

普通高等教育“十五”国家级规划教材配套用书

New *Practical* English

新编实用英语 学习指导书
Guide to Comprehensive Course



总主编 陶向龙 林之鹤
主 编 张 荣 周 捷



高等教育出版社

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总 序

《新编实用英语学习指导书》(1~4册)是按照教育部2000年颁布的《高职高专教育英语课程教学基本要求》(试行),依据“十五”国家规划教材《新编实用英语》(1~4册)构建教与学之间的桥梁,旨在帮助广大青年学子在有限的学习时间里获得最佳成效而编写的。

《新编实用英语学习指导书》(1~4册)每个单元包括“学习登录”、“要点预览”、“难点点击”、“写作升级”、“考试链接”和“练习解码”等六大板块。该学习指导书形式活泼新颖、内容丰富、详略得当,讲解难点时能够深入浅出,书中的背景知识富有很强的知识性和趣味性,书中介绍的学习方法通俗易懂,考试链接的内容均选用历年考试真题,讲解详实,能有效地提高学生的应试能力。1~3册主要围绕“高等学校英语应用能力考试”A、B级考试的操练,实为专升本学生升学考试做好准备。第4册则为莘莘学子顺利通过大学英语四级考试铺平道路。总而言之,《新编实用英语学习指导书》本着“实用为主,够用为度”的原则,能有效地帮助学生扫清英语学习道路上的障碍,提高其英语学习效率。

本系列学习指导书的编写人员是长期工作在教学第一线、熟谙高职高专学生英语学习中的困难,具有丰富教学经验的英语教师。他们孜孜不倦、任劳任怨、克服困难,方使得编写工作得以顺利完成。林之鹤教授和陶向龙教授承担本系列学习指导书的总主编工作。林之鹤教授主要负责第1、2册的审稿工作,陶向龙教授则负责第3、4册的审稿工作。

《新编实用英语学习指导书》(1~4册)的编写首尾历经一年,但由于编者对基本要求精神的把握和编写水平有限,虽经数易其稿,不妥之处恐难避免,因此我们热切期盼广大读者提出宝贵的批评和建议,以利于我们在以后的修订中使之日臻完善。

林之鹤 陶向龙

2005年5月

前 言

《新编实用英语学习指导书》是《新编实用英语综合教程》的同步学习及指导学生自学的学生用书。本书紧扣《新编实用英语综合教程第3册》各单元的内容编写而成的。力求使学生巩固和扩大教材所设计的听、说、读、写、译等语言技能的知识,并给予渴望通过“高等学校英语应用能力考试”的学生以有益的指导。

全书共10个单元,每单元均由6部分组成:第一部分:学习登录。由学习目标、文化资讯、相关表达、补充用语几方面组成,使学生对本单元所涉及的内容能一目了然。第二部分:要点预览。由词和词组、结构和句型、实用文体写作几部分组成,列出了本单元的重点及难点。第三部分:难点点击。对第二部分提到的重点及难点进行详解,各个攻破。第四部分:写作升级。对实用文体写作技巧进行介绍并概括出了一些应用文体的固定书写格式,便于学生进行模仿写作。第五部分:考试链接。针对性地介绍了应用能力考试中的翻译技巧。第六部分:练习解码。详细地给出了书后的习题答案,更有助于学生课余自学。

总而言之,本书是一本非常实用的自学辅导书。它能帮助学生扩大知识面,开阔视野,提高学习兴趣,并给参加“高等学校英语应用能力考试”的学生以技巧指导,为他们顺利通过考试助一臂之力。

《新编实用英语学习指导书》第3册由张荣、周捷主编。参加编写的有:蒋秋莉、杨梅、孙良诚、孙露露。

在编写过程中,我们得到了高等教育出版社有关同志的大力支持与帮助,在此表示衷心的感谢。由于作者水平有限,书中不妥之处难免,敬请广大使用者批评指正,不胜感激。

编 者

2005年5月

Contents

Unit One	Launching a New Product	1
Unit Two	Promoting Activities	16
Unit Three	A Company Prospectus	32
Unit Four	Purchase and Payment	47
Unit Five	Training and Learning	63
Unit Six	Partnership and Cooperation	78
Unit Seven	Brands and Advertisements	92
Unit Eight	Sharing the Loss	106
Unit Nine	Busy Agenda and Schedule	120
Unit Ten	Development Planning	135

Unit One

Launching a New Product

第一部分：学习彙录



1. 学习目标

本单元要求掌握产品推介及演示货物的销售技巧,要熟悉与之相关的词语表达,并了解在推介和演示产品过程中,如何克服对被拒绝或推介失败的恐惧,熟知如何开发、接触潜在客户并与之建立良好关系等技巧。



2. 文化资讯

1) 陶瓷: 陶瓷是一个一般概念,它分建筑陶瓷、卫生陶瓷、日用陶瓷、美术陶瓷和工业陶瓷。工业陶瓷又称特种陶瓷(精细陶瓷),国外也称技术陶瓷、结构陶瓷,我们有时又分电子陶瓷、电器陶瓷等。主要指用于工业生产领域的陶瓷产品,包括用于钢铁、矿山、发电、化工、纺织、航天、电子、电器等行业或领域。

2) 秦朝兵马俑(Terra-cotta Warriors of the Qin Dynasty): 秦始皇是第一个统一中国的皇帝,他的陵墓在西安城东 30 公里处。1974 年 2 月,当地农民在秦始皇陵东侧 1.5 公里处打井时,偶然发现了与真人真马一样大小的兵马俑。从此,一个埋藏了两千多年的地下军阵被挖掘出来,并建成了博物馆。秦兵马俑坑系秦始皇的陪葬坑,由一号、二号、三号坑和兵马俑坑组成。展出的陶质陪葬武士俑和兵马俑共计 8 000 个,排列成阵,气势壮观。俑分将军俑、铠甲俑、跪射俑等。坑内还出土有数万件实战兵器和秦始皇大型彩绘铜车马。被称为“世界第八大奇迹”的秦兵马俑展示了古长安往日的辉煌,也是长安何以成为丝绸之路起点的一个写照。

3) 中国产品(China-made products): 中国造的产品越来越多地受到世界各地的欢迎,其中有些已成为世界知名品牌。例如: 奇瑞,海尔,春兰,长虹, TCL 等。



3. 相关表达

- 1) Let me give you a brief introduction to our products. 让我把产品给你们作个简介。
- 2) What special qualities do your products have? 你们产品的特色是什么?
- 3) It is very small in size. 外型很小。

- 4) How much does it cost? 它要花多少钱?
- 5) Can you show me a sample? 你能给我看一下样品吗?
- 6) Do you have any other models in addition to this one? 除了这个,你还有其他样品吗?
- 7) I recommend Haier, the Mini Type. It's very popular among families of three. 我推荐海尔,迷你型。它很受三口之家的欢迎。



4. 补充用语

- 1) Model XYZ - II Radio-Controlled Toy Car, our latest model 最新无线遥控玩具车, 机型 XYZ - II
- 2) a new type of DVD 新款 DVD 机
- 3) to have rubber covering 有橡皮护罩
- 4) to be made of top quality material and fine workmanship 材料上乘,制作精良
- 5) to be at a 5% discount 打九五折
- 6) one-year warranty 一年保修
- 7) free training 免费培训
- 8) one-month return and exchange guarantee 一个月内包退包换
- 9) to be reliable and durable 可靠耐用

第二部分: 要点预览



1. Words and Expressions

enhance piece ship form host item question purchase sense encounter

to give you a brief account of	to have a strong desire for ...	because of
during the course of	by hand	to have a great effect on
to combine ... with ...	the soon to be	



2. Structures and Patterns

- 1) ... as though ...
- 2) There is no doubt that ...
- 3) ... to be of top quality.



3. Writing

产品广告

第三部分：难点点击



Words and Expressions

1. **enhance** (p.8) *v.* to increase (good things such as power, value, or beauty) 增加; 提高; 加强
e.g. Passing the English examination should enhance your chances of getting the post. 通过了英语考试应该会增加你获得这个职位的机会。
Health enhances beauty. 健康使人更美。
2. **piece** (p.8) *n.* a bit (艺术, 音乐等) 幅, 件, 首, 个; any of many parts made to be fitted together 部分; 一件
e.g. Two fine pieces of poetry were written by the beautiful woman. 这两首好诗是由那位漂亮女人写的。
He bought a dinner service of 50 pieces yesterday. 他昨天买了一套 50 件的餐具。
3. **ship** (p.8) *v.* to carry or send by ship 用船运; to work on a ship 在船上工作
e.g. They shipped machines from Shanghai to Tianjin. 他们用船把机器从上海运到天津。
He shipped as a cook. 他在船上作厨师。
4. **form** (p.8) *v.* to make into a shape 形成; to (cause to) come into being 产生
e.g. Keep speaking English everyday, and then you will form a habit. 坚持每天讲英语, 那么你就会形成一种习惯。
A new plan began to form in his mind. 一项新的计划开始在他的脑海里形成了。
5. **host** (p.8) *v.* to act as host at (a party, friendly meeting, etc.) 做东; 主办; 主持;
n. a man who receives guests 主人(对宾客而言)
e.g. We were lucky to host the national academic conference in 1998. 很幸运的是, 1998 年我们主持了全国学术会议。
As Mr. Smith was away, Tom, the eldest son, acted as host at the dinner party. 史密斯先生不在家, 长子汤姆便担任了宴会中的主人。
6. **item** (p.12) *n.* product 产品; 商品; a piece of news 一条新闻
e.g. This item was imported from South Korea. 这产品是从韩国进口的。
Are there any interesting items in the paper this morning? 今早报纸上有什么有趣的新闻吗?
7. **question** (p.12) *v.* to express doubt about 对……表示怀疑; to put a question to 讯问
e.g. He is very reliable. Don't question his honesty. 他非常可靠, 不要对他的诚实表示怀疑。
I questioned the teacher about the work she had given us. 我向老师询问她给我们的工作。
8. **purchase** (p.13) *v.* to buy 购买; 采购
e.g. The newly married couple spent all their savings purchasing the new house. 那对新婚夫妇为了购买那套新房子花去了他们所有的积蓄。
His father gave him some money to purchase a new car. 他父亲给他钱让他买了辆新车。
9. **sense** (p.13) *n.* feeling 感觉; power to understand and make judgments about something 感官; 知觉

e. g. Having a good sense of humor is a great wealth for a person. 富有幽默感是一个人的宝贵财富。

He has a keen sense of smell. 他有敏锐的嗅觉。

10. **encounter** (p.13) v. to meet unexpectedly, come upon 偶遇;碰见;遭遇

e. g. Yesterday, Mr. Wang encountered an old friend on the street. 昨天,王先生在街上碰见了一位老朋友。

The climbers encountered many difficulties during the course of climbing. 登山队员在登山过程中遇到许多困难。

11. **to give a brief account of** (p.2) to make a simple description or report 做简单扼要的叙述

e. g. Give us a brief account of what happened. 向我们简单叙述一下所发生的事情。

My son gave me a brief account of his teacher. 我儿子向我简单描述了他的老师。

12. **to have a strong desire for doing something** (p.8) to have a strong hope or wish for 渴望做某事

e. g. She has a strong desire for success, but she has little desire for wealth. 她渴望成功,但很少渴望财富。

He has a strong desire for getting acquainted with her. 他渴望与她相识。

13. **because of** (p.8) by reason of 因为

e. g. Because of his bad leg, he couldn't walk so fast as the others. 因为他的腿有毛病,他不能和别人走得一样快。

I said nothing about it, because of his wife being there. 我对此事只字未提,因为他的妻子在那里。

14. **during the course of** (p.8) within 在……期间

e. g. During the course of her trip to the Three Gorges, she had a side visit to the ancient printing house that has a long history over 3,000 years. 游览三峡期间,她顺道参观了有着三千多年悠久历史的古代印刷作坊。

During the course of holidays, the island is full of visitors. 放假期间,这个小岛上挤满了游客。

15. **by hand** (p.8) not produced by machine 用手工

e. g. Sometimes, products made by hand are more expensive than those made by machine. 有时,手工制品比机器制品贵。

Unlike Japanese, most Americans prefer gifts made by hand. 不同于日本人,大多数美国人更喜欢手工艺品。

16. **to have an effect on** (p.8) to have a result 对……有影响;有效果

e. g. Punishment does not seem to have much effect on him. 惩罚似乎对他没什么影响。

The new drug has a great effect on the patients. 这种新药对这类病人有效。

17. **to combine ... with ...** (p.8) to join together 将……与……相结合

e. g. We should combine theory with practice. 我们应该将理论与实践相结合。

A good learner often combines studying with enjoyment. 会学习的人常常将学习与娱乐结合在一起。

18. **the soon to be** (p.8) 即将

e. g. The relatives are racking their brains to find some nice presents for the soon to be married couple. 亲戚们正在为这对即将结婚的新人绞尽脑汁挑选精美礼物。



Structures and Patterns

1. ... **as though** ... (as if) (p.8) 好像, 仿佛 (后面的句子通常用虚拟语气)
e.g. Li Yang speaks English as though he were an American. 李阳说起英语来, 像个美国人似的。
2. **There is no doubt that** (p.13) 毫无疑问, 毋庸置疑
e.g. There is no doubt that China will become stronger and stronger. 毫无疑问, 中国将会越来越强大。
3. **be of top quality** (p.13) 高质量 (相同的表达还有 to be of great importance 极为重要; to be of great value 价值很高, etc.)
e.g. The computer is of top quality. 这台电脑的质量很好。



Difficult Sentences

1. **This four-week trip was an opportunity to meet Chinese artists and students as well as to visit museums, archeological sites, art schools and centers of ceramic production.** (p.8) 这次为期四周的游学是一次会见中国艺术家、结识中国学生的好机会。同时也是一次参观博物馆、考古遗址、艺术学校和制陶中心的好机会。
该句有两个动词不定式短语 to meet ... as well as to visit ... 修饰名词 opportunity。
2. **I was also interested to learn about a major public art project that involved a large group of Chinese painters and sculptors, who were working on a special art salvation team for the Yangtze Three Gorges Project.** (p.8) 我对了解中国的一项重要大众艺术工程也颇有兴趣, 这项工程聚集了一大批中国画家和雕刻家, 他们成立了一个长江三峡工程艺术专家工作队, 正在从事这项专门艺术的拯救工作。
本句中有两个关系从句。that-clause 是限制性定语从句, 修饰 project; who-clause 是非限制性定语从句, 修饰 Chinese painters and sculptors。
3. **One problem was that the pointing function was reliant upon the movement of a rubber ball located at the bottom of the mini-mouse.** (p.12) 其中一个问题是“指向”功能依靠转动迷你型鼠标下面的橡胶球来完成。
该句中的 located at the bottom of the mini-mouse 是过去分词做定语, 修饰名词 ball。

第四部分：写作升级

产品广告

产品广告通常包括产品的性能、特点、操作和使用方法等。产品名称常使用杜撰的新词或拟音拼写。产品广告的正文部分依次简明扼要地介绍该产品的名称、推向市场的日期、产品的特征 (即产品的功能、图案、质量以及规格大小等) 和厂家向顾客所作的承诺。最后, 在广告的下方写明产品厂商的名称、联系电话及地址。产品广告的句子特点是多用祈使句、简单句和省略句。

这类广告内容较充实, 格式上有以下几个特点:

- 1) 所售商品的名称;

- 2) 说明新产品的质量、性能及规格;
- 3) 详细介绍旧产品的改进过程及改良后的效果;
- 4) 突出价格的优惠政策;
- 5) 强调老字号, 扶植公司在社会上的信用, 推动公司的进一步发展;
- 6) 介绍产品包装的与众不同;
- 7) 增加商标的出现频率, 强化对它的注意与记忆;
- 8) 联络方式, 包括联系人的名称、地址、电话等。

Sample

Automatic Needle Threader!

Thread a needle with the push of a button!

Stop struggle to thread a needle. With just a push of a button, this marvelous needle threader effortlessly put your thread through the eye of your needle. Ideal for people with poor eye sight or unsteady hands. In a minute, you are ready to sew!

Only \$1.99 for one! And \$2.99 for two!

译文

全自动穿线器

一掀按钮, 线便穿好!

无需费劲穿线, 只需掀下按钮, 线就穿过针眼, 这道穿线过程便高效地完成了。尤其对弱视和手抖的人是理想的工具。转眼间, 你便可开始缝纫!

每只仅售 1.99 美元! 两只仅售 2.99 美元!

第五部分: 考试链接



定语从句的翻译——较短的限制性定语从句可译成带“的”的定语词组

英语的定语从句种类较多, 翻译时有较大的灵活性, 可根据其结构和含义采用不同的译法。

限制性定语从句与先行词(被修饰词)关系密切, 尤其是一些较短的限制性定语从句, 没有它, 主句的意义便不完整, 可按照汉语定语前置的习惯将其译成带“的”的定语词组, 放在先行词的前面。

- 1) The boy **who just went out** is my nephew. 刚出去的那个孩子是我的侄子。
- 2) The book **I read this morning** is a dictionary. 我今天上午看的那本书是词典。
- 3) The house **whose roof was damaged** has now been repaired. 屋顶坏了的房子现在已经修好了。
- 4) I know the reason **why he came late**. 我知道他来迟的原因。

第六部分：练习解密

Section I

Talking Face to Face

Introduction

样例 1

新型玩具车!

XYZ-II型无线遥控玩具车是ABC公司生产的最新款式,专为4~8岁左右的儿童设计制作,颇受喜爱。橡胶外壳,儿童玩耍时安全可靠。车身小巧轻便,可以装入口袋随处携带。今天订购,明天就能获利。

样例 2

新型 DVD 机!

ABC 电子有限公司又有新产品投放市场! 一种新款 DVD 机! 操作方便, 功能多样, 材料上乘, 做工精良, 能兼容各种类型的 VCD 和 MP3。经久耐用。让利 5%~12%。

我们向顾客提供以下服务：

一年内保修

一个月内包换

一周内包退

联系电话: 023-93212356

制造商: ABC 电子有限公司

地址：西密市中意路 15 号

Put in Use

1. Welcome to our exhibition
 2. Their unique designs and styles impressed me greatly
 3. What's special of this new model
 4. Do they make a lot of noise? People nowadays don't like anything noisy
 5. They are the products I have been looking for. I'll send over my order form tomorrow if the prices are reasonable
2. 1. Welcome to our tradeshow.
 2. give you a brief introduction to our new products.
 3. may I ask you a few questions?

4. Please go ahead.
5. What special qualities do your products have?
6. it's very small in size.
7. How much does it cost?

- 3
1. a few questions to ask
 2. the products designed for
 3. can you offer
 4. different sizes
 5. discounts

Section II

Being All Ears

Listen and Judge

- 1 1. F 2. T 3. F 4. T 5. F 6. T

Listen and Respond

- 2
- | | |
|---|-------------------------------------|
| 1. A cell phone. | 2. Something of the latest fashion. |
| 3. By saying that they are fresh from the oven. | 4. It was a bit too high. |
| 5. Red. | 6. 2,600 <i>yuan</i> . |

Script

Dialogue 1

- Salesgirl: Good morning, sir. What can I do for you?
- Customer: I'm thinking of buying a new cell phone. Do you have any recommendations?
- Salesgirl: We have cell phones of various designs at different prices. What particular model do you have in mind?
- Customer: I'd like to buy one of the latest fashion.
- Salesgirl: I see. How about this type? They are the new TCL products. In fact, they are fresh from the oven. I had them in only a few days ago.
- Customer: Let me have a look. They look very pretty. I like them. How much are they?
- Salesgirl: 3,556 *yuan*.
- Customer: I'm afraid they are a bit too expensive. Do you have anything cheaper?
- Salesgirl: Yes. Look at this one. It's only 2,360. It's a lot cheaper.
- Customer: But the design isn't as pretty as the latest TCL model.
- Salesgirl: That's true.
- Customer: Hey, will you show me that one? The red one on the 2nd shelf, which is only 2,600 *yuan*.
- Salesgirl: Yes, of course. Here you are.

Customer: Thank you. The design is pretty. And the color is pretty, too. I think I'll take this one.

Listen and Complete

- 3 1. some computer desks 2. size 3. white, gray ... light brown
4. design ... colors 5. in cash 6. make the delivery
7. 100 pieces 8. 22,092 *yuan*

Listen and Decide

- 4** 1. c 2. b 3. d 4. b 5. a

Script

Dialogue 2

Salesman: Good afternoon, Madam. Can I help you?

Customer: Well, I'd like to buy some computer desks for my company. What do you have to suggest?

Salesman: This type of computer desk is very popular this year. We have had a lot of orders from our regular customers. What do you think of it?

Customer: Let me have a look ... Well, I'm afraid the size is not suitable. Do you have any other types?

Salesman: Certainly. Come this way, please. Look at this type. It's the latest fashion of our company. Three colors are available; white, gray and light brown.

Customer: Good! I like this design, and the colors, too. And they are the right size we need. How much are they?

Salesman: 263 *yuan* a piece. But, if you have a large order, we'll allow you some discounts.

Customer: What sort of discount will you offer for an order of 100 pieces?

Salesman: 15%.

Customer: I see. What are the terms of payment? By check or in cash?

Salesman: We accept checks though we prefer payment in cash, and we offer a 1% cash discount in addition.

Customer: Then we'll pay you in cash. One more question: when can you deliver them?

Salesman: Delivery can be made right away from stock.

Customer: Great! We'd like to have 30 white, 30 gray and 40 light brown.

Salesman: All right. Thank you, madam!

Listen and Read

- 5 1. battery 2. during the day 3. 3 minutes 4. diamond 5. display
6. wake you up 7. at the left side 8. colors 9. easily 10. young ladies

Script

Here are the features of the new “Rossini” watch. First, it is solar-powered. The battery inside can be recharged automatically with the light it gathers from the sun during the day. It keeps exact time with a difference of only 3 minutes a year. Second, it is very durable. Its face is made of glass as hard as diamond. Third, it is multi-functional. It will not only give you the exact time, but also display the date of the month and the day of the week. It can also serve as an alarm clock and wake you up at any time you wish. You may also listen to a piece of music whenever you touch the red button at the left side. Finally, the leather chain straps are offered in various colors. They can be changed easily to match the different colors of your clothes. Recent market research shows that it is very popular with young ladies.

10

Section III

Maintaining a Sharp Eye

Passage Translation

Passage I

我在中国的学习之旅

今年春天,我在中国参加了一场国际制陶艺术大会,参观了几场展览会。会后还在中国进行学习之旅。这次为期四周的游学是一次结识中国艺术家、中国学生的好机会。同时也是一次参观博物馆、考古遗址、艺术学校和制陶中心的好机会。自从见到了 20 世纪 70 年代末出土的兵马俑的复制品后,我就产生了对中国丰富的制陶传统艺术进行考察的强烈愿望。由于多次参观展览会,现在我也能更深层次地鉴赏和理解中国博大精深的制陶传统文化并对此进行了探讨。

在游览西安和北京期间,我参观了许多有着乡土陶器遗物的皇家窑址。我感觉仿佛自己进入了一艘跨时间的太空船到达了几座不同的“麦加城”,每座城都呈现出广博的工艺和宗教传统中最早的和最精致的样本。人们在大部分乡村地区所看到的古代的农耕方式都代表了这些传统。当时所有的劳动都是手工完成的,而每一块农田似乎都是辛勤的农夫耕耘的。

一千多年来,中国的瓷器已经在世界各地的艺术家和匠人中产生了巨大的影响,同时也促进了国际间的文化交流。中国瓷器在欧洲曾一度被看得比黄金还贵重。在 17 世纪晚期,每年至少有 300 万件瓷器被运往欧洲。那时候,大部分瓷器是按照欧洲代理商送到中国的图案和样式造出来的。后来,中国的艺术家和匠人将西式和中式风格融为一体,逐渐形成了一种新的风格。如今,千百万件既有传统样式又有新型设计图案的陶瓷正源源不断地从中国出口到各个国家。

我对了解中国的一项重要大众艺术工程也颇有兴趣,这项工程聚集了一大批中国画家和雕刻家,他们成立了一个长江三峡工程艺术专家工作队,正在从事这项专门艺术的拯救工作。有一位我们遇到的艺术家,他负责协调长江三峡工程的艺术工作,已经编辑出长江三峡工程艺术的大型展览目录。许多画家和雕刻家与石匠们一起在篆刻和拓制即将被淹没的长江三峡岩壁上的艺术作品。这一勇敢的公众行为向政府官员们呈现的是一种尊崇古代艺术家伟大作品的爱国主义行为。

我十分感激我的同事们,是他们的慷慨和网上支持使我获得了这次有价值的学习机会。它不但让我结识了许多新朋友和同行,也为我提供有关组织制陶历史系列研讨会打下了十分可贵的基础。我希望我制作的 1 200 幅幻灯片和我打算邀请一些我在中国结识的艺术家们的计划将会使很多人能够分享到

