



普通高等教育“十一五”国家级规划教材



21 世纪大学新英语系列

# 21 世纪大学新英语

视听说教程 教师参考书

(修订版)

白永权 总主编  
郭海云 总主审



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# 前言

2002年,教育部启动了新一轮的大学英语教学改革。这次改革的重心是提高学生的英语听说能力,解决长期以来备受社会指责的“哑巴英语”教学模式,使学生在未来的学习、工作和社会交往中能用英语进行有效的交流,并使他们成为在国际舞台上有所作为和活跃的高素质人才。教育部同时修订了《大学英语课程教学要求》,改革了大学英语四、六级考试的题型和内容。修订后的《大学英语课程教学要求》明确提出,大学英语教学的重点从培养学生阅读和写作能力为主转向培养学生的听说能力为主。改革后的大学英语四、六级纸笔考试的英语听力分数从以前的20分增加到了35分,而新开发的大学英语四、六级网考试题不仅大幅度提高了听力部分的比重,而且听力部分的选材使用的都是鲜活的原始视听材料。

为满足大学英语教学改革的需要,我们遵循《大学英语课程教学要求》,编写了这套《21世纪大学新英语视听说教程》,供高等学校本科生视听说课程使用。本教程以功能意念贯穿始终,采用视、听、说、写相结合的方法,充分利用现代计算机技术、网络技术和先进的教学手段,旨在全面提高学生的英语视听说能力。

## 本套教材有以下特点:

**1. 选材真实,取材广泛** 所有视听说语料都选自近期英美国家主要媒体的新闻报道、人物访谈、热点话题讨论和励志故事等。选材融知识性、趣味性和真实性于一体,语言贴近现实生活。真实的语言材料能够激发学生的学习动力和潜力。

**2. 任务导向,交际为本** 本套教材配有大量的课堂活动,有些需在教师组织下来完成,有些要学生自由去发挥。所练内容与视听内容紧密相联,听、说、写融为一体,更加有效地操练语言输出技能,培养学生的英语综合应用能力。

**3. 由浅入深,循序渐进** 本套教材共五册。第一册在选材方面考虑了与高中英语的衔接,所选材料简单鲜活,贴近学生日常生活,易为学生接受;在内容上,每课适当安排了一些交际用语和交际活动,并介绍了英语国家最基本的交际和文化知识,既可提高学生的听说能力,也可拓宽学生的文化视野;在练习形式上,兼顾了大学英语四、六级纸笔考试和网考考试的各种形式。第二、三册重在听力策略和交际技能的培养,所选内容丰富多彩,策略与技能的训练系统全面。第四、五册突出视听后语言输出能力的培养,练习形式多样、生动活泼,围绕口语话题展开各种相关活动。

**4. 寓教于乐,以趣激学** 爱因斯坦有句名言:“兴趣是最好的老师。”本套教材除了编排大量能够激发学生学习兴趣的音、视频材料外,每个单元都设计了“Fun Time”部分,让学生在紧张学习之余充分放松,尽享英语学习给他们带来的乐趣。

《21世纪大学新英语视听说教程》(修订版)包括5册学生用书和5册教师用书。每册包括12个单元,2个测试,其中12个单元用于课堂教学,2个测试用于复习考试。每个单元集中一个主题,供2学时教学使用。

#### 第一册每单元由以下四个部分组成。

第一部分为“导入”(Lead-in)。本部分根据要练习的交际功能,要求学生掌握一些常用的交际用语,了解相关的文化习俗。学生在看图片、观看影视短片或听力片段练习以后,要进行填词、回答问题、角色扮演等热身活动。

第二部分为“听力练习”(Listening Practice)。本部分重在培养学生的听力技能,并适当安排了一些与听力主题相关的口语练习,使学生在听和说的过程中掌握相关的词语和相关的知识。

第三部分为“课外练习”(Home Activities)。本部分以听力测试为主,练习形式与大学英语四、六级纸笔考试听力部分的客观题型相似,练习围绕语言的应用功能展开,如辨别数字、确定事件发生的地点和对话人的关系等。

第四部分为“轻松一刻”(Fun Time)。本部分多以与主题相关的影视精彩片段或流行歌曲等为视听材料,让学生在紧张之余充分放松,尽享英语学习之乐。

#### 第二、三册每单元由以下五个部分组成。

第一部分为“交际技能”(Communication Skills)。本部分包括《大学英语课程教学要求》中所有的日常会话主题,侧重会话策略和功能训练,培养学生的综合语言运用能力。

第二部分为“听力策略”(Listening Strategies)。本部分侧重培养学生的听力技能,通过专项练习,辅以相关英语听力学习策略指导,帮助学生尽快掌握专项听力技能。

第三部分为“与主题相关的视听说活动”(Theme-related Activities)。本部分通过各种视听说活动来训练学生的语言基本技能,同时也兼顾到四级网考的一些考试形式。

第四部分为“听力测试”(Listening Test)。本部分以听力测试为主,练习形式与大学英语四、六级纸笔考试听力部分的题型一致。

第五部分为“轻松一刻”(Fun Time)。本部分多以与主题相关的影视精彩片段或流行歌曲等为视听材料,让学生在紧张之余充分放松,尽享英语学习之乐。

#### 第四、五册每单元由以下五个部分组成。

第一部分为“导入”(Lead-in)。本部分的目的是让学生通过回答问题或图片讨论,对所学单元主题有所了解,通过热身进入最佳学习状态。



第二部分为“视与听”(Watching & Listening)。本部分侧重训练学生对有一定长度和难度的音、视频材料的理解,并在学习过程中培养学生对英美文化的初步了解。

第三部分为“口语实践”(Speaking Practice)。本部分旨在培养学生的英语口语表达能力,口语练习与视听内容紧密相扣,活动形式多样,话题贴近日常生活。

第四部分为“听力测试”(Listening Test)。本部分以听力测试为主,练习形式与大学英语四、六级纸笔考试听力部分的题型一致。

第五部分为“轻松一刻”(Fun Time)。本部分多以与主题相关的影视精彩片段或流行歌曲等为视听材料,让学生在紧张之余充分放松,尽享英语学习之乐。

《21 世纪大学新英语视听说教程》主要由北京交通大学和西安交通大学等高校的资深教授和英语教学专家通力合作编写而成。在本教材的构思、编写和审稿过程中,国内外很多学者向我们提出了不少宝贵的建议和花费大量时间修改稿件,在此我们全体编写人员向他们致以诚挚的感谢。

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# Unit 1

# Business Administration

## Learning Objectives

In this unit students are going to watch and listen to some news reports, news stories and interviews about business administration.

By completing a series of tasks they will learn to

- understand the main ideas of the audio/video materials;
- grasp the important details of the audio/video materials;
- express and defend your opinions on the issues related to the audio/video materials.

## Part 1 Lead-in

### Task 1

**Think about and discuss the following questions with your partner.**

1. How important is Business Management to a successful business?
2. What kind of qualities should a person have when starting a business?
3. What is an MBA? What aspects does it involve? Is an MBA a necessity of starting a business?

(Open. )



### Task 2

**Watch a short clip, “Granny’s Law” (1’00”), and see if you agree with what Brian Jenner says.**

*Following is the script of the video clip:*

My name is Brian Jenner, and I’m a speechwriter. I’m gonna give you the best tip about management I’ve picked up from 10 years of writing speeches for CEOs. Learn this one, and you won’t have to get to Harvard Business School or do an MBA. It’s granny’s law. Granny’s law states: eat your carrots before you have your dessert. So when you’re doing the work during the day, you’ve got the task you want to do and the task you



don't want to do. So after you've done a difficult task, reward yourself with a pleasant activity. If you got employees, get them into the same habit, and then you inspire them to do great things. So granny's law: eat your carrots before you have your dessert.

## Part 2 Watching & Listening

### Section A

**Directions:** You are going to listen to a talk, "Custom Service" (2'20"). Please read the following words and phrases before listening and then finish the following tasks.

Word Bank			
profitability /ˌprɒfɪtəˈbɪlɪti/ n.	收益率	convenient store	便利店
retain /rɪˈteɪn/ v.	保持	celebrity gossip magazine	八卦杂志
courtesy /ˈkɜːtɪsi/ n.	礼貌		



#### Task 1

**Listen to the talk carefully and choose the best answer to the following questions from the four choices given.**

1. What does the speaker mainly talk about?  
A) Professional ways to please customers.

- B) Training of customer service personnel.
  - C) Customer service and professional attitude.
  - D) Common courtesies and first impressions.
2. What is the importance of professionalism in customer service?
- A) It leads to customers' trust in the business.
  - B) It is required by most companies.
  - C) It distinguishes you from your customers.
  - D) It makes you sound more polite.



## Task 2

**Listen to the talk again, and then decide whether the following statements are true or false. Use T for true and F for false.**

- T 1. Customers can be very powerful in building up the influence of the business.
- F 2. Being professional refers to the use of courteous expressions.
- T 3. Clerks in the convenient store are mentioned as counter examples of professionalism.
- F 4. Business professionals are discouraged from reading celebrity gossip magazines.
- F 5. You can use a pet dog to establish a close relationship with customers.



## Task 3

**Listen to the talk for the third time, and then fill in the blanks with the missing information.**

- 1. The customer is the person who brings revenue and profitability into your business.
- 2. You could have word of mouth advertising. It's just out there for you if your customer is happy with you.
- 3. But professionalism has more to do with the way you approach your customer.
- 4. First impressions are very important, so remember the way that you appear to your customer really does instill confidence in him or her.



Following is the script of the audio clip:

Welcome. This section is called providing great customer service. I'm Pam Unruh on behalf of expertvillage.com.



So why is customer service so important to your business? Every business is based upon the customer. The customer is the person who brings revenue and profitability into your business. Now if you lose this customer, you are also losing the money or profitability that they brought in to you. If you retain a customer, then you not only retain your business for a month, or a year, but it could go on longer than that. Think about the customer base that you could build upon from that one customer. You could have word of mouth advertising, it's just out there for you if your customer is happy with you. So think of the value that you will be receiving just from this one customer alone. Again, the bottom line for any business is profitability.

Now let's take a moment to discuss the importance of being professional. Now this is not to be confused with common courtesy that we've already discussed for your customer. Remember courtesies are just those common sense items that are "Please"s, "Thank You"s that you want to work into any conversation. But professionalism has more to do with the way you approach your customer. If a customer came into my office and I was not dressed professionally, or if I had my feet upon my desk or if I was, as the clerk in the convenient store that I mentioned earlier, on the phone arguing with my husband or my daughter or whoever, that would not be a very professional appearance. It is also important that your work area remain professional. If I had magazines all over my desk, I don't know, maybe celebrity gossip magazines that personally I love but they don't have any place in work place, or if a customer came in and maybe I had my dog laying on my desk, my appearance, my attitude doesn't seem professional. When you don't seem professional, right away that takes away any confidence that your customer has in you. First impressions, you've heard this expression a million times. First impressions are very important, so remember the way that you appear to your customer, really does instill confidence in him or her. Professional attitude is very important at all times.

#### *Background Information:*

**Pam Unruh:** Pamela Unruh has been working in the customer service industry for nearly 20 years. She has a great deal of experience on the subject and has been a corporate trainer in the field.

## Section B

**Directions:** You are going to watch a clip, "Business, Management and Administration" (2'37"). Please read the following words and phrase before watching and then finish the following tasks.

### Word Bank

transaction /træn'zækʃən/ n.

交易

pharmaceutical company

制药公司

clerical /'klerɪkəl/ a.

职员

ingredient /ɪn'ɡri:dʒənt/ n.

配料, 成分



### Task 1

Watch the clip carefully. While watching, check the jobs mentioned by the speaker.

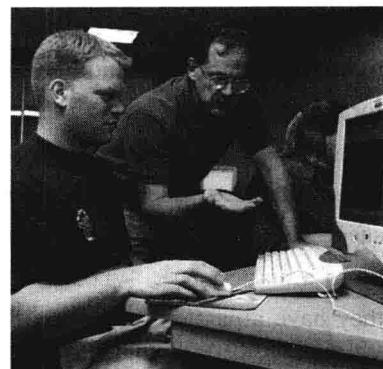
Name of Jobs	✓/✗	Name of Jobs	✓/✗
Secretary	✓	Transportation manager	✓
Salesman	✗	Consultant	✗
Top executive	✓	Book keeper	✗
General manager	✓	Cost estimator	✓
Director	✗	Typist	✗
Office clerk	✓	Analyst	✓
Stock broker	✗	Trainer	✗
Clerical supervisor	✓	Receptionist	✓
Accountant	✗	Coordinator	✗



### Task 2

Watch the clip again and then choose the best answers to the following questions from the four choices given.

- What does each individual in a successful team have in common?
  - A passion for getting promoted.
  - A desire to get things right.
  - An understanding of details.
  - A drive to create a masterpiece.
- What does the speaker mean by “a well-oiled machine”?
  - Every part of a machine is well oiled beforehand.
  - Every department of a company functions well.
  - Every employee is well qualified for their job.
  - Every aspect is considered in decision making.
- What advantage does a degree in business give you?
  - You are guaranteed a manager position.
  - You can climb high up the corporate ladder.
  - You can start from a higher position.
  - You are better adjusted in the job market.
- What do top executives often transfer from industry to industry?
  - Business skills.
  - Specific issues.
  - Business plans.
  - Their customers.
- What does the passage highlight about business?
  - Competition.
  - Efficiency.
  - Teamwork.
  - Motivation.







### Task 3

**Watch the clip for the third time focusing on the specific information, and then fill in the blanks with proper phrases.**

If you are going to be a cost estimator for a manufacturing baker, however, you have to know a lot about 1) ingredients and labor involved in the products the company makes. You'll also discover that within each company, there are 2) issues, titles, procedures, even vocabulary that you need to learn in order to 3) get along. So to build a career in the field of business administration, it helps 4) to be flexible and to be a quick learner. This is also a field that requires communicating with other people. Part of the challenge in working for a business is getting along with your co-workers 5) in a way that encourages everyone to do the best job possible.



*Following is the script of the video clip:*

Behind every successful business transaction, there is a team. Each individual involved in business administration performs an important piece of a big job. What they all have in common is a desire to find the right fit. They might find the right product for a customer, the right price for that product, the right employee for an opening, the right message for a product. They might put mail in the right hands or seek out information that completes the analysis of a stock offering. They might find the best possible way to organize a company so that all its parts function like a well-oiled machine. From secretaries to general managers and top executives, successful people in business administration have an understanding of how details, when put together well, add up to a masterpiece. Whether they work for a small business, a multinational corporation, or the government, they have a passion for getting things right.

If you have that drive, you might start as a secretary, or general office clerk, and work your way up to become a clerical supervisor or transportation manager. If you add a college degree in business, or a master's degree, you can move into a corporation higher up the ladder and head toward a position as an analyst, cost estimator or general manager. Depending on what job you want, you might not need to know something about the business while you are carrying out the service you are hired to perform. If you are going to be a receptionist in a pharmaceutical company, you don't really need to know much about chemistry. Even top executives often transfer their business skills from industry to industry, learning about the issues specific to their new company while implementing a business plan. If you are going to be a cost estimator for a manufacturing baker, however, you have to know a lot about ingredients and labor involved in the products the company makes. You'll also discover that within each company, there are issues, titles, procedures, even vocabulary that you need to learn in order to get along. So to build a career in the field of business administration, it helps to be flexible and to be a quick learner. This is also a field that requires skill in communicating with other people. Part of the challenge in working for a business is getting along with your co-workers in a way that encourages everyone to do the best job possible. One of our presidents, Calvin Coolidge, is credited with saying, "The business of America is business". You might not agree with his view, but the importance of business success to this country's well-being cannot be denied.

*Background Information:*

**Corporate ladder:** It means working hard for years to get pay raise and promotion (晋升的阶梯).



### Part 3 Speaking Practice

**Directions:** You are going to watch a clip, "Human Resources in My Eye" (3'24"). Please read the following words and phrases before watching and then finish the following tasks.

#### Word Bank

cull /kʌl/ v.	收集	contractor /kən'træktə(r)/ n.	订约人, 承包人
cutter /'kʌtə/ n.	刀具	word of mouth	口口相传
bindery /'baɪndəri/ n.	装订机	HR (Human Resources)	人力资源
sophisticated /sə'fɪstɪkətɪd/ a.	非常精密的		

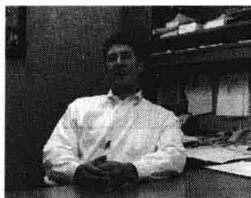


#### Task 1

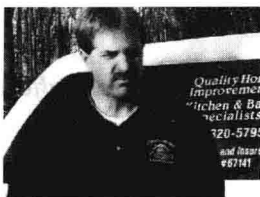
**Watch the clip carefully. While watching, match the following speakers A, B and C with their major opinions.**



A



B



C

1. Word of mouth is like advertisement.
2. The Employee Handbook tells what is expected of your employees.
3. Great people in your business can help do anything possible.
4. Keep calling until you find the great people.
5. Our employees are not young enough.
6. Checking references helps you know more about the people you want to hire.

**Keys:** Person A: 3, 4    Person B: 2, 5    Person C: 1, 6



## Task 2 Pair Work

**Watch the clip again, and then discuss the following questions with your partner.**

1. What are the main points of each speaker? Please restate their ideas in your own words.

**Speaker A:** Finding the right employees is very important, and you should keep trying until you find great people.

**Speaker B:** Good employees are hard to find. We are fortunate to have many dedicated employees. It is also not very easy to train them. The Employee Handbook is the key to helping manage your business.

**Speaker C:** I found employees through other contractors, and word of mouth is very important.

2. Do you agree with them? Why or why not? Please explain your points in details.

(Open.)

3. Suppose you are an employer. What business are you going to do? What kind of people do you need? Share with your classmates what you require of the employees for each position.

(Open.)



## Task 3

1. Suppose you are the head of a new company and are recruiting new staff for different positions in a newspaper Want Ad. Please fill in the table below with the positions you have and some details about them.

Wanted

Position	Responsibility	Qualification	Terms & Condition	Remuneration Offered	Ways of Application

(Open.)

2. In a group of 6 students, two act as interviewers and the rest act as candidates who have answered the Ad. The interviewers may ask the following questions:

- Tell me why we should hire you.
- What position do you expect to have in five years?
- What positions have you worked in? What do you think of them?