



对外经济贸易大学
远程教育系列教材

大学英语 (六)

College English (VI)

谢毅斌 主 编
黄震华 吴顺昌 副主编



对外经济贸易大学出版社

University of International Business and Economics Press



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内 容 简 介

本书属对外经济贸易大学远程教育基础英语教材,由10课组成,每课包括课文、词汇、注释、复习重点、练习及答案、课文译文等内容。注解精辟,知识点全面,课文译文符合信达雅标准,是一本较好的大学英语教材。

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总 序

中国远程教育的发展经历了三代：第一代是函授教育；第二代是广播电视教育；20世纪90年代，随着现代信息技术的发展，以网络为基础的第三代现代远程教育应运而生。到目前为止，教育部批准开展现代远程教育试点的高校共67所。对外经济贸易大学远程教育学院（简称“贸大远程”）是在中国加入WTO后的第一年，于2002年3月正式成立的。

现代远程教育作为新生事物，对传统的教学模式、学习习惯、获取新知的途径等产生了巨大的冲击。如何在网络时代打造学习型社会，构筑终身教育体系，是当今时代的重大课题，现代远程教育试点高校为此进行了许多卓有成效的探索。在网络教育的具体实践中，贸大远程始终坚持依托学校的整体优势和特色，坚持知识的内在逻辑性与职业、行业的市场需求的统一，坚持开展面向广大在职人员的现代远程教育，逐步形成了独具我校特色的“7+1”学习模式（即网络课堂、网上答疑、课程光盘、教材资料、适量面授、网上串讲、成绩检测，以及第二课堂活动），为学生个性化学习提供了广阔的空间。自2003年起，贸大远程连续三年蝉联新浪网、择校网、搜狐网和《中国电脑教育报》联合评出的全国“十佳网络教育学院（机构）”称号。值得一提的是，“国际贸易实务”课程荣获国家级奖项，“商务英语”等七门课程荣获北京市优秀教材一等奖和精品课程称号，另有十余门课程在全国性的远程教育课程展示会上获得大奖。

几年来丰富的现代远程教育实践和教学经验积累，为我们



出版成龙配套的贸大远程系列教材奠定了厚实的基础。目前,普通高等学校的现有教材并不完全适合远程教学,市面上真正用于现代远程教育的成规模的网络教材还不多见,与网络课件相配套的系列教材更是寥寥无几,因而为接受远程教育的广大莘莘学子专门设计符合他们需要的教材已成为现代远程教育发展的迫切需求。

基于以上原因,贸大远程按照学校一级教学管理体制,本着为社会、为学生服务的宗旨,致力于教学质量的保证和提高,特组织了国际经济与贸易学院、金融学院、国际商学院、英语学院、公共管理学院等学院的优秀教师,以目前开设的两个学历层次的七个专业为依据,以现有的导学课件为基础,编写了这套远程教育系列教材。本套教材共分为外语、经济贸易、工商管理、法律、金融与会计、行政管理、综合七大系列,全面覆盖两个学历层次七个专业的上百门课程。为了打造贸大远程优质教材品牌,我们与清华大学出版社和对外经济贸易大学出版社达成协议,计划三年之内全部出齐。

本套教材在策划编写过程中,严格遵循现代远程教育人才培养的模式与教学客观规律,充分考虑到远程学生在职和成人继续教育业余学习的实际情况,专门为远程学生量身定制而成,具有较强的针对性、实用性和可操作性。本套教材的编写具有以下特点:

一、在教材体系和章节的安排上,严格遵循循序渐进、由浅入深的教学规律;在对内容深度的把握上,考虑远程教育教学对象的培养要求和接受基础,其专业深度比本科有所降低,基础面相对拓宽,不是盲目将内容加深、加多,而是做到深浅适中、难易适度。

二、在每章开篇给出明确的学习目标与重点难点提示,涵盖了教学大纲的重点或主要内容。相对于传统的学校教育,远程教育更倚重于学生的自学能力和自控能力。明确的教学目标有利于学生带着任务有目的地学习。同时,教材中充分考虑到了学生学习时可能遇到的问题,给他们以提示和建议。本套教材的作者都是经过挑选的具有长期教学经验的优秀教师,且大多数作者都来自远程教学的第一线,是远程网络课件的主讲老师,能够为学生提供比较丰富的、切中要害的问题解答,从而可使远程学生在学习时少走弯路。

三、在章后和书后分别设置有“同步测练与解析”和“综合测练与解析”,它们涵盖了本章及本书的重要知识点,并给出了详尽的参考答案,对难题还进

行分析点评,列出解题思路与要点,从而更加方便学生自学。测验是检验教学目标是否达到的有效手段。由于远程学生是在虚拟的网络课堂上课,远离教师,处于相对独立的学习环境;教师不能通过直接交流,了解学生对学习内容的掌握情况;学生也由于与教师、同学之间的分离,无法判断自己的学习状况,因此,我们在教材中设置了大量自测自练题目,旨在通过这种自测自练方式,积极引导学生及时消化和吸收所学知识,不断加深对教材内容的理解,阶段性检查学习效果,全面复习和掌握所学知识,综合评判自己对知识的掌握程度,巩固最终学习成果。

四、考虑到有些专业课程具有较强的社会实践性,在教材的编写上也力争做到理论联系实际,注重案例的引入,尽可能安排一个或多个案例,并进行详细的分析讲解,旨在通过案例教学,对课程重点难点进行深化分析和实操训练,加强学生对知识点的理解和记忆,强化学生分析问题、解决问题的能力以及动手操作能力。

在本套教材的编写与出版过程中,我们得到了众多业界专家学者的真诚理解与支持,得到了清华大学出版社与对外经济贸易大学出版社的通力合作,在此向他们一并致以衷心的感谢。在前所未有的战略机遇期和“十一五”期间,相信本套教材的出版,必将是全国远程教育界一件很有意义的事情。衷心祝愿现代远程教育在建设学习型社会、构筑终身教育体系的进程中,在推动中国教育事业向现代化大教育形态的历史转变中,迈出更大更坚实的脚步。

对外经济贸易大学远程教育学院院长

谢毅斌

2006年7月于北京

前 言

为了满足学校远程教育英语教学的需要并受学院委托，我们专门组织具有多年教学经验的专家成立了《大学英语》编写组，并于学院建立之初的 2002 年编写了《大学英语》（1~6 册）在学院内部使用。经过近几年的反复试用，并在广泛听取了各地远程教育中心、教师和学生的建议之后，《大学英语》编写组对本套教材进行了重新修订。为了学校远程教育的发展，编写组的各位专家利用大量业余时间，齐心协力，才得以使这套带有经贸大学商务英语特色的基础英语教材日臻完善，正式出版。

本套教材的使用对象主要是远程教育的学生，同时也可供其他经贸院校以及希望学习经贸英语的学习者使用。通过这套教材的学习，学生可以习得较为完整的语言知识，提高语言理解和使用的能力，掌握经贸方面的知识，培养商务运作的的能力。

本套教材按照语言学习规律，循序渐进、由浅入深而编写。第一、二、三册为基础部分，主要适用于专科阶段学习，包括语音和语法的基本知识；第四、五、六册则主要适用于本科阶段学习。其中，第四册为过渡性教材，第五和第六册提高了语言的难度和内容的深度，适合较高阶段的学习。

本套教材作为远程教育英语教学用书，充分考虑了学生网络学习、自主学习、业余学习的特点而有的放矢地编写。因此，这套教材具有以下特点：

第一，语言地道、选材广泛、侧重经贸。全部课文均选自原文或在原文的基础上进行删节，语言规范得体，题裁包括文



学作品、人物传记、说明文和议论文等,内容上增加了经贸方面的知识,并将经贸知识贯穿整套教材。

第二,注释详尽、便于自学。该套教材就课文中出现的语言现象,包括句子结构、语法和词语的运用,以及其他方面的知识作了详细的注释,并附以例句,以帮助学生学习。

第三,语言性与知识性、渐进性与提高性的有机结合。该套教材坚持把基础知识和基本技能、规范性和实用性及日常知识和经贸知识结合起来的原则,在每篇课文后都附有大量的练习以强化训练学生对语言和知识的融会贯通,切实掌握。

本套教材共分六册,每册十课。第一、二、三册每课包括课文、词汇(课文中出现的单词、词组和专有名词)、注释、语音(第一册的前五课)或语法(第一册的后五课以及第二和第三册)、练习(包括针对课文理解的问答和正误题,针对语音或语法的选择题,以及针对课文中词语的填空和翻译题等等)、补充课文。第四、五、六册每课包括课文、词汇(课文中出现的单词、词组和专有名词)、注释、练习(包括针对课文理解的问答和正误题,针对语法和词汇的选择题,以及针对课文中词语的填空、翻译和短文写作题等等)。为方便读者自学,词汇部分的单词均配有音标。另外,书后附有练习参考答案以及课文译文。

对在原教材编写过程中作出贡献的滕美荣、陈坚、高永胜、许楠等老师,在此一并表示感谢。

由于时间仓促,编写者水平有限,编写中难免会有疏漏之处,尚望读者和专家赐教。

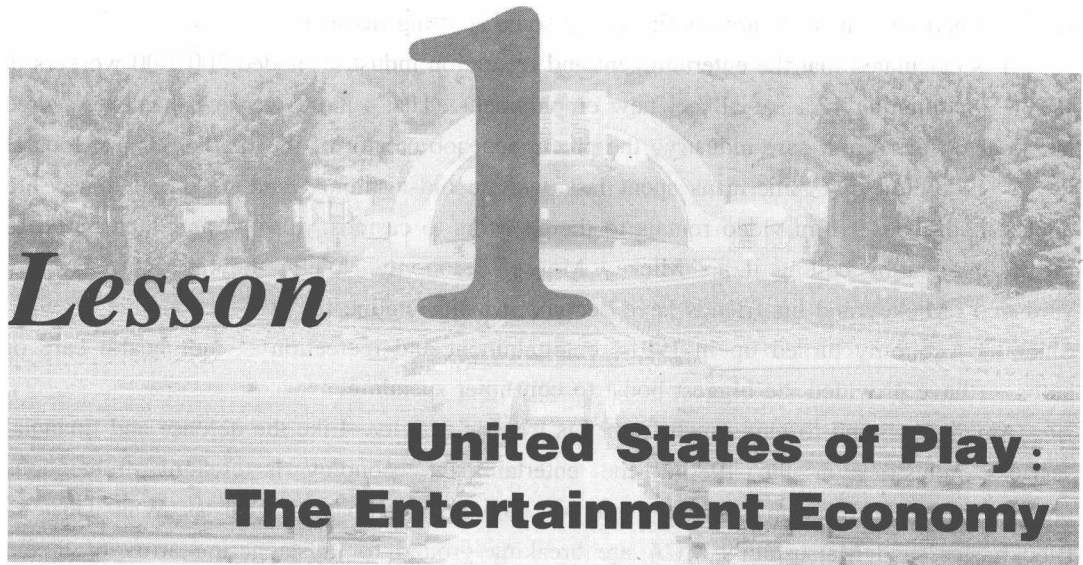
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《大学英语》编写组
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Lesson 1

United States of Play: The Entertainment Economy

Text

Lee A. Iacocca knows a good opportunity when he sees one. Three weeks after he retired in late 1992, Iacocca and his wife visited Branson, Mo., a small town that has become a mecca for country music. Strolling along Branson's rialto, Iacocca was stunned to see crowds pouring out of theaters and dozens of construction cranes looming overhead. "I was never at Sutter's Creek during the Gold Rush," he says. "But that's what I imagine this was like."

Iacocca immediately wanted to get in on the action. And today, he is a partner in a production company that is bringing Broadway's *The Will Rogers Follies* to Branson. Separately, Iacocca is starting a merchant bank to finance new ventures in video games and entertainment. Why is he betting on fun and frolic? "I asked myself, 'What is the growing business in America that's exciting?'" he explains.

When one of the leading industrialists of the 1980s says that entertainment is the growth industry of the 1990s, it's a sure sign the U. S. economy is changing in dramatic ways.



Indeed, Iacocca's instincts are confirmed by some startling numbers.

It is calculated that the entertainment and recreation industries added 200,000 workers in 1993 — a stunning 12% of all net new employment. That's more workers than were hired last year by the health-care industry, the preeminent job creator of the 1980s. Or just look at the \$340 billion that Americans spent last year on old-fashioned and newfangled ways to amuse themselves, from video rentals to theme parks to casinos. Europe and Japan used to mock America by calling it a "Mickey Mouse" economy. Well, they're right. By any yardstick, Mickey and his friends have become a major engine for U. S. economic growth. Since the economy turned up in 1991, entertainment and recreation — not health care or autos — have provided the biggest boost to consumer spending.

Americans stand to gain much from this frenetic activity. Like the defense and financial services industries in the 1980s, the entertainment economy is creating tremendous prosperity. From Branson to Las Vegas to Orlando, companies such as Walt Disney, Blockbuster, and Matsushita's MCA are breaking ground for a staggering array of theme parks, theaters, casinos, and ball-parks. More than \$13 billion in big entertainment projects are in the pipeline, with many more to come.

"The entertainment industry is now the driving force for new technology, as defense used to be," says Edward R. McCracken, CEO of Silicon Graphics Inc., one of a growing number of companies that supply technology and software to the entertainment industry. "Making a dinosaur for Jurassic Park is exactly the same as designing a car."

The auto industry is tough and cyclical as hell. By contrast, entertainment and recreation saw consumer spending increase right through the recession. And entertainment is profiting from the exploding global appetite for American movies, TV programs, and other entertainment products. Indeed, Hollywood earned foreign revenues of some \$8 billion in 1993, which took a big bite out of the \$63 billion foreign trade gap.

At home, the entertainment boom is receiving added lift from potent economic forces. With the economy recovering sharply and productivity on the rise, personal incomes are starting to climb again. In 1993, real wages and salaries for U. S. workers went up significantly for the first time since 1986. At the same time, one of their key expenses — medical bills — is rising more slowly than the breakneck pace of the late 1980s. The result: Consumers have more discretionary money to spend on fun.

Demographics play a key role as well: The number of households headed by 34- to 54-year-olds is growing, and they spend far more on entertainment and recreation than



anybody else. “Baby boomers are moving into middle age,” says Gerald M. Levin, chairman of Time Warner Inc. “And they seem to have brought their movie-loving habits with them.” Not just movies, either; Time Warner is luring record numbers of boomers and their children to its Six Flags amusement parks.

Of all the entertainment engines, right now gambling is humming the fastest. Casinos took in about \$ 13 billion in 1993, a figure that gambling experts say will double by the year 2000. Throw in state lotteries, offtrack betting, and other forms of gambling, and Americans spent \$ 27 billion on legal gambling last year, according to the Commerce Department. That’s as much as they spend on airline tickets. “People just love the excitement of betting,” says Fort Worth investor Richard E. Rainwater, who holds options to buy 14% of slot-machine operator United Gaming Inc.

In the face of staggering social problems such as homelessness and a troubled public education system, there’s some reason to wonder whether spending billions on gambling is a wise idea. Even more innocent forms of entertainment consumed in great quantities may deprive us of the chance to enrich ourselves through reading, conversation, or real experiences that haven’t been filtered and packaged as entertainment commodities.

Even some media moguls, most of whom also publish books, profess to be uneasy. “I’m quite worried about reading,” says Levin. “But I worry more about the quality of our education system than about whether entertainment is a big negative factor in our country’s reading habits.”

With an economy more and more dependent on amusement, Americans must ask serious questions: Can we play hard enough to justify all the work and money now being spent? Are we laughing our way into an economic and spiritual poorhouse?

Summary

Entertainment is the American growth industry of the 1990s. Entertainment industry has become one of the preeminent job creators, which added 200,000 workers in 1993 — a stunning 12% of all net new employment. Europe and Japan used to mock America by calling it a Mickey Mouse economy. Many theme parks, theaters, casinos and ballparks are under construction and big entertainment projects are in the pipeline; hence the name US of Play. Though Americans spend much on the entertainment and recreation, some people are worried about its negative effects on education.

New Words

mecca ['mekə]	n.	a city in Saudi Arabia that is the holiest city of Islam, a place that many people want to visit for a particular reason 麦加, 圣地, 向往的地方
stroll [strəʊl]	v.	to walk in a slow relaxed way 散步, 溜达, 闲逛
rialto [ri'altəʊ]	n.	a theatrical district (城市的) 剧院区
stun [stʌn]	v.	to surprise or upset someone so much that they do not react immediately 使震惊, 使惊叹, 使目瞪口呆
loom [lu:m]	v.	to appear as a large unclear shape, especially in a threatening way 隐约地出现; 赫然耸现
folly ['fɒli]	n.	an elaborate theatrical revue consisting of music, dance, and skits 时事讽刺剧(由音乐、舞蹈和讽刺文组成)
finance [fai'næns]	v.	to provide money, especially a lot of money 融资; 筹措资金; 负担经费
venture ['ventʃə]	n.	a new business activity that involves taking risks 商业上的投机
frolic ['frɒlik]	n.	a lively and enjoyable game or activity 欢乐, 嬉戏, 嬉闹
dramatic [drə'mætɪk]	a.	great and sudden 显著的, 引人注目的, 戏剧般的
instinct ['ɪnstɪŋkt]	n.	a natural tendency to behave in a particular way or a natural ability to know something, which is not learned 本能, 直觉
startling ['stɑ:tlɪŋ]	a.	very unusual or surprising 惊人的, 令人吃惊的
calculate ['kælkjuleɪt]	v.	to find out how much something will cost, how long something will take etc, by using numbers 计算; 估计; 估价

stunning ['stʌnɪŋ]	a.	very surprising or shocking 令人吃惊的
preeminent [pri:emə'nənt]	a.	much more important, more powerful, or better than any others of its kind 卓越的,杰出的
newfangled ['nju:,fæŋɡld]	a.	recently designed or produced 最新式的,新型的
amuse [ə'mju:z]	v.	to make time pass in an enjoyable way, so that you do not get bored 使愉快
rental ['rentl]	n.	an arrangement to rent something for a period of time, or the act of doing this 租赁,出租
casino [kə'si:nəu]	n.	a place where people try to win money by playing card games or roulette 赌场
yardstick ['jɑ:dstɪk]	n.	something that you compare another thing with, in order to judge how good or successful it is 衡量标准,评价标准
boost [bu:st]	n.	something that helps something increase, improve, or become successful 推进,增高,增长
frenetic [fri'netɪk]	a.	wildly excited, active and not very organized 发狂的,狂热的
blockbuster ['blɒk,bʌstə]	n.	a book or film that is very good or successful 流行佳作(一些受到广泛普及和销售量巨大的电影或书)
staggering ['stægərɪŋ]	a.	extremely great or surprising 令人惊愕的;巨大的
array [ə'rei]	n.	a group of people or things, especially one that is large or impressive 大量
dinosaur ['daɪnəsɔ:]	n.	any of various extinct, often gigantic reptiles that lived millions of years ago 恐龙
cyclical ['sɪkɪk(e)l]	a.	happening in cycles 循环的,周期性的
appetite ['æpɪtaɪt]	n.	a desire or liking for a particular activity 胃口,欲望,爱好
revenue ['revənju:]	n.	money that a business or organization receives over a period of time, especially from selling goods or services 收入,收益



potent ['pəʊtənt]	a.	powerful and effective 强有力的,有效的
breakneck ['breiknek]	a.	extremely and often dangerously fast 极快的,非常危险的
discretionary [di'skreʃə,neri:]	a.	not controlled by strict rules, but decided on by someone in a position of authority 任意的,自由决定的
demographics [,demə'græfiks]	n.	the characteristics of human populations and population segments, especially when used to identify consumers 人口统计/结构
lure [luə]	v.	to persuade someone to do something by making it seem attractive or exciting 引诱
hum [hʌm]	v.	to be full of activity 忙碌,活跃,繁忙
lottery ['lɒtəri]	n.	a game used to make money for a state or a charity in which people buy tickets with a series of numbers on them. If their number is picked by chance, they win money or a prize. 彩票
offtrack [ɔ:f, træk]	a.	away from the place where horses race 非在赛马场内进行的,赛马场以外的
option ['ɒpʃən]	n.	the right to buy or sell something in the future 买卖的特权,期权
enrich [in'ritʃ]	v.	to improve the quality of something, especially by adding things to it 使丰富/充实
filter ['filtə]	v.	to remove unwanted substances from water, air etc by passing it through a special substance or piece of equipment 过滤
package ['pækidʒ]	v.	to prepare something for sale, especially by making it attractive or interesting to a particular group of people 将……包装成;将……装扮成
mogul ['məʊg(ə)l]	n.	a person who has great power and influence in a particular industry 显要人物;有权势的人;巨头

profess	v.	to state a personal feeling or belief openly 表示, 表明
[prə'fes]		
justify	v.	to give an acceptable explanation for something that other people think is unreasonable 论证或证明……是正当、正确或有效的
['dʒʌstɪfaɪ]		
poorhouse	n.	the state of not having any money or a building where very poor people in the past could live and be fed, which was paid for with public money 贫困, 贫穷; 救济院; 济贫院
['puə,haʊs]		

Phrases and Expressions

to get in on sth.	to become involved in something that other people are doing or planning 参与, 加入
merchant bank	a bank that provides services for businesses 商业银行
to bet on sth.	to risk money on the result of a race, game, competition, or other future event 把赌注下在……上
health care	the service that is responsible for looking after the health of all the people in a country or an area 卫生保健; 健康护理
theme park	a type of park where you can have fun riding on big machines such as a roller coaster, and where the whole park is based on one subject such as water or space travel 主题乐园; 主题公园
to turn up	(of an opportunity or situation) to happen, especially when you are not expecting it (机会) 突然出现/到来
ball park	a field for playing baseball with seats for watching the game 带有看台的棒球场
to be in the pipeline	if a plan, idea, or event is in the pipeline, it is being prepared and it will happen or be completed soon 在准备中, 在进行中, 在酝酿中
driving force	someone or something that strongly influences people and makes them do something 动力; 推动力