

普通高中课程标准实验教科书

# 英语

◎ 总主编 戴炜栋 吴友富

(全国外国语学校系列教材)

任意选修课系列

主编 虞建华

## 英语报刊阅读

学生用书

Student's Book

张健 编

Selected Reading  
from  
English News Publications

W 上海外语教育出版社  
外研社

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## 图书在版编目 (CIP) 数据

英语报刊阅读(学生用书)/张健编. —上海:上海外语教育出版社, 2005  
(英语(全国外国语学校系列教材)任意选修课系列)

ISBN 7-81095-783-X

I. 英… II. 张… III. 英语—阅读教学—高中—教材  
IV. G634.411

中国版本图书馆 CIP 数据核字(2005)第 097715 号

**出版发行: 上海外语教育出版社**

(上海外国语大学内) 邮编: 200083

**电 话:** 021-65425300 (总机)

**电子邮箱:** bookinfo@sflep.com.cn

**网 址:** <http://www.sflep.com.cn> <http://www.sflep.com>

**责任编辑:** 刘 蕊

---

**印 刷:** 上海新华印刷有限公司  
**经 销:** 新华书店上海发行所  
**开 本:** 787×1092 1/16 印张 12.25 字数 208 千字  
**版 次:** 2005 年 10 月第 1 版 2005 年 10 月第 1 次印刷  
**印 数:** 5 000 册

---

**书 号:** ISBN 7-81095-783-X / G · 412

**定 价:** 26.00 元

本版图书如有印装质量问题,可向本社调换

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## Economic Digest

### 经济要闻

### Getting Started

#### I. Word bank

- ❶ follow sb.'s lead in (doing sth.) 紧随某人之后 (做某事)
- ❷ US Department of Agriculture 美国农业部
- ❸ come into contact with 有接触; 有关系
- ❹ brain-wasting disease 疯牛病【别称】
- ❺ take further action 进一步采取措施
- ❻ livestock feed 家畜饲料
- ❼ tinned beef 罐装牛肉
- ❽ live animal 活牲畜
- ❾ grocery store shelf 杂货店货架
- ❿ trade partner 贸易伙伴
- ⓫ take sound measures 采取合理的措施
- ⓬ lift the ban 取消禁令

#### II. Scan the press clipping and answer the question.

What's wrong with Brazilian beef products?

-----

-----

### Moving On

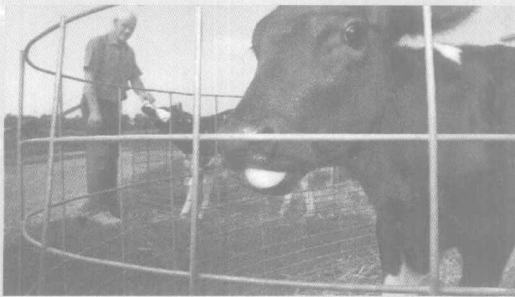
Read the press clipping and decide whether each of the following statements is true (T) or false (F).

1. North American Free Trade Agreement countries banned Canadian beef

- products. ( )
2. There is mad cow disease in Brazil. ( )
  3. Canada banned Brazilian beef products because Brazil had imported live animals from Europe until 1999. ( )
  4. Brazil is the leading exporter of beef to the US. ( )
  5. North American Free Trade Agreement partners include Britain, France, Ireland, US, Canada and Mexico. ( )
  6. The USDA will complete a mad cow risk assessment in Brazil. ( )

## Press Clipping One

### Westerners Suffer from Mad Cow Fears



The United States on Friday followed Canada's lead in stopping, for the time being, imports of Brazilian beef and processed beef products<sup>1</sup> as a precaution (预防措施) against mad cow disease.

The US Department of Agriculture (USDA) said although there was no proof of mad cow disease in Brazil, it was concerned that certain Brazilian beef products may have come into contact with beef from Europe, which has been hit with an outbreak (爆发) of the brain-wasting disease.

"This decision is a temporary action," USDA said in a statement. Further ac-

tion would be taken if needed to keep the disease out of the United States, which has never had a case.

Mad cow disease is believed to have spread from Britain to other countries when the bones and other remains (尸体) of diseased cattle were used in livestock feed.<sup>2</sup>

Nearly 90 people in Britain, France and Ireland have died from mad cow disease. Canada is the leading exporter of beef to the US, with 345,069 tons shipped in 1999, according to the information from the USDA.<sup>3</sup> Brazil shipped 50,376 tons of beef to the US in 1999, up from 33,534 tons in 1998.

Brazil's government said tinned beef exports to the United States were worth around \$5.5 million.

Earlier Friday, Canada became the first NAFTA country to announce it was banning Brazilian beef products

after receiving information that Brazil had imported live animals from Europe until 1999.

Ottawa (渥太华) was stopping all imports of Brazilian tinned beef and would pull the products from grocery store shelves.<sup>4</sup>

Mexico, the other US trade partner under the North American Free Trade Agreement, said it expected to exercise its own ban on Brazilian beef products.

An angry Brazilian official criticized Canada for over-reacting and starting a ban that would force similar action among NAFTA partners.

Brazil's Agriculture Ministry (农

业部) on Friday said that the bans were "scientifically unreasonable" since there were never any cases of the brain-wasting illness reported in the country.

"Brazil's beef is definitely safe, and there is no mad cow in Brazil." Said Marcio Fortest, executive secretary (执行秘书) of the Agricultural Ministry.

The USDA said it was working with Brazilian agriculture officials to complete a mad cow risk assessment (评估) in Brazil as quickly as possible.

"Once this data (数据) has been received and USDA is certain that Brazil has taken sound measures to prevent mad cow disease, the ban will be lifted." The USDA said.

## Notes

1. stopping, for the time being, imports of Brazilian beef and processed beef products: 暂时停止进口巴西的牛肉和牛肉加工制品  
此处的 import 系名词，作“进口商品”解。
2. Mad cow disease is believed to have spread from Britain to other countries when the bones and other remains of diseased cattle were used in livestock feed.: 据信，疯牛病最初源自英国，当病牛的骨头和其他残留物被用于制造家畜饲料后，此病就蔓延到了别的国家。
3. Canada is the leading exporter of beef to the US, with 345,069 tons shipped in 1999, according to the information from the USDA.: 据来自美国农业部的消息，加拿大是向美国出口牛肉制品的第一大国，1999年的出口量就达 345 069 吨。  
此句中的 ship 作动词用，shipped to the US 意为“被(装船)运送至美国”。
4. Ottawa was stopping all imports of Brazilian tinned beef and would pull the products from grocery store shelves.: 渥太华将停止进口所有的巴西罐装牛肉制品，并且要把此类产品从食品商店的货架上都撤下来。  
Ottawa: “渥太华(加拿大首都)”，句中用来指代加拿大政府。

# Tips for Reading

## 标题中的省略现象

出于简洁的需要，标题语言经常省去非关键性的词语，尤以虚词为主，如冠词、连词 and、系动词 to be 等等。

### 1 冠词基本省略

**37 killed in Italian plane crash**  
(37 killed in an Italian plane crash)

### 2 逗号代替连词 and

**Laurel, Aquino Cut Ties**  
(Laurel and Aquino Cut Ties)

### 3 省略人称代词

**Irish group kills ex-chief**  
(An Irish group kills its ex-chief)

### 4 省略系动词 be

**Three dead after inhaling oven gas**  
(Three are dead after inhaling oven gas)

### 5 省略助动词 be

**Financier killed by burglars**  
(Financier is killed by burglars)

## Practice Exercises

### I. Add the missing words to each of the headlines below.

1. Top Indian hotel angry at BBC
2. NBC's President Seeks Big Acquisitions, Ventures for Network

3. Mother, Daughter Share Fulbright Year
4. Courses on Practical Skills Popular with Students
5. UK government to take new steps to ban tobacco ads in media

## II. Read the press clipping below and then choose the word or phrase that best completes each statement.

1. Surprisingly, the advertisements run by the French division of McDonald's advised \_\_\_\_\_ not to visit McDonald's more than once a week. (     )  
A. parents     B. students     C. children     D. families
2. Citing information from experts, the advertisements indicated, to some degree, that McDonald's provides meals that are part of a \_\_\_\_\_ weekly diet. (     )  
A. improper     B. un-balanced     C. innutritious     D. balanced
3. According to the ads, McDonald's hamburgers are made of 100 percent real beef and cooked on a grill \_\_\_\_\_ . (     )  
A. without free oil     B. with free oil  
C. without extra oil     D. with additional oil
4. Nutrition professionals say that a healthy diet is based on the nutrition principles of \_\_\_\_\_. (     )  
A. meat, vegetables and milk     B. balance, variety and moderation  
C. rice, fruit and water     D. combination, variation and modesty

### Press Clipping Two

#### French McDonald's Advises Self-Control

The French division of McDonald's has run ads that included a surprising suggestion: Kids shouldn't eat at McDonald's more than once a week.

The advertisements, quoting information from specialists, aim to show that

"McDonald's meals are part of a balanced weekly diet," said Euro RSCG, the agency that came up with the ads, which appeared this spring, mostly in French women's magazines.

Alongside quotes from specialists

speaking of fatness and diets for children, the ads described how McDonald's hamburgers are made of 100 percent real beef and cooked on a grill (烤架) free of additional oil.

One ad placed in *Femme Actuelle* in April quoted a nutritionist (营养师) who said, "there's no reason to have too much fast food, or visit McDonald's more than once a week."

The McDonald's Corp., based in Oak Brook, Illinois, said in a statement Wednesday that it "strongly disagreed" with the nutritionist quoted in the French advertisement.

"The vast majority of nutrition professionals say that McDonald's food can

be and is a part of a healthy diet based on the sound nutrition principles of balance, variety and moderation," the statement said.

Since opening its first French branch in 1968, McDonald's has expanded continuously in France. More recently McDonald's has come under fire from anti-globalization protesters, farmers' groups, and in Paris, striking workers (罢工工人).

In 1999, sheep farmer-turned-activist Jose Bove became a standardbearer (领袖) for the French anti-globalization movement when he led a group that smashed a McDonald's in southern France.

## Additional Practice

### I. Add the missing words to each of the headlines below.

1. Top Pakistan judge dismissed after refusing to take oath
2. China sees housing as engine to drive economy
3. China, US warned of repeat of Cold War
4. Daewoo to increase investment in China
5. Shanghai worried about surge of accidents
6. China urged to speed up scientific pursuits

### II. Read the press clipping below and then decide whether each of the following statements is *true* (T) or *false* (F).

1. A British economics professor worked out a chemical formula to judge the value



- of one's time. ( / )
2. Based on the investigation, more than 80 percent of the people interviewed thought that time could be bought by money. ( )
  3. According to the professor, we can see how much an hour of our time is worth whether at work or home. ( )
  4. In everyday life, the formula could be of some help for people when they have to make decisions, such as whether to cook a meal or to get a takeaway, and whether to take public transport or a taxi. ( )
  5. According to the Web site [www.barclaycard.co.uk/timeismoney](http://www.barclaycard.co.uk/timeismoney), for a professional working in New York and earning \$36,570 a year, an hour would be worth \$9.42. ( )

### Press Clipping Three

#### Time Is Money, Just Figure Out How Much

Think twice next time someone asks you for “five minutes of your time” — it could cost you more than you think.

A British professor has developed a mathematical formula (公式) to help people find out exactly how much an hour of their time is worth.

Professor Ian Walker of Warwick University investigated the value of time after research showed that over 80 percent of people would buy more time if they could afford it.

“Traditionally, wages or salaries have given an indication of how we are valued at work,” Walker, an economics



professor, said in a statement Wednesday.

“However, by looking at salaries against taxation, the cost of living and regional variations, we can see how much an hour of our time is worth whether at work or home.”

Day to day the formula could help in making decisions, such as whether to cook a meal or to get a takeaway (外卖), and whether to take public transport or a taxi, he said.

Visitors to [www.barclaycard.co.uk/timeismoney](http://www.barclaycard.co.uk/timeismoney) can find out the value of an hour of their time by entering their salary, the region where they work and what kind of work they do.

For example, for a professional working in London and earning 25,000 pounds (\$36,570) a year, an hour would

be worth 6.44 pounds (\$9.42), according to the Web site.

Cooking dinner would cost 5.37 pounds — cheaper to get a takeaway, once you add the cost of the raw materi-

als needed to make it yourself. Brushing your teeth comes at 32 pence — perhaps hard to find someone to do it for you for less.