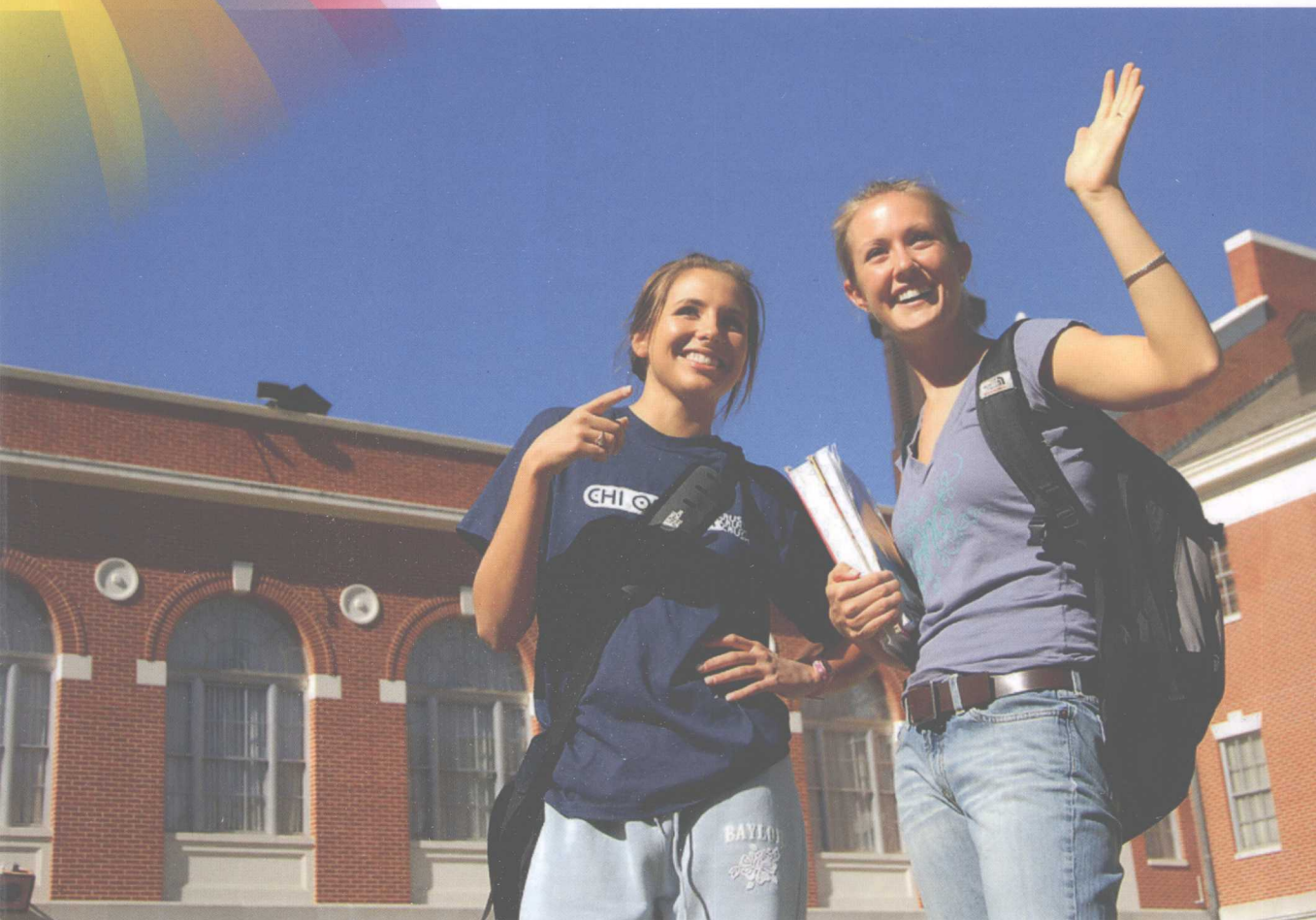


★ 范建华 主编

# 新编大学英语

## 口语教程

(第二册)



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# 前言

## PREFACE

在如今充满竞争和机遇的时代,外语,特别是英语,在竞争择业中起着越来越重要的作用。一口流利的英语是时代新人走向成功的必备工具,是激烈竞争中生存和发展的一大法宝。

中国人学英语,特别是学习英语口语举步艰难,苦不堪言。语言环境的缺乏,教学方法的落后,学习方法的陈旧,脱离实际的教材,这些都使得口语学习事倍功半。许多学了十几年英语的学习者面对外企老板的英语面试竟然听不懂、说不出。

语言学习不在于学了几年,而在于练了几年,用了几年。只学不练,不会用,等于没学。在国内要练就一口流利的英语,就要自觉地营造练习、应用英语的环境,不间断地朗读、背诵,正确地理解并使用所学的词汇和句子。

本教材的一大特点是突出句子的交际功能。句子是组成语言、进行交际的基本单位。通过朗读、背诵句子来练习语音、语调;通过朗读、背诵句子来记忆词汇、短语和习惯表达法;通过朗读、背诵句子来理解语法规则;通过朗读、背诵句子来学习、应用语言,从而交流思想。

本教材共30个单元,每单元由两部分组成:第一部分 Ways to speak 由基本句型(Key sentences)、阅读(Readings)及相关的词汇(Related words and expressions)组成,供学习者进行基本的口语操练。第二部分 Challenges to speak 通过 Situational practice 来完成。Work in pairs 及 Topics for exchanging ideas 通过问答、示范和提示等手段,帮助学习者熟悉广泛背景下的英语口语词汇和句型。Preparing a speech 则指导学习者运用本单元所学知识对学校学习、社会生活中的热点话题发表意见,进行讨论或辩论。本教材每单元的第一部分话题中提炼出10~20个核心句子,英语学习者如果每天最大声、最清晰、最流利地朗读、背诵这些句子,反复



巩固,他们就可以就该话题自由熟练地对话、交流。脱口而出是流利口语的标志,最大声、最准确、最流利地朗读、背诵句子是达到流利口语的必由之路。如果能在一年中按照上述方法学完本教材,用“三最方法”朗读、背诵 1000 多个句子,做到脱口而出,那么就能在世界任何一个使用英语的国家生存和发展。

本教材每单元的第一部分通过短文来巩固核心句子,让学习者熟悉应用这些句子的语境,掌握用英语进行日常生活和工作会话的能力。教材中第二部分 Challenges to Speak(挑战说英语)设置了应用语言的情景练习并提供了样文,学习者可以在小组讨论或两人练习及个人演讲中,用英语阐述对这些话题的看法和意见。

趣味性和实用性是本教材的特色之一,也是实施“以学生为中心”教学法的保证。通过教材学习,学习者有机会产生自我成就感:他们不仅能够获得一般日常会话的能力,而且能够获得进行复杂思想交流和公开演讲的能力。教材编写的宗旨是使课堂真正成为每一个学生的课堂,而不是某一些学生的课堂。

本教材主要供英语专业二年级学生、非英语专业高年级学生和成人英语教育学员以及想提高英语口语交际能力的英语爱好者使用。

编者

2009 年 7 月

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# Unit 1

## Advertising

### Part A Ways to speak

#### ►► I. Key sentences

##### (A) Pros 赞成的论点

1. People could acquaint the information on time by advertisement. 人们可以通过广告及时获得讯息。
2. Advertisement can help to improve products' brand awareness and its reputation. 广告能够提高产品的知名度。
3. Advertising is convenient for the youth to follow the fashion and make themselves character. 年轻人看广告可以把握时尚,塑造个性。
4. Advertising draws attention to new ideas and so helps enormously to raise standards of living. 广告吸引人们关注新观念,极大地提高人们的生活水准。
5. By helping to increase the demand for goods, it increases the number of workers needed to supply the goods and, therefore, provides employment. 通过增加产品需求,增加了生产此类产品的工人数量,因此,能够提高就业率。
6. Advertisements can attract many consumers and bring much profit to the company. 广告能够吸引更多顾客,为公司带来更多收益。
7. Advertising is part literature, part art, and part show business. 广告是宣传印刷,是艺术,也是娱乐。
8. Advertising distributes the selling message to many people at one time. 广告可以把销售的信息在同一时间里传播给许多人。
9. Advertising helps to create new markets and to raise standards of living as people feel that they had a right to new and better products. 广告有助于开拓新的市场和提高生活水平,因为人们会认识到他们有权享用新的、更好的商品。
10. A catchy, often musical advertising slogan is more and more popular with people's life.

广告中朗朗上口且常配有音乐的广告语在人们的生活中越来越流行。

### (B) Cons 反对的论点

11. Advertising slogans may only be catchy phrases. 广告语可能只是诱人的短句。
12. Whether you like it or not, advertisement fills your life. 不管你喜欢不喜欢,广告都充斥着你的生活。
13. The young generation would lose their individuality because many of them buy the same goods advertised constantly in media, which makes them appear alike. 年轻人会失去个性因为他们大多数人都买了广告里宣传的同一个产品,这使他们看上去都一样。
14. Although advertisements enable you to make decisions quickly, sometimes they can cause lots of trouble. 尽管看广告能够使你迅速地做出决定,但有时它们也能带来很多麻烦。
15. The films shown on TV are often interrupted by commercials, which bother the audience a lot. 电视上播放的节目经常被广告打断,这使观众们非常烦恼。
16. Some enterprises use fake advertising to push sales of their substandard or fake products. 一些企业利用虚假广告来推销假冒伪劣产品。
17. The advertiser exaggerates the benefits of the merchandise. Thus, the customer falls victim to such advertising. 广告商夸大了产品的优点,因此,消费者往往成为此类广告的受害者。
18. Consumers are being confused and misled by the hodgepodge of commercials. 面对众多商业广告,消费者无从选择,因而常常被误导。
19. Some manufactures spend far too much money on advertising their products without trying to promote the quality of their goods. 一些制造商花大价钱在他们的产品广告上,而不是用心于提高产品质量。
20. Advertising can persuade the consumer to buy worthless products by appealing to his appetite. 广告激起消费者的购物欲,劝说他们购买许多无用的商品。

## ►► II. Readings

### (A)

#### Putting On Advertisements

Advertising is only part of the total sales effort, but it is the part that attracts the most attention. This is natural enough because advertising is designed for just that purpose. In newspapers, in mails, on radio and television, we constantly see and hear the messages for hundreds of different products and services. For the most part, they are the kinds of things that we can be persuaded to buy—food and drinks, cars and television sets, furniture and clothing, travel and leisure time activities.

The simplest kind of advertising is the classified ad. Every day the newspapers carry a few pages of these ads; in the large Sunday editions there may be several sections of them. A classified ad

is usually only a few lines long. It is really a notice or announcement that something is available.

Newspapers also carry a large amount of display advertising. Most of it is for stores or for various forms of entertainment. Newspapers generally reach an audience only in a limited area. To bring their message to a larger audience, many who want to put out their ads use national magazines. Many of the techniques of modern advertising were developed in magazine ads. The use of bright colors, attractive pictures, and short messages are all characteristics of magazine ads. The most important purpose is to catch the eye. The message itself is usually short, often no more than a slogan which the public identifies with the product.

The same techniques have been carried over into television advertising. Voices and music have been added to color and pictures to catch the ear as well as the eye. Television ads are short—usually only 15, 30, or 60 seconds, but they are repeated over and over again so that the audience sees and hears them many times. Commercial television has mixed entertainment and advertising.

### Notes to the reading

1. total sales effort 整个促销活动
2. for the most part 绝大部分
3. classified ad 分类广告
4. put out 出版;公布,发布
5. catch the eye 吸引人
6. carry over into 应用到
7. television advertising 电视广告

### (B)

#### Advertising

Advertising gives useful information about which products to buy. But modern advertising does more than give news about products and services. Today's advertisements, or ads, try to get consumers to buy certain brands. Writers of advertisements are so skillful they can sometimes persuade a consumer to wear a certain kind of clothing, eat a special kind of **cereal**, or see a movie. Consumers might never even want a product if they did not see or hear advertisements for it.

For example, you probably do not need the newest cereal in the supermarket. There are probably many cereal brands on your kitchen shelves. You may not have space on a shelf for another. But if you see ads about a new cereal that is **extra-tasty** and has a free prize in the box, you may want it.

Advertising must get attention. To be effective, it must be exciting, entertaining, or provide some pleasure. The secret of writing good advertising copy is to offer a good idea as well as a product. The idea is what

① cereal *n.* 麦片

② extra-tasty *a.*  
特别美味的

the ad is really selling. One example is an ad that says eating a cereal will make a person do well in sports. That cereal brand may sell better if consumers think it offers strength and energy.

### Notes to the reading

1. writers of advertisements 广告创作者
2. free prize 免费赠品

## (C)

### The Influence of Advertisements

Most people say that they find advertisements useful for giving them information about the products which are available on the market. But advertisements do not only give information, they also try to influence our emotions.

The advertisers know that everyone tends to dream of having a better life. We dream of being better educated, more successful, wealthier, better looking, more adventure, and so on. The advertisers try to make us believe that our dreams will come true if we buy their products. This is why advertisements for home cleaning products often try to convince ladies that they can become perfect wives and mothers only if they use those products. And advertisements aimed at men often include the picture of a pretty girl. Such advertisements are suggesting that a man will be more attractive to women if he owns a certain type of car, or watch, or if he dresses in a certain style.

The feelings that advertisements try to play on will differ according to the age groups for which the advertisements are intended. Advertisements for teenagers will emphasize that those products will make young people not only more attractive, more up to date, more socially successful, and more able to enjoy themselves, but also more successful in their education and job prospects.

The problem with advertisements is that they tell us that money can make our dreams come true. But this is obviously not true. We cannot buy personal good looks, intelligence, good friendships or a happy family. A lot of advertisements are, therefore, a form of lying. They can also make people feel depressed and discontented with their ordinary lives, especially those people who have only a small amount of money to spend on luxuries.

### Notes to the reading

1. home cleaning products 家庭清洁用品
2. aim at 瞄准
3. play on 利用
4. more up to date 更具时代气息
5. feel discontented with 不满足于
6. ordinary life 普通生活

## (D)

**The Power of Advertisements**

Every day, it is easy to see advertisements all around us. Look around. How many different advertisements can you see?

Often products show the name of the company that made them. This is a popular form of advertising. The special picture or symbol, i. e. **logo**, appears on many different products. When you see a logo, it is hard to forget that product or company.

Many people buy a product because it is made by a certain company. In fact, some people only buy products of famous companies. They think it proves that they are fashionable and have good taste.

It is common to find advertisements on TV or radio. Most advertisements are very short for people to remember. Nike, for example, has a simple slogan used all around the world: "Just do it". Advertisements often use funny situations as well. It is easy to remember an entertaining ad.

All advertisements are designed to make people buy a product. An advertisement for a soft drink, for example, might show a group of **trendy** young people who are having fun. The young people are all drinking the soft drink. Advertisers are saying to you, "Why don't you buy it and be like these people? You can be young, modern and trendy, too."

You might think that advertisements do not affect you, but next time when you buy a soft drink, ask yourself: Why am I buying this particular product?

**Notes to the reading**

1. have good taste 有品位,有鉴赏力

He has very good taste in music. 他有很高的音乐欣赏力。

① logo *n.*

(某公司或机构的)

标识,徽标

② trendy *a.* 时髦的

**►► III. Related words and expressions**

1. advertising *n.* 广告活动;做广告;广告业
2. advertisement *n.* 广告(指单个的广告,可用复数)
3. advertiser *n.* 广告商
4. insert *n.* 广告插页
5. classified advertising 分类广告
6. outdoor advertising 户外广告

7. advertising slogan 广告口号
8. advertising cost 广告费用
9. advertising agency 广告公司
10. advertising business 广告业
11. advertising campaign 广告宣传活动
12. word-of-mouth advertising 口头广告
13. billboard advertising 路牌广告
14. sales advertising 销售广告
15. marketing advertising 市场广告
16. in-game advertising 游戏嵌入式广告
17. advertising language 广告语言
18. advertising network 广告网络
19. advertising served percentage 广告服务率
20. point-of-purchase advertising 零售商说明其经营业务的广告标志

## Part B Challenges to speak

### ►► Situational practice

#### (A) *Work in pairs*

1. Where can you find advertisements?
2. Why do companies advertise?
3. Do you watch advertisements on TV?
4. Which are your favourite advertisements?

#### (B) *Topics for exchanging ideas*

1. What functions do advertisements have?
2. What positive contributions do advertising make to our society?

#### (C) *Preparing a speech*

Give a short speech to show your opinion on advertisements.

#### \* *Suggested outline*

You are advised to arrange your idea in three paragraphs with the given key words for each paragraph. The following are the key words and expressions you may use in your speech: advertise,



depend on, consumer, manufacturer, salesman, product, to some extent, success; different, newspaper, TV, radio, billboard, agency, service; truthful, misrepresent, exaggerate, benefit, fall victim, satisfied.

**\* Sample**

Advertisements are getting their way into people's lives. People depend on advertisers in their daily lives because they are customers. The advertisers are always manufacturers. Sometimes they are salesmen. Their merchandise needs advertising. Thus nearly every product is advertised. To some extent, good advertising means success in selling products.

There are many ways to advertise and ads come in different forms. Newspaper carry advertisements. Some products are announced on TV and radio which have a wide audience. Billboards also carry advertising. Advertising is a big industry now and many agencies are set up to furnish a variety of services for it.

However, advertising is not always truthful. A product is often misrepresented. The advertiser exaggerates the benefits of the merchandise he wants to sell. Thus, the consumer falls victim to such advertising. Millions of people have bought advertised products and they haven't always been satisfied.

## Unit 2

### To Live in the Countryside or in the City

#### Part A Ways to speak

#### ►► I. Key sentences

##### (A) *Advantages of living in the countryside* 生活在农村的益处

1. Most people believe that living in the countryside is generally healthier than living in the city, because there is fresh air, clean water, green trees, natural vegetables and self-made food. They can watch beautiful sunrise and sunset, they can hear nice singing of the birds. 大部分人认为总体来说生活在乡下要比在城市健康,因为乡下有清新的空气、清洁的水源、碧绿的树木、天然的蔬菜和自制的食物。人们可以欣赏美丽的日出日落,可以倾听鸟儿动听的歌喉。
2. It is quieter in the countryside, because there is no traffic noise, no machine noise from the big factories, no music noise from some amusement centers, and so on. 乡下要安静得多,因为这里没有交通噪音,没有来自大工厂机器的轰鸣,也没有来自娱乐场所恼人的音乐声等等。
3. Many people prefer to live in the countryside. They say they feel very calm and easy to live there, because people there is honest, sincere and very easy to get along with. 很多人喜欢住在乡下。他们认为住在这里宁静舒适,因为这里的人诚实、真诚、容易相处。
4. Some people agree that living in the countryside is more satisfying, because if you plant something in the spring, you will get something in the autumn. 有些人觉得住在乡下可以更有成就感,因为春种秋收,一份耕耘,一份收获。
5. When you are in the country, you can feel the beauty of simple life. No noise, no complexity, no crimes, no sin, everything is simple and pure. 当你在乡下时,你可以感受到简单生活的美好。没有噪音,没有复杂,没有犯罪,没有罪恶,一切都是那么简单,那么纯洁。
6. The country has fresh air, peace, love, harmony with nature, and you can live long. 乡