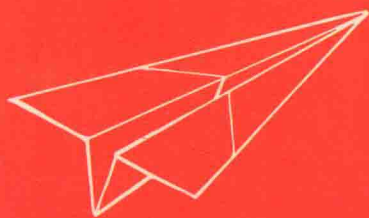


Newstart College English

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主编 / 张伯香 张 文 本册主编 / 张秀芳 孙 灵

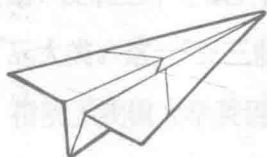
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教师用书

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主 编 / 张伯香 张 文

本册主编 / 张秀芳 孙 灵

编 者 / 龚悟明 周厚银 徐莉红 王 芳

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前言

2014年开始,教育部组织研制了《大学英语教学指南》(下称《教学指南》)。《教学指南》指出“大学英语课程是高等学校人文教育的一部分,兼有工具性和人文性双重性质”,并根据我国现阶段基础教育、高等教育和社会发展的现状,将大学英语教学目标分为基础、提高、发展三个等级,将大学英语教学内容分为“通用英语”、“专门用途英语”和“跨文化交际”三大类。这一“三三制”的课程结构和教学目标,凸显了分层次和分类指导的教学原则,指明了我国大学英语教学今后的发展方向。

我国幅员辽阔,各地区、各高校之间存在很大差异。为了适应全国不同高校的办学特点,满足不同层次学生的学习需要,上海外语教育出版社在广泛调研的基础上,组织大学英语教学专家和一线教师编写了这套“新起点大学英语”《综合教程》,以满足高校艺体类专业大学英语教学的需求和艺体专业学生个性化发展的需要。

编写原则

- 一、参照《教学指南》“分类指导、因材施教”的原则,充分考虑艺体专业学生的入学水平、兴趣爱好、情感态度、认知规律等特点,适当调整语言难度,丰富题材体裁,提高学生的学习兴趣。
- 二、旨在实现《教学指南》提出的“基础级”教学目标。
- 三、坚持技能为主导、通识为共核、专业为依托的编写理念。教材注重语言知识的讲解和语言技能的培养,选材涵盖艺体类相关领域,尊重艺体专业学生的共同特性和学习特点。

教材特点

- 一、适当调整起点难度。教材以中学英语课程标准六级为起点(词汇量起点约为1600),与艺体专业学生的实际入学水平合理衔接。选文篇幅简短,1-2册课文长度为400~600词,3-4册为600~800词,语言难度逐册递进。
- 二、选文采用通识与专业相结合的原则。艺体专业面广而分散,课文选材既兼顾各专业学生的兴趣,又着眼于艺体专业学生的共同特性,注重“情感、态度、人文素养”等方面。其中大多数选文虽然与音乐、体育、美术、媒体等领域相关,但是传达的

是自我成长、艺术追求、职业精神、亲情关系、社会伦理等主题思想，因而兼顾了所有艺体专业学生的精神需求和专业兴趣。选文也包含一些纯通识类文章，如校园生活、自然与科技、时尚与自我认同、创新创业等题材，既贴近大学生生活，又能拓宽知识面。选文多取自近几年英美出版的教材、报刊、杂志和书籍，体裁丰富多样，内容鲜活生动，富有时尚气息。

三、特设中国文化板块。随着中国文化走出去战略的实施，作为新时代的大学生，尤其是将来可能从事文化艺术类工作的艺体专业大学生，传承和传播中国文化是其神圣的使命。因此，教材每单元特设中国文化板块，用英文介绍有特色的中国传统文化内容，既可与西方文化对比，又让学生学会“讲好中国故事，传播好中国声音”。

四、练习设计循序渐进，注重夯实语言基本功。练习形式多样，难度逐册递进。其中听力、阅读、翻译、写作等题型参考大学英语四级考试题型形式。而语音、语法练习则把重点放在艺体专业学生在英语学习中容易出错的地方，帮助他们有的放矢地解决学习中出现的问题，提高学习效率。同时，加入一些贴近学生日常生活的应用文写作练习，以满足他们熟练进行书面交际的需求。

五、数字化配套完善，提供全新互动的教学新模式。教材提供高质量的音频材料供下载；“爱背单词”移动应用为学生学习提供便利；电子教案全程辅助教师教学。纸质教材与数字产品完美结合，创建互联网时代多元教学体验。

本套教材从编写计划的提出、课文的选材、样课的编写到书稿的审校等都得到了上海外语教育出版社领导和编辑的多方关心、大力协助和具体指导，在此我们谨表示衷心的感谢。同时我们还要真诚地感谢武汉晴川学院的领导对这套教材的编写和参编老师的极大支持和关心。

参加本册教材编写工作的有张秀芳、孙灵、龚悟明、周厚银、徐莉红、王芳等老师；他们在选材、录入、编写、校对等方面做了大量的工作。但由于编者水平有限，错误在所难免，敬请广大师生批评指正。

编者

2016年12月

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Teaching Objectives

1. 理解课文 A 和 B 的文章大意，了解创业者成功之路。
2. 掌握并运用课文 A 和 B 的有用词汇、短语和句型。
3. 了解主谓一致的两种原则：语法原则和意义原则。
4. 了解英语通知写作的具体要求，学会写通知。
5. 了解儒商先祖子贡的经商之道。

Warm-up Activity

Listening

Script and Key to Exercise

Do You Have the Entrepreneurial Spirit?

Being an entrepreneur is not all about (1) taking risks. Entrepreneurs have a true pioneer spirit. Yet, they don't just have a dream; they follow through to (2) make it happen. Successful entrepreneurs have (3) their head in the clouds and their feet (4) on the ground. Do you have what it takes to be a successful entrepreneur? If you are a self-starter, a leader, an organized person, a decision-maker, and if you are (5) determined, financially responsible, trustworthy, willing to learn, be able to move outside your (6) comfort zone and are always ready to take risks, it is time to (7) start planning for your entrepreneurial success.

Deep down inside each of us has an entrepreneurial spirit. The term "entrepreneurial spirit" doesn't apply strictly to our (8) careers and the way we go about making money; it applies to every part of our life.

To run a successful business, you want to increase the number of clients you have. To have a successful (9) personal life, you want to increase the number of friends you have. You need to have a business plan to guide your business success. You need to have (10) goals and objectives to guide and measure your personal success.

Text A

Background Information

Howard Schultz

Howard Schultz (born July 19, 1953) is an American businessman. He is the chairman and CEO of Starbucks and a former owner of the Seattle SuperSonics, an American professional basketball team. In 2016, Forbes magazine ranked Schultz as the 595th richest person in the United States, with a net worth of \$2.9 Billion as of Sept 2016.

On December 1, 2016, Schultz announced his resignation as CEO of Starbucks, effective April 2017.

The text is chosen from his second book *Onward: How Starbucks Fought for Its Life Without Losing Its Soul*, co-written with Joanne Gordon, published in 2011.

Language Points

1. When I was a child growing up in public-housing projects in Canarsie, Brooklyn, I remember lying in bed at night thinking: what if I had a crystal ball and could see the future? (Para. 1)

我童年时在布鲁克林区卡纳西的公共住房长大，还记得我曾夜里躺在床上想：要是有个水晶球能窥见未来，我会怎么样呢？

由 *when* 引导的时间状语从句中，“*growing up... Brooklyn*” 现在分词分句作 *child* 的后置定语。主句中，*lying* 作 *remember* 的宾语，同时，*thinking* 作 *lying* 的伴随状语。*what if* 引导的条件句表示与当前发生事实相反的一种假设，故用虚拟语气。

2. My main goal was to escape the struggles my working-class parents lived with every day. (Para. 1)

我当时的主要目标就是摆脱我的工人阶级父母为应付日常生活所做的挣扎。

在这个句子中，*to escape* 不定式短语作谓语动词 *was* 的表语。“*my working-class parents... every day*” 为形容词性关系分句，其中 *my working-class parents* 前省略定语从句的关系代词 *that*，*the struggles* 为关系分句的先行项，作分句谓语动词 *lived with* 的宾语。

3. eventually: ad. in the end, especially after a long delay, dispute, or series of problems
最终，终于

Examples:

Eventually, after midnight, I arrived at the hotel.

The flight eventually got away six hours late.

4. antsy: a. nervous or impatient, not able to keep still 坐立不安的，焦虑的

Examples:

I get antsy when I think I'm bothering someone else.

The lack of Wi-Fi makes the boy antsy.

5. A company, Starbucks Coffee and Tea in Seattle, had only four small stores, yet it was buying our drip coffee maker in quantities larger than Macy's was. (Para. 2)

一家叫星巴克的西雅图咖啡与茶叶公司只有四家小店，而它在我们那儿采购的滴滤式咖啡机数量却超过了梅西百货公司。

这是一个并列句。第一个分句中，*Starbucks Coffee and Tea* 是 *a company* 的同位语。第二个分句中，比较结构“*larger than Macy's was*” 为名词 *quantities* 的修饰语，省略了动词 *buying*，其完整形式为“*larger than Macy's was buying*”。

drip: *n.* flowing in drops 滴液

Examples:

We put a bucket under the hole in the roof to catch the drips.

The patient was put on a drip after the operation.

6. **Why was Seattle so taken with this coffee maker when the rest of the country was using electric coffee makers? (Para. 2)**

当时全国各地都在使用电咖啡机，而西雅图这家公司却为何对这种咖啡机如此着迷呢？

be taken with: be fascinated with/by; like sb. or sth. very much 被……迷住；对……很喜爱

Examples:

He seems to be totally taken with that tall Swedish girl.

Modern psychologists are taken with the win-win solution.

7. **heady:** *a.* having a strong effect on one's senses, making one feel drunk or excited 令人陶醉的，使人兴奋的

Examples:

He remembered the heady experience of first love.

She felt heady with success.

8. **aroma:** *n.* a strong, pleasant smell 芳香

Examples:

I like the aroma of fresh coffee.

She likes the wonderful aroma of freshly baked bread.

9. **draw in:** involve sb. to take part in, attract 吸引

Examples:

I think the content of the paper must draw in others in some way.

His advertisement drew in a large attendance.

10. **maximize:** *v.* increase sth. as much as possible 使增加到最大限度

Examples:

How are you going to maximize the use of your time?

Eager to maximize output today, we are borrowing from tomorrow.

11. **provide... with:** give sth. to sb. or make it available for them to use 提供，供应

Examples:

I shall be very grateful if you should provide me with some necessary information.

We are provided with everything we need for work.

12. **appealing:** *a.* attractive or interesting 吸引人的

Examples:

The idea of a holiday abroad is certainly appealing.

I couldn't wait to tell him how appealing I found the offer.

13. inexplicable: *a.* unable to be understood or explained 无法说明的, 不能解释的

Examples:

His behavior was extraordinary and inexplicable.

For some inexplicable reason, he gave up a fantastic job.

14. board: *n.* a group of people constituted as the decision-making body of an organization

董事会

Examples:

She has a seat on the board of directors.

The board is/are unhappy about falling sales.

15. protest: *v.* declare (sth.) firmly and emphatically in response to an accusation 申明, 断言

Examples:

"I never said any of that to her," he protested.

He has always protested his innocence.

16. sip: *n.* a small mouthful of liquid 一小口之量

Examples:

Harry took a sip of white wine.

He doesn't like to drink, but if the boss wants him to make a toast, he'll usually take a sip.

17. ritual: *n.* a series of actions regularly followed by someone 老规矩, 惯例

Examples:

Her visits to the old lady became a ritual.

Their meetings became a weekly ritual.

18. My mind started churning. (Para. 6)

我不禁思绪万千。

句中 churn 意为“水等剧烈翻腾”。这里作者将自己的思绪比作沸腾的水。

churn: *v.* cause sth. to move violently; stir or disturb sth. 搅拌, 翻腾

Examples:

The motor boat churned the water up as it passed.

Conflicting emotions churned inside him.

19. grind: *v.* break sth. into small pieces or powder 把……磨成粉

Examples:

The flour is ground using traditional methods.

I have to grind the corn into a fine powder.

20. brew: *v.* make (tea or coffee) by mixing it with hot water 泡(茶); 煮(咖啡); 煮沸

Examples:

She brewed some coffee for me.

He brewed a pot of tea while I was cooking.

21. **rock the boat:** cause problems by changing a situation that is considered satisfactory
找麻烦, 破坏良好的现状

Examples:

As everyone is satisfied with the present arrangement, don't rock the boat.

Even if you don't agree with me, you mustn't rock the boat at this difficult time.

22. **torn:** *a.* (tear 的过去分词) hesitating, undecided 犹豫的

Examples:

Robb is torn between becoming a doctor and a career in athletics.

I know the administration was very torn on this subject.

23. **I've often wondered: what would have happened had I just accepted Jerry Baldwin's decision not to hire me? (Para. 8)**

我常常在想: 要是我当时就接受了杰里·鲍德温不录用我的决定, 情况又会怎样呢?

本句中冒号后面成分作主句谓语动词 *wondered* 的宾语。在这个宾语从句中, “*had I just hire me*” 是由 *if* 引导的状语从句的省略形式, 其完整形式为 “*if I had just me*”, 表示与过去事实相反的一种假设, 故用虚拟语气, 其对应的主句谓语动词是 “*would have happened*”。

24. **investor:** *n.* a person or organization that buys securities or property in order to receive a profit 投资者

Examples:

These investors are keen on reducing risks.

The company is trying to attract oversea investors.

25. **near miss:** sth. almost achieved; sth. narrowly avoided, a lucky escape 几乎成功的事, 功亏一篑; 侥幸脱险

Examples:

He had a victory in Houston and a near miss in the semi-finals of the French Open.

One last thing to remember — never ignore near-miss accidents.

26. **A lot of what we ascribe to luck is not luck at all. (Para. 8)**

许多我们归诸于运气的事, 压根就不是运气。

句中名词词组 “*a lot of what we ascribe to luck*” 作整个句子的主语, 其中 *what* 引导的名词性分句是名词词组的中心词, 同时 *what* 在这个名词性分句中作谓语动词 *ascribe* 的宾语。

ascribe... to: consider that sth. is caused by a particular thing or person 归因于……

Examples:

He ascribed his success to hard work.

He ascribed Jane's bad temper to her upset stomach.

Suggested Questions

1. Where did the author grow up? (Para. 1)
He grew up in public-housing projects in Canarsie, Brooklyn.
2. What was his parents' response to his achievements at the age of 28? (Para. 1)
They couldn't believe it.
3. How did his mother react when he decided to join Starbucks? (Para. 4)
She tried to persuade him not to give up his present job.
4. At the very beginning, why didn't the board members enroll the author in their company? (Para. 5)
Because they believed the author had a different idea of the company.
5. What was the most inspiring experience the author had after a year in Starbucks? (Para. 6)
He went to an Italian coffee bar and was attracted by the intimate atmosphere created there.
6. How did the author get the Starbucks stores? (Para. 7)
He bought them with the support of his II Giornale investors.
7. How has Starbucks developed after the author had bought it? (Para. 7)
It has more than 1,500 stores and 25,000 employees.

Additional Materials

1. Writing style

This text is a narrative story about how the author builds a successful career out of a simple idea. It is written in a first-person point of view with the events arranged in a chronological order. Conflict is the driving force in the unfolding of the story, such as his mother's disapproval of his decision to change his career and his bosses' failure to see the huge potentials of coffee bars. From all these, the reader can recognize the high pressure the author felt to make a daring decision and stick to his vision.

Rhetorically, three figures of speech are applied to add some touches to the language, such as metonymy found in "Why was Seattle so taken with this coffee maker", metaphor found in "My mind started churning" and parallel structure "It's seizing the day and accepting responsibility for your future. It's seeing what other people don't see and pursuing that vision."

2. Text summary

Though born into a humble family, the author found his talent for sales and established himself as the vice president in charge of sales in a Swedish company at the age of 28. However, he was so fascinated with Starbucks and their owners' managerial ideas that he gave up his own career and took great trouble to join in the company. He

believed his vision that the company could guarantee a bright future. A year later, an experience changed his life once again. His visit to an Italian coffee bar inspired a new idea that Starbucks could sell coffee in coffee bars so that the company could create a closer connection with coffee lovers. However, his bosses dismissed this idea as unnecessary and risky. With such disagreement, the author finally decided to leave Starbucks and started his own company, Il Giornale. The success of the latter enabled him to purchase Starbucks when his former bosses decided to sell it. And from that moment on, he put his own ideas into execution and made Starbucks a very successful company.

Key to Exercises

● Reading Comprehension

I.

1. F 2. T 3. F 4. F 5. T
6. F 7. T 8. T

II.

- To escape the struggles his working-class parents lived with every day.
- He called Jerry back and protested that his plans would make Starbucks a bigger company.
- Starbucks could create a closer connection with customers in its own coffee bars.
- He left the company and started his own venture, Il Giornale.
- It's seizing the day and accepting responsibility for your future. It's seeing what other people don't see and pursuing that vision.

9. brew

10. maximize

II.

- | | |
|-----------------|---------------------|
| 1. churning | 2. accomplish |
| 3. provide with | 4. grind |
| 5. quantities | 6. ascribe... to... |
| 7. appealing | 8. investors |
| 9. aroma | 10. protest |

III.

1. D 2. B 3. A 4. C 5. C

IV.

- | | |
|----------------|--------------|
| 1. payee | 2. addressee |
| 3. interviewee | 4. Examinees |
| 5. trainee | |

V.

1. B 2. C 3. D 4. A 5. A

VI.

- 当时全国各地都在使用电咖啡机，而这家西雅图公司却为何对这种咖啡机如此着迷呢？
- 店门打开的那一刻，一阵浓郁的咖啡香味便吸引了我。
- 我们公司和咖啡爱好者的联系不必只局限于他们在家研磨我们的咖啡豆和冲煮咖啡。
- 我左右为难，一方面我对公司应该忠

● Vocabulary and Structure

I.

- | | |
|-----------------|--------------|
| 1. inexplicable | 2. heady |
| 3. antsy | 4. retailer |
| 5. grind | 6. protest |
| 7. sip | 8. appealing |

诚，另一方面我对咖啡吧的构想也信心满满。最后，我服从了自己的构想。

5. 我相信人生总会有许多次几乎错失的机会。许多我们归结于运气的事，压根就不是运气；而在于对现在的把握和对未来责任的担当，在于见人之所未见并为之不懈努力。

VII.

1. My stomach churned as I stood up.
2. It is fine to take a sip of wine.
3. They ascribe their success to the quality of the goods.
4. We should maximize the community resources.

5. We've been doing it in this way for years, so you'd better not rock the boat by new methods.

VIII.

1. The minute I sat down in front of the TV, my mom came over.
2. The moment he comes, let me know.
3. The second the bell rang, the students dashed out of the classroom.
4. The instant I called his name, he stood up.
5. The moment I saw him, I knew he was still angry with me.

Text B

Background Information

Arthur Woods

Arthur Woods is an entrepreneur, writer, speaker and advisor to global brands on the future of work. He is the Co-Founder of Imperative, a breakthrough learning and development platform. Imperative has built the first system to connect people, teams and organizations to purpose. Imperative helps individuals uncover what uniquely fulfills them at work, then apply those insights to manage a more enriching, aligned career.

Language Points

1. **entrepreneur**: *n.* a person who starts a new business, often in a way that involves financial risks 创业者

Examples:

The dauntless entrepreneurs let their imagination fly in all directions.

A lot of planning and effort is needed to be a successful entrepreneur.

entrepreneurial: *a.* of or relating to an entrepreneur 创业者的

Examples:

I hope that my entrepreneurial experience inspires you.

Our success as a country has been based for the past 30 years on innovation and entrepreneurial spirit.

2. **a rush of**: a blast of, a sudden strong current of (air or wind) 一阵，一股

Examples:

As the windows opened, a rush of cold air came in.

A sudden rush of business kept us on the go.

3. **navigate:** *v.* find the position and direction and decide which course to follow and steer it there 导航, 确定位置和方向

Examples:

I'll drive, and you can navigate.

Captain Cook was responsible for safely navigating his ship without accident for 100 voyages.

4. **delivery:** *n.* the act of distributing sth. (as goods or mail) 递送 (货物、邮件等)

Examples:

I got a delivery of fresh eggs this morning.

We guarantee prompt delivery of goods.

5. **pitch:** *n.* talk or arguments used by a person trying to sell things or persuade people to do sth. 推销用语

Examples:

Each company was given ten minutes to make its pitch.

If we want to try door-to-door sales, we'll need professional sales people to make an effective sales pitch.

6. **A month and a half ago, on the back of my pre-calculus notebook, I had drawn out ideas to create a partnership with local farmers and deliver their products to students. (Para. 2)**

一个半月之前,我在初级微积分的笔记本背面草拟了一些想法,就是与当地农民合作,把他们的产品运送到学生们手上。

在这个句子中,动词不定式“to create...and (to) deliver ...students”做主句的宾语 ideas 的后置定语。

partnership: *n.* a cooperative relationship between people or groups who agree to share responsibility for achieving some specific goal 合作关系

Examples:

He went into partnership with his brother.

The partnership remains a vital part of the overall business economy.

7. **faze:** *v.* make sb. feel confused or shocked, so that he does not know what to do 使慌乱, 使惊慌失措

Examples:

She was not fazed by his show of anger.

Whatever challenges he faces, it doesn't bother him or faze him.

8. **on one's mind:** making sb. worried about sth. 挂在心上, 惦念

Examples:

You seem worried. What's on your mind?

The book price has been on my mind, but I haven't been able to discuss it with you.

9. **daunting:** *a.* seeming difficult to deal with in prospect 令人畏惧的, 使人胆怯的

Examples:

She has the daunting task of cooking for 20 people every day.

The trip seemed rather daunting for a young girl.

10. **I think about how well the Georgetown team has done since we moved to restructure the company, but how stressful the whole thing has been. (Para. 3)**

我回想起自从公司重组以来, 我们的乔治城团队表现得是多么出色啊, 但整个事情又有多大的压力啊。

本句中, 由并列连接词 **but** 连接且由连接副词 **how** 引导的两个名词性分句, 共同作主句谓语 **think about** 的宾语。

restructure: *v.* organize sth. such as a system or a company in a new and different way
重组, 重整

Examples:

The president called on educators to help him restructure American education.

The hardest task would be to restructure the country to guarantee a lasting peace.

11. **maintain:** *v.* make something continue in the same way or at the same standard as before 保持

Examples:

After the divorce, their father still maintained close contact with the boys.

For a big country like China, it is not always easy to maintain stability.

12. **adjourn:** *v.* break off (a meeting or legal case) with the intention of resuming it later;
put off (a problem, discussion, etc) for later consideration 休会; 延期

Examples:

The chairman may adjourn the meeting at any time.

The proceedings have now been adjourned until next week.

13. **resignation:** *n.* the act of giving up one's job or position 辞职

Examples:

His resignation left a vacancy on the board of directors.

I was completely taken off guard by his resignation.

14. **load... with:** put a large quantity of sth. onto or into sth. 装载, 使承载

Examples:

The tractor was loaded with strawberries.

Men were loading up a truck with timber.

15. **throw in the towel:** admit or accept defeat when something is proving difficult 认输

Examples:

We're never going to defeat them so we might as well throw in the towel now.

It needs a little more patience. Don't throw in the towel.

16. **branded:** *a.* bearing a company name or trademark, usually considered a mark of prestige or quality 名牌的, 品牌的

Examples:

Buying branded goods is always worth the money.

I am more likely to purchase a higher priced branded handbag if I perceive it to be better quality.

17. I think about the future of the service: our new Georgetown team, the one in Loyola, and my hopes to position the service so it can serve more students with more products. (Para. 6)

我还思考了这种服务的未来发展方向: 除了乔治城的新团队和洛约拉大学的团队之外, 我希望为我们的服务打开市场, 为更多的学生送去更多的产品。

在这个句子中, 冒号后面的部分“our... team”、“the one... Loyola”和“my hopes... products”是对主句宾语 service 的进一步阐释。其中, the one 指代前面出现过的 team, 不定式短语“to position... service”做 hopes 的后置定语, so 引导目的状语从句, 其完整形式为“so that...”, 意为“为了, 以便”。

position: *v.* put or arrange sth. in a particular place or way; promote (a product, service, or business) within a particular sector of a market 安置, 放置; 为(产品、服务、业务)打开销路, 确立其行业地位

Examples:

Large television screens were positioned at either end of the stadium.

The company is well positioned to compete in foreign markets.

18. **agenda:** *n.* a list of the items that have to be discussed at a meeting 议事日程

Examples:

We now proceed to the next item on the agenda.

For the government, education is now at the top of the agenda.

19. **passionate:** *a.* having or expressing strong emotions 热烈的

Examples:

He is very passionate about the project.

He made a passionate speech about the sufferings of the poor.

20. After a few nights of passionate, philosophical conversations followed up by diagrams and charts to explain the idea, I try to present it simply: an ethical consulting service focused on the areas of Health, Environment, and Community. (Para. 7)

经过几个晚上激烈而又达观的讨论, 并采用了大量的图表来解释这一理念之后, 我努力用一种简单的方式把它呈现出来: 它是一种合乎道德准则的、以“健康”、“环保”、