



高职高专规划教材

高职英语

综合练习 4

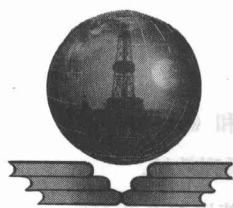
《高职英语》编写组 编
〔美〕Eve Bower 审

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4

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(美) Eve Bower 审

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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,是供高职高专学生英语教学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《高职英语综合练习4》。

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Preface

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。

《高职英语综合练习》旨在帮助学生深入透彻地了解 and 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。每个单元一般分为五个部分：1. 听力理解；2. 词汇语法；3. 翻译训练；4. 阅读理解；5. 模拟套写。

《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。

《高职英语综合练习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

目录 *Contents*

Unit 1	Ads and Commercials.....	1
Unit 2	Fashion and Recreation	17
Unit 3	Finance and Insurance	29
Unit 4	Social Change	39
Unit 5	Professional Qualifications	57
Unit 6	EPC – Engineering, Procurement and Construction	67
Unit 7	QHSE – Quality, Health, Safety and Environment	81
Unit 8	Emergency Management	99
Unit 9	Overseas Study	114
Unit 10	Self-Improvement	131
	Key to Exercises	150

Unit 1 Ads and Commercials

Part I Listening Comprehension

Section A Directions: This section is to test your ability to understand short dialogues. You are required to decide on the correct answer for each question you have heard.

1. A. It's only for rent, not for sale. B. It's not as good as advertised.
C. It's being redecorated. D. It's no longer available.
2. A. She suggests the man should ask for help.
B. She suggests the man should look at the advertisement.
C. She means that advertisements are useless.
D. She doesn't think there is any new advertisement.
3. A. He wants to get some information on the house.
B. He plans to work in Green's office.
C. He wants the newspaper.
D. He would like to sell the house.
4. A. He is talented on tennis. B. He doesn't work hard on his studies.
C. He is an enthusiastic young man. D. He shouldn't spend so much time on tennis.
5. A. Work on his paper. B. Buy a new suit.
C. Dressed up to meet the interviewer. D. Send in his applications.

Section B Directions: This section is to test your ability to comprehend short passages. You will hear a recorded passage. After that you are required to answer the following questions. The passage will be read two times. Now the passage will begin.

Passage 1

1. A. He ran a village shop. B. He worked on a farm.
C. He worked in an advertising agency. D. He was a gardener.
2. A. It was stressful. B. It was colorful.
C. It was peaceful. D. It was boring.
3. A. His desire to start his own business. B. The crisis in his family life.
C. The decline in his health. D. His dream of living in the countryside.

Passage 2

1. A. The Industrial Revolution. B. The development of television.
C. The development of advertising. D. The people in the Middle Ages.
2. A. Through television. B. By telling passersby about their products.
C. Through the radio. D. Through magazines.
3. A. The Chinese. B. The Americans. C. The Romans. D. The Canadians.

Section C Directions: In this section you will hear passages with some words or phrases missing. The passages will be read two times. During the second reading, you are required to put the missing words or phrases in the blanks according to what you hear.

Passage 1

The introduction of _____ video recorders (DVR), such as TiVo, and _____ like Sky+, DirecTV and Astro MAX, which allow the recording of television programs onto a hard _____, also _____ viewers to fast-forward or _____ skip through advertisements of _____ programs. Many speculate that television advertisements will be _____ altogether, replaced by product _____ advertising in the TV shows themselves. (61 words)

Passage 2

Beginning on January 2, 1971, advertisements _____ cigarettes have been _____ from American TV. Advertisements for _____ products are allowed, but the _____ of any alcohol product is not allowed in a television advertisement. Since the late 1990s TV advertisements have become far more _____, and in addition household products and foods that are not new are no longer generally advertised as they were in the mid to late 20th century. (71 words)

Passage 3

Take Your Career Anywhere in the World and Your Success Even Farther

What will it be for you, forensic science in South Africa or maybe travel medicine in Thailand? No matter where you're looking to take your medicine _____, St. George's University is the place to start.

Here we offer a _____ with a truly _____ perspective on medicine combining the best in US and UK teachings. Plus, our network of clinical affiliations (入会, 联系) in those countries gives you greater _____ for where you can train and _____ practice medicine.

Our 420-acre campus includes breath-taking _____ and our dedicated _____ is 800 members strong. There are also comprehensive student support services and financial aid opportunities _____. To _____ we have nearly 5,000 students who've practiced in more than 35 countries around the world. Why shouldn't you be one of them? (139 words)

Part II Vocabulary & Structure

Section A Directions: You are required to complete each statement by choosing the appropriate answer from the 4 choices marked A, B, C and D.

- America is a society in which children have watched approximately 18,000 television commercials _____ they have reached their middle teens.
A. by the time B. only when C. until D. before
- _____ all things in the world, I most dislike filling up forms.
A. Of B. In C. Beyond D. From
- No one can avoid _____ by advertisements.
A. to be influenced B. being influenced C. influencing D. having influence
- You can't help _____ commercials; every few minutes the program is interrupted to give you one advertisement or another.
A. to hear B. to be heard C. hearing D. with hearing
- Traditionally, television has been a _____ of the masses.
A. media B. medium C. means D. source
- The air inside a house or office building often has more contaminants _____ the heavily polluted air outside.
A. than does B. as C. as that are D. than that of
- We _____ that you'd be able to visit us, but you didn't.
A. had hoped B. would hope C. are hoping D. hope
- Is this the air-conditioner you wish _____?
A. to have repaired B. to have repaired it C. to have it repaired D. to repair
- Rarely _____ by so many students.
A. so much time has been wasted B. has so much time wasted

- C. has so much time been wasted D. has wasted so much time
10. By the time he was 15, Thomas _____ to make a living by himself.
A. would begin B. had begun C. has begun D. was begun
11. Upon reaching home, _____.
A. many letters were found on the desk B. I found many letters on the desk
C. there were many letters on the desk D. there existed many letters on the desk
12. I would have passed the test _____ I misread some of the questions and gave the wrong answers.
A. but B. because C. as D. in that
13. They _____ us but they happened to be short of hands, too.
A. would help B. would have helped
C. were going to help D. must have helped
14. I could have called you yesterday, but I _____ your telephone number.
A. didn't have B. won't have C. hadn't had D. can't have
15. _____ is often the case, one third of the students were absent from class yesterday.
A. This B. That C. What D. As
16. By the time you arrive this evening, _____ for three hours.
A. I will work B. I will have been worked
C. I had worked D. I will have been working
17. Let's finish our homework in a few seconds; it's time we _____.
A. played football B. will play football
C. play football D. are playing football
18. It was not until it got dark _____ working.
A. that they stopped B. when they stopped
C. did they stop D. that they didn't stop
19. The teacher, as well as all his students, _____ by the dancer's performance.
A. was very much impressed B. had impressed
C. impressed very much D. were impressed
20. He abandoned a career that _____ to his becoming one of the most influential people in the world.
A. could have led B. would lead
C. should have led D. must lead

Part III Translation

Section A Directions: This Part is to test your ability to translate English into Chinese. After each of the sentences, you will read four choices of suggested translation. You should choose the best translation.

1. As the young man was very short of money, he decided to apply for the dangerous job advertised in the newspaper.
 - A. 因为这个年轻人缺钱, 所以他决定在报纸上刊登个寻找危险工作的广告。
 - B. 因为这个年轻人手头紧, 所以决定在报纸上寻找个危险的工作。
 - C. 当这个年轻人由于缺钱花的时候, 他决定去申请登在报纸上的那份危险的工作。
 - D. 这个年轻人由于缺钱花, 决定去应聘登在报纸上的那份危险工作。
2. Advertising is different from other forms of communication in that the advertisers pay for the message to be delivered.
 - A. 广告与其他的交际方式不同, 因为发布广告的人要为所传递的信息付出代价。
 - B. 广告与其他的交际方式不同, 因为发布广告的人要为所传递的信息支付费用。
 - C. 广告同其他的通信方式不同, 因为发布广告的人要为所传递的信息支付费用。
 - D. 广告与其他的通信方式不同, 因为发布广告的人要为所传递的信息付出代价。
3. Many economists believe that advertising helps increase competition, which leads to lower prices, thus benefiting consumers and the economy as a whole.
 - A. 许多经济学家认为, 广告增加了竞争的成本, 使商品质量不断下降, 这就使消费者的经济利益受到损害。
 - B. 许多经济学家相信, 广告加剧了竞争, 又降低了商品的价格, 所以消费者和整个经济都会从中得到好处
 - C. 许多经济家坚信, 广告会加剧竞争, 过度的竞争致使商品质量低劣, 从而影响消费者整体的经济利益。
 - D. 许多经济学家认为, 广告有助于竞争, 而竞争的加剧会降低商品价格, 从而使消费者和经济在整体上受益。
4. Those who control advertising control culture by controlling what we spend our money on and what our values and lifestyles are.
 - A. 控制广告的人可以控制文化, 其对文化的控制是通过控制我们的消费取向, 自身价值和生活方式来实现的。

- B. 那些人同时控制着广告和文化, 从而进一步控制了我们的消费方式、自身价值和生活方式。
- C. 控制广告的人通过控制我们的消费取向、价值观和生活方式来控制文化。
- D. 那些控制广告的人也控制着文化, 因为他们控制着我们的消费方式、价值观和生活方式。
5. A large percentage of e-commerce businesses went bankrupt in 2000, mostly due to inadequate business plans and excessive spending on advertising and marketing.
- A. 2000年有大批网络公司倒闭, 极有可能是因为计划中的资金不足以及过量的广告和营销花费。
- B. 2000年大多数网络商务企业出现亏损, 严重影响了资金的充分利用以及广告和营销开支过多。
- C. 2000年有很大一部分电子商务企业破产, 主要是由于商务规划不周密以及广告和营销开支过多。
- D. 2000年大批公司的电子商务部门都有银行债务, 大大导致了预算资金不足以及广告和营销费用短缺。

Section B **Directions:** The following is a list of terms used frequently in marketing. After reading it, you are required to find the items equivalent to (与...等同) those given in Chinese below.

- | | |
|-----------------------------|-------------------------------|
| A. marketing strategy | B. direct investment |
| C. product planning | D. brand name |
| E. total market sales | F. product's life cycle |
| G. channels of distribution | H. middleman |
| I. wholesaler | J. promotional techniques |
| K. exclusive outlet | L. product portfolio analysis |
| M. license | N. price sensitive |
| O. price elastic | P. penetration pricing |
| Q. diversification | R. price discrimination |

Examples: (M) 许可经营 (H) 中间商

- | | |
|--------------------|------------------|
| 1. () 批发商 | () 产品生命周期 |
| 2. () 市场总销售 | () 分销渠道 |
| 3. () 产品策划 | () 对价格敏感的 |
| 4. () 价格歧视 | () 促销技巧 |
| 5. () 直接投资 | () 营销战略 |

Section C Directions: Translate the following sentences into Chinese.

1. Children do not have enough experience to realize that TV shows present an unreal world; that TV advertisements lie to sell products that are sometimes bad or useless.
2. Used to TV shows, where everything is quick and interesting, they do not have the patience to read an article without pictures; to read a book that requires thinking; to listen to a teacher who doesn't do funny things like the people on children's programs.
3. An opportunity exists for full-time individual to undertake a variety of office duties; Previous office experience preferred. The successful applicant should be of smart appearance.No age restrictions apply. We offer competitive salaries, a friendly working environment and free car parking.

Part IV Cloze

Directions: Choose the right answers to fill in the gaps in the passage.

Advertising reaches people through various forms of mass communication. The chief advertising media are newspapers, television, and radio.

Newspapers offer advertisers several advantages (1) _____ other media. Most adults read a daily newspaper, and many of them specifically (2) _____ the ads for information about products, services, or (3) _____ sales. Daily newspapers also offer the advantage of (4) _____. An advertiser can prepare and publish an advertisement within a day. Newspaper ads can thus quickly reflect a sudden (5) _____ for certain merchandise.

A main advantage of television to advertisers is (6) _____ it brings sight, sound, and action directly to consumers in their homes. Advertisers can explain and (7) _____ their products to viewers who are enjoying a TV program and cannot easily avoid the commercials. In addition, network television (8) _____ a vast, nationwide audience at a very low (9) _____ per viewer.

One advantage of advertising (10) _____ radio is that people can listen to programs while (11) _____ other things, such as driving a car or working at home. Another advantage is that radio audiences, in general, are (12) _____ selected by the type of programming than are television audiences. For example, stations that feature country music attract different kinds of listeners than do (13) _____ play rock. By selecting the station, advertisers can reach the people most (14) _____ to buy their

products. Radio commercials include direct sales announcements, dramatized stories, and songs. Most commercials (15) _____ 30 or 60 seconds. In general, radio stations have more commercial time per hour than television stations.

- | | | | |
|--------------------|-----------------|---------------|----------------|
| 1. A. in | B. of | C. over | D. for |
| 2. A. inspect | B. find | C. check | D. examine |
| 3. A. particular | B. especial | C. unusual | D. special |
| 4. A. timeliness | B. simultaneous | C. instance | D. quickness |
| 5. A. require | B. demand | C. need | D. want |
| 6. A. that | B. which | C. what | D. / |
| 7. A. exhibit | B. demonstrate | C. illustrate | D. display |
| 8. A. arrive | B. get to | C. reach | D. contact |
| 9. A. expense | B. price | C. cost | D. fee |
| 10. A. in | B. on | C. at | D. with |
| 11. A. do | B. are doing | C. doing | D. done |
| 12. A. much highly | B. much high | C. more high | D. more highly |
| 13. A. which | B. that | C. those that | D. those which |
| 14. A. feasible | B. likely | C. probable | D. possible |
| 15. A. continue | B. go | C. play | D. last |

Part V Reading Comprehension

Passage 1 Directions: Read the following passage and then give brief answers to the questions that follow.

Pharmacy In Eastern Suburbs urgently needs energetic, friendly assistant. Experience required, driver's license helpful. Ability to deal with the public is essential. Great job for the right person! Apply in writing to P.O. Box 768, Beach Road 611109.

Childminding (照看孩子) Responsible teenager wanted to mind two school age children Mon. to Fri. 3 p.m. to 6 p.m. References (证明人) necessary and experience with young children preferred. Phone 6462220.

Sales Representatives Tired of selling all day with little to show for it? Looking to improve your sales skills? We can brush your selling performance so that every potential customer is a sure sale. Contact Eric on 6462915 during business hours.

Administrative Assistant Required for publishing company. Word processing skill is

advantage. Must be willing to work various hours and in different sections of the company. Apply in writing, naming two referees, to Recruitment Division, Wall and Fixture Press, P.O. Box 246, China Town 611318.

Waiter Experience required for Exclusive City restaurant. Lunches and dinners. Good appearance essential, plus knowledge of Japanese an advantage. Call 2252888 after 5 p.m. for interview.

No Experience If you are a bright, cheerful person and enjoy creative work, willing to work hard in a very pleasant environment, Green Mount Hearts and Flowers, a busy florist and gift shop in a big plaza wants you. Experience isn't necessary but a driver's license is. Contact Jack, 6870708 before 3 p.m. (237 words)

1. Tom is a salesman but isn't earning enough money. What number can he ring to improve his selling techniques?

2. To apply for the position in a chemist shop, should an applicant telephone or write a letter?

3. Lily is a high school student and wants to earn some money. What number can she ring to ask about a job in the afternoon after school?

4. What qualification is essential for the position with Green Mount Hearts and Flowers?

5. James intends to answer the advertisement for work in a publishing company. What names does he need to include in his application?

Passage 2 Directions: Read the following passage and decide on the best answer from the four given choices marked A, B, C and D.

A man once said how useless it was to put advertisements in the newspapers. "Last week," said he, "my umbrella was stolen from a London church. As it was a present, I spent twice its worth in advertising, but didn't get it back."

"How did you write your advertisement?" asked one of the listeners, a merchant.

"Here it is," said the man, taking out of his pocket a slip cut from a newspaper. The other

man took it and read, "Lost from the city church last Sunday evening, a black silk umbrella. The gentleman who finds it will receive ten shillings on leaving it at No.10 Broad Street."

“Now,” said the merchant, “I often advertise, and find that it pays me well. But the way which and advertisement is expressed is of importance. Let us try for your umbrella again, and if it fails, I’ll buy you a new one.”

The merchant then took a slice of paper out of his pocket and wrote: "If the man who was seen to take an umbrella from the City Church last Sunday evening doesn't wish to get into trouble, he will return the umbrella to No.10 Broad Street, He is well known."

This appeared in the paper, and on the following morning, the man was astonished when he opened the front door. In the doorway lay at least twelve umbrellas of all sizes and colors that had been thrown in, and his own was among the number. Many of them had notes fastened to them saying that they had been taken by mistake, and begging the owner not to say anything about the matter. (273 words)

- The man once thought advertising was _____.
A. of little use B. of some use
C. practical D. valuable
- According to his advertisement, anyone who _____ would receive ten shillings.
A. found the umbrella B. gave a message
C. left the umbrella at No.10 Broad Street D. left the umbrella in the City Church
- The result of the first advertisement was that _____.
A. the man got his umbrella back
B. the man wasted some money advertising
C. nobody found the missing umbrella
D. the umbrella was found somewhere near the church
- A merchant asked _____.
A. when he lost his umbrella B. how he wrote his advertisement
C. where he lost his umbrella D. what he did after losing his umbrella
- The merchant suggested that the man should _____.
A. buy a new umbrella B. go on looking for his umbrella
C. write another and better advertisement D. report to the police
- Why did the merchant say "I often advertise and find that it pays me well"?
A. He knew how to advertise.

- B. He had more money for advertising.
 - C. He found it easy to advertise.
 - D. He had a friend in the newspaper where he advertised.
7. "If it fails, I'll buy you a new one" suggested that _____.
- A. he was quite sure of success.
 - B. He was not sure he would get the umbrella back.
 - C. he was rich enough to afford a new umbrella.
 - D. he did not know what to do
8. Did the merchant know who had taken the umbrella?
- A. Sure. B. Not very sure. C. Not at all. D. Probably.
9. This is a story about _____.
- A. a useless advertisement
 - B. how to make an effective advertisement
 - C. how the man lost and found his umbrella
 - D. what the merchant did for the umbrella owner

Passage 3 Directions: There is an advertisement below. You are required to complete the outline below it. You should write your answers briefly (in not more than 5 words).

Fly with Singapore Airlines to Australia and you could win free tickets. There is a winner every day from January 1st to April 30th, 2007.

Lucky Promotion

If you fly with Singapore Airlines with the period mentioned, you could win free tickets daily, plus a chance to win one of the 2 Great Prizes:

First Prize: One pair of First Class return tickets on Singapore Airlines to any of our destinations in Australia, 5-night accommodation in a five-star hotel and US\$5,000 cash.

Second Prize: One pair of Business Class return tickets on Singapore Airlines to any of our destinations in Australia, 5 nights accommodation in a four-star hotel and US\$3,000 cash.

Plan your holiday to Australia on Singapore Airlines now and try your luck for the good chance!

For more information, contact the Singapore Airlines office at your place or visit our websites at www.singaporeair.com or www.australia.com. (147 words)