

成人及远程教育试用教材

# 成人大学英语

**College English for Adult Education**

供非英语专业使用

For Non-English Majors

第四册

Volume 4

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# 《成人大学英语》编委会

## 第四册

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## Preface

**Congratulations on your decision to learn English!**

**Language reflects culture. By studying English, you will learn much about the people who speak it and the countries where it is spoken.**

**Building your knowledge of a new language is like building your body. Good grammar forms the skeleton, the bones that hold sentences together. Vocabulary is the flesh, the words that express your thoughts and ideas. With practice, you will build strong muscles that help you use English to communicate.**

**Learning a new language is like learning to play a new sport or a musical instrument. It looks easy and fun when you see someone do it who is good at it. But when you try it, it seems awkward and difficult. Don't give up! Learn simple things correctly, and then practice what you learn.**

**Mrs. Liu has prepared this book to help you strengthen your English, whether you are just beginning or are more experienced. She has developed these lessons so that what you learn will be interesting and useful. With practice, you will find that being able to read, write, speak and listen to English is also fun.**

*Robert R. Bowen*

# 前言

1997年12月，原国家教委颁发了“教成司（1997）113号”文件，公布了《全国成人高等教育英语课程教学基本要求》，对成人高等教育中英语这门重要的公共课作了宏观的规范。近两年，随着素质教育和终生教育政策的推广，网络教育学院如雨后春笋。但目前市场缺乏较有针对性的适合成人和网络教育的英语教材。鉴于以上情况，根据有关教学行政部门领导的指示，我们开始酝酿编写一套适合夜大、函授、远程教育成人学生特点的公共英语教材。

本教材以《全国成人高等教育英语课程教学基本要求（非英语专业用）》为依据，既重视对英语语言知识的传授和应用，又注重学生知识面的拓宽和分析能力的提高。在材料的难易程度、语法点的掌握和语言现象的应用上充分考虑到成人学习英语“底子薄、时间少、无语言环境”等特点，力求做到科学、实用。同时，采用了网络、光碟、书籍相结合的现代教学手段，实现了学习的交互和移时、移地。

整套教材共分4册，每两册配有一张光盘。每册分10个单元，每一单元设有一新主题。其内容包括以下几个部分：

1) 课文前设有 Warm-up Exercise，旨在使学生对课文的主要内容和背景知识有一个大概的了解。

2) 课文采用边注的形式。列出所有可能对阅读形成障碍的单词和词组，用中文注释，以加强学生的英语语感和对文章整体结构的理解。

3) 紧随课文后的语篇结构练习或根据课文内容回答问题练习，目的在于培养学生的有效阅读能力。

4) 词汇、句式和翻译练习旨在巩固、熟练最基本的英语语言知识并使掌握语言零部件的有机结合。

5) “欣赏娱乐”板块里有谚语、幽默、视听材料等，以扩大学生的知识面和学习的趣味性。补充阅读 Supplementary Reading 显然是对课文同一主题不同侧面的阐述，题材多样、内容生活化；篇幅适中、英汉对照，侧重学生对语言现象的熟练和表达能力的提高。

6) 语法。对课文中出现的主要语法点进行系统地论述，给出丰富的例句；既有助对课文的理解，又是对中学语言知识的巩固。

7) 写作技能告诉学生如何写正确的句子，如何扩展句子，如何把零散的语言材料组织成意义连贯、主题鲜明的文本。

为便于学生自学，我们将每单元练习的标准答案附在书末，以便学生自己掌握、

及时更正。

在编写这套教材时, Fulbright 教授、堪萨斯大学新闻学院教授 Robert R. Basow 给了我们很多指导并为此书写了序; 美籍教师 Christopher Dostal 做了大量校对和录音工作; 兰州大学网络中心的张洋同志参与了本书配套光碟的制作工作, 对这些专家及书中选用作品的各位作者, 我们在此一并表示深深的谢意。

本书各部分由以下人员编写

刘新慧: 第 1、3、4、5、6 课, 全套书籍的构思、选材、设计、编辑; 杜翠琴: 第 8、9 课语言点及练习; 师彦灵: 2、10 课语言点及练习; 程云莉: 第 7 课语言点及练习; 武海霞: “写作技能 (Writing Skill)” 板块; 刘新慧、赵汝荃、张爱民: “语法 (Grammar)”、“英语欣赏 (Enjoy English)” 板块。

由于水平有限, 不当之处, 在所难免, 衷心希望广大教师和学生批评指正, 以期今后不断修改, 使这套教材日臻完善。

编者

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# Unit 1

**Text: Newspapers**

**Text Organization**

**Language Points**

**Exercises**

**Enjoy English**

**Grammar:**

**The Performance of "than"**

**Writing Skill: Writing Effective**

**Business Letters (1)**



## Warm-up

1. How do you know what is going on in the world? Do you read newspapers?
2. Besides offering information, what other functions may a piece of newspaper play?

Text >> audio 



## Newspapers

Who won the ball game? What happened at the United Nations? How did the critics like the new play? Minutes after an event <sup>1</sup>takes place, newspapers are on the streets <sup>2</sup>giving the details. <sup>3</sup>Wherever anything happens in the world, reporters are <sup>4</sup>on the spot to gather the news. Newspapers have one basic purpose — to get the news as quickly as possible from those who know it to those who want to know it.

Radio, telegraph, television, and other inventions brought competition for newspapers. <sup>5</sup>So did the development of magazines and other means of communication. But this competition merely <sup>6</sup>spurred the newspapers on. They quickly made use of the newer and faster means of communication to

critic [ˈkɪtɪk] *n.* 批评家  
take place 发生  
on the spot 现场

telegraph [ˈtelɪgrɑːf] *n.*  
电报

communication  
[kəˌmjuːnɪˈkeɪʃən] *n.*  
交流

merely [ˈmiəli] *ad.* 只  
spur [spɜː] *vt. & vi. & n.*  
激励; 疾驰; 刺激物

improve the speed and efficiency of their own operations. Today more newspapers are printed and read than ever before.

Competition also led newspapers to <sup>7</sup>branch out into many other fields. Besides keeping readers <sup>8</sup>informed of the latest news, today's newspapers entertain and influence readers, politically and otherwise. Newspapers influence readers economically through advertising. Most newspapers depend on advertising for their very existence.

Newspapers are sold for prices that <sup>9</sup>fail to cover even a small fraction of the cost of production. The main source of income for most newspapers is commercial advertising. The ability to sell advertising depends on a newspaper's value to the advertisers. This is measured in terms of circulation. How many people read the newspaper?

Circulation depends <sup>10</sup>somewhat on the work of the circulation department and on the services or entertainment offered in a newspaper's pages. But for the most part, circulation depends on a newspaper's value to readers as a source of information about the community, city, county, state, nation, and world — and even outer space.

Newspapers of the United States grew in numbers and circulation <sup>11</sup>along with the general growth of the population and economy. The same developments were seen in the press of Great Britain and many other countries of Europe. Some of the developments in Britain came earlier and influenced

efficiency [i'fi:ʃənsi]n.

效率

operation

[,ɔpə'reiʃən]n.

操作

branch out [bræntʃ]

分支; 分割

latest [leɪtɪst]a. 最近的

politically

[pə'litikəli]ad. 政治上的

economically

[i:kə'nɒmɪkəli]ad.

在经济上

existence [ɪg'zɪstəns]n.

生存

fraction [frækʃən]n.

小部分

cost [kɒst]n. 费用

circulation

[,sə:kju'leɪʃən]n. 发行量

somewhat

[səmhwɒt]ad. 多少

community

[kə'mju:nɪti]n. 社区

county [kaunti]n. 县

press [pres]n.

报刊; 新闻舆论; 压

the United States press.

Commercial and technical forces during the first half of the 20th century <sup>12</sup>reversed the trend toward more newspapers and brought <sup>13</sup>mergers and <sup>14</sup>consolidations. Among these forces were advances in production techniques — for example, the invention of machines for rapidly casting curved page plates for use on high-speed rotary presses, the development of the rotary press itself, and the invention of Lino-type and typesetting machines.

All these changes, and many others, <sup>15</sup>led to greater efficiency. But they also led to increased costs. It became much more expensive to establish new newspapers that could compete with the already established giants.

Business managers of newspapers were quick to see the advantage of producing two or more newspapers in a single plant. The sharing of printing <sup>16</sup>facilities was only a short step from common ownership and merger. As circulation figures grew, advertisers found it wiser to buy advertising in one paper with a wide circulation than in two or more with <sup>17</sup>overlapping circulations. Thus the leading paper in a circulation tend to become stronger, and the weak, weaker.

In 1920 there were some 2,000 daily newspapers in the United States. In 1970 there were about 1,960. While the number of individual newspapers dropped, circulation figures climbed.

reverse

[rɪˈvɜ:s] vt. & vi. & n.

(使)倒转; 背面

trend [trend] n. 趋势; 走向

merger [ˈmɜ:dʒə] n. 合并

consolidation

[kənˌsɒlɪˈdeɪʃən] n. 巩固

advance

[ədˈvɑ:ns] n. & vi. & vt.

前进; 促进; 使前进

casting [ˈkɑ:stɪŋ] n.

熔铸法; 铸成品

curve [kɜ:v] vt. & vi. & n.

使弯曲; 曲线

rotary [ˈrəʊtəri] a. 旋转的

Lino-type 莱诺铸排机

typesetting

[ˈtaɪpˌkɑ:stɪŋ] n. 铸字

giant [ˈdʒaɪənt] n.

企业寡头

facility [fəˈsɪlɪti] n.

(常用复数) 设施; 工具

overlapping

[ˈəʊvələʊpɪŋ] n.

重叠

Daily newspapers of the United States today distribute  
<sup>17</sup>distribute a total of about 62 million copies each [dis`tribju:t]vt.  
day. 分发; 分配



### ***Text Organization***

1. One basic purpose of newspapers is: to get the news as (1)\_\_\_\_\_ as possible from those (2)\_\_\_\_\_ to those (3)\_\_\_\_\_.
2. Other means of communication such as (1)\_\_\_\_\_, (2)\_\_\_\_\_, (3)\_\_\_\_\_, magazines and other inventions brought competition for newspapers. But this competition merely spurred the newspapers on: to improve the (4)\_\_\_\_\_ and (5)\_\_\_\_\_ of their own operations; to (6) \_\_\_\_\_ into many other fields; to inform readers of the (7) \_\_\_\_\_, as well as to (8)\_\_\_\_\_ and (9)\_\_\_\_\_ readers politically and otherwise.
3. Most newspapers depend on (1)\_\_\_\_\_ for their very existence. The ability to sell advertising depends on a newspaper's value to (2)\_\_\_\_\_. This is measured in terms of (3)\_\_\_\_\_, which depends somewhat on the work of the circulation department, the services or entertainment in a newspaper's pages and, for the most part, depends on a newspaper's value to readers as (4)\_\_\_\_\_.
4. For one thing, commercial and technical forces made more newspapers possible, but on the other hand it also brought (1)\_\_\_\_\_ and (2)\_\_\_\_\_, which made it more expensive to establish new newspapers that could compete with the already established (3)\_\_\_\_\_. As circulation figures grew, advertisers found it wiser to buy advertising in one paper with a wide circulation than in two or more with (4)\_\_\_\_\_ circulations. Thus the leading paper in a circulation tend to become (5)\_\_\_\_\_, and the weak, (6)\_\_\_\_\_.



## Language Points & Background Information

### 1. take place: happen

When and where did the story take place?

Learning takes place when there is motivation.

### 2. ... giving the details: function as a subjective complement (主语补足语)

### 3. wherever

(1) *conj.* in, to, at whatever place; at those places

He goes wherever he pleases.

We can leave whenever you are ready.

(2) *conj.* in any case or condition

Wherever is it heard of?

Wherever it is possible, he tries to help.

(3) *ad.* (the same functions as *where*, but more emphatic in mood)

Wherever are you taking me?

Wherever did you get that idea?

### 4. on the spot

(1) without delay; at once 立刻

I will attend to it on the spot.

The bullet struck his head and he was killed on the spot.

(2) at the place where one is needed; at the very place in question 现场

Our own reporter was on the spot as an eyewitness.

The police were on the spot within a few minutes of hearing about the crime.

### 5. So did the development of ...

So + be (have, do, or modal verb) + subject. This pattern is used meaning 'also'.

You are young and so am I.

Tom speaks English, so does his mother.

He quickened his pace and so did I.

**6. spur on vi.**

(1) urge one's horse with a spur (马刺)

The rider spurred on to his destination (目的地).

(2) proceed hurriedly; press forward

He was spurred on by ambition.

We spurred on (onward) through the night.

**7. branch**

(1) *vi.* 树抽枝

The tree branches forth in spring.

(2) *vi.* 分叉; 分支

He stopped where the road branched into three.

(3) *n.* 树枝

In summer, the boy used to ride on the branch of the big willow in front of the house.

(4) *n.* 分支机构

This bank has formed three branches in three different cities.

(5) *n.* 分科

English is a branch of the Germanic family of languages.

**branch out vi.**

(1) 长出枝条

The trees branch out over the river.

(2) 扩大业务

The book firm has been branching out into selling music and records.

**8. inform ... of ... : give knowledge of a fact or circumstance to**

Have you informed them of your intended departure?

He asked his men to keep him well informed of the plan's progress.

**9. fail**

(1) *vt.* (后接不定式)不能

Everyone failed to persuade him to go to the church.

This opera failed to move the audience.

(2) *vt.* 使失望, 有负于

At the critical moment, his courage failed him.

I wanted to answer all the questions, but my memory failed me.

**10. somewhat** *ad.* 多少; 莫名地

She was somewhat angry when pulled out of her car.

It is somewhat difficult for newspapers to survive in competition.

**11. grow ... along with** 和……一起成长 (发展)

**along**

(1) *adv.* to indicate onward movement

The dog was running along behind its master.

Would you like me to come along with you?

(2) *prep.* through any part of the length of

We walked along the road.

There are trees along the river banks.

**12. reverse**

(1) *vt.* 使反方向; 逆转

What you should do is to reverse your direction.

Reverse the procedure, and you will get nothing.

(2) *vi.* 倒转

The car reversed into a back street and stopped.

She reverses well in waltz.

(3) *a.* 相反的

You should go in the reverse direction.

A flower is on the reverse side of the coin.

(4) *n.* 相反; 反面; 失败 (逆运)

He thought that he would make a profit, but actually the reverse was the case.

On the reverse of the penny there is a design showing a bald eagle carrying an olive branch in one of its claws.

These financial reverses will prevent my taking a holiday.

**13. merge** *v.* (使) 合并; 融合

Two small companies are merged into one.

As cultures are merged, traditions are lost.

In foodstuff industry, several factories emerged last year.

**14. consolidate** *vt. & vi.*

(1) 融合; 统一

Different opinions are consolidated into one at the meeting.  
Several small businesses consolidated to form a large company.

(2) 巩固; 加强

After having entered the big company, the young man began to consolidate his position.

They consolidated their gains by reinvesting in IT industry.

**consolidation** *n.*

The consolidation of political power depends on economical strength.

**15. lead to: cause**

These evening courses will lead to an academic degree.

This event led to a great event.

**16. Thus the leading paper in ... and the weak, weaker:** As a result, the chief paper in a circulation are tended to become stronger, and the weak paper tended to become weaker.

**17. distribute**

(1) *vt.* 分配; 分发

All the prizes are to be distributed among the winners.

Hands are hired to distribute magazines to two thousand households.

(2) *vt.* 散布; 撒播

When spring comes, farmers distribute seeds over plowed land.

All the policemen distributed themselves about the house.



## Exercises about the Text

**I. Vocabulary:**

1. Fill in the blanks with the words and expressions given below, changing the form where necessary.

take place	reverse	merger	curve	overlap
efficiency	spur	branch out	existence	circulation
on the pot	trend	consolidation	facility	distribute