

新世纪大学英语系列丛书

大学英语快速阅读 (3-4级)

Fast Reading (Band III ~ Band IV)

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前 言

《新世纪大学英语系列丛书》是根据《大学英语教学大纲（文理科用）》编写的一套系列教材，《大学英语快速阅读》是其中之一。

它分为《大学英语快速阅读（1~2级）》和《大学英语快速阅读（3~4级）》两本。《大学英语快速阅读（1~2级）》包括1级和2级，两级共40篇文章。《大学英语快速阅读（3~4级）》包括3级和4级，两级共40篇文章。

《大学英语快速阅读》旨在培养阅读速度，强调在单位时间内快速获取所需信息，因此所编成的各篇材料都提供了不同的信息，如科学技术、社会知识、地理、人物等。全书内容丰富、语言规范。篇幅长度为300~500单词左右，生词按大纲的要求控制，超纲的词都作了汉语注释。每篇文章后有5~6个练习题，每题有4个选择答案，这恰好和英语4级考试的题型一样，意在让同学们在阅读中得到训练。老师可根据自己的教学情况安排使用本教材。

由于时间仓促，编者水平与经验有限，教材中不妥之处在所难免，希望广大读者批评指正。

编 者

2001年7月

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Band III

Unit 1

We find that the moon is about 239,000 miles away from the earth. Yet a very little observation shows that the moon is not standing still. Its distance from the earth remains the same, but its direction continually changes. We find that it is travelling in a circle round the earth, going completely round once a month, or more exactly, once every 27.33 days. It is our nearest neighbor in space, and like ourselves it is kept tied to the earth by the earth's gravitational pull.

Except for the sun, the moon looks the biggest object in the sky. Actually it is one of the smallest, and only looks big because it is so near to us. Its diameter is only 2,160 miles, or a little more than a quarter of the diameter of the earth.

Once a month, or, more exactly, once every 29.5 days, at the time we call "full moon", its whole disc looks bright. At other times only part of it appears bright, and we always find that this is the part which faces towards the sun, while the part facing away from the sun appears dark. This shows that the moon gives no light of its own. It merely reflects the light of the sun.

Yet the dark part of the moon's surface is not absolutely black; generally it is just light enough for us to be able to see its outline, so that we speak of seeing "the old moon in the new moon's arms." The light by which we see the old moon does not come from the sun, but from the earth. We know well how the surface of the sea or of snow, or even of a wet road, may reflect uncomfortably much of the sun's light on to our faces. In the same way the surface of the whole earth reflects enough of the sun's light on to the face of the moon for us to be able to see the part of it which would otherwise be dark.

Multiple Choice

1. Which of the following statements is false?

- A) The moon is the earth's nearest neighbor.
 - B) The moon is getting farther away from the earth.
 - C) The moon is a little more than a quarter of the size of the earth.
 - D) The moon's distance from the earth does not change.
2. We see the moon at its brightest _____.
- A) once every week
 - B) once every year
 - C) once every 29.5 days
 - D) once every 27.33 days
3. We say there is a full moon when _____.
- A) the moon shines brightly
 - B) the moon is opposite to the earth
 - C) the moon is between the earth and the sun
 - D) the moon's whole front part is lighted by the sun
4. The moon is dark because _____.
- A) it does not reflect light
 - B) it has no light of its own
 - C) it is smaller than the earth
 - D) the earth hides it from the sun
5. The light by which we see the old moon comes from _____.
- A) the light of the sun
 - B) the light of the moon
 - C) the light from the earth
 - D) the light from other stars

Unit 2

The fact that blind people can ' see ' things using other parts of their bodies apart from their eyes may help us to understand our feelings about color. If they can sense color differences then perhaps we , too , are affected by color unconsciously.

Manufacturers have discovered by trial and error that sugar sells badly in green wrappings , that blue foods are considered unpalatable(不可口的) , and that cosmetics (化妆品) should never be packaged in brown. These discoveries have grown into a whole discipline of color psychology that now finds application in everything from fashion to interior decoration(室内装饰). Some of our preferences are clearly psychological. Dark blue is the color of the night sky and therefore associated with passivity and calm , while yellow is the day color with the association of energy and incentive. For primitive man , activity during the day meant hunting and attacking , which he soon saw as red , the color of blood and rage and the heat that came with effort. So it was natural that green , the complementary(补充的) color to red , should be associated with passive defense and self-preservation. Experiments have shown that colors , partly because of their physiological associations , also have a direct psychological effect. People exposed to bright red show an increase in respiration rate , heartbeat , and blood pressure ; red is exciting. Similar exposure to pure blue has exactly the opposite effect ; it is a calming color. Because of its exciting connotations(内涵) red was chosen as the signal for danger , but closer analysis shows that a vivid yellow can produce a more basic state of alertness and alarm , so fire engines and ambulances in some advanced communities are now rushing around in bright yellow colors that stop the traffic dead.

Multiple Choice

1. Manufacturers find out that color affects sales _____ .

- A) by trying out colors on blind people
 - B) by experimenting with different colors
 - C) by experience over a long period of time
 - D) by developing the discipline of psychology
2. Our preferences for certain colors are _____ .
- A) dependent on our character
 - B) associated with the time of the day
 - C) partly due to psychological factors
 - D) linked with our primitive ancestors
3. Which of the following does not happen if people are exposed to bright red ?
- A) They feel afraid.
 - B) They breathe faster.
 - C) Their hearts beat faster.
 - D) Their blood pressure rises.
4. The most effective color for warning people is _____ .
- A) blue
 - B) red
 - C) green
 - D) yellow
5. Which of the following statements is true ?
- A) Sugar sells very well in blue wrappings.
 - B) Yellow is the complementary color to red.
 - C) The psychology of color is of no practical use.
 - D) Our feelings about certain colors are purely psychological.

Unit 3

Advertising can be thought of “ as the means of making known in order to buy or sell goods or services ”. Advertising aims to increase people’s awareness and arouse interest. It tries to inform and to persuade. The media are all used to spread the message. The press offers a fairly cheap method. Magazines are all used to reach special sections of the market. The cinema and commercial radio are useful for local markets. Television , although more expensive , can be very effective. Posters(招贴) are fairly cheap and more permanent in their power of attraction. Other ways of increasing consumers’ interest are through exhibitions and trade fairs as well as direct mail advertising.

There can be no doubt that the growth in advertising is one of the most striking features of the western world in this century. Many businesses such as those handling frozen foods , liquor(烈性酒) , tobacco and patent medicines have been built up largely by advertising.

We might ask whether the cost of advertising is paid for by the manufacturer or by the customer. Since advertising forms parts of the cost of production , which has to be covered by the selling price , it is clear that it is the customer who pays for advertising. However , if large scale advertising leads to increased demand , production costs are reduced , and the customer pays less. It is difficult to measure exactly the influence of advertising on sales. When the market is growing , advertising helps to increase demand. When the market is shrinking(萎缩) , advertising may prevent a bigger fall that would occur without its support. What is clear is that businesses would not pay large sums for advertising if they were not convinced of its value to them.

Multiple Choice

1. Advertising is often used to _____ .

- A) push the sale
 - B) arouse suspension
 - C) deceive customers
 - D) increase production
2. What does the word ' media ' refer to in the first paragraph ?
- A) Radio
 - B) The press
 - C) Television
 - D) All of the above
3. Advertising is in the main paid for by _____ .
- A) the customer
 - B) reduced prices
 - C) increased sales
 - D) the manufacturer
4. What does " large scale " mean in the third paragraph ?
- A) Colorful
 - B) Extensive
 - C) Expensive
 - D) Well-balanced
5. The last sentence of the passage actually tells us that _____ .
- A) businesses usually do not pay much for advertising
 - B) advertising usually cost businesses large amounts of money
 - C) advertising could hardly convince people of the value
 - D) businessmen know well that advertising could bring them more profit

Unit 4

Physical fitness is the result of many factors — good medical and dental care , proper nutrition , adequate rest and relaxation , and sensible personal habits. But these are never enough. An essential factor is regular physical activity — exercise for a body that needs it to function well.

All of us know that ordinary movements — things like running , jumping , and bending — are made possible by muscles. Muscles also do many other things. They suck air into your lungs , push food along your digestive tract(消化肠道) , and tighten your blood vessels to raise blood pressure when you need more pressure for an emergency , your heart is a muscular pump.

When young muscles are not used , or are not used enough , they do not develop and grow properly. They soon become flabby(松弛的) and weak , shrink in size , and lose the ability to do the jobs they are meant to do.

Recent studies showed that the average high school student spends fifteen to thirty hours a week watching television and only two hours a week in sports. One-third of the 200 000 pupils tested by the President's Council on Physical Fitness failed a simple test of strength , stamina(忍力) , and flexibility , some of the boys and girls could not raise themselves to a sitting position without using their hands !

Cars and buses , elevators and escalators , TV and push-button machines all tend to reduce strenuous physical activity. But our bodies still need exercise. Without it they will soon become weak , ineffective , and unattractive.

Multiple Choice

1. In the article , muscles are said to do all of the following except _____ .

A) suck air

- B) run , jump and bend
- C) tighten blood vessels
- D) reflect pains

2. The thing to keep physical fitness discussed in this article is _____ .

- A) strength
- B) nutrition
- C) skill
- D) exercise

3. The author seems to urge _____ .

- A) replacing physical activity with TV watching
- B) failing 200 000 students on a physical fitness test
- C) exercising our bodies regularly
- D) annual medical checkups

4. According to the article , high school students _____ .

- A) are mostly flabby and weak
- B) often suffer from lung troubles
- C) lack adequate exercise
- D) should watch less TV programs

5. An essential factor of physical fitness mentioned in the passage is _____ .

- A) good medical care
- B) adequate rest and relaxation
- C) blood pressure
- D) regular physical activity

Unit 5

The old belief that the universe never changes is quite wrong. Even before the invention of the telescope, astronomers noticed that bright stars suddenly appeared in the sky and then later disappeared. These stars were called 'novae' because they were thought to be new. In fact we now know that they are really old stars which are slowly dying.

Novae are old stars which are slowly dying. As they do so, they let out huge clouds of material, sometimes at a speed of about 8,000,000 kilometers per hour. When this happens, the hotter parts of the star become visible, and this is why novae are so bright. Although the explosions are huge on a human scale, they only consume a small part of the dying star's energy. The death is a slow one and the star may continue to explode for thousands of years. Indeed, there are even some stars which explode once every two weeks.

There are other old stars which do not die slowly, but are completely destroyed by one great explosion. These are known as 'supernovae'. The explosion of a supernova is equivalent to about a million, million, million, million hydrogen bombs going off at the same time. Just before the explosion the star's density becomes very great and it spins at a very high speed. A matchbox of material taken from the star at that time would weigh about 1,000 tons, and the star would be turning at about 16,000,000 kilometers per hour. The explosion itself occurs suddenly in the interval of a minute, but the supernova continues to shine long after the event. One supernova which Chinese astronomers observed in 1054 can still be seen by us today. It has been shining for at least nine hundred years.

Multiple Choice

1. Novae were originally thought to be _____.