

Guide to Integrated Skills

of English

4

综合英语教程·解读

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煤炭工业出版社

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前 言

Preface

邹为诚教授主编的《综合英语教程》(Integrated Skills of English) (1~4 册), 为教育部委托编写的普通高等教育“九五”国家级重点教材, 是为我国师范院校英语专业学生编写的一套面向 21 世纪的英语专业基础教材。该教材反映了国内外在应用语言学、心理学和英语教学研究方面的最新成果, 注重学生对基础知识的掌握、能力的培养和文化知识的输入; 同时, 该教材具有内容新颖、信息量大等特点, 受到英语专业师生的欢迎和好评。

为了广大师生更好地使用和学习这套教材, 我们针对教材的特点, 在对教材使用和研究的基础

上,编写了与该教材配套的《综合英语教程·解读》。

本书以帮助学生更好地学习和掌握语言基础知识、提高语言能力为宗旨,共分四大部分:① 为每单元提出了预习指导和学习目的(Tips for Preview and Studying Objectives),以利学生对每单元有一个良好的准备状态;② 对每单元涉及到的文化背景知识及课文中的重点、难点进行了介绍与释疑(Culture Information and Notes);③ 对每单元生词及短语进行英语释义(New Words and Phrases),并提供了相关词汇;④ 每单元还提供一篇与单元话题相关的阅读材料(Supplementary Reading),以扩大学生的知识面。

《综合英语教程·解读》与《综合英语教程》配套编写,共4册。编写过程中参阅了国内外最新出版的和国际互连网上的相关参考书籍和资料。

由于编者水平有限,书中疏漏在所难免,恳请广大师生批评指教,以便修订时改正。

编 者

2001.6

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1

Package Design



Tips for Preview and Studying Objectives

1. **Topic:** Appearance of objects, goods, animals or human beings. Study how to use the expressions of size, shape, material, appearances, etc. to describe something or somebody.
2. **Vocabulary:** Expressions about the appearance of objects, goods, animals or human beings: *seduce, artifice, motivate, connote, evoke, impact, standout, subliminal, garish; rub it in, aspire to, deck out, react to, not so much...as... have the look of, no wonder, grow into.*
Find the English meanings of these words/ phrases, then make a sentence for each.
3. **Understanding the text:** Notes can help you get a better understanding of the text.
4. **Grammar points:** grasp the use of *why-ever*: *whoever, wherever, however, whatever, whichever, whenever; what* clause + is (was) + infinitive
5. **Writing:** giving opinions on the advantages and disadvantages of packaging



Culture Information and Notes

1. **Expressions of size:** colossal, miniature, huge, vast, immense, stout, chubby, plump, bulky, roly-poly, titan, mammoth, elephantine, small, diminutive, midget, tiny, teeny weenie
2. **Expressions of shapes:** crooked, oval, undulating, angular, square, round, rectangle, hooked, humped, pointed, oblong, linear, symmetrical, truncated, bowlegged, snub-nosed, hunchbacked, curved, bulge, 5 feet long, 2 feet high and 4 feet wide, a space 6 by 10 feet ...
3. **Expressions of material / texture:** wood, paper, plastic, fabric, silk, rayon, batik, nylon, wool, onionskin, cotton, tissue, parchment, silky, velvety, smooth, coarse, grainy, gritty, rough
4. **Prepositional phrases of appearances:** like velvet, in yellow, on the crooked path, with plastic, towards obesity, along with a snub-nose

5. Figurative language: (The con-man was) as smooth as silk, (His ego was) colossal, a midget in the land of titans, crooked (smile), serpentine-like (thinking), shaped like an hourglass, (He ate) like a horse, (run) like a snail



New Words and Phrases

stale *a.* having lost freshness, or effervescence; lacking originality: *stale bread; stale air ; a stale joke*

cf. musty, obsolete, old, worn

metaphor *n.* a figure of speech in which a word or phrase that ordinarily designates one thing is used to designate another, thus making an implicit comparison, as in "All the world's a stage?" (Shakespeare): *These two metaphors are mismatched. In poetry the rose is often a metaphor for love.*

seduce *v.* to lead away from duty, accepted principles, or proper conduct: *seduce sb. from his duty*

cf. entice, lead on, lure, persuade, tempt

muffin *n.* a small, cup-shaped quick bread, often sweetened and usually served warm

laundry *n.* a room or an area, as in a house, for doing the wash

detergent *n.* a cleansing substance that acts similarly to soap but is made from chemical compounds rather than fats and lye: *all-purpose detergent; spray-dried detergent; synthetic detergent*

whine *v.* to complain or protest in a childish fashion: *The dog whined at the door, asking to be let out. Stop whining, child!*

cf. cry, whimper

purr *v.* to make or utter a soft, vibrant sound: *The cat purred. The sewing machine purred. The big car purred along the road.*

luxury *n.* something expensive or hard to obtain; sumptuous living or surroundings (Often used to modify another noun): *lives in luxury; a luxury condominium; luxury accommodations, a luxury ocean liner; His salary is low and he gets few luxuries. What a luxury it is to be alone!*

cf. comfort, elegance, extravagance, frills, grandeur, magnificence, prosperity, splendor, well-being

enterprise *n.* an undertaking, especially one of some scope, complication, and risk; industrious, systematic activity, especially when directed toward profit: *a man of enterprise; a spirit of enterprise; undertake [take on] an enterprise; Private enterprise is basic to capitalism.*

artifice *n.* subtle but base deception; trickery: *by artifice, lure a man by artifice*

cf. foul play, ruse, scheme, trick

deception *n.* the fact or state of being deceived; a ruse; a trick: *practice deception on the public*

cf. fraud, trickery, deceit

sterile *a.* 1. not producing or incapable of producing offspring: *a sterile cow*

2. producing little or no vegetation; unfruitful: *sterile land*

3. free from live bacteria or other microorganisms: *a sterile operating area; sterile instruments; The doctor kept his instruments sterile.*

cereal *n.* a grass such as wheat, oats, or corn, the starchy grains of which are used as food

sharp *a.* intellectually penetrating; astute: *sharp hearing, sharp selling practices*

aspire *v.* to have a great ambition or ultimate goal; desire strongly: *aspired to stardom; aspiring to/after great knowledge; aspire to become an author, aspire after wealth*

cf. aim, desire, seek, strive

frumpy *a.* dull, plain, or unfashionable: *She is a frumpy woman who is very plain and unfashionable.*

ratty *a.* dilapidated; shabby

motivate *v.* to provide with an incentive; move to action; impel: *to motivate the child to learn new words; Examinations do not motivate a student to seek more knowledge.*

subliminal *a.* below the threshold of conscious perception; Inadequate to produce conscious awareness but able to evoke a response

standout *n.* one that is conspicuous by virtue of excellence or superiority

royalty *n.* the power, status, or authority of a monarch: *gain royalty*

soothing *a.* tending to bring comfort, composure, or relief

connote *v.* to suggest or imply in addition to literal meaning: *For a political leader, hesitation is apt to connote weakness; the word "tropics" connotes heat.*

garish *a.* glaring; dazzling: *garish makeup; garish clothes*

evoke *v.* to call to mind by naming, citing, or suggesting: *actions that evoked our mistrust; songs that evoke old memories; evoke a spirit from the dead; The book evoked memories of his boyhood.*

muted *a.* softened

bear up to withstand stress, difficulty, or attrition: *The patient bore up well during the long illness.*

deck (out): to decorate: *The room was decked with flowers. The city's main streets were decked with multi-colored banners. She was decked out in finest clothes.*



Supplementary Reading

Don't Sell Thick Diapers in Tokyo

By *Alicia Sways*

As the world turns into one big marketplace, American companies can learn a lesson from one of capitalism's darlings Procter & Gamble. The maker of Tide and Crest has put its famous products on shelves around the globe, despite the inevitable surprises and miscues of cross-cultural selling.

These stories record some of those experiences, but they also reveal something else, not unique to Procter & Gamble: cultural arrogance. In the new world order, it's a failing other companies may want to avoid or correct.

In the late 1970's, Procter & Gamble introduced Pampers diapers in Japan, the world's second-largest consumer market. Free samples were dropped at maternity wards, and were delivered to mothers who had simply tied cloth diapers to their apartment balconies.

At first, the efforts paid off; disposables grew to 10 percent from 2 percent of diaper changes. But at \$50 a month, they were expensive. Perhaps more important, they were too bulky. Procter & Gamble had overlooked a critical cultural difference: Japanese mothers change their babies' diapers about 14 times a day—more than twice as often as most Americans. So they wanted a thin diaper that was easy to store and use. A Japanese manufacturer caught on, and its thinner disposable, the Moony, soon snared 23 percent of the market.

"It was clear that we were out of the ballgame," recalled a Procter & Gamble executive.

Procter & Gamble proved a bit smarter in Eastern Europe. In Poland, the company discovered that detergent labels should be written in imperfect Polish to show that foreign companies were trying to fit in, but weren't quick enough to be fluent. In the Czech Republic and elsewhere, consumers want labels in English or German because they associate local dialects with poor quality.

In Asia, Procter & Gamble caught on to some cultural norms that were politically incorrect by American standards. Along with other diaper makers, the company learned to promote a white unisex diaper in Korea, China and elsewhere despite the American shift to pink for girls and blue for boys. Why? Every time women take a pink package, they admit they have a daughter.

The sexism is intense in China, where there's only one child allowed per family. But to marketer's delight, the one-child limit has also created the "golden baby" syndrome, swaying parents to spend lots of money on the child.

In Japan, though, Procter & Gamble somehow managed to ignore cultural practices as basic as China's sexism. To prove its detergents' superiority over other brands, the company resorted to its standard side-by-side product demonstrations of whiter shirts and brighter socks. Bad move: These ads did not appeal to the Japanese, who prefer harmony and polite business dealings. The company also fumbled with its ads for all temperature Cheer. The Japanese don't wash clothes at different temperatures. They do the laundry in tap water or leftover bath water.

Speaking of baths, some years ago a Camay television ad also put Procter & Gamble in hot water with the Japanese. Pitching the soap as making women more attractive to men, the ad showed a man walking into the bathroom while his wife bathed. Women took great offense; in Japan it is the height of bad manners for a husband to impose on his wife's privacy in the bathtub. Oops.

Procter & Gamble wasn't so dumb to miss a chance to capitalize on Peruvians' gullibility, though. In selling them a Pantene hair tonic, the company targeted balding men, saying the product would help hair roots. Sales tripled when the company advertised the tonic as a good Christmas present for Dad.

But in the hair-care market in Poland, Procter & Gamble did stumble. Things started auspiciously when the company mailed out many free samples of Vidal Sassoon shampoo. Some consumers cried, very happy to receive something free without waiting in line. A grateful postal worker even sent the company flowers. But then trouble arose over something a little thought might have avoided: The free samples led thieves to ransack hundreds of mailboxes, leaving P&G with a huge repair bill.

(*New York Times*, October 3, 1993)

Notes

1. **miscue**: miss-(wrong) + cue(signal)
2. **disposables grew to 10 percent**: disposable can be used as a noun, here referring to disposable diaper
3. **be out of the ballgame**: lose
4. **impose on one's privacy**: 强窥某人隐私



读书札记

2

Where the Sun Always Rises



Tips for Preview and Studying Objectives

1. **Topic:** Countryside & changes in country life. Grasp the phrases of natural phenomena, flowers, trees, countryside animals/insects, verbs for talking about the countryside\changes of life.
2. **Vocabulary:** *pulsate, gingerly, silhouette, take in, set off, the last (thing)...want to do, maneuver, make a (supreme) effort, miss doing, pick one's way, catch one's breath, make a landing, (be) streaked with, burst into, intent*
Find the English meanings of these words/phrases, then make one sentence for each.
3. **Understanding the text:** Notes can help you understand the text better.
 - (1) Eternity of nature.
 - (2) Love of natural beauty & life.
 - (3) Use "present tense" to describe things in the past .
4. **Grammar points:** Special uses of historical present and the present progressive tense
5. **Writing:** Describing scenery or change in country life.



Culture Information and Notes

1. **Expressions of natural phenomena:** dawn, sunrise, twilight, sunset, moonlit, mist, fog, rain, storm, hail, flowering, budding
2. **Expressions of flowers:** lily, rose, tulip, gardenia, daisy, daffodil, chrysanthemum, poinsettia, violet, sunflower, cactus
3. **Expressions of trees:** pine, willow, poplar, fir, plane tree, magnolia, redwood
4. **Expressions of countryside animals / insects:** sheep, pig, buffalo, cow, bull, deer, goat,

lizard, cicada, butterfly, dragonfly, frog, tadpole, ant, bee, termite, wasp, mosquito, fly, beetle, cricket, grasshopper

5. **Verbs for talking about the countryside / changes (of life):** (The trees / flowers) blossom in April, (Morning) awakens at the crack of the day, (The leaves) decay in winter, (The little pond) sparkles in the sun, (Early morning mist) disappears with the sunrise, (The wind) wanes / dies away, (The storm) subsides, (The flood water) recedes, (The garden) thrives after rain, (Changes) bring new life into the village; (Old occupations) die / disappear / are replaced by ..., (New entertainment) comes into being, (Village life) declines / is gone forever, (Automobiles / Machinery) sweep(s) away ...

6. **War on Poverty:** The War on Poverty was launched by President Lyndon B. Johnson in 1964. It received some of its impetus by the “rediscovery” of poverty in the US. The so-called most affluent country as a result of Michael Harrington’s book *The Other America*. President Johnson proposed and Congress passed *the Economic Opportunity Act*, which established the federal Office of Economic Opportunity. Most of its money has gone into education and training programs.



New Words and Phrases

emerge v. to become evident; to come into existence: *Sea mammals must emerge periodically to breathe. The truth emerged at the inquest.*

cf. appear, come into view, come out,

glorious a. characterized by great beauty and splendor; magnificent: *a glorious achievement; have a glorious holiday [weekend]; what glorious weather!*

cf. elegant, extravagant, fine, grand, impressive, luxurious, magnificent, majestic, proud, splendid, stately, superb

supreme a. greatest in power, authority, or rank; paramount or dominant: *a supreme fool; supreme courage, supreme disgust, the supreme test of fidelity, supreme good*

cf. chief, extreme, foremost, greatest, maximum, paramount, top, uppermost, utmost

gingerly ad. with great care or delicacy; cautiously: *She gingerly picked it up.*

prickly a. having prickles: *a prickly sensation in my foot; Heat sometimes causes a prickly rash on the skin.*

cf. sharp, stinging

pulsate v. to expand and contract rhythmically; beat: *The emergency room pulsated with activity. Waves of excitement pulsed through us as the race began.*

cf. beat, drum, palpitate, pound, throb

ripple v. (cause to) rise and fall gently: *The water rippled as the bird swam along.*