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Practical English Reading

实用英语阅读

李 慧 谢道兵 赵燕宁 编著

English

中国科学技术大学出版社

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内 容 简 介

本书的主要内容包括 The Six Ways to Waste Time on the Internet、Japanese McDonald's、Advices for Flat Hunting、Finding the Right People、Ten Words in Life、Here Are Ten Tips to Help Your Travel Be Effortless 等30个单元。每篇文章后均包含 Word List、Idioms and Expressions 和 Notes to the Text。因为本书侧重词汇量和词汇深度知识的积累,所以每篇文章后的练习中,除包含 Answer the following questions、Reading comprehension、Translate the following sentences into Chinese 之外,还有两道词汇选择题,旨在提高学生的词汇深度知识附带习得能力。

本书既可以作为高等院校实用英语教材的补充和泛读课教材,还可以作为广大英语爱好者的读物。

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前言 Preface



阅读题型在全国大学英语四六级考试、全国英语等级考试(PETS)以及高等学校英语应用能力AB级考试中所占的分值高达35%。学生阅读能力的高低在很大程度上决定了能否顺利通过这些考试。本书的阅读内容主要取材于各大权威英文网站。我们对部分文章做了删减和改写。本书的涵盖面广,趣味性强,面向大学生,旨在提高学生的阅读兴趣、阅读速度和阅读能力。

本套《实用英语阅读》分上、下册。本书为下册,与上册配套使用。与上册一样,本书共精选了30篇阅读文章,并对文章均做了不同程度的改写,篇幅较上册略长,均介于400至600字之间。教材结构与上册保持一致,每篇文章后配有词汇注释、短语注释和文化背景注释。习题类型也与上册保持一致,均是5道习题,分别是1道回答问题题、1道阅读理解题、1道翻译题及2道词汇选择题。

本书词汇部分的主要特点有:

1. 本书词汇练习较多,主要是考虑到阅读能够促进词汇的附带习得,丰富的词汇知识又能够促进阅读效果,两者相辅相成。

2. 练习中词汇的意义和词性等深度知识并不仅限于文章中标注的意义,目的是拓展读者的词汇知识广度。

3. 选词填空部分,词汇有时需要根据语境做相应的变化,以增强学习者词汇深度知识的习得。

4. 文化背景注释均在文中用斜体字标出,并在文后标出了段落位置,方便读者使用。短语用下划线标出,方便读者辨认。





本书既可以作为高等院校实用英语教材的补充和泛读课教材,还可以作为广大英语爱好者的读物。

本书在编写过程中得到了马鞍山职业技术学院应用外语系的大力支持,在此深表谢意。本书编写者均为马鞍山职业技术学院应用外语系教师。其中,李慧老师为商务英语教研室专业骨干教师、副教授,主要负责本书的编写工作;谢道兵老师为应用外语系主任、副教授,主要负责全书的审阅和校对工作;赵燕宁老师为商务英语教研室主任,副教授,主要负责词汇注解部分的审阅和校对工作。

本书是编者团队2013年安徽省高校省级优秀青年人才基金重点项目“商务英语词汇深度知识与习得策略相关性研究”(基金编号:2013SQRW147ZD)的研究成果。

提高英语基础需要持之以恒的努力,阅读尤其如此。期望读者凭借此书,培养浓厚的阅读兴趣,让阅读成为一种终身的习惯。

本书难免有疏漏之处,敬请读者不吝赐教与指正。

编者

2016年8月



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Unit 1 The Six Ways to Waste Time on the Internet



① Living a Fantasy Life

While fantasy football might have little to do with the real world, it certainly takes real time to attend to your team. Not only do you have to watch all the games, but then you have to trade your players. You have to **analyze** your **statistics** and plan accordingly, spending large amounts of time on the **painstaking** details so that you can win a pot of cash and the **admiration** of your friends.

② The Spree

The great thing about a video web is that it has everything. The **awful** thing about a video web is that it has everything. I mean, you go looking for *George Clooney's Oscar acceptance speech* and somehow you end up clicking on everyone of those "related video" until you've worked your way to the collected works of the **fake Tom Cruise**. With such a video web you never intend to spend that much time, but you end up "one more clip"-ing yourself to death.

③ The SNS Fugue

Oh, SNS, we couldn't do anything without you. But I'm not talking about your normal visits during work hours. There is a different, darker SNS that comes out late at night, when you start searching for all of your ex-girlfriends and clicking to see if any of them have changed their last names recently. This is the dark side, and it will **attack** you and make you feel like a Saturday on the couch with **scattered takeaways** lying around your nearly lifeless body.

④ The Online Shopping Cage

Look, there's a sale on *Taobao*. But there's always a sale on Taobao. Oh, what about *eBay*? There's always something you need there, too. Don't forget that shower curtain with the pink bunnies and deer on it that you saw at the store and wanted to buy but didn't and now it's discontinued and you just have to have it. As long as you remember the security code of your



credit card, you're going to find your way there. Oh, yes you are. Yes. You. Are.

⑤ The Search Engine Addict

Ever go look up something on a search engine, something totally harmless like *Elizabeth Taylor*, and it kicks off an awful journey that leaves you bleary-eyed three hours later? It's so easy.

⑥ Reading Blogs

Wow, you really got all the way down here to the end? What the hell are you doing reading this on the weekend. Go see your family or read a book or watch *Pirates of the Caribbean 4D* or something. There's a whole world out there!

[Excerpted and adapted from: <http://memory.smartstudy.com/> (智课网)]

Word List

1. fantasy	<i>n.</i>	幻想;白日梦;幻觉
2. analyze	<i>vt.</i>	对……进行分析;分解(=analyse)
3. statistic	<i>n.</i>	数据;成绩
4. painstaking	<i>adj.</i>	艰苦的;勤勉的;小心的
5. admiration	<i>n.</i>	钦佩;赞赏;羡慕;赞美
6. spree	<i>n.</i>	狂欢;无节制的狂热行为;欢闹
7. awful	<i>adj.</i>	可怕的;极坏的;使人敬畏的
8. fake	<i>adj.</i>	伪造的
9. fugue	<i>n.</i>	赋格曲;神游症
10. attack	<i>vt.</i>	攻击;抨击;动手干
11. scatter	<i>vt.</i>	使散射;使散开,使分散;使散播,使撒播
12. takeaway	<i>n.</i>	外卖
13. addict	<i>n.</i>	有瘾的人;入迷的人
14. blog	<i>n.</i>	博客;部落格;网络日志

Idioms and Expressions

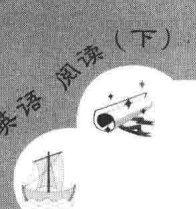
1. have little to do with 和……有些关系(或没有关系,关系不大)
2. video web 视频网络
3. acceptance speech 获奖感言
4. end up 结束;死亡



5. collected works 文集;文选;著作集
6. last name 姓
7. shower curtain 浴帘;浴盆帘
8. security code 安全码;验证码
9. search engine 搜索引擎
10. kick off 开赛;比赛开始
11. What the hell…… (表示不在乎、无可奈何、气恼、不耐烦等)究竟;到底
12. out there 到战场;在那里

Notes to the Text

1. George Clooney's Oscar(Para ②): 乔治·克鲁尼(1961年5月~),美国演员、导演,第78届奥斯卡金像奖最佳男配角、第85届奥斯卡金像奖最佳影片。
2. Tom Cruise(Para ②): 汤姆·克鲁斯(1962年7月3日~),生于美国纽约州,美国电影演员、电影制片人。其代表作有《雨人》《碟中谍》系列。
3. SNS(Para ③): 社交网站(Social Network Site)。
4. Taobao(Para ④): 淘宝网,是亚太地区较大的网络零售、商圈,由阿里巴巴集团在2003年5月创立。它拥有近5亿用户,每分钟售出4.8万件商品,已经成为世界范围的电子商务交易平台之一。
5. eBay(Para ④): 易趣,一个可让全球民众上网买卖物品的线上拍卖及购物网站,1995年9月4日创立。
6. Elizabeth Taylor(Para ⑤): 伊丽莎白·泰勒(1932年2月27日~2011年3月23日),美国影视演员。其代表作有《埃及艳后》。她曾获第33届和第39届奥斯卡金像奖最佳女主角。
7. Pirates of the Caribbean(Para ⑥): 《加勒比海盗》系列电影,目前共四部,是由戈尔·维宾斯基执导、约翰尼·德普主演的奇幻冒险电影。
8. 4D(Para ⑥): 根据爱因斯坦的理论,时间与空间相结合组成了4D空间。4D电影根据影片的情节精心设计出烟雾、雨、光电、气泡、气味、布景、人物表演等效果,形成了一种独特的表演形式。



Exercises

I. Answer the following questions.

1. Do you like surfing the Internet?
2. What do you usually do when you surf the Internet?
3. Please list some other activities when on Internet.

II. Reading comprehension.

1. According to the passage, how can a person win a lot of money in a fantasy football game EXCEPT _____?
A. watch all the games
B. having many friends
C. buy your plays
D. analyze stats and plan in advance
2. Which of the following statements is the best one for describing the “video web”?

A. Finding George Clooney’s Oscar acceptance speech is extremely difficult.
B. There are too much related videos in the “video web”.
C. Having everything is a merit and also a shortcoming.
D. You can never stop clicking the next video.
3. What can be inferred from Para ③? _____
A. You seldom cook on Saturdays.
B. The SNS can satisfy your needs of prying into other people’s lives.
C. Your ex-girlfriends have married.
D. You make your normal visits on the SNS during work hours.
4. By saying “As long as you remember the security code of your credit card, you’re going to find your way there” in Para ④, the author wants to say _____.
A. the popularity of sales promotion has grown steadily both on Taobao and eBay.
B. you could not help buying a lot of things on Internet.
C. you forgot the security code of your credit card.
D. there’s always something you need on the Internet.
5. The word “discontinued” in Para ④ is the closest in meaning to _____.
A. stop
B. out of stock
C. die
D. out of fashion



III. Translate the following sentences into Chinese.

1. While fantasy football might have little to do with the real world, it certainly takes real time to attend to your team. (Para ①)

2. I mean, you go looking for George Clooney's Oscar acceptance speech and somehow you end up clicking on everyone of those "related video" until you've worked your way to the collected works of the fake Tom Cruise. (Para ②)

IV. From the words listed below, select a word to fit each space with proper form in the following sentences. Use each word only once.

fantasy	analyze	painstaking	admiration	awful
fake	attack	scatter	takeaway	blog

- In practice, this proved to be a very _____ and an extremely inefficient process.
- It is real, not a _____ anymore.
- I _____ their hard-working spirit.
- How do you _____ this change?
- While children gather balls and _____ them again.
- She defended herself from the _____.
- _____ events happen — even to the most optimistic of us.
- So I have to shut down my _____.
- But fear not, for not only can you use the web to order your _____ and DVD, now you can also use it to order the friend you share them with.
- Are they real, or _____?

V. Match the following words from the text with the definition and synonyms on the right.

- | | |
|------------------------|-----------------|
| 1. () painstaking | a. daydream |
| 2. () admiration | b. bad |
| 3. () fantasy | c. unreal |
| 4. () fake | d. appreciation |
| 5. () awful | e. hardworking |



Unit 2 Japanese McDonald's



① *McDonald's* is the world's largest chain of hamburger fast food restaurants, serving around 68 million customers daily in 119 countries across 36,535 **outlets**. Founded in the United States in 1940, the company began as a **barbecue** restaurant operated by *Richard and Maurice McDonald*. In 1948, they reorganized their business as a hamburger **stand** using *production line principles*. Businessman *Ray Kroc* joined the company as a franchise agent in 1955. He **subsequently** purchased the chain from the McDonald brothers and **oversaw** its worldwide growth.

② McDonald's primarily sells hamburgers, **cheeseburgers**, chicken, french fries, breakfast items, soft drinks, milkshakes, and **desserts**. In response to changing consumer tastes, the company has expanded its menu to include salads, fish, **wraps** and fruit.

③ If you always thought of McDonald's as an all-American company, it may surprise you to learn that the king of McDonald's **franchises** is named *Fujita* and that he doesn't eat **hamburgers**. In fact, Fujita is unusual in many respects, and his **uniqueness** has made him very rich. By **ignoring** many of the customs of both his native and his parent company, Fujita has made McDonald's the top fast-food business in Japan and has changed the face of franchising.

④ McDonald's came to Japan in 1970 searching for a Japanese partner with whom to create a Japanese McDonald's. Fujita was far from the richest **potential candidate** interviewed, but he was an eager **entrepreneur** who seemed willing to devote his energies to the new **venture**. McDonald's took a chance and chose him.

⑤ Almost immediately, however, Fujita began going his own way. The parent company recommended opening the first Japanese McDonald's in the suburbs, where most American fast-food stores are located. Fujita had his own ideas. He thought the young pedestrians of Japan's cities were more likely to give up Japan fish-and-rice diet for a hamburger than were the more



traditional suburban dwellers. He got his way, opened the first Japanese McDonald's in a department store in *Tokyo*, didn't spend anything on advertising. And within a year he had broken McDonald's world record for one-day sales: \$14,000.

⑥ McDonald's learned its lesson from Fujita and has since opened inner-city restaurant around the world. While the Japanese seem **fascinated** with western styles and tastes, they often don't think of themselves as consumers of American products. So Fujita's McDonald's franchises play down their American origins, to the point where, according to Fujita, some Japanese who visit the United States are surprised to find that we have '*Makudonarudo*', as the Japanese say it, in America too.

[Excerpted and adapted from: <http://www.233.com/233/>(网校)]

Word List

1. outlet	<i>n.</i>	分店; 出口; 排放孔; 发泄的方法
2. barbecue	<i>n.</i>	烤肉; 吃烤肉的野宴
3. stand	<i>n.</i>	站立; 立场; 看台; 停止
4. subsequently	<i>adv.</i>	随后, 其后; 后来
5. oversee	<i>vt.</i>	监督; 审查; 俯瞰; 无意中看到
6. cheeseburger	<i>n.</i>	牛肉饼; 干酪汉堡包
7. dessert	<i>n.</i>	餐后甜点; 甜点心
8. wrap	<i>n.</i>	卷饼; 外套; 围巾
9. franchises	<i>n.</i>	特许经营权
10. uniqueness	<i>n.</i>	独特性; 独一无二; 单值性
11. ignore	<i>vt.</i>	忽视; 不理睬; 驳回诉讼
12. potential	<i>adj.</i>	潜在的; 可能的;
13. candidate	<i>n.</i>	候选人; 候补者; 应试者
14. entrepreneur	<i>n.</i>	企业家; 承包人; 主办者
15. venture	<i>n.</i>	企业; 风险; 冒险
16. pedestrian	<i>n.</i>	行人; 步行者
17. dweller	<i>n.</i>	居民; 居住者
18. fascinate	<i>vt.</i>	使着迷; 使神魂颠倒

Idioms and Expressions

1. in response to 响应;回答;对……有反应
2. in many respects 在许多方面
3. parent company 总公司;母公司
4. fast-food business 快餐食品生意
5. take a chance 冒险
6. give up 放弃
7. fish-and-rice diet 以鱼米为主的饮食结构
8. one-day sales 日销售额
9. learn lesson from 学得经验;学得教训
10. inner-city 市中心平民区
11. play down 贬低;降低;减少

Notes to the Text

1. McDonald(Para ①):麦当劳,全球大型跨国连锁餐厅,1940年创立于美国,在世界上大约拥有3万间分店。主要售卖汉堡包以及薯条、炸鸡、汽水、冰品、沙拉、水果等快餐食品。
2. Richard and Maurice McDonald(Para ①):理查德·麦当劳和莫里斯·麦当劳,即麦当劳兄弟,他们是麦当劳的创始人。
3. production line principles(Para ①):生产线原则。从原料进入生产现场开始,按产品专业化原则,配备生产某种产品(零部件)所需要的各种设备和各工种的工人,经过加工、运送、装配、检验等一系列生产线活动,完成产品工艺过程。
4. Ray Kroc(Para ①):雷·克拉克(1902年10月5日~1984年1月14日),美国企业家,1955年他接管了当时规模很小的麦当劳公司的特许权,将其发展成全球最成功的快餐集团之一。他被《时代》杂志列为全球最有影响力的企业创始人之一。
5. Fujita(Para ③):藤田昌久(1926~2004年),第一个将麦当劳引入日本的商人。
6. Tokyo(Para ⑤):东京,日本首都,亚洲第一大城市,世界第二大城市,位于日本本州岛关东平原南端。它是日本政治、经济、文化、交通等众多领域的枢纽中心,也是世界经济发展度与富裕程度最高的都市之一,还是全球最大的经济中心之一。
7. Makudonarudo(Para ⑥):麦当劳。



Exercises

I. Answer the following questions.

1. Do you enjoy the food of McDonald's?
2. What makes McDonald popular in the whole world, in your opinion?
3. List some foods of McDonald.

II. Reading comprehension.

1. What is this passage about? _____
 A. The king of McDonald's franchises is named Fujita.
 B. McDonald's popularity in the world.
 C. McDonald's advanced service concept.
 D. McDonald's growth and development in Japan.
2. According to the passage, which of the following passage is correct? _____
 A. Fujita eat hamburgers when he works.
 B. Japanese McDonald do not serve salads and fruit.
 C. McDonald is an all-American company.
 D. Fujita is unique and wealthy.
3. Why did McDonald choose Fujita as the Japanese partner? _____
 A. Because Fujita was the richest candidate.
 B. Because Fujita was an ambitious businessman and willing to devote himself to McDonald.
 C. Because Fujita began going his own way.
 D. Because Fujita was very unique.
4. What happened after Fujita was chosen as the McDonald's partner EXCEPT _____.
 A. Fujita reorganized McDonald using production line principles
 B. Fujita opened the first Japanese McDonald in a department store in Tokyo
 C. Fujita had broken McDonald's world record for one-day sales
 D. Fujita's played down McDonald's American origins in Japan
5. Which sentence could be placed in the blank in Para ⑥? _____
 A. Fujita and McDonald's continue to benefit from each other.
 B. Other companies might learn from the way Fujita marketed McDonald's in Japan.

- C. Fujita likes to take credit for a rise in the average weight of his people.
D. But Fujita himself prefers noodles to Big Macs.

III. Translate the following sentences into Chinese.

1. If you always thought of McDonald's as an all-American company, it may surprise you to learn that the king of McDonald's franchises is named Fujita and that he doesn't eat hamburgers. (Para ③)

2. He thought the young pedestrians of Japan's cities were more likely to give up Japan fish-and-rice diet for a hamburger than were the more traditional suburban dwellers. (Para ⑤)

IV. From the words listed below, select a word to fit each space with proper form in the sentences. Use each word only once.

subsequently	oversee	uniqueness	ignore	potential
candidate	venture	pedestrian	dweller	fascinate

- Not to _____ workmen, is to leave them your purse open.
- Nobody could _____ these problems.
- Don't _____ into the jungle without a guide.
- Both city and town _____ should pay tax.
- In this case, we should not be worrying about our _____ limitations.
- They _____ heard that he left the country.
- The speeding car barely missed the _____.
- Your _____ is your power.
- He was the only _____; therefore, he was elected.
- The child is _____ by the toy in the shop window.

V. Fill in the blanks with the words given.

1. uniqueness / unique / uniquely

- A. Each of them has its _____ shape.
B. Do you have something that is _____ different from your competitors?
C. You will have learned to accept your own _____.