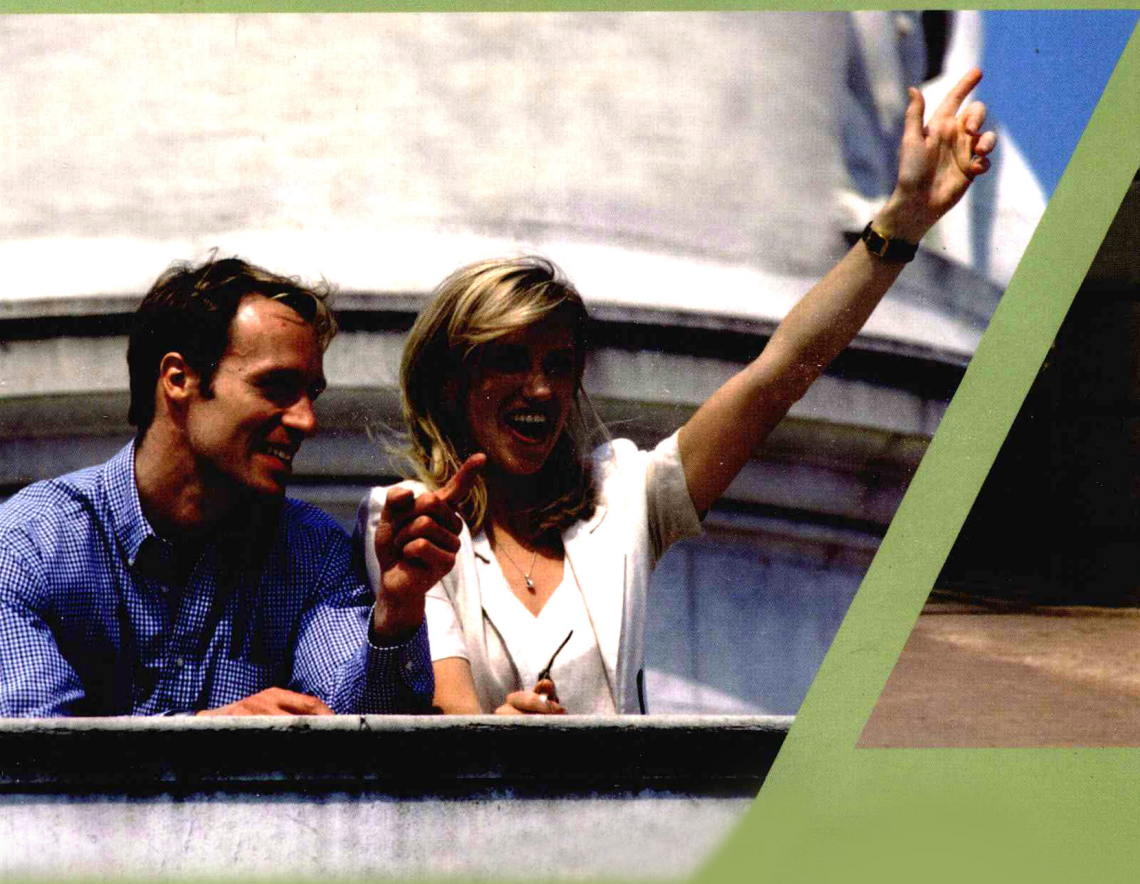


大学英语立体化系列规划教材

张同乐 总主编

大学英语 口语教程(下)

胡学文 李晓陆 毕 铭 主编



北京师范大学出版集团

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*Practical Speaking Course
For College English*



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高薇薇



随着我国改革开放的深入发展及国际交往与合作的日益广泛,英语作为信息传播和国际交流的载体在中国走向世界的过程中起着越来越重要的作用,而口语交际能力的提高更为高校英语教育工作者和社会各界所重视。为适应时代发展的需求,我们组织了长期辛勤耕耘在教学第一线的一部分专家、教授、优秀教师编写了这套《大学英语口语教程》,旨在通过翔实严谨的语言素材、系统实用的练习板块,使英语学习者经过大量的语言训练后能打下扎实的基本功,顺利达到自由交际之目的。

1. 编写宗旨

本《教程》是根据《大学英语教学课程要求》的精神为大学非英语专业学生量身定做的。《教程》的主要目标是培养学生的英语听说能力,尤其是口语表达能力,使他们在今后的工作中能用英语顺利地进行口头交际。同时也注意到增强学生的自主学习能力,开阔视野、改善思维,全面提高其综合文化素质和跨文化交际意识。

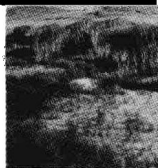
2. 编写理论依据及编写原则

本“教程”以建构主义理论为指导,基于“任务型教学”理论,即语言教学的过程应该是一个为完成交流任务的过程,课堂上的语言活动应该以具体的“任务”形式组织起来,它以社会生活中的实际交流意义为中心,并尽可能地使这些课堂的语言教学活动真实化和社会化。

根据“任务型教学”的特征,《教程》编写的主要原则如下:

(1)“任务”设计的真实性和可操作性。力求使语言活动“任务”具有明确的现实意义和较强的操作性,即“任务”应该是学习者在日常生活和社会交往中能够亲身经历到的事情,如“校园生活”、“体育赛事”、“计算机与网络”、“旅游”等,同时也有人们广泛关注的“教育”、“文化”、“财富”、“人生价值”等热门话题。

(2)“任务”设计的适宜性和可接受性。即“任务”的难易度要适中。美国著名应用语言学专家克拉申认为,人类只有获得可理解的语言输入时才能习得语言。《教程》每单元的各部分设计均以I+1输入理论为依据,编排由浅入深、循序渐进,



(5) *Part V* “知识拓展”。为拓宽学生的知识范围,此部分介绍了本单元涉及的功能句型,同时按照文化范畴和意念范畴把与课文直接相关和间接相关的鲜活词汇编排在一起,使学生增加词汇量,扩大词汇范围。

本《教程》在编写过程中,安徽省教育厅高教处、安徽大学教务处,安徽大学出版社等有关部门及单位为本书的编辑和出版给予了大力的支持,在此一并表示谢意!

由于时间仓促,谬误在所难免,敬请各位同仁不吝匡正。

编者

2009 年 8 月

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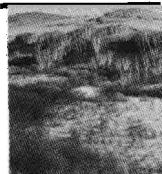
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Unit 1

Advertising

Communicative Function:

Seeking and offering information

Part I Starting out

Section A

Lead-in

With the growing influence of mass media, advertising invades every aspect of our lives. Whenever we turn on the TV, read a newspaper, open the mailbox, or surf online, advertisements would immediately jump into our sight. As they make things so attractive, we often end up buying things that we do not really need.

Some people say that advertising is so informative that it makes us keep up with the latest information about products consumers are interested in. What is more, some advertisements are shot with colorful images, carefully designed stories and delicate plots, which are quite appreciable to audience. But there are different opinions on advertising as well, saying that advertising adds costs to the price of the goods, harming consumers' interests, and it imposes a kind of materialistic value upon the audience, too.

So, what is your view on advertising?

Section B

Warm-up Activities

Questionnaire: Discuss the following questions in pairs or groups; record your partners' answers in the form below and then make a summary of your own based on the discussion.

1. What is the most impressive advertisement in your memory?
2. What are the negative social effects of advertisements?
3. Do you have any experience of buying things simply because you like their advertisements?
4. How do you think the importance of advertising to a new product?
5. What kind of advertisement is a successful one in your opinion?

Answer to Question 1.	
Answer to Question 2.	
Answer to Question 3.	
Answer to Question 4.	
Answer to Question 5.	
Summary	



Part II Model Speaking

advertising /'ædvətaɪzɪŋ/ 广告;做广告

Coke /kəʊk/ 可口可乐

contradictory /,kɒntrə'dɪktəri/ 矛盾的

roomer /'ru:mə/ 房客,寄宿者

billboard /'bɪlbɔ:d/ 广告牌

vanilla /və'nilə/ 香草

TV commercial 电视广告

brand loyalty 品牌忠诚度

ad /æd/ = advertisement 广告,宣传

Pepsi /'pepsi/ 百事可乐

vacant /'veɪkənt/ 空缺的

campaign /kæm'peɪn/ 活动,运动

hype /haɪp/ 大肆宣传

slogan /'sləʊɡən/ 口号

market shares 市场份额

Dialogue One

Brand Loyalty

A: Hey!

B: Hey! Look, this is a cool TV commercial. "Things go better with Coke!"

A: I think the Pepsi commercial is just as attractive, "The choice of a new generation!"

B: Yeah, but the competitors are just canceling out each other's efforts.

A: That's quite true. They both spend piles of money increasing their market shares, but neither gains.

B: I'm afraid the extra cost of advertising will be passed on to the consumers.

A: I hear that the advertising produces a good image of a product, and that leads to consumer brand loyalty.

B: What do you mean by consumer brand loyalty?

A: It means consumers are loyal to a certain product and keep buying it. Also, they're willing to pay more.

B: It seems contradictory. In other words, more sales mean lower production costs, but more advertising means higher costs to the consumers. In the end, the winner is of course the company.

A: That's true!

Notes:

brand loyalty: loyalty to a certain brand.

Expressions:

- a. ... is just as... (as...)
- b. ... but neither...
- c. I hear that...
- d. What do you mean by...?
- e. (It) means...

Drills:

A.

... is just as... (as...)	a. I think Laura is just as pretty (as Jean). b. Doctors think exercising too much is just as bad as not doing enough. c. I think our room is _____ theirs. d. She's clever, but her younger sister is _____. e. _____. f. _____.
------------------------------	--

B.

... but neither...	a. Both parties combated hand-to-hand for a long time, but neither side could win yet. b. Some scientists advocate biological control or integrated pest management and they have achieved some success, but neither is easy. c. Both nations desired peace, but _____ compromise. d. They were both very tired, _____. e. _____. f. _____.
--------------------	--



C.

I hear that. . .	a. I hear that Professor Wu is in the hospital with heart trouble. b. I hear that you have just come back from Los Angeles. c. _____, but I don't know if she has finished it now. d. — _____? —Yes, I won \$100,000. e. _____. f. _____.
------------------	---

D.

What do you mean by. . . ?	a. What do you mean by not telling me the truth? b. What do you mean by saying this? c. You said you have to help yourself, but _____? d. —I'm afraid you have to send your money through T/T. — _____? —That means Telegraphic Transfer. e. _____? f. _____?
----------------------------	---

E.

(It) means. . .	a. It was said that Fan Chi, a student of Confucius, once asked the master what "ren" meant. Confucius replied "It means to love other people." b. There are financial aids to students, but, it means nothing to you, as foreign students are not eligible for applying. c. If you marry her, _____. d. —What do you think of "growing up"? — _____. e. _____. f. _____.
-----------------	---

Dialogue Two

Renting a Room

Diana: Hello, Mrs. Prince, I read in the newspaper that you have a room to rent. You haven't rented your room yet, have you?

Landlady: No, I haven't. It's still vacant. Come in and have a look.

Diana: Thank you.

Landlady: It's just a simple room. My son used to live in it. Now he is grown and long gone, and my husband died last year. So I thought maybe I'd take in a roomer.

Diana: A nice, quiet house. That's what I'm looking for.

Landlady: This way, please.

(After showing her the room)

Diana: This is a very pleasant room. How much is the rent?

Landlady: Fifty dollars a week as I said in the ad., if you think that's OK. I won't charge you anything for electricity, gas and heat. Oh, yes, you can use the kitchen and refrigerator, too.

Diana: Well, I like this place very much. But, you know, I'm an overseas student, and I don't have much money. So... you know, what I mean.

Landlady: Oh, yes. You seem like a very nice young lady. What about \$40?

Diana: That's good! Thank you so much. May I move in tomorrow morning, Mrs. Prince?

Landlady: Fine. I'll be expecting you around ten. If you don't mind, I'd like to have the first two weeks' rent in advance.

Diana: OK. I'll give it to you tomorrow morning. See you.

Landlady: See you.

Notes:

1. **landlady**: 女房东。在美国,私人出租空闲房间是常见的。一般来说,房租较便宜。缺点是,不够自由,一切要符合房主的生活习惯。例如,有的房主就不许在厨房炒菜或做油炸食品,怕弄脏厨房。
2. **You haven't rented the room yet, have you?**: In American English, people say "to rent a room", however, in British English, "to let" is used most often.
3. **to take in a roomer**: 接受一位寄宿者。