



普通高等教育“十三五”规划教材

新阶梯 大学英语

读 写 译

III

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普通高

材

新阶梯大学英语读写译 (Ⅲ)

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内 容 简 介

在进一步夯实学生词汇、句法知识的基础上,本书更突出宏观构建学习者阅读、写作和翻译三方面的能力体系。具体而言,在阅读方面,本书选材直接源自国外报纸、期刊,体裁以论说文为主,内容体现时代特色,主题涵盖网络购物、数字设备、城市新居、智能出行等多方面,文章篇幅和阅读难度较前两部有明显的提升。写作方面,本书侧重对学生论说逻辑推进、篇章构建能力的培养。对常见写作方法如原因与结果、比较与对比、问题与策略、过程与步骤等本书不仅有详细说明,还结合文章内容进行了分析,并配有写作操练,思路清晰,易于掌握。翻译方面,本书从英汉对比的角度切入,让学生在充分了解英语句法知识之后,能够从形合与意合、抽象与形象、静态与动态、主体与客体等多方面了解英汉语言与思维特点的差异,从而使学生的译文不仅正确,而且到位。

本书可作为英语能力四级以上的学习者的学习用书。

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丛书前言

一、指导思想

“新阶梯大学英语读写译”系列教材关注阅读，兼顾译写，不论听说，不求全面，与众不同，但愿不同凡响。

当下中国，教科书出版市场一如中国经济，发展迅猛，如火如荼。大学英语教科书种类繁多，但良莠不齐；阅读材料丰富，但更新迟滞；英语学习者众，但能力提高缓慢。一般能勉强听读，但不能说写译，一段英语小文尚不能一蹴而就。贪多难嚼烂，听说属于不同的培养模式，本教材不做展开。上述是本套教材编写的缘由，也与教育部《大学英语教学指南》的要求相契合。

《大学英语教学指南》提出：“大学英语教学以英语的实际使用为导向，以培养学生的英语应用能力为重点。”本丛书旨在通过阅读夯实学习者英语语言基本功，并通过近年来新材料的学习使其紧跟时代步伐，提高其快速掌握资讯内容、准确输出英语的应用能力。

具体而言，本套教材强调在阅读的同时结合材料的分析，掌握英语词句篇的构建要领。在文章长难句翻译学习的基础上，逐步了解英汉互译技巧，认知英汉语言差异，真正实现“以阅读带动写译，以写译反促阅读”，三者相互影响，相得益彰。真正提高英语学习者读写译等方面的应用能力，从而为自身发展、国家进步乃至民族繁荣而努力。

二、教材特色

本套教材的编写秉持“以教师为主导、以学生为主体”的教育理念，始终把学生的需求放在首位。首先，针对信息化时代资讯更新快、学生求知欲望强的特点，教材将学习内容从书本向互联网延展，单元首页的二维码是本教材的亮点，这能瞬间将学习者导向特定相关的网页，从而开启互联网智慧之门。其次，教材既因袭传统英语教材对阅读的重视，又创新地将翻译与写作技能和阅读材料关联起来，使阅读不再孤独存在，翻译不再遭遇冷遇，写作不被割裂处理。再次，本套教材三册书不是孤立的个体，而是一个完整的、渐进的体系。从材料编排，特别是翻译和写作材料的设置来看，第一册注重学习者微观词句基础的夯实，第二册强调学习者中观句段能力的形成，第三册则着力于学习者宏观篇章逻辑及语言对比意识的培养。

除了上述特点之外,特别值得一提的是,本套教材阅读材料的选择注意到了与时俱进。大部分材料都能反映当前最流行的话题、最新潮的时尚、最前沿的科技、最前卫的观念。部分材料的选取甚至是源自教材成书前几个月的国外报纸新闻或者期刊故事。与此同时,编者还非常关注对西方文化的介绍,培养学习者跨文化交际的意识及能力。学习者可以从每单元两篇课文的比较和文化链接中获得此类信息,也借此能够显著提升学习者的兴趣。

三、教材结构

“新阶梯大学英语读写译”能力拓展系列教材共三册,江西农业大学南昌商学院、韶关学院外语学院、江西师范大学外国语学院分别负责一至三册的编写工作。本教材每册8个单元,每个单元都由两篇阅读课文 Text A 和 Text B 构成。三册书共24个单元,话题各异,主题涵盖情感生活、新闻媒体、网络购物、数字设备、城市新居、智能出行等多个方面。Text A 是每单元的重点篇目,Text B 是相关主题的补充阅读材料,两篇文章后面都附有词汇列表、阅读理解和翻译练习。所不同的是,Text A 的阅读理解练习题型多样,涵盖单选题、判断正误、配对题和词汇巩固练习等多种题型。除此之外,每篇 Text A 之后还附有文化链接,对文中出现的西方传统节日、宗教习俗、杰出人物、著名景观等进行文字配图形式的简介,以加深学习者对西方文化的了解。

每个单元除了阅读材料以外,其他两个重要内容是翻译技巧点拨和写作策略归纳。翻译技巧点拨以文中5个长难句为基础,有针对性地提出一个翻译技巧,并配有汉译英语段翻译练习,从微观的词、句结构开始,到宏观的英汉语言差异的比较,逐步推进,有利于稳步提高学习者英汉互译的能力。写作策略归纳采取类似的思路,先是结合文章内容写作方法的提炼,然后是对写作方法的巩固练习,最后还有主题相关热词的归纳。从第一册的常用句型结构,第二册的段落展开,到第三册的篇章构建,三册的知识点形成一个完整体系,对于全方位提高学生的写作能力大有裨益。

四、适用对象

本教材在词句的选择,材料的安排和难度的设置上充分考虑到了循序渐进的原则。全书共三册,第一册材料设置难度偏易,文章长度600~800词。完成学习任务后,学习者基本能达到大学英语应用能力(三级)水平。第二册材料设置难度适中,文章长度800~1000词。完成学习任务后,学习者基本能达到大学英语四级能力水平。第三册材料设置稍显偏难,文章长度1000~1200词。完成学习任务后,学习者基本能达到大学英语六级及以上能力水平。

总体而言,本教材的适用面较广,既可作为大学英语读写课程教材、综合英语

课程补充教材，也可用作课外阅读资料；既可作为系列丛书推荐给学习者研习，也可由学习者根据自己能力需求进行个性化选择。

五、鸣谢

本套教材的发起单位为江西师范大学外国语学院，参编单位有韶关学院外语学院，江西农业大学南昌商学院，三所院校几位主编如吴琼、彭朝忠、吴儿平及数十位教师编写团队共同参与了本套教材的编写工作，前后历时一年，多次磋商，数易其稿，可谓呕心沥血，在此深表感谢。

教材编写之前，多所学校的学生参与了问卷调查，编写期间，众多学子也提出了中肯的意见和建议，在此一并表示谢意。

由于编者水平有限，经验不足，挂一漏万，考虑不周之处在所难免，欢迎方家指正。

李勇忠

2017年4月于洪城云林斋

Unit One Shopping

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Unit One Shopping



Key Features

Text A <i>Is Black Friday Dead?</i>	<ul style="list-style-type: none"> Both texts are about shopping, but one is mainly about the traditional manner while the other is modern-e-shopping way; one is about the change in America while the other is about the new trend originating from China.
Text B <i>Inside the World's Biggest Shopping Event</i>	
Reading focus	<ul style="list-style-type: none"> Reading for main ideas Reading for specific information
Translation focus	<ul style="list-style-type: none"> 形合 Hypotaxis 与意合 Parataxis I
Writing focus	<ul style="list-style-type: none"> Cause & Effect Essay I



教学视频 1-1



教学视频 1-2

»» Pre-Reading

Think about the following questions before you start reading.

- i) Is shopping your favorite pastime? When do you shop most?
- ii) Have you ever heard “Black Friday”? How much do you know about it?



Text A

Is Black Friday Dead?

Charisse Jones

Black Friday is no longer the only go-to option for finding the best deals. Here are the other big days to watch out for this holiday shopping season.

1. There's little question that Black Friday has lost some of its **mojo**.

2. The **frenzied** post-Thanksgiving shopping experience that traditionally draws turkey **satiated** shoppers out of the house before dawn for years **sparked** long lines, **bustling** crowds and **fever-tossed** shelves. But in the past two holiday seasons, Black Friday lost its title as the busiest shopping day of the year. With competition from e-commerce, along with **doorbuster specials** offered earlier in the month and selling on Thanksgiving Day itself, shoppers discovered they don't have to wait for Black Friday to grab a deal.

3. Experts have noticed the fall off in **foot traffic** on Black Friday. Consultancy Deloitte says its researchers, sent out to **gauge** shopper interest on Black Friday, have been saying “is it supposed to be this dead?” over the past couple of years, says Rod Sides, vice chairman of the USA. Retail & Distribution practice leader. “It's interesting how much traffic has fallen off in the last three or four years around that particular event, and on that particular day.”

To open or not? Inside stores' Thanksgiving dilemma

4. The Black Friday shopping marathon **surged** in the 1980s, and over the years, retailers opened their doors earlier and earlier, leading to the now common starting time of 6 a.m., says Scott Bauer, the lead of PwC's digital retail practice.

5. It became the biggest shopping day of the year. But, in 2014, the Saturday before Christmas surpassed Black Friday in actual sales. In 2015, “Super Saturday” once again was the top shopping day of the year. And this year, with Christmas falling on a Sunday,

the Friday before is **poised** to potentially **usurp** both Black Friday and Super Saturday when it comes to sales, according to the National Retail Federation.

6. Black Friday net sales in store have been in decline, according to **analytics** firm RetailNext. Sales dropped 1.6% last year as compared to 2014, and declined 14.1% in 2014 from the previous year. Traffic also took a dip, dropping 1.8% in 2015 vs. the previous year, and 16% in 2014 as compared to 2013.

7. But while it **trails** Cyber Monday, Black Friday revenue from online sales continues to grow, increasing from \$1.39 billion in 2012 to a **projected** \$3.05 billion this year, according to Adobe Digital Insights.

8. The recent trend of retailers opening their doors on Thanksgiving Day has had an impact on Black Friday's selling power. Macy's, for instance, will open at 5 p.m. on Thanksgiving, an hour earlier than last year.

9. But some stores and malls are closing on Thanksgiving, in part, because the extra shopping day was **dimming** some of Black Friday's **gleam**.

10. "There is no question that **heavy discounting** early in the holiday sales season, both online and in stores, along with retailers opening their doors on Thanksgiving Day have cut into Black Friday sales," says Ana Serafin Smith, **spokeswoman** for the National Retail Federation. "However, Black Friday remains the official **kick-off** to the holidays and an important tradition for millions of shoppers across the country. There is no **indication** that will change in the **foreseeable** future."

11. The move away from starting Black Friday on Thanksgiving is growing.

12. "There really was a strong push back to the concept of being open on Thanksgiving just from an employee point of view," says Stephen Lebovitz, president and CEO of CBL & Associates Properties Inc., which after being open on the holiday the past three years is closing 72 of its 89 malls this Thanksgiving.

Mall of America makes bold move to close on Thanksgiving

13. But while he says giving **mall** and store employees the holiday off was the primary motivation for the decision to close, sales were also not getting an overall **boost** from being open that extra day. "The sales tended to spread out over a longer period of time, but they weren't increasing," he says. "The other factor was we felt Black Friday had traditionally been a really fun, exciting experience for the shopper and that it was losing some of its **luster** and being **diluted**. ... A lot of the 'doorbusters' and specials were moving to Thanksgiving and weren't being offered on Black Friday as has traditionally been done in the past."

14. Deals are **popping up** as early as October. Amazon starts offering Black Friday deals next week on Nov 1. And this year, Lord & Taylor will kick off its Black Friday promotions the Tuesday before Thanksgiving, while Gilt will have online promotions that begin on Sunday.

15. Nearly two-thirds of consumers indicated they will begin holiday shopping before the start of Black Friday week, while 29% will have completed most of it by then, according to consultancy PwC's holiday forecast. And a Deloitte holiday survey found that 52% of respondents say they won't rely on Black Friday as much this year as they used to, up from 47% in 2014.

16. To be sure, Black Friday remains a **critical promotional** event particularly for traditional retailers who bring in **the lion's share** of their revenue from in-store, rather than online, purchases. A trip to get a Black Friday discount on a **flat-screen TV** may result in a customer also spontaneously picking up headphones or a set of speakers while **browsing the aisles**.

17. "Between 70% and 90% of total revenue is made in store for most (traditional) retail brands," says Deloitte's Sides. "So big retailers have to be **compelling** and bring people in. ... They're all growing their digital footprint at pretty high rates, but that growth at the end of the day doesn't make up for the decline in the **mainline** business."

18. And for many, Black Friday still delivers.

19. Electronics and appliance chain hhgregg followed the lead of Walmart and other store chains in 2012 when it began opening up on Thanksgiving Day. But this year it will **shutter** all of its 220 stores on the holiday and **reopen** for what it still considers to be the main event—Black Friday.

20. "It will be the No. 1 day for hhgregg," says Chris Sutton, the retailer's senior vice president of marketing.

21. While deals in the **appliance** sector flow throughout the month of November, Sutton says, and the electronics industry **launches** sales **roughly** a week before Thanksgiving, for hhgregg and many fellow retailers, "Black Friday would still be, not even by a little, but ... by a lot, the largest shopping day of the year."

(1132 words)

(USA Today, Oct. 27, 2016)



Words and Phrases

mojo	['məʊdʒəʊ] <i>n.</i> a magic power or magic spell 巫术; 符咒; 运气
frenzied	['frenzið] <i>a.</i> uncontrolled and excited, sometimes violent 疯狂; 狂热; 狂暴
satiated	['seɪfiətɪd] <i>a.</i> supplied (especially fed) to satisfaction 充分满足的; 对……厌倦的; 生腻的
spark	[spɑ:k] <i>v.</i> to cause the start of something, especially an argument or fighting 引起; 导致; 触发 (尤指争论或打斗)
bustling	['bʌʃlɪŋ] <i>a.</i> full of energetic and noisy activity 熙熙攘攘的; 忙乱的
fever-tossed	<i>a.</i> 拼命翻找的
doorbuster	['dɔ:bʌstə] <i>n.</i> An unusually low sale price, typically offered by a retailer on a limited number of items for a limited time, often on prominent shopping days, such as the day after Thanksgiving in the USA and Boxing Day in Britain, Canada, New Zealand and Australia. 广告商品; 特价商品
special	['speʃəl] <i>n.</i> a special offering (usually temporary and at a reduced price) that is featured in advertising 特价商品
foot traffic	people coming and going on foot 人流量; 客流量
gauge	[geɪdʒ] <i>v.</i> determine the capacity, volume, or contents of by measurement and calculation 测定……的大小 (或数量、宽度、长度、容量、容积等)
dilemma	[dɪ'lemə] <i>n.</i> a situation in which a difficult choice has to be made between two different things you could do 左右为难; 两难境地; 困境
surge	[sɜ:dʒ] <i>v. / n.</i> to increase suddenly and strongly/a sudden and great movement forward 汹涌; 蜂拥而来; 涌现; 奔涌
poised	[pɔɪzd] <i>a.</i> If an object or a part of your body is poised, it is completely still but ready to move at any moment. 做好准备; 摆好姿势的; 平衡的
usurp	[ju:'zɜ:p] <i>v.</i> to take control of position of power, especially without having the right to 篡夺; 夺取 (权位)
analytics	[ænə'lɪtɪks] <i>n.</i> the discovery and communication of meaningful patterns in data 分析方法; 分析学; 分析论; 分解学

trail	[treɪl] <i>v. /n.</i> to lag or linger behind/ a track or mark left by something that has passed 拖; 蔓延; 落后于; 小径
projected	[prə'dʒektɪd] <i>a.</i> planned for the future or calculated based on information already known 预计的; 计划的
dim	[dɪm] <i>v.</i> become or make darker, vague or indistinct 使(变)暗淡; 使(变)模糊; 使(变)朦胧; 使失去光泽
gleam	[gli:m] <i>n.</i> a flash of light (especially reflected light) 闪光; 瞬息的一现
heavy discount	大折扣
spokeswoman	['spəʊks,wʊmən] <i>n.</i> a female spokesperson 女发言人; 女代言人
kick-off	['kɪkɒf] <i>n.</i> the time at which sth. is supposed to begin 开始, (足球比赛) 开球
indication	[,ɪndɪ'keɪʃən] <i>n.</i> a sign that sth. exists, is true, or is likely to happen 迹象; 标示; 表明
foreseeable	[fə:'si:əbl] <i>a.</i> capable of being anticipated 可预知的; 能预测的
mall	[mɔ:l] <i>n.</i> a large, usually covered, shopping area 商业街; 购物中心
boost	[bu:st] <i>n. /v.</i> the act of giving a push/contribute to the progress or growth of 推动; 帮助
luster	['lʌstə(r)] <i>n.</i> a quality that outshines the usual 光泽; 光彩
dilute	[daɪ'lju:t] <i>v.</i> lessen the strength or flavor of a solution or mixture 稀释; 冲淡; 削弱
pop up	appear suddenly or unexpectedly 突然出现
critical	['krɪtɪkəl] <i>a.</i> urgently needed; absolutely necessary 紧要的; 关键性的; 决定性的
promotional	[prəʊ'məʊʃənəl] <i>a.</i> of or relating to serving as publicity 促销的; 增进的
the lion's share	最大的份额
flat-screen TV	平板电视
browse	[braʊz] <i>v.</i> shop around; not necessarily buying/ look around casually and randomly, without seeking anything in particular (在商店里) 随便看看; 随意观看; 浏览书刊; 随便翻阅
aisle	[aɪl] <i>n.</i> a long narrow passage 通道; 走廊
compelling	[kəm'pelɪŋ] <i>a.</i> driving or forcing 令人信服的; 很有说服力的; 强有力的
mainline	['meɪn'lam] <i>a.</i> involving beliefs, methods, etc. that are most common

主流的（信念、方法等）

shutter [ˈʌtə(r)] *v.* close with shutters 为……装百叶窗；以百叶窗遮闭；停业

reopen [ˌriːˈəʊpən] *v.* open again or anew 重开

appliance [əˈplaɪəns] *n.* a device or control that is very useful for a particular job (家庭用) 器具；器械；装置；器械（尤指家用电器）

launch [lɔːntʃ] *v.* to begin sth. such as plan or introduce sth. new such as a product 启动；推出；发起

roughly [ˈrʌfli] *ad.* (of quantities) imprecise but fairly close to correct 粗略地；大致上



Culture Link

Black Friday

Black Friday is the day following Thanksgiving Day in the United States (the fourth Thursday of November). Since 1952, it has been regarded as the beginning of the Christmas shopping season in the USA, and most major retailers open very early (and more recently during overnight hours) and offer promotional sales. Black Friday is not an official holiday, but California and some other states observe “The Day after Thanksgiving” as a holiday for state government employees. Many non-retail employees and schools have both Thanksgiving and the following Friday off, which, along with the following regular weekend, makes it a four-day weekend, thereby increasing the number of potential shoppers. It has routinely been the busiest shopping day of the year since 2005.



Deloitte

Deloitte Touche Tohmatsu Limited, commonly referred to as Deloitte, is one of the “Big Four” professional services firms along with PwC, EY, and KPMG. Its global headquarters are located in the United States. Deloitte is the largest professional services network in the world by revenue and by the number of professionals. Deloitte provides audit, tax, consulting, enterprise risk and financial advisory services with more than 200,000 professionals in over 150 countries.



Super Saturday

Super Saturday or Panic Saturday is the last Saturday before Christmas, a major day of revenue for American retailers, marking the end of the shopping season they and many customers believe begins on Black Friday. Super Saturday targets last-minute shoppers. Typically the day is ridden with one-day sales in an effort to accrue more revenue than any other day in the Christmas and holiday season.

Cyber Monday

Cyber Monday is a marketing term for the Monday after the Thanksgiving holiday in the United States. The term “Cyber Monday” was created by marketing companies to persuade people to shop online. The term was coined by Ellen Davis and Scott Silverman and made its debut on November 28, 2005 in a Shop. org press release entitled “Cyber Monday Quickly Becoming One of the Biggest Online Shopping Days of the Year”.



Macy's

Macy's, originally R. H. Macy & Co., is a department store owned by Macy's, Inc. It is one of two divisions owned by the company, with the other being Bloomingdale's. As of July 2016, the Macy's division operates 728 department store locations in the continental United States, Hawaii, Puerto Rico, and Guam, including the prominent Herald Square flagship location in Midtown Manhattan, New York City. As of 2015, Macy's is the largest US department store company by retail sales and is the 15th-largest retailer in the United States for 2014 in terms of revenue.



The National Retail Federation (NRF)

It is the world's largest retail trade association. Its members include department stores, specialty, discount, catalog, Internet, and independent retailers, chain restaurants, and grocery stores. Members also include businesses that provide goods and services to retailers, such as vendors and technology providers. NRF represents an industry that contains over 1.6 million USA retail establishments with more than 24 million employees and (2005) sales of \$4. 4 trillion. NRF is also an umbrella group that represents more than 100 associations of state, national and international retailers.



Hhgregg

Hhgregg, Inc. (formerly Gregg Appliances, Inc.) is an American publicly owned and operated retailer of consumer electronics and home appliances in the Midwest, Northeast, and Southeast United States. It has 5,124 full-time employees and operates stores in 20 states including Alabama, Delaware, Florida, Georgia, Illinois, Indiana, Kentucky, Louisiana,

Maryland, Mississippi, New Jersey, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, and Virginia. Founded in Princeton, Indiana in 1955, hhgregg is headquartered in Indianapolis, Indiana. Its retail products include video products comprising televisions as well as DVD recorders; home appliances, such as refrigerators, ranges, dishwashers, freezers, washers, and dryers; and other products and services, including audio hardware, mattresses, computers, and other selected consumer electronics and accessories.



»» Post-Reading



Reading comprehension exercises

Choose the best answer for each of the following.

- Is Black Friday really dead in the eye of the writer? ____
 A) Yes, definitely. B) Yes, possibly.
 C) No, never. D) No, not yet.
- Which one of the following items is **NOT** the cause to make Black Friday dim? ____
 A) competition from e-commerce
 B) doorbuster specials offered earlier in November
 C) big retailers' competition to bring people in
 D) retailers' choice to open their doors on Thanksgiving Day
- Which day is likely to be the biggest shopping day in 2016 according to the National Retail Federation? ____
 A) Christmas B) the Friday before Christmas
 C) Black Friday D) Super Saturday
- What does the word "projected" mean in the 7th paragraph? ____
 A) expected for the future B) extending beyond a surface
 C) engineering D) designed for