

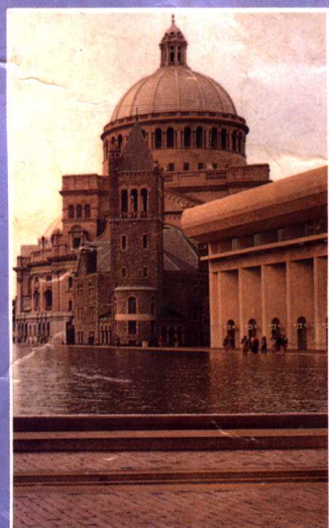
新方法英语

NEW METHOD ENGLISH



● 美国社会面面观

英文阅读·翻译·写作指南



何兆枢 战守义 王有成 高 华 编著

海洋出版社

新方法英语

NEW METHOD ENGLISH

美国社会面面观

英文阅读·翻译·写作指南

何兆枢 战守义 王有成 高 华 编著

海洋出版社

1996年·北京

内 容 简 介

这是一本专为训练学生英语阅读、翻译和写作能力的英语教材(也适用于有一定基础的自学者)。全书共有课文 50 篇,内容涉及美国社会的方方面面。课后附有词汇表、练习和中译文,练习包括理解问答、遣词造句、中译英和英语写作,此外课后还提供了写作练习涉及的背景材料并给以提示,全书最后附有练习答案。学生通过本书的训练,可由浅入深地系统地学习掌握有关英语写作和翻译的基本知识、常用词组和表达方式,同时,还可从中对美国社会生活有所了解。

图书在版编目(CIP)数据

美国社会面面观:英文阅读·翻译·写作指南/何兆枢

战守义 王有成 高 华编著. -北京:海洋出版社,1996.6

ISBN 7-5027-3902-5

I. 美… II. 何… III. 英语-高等学校-教材 IV. H31

中国版本图书馆 CIP 数据核字(96)第 09831 号

美 国 社 会 面 面 观

英文阅读·翻译·写作指南

何兆枢 战守义 王有成 高 华 编著

海洋出版社 出版发行

(100860 北京市复兴门外大街 1 号)

北京兰空印刷厂印刷 各地新华书店经销

1996 年 6 月第 1 版 1996 年 6 月北京第 1 次印刷

开本:787×1092 1/16 印张:24

字数:600 千字 印数:1~3 000 册

定价:36.00 元

海洋版图书印、装错误可随时退换

前 言

《美国社会面面观》这本书是新方法英语丛书的一个分册,是为英语阅读、翻译与写作训练而设计的大学英语教材。具有相当英语水平的自学者同样可以利用本教材提高自己的水平。本书对出国人员和准备到中外合资及外资企业驻华机构工作的各类专业人员也将很有帮助。

本书共编入课文 50 篇,每篇课文之后有词汇表(词和词组、音标、词性、汉语释义)和练习,每课的练习包括理解问答、造句、汉译英和英语作文。另外,还附有该课作文练习所涉及的背景材料和指导性提示。读者通过本书的作文练习,可以由浅入深、系统地学习掌握有关英语作文的基本知识、常用英语词汇、词组和表达方式。每篇课文的汉译文帮助自学者正确理解课文、学习英译汉翻译的基本技巧。为使校外读者在做练习后有可供参考的范文,本书最后部分附有每课练习中的第Ⅱ(英文造句)和第Ⅲ(汉译英)两题的答案。

本书的每篇课文都谈及有关美国人社会生活的一两个问题。读者可以从这些题材广泛的课文中对美国社会的诸多方面有较全面的了解。作者在观察和报导美国社会和人民生活时,力求运用唯物辩证的观点,力戒主观性、片面性和简单化。对于一些在美国社会仍存在争议的问题,笔者如实地反映他们的不同观点和态度,不介入他们的争论。

本书在题材选择、课文编写、词汇范围、练习设计诸方面注重知识性、趣味性和实用性,并考虑到我国大学生的英语水平和知识结构。课文的语言体现了现代美国报刊和教科书中流行的英语词汇、词组、表达方式和写作规范。作为英文写作初学者参考和模仿的范文,本书课文语言简洁,逻辑清晰,避免赘言和过于复杂的句型。练习设计注重英语词汇和词组的正确运用,句型和篇章结构的合理组织,特别是作文练习能使读者掌握几种常用文体的写作方法,最后能达到“观点明确、语言规范、表达清楚、结构紧凑”的写作基本要求。

我们奉献的是以美国社会为题材的英语教科书,而不是有关美国的学术专著。这是一次大胆的尝试,试图把外语教学与多样化的现代社会生活的现实结合起来,使教学内容与现实需要紧密相联。我们的努力是否成功,有待广大英语教师和学生在教学与学的实践中予以评定。本教材的编著者诚恳地欢迎国内学界同仁和学生评论此书,不吝赐教。

何兆枢 (北京理工大学)

1995 年 3 月

序 言

何兆枢先生等所编著的《美国社会面面观》一书与《新方法英语》丛书的其他分册一样,都是为适应当前改革开放形势下对外语教学提出更高的要求而编写的。

此书体现了“全”、“新”、“高”、“细”、“巧”的特点。

“全”体现在选材的广泛。读者浏览一下目次就不难发现,此教材涉及美国社会生活的各个方面:政治、经济、文化、社会习俗,乃至美国的积弊,而且大部分都可成为热门话题。“全”还体现在课文体裁的多样化上,尤其反映在写作练习的设计上。写作练习的体裁包括多种文体:摘要、短文、短评、描写文、记叙文、解说文、论说文、散文、叙事散文、杂文、评述、评论、报导、通讯、调查报告、新闻报导、科技说明文、科普电影解说词、游记、导游词、工作计划、演说词等,不胜枚举。

“新”体现在选材的内容。该书的素材来源于作者亲身经历与观察,以及近几年美国的报刊、杂志、年鉴、教科书、电视、电台广播等文字、录音、录像资料,均反映当代的现实生活和当今人们普遍关注的问题。在语言上,无论是从词汇、句式或篇章结构来说,它都比较充分地体现了现代美国英语的特点。

“高”体现在本教材追求的教学要求上,特别是反映在练习的设计上。练习的形式有:回答问题、造句、汉译英、写作。其中有大量的汉译英练习与英语作文,在同类教材中尚属少见。虽然目前实行的大学英语教学大纲尚未提出这样高的要求,但考虑到广大的在校生和校外自学者为了在改革开放的大潮中充分展示自己的才能而对提高外语能力所产生的迫切需要,把写作和翻译,尤其是汉译英提高到较高的水平上,是一种颇有远见之创举。正如一些知名重点大学已开始超越教学大纲对听与说的训练提出更高的要求一样,作者的这一设想也是为了顺应形势发展的需要。由于国家教委推行大学英语教学大纲已有多,并定期举行四级、六级全国统考,外语教学质量和学生外语水平都在不断地提高,逐步提高各个方面的教学要求不但是必须的,而且是可以逐步实现的。

“细”体现在教材的设计与编排上。课文与练习都经过了精心的设计,练习与课文既紧密配合,又符合循序渐进的教学原则:由浅入深、由易而难、由短而长。为了使学员切实提高英语写作水平,汉译英练习中对难点提供了词汇和句型的提示。英语写作练习与每一课的课文有机地配合,学习者可以从课文的题材、词汇及写作方法上得到启示,通过实践逐步地、切实地提高自己的写作能力。教材对各种文体都安排了写作练习,简要地介绍了各种文体写作的基本要求和技巧,并提供了指导和提示。每课英语作文的题材都是学生熟悉的事物,使学生写自己深刻理解的问题。本教材把英语阅读与英语写作(包括作文、汉译英和造句)这样紧密结合起来的目的是让学习者遵循自孔子以来已被实践验证了的语言教学的基本原则“学而时习之”、“学以致用”。经验证明,只有通过自己的写作实践才能对学过的词汇、句式、章法有更深刻的、正确的理解,才能记得牢,用得上;母语学习是这样,外语学习更是这样。

“巧”表现在教材的总体设计上。作者以其渊博的知识和深厚的语言修养为基础,利用有关美国诸方面的丰富资料,编写成一本新颖的英语教科书,为读者提供了知识性、趣味性、可读性、示范性、模仿性和实用性俱备的英语教材,这可以说是没有先例的创造吧!

总之,《美国社会面面观》一书填充了目前已出版的英语教科书中一项空白,在英语教学上迈探索的一步。我郑重地向我国有志于提高英语水平的学习者推荐这一不可多得的好教材,并希望广大师生在教与学的实践中检验这一教材,使它日臻完善。

牛成儒(北京航空航天大学外语系)

1995年3月

目 次

CONTENTS

Texts and Exercises

1 Universities – Americans' Pride (美国人引以为豪的大学)	(1)
2 Supermarkets Satisfy Consumers (宾至如归的超级市场)	(4)
3 Instant Foods – American's Favorite (美国人喜欢方便食品)	(8)
4 Premature Preschool Education (过早的学龄前教育)	(12)
5 Advertising Gimmick Shown on TV (在电视上做广告的诀窍)	(16)
6 Thanksgiving Day in the U. S. (在美国过感恩节)	(21)
7 The Church and the Disciple (教堂和信徒)	(26)
8 Americans' Hobbies (美国人的业余爱好)	(31)
9 American Movies on the Decline(衰落中的美国电影业)	(36)
10 The Number One Entertainment – Television (头号娱乐就是看电视)	(42)
11 Highway and Violent Death (高速公路上冤魂多)	(48)
12 Residential Houses in the U. S. (美国的民宅)	(52)
13 Food Processors and Utensils in American Kitchens (美国厨房中的食品加工机和用具)	(56)
14 American Foods (美国食品)	(61)
15 American Agriculture and Farmers (美国的农业与农民)	(67)
16 Banks and Banking Services (银行与银行服务)	(72)
17 A Computer-Dominant Society (计算机统治着美国社会)	(77)
18 American Medication (美国的医药)	(83)
19 Lost Superiority in Auto Industry (失去优势的汽车制造业)	(88)
20 Advancing American Transportation (前进中的美国交通运输业)	(94)
21 Glittering Diamonds on the Crown – American Cities (美国城市——皇冠上闪烁的宝石)	(101)
22 A Glimpse at the Project Apollo (阿波罗工程一瞥)	(108)
23 Education & Employment in the United States (美国的教育与就业)	(116)
24 Americans' Stigma – Nationwide Illiteracy (文盲充斥乃国耻也)	(122)
25 After-School Activities Incubating Talent Teenagers (造就人才的校外活动)	(128)
26 A National Undertaking – Sports (体育运动是全民的事业)	(133)
27 A Specter with Magic-like Power – Pop Music (使年轻人着魔的流行音乐)	(140)
28 Outstanding Watchdogs – American Newspapers (具有“火眼金睛”的新闻业)	(148)
29 Beauty Contests to Satisfy the Quest for Beauty (大饱眼福的选美竞赛)	(154)
30 Modern Superstition in Disguise (伪装科学的现代迷信)	(159)
31 Americans and Their Dogs (美国人和他们的狗)	(164)
32 The Unending Anti-Poverty War (挖不完的穷根)	(169)
33 A Society to Be Buried in Garbage (即将被垃圾埋葬的文明社会)	(176)

34	Pollution and Environment Conservation (污染与环境保护).....	(182)
35	Latent Corruption and Bribery in the U. S. (隐而不见的贪污与受贿).....	(190)
36	A Vulnerable Nation Facing Drug Traffickers(毒品泛滥,咎由自取)	(198)
37	The Debate on Gun Control (关于枪支控制的争论)	(205)
38	Unemployment Plaguing Americans (失业难熬)	(213)
39	Crime Rampant in the American Society (犯罪猖獗,人心惶惶)	(218)
40	The Inveterate Racial Discrimination in Mind (根深蒂固的种族歧视观念)	(223)
41	A K. K. K. Assembly Shielded by the Police (在警察庇护下的三 K 党徒的集会)	(229)
42	Survivors from Brutal Intruders (幸免于种族灭绝的印地安人)	(234)
43	The American Woman Today (今日美国妇女)	(240)
44	A Glimpse at the American Economy (美国经济一瞥)	(245)
45	Travelling through New York State (在纽约州旅行)	(251)
46	A Dreamlike Paradise——The Disney Land (梦境般的天堂——迪斯尼乐园)	(256)
47	The Vicissitude of Boston (波士顿的变迁).....	(261)
48	NASA Plans to Revisit the Moon and Explore the Mars (NASA 计划重访月球并探索 火星)	(266)
49	Telephones in the U. S. Today (美国今日的电话)	(276)
50	High-tech Products in American Homes (美国家庭中的高科技产品)	(281)
Key to the Exercises		
1	(291)
2	(292)
3	(293)
4	(294)
5	(296)
6	(297)
7	(298)
8	(300)
9	(301)
10	(302)
11	(303)
12	(304)
13	(306)
14	(307)
15	(309)
16	(310)
17	(312)
18	(314)
19	(315)
20	(317)

21	(318)
22	(320)
23	(322)
24	(323)
25	(324)
26	(326)
27	(327)
28	(329)
29	(331)
30	(332)
31	(334)
32	(336)
33	(338)
34	(339)
35	(341)
36	(343)
37	(345)
38	(346)
39	(348)
40	(350)
41	(352)
42	(354)
43	(356)
44	(358)
45	(360)
46	(361)
47	(364)
48	(366)
49	(369)
50	(371)

Lesson One

Universities – Americans' Pride

The American people are proud of their universities, perhaps because they are the top universities in the world, for example, Harvard University, Princeton University, Massachusetts Institute of Technology, University of California at Berkeley, Stanford University, etc. They are famous for many celebrated figures who graduated from them, for achievements made in almost every area, for their leading role in the development and research in high technology.

One of the remarkable peculiarities of American universities is that they become more and more international. At Harvard University, students from Asia, Europe, Africa, and South America account for more than 36% of the students enrolled; graduate students from foreign countries comprise more than 50% of the total; among their faculty members, many are scholars from other countries. The American universities have cultivated many professionals for many countries, and at the same time, they have attracted the most outstanding ones to work for them, and some of these scholars have become American citizens.

High tuition is another peculiarity. Private universities take a graduate student about \$ 8 000 for his/her tuition each semester. State universities take much less because state governments subsidize the students who are citizens having lived in the state for certain years. The money that goes to the students comes from the tax paid by local citizens. To collect money enough to pay their tuition, students do part-time jobs on campus or off campus, for example, as a librarian, a clerk, an experimentalist, a programmer, etc. For graduate students, the best part-time job is to be a T. A. (teaching assistant) or a R. A. (research assistant) working for the professors who offer them financial support. However, as more and more foreign students go to the United States, competition for scholarships and part-time jobs is intense. Some foreign students complain that they can't have equal chance to obtain scholarships and part-time jobs as the American students do. They think that is because of some discriminative regulations. The same problem occurs when they graduate. In official units and many companies, jobs are available to Americans only, because they involve secrets that must be kept from foreigners.

The third peculiarity is the important role that American universities play in the society. Not only do they cultivate professionals but also undertake scientific research projects, consulting services, and engineering designs. Many professors and experts in universities take their positions as consultants or directors in official and military units as well as in private enterprises.

American universities set an example for integration of education, research, service and production in modern high-tech society.

Words and Phrases

celebrated ['selibreitɪd] *a.*

figure ['fɪgə] *n.*

remarkable [rɪ'mɑ:kəbl] *a.*

著名的

人物

显著的

peculiarity [pɪ'kjʊli'æriti] *n.*

account for [ə'kaʊnt fɔ:]

enrol [in'rəʊl] *vt.*

特点

占

使人学

graduate student <i>n.</i>	研究生	financial [faɪ'nænsəl] <i>a.</i>	财政的
comprise [kəm'praɪz] <i>vt.</i>	构成, 包括	competition [ˌkɒmpɪ'tɪʃən] <i>n.</i>	竞争
faculty ['fækəlti] <i>n.</i>	全体教员	scholarship ['skɒləʃɪp] <i>n.</i>	奖学金
cultivate ['kʌltɪveɪt] <i>vt.</i>	培养	intense [ɪn'tens] <i>a.</i>	紧张的, 激烈的
professional [prə'feʃənl] <i>n.</i>	专业人员	complain [kəm'pleɪn] <i>vt.</i>	抱怨
tuition [tju'ɪʃən] <i>n.</i>	学费	discriminative [dɪs'krɪmɪnətɪv] <i>a.</i>	歧视性的
private ['praɪvɪt] <i>a.</i>	私立的	regulation [ˌregjʊ'leɪʃən] <i>n.</i>	规章, 法规
semester [si'mestə] <i>n.</i>	学期, 半年	undertake [ˌʌndə'teɪk] <i>vt.</i>	从事
subsidise ['sʌbsaɪdɪz] <i>vt.</i>	资助, 津贴	project ['prɒdʒekt] <i>n.</i>	工程, 规划
local ['ləʊkəl] <i>a.</i>	当地的	consulting [kən'sʌltɪŋ] <i>a.</i>	咨询的
on(the) campus ['kæmpəs]	在校内	explore [ɪks'plɔː] <i>vt.</i>	探索, 钻研
off(the) campus	在校外	position [pə'zɪʃən] <i>n.</i>	地位, 职位, 职务
librarian [laɪ'brɛəriən] <i>n.</i>	图书馆管理员	director [dɪ'rektə daɪ'rektə] <i>n.</i>	理事, 董事, 指导者
clerk [klɜːk] <i>n.</i>	职员, 店员	consultant [kən'sʌltənt] <i>n.</i>	顾问
experimentalist [eks'peri'mentlɪst] <i>n.</i>	实验员	integration [ˌɪntɪ'greɪʃən] <i>n.</i>	一体化
programmer ['prəʊgræmə] <i>n.</i>	程序员		

Exercises

I. Answer the following questions after you have learned the text:

1. Name some American universities as you know.
2. Why are some American universities famous throughout the world?
3. What do the American people think about their universities?
4. What does the word "international" mean here in this text?
5. Why does the author say that the American universities become more and more international?
6. What part-time jobs can be available to students and graduate students on the campus and off the campus?
7. What do foreign students complain about? and why?
8. Why can American students of state universities pay less tuition?
9. What are professors and experts in American universities doing to play their important roles in society?

II. Make sentences with the following words and phrases:

- | | |
|--------------------------------------|----------------------------|
| 1. be proud of... | 6. take...for... |
| 2. be famous for... | 7. competition for... |
| 3. account for... | 8. Not only... but also... |
| 4. comprise... | 9. as well as... |
| 5. Among (people or things), many... | |

III. Translate the following into English:

1. 北京大学、清华大学和中国科技大学是中国最著名的三所名牌大学。
2. 与美国的大学不同,中国的大学只收取很少量的学费。大学的各种开支(expenditure)主要从国家的拨款(appropriation)支付。
3. 为数不多的(few/not many)外国学生在中国的几所大学里学习中国的传统文化、艺术、历史和汉语。除了外语系以外,很少(very few)外籍教师和教授在我们的大学里任教和任职。
4. 我们的学生很少有机会(have little chance)做校内和校外的兼职工作。有人说(It is said that...)学生做兼职工作是不务正业(ignore one's regular jobs),对教学和科研都是有害无益的(be of no good but harm)。
5. 近几年来,我们的大学教授们承担一些科研项目、工程设计和咨询服务。他们不但为社会做出了贡献,也(not only...but also...)为大学增加了收入。有些大学建立了公司和工厂,生产和销售产品,包括硬件和软件(hardware and software)。

IV. Composition:

Outline the text in no more than 200 words. Do not simply copy the relevant paragraphs of the text, but you can use words and phrases extracted from the text.

Directions: The outline of an essay in brief words usually takes forms like these:

This essay is about... The author begins his description/narration/report with an introduction/abstract presenting his ideas as these:...

To support his ideas, he cites for examples his observation/investigation/calculation which turns out to be very interesting/important/enlightening. ...

Then to develop his ideas, the author further proposes/provides his theses as a major part of his essay. ...

Finally, the author concludes his essay with...

课文参考译文

美国人引以为豪的大学

美国人都为他们的大学而感到自豪,或许是因为它们是世界上第一流的大学,例如哈佛大学、普林斯顿大学、麻省理工学院、加利福尼亚大学伯克利分校、斯坦福大学等等。由于众多名人毕业于这些大学,以及这些大学在几乎所有领域中取得的成就和在开发与研究中居于领先地位而使这些大学闻名于世。

美国大学的显著特点之一是越来越国际化。在哈佛大学,来自亚洲、欧洲、非洲和南美洲的学生占招生总数的36%以上,研究生中的外国学生超过50%。在全体教师中,许多是来自其他国家的学者。美国的大学为很多国家培养了大量专业人员,与此同时,吸引了其中最杰出的为他们工作。这些学者中的一些人还加入了美国籍。

学费高是另一个特点。私立大学的研究生一个学期的学费大约是8000美元。州立大学的学费低得多。这是因为州政府对在本州已居住了若干年的美国公民给予补贴。当然,给大学生的补贴资金来自当地居民纳的税。学生为了筹集到足够支付学费的钱,要在校内或校外打零工,例如当图书馆管理员、店员、实验员、程序员等。对研究生来说,最好的课外工作是给能为他们提供资助的教授当助教(T.A)或助研(R.A)。但由于去美国的外国学生越来越多,对奖学金和课外工作的竞争是激烈的。一些外国学生抱怨他们不能像美国学生一样有平等的机会得到奖学金和课外工作。他们认为这是由于歧视性的规定造成的。在毕业时,也会发生同样的问题。官方机构和许多公司只雇用美国人,原因是这些部门涉及绝不能让外国人知道的秘密。

第三个特点是美国的大学在社会活动所起的重要作用。大学不仅仅培养专门人材,而且还从事科学研究、咨询服务和工程设计。许多发明、发现和理论都是最先在大学里进行探索并完成的。各大学的许多教授和专家不仅在私人企业中任职,而且更多地地在官方和军事机构中担任顾问或理事。

美国的大学为现代高技术社会的教育、科研、服务和生产一体化树立了榜样。

Lesson Two

Supermarkets Satisfy Consumers

Supermarkets are now popular in Western countries. In a large building, bright and spacious, clean and comfortable, hundreds of customers, each pulling a cart, walk slowly through aisles and pick up whatever they like from the shelves and put them in the carts. Countless foods, daily necessities, utensils, detergents, cigarettes, grass-seeds, and even planting soil – whatever you can imagine – are neatly placed on shelves within customers' reach. On each, there is a price tag. At counters near the exit, several girls in uniforms count the price with computers. After the customer pays for the things, a boy helps him/her pack them into paper bags. If you buy many things, he will help you carry them to your car.

The supermarket is a big business. Some of the greatest supermarkets are interstate corporations. They have their own warehouses, farms, orchards, dairies, ranches, food-processing plants, trucks and computer networks. They have widespread contacts with food producers and manufacturers of other items. The supermarket provides consumers not only with diversified commodities but also reasonable prices, good service and convenience. The prices are about 1% to 5% lower than grocery stores can offer. Every clerk is polite and enthusiastic. They serve the customers 24 hours a day, 7 days a week. Regularly, they send coupons to their customers and tell them what great things they can buy from their supermarket. Outside the building, there is a parking lot, where customers can park their cars free of charge. Usually, supermarkets are located near main highways. It is very convenient to drive for shopping in supermarkets.

The supermarket emerged in the mid-1950s, when more and more American women went to work. They wanted to buy their necessities at one go. As a strong rival of grocery stores, supermarkets could provide housewives with almost anything they needed and the price was a vital factor that could attract customers. Soon after supermarkets appeared, many grocery stores went bankrupt. Now supermarkets have become a dominator over retail markets and grocery stores can be found only at some small town's distant corners far away from commercial districts.

Interestingly, supermarkets sustain losses from their dishonest customers, who pick up "small things" from the shelves and hide them under their coats, and walk away with them. The boss doesn't intend to hire more clerks as watchdogs, since he can't afford the salary, besides, he does not like to have his neighbors punished by the police only for stealing things from his supermarkets.

Words and Phrases

spacious [ˈspeɪʃəs] *a.*

宽敞的

comfortable [ˈkʌmfətəbl] *a.*

舒适的

aisle [aɪl] *n.*

通道, 过道

shelf [ʃelf] *n.*

货架

necessity [nɪˈsesɪti] *n.*

必需品

utensil [juːˈtensl] *n.*

器皿, 用具

detergent [diˈtɜːdʒənt] *n.*

洗涤剂

neatly [ˈniːtli] *adv.*

整齐地, 好看地

reach [ri:tʃ] *n.*

(伸手)能及的范围

tag [tæg] *n.*

(价目)标签

counter ['kauntə] <i>n.</i>	柜台	coupon ['ku:pən] <i>n.</i>	商店的优待券
interstate [ˌɪntə'steɪt] <i>a.</i>	跨州的	great thing	价廉物美的商品
warehouse ['weəhaʊs] <i>n.</i>	仓库, 货栈	parking lot ['pɑ:kɪŋ lɒt] <i>n.</i>	停车场
orchard ['ɔ:tʃəd] <i>n.</i>	果园	convenient [kən'vi:njənt] <i>a.</i>	方便的
dairy ['deəri] <i>n.</i>	牛奶场, 制酪业	emerge [i'mə:dʒ] <i>vi.</i>	出现
ranch [rɑ:ntʃ] <i>n.</i>	牧场	at one go	一次地, 一下地
food-processing plant [fu:d-'prəsesɪŋ plɑ:nt] <i>n.</i>	食品加工厂	rival ['raɪvəl] <i>n.</i>	对手, 敌手
network ['netwɜ:k] <i>n.</i>	网络	vital ['vaɪtl] <i>a.</i>	非常重要的
manufacturer [ˌmænju'fæktʃərə] <i>n.</i>	制造者	factor ['fæktə] <i>n.</i>	因素
diversified [daɪ'vɜ:sɪfaɪd] <i>a.</i>	多样化的	bankrupt ['bæŋkrəpt] <i>a.</i>	破产的
commodity [kə'mɒdɪti] <i>n.</i>	商品	dominator ['dɒmɪneɪtə] <i>n.</i>	统治者, 支配者
reasonable ['ri:znəbl] <i>a.</i>	(价钱)公道的	retail ['ri:teɪl] <i>n.</i>	零售
convenience [kən'vi:njəns] <i>n.</i>	方便, 便利	commercial [kə'mɜ:ʃəl] <i>a.</i>	商业的
grocery ['grəʊsəri] <i>n.</i>	食品杂货业	sustain [sə'steɪn] <i>vt.</i>	蒙受, 遭受
offer ['ɒfə] <i>vi.</i>	给予, 提供	dishonest [dɪs'ɒnɪst] <i>a.</i>	不诚实的
enthusiastic [ɪn'θju:zɪ'æstɪk] <i>a.</i>	热情的	watchdog ['wɒtʃdɒg] <i>n.</i>	监察人
regularly ['regjʊləli] <i>adv.</i>	定期地	salary ['sæləri] <i>n.</i>	工资

Exercises

I. Answer the following questions after you have learned the text:

1. What do you learn from this text about American supermarkets, for example, their location, building, commodities, prices, services, etc.?
2. Why is the supermarket a pleasant and attractive place for customers?
3. What will you see when you enter a supermarket in an American city?
4. Why can the supermarket offer competitive prices? Why can they dominate the retail market?
5. What do clerks do to set up a good relation with their customers?
6. Why does the boss tolerate the loss he suffers from some dishonest customers?
7. What is the most impressive thing about American supermarkets as you learn from this text?

II. Make sentences with the following words and phrases:

- | | |
|----------------------------------|------------------------|
| 1. within...reach | 6. provide...with... |
| 2. 24 hours a day, 7 days a week | 7. soon after... |
| 3. free of charge | 8. a dominator over... |
| 4. in (time) when... | 9. go bankrupt |
| 5. at one go | 10. have (sb.) (p. p.) |

III. Translate the following into English:

1. 数以百计的顾客, 每人手里都拿着一些食品优待券, 走过通道, 从货架上挑选自己需要的降价(discount)食品。

2. 形形色色的食品整齐地摆放在橱窗内,每种食品上面都有一张标签,说明它的名称、价格和制造者。
3. 这家商店出售的商品价格合理公道,品种多种多样,服务热情,职员有礼貌,愿意帮助顾客。
4. 这家商店提供的商品在价格上比其他商店所能提供的低约 5%,而且(in addition)它又座落在居民区(residential quarter)的中心,这就是(that is the main reason why...)它能战胜竞争对手的主要原因。
5. 超级市场自 50 年代在美国出现以来,很受家庭主妇们的欢迎。许多杂货店因竞争不过(fail in competition with/can not compete well with...)超级市场而破产。现在,超级市场已遍及全美国,许多超级市场已发展成为跨州的大企业。

IV. Composition:

Make your comment on Chinese supermarkets by comparing them with those run in the U. S.

Directions: You are advised to begin your composition with a topic sentence in the first paragraph. The topic sentence is a sentence in which you express your main ideas on the subject discussed in the essay.

For example, for this composition, your topic sentence can be written like these:

"Supermarkets are newly developed in some major cities in China, and are thus less prosperous than those run in the U. S."

"We Chinese customers didn't know supermarkets until 1980 when some grocery stores expanded their business by imitating Western supermarkets."

"Many customers complain that the prices of commodities offered in supermarkets are surprisingly high and the service they provided is simply worse than that we are so familiar with in ordinary grocery stores."

For each paragraph that follows, you should write a topic sentence in almost the same way to express your ideas or purposes you want to tell your readers through the paragraph.

For example, in a paragraph where you try to compare the supermarkets recently set up in some Chinese major cities with American supermarkets, you can write the topic sentence like this:

"In comparison with American supermarkets, our supermarkets are small, less developed, inefficient and dissatisfactory."

With a topic sentence written as the first sentence for each paragraph of your essay when you prepare a writing plan for your essay, you can organize your ideas orderly and consistently. On the other hand, an essay so written can help the reader grasp the clear and concise illustration the author intends to make through his/her essay.

In short, writing topic sentences is the first and the basic skill you must master before you can write a good composition.

课文参考译文

宾至如归的超级市场

目前,在西方国家中超级市场非常盛行。在宽敞、明亮、清洁、舒适的大楼中,成百的顾客每人推着一辆手推车,在通道中慢慢地走着,从货架上取下各自想要的货物放入车内。数不胜数的美食、日用必需品、器皿、洗涤剂、香烟、草籽以至栽种植物的土,所有你能想到的都应有尽有,整齐地摆放在顾客伸手可得的货架上。每件商品上都

有价格标签。在出口处,几位穿着制服的姑娘站在收款台旁,用电脑计算价钱。等顾客付完钱后,就会有男服务员帮助把货物装入纸袋。如果你买的东西多,他还会帮你把东西送到你的汽车里。

超级市场是一项大产业,一些最大的超级市场都是跨州公司。它们有自己的仓库、农场、果园、牛奶场、牧场、食品加工厂、运输车队和计算机网,并广泛地联络食品生产商和其他商品制造商。超级市场向消费者提供的不光是多样化的商品,而且还有合理的价格,良好的服务和各种便利,价格比杂货商店的低1%~5%。每名职工都是热情而又有礼貌的。他们每周7天,每天24小时为顾客服务。超级市场定期向顾客发放购物优待券,告诉他们在这家超级市场能买到哪些便宜东西。超级市场外面有停车场,顾客不用付费就可以在那里停车。超级市场一般都位于主要公路附近,这对开车到超级市场购物是非常方便的。

超级市场出现于50年代中期,那时越来越多的美国妇女参加了工作,他们想去一次就能买到所要的全部物品。作为杂货店的强劲对手的超级市场几乎可以提供家庭主妇们所需的任何货物,而且价格是吸引顾客非常重要的因素。超级市场一出现,许多杂货店就破产了。现在超级市场在零售市场中占了统治地位,杂货店只是在一些小城镇中远离商业区的偏僻角落才能见到。

有趣的是,超级市场却蒙受着不老实的顾客给它带来的损失。某些人从货架上取下“小东西”藏在大衣内,“顺手牵羊”地离开超级市场。商店老板不打算雇用更多的职工做监视员,因为他负担不起这笔工资。另外,他也不希望使他的邻居仅仅因为从他的超级市场中偷了点东西就受到警察的处罚。

Lesson Three

Instant Foods – Americans' Favorite

Everything in the modern world seems a part of a running machine. People are engaged every day in activities, hustling and bustling. Everyone hurries to do everything, even including taking breakfast and lunch. To help people keep pace with modern life, some food producers thought that prepared foods could save housewives lots of time and energy.

The first try was made in the early 1930s in the U. S. Vegetables were cleaned and wrapped; pork, beef and chicken were cleaned, cut and preserved in refrigerators. They were ready for cooking except that proper seasonings should be added to suit individual favorite taste. With more and more women joining social work, diverse prepared dinners appeared soon after World War II. They were ready food served as lunch or supper – of course, after heated. Employees spent only 10 to 15 minutes for an instant lunch at any food store or cafeteria and much less money than in a restaurant. Housewives liked them because everything was already well prepared and tasted delicious. What they needed to do was to put the instant food in an oven to heat it.

Today, the instant food commonly known as fast food has become international. Among them, hamburger and its producer have become worldwide famous. McDonald's golden twin-arch signs spread throughout the world. It is said that McDonald's profit exceeds 10 billion dollars a year. Other less famous instant foods, for example, instant noodle, pizza, fried rice, pancake, dumpling, soup, coffee and countless dishes, diversify people's daily diet. Now we no longer waste our time on trivial manipulations like cleaning vegetable, cutting meat, washing fish, killing, plucking and gutting chicken. Fifteen minutes after we return home ~~from~~ ^{from} work, we can enjoy our supper, thanks to the ingenuity of food producers. After dinner, we can just throw away the package, paper saucers, plates, spoons, forks, knives, chopsticks and cups. What a convenience.

If you happen to go sightseeing and you have no food and no drink, don't worry! Just put instant food and a bottle of hot water in your basket and go! Instant foods are absolutely suitable for picnics. Sausages, steaks, sardine, sandwich, salad, canned fruits, icecream, drinks and various sauces and dressings – a lot of things you can choose from.

Words and Phrases

part [pɑ:t] n.	零件	suit [sju:t] vt.	适合
hustle ['hʌsl] vi.	猛干, 快干	employee [ˌemplɔɪ'i:]	雇员
bustle ['bʌsl] vi.	喧闹, 忙乱	instant ['ɪnstənt] a.	即时的, 即食的
keep pace with...	与...保持步调一致	cafeteria [ˌkæfɪ'tiəriə] n.	自助食堂
wrap [ræp] vt.	包, 裹, 捆	delicious [dɪ'liʃəs] a.	美味的
preserve [pri'zə:v] vt.	保存	oven ['ʌvn] n.	烤炉
refrigerator [ri'frɪdʒəreɪtə] n.	电冰箱	hamburger ['hæmbɜ:gə] n.	汉堡包子
seasoning ['si:znɪŋ] n.	调味品	profit ['prɒfɪt] n.	利润, 盈利

noodle ['nu:dl] n.	面条	saucer ['sɔ:sə] n.	碟子
pizza ['pitʃə] n.	意大利式烘馅饼	plate [pleit] n.	盘子
fried rice [fraɪd raɪs] n.	炒饭	absolutely ['æbsəljʊtli] adv.	绝对地
pancake ['pæнкеɪk] n.	煎饼	suitable ['sjʊ:təbl] a.	适合的
dumpling ['dʌmplɪŋ] n.	饺子	picnic ['pɪknɪk] n.	野餐
soup [su:p] n.	汤	sausage ['sɔ:sɪdʒ] n.	腊肠
diversify [daɪ'vɜ:sɪfaɪ] vt.	使多样化	steak [steɪk] n.	肉排
diet ['daɪət] n.	饮食	sardine [sɑ:'dɪ:n] n.	沙丁鱼
trivial ['trɪvɪəl] a.	琐碎的	sandwich ['sænwɪdʒ] n.	三明治
manipulation [mə'nɪpjʊ'leɪʃən] n.	操作	salad ['sæləd] n.	沙拉
pluck [plʌk] vt.	拔,摘	sauce [sɔ:s] n.	酱,酱油
gut [gʌt] vt.	挖出(鱼,鸡等的)内脏	dressing ['dresɪŋ] n.	加味品,调味品
ingenuity [ɪndʒɪ'nju:ɪti] n.	独创性		

Exercises

I. Answer the following questions after you have learned the text:

1. Why are instant foods welcome in modern society?
2. What did the American people have as their instant foods before and soon after World War II?
3. How much did the then American housewives and employees like instant foods? And why?
4. What is the implication of McDonald's success, as the author alludes to in this text?
5. Name some instant foods as you know.
6. What chores are you usually doing every day preparing your dinners? Do you like your daily diet? Why?
7. What do you think about instant foods? Do you like them? Why?
8. Suppose you are going to have a family picnic. What do you prefer to take with you? Why?

II. Make sentences with the following words and phrases:

- | | |
|----------------------|-----------------------|
| 1. be engaged in... | 5. It is said that... |
| 2. hustle and bustle | 6. no longer |
| 3. keep pace with... | 7. happen to (do) ... |
| 4. ...except that... | 8. suitable for... |

III. Translate the following into English:

1. 有人说现代社会的人就像一窝(colony)蚂蚁,每个人都在忙忙碌碌,从早到晚乱纷纷(act in confusion)。人们在路上遇见(come across/meet)时,点点头,打个招呼(greet/beckon),然后又匆匆地走自己的路(go on one's way),就像两只蚂蚁相遇那样。人们没有闲暇(leisure)享受生活的乐趣。一天三顿饭(three meals a day)不是人们喜爱的东西(favorite)而是生活的负担(burden)。
2. 五十多年前出现在美国的快餐业现在已普及发达国家。快餐的品种越来越丰富,适合不(suit ... in taste)同国度、不同民族的人民的口味。在快餐馆吃饭,不但节约时间,还节省钱——原因是快餐食品价廉,又不必付小费(tips)。把快餐食品买回家当晚餐和早点也是美国人的做法。他们一边吃快餐,一边(while...)看电视,所以他们称这种快餐为“电视餐”(“TV-dinner”)。
3. 快餐业的繁荣说明了一个道理(justify a reason):凡是人民需要的,能帮助人民解决困难的事物或迟或早