



大学金砖英语数字化系列教材

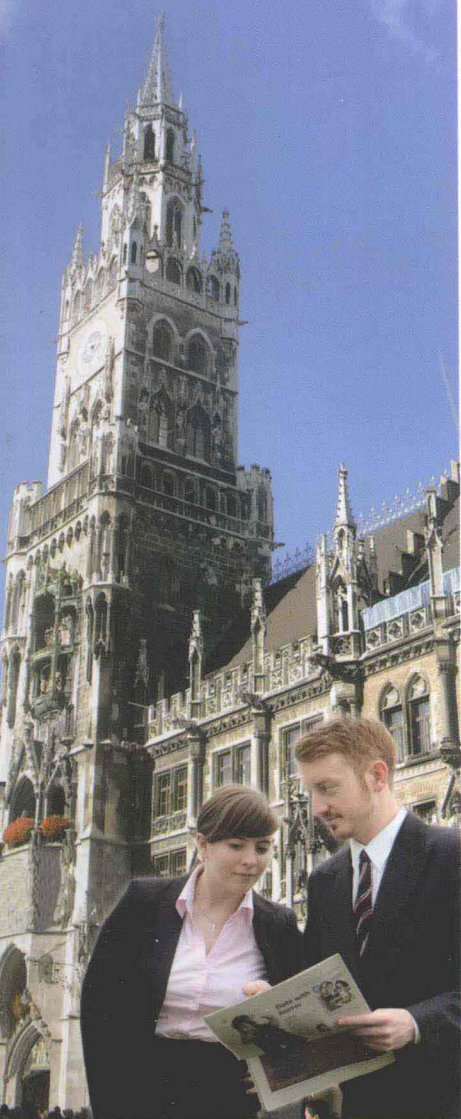
# 社科类大学金砖英语 读写教程4

总主编 王正元

主 编 闫怡恂

College  
Golden Brick English  
Reading & Writing  
(For Social Science Students)

4



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# 社科类大学金砖英语 读写教程 4

主 编 闫怡恂

副主编 黄 岩 党 伟 符 蕊

关明孚 门 悦 张 蕾

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王正元 总主编

闫怡恂 主 编

责任编辑: 胡小平 李连增

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对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

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# 编写说明

经过国内外二十余所大学的一百五十余名中、外英语教师的共同努力，我们完成了这套《大学金砖英语数字化系列教材》的编写以及教辅资源的开发和建设工作。

这套教材包括二十四本纸质教材和配套教辅资源“金砖英语在线”，工作量很大，为此，全体工作人员付出了艰巨的劳动。在此谨向这套教材编写学术委员会的专家、领衔主编的各位教授、参加编写和技术开发的全体教师，以及帮助出版本套教材的对外经济贸易大学出版社的领导和编辑，表示衷心的感谢。

## 一、编写依据

我们在组织编写这套教材前后，反复学习了教育部颁发的《大学英语课程教学要求》，在几所大学召开了英语教师和学生座谈会，就“你们喜欢什么样的大学英语教材”听取了师生的意见，并以《大学英语课程教学要求》为依据，组织编写了这套教材。

## 二、编写理念

我们在编写这套教材时，坚持满足“不同层次要求”和“个性化要求”两个基本理念；充分考虑了大学生英语“一般要求”、“较高要求”、“更高要求”的水平差异性及其不同专业人才对英语需求的个性，在教材设计上注意突出以下特点：

1. 满足“一般要求”、“较高要求”、“更高要求”的层级特点；
2. 满足“理工”、“医学”、“农林”、“社科”不同学科需求内容个性化特点；
3. 可以在线自主学习的数字化特点。

## 三、教材构成

这套《大学金砖英语数字化系列教材》由纸质教材和配套教辅资源“金砖英语在线”（[www.goldenenglishedu.cn](http://www.goldenenglishedu.cn)）两个部分构成。纸质教材按读者对象分为“理工”、“医学”、“农林”、“社科”四大类。

| 读写教程  |            | 视听说教程 |            |
|-------|------------|-------|------------|
| 1-2 册 | 通用（1-2 学期） | 1-2 册 | 通用（1-2 学期） |
| 3-4 册 | 理工（3-4 学期） | 3-4 册 | 理工（3-4 学期） |
| 3-4 册 | 医学（3-4 学期） | 3-4 册 | 医学（3-4 学期） |
| 3-4 册 | 农林（3-4 学期） | 3-4 册 | 农林（3-4 学期） |
| 3-4 册 | 社科（3-4 学期） | 3-4 册 | 社科（3-4 学期） |

#### 四、教材文本

为了保证语言鲜活、地道、时尚,本套教材“视听说”全部文本由美国教师 Jeff Engell, Morgan Matens, Greg Hall 执笔编写;“读写教程”部分文本除了由上述美国教师所写外,另一部分由中方编者选编、改写。一、二册教材内容和文本侧重于通用的共性,三、四册教材文本内容侧重于专业个性。本教材所用的所有文本语言地道、规范、生动、时代性强。

#### 五、编写团队

本套教材的编写得到了胡壮麟教授为主任的教材编写学术委员会各位专家的悉心指导,并获得了主编委员会二十余位教授的大力支持。来自吉林大学、东北大学、中国医科大学、华中科技大学、北京大学医学部等二十余所高校的有丰富教学经验的中、外英语教师,共计一百五十余人参加了本套数字化系列教材编写工作。

#### 六、感谢

本套教材的音频、视频录制得到了下列单位的帮助和支持:

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总主编 王正元

# 前言

《大学金砖英语读写教程》第四册是以《大学英语课程要求》为指导，以大学生为读者对象，个性化需求为理念编写的。

《大学金砖英语读写教程》第四册是社科版，选材内容主要围绕社会科学，如，教育，文化，经济，社会，管理，国际问题，文学，历史，人物等。本教材所用的所有文本语言遵循地道、规范、生动、时代性强的原则。本册共包括十个单元。每个单元包括三篇同一主题的阅读文章，每篇文章都附有词汇、例句、阅读理解、写作、翻译练习。

本教材可供有社科需求的院校非英语专业第四学期教学使用。程度略高于四级水平，大学英语六级以内的难度。为方便使用本册教材，参考答案中除了附有阅读、翻译的练习答案外，每个单元都附有参考译文、例句翻译。由于篇幅所限，教材中每一个单元的 TextA 都附有完整的词汇、例句、阅读理解、写作、翻译等练习。TextB 和 TextC 中的写作与翻译练习汇总在光盘中供学习者使用。

本教材得到辽宁省社会科学规划基金的支持（项目名称：辽宁沿海经济带外语人才需求预测及对策研究，序号：L09AYY001）。

编者

2013 年 5 月



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| Unit   | Title  | Skimming   |
|--|--|--|
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| Scanning  | Writing   | Translation   |
|---|---|---|
| An argumentation: discussing advantages and disadvantages of Groupon and predicting its future development. | Write an exposition with transitional words of illustration ("for example" and "for instance")                  | Translation of Negation (I)   |
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| Unit  | Title   | Skimming   |
|---|---|--|
| <b>Unit 8</b><br><b>Online Education</b><br><br>Page 191    | <b>Text A Online Education May Transform Higher Education</b>             | Skim the text to find out the general idea and the discourse clue markers: a general statement followed by specific details. |
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|   | <b>Text C The Unemployment Problem Is a Little Bit Structural</b>         | Skim the text to find out the general idea and the discourse clue markers: comparison and contrast by chart.                 |

## Key to the Exercises

Page 267



| Scanning  | Writing   | Translation  |
|---|---|--|
| A news report: illustrating if a small retailer can compete with big online companies | Write a composition with a general statement supported by details.                                | Translation of a present participle as adverbial   |
| An essay: illustrating a new tendency of online swindling                             | Write an exposition with a list of points supported by details.                                   | Translation of sentences containing negators or phrases with negators into affirmative sentences |
| An essay: illustrating a new tendency of online business in India                     | Write an exposition with a general statement supported by specific details and reasons.           | Translation: conversion of English nouns into Chinese verbs and vice versa                       |
| Critical Essay: commenting on literary studies nowadays                               | Write an exposition with further information (Learning to use “moreover”).                        | Translation of Color: red, white, blue, green and yellow   |
| Critical Essay: commenting on literary studies nowadays                               | Write an exposition with further information (Learning to use “furthermore”).                     | Translation of Expenses  |
| A Story: to get inspiration with the help of an ancient Greek Goddess                 | Write an exposition with further information (Learning to use “and besides”).                     | Translation of Parts of Prepositions   |
| An argumentation: the dilemma faced by single black women                             | Write an exposition with transitional words of cause and effect (“therefore” and “thereby”).      | Translation of The Passive Voice   |
| An argumentation: the predicament faced by same-sex marriage                          | Write an exposition with transitional words of cause and effect (“because” and “on account of”).  | Translation of the Non-Restrictive Attributive Clause  |
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| Historical Resources: introducing the unification of Germany in 19th century          | Write an exposition with cause and effect (Learning to use “hence”).                              | Translation of Death   |
| Historical Resources: introducing American Civil War and post-war reconstruction      | Write an exposition with cause and effect (Learning to use “accordingly”).                        | Translation of Pregnancy   |
| Historical Resources: introducing Queen Elizabeth I of England                        | Write an exposition with cause and effect (Learning to use “thus”).                               | Translation of Excretion   |

| Scanning   | Writing   | Translation                               |
|--|---|---|
| An essay: exploring how online education has influenced higher education                                 | Write an argument to practise developing comparison and contrast by using “on the contrary” | Application of Combination to Translation |
| An essay: offering a detailed description of U.S. online education                                       | Write an argument to practise developing comparison and contrast by using “in contrast”     | Application of Division to Translation    |
| An essay: revealing the prospect of online education   | Write an argument to practise developing comparison and contrast by using “whereas”         | Application of Repetition to Translation  |
| Critical Essay: commenting on Tony Blair’s achievements in his official career                           | Coherence of paragraphs (I)   | Translation: addition (I)                 |
| A News Report: Julian Barnes’s comment on his writing  | Coherence of paragraphs (II)  | Translation: addition (II)                |
| Critical Essay: Steve Jobs’ obsession with perfectionism has been tempered                               | How to write the thesis paragraph   | Translation: omission and repetition      |
| An essay: commenting on World Economic and Employment Prospects  | words to indicate upward or downward movement   | Translation of Figures (I)                |
| An essay: revealing 2012 job market and the unemployment situation                                       | Describe the pie chart.   | Translation of Figures (II)               |
| An argumentation: illustrating the Unemployment Problem Is a Little Bit Structural, but mostly cyclical. | learning to describe a bar chart  | Translation of Figures (III)              |
|  |   |   |

# Unit 1

## Diversified Media

### **A The Economics of Groupon: the Dismal Scoop on Groupon**

Groupon is the first leading website that can offer its users a 50%~90% discount on local activities and services. Each day a special deal is given on many things ranging from services, dining, to entertainment. But will its charm last forever?

### **B The Children's Book Comes to Life Electronically. Should We Be Alarmed?**

Recent years have seen immense changes in reading habits due to the invention and improvement of e-books. It seems all reading is migrating to computer screen. What influence will interactive electronic books have on children's imagination and creativity? And will everything concerning publishing go digital or will traditional books and electronic markets co-exist?

### **C To Tweet or Not to Tweet**

Twitter is one of the hottest social networks in recent years. At first glance, it seems to be a limited platform: you make a list of people you want to follow and post updates less than 140 characters to notify your friends of knowing what you are doing or thinking. Behind this simple function, what makes it and other social-media tools so successful? And what do they bring to our economy?



## ***Text A The Economics of Groupon: the Dismal Scoop on Groupon***

### **I Lead-in**

Predicting content: You're going to read *the Economics of Groupon: the Dismal Scoop on Groupon*, please predict:



1. Have you ever tried collective buying?
2. What reasons lead to the success of Groupon?
3. What is the potential risk of Groupon business?
4. Up to now, there are many group-buying websites in China. What do you think about their future?

### **II Skimming**

Skim the text to find out the general idea. Look quickly through the discourse clue markers:

1. Groupon started with...idea. Its website offered ... whereby.... (Para 2)
2. ...this model has big advantages. Groupon helps... Groupon also allows... (Para 3-5)
3. A final woe: the Groupon model is open to... (Para 9)

### ***Exercises***

1. What is the original idea that stimulates the foundation of Groupon and what service is included?
2. What are the three main advantages that Groupon bring to merchants?
3. What is the most serious problem with Groupon business?

### III Scanning

#### Scan the text for specific information

A micro-economist assesses Groupon

1 On October 24th Groupon<sup>1</sup> says it will start its

“roadshow”. The social-media **sensation**, which offers

online **coupons** for **bargains** at local shops and restaurants,

is planning an **initial** public offering later this year.

Valuations as high as \$20 billion were until recently **banded**

around, but that now seems wildly **optimistic**. Groupon will

lose \$280m on **revenues** of \$1.69 billion in 2011, predicts

Benchmark, a consultancy. That is an ocean of red ink.

2 Groupon started with a **nifty** idea. Its website offered a

“daily deal” **whereby** consumers could buy a product or

service very cheaply if a minimum number of people **signed**

**up**. People would **nag** their friends **to** come to the same bar

or shop. The merchant would get new customers. Groupon

would take a **cut**.

**roadshow**: *n.* a group of people who travel around a country, for example as part of an advertising or political campaign 为了打广告或者政治选举而进行的全国巡演

The Presidential ticket has planed a **roadshow**.

**sensation**: *n.* extreme excitement or interest, or someone or something that causes this 感觉, 轰动

The books create a **sensation** among the readers both at home and abroad.

**coupon**: *n.* a piece of paper which can be used to obtain something without paying for it or at a reduced price 折价券

In order to save some money, Amy always brings various **coupons** whenever she goes shopping.

**bargain**: *n.* something you buy cheaply or for less than its usual price 讨价还价

There are no **bargains** in the supermarket.

**initial**: *adj.* of or at the beginning; first 开始的; 最初的; 第一个的

Our **initial** reaction is excitement when we know that Tom Cruise is visiting our campus.

**bandy**: *vt.* pass on (a rumour, information, etc), often in a thoughtless way 传播 (谣言、消息等) (常为漫不经心地)

His name was being **banded** about as a future chairman.

**optimistic**: *adj.* hopeful about the future or the success of something in particular 乐观的

We have every reason to be **optimistic** that our new product will succeed.

**revenue**: *n.* income, esp the total annual income of the State from taxes, etc 收入; (尤指) 岁入

Advertising **revenue** provides a large sum of funds for commercial television channels.

**nifty**: *adj.* good, pleasing or effective 好的  
Going shopping over Christmas is a **nifty** idea because you can get discount.

**whereby**: *adv.* in accordance with which; by or through which. 与……一致; 通过……, 借以

Our company has introduced a new system **whereby** all employees have to undergo regular training.

**sign up**: to put your name on a list for something because you want to take part in it or (cause sb to) sign an agreement to work for sb, become a soldier, etc 报名参加; (使某人) 签约受雇

I have been thinking of **signing up** for a yoga course for a long time.

**nag sb to do sth:** to keep asking someone to do something, or to keep complaining to someone about their behaviour, in an annoying way 不断央求某人做某事

My wife's been **nagging** me **to** fix the broken tube for one week.

**cut:** *n.* someone's share of something, especially money 削减

Although the workers were rewarded with a **cut** of 5% from the profits, they got nothing in the end of the year.

**phenomenally:** *adv.* in a very great or impressive way 惊人地

This new record has been **phenomenally** successful and all the comments are positive.

**capacity:** *n.* ability to hold or contain sth 容纳某事物的能力

They rent a hall with a seating **capacity** of 2000 for their wedding ceremony.

**voucher:** *n.* document, showing that money has been paid or promised, which can be exchanged for certain goods or services (代替现金的)凭单, 凭证, 代金券

The **voucher** is valid between March and November and entitles you to 10% off all overseas flights.

**redeemable:** *adj.* able to be exchanged for money or goods 可以用来抵钱或者货品的

Those vouchers will be **redeemable** against any future purchase.

**hung-over:** *adj.* feeling ill with a bad pain in the head and often wanting to vomit after having drunk too much alcohol 宿醉的

That was a great party last night, but I'm feeling horribly **hung-over** this morning.

**turn up:** to arrive at a place, especially in a way that is unexpected 现身, 出现  
Jenny **turned up** late, as usual.

**charge for:** ask (an amount) as a price 要价

As long as you've paid in advance, we will not **charge** you **for** delivery.

**punter:** *n.* a customer; a user of services or buyer of goods 顾客

It's crucial to keep **punters** happy.

3 For merchants, this model has big advantages. They are advertised on Groupon's **phenomenally** popular website.

This is especially useful for new businesses that no one has heard of.

4 Groupon helps merchants manage **capacity**, too. For example, a restaurant might sell **vouchers** that are **redeemable** only on Tuesdays, thus filling tables on a quiet night. Or a Pilates<sup>2</sup> studio might use vouchers to manage class sizes. Once a client has paid for the voucher, the studio collects the fee even if she is **hung-over** and doesn't **turn up**.

5 Groupon also allows merchants to **charge** different people different prices for the same product. A student might buy theatre tickets on Groupon for half price. A businessman with no time to shop around online might buy the same tickets for full price. Without Groupon, it is harder for the theatre to find out what people are willing to pay. It could charge both **punters** full price, in which case the student may stay at home. Or it could charge both the lower price, in which case it makes less money.