



高职高专规划教材

# 高职英语

## 综合教程 4

《高职英语》编写组 编  
(美) Eve Bower 审



ENGLISH

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石油工业出版社  
Petroleum Industry Press

赠送光盘



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江苏工业学院图书馆  
藏书章

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## 内 容 提 要

《高职英语》是依据教育部颁布的《高职高专教育英语课程教学基本要求》和《高等学校英语应用能力考试大纲》编写而成的,是供高职高专学生使用的大学英语系列教材。

全套教材共分四册,每册包括《高职英语综合教程》(附赠光盘)、《高职英语综合练习》(附赠光盘)和《高职英语教师参考书》三个分册。本书为《高职英语综合教程 4》。全书共分10个教学单元。每个教学单元主要由听说技能部分、综合运用部分、泛读材料部分和写作部分四个板块组成。

## 图书在版编目(CIP)数据

高职英语综合教程.4 / 《高职英语》编写组编.  
北京:石油工业出版社,2009.8  
高职高专规划教材  
ISBN 978-7-5021-7294-7

I. 高…

II. 高…

III. 英语—高等学校;技术学校—教材

IV. H31

中国版本图书馆 CIP 数据核字(2009)第 124754 号

---

出版发行:石油工业出版社

(北京安定门外安华里 2 区 1 号 100011)

网 址: [www.petropub.cn](http://www.petropub.cn)

编辑部: (010) 64523574

发行部: (010) 64523620

经 销: 全国新华书店

印 刷: 北京晨旭印刷厂

---

2009 年 8 月第 1 版 2009 年 8 月第 1 次印刷

787×1092 毫米 开本: 1/16 印张: 19.5

字数: 340 千字

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定价: 32.00 元

(如出现印装质量问题,我社发行部负责调换)

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## 前言

高职高专规划教材《高职英语》是依据教育部颁布的《高职高专教育英语课程教学基本要求》和《高等学校英语应用能力考试大纲》编写而成的，是供高职高专学生英语教学使用的大学英语系列教材。本套教材的培养目标是学生实际应用语言的能力，具体涉及四个方面：1. 一定的英语基础知识和技能；2. 阅读和翻译有关英语资料的能力；3. 进行简单日常会话的能力；4. 模拟套写简单英语应用文的能力。本套教材分一至四册，每册包括《高职英语综合教程》（附赠光盘），《高职英语综合练习》（附赠光盘）和《高职英语教师参考书》三个分册。

《高职英语综合教程》一至四册，每册有10个教学单元。每个教学单元从话题导言(Topic Introduction)开始，由三个板块组成。第一板块为听说技能部分(Listening Comprehension and Speaking Development)，围绕教学单元的主题展开，力求使学生在听、说两方面进一步得到训练，包括对话(Dialogues)、听写填空(Spot Dictation)、常用句型及表达(Useful Sentences and Expressions)等内容。第二板块为综合运用(精读)(Intensive Reading)，包括课文、词汇(Vocabulary)、语言点(Language Points / Notes)、课文阅读理解(Comprehension Check)、语法结构(Grammar Focus)、写作训练(Writing)等内容，其中写作训练(Writing Work)自第二册开始。第三板块为泛读材料(Extensive Reading)，由课内





阅读 (In-Class Reading) (配阅读理解练习题)、课外阅读(Complementary Reading) (为课外补充阅读材料, 可不作课堂讲解)、快乐学习 (Merry Learning) 等内容组成, 选材与综合运用部分一致, 强化学生的阅读能力。此外部分单元还补充了背景注释(Background Note)和拓展学习 (Learning More)。阅读材料都注明了字数, 便于学生自测阅读速度。

《高职英语综合练习》为同步编写的系列配套用书, 旨在帮助学生深入透彻地了解和掌握《高职英语综合教程》中每个单元应该掌握的语言知识、语法知识、写作知识、翻译知识和阅读知识, 进一步巩固和拓展学生的英语语言基本知识和技能, 培养学生课外自学的能力和自觉意识, 强化学生阅读、翻译和写作等实际运用英语语言的能力。练习兼顾《高职英语综合教程》中语言知识点的复习和巩固, 注重语言应用能力的培养。编写的原则是: 基于课文, 难易适度, 以点带面, 学练结合, 引导学生循序渐进。保持与教材的统一性和延续性, 每个单元主题都延续了教材中的单元主题, 练习设计从高职高专学生的实际英语水平出发, 紧密结合高等学校英语应用能力考试的特点和题型, 形式多样。每个单元一般分为六个部分: 1. 听力理解; 2. 词汇操练; 3. 语法巩固; 4. 阅读理解; 5. 翻译训练; 6. 模拟套写。

《高职英语教师参考书》为教师提供每单元的相关背景知识、难句解释、语言点释例、补充材料、课文参考译文和练习答案以及听说技能训练部分中的听力原文。

一本好的英语教材, 应该同时注重知识(Knowledge)、技能(Skills)、技巧(Techniques)三个范畴。知识范畴包括四个方面: 词汇(Vocabulary)、语法(Grammar)、语篇(Discourse)和文化背景(Cultural Background)。技能范畴包括: 听(Listening)、说(Speaking)、读(Reading)、写(Writing)。技巧范畴包括两个方面: 学习技巧(How to Learn)和考试技巧(How to Take Tests)。本教材注重均衡配合, 全面发展。

为了更好地体现高职高专层次公共英语教学的特点和要求, 真正做到以学生为主体, 从学生的实际和需要出发, 本套教材在编写体例、教材结构、课堂教学等多



方面体现了如下原则和特点:

1. 实践“模仿—记忆—思考—表达”的教学模式,用学母语的方法学外语,让学生接触规范地道的英语,从模仿入手,杜绝错误、别扭的中式英语;了解如何用简单的常用词汇表达复杂的意思和思想。
2. 坚持“内容教育”。突出主题学习,为学生提供了大量自主学习和创造性学习的实用语言资料,使英语应用能力的培养始终贯穿于教学当中,强调在语境中学习语言,让学生了解语言是文化的载体,潜移默化地了解文化差异。
3. 紧密结合教学大纲要求和课堂教学实际,从高职高专英语教学现状出发,按学生实际情况(如阅读量不足、知识面窄)和培养目标选编教学材料,适应学生入学时的英语水平和就业后的应用需要。选材广泛,教学任务量适中。不再让教师成为课堂的绝对中心,而是学生学习的引导者和课堂教学的组织者。力求最大限度地调动学生课堂参与的积极性,让学生得到充分的训练,扩充知识面,实现“任务型学习”和“自主学习”,练习部分兼顾了高等学校英语应用能力考试,适应学生考试需要。
4. 体例新颖。采用综合本形式和板块式结构,听读并重,循序渐进,坚持表达优先,强化表达训练。在听说训练方面注重学生日常交流能力的培养,精读和泛读的内容围绕一个主题训练学生的综合技能,写作部分注重写作方法、写作技巧和日常应用文的练习,使学生的听、说、读、写及英语综合运用能力得以同步提高;按照“欣赏—模仿—精听—表达—强化阅读—拓展阅读”的顺序构建教学体系。内容多选自最新的报纸、杂志和网络,文章可读性和趣味性强,形式活泼,充分体现时代特征,是真正的“活”英语,并渗透对学生人生观、世界观和价值观的教育。
5. 突出实用、系统、丰富、新颖和适用的原则。“实用为主,够用为度”,融知识性、趣味性、实用性为一体,让学生“学一点,会一点,用一点”。“学用结合,为用而学”,构建更为实用合理的英语教学模式,使学生课堂学习时有兴趣,课后自主学习有目标,循序渐进地提高听、说、读、写、译等各项能力。



《高职英语》系列教材主编由吴大可（河北石油职业技术学院）担任，主审由美籍专家 Eve Bower 担任。

《高职英语综合教程 4》主编为吴大可、张玉文（天津工程职业技术学院），参加编写的还有：周何（河北石油职业技术学院）、田丽（河北石油职业技术学院）、张雪梅（河北石油职业技术学院）、李蔚（天津工程职业技术学院）、时晓朋（天津工程职业技术学院）。在本书的编写过程中，美籍教师 Sharon Gralapp、Mitch Moxley 对本书的内容提出了宝贵意见和建议，在此表示感谢。

由于编者经验与水平所限，书中不足与疏漏之处在所难免，恳请广大读者批评指正。在编写过程中我们参阅了大量的国内外相关资料，借鉴了一些很有价值的文章，在此向有关机构、作者和资料的提供者一并致以诚挚的谢意。

编者

2009年6月

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# Ads and Commercials

## Topic Introduction



A television advertisement or television commercial [often just commercial (US) or advert or ad (UK)] is a span of television programming produced and paid for by an organization that conveys a message. Advertisement revenue provides a significant portion of the funding for most privately owned television networks. The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes. Advertisements of this sort have been used to sell every product imaginable over the years, from household products to goods and services, to political campaigns.

The effect of television advertisements upon the viewing public has been so successful and so pervasive that in some countries, like the United States, it is considered impossible for a politician to wage a successful election campaign without the purchase of television advertising.

The world's first television advertisement was broadcast July 1, 1941.

## Section A

Listening Comprehension and  
Speaking Development

## Part I Dialogues

## Task 1

**Directions:** This section is to test your ability to understand short dialogues. After each dialogue, there is a recorded question. Both the dialogues and questions will only be spoken once. When you hear a question, you should decide on the right answer from the four given choices marked A, B, C and D.

1. A. At a newsstand.                      B. At a car dealer's.  
C. At a publishing house.              D. At a newspaper office.
2. A. You can have the two bookcases for \$90 each.  
B. One bookcase will cost \$75 if she buys two or \$80 if she only buys one.  
C. A bookcase costs \$100.  
D. Bookcases cost \$160 for two.
3. A. She doesn't think the news report is false.  
B. She has never before reported on the news.  
C. She never watches the news on television.  
D. She shares the man's opinion about the report.
4. A. The attendant checked the oil in Mark's car.  
B. Mark checked to see if he had enough oil in his car.  
C. Mark checked with the service station attendant.  
D. Mark wrote a check to pay for the oil.
5. A. They always work hard in the afternoon.  
B. They don't do much after lunch.





- C. After noon they never work.  
 D. It's never hard for them to work in the afternoon.
6. A. It's hard for him to work when it gets warm.  
 B. Whenever it gets warm, he turns on the air-conditioner.  
 C. The air-conditioner only works when it isn't needed.  
 D. He likes to use the air-conditioner when it is warm.
7. A. Most students would like to work for a newspaper.  
 B. Most students find a job by reading advertisements.  
 C. Most students find it hard to get a job after they graduate.  
 D. Most students don't want jobs advertised in the newspapers.
8. A. The man has never seen the woman before.  
 B. The two speakers work for the same company.  
 C. The two speakers work on the same floor.  
 D. The woman is interested in market research.

## Task 2

**Directions:** This section is to test your ability to understand short passages. After each passage, there are some recorded questions. Both the passages and the questions will be spoken two times. You are required to decide on the correct answer from the four choices marked A, B, C and D.

### Passage 1

1. A. An inquiry about English teacher's job.  
 B. An inquiry about the man's qualifications.  
 C. An inquiry about an advertisement for English teachers.  
 D. An inquiry about the work welfare.
2. A. In a company.                      B. In a school.  
 C. In Spain.                              D. On the phone.

### Passage 2

1. A. They are talking about a debate.  
 B. They are criticizing advertisements for their bad effects.

- C. They are talking about the advantages of advertisements.  
 D. They are arguing about the function of advertisements.
2. A. Advertisements provide useful information.  
 B. Some information provided by advertisements are misleading, even harmful.  
 C. Advertisements are very effective.  
 D. Manufacturers have to spend a lot of money on advertisements.
3. A. People should reject advertisements.  
 B. Advertisements are always reliable and effective.  
 C. Some Advertisements are misleading.  
 D. People should trust the message conveyed by advertisements.

## Part II Spot Dictation

**Directions:** In this section you will hear a recorded passage. You are required to fill in the blanks with the words you hear. The passage will be read two times.

### Passage 1

Advertising is a form of selling. It \_\_\_\_\_ people to buy goods or services, or to accept a point of view. The word “advertising” comes from the French word “*avertir*”, which means “to notify”. \_\_\_\_\_ pay for advertising that tells people about the advantages of a product, a service, or an idea.

Advertising has been called “the voice of business”, for it \_\_\_\_\_ to make people \_\_\_\_\_ of things they need and to make them want these things and tells “what” products or services are on the market, and how they can be \_\_\_\_\_. It \_\_\_\_\_ new products and describes new uses and improved \_\_\_\_\_ of familiar \_\_\_\_\_. (108 words)

### Passage 2

Advertising a product on the radio has many advantages over using television. Radio \_\_\_\_\_ are much cheaper. For example, with



the money for a one-time 60 second \_\_\_\_\_ on local TV, advertisers can purchase nine 30-second spots on radio. Equally attractive are the low production costs for radio advertising. In \_\_\_\_\_, television advertising often has \_\_\_\_\_ costs. Another advantage radio offers advertisers is \_\_\_\_\_ scheduling. Often the ad appears during the same week an advertisement deal is made. Because television stations are frequently \_\_\_\_\_ up months in advance, it may be a long time before an \_\_\_\_\_ appears. Furthermore, radio gives advertisers a \_\_\_\_\_ chance to reach possible buyers. Radio follows listeners everywhere in their homes, at work and in their cars. Although it is very popular, television cannot do that. (131 words)

### Useful Sentences and Expressions

1. How many advertisements do you see each day?
2. What are your opinions about advertisements?
3. What do you think about TV advertising?
4. What are the problems associated with advertisements in China today?
5. Which medium do you think is the most effective for advertising?  
— Radio / Television / Print (newspapers, magazines, posters, junk mail).
6. Which television advertisements do you remember most clearly?  
— Funny ones / informative ones / fast ones with music / well-photographed ones / ones with a story-line.
7. What functions do you think an advertisement should perform?  
— Encourage people to buy / introduce people to new products / perform a useful service for the community.
8. What skills do you think are important for an advertising agent?  
— An ability to think up exciting ideas.
9. What do you think should not be advertised on television?  
— Cigarettes, alcohol, weapons, contraceptives, religious materials.
10. Advertisers never tell the whole truth about the products they sell.
11. Companies should spend less money on advertising and then



they can reduce the cost of their goods.

12. What do you think is the best way to advertise a product? -By appealing to a specific group of consumers / By making people think it will bring them good luck / By showing how cheap it is / By making people remember the brand name / By showing how good it is in quality.
13. If you were advertising a car, what would be the main part of your campaign? — A genuine reduction in price / The recommendation of the car by a well-known personality / Its safety features / Its company name (生产厂家) / Its comfort / Its fuel economy (省油).
14. I might take up a special offer that was advertised but otherwise I don't really take any notice of advertisements.
15. Advertising might make me remember a brand name but it would not make me buy the product.
16. I only buy products that I've seen in advertisements. / People who buy products because they've seen them advertised on television are foolish.
17. What do you usually do while advertisements are shown on television?
18. Have you or any of your family members ever bought anything as a result of seeing a dishonest and misleading advertisement?
19. What is the best kind of advertising? — Word of mouth (口碑) / A free sample of the product / A pamphlet or leaflet left on your bicycle / Advertising in the cinema / Advertising on posters.
20. An advertising should not play on violence or sex.
21. An advertisement should not contain anything that might lead to racial or gender discrimination.
22. An advertisement should not mislead the consumer about the product advertised.
23. All comparative advertisements should not respect the principle of fair competition and should not unfairly attack other products.
24. How often do you read classified ads in the newspaper?