



普通高等教育“十三五”规划教材
互联网+本科英语教学重点推荐教材

E时代大学英语

[含微课] —— 读写教程 4

E-TIME COLLEGE ENGLISH — READING AND WRITING

祁雯 王岩 曹灿 【主编】

非
外
借



普通高等教育“十三五”规划教材
互联网+本科英语教学重点推荐教材

E时代大学英语

读写教程 4

主编 祁雯 王岩 曹灿

 外文出版社
FOREIGN LANGUAGES PRESS

图书在版编目 (C I P) 数据

E时代大学英语. 读写教程. 4 / 祁雯, 王岩, 曹灿
主编. — 北京: 外文出版社, 2017
ISBN 978-7-119-11021-9

I. ①E… II. ①祁… ②王… ③曹… III. ①英语—
阅读教学—高等学校—教材②英语—写作—高等学校—教
材 IV. ①H319.39

中国版本图书馆CIP数据核字(2017)第209693号

E时代大学英语——读写教程 4

主 编 祁雯 王岩 曹灿

责任编辑 夏伟兰 岳丽娟

封面设计 倪秋芬

出版发行 外文出版社有限责任公司

地 址 中国北京西城区百万庄大街 24 号 邮政编码 100037

网 址 <http://www.flp.com.cn>

电 话 (010) 68320579/68996067 (总编室)

(010) 68995875/68990283 (编辑部)

(010) 62111051/62131450 (推广发行部)

印 刷 三河市祥达印刷包装有限公司

经 销 新华书店 / 外文书店

开 本 1/16

印 张 13.5

字 数 345 千字

装 别 平

版 次 2017 年 12 月第 1 版第 1 次印刷

书 号 ISBN 978-7-119-11021-9

定 价 49.80 元

版权所有 侵权必究

PREFACE 前言

非常感谢大家使用《E时代大学英语》系列教材。

随着信息时代的来临,大学英语的教学理念、教学方法、教学模式和教学技术都发生了很大的变化。为了实现《大学英语教学指南》提出的要求,大学英语教学不仅要帮助学生打好语言基础,更要与现代教学技术结合,注重培养学生的学习兴趣和英语应用能力。这就要求我们对大学英语教学进行改革与创新。

大学英语教学的创新首先是教材的创新。为此,我们潜心多年,对市场上的大学英语教材进行了充分研究,并走访了众多院校,举办了数场大学英语教学改革和教材编写研讨会,与众多英语教学专家和优秀一线教师反复讨论、研究,编写而成《E时代大学英语》系列教材。

《E时代大学英语》系列教材体现了外语教育者在教材改革方面所做的开拓创新尝试,借鉴近年来大学英语教学改革的成功经验与教学实践的成果,使用多样的教学手段和创新的教学方法,力求提升学生的英语综合应用能力,支持教师提高课堂教学质量,推动大学英语教学迈向新台阶。

本系列教材理论、结构、教法互为依据、互为完善、互为转换,构成了一个灵活、方便、高效的教学系统。

一、《E时代大学英语》系列教材简介

《E时代大学英语》系列教材以教育部颁发的《大学英语教学指南》为指导,在设计和编写中准确把握大学英语的课程定位和性质,深入分析教学目标和教学要求,总结归纳课程结构与内容,采用多种教学方法和教学手段,力求将能力培养和能力测试紧密结合,以促进大学生知识、能力和综合素质的协调发展。

该系列教材包括《E时代大学英语——读写教程》《E时代大学英语——视听说教程》《E时代大学英语——阶梯阅读教程》《E时代大学英语——快速阅读教程》和《E时代大学英语——综合训练》。

二、《E时代大学英语——读写教程》特色

《E时代大学英语——读写教程》结合现代高等教育教学的特点,融入了全新的教学理念、教学方法和教学技术,具有鲜明的时代性、思想性、实用性、渐进性、趣味性、多样性和精美性,并配有丰富的数字化教学资源。其特色具体表现在以下几个方面。

1 选材新颖,紧跟时代

本套教材充分考虑了时代的发展和新一代大学生的特点,在介绍前沿的科技进展、管理经验和思想理念的同时,兼顾学生的认知和兴趣,既考虑到语言形式的多样化和复杂性,也照顾到选材的新颖



性和趣味性。力求引发学生共鸣，激发学习兴趣，并能学习和了解世界优秀文化和文明，树立先进的世界眼光。

2 思想碰撞，文化交流

本套教材在贯彻其工具性，提高学生英语听、说、读、写、译能力的同时，注重其人文性，强调语言作为文化载体的作用，旨在充分挖掘大学英语课程丰富的人文内涵，实现工具性和人文性的有机统一。

在学习、交流先进的科学技术或专业信息，了解国外的社会与文化，增进对不同文化的理解、对中外文化异同的认识，培养跨文化交际能力的同时，还积极响应中国文化“走出去”的国家战略，增加具有中国特色的题材，让学生在英语学习中不断积累中华文化知识。鼓励学生进行中外文化思想的碰撞、观点的交锋，使学生具备了解国外文化和信息的能力和将中国文化和特色传播出去的能力，促进与各国人民的广泛交往，提升国家软实力。

3 学练结合，全面提升

本套教材在内容设计上富有层次感，按照循序渐进的原则，各册教材的语言难度随着学生英语水平提高而逐步增加；练习形式多样，内容安排环环相扣，重在提高学生语言能力；技能培养系统全面，提供学生写作、阅读等方面的技巧，培养学生的英语综合运用能力。

4 活动丰富，操作性强

本套教材体现以教师为主导、以学生为主体的教学理念，每个单元均设置了丰富的活动，这些活动都经过精心设计，既有趣、贴近学生的实际生活和将来的职业应用，又方便教师在课堂上实施，从而可以一方面调动学生课堂学习的积极性，另一方面能最大程度地提高学生的英语实际应用能力。

5 Internet+，资源齐全

本套教材除了在“硬件”的纸版教材上精益求精外，还大力开发“软件”的学习资源，充分运用数字化教学资源，包括微课、课件、在线考试系统、在线教学和学习平台等，凸显现代学习方式的互动性、移动性、随时性，以丰富教师教学手段、提高学生学习效率。

6 图文并茂，版面精美

本套教材图文并茂，版面活泼生动，采用全彩印刷，印制精美，令人赏心悦目。

三、《E时代大学英语——读写教程》单元结构

本套教材每册包括六个单元，每个单元包括 Lead-in、Study Focus、Ability Enhancement、Translation Skills 四个基本模块。单元的设计和编排既考虑到题材多样性和难易度，也照顾到策略训练的先后顺序，从而有针对性地加强学生英语读写能力的培养。

- 📖 **Lead-in** 以讨论、对话等多种启发性活动（配合视频短片）引入单元主题，旨在激发学生的学习兴趣，并引导他们对本单元主题进行思考。
- 📖 **Study Focus** 包括精读和泛读两个部分，每部分内容均包括一篇课文（提供课文和生词音频及背景相关视频）和相关练习。选篇内容新颖，难度适宜，能有效地帮助学生打好语言基本功；练习形式多样，联系学生实际，有效提高学生的课堂参与度。



- Ability Enhancement 为综合性语言锻炼项目，包括歌曲欣赏（含音频或MV）、电影欣赏（含精选电影片段）、口语练习与主题写作四个部分。电影赏析深化主题，口语练习形式多样，主题写作系统实用，旨在全方位提升学生的英语应用能力。
- Translation Skills 为翻译理论知识讲解，主要介绍了常用的翻译技巧，旨在提高学生的翻译能力。

本书由祁雯、王岩、曹灿担任主编，由王慧俐、雷雨担任副主编。

无论我们如何追求完美，书中仍可能存在不完善和疏漏之处，敬请各位读者给予指正。此外，在编写本书的过程中，我们借鉴了一些文献资料，在此向这些文献的作者表示最诚挚的谢意。

编者
2017年11月

CONTENTS

目录

Career Planning

Part I	Lead-in	2
Part II	Study Focus	4
	Text A How to Turn Your Passion into a Career	4
	Text B Making a Personal Career Development Plan	15
Part III	Ability Enhancement	23
Part IV	Translation Skills	31

UNIT
1

What Is in Vogue

Part I	Lead-in	34
Part II	Study Focus	35
	Text A When Do You “Know” Your Personal Style?	35
	Text B The 20-Year Trend Cycle: What Is Next?	47
Part III	Ability Enhancement	56
Part IV	Translation Skills	63

UNIT
2

Morality and Law

Part I	Lead-in	66
Part II	Study Focus	67
	Text A After Twenty Years	67
	Text B Human Nature or Law? — The Trial on 16-Year-Old Boy’s Killing Mother’s Boyfriend	78
Part III	Ability Enhancement	85
Part IV	Translation Skills	93

UNIT
3

CONTENTS

目录

Culture Shock

UNIT 4

Part I	Lead-in	96
Part II	Study Focus	97
	Text A The All-American Slurp	97
	Text B German Roads from an Irish Perspective	108
Part III	Ability Enhancement	116
Part IV	Translation Skills	123

Influential Figures

UNIT 5

Part I	Lead-in	126
Part II	Study Focus	127
	Text A The Most Incredible Athlete at the Olympics	127
	Text B How I Did It: Jack Ma, Alibaba.com	139
Part III	Ability Enhancement	147
Part IV	Translation Skills	154

Innovation

UNIT 6

Part I	Lead-in	158
Part II	Study Focus	159
	Text A What Innovation Can Do to Your Life?	159
	Text B Want Teens to Be Innovators? — Five Essential Mindsets for Success in Tomorrow's Job Market	171
Part III	Ability Enhancement	180
Part IV	Translation Skills	189

UNIT 1



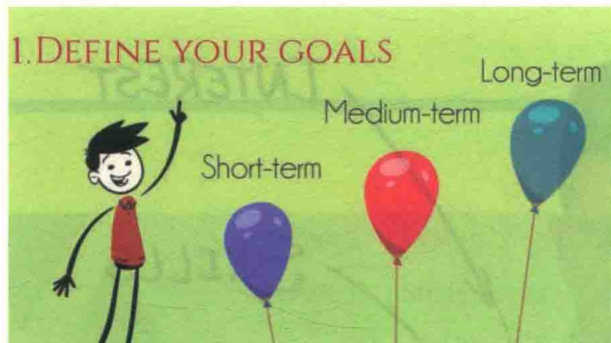
Career Planning

Career planning is not a hard activity, not something to be put off, but rather an activity that should be liberating and fulfilling, providing goals to achieve in your current career or plans for beginning a transition to a new career. It is important to come up with your career planning as it gives you the most needed direction and makes it clear there where you see yourself in future. It makes you aware of your strength, weakness, skills and knowledge that are required to achieve your goals in future. Career planning should be a rewarding and positive experience. And it's never too soon or too late to start your career planning.

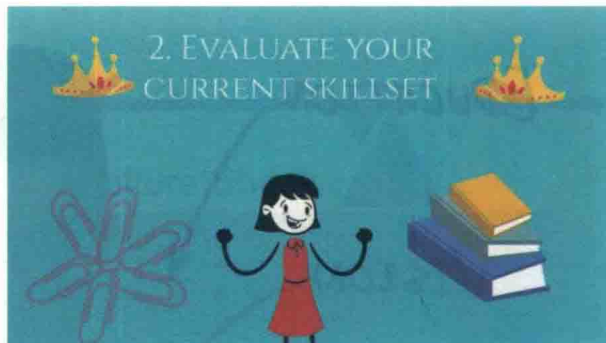
Part I Lead-in



I It's important to get ready for your career after college. Watch the video and then fill in the blanks based on your own practical situations.



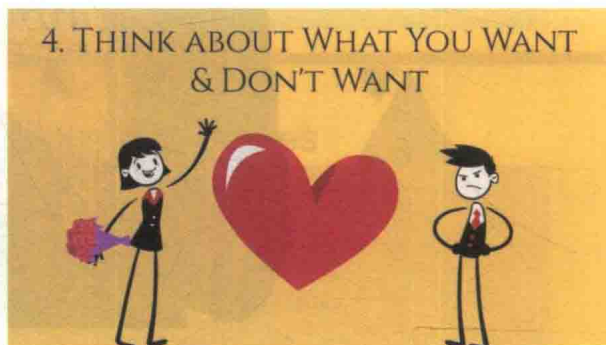
I want to become a / an _____ in _____ years.



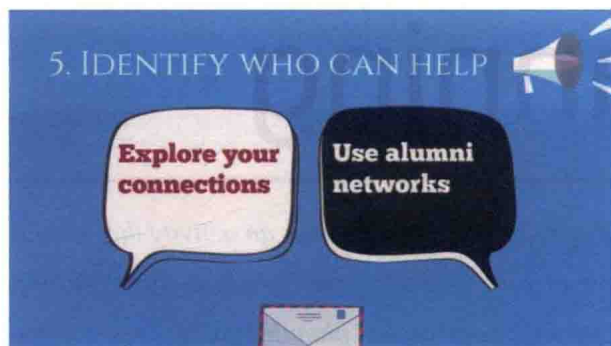
Skills I own: _____, _____, _____, _____



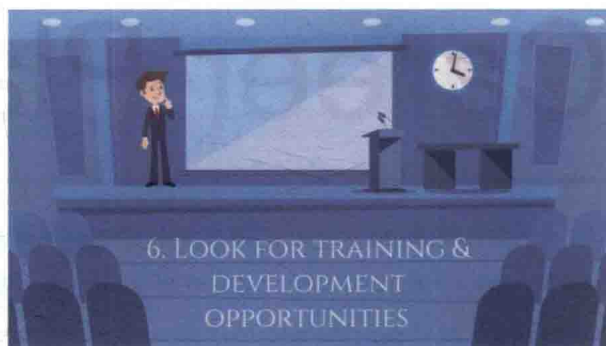
Achievements I have: _____



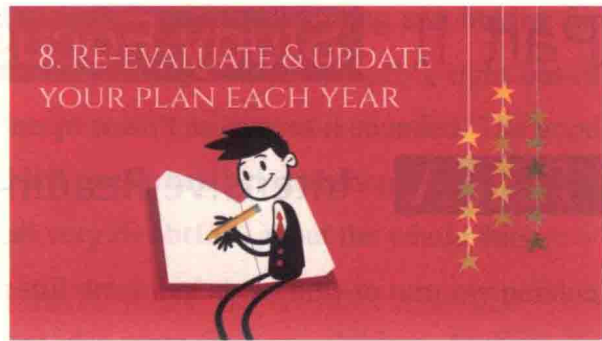
I want _____, _____ and _____ in my job.



I can gain help from _____, _____ and _____ when I plan for my career.



I need to _____ to develop my skills for my desired career.



I think _____ could be my mentor to support my plan.

I need to re-evaluate and update my plan each year.

II What aspects do you think are most important when you choose a career? Make your top 3 choices from the following list and write down your reasons. Share your answers with your partners and find out the differences between you and your partners.

personal time

salary

welfare and benefits

working environment

promotion opportunities

fully applying what I've learned

industry future

having new things to learn

passion for the career

Top 1 _____

Reason _____

Top 2 _____

Reason _____

Top 3 _____

Reason _____



Part II Study Focus

Text A Intensive Reading

How to Turn Your Passion into a Career

Deeanne Gist



Pre-Reading Questions:

- 1 Do you have passion for starting your own business?
- 2 If your business turned out to be a failure, what would you do?



1 I've often heard people say: "If you do something you love, you'll never have to work a day in your life." Um... not! At least, not in my experience. It's a nice idea, but I've had to work really hard to turn something I love into a career.

2 I made my first attempt at "doing what I love" when I was in my thirties. At the time, I had this wonderful habit of going **antiquing**¹ on the weekends and in my spare time. After buying a few **items**², dressing them up and selling them for **profit**³, I got the bright idea that I could turn antiquing into a job. I've always been a big history **buff**⁴, so spending my time around old treasures sounded like the perfect fit.

3 I rented a **booth**⁵ at the antique store, set up a shop and waited for that moment of extreme happiness — I was finally doing something I thought I loved. But sooner rather



than later, it started to wear me out. The **bookkeeping**⁶, business-building and buying for profit instead of fun **sucked**⁷ the life right out of my hobby, and **eventually**⁸, right out of me. This whole “doing something you love” concept wasn’t as easy as it sounded. The good news was, I got to keep all the **inventory**⁹ I had left over when I closed shop. I didn’t plan it that way. Honest, I didn’t. But my husband is still very **doubtful**¹⁰ about the whole thing.

4 Fast-forward a couple of years. I was still dreaming about how to turn my passion into a career. Like many “**mompreneurs**”, my next idea came from my children. At the time, I had 4 little ones and a house full of messes to clean up. It seemed **impractical**¹¹ to spend my days cleaning up after 4 **messy**¹² kids, when instead I could **enlist**¹³ their help. So I invented a **chore**¹⁴ system where the kids did their chores, they maintained the entire thing and I stayed in my **recliner**¹⁵ (that was in the rule book I wrote up). I didn’t really stay in my recliner, of course, though I could have. I certainly didn’t have to remind or **scold**¹⁶ them for their chores. The system worked that well. Soon enough, I had the parents of my children’s friends beating down my door for one of their own.

5 Before I knew it, I had a small business **loan**¹⁷ and my chore system was being **manufactured**¹⁸ in China. I was well on my way into a successful business **venture**¹⁹. I loved the creating part of the process — finding the materials, deciding on the colors, and figuring out the **graphics**²⁰. But once my product hit the shelves, the warm and **fuzzy**²¹ feeling of **fulfillment**²² I’d had before disappeared completely. After a mere 5 months of it being for sale, I was completely **miserable**²³. Instead of creating fun products, I had to figure out how to market, sell, collect, pick, pack and ship. Not exactly my strong points. And once



again, to my **horror**²⁴, I realized I had turned into a corporate business **executive**²⁵. As such, I helplessly watched the passion get sucked right out of something I thought I loved.

6 When I was 44, something magical happened. My first book was sold to a publisher. All **throughout**²⁶ the total failure of my chore system and antiques booth mess I was writing and it finally paid off. Eleven years and eleven books later, I'm still writing, and it still blows me away how much I love my job and **adore**²⁷ my readers.

7 So, what's my secret? How did I finally figure out this was the right path for me and finally succeeded in turning my passion into a career? I failed. Twice.

8 Two business ventures, two big, **whopping**²⁸ failures and numerous years of being miserable made me realize what I really wanted. The antique booth and the chore chart company may not seem like they're at all related, but they are. Both ventures made me feel miserable the moment they stopped needing my creativity to succeed. I finally made that connection, and when I did, I think I unlocked the key to my career happiness: I feel most fulfilled when I'm creating.

9 In my career as an author, I'm fortunate to have an entire team of marketers, publishers and business experts who are great at assisting with the more "business-oriented"²⁹ aspects of book selling, while I focus on the creative part — the part that really fires me up. That's not to say that being an author isn't hard work. It absolutely is. But it's hard work that I **genuinely**³⁰ enjoy.

10 Looking back, I don't ever regret those failed businesses because they taught me something very important: It's okay to fail. Actually, it's **beneficial**³¹ to fail.

11 I learned more about who I am and what I wanted through my early career failures than any success could have taught me. So my advice is to try. And if you fail, you might just find yourself that much closer to true fulfillment. Just be sure to keep your eye out for what you really love every step along the way. If you do, I'm willing to bet that you'll end up as **passionate**³² about your career as I am about mine.

(876 words)

■ New Words

- | | | |
|-------------------------------------|----|------------|
| 1 ▲ antique /æn'ti:k/ | v. | 仿古制作; 寻觅古玩 |
| 2 item /'aɪtəm/ | n. | 一件商品 (或物品) |
| 3 profit /'prɒfɪt/ | n. | 收益, 得益; 利润 |
| 4 buff /bʌf/ | n. | 爱好者 |
| 5 booth /bu:ð/ | n. | 售货棚, 摊位 |



6	bookkeeping /'bʊkki:piŋ/	<i>n.</i>	记账, 管账
7	suck /sʌk/	<i>v.</i>	吸入; 卷进入; 吸取
8	eventually /ɪ'ventʃuəli/	<i>adv.</i>	终于, 最后; 终究
9	*inventory /'ɪnvəntri/	<i>n.</i>	存货清单; 财产目录
10	doubtful /'daʊtfl/	<i>adj.</i>	怀疑的, 拿不准的
11	*impractical /ɪm'præktɪkl/	<i>adj.</i>	不切实际的; 无用的
12	*messy /'mesi/	<i>adj.</i>	凌乱的, 散乱的; 肮脏的
13	*enlist /ɪn'lɪst/	<i>v.</i>	赢得……的支持或合作; 赞助
14	*chore /tʃɔ:(r)/	<i>n.</i>	令人讨厌的或繁重的工作
15	recliner /rɪ'klaɪnə(r)/	<i>n.</i>	斜躺者, 可躺式椅
16	scold /skəʊld/	<i>vt.</i>	训斥, 责骂
17	loan /ləʊn/	<i>n.</i>	贷款; 借款
18	manufacture /,mænjʊ'fæktʃə(r)/	<i>vt.</i>	制造, 生产
19	venture /'ventʃə(r)/	<i>n.</i>	冒险; 商业冒险
20	*graphics /'græfɪks/	<i>n.</i>	制图学; 制图法; 图表算法
21	fuzzy /'fʌzi/	<i>adj.</i>	模糊的; 绒毛般的; 含混不清的
22	fulfillment /fʊl'fɪlmənt/	<i>n.</i>	完成; 实现; 实施过程
23	miserable /'mɪzrəbl/	<i>adj.</i>	悲惨的; 令人痛苦的; 卑鄙的
24	horror /'hɒrə(r)/	<i>n.</i>	恐怖, 可怕的事物; 嫌恶
25	executive /ɪg'zekjʊtɪv/	<i>n.</i>	(公司或机构的) 经理, 管理人员
26	throughout /θru:'aʊt/	<i>prep.</i>	遍及; 遍布; 贯穿
27	▲adore /ə'dɔ:(r)/	<i>v.</i>	热爱, 非常喜欢
28	whopping /'wɒpɪŋ/	<i>adj.</i>	巨大的, 庞大的
29	oriented /'ɔ:riəntɪd/	<i>adj.</i>	导向的; 以……为方向的
30	genuinely /'dʒenjuɪnli/	<i>adv.</i>	真正地; 真诚地
31	beneficial /,benɪ'fɪʃl/	<i>adj.</i>	有利的, 有益的
32	*passionate /'pæʃənət/	<i>adj.</i>	热烈的; 激昂的; 易怒的

■ Phrases and Expressions

- 1 wear sb. out 使疲乏; 使厌烦
e.g. The kids have totally worn me out.
- 2 leave over 留下; 剩下
e.g. How to leave over a good first impression to the interviewer?

注: ▲ 代表六级词汇, * 代表超纲词汇或合成词汇, 其他未标注的均为四级词汇。

- 3 beat down 砸开，砸破（门等）
e.g. He beat down the door many times until it was open.
- 4 figure out 计算出；解决；想出
e.g. Have you figured out how much the trip will cost?
- 5 for sale 待售
e.g. I'm sorry. This house is not for sale.
- 6 pay off 取得成功；达到目的
e.g. They doubted whether all this work would pay off.
- 7 blow away 使印象深刻
e.g. She just totally blew me away with her singing.
- 8 assist with 帮助（照料，做），在……给予帮助
e.g. A gardener was hired to assist with the gardening.
- 9 fire sb. up 激起热情；使充满激情
e.g. She's all fired up by her new job.

■ Proper Names



momprenneur

创业母亲，由 Mom（妈妈）和 Entrepreneur（企业家）合并而来



Notes

1 This article is written by American famous writer Deeanne Gist. *Tiffany Girl* is her masterpiece. 这篇文章的作者是美国著名作家迪恩·吉斯特，其代表作是《蒂凡妮女孩》。

2 The bookkeeping, business-building and buying for profit instead of fun sucked the life right out of my hobby, and eventually, right out of me. (Para. 3)

记账、经营建造以及为了盈利而不是为了乐趣而购买，这些将我的爱好卷入了生活中，最终也将我自己卷了进去。

此句中的主语是“The bookkeeping... of fun”，是三个并列的动名词短语，bookkeeping的意思是“记账、管账”，instead of的意思是“而不是”。right out of的意思是“从……中”。

3 The good news was, I got to keep all the inventory I had left over when I closed shop. (Para. 3)

好消息是：当我关店时，我把所有我剩下的存货清单记录了下来。

“I got to... shop”是名词性从句，作was后面的表语，前面省略了that。在这个名词性从句中，“I had left over”是定语从句，修饰前面的“all the inventory”。

4 But once my product hit the shelves, the warm and fuzzy feeling of fulfillment I'd had before disappeared completely. (Para. 5)

但是一旦我的产品上架了，我以前拥有的那种温暖和含糊不清的成就感就会完全消失。

once这里作连词，表示“一旦……就……”，“hit the shelves”的意思是“上架”，这里指作者的产品制作出来后开始销售。“I'd had before”这里用的是过去完成时，是省略了that或which的定语从句，修饰前面的“the warm and fuzzy feeling of fulfillment”。

5 In my career as an author, I'm fortunate to have an entire team of marketers, publishers and business experts who are great at assisting with the more “business-oriented” aspects of book selling, while I focus on the creative part — the part that really fires me up. (Para. 9)

在我的作者生涯中，我很幸运地拥有市场营销人员、出版商和商务专家这一整支团队，他们都很擅长辅助以市场为导向进行书籍销售，而我则集中于创造性的部分——也是能够真正让我充满激情的那部分。

“be fortunate to do”指“做……很幸运”，“who are... selling”是who引导的定语从句，修饰前面的三个并列名词：“marketers, publishers and business experts”。while在此处的意思是“而”，表示情况的对比。“the part that really fires me up”是对前面的“the creative part”的解释说明。