



大 学 英 语 阅 读 教 材

大学英语分级阅读

Book Four

· 第四册 ·

胡冰霞 主 编



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大学英语分级阅读

(第四册)

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内 容 提 要

本书是《大学英语分级阅读》系列的第四本，所选文章难度相当于大学英语四级水平。全书共分 12 个单元，每一单元针对同一话题分别安排了 3 篇课文——1 篇精读课文，2 篇泛读课文。精读课文后有注释及难句讲解，泛读课文属于深入阅读课文，但程度不一。在词汇表中标出 4 级、6 级词汇标识，方便学生自主学习。另外还安排了几个单元“写”的内容，特别介绍了四级考试对写作的要求和评分标准，并进行了必要的作文训练。

书中文章选材丰富，内容涉及计算机、医药卫生、儿童教育、美国文化、生活时尚、运动、艺术、动物、大众科学、偏见与歧视、妇女问题、社会问题等方面。贴近生活，时代感强。

学生通过该书的使用，在提高了阅读技能的同时，也掌握了一定的应试技巧，为能顺利通过大学英语四级考试打下一定基础。

前 言

《大学英语分级阅读》(1—4 册)是按照教育部最新颁布的《大学英语教学大纲》(修订本)的要求而编写的一套阅读教材。该教材以 4 个学期来安排 1—4 级的阅读课程,并根据我国高等教育多样化的特点,将学习者定位于绝大多数普通高等院校的学生。该教材可以作为独立的阅读教材使用,也可以配合大学英语主干教材使用,从而丰富语言表达方式,提高阅读能力。该教材的作者来自直接授课的大学英语教师,他们教学经验丰富,熟悉教学大纲,了解学生的现实基础和教学中的实际环境。根据教学实践活动的反映,帮助学生答疑解惑,提高英语阅读能力,进而完成大学英语阅读课程的任务。同时,为体现教学中的循序渐进原则和多样化形式的结合,各册的编排形式和体例基本统一,又根据学期和进度,各有特点。

该教材的选材特点是注重题材的新颖性与信息性,所选课文大多来自近期出版的英美书籍、报刊,贴近生活、时代感强。为配合教学需要,对选材的部分内容进行适当的简化和删改,选材内容丰富,涉及教育、体育、文化、通信、广告、科技等社会生活的方方面面。每一单元三个部分的阅读文章围绕同一个话题选材,这样有利于语言点的重现;同时,这三篇文章又注意涉及该话题的不同侧面,照顾到了该主题的广度。

该教材的结构特点是每个单元的总标题给出了该单元的话题,每个单元三个部分题材相近,但目的和要求不尽相同。基础精读课文,要求学生反复阅读,深刻理解。课文前均有 Pre-reading Questions,既可作为导读,又可鼓励学生形成思考性的积极阅读习惯。第一遍阅读目的在于了解文章大意,抓住主题,培养学生见“树”亦见“林”的能力;第二遍阅读目的在于了解细节信息;第三遍阅读要求学生深入理解并掌握相关词汇和表达方式的使用。快速阅读课文,主要目的在于培养学生快速阅读的能力。扩展阅读(泛读)课文,旨在扩大学生的知识面,培养阅读兴趣。三篇课文的长度根据不同学期的不同要求而不同,快速阅读为了计时方便,文章稍短,字数约为 300~400 字,扩展阅读文章较长,600 字以上,而基础精读文章适中,约为 400~500 字。具体如下。

第 1 册为大学英语 1 级阅读,共 12 个单元。每个单元对同一话题安排 3 篇课文——精读课文、快读课文、泛读课文。精读课文属于基础阅读课文,要求学生通篇基本掌握。快读课文属于快速阅读的范畴,要求学生在限时限字的条件下了解大意。泛读课文属于拓展阅读之类,目的是扩大词汇量和知识面,训练阅读技巧。

第2册为大学英语2级阅读,共12个单元。每个单元对同一话题安排3篇课文——精读课文、快读课文、泛读课文。精读课文通过初读和复读,来了解要点和信息,再完成课后习题。快读课文主要是训练阅读速度与方法。泛读课文有一定的阅读深度,目的是通过扩大词汇量和阅读量,输入更多的信息。另外,安排了几个单元“写”的内容。这是出于读与写有着密切联系的原因,必须由浅入深地进行“写”的基本训练。

第3册为大学英语3级阅读,共12个单元。每个单元安排了1篇精读课文、2篇泛读课文。精读课文注重通篇课文的理解,安排了句子分析的内容,并有适量的练习。2篇泛读课文各有不同重点。本册还增加了同义词的分析、辨别和使用讲解,以举例和类比的形式加强训练,有利于学生在已有基础上理解常用同义词的区别。

第4册为大学英语4级阅读,共12个单元。每个单元安排了1篇精读课文、2篇泛读课文。精读课文有注释和难句讲解。2篇泛读课文属于深入阅读课文,但程度不一,有一定层次要求。另外,安排了几个单元“写”的内容,特别介绍了四级考试对写作的要求和评分标准,以及进行必要的作文训练。

由于3篇课文考查角度、层次各异,选材篇幅、体裁多样,练习方式、难度不同,可以激发学生的学习兴趣,也使学习过程富于变化,生动活泼。另外,编排形式注重以学生为主体,充分考虑学生的自主学习实际,词汇表标出4级、6级、6级后词汇标识(词汇右上角数字标注,未标注的即为6级后词汇),采用同行侧表注释(快读汉语释义,泛读双语释义)等。总之,通过该系列教材的学习,满足大学英语1—4级阅读教学要求,使学生们顺利通过大学英语四级考试。

该教材经过各位主编、编者和策划编辑对框架结构的讨论而确定,在编写过程中得到有关院系领导、老师们以及出版社领导、英语编辑的支持,在此表示谢意;不足之处恳请广大读者和同仁指教。

编 者

2003年7月

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UNIT 1

Computer

Intensive Reading

Pre-reading Questions

1. *How do companies usually promote their products and services?*
2. *What kind of information attracts your attention when you log onto Internet?*
3. *Do you often play online games?*

Cyberpromotion: Communicating with Customer Online

Until the late 1940s, when television began finding its way into American homes, companies relied mainly on print and radio to promote their products and services. The advent of television brought about a revolution in product and service. Between 1949 and 1951, advertising on television grew 960 percent. Today the Internet is once again transforming promotion. By going online, companies can communicate instantly and directly with prospective customers. Promotion on the World Wide Web[®] includes advertising (usually in the form of banners across the

top of web sites), sponsorships, and sales promotions like sweepstakes^②, contests, coupons, and rebates. In 1996 World Wide Web advertising revenues topped \$300 million.

Effective online marketers don't merely transfer hard-copy ads^① to cyberspace^③. Successful sites blend promotional and non-promotional information indirectly delivering the advertising messages. To encourage visits to their sites and to create and cultivate customer loyalty, companies change information frequently and provide many opportunities for interaction.

A prototype for excellent online promotion is the Ragu Web Site. Here visitors can find thirty-six pasta recipes, take Italian lessons, and view an Italian film festival, but they will find no traditional ads. So subtle is the mix of product and promotion, visitors hardly know an advertising message has been delivered. Sega of America, maker of computer games and hardware, uses its web site for a variety of different promotions, such as introducing new game characters to the public and supplying web surfers the opportunity to download games. Sega's home page averages 250 000 visits day. To heighten interest in the site, Sega bought an advertising banner on Netscape^④, thereby increasing site visits by 15 percent. Online participants in Quaker Oats' Gatorade promotion received a free T-shirt in exchange for answering a few questions. Quaker Oats reports that the online promotion created product loyalty and helped the company know its customers better.

Yoyodyne Entertainment, creator of Internet promotions, develops online game shows for customers like Internet MCI^⑤, AT&T, and NBC^⑥. One of its most successful games is the "Get a Little Close" promotion for Arrid XX deodorant. After they input their E-mail addresses, contestants receive two trivia questions, each accompanied by advertising, once a week. Later in the week, they receive a hint and more information about the product. Correct answers earn them points, and winners are chosen from top scorers. Prizes include weekend gateways, CD collections, and Ticketmaster gift certificates^⑦. Because the game lasts eight weeks, participants receive twenty-four different E-mail messages about Arrid during the game. The game appears to be working. Of the 45 000 participants, 25 percent purchased Arrid XX during the game, and brand recognition doubled.

- 40] To target specific Internet uses, an increasing number of companies are using “push” technology, which automatically delivers customized news and other information to users’ computers when they log onto the Internet[®]. Although organizations like Nielsen Media Research are developing technologies to enhance audience measurement and tracking, it remains difficult to assess how many times
- 45] the same person looks at an ad and who that person is. Although online promotions can be glamorous and sophisticated, they are not perfect. For a well-designed marketing mix[®], industry experts advise companies to use the Internet as a supplement to other advertising media.

Word Study

- advent /'ædvənt/ *n.* the approach or arrival of (an important person, event, etc.) (重要人物、事件等的) 来临, 到来
- promotion⁴ /prə'məʊʃn/ *n.* advertising of other activity intended to increase sales of a product (为推销商品而做的) 广告宣传, 推销活动
- prospective⁶ /prə'spektiv/ *a.* expected to be or to occur; future or possible 预期的; 未来的; 可能的
- rebate /ri:'beɪt/ *n.* amount by which a debt, tax etc., can be reduced; discount or partial refund (债、税等的)可减免的款额; 折扣; 部分退款
- banner⁴ /'bænə/ *n.* large newspaper headline 报纸的头号标题。这里是指在网站主页上方附带公司促销宣传活动。
- coupon⁶ /'ku:pən/ *n.* small, usu. detachable piece of paper that gives the holder the right to do or receive sth. 优惠券
- cultivate⁴ /'kʌltiveɪt/ *v.* (try to) acquire or develop 获得, 培养
- prototype⁶ /'prəʊtətaɪp/ *n.* first or original example of sth. that has been or will be copied or developed 原型
- trivia /'trɪviə/ *n.* unimportant things, details or pieces of information 无关紧要的事物、细节或信息
- gateway /'geɪtwei/ *n.* way in and out that can be closed by a gate or gates 大门口 (文中指出游)
- customize /'kʌstəmaɪz/ *v.* make or alter according to the buyer's or owner's wishes 定制, 定做
- glamorous⁶ /'glæməərəs/ *a.* full of glamour 富有魅力的; 美丽动人的
- sophisticated⁴ /sə'fɪstikeɪtɪd/ *a.* complicated and refined 复杂的; 精良的
- subtle⁶ /'sʌtl/ *a.* not easy to detect or describe; fine, delicate 难以觉察或描述的; 细微

的; 精细的

deodorant /di:'əʊdərənt/ *n.* substance that removes or disguises (esp. bodily) odors 除味剂

Notes

- ① World Wide Web: 万维网, 缩写为 WWW, 也称互联网。
- ② sweepstake: 赌金全赢制比赛, (主办人部分出资或不出资)用参赛者赌注做奖金的比赛, 一种有奖销售活动。
- ③ hard-copy ad: 平面印刷形式的广告, 与广播电视上的广告相对而言。
- ④ cyberspace: 网络空间
- ⑤ Netscape: 网景公司, 美国一家提供网络服务的大公司。
- ⑥ MCI: Molecular Circuitry Inc., 美国一家著名的通讯公司。
- ⑦ NBC: National Broadcasting Company, (美国)全国广播公司
- ⑧ gift certificate: 礼券
- ⑨ log onto the Internet: 联接因特网, 俗称上网。
- ⑩ marketing mix: 营销组合, 营销学的核心内容, 由 4Ps 组成, 包括 product, price, promotion 和 place(经销)四个环节。现代营销学又提出营销组合的 4Cs, 即 cost, convenience, care(客户服务)和 communication。

First Reading — Reading for Gist

I. True or False

- () 1. The Internet is the latest means of promotion.
- () 2. In order to encourage visits to their sites, companies merely transfer hard-copy ads to cyberspace.
- () 3. Visitors to web sites can easily know that the companies are delivering message to them.
- () 4. Online promotion improves the relationship between the company and its customers.
- () 5. Online promotions are glamorous, sophisticated and perfect.

II. After-reading Questions

- 1. How do successful sites deliver the advertising messages?
- 2. What is the attitude of industry experts towards online promotion?

Second Reading — Reading for Information

Sentence Analysis

1. Successful sites blend promotional and non-promotional information indirectly delivering the advertising messages. 成功运作的网站把促销宣传与其他内容融为一体, 巧妙地把广告信息传递给大众。
delivering the advertising messages 为分词短语, 在句中作伴随状语, indirectly 为副词, 修饰主句动词 blend。
2. So subtle is the mix of product and promotion, visitors hardly know an advertising message has been delivered. 产品与促销结合得如此巧妙, 以至于网页浏览者们浑然不觉传递给他们的是广告信息。
此句相当于在 visitors 前省去了一个 that, 即为 so...that... (如此……以至于……) 结构。当 so+a./ad. 位于句首时, 其后的助动词应提到主语前, 即部分倒装。
3. After they input their E-mail addresses, contestants receive two trivia questions, each accompanied by advertising, once a week. 参赛者输入自己的电子邮件地址之后, 每周都会收到两个很平常的问题, 每个问题都附带着广告的信息。
each accompanied by advertising 为独立主格结构, each 指 each of the two trivia questions。

Working on Information — Reading for Understanding

I. Choose the word which is approximate in meaning to the italicized one.

1. Increased *interaction* between different police forces would improve the rate of solving crimes.
a. reaction
b. cooperation
c. conviction
d. recognition
2. It is difficult to *assess* the impact of the President's speech.
a. estimate
b. increase
c. affect
d. create
3. She used to be terribly shy, but a year abroad has completely *transformed* her.
a. transferred
b. informed
c. developed
d. changed
4. Can I count on your *loyalty*?

- | | |
|---------------|-----------------|
| a. confidence | b. faithfulness |
| c. endurance | d. generosity |
5. The money I get from teaching the piano is a useful *supplement* to my ordinary income.
- | | |
|-------------|------------|
| a. income | b. supply |
| c. addition | d. variety |

II. Choose the best answer to each of the following questions.

- The main idea of paragraph one is _____.
 - companies rely mainly on television to promote their products
 - World Wide Web includes advertising, sponsorship and sales promotion
 - companies now use Internet to promote their products
 - World Wide Web makes a lot of money by promoting sales
- Sega refers to a _____.
 - producer of computer games and hardware in America
 - company in America that promotes its products through the Internet
 - web site in America
 - name of a web surfer
- "To download games" means to _____.
 - play Internet games
 - produce Internet games
 - introduce new computer games to the public
 - transfer games from a larger computer system to a smaller one
- Paragraph 4 tells us Yoyodyne Entertainment succeeds in _____.
 - choosing winners from the top scorers
 - rewarding some customers for answering the questions correctly
 - attracting customers and advertising their products
 - offering a hint and more information to help customers
- Industry experts suggest that _____.
 - companies use the Internet as a preferable means of promoting
 - companies should not depend too much on the Internet as a means of promoting
 - "push technology" be used to promote products
 - online game shows should be developed

Extensive Reading I**Background Information**

In science fiction movies, we can see such situations: The hero comes home, takes up a controller, presses the button slightly, and then the computer starts to report to the owner in a good order. The computer can also play jokes on the owner or chat with him, just like a full-time housekeeper or an intimate friend. Will such a day be far away from us in reality?

Artificial Speech

Because speech is the most convenient form of communication, in the future we want essentially natural conversations with computers. The primary point of contact will be a simple device that will act as our window on the world. It will have to be small enough to slip into your pocket, so there will be a screen but no keyboard: you will simply talk to it. The device will be permanently connected to the Internet and will beep relevant information up to you as it comes in. Such devices will evolve naturally in the next five to ten years.

Just how quickly people will adapt to a voice-based Internet world is uncertain. Many believe that, initially at least, we will need similar conventions for the voice to those we use at present on screen: click, back, forward, and so on. But soon you will undoubtedly be able to interact by voice with all those IT-based services you currently connect with over the Internet by means of a keyboard. This will help the Internet serve the entire population, not just techno-freaks.

Changes like this will encompass the whole world. Because English is the language of science, it will probably remain the language in which the technology is most advanced, but most speech-recognition techniques are transferable to other

languages provided there is sufficient motivation to undertake the work.

Of course, in any language there are still huge problems for us to solve. Carefully dictated, clear speech can now be understood by computers with only a
[20] 4–5 per cent error rate, but even state-of-the-art technology still records 30–40 per cent errors with spontaneous speech. Within ten years we will have computers that respond to goal-directed conversation, but for a computer to have a conversation that takes into account human social behaviour is probably 50 years off. We're not going to be chatting to the big screen in the living room just yet.

[25] In the past insufficient speed and memory have held us back, but these days they're less of an issue. However, there are those in the IT community who believe that current techniques will eventually hit a brick wall. Personally, I believe that incremental developments in performance are more likely. But it's true that by about 2040 or so, computer architectures will need to become highly parallel if
[30] performance is to keep increasing. Perhaps that will inspire some radically new approaches to speech understanding that will supplant the methods we're developing now.

Word Study

beep /bi:p/ *n.* short high-pitched sound made by electronic equipment such as mobile-phone or computer *v.* make this sound /bi:p/

IT-based services: services based on information technology

freak /fri:k/ *n.* person with a specified interest of obsession, 此处 techno-freaks 指网迷。

state-of-the-art: the most advanced 使用最先进技术的, 达到最新水平的

less of an issue: not the key to the question

hit a brick wall: be prevented from succeeding

architecture /'ɑ:kitektʃə/ *n.* design structure 设计结构

supplant /sə'plɑ:nt/ *v.* replace 把……排挤掉, 取代