above 90 °F.

At home, place meat and poultry in the refrigerator immediately. Freeze ..... 4  
poultry and ground meat that won't be used in one or two days; freeze other  
meat within four to five days.

### Thaw Safely

Completely thaw (解冻) meat and poultry before grilling so it cooks more ..... 5  
evenly. Use the refrigerator for slow, safe thawing or thaw sealed packages in  
cold water. You can microwave defrost if the food will be placed immediately  
on the grill.

### Transporting

When carrying food to another location, keep it cold to minimize ..... 6  
bacterial growth. Use an insulated cooler with sufficient ice or ice packs to  
keep the food at 40°F or below. Pack food right from the refrigerator into the  
cooler immediately before leaving home.

### Keep Cold Food Cold

Keep meat and poultry refrigerated until ready to use. Only take out the ..... 7

meat and poultry that will immediately be placed on the grill.

8.....

When using a cooler, keep it out of the direct sun by placing it in the shade or shelter. Avoid opening the lid too often, which lets cold air out and warm air in. Pack beverages in one cooler and perishables in a separate cooler.

### Keep Everything Clean

9.....

Be sure there are plenty of clean utensils and platters. To prevent foodborne illness, don't use the same platter and utensil for raw and cooked meat and poultry. Harmful bacteria present in raw meat and poultry and their juices can contaminate safely cooked food.

10.....

If you're eating away from home, find out if there's a source of clean water. If not, bring water for preparation and cleaning. Or pack clean cloths, and wet towelettes for cleaning surfaces and hands.

### Precooking

11.....

Precooking food partially in the microwave, oven, or stove is a good way of reducing grilling time. Just make sure that the food goes immediately on the preheated grill to complete cooking.

### Cook Thoroughly

12.....

Cook food to a safe minimum internal temperature to destroy harmful bacteria. Meat and poultry cooked on a grill often browns very fast on the outside. Use a food thermometer to be sure the food has reached a safe minimum internal temperature. Beef, veal, and lamb steaks, roasts and chops can be cooked to 145°F. Hamburgers made of ground beef should reach 160°F. All cuts of pork should reach 160°F. All poultry should reach a minimum of 165°F.

13.....

Never partially grill meat or poultry and finish cooking later.

### Reheating

14.....

When reheating fully cooked meats like hot dogs, grill to 165°F or until steaming hot.

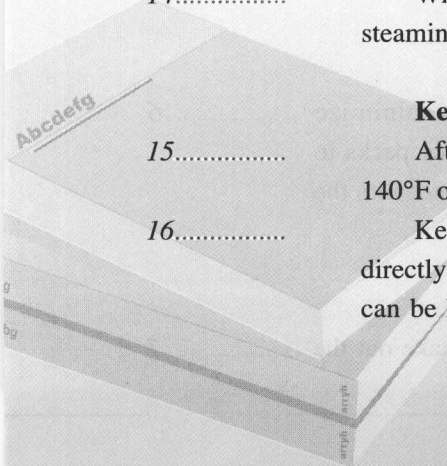
### Keep Hot Food Hot

15.....

After cooking meat and poultry on the grill, keep it hot until served—at 140°F or warmer.

16.....

Keep cooked meats hot by setting them to the side of the grill rack, not directly over the coals where they could overcook. At home, the cooked meat can be kept hot in an oven set at approximately 200°F, in a chafing dish or



slow cooker, or on a warming tray.

### Serving the Food

When taking food off the grill, use a clean platter. Don't put cooked food ..... 17  
on the same platter that held raw meat or poultry. Any harmful bacteria present  
in the raw meat juices could contaminate safely cooked food.

In hot weather (above 90°F), food should never sit out for more than one ..... 18  
hour.

### Leftovers

Refrigerate any leftovers promptly in shallow containers. Discard any ..... 19  
food left out more than two hours (one hour if temperatures are above 90°F).

### Safe Smoking

Smoking is cooking food indirectly in the presence of a fire. It can be ..... 20  
done in a covered grill if a pan of water is placed beneath the meat on the  
grill; and meats can be smoked in a "smoker", which is an outdoor cooker  
especially designed for smoking foods. Smoking is done much more slowly  
than grilling, so less tender meats benefit from this method, and a natural  
smoke flavoring permeates the meat. The temperature in the smoker should be  
maintained at 250 to 300°F for safety.

Use a food thermometer to be sure the food has reached a safe internal ..... 21  
temperature.

### Pit Roasting

Pit roasting is cooking meat in a large, level hole dug in the earth. A ..... 22  
hardwood fire is built in the pit, requiring wood equal to about 2.5 times the  
volume of the pit. The hardwood is allowed to burn until the wood reduces  
and the pit is half filled with burning coals. This can require four to six hours  
burning time.

Cooking may require ten to twelve hours or more and is difficult to ..... 23  
estimate. A food thermometer must be used to determine the meat's safety and  
doneness. There are many variables such as outdoor temperature, the size and  
thickness of the meat, and how fast the coals are cooking.

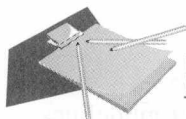
### Does Grilling Pose a Cancer Risk?

Some studies suggest there may be a cancer risk related to eating food ..... 24  
cooked by high-heat cooking techniques as grilling, frying, and broiling (焙).  
Based on present research findings, eating moderate amounts of grilled meats

like fish, meat, and poultry cooked—without charring (烧焦)—to a safe temperature does not pose a problem.

25.....

To prevent charring, remove visible fat that can cause a flare-up. Precook meat in the microwave immediately before placing it on the grill to release some of the juices that can drop on coals. Cook food in the center of the grill and move coals to the side to prevent fat and juices from dripping on them. Cut charred portions off the meat.



## Exercises

### I. Skimming and Scanning

**Directions:** Go over the passage quickly and answer the following questions.

For questions 1-7, 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 8-10, complete the sentences with the information given in the passage.

1. Cooking outdoors was once a seasonal activity shared with family and friends. Y N NG
2. When carrying food to another location, keep it cold to reduce bacterial growth to the lowest degree. Y N NG
3. When you use a cooler, you should keep it out of the shade or shelter by placing it in the direct sun. Y N NG
4. If you use the same platter and utensils for raw and cooked meat and poultry, you may probably suffer from the foodborne illness. Y N NG
5. Cooking food to a safe minimum internal temperature can protect some harmless bacteria. Y N NG
6. Smoking refers to cooking food directly in the presence of a fire. Y N NG
7. Based on present research findings, eating grilled meats does not pose a problem. Y N NG
8. Now there are \_\_\_\_\_ than half of Americans cooking outdoors year round.
9. When you go shopping, you'd better buy cold food like meat and poultry \_\_\_\_\_, right before checkout.
10. We should put packages of raw meat and poultry into plastic bags to guard against \_\_\_\_\_.

### II. Word Power Building

**Directions:** In this part, there is a summary of the selection you have just read. Read it through carefully and select one word for each blank from the word bank given below. You may not use any of the words in the bank more than once.

cupboard	refrigerator	tender	indirectly	warm
cooler	quickly	slowly	directly	raw
thoroughly	minimize	completely	grilling	clean