

高等学校 总主编：何莲珍 石 坚
研究生英语 系列教材
综合教程 下

INTEGRATED COURSE

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外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS
北京 BEIJING



图书在版编目(CIP)数据

综合教程. 提高. 下 / 何莲珍, 石坚主编; 熊海虹分册主编; 马以容等编. — 北京: 外语教学与研究出版社, 2010. 1 (2010. 10 重印)

(高等学校研究生英语系列教材)

ISBN 978-7-5600-9292-8

I. ①综… II. ①何… ②石… ③熊… ④马… III. ①英语—研究生—教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2010) 第 015747 号

出 版 人: 于春迟

项目负责: 张荣婕

责任编辑: 张荣婕 李安萍

封面设计: 牛茜茜

版式设计: 崔丹丹 梁 东

出版发行: 外语教学与研究出版社

社 址: 北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com>

印 刷: 北京京师印务有限公司

开 本: 787×1092 1/16

印 张: 20.25

版 次: 2010 年 2 月第 1 版 2010 年 10 月第 4 次印刷

书 号: ISBN 978-7-5600-9292-8

定 价: 37.90 元 (含 MP3 光盘一张)

* * *

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物料号: 192920001

Contents

综合教程

下

Unit 1	Living a Full Life	1
	Starting Out	2
	Reading Focus: The Hidden Side of Happiness	3
	Reading More: The Good Mind Is Flexible.....	18
	Practical Translation: 语篇层次的翻译——衔接	26
	Focused Writing: Personal Letters	28
	Final Project	30
Unit 2	Sports in Society	31
	Starting Out	32
	Reading Focus: Commercialization and Changes in Sports.....	34
	Reading More: Without Passion, Soccer Is Just Another Game	43
	Practical Translation: 语篇层次的翻译——连贯	52
	Focused Writing: Formal Letters	55
	Final Project	59
Unit 3	Travel	61
	Starting Out	62
	Reading Focus: Oslo	64
	Reading More: Three Generations on One Tiny Ship	76
	Practical Translation: 语境与语篇的翻译.....	87
	Focused Writing: Letters of Application	89
	Final Project	92
Unit 4	Science and Technology	93
	Starting Out	94
	Reading Focus: Is Google Making Us Stupid?.....	96
	Reading More: Confessions of a Cyber Columnist	108
	Practical Translation: 缩译法	117
	Focused Writing: Letters of Recommendation	119
	Final Project	123
Unit 5	The Art of the Tale	125
	Starting Out	126
	Reading Focus: An Alpine Divorce	127
	Reading More: Symptoms.....	140
	Practical Translation: 拆译法	149
	Focused Writing: Résumés and CVs	152
	Final Project	157

Contents

Unit 6	Transitions	159
	Starting Out	160
	Reading Focus: Inaugural Address	161
	Reading More: An Urge for Going	172
	Practical Translation: 语篇的翻译方法——摘译	183
	Focused Writing: Personal Statements	185
	Final Project	190
Unit 7	Art, Architecture and Beauty	191
	Starting Out	192
	Reading Focus: The Poetry of Architecture (Excerpt)	193
	Reading More: The Beauty Industry (Excerpt)	204
	Practical Translation: 英语新闻的翻译	212
	Focused Writing: Notices	215
	Final Project	218
Unit 8	Man and Nature	219
	Starting Out	220
	Reading Focus: Thinking Like a Mountain	222
	Reading More: The Sea and the Wind That Blows	233
	Practical Translation: 科技英语的翻译	242
	Focused Writing: Memos	244
	Final Project	246
Unit 9	Mass Media	247
	Starting Out	248
	Reading Focus: How Mass Media Affect Our Perception of Reality?	249
	Reading More: Where Is the News Leading Us?	262
	Practical Translation: 商务合同的翻译	271
	Focused Writing: Meeting Minutes	274
	Final Project	277
Unit 10	Business and Economy	279
	Starting Out	280
	Reading Focus: Marketing Across Cultures	281
	Reading More: Warren Buffett—The Sage's Story	293
	Practical Translation: 广告英语的翻译	305
	Focused Writing: Brochures	308
	Final Project	312

Unit 1

Living a Full Life



STARTING OUT

Task 1

Discuss with members of your group what is/are the most important element(s) for living a full life. You may choose one or more from the following list or provide your own answer. Then give reasons why you have made such a choice.

- a good appearance
- a happy mindset
- perfect health
- a good job
- a happy family
- close friends
- a good neighborhood
- an absorbing hobby
- lottery winnings

Task 2

Your best friend has recently been in low spirits ever since she was diagnosed with COPD (慢性阻塞性肺病). She stays in bed most of the time and misses a lot of classes. She has nothing to do, and moreover wants to do nothing. How would you encourage her to cope with the disease with a positive attitude?

Task 3

Read the letter from John Doe and, with your partner, discuss how you could help him.

Dear Abby,

I feel like I almost can't breathe now. I work a ridiculous amount of hours and I don't have time to relax. My parents live 1,400 miles away and I am here all by myself. I have no time to make friends. Sometimes I feel I don't even have a life. What should I do?

Kind regards,

John

READING FOCUS

Pleasure only gets you so far. A rich, rewarding life often requires a messy battle with adversity.

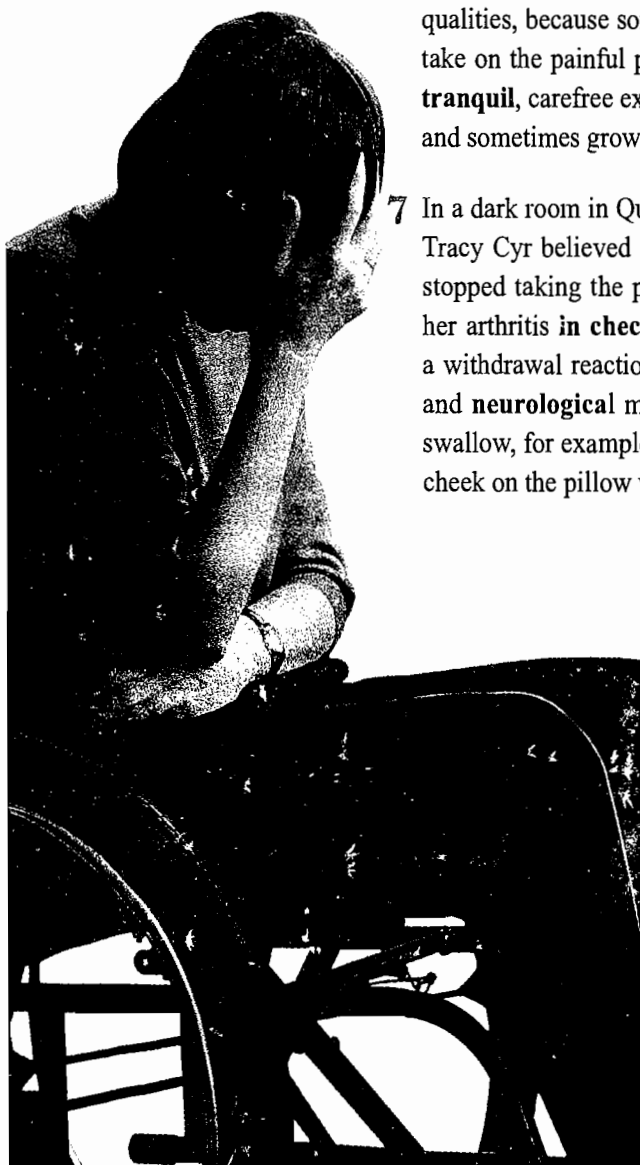
THE HIDDEN SIDE OF HAPPINESS

Kathleen McGowan

- 1 Hurricanes, house fires, cancer, whitewater rafting¹ accidents, plane crashes, vicious attacks in dark **alleyways**. Nobody asks for any of it. But to their surprise, many people find that enduring such a **harrowing ordeal** ultimately changes them **for the better**. Their **refrain** might go something like this: "I wish it hadn't happened, but I'm a better person for it."
- 2 We love to hear the stories of people who have been transformed by their **tribulations**, perhaps because they testify to a **bona fide** type of psychological truth, one that sometimes gets lost amid endless reports of disaster: There seems to be a built-in human capacity to flourish under the most difficult circumstances. Positive responses to profoundly disturbing experiences are not limited to the toughest or the bravest. In fact, roughly half the people who struggle with **adversity** say that their lives have subsequently in some ways improved.
- 3 This and other promising findings about the life-changing effects of crises are the **province** of the new science of post-traumatic growth. This fledgling field has already proved the truth of what once passed as **bromide**: What doesn't kill you can actually make you stronger. Post-traumatic stress is far from the only possible outcome. **In the wake of** even the most terrifying experiences, only a small proportion of adults become chronically troubled². More commonly, people rebound—or even eventually thrive.
- 4 Those who weather³ adversity well are living proof of the paradoxes of happiness. We need more than pleasure to live the best possible life. Our contemporary quest for happiness has **shriveled** to a hunt for **bliss**—a life protected from bad feelings, free from pain and confusion.
- 5 This **anodyne** definition of well-being leaves out the better half of the story, the rich, full joy that comes from a meaningful life. It is the dark matter of happiness, the **ineffable** quality we admire in wise men and women and **aspire** to cultivate in our

own lives. It turns out that some of the people who have suffered the most, who have been forced to contend with shocks they never anticipated and to rethink the meaning of their lives, may have the most to tell us about that profound and intensely fulfilling journey that philosophers used to call the search for “the good life”.

- 6 This broader definition of good living blends deep satisfaction and a profound connection to others through empathy. It is dominated by happy feelings but seasoned⁴ also with **nostalgia** and regret. “Happiness is only one among many values in human life,” contends Laura King, a psychologist at the University of Missouri in Columbia. Compassion, wisdom, **altruism**, insight, creativity—sometimes only the trials of adversity can foster these qualities, because sometimes only drastic situations can force us to take on the painful process of change. To live a full human life, a **tranquil**, carefree existence is not enough. We also need to grow—and sometimes growing hurts.



- 7 In a dark room in Queens, New York, 31-year-old fashion designer Tracy Cyr believed she was dying. A few months before, she had stopped taking the powerful immune-suppressing drugs that **kept** her arthritis **in check**. She never anticipated what would happen: a withdrawal reaction⁵ that eventually left her in total body agony and **neurological** meltdown. The slightest movement—trying to swallow, for example—was **excruciating**. Even the pressure of her cheek on the pillow was almost unbearable.

- 8 Cyr is no **wimp**—diagnosed with juvenile **rheumatoid arthritis** at the age of two, she had endured the symptoms and the treatments (drugs, surgery) her whole life. But this time, she was way⁶ past her limits, and nothing her doctors did seemed to help. Either the disease was going to kill her or, pretty soon, she felt she might have to kill herself.

- 9 As her sleepless nights wore on, though, her suicidal thoughts began to be interrupted by new feelings of gratitude. She was still in agony, but a new consciousness grew stronger each

night: an awesome sense of liberation, combined with an all-**encompassing** feeling of sympathy and compassion. “I felt stripped of everything I’d ever identified myself with,” she said six months later. “Everything I thought I’d known or believed in was useless—time, money, self-image, perception. Recognizing that was so freeing.”

- 10 Within a few months, she began to be able to move more freely, thanks to a cocktail of **steroids** and other drugs. She says now there’s no question that her life is better. “I felt I had been shown the secret of life and why we’re here: to be happy and to nurture other life. It’s that simple.”
- 11 Her **mind-blowing** experience came as a total surprise. But that feeling of transformation is in some ways typical, says Rich Tedeschi, a professor of psychology at the University of North Carolina in Charlotte who coined the term “post-traumatic growth”. His studies of people who have endured extreme events, like combat, violent crime or sudden serious illness show that most feel **dazed** and anxious in the immediate **aftermath**; they are **preoccupied** with the idea that their lives have been shattered. A few are haunted long afterward by memory problems, sleep trouble and similar symptoms of post-traumatic stress disorder⁷. But Tedeschi and others have found that for many people—perhaps even the majority—life ultimately becomes richer and more **gratifying**.
- 12 Something similar happens to many people who experience a terrifying physical threat. In that moment, our sense of invulnerability is pierced, and the self-protective mental armor that normally stands between us and our perceptions of the world is torn away. Our everyday life scripts—our habits, self-perceptions and assumptions—go out the window, and we are left with a raw experience of the world.
- 13 Still, actually implementing these changes, as well as fully **coming to terms with** a new reality, usually takes conscious effort. Being willing and able to take on this process is one of the major differences between those who grow through adversity and those who are destroyed by it. The people who find value in adversity aren’t the toughest or the most rational. What makes them different is that they are able to incorporate what happened into the story of their own life.
- 14 Eventually, they may find themselves freed in ways they never imagined. Survivors often say they have become more tolerant and forgiving of others, capable of bringing peace to formerly troubled relationships. They say that material ambitions suddenly seem silly and the pleasures of friends and family **paramount**—and that the crisis allowed them to recognize life **in line with** their new priorities.

15 People who have grown from adversity often feel much less fear, despite the frightening things they've been through. They are surprised by their own strength, confident that they can handle whatever else life throws at them. "People don't say that what they went through was wonderful," says Tedeschi. "They weren't meaning to grow from it. They were just trying to survive. But in retrospect, what they gained was more than they ever anticipated."

16 In his recent book *Satisfaction*, Emory University psychiatrist Gregory Berns points to extreme endurance athletes who push themselves to their physical limits for days at a time. They cycle through the same sequence of sensations as do **trauma** survivors: self-loss, confusion and, finally, a new sense of mastery. For **ultramarathoners**, who regularly run 100-mile races that last more than 24 hours, vomiting and **hallucinating** are normal. After a day and night of running without stopping or sleeping, competitors sometimes forget who they are and what they are doing.

17 For a more common example of growth through adversity, look to one of life's biggest challenges: parenting. Having a baby has been shown to decrease levels of happiness. The sleep deprivation and the necessity of putting aside personal pleasure in order to care for an infant mean that people with newborns are more likely to be depressed and find their marriage **on the rocks**. Nonetheless, over the long haul, raising a child is one of the most rewarding and meaningful of all human undertakings. The short-term sacrifice of happiness is outweighed by other benefits, like fulfillment, altruism and the chance to leave a meaningful legacy.

18 Ultimately, the emotional reward can compensate for the pain and difficulty of adversity. This perspective does not **cancel out** what happened, but it puts it all in a different context: that it's possible to live an extraordinary rewarding life even within the constraints and struggles we face. In some form or other, says King, we all must go through this realization. "You're not going to be the person you thought you were, but here's who you are going to be instead—and that turns out to be a pretty great life."



Proper Names

Emory University 埃默里大学 (位于美国城市亚特兰大)

Gregory Berns /'ɡregəri bɜːnz/ 格列高利·伯恩斯

Kathleen McGowan /'kæθliːn 'mekɡəʊən/ 凯思琳·麦克高恩

Laura King /'ləʊrə kiŋ/ 劳拉·金

Rich Tedeschi /rɪtʃ 'tedɪski/ 里奇·特德斯基

Tracy Cyr /'treɪsi sɜː/ 特蕾西·塞尔

New Words

adversity /əd'vɜːsəti/ *n.* a situation in which you have a lot of problems that seem to be caused by bad luck 逆境, 不幸, 厄运

e.g. 1) But out of this adversity has sprung a surprisingly fine vintage (酒的酿造年份).

2) She somehow manages to keep laughing in the face of adversity.

aftermath /'ɑːftəməθ/ *n.* the period of time after something, such as a war, storm, or accident, when people are still dealing with the results 后果, 余殃, 余波

alleyway /'æliwei/ *n.* a narrow street between or behind buildings, not usually used by cars 小巷, 胡同

altruism /'æltrɔɪzəm/ *n.* the practice of thinking of the needs and desires of other people instead of your own 利他主义, 无私

anodyne /'ænədaɪn/ *adj.* expressed in a way that is unlikely to offend anyone 不冒犯他人的, 四平八稳的

aspire /ə'spaɪə/ *v.* to desire and work toward achieving something important 追求, 渴望, 有志于

bliss /blɪs/ *n.* perfect happiness or enjoyment 极乐, 无上幸福, 福佑, 至福

e.g. I didn't have to get up till 11—it was sheer bliss.

bona fide /bəʊnə 'faɪd/ *adj.* real, true, and not intended to deceive anyone 真正的; 真实的; 真诚的

e.g. Only bona fide members are allowed to use the club pool.

bromide /'brəʊmaɪd/ *n.* a statement which is intended to make someone less angry but which is not effective 意在使人消气却没有效果的话

dazed /deɪzd/ *adj.* unable to think clearly, especially because of a shock, accident, etc. (尤指因震惊、意外事故等而) 茫然的, 迷乱的, 恍惚的

e.g. Her face was very pale and she wore a dazed expression.

encompass /ɪn'kʌmpəs/ *v.* to completely cover or surround something 覆盖; 围住

e.g. The fog soon encompassed the whole valley.

excruciating /ɪk'skruːʃiɪtɪŋ/ *adj.* extremely painful 剧烈疼痛的

gratifying /'ɡrætɪfaɪɪŋ/ *adj.* pleasing and satisfying 令人高兴的, 使人满足的

e.g. 1) It's gratifying to note that already much has been achieved.

2) He felt a gratifying sense of being respected and appreciated.

hallucinate /hə'luːsɪneɪt/ *v.* to see or hear things that are not really there 产生幻觉

harrowing /'hærəʊɪŋ/ *adj.* very frightening or shocking and making one feel very upset 折磨人的, 可怕的, 令人痛苦的

ineffable /ɪn'efəbl/ *adj.* too great to be described in words (好或美得) 难以名状的, 不可言喻的

legacy /'legəsi/ *n.* something that happens or exists as a result of things that happened at an earlier time 遗留下来的状况

e.g. The invasion left a legacy of hatred and fear.

mind-blowing /'maɪnd,bləʊɪŋ/ *adj.* very exciting, shocking, or strange 令人极度兴奋(震惊)的; 非常奇怪的

e.g. Astronauts have mind-blowing views of planet Earth.

neurological /njuərəʊ'lɒdʒɪkəl/ *adj.* relating to the nervous system and its diseases 神经的

nostalgia /nɒ'stældʒɪə/ *n.* a feeling that a time in the past was better, or the phenomenon of remembering a good time in the past and wishing that things had not changed 对往昔事物的留恋, 怀旧情绪

e.g. 1) Her work is pervaded by nostalgia for a bygone age.

2) He looked back on his university days with a certain amount of nostalgia.

ordeal /ɔ:'di:l/ *n.* a terrible or painful experience that continues for a period of time 可怕的经历, 痛苦的折磨

paramount /'pærəmaʊnt/ *adj.* more important than anything else 至高无上的, 最重要的

e.g. A woman's role as a mother is of paramount importance to society.

province /'prɒvɪns/ *n.* a subject that someone knows a lot about or something that they are responsible for (知识、研究的) 范围、领域; 职责范围

e.g. Sales forecasts are outside my province—talk to the Sales Manager.

preoccupied /pri:'ɒkjupaɪd/ *adj.* thinking about something a lot, with the result that you do not pay attention to other things 全神贯注的, 入神的

e.g. Rod's completely preoccupied with all the wedding preparations at the moment.

refrain /rɪ'freɪn/ *n.* formal a remark or idea that is often repeated 【正式】一再重复的话(想法)

e.g. Their proposal met with constant refrain that it was impractical.

rheumatoid arthritis /'ru:mətɔɪd ɑ:'θraɪtɪs/ *n.* a disease that continues for many years and makes your joints painful and stiff, and often makes them lose their normal shape 类风湿性关节炎

shrink /'ʃrɪŋk/ *v.* if something shrinks or is shriveled, it becomes smaller and its surface is covered in lines because it is very dry or old (使) 皱缩; (使) 干枯; (使) 干瘪

steroid /'stɜːɔɪd/ *n.* a chemical that the body produces naturally or that can be made as a drug to treat illness and injuries. Steroids are sometimes used illegally by people doing sports to improve their performance 类固醇, 甾族化合物

tranquil /'træŋkwɪl/ *adj.* pleasantly calm, quiet, and peaceful 平静的, 宁静的, 安谧的

e.g. In summer, the normally calm, tranquil streets fill with crowds of tourists.

trauma /'trɔ:mə/ *n.* an unpleasant and upsetting experience that affects you for a long time 痛苦的经历

traumatic /trɔ:'mætɪk/ *adj.* so shocking and upsetting that it has long-term effects (经历) 痛苦难忘的; 造成精神创伤的

tribulation /'trɪbjʊ'eɪʃən/ *n.* serious trouble or a serious problem 苦难, 艰难

ultramarathoner /ˌʌltrə'mærəθɒnə/ *n.* a person who takes part in ultramarathon that is a footrace longer than a marathon, usually for 30 miles or more 超级马拉松运动员

vomit /'vɒmɪt/ *v.* to bring food or drink up from your stomach out through your mouth,

because you are ill 呕吐, 呕出, 吐出

wimp /wimp/ *n.* someone who has a weak character and is afraid to do something difficult or unpleasant 懦弱无用的人

Phrases and Expressions

(be) on the rocks a relationship or business that is on the rocks is having a lot of problems and is likely to fail soon 困难重重, 濒临失败

e.g. I'm afraid Tim's marriage is on the rocks.

cancel out to have an equal but opposite effect on something, so that a situation does not change 抵消

e.g. Recent losses have cancelled out any profits made at the start of the year.

come to terms with to accept an unpleasant or sad situation and no longer feel upset or angry about it 妥协, 接受

e.g. Counseling helps her come to terms with

her grief.

for the better in a way that improves the situation 好转

e.g. The weather has taken a turn for the better.

in line with if something changes in line with something else, it changes in the same way and at the same rate as it 与……一致 (符合)

e.g. Annual pay increases will be in line with inflation.

in the wake of sth. if something, especially something bad, happens in the wake of an event, it happens afterwards and usually as a result of it (尤指不好的事) 紧随……而来; 作为……的后果

e.g. Outbreaks of disease occurred in the wake of the drought.

keep...in check to keep someone or something under control 控制某人 (物)

e.g. You must learn to keep your emotions in check.

Notes

1. Rafting or whitewater rafting is a challenging recreational activity using an inflatable (可充气的) raft to navigate a river or other bodies of water. This is usually done through whitewater rapids or different degrees of rough water, in order to thrill and excite the raft passengers. The development of this activity as a leisure sport has gained popularity since the mid-1970s.
2. People who are chronically troubled are suffering from an ailment that has continued for a long time and cannot be cured.
3. The word "weather" is used here as a verb, meaning "to come through a very difficult situation safely".
4. The verb "season" originally means "adding salt, pepper, etc. to food being cooked". Here, it is used in a figurative sense, meaning "mixing with".
5. A withdrawal reaction is what happens to someone during the period after they have given up a drug that they were dependent on, including the unpleasant mental and physical effects that causes.
6. The word "way" in this sentence is an adverb, meaning "by a large amount".
7. Post-traumatic stress disorder is a mental illness that can develop after a very bad experience, such as a plane crash.

Text Exploration

Task 1

Work in pairs to complete the following outline of the text.

Introduction (Paras. 1-3)	Main idea: Many people find that enduring a harrowing ordeal _____. There seems to be a built-in human capacity to _____. What doesn't kill you can actually make you stronger.
Body (Paras. 4-17)	Main idea: People who have suffered the most, who have been forced to contend with shocks they never anticipated and to re-think the meaning of their lives, _____. Argument 1: Happiness is only one among many values in human life. Sometimes only _____ can foster such qualities as _____ because _____. Example: 31-year-old fashion designer Tracy Cyr. "I felt I had been shown the secret of life and why we're here: to be happy and to nurture other life. It's that simple." Argument 2: For many people who have endured extreme events like combat, violent crime or sudden serious illness—perhaps even the majority—life _____. Argument 3: Actually implementing these changes, as well as fully coming to terms with a new reality, _____. And, eventually, people may find themselves freed in ways they never imagined. Example: _____. Although parenting can bring sleep deprivation and the necessity of putting aside personal pleasure, ultimately, the emotional rewards can compensate for the pain and difficulties of adversity.
Conclusion (Para. 18)	Main idea: _____.

Task 2

Choose the sentence that best expresses the meaning of the sentence from the text.

1. Positive responses to profoundly disturbing experiences are not limited to the toughest or the bravest.
 - A. Positive responses only happen to the toughest and the bravest people.
 - B. Anyone could obtain positive outcomes from difficult experiences.
 - C. Only the toughest and the bravest people will undergo disturbing circumstances.
 - D. The toughest and the bravest people are more likely to encounter profoundly disturbing experiences.
2. What doesn't kill you can actually make you stronger.
 - A. You are lucky not to be killed.
 - B. You could become stronger after experiencing an attempted murder.
 - C. You could become stronger after going through a hard experience.
 - D. The strong people have a better chance of survival.
3. Post-traumatic stress is far from the only possible outcome.
 - A. One could experience much more than post-traumatic stress.
 - B. The only thing to get from a hard experience is post-traumatic stress.
 - C. Post-traumatic stress is a much stronger reaction than others.
 - D. Everyone who has gone through a profoundly disturbing experience will have post-traumatic stress.
4. Those who weather adversity well are living proof of the paradoxes of happiness.
 - A. Those who experience different weather conditions can find happiness.
 - B. Weathermen are most likely to experience the paradoxes of happiness.
 - C. Those who come out of a difficult situation soundly are the best examples of the paradoxes of happiness.
 - D. People gain happiness and sorrow if they handle adversity well.



5. We need more than pleasure to live the best possible life.
- A. The best possible life of humans depends on whether they are happy.
 - B. The best possible life comes from pleasure.
 - C. The best possible life needs more pleasure.
 - D. Pleasure is not the only thing that contributes to the best life.
6. It is dominated by happy feelings but seasoned also with nostalgia and regret.
- A. A good life is made up of a greater part of happiness with some nostalgia and regret.
 - B. Nostalgia and regret may ruin a happy life.
 - C. Nostalgia and regret is common in average people's feelings.
 - D. Happy feelings may drive out nostalgia and regret.
7. But this time, she was way past her limits, and nothing her doctors did seemed to help.
- A. This time her doctors couldn't set a limit for her.
 - B. This time she went beyond her doctors' demands.
 - C. This time her doctors couldn't help her go over her limits.
 - D. This time the pain was too much for her and couldn't be controlled.
8. Still, actually implementing these changes, as well as fully coming to terms with a new reality, usually takes conscious effort.
- A. Changes do not come by themselves without action being taken.
 - B. It is not easy for people to accept a new reality and make these changes.
 - C. Reality and changes may come together.
 - D. Many people have made conscious effort for changes but they failed.
9. What makes them different is that they are able to incorporate what happened into the story of their own life.
- A. They are different because they have their own business and life.
 - B. They have become special by making their experience a part of their life.
 - C. They become good story-tellers once they put their own experience into the stories.
 - D. They are able to distinguish stories from real life.
10. The short-term sacrifice of happiness is outweighed by other benefits, like fulfillment, altruism and the chance to leave a meaningful legacy.
- A. It is more meaningful to have a child than enjoying life as a couple.
 - B. Giving birth to a child brings more happiness than enough sleep.
 - C. A family with children has more financial benefits.
 - D. Other valuable benefits are more important than the loss of some happiness for a short period.

Critical Thinking



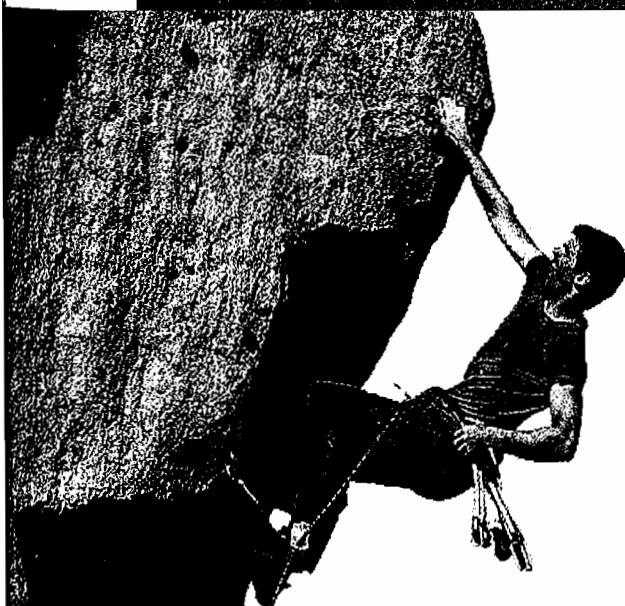
Work together with your partner to answer the following questions based on the text you've just read.

1. The writer claims in the first paragraph that, "many people find that enduring such a harrowing ordeal ultimately changes them for the better." In which sense does she mean by saying "to change for the better", physically or mentally?
2. In the second paragraph, the writer believes in "a built-in capacity to flourish under the most difficult circumstances." Do you agree with her? Provide examples to elaborate your opinion.
3. Do you agree with the statement "What doesn't kill you actually makes you stronger"? Why or why not?



Discuss in groups the following questions.

1. Have you had the experience of going through a very difficult situation and coming out as a better person? Or do you know someone who has experienced this?
2. Unlike those who are so unfortunate to have been struck by diseases or who have been forced to go through extreme difficulties in life, some people choose to voluntarily take adventures or challenges, like extreme sports, to push themselves to limits. Why do these people do so and what can they obtain from these experiences?



Vocabulary in Action

Task 1

Read the words and their explanations in the box. Choose a word to complete each of the sentences below and explain its meaning. Change the form if necessary.

season	a. <i>n.</i> one of the four main periods in a year: spring, summer, autumn or winter b. <i>n.</i> a period of time in a year when something happens most often or when something is usually done c. <i>n.</i> the time of the year when most people take their holidays d. <i>n.</i> a period during which a series of films, television programs, etc. is shown, especially ones of a similar type e. <i>v.</i> to add salt, pepper, etc. to food being cooked
weather	a. <i>n.</i> the temperature and other conditions such as sun, rain, and wind b. <i>n.</i> [keep a weather eye on] to watch a situation carefully so that you notice anything unusual or unpleasant c. <i>v.</i> to come through a very difficult situation safely d. <i>v.</i> of rock, wood, or wind, sun, rain, etc. to change color or shape over a period of time
refrain	a. <i>n.</i> part of a song that is repeated, especially at the end of each verse b. <i>n.</i> a remark or idea that is often repeated c. <i>v.</i> to not do something that one wants to do
province	a. <i>n.</i> one of the large areas into which some countries are divided b. <i>n.</i> [the provinces] the parts of a country that are not near the capital city c. <i>n.</i> a subject that someone knows a lot about or something one is responsible for
haunt	a. <i>v.</i> of a spirit or ghost, to appear repeatedly b. <i>v.</i> to worry someone or make them sad c. <i>v.</i> to cause problems for someone over a long period of time d. <i>n.</i> a place that someone likes to go to often
value	a. <i>n.</i> the amount of money that something is worth b. <i>n.</i> the importance or usefulness of something c. <i>n.</i> one's principles about what is right and wrong, or one's idea about what is important in life

	d. <i>v.</i> to think that something is important to one e. <i>v.</i> to decide how much money something is worth, by comparing it with similar things
coin	a. <i>n.</i> a piece of metal, usually flat and round, that is used as money b. <i>n.</i> [the other side of the coin] a different or opposite way of thinking about something c. <i>v.</i> to invent a new word or expression, especially one that many people start to use d. <i>v.</i> [to coin a phrase] used as a joke when one has just said something so familiar and ordinary that it is funny
promise	a. <i>v.</i> to state that one will definitely do something or that something will happen b. <i>v.</i> to make one expect that something will happen c. <i>n.</i> a statement that one will definitely do something or that something will definitely happen d. <i>n.</i> signs that something or someone will be good or successful
wake	a. <i>v.</i> [to wake (up) to sth.] to experience something as you are waking up b. <i>n.</i> [in the wake of an event] if something, especially something bad, happens in the wake of an event, it happens afterwards and usually as a result of it c. <i>n.</i> a track behind or after someone or something
trouble	a. <i>n.</i> problems that make something difficult, spoil one's plans, make one worry, etc. b. <i>n.</i> used when saying what is bad about a person or situation or what causes problems c. <i>n.</i> an amount of effort and time that is needed to do something d. <i>n.</i> a health-related problem e. <i>v.</i> to make one feel worried or upset

1. The show will tour the _____ after it closes in London.
2. Nancy _____ to the sound of birds outside her window.
3. The stigma of being a bankrupt is likely to _____ him for the rest of his life.
4. We've never had much _____ with vandals (故意破坏公共财物者) around here.
5. Unpainted wooden furniture _____ to a gray color.
6. There have been demonstrations in the streets in the _____ of the recent bomb attack.
7. The term "cardboard city" was _____ to describe communities of homeless people living in cardboard boxes.
8. The _____ is that these restrictions have remained while other things have changed.
9. The company just managed to _____ the recession.

10. Renaissance art is not really his _____ —he specializes in the modern period.
11. Let's toss a _____ to see who goes first.
12. The winner will receive a prize with a _____ of £1,000.
13. A headless rider _____ the country lanes.
14. The post office _____ to resume first-class mail delivery to the area on Friday.
15. Thank you for going to so much _____ to find what I was looking for.
16. On the other side of the _____, there'll be tax incentives for small businesses.
17. The day dawned bright and clear, with the _____ of warm, sunny weather.
18. The young have a completely different set of _____ and expectations.
19. The protest began with a small group, but then others took up the _____.
20. He _____ the house for me at £80,000.

Task 2

Complete the following sentences with an appropriate word or phrase from the box. Change the form if necessary.

adversity	ordeal	anticipate	drastic	suicidal
preoccupy	legacy	nostalgia	retrospect	tranquil
deprivation	aspire	aftermath	cancel out	ultimately

1. The _____ atmosphere of the inn allows guests to feel totally at home.
2. Technological advances might _____ lead to even more job losses.
3. In the _____ of the shootings, there were calls for tighter controls on gun ownership.
4. Her kindness and generosity _____ her occasional flashes of temper.
5. He was beginning to wonder if he would survive the _____.
6. Foreign food aid has led to a _____ reduction in the numbers of people dying of starvation.
7. Perhaps her most important _____ was her program of educational reform.
8. There were food shortages and other _____ during the Civil War.
9. The new economic policies could prove _____ for the party.
10. The building will be completed around six months earlier than _____.
11. The experience was enough to keep him _____ for some time.
12. The road to happiness is paved with _____.
13. She _____ to nothing no less than the chairmanship of the company.
14. He might be influenced by _____ for the surroundings of his happy youth.
15. In _____, I wish that I had thought about alternative courses of action.

Task 3

Complete the following sentences by translating the Chinese in brackets into English. Try to use the expressions you have learned from the text.

1. Watching your baby being born is _____ (极其令人兴奋的经历).
2. There is _____ (内置储藏空间) in all bedrooms.
3. This handout focuses on _____ (自我保护措施) under difficult climatic conditions.
4. I'm sure we could offer you some _____ (短期的工作).
5. So, how is it that we all, or at least many of us, have such a _____ (歪曲的、否定的自我观念)?
6. Helen Hunt stars as a character undergoing _____ (改变了生活的事件) in *Then She Found Me*.
7. She has written a book that is beautiful because of the honesty and the raw emotion that is portrayed in _____ (无所不包的细节).
8. Having a decent job contributes to _____ (一个好的自我形象).



READING MORE

To have a mind to do a thing is to foresee a future possibility; it is to have a plan for its accomplishment; it is to note the means which make the plan capable of execution and the obstructions in the way—or, if it is really a mind to do the thing and not a vague aspiration—it is to have a plan which takes account of resources and difficulties.

—John Dewey

THE GOOD MIND IS FLEXIBLE

Edgar Dale

- 1 For many years we have talked about education in a changing society but have done little to educate for uncertainty. Perhaps the best insurance we can offer for this uncertainty is the presence of a good mind. To develop a good mind the student must learn how to learn and develop a taste for learning. The world of tomorrow needs flexible individuals, intelligently mobile individuals, individuals who can **land on their feet** when their jobs become technologically **obsolete**, individuals who can cope with the unexpected.
- 2 To educate for flexibility we must distinguish between training and education. To train is to emphasize fixed responses, to stress immediate goals to the neglect of long-term growth. To educate, however, is to foster limitless growth, lifelong learning, to develop the good mind.
- 3 Mark Twain's story about the cat is in order here. He said that a cat that jumps onto a hot stove will never jump on a hot stove again. Nor, he added, will she ever jump on a cold one. The cat can be trained but, contrary to what cat-lovers may say, cannot be educated.
- 4 The person educated for flexibility will see the world in a fresh, inventive way. Such a person is not chained to the immediate, the customary, the habitual, not dependent on someone else to plan the route and how to get there. Such persons will chart¹ their own course.

- 5 To develop the flexible person with the good mind we must favor those learning experiences that have high transfer value to varied life situations,² we must learn how to teach skill, attitudes, and concepts so that they not only meet current needs but can be generalized to future needs as well.
- 6 Education for flexibility will certainly include guidance in the fine arts³. If we accept Dewey's definition of art as "the intensification of the ordinary", then the teacher's task is to help learners turn the commonplace into the creative. Mel Strawn of Antioch College⁴ described this approach to learning as "a heightening of the individual's perceptual awareness, an intensification of his sense of form. He sees more and comprehends more of what he sees."
- 7 In Anne Morrow Lindbergh's book, *Hour of Gold, Hour of Lead: Diaries and Letters 1929-1932*, she says that "an experience was not finished until it was written or shared in conversation." She also makes the point that "truth that is locked up in the heart—or in a diary—is **sterile**." It must be given back to life so that "the hour of lead" may be transformed or **transmuted** into the hour of gold. The good mind is a sharing mind.
- 8 An inescapable element in education for flexibility is an attitude favorable to change. This is hard to develop. It requires faith in oneself and in the future. Insecure people dread change; they walk backwards into the future, clinging anxiously and defensively to the past.
- 9 Often such people think they don't amount to much. They do not accept themselves and consequently do not accept others. Thus they remain either negative or emotionally immature in their outlook toward the future. Lacking insight into their own feelings of inadequacy and unimportance, they shrink their world to **meager** and manageable proportions. They may wish to be more flexible, more open-minded, but they do not feel up to it.
- 10 What can the school and college do to build an attitude more favorable to the unprejudiced examination of new ideas? Certainly they can and must develop the self-confidence of students, build them up with repeated success instead of constant failure. They can develop a group atmosphere friendly toward and supportive of change. Schools and colleges can help students admire what is admirable, become acquainted with heroic men and women who changed the world. They can provide continuing guidance in how to become a genuine person, one who has faith in the future, who has a good mind of his own.

- 11 To meet the striking social changes of the future, continuing education is a necessity. Emerson put it this way: "The things taught in colleges and schools are not an education, but a means of education." And Seneca noted that, "You should keep on learning as long as you're ignorant."
- 12 The flexibly educated person knows that today's fact may be tomorrow's **fallacy**. He agrees with Alfred North Whitehead that, "Knowledge does not keep any better than fish," and accepts his warning against "the aimless accumulation of precise knowledge, **inert** and unutilized."
- 13 The test of a modern society capable of meeting change with accelerated evolution instead of revolution does not lie in asking, "Is everybody happy?" but rather, "Is everybody learning?" To be learning is not only a condition for survival; it is also the basis for being richly alive.

Proper Names

Alfred North Whitehead /'ælfɪd nɔ:θ '(h)waɪt hed/ 阿尔弗雷德·诺思·怀特海德 (1861–1947, 英国数学家、哲学家)

Anne Morrow Lindbergh /æn 'mɒrəʊ 'lɪndbɜ:ɡ/ 安·莫罗·林德伯格 (1906–2001, 美国著名飞行员兼作家)

Antioch College /'æntɪk 'kɒlɪdʒ/ 安条克学院

Dewey /'dʒu:ɪ/ 杜威 (1859–1952, 美国哲学家、教育家和心理学家, 实用主义哲学学派创立者之一)

Edgar Dale /'edgə deɪl/ 埃德加·戴尔 (1900–1985, 美国著名教育家)

Emerson /'eməsən/ 爱默生 (1803–1882, 美国思想家、散文作家、诗人, 美国超验主义运动的主要代表)

Mel Strawn /mel 'strɔ:n/ 梅尔·斯特朗

Seneca /'senɪkə/ 塞内加 (4 BC – AD 65, 古罗马哲学家、政治家和剧作家)

New Words

fallacy /'fæləsi/ *n.* a false idea or belief, especially

one that a lot of people believe is true 谬论, 谬见

e.g. It's a common fallacy to think that crime is caused by poverty.

inert /'ɪnɜ:t/ *adj.* very slow and unwilling to take any action 呆滞的, 迟缓的

e.g. Congress remained inert and skeptical about the proposal.

meager /'mi:ɡə(r)/ *adj.* a meager amount of food, money, etc. is too small and is much less than needed (食物、金钱等) 不足的, 贫乏的

e.g. He supplements his meager income by working on Saturdays.

obsolete /'ɒbsəli:t/ *adj.* no longer useful, because something newer and better has been invented 废弃的; 淘汰的; 过时的

sterile /'sterail/ *adj.* lacking new ideas or imagination 缺乏新观念 (想象力) 的

transmute /trænz'mju:t/ *v.* to change one substance or type of thing into another 使变化; 把……变成……

e.g. Art is about creativity, transmuting the humblest subjects into the sublime (高尚, 崇高).

Phrase and Expression

land on one's feet to get into a good situation again after having problems 安全脱离困境；(无论发生什么) 总会成功

e.g. Whatever risks Jim takes, he always seems to land on his feet.

Notes

1. The word "chart" is used as a verb here, meaning "to make a plan of what should be done to achieve a particular result".
2. A "transfer value" is a cash sum representing the value of your pension rights. This sentence means that lessons learned from certain situations will help one fit into different life situations and be valuable in those situations.
3. "Fine arts" describes any art form developed primarily for aesthetics or concepts rather than utility. This type of art is often expressed in the production of art objects using visual and performing art forms, including painting, sculpture, music, dance, theater, architecture, photography and printmaking.
4. Antioch College is a private, independent liberal arts college in Yellow Springs, Ohio, United States.





Text Exploration

Answer the following questions.

1. What kind of people does the world of tomorrow need?

2. What is the difference between training and education?

3. How can we develop into a flexible person with a good mind?

4. What is the teacher's task if art is "the intensification of the ordinary"?

5. What is the inescapable element in education for flexibility?

6. How do people who dread change think of themselves?

7. What can schools and colleges do to build an attitude favorable to the unprejudiced examination of ideas?

8. Why is continuing education a necessity?

Critical Thinking



Discuss with your partner the following questions, based on the text you've just read.

1. Do you agree with the writer that to develop a good mind a student must learn how to cultivate and develop a taste for learning? In your mind, what is a taste for learning?
2. What are those learning experiences that have high transfer value to varied life situations? Can you give some examples?
3. How important is one's attitude to changes in his life?



Discuss with your partner the following questions.

1. What should be the role of schooling in one's education?
2. Do you agree with Edgar Dale's view? Which do you think is more important, higher education or job training?
3. Some people say a good heart is most important for a person to live a meaningful life. Others say a good mind is more important. What is your opinion?

Vocabulary in Action

Task 1

Fill in each of the blanks with an appropriate form of the word given and explain its meaning.

1. favor

- A. A mother shouldn't show too much _____ to one of her children.
- B. We have had a(n) _____ response to the plan so far.
- C. Brittany is a(n) _____ holiday destination for families.
- D. I will take you to my _____ restaurant tomorrow.

2. constant

- A. Never doubt the _____ of my love for you.
- B. There was a _____ stream of visitors to the house.
- C. We are _____ on the lookout for new ideas.

3. intense

- A. His mother's death _____ his loneliness.
- B. Zoe took part in a one-week _____ course in English during the winter holiday.
- C. The country was on the verge of collapse because of the _____ of violent rebel attacks.
- D. This type of work requires _____ concentration.

4. prejudice

- A. A criminal record _____ your chances of getting a job.
- B. The newspaper reported his remarks, to the _____ of his chances of being elected.
- C. It is impossible to be completely fair and _____.

5. perception

- A. He is interested in how our _____ of death affects the way we live.
- B. According to Reynolds, there has been a slight but _____ change in public attitudes lately.
- C. He had enough _____ to realize that I wanted to be alone.
- D. The most _____ of the three, she was the first to realize the potential danger of their situation.
- E. Some children have more finely trained _____ skills than others.

6. secure

- A. Strict _____ measures are in force in the capital.
- B. Check that all windows and doors have been made as _____ as possible.
- C. Many of them work in low-paid, _____ jobs.
- D. After the attack, the family often suffer from a great sense of _____.

7. flexible

- A. You need to be more _____ and imaginative in your approach.
- B. The _____ of distance learning would be particularly suited to busy managers.
- C. The proposed law is poorly written and _____.
- D. The _____ of the country's labor market seriously impedes its economic recovery.

8. accumulate

- A. The consensus is that risk factors have an _____ effect.
- B. Dust and dirt soon _____ if a house is not cleaned regularly.
- C. _____ of sand can be formed by the action of waves on coastal beaches.

9. mature

- A. Technology in this field has _____ considerably over the last decade.
- B. We're _____ enough to disagree on this issue but still respect each other.
- C. Humans experience a delayed _____; we arrive at all stages of life later than other mammals.
- D. While the animals are still _____, they do not breed.

10. custom

- A. She arranged everything with her _____ efficiency.
- B. General Motors will _____ Cadillacs for special clients.
- C. His son operates a _____ furniture business.
- D. On Wednesday evening, as was his _____, he went down to the village.

Task 2

Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

connection	search	absence	future	inventive
discerning	identify	individual	value	continuity
self-discipline	cultivate	scrutiny	fallacy	anticipate

What then is a good mind? It is the whole mental faculty in action. It discerns, doubts, 1) _____, probes. It answers questions and questions answers. A good mind is critical. It conceptualizes, sees relationships, makes 2) _____, relates discrete facts, sees differences in similarities and similarities in differences. A good mind is 3) _____. It produces something new, fresh, 4) _____. A good mind knows that only the creative society survives. A good mind embraces creative interaction. It 5) _____ what schools and colleges will need in the near and distant future. A good mind looks closely at its 6) _____, its priorities. It considers the national and 7) _____ values and ideals. A good mind is a critical mind, not carping or captious, but creative, evaluative, constructive. It is flexible. It makes good choices. It 8) _____ issues, questions assumptions, and draws logical conclusions. It distinguishes fact from 9) _____. The development of the critical mind should be a prime objective of the schools. A good mind thoughtfully uses the past in planning for the future. A good mind wishes but it also wills. It practices 10) _____ until it becomes habitual.

语篇层次的翻译——衔接

语篇 (discourse) 是在交际功能上相对完整和独立的一个语言片断。为了进行有效的交际活动, 语篇应衔接 (cohesion) 得当, 连贯性 (coherence) 好。衔接手段 (cohesive device) 是一种谋篇手段, 是生成语篇的重要条件之一, 也是译者在翻译过程中首先要考虑的问题, 因为它直接关系到译文的质量。衔接自然的译文读起来通顺、流畅、连贯; 缺乏衔接或衔接不当的译文晦涩难懂, 影响阅读, 也影响交际功能的实现。

英语和汉语分属不同的体系: 英语属于印欧语系 (Indo-European Family), 汉语属于汉藏语系 (Sino-Tibetan Family)。它们在许多方面都有各自的规律和特点。从语篇层面上说, 需要强调英汉两种语言在形合 (hypotaxis) 和意合 (parataxis) 方面的差异。由于英汉两种语言逻辑思维的不同, 英语重“形合”, 句子内部的连接或句子间的连接采用显性的语言手段来实现, 主要是通过各种语法手段和词汇手段, 以表示其结构和逻辑关系。因此, 英语中长句多。汉语重“意合”, 句中各成分之间或句子之间的结合少用甚至不用形式衔接手段, 主要靠句子内部的隐性逻辑联系, 注重逻辑事理的顺序以及意义和主旨上的衔接和连贯。因此, 汉语中短句多, 短句间的逻辑关系靠意义来表达, 语法处于次要地位。在翻译过程中, 要牢记英汉两种语言在形合和意合上的差别, 注意形合和意合之间的转换和调整。

- 1) I had so worked upon my imagination as really to believe that about the whole mansion and domain there hung an atmosphere peculiar to themselves and their immediate vicinity—an atmosphere which had no affinity with the air of heaven, but which had reeked up from the decayed trees, and the grey wall, and the silent tarn—a pestilent and mystic vapor, dull, sluggish, faintly discernible, and leaden-hued. (Edgar Allan Poe: "The Fall of the House of Usher")

译文: 我如此沉湎于自己的想象, 以至于我实实在在地认为那宅院及其周围悬浮着一种它们所特有的空气。那种空气并非生发于天地自然, 而是生发于那些枯树残枝、灰墙暗壁, 生发于那一汪死气沉沉的湖水。那是一种神秘而致命的雾霭, 阴晦, 凝滞, 朦胧, 沉浊如铅。(曹明伦译)

解析: 这个例句选自美国作家爱伦·坡的小说名篇《厄舍府之倒塌》。整段话其实只有一个完整的句子, 共 70 个字, 它不仅通过多个消极、晦涩、阴暗的形容词, 如: decayed, grey, silent, pestilent, mystic, dull, sluggish, leaden-hued 来营造一种凄凉、萧瑟的自然氛围和压抑、沉闷的心理气氛, 而且通过一个典型“形合”的长句来烘托这种乏味、阴晦的自然氛围和心理气氛。这个“形合”长句主要采用各种语法手段 (如并列句、状语从句、同位语从句、定语从句) 以及词汇手段 (如词汇 atmosphere 的重复) 等来表示其结构关系, 并进行有机的衔接。在翻译过程中, 原语中“显性的语法和词汇手段”不能完全照搬到目标语中, 也就是说, 不能用带有各种成分的长句来处理这个句子, 否则整个汉语句子就会显得拖沓、冗长。因此在正确理解原文内

容、弄清原文内在结构的基础上，用三个分句来处理这个长句。分句之间虽然也运用了一定的词汇和语法手段，如重复“空气”一词和运用并列结构“生发于……，生发于……”，分句之间的衔接主要还是靠意义和逻辑关系的连接，先是讲我想象的内容，然后讲想象内容“空气”和周围环境的关系，最后讲这种空气的实质。三个分句环环相扣，层层展开，如果缺少了分句中意义和逻辑关系的衔接，整个句子就无法成为一个有机而连贯的汉语句子。

2) She had a very thin face like the dial of a small clock seen faintly in a dark room in the middle of a night when you waken to see the time and see the clock telling you the hour and the minute and the second, with a white silence and a glowing, all certainty and knowing what it has to tell of the night passing swiftly on toward further darkness but moving also toward a new sun. (Ray Douglas Bradbury: *Fahrenheit 451*)

译文：(她的)容貌那么清秀，就像半夜里醒来时在黑暗中隐约可见的小小的钟面，报告时刻的钟面。它皎洁而安静，深知时间在飞驰，深信黑暗虽然越来越深沉，却也越来越接近新生的太阳。(苗怀新译)

解析：这个例句选自美国作家布拉德伯利的著名的反乌托邦小说《华氏451度》。整段话共80个字，是一个完整而典型的“形合”句，主要是采用各种语法手段(如被动句、定语从句、宾语从句、并列句)以及运用修辞手法来进行有机的衔接，使原文一气呵成。在翻译过程中，在正确理解原文内容、理清原文内在结构，原语中“显性的语法和词汇手段”，除了两组重复的词(“钟面”、“深知”和“深信”)以及前后指代(“钟面”和“它”)外，大部分都被隐去，取而代之的是汉语中意义和逻辑上的衔接和连贯。译文充分利用汉语的短句形式，按照原文的逻辑顺序，把整个句子切分成两个单句、七个部分。每个部分间层层相连，环环相扣，读起来有读原文那种一气呵成的感觉。如果脱离了汉语句子间意义和逻辑的衔接，整个句子将支离破碎、读起来拗口、别扭。

Translation Practice

Translate the following paragraphs into Chinese.

1. I've been spared a lot, one of the blessed of the earth, at least one of its lucky, that privileged handful of the dramatically prospering, the sort whose secrets are asked, like the hundred-year-old man.
2. And so Franklin Roosevelt found that he had, in effect, to recruit an entirely new and temporary government to be piled on top of the old one, the new government to get the tanks and airplanes built, the uniforms made, the men and women assembled and trained and shipped abroad, and the battles fought and won.

FOCUSED WRITING

Personal Letters

A personal letter is a letter which provides communication between a small number of people, usually two. There are many types of personal letters and they are written for a wide variety of reasons, for example:

- * obtaining information from an individual or a business;
- * telling somebody about themselves, for example, pen pals;
- * sending an individual or a business a social note, such as a thank-you or congratulations;
- * contacting an acquaintance, a friend or family member, for example, to exchange information.

The Format of a Letter

In general, a letter, be it personal or formal, is comprised of the same parts. Let's take a look at the following specimen format of a personal letter. (See Unit 2 for formal letters)

	Sender's address (not punctuated in current practice)

	Date
Salutation	_____

	Body of the letter

Complimentary close	_____

Name or Signature	_____

The address of the sender. The sender's address is written on the top right-hand corner of the page. Remember that the address of the receiver, which is often referred to as the receiver's or addressee's address, is not appropriate in a personal letter.

The date. The date is written below the sender's address with a blank line in between. In the month-day-year system, popular in the United States, a comma is used between the day and the year, as in September 10, 2009 whereas British people tend to adopt the day-month-year mode, as in 10th September 2009 or 10-9-2009.

The salutation. The salutation always appears at the left-hand side of the page. The customary "Dear" is used along with the recipient's first name, if appropriate.

The body of the letter. It is the most important part, conveying information to the recipient of the letter. Personal letters are usually "newsy" (信息丰富的) and are written in a chatty or conversational style in most cases. Thus, such contractions like "I'll" or "doesn't", incomplete sentences like "Wonderful news!" and colloquial expressions are acceptable.

The complimentary close. It can be placed either on the right-hand or left-hand side below the body of the letter. The most common forms of closing a personal letter are "Yours sincerely" or "Kind regards". Some other closing phrases, such as "Yours affectionately" and "Love" can also be used where appropriate as a mark of intimacy.

The name or signature. It is placed directly below the complimentary close. The first name only is usual in personal letters e.g. "Kind regards, Jane". However, the full name or signature may be used in formal letters or when writing to businesses, e.g. "Yours sincerely, Jane White or J. M. White".

Suite 975
495 West Village Way
New York
10023

October 15th, 2009

Dear Mavis,

Please accept my heartiest congratulations on your recent selection for inclusion on the short-list for the NY City Writers Prize.

I just heard the news today from Francis Goodspeed when she dropped into my office with the marked-up proofs for her latest collection of stories. As you can imagine, Fran was very excited too! I am so proud of you. As you know, I have been a long-time promoter of your work, and in my mind it's about time they finally recognized your talent. In fact, I believe that your selection for the NYCWP short-list is long overdue.

I have already read two of the other books that are short-listed and in my opinion they don't hold a candle to your *No Turning Back*. I will read the other three books nominated and let you know what I think although I could hardly be considered an objective reviewer on this one.

Once again Mavis, my sincere congratulations on your nomination. Just being nominated for the NYCWP is an honor in itself. I will be keeping my fingers crossed for you until they announce the winner on March 1st.

Best wishes,
Brad

Writing Assignment

Write a letter to your cousin in UCLA (University of California, Los Angeles) asking him to extend all possible help to your teacher and his or her family who plan to visit Los Angeles.

FINAL PROJECT

Interview and Presentation

1.

Step One ➡

Interview five successful people (professor, school competition winner, scholarship recipient, leader of innovation teams, etc.) about what they have gone through to get where they are. You should include in your questionnaire: age, gender, educational background, life experience, outstanding achievements, opinions on their own life, etc.

Step Two ➡

Present to the class their experiences and opinions on life.

2.

Step One ➡

Interview five students from different schools about their opinions on the following questions.

1. What is the motto of your school (if it has one)?
2. What kind of students does your school aim to educate?
3. How do the professors help to achieve the aims of the school?
4. What do you think the school can do to improve the educating of its students?

Step Two ➡

Summarize their opinions and present them in the class.



Unit 2

Sports in Society



STARTING OUT

Task 1

Do the following quiz and learn more about sports.

1. In what year were women first allowed to compete in the Olympic Games?
A. 1800. B. 1850. C. 1900.
2. Where was the 2006 World Cup held?
A. In Germany. B. In South Africa. C. In France.
3. What are the three most popular sports in the United States?
A. Football, baseball, and basketball.
B. Football, soccer, and basketball.
C. Football, hockey, and basketball.
4. What does AFC stand for? _____.
5. What is the championship game of professional US football?
A. The Super Bowl. B. The Big Bowl. C. The Great Bowl.
6. What was the first sports event to be telecast live?
A. The 1972 NBA finals. B. The 1936 Berlin Olympics. C. The 1962 World Cup.
7. Which sport is governed by a set of rules known as the Queensberry rules?
A. Boxing. B. Cricket. C. Shooting.
8. Which of the following is essentially an indoor sport?
A. Cricket. B. Gymnastics. C. Golf.
9. In which country was golf first played?
A. Scotland. B. France. C. Thailand.
10. From what wood are cricket bats usually made?
A. Maple. B. Willow. C. Pine.
11. Which sport is called "the sport of kings"?
A. Golf. B. Horse racing. C. Surfing.
12. When was a safety car first used in Formula 1?
A. In 1993. B. In 1985. C. In 1973.

Task 2

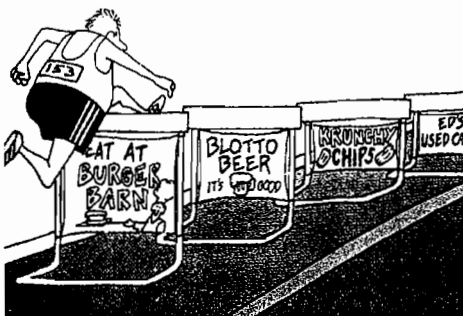
Look at these newspaper headlines. Discuss in pairs what you would expect to read in the stories that accompany them.

1. Footballer Faces Suspension After Attack on Spectator
2. Olympic Champion Swimmer Apologizes for Marijuana Pipe Photo
3. "Own Goal" Defender Shot Dead Outside Restaurant
4. Wimbledon Pays Equal Prize Money

Task 3

Look at the following cartoons carefully, and discuss in groups the message in each cartoon.

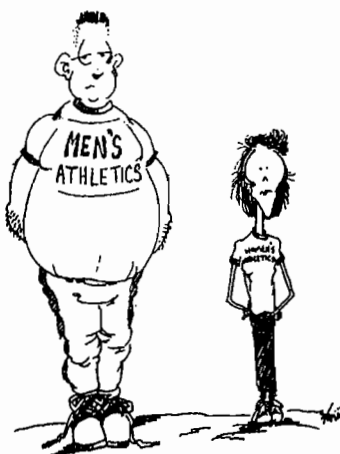
SIDELINES



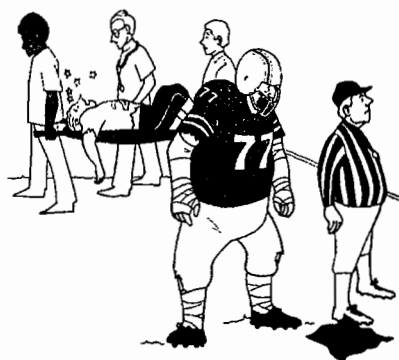
SIDELINES



"The one thing that helps me win so many tournaments? oh that's easy... greed!"



"All that we're asking is that you each lose ten pounds. Is that too much to ask?"



"How many times do I have to tell you, ref, I'm not a violent player! I didn't want to injure him, I only wanted to hurt him enough to make him afraid of me for the rest of the game."

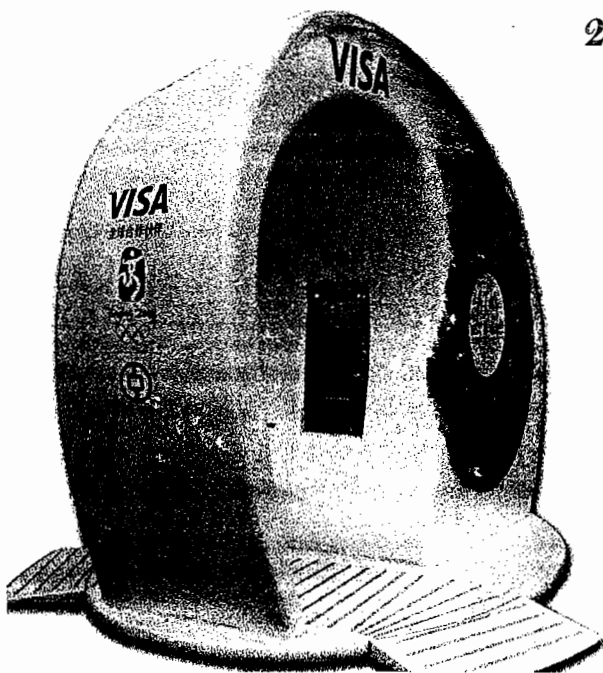
READING FOCUS

Commercial sports have become visible parts of many contemporary societies. They have also taken on a global character and will continue to expand globally as economic interests extend across national boundaries. The following text focuses on how commercialization influences the way sports are played and organized.

COMMERCIALIZATION AND CHANGES IN SPORTS

Jay J. Coakley¹

- 1 Throughout history sports have been used as forms of public entertainment. However, sports have never been so heavily packaged, promoted, presented and played as commercial products as they are today. Never before have decisions about sports and the social relationships connected with sports been so clearly influenced by economic factors. The bottom line has replaced the goal line for many people,² and sports no longer exist simply for the interests of the athletes themselves. Fun and “good games” are now defined in terms of gate receipts, **concessions** revenues, the sale of media rights³, market shares, rating points, and advertising potential. Then, what happens to sports when they become **commercialized**? Do they change when they become dependent on gate receipts and the sale of media rights?



- 2 We know that whenever any sport is converted into commercial entertainment, its success depends on spectator appeal. Although spectators often have a variety of motives underlying their attachment to sports, their interest in any sporting event is usually related to a combination of three factors: the uncertainty of an event's outcome, the risk or financial rewards associated with participating in an event, and the anticipated display of excellence or heroics by the athletes. In other words, when spectators refer to a “good game” or an “exciting contest”, they are usually talking about one in which the outcome was in doubt until the last minutes or seconds, one in which the **stakes**⁴ were so high that athletes were totally committed to and **engrossed** in

the action, or one in which there were a number of excellent or “heroic” performances. When games or matches contain all three of these factors, they are remembered and discussed for a long time.

- 3 Commercialization has not had a dramatic effect on the format and goals of most sports. In spite of the influence of spectators, what has occurred historically is that sports have maintained their basic format. Innovations have been made within this framework, rather than completely **dismantling** the design of a game. For example, the commercialization of the Olympic Games has led to minor rule changes in certain events, but the basic structure of each Olympic sport has remained much the same as it was before the days of corporate endorsements and the sale of television rights.
- 4 Commercialization seems to affect the orientations of sport participants more than it does the format and goals of sports. To make money on a sport, it's necessary to attract a mass audience to buy tickets or watch the events on television. Attracting and entertaining a mass audience is not easy because it's made up of many people who don't have technical knowledge about the complex athletic skills and strategies used by players and coaches. Without this technical knowledge, people are easily impressed by things **extrinsic** to the game or match itself; they **get taken in** by hype. During the event itself they often focus on things they can easily understand. They enjoy situations in which players take risks and face clear physical danger; they are attracted to players who are masters of dramatic expression or who are willing to go beyond their normal physical limits to the point of endangering their safety and well-being; and they like to see players committed to victory no matter what the personal cost.
- 5 For example, when people lack technical knowledge about basketball, they are more likely to talk about a single slam dunk⁵ than about the consistently **flawless** defense that enabled a team to win a game. Similarly, those who know little about the technical aspects of ice skating are more entertained by triple and **quadruple** jumps than by routines carefully **choreographed** and practiced until they are smooth and flawless. Without dangerous jumps, naïve spectators get bored. They like athletes who project⁶ exciting or controversial **personas**, and they often rate performances in terms of dramatic expression leading to dramatic results. They want to see athletes occasionally collapse as they surpass physical limits, not athletes who



know their limits so well they can successfully compete for years without going beyond them.

- 6 When a sport comes to depend on entertaining a mass audience, those involved in the sport often revise their ideas about what is important in sport. This revision usually involves a shift in emphasis from what might be called an aesthetic orientation to a heroic orientation. In fact, the people in sport may even refer to games or matches as “show-time”, and they may refer to themselves as entertainers as well as athletes. This does not mean that aesthetic orientations disappear, but it does mean that they often **take a back seat** to the heroic actions that entertain spectators who don’t know enough to appreciate the strategic and technical aspects of the game or match.
- 7 As the need to please naïve audiences becomes greater, so does the emphasis on heroic orientations. This is why television **commentators** for US football games continually talk about danger, injuries, playing with pain, and courage. Some athletes, however, realize the dangers associated with heroic orientations and try to slow the move away from aesthetic orientations in their sports. For example, some former figure skaters have called for restrictions on the number of triple jumps that can be included in skating programs. These skaters are worried that the commercial success of their sport is coming to rely on the danger of movement rather than the beauty of movement. However, some skaters seem to be willing to adopt heroic orientations if this is what will please audiences and generate revenues. These athletes usually evaluate themselves and other athletes in terms of the sport **ethic**, and they learn to see heroic actions as signs of true commitment and **dedication** to their sport.
- 8 Commercialization also leads to changes in the organizations that control sports. When sports begin to depend on generating revenues, the control of sport organizations usually shifts further and further away from the players. In fact, the players often lose effective control over the conditions of their own participation in the sport. These conditions come under the control of general managers, team owners, corporate sponsors, advertisers, media personnel, marketing and publicity staff, professional management staff, accountants, and agents.
- 9 The organizations that control commercial sports are usually complex, since they are intended to coordinate the interests of all these people, but their primary goal is to maximize revenues. This means that organizational decisions generally reflect the combined economic interests of many people having no direct personal connection with a sport or with the athletes involved. The power to affect these decisions is **grounded in** a variety of resources, many of which are not even connected with sports. Therefore athletes in many commercial sports find themselves cut out of decision-making processes even when decisions affect their health and well-being.

Proper Name

Jay J. Coakley /dʒeɪ dʒeɪ 'kəʊkli/ 杰·J.科克利

New Words

choreograph /'kɔːrɪəgrɑːf/ *v.* to arrange how dancers should move during a performance
为……设计舞蹈动作, 为……编舞

commentator /'kɒmentətə(r)/ *n.* someone on television or radio who describes an event as it is happening
实况解说(播音)员

commercialize /kə'mɜːʃəlaɪz/ *v.* to be more concerned with making money from something than about its quality
使商业化

e.g. Do you agree that Christmas is too commercialized these days?

concession /kən'seʃən/ *n.* a special right that a particular person or group of people is allowed to have, for example by the government or an employer, or the act of giving or allowing something as a right (政府或雇主等许可的)特权; 特许权

e.g. Greyhound Inc won the concession of running hotels in Glacier Park.

dedication /ˌdedɪ'keɪʃən/ *n.* hard work or effort put into a particular activity because one cares about it a lot
奉献(精神), 敬业(精神)

e.g. 1) To reach a high level of skill requires talent, dedication, and a lot of hard work.

2) We appreciate your dedication to our administration and your help at a time when needed.

dismantle /dɪs'mæntl/ *v.* to gradually get rid of a system or organization (逐渐地)废除, 取消(某种制度或组织)

e.g. While England started dismantling its

selective system in the 1960s, Northern Ireland retained it.

engrossed /ɪn'grəʊst/ *adj.* so interested in something that one does not notice anything else
全神贯注的, 专心致志的

e.g. I tried to attract her attention but she was engrossed in conversation with Stephen.

ethic /'eθɪk/ *n.* a general idea or belief that influences people's behavior and attitudes
伦理, 道德体系

e.g. 1) Employers are looking to hire people with a good work ethic.

2) The ethic of some people in business seems to be to maximize profit and it doesn't matter how.

extrinsic /eks'trɪnsɪk/ *adj.* coming from outside or not directly relating to something
外在的, 非固有的; 非本质的

e.g. Some teachers believe students need extrinsic rewards to be motivated to learn.

flawless /'flɔːlɪs/ *adj.* having no mistakes, marks, or weakness
无缺点的, 无痕的, 无瑕的

e.g. 1) I felt it was as flawless a weapon as you could have.

2) The audience applauded the pianist's flawless playing.

hype /haɪp/ *n.* attempts to make people think something is good or important by talking about it a lot on television, the radio, etc. (传媒的)大肆宣传, 炒作

persona /pɜː'səʊnə/ *n.* the way one behaves when with other people or in a particular situation, which gives people a particular idea about one's character (在公开场合伪装的)表面形象

quadruple /'kwɒdrʊpl/ *adj.* four times as big or as many
四倍的

stakes /steiks/ *n. plural* money that one risks on the result of a horse race, card game, etc.
赌金, 赌注

e.g. We're playing for very high stakes here.

Phrases and Expressions

be grounded in sth. to be based on something
以……为根据, 建立在……基础上

e.g. 1) The group is committed to environmental policies that are grounded in science.

2) David's values are grounded in a Protestant work ethic.

get/be taken in to be completely deceived by someone so as to believe a lie 被骗

e.g. 1) Don't get taken in by products claiming to help you lose weight in a week.

2) We were all taken in by the scheme and invested far more money than we should have.

take a back seat to to have less influence or importance 退居次要位置

e.g. 1) Foreign policy will take a back seat to domestic problems for a while.

2) Quality will have to take a back seat to price when we buy new furniture.

Notes

1. Jay J. Coakley is professor of Sociology at the University of Colorado, in Colorado Springs.
2. "The bottom line" means "the profit or the amount of money that a business makes or loses".
"The goal line" is a line at either end of the playing area in sports such as football or hockey, along which the goal is placed. The sentence means that for many people, what is important in sports is not the fun of the sport but the economic benefits it generates.
3. The phrase "media rights" refers to the rights to broadcast, transmit, display, film and photograph a sports event.
4. If the stakes are high when you are trying to do something, you risk losing a lot or it will be dangerous if you fail.
5. When the basketball player jumps high above the net and throws the ball down through it, we call it a "slam dunk" (灌篮).
6. The word "project" here means "to present or promote a particular view or image".



Text Exploration

Task 1

Work in pairs to complete the outline of the text.

Introduction (Para. 1)	Sports have become _____.
Three factors that influence spectators' attachment to sports (Para. 2)	Spectators are attracted by: A. _____. B. The risk or financial rewards associated with participating in an event. C. _____.
Changes in sports associated with commercialization (Paras. 3-9)	A. Changes in the format and goals of sports. Sports have _____ their basic format and goals. e.g. _____. B. Changes in the orientations of people involved in sports. a. Without technical knowledge about a sport, spectators are impressed more by _____ than by athletic skills and strategies used by players and coaches. e.g. _____. b. Sport participants tend to emphasize _____ over aesthetic orientations. C. Changes in sport organizations. The control of sport organizations shifts further and further away from _____. Their decisions generally reflect the combined economic interests of many people, but athletes are cut out of _____.

Task 2

Read the following statements and decide whether they are true or false according to the text. Put "T" before a true statement and "F" before a false one.

- _____ 1. It has been a long time since sports first became popular forms of entertainment.
- _____ 2. The success of commercial sports depends on whether they could attract a large number of spectators.

- ___ 3. Spectators will generally be interested in a game if it is going to be a close contest.
- ___ 4. The basic format and goals of most sports have remained much the same throughout history.
- ___ 5. It is hard to attract a mass audience because viewers' interests in sports vary.
- ___ 6. When people lack technical knowledge about a sport, they are more likely to be entertained by the athletic skills of players.
- ___ 7. In a commercial sport, more emphasis is placed on mastery of dramatic expression than on technical skills.
- ___ 8. The word "they" in the last sentence of Paragraph 6 refers to the people participating in sports.
- ___ 9. The author agrees that heroic actions displayed by athletes are indications of their commitment to sports.
- ___ 10. Decision-making in the organizations of commercial sports has moved further away from athletes.

Critical Thinking



Read the following sentences from the text. Interpret the sentences and discuss with your partner whether you agree with the author or not. Give specific examples to support your opinions.

1. Commercialization has not had a dramatic effect on the format and goals of most sports.
2. As the need to please naïve audiences becomes greater, so does the emphasis on heroic orientations.



Discuss in groups the following questions.

1. Are there any other things affected by commercialization in the same way as sports? Give specific examples to support your opinions.
2. Many people feel that athletes are paid too much. How do you feel about this issue?

Vocabulary in Action

Task 1

Fill in each of the blanks with an appropriate form of the word given and explain its meaning.

1. entertain

- A. Frankie is known throughout the _____ business as an energetic performer.
 B. Children's TV programs nowadays are much more _____ than they used to be.

2. attach

- A. Regular babysitters can become deeply _____ to the children they take care of.
 B. When I was doing an English course in Brighton, I formed a strong _____ to the other students in my class.

3. history

- A. The film doesn't try to be _____ accurate, but it is based loosely on real events and people.
 B. In his book, Churchill describes that _____ first meeting with Roosevelt.

4. innovate

- A. When it was first introduced, the electric car was described as one of the 10 most _____ products of the year.
 B. _____ in information technology have completely transformed the way students work.

5. flaw

- A. Each party rejected the other's approach, saying it was _____.
 B. I had thought that he was a native Chinese because he spoke in _____ Chinese.

6. controversy

- A. There has been a huge _____ over where to put the city's new sports stadium and who should build it.
 B. He wrote a very _____ book, but I think he has regretted it since.

7. revise

- A. He gave his work to his friend to _____, because he found it hard to see his own mistakes.
 B. The book went through several _____ before the publisher was finally satisfied with it.

8. commentate

- A. The _____ on the Olympic Games was much better on the other channel.
 B. After retiring, he became a radio _____ on cricket and rugby, and also wrote about both sports for Sunday newspapers.

9. restrict

- A. However, the company has a highly _____ policy which makes such development difficult.
- B. Increasingly, campaigners are demanding that countries impose _____ on advertising aimed at children.

10. hero

- A. He was famed for _____ deeds during the war.
- B. America's present need is not _____, but calm diplomacy.

Task 2

Read the following sentences and decide which of the italicized words fits each of the sentences.

1. Employers cannot discriminate on the basis of racial or *ethnic/ethic* background.
2. All types of insurance are handled both for personal and *cooperate/corporate* customers.
3. Police believe the *strategic/tragic* death of 21-year-old Lee Russell may be linked to drug abuse.
4. Mostly because of his defense and *athletic/aesthetic* ability, his playing time has increased the last two weeks.
5. We have looked at some of the key principles that *underlie/underline* microeconomics.
6. A *stack/stake* of copies was piled up at the entrance to the Arts Lab.
7. The critical factors in determining the growth in the present study are all external; none are *extrinsic/intrinsic* to the science itself.
8. Pan has been struggling financially: last year alone, advertising *revenue/avenue* fell by 20%.
9. I was constantly *engraved/engrossed* by the problems of time, space, quality, and other categories of reason.
10. The *award/reward* ceremony will be held at the National Film Theater tonight.

Task 3

Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

anticipate

stadium

spectator

economic

sponsor

revenue

receipt

athlete

reward

maintain

availability

publicity

financial

Under what conditions do commercial sports emerge and prosper? The existence of commercial sports depends on 1) _____ generated from a combination of gate 2) _____ and the sale of broadcasting rights to radio and television. This means that they grow and prosper best under certain social and 3) _____ conditions. First, they grow best in market economies where material 4) _____ are given high priority in the lives of people connected with sports, including 5) _____ and those who own teams or 6) _____ and promote events. Second, because they require large concentrations of potential 7) _____, commercial sports tend to exist in societies with large, densely populated cities. Although it would be possible to 8) _____ simple forms of commercial sports in rural societies, it would be hard to support financially fulltime professional athletes. Third, commercial sports rely on the 9) _____ of large amounts of capital to build and maintain 10) _____ in which events can be played and watched. Capital funds can be accumulated in either the public or private sector, but in either case, the willingness to invest in sport depends on 11) _____ payoffs in the form of 12) _____, profits, or power. Private investment in sports is motivated primarily by expected financial profits; while public investment is motivated primarily by a belief by those in power that commercial sports will serve their own interests, the interests of "the public", or a combination of both.

READING MORE

Some people tell me that we professional players are soccer slaves. Well, if this is slavery, give me a life sentence.

—Bobby Charlton

WITHOUT PASSION, SOCCER IS JUST ANOTHER GAME¹

- 1 It's a queer thing; despised and **derided**, mocked and **vilified**, then celebrated with a level of **fervor** and zeal that takes one's breath away...football². Little stirs a nation to such an extreme level of breathless delight and helpless despair as swiftly as the movement of a ball across a pitch, chased by two rival teams of 11 players.
- 2 The Champions League final between Manchester United and Chelsea on May 21 was such an occasion. Two English clubs; the reds against the blues; the north versus the south; a club **swilling** with money; a side eager to mark 50 years on from the tragedy of the Busby Babes³. The event had a fabulous narrative feel before a ball was even kicked. It had all the constituents of great drama wrapped up in **overriding** passion.



- 3 And that's what sport is at this level: astonishingly powerful drama. It's exciting, absorbing and above all emotional. Sport is also frustrating and intensely annoying because success matters so much, to so many, and for reasons that can be barely articulated.
- 4 Manchester United fans now reside the world over and support with staggering intensity a group of players, few of whom have any relation to Manchester. To question that loyalty is to entirely misunderstand it.
- 5 Sport matters to so many so very deeply because it offers a fascinating insight into success and how much victory matters. Whether it's England winning the Ashes⁴, or the rugby World Cup, or Kelly Holmes bursting through the line to win two Olympic gold medals, with pain and **elation** sketched across her face.
- 6 Sporting success transcends the sport itself. The watching of winners, the creating of winners and the sympathy with losers, attracts as much attention as the playing of the game.
- 7 Few sporting disciplines are **weighed down** by judgments of their **artistry**; rather, they are clean-cut and definitive battles for victory. There is drama **aplenty**, but what separates sport from art is the competition at its core: that violent, unashamed need for there to be identifiable winners and losers. That is what makes it so compelling and produces emotion that will send grown men falling to their knees on rain-soaked foreign fields.
- 8 What also makes football so compelling is its focus on the team, the **deification** of the 11—while paradoxically also allowing sheer individualism to shine.

- 9 Team spirit is debated endlessly—how to create it, develop it, utilize it. But what is it? An illusion glimpsed in victory? Or something real and tangible; something important that can be built upon?
- 10 A club such as Manchester United has something bigger than team spirit—it has a great **aura** about it so that it has come almost to exist **in the abstract**.
- 11 Players come and go like ghosts for their seasons; some will be remembered but none will be really missed. Instead, they'll be replaced by younger men of similar temperament and talent, whose actions will help to define a new era for the club.
- 12 It is the club, the team, which goes on, backed by the same supporters now delighting in the new players.
- 13 But football also creates individual heroes. The reputations of players **twirl** on football's **wobbly** axis; so that years of previous work can be irrationally **tarnished** or **bolstered** in one season, one game, one madly irresponsible, reckless minute. One missed penalty⁵, one **wayward** attack, one **cumbersome** tackle⁶... a player's reputation hinges, swells and **deflates** on such things.
- 14 Consider the plight of John Terry⁷, the Chelsea captain, who was **inconsolable** after slipping in his **run-up** on Wednesday night, and missing a penalty which cost his team the **trophy**. An estimated 14.6 million people saw the miss, in addition to the thousands of fans in Moscow. Few of us have such bad days at work so publicly. He responded by slumping down on to the **sodden** pitch in tears. I don't blame him.
- 15 There are such moments of high drama and great intensity in all sports.
- 16 In February last year, the England rugby union team traveled to play Ireland at Croke Park, site of the Bloody Sunday⁸ massacre of 1920, when British soldiers **turned on** the sporting crowd and killed 14 of them.
- 17 There was much debate about how the Irish supporters would behave when "God Save the Queen" was played. Would they **boo**? **Nope**. The whole thing passed without incident as Ireland supporters respected the **anthem** before their players beat England on the pitch.
- 18 "If Irish fans had booed, I'd have started singing the national anthem myself," one proud Irishman declared. "This is sport. It's special."
- 19 Nelson Mandela made sport extra special back in 1995 when he used rugby to unite a divided nation. His appearance at the World Cup final dressed in the same shirt as the

South African captain, François Pienaar, an Afrikaner, did much to announce that sport could lift itself beyond political and racial boundaries and in doing so would remove the boundaries themselves.

- 20** He later declared: "Sport has the power to change the world."
- 21** Emotion, loyalty and passion are wonderful things. Sport would not survive without them; without that willing suspension of disbelief⁹ that holds together all great drama, sport would collapse in an instant.
- 22** If people stopped believing sport mattered, it simply wouldn't matter. Take away the belief and you have a bunch of **blokes** who spend more time at the hairdresser than they do on the pitch, chasing a ball around for an hour and a half—now where's the fun in that?

Proper Names

Afrikaner /æfrɪ'kɑ:nə(r)/ 南非白人 (母语为南非荷兰语的南非人, 尤指 17 世纪荷兰移民的后裔)

Busby Babes /'bʌzbɪ 'beɪbz/ 巴斯比宝贝 (指英格兰曼联足球俱乐部 20 世纪 50 年代的一批优秀的青年足球运动员, 由于当时俱乐部的主帅是苏格兰人马特·巴斯比, 因而得名)

Chelsea /'tʃelsɪ/ 切尔西 (英国足球俱乐部名)

Croke Park 克罗克体育场

Francois Pienaar /'frɑŋkəʊɪz 'piənɑ:/ 弗兰克·伊斯·皮尔纳

God Save the Queen 《天佑女王》(英国国歌)

John Terry /dʒɒn 'teri/ 约翰·特里 (英国足球运动员, 效力于切尔西足球俱乐部)

Kelly Holmes /'keli 'həʊlms/ 凯莉·霍尔姆斯 (英国中长跑运动员)

Manchester United /'mæntʃɪstə(r) ju:'naɪtɪd/ 曼联 (英国足球俱乐部名)

Nelson Mandela /'nelsən mæn'delə/ 纳尔逊·曼德拉 (前南非总统)

The Ashes /ði: 'æʃɪs/ 阿什杯 (英格兰和澳大利亚之间举行的板球系列对抗赛)

New Words

anthem /'ænθəm/ *n.* a formal or religious song 庄严正式的歌曲; 圣歌, 赞美诗

e.g. John Lennon's "Imagine" has become the anthem of peace lovers all over the world.

aplenty /ə'plenti/ *adj.* in large amounts, especially more than needed 丰富的, 大量的, 很多的 (尤指超过需要的)

artistry /'ɑ:tɪstri/ *n.* skill in a particular artistic activity 创作天资; 艺术才华; 艺术性

aura /'ɔ:rə/ *n.* a quality or feeling that seems to surround or come from a person or a place 气氛, 气息, 韵味

e.g. Hollywood still had an aura of glamour about it.

bloke /bləʊk/ *n.* BrE informal a man 【英, 非正式】人, 家伙

bolster /'bəʊlstə(r)/ *v.* to help to feel or make better and more positive 增强; 激励

e.g. 1) Additional soldiers were sent to bolster the defenses at two naval bases.

2) New camera and film technology will bolster the company's market share.

boo /bu:/ *v.* to shout "boo" to show that one does not like a person, performance, idea, etc. 发嘘声 (表示反对或反感)

e.g. Some people in the crowd booed when she walked on stage.

cumbersome /'kʌmbəsəm/ *adj.* (of a process or system) slow and difficult 慢的, 累赘的

e.g. Doctors are complaining that the system is cumbersome and bureaucratic.

deflate /dɪ'fleɪt/ *v.* if a tire, balloon, etc. deflates, or if one deflates it, it gets smaller because the gas inside it comes out (使)放气, (使)漏气

e.g. He woke up aching all over—somehow his airbed had deflated in the night and there was nothing to cushion him from the cold ground.

deification /di:fi'keɪʃən/ *n.* the treatment of someone or something with extreme respect and admiration 神化, 奉若神明

deride /dɪ'reɪd/ *v.* to make remarks or jokes that show one thinks someone or something is silly or useless 嘲笑, 嘲弄, 讥讽

e.g. I was derided for making such a stupid suggestion.

elation /ɪ'leɪʃən/ *n.* a feeling of great happiness and excitement 兴高采烈, 欢欣鼓舞

e.g. There's a sense of elation at having completed a race of such length.

fervor /'fɜ:və(r)/ *n.* very strong belief or feeling 狂热, 极度兴奋

inconsolable /ɪnkən'səʊləbl/ *adj.* so sad that it is impossible for anyone to comfort (悲痛之极而)无法安慰的; 伤心欲绝的

e.g. The boy was inconsolable after the death of his dog.

nope /nəʊp/ *adv.* spoken used to say "no" when answering someone 【口】不, 不是

overriding /əʊvə'rɑ:ɪdɪŋ/ *adj.* more important than anything else 最重要的; 压倒一切的

e.g. The overriding concern is with efficient crime control.

run-up /'rʌnʌp/ *n.* the act of running, or the distance run, before one kicks a ball, jumps over a pole, etc. (踢球、跳高等之前的)助跑; 助跑距离

sodden /'sɒdən/ *adj.* very wet and heavy 湿透的, 湿淋淋的

swill /swɪl/ *v.* if a liquid swills inside a container or area, or one swills it there, it moves around (使)液体流动

tarnish /'tɑ:nɪʃ/ *v.* to make worse, taint (a reputation or record) 玷污 (名誉); 损害 (形象)

e.g. By this time a series of scandals had effectively tarnished the leader's reputation.

trophy /'trɒfɪ/ *n.* a large object such as a silver cup or plate that someone receives as a prize for winning a competition (比赛等赢得的)奖品, 奖杯, 奖牌

twirl /twɜ:l/ *v.* to turn around and around or make something do this (使)旋转; (使)转动; (使)缠绕

e.g. Couples were twirling around the dance floor.

vilify /'vɪlɪfaɪ/ *v.* informal to say or write bad things about someone or something 【非正式】污蔑, 中伤, 诽谤

e.g. Stevens has been vilified by his opponents in the press.

wayward /'weɪwəd/ *adj.* behaving in a way

that is different from other people and that causes problems 怪癖 (因而招致麻烦) 的

wobbly /'wɒbli/ *adj.* moving unsteadily from side to side 摇摆的; 颤动的

Phrases and Expressions

in the abstract considered in a general way rather than being based on specific details and examples 抽象地; 从理论上说

e.g. Talking about bringing up children in the abstract just isn't enough.

turn on to suddenly attack someone or treat

them badly, using physical violence or unpleasant words 突然袭击 (某人)

e.g. The tigress turned on the trainer and struck him to the ground.

weigh...down *often passive* to make someone or something bend or to feel heavy under a load 【通常用被动态】使……感到沉重; 压弯 (压下, 压倒)

e.g. 1) The branches of the trees were weighed down by snow.

2) She was weighed down by the responsibility of looking after her sisters.

Notes

1. This article was published in the *Telegraph* newspaper in 2008.
2. The game known as "football" worldwide is known as "soccer" in the United States. In this article, both terms are used interchangeably to refer to the same game.
3. The Busby Babes were a group of Manchester United players who progressed from the club's youth team into the first team under the management of Matt Busby. The Busby Babes were notable not only for being young and gifted, but for being developed by the club itself, rather than bought from other clubs, which was customary then, as now. The players won the league championship in seasons 1955–1956 and 1956–1957, with an average age of 21 and 22, respectively. But in 1958 eight members of the team were killed in a plane crash in Munich.
4. "The Ashes" is the name given to the cricket competition between the English and Australians.
5. Here "penalty" refers to a chance to kick the ball or hit the puck into the goal in a game of football, rugby, or ice hockey, given because the other team has broken a rule.
6. In football, "tackle" refers to an attempt to take the ball from an opponent.
7. John Terry is an English professional footballer. Terry plays in a center-back position and is the captain of Chelsea in the Premier League. Terry is also captain of the England national football team. In the 2008 Champions League final against Manchester United, the match went to penalty kicks, and Terry missed a penalty which would have won Chelsea the match (and the Champions League). His standing leg slipped as he took his kick, and the ball missed the goal. Chelsea lost the shootout 6–5, which Terry reacted to by breaking down in tears.

8. Bloody Sunday was a day of violence in Dublin on November 21st, 1920 during the Irish War of Independence. The day began with the killing of 14 English agents by the Irish Republican Army (IRA). Later that afternoon, English forces opened fire on the crowd at a Gaelic football match in Croke Park, killing 14 civilians. That same evening, three IRA prisoners in Dublin Castle were beaten and killed by their English captors.
9. Willing suspension of disbelief is a formula devised by the poet and aesthetic philosopher Samuel Taylor Coleridge to justify the use of fantastic or non-realistic elements in literature. Coleridge suggested that if a writer could infuse a “human interest and a semblance (酷似) of truth” into a fantastic tale, the reader would suspend judgment concerning the implausibility of the narrative. Here it means to believe that sports matter.

Text Exploration

Answer the following questions.

1. Who does the “club swilling with money” in Paragraph 2 refer to?

2. What word can be used to describe Manchester United fans?

3. What is a separating feature between sport and art?

4. Why does sporting success go beyond sport itself?

5. What was the consequence of John Terry’s missed penalty kick?

6. What is the purpose of the author in citing the example of John Terry?

7. How did Irish supporters behave when the national anthem of England was played?

8. How did Nelson Mandela make sports extra special in 1995?

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. Why was there so much controversy about how the Irish fans would behave when the English anthem was played?
2. The author believes that (sporting disciplines) "are clean-cut and definitive battles for victory" and "what separates sport from art is the competition at its core." Do you agree? What do you think is the spirit of sport?



Discuss in groups the following questions.

1. Sports are often said to reflect the national character of a country. How do you think US football, baseball and basketball respectively reflect US values?
2. Since the creation of the International Olympic Committee (IOC) in 1894, interested cities have rivaled each other for selection as the host city of the Olympic Games. Why do you think they bid for the Olympics? What can the Olympics bring to the host city?



Vocabulary in Action

Task 1

Complete the following sentences by translating the Chinese in brackets into English. Try to use the expressions you have learned from the text.

1. The best films are those that _____ (超越国家或文化界限).
2. The scheme has _____ (一些实际优惠) for the employees, including salary increases and shorter working hours.
3. The effects of television on childhood socialization _____ (被无休止地争论).
4. She's the kind of woman who _____ (以指出别人的错误为乐).
5. There was in his work a lack of _____ (对于失败者的同情).
6. Recent attempts to boost the economy have failed _____ (因为几乎说不清的原因).
7. Financial Services will _____ (为在线服务开启新的时代) not only in the shipping industry but for other industries as well.
8. Do you really think what I say will _____ (对他来说是重要的)?

Task 2

Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

despise
anthem

fervor
reckless

constituent
definitive

trophy
stagger

bolster
glimpse

aura
stir

1. From the corner of my eye, I _____ a man running out of the store.
2. Unlike Colin, who remains slightly skeptical, Eric responded to the proposal with great _____.
3. An additional 28 persons were suspected of drunken or _____ driving.
4. I felt that the other kids _____ me for having a different accent and a different color of skin.
5. The woods beside our house have a(n) _____ of mystery.
6. None can provide a(n) _____ answer to the question of whom resources should be spent on.
7. Some believe that increasing advertising will _____ public support.
8. The results of the survey were _____—over half the children said that they went to school without any breakfast.
9. They became the first English team to win a major European _____.
10. Scientists have to break the compound down into its _____ parts in order to analyze it.
11. The room turns silent as the singing of the national _____ begins.
12. Looking at the photographs _____ childhood memories of long hot summers.

语篇层次的翻译——连贯

前面章节中已讲到，一个完整的语篇应该衔接得当，连贯性好。在翻译过程中，我们应该注意翻译不是以单个词或句为转换单位，而是以语篇为单位进行转换，而语篇要注重整体性和一致性，也就是语篇的连贯性，语篇的连贯性决定了语篇的整体质量。为了实现语篇的连贯，有效的词汇和语法衔接手段必不可少，但衔接手段是实现语篇连贯的必要但不充分条件，除此之外，我们还应注重语篇逻辑顺序的调整和视角的转换。

1. 逻辑顺序的调整

在逻辑关系的叙述上，英语常先总结后分析，先结果后原因，句子重心取前置式。而汉语句子则恰恰相反，先原因后结果，先条件后推论，先分析后总结，句子重心取后置式。因此在英译汉过程中，为使汉语语篇连贯，有必要根据汉语的逻辑关系进行合理的调整。

- 1) We should not be surprised that increasing numbers of people choose to live entirely indoors, leaving buildings only to ride in airplanes or cars, viewing the great outside, if they view it at all, through sealed windows, but more often gazing into screens, listening to human chatter, cut off from "the realities of earth and water and the growing seed." (Scott Russel Sanders: "A Few Earthly Words")

译文：越来越多的人选择完全足不出户的生活，离开楼群也只是为了开汽车或者乘飞机，透过密封的窗户去看一看外面的大千世界，假设他们去看的话，也不过如此。但是，在更多的时候，他们凝视着屏幕，倾听人们的闲聊，与“土地、水和正在生长的种子的现实世界”隔绝开来。这一切我们都不必大惊小怪。（范守义译）

解析：原句是一个完整的“形合”英语长句，采用了各种语法手段，如宾语从句、独立主格结构、状语从句等来进行衔接，而且在逻辑关系上也体现了英语句子先下结论后分析说明的特点，句子重心取前置式。在翻译过程中，为了符合汉语“意合”的表达习惯，原句中显性的语法和词汇手段被隐去，整个句子被切分成汉语中靠隐性的意义和逻辑关系衔接的三个单句。而且译文充分考虑汉语先分析后下结论的特点，整个句子结构进行了大调整，原语中表示结论的句子 We should not be surprised 在目标语中被放到最后，形成了一个自然的结论，句子重心取后置式。译文衔接顺畅，逻辑性强，读来非常连贯和通顺。

- 2) It is a curious fact, of which I can think of no satisfactory explanation, that enthusiasm for country life and love of natural scenery are strongest and most widely diffused in those European countries which have the worst climate and where the search for the picturesque involves the greatest discomfort.

译文：欧洲有些国家，天气糟糕，要找到景色如画的所在，这里的人们得辛苦一番。奇怪，他们就喜欢过乡村生活，也最爱欣赏自然美景，而且这种情形在这里是个普遍现象。这是实情，可我怎么也想不出令人满意的原因。

解析：原句是一个典型的英语“形合”的句子，采用了各种语法手段，如定语从句、同位语从句等，而在逻辑关系上也符合英语先下结论后分析说明的特点，先提出总说的句子：a curious fact, I can think of no satisfactory explanation，然后，如拨开云雾般，一层层地进行分析 and 说明，让读者心中的疑惑一一解开。翻译过程中，为了体现汉语句子“意合”的特征，不仅要有显性的衔接手段的调整，如去掉原句中的连接词，将一个长句切分成三个语义衔接的句子等，而且要按照汉语习惯对句子的“隐性”逻辑顺序进行调整，体现汉语句子先分析后总结的特点，这样汉语句子不仅衔接恰当，而且语篇流畅。因此，汉语译文先分说一些欧洲国家的天气和寻找美景所需付出的代价，然后语义出现转折，做进一步的分析和说明，最后高屋建瓴地进行总结：“这是实情，可我怎么也想不出令人满意的原因。”汉语句子重心在最后，前面的分析和说明是为最后结论的自然出现做铺垫，而最后的结论起到了升华主旨内容的作用。

2. 视角的转换

从社会认知系统上讲，东西方不同的哲学和认识论在社会历史背景中建构了不同的心理学理论。西方人往往把注意力更多地放在客体和自身目标之上，在观察事物时，视点更多聚焦于事物而不是观察者本身；中国人在观察事物时，更多地是从自己的角度出发。体现在语言结构和逻辑的连贯性上就是英语句子常以物作主语，且一般不能省略，并由此产生谓语形式的被动化。而汉语句子多用人称主语，当人称不言而喻时常常对其进行隐藏或省略，从而使汉语中出现大量的省略句和无主句。所以为使语篇连贯，有必要弄清楚两种语言的思维差异，努力调整自己的思维模式，在翻译过程中注意视角的转换，翻译出地道和连贯的语篇。

- 3) This is always a feast about where we are now. Thanksgiving reflects the complexion of the year we're in. Some years it feels buoyant, almost jubilant in nature. Other years it seems marked by a conspicuous humility uncommon in the calendar of American emotions. (November 25th, 2004, *The New York Times*)

译文：感恩节这一餐总是关乎到我们的处境，反映出一年的年景。有些年的感恩节我们心情愉悦，几乎是喜气洋洋，但有些年头我们却把感恩节过得相当低调，不敢骄傲，这并不是美国人惯有的情绪。（叶子南译）

解析：英语原文的第三、四句是以 it 作主语的句子，it 指代“感恩节”，有的年份它呈现给我们一派活力万千、愉悦开心的气氛，有的年份它又要求人低调。但在汉语中，感恩节不能和愉悦的心情、喜气洋洋的气氛连用，也不能和低调、骄傲等词搭配，只有感恩节的参与者“我们”才能感受到这份节日的喜悦，体会到那份低调和不敢轻易骄傲的心情。因此为使译文地道、连贯，译者有意将原文中的物称主语变成汉语中的人称主语，这样译文读起来才顺畅、连贯。

- 4) Friday started with a morning visit to the modern campus of the 22,000-student University of Michigan in nearby Ann Arbor, where the Chinese table tennis team joined students in the cafeteria line for lunch and later played an exhibition match.

译文：星期五那天，中国乒乓球队一早就到安伯亚附近去参观拥有 22,000 名学生的密歇根大学的现代化校园。他们和该校学生在校内自助餐厅排队取午餐，然后进行了一场表演赛。

解析：英语原文是个典型的以物称 Friday 作主语的句子，表述了那一天所发生的事情。英语中以某个年份、某个日子作主语的句子很多，都表示在某一年或某一天所发生的事情。在汉语译文中，我们不能照搬原文的结构，不能将原文的物称作主语，只能从汉语表达习惯和语篇连贯的角度出发，找到动作真正的发出者，调整句子结构，将原文中物称主语转换成汉语中的人称主语，这样，不仅原语和目标语在语义上是完全对等的，而且译文在语篇连贯性方面也恰到好处。

Translation Practice

Translate the following sentences into Chinese.

1. Such is human nature in the West that a great many people are often willing to sacrifice higher pay for the privilege of becoming white collar workers.
2. Cosmopolitan Shanghai was born to the world in 1842 when the British man-of-war Nemesis, slipping unnoticed into the mouth of the Yangtze River, reduced the Wusong Fort and took the city without a fight.
3. A study of the letter leaves us in no doubt as to the motives behind it.
4. The happiness—the superior advantages of the young women round about her, gave Rebecca inexpressible pangs of envy. (W. M. Thackeray: *Vanity Fair*)
5. Poor Joe's panic lasted for two or three days; during which he did not visit the house. (W. M. Thackeray: *Vanity Fair*)



FOCUSED WRITING

Formal Letters

Professional communication is different from personal communication so the style of a formal letter is distinct from that of a personal letter. Formal letters are usually also business letters such as letters sent with a job application, cover letters, letters to institutions such as government ministries or educational establishments and letters to the service industries as well as all the usual day-to-day letters involved in businesses.

Formal letters differ from personal letters in two facets. Firstly, the format of a formal letter is somewhat different from that of a personal letter. Secondly, the language of a formal letter, as the name indicates, is more formal than that of a personal letter. It follows that the intimate and conversational style appropriate for a personal letter is out of place in a formal letter.

The format is, in general, similar in both types of letters in terms of the address of the sender, the date and the main body. However there are some additional points to note as follows.

The addressee's address. In a formal letter, the addressee's address, that is, the address of the recipient which you will also write on the outside of the envelope, is placed on the left, one or two lines below the line of the date (which is still on the right) and above the salutation. In a personal letter, this address is omitted.

The salutation. This usually takes the form "Dear Mr..." or "Dear Ms..." if you know the surname of the recipient. Note that only the surname appears after Mr./Mrs./Miss./Ms. It is not correct to address a letter "Dear Mr. Tom Black". It should be Dear Tom (informal) or Dear Mr. Black (formal). If you don't know the name of the recipient or you don't know who is supposed to receive the letter, simply write "Dear Sirs" or "Dear Sir or Madam".

The complimentary close. "Yours sincerely" or "Yours faithfully" are two most commonly used forms, but their usage should never be confused. "Yours sincerely" is used when you know the name of the recipient and have started the letter with their name; whereas, "Yours faithfully" should be used if you don't and have therefore started Dear Sir or Dear Madam.

The signature. A formal letter requires your full signature, and usually your full name and title will be printed below your signature. This is because signatures are often unclear.

Headed notepaper. If you are writing on behalf of a business, then it is likely that you will use notepaper that has been preprinted with the name and logo and often the address of the company. If you are writing a business letter on your own behalf, then it is important to ensure that your address is clearly written at the top right of the page so that any reply can be sent.

Two samples of formal letters are given below to help you see how a formal letter should be laid out and the tone of the formal writing.

Sample 1: A Letter of Enquiry

Living Science Weekly
45-49 Rush Road
Nottingham
NO2 2ST
England

June 23rd, 2010

The General Manager
Ryder Wholesale Medical Supplies Ltd
90-100 Rue de la Pompe
Paris 75004
France

Dear Sir,

The magazine *Living Science Weekly* of which I am Chief Feature Writer will shortly be running a series of articles on scientists who are prominent in different fields of science. We understand that your Senior Research Scientist, Dr. J.L. Bonfils, is engaged in research on a new type of anesthetic and we would therefore be very interested in his views for one of our articles.

I am writing to you first in case you feel it inappropriate for Dr. Bonfils to talk to us and to assure you that the subject matter of the interview will not in any way breach the confidentiality associated with his current research.

I would be most grateful if Dr. Bonfils could spare me a little of his very valuable time, during the next two weeks. I can be available at any time to suit Dr. Bonfils except for on the 19th and 24th and would be happy to meet anywhere convenient for him.

I look forward to hearing from you.

Yours faithfully,
Edward Sawyer

Note: This is a letter requesting whether a senior member of Ryder Medical Supplies could be available for an interview by a feature writer of a magazine. The writer first briefly introduces himself and then says why he is writing (i.e. asking for an interview). He also indicates why he has not approached Dr. Bonfils directly. Then he mentions that the interview will have to be in the next two weeks (no doubt he has deadlines to meet but it is not necessary for him to go into detail about that) but makes it as easy as possible for Dr. Bonfils to accommodate him since he is asking for a favor.

The ending "I look forward to hearing from you" is the best and most commonly used way to indicate that you hope for an early response.

It is important for all business letters to be written as concisely and as clearly as possible so that they are easy to read and understand.

A cover letter is a letter that is included with a document or object to explain why it is being sent to the recipient. For example, a cover letter would be necessary if something was being returned after purchase in order to explain what is wrong and what you expect the seller to do about it. A cover letter should be sent with a CV or résumé when applying for a job highlighting the main reason why you think you are suitable for the job and expressing your hope for the opportunity to meet (i.e. to get an interview). In this circumstance the letter should be short, do not be tempted to repeat everything that is in your CV. There are many situations in which a cover letter will be necessary. See the sample below.

Sample 2: A Cover Letter for Manuscript Submission

The Dept. of Education
University of Birmingham
Edgbaston
Birmingham
B15 2TT

June 6th, 2008

The Editor in Chief
ELT Journal
Markham Road
London
SW18 9LT

Dear Mr. Drummond,

I am enclosing a manuscript entitled "Improving Scores on the IELTS Speaking Test" to be considered for publication in the ELT Journal.

The paper presents three strategies for teaching students who are taking the IELTS speaking test. The first strategy is aimed at improving confidence and uses a variety of self-help materials from the field of popular psychology. The second encourages students to think critically and invokes a range of academic perspectives. The third strategy invites a close inspection and utilization of the marking criteria published in the IELTS handbook. These strategies were applied to a group of students who sat the test in September 2005 and their scores are presented and analyzed. There is evidence that the strategies were effective in raising scores on the speaking component by as much as 12%.

I confirm that this manuscript has not been published elsewhere and is not under consideration by another journal. The study was supported by a grant from the Wellcome Trust, UK. The author has no conflicts of interest to declare.

Please address correspondence to:

Dr. Steve Issitt

Deputy Director of EAP Summer Courses

University of Birmingham

I look forward to hearing from you at your earliest convenience.

Yours sincerely,

Steve Issitt

Dr. S. Issitt

S.Issitt@bham.ac.uk

Tel: 0121 41 45702

Note: A cover letter for a manuscript submission is your opportunity to directly address the editor of your target journal in order to persuade him or her to consider your paper. The following principals apply in this situation:

- Some journals have different editors for the different areas of research that the journal covers so you should choose the most appropriate editor based on area and occasionally also editor profiles. Always try to address your letter personally to the appropriate editor, e.g., "Dear Dr. Smith". It is easy to telephone to ask. If one cannot be identified, address your letter to the Editor-in-Chief.
- Begin by providing the title of your manuscript, the section/publication type in which you would like to see it published, and the name of the journal you are submitting it to.
- You then need to provide a very brief background and rationale for your study, explaining why you did what you did. This can be followed by a brief description of the results.
- The following paragraph is very important. You will need to explain the significance of your findings to the research community, and specifically to the readers of your target journal. If you find it difficult to explain why the readers of that journal would be interested in your findings, then you may need to select a more appropriate journal. Editors will only send papers to review that they think will be of interest to their readers. Studying the "aims and scope" of your chosen journal might help with this.
- The last paragraph of the letter should contain any statements or declarations required by the target journal. These usually include declarations of any conflicts of interest, grant support or other sources of funding, a statement that all authors have read and approved the manuscript and a statement that the same manuscript has not been submitted elsewhere. Confirmation of each author's qualification for authorship may also be required.
- Finally, add your contact details and your name printed after your signature.

Writing Assignment

Write a formal letter to a tourist office asking for information about a place you intend to visit. Be sure to be specific about what information you would like to know.

FINAL PROJECT

Bidding for the 2020 Olympic Games

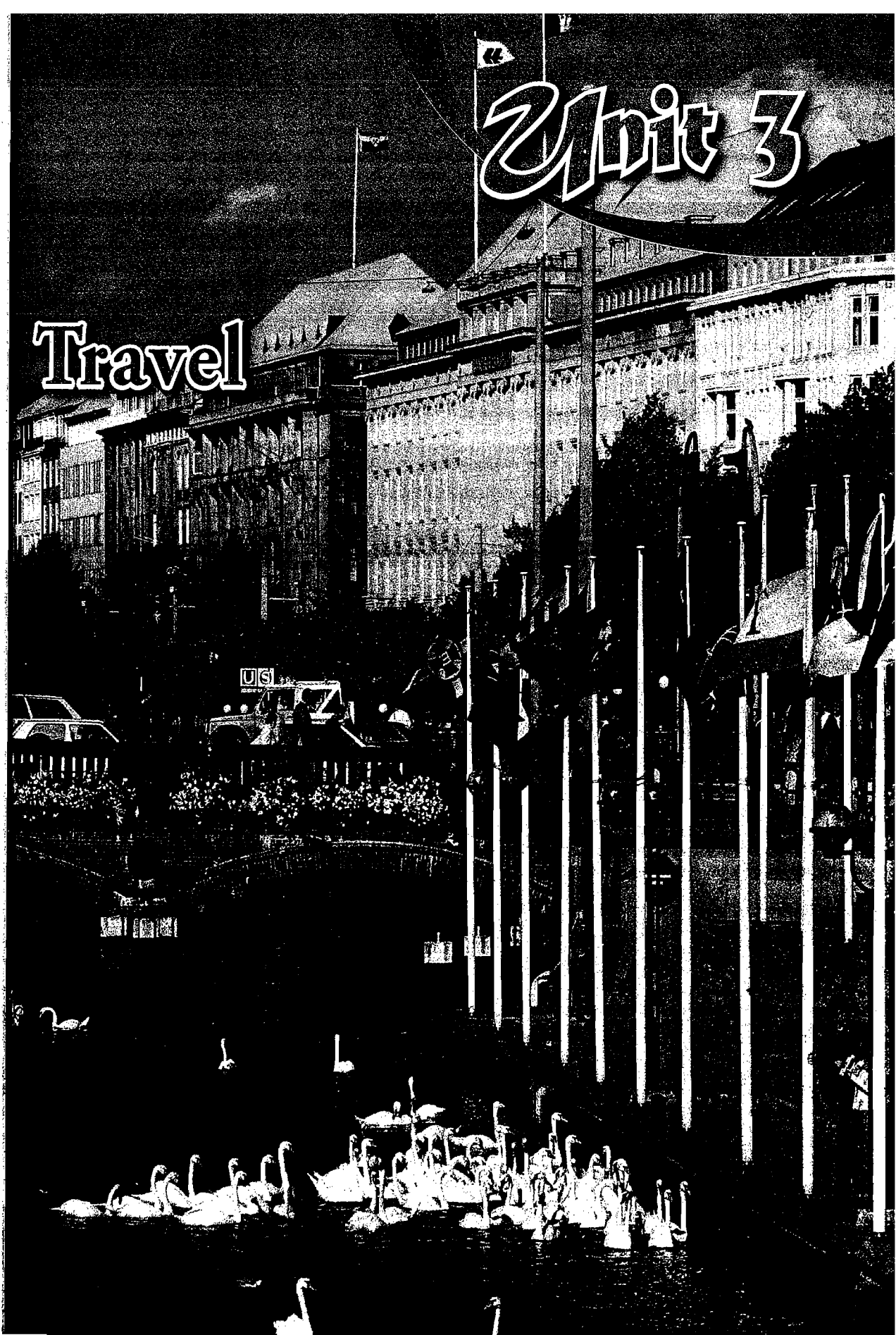
Work in groups. Each group will represent a city assigned, and have to bid for the 2020 Olympic Games. Prior to the next class, prepare final presentations to the class, as would be made to the International Olympic Committee before its announcement of the host city. Each member of the group may take on different roles—for example, the mayor of the city, an expert in environmental protection, or a representative athlete—with different focuses such as sporting venues, budgets, transportation plans, accommodation, security, and government and public support. You may also use video or still images to highlight the unique features and advantages of your city.





Unit 3

Travel



STARTING OUT

Task 1

Read the following questions and share your answers with your partner.

1. Which do you prefer, package tour or a tour you plan for yourself?
2. Which do you prefer, to travel alone or to travel with friends? How about with your family? Why?
3. Which means of transport do you prefer when traveling, train, bus, plane, ship or car?
4. What is the most interesting souvenir that you have ever bought on one of your holidays?
5. What is the most interesting place you have ever visited?
6. What difficult situation have you ever been in while traveling?
7. Have you ever been to a foreign country? Which countries have you traveled to?
8. Describe your worst trip.

Task 2

 *The travelers who are mindful of local culture will be welcomed wherever they go. The following questionnaire is designed to discover whether you are a culturally sensitive traveler. Simply answer "yes" or "no" to the following questions and total the answers.*

1. Do you research your destinations prior to travel in order to learn about local history and culture?
2. Do you ask an expert rather than risk an embarrassing or offensive incident if you have questions about local customs?
3. Do you respect cultural guidelines regarding dress rather than impose your own style on a community when traveling?
4. Do you enjoy people's pride in their communities instead of arguing that yours is better?
5. When you visit places of worship, do you respect the rules even if you are not a follower of that religion?
6. Do your photographs attempt to capture the context of the subject rather than make a show of the subject?
7. Are you mindful of your body language and eye contact when you travel?
8. Do you attempt to speak the local language when you travel rather than start out in your mother tongue?
9. Do you seek to bolster, rather than deplete, resources in the areas to which you travel?

10. Do you conform to all laws in the countries to which you travel, even if you do not agree with them?
11. When you arrive home from a trip do you attempt to implement what you've learned into your daily life?

Interpretation

If you answered “yes” to between one to four questions then you are probably not a culturally sensitive traveler. While it is only human who travel to new places with some preconceived ideas, trying to research the areas to which you will travel before you take off for them. Don't believe urban myths or stereotypes and use your travels to shape your own informed opinions. If you like to travel with others who won't allow you the freedom to explore new cultures and discover new customs then consider a solo trip in the near future.

If you answered “yes” to between five to eight questions then you might be a culturally sensitive traveler. The next time you travel, be aware of what you expect from new cultures and how you interact with them. Make an effort to speak the local language, eat local foods and observe local customs. If you feel you need direction in how to become a more culturally sensitive traveler, then consider joining a tour group that places great emphasis on this type of travel.

If you answered “yes” to nine or more questions, then you are most likely a culturally sensitive traveler. You attach great importance to showing respect to the people and places you visit and benefit from these efforts undoubtedly. You can also consider helping family and friends with their pre-travel plans or travel with them so that others may benefit from your sensitive style of travel.

Task 3

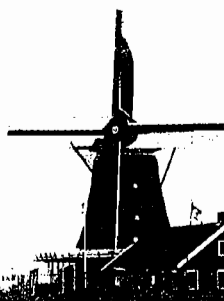
The following are some benefits of traveling. Do you agree or not? Explain your reasons and give examples to each point.

- Traveling gives us the opportunity to disconnect from our regular life.
- Another great benefit of traveling is the relaxation you get from it.
- Traveling increases our knowledge and widens our perspective.
- New experiences from traveling enrich our live.
- Traveling with friends or family creates memories that can be treasured for a lifetime.

READING FOCUS

OSLO

- 1 I remember on my first trip to Europe going alone to a movie in Copenhagen. In Denmark you are given a ticket for an assigned seat. I went into the cinema and discovered that my ticket directed me to sit beside the only other people in the place, a young couple locked in the sort of **passionate** embrace associated with dockside reunions at the end of long wars. I could no more have sat beside them than I could have asked to join in—it would have come to much the same thing—so I took a place a few discreet seats away.
- 2 People came into the cinema, consulted their tickets and filled the seats around us. By the time the film started there were about 30 of us sitting together in a tight pack in the middle of a vast and otherwise empty **auditorium**. Two minutes into the movie, a woman **laden** with shopping made her way with difficulty down my row, stopped beside my seat and told me in a stern voice, full of **glottal stops** and indignation, that I was in her place. This caused much play of flashlights among the **usherettes** and **fretful** re-examining of tickets by everyone in the vicinity until **word got around** that I was an American tourist and therefore unable to follow simple seating instructions and I was escorted in some shame back to my assigned place.
- 3 So we sat together and watched the movie, 30 of us crowded together like refugees in an overloaded lifeboat, rubbing shoulders and sharing small noises, and it occurred to me then that there are certain things that some nations do better than everyone else and certain things that they do far worse and I began to wonder why that should be.
- 4 Sometimes a nation's little **contrivances** are so singular and clever that we associate them with that country alone—**double-decker** buses in Britain, **windmills** in Holland (what an inspired addition to a flat landscape: think how they would transform Nebraska), sidewalk





cafés in Paris. And yet there are some things that most countries do without difficulty that others cannot get a grasp of at all.

- 5 The French, for instance, cannot **get the hang of** queuing. They try and try, but it is beyond them. Wherever you go in Paris, you see orderly lines waiting at bus stops, but as soon as the bus pulls up the line instantly **disintegrates** into something like a fire drill at a **lunatic asylum** as everyone scrambles to be the first aboard, quite unaware that this defeats the whole purpose of queuing.
- 6 The British, on the other hand, do not understand certain of the fundamentals of eating, as evidenced by their instinct to consume hamburgers with a knife and fork. To my continuing amazement, many of them also turn their fork upside-down and balance the food on the back of it. I've lived in England for a decade and a half and I still have to **quell** an impulse to go up to strangers in pubs and restaurants and say, "Excuse me, can I give you a tip that'll help stop those peas bouncing all over the table?"
- 7 Germans are **flummoxed** by humor, the Swiss have no concept of fun, the Spanish think there is nothing at all ridiculous about eating dinner at midnight, and the Italians should never, ever have been **let in on** the invention of the motor car.
- 8 One of the small marvels of my first trip to Europe was the discovery that the world could be so full of variety, that there were so many different ways of doing essentially identical things, like eating and drinking and buying cinema tickets. It fascinated me that Europeans could at once be so alike—that they could be so universally **bookish** and **cerebral**, and drive small cars, and live in little houses in ancient towns, and love soccer, and be relatively **unmaterialistic** and **law-abiding**, and have chilly hotel rooms and cosy and inviting places to eat and drink—and yet be so endlessly, unpredictably different from each other as well. I loved the idea that you could never be sure of anything in Europe.

- 9 I still enjoy that sense of never knowing quite what's going on. In my hotel in Oslo, where I spent four days after returning from Hammerfest, the **chambermaid** each morning left me a packet of something called Bio Tex Blå, a "minipakke for ferie, hybel og weekend", according to the instructions. I spent many happy hours sniffing it and experimenting with it, uncertain whether it was for washing out clothes or **gargling** or cleaning the toilet bowl. In the end I decided it was for washing out clothes—it **worked a treat**—but for all I know for the rest of the week everywhere I went in Oslo people were saying to each other, "You know, that man smelled like toilet-bowl cleaner."
- 10 When I told my friends in London that I was going to travel around Europe and write a book about it, they said, "Oh, you must speak a lot of languages."
- 11 "Why, no," I would reply with a certain pride, "only English," and they would look at me as if I were crazy. But that's the glory of foreign travel, as far as I am concerned. I don't want to know what people are talking about. I can't think of anything that excites a greater sense of childlike wonder than to be in a country where you are ignorant of almost everything. Suddenly you are five years old again. You can't read anything, you have only the most **rudimentary** sense of how things work, you can't even reliably cross a street without endangering your life. Your whole existence becomes a series of interesting guesses.
- 12 I get great pleasure from watching foreign TV and trying to imagine what on earth is going on. On my first evening in Oslo, I watched a science program in which two men in a studio stood at a lab table discussing a variety of **sleek, rodent-like** animals that were crawling over the surface and occasionally up the host's jacket. "And you have sex with all these creatures, do you?" the host was saying.
- 13 "Certainly," replied the guest. "You have to be careful with the **porcupines**, of course, and the **lemmings** can get very neurotic and hurl themselves off cliffs if they feel you don't love them as you once did, but basically these animals make very affectionate companions, and the sex is simply **out of this world**."
- 14 "Well, I think that's wonderful. Next week we'll be looking at how you can make **hallucinogenic** drugs with simple household chemicals from your own medicine cabinet, but now it's time for the screen to go blank for a minute and then for the lights to come up suddenly on the host of the day looking as if he was just about to pick his nose. See you next week."
- 15 After Hammerfest, Oslo was simply wonderful. It was still cold and dusted with greyish snow, but it seemed positively tropical after Hammerfest, and I abandoned all thought of buying a furry hat. I went to the museums and for a day-long way out around the Bygdøy peninsula, where the city's finest houses stand on the wooded hillsides,

with **fetching** views across the icy water of the harbour to the downtown. But mostly I hung around the city center, wandering back and forth between the railway station and the royal palace, peering in the store windows along Karl Johans Gate², the long and handsome main pedestrian street, cheered by the bright lights, mingling with the happy, healthy, **relentlessly** youthful Norwegians, very pleased to be alive and out of Hammerfest and in a world of daylight. When I grew cold, I sat in cafés and bars and **eavesdropped** on conversations that I could not understand or brought out my *Thomas Cook³ European Timetable* and studied it with a kind of humble **reverence**, planning the rest of my trip.

- 16 *Thomas Cook European Timetable* is possibly the finest book ever produced. It is impossible to leaf through its 500 pages of densely printed timetables without wanting to dump a double armload of clothes into an old Gladstone⁴ and just take off. Every page whispers romance: “Montreux—Zweisimmen—Spiez—Interlaken”, “Beograd—Trieste—Venezia—Verona—Milano”, “Göteborg—Laxå—(Hallsberg)—Stockholm”, “Ventimiglia—Marseille—Lyon—Paris”⁵. Who could recite these names without experiencing a tug of excitement, without seeing in his mind’s eye a steamy platform full of expectant travelers and piles of luggage standing beside a sleek, quarter-mile-long train with a list of exotic locations slotted into every carriage? Who could read the names “Moskva—Warszawa—Berlin—Basel—Genève”⁶ and not feel a melancholy envy for all those lucky people who get to make a grand journey across a storied continent⁷? Who could glance at such an **itinerary** and not want to climb aboard? Well, Sunny von Bülow⁸ for a start. But as for me, I could spend hours just **poring over** the tables, each one a magical **thicket** of times, numbers, distances, mysterious little **pictograms** showing crossed knives and forks, wine glasses, **daggers**, miner’s **pickaxes** (whatever could they be for?), ferry boats and buses, and bewilderingly **abstruse** footnotes.

Proper Names

Basel /'bɑ:zəl/ 巴塞尔 (瑞士西北部城市, 在莱茵河畔)

Beograd /'berəgrɑ:d/ 贝尔格莱德 (塞尔维亚首都)

Copenhagen /'kəʊpən'heɪgən/ 哥本哈根 (丹麦首都)

Hammerfest /'hæməfest/ 哈默菲斯特 (挪威北部港市)

Lyon /ljʊn/ 里昂 (法国东南部城市)

Marseilles /mɑ:'seɪ/ 马赛 (法国东南部港市)

Oslo /'ɒzləʊ/ 奥斯陆 (挪威首都)

Stockholm /'stɒk'həʊlm/ 斯德哥尔摩 (瑞典首都)

Trieste /tri:'est/ 的里雅斯特 (意大利东北部港市)

Verona /və'rəʊnə/ 维罗纳 (意大利北部城市)

New Words

abstruse /æb'stru:s/ *adj.* difficult to understand in a way that seems unnecessarily complicated

深奥的, 高深的

asylum /ə'saɪləm/ *n.* a hospital for people who are mentally ill 精神病院

auditorium /ˌɔːdɪ'tɔːrɪəm/ *n.* the part of a theater where people sit when watching a play, concert, etc. 听众席, 观众席

bookish /'bʊkɪʃ/ *adj.* someone who is bookish is more interested in reading and studying than in sports or other activities 嗜书的; 好读书的; 喜欢学习的

cerebral /'serɪbrəl/ *adj.* thinking or explaining things in a very complicated way that takes a lot of effort to understand 要运用智力的; 诉诸理性的

chambermaid /'tʃeɪmbəmeɪd/ *n.* a female servant or worker whose job is to clean and tidy bedrooms, especially in a hotel (尤指旅馆里的) 打扫卧室的女服务员

contrivance /kən'traɪvəns/ *n.* a machine or piece of equipment that has been made or invented for a special purpose 发明物, 新装置

dagger /'dægə(r)/ *n.* a short pointed knife used as a weapon 匕首, 短剑

disintegrate /dɪs'ɪntɪɡreɪt/ *v.* to break up or make something break up into very small pieces (使) 粉碎; 崩裂; 分崩离析

e.g. The whole plane just disintegrated in mid-air.

double-decker /'dʌbl 'dekə(r)/ *n.* a bus with two levels 双层公共汽车

eavesdrop /'iːvzdrɒp/ *v.* to listen secretly to other people's conversations 偷听

fetching /'fetʃɪŋ/ *adj.* attractive, especially because the clothes you are wearing suit you (尤指因着装得体而) 动人的, 迷人的, 吸引人的

flummox /'flʌmɒks/ *v.* to completely confuse

someone 使(某人)彻底不知所措(困惑不解)

fretful /'fretfʊl/ *adj.* anxious and complaining, especially about small or unimportant things (尤指为无足轻重的小事) 烦躁的; 发牢骚的
e.g. Don't assume your baby automatically needs feeding if she's fretful.

gargle /'ɡɑːɡl/ *v.* to clean the inside of your mouth and throat by blowing air through water or medicine in the back of your throat 漱口(喉)

glottal stop /'glɒtəl stɒp/ *n.* a speech sound made by completely closing and then opening your glottis 喉塞音, 声门塞音

hallucinogenic /hə.luːsɪnə'dʒenɪk/ *adj.* hallucinogenic drugs make people experience hallucinations 引起幻觉的, 致幻的

itinerary /aɪ'tɪnərəri/ *n.* a plan or list of the places you will visit on a journey 旅行计划; 预定行程

laden /'leɪdən/ *adj.* heavily loaded with something 装满的, 满载的
e.g. He always comes back from France laden with presents for everyone.

law-abiding /'lɔːəbaɪdɪŋ/ *adj.* respectful of the law and obeying it 守法的; 安分守己的

lemming /'lemɪŋ/ *n.* a small rat-like animal that is known for killing itself by following other lemmings and jumping into the sea in larger numbers 旅鼠

lunatic asylum /'ljʊnətɪk ə'saɪləm/ *n.* a hospital where people who are mentally ill are cared for 精神病院, 疯人院

materialistic /mə'tɪəriəlɪstɪk/ *adj.* caring only about money and possessions rather than things of the mind, such as art or religion 实利主义的, 物质主义的

unmaterialistic *adj.* 非实利主义的

passionate /'pæʃənət/ *adj.* having or involving very strong feelings of sexual love 情欲强烈的, 多情的

pickaxe /'pɪkæks/ *n.* a large tool used for breaking up roads, which consists of a curved iron bar with a sharp point on each end and a long handle 镐, 鹤嘴锄

pictogram /'pɪktəʊgrəm/ *n.* a picture that represents a word or phrase 象形文字

porcupine /'pɔ:kjupain/ *n.* an animal with long, sharp, needle-like parts growing all over its back and sides which it can make point upwards 豪猪, 箭猪

pore /pɔ:(r)/ *v.* to read or look at something very carefully for a long time (长时间) 仔细阅读; 凝视, 注视

quell /kwel/ *v.* to reduce unpleasant feelings, especially of doubt or worry 减轻, 消除(疑虑) *e.g.* "Jerry?" she called, trying to quell the panic inside her.

relentless /rɪ'lentlɪs/ *adj.* someone who is relentless never stops being strict, cruel, or determined 严厉的; 无情的; 坚决的

reverence /'revərəns/ *n.* great respect and admiration for someone or something 尊敬, 崇敬

rodent /'rəʊdənt/ *n.* one of a group or small animals with long sharp front teeth, such as rats or rabbits 啮齿动物(如老鼠、兔子等)

rudimentary /'rʌdɪ'mentəri/ *adj.* a rudimentary knowledge or understanding of a subject is very simple and basic (有关某学科的知识或理解) 基本的, 初步的, 粗浅的

sleek /sli:k/ *adj.* sleek hair or fur is straight, shiny, and healthy-looking (头发、皮毛) 平直光滑的, 有健康光泽的

thicket /'θɪkɪt/ *n.* a group of bushes and small trees 灌木丛, 小树丛

usherette /'ʌʃə'ret/ *n.* a woman who works in a cinema, showing people to their seats (影院的) 女引座员, 女服务员

windmill /'wɪndmɪl/ *n.* a building or structure with parts that turn around in the wind, used for producing electrical power or crushing grain 风车; 风力磨坊

Phrases and Expressions

get the hang of sth. to learn how to do something or use something 学会做或使用 *e.g.* Using the computer isn't difficult once you get the hang of it.

let sb. in on sth. to tell someone about a secret plan, idea etc., and trust them not to tell other people 让某人知道并严守(秘密计划、想法等) *e.g.* If you promise not to tell, I'll let you in on a secret.

out of this world so good, enjoyable, etc. it is unlike anything else you have ever experienced 好的不得了

e.g. Tracy's new apartment is just out of this world.

pore over to read or look at something very carefully for a long time (长时间) 仔细阅读; 凝视, 注视

e.g. They expected to find him poring over his notes the night before the exam.

work a treat to work very well 运行极好(很出色)

e.g. Our new system is working a treat.

word gets around people hear about something 消息流传

e.g. If word of the Royal visit gets around, we'll have the press here in force.

Notes

1. Bygdøy is a peninsula on the western side of Oslo, Norway.
2. Karl Johans Gate (Karl Johan Street), named after King Karl Johan, is the main street of the city of Oslo. The street includes many of Oslo's tourist attractions: Royal Palace, Oslo Cathedral, Central Station and Stortinget, the National Theater, the old University Buildings, the Palace Park and the pond "Spikersuppa" ("the nail soup"), which is a skating rink in winter.
3. Thomas Cook is a British travel agent, born in Melbourne, England. He became a missionary in 1828 and later was an active temperance worker. In 1841 he chartered a special train to carry passengers from Leicester to Loughborough for a temperance meeting. The success of the guided excursion led to the formation of a travel agency bearing his name. Cook organized personally conducted tours throughout Europe and procured traveling and hotel accommodations for tourists making independent trips. He also provided travel services for the British government on several occasions.
4. Gladstone is the same as Gladstone bag, a small suitcase or portmanteau consisting of a rigid frame on which two compartments of the same size are hinged together.
5. Montreux (蒙特勒) is the French name for a resort town in Southwest Switzerland, on the northeast shore of Lake Geneva. Zweisimmen (茨韦西门) is a municipality in the district of Obersimmental in the canton of Berne in Switzerland. Spiez (施皮茨) is a city in the district of Nidarsimmental in the canton of Bern in Switzerland. Interlaken (因特拉肯) is the German for the chief town of the Bernese Alps in Central Switzerland. Venezia is the Italian name for Venice (威尼斯). Milano is Italian name for Milan (米兰). Göteborg is Swedish name for Gothenburg (歌德堡). Laxå Municipality (Laxå kommun) is a municipality in Örebro County in central Sweden. Hallsberg (哈尔斯贝里) is a bimunicipal locality and the seat of Hallsberg Municipality, Örebro County, Sweden. Ventimiglia (文堤米利亚) is a town in northern Italy.
6. Moskva is the Russian name for Moscow. Warszawa is the Polish name for Warsaw. Genève is the French name for Geneva.
7. A storied continent refers to a continent being the subject of many stories, namely, quite famous.
8. Martha Sharp Crawford von Bülow (1932–2008), known as Sunny von Bülow, was an American heiress, socialite, and philanthropist. Her husband, Claus von Bülow, was convicted of attempting her murder by insulin overdose, but the conviction was overturned on appeal. A second trial found him not guilty, after experts opined that there was no insulin injection and that her symptoms were attributable to over-use of prescription drugs. The story was dramatized in the book and movie, *Reversal of Fortune*. Sunny von Bülow lived almost 28 years in a persistent vegetative state until her death in a New York nursing home on December 6th, 2008.

Text Exploration

Task 1

Work in pairs to complete the outline of the text.

The author's experience in the cinema	A. His experience in the cinema: A small group of people _____. _____. B. His feelings: Some countries _____. _____.
Some interesting things about different nations in Europe	A. Some inventions are associated with a particular country. a. The British: _____. b. The Dutch: _____. c. The French: _____. B. Some strange things done by people from a particular nation. a. The French: _____. b. The British: _____. c. The German: _____. d. The Swiss: _____. e. The Spanish: _____. f. The Italian: _____.
Benefits of traveling to Europe	A. One can never be sure of anything in Europe since they are alike in certain ways but different in others. a. Similarities: bookish and cerebral, and drive _____, and live in _____, and love soccer, and be relatively _____, and have chilly hotel rooms and _____. b. Differences: even eating and drinking and buying cinema tickets can be different. Example: a packet of something called _____. B. One can only know the basic things in life which results in a series of interesting guesses. Example: _____. C. _____. Example: the author's activities in Oslo.
Attractions of Thomas Cook European Timetable	One would feel excited and couldn't wait to take the trip.

Task 2

Read the following statements and decide whether they are true or false according to the text. Put "T" before a true statement and "F" before a false one.

- ___ 1. The author didn't sit beside the young couple because he didn't like the discreet atmosphere.
- ___ 2. All the other audience thought the author didn't follow the seat instruction simply because he was a foreigner.
- ___ 3. In the author's opinion, the windmills in Holland help add variety to the landscape.
- ___ 4. The author found it ridiculous to tell the British not to eat hamburgers with a fork and knife.
- ___ 5. One can never be sure of what's going on in Europe since Europeans are from different nations.
- ___ 6. The packet of something called Bio Tex Blå is mainly used for washing the toilet bowl.
- ___ 7. The author's friends in Britain assume that one has to speak a lot of languages in order to travel around Europe.
- ___ 8. Being in a different and unfamiliar country can bring a lot of problems, which displeases the author.
- ___ 9. The author's experience in watching foreign TV programs shows that one can still understand the idea without knowing the language.
- ___ 10. The author wandered in the main street of Oslo in order to learn more about the history and culture of the city.
- ___ 11. It is impossible to look through *Thomas Cook European Timetable* since it has 500 pages.
- ___ 12. The author would spend time reading *Thomas Cook European Timetable* to plan his trip.



Critical Thinking

Discuss in groups the following questions.

1. According to the author, some countries are better at certain things but not good at others. Will this cause misunderstanding to a foreigner? If you were in Paris, what would you do if all the people rushed to catch the bus? What countries would you like to visit most? Why? What countries would you like to visit least? Why?
2. The author says in Paragraph 9, "I still enjoy that sense of never knowing quite what's going on." Do you accept his idea? Will you like the feeling of not knowing what's happening? Explain your answers.
3. According to the author, what is the glory of foreign travel? Do you agree with him? Give reasons to support your idea.
4. The author says, "When I grew cold, I sat in cafés and bars and eavesdropped on conversations that I could not understand or brought out my *Thomas Cook European Timetable* and studied it with a kind of humble reverence, planning the rest of my trip." Do you think this is a good way to have a holiday? How do you spend your holiday when the weather is bad?

Vocabulary in Action

Task 1

Choose the answer that is closest in meaning to the underlined word in the sentence.

1. After the first visit, I came home laden with flats and pots and cardboard boxes.
A. filled B. loaded C. charged D. left
2. The boy appeared fretful and disappointed that he couldn't join the others on their excursions.
A. annoyed B. restless C. relentless D. anxious
3. The project disintegrated owing to lack of financial backing.
A. broke up B. turned up C. used up D. torn up
4. This latest setback will have done nothing to quell the growing doubts about the future of the club.
A. cast B. express C. reduce D. avoid

5. The tools that the ancient Egyptians used to build their temples were extremely rudimentary.
 A. simple B. imperative C. obscure D. periodic
6. In most cases, it is difficult to detect that someone is eavesdropping.
 A. peeping B. overhearing C. cheating D. whispering
7. Most patients derive enjoyment from leafing through old picture albums.
 A. turning B. coming C. skimming D. seeing
8. Kids these days are very materialistic. They only seem to be interested in expensive toys and computer games.
 A. concerned with money B. interested in materials
 C. enthusiastic about substance D. keen on information
9. We dumped our bags at the nearby Grand Hotel and hurried towards the market.
 A. threw away B. put down C. took back D. packed up
10. The only sounds were the distant, melancholy cries of the sheep.
 A. dissatisfied B. painful C. unhappy D. sharp

Task 2

Fill in each of the blanks with an appropriate word from each group. Change the form if necessary. Some words may be used more than once.

1. discreet discretion discrete
 A. These small companies now have their own _____ identity.
 B. We were all pretty open with each other but very _____ outside.
 C. You can trust her to keep your secret—she's the soul of _____.
2. audit auditor auditory auditorium
 A. The external _____ come in once a year.
 B. We gathered in an _____ and watched a videotape.
 C. The yearly _____ takes place each December.
 D. It's an artificial device which stimulates the _____ areas of the brain.
 E. The fund is _____ annually by an accountant.
3. conceive contrive conception contrivance
 A. The _____ of the book took five minutes, but writing it took a year.
 B. This was a steam-driven _____ used in the 19th century clothing factories.
 C. Miraculously, he managed to _____ a supper out of what was left in the cupboard.
 D. He was immensely ambitious but unable to _____ of winning power for himself.

4. gargle giggle gasp gossip
- A. Once one child starts _____ it starts the whole class off.
- B. The circus audience _____ with amazement as she put her head in the lion's mouth.
- C. The advertisement promises that _____ mouthwash will freshen your breath and kill germs.
- D. There has been much _____ about the possible reasons for his absence.
5. passion passionate affection affectionate
- A. She gave her daughter a(n) _____ kiss and put her to bed.
- B. He spoke with considerable _____ about the importance of art and literature.
- C. Their father never showed them much _____.
- D. I remember many _____ arguments taking place around this table.
6. relevant relentless reluctant
- A. Many parents feel _____ to talk openly with their children.
- B. Ridge's success is due to a _____ pursuit of perfection.
- C. For further information, please refer to the _____ leaflet.
7. revere reverence reverent
- A. I stood there, gazing down, and feeling a _____ for these spectacles of the natural world.
- B. The Bishop's sermon was received in _____ silence.
- C. Most of us _____ *Hamlet*, but few of us read it regularly.
8. pore peer peep perceive
- A. I saw her _____ through the curtains into the room.
- B. She _____ through the mist, trying to find the right path.
- C. A key task is to get pupils to _____ for themselves the relationship between success and effort.
- D. Aunt Bella sat at the table, _____ over catalogs, surveying the accounts, calculating.

Task 3

Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

adventure	challenging	discover	diverse	enlighten
enrich	gain	joyful	memory	opportunity
outweigh	perspective	similarity	span	specific

Traveling provides tremendous opportunities for fun, adventure and discovery. When we visit places in other countries, we 1) _____ a better understanding of the people living there. We learn their cultures, history and background. We discover the 2) _____ they have with us, as well as their differences from us. It is interesting to learn from people with 3) _____

backgrounds. Traveling helps to 4) _____ our lives. It increases our knowledge and widens our 5) _____. When we visit interesting places, we discover and learn many things. We 6) _____ new people, surroundings, plants and animals. If we want to make our travels more exciting and 7) _____, we can choose to plan our own tour and select the 8) _____ places we want to visit. Traveling not only provides us fun and 9) _____, it also provides us marvelous insights and 10) _____ our minds. Traveling provides 11) _____ for us to share our happiness with our friends and family. When we travel with our friends and family, we create 12) _____ that would last a lifetime. It is indeed a(n) 13) _____ thing to share the experience of a special trip with those we love. Giving them a wonderful traveling experience far 14) _____ the benefit of buying presents for them. Goods have a limited life 15) _____, whereas memories last forever.

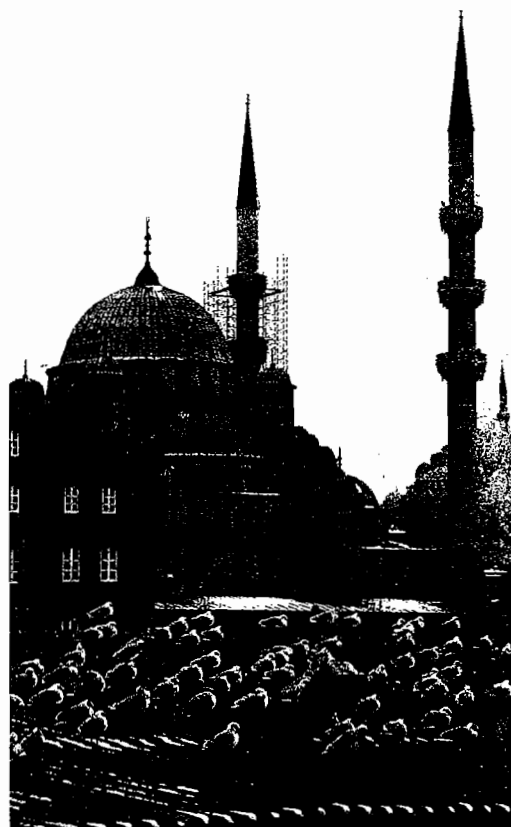
READING MORE

THREE GENERATIONS ON ONE TINY SHIP

- 1 Our weeklong, extended-family **odyssey** two summers ago was my dad's inspired and generous way of celebrating his 80th birthday. We have always been a family that loves to travel. Now we would charter a gulet, a small two-**masted** Turkish ship, and sail along the southwestern coast of Turkey.
- 2 Of course, there were moments when the **idyllic**-sounding phrase "Seven days on the Mediterranean!" gave way to another reality—"21 consecutive meals with the exact same people!"—but that was inevitable. Set even the closest, most agreeable group out to sea for long enough, and any shipboard fantasy of "The Lady Eve" will have its "Lifeboat" moments.
- 3 At least the risk of an international incident was low: Three of my grandparents were Greek, but one of those three was a Turkish citizen born near what was then Smyrna. We were enthusiasts for that part of the world, period. Setting, food, culture, **ambience**—for us, all of those things **trumped** national borders and quibbles over air space.
- 4 Our cast included my parents, my brother, Alexi, and me and our wives, and the three sons we have between us. Capt. Huseyin Sahin, his mate, Doruk, and a cook, Erdal, served as the crew on our gulet, the Ceyda 2. We are all still speaking, even if, during

the trip, one psychiatrist (my father) was heard to observe to another psychiatrist (my brother) that there was “certainly material for a study of group dynamics”.

- 5 The family had arrived in weary installments in Istanbul and made uncharacteristically quick work of the sights—time was limited. The Hagia Sophia³, the Blue Mosque⁴, Topkapi Palace⁵ and the underground Byzantine **cistern** were taken more or less **at a run**.
- 6 As a group, we were both natural (a family, after all) and unnatural (each of us inclined to go his or her own way when traveling), with predictable results. Movement down the sidewalk was slow, and there were sudden, brush-fire-like squabbles. Disorganization reigned, only some of it attributable to jet lag.
- 7 But once at sea, our little band felt, somehow, less at sea.
- 8 After a salad and **spaghetti** lunch at a long table in the stern⁶, where we would have all our meals, we pulled out of the Marmaris⁷ harbor under a cloudless sky. The mood lightened immediately. We were pointed in the direction of the Aegean, but in fact for the whole journey would remain, technically, on the Mediterranean side of the Bozburun⁸ Peninsula, which separates the two.
- 9 A pattern established itself. The Ceyda 2 hugged the rocky, olive-tree-dotted coastline. We’d drop anchor in quiet bays for afternoon dips off the boat, which were followed by tea as the sun slipped behind a mountain. Evenings, we’d anchor again in some new breathtaking spot, eat dinner and spend the night. The menu became familiar. For breakfast: eggs, cheese, tomatoes, cucumbers, bread, olives, juice, excellent tea, Nutella⁹ and Nescafé; lunch and dinner: borek, a cheese- or meat-filled pastry; or grilled tsipoura (**porgy**); or melitzana (an eggplant dish), salad and fruit.
- 10 An unhappy surprise for the birders onboard was the utter absence of wildlife. A few flying fish and the occasional **shearwater** scraped the surface, but otherwise pretty much...nothing. A brief **outburst** from **cicadas** on a distant shore was the trip’s equivalent of a jungle-**safari** experience. This corner of the Mediterranean is a stunning two-tone blue, but barren,



hot and still, rendering even more **incongruous** the sound of Captain Sahin's cellphone, which rang every couple of days to the tune of "Jingle Bells".

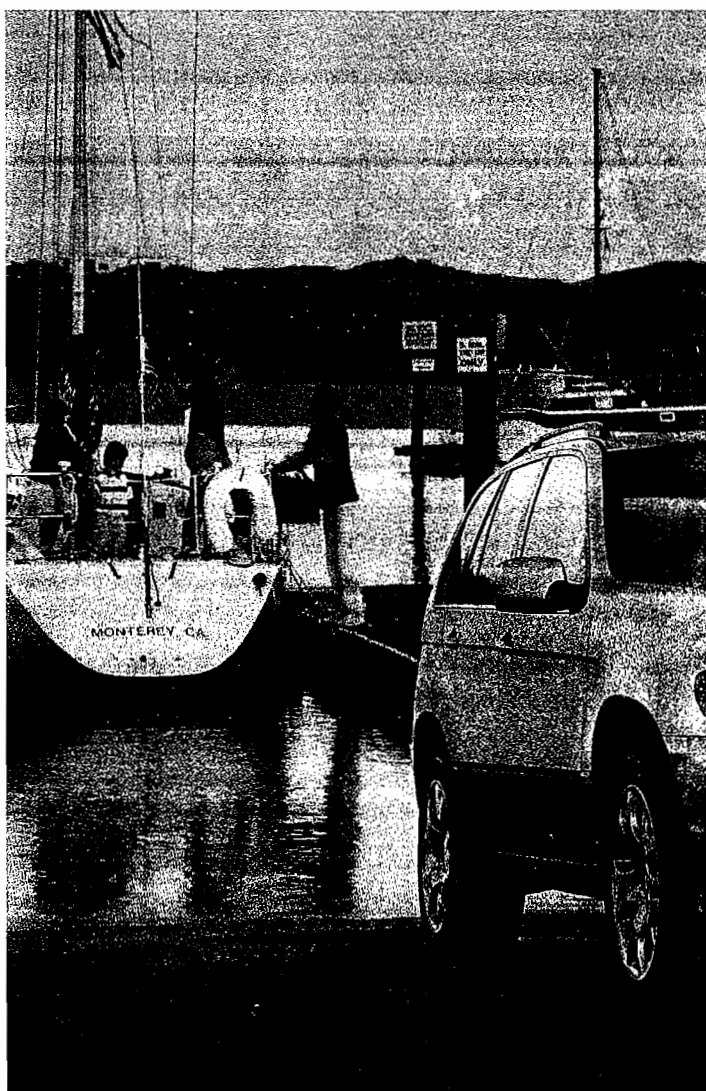
- 11 One day, as we were anchored in a **cove**—breeze soft, sun warm, water lapping—my father **fell into** conversation with the captain.
- 12 "You are 80 years old," he said to my dad. "You are still working?"
- 13 "Yes, I still work."
- 14 The captain, after a pause: "Turkish people lazy."
- 15 "So are the Greeks," my father replied.
- 16 A minor but significant **détente**. Deep down, aren't we all brothers and sisters, bonded by a common **lethargy**?
- 17 On deck, people **gravitated** toward the activities they enjoy. My son, Theo, who was 14, **snorkeled**, played **backgammon** and cracked jokes. My brother's sons, Julian and Aris, then 11 and 10, wore cool sunglasses and **draped** themselves along the cushions during the heat of the day, but were otherwise absorbed in books or their Nintendo DS¹⁰. One morning after breakfast, I noticed Aris in the **prow**, looking quietly over the water. What does a 10-year-old boy think about as he gazes at the sea? Pirates? The Wii¹¹ he left back home?
- 18 My mom **watched over** everything, standing erect in one part of the boat or another; curiously, she was never actually seen to move from Point A to Point B—she simply vanished and then reappeared somewhere else. To relax, she arranged the towels and swimsuits drying on lines, redeploying clothespins with **panache**.
- 19 For the rest of us, **bouts** of reading, napping and swimming succeeded one another with **blissful** regularity.
- 20 We took one side trip, to the Greek island of Simi. When we entered Greek waters, the captain ran a tiny Greek flag—the size of a cocktail napkin, really—up the Ceyda 2's mast.
- 21 Simi town is pretty and **atypical** for a Greek island: no **whitewashed** houses, but rather colors running up the hill from the harbor—**mustard** yellows, blues, greens, rusty reds and oranges. It felt good to stretch out and walk. After a hike, we rested with a **frappé** and milopita¹² at a café.

22 But back at the Ceyda 2, our anchor had become **entangled** with the anchor of another Turkish gulet docked just across the small harbor, and several hours of tension and uncertainty ensued. The other captain at first refused to leave his cabin to discuss **disentanglement**. Eventually, **gesticulating** from their respective decks, the two **petulant skippers** shouted **grievances** at each other across the water: progress. That was followed by a long, complicated **pas de deux** involving the two boats—a sort of Rubik's Cube¹³ maneuver for gulets that seemed to do the trick. Then, in the perfect evening light, we backed into our **berth** again—it was too late to sail now.

23 More boats pulled into the harbor the next morning. One sailboat nearly crashed into our neighbor, sending shouting vacationers to the rails and reigniting the general **bickering**. "Michael," Captain Sahin said, turning to my dad. "You have office here? Many people need psychiatrist."

24 If we lost our momentum in Simi, we also found our rhythm. I looked up from my Patrick O'Brian¹⁴ one day and smiled to see that the cook, Erdal, had put on a "Rodos, Greece" T-shirt. The Turkish flag fluttered behind him in the hot breeze, and the stereo emitted Greek music. The nights were beautiful, with some of us escaping the cabins to sleep on deck, where there was fresh air and an amazing sky: inky blackness, **meteors**, **constellations**.

25 The low **jinks** continued—I reliably bumped my head on the same spot whenever I stepped below decks, my dad failed to hear a bell for tea that was probably audible a quarter-mile away, my mom accidentally locked herself in her cabin—but so did the perfect weather as we reversed direction and headed eastward back toward Marmaris. And **terra firma**. And, for better or worse, our separate lives.



Proper Names

Aegean /i:'dʒi:ən/ 爱琴海 (地中海的一部分, 在希腊同土耳其之间)

Byzantine /bɪ'zæntaɪn/ 关于拜占庭城的, (关于) 拜占庭文化的; 拜占庭式艺术风格的

Istanbul /ɪ'stæn'bu:l/ 伊斯坦布尔 (土耳其西北部港市)

Mediterranean /ˌmedɪtə'reɪniən/ 地中海 (在欧、亚、非三大洲之间)

Smyrna /'smɜ:nə/ 士麦那 (土耳其西部港市伊兹密尔的旧称)

New Words

ambience /'æmbɪəns/ *n.* the qualities and character of a particular place and the way these make you feel 气氛, 情调, 环境

atypical /eɪ'tɪpɪkəl/ *adj.* not typical or usual 非典型的; 不同寻常的

backgammon /'bæk.gæmən/ *n.* a game for two players, using flat round pieces and dice on a special board 西洋十五子棋, 西洋双陆棋

berth /bɜ:θ/ *n.* a place where a ship can stop and be tied up (船舶的) 泊位, 停泊处

bicker /'bɪkə(r)/ *v.* to argue, especially about something very unimportant (尤指为琐事) 争吵, 口角

blissful /'blɪsful/ *adj.* extremely happy or enjoyable 极其幸福的; 乐而忘忧的

bout /baʊt/ *n.* a short period of time during which you do something a lot, especially something that is bad for you 一阵, 一回, 一场, 一番 (尤指做对自己有害的事情)

e.g. Toward the end of his life he suffered from periodic bouts of insanity.

cicada /sɪ'kɑ:də/ *n.* an insect that lives in hot areas, has large transparent wings, and makes a high singing noise 蝉, 知了

cistern /'sɪstən/ *n.* a container in which water

is stored inside a building 贮水箱; 贮水槽
constellation /ˌkɒnstə'leɪʃən/ *n.* a group of stars that forms a particular pattern and has a name 星座

cove /kəʊv/ *n.* part of the coast where the land bends around, partly enclosing the sea so the shore is protected from the wind, rain, etc. 小海湾

détente /deɪ'tɒŋt/ *n.* a time or situation in which two countries that are not friendly toward each other agree to behave in a more friendly way (国家间紧张关系的) 缓和

disentangle /ˌdɪsɪn'tæŋɡl/ *v.* to remove knots from ropes, strings, etc. that have become twisted or tied together 解开 (绳子等上面的) 结

disentanglement *n.* 解开结

drape /dreɪp/ *v.* to let something hang or lie somewhere loosely 将 (某物) 随便地挂 (放) 在 (某处)

e.g. Mina lay back, her arms draped lazily over the cushions.

entangle /ɪn'tæŋɡl/ *v.* to make something become twisted and caught in a rope, net, etc. 用 (绳、网等) 缠住; 套住

frappé /frə'peɪ/ *n.* a strong alcoholic drink poured over very thin pieces of ice 利口酒刨冰
gesticulate /dʒe'stɪkjuleɪt/ *v.* to make movements with your arms and hands, usually while speaking, because you are excited, angry, or cannot think of the right words to use (通常在讲话时) 做手势, 用动作或姿态示意

gravitate /'grævɪteɪt/ *v.* to be attracted to something and therefore move toward it or become involved with it 被吸引到

e.g. Very sporty students tended to gravitate toward others with similar interests.

grievance /'ɡri:vəns/ *n.* something that you complain about because you feel you have been treated unfairly 不平, 委屈, 不满, 抱怨, 牢骚

idyllic /'ɪdɪlɪk/ *adj.* very happy and peaceful, with no problems or dangers 快乐祥和的
incongruous /ɪn'kɒŋgrʊəs/ *adj.* strange, unexpected, or unsuitable in a particular situation 不协调的, 不相称的

jinks (high jinks) /dʒɪŋks/ *n.* old-fashioned noisy or excited behavior when people are having fun 【过时】嬉闹, 狂欢作乐

lethargic /le'θɑ:dʒɪk/ *adj.* feeling as if you have no energy and no interest in doing anything 无精打采的, 懒洋洋的

lethargy /le'θɑ:dʒɪ/ *n.* 无精打采, 懒洋洋

mast /mɑ:st/ *n.* a tall pole on which the sails or flags on a ship are hung 船桅, 桅杆

meteor /'mi:tə(r)/ *n.* a piece of rock or metal that floats in space, and makes a bright line in the night sky when it falls through the Earth's atmosphere 流星

mosque /mɒsk/ *n.* a building in which Muslims worship 清真寺

mustard /'mʌstəd/ *n.* a yellow-brown color 芥末黄, 深黄色

odyssey /'ɒdɪsɪ/ *n.* a long journey with a lot of adventures or difficulties 漫长的历险旅程

outburst /'aʊtbɜ:st/ *n.* a sudden temporary increase in an activity 激增

panache /pə'næʃ/ *n.* a way of doing things that is exciting and makes them seem easy, and makes other people admire you 神气十足; 潇洒

pas de deux /'pɑdə'du/ *n.* a dance in ballet performed by a man and a woman (芭蕾) 双人舞

petulant /'petjələnt/ *adj.* behaving in an impatient and angry way for no reason at all, like a child 任性的; 耍孩子脾气的; 脾气暴躁的

porgy /'pɔ:gi/ *n.* 【鱼】真鲷

pro /prəʊ/ *n.* the front part of a ship or boat 船头, 船首

safari /sə'fɑ:rɪ/ *n.* a trip through countryside in Africa, that you go on to watch wild animals (在非洲的) 观察野兽旅行

shearwater /'ʃiə,wɔ:tə(r)/ *n.* 剪水鹱; 剪嘴鸥

skipper /'skɪpə(r)/ *n.* the person in charge of a ship 船长

snorkel /'snɔ:kəl/ *v.* to swim under water using a tube that allows a swimmer to breathe air 使用水下呼吸管潜水

spaghetti /spə'getɪ/ *n.* a type of pasta in very long thin pieces, that is cooked in boiling water 意大利粉, 意大利细面条

terra firma /terə 'fɜ:mə/ *n.* land, rather than sea or air 大地, 陆地

trump /trʌmp/ *v.* to do something better than someone else in a situation when people are competing with each other 胜过(别人, 从而占有优势地位)

whitewash /'hwaɪtwɒʃ/ *v.* to cover something with a white liquid mixture used especially for painting walls 用石灰水粉刷(某物)

Phrases and Expressions

at a run running 跑着

e.g. Sarah left the house at a run.

fall into to start doing something by chance (偶然地) 开始

e.g. I fell into conversation with someone who said he knew you.

watch over to guard or take care of someone or something 看守; 照顾(某人或某物)

e.g. The Treasury has staff to keep a continual watch over each department's spending.

Notes

1. *The Lady Eve*, written by Preston Sturges based on a story by Monckton Hoffe, and directed by Sturges, is a 1941 screwball comedy film about a mismatched couple who meet on a luxury liner. The film stars Henry Fonda and Barbara Stanwyck and features Charles Coburn, Eugene Pallette, William Demarest and Eric Blore. In 1994, *The Lady Eve* was selected for preservation in the United States National Film Registry by the Library of Congress as being “culturally, historically, or aesthetically significant”.
2. *Lifeboat* is a 1944 World War II war film, directed by Alfred Hitchcock from a story written by John Steinbeck. The film stars Tallulah Bankhead, William Bendix, and, and is set entirely on a lifeboat. The film received Academy Award nominations for Best Director, Best Original Motion Picture Story and Best Black and White Cinematography.
3. Hagia Sophia, also Church of the Holy Wisdom, the most famous Byzantine structure in Constantinople (now Istanbul), built (532–537) by Emperor Justinian I, and now a museum. Famous in particular for its massive dome, it is considered the epitome of Byzantine architecture and to have “changed the history of architecture”.
4. Blue Mosque (Istanbul), Turkey, also known as Sultan Ahmed Mosque, one of the principal mosques of the city. It was built between 1609 and 1616 for Sultan Ahmed I by Mehmet Aga, a pupil of Sinan, considered the greatest architect of the early Ottoman Empire, and is known as the Blue Mosque on account of the predominantly blue and green tilework and painted decoration of its interior.
5. Topkapi Palace Museum is a palace in Istanbul, Turkey. From 1465 to 1853 it served as the main residence of the sultans of the Ottoman Empire and the headquarters of their government.
6. The phrase “in the stern” means “in the back of a ship”.
7. Marmaris is a port city and a tourist destination on the Mediterranean coast, located in southwest Turkey, in the Muğla Province.
8. Bozburun is a small seaside town with own municipality in Marmaris district, in southwestern Turkey. It is situated on the coast of the peninsula of the same name (Bozburun Peninsula) which extends in parallel to Datça Peninsula in the south.
9. Nutella is the brand name of a hazelnut-based sweet spread registered by the Italian company Ferrero at the end of 1963. The recipe was developed from an earlier Ferrero’s spread released in 1949. Nutella is now marketed in over 75 countries across the globe.
10. Nintendo Co., Ltd. (任天堂株式会社) is a multinational corporation located in Kyoto, Japan, founded on September 23rd, 1889 by Fusajiro Yamauchi to produce handmade hanafuda cards. By 1963, the company had tried several small niche businesses, such as a cab company and a love hotel. Eventually, Nintendo developed into a video game company, becoming one of the most influential in the industry and Japan’s third most valuable listed company, with a market value of over US\$85 billion.

The Nintendo DS (sometimes abbreviated to DS or NDS) is a dual-screen handheld game console developed and manufactured by Nintendo. It was released in 2004 in Canada, the United States, and Japan.

11. The Wii (pronounced /wi:/, like the pronoun *we*) is a home video game console released by Nintendo.
12. Milopita is a Greek apple pastry.
13. Rubik's Cube is a trademark for a puzzle that is a cube composed of smaller rotating colored cubes, the aim being to rotate them to make each of the large cube's faces a uniform color (魔方).
14. Patrick O'Brian was one of the most popular writers of historical novels of the late 20th century. He was born in England and later moved to Ireland. O'Brian wrote 20 books about Jack Aubrey, a British naval officer, and Stephen Maturin, an Italian Catalan doctor and spy. O'Brian's novels are set during the Napoleonic Wars (1799–1815), when French leader Napoleon I waged war on much of the rest of Europe. O'Brian published his first Aubrey-Maturin novel, *Master and Commander*, in 1969. The final installment of the series, *Blue at the Mizzen*, appeared in 1999, shortly before O'Brian's death.

Text Exploration

Complete the following extract with information from the text.

To celebrate my dad's 80th birthday, our big family had a weeklong voyage in a hired tiny Turkish boat. The extended family 1) _____ my parents, my brother and me, our wives and three sons. One can imagine what it would be like when one had "21 2) _____ meals with the exact same people"!

After we had a quick visit of some 3) _____ of interest in Istanbul in a state of disorganization with some sudden quarrels, we 4) _____ out to sea on a sunny afternoon. For the following days, we sailed 5) _____ to the coast. In the afternoon, we would anchor in bays and had dips 6) _____ by tea. At night, we would stop at another beautiful place, eat 7) _____ and spend the night. We had almost the same kind of food every day. There was no 8) _____ except for some fish flying over the surface of the water. It was quite still with a brief 9) _____ from cicadas on a distant shore. On 10) _____, the children enjoyed the activities they were interested in and my mom 11) _____ over everything. As for the others, we had some reading, napping and swimming.

One day, we had a side trip to a Greek island and felt it great to take a 12) _____. But, when we were back in the boat, our 13) _____ got entangled with that of another small boat and it took several hours to solve the problem after the bickering of the two 14) _____ and the skillful maneuver of the two boats. Misfortune 15) _____ to befall some of us. However, the weather remained to be good when we headed back—the land and our separate lives.

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. The author mentions that "21 consecutive meals with the exact same people"! Do you like this kind of experience? Explain your reasons.
2. The author says in Paragraph 3, "Setting, food, culture, ambience—for us, all of those things trumped national borders and quibbles over air space." Why does the author say so? Do you agree or not? Support your answers with examples.
3. What's the problem with travelling with a large family according to the text? Have you met the same problem? If you were the author, what would you write?



Discuss in groups the following questions.

1. "To see for oneself is worth all the books of travel." Do you agree with the saying? Why or why not?
2. If you had \$100,000, where would you go on holiday? How about if you had \$10,000? What about \$1,000?

Vocabulary in Action

Task 1

Fill in each of the blanks with an appropriate form of the word given and explain its meaning.

1. charter

- A. Donating money to political groups goes against the union's _____.
- B. Yesterday, a cargo ship _____ by the UN arrived in the capital carrying 1,550 tons of rice.
- C. Cambridge University Press was _____ in 1534.

2. cast

- A. After the final performance, the director threw a party for the _____.
- B. About 95 percent of those who _____ their votes approve the new constitution.
- C. Mandy has to have her arm in a _____ for six weeks.

3. reign

- A. The bomb attacks produced a panic which _____ over the city.
- B. James ended Woodson's six-year _____ as driving champion last night.
- C. Penda was king from 633 to 655, but it is not known who had _____ over the Mercians in the period before.

4. stern

- A. Marina was sat in the _____, the wind moving her hair as she looked out over the water.
- B. Mr. Straw issued a _____ warning to those who persist in violence.

5. hug

- A. The new road will stretch from Barcelona to the Adriatic, _____ the Mediterranean coast.
- B. Syvil leaped out of the back seat, and gave him a _____.
- C. Emily _____ her teddy bear closely to her chest.

6. dip

- A. Emily _____ her toes in the water and squealed.
- B. House prices _____ in the first three months of the year.
- C. She flicked through a romantic paperback between occasional _____ in the pool.

7. anchor

- A. We dropped _____ a few yards offshore.
- B. Viewers saw him _____ a five-minute summary of regional news.
- C. She was my _____ when things were difficult for me.

8. crack

- A. I think we've _____ the problem of the computer crashing all the time.
- B. Their relationship began to _____ under the strain of looking after a handicapped child.
- C. Hundreds of office buildings and homes developed large _____ in walls and ceilings.

9. erect

- A. The magistrate sat there, stern and _____, as the charge was read out.
- B. Opposition demonstrators _____ barricades in roads leading to the parliament building.

10. reverse

- A. They have made it clear they will not _____ the decision to increase prices.
- B. I owe you nothing. If anything, the _____ is true.
- C. The results were read out in _____ order.

Task 2

Fill in each of the blanks with an appropriate word or phrase from the box. Change the form if necessary.

attributable	bout	dock	fall into	entangle
gesticulate	lighten	mast	momentum	mustard
scrape	slip	ensue	pull out of	watch over

- Over breakfast at my motel, I _____ conversation with the owner of a hardware shop.
- Much of this trend is _____ to a strong economy, but there are other forces at work.
- During the meeting, she reached under the table and _____ a note into my hand.
- I was woken up by the branches _____ against my bedroom window.
- Occasionally we all suffer from influenza or a(n) _____ of sickness, which naturally results in a drop in weight.
- When the ship _____ at Southampton its cargo was immediately inspected.
- During the storm, the crew of the vessel clung to the _____ to stop themselves from being washed overboard.
- The firm has been growing rapidly, but you can't keep that kind of _____ up forever.
- The sun was streaming in through the window, yet it did nothing to _____ his mood.
- He went to the shop to buy bread, and got _____ in a carnival parade.
- As he became more excited, he _____ more and more wildly.
- The guards were originally hired to _____ the houses as they were being built.
- I objected to what he had just said and a heated argument then _____.
- Meanwhile, combine vinegars, _____ and pepper in a food processor and blend until combined.
- He watched me until I _____ the parking lot, turning left.



PRACTICAL TRANSLATION

语境与语篇的翻译

语境 (context) 是指语言交际所涉及的不同环境, 离开语境孤立地看语言, 是无法准确地理解其真正含义的。语境大致可分为言内语境 (linguistic context) 和言外语境 (non-linguistic context) 两大类。

所谓言内语境, 就是指文章的上下文以及和语言本身相联系的各种因素。例如, volume 这个词在 The volume of traffic on the roads has increased dramatically in recent years. 中, 是指“总量”, 而在 The volume of the container measures 10,000 cubic meters. 中, 表示“体积, 容积”。

言外语境是指语言本身之外的各种主、客观环境, 可分为情景语境和社会文化语境。情景语境指语言交际活动发生时的具体情景。例如, When did you call me last time? 这个句子根据说话人的身份不同, 使用的场景不同有不同的解释, 可以表示简单的询问或者是抱怨太长时间没有打电话了。而社会文化语境指交际者各自不同的经验、经历、知识、文化背景等。在翻译中, 应该考虑到社会文化差异, 并作适当的调整。

- 1) The meeting was not held due to the airline strike. It was held to discuss the impact an aging society would have on our environment.

译文: 不是因为航空公司罢工才举行会议的。召开这个会议是为了讨论老龄化社会对环境造成的影响。

解析: 原文中, 如果孤立地看第一句话, 就会存在歧义。它可以理解成: 1) 不是因为航空公司罢工才举行会议的。或者 2) 因为航空公司罢工, 会议被取消了。联系下文, 根据言内语境, 不难看出第一种理解才是正确的。

- 2) There was nothing to do in Loma in the evening except to go to the saloon, an old board building with swinging doors and a wooden side walk awning. Neither prohibition nor repeal had changed its business, its clientele, or the quality of its whisky. In the course of an evening every male inhabitant of Loma over fifteen years old came at least once to the Buffalo Bar, had a drink, talked a while and went home.

There would be a game of the mildest kind of poker going on. Timothy Ratz, the husband of my landlady, would be playing solitaire, cheating pretty badly because he took a drink only when he got it out. I've seen him get out five minutes in a row. When he won he piled the cards neatly, stood up and walked with great dignity to the bar. Fat Carl, the owner and bartender, with a glass half filled before he arrived, asked, "What'll it be?"

"Whisky," said Timothy gravely.

译文: 在洛曼小镇, 晚饭后除了去镇上唯一的那家酒馆便无事可做。酒馆是一座老式的木制建筑, 有一扇转门, 门前人行道上方便有一块木制雨篷。无论是政府的禁酒令还是后来废除禁酒令的法令都未曾改变过它生意的兴隆、顾客的数量, 也未曾改变过它威士忌的质量。每天晚饭后, 镇上十五岁以上的男子至少要光顾布法罗酒馆一次, 喝杯酒, 聊聊天, 然后回家。

酒馆里常有人玩扑克牌，不过其输赢聊胜于无。我那位房东太太的丈夫蒂莫西·罗兹就经常在那里玩单人纸牌游戏。他玩牌老爱作弊，因为他只在赢牌时才买上一杯酒喝。我曾见过他一口气连赢五盘。赢牌后他便把纸牌整整齐齐地叠好，然后直起身，神气十足地走向吧台。酒馆老板兼伙计胖子卡尔不等他走近吧台便会端起已斟了半杯酒的酒杯问：“来杯什么酒？”

“威士忌。”蒂莫西总是庄重地回答。（《中国翻译》，2002年第2期）

解析：原文选自于1938年发表的美国著名作家约翰·斯坦贝克的小说《约翰尼·伯尔》。原文第一段的第二句中，prohibition虽然没有首字母大写，但是从作品反映的年代以及小说的上下文来看，prohibition应该指1920年至1933年间的美国禁酒。而repeal指repeal of the prohibition，即废除禁酒令的法令。

第二段最后一句话What'll it be，根据情景的不同，可以有很多不同的理解。不过，原文中该句出现的情景是：在酒馆中，酒馆老板兼伙计向赢钱后打算买一杯酒喝的客人询问；并且下文中文客人的回答是“威士忌”。据此，这句话的翻译应该是：来杯什么酒。

Translation Practice

Translate the following paragraphs into Chinese.

I am a journalist, not a historian, and while this book is an effort to describe a moment in the past, it is less a work of history than of personal reminiscence and reflection. Essentially, it is an account of my own observations and experiences in wartime Washington, supplemented by material drawn from interviews and other sources. I have tried to create out of it all a portrait of the pain and struggle of a city and a government suddenly called upon to fight, and to lead other nations in fighting, the greatest war in history, but pathetically and sometimes hilariously unprepared to do so.

This is bound to be somewhere close to the last reporting from that period based on firsthand sources. One after another, with unsettling rapidity, those in positions of power and responsibility during World War II are passing from the scene. Several who agreed to recall and describe their experiences in the war years died before I could get to them.

I have not dealt here in any detail with the grand strategy of the war in Europe and the Pacific. Instead, I have tried to report mainly on what I saw and heard and learned in Washington during years now fading into a misty past, the wartime experience of a country two-thirds of whose people are now too young to remember any of it. The result is a sort of Our Town at war, the story of a city astonished and often confused to find itself at the center of a worldwide conflict without ever hearing a shot fired. A strange city, set up in the first place to be the center of government and, like government itself at that time, a city moving slowly and doing little.

FOCUSED WRITING

Letters of Application

The role of a letter of application

A letter of application will almost certainly be required when applying for any position, be it a job, an internship or a place on a graduate/professional program. The role of the application letter is to draw a clear link between the position you are seeking and your qualifications as listed in your résumé. It must not merely repeat the contents of your résumé but should highlight the most relevant information emphasizing why you are right for the position.

The format of a letter of application

An application letter is customarily laid out as follows:

- * The sender's address;
- * The date;
- * The addressee's address;
- * The salutation;
- * The body of the letter, which is usually comprised of:
 - an introductory paragraph, stating the purpose of the letter. When applying for a job, people usually indicate the source of their information about the job, say, a newspaper advertisement or a personal contact. If applying for a graduate program, people usually mention by name their sponsor, mentor or a senior tutor who has recommended that they apply;
 - main body paragraphs, highlighting the main qualifications and presenting evidence closely tied to the job or the graduate program;
 - a closing paragraph, indicating your hope to be able to meet to explore further how you may be of help to the company;
- * The complimentary close;
- * The signature.

Differences between academic and business letters of application

Though academic and business letters of application are very similar in terms of function and layout, the content differs significantly in quantity and kind. When you are applying for a graduate program or a faculty position with a college or university, the application letter needs to leave a strong impression as a promising researcher or teacher. Thus, an academic application letter should be long enough to highlight in some detail your accomplishments during your academic years. However, the application letter for other job vacancies is relatively brief and concise because it is usually accompanied by a copy of your CV.

Sample 1: An Academic Application Letter

Tel: 008810 4509 876
Email: limin@hotmail.com

The School of Management
Shanghai Jiaotong University
535, Fahuazhen Road
Shanghai,
P.R.China, 200052

July 5th, 2009

The American Graduate School
of International Management
15429 N. 59th Ave.
Glendale
Arizona 85306-6003

Dear Sir or Madam,

With the enclosed application and supporting documentation, I am expressing my sincere interest in being accepted into the Master of International Management Graduate Program at The American Graduate School of International Management.

I feel confident that I am well equipped for graduate studies in international business, and I feel certain I could one day become a distinguished alumnus of your fine institution. As you will see from my résumé, I already hold a B.Sc. degree in Business and Marketing and I read, write, and speak English fluently. My English language skills were refined and improved while working as an interpreter at the 2008/2009 Canton Fair (China) and as a tour guide for foreign delegations.

In addition to my experience as an interpreter and tour guide, I have extensive work experience which I believe will help to make me a valuable member of the MIM program. While working in summer and part-time jobs to finance my college education, I gained experience in a wide range of positions working in retail: sales and marketing and in the construction, hospitality, and transportation industries.

As you will see when you read my essay, my goal is to become the chief executive officer of a company doing business in Asia, and I feel my background thus far, combined with the program of graduate studies offered by the American Graduate School of International Business, will help me achieve that aim. I feel I would be a credit to the business community because of my strong conviction of the economic necessity that making a profit must be balanced by regard for customers and respect for employees.

I can assure you in advance that I would be an asset to the next entering class and as a graduate. If I can provide any further information please do not hesitate to contact me. Thank you for your consideration of my application.

I look forward to hearing from you.

Yours sincerely,

Li Min

Enclosures: Application Form, Essay, Résumé, Letter of Reference

The introductory paragraph: Li Min states his interest in being admitted.

Main body paragraphs: supporting evidence of his eligibility for the graduate program ①.

Supporting evidence of his eligibility for the graduate program ②.

Supporting evidence of his eligibility for the graduate program ③.

The closing paragraph, re-emphasizing his confidence and offering more information if required.

Sample 2: A Business Application Letter

34 Second Street
Troy
New York 12180

May 4th, 2009

Ms. Gail Roberts
Recruiting Coordinator
Department DRR 1201
Database Corporation
Princeton, New Jersey 05876

Dear Ms. Roberts,

Your advertisement for software engineers in the January issue of the IEEE Spectrum caught my attention. I was drawn to the ad by my strong interest in both software design and Database.

I have worked with a CALMA system in developing VLSI circuits, and I also have substantial experience in the design of interactive CAD software. Because of this experience, I can make a direct and immediate contribution to your department. I have enclosed a copy of my résumé, which details my qualifications and suggests how I might be of service to Database.

I would like very much to meet with you to discuss your open positions for software engineers. If you would like to arrange an interview, please contact me at the above address or by telephone at (518) 271-9999 or email: jsmith@yahoo.com

Thank you for your time and consideration.

Yours sincerely,
Joseph Smith
Encl.: Résumé.

Introduction: the source of information about the job vacancy.

Main body: supporting evidence of his qualifications for position.

Closing: requesting an interview and facilitating that request.

Writing Assignment

1. Write a letter of application for an internship at an international company.
2. Write a letter of application for a position on a doctoral program at Cornell University in America.

FINAL PROJECT

Group discussion and presentation

With the approach of the vacation, everyone is talking about going somewhere. Your group is planning to visit a place together.

Step One ➡

Recommend a place which you think is worth visiting. You have to read some books and articles or surf the Net about the place and prepare a presentation about the reasons for your recommendation.

Step Two ➡

Work in groups of four and listen to each other's presentation. Then decide the one place you would like to go together.

Step Three ➡

Each group describes the place they have chosen and outlined the reasons for this choice. Other groups may ask questions or comment.



Unit 4

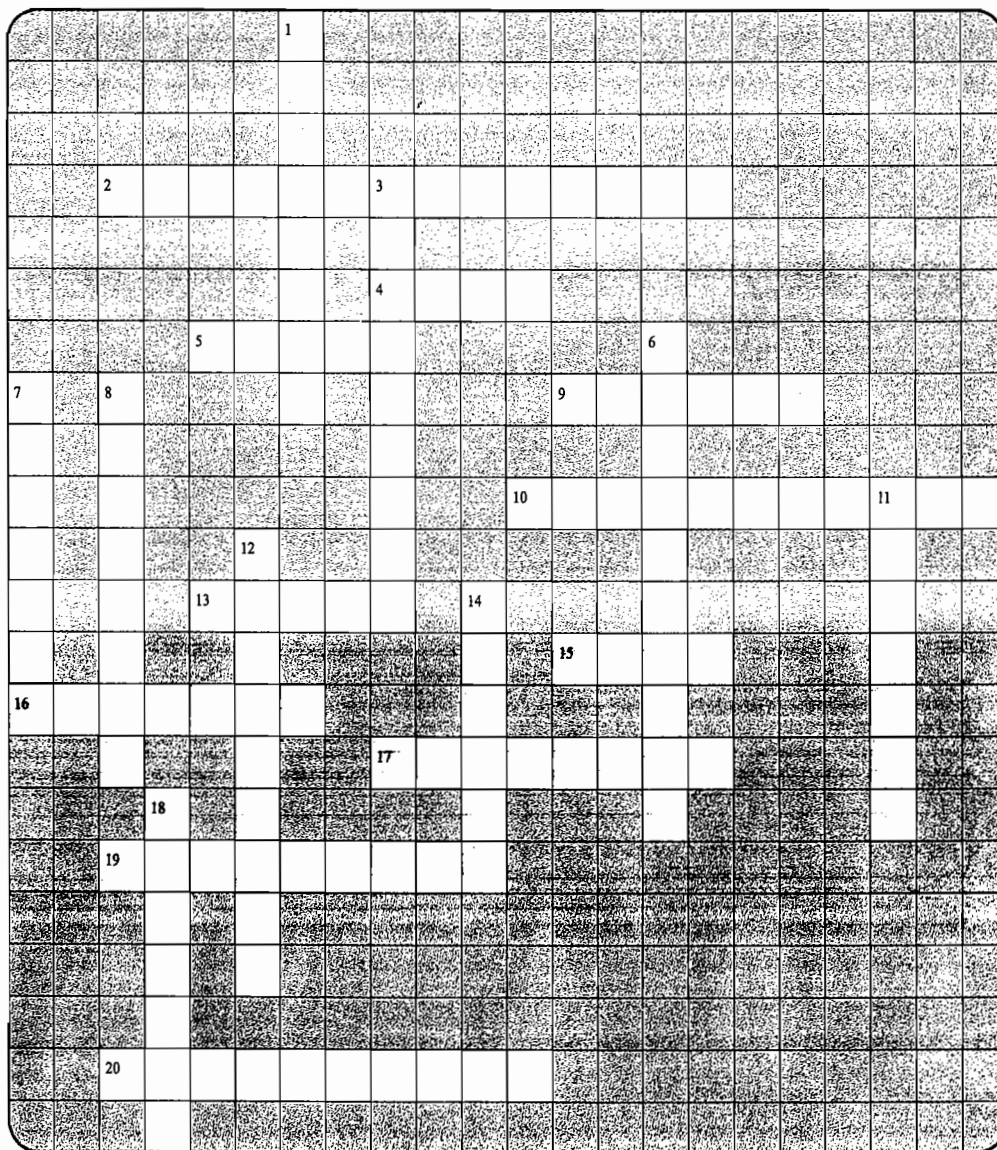
Science and Technology



STARTING OUT

Task 1

Work in groups and solve the following crossword puzzle involving words describing things that have emerged in recent years with the improvement of science and technology, e.g., email, surfing the Net, search engine, cell phone, etc.



Across

2. a science that involves developing and producing extremely small but very powerful machines
4. to move a radio or television program to a different time
5. to produce an exact copy of a plant or animal by taking a cell from it and developing it artificially
9. someone who secretly uses or changes information in other people's computer systems
10. "GM food" refers to _____ modified food not affected by particular diseases or harmful insects
13. a _____ potato is someone who spends most of their time surfing the Net
15. email messages that computer users have not asked for and do not want to read, for example, from someone advertising something
16. electronic retailer; a business that sells products or services on the Internet, instead of in a physical shop
17. a virtual pet in the form of an interactive program
19. the real world of physical things and people, rather than cyberspace
20. education via the Internet; e-education

Down

7. a knowledgeable and experienced Internet user
8. to move information or programs from a computer network to a small computer
18. China and India will soon have far larger numbers of _____(s) than any Western nation
12. the user (or employee) of the forum who is granted access to the posts for the purpose of moderating discussion on the Internet
1. a special sign that is used to show an emotion in email and on the Internet, often by making a picture
3. online romance
14. someone who has just started doing something, especially using the Internet or computers
6. a young person who spends a lot of time using computers and the Internet
11. an activity performed on Internet forums or chat rooms that involves scanning websites, reading posts and never actually posting anything

Task 2

 Work in pairs to match the inventors in Column A with the inventions in Column B.

Inventors	Inventions
1) Tim Berners-Lee (England)	a. penicillin
2) Alexander Graham Bell (US, born in Scotland)	b. X-ray
3) Wilbur Wright and Orville Wright (US)	c. paper
4) Thomas Alva Edison (US)	d. telephone
5) Cai Lun (China)	e. plastics
6) Alexander Fleming (England)	f. air-conditioner
7) Leo Baekeland (US, born in Belgium)	g. the World Wide Web
8) Chester Floyd Carlson (US)	h. electric light bulb
9) Wilhelm Conrad von Röntgen (Germany)	i. airplane
10) Willis Carrier (US)	j. xerography

 Choose two of the inventions mentioned above and talk about their importance.

READING FOCUS

Internet: absolute communication, absolute isolation.

—Paul Carver

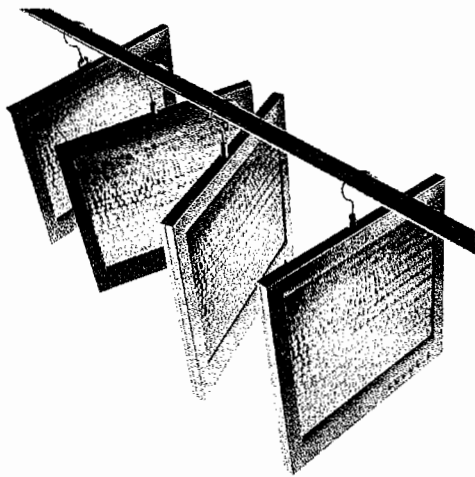
IS GOOGLE MAKING US STUPID?

Nicholas Carr

- 1 Over the past few years I've had an uncomfortable sense that someone, or something, has been **tinkering** with my brain, **remapping** the **neural circuitry**, reprogramming the memory. My mind isn't going—so far as I can tell—but it's changing. I'm not thinking the way I used to think. I can feel it most strongly when I'm reading. **Immersing myself in** a book or a lengthy article used to be easy. My mind would **get caught up in** the narrative or the turns of the argument, and I'd **spend** hours strolling through

long stretches of prose. That's rarely the case anymore. Now my concentration often starts to drift after two or three pages. I get **fidgety**, lose the **thread**, begin looking for something else to do. I feel as if I'm always dragging my **wayward** brain back to the text. The deep reading that used to come naturally has become a struggle.

- 2 I think I know what's going on. For more than a decade now, I've been spending a lot of time online, searching and surfing and sometimes adding to the great databases of the Internet. The Web has been a **godsend** to me as a writer. Research that once required days in the stacks or periodical rooms of libraries can now be done in minutes. A few Google searches, some quick clicks on **hyperlinks**, and I've got the **telltale** fact or **pithy** quote I was after. Even when I'm not working, I'm **as likely as not** to be **foraging** in the Web's info-**thickets**²—reading and writing emails, scanning headlines and blog posts, watching videos and listening to podcasts, or just tripping from link to link to link. (Unlike **footnotes**, to which they're sometimes **likened**, hyperlinks don't merely point to related works; they propel you toward them.)
- 3 For me, as for others,³ the Net is becoming a universal medium, the **conduit** for most of the information that flows through my eyes and ears and into my mind. The advantages of having immediate access to such an incredibly rich store of information are many, and they've been widely described and **duly** applauded. "The perfect recall of silicon memory," *Wired's*⁴ Clive Thompson has written, "can be an enormous **boon** to thinking." But that boon comes at a price. As the media theorist Marshall McLuhan pointed out in the 1960s, media are not just passive channels of information. They supply the stuff of thought, but they also shape the process of thought. And what the Net seems to be doing is **chipping away at** my capacity for concentration and contemplation. My mind now expects to take in information the way the Net distributes it: in a swiftly moving stream of particles. Once I was a **scuba diver** in the sea of words. Now I **zip along** the surface like a guy on a Jet Ski⁵.
- 4 I'm not the only one. When I mention my troubles with reading to friends and acquaintances—literary types, most of them—many say they're having similar experiences. The more they use the Web, the more they have to fight to stay focused on long pieces of writing. Some of the bloggers I follow have also begun mentioning the phenomenon. Scott Karp, who writes a blog about online media, recently confessed that he has stopped reading books altogether. "I was a lit major⁶ in college, and used to be a **voracious** book reader," he wrote. "What happened?" He **speculates on** the answer: "What if I do all my reading on the web not so much because the way I read has changed, i.e. I'm just seeking convenience, but because the way I think has changed?"



5 Bruce Friedman, who blogs regularly about the use of computers in medicine, also has described how the Internet has altered his mental habits. “I now have almost totally lost the ability to read and absorb a **longish** article on the web or in print,” he wrote earlier this year. A pathologist who has long been on the faculty of the University of Michigan Medical School, Friedman **elaborated on** his comment in a telephone conversation with me. His thinking, he said, has taken on a “**staccato**” quality, reflecting the way he quickly scans short passages

of text from many sources online. “I can’t read *War and Peace* anymore,” he admitted. “I’ve lost the ability to do that. Even a blog post of more than three or four paragraphs is too much to absorb. I skim it.”

6 **Anecdotes** alone don’t prove much. And we still await the long-term neurological and psychological experiments that will provide a definitive picture of how the Internet use affects cognition. But a recently published study of online research habits, conducted by scholars from University College London, suggests that we may well be in the midst of a **sea change** in the way we read and think. As part of the five-year research program, the scholars examined computer logs⁷ documenting the behavior of visitors to two popular research sites, one operated by the British Library and one by a UK educational **consortium**, that provide access to journal articles, e-books, and other sources of written information. They found that people using the sites exhibited “a form of skimming activity”, hopping from one source to another and rarely returning to any source they’d already visited. They typically read no more than one or two pages of an article or book before they would “bounce” out to another site. Sometimes they’d save a long article, but there’s no evidence that they ever went back and actually read it.

7 Thanks to the ubiquity of text on the Internet, **not to mention** the popularity of text-messaging on cell phones, we may well be reading more today than we did in the 1970s or 1980s, when television was our medium of choice. But it’s a different kind of reading, and behind it lies a different kind of thinking—perhaps even a new sense of the self.⁸ “We are not only what we read,” says Maryanne Wolf, a developmental psychologist at Tufts University and the author of *Proust and the Squid: The Story and Science of the Reading Brain*, “We are how we read.” Wolf worries that the style of reading promoted by the Net, a style that puts “efficiency” and “immediacy” above all else, may be weakening our capacity for the kind of deep reading that emerged when an earlier technology, the printing press, made long and complex works of prose commonplace. When we read online, she says, we tend to become “mere **decoders** of information”. Our ability to interpret text, to make the rich mental connections that form when we read deeply and without distraction, remains largely **disengaged**.

- 8 Reading, explains Wolf, is not an instinctive skill for human beings. It's not **etched** into our genes the way speech is. We have to teach our minds how to translate the symbolic characters we see into the language we understand. And the media or other technologies we use in learning and practicing the craft of reading play an important part in shaping the neural circuits inside our brains. Experiments demonstrate that readers of **ideograms**, such as the Chinese, develop a mental circuitry for reading that is very different from the circuitry found in those of us whose written language employs an alphabet. The variations extend across many regions of the brain, including those that govern such essential cognitive functions as memory and the interpretation of visual and **auditory** stimuli. We can expect as well that the circuits woven by our use of the Net will be different from those woven by our reading of books and other printed works.
- 9 Sometime in 1882, Friedrich Nietzsche bought a typewriter. His vision was failing, and keeping his eyes focused on a page had become exhausting and painful, often **bringing on** crushing headaches. He had been forced to **curtail** his writing, and he feared that he would soon have to give it up. The typewriter rescued him, at least for a time. Once he had mastered touch-typing, he was able to write with his eyes closed, using only the tips of his fingers. Words could once again flow from his mind to the page.
- 10 But the machine had a subtler effect on his work. One of Nietzsche's friends, a composer, noticed a change in the style of his writing. His already **terse** prose had become even tighter, more telegraphic. "Perhaps you will through this instrument even **take to** a new idiom," the friend wrote in a letter, noting that, in his own work, his "thoughts' in music and language often depend on the quality of pen and paper."



Proper Names

Bruce Friedman /bru:s 'fri:tmen/ 布鲁斯·弗里德曼

Clive Thompson /klarv 'tɒmpsn/ 克莱夫·汤普森 (美国知名科技作家)

Friedrich Nietzsche /'fri:drɪʃ 'ni:tʃə/ 弗里德里希·尼采 (1844-1900, 德国著名哲学家、诗人)

Marshall McLuhan /'mɑ:ʃəl mə'klu:ən/ 马歇尔·麦克卢恩 (1911-1980, 加拿大传播理论家)

Maryanne Wolf /'meəri'æn vɔ:lʃ/ 玛丽安娜·沃尔夫 (美国塔夫茨大学的发展心理学家)

Scott Carp /skɒt kɑ:p/ 斯科特·卡普 (美国著名博客,《大西洋媒体》的执行主编)

Tufts University 塔夫茨大学

New Words

anecdote /'ænikdəʊt/ *n.* a short story based on personal experience 趣闻; 轶事

auditory /'ɔ:ditəri/ *adj.* relating to the ability to hear 听觉的

boon /bu:n/ *n.* something that is very useful and makes one's life a lot easier or better 裨益; 恩物, 有用之物

e.g. 1) The bus service is a real boon to people in the village.

2) The building scheme comes as an enormous boon for the building industry.

circuitry /'sɜ:kɪtri/ *n.* a system of electric circuits 电路系统

conduit /'kɒndɪt/ *n.* a connection between two things that allows people to pass ideas, news, money, weapons, drugs, etc. from one place to another 渠道, 通道

e.g. Drug traffickers (贩卖毒品者) have used the country as a conduit for shipments to the United States.

consortium /kən'sɔ:tjəm/ *n.* a group of companies or organizations working together to do something 财团; 联合企业

curtail /kɜ:'teɪl/ *v.* to reduce or limit something 缩减, 削减; 减少

e.g. 1) The new law will curtail police powers.

2) The lecture was curtailed by the fire alarm going off.

decoder /di:'kəʊdə(r)/ *n.* a piece of electronic equipment that receives a signal and changes it for another machine to use, for example, puts pictures and sound onto a television 解码器

disengaged /dɪsɪn'geɪdʒd/ *adj.* not involved with or interested in something or someone, and feeling separate from them 自由的; 未约束的, 空闲的

duly /'dju:li/ *adv.* in the proper or expected way 适当地; 恰当地; 应当的

etch /etʃ/ *v.* to cut lines on a metal plate, piece of glass, stone, etc. to form a picture 蚀刻; 凿刻

fidgety /'fɪdʒɪti/ *adj.* unable to stay still, especially because of being bored or nervous 烦躁的; 坐立不安的

e.g. As the questioning continued, he became fidgety and uneasy.

footnote /'fʊtnəʊt/ *n.* a note at the bottom of the page in a book, which gives more information about something (书里的) 脚注

forage /'fɒrɪdʒ/ *v.* to go about searching for food or other supplies 四处搜寻

e.g. The female only leaves the young when she forages for food.

godsend /'ɡɒdsend/ *n.* something good that happens to someone when one really needs it 天赐之物; 及时雨

e.g. 1) The hot weather has been a godsend to ice cream sellers.

2) This new benefit has come as a godsend to low-income families.

hyperlink /'haɪpəlɪŋk/ *n.* a word or picture in a website or computer document that will take one to another page or document if one clicks on it 超(文本)链接

ideogram /'ɪdiəʊgrəm/ *n.* a written sign, for example in Chinese, that represents an idea rather than the sound of a word 表意文字(如

汉字), 表意符号

longish /'lɒŋɪʃ/ *adj.* fairly long 略长的; 相当长的

neural /'njuərəl/ *adj.* related to a nerve or the nervous system 神经的, 神经系统的

pithy /'piθi/ *adj.* (of comments, saying, advice, etc.) intelligent and strongly stated, without wasting any words (评论/谚语/忠告等) 精辟的

remap /ri:'mæp/ *v.* to map out again; to lay out in a new pattern 重新绘制……的地图; 重新筹划

staccato /stə'kɑ:təu/ *adj.* when music is played staccato, the notes are cut short and do not flow smoothly 断音的; 断奏的; 断断续续的, 不连贯的

telltale /'telteɪl/ *adj.* (of signs, marks, etc.) clearly showing something has happened or exists, often something secret 暴露真相的

terse /tɜ:s/ *adj.* (of reply, message, etc.) using very few words and often showing that one is annoyed (回答、电文等) 简短的 (常表示厌烦等)

thicket /'θɪkɪt/ *n.* a group of bushes and small trees 灌木丛, 小树丛

thread /θred/ *n.* an idea, feeling, or feature connecting the different parts of an explanation, story, etc. 思路, 头绪; 贯穿的主线

e.g. His mind wandered, and he lost the thread of what she was saying.

tinker /'tɪŋkə(r)/ *v.* to make small changes to something in order to repair it or make it work better (随便马虎地) 修理, 修补; 摆弄

e.g. It's no use just tinkering with the legislation.
voracious /və'reɪʃəs/ *adj.* having an extremely strong desire to do or have a lot of something 贪吃的; 食量大的

e.g. She has always had a voracious appetite for reading.

wayward /'weɪwəd/ *adj.* behaving badly, in a way that is difficult to control 倔强的; 任性的; 反复无常的

Phrases and Expressions

(as) likely as not probably 很可能

e.g. 1) As likely as not, the meeting will take place in the village pub.

2) She didn't usually work all night, but she was as likely as not to be at the lab at any given time.

be/get caught up in sth. to be or get involved in something, especially something bad 陷入
e.g. I didn't want to get caught up in endless petty arguments.

bring on to make something bad or unpleasant happen 引起; 招来, 惹来

e.g. Stress can bring on an asthma attack (哮喘).

chip away at to gradually make something less effective or destroy it (逐步) 削弱; 破坏

e.g. 1) Fears about the future chipped away at her sense of well-being.

2) They chipped away at the power of the government.

elaborate on to give more details or new information about something 详细说明; 阐述

e.g. They refused to elaborate on the reasons for their decision.

immerse oneself in to become completely involved in an activity 潜心于, 专心于

e.g. 1) For six months I totally immersed myself in my work.

2) Clare and Phil were immersed in conversation in the corner.

liken... to... to say that someone or something is similar to another person or thing 把……比作

e.g. 1) Life is often likened to a journey.

2) Critics have likened the new theater to a supermarket.

not to mention used to introduce an additional thing that makes a situation even more difficult, surprising, interesting, etc. 更不必说

e.g. 1) He has two big houses in this country, not to mention his villa in France.

- 2) Pollution has a negative effect on the health of everyone living in the city, not to mention the damage to the environment.

scuba diver one who swims under water while breathing through a tube that is connected to a container of air on one's back 深水潜水员

sea change a very big change in someone or something 巨变

e.g. It was one of those momentous events that cause a sea change in public attitudes.

speculate on/about to think or talk about the possible causes or effects of something, without knowing all the facts or details 猜测; 推测

e.g. 1) Jones refused to speculate about what might happen.

- 2) There was no point speculating on the possibility of them getting back together.

take to to start to like someone or something 喜欢上……; 对……产生好感

e.g. 1) Dee's taken to getting up at 6 and going jogging.

- 2) Charles was an odd character whom Kelly had never really taken to.

zip through/past/along to go somewhere or do something very quickly 飞速地做某事(到某地)

e.g. A sports car zipped past us.

Notes

1. Nicholas Carr (1959–) is a US writer who has published books and articles on technology, business, and culture. "Is Google Making Us Stupid" is a magazine article by Carr that is highly critical of the Internet's effect on cognition.
2. "Info-thickets" figuratively refers to the fact that there exists a sea of information on the Internet.
3. Here, "as for others" doesn't mean "with reference to others" but "like for others" (正如对其他人一样).
4. *Wired* is a full-color monthly US magazine and online periodical, published since March 1993, which reports on how technology affects culture, the economy, and politics. Owned by Condé Nast Publications, it is published in San Francisco, California.
5. A "jet ski" is a small fast vehicle on which one or two people can ride over water for fun (水上摩托艇).
6. A "lit major" is a student who majors in literature. Here, "lit" is the abbreviation of literature.
7. "Computer logs" refers to records of events during a particular period of time on the computer.
8. This sentence is in inverted order. The original order should be: "A different kind of thinking—perhaps even a new sense of the self lies behind it." When a preposition or a prepositional phrase is placed at the beginning of a sentence and the predicate (谓语) involves verbs such as *come*, *lie*, *stand*, *walk*, etc., full inversion should be applied.
e.g. 1) Just in front of our house stands a tall tree with a history of 1,000 years.
2) Beyond the words lies a fascinating world of non-verbal communication, the secret world of body language.

Text Exploration

Task 1

Complete the following extract with information from the text.

Over the past few years, I've had a(n) 1) _____ feeling that I'm not thinking the way I used to think, particularly when I am 2) _____. In the past, I would be able to 3) _____ myself in lengthy articles. But it is a different story now. It has become an exacting thing for me to do some 4) _____ reading. This, I think, can be attributed to a universal medium—the Net, which provides immediate 5) _____ to such an incredibly rich store of information. Reliance on the Net is leading to the gradual loss of my capacity for 6) _____ and contemplation.

Similar troubles with reading also fall upon other people, including Scott Karp, who recently confessed that he has 7) _____ reading books altogether, and Bruce Friedman, who claimed that the Internet has 8) _____ his mental habits.

A recently published study of online research habits also points to the 9) _____ in the way we read and think. Although the Internet and text-messaging on cell phones facilitate our reading, it's a(n) 10) _____ kind of reading. According to Maryanne Wolf, a developmental psychologist at Tufts University, we tend to become "mere 11) _____ of information" while reading online. As a consequence, our ability to interpret and make rich mental connections remains tremendously 12) _____.

Another good example, illustrating the point that 13) _____ extend across many regions of the brain when we apply different media, is Friedrich Nietzsche. When his vision was failing and it was tough for him to keep his eyes focused on a page, he bought a typewriter, with which 14) _____ could once again flow from his mind to the page. But, as one of Nietzsche's friends claimed, it made Nietzsche's terse prose even 15) _____ and more telegraphic.

Task 2

Choose the sentence that best expresses the meaning of the sentence from the text.

1. I feel as if I'm always dragging my wayward brain back to the text.
 - A. I feel as if I am so immersed in the text that nothing can tear me away.
 - B. I feel as if the text is virtually incomprehensible to me.
 - C. I feel as if I have lost my ability to do critical thinking about the text.
 - D. I feel as if I am constantly struggling to concentrate on the text.
2. ..., I'm as likely as not to be foraging in the Web's info-thickets.
 - A. Chances are that I am surfing on the Internet.
 - B. It's likely that I am losing my way in the information era.
 - C. I am unaccustomed to searching for information on the Net.
 - D. Rarely have I found information of great help on the Net.

3. The perfect recall of silicon memory can be an enormous boon to thinking. But that boon comes at a price.
- A. The fabulous recall of silicon memory can make thinking a lot easier, but it is rather hazardous.
 - B. The extraordinary capacity for memory can be of enormous assistance to thinking, but this can bring on negative consequences.
 - C. Silicon memory has unparalleled ability which can facilitate thinking, but it is extremely expensive.
 - D. The perfect capability to recall things in the past can improve thinking, but it consumes a lot of effort.
4. What the Net seems to be doing is chipping away at my capacity for concentration and contemplation.
- A. The Net acts as a great assistant in enhancing my capacity for concentration and thinking.
 - B. My capacity for concentration and thinking appears to be dwindling due to the use of the Net.
 - C. Whether one is able to concentrate and do critical thinking is largely dependent upon the Net.
 - D. I am focusing my attention on the Net and contemplating it.
5. Once I was a scuba diver in the sea of words. Now I zip along the surface like a guy on a Jet Ski.
- A. I used to be keen on scuba diving, but now I am interested in jet-skiing.
 - B. I felt at sea about the meaning of reading once, but now I am at ease about reading.
 - C. I took a keen interest in guessing new words while reading a passage in the past, but now I pay more attention to the gist of the passage.
 - D. Once I chose to do deep reading, but now I opt to skim and scan while reading.
6. His thinking, he said, has taken on a "staccato" quality, reflecting the way he quickly scans short passages of text from many sources online.
- A. The "staccato" quality of his thinking is indicative of the way he reads short passages on the Web quickly.
 - B. The defining characteristic of his thinking mode is adopted from many online sources.
 - C. His particular thoughts are tremendously affected by his way of reading on the Internet.
 - D. The way he thinks mirrors his efficient way of reading on the Web.
7. Thanks to the ubiquity of text on the Internet, not to mention the popularity of text-messaging on cell phones, we may well be reading more today than we did in the 1970s or 1980s.
- A. We are reading more books today than in the 1970s or 1980s because of the popularity of the Internet and cell phones.
 - B. We can do more reading today than in the 1970s or 1980s because of the prevalence of the Internet rather than the popularity of text-messaging on cell phones.
 - C. We are likely to be reading more today than in the 1970s or 1980s because of a sea of online text and the popular text-messaging function on cell phones.
 - D. We can do better reading today than in the 1970s or 1980s, not only because text-messaging on cell phones has gained popularity, but because text exists everywhere on the Internet.

8. Reading, explains Wolf, is not an instinctive skill for human beings. It's not etched into our genes the way speech is.
- A. Though reading is not an innate skill for the human race, it isn't detached from our genes.
 - B. Our way of speech is genetically determined, whereas what we read is not.
 - C. Unlike speech, human beings are not born with reading ability.
 - D. Genes can determine whether you are a good speaker or not, but can't determine a good reader.

Critical Thinking



Read the following sentences from the text and decide what the author actually meant. Do you agree with him or not? Work in groups to provide examples from the text to support your ideas.

1. "We are not only what we read," says Maryanne Wolf, "We are how we read."
2. When we read online, she says, we tend to become "mere decoders of information".



Read the following sentences or questions, and discuss with your partner whether you have the same problems and if so, how you will cope with these problems.

1. The more they use the Web, the more they have to fight to stay focused on long pieces of writing.
2. People using the sites exhibited "a form of skimming activity", hopping from one source to another and rarely returning to any source they'd already visited.
3. "I can't read *War and Peace* anymore," he admitted. "I've lost the ability to do that. Even a blog post of more than three or four paragraphs is too much to absorb. I skim it."



Discuss in groups the following question.

People can gain easy access to virtually all information on the Internet, including e-books, a fact which acts as a catalyst in the debate as to whether to abandon or strengthen the copyright of Internet resources. In your opinion, how should the issue of copyright be dealt with?

Vocabulary in Action

Task 1

 Column A is a list of words from the passage. Find a word or phrase in Column B which is similar in meaning to each of the words in Column A.

Column A	Column B
1) applaud	a. reduce
2) definitive	b. appropriately
3) curtail	c. push
4) duly	d. restless
5) forage	e. omnipresence
6) pithy	f. conclusive
7) propel	g. severe
8) ubiquity	h. search
9) fidgety	i. approve
10) crushing	j. terse

 Fill in each of the blanks with an appropriate word from Column A above. Change the form if necessary.

- The children get _____ if they have nothing to do.
- The shipyard has been dealt another _____ blow with the failure to win this contract.
- His _____ advice to young painters was, "Above all, keep your colors fresh."
- It is important to note that _____ for information does not equate with aimless "surfing".
- The murder victims' families have appealed to the Supreme Court to get a(n) _____ answer.
- His addiction to drugs _____ him toward a life of crime.
- On their triumphant return home, the captain, Brian Robson, was _____ for sticking to his guns.
- The _____ of advertising is not being driven by corporations searching for new ways to sell products but by media searching for new ways to make money.
- Here are your travel documents, all _____ signed.
- By the same token, reduced military budgets would force the government to _____ its foreign involvement.

Task 2

Fill in each of the blanks with an appropriate preposition or adverb.

1. In that relationship, regardless of differing views, you have mutual respect and cherish your friendship _____ everything else.
2. McDonald refused to elaborate _____ his reasons for resigning.
3. This show will no doubt add _____ his growing reputation.
4. The economic performance of the EU has taken _____ a new dimension with the notion of a "new economy".
5. He hoped it would lead to a basis for negotiations but he refused to speculate _____ the chances of success.
6. Robert Burns likens love _____ a red rose which is newly sprung in spring.
7. The password will prevent others from tinkering _____ your data.
8. The forces of freedom are steadily chipping away _____ the power of the forces of control.
9. He was out in the rain all day and this brought _____ a bad cold.
10. Then he took a step in the direction of the traveler, who appeared to be immersed _____ reflections which were not very serene.

Task 3

Complete the following sentences by translating the Chinese in brackets into English. Try to use the expressions you have learned from the text.

1. The region where a person grows up _____ (可能会对……产生微妙的影响) his or her idea of the typicalness of certain items.
2. Many sites on the Internet _____ (提供免费阅读电子书籍的机会).
3. Business _____ (正发生着巨变) **when it comes to staffing and retaining superior talent.**
4. Since 1970, Green _____ (一直在哈佛任教), **where he currently holds two named professorships.**
5. John is _____ (如饥似渴的读者) **and participates in two monthly book clubs.**
6. **When your goal is in your conscious mind all the time,** _____ (你就会把心思全花在这上了).
7. In all facets of community life, the media plays a central role as _____ (信息传递者) and potentially a catalyst for activism and change.
8. The rent was due, so _____ (你的支票真是天赐之物)!
9. I must have skipped a page, because I _____ (我弄不清故事的脉络了).
10. On a cold winter afternoon, she likes to curl up with a book and _____ (徜徉在优美的散文中).

READING MORE

Technology...is a queer thing. It brings you great gifts with one hand, and it stabs you in the back with the other.

—C. P. Snow

CONFESSIONS OF A CYBER¹ COLUMNIST

Richard Morrison

- 1 Various sorts of **humiliation** are available to the middle-aged man. You can dance in public. You can try to buy fashionable trousers in a department store, only to be told with a pitiless glance that, "They aren't made in your size, sir." Your **dentures** can pop out in the canteen when you're sitting opposite that attractive girl from marketing. You can be overtaken by an old granny walking home with her shopping while you attempt to cycle uphill.
- 2 But is there any humiliation more irritating to a fiftysomething²—more symbolic of the widening gulf between his 20th-century sensibility and the **faddish**, superficial epoch in which we now live—than a visit to a computer shop? Misfortune landed³ me in two such places on successive Saturdays. In the first I bought a small laptop computer—handy for stuffing in a jacket pocket as I rush from theaters bearing **tidings** of great cultural joy to *Times* readers.
- 3 "Is it wireless-enabled?" I asked, using a form of words I had memorized under instruction from a **computer-literate** friend. "Of course," the **spotty** youth behind the counter answered scornfully—as if I had asked if his home had its own indoor **lavvy**. "These days they all are."
- 4 Oh really? One week, many frustrating hours and several depressing conversations with "experts" later, I **trudged** into a different branch of the same chain. "Your colleague told me that this was wireless-enabled," I said to a new youth, no less spotty. "It's not. I've tried it all over London, can't get connected anywhere."
- 5 Whatever happened to the old maxim: "The customer is always right"⁴? The youth **looked me over**, made a swift judgment about my age, possible **senility** and almost

certain **technophobia**, gave a weary sigh, and said: "You're just not connecting it right. Let me show you."

- 6 A small crowd gathered to watch what is probably a daily ritual: the Public **Ridiculing** of a Stupid Old **Git**. But for once Sod's Law⁵ failed to operate. What didn't work for me failed to work for him, either. Even now, though, the youth admitted no liability on his company's part. "Trouble is," he said, "you bought a model that's almost **obsolete**. No wonder it's not compatible."
- 7 "But why did your colleague tell me it was wireless-enabled?" I persisted. "Well, it is," he replied, "provided you connect it to the old sort of wi-fi⁶ that nobody has any more."
- 8 I recount this encounter not in an attempt to win some sort of Franz Kafka Prize for **Surreal Reportage**, but because it **encapsulates** much of what's crazy about our technologically **infatuated** society. We buy a gadget (let's call it item 1) because we think it will improve our lives. But item 1 isn't compatible with item 2, which we already own, so we're told we need item 3 to make them work together. Unfortunately nobody stocks item 3 any more, because only an idiot would dream of using item 2 when everyone has upgraded to item 4. Except that item 4 needs a new sort of item 1. And anyway, both will be as redundant when item 5 is launched next month. And so it goes on: this mad scramble that **enslaves** us to technology when it is technology that should be enslaved to us.
- 9 But even as I type those words I realize how much of a dinosaur I am⁷. For the new thinking is that, rather than making the technology work for us, the human species needs to bind itself ever more closely to computers. And I use the word "bind" not **metaphorically** but in a literal, physical sense. For what scientific visionaries such as Stephen Hawking suggest is that there's a real danger of computers taking over the world unless we link them directly to our brains. "We must quickly develop technologies so that artificial brains contribute to human intelligence rather than opposing it," Hawking writes in *The Universe in a Nutshell*.



- 10 And that's the way that science seems to be going. At Reading University lately, five "artificial conversational entities"—i.e., computers that can talk—were interviewed by examiners who didn't know whether they were speaking to humans or computers. All the computers managed to fool one or more of the examiners.
- 11 So now they can talk like us. They are also learning to "feel" like us as well. Developments in what's called affective computing are giving machines an increasing ability to simulate emotions, make moral judgments and use social skills. Obviously, scientists argue, the next stage is to link their brains to ours. Researchers have already managed to implant **electrodes** into monkeys' brains that allow the apes to send signals to computers just by thinking. The implications are obvious. From monkey to Morrison⁸ is but a small step for **neuroscience**.
- 12 The prospect thrills scientists. But it chills me. That's partly because of what we've seen over the past month: a **dizzying escalation** of financial crisis into near-catastrophe because powerful computers now **whiz** information and billions of **quid** round the world at the speed of light. It's a warning of what might happen if the most priceless aspect of independent human thought—common sense—is **traded in for** superbrains⁹ enhanced by artificial intelligence.
- 13 But I also **think back to** what happened to me in that computer shop. Computers have **glitches**. They are easily sabotaged. They force us to do things their way. And they seem to need upgrading every five minutes, because the billionaires who control the software and hardware cunningly make sure that built-in **obsolescence** is a prime ingredient of the system.
- 14 All that is very frustrating. But at present we are still able to turn the damn things off, walk away and do something real in the real world. What happens when we link our brains to those of the machines? When we can't even think for ourselves without triggering the machines to think for us? Will it then be possible to walk away? Or, in the wry words of *Little Britain*¹⁰, will it then be a case of "computer says no"?

Proper Names

Franz Kafka /frɑ:nts 'kɑ:fkə/ 弗朗茨·卡夫卡 (1883-1924, 奥地利小说家, 现代派文学的先驱)

Stephen Hawking /'sti:vən 'hɔ:kɪŋ/ 斯蒂温·霍金 (英国著名物理学家)

Reading University 里丁大学 (英国)

Richard Morrison /'rɪtʃəd 'mɒrɪsən/ 理查德·莫里森

New Words

columnist /'kɒləmnɪst/ *n.* someone who writes articles, especially about a particular subject, that appear regularly in a newspaper or magazine (报刊、杂志的) 专栏作家

computer-literate /kəm'pjʊ:tə(r) 'lɪtərət/ *adj.* able to use a computer 会使用电脑的

e.g. We look for applicants who are numerate, computer-literate and energetic self-starters.

dentures /'dentʃə(r)z/ *n.* a set of artificial teeth worn by someone who does not have their own teeth any longer 义齿, (一副) 假牙

dizzy /'dɪzɪ/ *adj.* feel unable to balance, especially after spinning around or because you feel ill (尤指因旋转或生病而) 头晕目眩的, 眩晕的

dizzying *adj.* 令人头昏目眩的

e.g. The car drove past with dizzying speed.

electrode /ɪ'lektroʊd/ *n.* a small piece of metal or a wire that is used to send electricity through a system or through a person's body 电极

encapsulate /ɪn'kæpsələt/ *v.* to express or show something in a short way 压缩; 囊括

e.g. 1) Her whole philosophy can be encapsulated in this one sentence.

2) The words of the song neatly encapsulated the mood of the country at that time.

enslave /ɪn'sleɪv/ *v.* to trap someone in a situation that one cannot easily escape from 束缚; 制约

e.g. She seemed enslaved by hatred.

escalate /'eskəleɪt/ *v.* if fighting, violence, or an unpleasant situation escalates, or if someone escalates it, it becomes much worse (使) (战斗、暴力或不好的情况) 升级; (使) 恶化

escalation /'eskə'leɪʃən/ *n.* 升级; 恶化

e.g. The reorganization has led to a dramatic escalation in costs.

fad /fæd/ *n.* something that one likes or does for a short time, or that is fashionable for a short time 流行一时的狂热; 时尚, 风尚

faddish /'fædɪʃ/ *adj.* 好赶时髦的, 一时流行的

git /ɡɪt/ *n.* an offensive word for an unpleasant and annoying person, especially a man 讨厌的人 (尤指男人)

glitch /ɡlɪtʃ/ *n.* a small fault in a machine or piece of equipment, that stops it working 差错, 小过失; 小故障

humiliation /hju:mɪlɪ'eɪʃən/ *n.* a feeling of shame and great embarrassment, because one has been made to look stupid or weak 羞辱, 丢脸, 蒙羞

e.g. She suffered the humiliation of having her house searched.

infatuated /ɪn'fætjuətɪd/ *adj.* having strong feelings of love for someone or a strong interest in something that makes one unable to think in a sensible way (尤指短时间, 对不十分了解的人) 迷恋的; 痴心的

e.g. John had become infatuated with his French teacher.

lavvy /'lævi/ *n.* a lavatory 〈英俚〉盥洗室, 厕所

metaphorical /meta'fɒrɪkəl/ *adj.* using words to mean something different from their ordinary meaning when describing something, in order to achieve an effect 隐喻的, 含有隐喻的

metaphorically *adv.* 隐喻地

neuroscience /njuərəʊ'saɪəns/ *n.* the scientific study of the brain 神经系统科学

obsolescence /ˈɒbsəˈlesəns/ *n.* the state of becoming old-fashioned and no longer useful because something else that is newer and better has been invented 过时

obsolete /ˈɒbsəli:t/ *adj.* no longer useful, because something newer and better has been invented 废弃的; 淘汰的; 过时的

e.g. Will computers render books obsolete?

quid /kwɪd/ *n.* one British pound in money 一英镑

reportage /ˌrepɔːˈtɑːʒ/ *n.* the reporting or describing of events in newspapers, on television, or on the radio 报告文学; 新闻报道

ridicule /ˈrɪdɪkjʊl/ *v.* to laugh at a person, idea, institution, etc. 嘲弄; 嘲笑; 奚落
e.g. At the time, his ideas were ridiculed.

senile /ˈsiːnəl/ *adj.* mentally confused or behaving strangely, because of old age 因年老而糊涂的, 老迈的

e.g. The poor old lady's getting senile: She hardly recognizes me now.

senility /sɪˈnɪləti/ *n.* 衰老; 老迈; 老态龙钟

spotty /ˈspɒti/ *adj.* having small raised red marks or pimples on one's skin, especially on one's face (脸上)有雀斑的; 有粉刺的

surreal /səˈriəl/ *adj.* (of a situation or experience) very strange and difficult to understand, like something in a dream 超现实的; 离奇的, 荒诞的

technophobe /ˈteknəʊfəʊb/ *n.* someone who does not like modern machines, such as computers, and would prefer to live without

them (指不喜欢计算机等现代机器化) 技术恐惧者

technophobia /ˈteknəʊˈfəʊbiə/ *n.* 技术恐惧 (指对技术对社会及环境造成不良影响的恐惧)

tidings /ˈtaɪdɪŋz/ *n.* news 消息

trudge /ˈtrʌdʒ/ *v.* to walk with slow heavy steps, especially because one is tired or finds it is difficult to walk 步履沉重地走; (尤指因疲倦而) 艰难地走

whiz /hwɪz/ *v.* to do something very quickly 迅速地做完 (某事)

Phrases and Expressions

look over to examine something quickly, without paying much attention to detail 很快地看一看; 浏览

e.g. 1) Do you have a few minutes to look these samples over?

2) I've looked over the plans, but I haven't studied them in detail.

trade (sth.) in for to give something, such as a car, to the person one is buying a new one from, as part of the payment 以 (某物) 折价换购同类的新货物

e.g. He traded his old car in for a new model.

think back to to reflect on things that happened in the past 回想起, 追忆

e.g. He thought back to the day he'd first met Sophie.

Notes

1. "Cyber" is a prefix, meaning "related to computers, especially to messages and information on the Internet". For example, cyberlove (网恋), cyberspace (网络空间), cybercafé (网吧), cyber surfer (上网者), etc.
2. When "-something" is used with such numerals as 20, 30, or 40, etc., it is used to say that someone is aged between 20 and 29, between 30 and 39, between 40 and 49, etc., when one does not know exactly. Thus, "a fiftysomething" refers to a person aged between 50 and 59.

3. "Land" is used in a figurative way here. "Misfortune landed me" means "I was subjected to misfortune."
4. Here, "whatever" is used when asking a question to emphasize that one is surprised or slightly angry about something. 该句话可译为: "顾客总是对的" 这一格言究竟发生了什么改变?
5. "Sod's Law" is equivalent to "Murphy's Law" (墨菲法则), believing in the principle that what can go wrong, will go wrong, usually with some observed degree of irony.
6. "Wi-fi" is an abbreviation for "wireless fidelity" (一种在办公室和家庭中使用的短距离无线网络).
7. This sentence means "how old-fashioned I am." Here, "a dinosaur" refers to someone or something that is old-fashioned and no longer effective or suitable for modern times.
8. Here, "Morrison" is the author's name, generally referring to the human race.
9. Here, the word "superbrain" refers to someone who is considered to have extreme intelligence.
10. *Little Britain* is an award-winning character-based comedy sketch show that first appeared on BBC radio and then television. Its title is an amalgamation of the terms "Little England" and "Great Britain", and is also the name of a Victorian neighborhood and modern street in London. The show comprises sketches involving exaggerated parodies (诙谐的模仿) of British people from all walks of life in various situations familiar to the British.

Text Exploration

Complete the following extract with information from the text.

Middle-aged men may suffer from various kinds of 1) _____, among which a visit to a computer shop is most 2) _____. I have run across such a miserable encounter, which reflects much of what's crazy about our technologically 3) _____ society. It appears that we are 4) _____ to technology when we should make the technology work for us. However, the new thinking is that the human species needs to 5) _____ itself ever more closely to computers. Dramatic advances have been achieved to make computers more 6) _____ than ever. For example, they can talk like us and they are learning to possess an increasing ability to simulate 7) _____, make moral judgments and use social skills. The prospect thrills scientists. But it 8) _____ me. The 9) _____ of financial crisis to near-catastrophe is a 10) _____ of what might happen if common sense is replaced by 11) _____ enhanced by artificial intelligence. Meanwhile, it leaves me wondering about a series of questions, say, what happens when we 12) _____ our brains to those of the machines or when we can't even think for ourselves without triggering the machines to think for us?

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. In the passage, as the author asks, "Is there any humiliation more irritating to a fiftysomething—more symbolic of the widening gulf between his 20th-century sensibility and the faddish, superficial epoch in which we now live—than a visit to a computer shop?"
 - a. Do you agree or disagree that the epoch in which we now live is faddish and superficial? Use examples to justify your answer.
 - b. What do you think is symbolic of the widening gap between the 20th century and the 21st century?
2. In the text, the author seems to think that we live in a technologically infatuated society, which has gone crazy. Do you agree with him? Why or why not?

Discuss in groups the following question.

As you can see, the human race has made great strides in science and technology, which has dramatically changed our everyday lives. In your opinion, do you think science and technology is an angel or a monster? Use examples to illustrate your point.

Hit any key to continue...



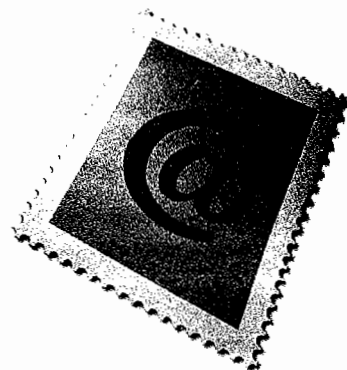
Vocabulary in Action

Task 1

Choose the sentence in which the underlined word has the closest meaning to the underlined word in the sentence quoted from the text.

1. You can be overtaken by an old granny walking home with her shopping while you attempt to cycle uphill.
 - A. As the rain fell harder on the last lap he was overtaken by several cars on the wet track, and finished seventh.
 - B. Our original plan was overtaken by events and we had to make a new one.
 - C. Television soon overtook cinema as the most popular form of entertainment.

2. Misfortune landed me in two such places on successive Saturdays.
 - A. Just when I thought my problems were over, this letter landed on my desk.
 - B. She developed pneumonia which landed her in hospital.
 - C. He's just landed a starring role in Spielberg's next movie.
3. Even now, though, the youth admitted no liability on his company's part.
 - A. Tenants have legal liability for any damage they cause.
 - B. He wants to know the precise amount of the liabilities he is taking over.
 - C. Since his injury, Jones has become more of a liability than an asset to the team.
4. The prospect thrills scientists. But it chills me.
 - A. Let's go home! I'm chilled to the bone.
 - B. I spent the afternoon chilling out in front of the TV.
 - C. My heart was agonized at the thought; my senses were chilled at the idea of this horrific scene.
5. Or, in the wry words of *Little Britain*, will it then be a case of "computer says no"?
 - A. We tend to think of these people as untrustworthy, but that is not the case.
 - B. There is a strong case for getting parents more involved in the school's activities.
 - C. He highlighted the case of Harry Farr, 25, who was executed for cowardice in 1916.
6. We must quickly develop technologies so that artificial brains contribute to human intelligence rather than opposing it.
 - A. Lupin gave an artificial smile that was more like a grimace (怪相, 鬼脸).
 - B. Science-fiction writers and computer scientists tantalize (逗引) us with visions of artificial intelligence: computers that think for themselves.
 - C. Our new policies are designed to break down artificial barriers to women's advancement.
7. And anyway, both will be as redundant when item 5 is launched next month.
 - A. Nelson launched into a blistering criticism of greedy lawyers.
 - B. She launched herself into the rock world with a brilliant album.
 - C. The company hopes to launch the new drug by next October.
8. ..., I trudged into a different branch of the same chain.
 - A. American retail giant Wal-Mart is even closer to setting up a chain of supermarkets across India in partnership with Indian mobile phone company Bharti Enterprises.
 - B. The salesmen are just one link in the chain of distribution.
 - C. The people formed a human chain to pass supplies up the beach.

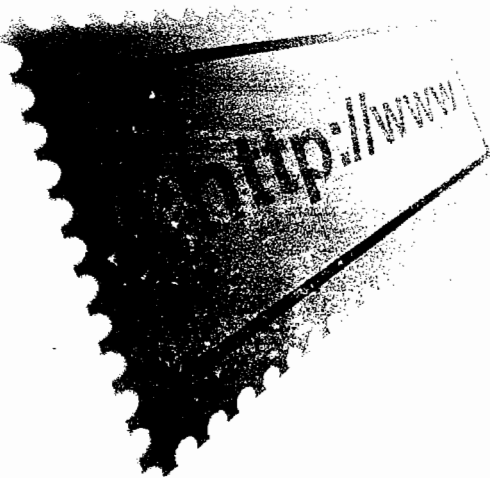


Task 2

Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

metaphor	pity	vision	capsule	slave
plant	spot	humiliate	succeed	senile
escalate	scorn	dizzy	affect	obsolete

- The _____ of defeat in 1982 caused Argentina to downplay the dispute.
- Amy's _____ step-mother refused to look after her when she was seriously ill.
- He dropped the nails on the ground and _____ clangs were heard.
- In many ways, symptoms of the neurasthenic (神经衰弱者) are similar to those of an older person who is approaching or has reached _____.
- Being less in the public domain than novels, poetry may in the long run prove less subject to _____.
- The reorganization has led to a dramatic _____ in costs.
- The huge salad bar has a(n) _____ variety of raw vegetables, pickles, salads, cold cuts, and cheese.
- Glancing at her _____, he told her that the dress was too small for her.
- The words of the song neatly _____ the mood of the country at that time.
- Education make a people easy to lead, but difficult to drive; easy to govern, but impossible to _____.
- Seasonal _____ disorder is a feeling of tiredness and sadness that some people have during the autumn and winter when there is very little sunshine.
- Milton _____ in his daughters a great fear of, if not respect for, their father.
- An entrepreneur is more than just a risk taker. He is a(n) _____.
- She was, literally and _____, in perfect shape.
- That _____ teenager had the cheek to ask me for a dance, so I sent him away with a flea in his ear.



PRACTICAL TRANSLATION

缩译法

翻译过程中根据原文的逻辑关系和译文的表达习惯,把原文中的一个句子紧缩成译文中另一个句子的组成部分的翻译方法叫“缩译法”(condensation)。相比较而言,英译汉时,拆译法比缩译法更为常见,毕竟英语是一种“形合”的语言,主要靠形式上的衔接来实现语意的连贯。英语句子较长,有许多修饰成分,呈现出环环相连、盘根错节的树干结构;而汉语是一种“意合”的语言,主要采用脉络分明、语气连贯的竹式结构。但有时为了处理那些只是出于行文需要、为了表达某种语气或烘托某种气氛而本身并无多大意义的英语短语,英译汉过程中也会使用缩译法。这样处理比较符合汉语语言洗练简洁的特点,从而避免译文啰唆及拖泥带水。

1. 缩译短语

- 1) Darkness came down on the field and the city: And Amelia was praying for George, who was lying on his face, dead, with a bullet through his heart. (Thackeray: *Vanity Fair*)

译文:夜色四罩,城中之妻方祈天保佑无恙,战场上其夫仆卧,一弹穿心,死矣。(钱钟书译)。

- 2) He seated himself close to her; he gazed at her in silence, or told her stories of the days gone by, of her childhood and of the convent.

译文:他坐在她身旁,静静地望着她,或者和她谈谈往事,她的童年和她在修道院的情景。

解析:例1)中的短语 the field and the city 和例2)中的短语 stories of the days gone by 都是为了烘托某种气氛,出于英语行文的需要。我们可以用缩译法处理这两个短语,前一短语缩译成“四罩”,融合了 the field and the city 的含义;后一短语被缩译成了只有两个字的汉语名词短语“往事”,体现了汉语洗练简洁的特点。

2. 缩译复合句

- 3) The liquid water is heated so that it becomes steam.

译文:液态水受热而变成蒸汽。

- 4) No one has told them about the British custom of lining up for a bus so that the first person who arrives at a bus stop is the first person to get on the bus.

译文:谁也没有跟他们说过,英国人有排队候车、先到先上的习惯。

解析:例3)是一个含有结果状语从句的复合句,例4)是一个含有目的状语从句和定语从句的复合句。由于从句的使用,两个英文原句的结构略显复杂,如果我们照此结构把从句都翻译出来,汉语句子就会显得冗长、拖沓。因此根据原文的

意思,例3)的状语从句进行了缩译和省略的处理,整个复合句被融合成一个简单句。汉语句子意思清楚、逻辑清晰。例4)的目的状语从句和定语从句都被融合在一起,缩译成了汉语中的“四字格”：“排队候车、先到先上”，译文地道、简洁，易被汉语读者接受和喜欢。

3. 缩译两个简单句

5) Two men occupied the same hospital room. They were both seriously ill.

译文：两位重病患者住在同一间病房里。

6) Her experiment got nowhere. There is no sign of progress since.

译文：但是，她的实验已陷入僵局，并且至今也没取得任何进展。

解析：例5)和例6)中都含有两个简单句，两个简单句的主语相同，意思都非常清楚。例5)的主语是“两人”，例6)的主语是“她的实验”，两个简单句都用来描述或说明主语的情况。在这种情况下，我们可以将两个简单句缩译成一个简单句，将他们共同的主语作为句子的主语，例5)原文中后一个简单句处理成了汉语译文中的前置定语，句子简洁明晰。例6)原文中后一个简单句处理成了汉语译文中的一个并列结构，逻辑清楚，语义连贯。

Translation Practice

Translate the following sentences into Chinese, using the technique of condensation.

1. In the course of the same war, a serious epidemic broke out.
2. A receptor is shaped in such a way that it can receive only a certain messenger.
3. The structure of the steel and the resulting properties will depend on how hot the steel gets and how quickly or slowly it is cooled.
4. Take care of the pence, and the pounds will take care of themselves.

FOCUSED WRITING

Letters of Recommendation

What is a letter of recommendation?

A good letter of recommendation can be an asset to any application. For example, during admissions to post graduate courses, most universities expect to see at least one, preferably two or three, letters of recommendation for each applicant.

A letter of recommendation is a written document from your referee to an employer or graduate school that discusses your skills, abilities and worthiness for the position or program into which you are seeking entrance.

What is included in a letter of recommendation?

All letters of recommendation differ; however, most good letters of recommendation need at least three paragraphs containing the following types of information. The letter should spill over onto a second page, if possible.

- * Identify yourself and the student. Explain your affiliation, the capacity in which you have come to know the student, and for how long you have known him or her. Include course names. State what grades the student earned in your course and mention how you would rank the student in relation to other students that you have known.
- * Make detailed references to specific projects or activities in which the student participated, or work that was produced. You should be detailed and fulsome (丰富的; 大量的) where appropriate and highlight any relevant aspects from the following:
 - Intellectual ability (overall intelligence, analytical skills, creativity, academic record, retention of information)
 - Knowledge of area of specialty
 - Communication skills (writing skills, oral articulateness)
 - Personal qualities (industry, self-discipline, motivation, maturity, initiative, flexibility, leadership, team work spirits, perseverance, energy, competitiveness)
- * Referees should be willing to receive follow-up calls from employers or schools, so you should include your business or home phone number and email in the letter.

What should be noted?

Bear in mind the following particular “do’s” when producing a letter of recommendation.

- 1) Do be specific. Give examples of the student’s work, completed projects, participation in extra-curricular activities and any relevant information that shows the student’s abilities and character.
- 2) Do be objective. Although you are giving a personal recommendation, you must be fair and reasonable. Report specific examples to back up your comments. If you want to attest to

a student's interpersonal skills, mention how you observed the student's interactions with others, rather than merely stating what a "nice person" she or he is.

- 3) Do be both honest and positive. If your experience with the student is negative in any way, ask the student to find another letter writer. Obviously, making negative comments about a student's performance will have serious consequences on the student's chances at the job, scholarship, or acceptance being sought. Remember that your experience with the student may not be typical, so the student should find someone who can make positive comments. In addition, writing negative comments can potentially affect you as well, if there is ever any doubt about the reliability of your judgment with respect to the student.

Sample 1

School of Sciences
Zhejiang University
Hangzhou, China, 310058

December 22nd, 2009

To Whom It May Concern:

It is my great pleasure to recommend Ms. Ma for the Masters Finance and Economics program at the London School of Economics. As her former calculus professor, I have known Ma Xiaoming since autumn 2005 and have met with her regularly over the past four years. I knew that she had made up her mind to pursue a degree in finance at LSE some years ago and I am delighted she has asked me to write a letter of recommendation for her.

Ms. Ma is a gifted, diligent and intensely rigorous student with strong academic performance. At the very beginning of my calculus course at the Chu Kochen Honors College, affiliated to Zhejiang University, she appeared to be no more than a diligent student who always sat at the right corner of the front row. Yet soon, she stood out as one of the few very outstanding and talented students who come along from time to time. She easily understood my lectures and often raised thought-provoking questions. Through questions and discussions, I found her intensely meticulous and persistent, for she would never stop scrutinizing (详审) a problem until all uncertainty was unraveled. As you know, these qualities are most useful in research and I strongly believe that she will go on to make an excellent PhD candidate one day. Her scores at Zhejiang were exceptional, achieving 99%, the highest grade, in both Calculus I and Calculus II final papers. I understand from her other

The salutation can also be "Dear Admissions Committee Members". Opening: stating how you knew the applicant and your pleasure to recommend her.

Main body: supporting evidence ① of the applicant's academic abilities.

professors that she has performed equally well in all her other mathematics courses such as Linear Algebra, Probability Theory, Mathematical Statistics, and Ordinary Differentiation. I believe Ms. Ma's undergraduate training in mathematics and exceptional learning ability will undoubtedly prove useful to her graduate study in finance and economics.

Another point that I would like to mention is her enrollment in the Mathematical Modeling Competition. During the competition, she combined her knowledge of mathematics and finance so well that her team won Second Prize. In addition, as the leader of her team, she skillfully managed the available resources and drew out the potential of each team member. Such experience and the leadership she showed indicated a level of maturity somewhat beyond her years.

Ms. Ma is warm-hearted and straightforward. My recollection is of her frequent and patient explanations to confused classmates before and after my calculus classes. During my 4-year contact with her and her classmates, she was always willing to offer her help and was a great comfort to a classmate who lost her Father in tragic circumstances. She shows excellent time management skills, her assignments were always handed in on time and she has been able to combine a healthy social life in the Debating Society and on the tennis courts with her studies.

I know she is very keen to study for a degree in your program, and your positive consideration will be greatly appreciated. Please do not hesitate to contact me at 086-571-88206033 if I can be of any further assistance in her application.

Yours faithfully,
YY

Dean of Department of Mathematics, Zhejiang University

Supporting evidence
② of the applicant's
extracurricular
achievements.

Supporting evidence
③ of the applicant's
good character and
personality.

Closing: indicating
willingness to be
contacted and offer of
further help.

Sample 2

55 Baima Lu

Changsha

Hunan

November 19th, 2009

To Whom It May Concern:

I have great pleasure in writing to recommend Yang Hailin. I have known him in my capacity as a friend of the family and Neighborhood Watch Officer since he was a child and watched him grow into an intelligent and hard working young man. His school years were marred by difficulty as his Father died when he was only six and his Mother struggled to support the family. Despite this Hailin has completed his high school diploma showing especial aptitude in art and Chinese literature. He would seem to be ideally suited for a job in advertising where his artistic ability would provide interesting and unusual images.

At school he was a diligent student who worked hard at his studies and entered into the school life with a quiet commitment. His attendance was excellent and he was well liked by all the teachers. He helped to organize optional artistic outings for students so that they could expand the types of subjects they could draw and showed such enthusiasm for making the event fun yet productive that they became very well attended. He made a number of good friends.

Hailin was a quiet yet thoughtful child and has grown into a caring and considerate adult. He has shown great kindness to an elderly neighbor who he has spent many hours reading to and showing her how to paint. Hailin was also a willing and conscientious member of the team that cleaned and replanted out local pond and has helped each year to plant trees in our neighborhood. He is honest, careful and sensible in all he does and will be a loyal asset to any company that employs him. I have no hesitation in recommending this excellent young man.

Yours faithfully,

Yang Fanmei

Deputy Neighborhood Watch Officer

Writing Assignment

1. Suppose you are a professor at Peking University. Write a letter of recommendation for Li Ming, one of your students, who aims to pursue a course of study at Harvard University.
2. Suppose you are a high school teacher. Write a letter of recommendation to a potential employer about one of your students.

FINAL PROJECT

Mock Talk Show

Campus Today is a weekly, half-hour television talk show on CCTV 9. The topic for this week's program is "Should Computer Games Be Banned?" Work in groups of five, each member playing a different role as follows:

Role A: A businessperson in the computer industry;

Role B: A teacher in a middle school;

Role C: A middle-school student;

Role D: A parent;

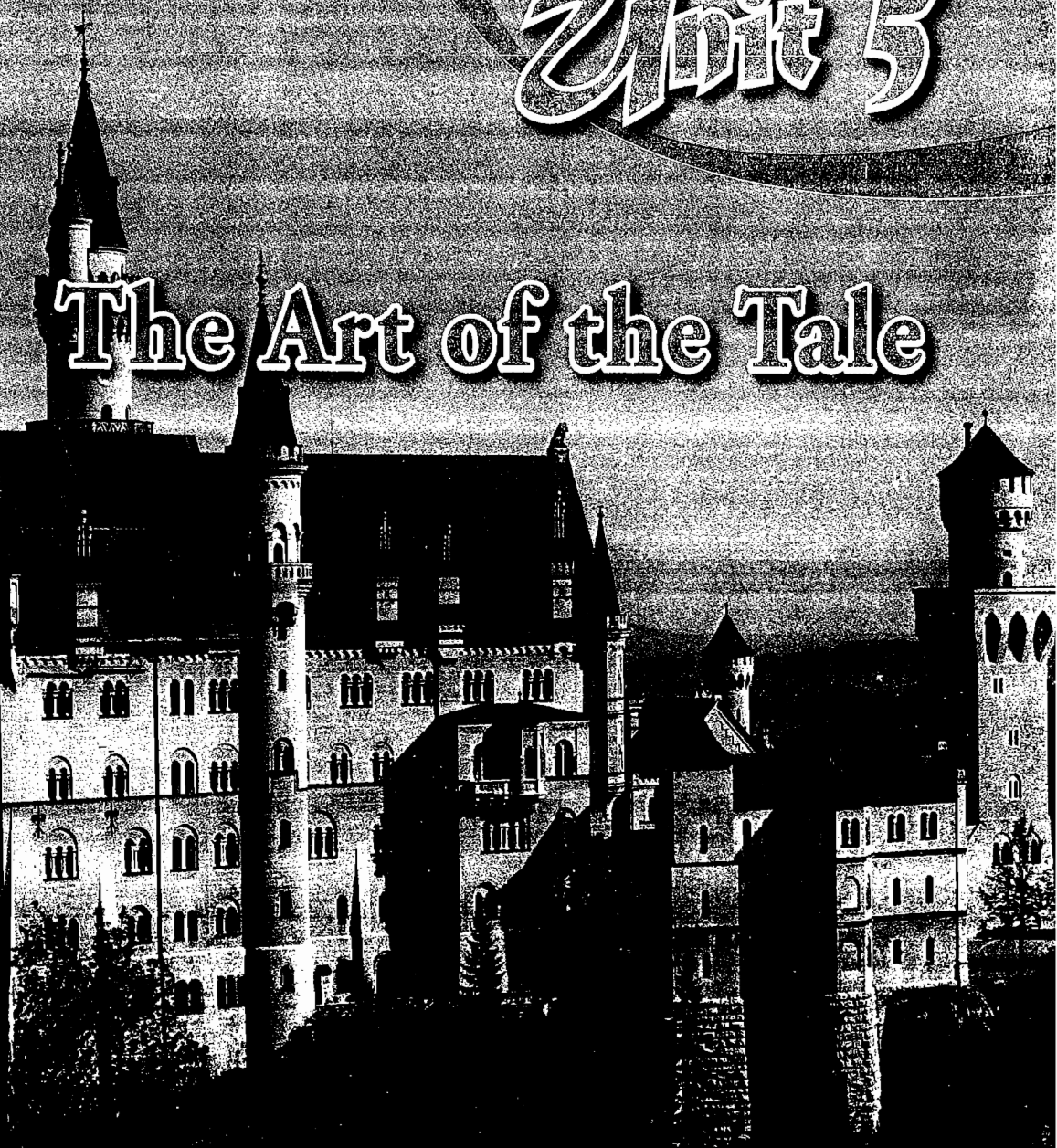
Role E: A TV host or hostess.



All group members may take some time to clarify their thoughts and organize viewpoints, to also be ready to defend their arguments in case someone else speaks against them during the talk show. The mock talk show should last for at least 20 minutes.

Unit 5

The Art of the Tale



STARTING OUT

Task 1

Tales and Writers

 Match the writers in the left column with their works in the right column.

Writers	Tales
O. Henry	The Garden Party
Anton Chekhov	The Tell-tale Heart
Katherine Mansfield	The Man in a Case
Guy de Maupassant	Running for Governor
Edgar Allan Poe	The Gift of the Magi
Mark Twain	The Necklace

 Work in pairs. Tell one of these stories to your partner.

 Discuss the following questions in groups, using the above short stories as examples.

1. What are short stories? Are short stories different from novels?
2. What are the characteristics of short stories?

Task 2

The Best Storyteller

 Work in groups of five. Each of you will write down on a piece of paper one of the integral parts of a short story: when, where, who, what, or how.

 Make up a short story based on the combination of the clues you have written down.

 Tell the story to the whole class. Then vote for the best story.

READING FOCUS

An Alpine Divorce, written in the 1880s and set during the Victorian era, sheds light on the hypocrisy (伪善) and entrapment (诱骗) of marriage in Victorian society, where divorce was still very much a taboo subject. The story goes like this...

AN ALPINE DIVORCE

Robert Barr¹

- 1 John Bodman was a man who was always at one extreme or the other. This probably would have mattered little had he not married a wife whose nature was an exact duplicate of his own.
- 2 Doubtless there exists in this world precisely the right woman for any given man to marry and **vice versa**; but when you consider that one human being has the opportunity of being acquainted with only a few hundred people, and out of the few hundred that there are but a dozen or less whom one knows intimately, and out of the dozen, one or two close friends at most, it will easily be seen, when we remember the number of millions who inhabit this world, that probably, since the Earth was created, the right man has never yet met the right woman. The mathematical chances are all against such a meeting, and this is the reason that divorce courts exist. Marriage at best is but a compromise, and if two people happen to be united who are of an **uncompromising nature there is bound to be trouble**.
- 3 In the lives of these two young people there was no middle distance. The result was bound to be either love or hate, and in the case of Mr. and Mrs. Bodman it was hate of the most bitter and **egotistical** kind.
- 4 In some parts of the world, **incompatibility of temper** is considered a just cause for obtaining a divorce, but in England no such subtle distinction is made, and so until the wife became criminal, or the man became both criminal and cruel, these two were linked together by a bond that only death could **sever**.² Nothing can be worse than this state of things, and the matter was only made the more hopeless by the fact that Mrs. Bodman lived a blameless life, while her husband was no worse than the majority of men. Perhaps, however, that statement held only up to a certain point, for John Bodman had reached a state of mind in which he resolved to get rid of his wife **at all hazards**. If he had been a poor man he would probably have deserted her, but he was rich, and a

man cannot freely leave a prospering business because his domestic life happens not to be happy.

- 5 When a man's mind **dwells** too much **on** one subject, no one can tell just how far he will go. The mind is such a delicate instrument that it is easily thrown off balance. Bodman's friends—for he had friends—claimed that his mind became **unhinged**. Whether John Bodman was **sane** or insane at the time he made up his mind to murder his wife, will never be known, but there was certainly **craftiness** in the method he devised to make the crime appear the result of an accident. Nevertheless, **cunning** is often a quality in a mind that has gone wrong.
- 6 Mrs. Bodman well knew how much her presence afflicted her husband, but her nature was as **relentless** as his, and her hatred of him was, if possible, more bitter than his hatred of her. Wherever he went she accompanied him, and perhaps the idea of murder would never have occurred to him if she had not been so persistent in forcing her presence upon him at all times and on all occasions. So, when he announced to her that he intended to spend the month of July in Switzerland, she said nothing, but made her preparations for the journey. On this occasion he did not protest, as was usual with him, and so to Switzerland this silent couple departed.
- 7 There was a hotel near the mountain-tops which stood on a **ledge** over one of the great **glaciers**. It was a mile and a half above sea level, and it stood alone, reached by a **toilsome** road³ that zigzagged up the mountain for six miles. There was a wonderful view of snow-peaks and glaciers from the **verandahs** of this hotel, and in the neighborhood were many **picturesque** walks to points more or less dangerous.
- 8 John Bodman knew the hotel well, and in **happier days** he had been intimately acquainted with the vicinity. Now that the thought of murder arose in his mind, a certain spot two miles distant from this inn continually haunted him. It was a point of view overlooking everything, and its **extremity** was protected by a low and **crumbling** wall. He arose one morning at four o'clock, slipped unnoticed out of the hotel, and went to this point, which was locally named the Hanging Outlook. His memory had served him well. It is **exactly the spot, he said to himself. The mountain which rose up behind it was wild and precipitous.** There were no inhabitants nearby to overlook the place. The distant hotel was hidden by a shoulder of rock.
- 9 One glance over the crumbling wall at the edge was generally sufficient for a visitor of even the strongest nerves. There was a sheer drop⁴ of more than a mile straight down, and at the distant bottom were **jagged** rocks and **stunted** trees that looked, in the blue haze, like **shrubbery**.
- 10 "This is the spot," said the man to himself, "and tomorrow morning is the time."

11 John Bodman had planned his crime as grimly and relentlessly, and as coolly, as he had ever **concocted** a deal on the stock exchange. There was no thought in his mind of mercy for his unaware victim. His hatred had carried him far.

12 The next morning after breakfast, he said to his wife: "I intend to take a walk in the mountains. Do you wish to come with me?"

13 "Yes," she answered briefly.

14 "Very well, then," he said, "I shall be ready at nine o'clock."

15 At that hour they left the hotel together, to which he planned to return alone shortly. They spoke no word to each other on their way to the Hanging Outlook. The path was practically level, **skirting** the mountains, for the Hanging Outlook was not much higher above the sea than the hotel.

16 John Bodman had formed no fixed plan for his procedure when the place was reached. He resolved to be guided by circumstances. Now and then a strange fear arose in his mind that she might **cling** to him and possibly drag him over the **precipice** with her. He found himself wondering whether she had any **premonition** of her fate, and one of his reasons for not speaking was the fear that a **tremor** in his voice might possibly arouse her suspicions. He resolved that his action should be sharp and sudden, that she might have no chance either to help herself or to drag him with her. Of her screams in that **desolate** region he had no fear. No one could reach the spot except from the hotel, and no one that morning had left the premises.

17 Curiously enough,⁵ when they came within sight of the Hanging Outlook, Mrs. Bodman **stopped and shuddered**. Bodman looked at her through the narrow **slits** of his veiled eyes, and wondered again if she had any suspicion. No one can tell, when two people walk closely together, what **unconscious communication one mind may have with another**.

18 "What is the matter?" he asked **gruffly**. "Are you tired?"

19 "John," she cried, with a gasp in her voice, calling him by his Christian name⁶ for the first time in years, "don't you think that if you had been kinder to me at first, things might have been different?"



20 "It seems to me," he answered, not looking at her, "that it is rather late in the day for discussing that question."

21 "I have much to regret," she said **quaveringly**. "Have you nothing?"

22 "No," he answered.

23 "Very well," replied his wife, with the usual hardness returning to her voice, "I was merely giving you a chance."

24 Her husband looked at her suspiciously.

25 "What do you mean?" he asked. "Giving me a chance? I want no chance nor anything else from you. A man accepts nothing from one he hates. My feelings towards you are, I imagine, no secret to you. We are tied together, and you have done your best to make the **bondage** insupportable."

26 "Yes," she answered, with her eyes on the ground, "we are tied together—we are tied together!"

27 She repeated these words **under her breath** as they walked the few remaining steps to the Outlook. Bodman sat down upon the crumbling wall. The woman dropped her **alpenstock** on the rock, and walked nervously to and fro, clasping and unclasping her hands. Her husband caught his **breath** as the terrible moment drew near.

28 "Why do you walk about like a wild animal?" he cried. "Come here and sit down beside me, and be still."

29 She faced him with a light he had never before seen in her eyes—a light of insanity and of hatred.

30 "I walk like a wild animal," she said, "because I am one. You spoke a moment ago of



your hatred of me, but you are a man, and your hatred is nothing to mine. Bad as you are, much as you wish to break the bond which ties us together, there are still things which I know you would not **stoop to**. There is no thought of murder in your heart, but there is in mine."

- 31 The man nervously clutched the stone beside him, and **gave a guilty start** as she mentioned murder.
- 32 "Yes," she continued, "I have told all my friends in England that I believed you intended to murder me in Switzerland."
- 33 "Good Lord!" he cried. "How could you say such a thing?"
- 34 "I say it to show how much I hate you—how much I am prepared to give up for revenge. I have warned the people at the hotel, and when we left two men followed us. The **proprietor** tried to persuade me not to accompany you. In a few moments those two men will come in sight of the Outlook. Tell them, if you think they will believe you, that it was an accident."
- 35 The mad woman tore from the front of her dress **shreds** of lace and scattered them around. Bodman started up to his feet, crying, "What are you about?" But before he could move toward her she threw herself over the wall, and went shrieking and whirling down the awful **abyss**.
- 36 The next moment two men came hurriedly round the edge of the rock, and found the man standing alone. Even in his bewilderment, he realized that if he told the truth he would not be believed.

Proper Names

John Bodman /dʒɒn 'bɒdmən/ 约翰·伯德曼
Switzerland /ˈswɪtsələnd/ 瑞士(欧洲中部国家)

New Words

abyss /ə'bis/ *n.* a deep empty space, seen from a high point such as a mountain 深渊
alpenstock /'ælpɪnstɒk/ *n.* a long iron-pointed staff used in mountain climbing 铁头登山杖
alpine /'ælpain/ *adj.* relating to the Alps or to mountains in general 阿尔卑斯山脉的; 高山的

bondage /'bɒndɪdʒ/ *n.* the state of having one's freedom limited, or being prevented from doing what one wants 束缚; 限制
concoct /kən'kɒkt/ *v.* to invent a clever story, excuse, or plan, especially in order to deceive someone 编造; 捏造; 虚构
 e.g. John concocted an elaborate excuse being for late.
crafty /'kra:ftɪ/ *adj.* good at getting what one wants by clever planning and by secretly deceiving people 诡计多端的, 狡猾的
craftiness *n.* 诡计多端, 狡猾

crumbling /'krʌmblɪŋ/ *adj.* (of a building or wall) breaking into pieces from being very old or damaged by the weather (建筑物) 碎裂的, 崩塌的

e.g. Tourists wandered through the crumbling remains of the ancient Greek temple.

cunning /'kʌnɪŋ/ *n.* the ability to achieve what one wants by deceiving people in a clever way 狡猾, 狡诈

e.g. We need to show a bit of cunning if we want to trick the enemy.

desolate /'desələt/ *adj.* (of a place) empty and looking sad because there are no people there and not much activity 荒凉的, 荒芜的, 无人烟的

e.g. In some of the more desolate regions, half of the active population is out of work.

egotistical /:i:gə'tɪstɪkəl/ *adj.* believing that you are much better or more important than other people 自大的; 自负的

extremity /'k'streməti/ *n.* the part farthest away from the center of something 末端, 端点

glacier /'glæsjə(r), 'gleɪʃə(r)/ *n.* a large mass of ice which moves slowly down a mountain valley 冰川

gruff /grʌf/ *adj.* speaking in a rough, unfriendly voice (尤指说话方式) 不友好的; 生硬的

gruffly *adv.* 不友好地; 生硬地

haze /heɪz/ *n.* smoke, dust, or mist in the air which is difficult to see through 霾, 烟雾

e.g. In the morning it looks like a smoky haze is hanging over the hills.

incompatible /'ɪnkəm'pætəbl/ *adj.* people or things that are incompatible cannot exist or be accepted together 不相容的, 不能共存的

e.g. His business interests are incompatible with his presidential responsibilities.

incompatibility *n.* 不相容, 不能共存

jagged /dʒæɡɪd/ *adj.* having a rough or pointed

edge or surface 锯齿状的, 凹凸不平的

e.g. The window was gone, and the floor was covered with jagged pieces of glass.

ledge /ledʒ/ *n.* a narrow flat piece of rock that sticks out on the side of a mountain or cliff 岩架, 岩礁

picturesque /'pɪktʃə'resk/ *adj.* (of a place) pretty and interesting in an old-fashioned way (某地) 美丽的, 风景如画的

e.g. He rents a small house in a picturesque old quarter of town.

precipice /'presɪpɪs/ *n.* a very steep side of a high rock, mountain or cliff 悬崖, 峭壁

precipitous /prɪ'sɪpɪtəs/ *adj.* dangerously high or steep 险峻的, 陡峭的

premonition /'prɪ:mə'nɪʃən/ *n.* a strange feeling that something, especially something bad, is going to happen (尤指对不祥事情的) 预感, 预兆

proprietor /prəʊ'praɪətə(r)/ *n.* an owner of a business 所有人, 老板

quaver /'kwɛvə(r)/ *v.* (of voice) to shake as one speaks, especially due to being nervous or upset (尤指因紧张使说话声) 颤抖; 用颤抖的声音说

quaveringly *adv.* 声音颤抖地

sane /sem/ *adj.* able to think in a normal and reasonable way 心智健全的, 神智正常的

e.g. I don't think any sane person would take his threats seriously.

sever /'sevə(r)/ *v.* to end a relationship with someone, or a connection with something, especially because of a disagreement 与……断绝(关系)

e.g. The company has severed its connection with its previous partners.

shred /ʃred/ *n.* a small thin piece that is torn or cut roughly from something (撕下或切下的) 碎片, 细条, 薄片

e.g. My shirt was in shreds when I took it out of the washer.

shrubbery /'ʃrʌbəri/ *n.* shrubs planted close together 灌木丛; (花园里) 灌木种植地

shudder /'ʃʌdə(r)/ *v.* to shake for a short time because of fear or cold, or because one finds something very unpleasant 打颤, 颤抖

e.g. Dave tried to kiss Julia, but she shuddered and turned away.

skirt /skɜ:t/ *v.* to go around the outside edge of a place or area 沿着……边缘走, 围绕着……
e.g. The old footpath skirts around the village.

slit /slɪt/ *n.* a long straight, narrow cut or hole 狭长的切口, 裂缝

stunted /'stʌntɪd/ *adj.* not developing properly or to full size 发育(或生长)不良的, 长得极矮(或极小的)的

e.g. A few stunted rowan trees reinforced the feeling of desolation.

toilsome /'tɔɪlsəm/ *adj.* marked by or full of toil or fatigue 辛苦的, 劳累的

tremor /'tremə(r)/ *n.* a slight shaking movement of the body that one cannot control, especially due to being ill, weak, or upset (尤指因生病、虚弱或生气而不能控制的) 颤抖, 发抖

uncompromising /ˌʌn'kɒmprəmaɪzɪŋ/ *adj.* unwilling to change opinions or intentions 不妥协的, 不让步的, 坚定的

e.g. The group has taken an uncompromising position on environmental issues.

verandah /və'renda/ *n.* an open area with a floor and a roof that is attached at ground level to the front and/or sides of a house (房屋侧面有屋顶和地板的) 走廊, 游廊

vice versa /ˌvaɪsɪ'vɜ:sə/ *adv.* used to say that the opposite of a situation just described is also true 反过来也是如此, 反之亦然

e.g. 1) The boys may refuse to play with the girls, and vice versa.

2) Dutch speakers can usually understand German quite well, but not vice versa.

Phrases and Expressions

at all hazards despite all risks 不顾一切危险的
e.g. 1) He went to save the girl at all hazards.

2) The racer meant to win the 500-mile race at all hazards.

cling to to hold someone or something tightly, especially when feeling unsafe (尤指因感觉不安全而) 紧紧抓住(抱住)

e.g. The baby monkey clings to its mother's back until it can climb by itself.

dwell on to think or talk for too long about something, especially something unpleasant 老是想, 唠叨(令人不愉快的事情)

e.g. 1) Brian is still dwelling too much on the past, in my opinion.

2) There's no use in dwelling on problems that we can't do anything about.

give a start to make a sudden movement, usually caused by fear or surprise 因……而愣了一下, 因……震颤了一下

e.g. 1) She said his name, and Tom gave a start.

2) He gave a start as he had been so relaxed that he had nearly fallen asleep.

stoop to to do something even while knowing it is morally wrong, because one thinks it will help achieve something 降低道德标准去做(某事)

e.g. 1) I can't believe she'd stoop to trying to get him fired.

2) His lawyers even stooped to using the children to gain public sympathy.

under one's breath in a quiet voice so that no one can hear 低声地

e.g. 1) As he played, he seemed to talk to himself under his breath.

2) Peter muttered something resentful under his breath, but did as she asked.

Notes

1. Robert Barr (1849–1912), born in Glasgow, Scotland, was a journalist, editor, humorist and prolific author, best known for *The Triumphs of Eugene Valmont* (1906).
2. This story is set in the Victorian era (1837–1901), when divorce was not only extremely expensive but was very hard to get. Most women and men remained in unhappy marriages for numerous reasons. Many stayed away from divorce because of the stigma attached to divorced women. It was also considered a societal taboo. Most importantly, prior to 1857, England was the only Protestant country in Europe that did not have provisions for civil divorce, so divorce could only be obtained through private Acts of Parliament, which made it very hard. Private Acts were inconvenient and extremely costly. Just 322 divorces were approved prior to the passing of the 1857 Divorce and Matrimonial Causes Act. Subsequent to the passing of this Act, divorce cases rose to about 369 in 1890 and 560 in 1900.
3. A “toilsome road” is one that requires lots of effort to travel on.
4. A “sheer” drop, or cliff, slope, etc. is very steep and almost vertical.
5. “Curiously enough” is used to describe a fact or occurrence as strange or surprising.
e.g. Curiously enough, a year later exactly the same thing happened again.
6. “Christian name” refers to a person’s first or given name, especially when given in a Christian religious ceremony.



Text Exploration

Task 1

 Character, setting and plot are integral parts of a short story. Answer the following questions.

1. What was the relationship between the main characters?
2. When and where did the story take place?
3. What is the clue in the story?
4. What happened to the main characters?

 Work in pairs and retell the story.

Task 2

Decide on the best choice for each of the following questions or incomplete statements.

1. John Bodman's temperament was of great consequence because _____.
 A. he was dominant in his family
 B. there was no middle distance between the two young people
 C. he wanted to set a good example for his friends
 D. his wife didn't know how to copy documents
2. Which of the following, according to the writer, is true about marriage?
 A. It's theoretically true that the right woman for a given man to marry does exist in this world.
 B. Only mathematical chances can determine if the right man will meet and marry the right woman.
 C. It is necessary for one to narrow down the search pool of candidates for a would-be spouse.
 D. Both the husband and the wife should learn to compromise with their acquaintances and friends.
3. "In the lives of these two young people there was no middle distance" (Para. 3) means that _____.
 A. they didn't want to be the focus of attention
 B. they were in very intimate relationship
 C. they could not reach any agreement whatsoever
 D. they preferred to stay away from each other
4. A couple could get divorced in England at the time if _____.
 A. they were incompatible in temperament
 B. they were dying

- C. the husband was cruel
D. the wife was a criminal
5. Which of the following can best describe John Bodman's life?
A. He lived a blameless life.
B. He felt helpless in his life.
C. He was regarded as a better person than most other men.
D. He was no worse than other men if he didn't plan to murder his wife.
6. John Bodman planned his murder _____.
A. when he got mentally ill
B. with his stockbroker
C. cunningly and cruelly
D. to boost his business
7. Mrs. Bodman accompanied her husband wherever he went because she _____.
A. wanted to keep a watchful eye on him
B. knew her presence made him suffer
C. needed to improve her social life
D. was trying to be a good wife
8. To the husband, the Hanging Overlook was advantageous in many ways, EXCEPT that _____.
A. nobody could overlook it
B. it was extremely picturesque
C. it was accessible only from the hotel
D. it was an overhanging cliff
9. Why didn't the husband speak to his wife on the way to the Hanging Overlook?
A. In case his voice shook, it would arouse her suspicion.
B. He didn't feel like talking as it was an arduous climb.
C. There was no interesting topic to discuss.
D. He was usually a quiet person.
10. Why did his wife ask him if he felt regret?
A. To give him a chance.
B. To prove he was good natured.
C. To prove he still loved her.
D. To kill time before the two men appeared.

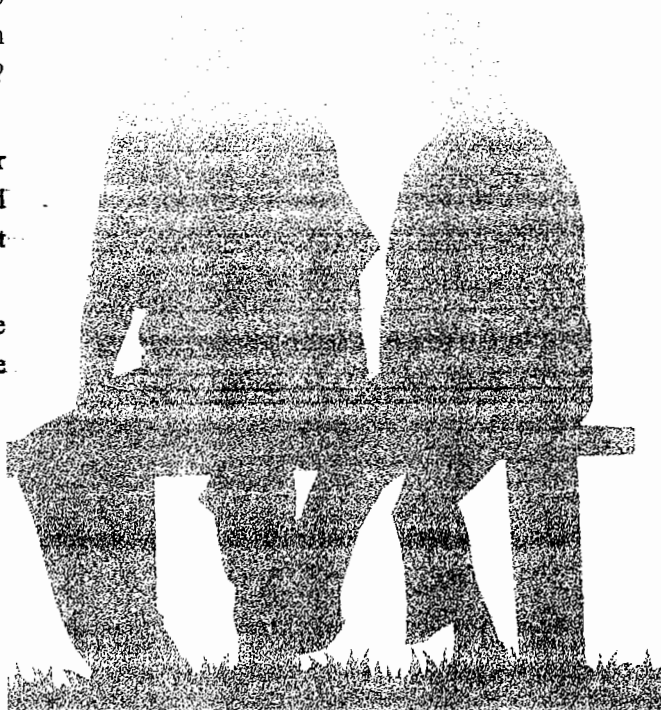
11. The wife killed herself in order to _____.
 A. free herself from misery
 B. keep her promise
 C. take revenge on her husband
 D. give total freedom to her husband
12. The wife said her hatred of her husband was _____.
 A. less bitter than her self-hatred
 B. as strong as her husband's hatred of her
 C. more irrational than her husband's hatred of her
 D. more intense than her husband's hatred of her

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. Do you agree with the author in saying that there's no probability of the right man meeting the right woman? Give your reasons.
2. Can you analyze the inner feelings of the wife that led her to take such an action at the end?
3. Do you think there could be a better way out? If so, give examples.



Vocabulary in Action

Task 1

Choose the answer that is closest in meaning to the underlined word or phrase in the sentence.

1. Many children will cling to a soft blanket or toy as a substitute for their mother at night.
A. hold tightly to B. wrap up C. keep to themselves D. throw away
2. The eye is one of the most delicate organs of the body.
A. important B. sophisticated C. fragile D. sensitive
3. Travelers came from distant lands to visit the shrine.
A. foreign B. fertile C. dry D. remote
4. The train departs Waterloo at 9:00 a.m. on Saturday.
A. reaches B. leaves C. pulls into D. heads for
5. There is often no clear distinction between an allergy (过敏) and food intolerance.
A. treatment B. connection C. difference D. similarity
6. It's almost inevitable that the client will form a very close bond with the therapist.
A. bondage B. tie C. sense of security D. friendship
7. There are two main problems which afflict people with hearing impairments (损伤).
A. conflict B. cure C. torture D. infect
8. Many persons in the vicinity were awakened by the blast, and some were thrown from their beds.
A. nightmare B. mountain C. gathering D. neighborhood
9. The decision to leave her children now haunts her.
A. troubles B. chases C. surprises D. awaits
10. By this time the Captain had grown used to living in a blue haze.
A. ocean B. fog C. mist D. void
11. We looked out over a desolate landscape of bare trees and stony fields.
A. rural B. bleak C. rocky D. hilly
12. History books do not tell us much about the domestic lives of our ancestors.
A. human B. intelligent C. inner D. family
13. The baby monkey clasped its mother's fur tightly.
A. pampered B. touched C. tore D. clutched

14. When you are dealing with so many patients, mistakes are bound to happen.
 A. likely B. rare C. anxious D. expected
15. They force the reader to slow down, to dwell on what is happening.
 A. describe B. think about C. argue about D. decide on

Task 2

Each of the words in the box can be used as different parts of speech. Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

desert protest level slip revenge duplicate sheer skirt

- I stood at the edge of the old quarry (采石场), with a _____ drop of 10 or 20 meters below me.
- Harriet glanced around, wondering if she could _____ out unnoticed.
- The restaurant space also gives the sense of a genuine, if somewhat too comfortable, _____ experience.
- The terrorist group is still looking to seek _____ against its attackers.
- The boat _____ away and headed out to sea.
- People who suffer heart attacks tend to have a high _____ of cholesterol (胆固醇) in the blood.
- His father had _____ the family when Graham was three years old.
- We maneuvered (操纵) the canoe so it _____ just around that rock.
- Dan _____ it wasn't him who had caused the problems.
- They began searching for a distant location to store the _____ of the more vital records.
- He looked for a strip of _____ ground where he could land the plane.
- The motive for the murder was clearly _____.
- Her blue _____ swayed from side to side.
- Despite their _____, the students' fees were increased.
- Everyone who votes has to fill in a _____ of paper in order to register.
- Give the plant a lot of bright light, to _____ outdoor conditions.

READING MORE

Man is a credulous animal, and must believe something; in the absence of good grounds for belief, he will be satisfied with bad ones.

—Bertrand Russell

SYMPTOMS¹

Jerome K. Jerome²

- 1 With me, it was my liver that was out of order. I knew it was my liver that was out of order, because I had just been reading a patent³ liver-pill circular⁴, in which were detailed the various symptoms by which a man could tell when his liver was out of order. I had them all.
- 2 It is a most extraordinary thing, but I never read a patent medicine advertisement without being **impelled** to the conclusion that I am suffering from the particular disease **therein** dealt with in its most **virulent** form. The diagnosis seems in every case to correspond exactly with all the sensations that I have ever felt.
- 3 I remember going to the British Museum one day to read up the treatment for some slight **ailment of which I had a touch—hay fever**, I fancy it was. I got down the book, and read all I came to read; and then, in an unthinking moment, I idly turned the leaves, and began to **indolently** study diseases, generally. I forget which was the first **distemper I plunged into—some fearful, devastating scourge**, I know—and, before I had glanced half down the list of “**premonitory symptoms**”, it was **borne in upon me** that I had fairly got it.
- 4 I sat for awhile, frozen with horror; and then, in the **listlessness** of despair, I again turned over the pages. I came to **typhoid fever**—read the symptoms—discovered that I had typhoid fever, must have had it for months without knowing it—wondered what else I had got; turned up **St. Vitus’s Dance**—found, as I expected, that I had that too—began to get interested in my case, and determined to **sift** it to the bottom, and so started alphabetically—read up **ague**, and learnt that I **was sickening for it**, and that the acute stage would commence in about another fortnight. **Bright’s disease**, I was relieved

to find, I had only in a modified form, and, so far as that was concerned, I might live for years. **Cholera** I had, with severe complications; and **diphtheria** I seemed to have been born with. I **plodded** conscientiously through the 26 letters, and the only **malady** I could conclude I had not got was **housemaid's knee**.

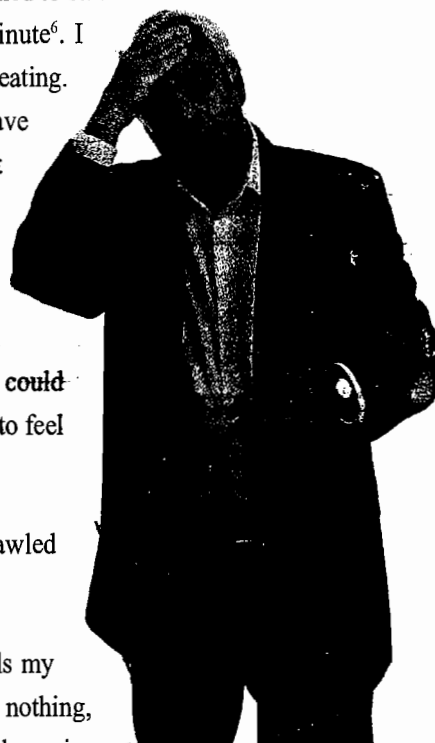
5 I felt rather hurt about this at first; it seemed somehow to be a sort of slight. Why hadn't I got housemaid's knee? Why this **invidious** reservation? After a while, however, less grasping feelings prevailed. I reflected that I had every other known malady in the **pharmacology**, and I grew less selfish, and determined to do without housemaid's knee. **Gout**, in its most **malignant** stage, it would appear, had seized me without my being aware of it; and **zymosis** I had evidently been suffering with from boyhood. There were no more diseases after zymosis, so I concluded there was nothing else the matter with me.

6 I sat and pondered. I thought what an interesting case I must be from a medical point of view, what an acquisition I should be to a class! Students would have no need to "walk the hospitals"⁵, if they had me. I was a hospital in myself. All they need do would be to walk round me, and, after that, take their diploma.

7 Then I wondered how long I had to live. I tried to examine myself. I felt my pulse. I could not at first feel any pulse at all. Then, all of a sudden, it seemed to start off. I pulled out my watch and timed it. I made it 147 to the minute⁶. I tried to feel my heart. I could not feel my heart. It had stopped beating. I have since⁷ been induced to come to the opinion that it must have been there all the time, and must have been beating, but I cannot account for it. I patted myself all over my front, from what I call my waist up to my head, and I went a bit round each side, and a little way up the back. But I could not feel or hear anything. I tried to look at my tongue. I stuck it out as far as ever it would go, and I shut one eye, and tried to examine it with the other. I could only see the tip, and the only thing that I could gain from that was to feel more certain than before that I had **scarlet fever**.

8 I had walked into that reading-room a happy, healthy man. I crawled out a **decrepit** wreck.

9 I went to my medical man. He is an old **chum** of mine, who feels my pulse, and looks at my tongue, and talks about the weather, all for nothing, when I fancy I'm ill; so I thought I would do him a **good turn** by going



to him now. "What a doctor wants," I said, "is practice. He shall have me. He will get more practice out of me than out of 1,700 of your ordinary, commonplace patients, with only one or two diseases each." So I went straight up and saw him, and he said: "Well, what's the matter with you?"

10 I said: "I will not take up your time, dear boy, with telling you what is the matter with me. Life is brief, and you might pass away before I had finished. But I will tell you what is NOT the matter with me. I have not got housemaid's knee. Why I have not got housemaid's knee, I cannot tell you; but the fact remains that I have not got it. Everything else, however, I HAVE got."

11 And I told him how I came to discover it all.

12 Then he opened me and looked down me, and clutched hold of my wrist, and then he hit me over the chest when I wasn't expecting it—a cowardly thing to do, I call it—and immediately afterwards **butted** me with the side of his head. After that, he sat down and wrote out a prescription, and folded it up and gave it to me, and I put it in my pocket and went out.

13 I did not open it. I took it to the nearest chemist's, and handed it in. The man read it, and then handed it back.

14 He said he didn't keep it.

15 I said: "You are a chemist?"

16 He said: "I am a chemist. If I was a co-operative stores and family hotel combined⁸, I might be able to oblige you. Being only a chemist hampers me."

17 I read the prescription. It ran:

"1 lb.⁹ beefsteak, with

1 pt.¹⁰ bitter beer¹¹

every 6 hours.

1 ten-mile walk every morning.

1 bed at 11 sharp every night.

And don't stuff up your head with things you don't understand."

18 I followed the directions, with the happy result—speaking for myself—that my life was preserved, and is still going on.

Proper Name

the British Museum 大英博物馆

New Words

ague /'eɪɡju/ *n.* a fever that makes one shake and feel cold (疟疾的) 症状发热, 寒战

ailment /'eɪlmənt/ *n.* an illness that is not very serious 小病, 微恙

Bright's disease *n.* 布赖特氏病, 肾炎

butt /bat/ *v.* hit or push against something or someone with the head (用头) 顶, 撞
e.g. Lawrence kept on butting me but the referee did not warn him.

cholera /'kɒlərə/ *n.* a serious disease that causes sickness and sometimes death, and is caused by eating infected food or drinking infected water 霍乱

chum /tʃʌm/ *n.* a good friend 好朋友

decrepit /dɪk'rept/ *adj.* old and in bad condition 衰老的, 破旧的

e.g. In the windows of the decrepit houses, gas lamps were beginning to be lighted.

devastating /dɪ'veɪstetɪŋ/ *adj.* making someone feel extremely sad or shocked 令人震惊的

e.g. He was in Nice when he heard the devastating news.

diphtheria /dɪf'tɪəriə, dɪp'tɪəriə/ *n.* a serious infectious throat disease that makes breathing difficult 白喉

distemper /dɪ'stempə(r)/ *n.* a serious infectious disease that affects animals, especially dogs 瘟热 (猫和狗所得的一种传染性疾病)

gout /gaʊt/ *n.* a disease that makes toes, fingers, and knees swollen and painful 痛风 (病)

hay fever *n.* a medical condition, like a bad cold, that is caused by breathing in pollen 枯草热, 花粉热

housemaid's knee *n.* 髌前囊炎

impel /ɪm'pel/ *v.* to make one feel very strongly that one must do something 促使做, 驱使

e.g. 1) I wonder what it is that impels him to exercise all the time.

2) I feel impelled to write and tell you how disappointed I am with your newspaper.

indolent /'ɪndələnt/ *adj.* lazy 懒惰的

indolently *adv.* 懒惰地

invidious /ɪn'vɪdɪəs/ *adj.* unpleasant, especially because it is likely to offend people or make one unpopular 令人不快的; 惹人反感的

e.g. By innocently lying to the detectives, she'd put herself in an invidious position.

listless /'lɪstlɪs/ *adj.* feeling tired and not interested in things 倦怠的, 无精打采的, 懒洋洋的

e.g. The heat was making me listless.

listlessness *n.* 无精打采

malady /'mælədi/ *n.* an illness 疾病

malignant /mə'lɪgnənt/ *adj.* a malignant disease is one such as cancer, which can develop in an uncontrolled way and be likely to cause someone's death (肿瘤、疾病等) 恶性的; 致命的

e.g. The process by which malignant cancer cells multiply is not fully understood.

pharmacology /fɑ:mə'kɒlədʒi/ *n.* the scientific study of drugs and medicines 药理学

plod /plɒd/ *v.* to work slowly or make slow progress, especially in a tedious way 孜孜不倦地干, 埋头苦干 (尤指无趣或困难的事)

e.g. For years he had plodded along in a series of boring office jobs.

premonitory /prɪ'mɒnɪtəri/ *adj.* giving a warning that something unpleasant is going to happen 给予警告的, 预兆的

scarlet fever *n.* a serious infectious illness that mainly affects children, causing a sore throat and red spots on the skin 猩红热

scourge /skɜ:dʒ/ *n.* something that causes a lot

of harm or suffering 祸根, 祸害

sift /sift/ *v.* to examine information, documents, etc. carefully in order to find something out or decide what is important and what is not 细查, 详审, 严密检查 (信息、文件等)

e.g. The police are sifting the evidence very carefully to try and find the guilty person.

St. Vitus's Dance *n.* 舞蹈病

therein /ðeər'm/ *adv.* in that place, or in that piece of writing 在那里; 在那篇文章 (那本书) 里

e.g. I remember not being able to stand waiting outside a phone kiosk (电话亭) any longer and dragging out a man who was obviously gossiping therein.

typhoid fever *n.* a serious infectious disease that is caused by dirty food or drink 伤寒

virulent /'vɪrjələnt/ *adj.* a poison, disease, etc. that is virulent is very dangerous and affects people very quickly (毒物、疾病等) 剧毒的, 危险的, 迅速致命的

zymosis /zə'məʊsɪs/ *n.* 发酵病

Phrases and Expressions

a touch of a very small amount of something 少量某物, 一点儿某物

e.g. I feel like I'm getting a touch of flu.

be borne in upon sb. to be impressed upon someone; to become one's conviction (that) 意识到, 完全认识到

e.g. It was borne in upon us how close we had been to disaster.

be sickening for sth. to start to become ill 开始不舒服, 有生病的症状

e.g. She hasn't eaten all day—she must be sickening for something.

do sb. a good turn do something that is helpful for someone 做有利于某人的行为

e.g. You did me a good turn by driving Max home last night.

plunge into to begin to do something suddenly, without thinking about the possible results 突然开始做某事

e.g. Stuart was always plunging into risky ventures.

Notes

1. This is an excerpt from *Three Men in a Boat*, published in 1889, which is a humorous account by Jerome K. Jerome of a boating holiday on the Thames River.
2. Jerome K. Jerome was an English writer and humorist, best known for the humorous travelogue *Three Men in a Boat*. His other works include the essay collections *Idle Thoughts of an Idle Fellow* and *Second Thoughts of an Idle Fellow*; *Three Men on the Bummel*, a sequel to *Three Men in a Boat*; as well as several other novels.
3. A patent medicine is usually not very powerful, and can be bought from a shop without the written permission of a doctor.
4. The word "circular" here means "a printed advertisement, notice, etc. that is sent to lots of people at the same time" (同时送达很多人的) 印刷信函 (或通知、广告).
5. To "walk the hospitals" means to "work through the wards in the hospital" (在医院实习).
6. The phrase "to the minute" means "exactly" in the sentence.

7. The word “since” is used, when talking about an event or situation in the past, to indicate that another event happened at some point later in time.
e.g. 1) We were divorced two years ago, and she has since remarried.
 2) About six thousand people were arrested, several hundred of whom have since been released.
8. A co-operative store and family hotel combined serves as both a store and a family hotel.
9. “lb.” is the written abbreviation of pound or pounds in the English measure of weight.
10. “pt.” is the written abbreviation of pint or pints.
11. Bitter beer (a form of pale beer) is a type of beer that is light brown in color and made from malt (麦芽) dried with coke.

Text Exploration

Task 1

Choose the correct answer to each of the following questions.

- Why did the man go to the British Museum?
 - To put different types of diseases in alphabetical order.
 - To find out if liver pills are effective.
 - To go and appreciate the collections there.
 - To learn about the treatment of a particular disease.
- What was the result of the man's visit to the British Museum?
 - He convinced himself he was suffering from all the existing diseases except one.
 - He had a shock and had to crawl out of the museum as he couldn't walk.
 - He learned about the symptoms of so many diseases that he decided to study medicine.
 - He found no cure for his illness and became very anxious about it.
- What was the man's first reaction when he found housemaid's knee was an exception?
 - He was relieved.
 - He felt insulted.
 - He accepted it immediately.
 - He was furious.
- What did the man think of himself from a medical point of view?
 - He was able to establish and manage a hospital himself.
 - He didn't need to walk the hospitals as he was already a doctor.
 - He was an interesting and valuable case to the medical students.
 - He should save himself the trouble of going to the hospital and go back home.

5. What conclusion did the man draw after examining himself?
- A. It was because he was too excited by his findings that his heart beat fast.
 - B. He was terminally ill and his heart was going to stop beating.
 - C. There was enough evidence that he suffered from scarlet fever.
 - D. He should shut his eyes and ignore all the bad news he brought on himself.
6. Which of the following is true about the man and his doctor friend?
- A. He was always convinced by his doctor that he was a happy and healthy man.
 - B. The doctor would charge him some money if he went for a visit.
 - C. He was thinking of helping the doctor in return as he was a unique case himself.
 - D. The doctor could do nothing but feel at the patient's pulse, have a look at his tongue and talk about the weather.
7. What did the doctor do this time?
- A. The doctor tried to comfort the man as usual.
 - B. The doctor consulted some other doctors.
 - C. The doctor operated on the man right away.
 - D. The doctor prescribed something for the man.
8. What was the advice the doctor gave the man?
- A. Live a physically and spiritually healthy life.
 - B. Be brave and face up to all adversity.
 - C. Never trust chemists because they are disappointing.
 - D. Take some tests before making any decision.

Task 2

Read the following statements and decide whether they are true or false according to the text. Put "T" before a true statement and "F" before a false one.

- ___ 1. Every time the man read through the symptoms of a disease, he felt he had caught it.
- ___ 2. Hay fever was the first disease he happened to come across when he idly looked through the medical book.
- ___ 3. He judged he had cholera and it would become dangerous in two weeks.
- ___ 4. He decided he was suffering from a lot of diseases just without awareness.
- ___ 5. He couldn't explain why he couldn't feel his heart and his heartbeat anywhere in his body.
- ___ 6. He considered himself of more value to his doctor than 1,700 ordinary patients.
- ___ 7. He chose not to tell the doctor the diseases he had because it would take too long.
- ___ 8. The chemist could not fill the prescription because the medicine was not available.

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. The author says in the fifth paragraph, "After a while, less grasping feelings prevailed." What change of feelings did the man have?
2. What do you think the story is trying to tell us? Do you agree with it? Give your reasons.
3. What do you think are the contributing factors to "my" misconception that "I" had all these diseases?

Discuss in groups the following question.

Do you know anybody who had a somewhat similar experience as "I" did in the story?

Vocabulary in Action

Task 1

Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

commonplace
acquisition

commence
prescription

prevail
slight

induce
hamper

impel
acute

ponder
clutch

1. The search efforts were _____ by strong winds and 15-foot waves.
2. He's _____ ways to make such programs more appealing to unsophisticated audiences.
3. The doctor says there has been a(n) _____ improvement in her condition.
4. IBM will look at _____ including small service companies that complement its offerings.
5. Your inner strength will enable you to _____ over life's obstacles.
6. The state advertises a great deal to _____ its citizens to buy lottery tickets.

7. Your first evaluation will be six months after you _____ employment.
8. Sarah felt _____ to stay at home and look after her parents.
9. She stood there, the flowers still _____ in her hand.
10. Superstores such as Wal-Mart are now _____ in small towns in the United States.
11. At present you can only get it with a doctor's _____, and you have to pay full price because it is not available on the National Health Plan.
12. He is afflicted with _____ gastritis (胃炎) and should drink ordinary saline solution (盐水).

Task 2

Complete the following sentences by translating the Chinese in brackets into English. Try to use the expressions you have learned from the text.

1. It's nothing serious—_____ (只是一点消化不良).
2. _____ (他帮了我大忙) when he advised me not to sell my house—it's worth twice as much now.
3. The witness's statements _____ (与现有证据相符).
4. The toilets are almost always _____ (不能正常工作).
5. _____ (她正要开始讲她的故事) when the phone rang.
6. It is often the negative power I perceive within myself that is _____ (很难解释或控制).
7. The train arrived at 11:05 _____ (分秒不差).
8. _____ (没有地毯也行), but you've got to have somewhere to sit.
9. _____ (就成家来说), the trend is for women to have children later in life.
10. He still stood behind his cash register _____ (往嘴里塞糯米花).



PRACTICAL TRANSLATION

拆译法

相比汉语而言,许多英语文本,尤其是英语议论文和科技文献,句子一般较长,且包含许多信息。这些信息通过“形合”法连接成句,进而形成语篇。英译汉时,如果应用语法分析和逻辑判断的手段,对英语语篇加以分析拆解,就能使译文更加体现汉语“意合”的特点。我们称这种化整为零的处理方法为“拆译法”(division)。拆译法需要按照意群,将英语句子中某些成分,比如词、短语、复合句从句子的主干中拆分出来,或变成短句,或变成独立句等。这些成分可根据逻辑顺序和英汉两种语言的差异,改变它们在原句中的位置,有利于译文句子的总体安排,使译文自然、流畅。

1. 拆译单词

1) He shall be glad of your company on the journey.

译文:如果你能陪他一块儿去,他会很高兴的。

2) She had a sound feeling that idiom was the backbone of a language and she was all for the racy phrases.

译文:她感到习语是语言的支柱,因此特别主张用生动的短语,她的想法是完全正确的。

解析:这两个句子虽然不长,但都包含多层意思。例1)包含两层意思:“他高兴”和“你陪他一块儿去”,因此原句中的 glad 在译文中被拆分出来,译成了一个短句“他会很高兴的”。例2)包含三层意思:“她的想法完全正确”,“习语是语言的支柱”和“她主张用生动的语言”,因此原文中的 sound 在译文中被拆分出来,译成了短句“她的想法是完全正确的”。在翻译这类句子时,我们要先对句子进行有效的拆分,译出句子的层层意思,然后按照汉语“先分析后结论”的句式特点,得出地道、连贯的译文。

2. 拆译短语

3) “But we have a lot of small, very disruptive day-in-and-day-out problems on the factory floor,” one industrialist said.

译文:一位实业家说:“在工厂办公楼里,我们面临许多很小但破坏性却很大的问题,它们日复一日,无休无止地发生。”

4) Thunderstorms in spring and summer often come with intensity great enough to cause flash-flooding.

译文:春夏两季,雷雨交加,猛烈异常,往往会导致暴雨成灾。

解析:这两个句子都是完整的长句。例3)中的 problems 前面有四个修饰语: a lot of, small, very disruptive, day-in-and-day-out, 如果不作任何拆译,让所有的修饰语全部作定语修饰 problems,那定语部分就会显得过长,句子会出现“头重脚轻”的问题。因此

有必要对句子进行拆译, 让直接修饰 problems 的定语前置, 而把说明问题发生频率的短语 day-in-and-day-out 置于句尾, 译成一个独立句。这样句子的意思和结构就变得清晰明了。例句 4) 的原文是一个完整而有气势的句子, 但如果我们不作任何拆译, 句子的结构就会显得拖沓, 意思表达不清, 读者会不知所云, 因此有必要拆译句子, 并用汉语中常用的“四字格”来处理, 句意清晰, 气势依旧。

3. 拆译复合句

- 5) In the course of decay of the vegetable and animal matter in the soil, various acids and gases are formed which help to decompose the rock particles and other compounds needed for the plant foods.

译文: 动植物在泥土里腐烂的过程中, 形成各种酸和气体。这些酸和气体有助于分解岩石粒和其他化合物, 以供植物作养料。

- 6) Considerable attention has been focused on the dilemma presented by the patient with chest pain who, on angiographic study, has normal coronary arteries and no other objective evidence of heart disease.

译文: 有一种胸痛病人, 其冠状动脉造影检查正常, 又无心脏病的其他客观特征, 其诊断上的困难引起了人们的极大重视。

解析: 这两个句子都是含有定语从句的复合句, 对于这类句子, 我们往往可以按照句子的意群, 使用拆译法将从句和主句分开译。例 5) 的关系代词 which 前面是一个完整的句子, 我们可先译出前面的句子, 而 which 所指代的 acids 和 gases 又是后面句子的主语, 因此我们可以重复这两个先行词, 再译后面的句子。而后面句子中的 needed 其实是另一个定语从句 which are needed 省略 which are 而来, 因此按照意群, 我们可以在这里进行第二次拆译, 将后半句译成两个语义连贯的短句。例 6) 的情况也是一样, 我们可以按照句子的意群, 将关系代词 who 作为拆译的一个标志词, 在它的前面进行拆分, 将句子一分为二。而这个定语从句本身是一个并列句, 我们有必要将并列的两个成分进行拆分。从思维方式来说, 原句是典型的“先结论后分析”的英语句子结构, 译成汉语时, 要使句子符合汉语的逻辑思维, 就需采用“先分析后结论”的句子结构, 因此整个句子的结构和顺序进行了较大的调整。

4. 拆译整个句子

- 7) This development is in part a result of experimental studies indicating that favorable alterations in the determinants of myocardial oxygen consumption may reduce ischemic injury and that reduction after load may be associated with improved cardiac performance.

译文: 从某种程度上讲, 这方面的进展是实验研究的结果。实验结果表明, 有效改善心肌耗氧量的决定因素可减轻局部损害, 并且负荷的减轻也能改善心肌功能。

- 8) Could any spectacle, for instance, be more grimly whimsical than that of gunners using science to shatter men's bodies while, close at hand, surgeons use it to restore them?

译文: 例如: 炮兵利用科学毁坏人体, 而就在附近, 外科医生用科学抢救被炮兵毁坏的人体, 还有什么情景比这更怪诞可怕的吗?

解析：这两句如果按照英文结构直接翻译成汉语，势必造成逻辑关系混乱，表意不清，使人难以理解。因此我们要根据汉语多用短句的句法特点，按照英语原文的意群，将较长的英语句子拆译为两个或两个以上的单位，以求在充分“达意”的基础上，符合汉语的表达习惯。因此例7)的译文将原句拆译成两个完整的句子，含五个分句，例8)的译文将原句拆译成五个分句，这样处理后，句子层次分明、表意明确、逻辑性强。

但是，拆译是有一定限度的，拆译的目的并不是要把句子弄得七零八落，支离破碎。拆译应该按照英文原句的意群，使拆译后的汉语主谓结构完整、层次分明、逻辑清晰，否则拆译的意义也就不复存在了。

Translation Practice

Translate the following sentences into Chinese, using the technique of division.

1. They vainly tried to find out the stranger's name.
2. The infinitesimal amount of nuclear fuel required makes it possible to build power reactors in that mountainous area.
3. It all began in the mid-1850s, when Lowe's experiments with balloons led him to believe in the existence of an upper stream of air that moved in an easterly direction, no matter what direction the lower currents flowed. More puzzling is the remarkable increase in occurrence of this disease which has happened since World War II in a number of western countries where standards of hygiene were continuously improving.



FOCUSED WRITING

Résumés and CVs

What is a résumé or CV?

A résumé or a curriculum vitae (CV) is a document that honestly outlines and summarizes your qualifications, training, work experience, and interests. Prospective employers or admissions committee members will need to know your educational attainments, any work experience you already have and your skills, achievements and interests.

How is a résumé or CV organized?

A résumé (US) or a CV (UK) should be limited to one page if possible so that a potential employer can see at a glance who you are and what he or she can expect you to be able to do. Therefore, take time to lay out the page so that it looks tidy and is easy to read. You should tailor your résumé or CV to fit the needs and expectations of each company and job position by ensuring the information you include is relevant. There is no point in making a lot of your ability to teach children how to play the flute if you are applying for a position as an accountant—though you should of course mention any abilities that you do have.

What is included in a résumé or CV?

Generally speaking, a résumé or CV should include any of the following information that is relevant.

- * Personal details at the top, such as name in bold type, address, contact numbers and, if the subject has one, an e-mail address.
- * Career objective (This is optional and is not always included in a CV.)
- * Education: Listing of academic degrees beginning with the degree in progress or most recently earned. Include: name of institution, city and state, degree type (B.A., B.S., M.A., etc.) and area of concentration, month and year degree was (will be) received. If you are an undergraduate and your GPA is 3.5 or higher, it is appropriate to include it.
- * Work Experience: Listing of jobs (part-time, full-time, volunteer, temporary or permanent). Include: company name, department, agency, or organization; city and state; job/position title; dates; a brief description of your duties and responsibilities, using strong action verbs. List these in reverse chronological order, i.e. latest first.
- * Honors and Awards (if appropriate): List any competitive scholarships, fellowships or scholastic honors, teaching or research awards, if relevant. Do not include minor awards but these could be referred to in your cover letter, e.g. "I also received awards for swimming while at university."
- * Qualifications or Skills: A summary of particular or relevant strengths or skills which you want to highlight.

- * Publications (if appropriate): Give bibliographic citations (using the format appropriate to your particular academic discipline) for articles, pamphlets, chapters in books, research reports, or any other publications that you have authored or co-authored. (This section may be omitted but can be referred to in your cover letter, or if comprehensive, listed separately.)
- * Hobbies and Interests (Optional but you can provide a short list)
- * References: (Optional) end a résumé or CV with the statement "Available upon Request."

Five Cs in writing a résumé or CV

- * Clear—well-organized and logical
- * Concise—relevant and to the point
- * Complete—including everything relevant
- * Consistent—don't mix styles or fonts
- * Current—up-to-date

Wang Xiaoming

PERSONAL INFORMATION

Address:

School of Economics and Finance
Fudan University, Shanghai,
China, 200043

Tel: (86-21) 5163-0222

Mobile: (86) 136-8888-2222

E-mail: wxm123@163.com

EDUCATION

Sep. 2005 – July 2009 Fudan University, Shanghai, China

—Bachelor of Economics, Majored in Finance (GPA: 3.98/4, ranked Top 1st in 160 students)

WORK EXPERIENCE

July 2008 – Aug. 2008

—Research Assistant at Hengdian Capital, Hangzhou, China. Collected and processed data, developed PowerPoint slides, translated subprime crisis articles in magazines such as *Economists* and *Business Week*, and wrote an industry analysis report.

Summers 2008 and 2007

—Research Assistant at State Street Technology Instit., Shanghai. Produced a review of the evolution of the New Basel Accord, gathered data and helped analysis of sub-prime crisis

PROJECTS AND RESEARCH EXPERIENCE

Sep. 2007 – Present "Student Research Training Program"

—Focused on the growing environment and macro-policy influence for small

and medium sized enterprises (SMEs) in Shanghai: collated literature, designed questionnaires, and currently conducting field work in Shanghai.

June – Aug. 2008 "Mid-Term Evaluation of the 11th Five-Year Plan of Shanghai Municipality" Project, Shanghai

—Took charge of the social insurance and social service section, collected local information, and wrote the social insurance and social service part of the report

May 2008 "The Present Situation of Shanghai Real Estate Market and Potential Financial Risk" Project, Local Commercial Bank

—Collected and processed data on the real estate market of Shanghai, gathered local real estate market information, and wrote the report

Dec. 2007 – Jan. 2008 "Developmental Finance Supporting Shanghai" Project, National Development Bank

—Collected data, wrote part of the report, and developed PowerPoint slides

RESEARCH INTERESTS

Econometrics, Financial Economics, and Chinese Economic Reform

LANGUAGE SKILLS

Native Language: Chinese

English Language: TOEFL 113/120 GRE V 620/800 Q 800/800 AW 4/6

COMPUTER SKILLS

Computer Experience: Microsoft Office, Visual Basic, C, Matlab

Statistical Packages: SPSS, Eviews, Excel

ACTIVITIES AND INTERESTS

Activities: Volunteer for the 2008 International Workshop on Chinese Productivity Member of IAESTE

Interests: Swimming, Calligraphy, and Chinese Cooking.

REFERENCES

Available upon request.

A Sample Resume

JIM SMITH

jsmith@dd.email.him

Present Address

123 Riverwood Dr.
 Collegetown, USA 12345
 (xxx)555-7756

Permanent Address

222 Hometown Dr.
 Parentville, USA 45678
 (xxx)444-1111 (after May 15th, 2009)

CAREER OBJECTIVE

To obtain a position working with environmental issues where I can utilize my analytical skills to assist a company with research goals.

EDUCATION

University of Nebraska, Lincoln, Nebraska
 Bachelor of Science, May 2009
 Major: Geology Minor: History
 GPA: 3.75/4.00

Significant Coursework: Research Methods, Peer Leadership, Global Environmental Issues, Technical Writing.

Computer Skills: Lotus, 1-2-3, COBOL, SPSS

PROFESSIONAL EXPERIENCE**Intern, Carson Geological Consultants**

Denver, Colorado, May 2009-August 2009

- *Assisted Senior Geologist with collection of field samples
- *Performed laboratory chemical composition tests
- *Input data for statistical software packages
- *Met with clients to discuss project status

Student Assistant, University of Nebraska Department of Geology

Lincoln, Nebraska, September 2008-May 2009

- *Compiled and indexed statistical information from soil sample tests
- *Inspected and cataloged incoming soil sample tests
- *Streamlined procedures for testing and grading core samples
- *Wrote reports summarizing results of soil sample tests

President, Lambda Lambda Lambda Fraternity

University of Nebraska, Lincoln, NE, September 2006-August 2008

*Organized meetings for a group of 25 house members

*Coordinated activities and intramural participation during Greek Week

*Proposed new and successful fund raising activities for the house

ACTIVITIES AND HONORS

Kappa Delta Psi, Geology Honorary, 2006-2008

Tutwiler Scholarship Award, 2007

Dean's list, last six semesters

History Club, 2006-2008

REFERENCES

Available upon request.

Writing Assignment

Suppose you are applying for an internship at an international manufacturing company. Write your résumé for the company so that the Human Resources Department gains a fundamental understanding about you. Remember that special attention should be paid to the layout or format of a résumé.



FINAL PROJECT

Review

Step One ➡

Work in groups and do a review on *An Alpine Divorce*. Your review may focus on the following aspects.

1. What lessons are to be learnt from the story, for both the characters in it and for the readers;
2. How the author has used plot, characterization, setting and style to reflect the moral of the story.

Step Two ➡

Present your understanding of the story to the whole class. Your presentation should include:

1. Characters and their relationships;
2. Setting, time, place;
3. Plot;
4. Your understanding of the story.



51

Issue 6

Transitions



STARTING OUT

Task 1

Group Discussion

The term “migrant worker” has different official meanings and connotations in different parts of the world. The United Nations’ definition is broad, essentially including anyone working outside their home country. It can also include those who migrate within a country, usually their own, in order to pursue work such as seasonal jobs.

In China, there are great numbers of such internal migrant workers in the big cities. Discuss the possible reasons why they leave their hometowns and seek jobs in the cities, and the possible consequences of this phenomenon.

Task 2

Group Discussion

The United States is a nation on the move. People seldom live their entire life in one place or remain where they were born. Tell your group members what the driving forces are behind this.

Task 3

The following are excerpts from three US presidents’ inaugural speeches. Read the excerpts and try to look for hints of changes in the social and economic status of the country.

Franklin D. Roosevelt’s Inaugural Speech (1933)

In such a spirit on my part and on yours we face our common difficulties. They concern, thank God, only material things. Values have shrunk to fantastic levels; taxes have risen; our ability to pay has fallen; government of all kinds is faced by serious curtailment of income; the means of exchange are frozen in the currents of trade; the withered leaves of industrial enterprise lie on every side; farmers find no markets for their produce; the savings of many years in thousands of families are gone.

More important, a host of unemployed citizens face the grim problem of existence, and an equally great number toil with little return. Only a foolish optimist can deny the dark realities of the moment.

Bill Clinton’s Inaugural Speech (1997)

And what a century it has been. America became the world’s mightiest industrial power; saved the

world from tyranny in two world wars and a long cold war; and time and again, reached out across the globe to millions who, like us, longed for the blessings of liberty.

Along the way, Americans produced a great middle class and security in old age; built unrivaled centers of learning and opened public schools to all; split the atom and explored the heavens; invented the computer and the microchip; and deepened the wellspring of justice by making a revolution in civil rights for African Americans and all minorities, and extending the circle of citizenship, opportunity and dignity to women.

George W. Bush's Inaugural Speech (2004)

In America's ideal of freedom, citizens find the dignity and security of economic independence, instead of laboring on the edge of subsistence. This is the broader definition of liberty that motivated the Homestead Act, the Social Security Act, and the G.I. Bill of Rights. And now we will extend this vision by reforming great institutions to serve the needs of our time. To give every American a stake in the promise and future of our country, we will bring the highest standards to our schools, and build an ownership society. We will widen the ownership of homes and businesses, retirement savings and health insurance—preparing our people for the challenges of life in a free society. By making every citizen an agent of his or her own destiny, we will give our fellow Americans greater freedom from want and fear, and make our society more prosperous and just and equal.

READING FOCUS

Ask not what your country can do for you. Ask what you can do for your country.

INAUGURAL ADDRESS

John F. Kennedy¹

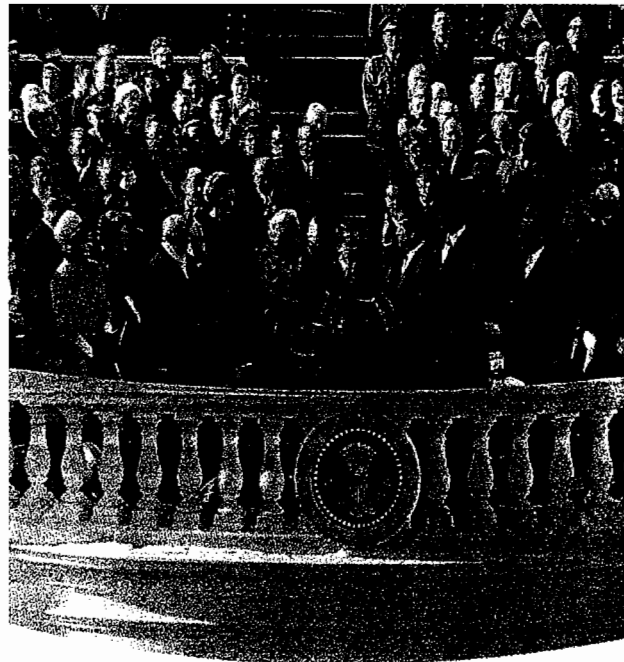
- 1 *Vice President Johnson, Mr. Speaker, Mr. Chief Justice, President Eisenhower, Vice President Nixon, President Truman, reverend clergy, fellow citizens, we observe today not a victory of party, but a celebration of freedom—symbolizing an end, as well as a beginning—signifying renewal, as well as change. For I have sworn before you and Almighty God the same solemn oath our forebears prescribed nearly a century and three quarters ago.*
- 2 *The world is very different now. For man holds in his mortal hands the power to abolish all forms of human poverty and all forms of human life. And yet the same revolutionary*

beliefs for which our forebears fought are still at issue around the globe—the belief that the rights of man come not from the generosity of the state, but from the hand of God.



- 3 We dare not forget today that we are the heirs of that first revolution. Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans—born in this century, tempered by war, disciplined by a hard and bitter peace, proud of our ancient heritage—and unwilling to witness or permit the slow undoing of those human rights to which this Nation has always been committed, and to which we are committed today at home and around the world.
- 4 Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe, in order to assure the survival and the success of liberty.
- 5 This much we pledge—and more.
- 6 To those old allies whose cultural and spiritual origins we share, we pledge the loyalty of faithful friends. United, there is little we cannot do in a host of cooperative ventures. Divided, there is little we can do—for we dare not meet a powerful challenge at odds and split asunder.
- 7 To those new states whom we welcome to the ranks² of the free, we pledge our word that one form of colonial control shall not have passed away merely to be replaced by a far more iron tyranny.³ We shall not always expect to find them supporting our view. But we shall always hope to find them strongly supporting their own freedom—and to remember that, in the past, those who foolishly sought power by riding the back of the tiger ended up inside.
- 8 To those peoples in the huts and villages across the globe struggling to break the bonds of mass misery, we pledge our best efforts to help them help themselves, for whatever period is required—not because the Communists may be doing it, not because we seek their votes, but because it is right. If a free society cannot help the many who are poor, it cannot save the few who are rich.

- 9 To our sister republics south of our border, we offer a special pledge—to convert our good words into good deeds—in a new alliance for progress—to assist free men and free governments in **casting off** the chains of poverty. But this peaceful revolution of hope cannot become the prey of hostile powers. Let all our neighbors know that we shall join with them to oppose aggression or **subversion** anywhere in the Americas. And let every other power know that this Hemisphere intends to remain the master of its own house.
- 10 To that world assembly of sovereign states, the United Nations, our last best hope in an age where the instruments of war have far **outpaced** the instruments of peace, we renew our pledge of support—to prevent it from becoming merely a forum for **invective**—to strengthen its shield of the new and the weak—and to enlarge the area in which its **writ** may run.
- 11 Finally, to those nations who would make themselves our **adversary**, we offer not a pledge but a request: that both sides begin **anew** the quest for peace, before the dark powers of destruction **unleashed** by science **engulf** all humanity in planned or accidental self-destruction.
- 12 We dare not tempt them with weakness. For only when our arms are sufficient beyond doubt can we be certain beyond doubt that they will never be employed.
- 13 But neither can two great and powerful groups of nations take comfort from our present course—both sides overburdened by the cost of modern weapons, both rightly **alarmed by the steady spread of the deadly atom**, yet both racing to alter that uncertain **balance of terror** that stays the hand of **mankind's final war**.
- 14 So let us begin anew—remembering on both sides that civility is not a sign of weakness, **and sincerity is always subject to proof**. Let us never negotiate out of fear. But let us never fear to negotiate.
- 15 Let both sides explore what problems unite us instead of **belaboring** those problems which divide us.



- 21
- 2
- 16 Let both sides, for the first time, formulate serious and precise proposals for the inspection and control of arms—and bring the absolute power to destroy other nations under the absolute control of all nations.
- 17 Let both sides seek to **invoke** the wonders of science instead of its terrors. Together let us explore the stars, conquer the deserts, eradicate disease, tap the ocean depths, and encourage the arts and commerce.
- 18 Let both sides unite to **heed** in all corners of the earth the command of Isaiah⁴—to “undo the heavy burdens... and to let the oppressed go free.”
- 19 And if a **beachhead** of cooperation may push back the jungle of suspicion, let both sides join in creating a new endeavor, not a new balance of power, but a new world of law, where the strong are just and the weak secure and the peace preserved.
- 20 All this will not be finished in the first 100 days. Nor will it be finished in the first 1,000 days, nor in the life of this Administration, nor even perhaps in our lifetime on this planet. But let us begin.
- 21 In your hands, my fellow citizens, more than in mine, will rest the final success or failure of our course. Since this country was founded, each generation of Americans has been summoned to give testimony to its national loyalty. The graves of young Americans who answered the call to service surround the globe.
- 22 Now the trumpet summons us again—not as a call to bear arms, though arms we need; not as a call to battle, though **embattled** we are—but a call to bear the burden of a long **twilight** struggle, year in and year out, “rejoicing in hope, patient in **tribulation**”—a struggle against the **common enemies of man: tyranny, poverty, disease, and war itself**.
- 23 Can we forge against these enemies a grand and global alliance, North and South, East and West, that can assure a more fruitful life for all mankind? Will you join in that historic effort?
- 24 In the long history of the world, only a few generations have been granted the role of defending freedom in its hour of **maximum danger**. I **do not shrink from this** responsibility—I welcome it. I do not believe that any of us would exchange places with any other people or any other generation. The energy, the faith, the devotion which we bring to this endeavor will light our country and all who serve it—and the glow from that fire can truly light the world.
- 25 And so, my fellow Americans: ask not what your country can do for you—ask what you can do for your country.

- 26 My fellow citizens of the world: ask not what America will do for you, but what together we can do for the freedom of man.
- 27 Finally, whether you are citizens of America or citizens of the world, ask of us the same high standards of strength and sacrifice which we ask of you. With a good conscience our only sure reward, with history the final judge of our deeds, let us go forth to lead the land we love, asking His blessing and His help, but knowing that here on earth God's work must truly be our own.

Proper Names

Eisenhower /'aɪzən.həʊə(r)/ 艾森豪威尔
(1890-1969, 美国第 34 任总统)

Isaiah /aɪ'zaɪə/ 以赛亚 (公元前 8 世纪希伯来预言家)

Truman /'tru:mən/ 杜鲁门 (1884-1972, 美国第 33 任总统)

New Words

adversary /'ædvəsəri/ *n.* a country or person one is fighting or competing against 对手, 敌手
e.g. The peace talks proved that even great adversaries were capable of cooperation.

Almighty God an expression used to talk about God when one wants to emphasize his power 全能的上帝 / 天父

anew /ə'nju:/ *adv.* if you do something anew, you start doing it again 重新, 再

e.g. The committee is going to examine the whole situation anew.

beachhead /'bi:tʃhed/ *n.* an area of a shore that has been taken from an enemy by force, and from which the army can prepare to attack a country 滩头阵地, 滩头堡

belabor /bɪ'leɪbə(r)/ *v.* to keep emphasizing a fact or idea in a way that is annoying 强调, 唠叨

e.g. There is no need to belabor the point here.

embattled /ɪm'bætld/ *adj.* having many problems or difficulties 问题缠身的, 困难重重的

engulf /ɪn'gʌlf/ *v.* if something bad or unpleasant engulfs people, it affects them seriously 严重影响

e.g. Civil war has completely engulfed the country.

foe /fəʊ/ *n.* an enemy 敌人, 仇敌

forebear /'fɔ:bəə(r)/ *n.* someone who was a member of your family a long time in the past 祖先, 祖宗

e.g. If only he had lavished that kind of discrimination on his forebears.

heed /hi:d/ *v.* to pay attention to someone's advice or warning 听从, 注意

e.g. If she had only heeded my warnings, none of this would have happened.

invective /ɪn'vektɪv/ *n.* rude and insulting words that someone says when they are very angry 咒骂

invoke /ɪn'vəʊk/ *v.* to make a particular idea, image, or feeling appear in people's minds (在脑海中) 唤起 (某个想法、形象或感受); 引起, 产生

e.g. His earlier novels invoke a romanticized picture of life in the countryside.

outpace /aʊt'peɪs/ *v.* to go faster, do better, or develop more quickly than someone or something else 在速度上超过; 比……跑得快; 超过, 胜过

reverend /'revərənd/ *adj.* *old use* deserving respect 【旧】值得尊敬的

subversion /səb'vɜ:ʃən/ *n.* secret activities that are intended to damage or destroy the power or influence of a government or established system (对政府的) 颠覆; 暗中破坏

e.g. Seventeen people were convicted of subversion following a coup attempt.

symbolize /'sɪmbəlaɪz/ *v.* to represent something 象征, 是……的象征; 代表

e.g. 1) Crime often symbolizes a wider social problem.

2) In Europe, the color white symbolizes purity but in Asia it is often the symbol of deep mourning.

tribulation /'trɪbjʊ'leɪʃən/ *n.* serious trouble or a serious problem 苦难, 艰苦

twilight /'twaɪlaɪt/ *n.* faint light after sunset or before sunrise 日落或日出前的微光; 曙光; 暮色

e.g. I couldn't see their faces clearly in the twilight.

tyranny /'tɪrəni/ *n.* government by one person or a small group that has gained power unfairly and uses it in a cruel way 暴政, 苛政, 专制统治

e.g. Any political system refusing to allow dissent becomes a tyranny.

unleash /ʌn'li:ʃ/ *v.* to suddenly let a strong force, feeling, etc. have its full effect 释放出, 发泄 (力量、感情等)

e.g. Lefevre's comments unleashed a wave of protest in Paris.

writ /rɪt/ *n.* a document from a court that orders someone to do or not to do something (法院的) 令状; 书面命令

Phrases and Expressions

at issue the problem or subject at issue is the most important part of what you are discussing or considering 问题的重点/关键

e.g. At issue here is the extent to which exam results reflect a student's ability.

(be) at odds (with) to disagree (与……) 不和, 争吵

e.g. He's always at odds with his father over politics.

(be) split asunder to be torn violently apart or destroyed 破裂

e.g. The nation is split asunder by internal conflicts.

cast off to remove or get rid of something or someone that one no longer wants or needs 摆脱, 放弃, 丢掉

e.g. He cast off his clothes and jumped into the cool water.

Notes

1. John Fitzgerald "Jack" Kennedy (1917–1963), often referred to by his initials JFK, was the 35th President of the United States, serving from 1961 until his assassination in 1963.

2. The word "rank" here means "the people who belong to a particular organization or group".

e.g. That summer I left school and joined the ranks of the unemployed.

3. "...we pledge our word that one form of colonial control shall not have passed away merely to be replaced by a far more iron tyranny." We know that in human history, there were long periods when most people were under the control of a small group of individuals, who made the majority work for them while possessing most of the fortune in the world. This sentence implies that everyone is free and should be their own master, so we should never go back to the old less-free system, and the current systems should never be replaced by a tyranny of government or a tyrannic ruler.
4. Isaiah is the main figure in the Biblical *Book of Isaiah*, and is traditionally considered to be its author. He was a prophet in the 8th-century-BC Kingdom of Judah.

Text Exploration

Task 1

Work in pairs to complete the following outline of the text.

Introduction (Para. 1)	
The Body (Paras. 2-24)	A. The world is very different now. Man holds in his mortal hands the power to _____ _____ But we dare not forget today that _____ _____ We shall pay any price, bear any burden, meet any hardship, support any friend, and oppose any foe, in order to _____ _____ B. Our pledge: To those old allies whose cultural and spiritual origins we share, _____ _____ To those new states whom we welcome to the ranks of the free, _____ _____ To those peoples in the huts and villages across the globe struggling to break the bonds of mass misery, _____ _____ To our sister republics south of our border, we offer a special pledge to _____ _____ To that world assembly of sovereign states, the United Nations, we renew our pledge of support _____ _____

	To our adversary, we offer a request: _____

	C. What should we do?
	Let us begin anew and never negotiate out of fear. But _____

	Let both sides explore what problems unite us instead of _____
	Let both sides formulate serious and precise proposals for the inspection and control of arms and bring the absolute power to destroy other nations under the absolute control of all nations.
	Let both sides _____
	Let both sides unite to _____
	Let both sides join in creating _____

	D. Let's do it.
	In your hands, my fellow citizens, _____

	Let's join in that historic effort to forge against these enemies a grand and global alliance _____

	In the long history of the world, only a few generations _____

Closing Remarks (Paras. 25-27)	Challenge to Americans: _____

	Challenge to citizens of the world: _____

Task 2

Read the following statements and decide whether they are true or false according to the text. Put "T" before a true statement and "F" before a false one.

- _____ 1. Man is now immortal as he has the power to abolish all forms of human poverty and life.
- _____ 2. Human rights are granted by the states and in the Constitution.
- _____ 3. We promise to be friends with our old allies, for only in this way can we face the challenge.
- _____ 4. We will do our best to help those living in poverty no matter when.
- _____ 5. Most of the people in the world love peace and they have far more instruments of peace than instruments of war.

- ___ 6. We should be alarmed by the spread of nuclear weapons.
- ___ 7. We must be in control of absolute power to destroy other nations.
- ___ 8. This is a time when we are in greatest danger of losing freedom.

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. In Paragraph 2, President Kennedy said, "For man holds in his mortal hands the power to abolish all forms of human poverty and all forms of human life." Do you agree with the statement? Why or why not?
2. Comment on the rhetorical strategies of the speech. How does President Kennedy engage his audience, convey his message, and ensure that his words will long be remembered?



Discuss in groups the following questions.

1. President Kennedy said in his inaugural address, "In your hands, my fellow citizens, more than in mine, will rest the final success or failure of our course." In whose hands do you think the final success or failure a nation's course rests, the leaders of a country or its people? Why?
2. Also in his inaugural address, President Kennedy said, "...ask not what your country can do for you—ask what you can do for your country." Have you asked yourself what you can do for China?
3. In Paragraph 24, President Kennedy said, "I do not believe that any of us would exchange places with any other people or any other generation." Would you want to change places with any other people or live in another generation? Explain your answer.

Vocabulary in Action

Task 1

Choose the answer that is closest in meaning to the underlined word in the sentence.

1. Slavery was abolished in the United States in the 19th century.
A. appreciated B. replaced C. ended D. interrupted
2. I'll never be unfaithful again. I give you my solemn word.
A. serious B. true C. revengeful D. responsive
3. Do they observe Christmas Day in that country?
A. follow B. notice C. celebrate D. commemorate
4. Nothing will stop them in their quest for truth.
A. search B. request C. exploration D. protection
5. Management has given a pledge that there will be no job losses this year.
A. warning B. prediction C. retrospective D. promise
6. These monuments are a vital part of the cultural heritage of South America.
A. tradition B. event C. inheritance D. motivation
7. Signing this form commits you to buying the goods.
A. condense B. obligates C. reverts D. monopolizes
8. The Social Democrats are now in alliance with the Greens.
A. arrangement B. interaction C. resignation D. union
9. The hot sunny days were tempered by a light breeze.
A. softened B. irritated C. intensified D. lessened
10. The room was converted from a kitchen to a lavatory.
A. induced B. derived C. changed D. submerged
11. He was found guilty of subversion and imprisoned.
A. treachery B. sabotage C. scheme D. commitment
12. We are determined to eradicate racism from our sport.
A. get rid of B. put away C. take over D. keep off

Task 2

Complete the following sentences by translating the Chinese in brackets into English. Try to use the expressions you have learned from the text.

- _____ (水不是有效的遮挡物) against the sun's more harmful rays.
- Within minutes, the car was _____ (被火焰吞没).
- We must respect _____ (主权国家的权利) to conduct their own affairs.
- The company has completely _____ (在市场上胜过他的竞争者).
- _____ (没有必要唠叨这点)—you don't need to keep reminding me.
- _____ (她恳求几位有名的学者) to back up her argument.
- Helicopters carried 300 women and children _____ (从两个被围困的村庄).
- _____ (根据证人证词所示), you were present when the crime was committed.
- _____ (虽然我们尽了最大努力), it has proven impossible to contact her.
- _____ (经过了许多考验和磨难之后), we finally reached our destination.

Task 3

The following is an excerpt from President Obama's inaugural address. Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

remain	prosperity	reaffirm	precious	equal	fame
obscure	journey	measure	greatness	leisure	childish

On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn-out dogmas, that for far too long have strangled our politics.

We 1) _____ a young nation, but in the words of *Scripture*, the time has come to set aside 2) _____ things. The time has come to 3) _____ our enduring spirit; to choose our better history; to carry forward that 4) _____ gift, that noble idea, passed on from generation to generation: the God-given promise that all are 5) _____, all are free, and all deserve a chance to pursue their full 6) _____ of happiness.

In reaffirming the greatness of our nation, we understand that 7) _____ is never a given. It must be earned. Our 8) _____ has never been one of short-cuts or settling for less. It has not been the path for the faint-hearted—for those who prefer 9) _____ over work, or seek only the pleasures of riches and 10) _____. Rather, it has been the risk-takers, the doers, the makers of things—some celebrated, but more often men and women 11) _____ in their labor, who have carried us up the long, rugged path toward 12) _____ and freedom.

READING MORE

AN URGE FOR GOING

Richard Ford¹

- 1 I've read someplace that in our descending order of mighty and important human anxieties, Americans suffer the death of a spouse, the loss of a house by fire, and moving to be the worst three things that can happen to us.
- 2 So far, I've missed the worst of these—the first, unspeakable, and my house up in flames. Though, like most of us, I've contemplated burning my house myself—prior to the spring fix-up season² or during those **grinding** “on-the-market” periods when prices **sag** and interest rates “skyrocket” and I brood over the sign on my lawn bitterly demanding “make an offer³.”
- 3 But moving. Moving's another matter. Moving's not so bad. I've done it a lot.
- 4 Twenty times, probably, in 20 years (I'm sure I've forgotten a move or two). And always for excellent reasons. St. Louis to New York, New York to California, California to Chicago, Chicago to Michigan, Michigan to New Jersey, New Jersey to Vermont, Vermont to Montana, Montana to Mississippi, Mississippi to Montana, Montana to here—New Orleans, land of dreamy dreams, where I doubt I'll stay much longer.
- 5 To speed the ~~getaways~~ I've ~~sacrificed~~ valuable mortgage points⁴, valuable rent deposits, valuable realtor's commissions, valuable capital gains ~~write-offs~~. I've ~~blown off exterminator contracts~~, forsaken new paint jobs, abandoned antique mirrors, oil paintings, ten-speeds⁵, ~~armoires~~, wedding presents, snow chains⁶, and—unintentionally—my grandfather's gold-handled cane ~~engraved with his name~~.
- 6 What are my excellent reasons? No different from the usual, I imagine. I've just put more of mine into motion. My wife got a better job, I got a better job, I needed to leave a bad job. I began to hate the suburbs and longed for the country, I began to hate New York and longed for the Berkshires, I got frightened of becoming a Californian and longed for the Midwest, I longed to live again in the place where I was born, then later I couldn't stand to live in the place where I was born. I missed the West. I missed the



South. I missed the East Coast. I missed my pals. I got sick of their company.

- 7 Longing's at the heart of it, I guess. Longing that overtakes me like a fast car on the freeway and makes me willing to withstand a feeling of personal temporariness. Maybe, on a decidedly reduced scale, it's what a rock star feels, or a chewing-gum heiress, celebs who keep houses all over the globe, visit them often, but never fully live in any: a sense that life's short and **profuse** and mustn't be missed.
- 8 In the past, when people have asked me why I've moved so often, I've answered that if you were born in Mississippi you either believed you lived in the vivid center of a sunny universe, or you believed as I did that the world outside of there was the more magical, exotic place and that's what you needed to see. Or else I've said it was because my father was a traveling salesman, and every Monday morning I would hear him whistling as he got ready to leave again: a happy weekend at home with his bag packed in the bedroom, then a happy workweek traveling, never seeming to suffer the wrench-**pang** of departure, **never seeming to think life was disrupted or lonely**.
- 9 I doubt now if either of those reasons is satisfactory. And, indeed, I'm suspicious of explanations that argue that any of us does anything because of a single reason, or two, or three.
- 10 Place, that old thorny-bush in our mind's backyard, is supposed to be important to us Southerners. It's supposed to hold us. But where I grew up was a **bland, unadhesive** place—Jackson, Mississippi—a city in love with the suburban Zeitgeist, a city whose **inert** character I could never much get interested in. I just never seemed like enough of a native, and Jackson just never meant as much to me as it did to others. Other places just interested me more.
- 11 My most enduring memories of childhood are mental snapshots not of my hometown streets or its summary lawns but of roads leading out of town. Highway 51 to New

Orleans. Highway 49 to the delta and the coast. Highway 80 to Vicksburg and darkest Alabama. These were my father's customary routes, along which I was often his invited company—I and my mother together.

- 12 Why these should be what I now recollect most vividly, instead of, say, an odor of **verbena** or watermelons in a tub on the Fourth of July, I don't know, other than to **conjecture** that we were on the move a lot, and that it mattered to me that my parents were my parents and that they loved me, more than where they loved me.
- 13 Home—real home—the important place that holds you, always meant that: affection, love.
- 14 Once my wife and I were stranded with car trouble in the town of Kearney, Nebraska, on a blurry, hot midsummer day late in the 1970's. And when we'd eaten our dinner in a little, home-cook place at the edge of town not far from the interstate, we walked out into the breezy, warm air and stood and watched the sun go down beyond the ocean of cornfields and the shining Platte River. And as the shadows widened on, my wife said to me, drowsily, "I've just gotten so sleepy now. I've got to go home and go to sleep." "Home?" I said. "How far is that from here?" "Oh, you know," she said and shook her head and laughed at the absurdity of that idea. "Just back to the motel. Where else?"
- 15 Oh, I've stayed places, plenty of times. I've owned "homes", three or four, with **likable** landscapes, pleasant prospects, safe streets, folksy friends nearby. I've **held down jobs**, paid **mileages**, served on juries⁷, voted for mayors. As with all of us, some part of me is a stayer. *Transient* is a word of reproach; **impermanence** bears a taint, a suspicion that the gentleman in question isn't quite...well...solid, lacks a certain depth, can't be fully known, possible has messy business left on the trail somewhere—another county, something **hushed up**.
- 16 Other people's **permanences** are certainly in our faces all the time; their lengthy lengths-of-stay at one address, their many-layered senses of place, their store of **lorish**, insider **blab**. Their **commitment**. Yet I don't for a minute concede their establishment to be any more established than mine, or their self-worth richer, or their savvy regarding **risk management and reality** any more **meticulous**. They don't know any more than I do. In fact, given where they've been and haven't been, they probably know less.
- 17 "But you," they might say, "you only get a superficial view of life living this way, **skimming** the top layer off things the way you do." And my answer is: Memory always needs **replenishing**, and anyway you misunderstand imagination and how it thrives in us by extending partial knowledge to complete any illusion of reality. "We live amid surfaces, and the true art of life is to skate well on them," Emerson⁹ wrote.

- 18 One never moves without an uneasiness that staying is the norm and that what you're after is something not just elusive but desperate, and that eventually you'll fail and have to stop. But those who'll tell you what you have to do say so only because that's what they've done and are glad about it—or worse, are not so glad. Finally, I'll be the judge. It'll be on my bill, not theirs.
- 19 On the first night I ever spent in the first house I ever owned, I said to my wife as we were going to sleep on a mattress on the bedroom floor amid boxes and paper and **disheveled** furniture, "Owning feels a lot like renting, doesn't it? You just can't leave when you want to." This is in New Jersey, 15 years ago—a nice, brown three-story **stucco** of a vaguely **Flemish vernacular**, on a prizable double lot¹⁰ on a prizable oak-lined street named for President Jefferson—a home that cost \$117,555, and that now probably runs above a half million if you could buy it, which you can't. This was a house I eventually grew to feel so trapped in that one night I got stirringly drunk, roared downstairs with a can of white paint, and flung paint on everything—all over the living room, the rugs, the furniture, the walls, my wife, even all over our novelist friend who was visiting and who hasn't been back since. I wanted, I think, to desanctify¹¹ "the home." And, in fact, in two months' time we were gone from there, for good.
- 20 Today, when people ask me, people who banked their fires and their equity, "Don't you wish you'd hung onto that house on Jefferson? You'd have it half paid for now. You'd be rich!" My answer is, "Holy Jesus no! Don't you realize I'd have had to live in that house all this time? Life's too short." It's an odd thing to ask a man like me.
- 21 It may simply and finally be that the way most people feel when they're settled is the way I feel when I move: **sage** and in possession of myself. So much so that when I'm driving along some **ribbony highway over a distant and heat-miraged American landscape**, and happen to spy, far across the median strip¹², a U-Haul van humping its cargo toward some pay dirt¹³ far away, its **beetle-browed** driver alone in the buzzing capsule of his own fears and hopes and silent explanations of the future, who I think of is... me. He's me. And my heart goes out to him. It's never a wasted effort to realize that what we do is what anybody does, all of us clinging to our little **singularities**, making it in the slow lane toward someplace we badly need to go.



Proper Names

Alabama /ælə'bæmə/ 亚拉巴马 (美国州名)

Berkshires /'bɜ:kʃə(r)s/ 伯克希尔 (美国地名)

Michigan /'mɪʃɪɡən/ 密歇根 (美国州名)

Montana /mɒn'tænə/ 蒙大拿 (美国州名)

New Orleans /nju: 'ɔ:lɪnz/ 新奥尔良 (美国州名)

St. Louis /sɛɪnt'lʊɪs/ 圣路易斯 (美国城市名)

Vermont /vɜ:'mɒnt/ 佛蒙特 (美国州名)

Vicksburg /'vɪks.bɜ:g/ 维克斯堡

Zeitgeist /'zartgaɪst/ 蔡戈艾斯特

New Words

adhesive /əd'hi:sɪv/ *adj.* adhesive material sticks to surfaces 黏着的, 有黏性的

unadhesive *adj.* 无粘性的

armoire /ɑ:'mwa:(r)/ *n.* a large piece of furniture with doors, and sometimes shelves, that you hang clothes in 大型衣橱; 大型碗橱

beetle-browed /'bi:tlbraʊd/ *adj.* having eyebrows which are thick, dark and untidy 眉毛浓黑而悬垂的

blab /blæb/ *n.* a person who tells secret information to someone who is not supposed to know it 泄露秘密者

bland /blænd/ *adj.* without any excitement, strong opinions, or special character 平和的, 温和的; 无动于衷的

conjecture /kən'dʒektʃə(r)/ *v.* to form an idea or opinion without having much information to base it on; to guess 推测 (出), 猜测 (出)

e.g. He conjectured that the population might double in 10 years.

disheveled /dɪ'ʃevəld/ *adj.* looking very untidy (衣服、头发等) 不整齐的, 凌乱的

engrave /ɪn'ɡreɪv/ *v.* to cut words or pictures on metal, wood, glass, etc. (在金属, 木头, 玻璃等上) 雕刻 (文字或图案)

e.g. Their names are engraved on a stone tablet.

exterminate /ɪk'stɜ:mɪneɪt/ *v.* to kill large numbers of people or animals of a particular type so that they no longer exist 灭绝, 根除

exterminator /ɪk'stɜ:mɪnətə(r)/ *n.* 以消灭老鼠 (或蟑螂、臭虫等) 为职业的人 (或公司、企业)

Flemish /'flemɪʃ/ *n.* a language like German spoken in northern Belgium 佛兰芒语

grinding /'ɡraɪndɪŋ/ *adj.* very difficult and unpleasant, and never seeming to improve 难于负担 (或忍受) 的; 沉重的

impermanent /ɪm'pɜ:mənənt/ *adj.* not staying the same forever; temporary 非永久的; 临时的

impermanence /ɪm'pɜ:mənəns/ *n.* 非永久 (性); 短暂 (性); 暂时 (性)

inert /ɪ'nɜ:t/ *adj.* very slow and unwilling to take any action 呆滞的, 迟缓的

e.g. Congress remained inert and skeptical about the proposal.

likable /'laɪkəbl/ *adj.* nice and easy to like (人) 可爱的, 讨人喜欢的

meticulous /mɪ'tɪkjələs/ *adj.* very careful about small details, and always making sure that everything is done correctly 对细节十分注意的; 一丝不苟的

e.g. 1) She is meticulous in her presentation of facts.

2) The book describes his journey in meticulous detail.

mileage /'maɪlɪdʒ/ *n.* the number of miles someone travels in a vehicle in a particular period of time 里程数, 行车里程

mirage /'mɪrɑ:ʒ/ *n.* a strange effect caused by

hot air in a desert, in which you think you can see objects when they are not actually there (沙漠里的) 海市蜃楼

pang /pæŋ/ *n.* a sudden feeling of pain, sadness, etc. 一阵剧痛; 一阵伤心等

profuse /prəʊ'fju:s/ *adj.* given, flowing or growing freely and in large quantities 大量(给予、流出、生长)的; 丰富的; 充沛的

e.g. The company accepted blame and sent us profuse apologies.

replenish /rɪ'plenɪʃ/ *v.* to fill something again, or to put new supplies into something 再装满; 补充

e.g. As more workers retire, new employees are needed to replenish the workforce.

sag /sæɡ/ *v.* to become weaker or less valuable 下降; 萧条

sage /seɪdʒ/ *adj.* very wise, especially as a result of a lot of experience 贤明的, 睿智的

singularity /ˌsɪŋɡju'lærəti/ *n.* strangeness 异常, 奇怪, 奇特

stucco /'stʌkəʊ/ *n.* a type of plaster surface on the outside walls of buildings 涂建筑物的外墙用的灰泥

verbena /vɜ:'bi:nə(r)/ *n.* type of herbaceous plant whose garden varieties have flowers of many colors 马鞭草

vernacular /vɜ'nækjʊlə(r)/ *n.* the language

spoken in a country or area, especially when it is not the official language (尤指非官方语言的) 本国语; 本地语, 土话, 方言

write-off /'raɪtɒf/ *n.* an official agreement that someone does not have to pay a debt (正式) 勾销, 注销 (某人的债款)

Phrases and Expressions

blow sb./sth. off to treat someone or something as unimportant, for example by not meeting someone or not going to an event 视 (某人或某事) 不重要, 不重视, 轻视

e.g. Jennifer got into trouble for blowing off the meeting.

hold down a job to succeed in keeping a job for a period of time 保住工作 (职位)

e.g. He's never held down a job for longer than a few weeks.

hush sth. up to prevent people from knowing about something dishonest or immoral 隐瞒, 遮掩

e.g. The government hushed the affair up to avoid a public outcry (公众的强烈抗议).

skim sb./sth. off to take the best people or the best part of something for yourself 选取 (精华)

e.g. Professional sport skims off all the best players.

Notes

1. Richard Ford is a writer "on the move", as he explains in this essay, which was first published in the February 1992 issue of *Harper's* magazine. He is a staff writer for *The New Yorker* and editor of *The Granta Book of the American Short Story*. His novel *Independence Day* won the 1995 Pulitzer Prize for fiction.
2. The spring fix-up season is the time to fix up houses to make ready to be put on the market.
3. Here the writer means that the owner of the house is willing to lower the price to the amount a

potential buyer offers for the house.

4. Mortgage points, sometimes also called “discount points”, are a form of pre-paid interest. One point equals 1% of the loan amount. By charging a borrower points, a lender effectively increases the yield on the loan above the amount of the stated interest rate. Borrowers can offer to pay a lender points as a method to reduce the interest rate on the loan, thus obtaining a lower monthly payment in exchange for this up-front payment. For each point purchased, the loan rate is typically reduced by $1/8$ (0.125)%.
5. Here ten-speeds refers to a 10-speed bicycle, that is, a bicycle with 10 gear combinations.
6. Snow chains, or tire chains, are devices which are affixed to the tires of vehicles to provide superior traction when driving through snow and ice.
7. The United States uses a selection process to choose people to serve on a trial jury. The jury pool is first selected from among the community, using a reasonably random method. A common method for drafting jurors is to draw them at random from electoral rolls, lists of licensed drivers, or other broad-based lists of residents in the community (e.g., tax rolls, public-utility consumers).
8. The word “lorish” comes from “lore”, which means “traditional knowledge or belief”.
9. Ralph Waldo Emerson (1803–1882) was a US essayist, philosopher, and poet, best remembered for leading the Transcendentalist Movement of the mid-19th century. His teachings directly influenced the growing New Thought Movement of the mid-1800s. He was seen as a champion of individualism and prescient critic of the countervailing pressures of society.
10. Double lot is a piece of land big enough to build two houses on it.
11. The word “desanctify” is coined by the writer, as the opposite of “sanctify”, which means “to make something holy”.
12. A median strip is a paved or planted strip dividing a highway into lanes according to direction of travel.
13. “Pay dirt” means “earth or ore that yields a profit to a miner”.

Text Exploration

Complete the following extract with information from the text.

I have missed the two worst things that could happen to Americans, death of a spouse and loss of a house by fire, however, I have done many times what they consider the third worst thing—moving, perhaps 20 times in 20 years. Why would I 1) _____ so many things to move? Just the usual reasons. Longing’s at the heart of it with a(n) 2) _____ that life’s short and

3) _____ and mustn't be missed. I grew up in Jackson, Mississippi, but I just never seemed like enough of a(n) 4) _____, and Jackson just never meant as much to me as it did to others. My most 5) _____ memories of childhood are mental 6) _____ of roads leading out of town. They were the 7) _____ routes of my father who was a traveling salesman. He would have a happy weekend at home then a happy workweek 8) _____. We were on the move a lot and it mattered to me that my parents loved me, more than 9) _____ they loved me. Home always means 10) _____, love. Though I've stayed in places plenty of times, as some part of me is a(n) 11) _____. People may think I only get a(n) 12) _____ view of life living my way, however, my answer is: Memory always needs 13) _____. I once owned a house, yet I felt like renting on the first night in the house. I felt 14) _____ and in a few months we were gone from there, for good. I feel sage and in 15) _____ of myself now.

Critical Thinking



Discuss with your partner what the author means by the following statements.

1. Longing that overtakes me like a fast car on the freeway and makes me willing to withstand a feeling of personal temporariness.
2. Other people's permanences are certainly in our faces all the time; their lengthy lengths-of-stay at one address, their many-layered senses of place, their store of lorish, insider blab. Their commitment.



Discuss in groups the following questions.

1. The author mentioned that he had sacrificed a lot financially from being constantly on the move. Do you think there is any way he might benefit financially from moving around? How? If not, could he benefit from moving in other ways?
2. Compared to the considered three worse things that can happen to people in the United States, namely death of a spouse, loss of a house by fire and moving, what would be considered as the three worst things by Chinese people?

Vocabulary in Action

Task 1

Choose the sentence in which the underlined word has the closest meaning to the underlined word in the sentence quoted from the text.

1. I've blown off exterminator contracts, forsaken new paint jobs,...
 - A. We haven't the resources to do the work ourselves, so we'll contract it out.
 - B. What are the legal consequences of breaking a contract?
 - C. Her marriage was contracted when she was only five years old.
2. This was a house I eventually grew to feel so trapped in that one night I got stirringly drunk,...
 - A. The escaped prisoners were eventually trapped in an underground garage and recaptured.
 - B. A filter traps dust in the air.
 - C. Police had set a trap for hooligans at the soccer match.
3. Today, when people ask me, people who banked their fires and their equity,...
 - A. The town stands on the left bank of the river.
 - B. My salary is paid directly into my bank account.
 - C. The fire was banked up as high as if it were midwinter.
4. It's an odd thing to ask a man like me.
 - A. You're wearing odd socks!
 - B. Any odd scrap of paper will do.
 - C. She gets increasingly odder as she grows older.
5. ...what you're after is something not just elusive but desperate, and that eventually you'll fail and have to stop.
 - A. The rebel leader proved elusive.
 - B. For me, the poem has an elusive quality.
 - C. A solution to the problem of toxic waste is proving elusive in the extreme.
6. Yet I don't for a minute concede their establishment to be any more established than mine,...
 - A. It must be conceded that different judges have different approaches to these cases.
 - B. The king finally agreed to concede further powers to Parliament.
 - C. Luton conceded a free kick on the edge of the penalty area.
7. Transient is a word of reproach; impermanence bears a taint,...
 - A. Most of the farm workers are transients.
 - B. Their happiness was to be sadly transient.
 - C. The city has a large transient population.

8. My most enduring memories of childhood are mental snapshots not of my hometown streets...
 A. Also, accessing a full-screen menu, such as for a call, will erase the snapshot from the computer's memory.
 B. She snapshot a few pictures of the bullfight.
 C. The book gives us a snapshot of life in the Middle Ages.
9. ...I don't know, other than to conjecture that we were on the move a lot,...
 A. There has been some conjecture about a possible merger.
 B. He conjectured that the population might double in ten years.
 C. My results show that this conjecture was, in fact, correct.

Task 2

Fill in each of the blanks with an appropriate word or phrase from the box. Change the form if necessary.

skim off	hold down	hush up	engrave	overtake
withstand	abandon	sacrifice	suspicious	enduring
prospect	reproach	replenish	superficial	exotic

- Constant injury problems had made it tough for him to _____ a regular first team place.
- It's very _____ that she was in the house when the crime happened.
- The _____ of becoming a father filled him with alarm.
- Would you _____ a football game to go out with a girl?
- The date of the accident remains _____ in my mind.
- What is the reason for the game's _____ appeal?
- When you first meet her, she gives a(n) _____ impression of warmth and friendliness.
- Computerization has enabled the automatic _____ of stock.
- She travels to all kinds of _____ locations all over the world.
- Private companies should not be allowed to _____ profitable sectors of the postal service.
- The study showed a deep fear among the elderly of being _____ to the care of strangers.
- Our original plan _____ by events and we had to make a new one.
- The whole affair was _____ by the government.
- Their marriage could not _____ four years' separation during the war.
- She was _____ by colleagues for leaking the story to the press.

Task 3

Fill in each of the blanks with an appropriate form of the word given and explain its meaning.

- long
 A. Size of pension depends partly on _____ of service with the company.
 B. After a _____ period of negotiation, an agreement was finally reached.

- C. Springfield is a _____ way from Chicago.
2. bitter
- A. Black coffee leaves a _____ taste in the mouth.
- B. He was _____ disappointed not to get the job.
- C. The rift within the organization reflects the growing _____ of the dispute.
3. temporary
- A. He was _____ imprisoned for his support of the rebels.
- B. The ceasefire will only provide a _____ solution to the crisis.
4. descend
- A. We turned the corner and saw that the road _____ steeply.
- B. The hotels are listed in _____ order of price.
- C. The plane began its final _____ to the airport.
5. custom
- A. She gave the _____ speech of thanks to the chairman.
- B. It's the _____ for the bride's father to pay for the wedding.
- C. The company specializes in _____ computer systems.
6. profuse
- A. The _____ of his thanks was embarrassing.
- B. _____ sweating is one of the symptoms of heat exhaustion.
- C. I was remarking on the recent _____ of books and articles on the matter.
7. stir
- A. It was a _____ place to visit but perhaps one wouldn't want to live there.
- B. Old memories _____ as she looked at the photographs.
- C. Plans for the motorway caused quite a _____ among locals.
8. recollect
- A. She _____ sadly that she and Ben used to laugh a lot.
- B. I have many pleasant _____ of the time we spent together.
9. establish
- A. The school has _____ a successful relationship with the local community.
- B. There are _____ procedures for dealing with emergencies.
- C. His ideas influenced the _____ of National Portrait Galleries in London and Edinburgh.
10. contemplate
- A. The thought that she might be dead was too terrible to _____.
- B. By 1613 even more desperate measures were in _____.
- C. He gave her a _____ look.

PRACTICAL TRANSLATION

语篇的翻译方法——摘译

在英汉翻译中，主要有两种翻译方法：全译和变译。全译是将原文几乎没有遗漏地翻译成另一种文字，主要用于文学作品和社科哲学类作品，其目的在于把原文全面地展现给译文读者。变译是对原文采用扩充、取舍、浓缩、补充等方法传达信息的中心内容或部分内容的一类宏观方法，包括摘译、编译、改译等。

摘译是摘录和翻译的结合，即摘取原文的精华加以翻译，主要用于新闻或科技文体的翻译。摘译必须遵循以下原则：1) 整体性原则，即保持原文宏观结构上的完整性。2) 针对性原则，即选择原文中重要的或读者感兴趣的内容进行翻译。3) 简要性原则，即译文传达的信息必须简洁明了。4) 客观性原则，即译文中不可加入译者的个人观点。

摘译应该先摘后译，在通读并充分理解原文的基础上，摘取该文献的主要内容或译文读者感兴趣的内容进行翻译。摘取的单位可以是词语、句子、段落或者章节。一旦选取了拟翻译的信息，就要遵循全译原则，将其完整地翻译出来。

1) Apple expects to have a fix this month for a vulnerability in the iPhone that could allow an attacker to gain control of the device remotely via SMS, according to CNET NEWS.com.

An attacker could exploit a weakness in the way iPhones handle SMS messages to do things like use GPS to track the phone's location, turn on the microphone for eavesdropping, or take control of the device and add it to a botnet, Charlie Miller, co-author of The Mac Hacker's Handbook and principal security analyst at Independent Security Evaluators, said in a presentation at the SyScan conference in Singapore. The presentation was covered by IDG News Service.

Miller said that under an agreement with Apple, he was barred from providing too much detail on the vulnerability. He plans to give a more detailed presentation on the hole at the Black Hat conference in Las Vegas at the end of the month.

Despite the SMS hole, the iPhone is more secure than OS X on computers, Miller said. That is because the iPhone doesn't support Adobe Flash and Java, only runs software digitally signed by Apple, includes hardware protection for data stored in memory, and runs applications in a sandbox, he said.

Apple representatives did not immediately respond to an email request for comment.

摘译：据美国 CNET 科技资讯网报道，苹果公司预计将于本月修复 iPhone 中存在的一个安全漏洞，这一漏洞使黑客能够通过发送短信遥控手机。独立安全评估公司的首席安全分析师查理·米勒声称，黑客能够利用 iPhone 处理短信服务中存在的漏洞，采用全球定位系统来跟踪 iPhone 的位置，打开手机麦克风窃听用户通话，或者控制手机，把手机变成“僵尸网络”中的一员。米勒指出，尽管存在这一短信服务漏洞，不过相对于电脑上的 OS X 系统，iPhone 还是比较安全的。

- 解析：译文中保留了原文的主要信息：iPhone 的短信服务功能存在安全漏洞，这一漏洞的潜在危害，以及苹果公司预计何时修复该漏洞。第四段的第一句虽然和全文关系不是非常紧密，但很可能是读者非常关心的信息，所以也包含在译文中。

2) A 36-year-old Swiss amateur parachutist made a successful 650-metre drop using a replica of a parachute designed more than 500 years ago by Leonardo da Vinci. "I came down... smack in the middle of the tarmac at Payerne military airport," said Olivier Vietti-Teppa. "A perfect jump." Vietti-Teppa is the first person to have made it safely to the ground with the Leonardo model. In 2000, Britain's Adrian Nicholas tried it but had to pull the ripcord on a modern backup parachute to complete his descent safely.

Vietti-Teppa jumped from a hovering helicopter and the Leonardo parachute opened at 600 meters, he reported. The parachute he used was made using modern fabric along lines designed by the Renaissance genius. The specifications were found in a text dating from 1485. The parachute consists of four equilateral triangles, seven meters on each side, made of parachute fabric, Vietti-Teppa explained. The base of the pyramid is a square of mosquito net, which enables the parachute to open. A wooden frame originally conceived by da Vinci was not used on the model in action on Saturday. One drawback: it is impossible to maneuver or steer the Leonardo parachute. "You come down at the whim of the wind," said Vietti-Teppa, who carried out advance tests using a scale dummy model launched from a remote-controlled model helicopter.

- 摘译：瑞士一名 36 岁的跳伞爱好者成功地从 650 米的高空降落，而他用的降落伞可是 500 多年前莱昂纳多·达·芬奇设计的降落伞的复制品。维耶提—特帕是第一个用达·芬奇设计的这款降落伞安全降落到地面的人。他解释说，降落伞是由 4 个边长为 7 米的等边三角形构成，由降落伞绸制作而成。

- 解析：摘译中包含了原文的主要信息：该跳伞者用达·芬奇设计的降落伞的复制品成功地完成了高空跳伞，成为完成这一尝试的史上第一人；该降落伞的构造。其他未翻译的句子中，有些是对主要信息的重复，比如第二段的前两句；有些则是与主旨关系不紧密，故删去不译。

Translation Practice

Translate the following passage into Chinese using the translation method you've learned above.

Prime Minister Gordon Brown of Britain disclosed Saturday that an eye examination showed two tears in his right retina—a revelation that could embolden critics who want him to step down before a national election.

Downing Street moved quickly to quash speculation over Brown's health, issuing the statement only one day after a regular examination at a London eye hospital. Brown's office said his eyesight remained unchanged and that no operations were planned to address the situation.

"Were there to be any change, he would of course make a further statement," Brown's office said in a statement.

Brown, who lost the use of his left eye in a sporting accident when he was a teenager and had surgery to save the sight in the other one, has been dogged by questions about his eyesight in recent months.

During a visit to the United States for the Group of 20 summit, he was forced to deny that he was slowly going blind.

NBC Nightly News anchor Brian Williams had questioned Brown over reports that he was using larger and larger text sizes as his remaining vision declined.

"I had all sorts of operations," Brown said during the September interview. "I then had one operation on the other eye and that was very successful, so my sight is not at all deteriorating," he said.

The same month he told the BBC that "it would be a terrible, terrible indictment of our political system if you thought that because someone had this medical issue they couldn't do their job."

The September comments came as former Home Secretary Charles Clarke told the *London Evening Standard* newspaper that he hoped rumors Brown would quit—perhaps on health grounds—would come true.

Brown must call a general election by June 2010. Recent polls overwhelmingly suggest that the opposition Conservative Party will win after 13 years out of power.

British prime ministers rarely disclose details about their health unless they need to take time off work—as in 2004, when Brown's predecessor Tony Blair had a surgical procedure to correct an irregular heartbeat.

Som Prasad, a consultant ophthalmologist at Arrowe Park Hospital in northwest England, said retinal tears affect 3% of people over 40 in Britain, and only occasionally cause serious problems.

FOCUSED WRITING

Personal Statements

When you are applying for scholarships, for graduate schools, or for a number of post-graduate positions, you are usually required to write a personal statement (also called Statement of Purpose or Personal Goals Statement), as an introduction to the selection committee. This document requires you to indicate what type of person you are, and why you would be a suitable candidate for the program. You should outline your strengths as confidently and concisely as possible, a task that requires thought, takes time and can prove quite challenging.

What is a personal statement?

Though the requirements differ from application to application, the purpose of a personal statement is to represent your goals, experiences and qualifications in the best possible light, and to demonstrate your writing ability. Put it simply, a personal statement is a picture of you as a person, a student and a potential scholarship winner and gives an indication of your academic abilities, priorities and judgment.

How is a personal statement organized?

As mentioned above, the requirements for personal statements differ, but in general a personal statement includes the following information.

Introduction

Mention the specific name of the program, the position and/or the title of the degree you are seeking, in the first paragraph.

Detailed Supporting Paragraphs

Subsequent paragraphs should explain clearly:

1. Why you are interested in your subject. Give as specific reasons as you can. "It seems interesting" is not sufficient!
2. Why you want to study at that specific institution. You should have done your research and be able to show that you know about the university and what it has to offer in specific terms. For example, what are the professors in the Department where you want to study publishing? Be able to show that you know and have read their recent work and how or where it relates to your field of interest.
3. Information about your academic achievements and levels to date. Flesh out what is on your CV by including any awards or honors you have received.
4. A paragraph indicating your background, interests and any accomplishments outside of your studies along with mention of any long-term goals to help show what type of person you are. Universities usually like to know that their students are well-rounded and interesting people.
5. Address any specific questions relating to the application that may have arisen. Each paragraph should be focused and should have a topic sentence that informs the reader of the paragraph's emphasis.

Conclusion

Tie together the various issues that you have raised in your personal statement, and reiterate your interest in the specific program or position. You might also mention how the job or degree is a step toward a long-term goal in the closing paragraph.

Sample 1

As a senior student currently majoring in finance at Zhejiang University, I believe that my solid academic background in mathematics, economics and finance makes me an excellent candidate for the distinguished doctoral program in Economics at Duke University. I am particularly interested in econometrics and financial economics, and I am determined to return to China and to be a professor of economics at a university after graduation.

During my undergraduate years, I had an outstanding academic track record. For the past three and a half years, my GPA has been the highest among the 160 students of my major, which has ensured me the First Prize of Excellent Achievement Scholarship for three consecutive years. Besides courses listed in my transcript, I have also audited Advanced Econometrics for Finance and presently I am taking Advanced Financial Economics as my elective in order to be well prepared for advanced research.

My interest in economics was initially cultivated by my participation in a student-organized economics discussion group in my freshman year. Our informal meetings often started with a student's presentation on a pre-chosen topic, followed by a discussion. Our readings were diversified, ranging from *The Nature of the Firm* by Ronald Coase to *Portfolio Selection* by Harry Markowitz. Although our discussion was not in-depth, this informal group did ignite my interest in economics and exposed me to a variety of economic materials.

The courses I took during my sophomore year on theories of Probability, Mathematical Statistics, and Econometrics triggered my interests in the field of econometrics. I enjoyed the Intermediate Econometrics course and the textbook *Econometric Analysis* by William Greene, for they offered me both basic techniques in applied econometrics and a general insight into econometric theories. Also at that time, I enrolled in a mathematical modeling team and participated in the Mathematical Modeling Competition, which was indeed a perfect opportunity for me to integrate my mathematics knowledge, financial economics knowledge, and econometric techniques and put them into practice. Quite by accident, the problem to be solved that time was a financial one, mainly focusing on the optimum decision in subscribing new shares in the Chinese stock market. We collected relevant data such as the new share returns ratio and the lot winning rate, developed a mathematical model based on the optimization method, and later applied it to the practical problem. Our team won Second Prize. From this experience, I learned the importance of "digitalizing" economic theories so as to link the economic theory to tangible economic data, as well as empirical analysis which aims to ensure the consistency of economic theories and data. What's more, the combination of analytical rigor and applied focus attracted me so much that I was determined to further my education in this field.

Introduction: mentioning the name of the program, the title of the degree, and above all, her interest in it.

Supporting Paragraph 1: a brief description of her educational assets.

Supporting Paragraph 2: How her interest in economics was fueled.

Supporting Paragraph 3: How her interest in economics was enhanced.

Currently, I am involved in a Student Research Training Program focusing on the growing environment and macro-policy influence for small and medium sized enterprises (SMEs) in Zhejiang Province. I have collated literature, designed questionnaires, and I am now conducting field work in Zhejiang under the guidance of my professor in order to gain first-hand data before performing a quantitative analysis. During the readings collation period, I was surprised to find that in much Chinese economic literature, econometric methods are misused without consideration of the conditions or assumptions required for them to be valid. For example, some literature even neglected the sample size requirement when conducting time series analysis. These findings, though disappointing, further spurred me to go abroad and pursue a rigorous econometrics training.

I really hope to be able to attend the economics doctoral program at Duke because this program satisfies my needs and interests perfectly by its dedication to anchor all teaching and research firmly in core disciplines and the diversity of its professors' specialities. The program not only would help consolidate my foundation in econometrics, but also would offer me another opportunity to find out what field truly interests me. Since I have a firm econometrics background and currently major in finance, I would like to find a field which combines the theories and applications of the two. Duke's system just provides me with such an opportunity. I am interested in both theoretical research in time series and its application in financial markets. Also, since my mentor in China has just decided to start a project on the application of extreme value theory in the Chinese stock market and I am in charge of data collection, I would also like to further my research in that area. Besides what I have mentioned above, I am willing to conduct rigorous research in other fields as well.

In conclusion, I firmly believe that I have the intellectual aptitude, perseverance, and motivation to succeed in my study in econometrics at Duke and future academic career. I am confident that my solid economics and mathematics foundation and my rich research experience, will make me a valuable member of your program. I sincerely hope that you will feel the same.

Supporting Paragraph 4:
Her current participation in a program helped crystallize her reasons for pursuing her doctoral degree in the United States.

Supporting Paragraph 5:
How she is eligible for further study and her interest in research.

Conclusion: reiterating the reason for choosing the program, and concluding the essay positively.

Sample 2

My interest in science dates back to my early childhood. I have always excelled in physical sciences and have received numerous awards in mathematics in high school. At age 18, I attended Beijing Normal University, majoring in physics. Four years of extensive study on physics and my current work in surface science inspire me to undertake a greater challenge in pursuing a doctorate degree in physics. My aspiration to be a research scientist also makes the graduate study an absolute necessity for me.

As an undergraduate student, I specialized in physics, mathematics, and computer science. And in my junior year study I studied computational physics in Applied mathematics III, during which I developed a 2-dimensional model with the finite size effect as a course project. In addition to being elated (欢欣鼓舞的) by my computer simulated phase transition phenomena, I was also pleased with the computed values of the critical exponents which closely agree with theoretical values. During the two-year course on the fundamentals of experimental physics, I diligently studied the techniques of operating experimental equipment, such as the epitaxy systems, lithography, and computer controlled data acquisition interfaces. I enjoyed these hand-on experiences. My current duty, as a research assistant, is to set up diamond film growth kinetics experiments which is designed to verify whether the mechanism of H atoms destroying C-H bonds in diamond film growth is the bottleneck reaction to diamond film formation. The results will give valuable insights and better enhance the research efforts of another group here. In the meantime, I am learning about the scanning probe microscopy, charged particle optics, energy analyzers and instruments used in surface science through the seminars held in my group.

In order to be knowledgeable in the breadth of physics, I have attended workshops and symposiums in different fields. In the symposium on Symmetries in Subatomic Physics held in 1995 in Beijing, I worked as an interpreter and edited the article "Conceptual Beginnings of Various Symmetries in the Twentieth Century Physics" from Prof. C. N. Frank Yang's speech and translated it into Chinese. Not only did I keep an open mind to get experiences in academics, I also actively participated in extracurricular activities in my university years. In the senior year, I was a part-time teaching assistant grading exams and answering questions in the courses, A Journey to Subatomic World and From Quarks to Black Holes. I also had a part-time position as the bulletin board system administrator for the Physical Society of PRC. I am currently constructing their WWW home page to improve information exchange and science education in China.

Accumulating these valuable experiences, I am preparing myself for a career in scientific research. Being exposed to surface science, I am interested in mesoscopic systems and nanostructure materials. I plan to concentrate on condensed matter physics. Having carefully read the content of the graduate studies and on-going research programs at University of Washington at Seattle, I believe that UW is the best place for me to be. I am confident in that my diverse research experiences together with a firm commitment to physics have merited me to be qualified to undertake graduate study at the University of Washington at Seattle.

Applicant ****

mm/dd/yy

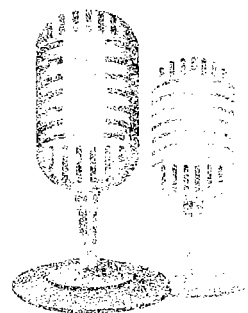
Writing Assignment

Suppose you are applying for a place on a doctoral degree program at a foreign university. Choose a university and write your Personal Statement. Base it on your real situation.

FINAL PROJECT

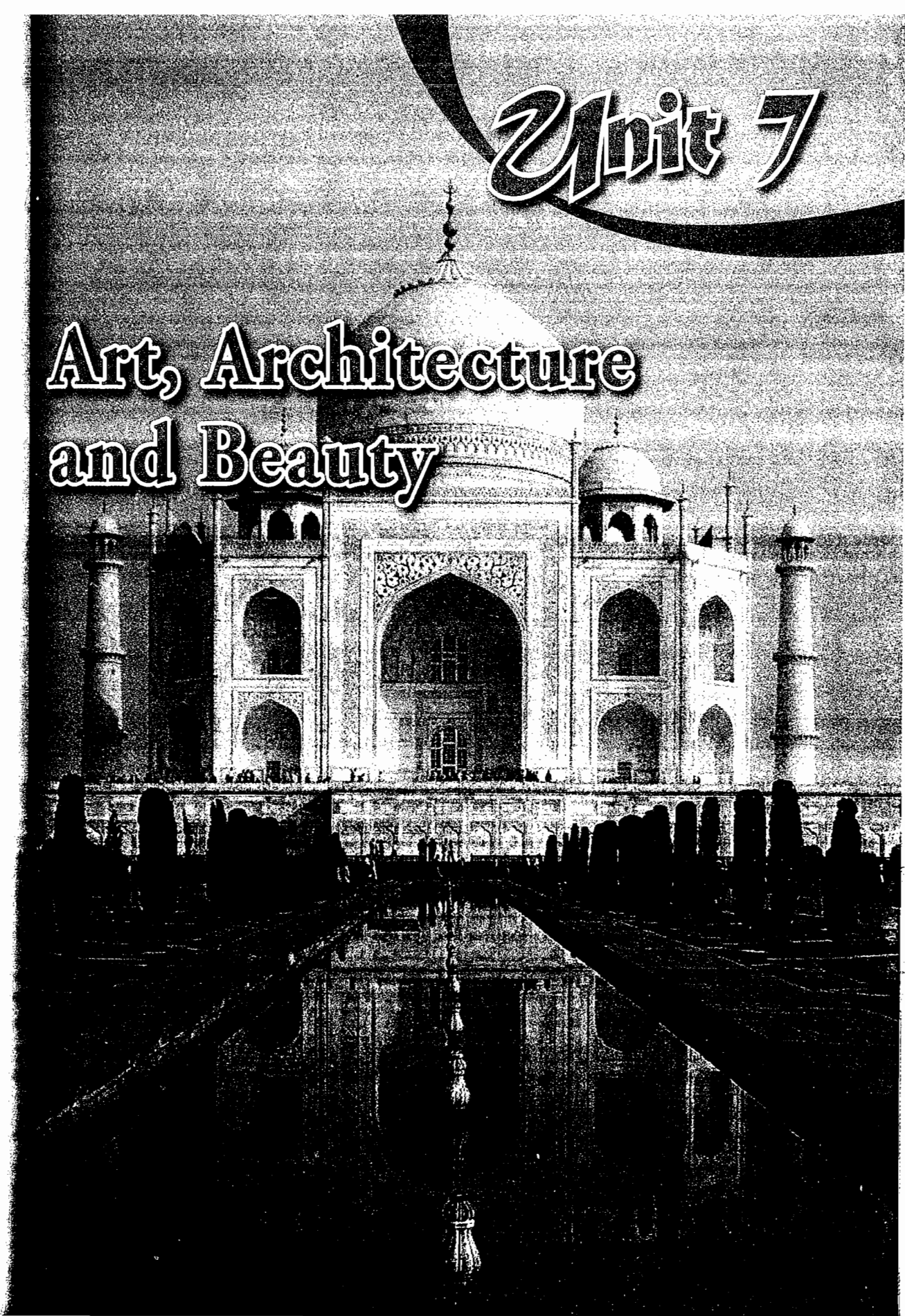
Speech delivery

Generally speaking, speeches serve three purposes: introduction, information, and persuasion. An introductory speech provides an insight into a speaker's own background, personality, beliefs or goal, or perhaps someone's life or experience. An informative speech is designed to convey knowledge and understanding. A persuasive speech tends to create, reinforce or change people's beliefs or actions. Prepare a three-minute introductory speech of your understanding of life, or your beliefs, or goals. Deliver the speech in class.



Unit 7

Art, Architecture and Beauty



STARTING OUT

Task 1

The following quiz is designed to test your knowledge of art. Answer the quiz without checking reference books or surfing the Internet.

1. Which of these is not considered an art form?
A. Painting. B. Marble sculpture.
C. Dance. D. Genetic engineering.
2. What is calligraphy?
A. A form of music. B. A form of poetry.
C. A form of dance. D. A form of handwriting.
3. Who created the frescoes at the Sistine Chapel?
A. Leonardo da Vinci. B. Pablo Picasso.
C. Michelangelo. D. Vincent van Gogh.
4. Which of these artworks was not done by Leonardo da Vinci?
A. *Mona Lisa*. B. *The Last Judgment*.
C. *The Last Supper*. D. *Adoration of the Magi*.
5. Which of these is a typical example of Greek architecture?
A. Parthenon. B. Colosseum.
C. Kremlin. D. Alhambra Palace.
6. Which of these sculptures would you find at the Louvre?
A. *Le Penseur* (思想者). B. *Venus de Milo*.
C. *David*. D. *Statue of Liberty*.
7. Who is well known for the legendary *Moonlight Piano Sonata*?
A. Beethoven. B. Mozart.
C. Bach. D. Brahms.
8. What was the name of the 1984 movie that won eight Academy Awards and focused on the life of Mozart?
A. *Casablanca*. B. *Gone with the Wind*.
C. *Amadeus*. D. *The Sound of Music*.
9. Which of these is not a tragedy by Shakespeare?
A. *Macbeth*. B. *King Lear*.
C. *Twelfth Night*. D. *Antony and Cleopatra*.

10. Which of these is considered as a computer-related art form?

- A. Desktop publishing. B. Website design.
C. Computer-generated imagery. D. Computational maths.

Task 2

Read the following paragraph, and discuss with your partner what art there is in architecture.

Architecture is both the process and the product of designing and constructing spaces that reflect functional, aesthetic and environmental considerations. Architecture requires the use of materials, technology, textures, light, and shadow. As a process, architecture also includes the pragmatic elements of design, such as planning, cost and construction.

Task 3

The following are some quotes or sayings about beauty. Do you agree with them? Explain your reasons with examples.

- Beauty is in the eye of the beholder.
- Beauty is not in the face; beauty is a light in the heart.
- By plucking her petals, you do not gather the beauty of the flower.
- Beauty and folly are generally companions.

READING FOCUS

THE POETRY OF ARCHITECTURE (EXCERPT)

John Ruskin¹

- 1 The Science of Architecture, followed out to its full extent, is one of the noblest of those which have reference only to the creations of human minds. It is not merely a science of the rule and compass, it does not consist only in the observation of just rule, or of fair proportion; it is, or ought to be, a science of feeling more than of rule, a ministry to the mind, more than to the eye. If we consider how much less the beauty and majesty of a building depend upon its pleasing certain prejudices of the eye, than upon its rousing certain trains of **meditation** in the mind, it will show in a moment

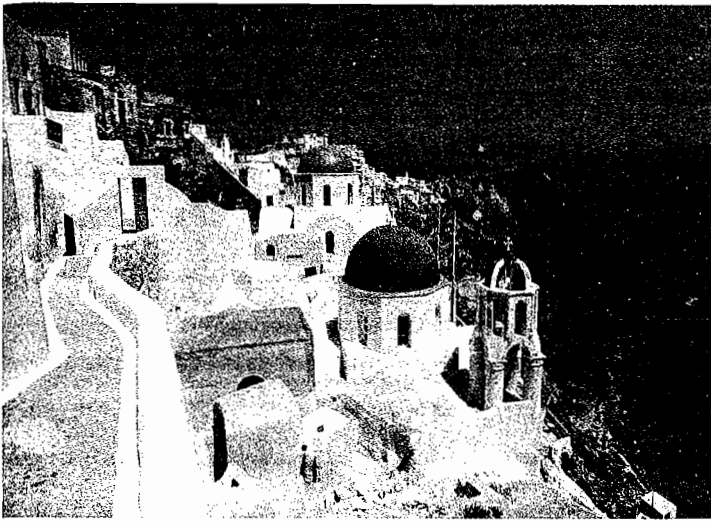
how many intricate questions of feeling are involved in the raising of an **edifice**; it will convince us of the truth of proposition, which might at first have appeared startling, that no man can be an architect who is not a **metaphysician**.

2 To the illustration of the department of this noble science which may be designated *The Poetry of Architecture*, this and some future articles will be dedicated. It is this peculiarity of the art which constitutes its nationality; and it will be found as interesting as it is useful, to trace in the distinctive characters of the architecture of nations, not only its adaptation to the situation and climate in which it has arisen, but its strong similarity to, and connection with, the prevailing **turn of mind** by which the nation who first employed it is distinguished.

3 I consider the task I have imposed upon myself the more necessary, because this department of the science, perhaps regarded by some who have no ideas beyond stone and **mortar** as **chimerical**, and by others who think nothing necessary but truth and proportion as useless, **is at** a miserably **low ebb** in England. And what is the consequence? We have Corinthian columns² placed beside **pilasters** of no order at all, **surmounted** by monstrosified pepper-boxes, Gothic³ in form and Grecian in detail, in a building nominally and peculiarly "National"; we have Swiss cottages, falsely and **calumniously** so entitled, dropped in the brick-fields round the metropolis; and we have staring square-windowed, flat-roofed gentlemen's seats⁴, of the **lath** and plaster, mock-magnificent, Regent's Park⁵ description, rising on the woody **promontories** of Derwent Water⁶.



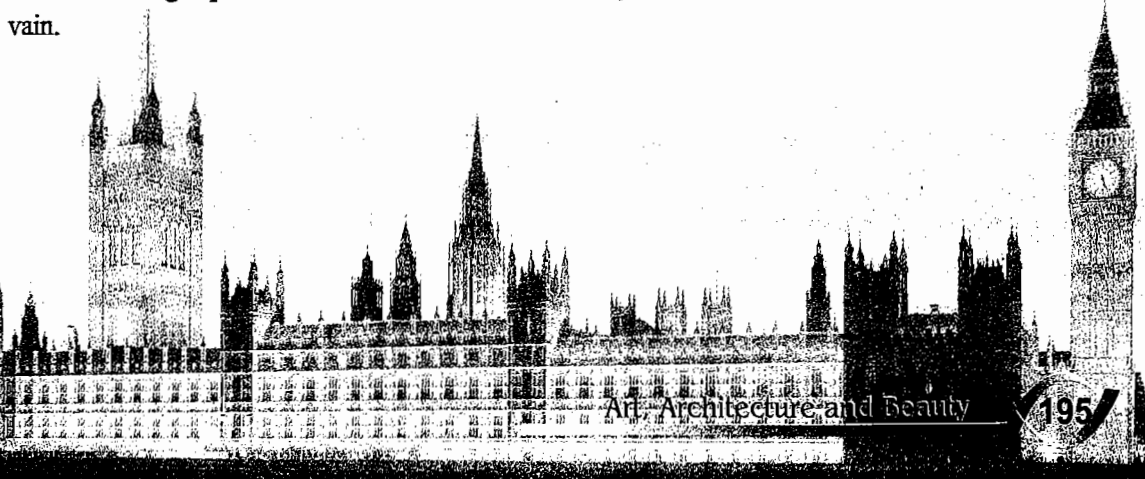
4 How deeply is it to be regretted, how much is it to be wondered at, **that, in a country whose school of painting, though degraded by its system of meretricious coloring, and disgraced by hosts of would-be imitators of inimitable individuals, is yet raised by the distinguished talent of those individuals to a place of well-deserved honor, and the studios of whose sculptors are filled with designs of the most pure simplicity, and most perfect animation; the school of architecture should be so miserably debased!**



5 There are, however, many reasons for a fact so lamentable. In the first place, the patrons of architecture (I am speaking of all classes of buildings, from the lowest to the highest) are a more numerous and less capable class than those of painting... There, the power is generally diffused. Every citizen may box

himself up in as **barbarous** a **tenement** as suits his taste or **inclination**; the architect is his **vassal**, and must permit him not only to criticize, but to **perpetrate**. The palace or the nobleman's seat may be raised in good taste, and become the admiration of a nation; but the influence of their owner is terminated by the boundary of his estate: he has no command over the adjacent scenery, and the possessor of every 30 acres around him has him at his mercy. The streets of our cities are examples of the effects of this clashing of different tastes; and they are either remarkable for the utter absence of all attempt at **embellishment**, or disgraced by every variety of **abomination**...

6 I shall attempt, therefore, to endeavor to illustrate the principle from the neglect of which these abuses have arisen; that of unity of feeling, the basis of all grace, the essence of all beauty. We shall consider the architecture of **nations** as it is influenced by their feelings and manners, as it is connected with the scenery in which it is found, and with the skies under which it was erected; we shall be led as much to the street and the cottage as to the temple and the tower; and shall be more interested in buildings raised by feeling, than in those corrected by rule. We shall commence with the lower class of edifices, proceeding from the roadside to the village, and from the village to the city; and, if we succeed in directing the attention of a single individual more directly to this most interesting department of the science of architecture, we shall not have written in vain.



Proper Names

Corinthian /kə'rimθiən/ 科林斯式建筑风格的 (古希腊建筑的一种风格, 在石头上雕刻叶子作为装饰)

Gothic /'gəθɪk/ 哥特式的, 哥特风格的 (指 12 至 16 世纪流行于西欧的建筑风格。其主要特征是尖形拱门, 高大廊柱和又高又狭的尖形窗户)

Grecian /'gri:ʃən/ 古希腊的; 古希腊式的

New Words

abomination /ə'bɒmɪ'neɪʃən/ *n.* someone or something that is extremely offensive or unacceptable 令人深恶痛绝的人 (事物)

animation /ˌæni'meɪʃən/ *n.* liveliness and excitement 生气; 活跃; 兴奋

barbarous /'bɑ:bərəs/ *adj.* wild and not civilized 野蛮的, 无礼的, 粗鄙的

calumnious /kə'lʌmniəs/ *adj.* constituting or marked by calumny 诽谤性的, 恶意中伤的; 惯于诽谤 (或中伤) 的

calumniously *adv.* 诽谤性地

chimerical /kai'mɪərɪkəl/ *adj.* literary imaginary or not really possible 【文】幻想的; 不切实际的; 虚妄的

debase /dr'beɪs/ *v.* to reduce the quality or value of something 降低 (某物的品质或价值)

disgrace /dis'greɪs/ *v.* to do something so bad that you make other people feel ashamed 给……丢脸 (带来耻辱)

e.g. She refuses to admit that she is their daughter for fear of disgracing her parents.

edifice /'edɪfɪs/ *n.* formal a building, especially a large one 【正式】建筑 (尤指宏伟的建筑)

embellish /ɪm'belɪʃ/ *v.* to make something more beautiful by adding decorations 装饰, 修饰

e.g. The ceiling was embellished with cherubs.

embellishment /ɪm'belɪʃmənt/ *n.* 装饰, 修饰, 布置; 装饰品

inclination /ˌɪnklɪ'neɪʃən/ *n.* a feeling that makes one want to do something 意向; 爱好

e.g. You always follow your own inclinations instead of considering other people's feelings.

inimitable /ɪ'nɪmɪtəbl/ *adj.* too good or skillful for anyone else to copy with the same high standard (高超得) 难以模仿的, 无与伦比的

lamentable /'læməntəbl/ *adj.* formal very unsatisfactory or disappointing 【正式】可叹的, 令人惋惜的; 让人失望的

e.g. Riley showed a lamentable lack of tact.

lath /lɑ:θ/ *n.* a long flat, narrow piece of wood used in building to support plaster (木) 板条

meditation /ˌmedi'teɪʃən/ *n.* the act of thinking deeply and seriously about something 思考, 沉思, 深思

meretricious /ˌmerɪ'trɪʃəs/ *adj.* formal seemingly attractive but having no real value or not based on the truth 【正式】华而不实的, 徒有其表的, 金玉其外的

metaphysics /ˌmetə'fɪzɪks/ *n.* the part of philosophy that is concerned with trying to understand and describe the nature of truth, life, and reality 形而上学, 玄学

metaphysician /ˌmetəfɪ'zɪʃən/ *n.* 形而上学者, 精神疗法家

mortar /'mɔ:tə(r)/ *n.* a mixture of lime, sand and water, used in building for joining bricks or stones together 砂浆, 灰浆

perpetrate /'pɜ:pɪtreɪt/ *v.* formal to do something that is morally wrong or criminal 【正式】做 (错事); 犯 (罪)

e.g. Most such attempts, it concluded, are actually perpetrated by authorized users, and can usually be covered by existing law.

pilaster /pɪ'læstə(r)/ *n.* a square column that sticks out partly beyond the wall of a building and is usually only a decoration (装饰性的) 壁柱, 半露柱

promontory /'prɒməntəri/ *n.* a high, narrow long piece of land that goes out into the sea 岬(角), 海角

sculptor /'skʌlptə(r)/ *n.* someone who makes sculptures 雕刻家, 雕塑家

surmount /sɜ:'maʊnt/ *v. formal* to be above or on top of something 【正式】耸立于……之上; 在……顶上

e.g. All these cathedrals were intended to have many towers surmounted by spires.

tenement /'tenɪmənt/ *n.* a large building divided into apartments, especially in the poorer areas of a city (尤指城市贫民区的)

公寓大楼

vassal /'væsəl/ *n.* a man in the Middle Ages who was given land to live on by a lord, in return for promising to work or fight for him (中世纪的) 封臣, 家臣 (对国君或领主效忠, 作为回报受封土地者)

Phrases and Expressions

be at a low ebb to be in a bad state or condition 处于低潮; 处于衰退状态

e.g. At her lowest ebb, she would have scorned to stoop to such tactics.

turn of mind *literary* the particular way that someone usually thinks or feels 【文】性情; 习性, 天性

e.g. He was of a melancholy turn of mind.

Notes

1. John Ruskin (1819–1900) was an English writer, art critic and reformer, a dominant tastemaker (时髦风尚之开创者) among intellectuals of the Victorian period. Ruskin is best known for his monumental studies of architecture and its social and historical implications, as described in *The Seven Lamps of Architecture* and its sequel (续篇), *The Stones of Venice*.
2. During the European Classical period, the Corinthian order, the most elaborate of the three Greek architectural orders, was used mainly for interior columns. The first known Corinthian column stood alone inside the cella of the Temple of Apollo Epicurius at Bassae (mid- to late-5th century BC). However, late in the Hellenistic period, the Greeks began to build temples with Corinthian columns on the exterior. Atop tall, slender columns are capitals carved with stylized, curling acanthus leaves.
3. Gothic architecture is a style of architecture which flourished during the high and late medieval period. It evolved from Romanesque architecture and was succeeded by Renaissance architecture. Originating in 12th-century France and lasting into the 16th century, Gothic architecture was known during the period as “the French Style”, with characteristics including the pointed arch, the ribbed vault (拱顶) and the flying buttress (扶壁). Gothic architecture is the architecture of many of the great cathedrals, abbeys and parish churches of Europe, and also the architecture of many castles, palaces, town halls, guild halls, universities, and some private dwellings.

4. Here, "seat" means "a home of a rich important family in the countryside".
5. Regent's Park (officially The Regent's Park) is one of the Royal Parks of London. It is in the northern part of central London, partly in the City of Westminster and partly in the London Borough of Camden. It contains Regent's College and the London Zoo.
6. Derwent Water is one of the principal bodies of water in the Lake District National Park in the northwest of England. Derwent Water is a place of considerable scenic value. It is surrounded by hills (known locally as "fells"), and many of the slopes facing Derwent Water are extensively wooded.

Text Exploration

Task 1

Work in pairs to complete the outline of the text.

The author's opinion about the science of architecture	It is not merely a science of the _____, it does not consist only in the observation of _____; it is a science of _____.
The author's purpose in writing the article	His purpose is to illustrate and discuss the _____.
The importance of the author's task	A. Architecture is _____ in England. B. The consequence of the miserably low ebb: buildings are placed together at random. Examples: a. _____ beside pilasters of no order at all, surmounted by monstrosified pepper-boxes. b. Swiss cottages are _____ round the metropolis. c. _____ are rising on the woody promontories of Derwent Water. C. Architecture is debased while painting is still at a high position.

The reasons for the status of architecture in England	A. There are more _____ than those of painting, but they are less capable. B. The power _____. a. Every citizen may have a house which _____; the architect is his servant, and must permit him _____. b. The owner of houses of good taste has no command _____, and the possessor of every 30 acres around him _____.
The author's opinion of the principle of architecture	It is of unity of feeling, _____, the essence of all beauty.

Task 2

Read the following statements and decide whether they are true or false according to the text. Put "T" before a true statement, and "F" before a false one.

- _____ 1. The construction of a building is very complicated because the beauty of it lies in rousing people's feelings.
- _____ 2. Buildings should not only fit in with the surroundings and climate but also be related to the way of thinking of the particular nation that first used the style.
- _____ 3. It is interesting and useful to trace the history of various buildings in different nations.
- _____ 4. **The author thinks his task is necessary because architecture is in a bad state now in England.**
- _____ 5. The author uses examples to show that buildings in England are really adapted to the natural surroundings and can be called "national".
- _____ 6. Painting still enjoys high honor led by a group of talented painters, although it is degraded by its system of coloring and disgraced by would-be imitators.
- _____ 7. **The author considers the position of architecture in England lamentable.**
- _____ 8. There are fewer sponsors for architecture than those for painting in England.
- _____ 9. Each citizen has his own taste for his house and he is totally in control of the architect.
- _____ 10. The influence of the owner of a good building is really so powerful that people all over the country will follow his style.
- _____ 11. The result of the present situation is that the streets in cities are of totally different tastes.
- _____ 12. The principle of architecture is that we should follow the rules and build things from the lowest to the highest.

Critical Thinking



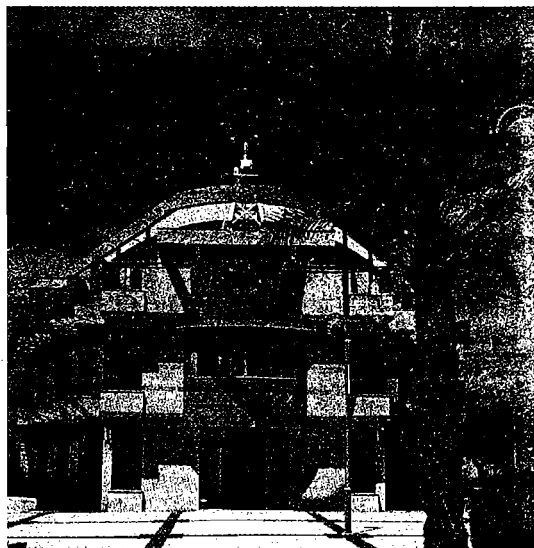
Work together with your partner to answer the following questions based on the text you've just read.

1. According to the author, architecture “is not merely a science of the rule and compass, it does not consist only in the observation of just rule, or of fair proportion; it is, or ought to be, a science of feeling more than of rule, a ministry to the mind, more than to the eye”. Do you agree with his idea? In your opinion, what is architecture?
2. The author mentions in Paragraph 2: “It is this peculiarity of the art which constitutes its nationality.” What is “this peculiarity of the art”? How do you understand the whole statement?



Discuss in groups the following questions.

1. According to the author, buildings in England are in a state of a “clashing of different tastes”. Have you noticed similar problem in China? Give examples to illustrate your point.
2. Nowadays in the world, there is a tendency to design sustainable buildings. This design practice emphasizes efficiency of heating and cooling systems, alternative energy sources such as solar power and reused or recycled building materials, etc. What do you think of this? You may consider the issue from economic, environmental and other aspects.



Vocabulary in Action

Task 1

Choose the answer that is closest in meaning to the underlined word or phrase in the sentence.

- The demonstration sparked a train of events that led to Cordova's resignation.
A. set B. list C. series D. stock
- The farmers use an intricate system of drainage canals.
A. advanced B. complicated C. sophisticated D. perplexed
- The proposition that democracies do not fight each other is based on a tiny historical sample.
A. idea B. suggestion C. guess D. premise
- The central 12-foot column is surmounted by a bronze angel with outspread wings.
A. overcome B. exceeded C. upheld D. topped
- Her family in Minnesota was disgraced and they were urged to move away.
A. irritated B. humiliated C. frustrated D. offended
- The word "sale" has been debased by shops who hold sales at all times of the year.
A. degraded B. decreased C. devalued D. deluded
- It is lamentable that Cassidy will not get to coach his team next season.
A. disgusting B. discouraging C. disappointing D. distressing
- The company had the right to terminate his employment at any time.
A. end B. fulfill C. complete D. finalize
- The College Cafeteria, immediately adjacent to the Student Center, is operated daily on weekdays, offering a selection of meals.
A. close B. next C. prior D. relative
- We always endeavor to provide our customers with the highest standards of service.
A. tend B. strive C. resolve D. pursue

Task 2

Read the words and their explanations in the box. Choose a word to complete each of the sentences below and explain its meaning. Change the form if necessary.

reference	a. <i>n.</i> part of something one says or writes, where a person or thing is mentioned b. <i>n.</i> the act of looking at something for information c. <i>n.</i> a book, article, etc. from which information has been obtained d. <i>v.</i> to mention another book, article, etc. that contains information connected with the subject one is writing about
diffuse	a. <i>v.</i> to make heat, light, or a liquid, etc. spread through something, or to spread like this b. <i>v.</i> to spread (ideas or information) among a lot of people, or to spread like this c. <i>adj.</i> spreading over a large area
inclination	a. <i>n.</i> a feeling that makes one want to do something b. <i>n.</i> a tendency to think or behave in a particular way c. <i>n.</i> a movement made down towards the ground
designate	a. <i>v.</i> to choose someone or something for a particular job or purpose b. <i>v.</i> to represent or refer to something using a particular sign, name, etc. c. <i>adj.</i> used after the name of an official job to show that someone has been chosen for that job but has not yet officially started work
host	a. <i>n.</i> someone at a party, meal, etc. who has invited the guests and who provides the food, drink, etc. b. <i>n.</i> someone who introduces and talks to guests on a television or radio program c. <i>n.</i> a large number of people or things d. <i>v.</i> to provide the venue and everything needed for an organized event
patron	a. <i>n.</i> someone who supports the activities of an organization, for example, by giving money b. <i>n.</i> someone who uses a particular shop, restaurant, or hotel

1. Will _____ kindly note that this shop will be closed on July 17th?
2. Buildings are _____ by red squares on the map.
3. The book does not _____ anything written in the last 10 years.
4. She greeted Maggie with a(n) _____ of the head.
5. Which country is going to _____ the next World Cup?
6. Television is a powerful means of _____ knowledge.
7. There's a whole _____ of reasons why he didn't get the job.

8. He had neither the time nor the _____ to think of other things.
9. Academic books and articles usually have a list of _____ at the end that tell you where the author found the information.
10. Many artists were dependent on wealthy _____.
11. The Queen made no _____ to the incident in her speech.
12. I was intrigued to learn that our Chinese _____ had spent many years in Chicago.
13. The moisture present in all foods absorbs the flavor of the smoke and eventually _____ that flavor into its interior.
14. The president traditionally has the right to _____ his or her successor.
15. Japan's Prime Minister _____ is setting up his Cabinet today.

Task 3

Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

across	live	awaken	beyond	failure
have	mental	miracle	participate	record
remains	social	stone	surround	trip

Less than a century ago, John Ruskin set everyone thinking afresh about architecture. He discovered that buildings were 1) _____; every stone had a tongue, and every tongue could tell a story. Many of us are still living by the enthusiasm that Ruskin 2) _____. We look forward to a(n) 3) _____ to Europe which will permit us to read for ourselves these histories in 4) _____—Westminster Abbey, Winchester Cathedral, the Belfry of Bruges, Chartres, the 5) _____ of the Roman Colosseum, the great fragment of the Parthenon. Ruskin taught us to see 6) _____ mere "sight"; he showed that these buildings were the 7) _____ of a community's life, its interests, its tastes, its economic organization, its 8) _____ order, its religion. Architecture is always with us, and a walk around the corner or 9) _____ the fields will bring us face to face with it. What impressions do the buildings 10) _____ us make? Do they contribute, as Ruskin said architecture must, to our "11) _____ health, power, and pleasure"? Or is this the sort of 12) _____ that architecture could work only in the days when building temples, baths, arcades, and gymnasia? The answer is that architecture is always 13) _____ a conscious or an unconscious effect upon us. If we botch our buildings, crowd them together, or mistake their proper use, we cannot escape the results of our 14) _____; if we plan them, order them, and design them with skills and love and sincerity, we shall, inevitably, 15) _____ in their triumph.

READING MORE

THE BEAUTY INDUSTRY (EXCERPT)

Aldous Huxley¹

- 1 It is a success in so far as more women retain their youthful appearance to a greater age than in the past. "Old ladies" are already becoming rare. In a few years, we may well believe, they will be extinct. White hair and wrinkles, a bent back and hollow cheeks will come to be regarded as mediievally old-fashioned. The **crone** of the future will be golden, curly and **cherry**-lipped, neat-ankled and slender. The Portrait of the Artist's Mother² will come to be almost **indistinguishable**, at future picture shows, from the Portrait of the Artist's Daughter. This desirable **consummation** will be due in part to skin foods and injections of **paraffin wax**, facial surgery³, mud baths⁴, and paint, in part to improved health, due in its turn to a more rational mode of life. Ugliness is one of the symptoms of disease, beauty of health⁵. In so far as the campaign for more beauty is also a campaign for more health, it is admirable and, up to a point, genuinely successful. Beauty that is merely the artificial shadow of these symptoms of health is intrinsically of poorer quality than the genuine article. Still, it is a sufficiently good imitation to be sometimes mistakable for the real thing. The apparatus for **mimicking** the symptoms of health is now within the reach of every moderately prosperous person; the knowledge of the way in which real health can be achieved is growing, and will in time, no doubt, be universally acted upon. When that happy moment comes, will every woman be beautiful—as beautiful, at any rate, as the natural shape of her features, with or without surgical and chemical aid permits?
- 2 The answer is **emphatically**: No. For real beauty is as much an affair of the inner as of the outer self. The beauty of a **porcelain jar** is a matter of shape, of color, of surface texture. The jar may be empty or tenanted⁶ by spiders, full of honey or **stinking slime**—it makes no difference to its beauty or ugliness. But a woman is alive, and her beauty is ~~therefore not skin deep~~. The surface of the human vessel is affected by the nature of its spiritual contents. I have seen women who, by the standards of a **connoisseur** of porcelain, were **ravishingly** lovely. Their shape, their color, their surface texture were perfect. And yet they were not beautiful. For the lovely vase was either empty or filled with some corruption. Spiritual emptiness or ugliness shows through. And conversely, there is an interior light that can **transfigure** forms that the pure **aesthetician** would regard as imperfect or **downright** ugly.

- 3 There are numerous forms of psychological ugliness. There is an ugliness of stupidity, for example, of unawareness (distressingly common among pretty women). An ugliness also of greed, of **lasciviousness**, of **avarice**. All the deadly sins, indeed, have their own peculiar **negation** of beauty. On the pretty faces of those especially who are trying to have a continuous “good time”, one sees very often a kind of bored **sullenness** that ruins all their charm...
- 4 Still commoner and no less **repellent** is the hardness which spoils so many pretty faces. Often, it is true, this air of hardness is due not to psychological causes, but to the contemporary habit of over-painting. In Paris, where this over-painting is most **pronounced**, many women have ceased to look human at all. Whitewashed and **ruddled**, they seem to be wearing masks. One must look closely to discover the soft and living face beneath. But often the face is not soft, often it turns out to be imperfectly alive. The hardness and deadness are from within. They are the outward and visible signs of some emotional or **instinctive disharmony**, accepted as a chronic condition of being.
- 5 So long as such disharmonies continue to exist, so long as there is good reason for sullen boredom, so long as human beings allow themselves to be possessed and **hagridden** by **monomaniacal** vices, the **cult** of beauty is destined to be **ineffectual**. Successful in prolonging the appearance of youth, or realizing or simulating the symptoms of health, the campaign inspired by the cult remains fundamentally a failure. Its operations do not touch the deepest source of beauty—the experiencing soul. It is not by improving skin foods and point rollers, by cheapening health motors and electrical hair-removers, that the human race will be made beautiful; it is not even by

improving health. All men and women will be beautiful only when the social arrangements give to every one of them an opportunity to live completely and harmoniously, when there is no environmental incentive and no **hereditary** tendency toward monomaniacal vice. In other words, all men and women will never be beautiful. But there might easily be fewer ugly human beings in the world than there are at present. We must be content with moderate hopes.



Proper Name

Aldous Huxley /'ɔ:ldəs 'hʌksli/ 奥尔德斯·赫胥黎

New Words

aesthetics /i:s'tetiks/ *n.* the study of beauty, especially beauty in art (尤指艺术方面的)(审)美学

aesthetician /i:sθə'tɪʃən/ *n.* 美学家, 美学者; 审美学家, 审美学者

avarice /'ævərɪs/ *n.* a desire to have a lot of money that is considered to be too strong 贪得无厌, 贪婪

cherry /'tʃeri/ *n.* a bright red color 樱桃红; 鲜红色

connoisseur /ˌkɒnə'sɜ:(r)/ *n.* someone who knows a lot about something such as art, food, music, etc. (艺术、食品、音乐等的) 鉴赏家, 鉴定家, 行家

consummation /ˌkɒnsə'meɪʃən/ *n.* the point at which something is complete or perfect 完成; 圆满; 完美

crone /krəʊn/ *n.* an ugly or unpleasant old woman 讨厌的丑老太婆

cult /kʌlt/ *n.* a fashionable belief, idea or attitude that influences people's lives (影响人们生活的) 时尚观念(观点, 态度)

e.g. Diet, therapy, exercise... It's all part of the cult of self-improvement.

disharmony /ˌdɪs'hɑ:məni/ *n.* disagreement about important things that makes people unfriendly to each other (在重要事情上的) 分歧, 不一致; 不和谐

downright /'daʊnraɪt/ *adv.* used to emphasize that someone or something is completely bad, untrue, unpleasant, etc. 十足地; 彻底地(用

于强调某人或某事物极差、极假或极讨厌等)

emphatic /ɪm'fætɪk/ *adj.* expressing an opinion, idea, etc. in a clear, strong way to show its importance 强调的; 有力的

e.g. I answered both questions with an emphatic "yes".

emphatically *adv.* 有力地

hagridden /'hægrɪdɪn/ *adj.* literary always worried by problems in life 【文】受困扰的; 忧心忡忡的

hereditary /hɪ'redɪtəri/ *adj.* mental or physical qualities, abilities, or illnesses, etc. that are hereditary, or passed from parent to child in the cells of the body (品质、体格或疾病) 遗传的
e.g. Some forms of deafness are hereditary.

indistinguishable /ˌɪndɪs'tɪŋɡwɪʃəbl/ *adj.* so similar that one cannot see any difference between them 难以分辨的, 难以区分的

ineffectual /ˌɪnɪ'fektʃuəl/ *adj.* not having the ability, confidence or personal authority to get things done 无能力的; 无信心的; 无威望的

instinctive /ɪn'stɪŋktɪv/ *adj.* based on instinct (出于) 本能的; (出于) 天性的; (出于) 直觉的

lascivious /lə'sɪvɪəs/ *adj.* showing strong sexual desire 好色的, 淫荡的; 猥亵的

lasciviousness *n.* 好色, 淫荡

mimic /'mɪmɪk/ *v.* to behave or operate in exactly the same way as something or someone else (行为或运作) 酷似

e.g. He could mimic all the teachers' accents.

monomania /ˌmɒnəʊ'meɪniə/ *n.* an unusually strong interest in a particular idea or subject 单狂, 偏狂; (对某一想法或问题的) 狂热

monomaniacal /ˌmɒnəʊmə'nɪəkiəl/ *adj.* 单狂的, 偏狂的

negate /nɪ'geɪt/ *v.* to state that something does not exist or is untrue; to deny 否认; 否定

negation /nɪ'geɪʃən/ *n.* 否认; 否定

paraffin wax /'pærəfɪn wæks/ *n.* a soft white substance used for making candles, made from petroleum or coal 石蜡

porcelain /'pɔ:səlɪn/ *n.* a hard shiny white substance that is used for making expensive plates, cups, etc. 瓷

e.g. Hand-painted porcelain plates and artistic presentations are visually charming here.

pronounced /prəʊ'naʊnst/ *adj.* very strong or noticeable 明显的; 明确的

ravishing /'rævɪʃɪŋ/ *adj.* very beautiful 非常美丽的, 十分标致的

repellent /rɪ'pelənt/ *adj.* nasty or very unpleasant 令人厌恶的, 让人反感的

ruddle /'rʌdl/ *v.* to color, or be as if marked,

with red ocher 使发红

slime /slaim/ *n.* a thick slippery substance that looks or smells unpleasant (令人不愉快的) 黏质物

stinking /'stɪŋkɪŋ/ *adj.* having a very strong unpleasant smell 臭的, 发(恶)臭味的

sullen /'sʌlən/ *adj.* silently showing anger or a bad temper 闷闷不乐的, 愠怒的

e.g. Bill sat in sullen silence and refused to eat his lunch.

sullenness *n.* 闷闷不乐

transfigure /træns'fɪgə(r)/ *v. literary* to change the way someone or something looks, especially so that they become more beautiful 【文】使变形, 使改观; 美化

e.g. His was a stern face, even a little melancholy, which was transfigured when he smiled.

Notes

1. Aldous Huxley (1894–1963) was an English novelist, essayist, critic, and poet and one of the most prominent members of the Huxley family, which is famous for outstanding scientific, medical, artistic, and literary talent. Best known for his novels including *Brave New World* and wide-ranging output of essays, Huxley also edited the magazine *Oxford Poetry*, and published short stories, poetry, travel writing, and film stories and scripts.
2. Several famous artists have accomplished paintings entitled *The Portrait of the Artist's Mother*. They include Spanish artist Pablo Picasso, Dutch painter Vincent Van Gogh, and US-born James McNeill Whistler.
3. "Facial surgery" includes both cosmetic and reconstructive surgery, targeting the areas of the face, eyes, nose and neck. "Cosmetic surgery" typically refers to surgery that can improve physical appearance or change the appearance of something such as the nose, eyes or eyebrows. Plastic or reconstructive surgery, however, can involve reconstruction, removing cancerous tissues or moving tissues around to restore form and function to the face.

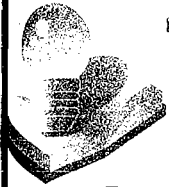
4. Among the most popular medicated baths are those in which the waters of natural warm mineral springs are used. Thousands of people suffering from a wide variety of ailments frequent mineral baths in search of the cures attributed to local waters and mud, although their medical value is generally doubted by physicians. Resorts, sometimes called spas, have grown up near such springs.
5. A few words are omitted from (and implied in) the second part of the sentences. The complete sentence would be: "Ugliness is one of the symptoms of disease; beauty is one of the symptoms of health."
6. Here, "tenant" is used as a verb, meaning "to occupy (property) as a tenant".

Text Exploration

The text can be divided into three parts. Work together with your partner to complete the following outline.

Introduction	A. Background of the topic: More women retain their youthful appearance because of two reasons: a. Skin foods and injections of _____, facial surgery, mud baths, and _____. b. Improved health: _____. B. A question (the topic) is raised: Will every woman _____ no matter whether she has received _____ or not?
Main body	A. The answer to the question: _____. Reasons: Real beauty has not only something to do with _____ but also with _____. B. There are women who look beautiful in appearance, but they are not beautiful because of: a. Various forms of _____ (such as stupidity, _____, _____, avarice, etc.) which have their own _____ of beauty. b. _____ and deadness due to the contemporary habit of _____, being the outward and visible signs of _____.
Conclusion	A. People cannot realize the aim of being beautiful just by _____, or by _____. B. People can become beautiful only when they can live _____, when there is _____ and no hereditary tendency toward _____.

Critical Thinking



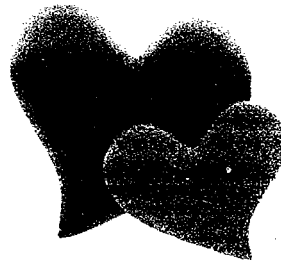
Work together with your partner to answer the following questions based on the text you've just read.

1. The author mentions in Paragraph 1: "Beauty that is merely the artificial shadow of these symptoms of health is intrinsically of poorer quality than the genuine article." How do you understand this statement? Do you agree with it? Explain your reasons.
2. The author says in Paragraph 2: "For real beauty is as much an affair of the inner as of the outer self." Do you accept his idea? Support your answers with examples.
3. The author finally says: "All men and women will be beautiful only when the social arrangements give to every one of them an opportunity to live completely and harmoniously, when there is no environmental incentive and no hereditary tendency towards monomaniacal vice." How do you understand the sentence? Do you think people will all become beautiful eventually?



Discuss in groups the following question.

"Beauty is only skin deep, but ugly goes clear to the bone." Do you agree with the saying? Why or why not?



Vocabulary in Action

Task 1

Fill in each of the blanks with an appropriate form of the word given and explain its meaning.

1. emphatic

- A. Discuss pollution with your child, _____ how nice a clean street, lawn or park looks.
- B. Residents _____ do not want a new car park on their doorstep.
- C. She was _____ in her denial of the accusation.
- D. The _____ was on what the student had to do that day and what might be accomplished.

2. distinguish

- A. He resigned from his job at Cornell, ending a(n) _____ academic career.
- B. These forgeries are so good that they are more or less _____ from the originals.
- C. Research suggests that babies learn to see by _____ between areas of light and dark.

3. prosper

- A. Over the next few years, our little bar _____ and grew in popularity.
- B. He is the youngest son of a relatively _____ English family.
- C. A country's future _____ depends, to an extent, on the quality of education of its people.

4. surgery

- A. The _____ who carried out the operation said that it was successful.
- B. Mr. Clark underwent five hours of emergency _____.
- C. The ~~course~~ is aimed at trainees from all _____ specialties.

5. negate

- A. He shook his head slowly in _____.
- B. A few weeks later he said that maybe he viewed all his relationships rather _____.
- C. We received a _____ answer to our request.

6. repel

- A. ~~The sight of blood is~~ _____ to some people.
- B. As these electrons are negatively charged they will attempt to _____ each other.

7. harmony

- A. The new offices _____ with the other buildings in the area.
- B. We are trying to avoid staff _____ within the organization.
- C. Their _____ relationship resulted in part from their similar goals.

8. desire

- A. Inflation is considered to be _____ because of its adverse effects on income distribution.
- B. He became restless and _____ of change.
- C. Several people have expressed a _____ that they should see the report.
- D. The ability to speak a foreign language is highly _____.

9. converse

- A. I wanted to appear friendly and approachable, but I think I gave the _____ impression.
- B. Scandinavian cruises are very popular in the summer; _____, the Caribbean is most popular in the winter.
- C. What you do for a living is critical to where you settle and how you live—and the _____ is also true.

10. instinct

- A. Jane _____ knew all was not well with her 10-month-old son.
- B. My _____ tell me that she's not the right woman for you.
- C. One's _____ reaction to defeat is to look for somebody to blame.

Task 2

Fill in each of the blanks with an appropriate word or phrase from the box. Change the form if necessary.

cult	chronic	extinct	greed	hereditary
incentive	ineffectual	intrinsically	mimic	retain
sullen	tenant	vase	act upon	in part

1. We need to take steps to counter the _____ decline in our export market.
2. A patient will usually listen to the doctor's advice and _____ it.
3. The disease is _____, so there is a chance her daughter may suffer from it too.
4. The treaty would not allow any country to produce, acquire or _____ chemical weapons.
5. When prices are so low, farmers have little _____ to increase production.
6. During the 1980s the personal fitness _____ spread rapidly.
7. ~~The computer doesn't _____ human thought; it reaches the same ends by different means.~~
8. They stared at him with a blank expression of _____ resentment.
9. The building has trouble attracting _____ willing to pay its relatively high rents.
10. He's a nice enough man, but rather _____ as a team captain.
11. He was unsympathetic with many house sellers, complaining that they were motivated by _____.
12. Jewelers will tell you that gold is _____ superior to other metals but the real difference is simply that it costs more.

13. The most chilling exhibit space is the room that holds species that are _____ or endangered.
14. There were lilies everywhere in tall white porcelain _____.
15. The levels of blood glucose depend _____ on what you eat and when you eat.

PRACTICAL TRANSLATION

英语新闻的翻译

由于记者写作风格的不同,英语新闻的文体结构无固定模式,但大体上说,它的主体结构由标题(headline)、导语(lead or introduction)和正文(body)三部分构成。

新闻的主要目的是为了吸引和打动读者,因此标题起着非常重要的作用,它浓缩和概括了全文的中心问题,常被称为“新闻报道的眼睛”。英语新闻导语,通常为文章的第一段,点出新闻的主题。就其构成要素来说,就是五个W和一个H,即who, what, when, where, why, how。正文是在导语的基础上,引入更多的与主题相关的事实,使之更加详实、具体,并展开一定的评论,进而得出结论。

英语新闻采取的最普遍的形式是“倒金字塔结构”(The Inverted Pyramid Form),即新闻事实的阐述按照重要性递减的顺序展开(in the order of descending importance),它的优势在于可以使读者很快看到新闻的精华部分,读到他们所需要的内容。这种“倒金字塔结构”在导语中体现得最为明显。

英语新闻翻译的难点在于标题和导语的翻译,以下分标题和导语两部分来讲述英语新闻的翻译。

1. 英语新闻标题的翻译

为了吸引读者的眼球,英语新闻标题总是力求用有限的字数来表达新闻的内容,增强新闻的简洁性和可读性,因此它最主要的一个特点就是用词经济达意、简短明了。

1) Oil to hit \$100 by end of year and keep rising (*China Daily*)

译文:油价年末将达每桶100美元,并将继续上涨

解析:在这个标题中,由于hit字母相对较少,用它代替reach,使得标题更加简洁明了。

2) Hummer deal nod likely soon (*China Daily*)

译文:“悍马”收购协议即将正式达成

解析:这个标题中,由于deal字母相对较少,用它代替agreement,使得标题更加简短、醒目。

英语新闻标题的第二个特点是使用缩略语,这样可以使语言简洁明快,节省篇幅,避免标题过长。常用的缩略语形式是多个单词的首字母缩略语(acronym)和某个单词的缩略形式。

3) Hackers' attacks on MOD site fail (CCTV 9)

译文: 黑客攻击国防部网站失败

解析: 这个标题中, MOD 是 Ministry of National Defense (国防部) 的缩略语。翻译时应译出 MOD 指代的意思, 这样标题的意义才完整、有效。

4) Hu-Obama talks attract int'l media attention (CCTV 9)

译文: 胡锦涛和奥巴马的会谈引起世界关注

解析: 这个标题中, Hu 代表的是中国国家主席胡锦涛, int'l 是 international 的缩略语, 翻译时应译出完整的人名和缩略语代表的意思。

英语新闻标题的第三个特点是省略。一般而言, 省略以虚词为多, 而省略的虚词有冠词、助动词和连词等。

5) Cops say girl, 9, was stabbed (CNN)

译文: 警方说一个九岁女孩被刺

解析: 完整的标题应该是 Cops say a girl of 9 years old was stabbed。为使语言简练, a girl of 9 years old 被省略为 girl, 9, 在翻译成汉语时应把意思清楚完整地表达出来。

6) 2 dead, 21 hurt in tour bus wreck (CNN)

译文: 旅游大巴失事, 2人死亡, 21人受伤

解析: 完整的标题应该是 Two people were dead and 21 were hurt in the wreck of a tour bus。英语中, 为使语言简洁明了, 只保留了关键字眼, 翻译时需把被省略的内容补译出来。

有时, 有些标题综合地体现以上提到的特点。

7) 16 killed in blast in NW Pakistan's Peshawar (CNN)

译文: 巴基斯坦西北部城市白沙瓦发生爆炸, 16人死亡

解析: 完整的标题应该是 Sixteen people were killed in a blast in the Northwestern Pakistan's Peshawar。

2. 英语新闻导语和正文的翻译

前面讲过, 英语新闻采取的最普遍的形式是“倒金字塔结构”, 新闻事实按重要性呈现递减顺序, 也就是说, 把最重要的新闻事实放在最前面, 次要的信息放在后面, 起到补充说明的作用。而汉语句子常以“流水句”形式出现, 阐述新闻事实时, 按照新闻事实的重要性以递增顺序展开。这种重要性递减和重要性递增顺序在导语的翻译中体现得最为明显, 因此在翻译英语新闻的导语时, 译者要清楚地把握这个特点, 使译文符合汉语表达习惯和汉语新闻文体的特点。

1) Four people, including a 12-year-old, died when an Amtrak train hit their car in Hardeeville, South Carolina, an official said Tuesday. (CNN)

译文: 周二, 一位官员说, 在美国南卡罗来纳州哈迪威尔市, 一辆美国铁路客运公司的列车和一辆汽车相撞, 造成四人死亡, 其中包括一名十二岁儿童。

解析: 原文中, 这则新闻的要点 Four people, including a 12-year-old, died 放在句子前面, 突出体现读者想要获得的信息, 吸引了读者的注意力, 并引起了他们的好奇心, 使他们急切地想知道这次事故为什么会发生。然后 when an Amtrak train hit their car 讲

述了这件事情发生的原因，满足了读者的好奇心。最后一些次要信息，如地点 in Hardeeville, South Carolina，事件陈述人 an official 和时间 Tuesday 被一一提到。这种处理方式充分体现了英语新闻的阐述按照重要性递减的顺序来展开的特点，句子重心采取“前置式”。而汉语译文则体现出两大特点。一是汉语句子的“流水句”结构。英语句子严谨的“树干”结构被完全打破，整个句子被拆分成几个形式松散，逻辑关系不甚明确的几个分句。二是汉语新闻事实的阐述是按照重要性递增的顺序来展开的。先提到一些次要信息，如时间、事件陈述人、地点，然后讲出事件发生的原因“一辆美国铁路客运公司的列车撞上了一辆汽车”，最后再讲述新闻的要点“四个人，包括一名十二岁的儿童死亡”，句子重心采取“后置式”。

- 2) Operating revenue of China's State-owned enterprises (SOEs) grew 0.5 percent year-on-year to 17,873.77 billion yuan (\$2,617.91 billion) during the first 10 months of 2009, marking the first year-on-year growth this year, the Ministry of Finance (MOF) said in a statement on its website yesterday. (*China Daily*)

译文：昨天财政部在它网站上公布的一份报告显示，2009年1月到10月，国有企业累计实现营业收入178,737.7亿元（相当于26,179.1亿美元），首次出现0.5%的同比增长率。

解析：原文中，这则新闻的要点 Operating revenue of China's State-owned enterprises (SOEs) grew 0.5 percent year-on-year to 17,873.77 billion yuan (\$2,617.91 billion) during the first 10 months of 2009 放在句子前面，非常清楚地告知读者新闻的要点，吸引了读者的注意，并让读者即刻获得所需信息。然后一些细节，如新闻发布的单位、地址和时间：“the Ministry of Finance, on its website, yesterday”作为新闻要点的支撑信息一一展开，体现了英语新闻的阐述是按照新闻事实的重要性递减的顺序展开的，句子重心采取“前置式”。汉语译文也充分体现出汉语的句式特点，一个带独立主格结构的完整的“树干式”英语句式被拆分成几个不注重形式结构的严密性，少用关联词语，句子结构松散的汉语分句。而新闻事实的阐述按照重要性递增的顺序展开。先提到一些细节，然后新闻的要点被放在句子的后半部分，句子重心为“后置式”。

Translation Practice

Translate the following headlines and leads into Chinese.

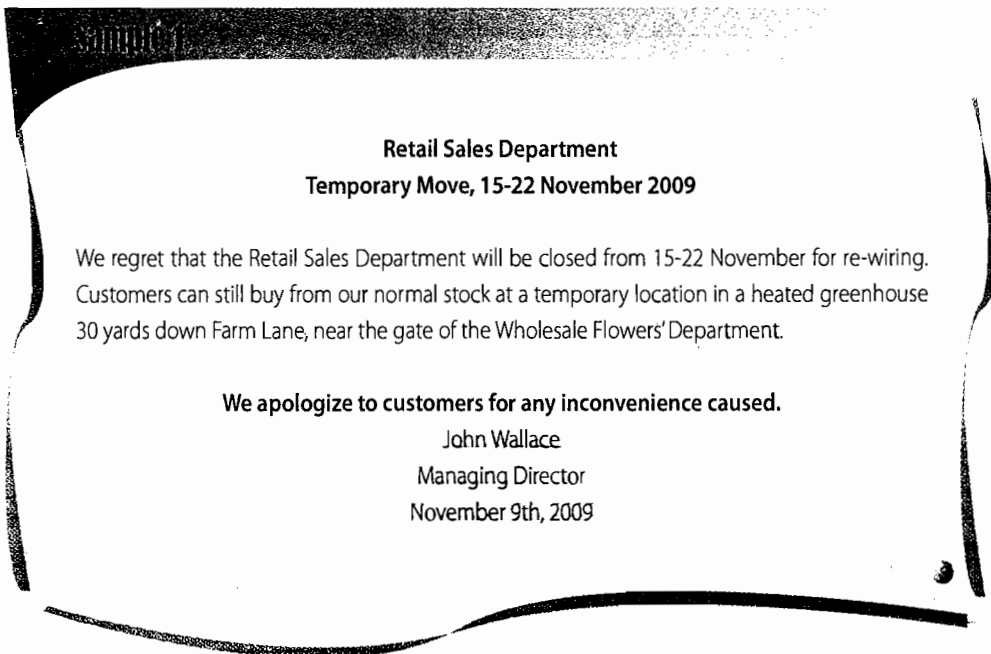
1. S Korea sets emissions-cut target (*China Daily*)
2. Firms vie for bigger share of car market (*China Daily*)
3. Spanish PM: Somali pirates free fishermen (CNN)
4. China receives 94m overseas tourists in Jan-Sept, down 3.45% (*China Daily*)
5. US, Russian leaders say nations closer to deal to cut nuclear arms (CNN)
6. South African runner Caster Semenya will be allowed to keep the gold medal she won in the women's 800-meters at the World Athletics Championships in Berlin, Germany, in August, the country's sports ministry announced Thursday. (CNN)
7. After complaining of feeling badly for days, Nicole Richie was hospitalized for pneumonia at Cedars-Sinai Medical Center in Los Angeles and was "doing well", her rep said Wednesday.

FOCUSED WRITING

Notices

A notice is used to inform people. This may include instructions, warnings or changes to a plan. They are typically written on behalf of people in authority within a company or organization but may also be for the general public from government or other institutions. Notices may be posted in many different ways—on a notice or bulletin board, published in the mass media or sent as a letter or an e-mail.

Notices take various forms, thus involving different formats. To gain a better understanding, let us take a look at the following samples.



Note: The above notice is a business notice. Typically such notices have a clear heading, which is often in bold and in large letters. All the information in a notice is laid out clearly and the tone of the notice is typically formal. The information in a notice is brief but accurate and sufficient for readers to understand: in this case that they can shop as normal but in a different place. The name and the position of the person who wrote the notice and the date is usually included.

Asian Finance Association-Nippon Finance Association Joint International Conference
Tokyo
6-9 July 2008

The Nippon Finance Association (NFA) and the Asian Finance Association (AsianFA) are jointly organizing a conference at the Pacifico Yokohama International Convention Center, Tokyo, Japan.

Eighty hundred finance scholars and professionals from around the world are expected to participate. There will be a special session on "Corporate Governance Around the World" with Professor Ralph Walkling (President of Financial Management Association) in the chair.

Keynote speakers include Eduardo Schwartz (UCLA), Kenneth Singleton (Stanford), and George Constantinides (University of Chicago).

Interested participants should book attendance and accommodation before July 4th 2008 through the web site <<http://www.pacifico.co.jp/english/index.html>>.

Note: This is a notice concerning an international academic conference. Such notices, will include the time and venue of the conference and may also indicate the expected number of participants, highlight the main event and provide the names of keynote speakers in order to capture attention.

Call for Papers

Nature Methods is now accepting submissions of papers for the life sciences and the areas of chemistry relevant to the life sciences.

Specific areas of interest include, but are not limited to:

- **Recombinant DNA and protein technologies**
- **Construction and screening of libraries and arrays of nucleic acids, proteins and chemical compounds**

Microarrays, display techniques, combinatorial chemistry, lab-on-a-chip technologies

- **Isolation, purification and detection of biological molecules**

Separation techniques, chromatography, chiral separation, labeling, epitope tagging, amplification of nucleic acids, single molecule detection and characterization

- **Methods for analysis of structure and function of biological molecules**

Molecular structure determination, mass spectrometry, binding assays, sequencing, detection of post-translational modifications, mutagenesis, chemical tagging of biomolecules

- **Electrophysiology**

- **Techniques of analysis and manipulation of gene expression**

Gene targeting, transduction, RNA interference

- **Cell culture methodology**

- **Imaging and probing technologies**

Microscopy, optical spectroscopy, histology, labeling, hybridization techniques, probe scanning, chemical tagging of molecules, single cell manipulation

- **Immunological techniques**

Production of antibodies, antibody-based assays, immunolabeling

- **Animal studies methodology**

Pharmacology, physiology, behavior

Papers should be submitted complete with abstract before February 30th, 2010.

Note: This is a notice asking for papers for an academic journal called *Nature Methods*. This type of notice has a very clear purpose which is to invite contributions from readers. The notice clarifies the purpose, and indicates exactly which topics will be relevant. Contributors are not expected to present papers that are not relevant to these topics.

Writing Assignment

Write a notice of a regional conference to be held in your nearest city.



FINAL PROJECT

Role-play

Presume an "Arts Festival" is to be held soon at your university, and your group has undertaken the responsibility of introducing the arts in China to a group of foreign visitors.

Step One ➡

You are to introduce an art form from China. It can be in the form of music, painting, sculpture, drama, architecture, etc. You have to read some books and articles or surf the Net to learn more about it, and prepare a presentation about its beauty and special features.

Step Two ➡

Work in groups of four and listen to each other's presentation. The other members may ask questions or make comments.



Unit 8

Man and Nature



STARTING OUT

Task 1

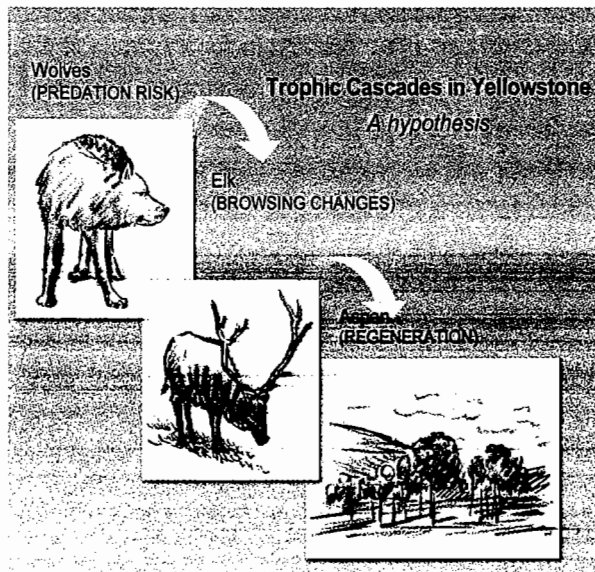
This quiz measures your knowledge about humans and nature. Choose the correct answer for each question.

1. Why are volcanoes and landslides considered “hazardous” natural earth processes?
 - A. These processes are often catastrophic (very fast, and full of destructive energy).
 - B. These fairly violent processes can occur where people live.
 - C. These processes are fairly slow and relatively nonviolent.
 - D. A and B combined.
 - E. A and C combined.
 - F. B and C combined.
2. The following are ways humans can affect natural geological processes, except _____.
 - A. increases in soil erosion due to the clearing of forests
 - B. increases in volcanic activity due to the building of cities
 - C. increases in river flooding due to the clearing of forests
 - D. increases in flooding due to the building of cities
3. Who determines which species are endangered?
 - A. United Nations (UN).
 - B. World Wildlife Fund (WWF).
 - C. Conservation International (CI).
 - D. International Union for the Conservation of Nature and Natural Resources (IUCN 世界自然保护联盟).
4. How many animal species are endangered today worldwide?
 - A. About 300.
 - B. About 1,000.
 - C. About 5,000.
 - D. About 10,000.
5. What is the main reason for plants and animals being endangered?
 - A. Climate change.
 - B. Habitat destruction.
 - C. Poaching (偷猎).
 - D. Predators (食肉动物).
6. The following reasons are why animals become extinct, except _____.
 - A. changes in climate
 - B. increases in human population
 - C. fighting and killing between animal species
 - D. the hunting and capture of animals by humans

7. The following animal species are already extinct, except the _____.
 - A. Dodo
 - B. Dinosaur
 - C. Steller's Sea Cow
 - D. White-tailed fish eagle
8. Which description is not true about the blue whale?
 - A. It is the largest animal ever known to have lived.
 - B. It can live for more than 100 years.
 - C. It is listed as one of the endangered species in the world.
 - D. It lives only in the cold waters of the Arctic and Antarctic.
9. When is World Environment Day?
 - A. March 12th.
 - B. June 5th.
 - C. October 20th.
 - D. May 31st.

Task 2

Image description: Look at these pictures and describe how a natural ecosystem works.



Task 3

Discuss in groups the following questions.

1. Many species of wildlife are reported to have become extinct or to be on the verge of extinction. What do you think causes this problem?
2. In your opinion, what measures should be taken to preserve the biodiversity of wildlife?

READING FOCUS

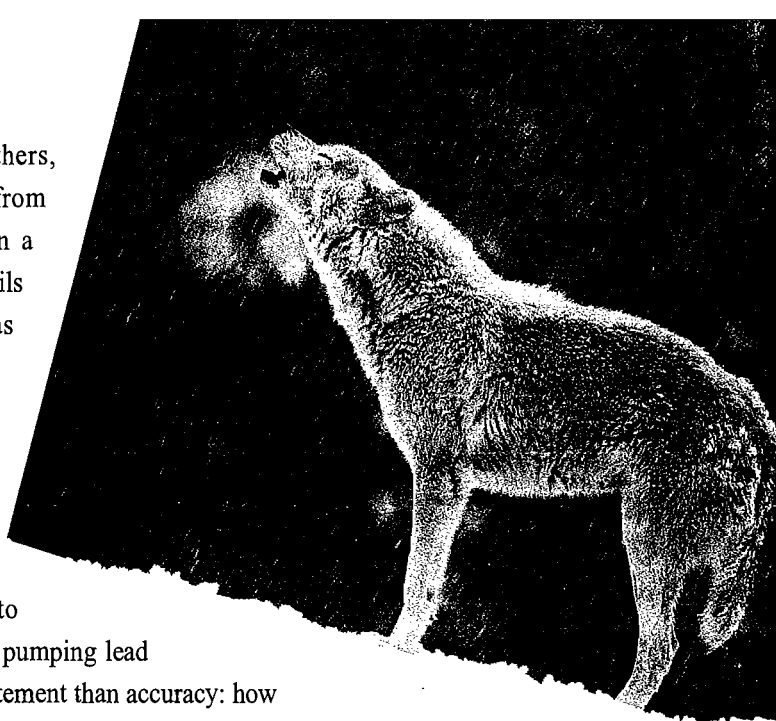
As we know, nature is most important to human life. People depend on nature to live, and humans need fresh air, water and vegetables, which all come from nature. Industry needs fuel and other raw materials, which also come from nature. What is more, humans also belong to nature, and are regarded as the highest natural form of life. As a consequence, if we destroy nature, to some extent, we diminish ourselves.

THINKING LIKE A MOUNTAIN

Aldo Leopold¹

- 1 A deep chesty **bawl** echoes from rimrock to rimrock, rolls down the mountain, and fades into the far blackness of the night. It is an outburst of wild **defiant** sorrow, and of contempt for all the adversities of the world.
- 2 Every living thing (and perhaps many a dead one as well) **pays heed** to that call. To the deer it is a reminder of the way of all flesh², to the pine a forecast of midnight **scuffles** and of blood upon the snow, to the **coyote** a promise of **gleanings** to come, to the cowman a threat of red ink³ at the bank, to the hunter a challenge of **fang** against bullet. Yet behind these obvious and immediate hopes and fears there lies a deeper meaning, known only to the mountain itself. Only the mountain has lived long enough to listen objectively to the howl of a wolf.
- 3 Those ~~unable to decipher the hidden meaning~~ know nevertheless that it is there, for it is felt in all wolf country, and distinguishes that country from all other land. It **tingles** in the spine of all who hear wolves by night, or who scan their tracks by day. Even without sight or sound of wolf, it is ~~implicit in a hundred small events~~: the midnight **whinny** of a pack horse⁴, the rattle of rolling rocks, the bound of a fleeing deer, the way shadows lie under the spruces. Only the ineducable tyro can fail to sense the presence or absence of wolves, or the fact that mountains have a secret opinion about them.
- 4 My own conviction on this score dates from the day I saw a wolf die. We were eating lunch on a high rimrock, at the foot of which a turbulent river elbowed its way. We saw what we thought was a doe **fording** the torrent, her breast awash in white water. When she climbed the bank toward us and shook out her tail, we realized our error.

It was a wolf. A half dozen others, evidently grown pups, sprang from the **willows** and all joined in a welcoming **mêlée** of **wagging** tails and playful **maulings**. What was literally a pile of wolves **writhed** and tumbled in the center of an open flat at the foot of our rimrock.



- 5 In those days we had never heard of passing up a chance to kill a wolf. In a second we were pumping lead into the pack, but with more excitement than accuracy: how to aim a steep downhill shot is always confusing. When our rifles were empty, the old wolf was down, and a pup was dragging a leg into impassable slide-rocks.
- 6 We reached the old wolf in time to watch a fierce green fire dying in her eyes. I realized then, and have known ever since, that there was something new to me in those eyes—something known only to her and to the mountain. I was young then, and full of trigger-itch; I thought that because fewer wolves meant more deer, that no wolves would mean a hunters' paradise. But after seeing the green fire die, I sensed that neither the wolf nor the mountain agreed with such a view.
- 7 Since then I have lived to see state after state **extirpate** its wolves. I have watched the face of many a **newly wolfless mountain**, and seen the south-facing slopes wrinkle with a **maze** of new deer trails. I have seen every edible bush and **seedling** browsed, first to **anemic desuetude**, and then to death. I have seen every edible tree **defoliated** to the height of a saddlehorn. Such a mountain looks as if someone had given God a new pruning **shears**, and forbidden Him⁶ all other exercise.⁷ In the end the starved bones of the hoped-for deer herd, dead of its own too-much, **bleach** with the bones of the dead **sage**, or **molder** under the high-lined junipers.
- 8 I now suspect that just as a deer herd lives in mortal fear of its wolves, so does a mountain live in mortal fear of its deer. And perhaps with better cause, for while a buck pulled down by wolves can be replaced in two or three years, a range pulled down by too many deer may fail of replacement in as many decades.

- 9 So also with cows. The cowman who cleans his range of wolves does not realize that he is taking over the wolf's job of trimming the herd to fit the range. He has not learned to think like a mountain. Hence we have **dust bowls**, and rivers washing the future into the sea.
- 10 We all strive for safety, prosperity, comfort, long life, and dullness. The deer strives with his **supple** legs, the cowman with trap and poison, the statesman with pen, the most of us with machines, votes, and dollars, but it all comes to the same thing: peace in our time. A measure of success in this is all well enough, and perhaps is a **requisite** to objective thinking, but too much safety seems to yield only danger in the long run. Perhaps this is behind Thoreau's⁸ **dictum**: In wildness is the salvation of the world. Perhaps this is the hidden meaning in the howl of the wolf, long known among mountains, but seldom perceived among men.

Proper Names

Aldo Leopold /'ɑ:l dəu 'li: əpəuld/ 奥尔多·利奥波德

Thoreau /'θɔ: rəu/ 梭罗 (1817-1862, 美国作家、哲学家)

New Words

anemic /ə'ni: mɪk/ *adj.* seeming weak and uninteresting 没有活力的, 无精打采的

awash /ə'wɒʃ/ *adj.* covered with water or another liquid 被水或其他液体漫过的

e.g. The river overflowed until the streets were awash.

bawl /bɔ: l/ *v.* to shout in a loud unpleasant voice 叫嚷, 大喊

bawl *n.* 叫嚷, 大喊

bleach /bli: tʃ/ *v.* to make something white, especially by using chemicals or sunlight 使(颜色)变淡, 使变白; 漂白; 晒白

e.g. The sun had bleached her hair.

coyote /'kɔɪ ət/ *n.* a small wild dog that lives

in Northwest America and Mexico (北美西部和墨西哥的) 丛林狼

decipher /dr'saɪ fə(r)/ *v.* to find the meaning of something that is difficult to read or understand 辨认; 解释

e.g. I always wonder how people manage to decipher my doctor's handwriting.

defiant /dr'faɪ ənt/ *adj.* refusing to do what is asked because one does not agree 违抗的, 挑衅的; 蔑视的

e.g. With a final defiant gesture, they sang a revolutionary song as they were led away to prison.

defoliate /di:'fəʊ li ət/ *v.* to remove the leaves from a plant or tree using a defoliant (用脱叶剂) 使……落叶

desuetude /dr'sju: tju: d/ *n.* discontinuance from use or exercise 废弃; 不用

dictum /'dɪkt əm/ *n.* a formal statement of opinion by someone who is respected or has authority (由受人尊敬的或有权威的人士正式发表的) 断言, 意见, 宣言

e.g. It is a sad fact that one of feminism's most important dictums, that "women have a right to choose," has been so jeopardized (危及, 损害) by women's insecurities.

doe /dəʊ/ *n.* a female rabbit, deer, etc. 雌兔; 雌鹿

dust bowl *n.* an area of land that has dust storms and very long periods without rain 干旱尘暴区, 长期干旱而多尘暴的地带

extirpate /'ektʃ:peɪt/ *v.* to completely destroy something that is unpleasant or unwanted 消灭, 根除

e.g. It is far more common for a bird to be extirpated from a particular region, while surviving elsewhere.

fang /fæŋ/ *n.* a long sharp tooth of an animal, like snake or wild dog (蛇、野狗等的) 尖牙

ford /fɔ:d/ *v.* to walk or drive across a river at a place where the water is not deep 涉水而过(河)

e.g. They were guarding the bridge, so we forded the river.

gleanings /'gli:nɪŋz/ *n.* small pieces of information that one has found out with difficulty 费力搜集到的零星信息

juniper /'dʒu:nɪpə(r)/ *n.* a small bush that produces berries, and has leaves that remain green all year 桧, 刺柏

maul /mɔ:l/ *v.* to injure someone badly by tearing their flesh 撕……的皮肉, 抓裂

e.g. A man was mauled after climbing into the lion's enclosure at the London Zoo.

maze /meɪz/ *n.* a complicated and confusing arrangement of streets, etc. 迷宫似的街道/小路/电线等

mêlée /mer'leɪ/ *n.* a situation in which people rush around in a confused way (人们四处乱窜的) 混乱局面

molder /'məʊldə(r)/ *v.* to decay slowly and gradually 腐烂, 腐朽; 渐渐崩塌

e.g. Your scripts have been moldering under your bed for ages.

rattle /'rætl/ *n.* the noise that one hears when parts of something knock against each other (碰撞而发出的) 格格声, 嘎嘎声

e.g. There was a rattle of rifle fire.

requisite /'rekwɪzɪt/ *n.* something that is needed for a particular purpose 必需品

sage /seɪdʒ/ *n.* a plant with gray-green leaves, used in cooking 鼠尾草, 洋苏草 (其灰绿色叶子可用于烹调)

scuffle /'skʌfl/ *n.* a short fight between a few people that is not very violent 扭打 (不太猛烈的短时打斗)

e.g. A few isolated scuffles broke out when police tried to move the demonstrators.

seedling /'si:dlɪŋ/ *n.* a young plant grown from seed 籽苗, 种苗, 幼苗

shears /ʃiəz/ *n.* a heavy tool for cutting, resembling a big pair of scissors 大剪刀

spruce /spru:s/ *v.* to make someone or something look neater and tidier (使) (自己或某物) 显得更加整齐干净

e.g. The cottage had been spruced up a bit since her last visit.

supple /'sʌpl/ *adj.* bending or moving easily and gracefully (身体) 柔软的; 灵活的

tingle /'tɪŋgl/ *v.* (part of the body) to feel a slight uncomfortable feeling, especially on the skin (尤指皮肤) 感到刺痛

e.g. My cheeks tingled with the cold.

torrent /'tɒrənt/ *n.* a large amount of water moving very rapidly and strongly in a particular direction (水的) 湍流, 急流

e.g. A torrent of water swept down the valley.

tyro /'taɪərəʊ/ *n.* a beginner in learning 新手, 生手, 初学者

wag /wæg/ *v.* (of a dog) to move (the tail) repeatedly from one side to the other (狗) 摇(尾巴)

e.g. The dog wagged its tail with pleasure.

whinny /'hwɪni/ *v.* (of a horse) to neigh (sound horses make) quietly (马) 轻声嘶叫

whinny *n.* (马) 嘶叫

willow /'wɪləʊ/ *n.* a type of tree with long thin branches that grows near water, or the wood from this tree 柳树; 柳木

writhe /raɪð/ *v.* to twist one's body from side to side violently, especially because of pain (尤指因痛苦而) 剧烈地扭动身体

e.g. He was writhing on the ground in agony.

Phrase and Expression

pay heed to sth. to pay attention to something, especially something someone says, and seriously consider it 注意某事; 慎重考虑某事

e.g. You should pay heed to her advice as she has had a similar experience.

Notes:

1. Aldo Leopold (1887–1948) is widely acknowledged as the initiator of modern wildlife conservation in the United States. He was best known for his collections *A Sandy County Almanac*, from which this text is extracted. The essays are stories of Leopold's observations of nature around him, the passing of seasons, and of wildlife, based on the belief that every living thing has a niche in the ecosystem.
2. The phrase "the way of all flesh" means "living and dying as other people (beings); suffering the same change or danger, as other people (beings) do".
3. The phrase "red ink" is used figuratively here. In US English, it refers to (financial) deficit, a situation in which one owes more money than one has.
e.g. Fallout from investments in the risky subprime mortgage market has forced Wall Street banks to write down more than \$150 billion—and more red ink is expected.
4. Here, "a pack horse" refers to a horse used for carrying heavy loads, also there are "pack donkeys or camels", etc.
5. The writer uses "elbow" to show how the river flowed and turned round so fast, as if it were a person struggling for a way forward.
6. The first letter of "Him" is capitalized in the middle of a sentence to refer to "God" specifically.
7. The subjunctive mood is used in this sentence to refer to the serious destruction of the mountains by a large number of deer and other herbivore (食草动物).

8. Henry David Thoreau (1817–1862, born David Henry Thoreau) is a US author, naturalist, transcendentalist, development critic, philosopher and abolitionist, best known for *Walden*, a reflection upon simple living in natural surroundings, and his essay *Civil Disobedience*, an argument for individual resistance to civil government in moral opposition to an unjust state. Thoreau's books, articles, essays, journals and poetry total over 20 volumes. Among his lasting contributions are his writings on natural history and philosophy, where he anticipated the methods and findings of ecology and environmental history, two sources of modern day environmentalism.

Text Exploration

Task 1

The text can be divided into three parts. Deduce the main idea of each part with your partner, and provide arguments and supporting evidence.

Part I Every living thing pays heed to the wolf's bawl.	A. Different interpretations of the meaning of the wolf call. Supporting evidence: a. _____. b. _____. c. _____. d. _____. e. _____. f. _____. B. Traces of wolves' existence. Supporting evidence: a. _____. b. _____. c. _____. d. _____. e. _____. f. _____.

Part II The author's experience of killing a wolf	When did the author see the wolves? _____ How did the author kill the wolves? _____ Why did the author kill the wolves? _____ _____ _____ _____
Part III The chain consequence of killing wolfs and cows	Arguments: a. _____ b. _____ c. _____
Part IV The long-term relationship between nature and humans	Conclusion: _____ _____

Task 2

Read the following statements and decide whether they are true or false according to the text. Put "T" before a true statement and "F" before a false one.

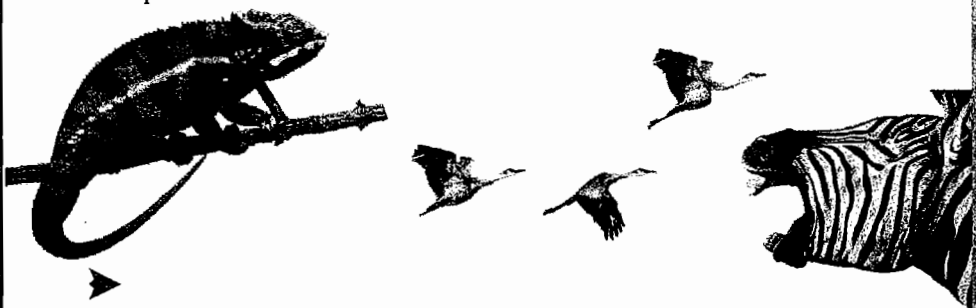
- ___ 1. The wolf bawl reminds the deer that they ~~could be eaten by~~ **wolves**.
- ___ 2. Nothing except the mountain knows what the wolf howl really means.
- ___ 3. ~~The deer in the water is fleeing because~~ it is being chased by a wolf.
- ___ 4. ~~The wolves the author saw one day were fighting with each other for food.~~
- ___ 5. The author killed the wolf in order to relieve the hunters' burden.
- ___ 6. Wolfless mountains are paradise for deer to live happily forever.
- ___ 7. ~~A large number of deer will do harm to~~ a mountain.
- ___ 8. ~~The cowman~~ voluntarily trims the herd to suit the range.
- ___ 9. The constant decrease of wolves ~~will eventually lead to dust bowls and drained rivers.~~
- ___ 10. According to Thoreau, we will know how to achieve permanent peace ~~from the laws of~~ the nature.

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. In the text, the author declares: "Only the mountain has lived long enough to listen objectively to the howl of a wolf." What does the mountain think of the howl of a wolf? Why does the author think only the mountain can listen objectively to the howl?
2. The author says in the last paragraph, "too much safety seems to yield only danger in the long run" —can you find an equivalent Chinese saying? Do you agree with this opinion? If you agree, supply examples to illustrate your point. If you don't, explain the reasons.



Discuss in groups the following questions.

1. Why should we preserve biodiversity? What benefits can it bring about to human beings?
2. Do you think it possible to strike a balance between ecological sustainability and the developmental needs of people?



Vocabulary in Action

Task 1

Choose the answer closest in meaning to the underlined word or phrase in the sentence.

1. The howl of a coyote echoed across the valley.
A. spread B. sounded repeatedly C. rang D. reflected
2. He has contempt for those beyond his immediate family circle.
A. attempt B. disobedience C. hatred D. scorn
3. I'm still no closer to deciphering the code.
A. decoding B. finding out C. checking D. understanding
4. My own conviction on this score dates from the day I saw a wolf die.
A. persuasion B. belief C. experience D. opinion
5. The police couldn't control the turbulent demonstrations, so troops came to give them a hand.
A. disorderly B. crowded C. prevalent D. impatient
6. Stock market prices tumbled after rumors of a rise in interest rates.
A. stumbled B. mumbled C. rambled D. fell
7. In those days we had never heard of passing up a chance to kill a wolf.
A. diminishing B. exceeding C. eliminating D. missing
8. I now suspect that, just as a deer herd lives in mortal fear of its wolves, so does a mountain live in mortal fear of its deer.
A. deadly B. moral C. constant D. everlasting
9. Stress is widely perceived as contributing to coronary heart disease (冠心病).
A. viewed B. believed C. spotted D. received
10. An understanding of accounting techniques is a major requisite for the work of the analysts.
A. component B. feature C. necessity D. benefit

Task 2

Fill in each of the blanks with an appropriate word from each group. Change the form if necessary.
Some words may be used more than once.

1. outburst burst outbreak

- A. There has been another angry _____ against the new local tax introduced today.
B. Terri keeps _____ into tears for no reason.
C. A(n) _____ of food poisoning led to the deaths of five people.

2. adversity adverse advise

- A. Despite the _____ conditions, the road was finished in just eight months.
B. They continue to fight in the face of _____.
C. It was his doctor who _____ that he change his job.

3. distinguish distinguished distinct

- A. There is something about music that _____ it from all other art forms.
B. Now that Tony was no longer present, there was a _____ change in her attitude.
C. His grandfather had been a _____ professor at the University.

4. sight view outlook vision

- A. I use my sense of sound much more than my sense of _____.
B. Do you have a(n) _____ about what we should do now?
C. The _____ of the economy is still uncertain.
D. Maybe you had _____ of being surrounded by happy, smiling children.

5. implicit underlying implied

- A. He has a(n) _____ belief in the goodness of people.
B. I feel there is some _____ criticism about the gift you have chosen.
C. To prevent a problem you have to understand its _____ causes.

6. awash wash washing

- A. You are going to have your dinner, get _____, and go to bed.
B. The roads were _____ with mud and rainwater.
C. My mother always did the _____ on Mondays.

7. spring jump leap

- A. He _____ to his feet, and grabbed his keys off the coffee table.
B. To the north are the hot _____ of Banyas de Sant Loan.
C. Think twice before you _____.
D. The number of crimes _____ by 10% last year.

8. track trail trace (n. & v.)

- A. He left a _____ of muddy footprints.
B. He was following a broad _____ through the trees.

- C. I can't _____ the file you want on disk C.
 D. After graduation we find it difficult to keep _____ of our old friends.
 E. The intruders were careful not to leave any _____ behind them.
9. sense (*n. & v.*) sensible sensational sensitive
 A. She probably _____ that I wasn't telling her the whole story.
 B. This seems to be a _____ way of dealing with the problem.
 C. Winning an award would give me a great _____ of achievement.
 D. Carol takes his work seriously and is _____ to criticism.
 E. Experts agreed that it was a truly _____ performance.
10. prosperity prospect prosperous prophecy
 A. With economic expansion comes the promise of a more _____ future.
 B. We hope that the 21st century brings peace, happiness and _____, with us learning to respect our differences rather than fight about them.
 C. The _____ for employment in the technology sector are especially good right now.
 D. His _____ that she would one day be a star came true.

Task 3

Complete the following extract with information from the text.

A wolf gives out a deep chesty bawl in the valley one night. It 1) _____ from rimrock to rimrock. Every living thing 2) _____ the call. Although it has different 3) _____ meanings to different animals, it is only the mountains that can listen 4) _____ to the call, because it has lived long enough. Those who can't 5) _____ the hidden meaning of the howl can still sense the wolves' 6) _____ through their tracks, sights or sounds. Whatever the fact is, I believe that the mountains have a secret opinion about the wolves.

This 7) _____ on this score dates from the day when I witnessed a wolf die. We thought we saw a doe when we were eating lunch on a high rimrock. When we realized that it was a wolf and there were still a half dozen others, we 8) _____ at them out of excitement and trigger-itch. At that time, I thought I helped the hunters, 9) _____, when I saw the green fire die in the wolf's eyes, I found I might be wrong.

Sine then, I have seen the 10) _____ of wolves state after state, which eventually lead to nearly 11) _____ mountains. The same is true to cowmen who have to 12) _____ the herd to fit the range. All creatures in the valley 13) _____ each other, and they should be kept in balance. If one link breaks down, it might cause dramatic change to others. We all 14) _____ for safety, prosperity, comfort, long life, and dullness, but too much safety seems to 15) _____ only danger in the long run.

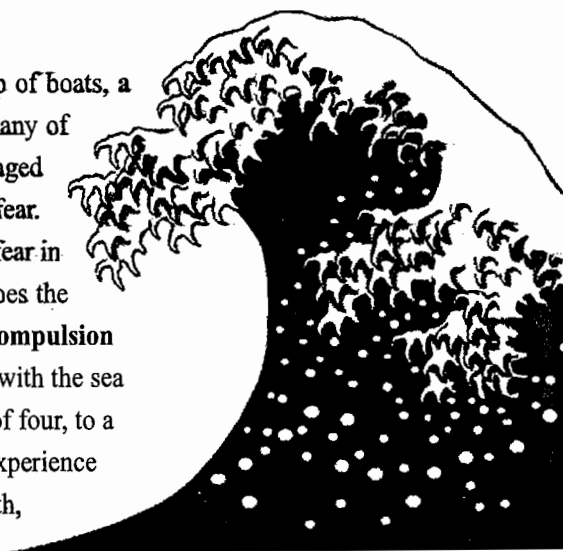
READING MORE

If you are willing, man and nature can live in harmony.

THE SEA AND THE WIND THAT BLOWS

E. B. White¹

- 1 If a man must be obsessed by something, I suppose a boat is as good as anything, perhaps a bit better than most. A small sailing craft is not only beautiful, it is seductive and full of strange promise and the hint of trouble. If it happens to be an auxiliary cruising boat, it is without question the most compact and ingenious arrangement for living ever devised by the restless mind of man—a home that is stable without being stationary, shaped less like a box than like a fish or a bird or a girl, and in which the homeowner can remove his daily affairs as far from shore as he has the nerve to take them, close-hauled or running free—**parlor**, bedroom, and bath, suspended and alive.
- 2 Men who ache all over for tidiness and compactness in their lives often find relief for their pain in the cabin of a 30-foot sailboat at anchor in a sheltered **cove**. Here the **sprawling panoply** of The Home is compressed in orderly miniature and liquid **delirium**, suspended between the bottom of the sea and the top of the sky, ready to move on in the morning by the miracle of canvas and the witchcraft of rope. It is small wonder that **men hold boats in the secret place of their mind, almost from the cradle to the grave**².
- 3 Along with my dream of boats has gone the ownership of boats, a long **succession** of them upon the surface of the sea, many of them makeshift and **crank**. Since childhood I have managed to have some sort of sailing craft and to raise a sail in fear. Now, in my 70s, I still own a boat, still raise my sail in fear in answer to the summons of the unforgiving sea. Why does the sea attract me in the way it does? Whence³ comes this **compulsion** to hoist a sail, actually or in dream? My first encounter with the sea was a case of hate at first sight. I was taken, at the age of four, to a bathing beach in New Rochelle. Everything about the experience frightened and repelled me: the taste of salt in my mouth,



the foul chill of the wooden bathhouse, the littered sand, the **stench** of the tide flats. I came away hating and fearing the sea. Later, I found that what I had feared and hated, I now fear and love...

4 Of late years, I have noticed that my sailing has increasingly become a compulsive activity rather than a simple source of pleasure. There lies the boat, there blows the morning breeze—it is a point of honor, now, to go. I am like an alcoholic who cannot put his bottle out of his life.⁴ With me, I cannot not sail. Yet I know well enough that I have lost touch with the wind and, in fact, do not like the wind anymore. It **jiggles** me up, the wind does, and what I really love are windless days, when all is peace. There is a great question in my mind whether a man who is against wind should longer try to sail a boat. But this is an intellectual response⁵—the old **yearning** is still in me, belonging to the past, to youth, and so I am torn between past and present, a common disease of later life.

5 When does a man quit the sea? How dizzy, how **bumbling** must he be? Does he quit while he's ahead, or wait till he makes some major mistake, like falling overboard or being flattened by an accidental **jibe**? This past winter I spent hours arguing the question with myself. Finally, deciding that I had come to the end of the road, I wrote a note to the boatyard, putting my boat up for sale. I said I was "coming off the water". But as I typed the sentence, I doubted that I meant a word of it.⁶

6 If no buyer turns up, I know what will happen: I will instruct the yard to put her in⁷ again—"just till somebody comes along". And then there will be the old **uneasiness**, the old uncertainty, as the mild southeast breeze **ruffles**

the cove, a gentle, steady, morning breeze, bringing the **taint**

of the distant wet world, the smell that takes a man back to the very beginning of time, linking him to all that has gone before. There will lie the sloop, there will blow the wind, once more I will **get under way**. And as I reach across to the red nun off the Torry Islands, dodging the trap **buoys** and **toggles**, the **shags** gathered on the ledge will note my passage. "There goes the old boy again," they will say, "One more rounding of his little Horn, one more conquest of his Roaring Forties." And with the **tiller** in my hand, I'll feel again the wind imparting life to a boat, will smell again the old menace, the one that imparts life to me: the cruel beauty of the salt world, the **barnacle's** tiny knives, the sharp spine of the **urchin**, the **stinger** of the sun jelly, the claw of the **crab**.



Proper Names

New Rochelle /nju: rə'ʃel/ 新罗谢尔 (美国纽约州地名)

Torrey Islands 托利岛 (美国佛罗里达州地名)

New Words

barnacle /'bɑ:nəkl/ *n.* a small sea animal with a hard shell that sticks firmly to rocks and the bottom of boats 藤壶 (附在岩石、船底的甲壳类动物)

bumbling /'bʌmblɪŋ/ *adj.* behaving in a careless way and making a lot of mistakes 粗心大意的; 常出错的

buoy /bɔɪ/ *n.* an object that floats on the sea to mark a safe or dangerous area 浮标, 航标

compulsion /kəm'pʌlʃən/ *n.* a strong and unreasonable desire that is difficult to control 强烈欲望; (难以克制的) 冲动

e.g. She felt a sudden compulsion to drop the bucket and run.

cove /kəʊv/ *n.* part of the coast where the land bends around, partly enclosing the sea so the shore is protected from the wind, rain, etc. 小海湾

crab /kræb/ *n.* a sea animal whose body is covered with a shell, and has five legs on each side and two claws on the front legs 蟹

crank /kræŋk/ *v.* to make something move by turning a crank 用曲柄启动 (转动)

e.g. You crank the engine, while I try to connect these wires.

delirium /dɪ'lɪrɪəm/ *n.* a state in which someone is delirious, especially because they are very ill (尤指由于生病引起的) 精神错乱, 谵妄

e.g. In her delirium, she had fallen to the floor several times.

jibe /dʒaɪb/ *n.* (of a fore-and-aft sail) a sudden and forcible shift from one side to the other (用于纵帆) 帆桁的自一舷转至另一舷, 转帆

jiggle /'dʒɪɡl/ *v.* to move or make something move from side to side with short quick movements (使) 急速地来回摆动

e.g. A nerve jiggled at the corner of his mouth.

ledge /ledʒ/ *n.* a narrow flat surface of rock that is parallel to the ground 岩架; 岩礁

panoply /'pænəplɪ/ *n.* an impressive show of special clothes, decorations, etc. especially at an important ceremony 盛装; 盛大的场面

parlor /'pɑ:lə(r)/ *n.* a room in a house which has comfortable chairs and is used for meeting guests (家庭的) 起居室, 会客室, 客厅

ruffle /'rʌfl/ *v.* to make a smooth surface uneven 把 (平整的表面) 弄乱; 把……弄皱, 使起伏不平

e.g. Birds ruffle their feathers for warmth.

shag /ʃæg/ *n.* a large black sea bird 长鼻鸬鹚

sprawling /'sprɔ:liŋ/ *adj.* spreading over a wide area in an untidy or unattractive way 杂乱地延伸的, 无计划地扩展的

stench /stentʃ/ *n.* a very strong unpleasant smell 恶臭; 臭气

e.g. The stench of burning rubber was overpowering.

stinger /'stiŋə(r)/ *n.* the sharp needle-like part of an animal or insect's body that can be pushed through the skin of a person or animal, often leaving poison 刺, 螫刺, 螫针

taint /teɪnt/ *n.* the appearance of being related to something shameful or terrible 污点, 瑕疵; 腐坏

e.g. Her government never really shook off the taint of corruption.

tiller /'tɪlə(r)/ *n.* a long handle fastened to the

rudder (that controls the direction) of a boat
(控制船舶方向的) 舵柄

toggle /'tɒɡl/ *n.* a small piece of wood or plastic used as a button on coats, bags, etc.
(用作外衣、背包等纽扣的) 栓扣, 棒形纽扣

urchin /'ɜ:tʃɪn/ *n.* [also sea urchin] a small round sea animal with a hard shell covered in sharp points 海胆

yearning /'jɜ:nɪŋ/ *n. literary* a strong desire or feeling of wanting something 【文】思慕, 向往, 渴望

Phrases and Expressions

a succession of sth. a number of people or things of the same kind following, coming or happening one after the other 连续不断的(人或物)

e.g. A succession of visitors came to the door.

get under way start happening 开始发生(进行)

e.g. I'll wait till the campaign gets under way properly.

Notes

1. Elwyn Brooks (E. B.) White (1899–1985) was one of the most famous essayists in the United States in the 20th century. He published his first article in *The New Yorker* magazine in 1925, then joined the staff in 1927 and continued to contribute for six decades. Best recognized for his essays and unsigned “Notes and Comment” pieces, he gradually became the most important contributor to *The New Yorker* at a time when it was arguably the most important US literary magazine. He also served as a columnist for *Harper's Magazine* from 1938 to 1943. He might be best known for his children's books: *Charlotte's Web*, *The Trumpet of the Swan* and *Stewart Little* (of more recent movie fame). In 1978, White won an honorary Pulitzer Prize for his work as a whole. Other awards he received include a Presidential Medal of Freedom in 1963 and memberships in a variety of literary societies throughout the United States.

E. B. White loved sailing. He passed this love to his son Joel White, a well-respected boat builder and designer who died in 1997. In his 70s, E. B. White wrote this essay about sailing for *Ford Times*, called “The Sea and the Wind That Blows”.

2. The device of metonymy is used in this phrase: “cradle” and “grave” refer to one's birth and death respectively. This phrase “from the cradle to the grave” means “through one's life”.

3. “Whence” means “from where” (*literary or old-fashioned*).

e.g. He arrived at Paddington Station, whence he walked to the Cumberland Hotel.

4. The device of metonymy is used in this sentence: “bottle” here refers to the alcohol in the bottle. In this sentence the writer compares his love for sailing to an alcoholic's addiction to alcohol.

5. "An intellectual response" means "a response needing careful consideration and reasoning".
This sentence means that the author feels ambivalent (矛盾的) about sailing: On the one hand, he longs to sail a boat; on the other hand, he dislikes the wind needed for sailing.
6. This sentence means: As I typed the notice to sell the boat, I was still undecided about really wanting to sell it.
7. "Her" refers to the writer's boat; to "put her in" means "to steer the boat into port".

Text Exploration

Choose the sentence that best expresses the meaning of the sentence from the text.

1. If a man must be obsessed by something, I suppose a boat is as good as anything, perhaps a bit better than most.
 - A. If a man must have something to do, I think owning a boat is a good idea.
 - B. I guess a man who owns a boat is bound to be interested in sailing.
 - C. In my opinion, as soon as you start sailing, you will be addicted to it.
 - D. If a man needs some keen interests, I think sailing a boat is one of the best choices.
2. If it happens to be an auxiliary cruising boat, it is without question the most compact and ingenious arrangement for living...
 - A. If you have an auxiliary cruising boat, you will have a lot of problems because it is small and delicate.
 - B. If by any chance you get an auxiliary cruising boat, it is definitely the smallest and most inventive gift to life.
 - C. If something happens to an auxiliary cruising boat, there will be no doubt it is the smallest and most delicate one to live in.
 - D. If you are lucky enough to have an auxiliary cruising boat, you will definitely feel happy despite it being the smallest and most delicate way to sail.
3. It is small wonder that men hold boats in the secret place of their mind almost from the cradle to the grave..
 - A. It is a little surprising that people want to own and live in boats all through their life.
 - B. It is common for people from childhood to dream of owning and living in a boat.
 - C. It is common for people to want to spend their whole life living in boats.
 - D. It is a little surprising that people dream to own and live in a boat since their childhood.

4. Along with my dream of boats has gone the ownership of boats, a long succession of them upon the surface of the sea...
 - A. I have always been dreaming for boats without ever having a real one.
 - B. Owning a boat is only a dream that can never come true.
 - C. I have always been longing for boats, until they eventually appeared on the sea.
 - D. I have had several boats one after another, in accord with my dream of sailing.
5. My first encounter with the sea was a case of hate at first sight.
 - A. I hated the sea when I first experienced it.
 - B. I thought the sea very ugly when I saw it for the first time.
 - C. The first sight of the sea made me feel uncomfortable.
 - D. I didn't have any contact with the sea when I first saw it because I hated it.
6. ...my sailing has increasingly become a compulsive activity rather than a simple source of pleasure.
 - A. I am forced to sail and I am not happy at all.
 - B. Sailing makes me feel more and more unhappy.
 - C. Besides bringing me pleasure, sailing also fills an emotional need for me.
 - D. I feel a need to sail but I cannot feel pleased.
7. This is an intellectual response—the old yearning is still in me, belonging to the past, to youth, and so I am torn between past and present...
 - A. This question should be considered carefully as I don't know whether I should follow my compulsion for sailing or give up for sensible fear of the wind.
 - B. It is very reasonable to think this way: the past longing for sailing should give way to my fear of wind.
 - C. This question is to be considered carefully as I do want to follow my dream despite the fact I am old and dislike the wind.
 - D. It is very rational to think this way: I feel miserable about the contradiction between my longing to sail and fear of the wind, which is necessary for sailing, and cannot make any decision.
8. Finally, deciding that I had come to the end of the road, I wrote a note to the boatyard, putting my boat up for sale.
 - A. Finally, realizing I have few days left, I wrote a message to the boatyard to sell my boat.
 - B. Finally, realizing that I have no place to go, I wrote a letter to the boatyard to ask them to sell my boat.
 - C. Finally, deciding not to think about this question anymore, I wrote a message to the boatyard to sell my boat.
 - D. Finally, deciding I could not sail anymore, I wrote a letter to the boatyard to ask them to sell my boat.

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. "Later, I found that what I had feared and hated, I now fear and love." Have you had this kind of experience? What leads to such dramatic change?
2. According to the author, "I am torn between past and present, a common disease of later life" —do you think many older people tend to have this kind of problem? Why was the author torn between past and present?



Discuss in groups the following question.

What is the relationship between human and nature? How do they interact with each other?



Vocabulary in Action

Task 1

Fill in each blank with an appropriate form of the word given, and identify its meaning.

1. promise

- A. If you make a _____, you shouldn't break it.
- B. I _____ my mother I would write to her.
- C. The boy first showed _____ as an athlete in grade school.

2. succeed

- A. The present ruler, Prince Rainier III, _____ to the throne on May 9th, 1999.
- B. Adams took a _____ of jobs which have stood him in good stead.
- C. In today's economy, you need to have specific skills to _____.

3. compact

- A. The trees grew in a _____ mass.
- B. They made a _____ never to talk about the matter again.
- C. The very _____ of the cottage made it all the more snug and appealing.

4. stable

- A. The injured man was in _____ condition.
- B. She's built up an impressive _____ of steeplechasers (越野赛马) over years.
- C. His constant absence threatens the _____ of his marriage.

5. nerve

- A. I can be very patient, but then I can feel as if my _____ are worn out.
- B. The parachutists (跳伞者) _____ himself to jump.
- C. He had the _____ to ask me to prove who I was.

6. encounter

- A. Every day of our lives we _____ stresses of one kind or another.
- B. At the age of 16, he had his first serious _____ with alcohol.
- C. ~~The author tells of his close _____ with a poisonous snake.~~

7. repel

- A. The crew _____ the attack.
- B. Their political ideas are _____ to most people.
- C. She was very striking but in some way I felt _____.

8. compulsion

- A. He was a _____ gambler and often heavily in debt.
- B. She felt a sudden _____ to hit him.
- C. Education is _____ for all children in England from the age of 5 to 16.

9. alcohol

- A. He showed great courage by admitting that he is a(n) _____.
- B. The doctor told me to keep off _____.
- C. The guests left in a(n) _____ haze (迷糊).

10. instruct

- A. Two lawyers were told not to leave the building, but no reason for this _____ was given.
- B. The union issued an order _____ its members not to work overtime.
- C. Always read the _____ before you start taking the medicine.

Task 2

Read the following sentences and decide which of the italicized words fits each of the sentences best.

- 1. She's completely *obsessed/possessed* with him.
- 2. How did you manage to drive into a *stable/stationary* vehicle?
- 3. The vital *hint/clue* to the killer's identity was his nickname, Peanuts.
- 4. My father seemed very *sleepless/restless* and excited about the news I told him.
- 5. High levels of lead could damage the *intellect/intellectual* development of children.
- 6. All those three books are compact and *compressed/reduced* into one book.
- 7. The money could be found by *hoisting/raising* income tax by 2%.
- 8. He went to the refrigerator and *removed/moved* a bottle of wine.
- 9. The story brought an *endless success/succession* of journalists to the city.
- 10. The President is attempting to *dispel/repel* the notion that he has neglected the economy.



PRACTICAL TRANSLATION

科技英语的翻译

科技英语是用来陈述自然界、科技界所发生或出现的事情，描述其规律、特点、过程等的语言，多采用客观性的描述方式，要求概念准确、判断严密、推理周密、结构严谨。它在词法、语法、句法和修辞角度上都体现出自己的特点。

1. 在词法上，科技英语强调语言的简练和专业性，大量使用复合词、缩略语和属于某一专业领域的专业化词汇。

1) Space technology should be combined with civilian life to develop various high-tech products.

译文：要将航天技术与民用生活相结合，开发出多种高科技含量的产品。

2) DNA has a double helix structure, which was discovered by Francis Crick and James Watson in the Cavendish lab at Cambridge in 1953.

译文：DNA（脱氧核糖核酸）的双螺旋结构是由弗朗西斯·克里克和詹姆斯·沃森于1953年在剑桥的卡文迪许实验室里发现的。

解析：例1)中，原语为了语言的简练，high-technological 缩略成了 high-tech。在目标语中，为了强调客观事实，原文的被动句译成了汉语的无主句，符合汉语的句式特点。例2)中，DNA 是专业词汇，lab 是 laboratory 的缩略语，为了让目标读者看懂，在译文中，DNA 要译出完整的意思，而且被动句译成了汉语的主动句，使行文更流畅。

2. 从语法方面看，名词化结构 (nominalization)、一般现在时和被动语态用得较多；使用名词化结构和一般现在时是因为科技文体要求行文简洁、表达客观、内容确切、信息量大，强调已存在的事实，而非某一行为。运用被动语态是因为科技文章侧重叙事推理，强调客观准确性。第一、二人称使用过多，会造成主观臆断的印象，因此尽量使用第三人称叙述，采用被动语态。

3) The greatest source of worry at the moment is the disposal of radioactive wastes. Until now these wastes have been packed in containers and buried in remote areas or dumped in the ocean.

译文：现在最令人担心的问题是放射性废物的处理，到目前为止，这些废物是用容器装好，埋在边远地区或沉入海里。

4) The blood sugar level represents a balance between the amount of carbohydrate ingested or formed from protein and lipid, on the other hand, and the storage or utilization of carbohydrate, on the other.

译文：摄入的或由蛋白质及脂肪转化来的糖类与体内糖类贮存或利用这两者之间的数量平衡，便是血糖水平的标志。

- 解析：例 3) 和例 4) 的两个句子都符合科技英语的语法特点。为了表达客观、内容确切，两个句子都用了一些名词化结构的词汇，如例 3) 的 source of worry, disposal, 例 4) 的 balance, storage, utilization。为了避免造成主观推理和臆断，强调客观事实，两个句子都采用了一般现在时和被动语态。而科技汉语最明显的特点是多用无主句，语言平实，多采用客观性描述方法，因此例 3) 的译文采用了直译的翻译方法，翻译出了原文的内容，语言平实、客观。例 4) 译文中，为了符合汉语的习惯，被动语态处理成汉语的无主句，而且英语句子多采用重心前置式，但汉语句子应采取重心后置式，因此在译文中，把“血糖水平的标志”放在句子最后，从前面的分析出发，最后形成一个结论，句子结构衔接、连贯、合理。

3. 在句法上，科技英语使用大量的长句和复杂句，修饰、限定及附加成分多；注重衔接和连贯，注重逻辑的严密，以达到句子连贯、行文流畅的目的。

- 5) We do not realize how much we depend on the earth's gravity until we are deprived of it, when our feet no longer stay on the ground, we float around in the air and the slightest touch may send us drifting off in the opposite direction.

- 译文：我们只有在失去地球引力的时候，才意识到它对我们是多么的必不可少。那时候，我们将无法立足于地面，全都漂浮在半空中，哪怕是被轻轻一碰，我们都会朝着相反的方向飘移。

- 6) Aluminum remained unknown until the 19th century, because nowhere in nature is it found free, owing to its always being combined with other elements, most commonly with oxygen, for which it has a strong affinity.

- 译文：铝总是和其他元素结合在一起，因为铝对氧有很强的亲和力，最常见的就是和氧结合在一起。因此，在自然界任何地方都找不到处于游离状态的铝。由于这个原因，直到 19 世纪，铝才为人们所知。

- 解析：例 5) 和例 6) 都是典型的英语长句和复杂句。为使句子逻辑严密、衔接连贯，在主干结构 SV (主语 + 谓语) 之外，添加了很多修饰、限定和附加的成分。例 5) 中有时间状语从句、定语从句。例 6) 中有时间状语从句、原因状语从句、定语从句。为了符合汉语行文的习惯，译文作了两个方面的调整。一是英语的长句，按照时间先后，按照先因后果的关系，切分成了汉语的两个短句，句子短小，意思清楚，陈述客观合理，汉语句子的“意合”特征也更明显。而且，汉语句子重心后置式的特点在例 6) 中得到了最好的体现，英语原文中的重心 Aluminum remained unknown 出现在句子开头，而在译文中，它被放在句子末尾，句式更加连贯、衔接和地道。

Translation Practice

Translate the following paragraphs into Chinese.

1. The heart is about the size of a fist, weighs about 9-11 ounces and is placed snugly between the lungs, a little more to the left than to the right.
2. The successful launching of China's first experimental communication satellite, which was propelled by a three-stage rocket and has been in operation ever since, indicates that our nation has entered a new stage in the development of carrier rockets and electronics.
3. Since the joint gap between a piston and a cylinder has great influence on the service life of an engine, and the primary factor influencing the joint gap is the deformation of piston under working condition, it is important to show up the actual deformation of piston and for this purpose the finite element has been widely applied to analyze it numerically in China.

FOCUSED WRITING

Memos

What is a memo?

Memo (short for memorandum) writing is something of an art form. A letter is not a memo, nor is a memo a letter. Memos vary in large measure in formality and complexity and have quite wide applications for both internal and external communication.

Companies use memos to announce policies, spread information, delegate responsibilities, instruct employees, and report the findings of a research or an investigation. Companies also rely on memos to keep employees informed about company goals, to persuade employees to take an action, or to build employee morale.

How is a memo laid out?

As with all writing, memo writing needs a structure. Because they are short, rambling meanderings (闲聊) will soon destroy the memo's effectiveness and become a waste of productive time to those that read it and to the person who writes it. A memo should include the following information:

- A "To" section containing the name of the receiver. For informal memos, the receiver's given name; e.g. "To: Andy" is enough. For more formal memos, use the receiver's full name. If the receiver is in another department, use the full name and the department name. It is usually not necessary to use Mr., Mrs., Miss or Ms. unless the memo is very formal.
- A "From" section containing the name of the sender. Refer to the rule in the "To" section.

- A “Subject Heading” containing the subject of the memo. In other words, it tells the reader about what the memo is about in a few words.
- A “Date” section. To avoid confusion between the British and American date systems, write the month as a word or an abbreviation; *e.g.* “January” or “Jan”.
- The message.

Unless the memo is a brief note, a well-organized memo message should contain the following sections:

- * Situation—an introduction or the purpose of the memo
- * Problem (optional)—*e.g.* “Since the move to the new office in Kowloon Bay, staff members have difficulty in finding a nearby place to buy lunch.”
- * Solution (optional)—*e.g.* “Providing a microwave oven in the pantry (餐具室或食品储藏室) would enable staff to bring in their own lunchboxes and reheat their food.”
- * Action—this may be the same as the solution, or be the part of the solution that the receiver needs to carry out; *e.g.* “we would appreciate it if you could authorize up to \$3,000.”

These components should be positioned as below:

MEMO	
To:	
From:	
Subject:	
Date:	

sample

MEMO

To: Katherine Chu, Regional Manager
From: Stephen Yu, Sales Manager
Date: December 2nd, 2009
Subject: Notification of My Resignation

I am writing to inform you of my intention to resign from G & S Holdings.

I have appreciated very much my four years working for the company. The training has been excellent and I have gained valuable experience working within an efficient and professional team environment. In particular, I have appreciated your personal guidance during these first years of my career.

I feel now that it is time to further develop my knowledge and skills based in a different environment. I would like to leave, if possible, in a month's time on Saturday, January 2nd. This will allow me to complete my current workload. I hope that this suggested arrangement is acceptable to the company.

Once again, thank you for your support.

Writing Assignment

A professor of physics in your college has asked for the shifting of the physics laboratory to the ground floor of the building. The governing board of the college has agreed to this proposal. As president of the college, write a memo to the professor, giving details of the new laboratory: area, facilities, staff and funds sanctioned for the shifting.

FINAL PROJECT

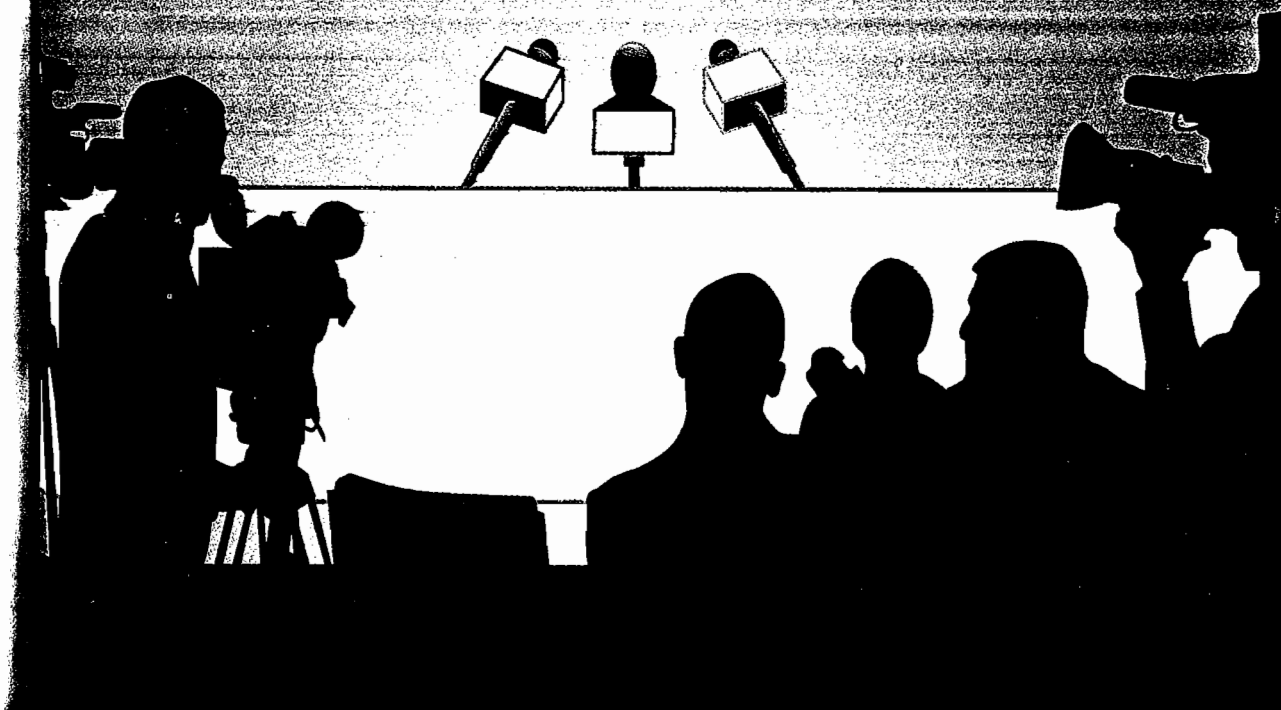
Presentation

In recent years, sandstorms have swept across the northern part of China again and again, and wreaked severe destruction, causing deep concern in China. Experts begin to study ways to prevent or at least reduce the impact of such events. Make a presentation on sandstorms, including what a sandstorm is, its causes, its influence on people's lives, and suggestions on how to prevent sandstorms.



Unit 9

Mass Media



STARTING OUT

Task 1

Work with your partner and complete the following table with what you think belong to the category of mass media. Choose what you think is the most important form of mass media, and explain your reasons.

Forms of Mass Media	Rating

Task 2

Mass media may be used for the following purposes:

- Advocacy, both for business and social concerns. This can include advertising, marketing, propaganda, public relations, and political communication.
- Entertainment, traditionally through acting, music, and sports, along with light reading, and since the late 20th century also through video and computer games.
- Public service announcements.

Do you think the three purposes above can cover all the functions of mass media? If not, what would you like to add to the list?

Task 3

Forms of mass media are constantly evolving with the development of science and technology. Draw a map to illustrate the evolution of mass media and point out certain characteristics that distinguish modern forms of mass media from those in the past.

READING FOCUS

"Mass media" is a deceptively simple term encompassing a countless array of institutions and individuals differing in purpose, scope, method, and cultural context. Mass media include all forms of information communicated to large groups of people, from a handmade sign to an international news network. Being very pervasive in industrialized countries, they have a powerful impact on how those populations view the world. It is only the most local and personal events that are experienced first-hand. Those in the larger community, the state, the country, and the rest of the world are experienced through the eyes of journalists.

HOW MASS MEDIA AFFECT OUR PERCEPTION OF REALITY?

- 1 Just before September 11th, 2001, the US mass media were focused on sports, the lives of various celebrities, and a Congressman's relationship with a missing staff member. Then everything changed. A skyscraper complex, militant group, and distant country suddenly dominated the mass media, as people **sought to** understand what had occurred, what to make of passenger planes turned into missiles, and who to trust for credible information on terrorism.
- 2 This dramatic shift in media emphasis is an excellent recent example of how mass media help to shape our shifting concerns and beliefs. How could we have been so concerned about celebrity lifestyles one week and so unconcerned the next? Why such a prior general **disinterest** in an already notorious terrorist group, and in **fester**ing Middle East countries and cultures? Why the sudden media shift from a Regularly-Criticized-President¹ to an Esteemed-Leader-President?
- 3 Dramatic advances in mass communication and transportation during the past 50 years have truly created a global village, a mass society. Things occurring anywhere are now quickly known everywhere. Mass media both overwhelm us with information, and help us to sort it out.
- 4 Mass media seek a broad audience for a typically narrow (and often biased) message that's typically embedded in entertainment or useful information/opinion. Mass media communication is expensive, so it is funded through participant admissions/

subscriptions and contributions, or through sponsorship and advertising (or a combination of these funding sources). It thus must provide something sufficiently valuable to its potential audience in order to gain that necessary financial support.

- 5 The mass media have a “slow news day” problem. They have pages and time to fill, even when events are mundane. A common solution at such times is to focus on sports and the lives of celebrities (people who are “well known for their well-knownness”, as Andy Warhol² once put it), or to take something relatively trivial and expand it into something important. Think back to the pre-September-11 focus.
- 6 Mass media encompass much more than print and electronic forms of communication (such as magazines and television). Sporting events, churches, museums, theme parks, political campaigns, catalogs, and concerts are also forms of mass media, although many people consider them to be something other than mass media.
- 7 The US Constitution underscores the importance of the open communication of information and opinion in our democratic society by granting considerable self-direction to the various forms of mass media. A marketplace **mentality** suggests that useful information and opinions will spread, and the useless will disappear. A free-speech society can thus tolerate instances of false information, stupidity, and vulgarity—assuming them to be a temporary **irritant**.
- 8 Mass media are very competitive. Folks today have many options about the TV and films they watch, the books and magazines they read, the cultural and religious institutions they attend. The challenge for a media program is to get and hold the attention of mass media shoppers—who are channel surfing, browsing at a bookstore, checking out various churches.
- 9 In a stimulating competitive environment, a media program must score quickly. Since you’re still reading this column, the title and opening paragraph must have sufficiently caught your attention so you continued. Emotional **arousal** drives attention, which drives learning and conscious behavior—so it’s important for mass media programmers to understand and present content that will emotionally arouse potential participants.
- 10 Our basic biological challenge is to survive and get into the **gene pool**, therefore avoiding danger and taking advantage of opportunities for eating, shelter, mating are cognitively important. Events related to these needs are inherently emotionally arousing, and successful mass media programmers understand this.

- 11 People complain about the amount of violence, sexuality, and commercialism in mass media, but let's look at the issue from a TV programmer's perspective. Channel surfers will give a TV program only a few seconds before moving to the next channel, so programmers focus on content sequences with a high probability for emotional arousal and program content and commercials related to violence, sexuality, and food/shelter to attract and hold attention. Consider the recent media focus on terrorist violence, the Taliban treatment of women, the food/shelter problems now facing the families of those killed and Afghani refugees—and the resultant widespread **outpouring** of anger and support.
- 12 Similarly, other forms of mass media, from churches to sporting events, explicitly or implicitly include these attention-getters in their programming (consider hell-and-brimstone³ and sexual purity **sermons** and the appeal of church suppers; or football violence, cheerleaders, and drinks-and-chips).
- 13 Mass media thus exploit areas of strong emotional arousal, to help shape our knowledge and opinions—such as with our rapid media-driven increase in knowledge of the terrorists and their victims. Osama bin Laden had previously been a **peripheral** media figure. The several thousands of victims had been invisible office workers, until many newspapers published a series of **anecdotal obituaries** about them. Police and firefighters across the country were suddenly elevated in esteem—as was New York's **mayor**, severely criticized prior to September 11. A nation already **beset** by a financial downturn had to become emotionally aroused to respond. Charities similarly use examples of a few individuals in desperate straits in order to encourage contributions for much broader assistance program.
- 14 Given such manipulative potential over our **affective** processes, it's important to **know who determines** the content of mass media. A relatively small number of large corporations control much of our nation's print and electronic media (newspapers, publishing houses, radio/TV stations, cable systems, etc.). Further, a relatively small number of media stars reach vast audiences—**syndicated newspaper columnists and cartoonists**, radio and TV talk show hosts, late night TV comedians. On the other hand, most newspapers include editorial columnists who disagree with each other, and the Sunday morning political TV shows are characterized more by argument than agreement. A major media organization that defines itself too narrowly risks reaching a limited audience when they need a massive audience to survive—so this financial reality forces at least some balance in programming.

- 15 Magazines and radio stations are perhaps the most successful narrowly defined mass media formats—typically being upfront about seeking an audience who shares their narrow perspective (e.g., *Rolling Stone*⁴, *Gourmet*⁵, *Ms.*⁶, *The Christian Century*⁷, *Sports Illustrated*⁸—golden oldies, jazz, classical, rock music radio stations).
- 16 The Computer Age has revolutionized mass media. The Internet allows the universal and inexpensive publication of ideas, whether it's an email message sent to everyone on one's list or a narrowly-defined website⁹ that's available to anyone. Desktop publication and advances in duplicating technology have reduced the need for authors to go through a publisher.
- 17 So it's a cultural paradox. We're simultaneously experiencing the centralization of influence in corporate mass media and the rapid expansion of **populist** mass media. Both pose dangers and opportunities.



Proper Names

Andy Warhol /ˈændi ˈwɔːhɔːl/ 安迪·沃霍尔 (1928–1987, 美国艺术家)

Osama bin Laden /ɔːsəmə bɪn ˈlædən/ 乌萨马·本·拉登 (国际恐怖主义组织“基地组织”首领)

Taliban /ˈtælibæn/ 塔利班 (阿富汗武装派别之一)

New Words

affective /əˈfektɪv/ *adj.* relating to or having

an effect on the emotions 感情的, 情感的

anecdotal /ˌænɪkˈdɒtəl/ *adj.* consisting of short stories based on someone's personal experience 轶事的, 趣闻的

e.g. His findings are based on anecdotal evidence rather than serious research.

arousal /əˈraʊzəl/ *n.* excitement, especially sexual excitement 唤起, (尤指性欲的) 激起

beset /brˈset/ *v.* to make someone experience serious problems or dangers 困扰, 使苦恼

e.g. The business has been beset with financial problems.

disinterest /dis'intrist/ *n.* a lack of interest
无(缺乏)兴趣

e.g. The exception to Balfour's disinterest in social issues was education.

fester /'festə(r)/ *v.* (of an unpleasant feeling or problem) to worsen due to not being dealt with
加剧, 恶化

e.g. The dispute can be traced back to resentments which have festered for centuries.

irritant /'irɪtənt/ *n.* something that keeps annoying someone over a period of time 使人(在某段时间内)烦躁的事物

e.g. Low-flying aircraft is a constant irritant in this area.

mentality /men'tæləti/ *n.* a particular attitude or way of thinking, especially one thought to be wrong or stupid (尤指被视为错误或愚蠢的)心态

e.g. I can't understand the mentality of the people who are behind this kind of violence.

obituary /ə'bitjuəri/ *n.* a report in a newspaper about the life of someone who has just died
讣告, 讣闻

outpouring /'aʊtpɔːrɪŋ/ *n.* an expression of strong feelings 强烈感情的不断流露

e.g. There was an extraordinary outpouring of grief following her death.

peripheral /pə'rɪfərəl/ *adj.* not as important as other things or people, in a particular activity, idea, or situation 次要的, 非主要的

e.g. 1) Her involvement in the case was peripheral.

2) The romance is peripheral to the main plot of the movie.

populist /'pɒpjulɪst/ *adj.* relating to or representing ordinary people, rather than rich or very highly educated people 声称代表人民的, 平民主义者的

sermon /'sɜːmən/ *n.* a talk given as part of a service at a place of worship, usually on a religious or moral subject (基督教的)布道, 讲道

syndicate /'sɪndɪkət/ *v.* to arrange for written work, photographs, etc., to be sold to a number of different newspaper, magazines, etc. 通过报业联合组织安排出售(文章、照片等)给多家报刊发表

e.g. His column is syndicated throughout the United States.

Phrases and Expressions

gene pool all of the genes available to a particular species 基因库

seek to to try to achieve or get something 寻求, 追求

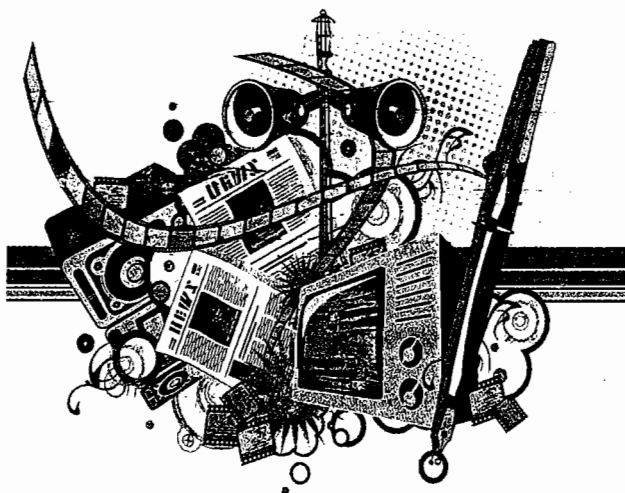
e.g. Local schools are seeking to reduce the dropout rate.

sort out to separate one type of thing from another 分类, 整理; 把……弄整齐

e.g. I've sorted out the papers that can be thrown away.

Notes

1. The “president” refers to George W. Bush who was in office when the September 11 attacks took place.
2. Andy Warhol (1928–1987) was a US painter, printmaker, and filmmaker who was a leading figure in the visual arts movement known as pop art.
3. The English saying, “fire and brimstone” describes hell as used by some religious people. “Brimstone” is possibly the ancient name for “sulfur”. Here the writer uses “hell-and-brimstone” to indicate how hard the mass media is trying to attract the immediate attention of the public.
4. *Rolling Stone*, which is published biweekly, is a US-based magazine devoted to music, politics, and popular culture.
5. *Gourmet* magazine was a monthly publication of Condé Nast Publications and the first US magazine devoted to food and wine. On October 5th, 2009 Condé Nast announced that *Gourmet* would cease monthly publication by the end of 2009, due to a decline in advertising sales and shifting food interests among the readership.
6. *Ms.* is a US feminist magazine.
7. *The Christian Century* is a Christian magazine based in Chicago, Illinois. Considered the flagship magazine of US mainstream Protestantism, the biweekly reports on religious news; comments on theological, moral, and cultural issues; and reviews books, movies, and music.
8. *Sports Illustrated* is a US sports magazine. It was the first magazine with a circulation over one million to win the National Magazine Award for General Excellence twice.
9. “A narrowly defined website” is a website providing limited resources.



Text Exploration

Task 1

Work in pairs to complete the outline of the text.

Introduction (Paras. 1-3)	A. Prelude: _____ caused a sudden shift of media focus in the United States. B. General Topic: _____ _____
Why and in what ways can mass media affect our perception of the reality? (Paras. 4-16)	A. Characteristics of modern mass media: a. Source of income: _____ b. Why do mass media focus on sports and the lives of celebrities, etc.? Because they: _____ c. Forms of mass media: _____ d. The reason for tolerance of instances of false/vulgar information: _____ B. The manipulative features of modern mass media: a. _____? b. Mass media manipulate our opinions via emotional arousal. c. _____?
Wrap-up (Para. 17)	_____ _____

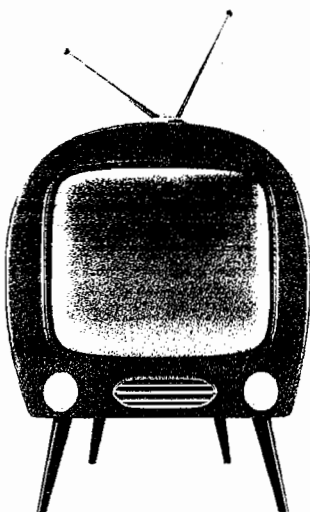
Task 2

Choose the sentence that best expresses the meaning of the sentence from the text.

1. A free-speech society can thus tolerate instances of false information, stupidity, and vulgarity—assuming them to be a temporary irritant.
 - A. A society that respects the right of free speech can tolerate false information, stupidity and vulgarity in the mass media on the assumption that they can be thrown away.
 - B. A democratic society allows mass media to be false, stupid and vulgar since they do not play a large role in social life.
 - C. False information, stupidity and vulgarity in mass media are tolerated because the impact they have on the society is just marginal.
 - D. A free-speech society's tolerance of false information, stupidity and vulgarity in the mass media is grounded on the assumption that they only give rise to troubles in the short run.

2. In a stimulating competitive environment, a media program must score quickly.
 - A. Due to the fierce competition between different forms of media, a media program must be able to catch the audience's attention quickly.
 - B. In order to survive midst fierce competition, a media program must be able to make a profit quickly.
 - C. In a highly competitive environment, a media program must find immediate goals.
 - D. Since the competition between mass media is fierce, a media program must leave a deep impression on the audience.
3. Our basic biological challenge is to survive and get into the gene pool...
 - A. The basic challenge facing biological research is to find out how human beings survive and evolve.
 - B. The basic challenge posed to human beings is to survive and evolve without being eliminated by nature.
 - C. The premise for human beings to survive is to work out the mysteries of genes.
 - D. The basic challenge facing human beings is to survive and reserve their best genes.
4. Similarly, other forms of mass media, from churches to sporting events, explicitly or implicitly include these attention-getters in their programming.
 - A. By the same token, other forms of mass media explicitly or implicitly make use of religious and sporting events to attract public attention.
 - B. Whatever forms they take, other mass media also involve some celebrities in their programming to attract people's attention.
 - C. Like TV, other forms of mass media employ various means both implicit and explicit to attract the public's attention in their programming.
 - D. Other forms of mass media like churches and sporting events adopt strategies to attract the public's attention, either secretly or openly.
5. Osama bin Laden had previously been a peripheral media figure.
 - A. Osama bin Laden used to be a very controversial figure in mass media.
 - B. Before September 11, Osama bin Laden didn't receive much attention in the media.
 - C. Before September 11, mass media paid inadequate attention to Osama bin Laden.
 - D. Osama bin Laden used to be excluded from the mainstream media.
6. The several thousands of victims had been invisible office workers, until many newspapers published a series of anecdotal obituaries about them.
 - A. The anecdotal obituaries published in the newspaper were very helpful in identifying the victims who were average office workers.
 - B. The victims, who were ordinary office workers, became well-known because many newspapers published detailed biographies.
 - C. The names and pictures of the victims can be seen in the anecdotal obituaries published in the newspapers.
 - D. The public got to know more about the victims of the September 11 attacks after the newspapers published obituaries about them.

7. Police and firefighters across the country were suddenly elevated in esteem.
 - A. Police and firefighters all over the country were suddenly more confident about themselves after September 11.
 - B. Police and firefighters were suddenly aware of the importance of their own jobs after September 11.
 - C. September 11 enhanced the self-image of police and firefighters across the country.
 - D. After September 11, police and firefighters all over the country gained more respect from the public.
8. A nation already beset by a financial downturn had to become emotionally aroused to respond.
 - A. People suffering from a declining economy could only be stimulated via manipulating their emotions.
 - B. Only emotional comfort could get people out of the depression caused by the financial downturn.
 - C. People of a nation plagued by financial downturn were only interested in emotional issues.
 - D. In a nation experiencing a financial downturn, people's confidence in the economy could only be restored via emotional stimuli.
9. Sunday morning political TV shows are characterized more by argument than agreement.
 - A. Sunday morning political TV shows give rise to great debates among viewers.
 - B. The audience's responses to Sunday morning political TV shows vary greatly.
 - C. The distinct feature of Sunday morning political TV shows is that the programs are full of arguments with no agreement reached easily.
 - D. The style of Sunday morning political TV shows is sharp and critical and never neutral or mild.



10. Given such manipulative potential over our affective processes, it's important to know who determines the content of the mass media.
 - A. Censorship is vital if the mass media have been given the power to manipulate the public.
 - B. What should be presented to the public is crucial since mass media have the power to manipulate people's emotions.
 - C. People's feelings are rarely controlled by what they read or hear from mass media.
 - D. Public emotions will easily be triggered by the headlines provided by mass media.

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. What example does the author use to illustrate that mass media manipulate the attention focus of the public?
2. What is crucial for a mass media program to survive in a stimulating competitive environment?
3. How does the author account for the huge amount of violence, sexuality and commercialism in mass media?



Do you agree with the following statement? Use specific examples to support your arguments.

Corporate mass media and populist mass media both pose danger and opportunity to the society and its culture.



Vocabulary in Action

Task 1

Choose the answer that is closest in meaning to the underlined word in the sentence.

1. The study underscores the importance of early diagnosis.
A. emphasizes B. explores C. depicts D. reveals
2. Why do they get so upset over such a trivial matter?
A. tiny B. unimportant C. boring D. ridiculous
3. The talks just made progress on some peripheral issues.
A. critical B. preliminary C. central D. insignificant
4. There was no credible evidence against him.
A. reliable B. negative C. distinct D. available
5. The design of the building had inherent weaknesses.
A. internal B. innate C. fatal D. invisible
6. We are being told that the accident poses a great threat to the environment.
A. reminds B. causes C. arouses D. suggests
7. We hope to duplicate the success of last year's campaign.
A. celebrate B. reappear C. reproduce D. achieve
8. The Board has refused to grant your request.
A. consent to B. fund C. confirm D. consider
9. The project is funded by the National Natural Science Foundation of China.
A. issued B. granted C. sponsored D. initiated
10. The committee conducted a survey that encompassed a large range of participants.
A. recruited B. attracted C. required D. involved

Task 2

Fill in each of the blanks with an appropriate word from each group. Change the form if necessary.
Some of the words may be used more than once.

1. explain complain plain

- A. Mary could never _____ her sadness even to her best friends.
- B. He looked too _____ and sensible to be a ghost.
- C. I _____ about him putting my name in an article.
- D. It's _____ to see that you love these little girls.

2. tolerate tolerant tolerance

- A. I won't _____ your bad manners any longer.
- B. We must be _____ of others who do not have our gifts or drive.
- C. All of us have different levels of _____ in terms of the demands of our mental energy.

3. sequence consequence consequent

- A. The _____ is that England has never had truly free broadcasting.
- B. It was through such a _____ that I began to put my thoughts into a similar order.
- C. We need to consider the _____ impact on finance department.

4. commerce commercial commercialism commercially

- A. The music business marries art and _____.
- B. His first job was to produce ideas and scripts for a TV _____.
- C. He failed to convince his publisher of the _____ viability of his work.
- D. In an age of _____, even history becomes a saleable commodity.
- E. The new drug is not yet _____ available.

5. arouse arise arousal

- A. The gaps are bound to undermine trust and _____ suspicion.
- B. The problems _____ from this interpretation are twofold.
- C. In some cases, however, complications may _____.
- D. The creative advertiser has the capability of stimulating _____ in buyers.

6. irritant irritate irritable irritation

- A. The cream's main ingredient was an _____ and caused a rash.
- B. He never scolded us except in passing fits of _____.
- C. Normally dieters become _____ as they feel deprived and hungry.
- D. At times, one partner is bound to _____ the other.

7. democratic dramatic dynamic automated

- A. Exercise your _____ right to vote.
- B. It is also the world's most _____ and successful economy.
- C. I can see the day when our London factory will be totally _____.
- D. The film is a very distinct _____ medium.

8. dominant dominate predominate predominant

- A. But the likelihood is that bad arguments will _____ the discussion.
- B. The _____ religion can also be mediated through law.
- C. Advocacy should become their _____ activity.
- D. Private interests were not allowed to _____ over public good.

9. celebrate celebrity celebration celebrated

- A. He is going to _____ his birthday with a banquet.
- B. The audience hoped a _____ would come to the show.

C. In a notoriously tough profession he had a most deservedly _____ career.

D. After a big family _____, we all got together for a group photograph.

10. temporary temporal contemporary

A. Our physical bodies are just a _____, passing reality.

B. It is also used as a dramatic device by many _____ playwrights.

C. Perhaps he has found a new _____ residence by now.

Task 3

Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

fuzzy

standard

technically

devote

resolution

bias

encompass

entertainment

present

distinction

range

constraint

interchangeably

compete

constitute

"Mass media" is a deceptively simple term 1) _____ a countless array of institutions and individuals who differ in purpose, scope, method, and cultural context. Mass media include all forms of information communicated to large groups of people, from a handmade sign to an international news network. There is no 2) _____ for how large the audience needs to be before communication becomes "mass" communication. There are also no 3) _____ on the type of information being 4) _____. A car advertisement and a UN 5) _____ are both examples of mass media. In general usage, the term "media" has been taken to refer to only "the group of corporate entities, publishers, journalists, and others who 6) _____ the communications industry and profession". This definition includes both the 7) _____ and news industries. Another common term, especially in talking about conflict, is "news media". News media include only the news industry. It is often used 8) _____ with "the press" or the group of people who write and report the news. The 9) _____ between news and entertainment can at times be 10) _____, but news is 11) _____ facts and interpretation of facts, including editorial opinions, expressed by journalism professionals. Which facts are included, how they are reported, how much interpretation is given, and how much space or time is 12) _____ a news event is determined by journalists and management and will depend on a variety of factors 13) _____ from the editorial judgment of the reporters and editors, to other news events 14) _____ for the same time or space, to corporate policies that reflect management's 15) _____.

READING MORE

Between what matters and what seems to matter, how should the world we know judge wisely?

WHERE IS THE NEWS LEADING US?

Norman Cousins¹

- 1 Not long ago I was asked to join in a public symposium on the role of the US press. Two other speakers were included on the program. The first was a distinguished TV anchorman. The other was the editor of one of the nation's leading parts, a newsman **to the core**—tough, aggressive, and **savvy** in the ways and means of solid reporting.
- 2 The purpose of the symposium, as I understood it, was to **scrutinize** the obligations of the media and to suggest the best ways to meet those obligations.
- 3 During the open-discussion period, a gentleman in the audience **addressed** a question to my two colleagues. Why, he asked, are the newspapers and the television news programs so disaster-prone²? Why are newsmen and women so attracted to tragedy, violence, failure?
- 4 The anchorman and the editor reacted as though they had been blamed for the existence of bad news. Newsmen and newswomen, they said, are **only responsible for reporting** the news, not for creating it or modifying it.
- 5 It didn't seem to me that the newsmen had answered the question. The gentleman who had asked it was not blaming them for the distortions in the world. He was just wondering why distortions are most reported. The news media seem to operate on the philosophy that **all news is bad news**. Why? Could it be that the emphasis on downside news is largely the result of tradition—the way newsmen and newswomen are accustomed to responding to daily events?
- 6 Perhaps it would be useful here to examine the way we define the word *news*, for this is where the problem begins. *News* is supposed to deal with happenings of the past 12 hours—24 hours at most. Anything that happens so suddenly, however, is apt to be eruptive. A **sniper** kills some pedestrians; a terrorist holds 250 people hostage in a

plane; OPEC³ announces a 25% increase in petroleum prices; Great Britain **devalues** by another 10%; a truck conveying radioactive wastes **collides with** a mobile cement mixer.

- 7 Focusing solely on these details, however, produces a **misshapen** picture. Civilization is a lot more than the sum total of its catastrophes. The most important ingredient in any civilization is progress. But progress doesn't happen all at once. It is not eruptive. Generally, it comes in bits and pieces, very little of it clearly visible at any given moment, but all of it involved in the making of historical change for the better.
- 8 It is this aspect of living history that most news reporting reflects inadequately. The result is that we are underinformed about positive developments and overinformed about disasters. This, in turn, leads to a public mood of defeatism and despair, which in themselves tend to be inhibitors of progress. An **unrelieved** diet of eruptive news depletes the essential human energies a free society needs.⁴ A mood of hopelessness and cynicism is hardly likely to furnish the energy needed to meet serious challenges.
- 9 I am not suggesting that "positive" news be contrived as an **antidote** to the disasters on page one. Nor do I define *positive news* as in-depth reportage of functions of the local YMCA. What I am trying to get across is the notion that the responsibility of the news media is to search out and report on important events—whether or not they come under the heading of conflict, confirmation, or catastrophe. The world is a splendid combination of heaven and hell, and both sectors call for attention and scrutiny.
- 10 My hope is that the progression of journalism will soon see its responsibility in a wider perspective. The time has come to consider the existence of a large area of human happenings that legitimately qualify as news.⁵ For example, how many news articles have been written about nitrogen-fixation⁶—the process by which plants can be made to "fix" their own nitrogen, thus reducing the need for fertilizer? Scientists all over the world are now pursuing this



prospect in the hope of combating famine. How much is known about the revolutionary changes being made in increasing the rice harvest in the Far East? There are literally dozens of similar important developments in the world that are worthy of inclusion in any **round-up** of major news stories.

- 11 The anchorman and the editor were right in saying that newsmen and women are not responsible for shaping the world. But they are responsible for affecting our attitudes. We are only what we think we are; we can achieve only those goals we dare to **envision**. News people provide us with the only picture we have of ourselves and of the world. It had better be a true portrait—and not a **caricature**—for it is this picture on which we will base our decisions and around which we will plan our future.
- 12 The journalist, to paraphrase Walter Lippmann⁷, is the public's philosopher. "The acquired culture," Lippmann wrote, "is not transmitted in our genes.⁸ The good life in the good society, though attainable, is never attained and possessed once and for all. What has been attained will again be lost if the wisdom of the good life in a good society is not transmitted."
- 13 With an accurate report of the good life in the good society, we can begin to use the news as Bernard de Chartres⁹ suggested we use history—**boosting** ourselves **up** on our experiences¹⁰, "like dwarfs seated on the shoulders of giants", **enabled**, thus, "to see more things than the Ancients and things more distant".

Proper Names

Bernard de Chartres /'bɜːnəd də ʃɑːrt/ 伯纳德·德·夏尔特 (法国中世纪哲学家)

Walter Lippmann /'wɔːltə(r) liːp'mæn/ 沃尔特·李普曼 (1889–1974, 美国著名作家、记者、政治评论家)

New Words

address /ə'dres/ v. to speak directly to someone
向……讲话

e.g. You will have to address your complaint to our Head Office.

antidote /'æntɪdəʊt/ n. something that makes an unpleasant situation better 缓解之物

e.g. The holiday was a marvelous antidote to the pressures of office work.

caricature /'kærɪkətʃə(r)/ n. a funny drawing of someone that makes them look silly (人物) 漫画

e.g. Newspaper often do caricatures of politicians.

devalue /di:'vælju/ v. to reduce the value of a country's money in exchange for another country's money 使(货币)贬值

e.g. Iceland has just devalued its currency.

envision /ɪn'vɪʒən/ v. to imagine something that one thinks might happen in the future, especially something thought to be good 展望; 设想

e.g. As a young teacher, I envisioned a future of educational excellence.

misshapen /ˈmɪsˈʃeɪpən/ *adj.* not the normal or natural shape 畸形的, 变形的

e.g. The drug caused some babies to be born with misshapen limbs.

round-up /ˈraʊndʌp/ *n.* a short description of the main parts of the news, on the radio or on television (广播或电视新闻的) 简报, 综述

e.g. First, with a round-up of the day's local news, here's Paul Kirby.

savvy /ˈsævvi/ *adj.* having the practical knowledge and ability to deal with a situation successfully 有实际知识的; 有头脑的; 能干的

scrutinize /ˈskruːtɪnaɪz/ *v.* to examine someone or something very carefully 仔细彻底地检查, 详审

e.g. He scrutinized the document closely.

sniper /ˈsnaɪpə(r)/ *n.* someone who shoots at people from a hidden position 狙击手

unrelieved /ˌʌnrɪˈliːvd/ *adj.* (of an unpleasant

situation) continuing for a long time because nothing happens to change it 未减轻 (缓解) 的; 未解除的; 无变化的

e.g. She held the family together through years of unrelieved poverty.

Phrases and Expressions

boost up to help someone reach a higher place by lifting or promoting them 向上推起, 托一把

e.g. Can you boost me up onto the horse?

collide with to hit something or someone that is moving in a different direction from you, or crash violently into 碰撞, 相撞

e.g. I ran around the corner, and almost collided with Mrs. Laurence.

to the core extremely or completely 十分地, 彻底地

e.g. 1) He was a bureaucrat to the core.

2) When I heard the news, I was shaken to the core.

Notes:

1. Norman Cousins (1915–1990) was a US political journalist, author, professor, and world peace advocate. As one of the most influential magazine editors of the 20th century, his publications include: *Modern Man Is Obsolete* (1945), *Talks with Nehru* (1951), and his autobiography *Present Tense: An American Editor's Odyssey* (1967).
2. The phrase “disaster-prone” means “the tendency to report disasters or an interest in reporting calamities”.
3. “OPEC” is an acronym for the Organization of Petroleum Exporting Countries, which consists of 12 countries that produce oil and plan together how to sell it. It has influence on the production and pricing of oil in the global market.
4. This sentence refers to insatiable desire to get negative news as exhausting the human energies fundamental to a free society.

5. This sentence means that it's time for us to recognize the fact that there exist a lot of events that should also be fairly deemed as news.
6. "Nitrogen fixation" (固氮作用) usually refers to the process of nitrogen gas from the air being turned into a compound in the soil, by bacteria that live in the root nodules (根瘤) of certain plants (legumes).
7. Walter Lippmann (1889–1974) was a US journalist and political commentator, well known for his writings on current social and political events and phenomena. He was awarded the Pulitzer Prize twice, in 1958 and 1962, for his syndicated newspaper column, "Today and Tomorrow".
8. "The acquired culture is not transmitted in our genes" means "what we obtain from society does not become part of our hard-wired/innate character".
9. Bernard de Chartres was a 12th-century French Neo-Platonist philosopher, scholar, and administrator.
10. "...boosting ourselves up on our experiences" here means "improving and developing ourselves through our experiences".

Text Exploration

Complete the following extract with information from the text.

Not long ago I was asked to join a symposium with a distinguished TV anchorman and a proficient newsmen. The purpose of the symposium was to 1) _____ and to 2) _____. During the discussion, a gentleman asked my two colleagues, why the newspapers and the television news programs are 3) _____. They reacted as if they were being blamed for 4) _____, saying that newsmen and newswomen are only responsible for 5) _____ rather than 6) _____. I don't think their answer is to the point. A question arising here is why the news media seem to operate on the philosophy that 7) _____. It might be accounted for by the notion that news should deal with 8) _____. Anything that happens so suddenly, however, is 9) _____. On the flip side, the most important ingredient in any civilization—progress—is not eruptive, but 10) _____ and is not clearly visible. Therefore, we are over-informed about bad news while 11) _____. In turn, the dominance of bad news makes the public haunted by a mood of 12) _____, lacking the energy needed to 13) _____. Indeed, I don't mean that "positive news" should substitute for negative news. What I am trying to get across is the notion that news media is supposed to report on 14) _____ whether they are good or bad. Above all, I hope the progression of journalism will soon 15) _____.

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

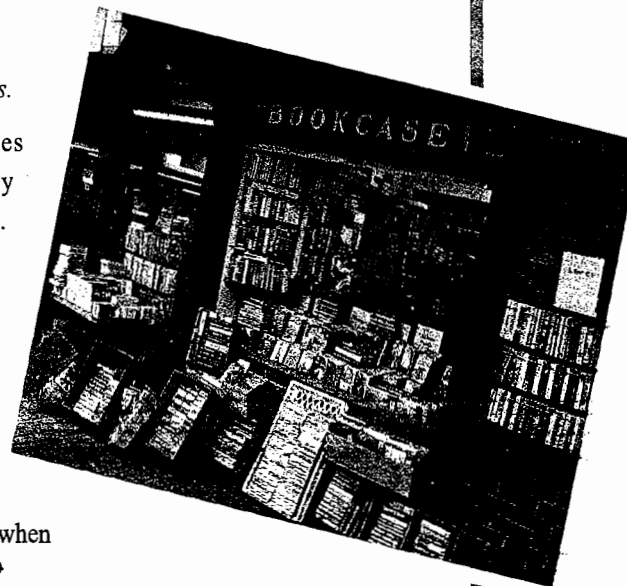
1. According to the author, why are the mass media in general disaster-prone?
2. What does the author think is the responsibility of news people?
3. What does the author mean by saying "the journalist is the public's philosopher"?



Discuss in groups the following questions.

Generally speaking, people's attitudes toward the same thing vary greatly depending on the roles they take on. Accordingly, media people, general audiences and government officials are likely to have different views on key issues regarding the mass media. Suppose that you take on different roles (media personnel, general audiences or government officials), what position would you take when confronted with the following questions?

1. What are the obligations of the mass media?
2. What are the best ways to meet these obligations?
3. Why are contemporary news media so "disaster-prone"?



Vocabulary in Action

Task 1

Choose the answer that is closest in meaning to the underlined word or phrase in the sentence.

1. The Ph.D candidate collided with his supervisor over his research proposal.
A. crashed into B. clashed with C. cooperated with D. relied on
2. In their speeches, the two presidents addressed different problems.
A. tackled B. emphasized C. spoke to D. accounted for
3. They may also furnish invaluable information on the target company through their analysts.
A. steal B. obtain C. reveal D. provide
4. The president conveyed his gratitude to the volunteers concerned.
A. expressed B. concealed C. carried D. forwarded
5. When a system is unjust to the core, abolition, not reform, is what respect for justice demands.
A. substantially B. significantly C. totally D. rightly
6. It was the misshapen left foot that helped the police identify the body.
A. ugly B. deformed C. peculiar D. ill-formed
7. The party turned out to be a catastrophe.
A. success B. comedy C. failure D. hell
8. It's time for a round-up of the main news stories tonight.
A. browse B. reflection C. summary D. retrospective
9. Do not allow stress to deplete your resources.
A. consume B. exhaust C. waste D. occupy
10. Corporate entrepreneurs are people who envision something new and make it work.
A. foresee B. attempt C. design D. plan

Task 2

Fill in each of the blanks with an appropriate word from each group. Change the form if necessary. Some of the words may be used more than once.

1. savvy savor saving
A. She drank the wine slowly, _____ every drop.
B. She has been around and is _____ about a lot of things.
C. Your income and _____ are not taken into account in the reduction scheme.
D. Life seems to have lost most of its _____ for him.

2. distinguish distinguished distinguishable
- Those two objects are not _____ from each other.
 - He had a _____ career as a clockmaker with several original inventions to his credit.
 - Small children may not _____ right from wrong.
 - He is a scholar _____ for his scientific achievements.
3. scrutinize scrutiny succinct
- All these are described in a clear and _____ manner.
 - The jeweler _____ the diamond for flaws.
 - His work looks all right, but it will not bear _____.
 - This forces you to _____ your own behavior rather than blame other people.
4. downside downturn downright
- The profit _____ will also reflect the world's economic outlook.
 - I took this comment as a _____ insult.
 - The _____ of the book is that it is written in a rather boring style.
5. attain detain retain attainable
- The police _____ several suspects for questioning.
 - When the movement began, they were attracted by a desire to _____ certain goals.
 - Flowers, when air dried, will _____ their color.
 - We must ensure that we do not set ourselves goals that are not _____.
6. cynical cynicism cynic
- A _____ might define education as the notes that survive after you pass (or fail) your exams.
 - The naked _____ of European power politics was manifest.
 - Some critics have put a _____ interpretation on the changes.
7. legal legitimate legible eligible
- Members of these units are undertaking _____ military tasks.
 - Almost half of the _____ voters had chosen Paisley as their representative.
 - Her handwriting was so tiny it was barely _____.
 - You may wish to seek _____ advice on whether a contract could be drawn up.
8. transmit transfer transact transport
- The water will find other ways to _____ the forces it is carrying.
 - He has been _____ from Beijing to Shanghai.
 - They are prone to _____ the responsibility from themselves to others.
 - Trains _____ the coal to the port.
 - A lot of our business is _____ over the Internet.
9. prospect prospective perspective
- She doesn't like the _____ of having to live alone.
 - But this is a long-term, _____ advantage, not an immediate one.
 - There cannot be a genuine _____ from which a true analysis does not apply.

10. contrive conceive conducive

- A. It is difficult to _____ a plan to increase profits.
B. The present working conditions are not _____ to production.
C. Somehow they _____ to live on her tiny income.

Task 3

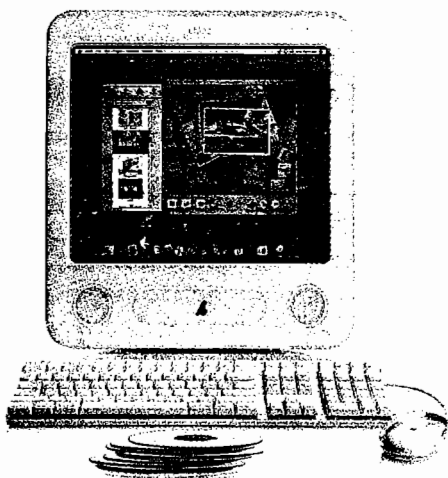
Fill in each of the blanks with an appropriate word or phrase from the box. Change the form if necessary.

comparable	include	view	susceptible	individual
characteristics	widely	coin	propaganda	require
entertainment	similar	form	previously	be in use

The mass media denote a section of the media specifically designed to reach a very large audience such as the population of a nation state. The term was 1) _____ in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines. However, some forms of mass media such as books and manuscripts had already 2) _____ for centuries. The term "public media" has a(n) 3) _____ meaning: It is the sum of the public mass distributors of news and 4) _____ across media such as newspapers, television, radio, broadcasting, which in some large markets may 5) _____ union membership such as the Newspaper Guild, AFTRA, and text publishers. Mass media 6) _____ Internet media (like blogs, message

boards, podcasts, and video sharing) because 7) _____ now have a means to exposure that is 8) _____ in scale to that 9) _____

restricted to a select group of mass media producers. Communications audiences have been 10) _____ by some commentators as 11) _____ a mass society with special 12) _____, notably atomization or lack of social connections, which render them especially 13) _____ to the influence of modern mass media techniques such as advertising and 14) _____. The term "MSM" or "mainstream media" has been 15) _____ used in the blogosphere in discussions of the mass media and media bias.



PRACTICAL TRANSLATION

商务合同的翻译

商务合同是一种特殊的应用文体,其文体属于庄严文体 (the frozen style),在用词、句法结构、文体和行文方式方面都有其自身的特点和要求。

1. 用词准确明晰、严谨统一

商务合同需要将合同双方的意愿清晰地表达出来,首先要考虑语言的明晰性。合同文本中的词语是合同文本最基本的单位,对某些关键词的疏忽或望文生义,可能会对合同的履行造成重大法律责任或经济损失,所以为了尽可能把一切都写得准确无疑,作者往往会不惜笔墨重复名词或修饰词,尽量避免代词或省略手段的使用,而且尽可能考虑到同义词和近义词之间的细微差异。

- 1) Nothing herein contained shall prevent a carrier or a shipper from entering into any agreement, stipulation, condition, reservation or exemption as to the responsibility and liability of the carrier or the ship for the loss or damage to, or in connection with, the custody and care and handling of the goods prior to the loading on, and subsequent to, the discharge from the ship on which the goods are carried by sea.

译文: 本公约中的任何规定,都不禁止承运人或托运人就承运人或船舶对海运货物在装船前或卸货后的保管、照料和搬运或与之有关的义务,以及货物的丢失或损害的责任,订立任何协议、规定、条件、保留或免责条款。(中国翻译: 2006.11)

解析: 这里的 agreement, stipulation, condition, reservation or exemption 都有“协议条款”的意思, responsibility 和 liability 是同义词,都有“责任”的意思,但它们的含义都有细微差别。翻译时,要充分发掘和穷尽它们之间的细微差别,不惜重复,翻译出每一个词的意思,使译文没有遗漏。

2. 文体正式,多古体惯用词、拉丁语词语及拉丁词源词语

商务合同的权威性和规范性要求它的文体要庄严、行文要严肃,不可使用俚语、俗语及松散拖沓的句子。而许多古体惯用词、拉丁语词语及拉丁词源词语的使用能够表明商务合同条文中的先后顺序、因果关系,能使语言显得更加庄严和明确。

- 2) This Agreement is made by and entered into between China National Import & Export Corporation (hereinafter referred to as Party A) and American Smith Wells Corporation (hereinafter referred to as Party B), whereby Party A agrees to appoint Party B to act as its sole distributor for the under-mentioned commodity (ies) in the designated territory on the terms and conditions set forth below.

译文：本协议由中国进出口公司（以下简称甲方）与美国斯密斯·威尔斯公司（以下简称乙方）拟定并订立。据此甲方同意委托乙方在指定的地区内按如下条例任甲方为下述商品的独家经销商。

解析：在原文中，*hereinafter*, *whereby* 都是英文古体词，这种古体词频繁出现在商务合同中，显示出商务合同的正式性和规范性。这些古体词都能在汉语中找到相对应的词，如 *hereinafter* 译为“以下”或“在下文中”，*whereby* 译为“据此”或“凭那个”，具体翻译成哪个就要根据上下文的逻辑关系确定了。这些古体词通常是一些合成词，由 *here*, *there*, *where* 加介词构成，如：*herein*（于此，在这里），*hereof*（于此，关于这点），*thereof*（关于，在其中），*thereon*（在其上，关于），*whereupon*（于是，因此），*wherewith*（以其）等。

3) No party or anyone acting on its behalf shall have any *ex parte* communication relating to the case with any candidate for presiding arbitrator.

译文：当事人或当事人的任何代理人不得就案件与任何首席仲裁员候选人进行单方联系。

解析：因为拉丁词语具有言简意赅、约定俗成、表达更准确的特点，商务合同中经常出现拉丁语。在这个例子中，*ex parte* 就是一个拉丁词语，表示“单方的，片面的”的意思，体现了严谨准确的含义。出现在商务合同中的拉丁语还有 *bona fide*（真正的，现任的），*ex officio*（依职权的，由于其职权地），*inter alia*（尤其，特别），*per se*（本身，就本身而论）。

3. 格式化结构和表达方式

商务合同作为一种应用文体，有一些格式化的可套用的句式或结构。

4) It shall be subject to ratification or acceptance by the signatory States.

译文：本公约须经签字国批准或接受。

5) Each Contracting State undertakes to adopt, in accordance with its Constitution, such measures as are necessary to ensure the application of this Convention.

译文：各成员国均有义务按照其宪法采取确保本公约实行的必要措施。

6) Provided that the enterprises are still able to repay the debts, Measures for Liquidation of Enterprise with Foreign Investment shall govern.

译文：如企业仍有债务偿还能力，应按《外商投资企业清算办法》进行非破产清算。

解析：例 4) 中的 *be subject to*（以……为条件，受……制约），例 5) 中的 *in accordance with*（依据，按照），例 6) 中的 *provided that*（倘若，假如）都为合同中约定俗成的格式化的表达结构，体现了商务合同的正式性。而例 4) 中的 *shall* 是商务合同中使用频率最高的特殊表达方式，它含有“本条款具有法律规定的指令性和强制性”之意，其含义相当于 *must*，但合同中不使用 *must* 一词，都用 *shall* 代替。

商务合同具有很强的专业性，为了避免产生歧义，避免产生不必要的纠纷，商务合同的翻译必须把“准确严谨”（*faithfulness & accuracy*）作为首要原则，因此商务合同的翻译

不同于其他文体的翻译，不讲究文采韵味，只要求准确严谨地反映当事人的意思和合同双方所限定的责任、权利及义务。

商务合同翻译的第二个标准是“通顺和完整”(smoothness & wholeness)。合同文本是一种法律文件，属于庄严性文体，经双方当事人签字后就对双方当事人形成法律约束力，成为有效的合同。因此为了保证文本的有效性和真实性，商务合同的翻译强调通顺和完整的原则，不仅在词语翻译方面，而且在句式处理方面都要满足这些要求，并充分符合汉语的行文习惯。

7) Should one of the parties to the contract be prevented from executing contract by force majeure, such as earthquake, typhoon, flood, fire, and war and other unforeseen events, and their happening and consequences are unpreventable and unavoidable, the prevented party shall notify the other party by cable or fax without any delay, and within fifteen days thereafter provide the detailed information of the events and a valid document for evidence issued by the relevant public notary organization for explaining the reason of its inability to execute or delay the execution of all or part of the contract.

译文：由于地震、台风、水灾、火灾、战争以及其他不能预见并且对其发生和后果不能防止或避免的不可抗力事件，影响任何一方履行合同时，遇有上述不可抗力的一方，应立即用电报、传真通知对方，并应在十五天内提供不可抗力详情及合同不能履行或者部分不能履行，或者需要延期履行的理由的有效证明文件，此项证明文件应由不可抗力发生地区的公证机关出具。

解析：这个例子的原文很长，共 97 个字，是一个完整的长句。长句中不仅出现了法语词 *force majeure*，古体词 *thereafter*，而且出现了商务合同中的特殊表述方式 *shall*，体现了文本内容的先后关系和语言的庄严和明确，用词准确、严谨，而且为了明确反映合同双方的责任、权利及义务，不惜笔墨地采用了繁复和冗长的句式结构。翻译时，文本中的每一个词都得到了准确和完整地翻译，没有疏忽和遗漏之处。句式结构方面，为了符合汉语的行文需要，一个长句被处理成了几个意思完整、句式连贯的句子，并运用了“并”、“或者”等连接词，做到了译文的严谨、准确、通顺以及完整。

Translation Practice

Translate the following paragraphs into Chinese.

1. In accordance with the Law of the People's Republic of China on Joint Venture Using Chinese and Foreign Investment and other relevant Chinese laws and regulations, both parties agree to set up a joint venture limited liability company (hereinafter called the joint venture company).
2. A member shall, ex officio if its legislation so permits or at the request of an interested party, refuse or invalidate the registration of a trademark which contains or consists of a geographical indication with respect to goods not originating in the territory indicated, if use of the indication in the trademark for such goods in that Member is of such nature as to mislead the public as to the true place of origin.

FOCUSED WRITING

Meeting Minutes

What are the minutes of a meeting?

The minutes of a meeting are the official written record of the proceedings of a business meeting or any formal meeting. The minutes provide a written record of the decisions made during the meeting, evidence of the decision-making process and also usually indicate who is responsible for ensuring that the decisions are carried out. Over a period of time they provide a history of the company's actions and can therefore be a guide for further actions.

What is included in the minutes of a meeting?

In general, the minutes should provide the following information:

- the name of the group or committee holding the meeting;
- the time, date and venue of the meeting;
- the people present (The number of the attendees and their names, usually only when the number is fewer than 10);
- absentees (The names of people who would normally attend but are absent on this occasion);
- the name of the chairperson (You may write: "*The meeting was called to order by Mr. (or Ms.) X at Y o'clock.*");
- minutes of last meeting (Indicate whether the minutes of the previous meeting were read and approved as a true record or amended and whether they were accepted);
- reports (Summarize any reports delivered and any key action taken on them, e.g. acceptance, approval, endorsement, referral, etc.);
- discussions (~~Record the main discussion of each item on the agenda of the meeting along with the names of people speaking~~);
- decisions (Write down any decisions made at the meeting and the name of the person responsible for carrying out each decision and the deadlines set for each action. For example, "*Tina Brown agreed to investigate the cost of double glazing the offices and will report by May 30th, 2009.*");
- record of any announcements including the date of the next meeting (For example, "*The next meeting was scheduled to be held at 9:00 a.m. on January 12th.*");
- adjournment (Indicate at what time the meeting ended: "*The meeting was adjourned at 11:30 a.m.*").

Which points should be noted when writing the minutes of a meeting?

There are a number of points to note when writing the minutes of a meeting.

- 1) Use the past tense because minutes are a record of a meeting that has already taken place.

The only exception to this rule is when recording resolutions: They are written in the present tense because they have not happened yet but will in the future.

- 2) Use indirect speech when recording attendees' words.
- 3) The words "to move" and "a motion" are sometimes used in minutes to refer to "to propose" and "a proposal" respectively. For example, you may write, "*He moved that...*" or "*X proposed the motion that...*" when an attendee proposes a new idea.
- 4) After a policy has been discussed and formally proposed, another attendee may second or question the motion. When the decision has been made, you may write: "*The motion was proposed by X, seconded by Y and passed unanimously*" / "*...passed with a majority vote of 7 to 4*" / "*...defeated*" / "*...tabled.*"
- 5) The word "minutes" is a noun in its plural form. For example, you could write "*The minutes of the last meeting were approved as submitted.*"
- 6) Use formal language in a clear, concise and simple way without using pompous or stuffy vocabulary. Use the passive voice to describe events.
- 7) Do not attempt to write down every word that has been said. It is necessary to summarize what the attendees say but to do it honestly and not to include your own ideas, even if you disagree with the speaker.
- 8) The writer of the minutes should not make personal comments about the attendees.
- 9) The notes taken at the meeting should be written up formally as soon as possible after the meeting and are usually circulated to all attendees and interested parties.
- 10) The minutestaker's job is important and should not just be passed off to junior staff.

Lincoln Community Council

December 10th, 2009 Minutes

Bachman Hall

Present: George Bird, Dan Little, Tina Mabey, Marilyn Terry, Kathy Campbell, Jolene Denny, Larry Elder, Paula Williams

Call to Order

The meeting was called to order by Chair Marilyn Terry at 9:30 a.m.

Minutes of Last Meeting

The November 8th, 2009 minutes were amended and approved:

Report on Hall of Fame

The committee reported back on assignments from the November 8th meeting for the Hall of Fame induction during Homecoming. Dan Little contacted Richard Ellis, George Bird contacted Danny Valentine and Jolene Denny contacted Richard Chase. All nominees agreed to be inducted and to attend the assembly, make a short speech and attend the football game on Homecoming Day, December 27th.

Tina Mabey and Principal Campbell have talked with the students who will be preparing the videos of the inductees. They will need five or six pictures of each inductee to prepare the videos (including one recent photo for the plaque) and a narration introducing the inductees. The assigned committee members agreed to follow-up in getting pictures to the students and preparing a one-minute introduction. Tina will continue working with the students to be sure the videos are ready.

George Bird reported that Brent Willey, formerly of the committee, agreed to prepare the certificates for framing and the plaques. Marilyn Terry will get the certificates from Brent and get them framed for presentation.

New Officer Elections

MOTION: To elect Tina Mabey to chair the council. Proposed by George Bird and seconded by Larry Elder. Vote was unanimous.

MOTION: To elect Paula Williams as vice-chair to take and prepare minutes. Proposed by Dan Little and seconded by Jolene Denny. Vote was unanimous.

School Improvement Plan

Principal Campbell briefed the council on the current School Improvement Plan and implementation, including the applicable test results. The council will discuss the new plan at the next meeting and were encouraged to consider possible changes to the current goals.

Announcement

The next meeting was scheduled for Tuesday, January 5th, 2010 at 9:30 a.m.

Adjournment

There being no other issue to be discussed on hand, the chairman adjourned the meeting at 11:00 a.m.

Minutes prepared by Monica Stitt-Bergh

Writing Assignment

Suppose you are asked to write the minutes for a committee meeting. The meeting was held at 9:00 o'clock on Wednesday, January 6th, 2010, in the Conference Room. Prof. Li Ming (Chairman), Prof. Wu Jun, Associate Prof. Dong Zheng, Dr. Wang Hong, Mr. Fang Rui and you (as a secretary) attended the meeting. The meeting approved the minutes of the previous meeting and discussed the following questions: whether to build a gym or not; the proposal to set up a Career Service Center; the announcement of new department chairs, time and location of the next meeting. The meeting ended at 11:00 o'clock.

FINAL PROJECT

Pair work and presentation

It's common to see news media report the same event from totally different perspectives. Work with your partner and analyze two pieces of news that present different points of view toward the same event.

Step One ➡

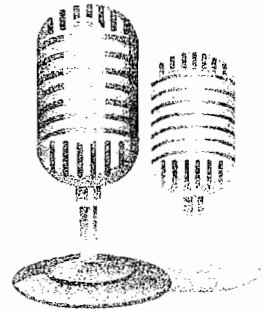
Find two pieces of news reporting the same event in newspapers/ magazines taking opposite positions.

Step Two ➡

Conduct a comparative study and determine the differences between the reports in terms of language, organization, narrative perspective, etc.

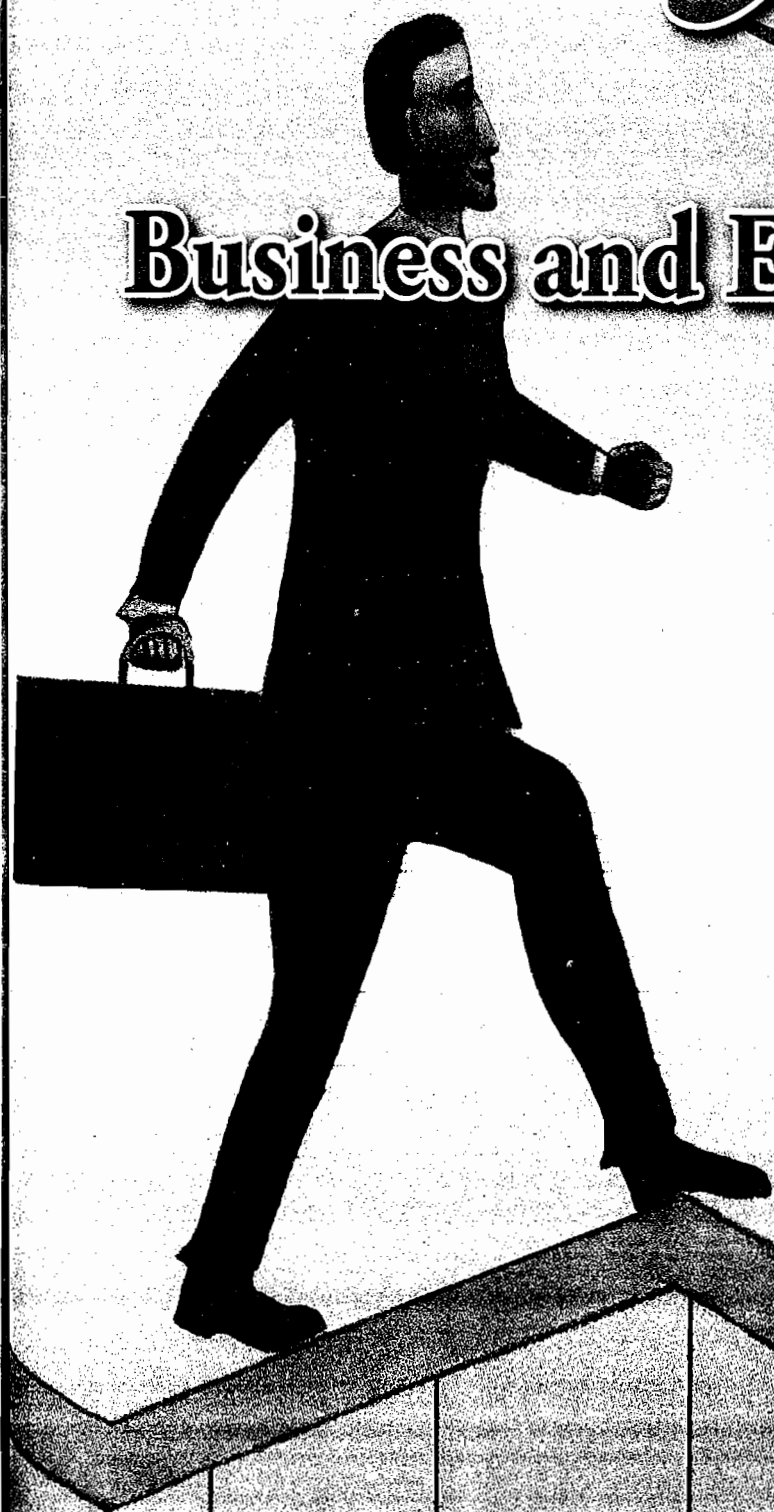
Step Three ➡

Write a brief report to present your findings and deliver it to the class. An adequate discussion of the findings should also be included.



Unit 10

Business and Economy



STARTING OUT

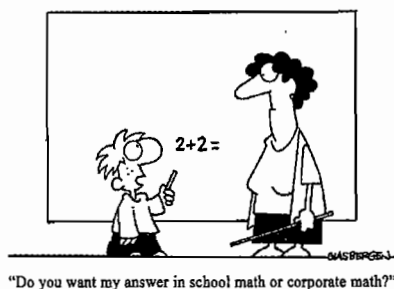
Task 1

Look at the cartoons carefully and work in pairs to discuss the implied meanings behind them.

1.



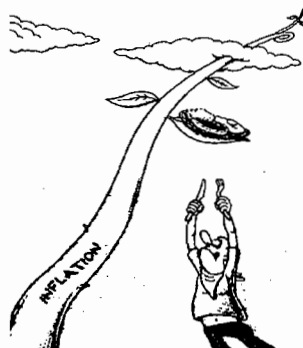
2.



3.



4.



Task 2

Imagine that the members of your group have decided to start a business. Talk about what type of business you could develop. You could open a store, manufacture a product, provide a service, or do any other type of business. Work together to produce a business plan, which you will present to the whole class as a report. Your business plan needs to cover the following points.

- * The name of your business
- * The type of your business
- * The location of your business
- * Why your business would be unique or special
- * Why your business would be successful

Discuss which of the businesses presented you think would be successful. Why? What factors are important in starting a new business? Do you think you would be a successful entrepreneur?

READING FOCUS

Culture is a little like dropping an Alka-Seltzer (一种泡腾剂式的消食片) into a glass—you don't see it, but somehow it does something.

—Hans Magnus Enzensberger

MARKETING ACROSS CULTURES

Sherrie E. Zhan

- 1 Almost all of us have heard about General Motors trying to sell their Nova model in Latin America and finding out that “*no va*” in Spanish literally means “it doesn’t go”. And of course, there was the famous first try of Coca Cola in China, when the translation of the soft drink’s name read “bite the wax **tadpole**”.
- 2 But cultural awareness in marketing is a lot more than careful translation. There are **subtleties** and **nuances** to every culture, and there are just plain taboos. Although most people wouldn’t be able to list the rules of their own culture, they certainly know when those rules are violated. Our own culture tends to be “invisible” to us, while differences we **run into** when abroad strike as strange, funny or exotic. So how much more difficult is it to discern the unwritten rules of another country?
- 3 There is still no substitute for a visit to the target market. When in a foreign place, you’ll undoubtedly become aware of different aesthetics. What flavors, which colors, are used to attract buyers there? Foods you find **unpalatable** and decorations you find **garish** have completely different effects on the natives. Your hosts might ask seemingly rude questions such as “How old are you?” and “How much money do you make?” Meals, schedules, transportation, and personal conveniences can’t be taken for granted. Prices for the simplest purchases are **subject to negotiation**. You haven’t figured out all the small coins, and you don’t understand anyone’s name. And it just doesn’t smell like home.¹
- 4 A visit is a golden opportunity to absorb the present-day culture. Every detail that differs from your usual pattern is a clue to the behavior of the local nationals². But also remember that learning the basics of **comportment** in another culture, though very important in your relationships with clients and contacts, isn’t sufficient for planning

a full marketing campaign. The simplest cultural differences can strand the grandest plans.

- 5 In Japan, for example, a major household products company spent many millions of dollars on a marketing campaign **in advance of** introducing its laundry **detergent**. Nevertheless, when the detergent was made available, sales were **miniscule**. In fact, few shops stocked the soap. Non-tariff trade barriers? No, it was something much simpler. The typically US “large, economy-sized”³ boxes were far too big and **bulky** for the tiny Japanese retail establishments. And Japanese housewives don’t usually have cars—they walk to the stores and carry their purchases home, to very small living spaces.
- 6 Cultural factors influence consumer behavior. These factors include religion, superstition, family structure, cuisine, language and local history but extend to attitudes about such issues as government, work, authority, age, environment, space and time, and male-female relationships. Finally, there is that difficult-to-define national sense of humor which often doesn’t translate from one culture to another. Beyond concrete **demographics**, these attitudes are not as easy to **circumscribe** and **pin down**; besides, attitudes, even culturally **ingrained** ones, do change.
- 7 The target language is easily determined, but **beware of generalities**. The Spanish language in Spain is not the same as in Latin America. And we’ve all heard about the 10,000 spoken dialects in Chinese, but also realize that the “old” characters⁴ are still used in Singapore, other nations and regions. These have largely been **supplanted** with “simplified” characters on China’s mainland that are now, since reunification, being spread to Hong Kong SAR. Most Chinese under 40 years old on the mainland can’t read the old-style writing.
- 8 Combine superstition and language for amplified effect. In China and Japan, the number four has the same pronunciation as the word that means “death”. Consequently, a “4” in your company name or contact information might have a negative implication. The number eight, however, is considered lucky, and many products are named “88” or “888”. Phone numbers with eights denote good fortune, and real estate with eights in the address is likely to sell more quickly—especially if the price ends in “888”. These beliefs are so prevalent that hospitals in Hong Kong SAR were **flooded with** near-term⁵ pregnant mothers on August 8th, 1988 (8/8/88), demanding induced delivery or even Caesarian sections⁶ so their babies would have lucky birthdays. And 1988 was also the **auspicious** “Year of the Dragon” in the traditional Chinese calendar.
- 9 In the United States, we’re used to a competitive playing field in which we constantly compare ourselves, our companies, and our products. But in the EU and much of Asia,

comparisons in advertising are not accepted or allowed. Declaring that one soft-drink tastes better than another or even that one automobile is more dependable than another could **be met with distaste** (or even legal action). For an EU campaign, it might be okay to tout the merits of your products, but not okay to use comparative methods common to a US campaign. In some locations, citizens tend to be much more humble and **self-effacing** than “shoot-from-the-hip”⁷ people in the United States. Many cultures will respond better to emphasis on company longevity and reputation.

10 If you are designing visual advertising, take into account local differences in non-verbal behavior such as gestures, eye contact, personal space, and male-female relationships. Years ago, a movie was released in China that showed the first on-screen kiss ever filmed in the PRC. When the couple’s lips met, an **audible** gasp swept through the theater. Depending on a variety of factors, this higher shock value of a public kiss could work for or against your advertising.

11 It can be a big mistake to assume a pan-Asian market or a “Latin American” or “European” buyer. Neighboring cultures elsewhere don’t necessarily share buying preferences **any more than a US buyer does** with a Mexican consumer. Furthermore, national borders don’t always **delineate** buying behavior; regional patterns can be just as strong.

12 Each aspect of culture is like a stone thrown into a pool. Cuisine influences not just companies that **trade in** foodstuffs, but also appliances, cookware, storage ware, serve ware, packaging, as well as **franchise** food and hospitality companies⁸. And don’t use the **Jolly Green Giant** in parts of Asia where a green hat worn by a man signifies that he has an unfaithful wife.



- 13 It's definitely best to have someone with native knowledge of the target culture advise you. Small budget? Consult bi-national chambers of commerce for effective help. But before launching a marketing campaign, try a test market first, usually in a major city with **demographics** representative of the targeted country or region. Generally, city populations may be more sophisticated and have the most **cosmopolitan** attitudes; they also have the highest incomes and therefore are more able to purchase consumer and **discretionary** goods.
- 14 In one such **pretest**, a US luggage manufacture found out that culture also affects thinking and perception. The company designed a new West Asian advertising campaign around the image of its luggage being carried on a magic flying carpet. A substantial part of the Arabic focus group⁹ thought they were seeing advertising for Samsonite carpets.

Proper Names

General Motors 通用汽车公司 (一家美国汽车制造公司)

Samsonite /'sæmsənait/ 新秀丽 (箱包品牌)

New Words

audible /'ɔ:dəbl/ *adj.* a sound that is audible is loud enough for one to hear it 声音听得见的
e.g. His once-powerful voice had dwindled (逐渐变小) to a barely audible whisper.

auspicious /ɔ:s'piʃəs/ *adj.* likely to be successful 很可能会成功的, 吉利的, 吉祥的
e.g. 1) It was an auspicious date for a wedding.

2) Saccani's excellent recording is an auspicious start to what promises to be a distinguished musical career.

bulky /'bʌlki/ *adj.* something that is bulky is bigger than other things of its type and is difficult to carry or store 庞大的, 宽大的, 体积大的; 笨重的
e.g. Jones' bulky figure makes it difficult for

him to move.

circumscribe /'sɜ:kəmskraɪb/ *v.* to limit power, rights, or abilities; restrict 约束; 限制

e.g. 1) The President's power is circumscribed by Congress and the Supreme Court.

2) All our minds are heavily circumscribed by habit.

comport /kəm'pɔ:t/ *v.* to behave oneself in a particular way 行动, 表现

comportment /kəm'pɔ:tment/ *n.* 举止; 行为
e.g. A private British college is starting compulsory etiquette classes for 13- to 14-year-olds to sharpen up their comportment in a world of ill-mannered informality.

cosmopolitan /'kɒzmə'pɒlɪtən/ *adj.* a cosmopolitan person; belief, opinion, etc. shows a wide experience of different people and places (人) 见识广的; (信仰、意见等) 兼容并包的
e.g. Brigitta has such a cosmopolitan outlook on life.

delineate /dr'i:niert/ *v.* to describe or draw

something carefully so that people can understand it 描写, 描绘, 刻画

e.g. 1) The document delineates your rights and your obligations.

2) Make sure your ideas are clearly delineated in your speech.

demographics /ˌdeməˈɡræfiks/ *n.* information about a group of people who live in a particular area (尤指用于市场测算的) 人口统计数据 (如年龄、性别、家庭人数、家庭收入等)

detergent /dɪˈtɜːdʒənt/ *n.* a liquid or powder that contains soap used for washing clothes, dishes, etc. 洗涤剂, 洗衣粉, 洗洁精, 去污剂

discretionary /dɪsˈkreʃənəri/ *adj.* not controlled by strict rules, but left for someone to make a decision about in each particular situation 不受严格规定控制的, 自由决定的, 酌情决定的
e.g. 1) You may be eligible for a discretionary grant for your university course.

2) In many restaurants, discretionary tipping is being replaced by a standard service charge.

distaste /ˌdɪsˈteɪst/ *n.* a feeling of dislike for someone or something that one thinks is unpleasant or morally offensive 不喜欢, 厌恶, 反感

e.g. He claimed a distaste for everything related to money.

franchise /ˈfræntʃaɪz/ *n.* permission to sell a company's goods or service, that is given or sold to a business person (经营某公司商品或服务的) 特许经营权

e.g. 1) The company has just won a television franchise.

2) The Pizza Hut has franchises in many large cities around the world.

garish /ˈɡeəriʃ/ *adj.* very brightly colored in a way that is unpleasant to look at 过于艳丽的

e.g. 1) Many of the rugs are too garish for my taste.

2) The big breakfast show may well be too garish for early morning eyes.

generality /ˌdʒenəˈræləti/ *n.* the quality of being true or useful in most situations 普遍性, 共通性

e.g. Can we stop dealing in generalities and start suggesting practical steps to take?

ingrained /ɪnˈɡreɪnd/ *adj.* firmly established and therefore difficult to change 根深蒂固的, 难以改变的

e.g. The idea of doing our duty is deeply ingrained in most people.

jolly /ˈdʒɒli/ *adj.* happy and cheerful 欢乐的, 愉快的

e.g. Everyone was in a very relaxed and jolly mood.

miniscule(minuscule) /ˈmɪnɪskjuːl/ *adj.* extremely small 很小的

e.g. For the moment he has to live in this miniscule room.

nuance /njuːˈɑːns/ *n.* a very slight, hardly noticeable difference in manner, color, meaning, etc. (方式、颜色、意义等的) 细微差别

e.g. 1) He watched her face intently to catch every nuance of expression.

2) You need to be able to convey the subtle nuances of meaning of each word.

pretest /ˈpriːtest/ *n.* a preliminary test as a test of the effectiveness or safety of a product prior to its sale (对学生、产品等的) 预先测试

self-effacing /self ɪˈfeɪsɪŋ/ *adj.* not wanting to attract attention to oneself or one's achievements, especially because one is not socially confident 避免引人注目的, 不爱抛头露面的

e.g. 1) He was loved for his skill and also for his self-effacing modesty.

2) As women we tend to be self-effacing and make light of what we have achieved.

subtlety /'sʌtlɪ/ *n.* a thought, idea, or detail that is important but difficult to notice or understand 微妙的思想; (想法等中的) 细微之处

e.g. 1) She was too young to grasp the subtleties of the film.

2) Some of the subtleties of the language are lost in translation.

supplant /sə'plɑ:nt/ *v.* to take the place of a person or thing so that they are no longer used, no longer in a position of power, etc. 取代, 代替; 将……排挤掉

e.g. 1) His panic and fear had been supplanted by happiness.

2) Their work has been largely supplanted by the use of a computer program that fulfils the same function.

tadpole /'tædpəʊl/ *n.* a small creature that has a long tail, lives in water, and grows into a frog or toad 蝌蚪

unpalatable /ʌn'pælətəbl/ *adj.* unpalatable food tastes unpleasant 难吃的, 不可口的

e.g. Boiling the grain was a laborious process and produced an unpalatable mush (糊状物).

Phrases and Expressions

be flooded with to receive so many letters, complaints, or inquiries that one cannot deal with them all easily 充满, 使泛滥

e.g. The usually quiet small town is now flooded with tourists.

be met with to get a particular reaction or result 遭到, 遭受; 获得

e.g. His suggestion was met with howls of protest.

be subject to to be affected by, be made to experience 使经受; 使遭受; 使易受

e.g. 1) The plan for new housing is still subject to approval by the minister.

2) Flights can be subject to alteration at short notice and you should check with your travel agent or airline before finalizing your arrangements.

beware of used to warn someone to be careful because something is dangerous 谨防, 当心, 注意

e.g. 1) They should beware of making hasty decisions.

2) We were told to beware of strong currents in the sea.

in advance of before something happens or is expected to happen 预先, 提前

e.g. With a first-time customer, Hirsch will ask for some type of deposit—up to 100%—in advance of shipment.

pin down to understand something clearly or be able to describe it exactly 清楚地知道; 确切地描述; 确定

e.g. 1) It has taken until now to pin down its exact location.

2) If we cannot pin down exactly what we are supposed to be managing, how can we manage it?

run into to start to experience difficulties 遇到困难/问题/债务等

e.g. 1) The business ran into financial difficulties almost immediately.

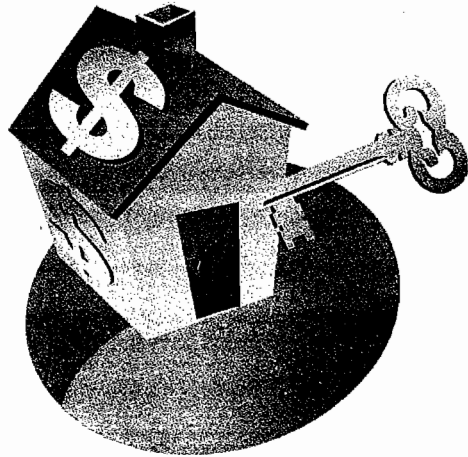
2) He ran into criticism after remarks he made at a television interview.

trade in to buy and sell goods, services, etc. as a job or business 做买卖, 进行贸易, 从事交易

e.g. The company trades in silk, tea, and other items.

Notes

1. This sentence means that everything is just different from one's own country.
2. Here, "national" is used as a noun, meaning "a citizen of a particular nation".
e.g. Foreign nationals were advised to leave the country.
3. "Large, economy-sized" means "packed in large packages so that the goods cost less than that in smaller packages" (经济的大包装的). Generally, the larger the quantity, the lower the price per unit of measurement.
4. Here, "character" means "a symbol used in a system of writing" (书写符号, 字).
For example, Chinese characters (汉字) include "old" or "complex" characters (繁体字), and "simplified" characters (简化字).
5. Here, "term" means "the end of a woman's pregnancy when the birth of her baby is expected" (分娩期). Thus, "near-term" means "approaching the end of her pregnancy" (临产期的).
6. "Induced delivery" and "Caesarian section" means "人工引产" and "破腹产手术" respectively.
7. Here, "shoot-from-the-hip people" refers to people who react to a situation very quickly and with a lot of force, without thinking about the possible effects of the actions (鲁莽行事).
e.g. His critics accuse him of shooting from the hip when challenged.
8. In the sentence, "cookware" refers to articles used for cooking food, "serve ware" refers to articles used for serving food, and "storage ware" for "storing things". Also in this sentence, Franchise food companies refer to restaurants and coffee houses, bars, etc. which are operated but not owned by local managers. Hospitality companies refer to coffee houses, teahouses, or bars where people go to socialize with other people instead of eating food.
9. "Focus group" is a term used to refer to a specially selected group of people who are supposed to represent the general public. Focus groups have discussions in which their opinions are recorded as a form of market research.



Text Exploration

Task 1

Work in pairs to complete the outline of the text.

Introduction (Paras. 1-2)	Cultural awareness in marketing plays a crucial role because there are not only subtleties to every culture but plain taboos as well. Supporting evidence: a. General Motors sold their Nova model badly in Latin America because _____. b. Coca Cola didn't achieve initial success in China because _____.
Body (Paras. 3-11)	A. It is important to visit the target market. (Paras. 3-5) Supporting evidence: a. Such a visit enables you to _____. b. Such a visit is a good chance to _____. c. The poor sales of "large, economy-sized" boxes of detergent in Japan resulted from the fact that _____ were very tiny and _____.
	B. Various cultural factors have impacts on purchasing behavior. (Paras. 6-8) Two suggestions: a. Don't make generalizations about the target language. b. _____.
	C. There are certain "don'ts" in advertising. (Paras. 9-10) Supporting evidence: a. In the EU and much of Asia, _____. b. _____ should be taken into account in designing visual advertising.
	D. It makes sense to pay attention to not only national borders but also _____ (Para. 11)
Conclusion (Paras. 12-14)	Each aspect of culture is worthy of our attention, so it is wise to _____.

Task 2

Choose the sentence that best expresses the meaning of the sentence from the text.

1. Cultural awareness in marketing is a lot more than careful translation.
 - A. Cultural awareness in marketing is virtually equivalent to careful translation.
 - B. Careful translation is a fundamental component of cultural awareness.
 - C. Cultural awareness in marketing goes beyond mere translation.
 - D. Cultural awareness is more easily developed than is careful translation.
2. Our own culture tends to be "invisible" to us, while differences we run into when abroad strike us as strange, funny or exotic.
 - A. We usually don't notice things in our culture, but we are prone to think things in foreign settings are strange, interesting or exotic.
 - B. We may not be aware of our own culture whereas foreign cultures may suddenly attract our attention.
 - C. Our own culture is intangible to us, but other cultures appear to be eye-catching.
 - D. It's unnecessary for us to notice our own culture, but it is important to study other strange, funny or exotic cultures.
3. Prices for the simplest purchases are subject to negotiation.
 - A. It's easy for people to agree on prices for small items.
 - B. Even prices for the simplest purchases tend to fluctuate.
 - C. People can also bargain over prices for the simplest purchases.
 - D. Prices for the simplest purchases are a constant topic among people.
4. The simplest cultural differences can strand the grandest plans.
 - A. Feasible plans may not be affected by minor cultural differences.
 - B. Even the simplest cultural differences can be barriers to the implementation of plans.
 - C. Plans should be founded on the understanding of cultural differences.
 - D. It is vital that the grandest plans take into account the simplest cultural differences.
5. Beyond concrete demographics, these attitudes are not as easy to circumscribe and pin down.
 - A. Both demographics and attitudes are difficult-to-define.
 - B. These attitudes are not simply restricted to a certain group of people.
 - C. It's not as easy to clearly figure out these attitudes as concrete demographics.
 - D. It's difficult to obtain information about attitudes and demographics as well.
6. In the United States, we're used to a competitive playing field in which we constantly compare ourselves, our companies, and our products.
 - A. The United States tends to appear more competitive in terms of products and companies.
 - B. In the United States, we are used to laying stress on the development of ourselves, our companies and our products.
 - C. The comparison between people, companies or products is vital to the competitiveness in the United States.
 - D. In the United States, we and companies are accustomed to competing with each other with rules similar to those on playing fields.

7. When the couple's lips met, an audible gasp swept through the theater.
 - A. When the couple kissed each other, the audience took it for granted.
 - B. When the couple kissed each other, the audience was moved into tears.
 - C. The audience was shocked by the unexpected kiss of the couple.
 - D. The audience was amused by the unexpected kiss of the couple.
8. Each aspect of culture is like a stone thrown into a pool.
 - A. Each aspect of culture can have a big impact on business.
 - B. Each aspect of culture is a reflection of the national culture as a whole.
 - C. Each aspect of culture is a mirror of a rich and colorful life.
 - D. Each aspect of culture is affected by a diversity of factors.

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. In the passage, the author suggests that language and superstition should be combined for amplified effect. Do you think so? Personally, would numerals have any effect on your purchasing decisions? Why or why not?
2. In the passage, the author mentions that "For an EU campaign, it might be okay to tout the merits of your products, but not okay to use comparative methods common to a US campaign." What do you think about the role of advertising in business?



Discuss in groups the following questions.

1. In the passage, the author points out that there are subtleties and nuances to every culture, and there are just plain taboos. Please give some examples about Chinese taboos.
2. According to the author, it is definitely best to have someone with native knowledge of the target culture advise you. Suppose you have been asked to talk about "Doing Business in China" to a group of foreign business people. What tips on doing business in China would you include in your speech?



Vocabulary in Action

Task 1

Fill in each of the blanks with an appropriate word or phrase from the box. Change the form if necessary.

amplify	delineate	discretionary	ingrained	strand
supplant	unpalatable	beware of	sweep through	pin down

- When you go to the fair, _____ the quacks (江湖医生) selling spurious medicinal herbs.
- He found that the food served at the school canteen was nothing but _____.
- Neurological models of language attempt to _____ what these steps are and how they interrelate.
- _____ habits from one's own language are difficult to overcome when learning a new language.
- By advertising widely, a manufacturer can _____ the demand for a product.
- Some would argue that New York has _____ Paris as the center of new culture.
- We know someone has been stealing, but it's difficult to _____ who it is.
- I was given a(n) _____ fund to use for emergencies.
- There I was, _____ in Rome with no passport and no money.
- The hurricanes that _____ the Gulf Coast region inflicted significant damage on the technological and power infrastructure.

Task 2

"Difficult-to-define" and "shoot-from-the-hip" are two compound adjectives, which are formed when two or more adjectives work together to modify the same noun. These terms should be hyphenated to avoid confusion or ambiguity and are only used before nouns. These adjectives usually appear in spoken English and newspapers. Complete the following sentences by translating the Chinese in brackets into English, using compound adjectives.

- He had _____ (那种乐天派的样子) that made even his occasional mischievousness delightful.
- There was _____ (一种“我不是跟你这样说过吗!”的神情) on his face.
- What he follows is _____ (一种为了达到目的可以不择手段的哲学).
- _____ (惊心动魄的时刻) followed as he narrowly missed a head-on collision with a green van!
- The December Copenhagen climate conference has been billed as _____ (一个千载难逢的机会) to sign a deal to combat climate change.

6. As a result, the situation on the Korean Peninsula has now gone beyond the limits of danger and turned into _____ (一触即发的局面).
7. Most companies took _____ (观望的态度) toward the new policy.
8. The basketball team is a _____ (求胜心切的) old champion team.
9. The rules will encourage both parties to be more cooperative and adopt _____ (一种开诚布公的方式).
10. If _____ (朝九晚五的生活方式) isn't for you, you're a good candidate for a freelance career.
11. He spoke in _____ (一种“你不看看谁在讲话”的傲慢口吻).
12. This little store is marked by _____ (昼夜服务).
13. The government is proclaiming _____ (萝卜加大棒的方法) to the problem.
14. Montelongo is a classic example of _____ (白手起家的人) who provides inspiration to many people.
15. This is _____ (风雨无阻的野餐) since we can move indoors if necessary.

Task 3

Fill in each of the blanks with an appropriate word from the box. Change the form if necessary.

amusing	autonomously	clumsy	exquisite	posted
equivalent	sophisticated	havoc	literally	notify
suspended	practically	soothe	damage	effective

The French are elegant people. They are artists in everyday life, having a very good taste in everything. They don't like US tourists wearing jeans to go into their luxurious and 1) _____ five-star restaurants. So one of the restaurants put a notice outside its front door. It read "No trousers, please!"

A gourmet coffee was sold in Tokyo as an antidote to stress. Its name supposedly meant to people that it would 2) _____ the troubled breast. However, when it was printed in English, it turned out to be "Ease Your Bosoms."

A peer company's slogan "Turn it loose" became, in Spanish, 3) _____ to "suffer from diarrhea." A company translated its sticky tape slogan into Japanese and came up with a sticky problem. The slogan "Sticks like crazy" became 4) _____ "it sticks foolishly" in Japanese.

A tonic produced in China is made of royal jelly and is supposed to be very 5) _____ for some chronic diseases. Yet it was translated as "oral liquid", which means "saliva" in English. In the brochure, it was described in this way: "it tastes like medicine", when the language in the original meant to use it as a food therapy.

Even the wrong nonverbal cue can bring 6) _____ to a product. A baby food company initially packaged their African products just the same as in the United States—with a cute baby picture on the jar. They didn't realize that because so many Africans cannot read, nearly all packaged products sold in African carry pictures of what is inside. "Pureed (糊状的; 果泥的)

baby"! How horrible!

In an Asian city, where traffic is really very bad, to ensure people's safety, the municipal government has built underground passageways. Pedestrians are asked to use them whenever they need to cross the main street. A sign was 7) _____ once on the roadside, pointing to the entrance to an underground passageway, intending to 8) _____ English-speaking passengers, "Go underground".

We chuckle at such 9) _____ translations. Is there anything wrong in the language? We must be aware that few words and idioms can be literally translated. It's best to hire the best for the task of translation. Don't take it for granted that as long as one speaks a little English, one is 10) _____ able to do translation. It takes a while to learn to be a good translator.

READING MORE

Your premium brand had better be delivering something special, or it's not going to get the business.

—Warren Buffett

WARREN BUFFETT—THE SAGE'S STORY

- 1 An extremely **high-profile** investor with rare job qualifications in the late 1990s—expansive patience and discomfort with technology, despite his close friendship with Microsoft **mogul** Bill Gates—Warren Buffett's investment success in the final decades of the 20th century **knew no peer or rival**¹. **Worth about \$30 billion**, Buffett is one of the world's richest men, second in the United States only to Gates, and one of the very few of his class to attain such fortune **solely on the strength** of stock investments. The chairman of Omaha, Nebraska-based² Berkshire Hathaway, Buffett has been known to refer to his annual stockholders' meeting as a "Woodstock weekend for capitalists"³. Accordingly, the event draws investors from around the world who flock to hear his sermon. Buffett's awe-inspiring success and cult-like status spawned a potpourri of investment-related Web sites, magazine stories, and books, many offering advice on how to "invest like Warren Buffett". The fawning, sometimes almost worshipful, attitude of some of Buffett's followers earned him the affectionate nickname, the "Sage of Omaha."
- 2 A standard story within the investment world perhaps best illustrates the reasoning behind the Buffett legend: if one invested just \$10,000 into Berkshire Hathaway in 1965, when Buffett first assumed control, by the end of the century one would have turned that initial investment into \$50 million. By way of comparison, if the same



investor had sunk that \$10,000 into the Standard & Poor's 500 stock index⁴ in 1965, by the end of 1999 it would have been worth less than \$500,000. Thus it's easy to see why so much of the investment world strains to hear every word and scrutinize every move of Warren Buffett.

Equally famous as his **astronomical** investment success was his notorious sourness toward the new economy and **dot-com mania**. Buffett and his **legions** of followers are well known for **eschewing** the trendy and faddish in stock investment. Buffett **in large part** built his reputation by attracting like-minded⁵ investors, who were in it for the long term rather than for quick speculative profits. His method ignores **macroeconomic** trends and Wall-Street tips and wisdom, focusing instead on companies that boast significant market share and growth potential, but with low earnings and depressed⁶ **valuation**. In

short, he looks for solid, strong companies that will put together sound earnings over the long term. The naysayers who view this strategy as quaint, or as a fossil of a bygone age in an era of tip- and rumor-based day trading⁷, **more often than not** end up coming to see his moves as conventional market wisdom.

4 While his favored established firms' stocks tumbled in the late 1990s, the dot-com mania swept the markets, producing a surge of new investment **hotshots** and **poking holes in the aura of mystique that surrounded the Buffett legend**. By 2000, however, dot-coms were in trouble, and once again Buffett came out ahead of the pack⁸. The question of whether or when the Internet players will build themselves into the kind of companies that Buffett, or the thousands upon thousands of **would-be** Buffetts, would choose as their investment vehicles remains to be seen.

5 Born in Omaha in 1933, Warren Edward Buffett showed a very early **affinity** for **remembering and calculating numbers**. According to a profile in the online magazine Salon, the young Buffett was marking the board at his father's **brokerage** and purchasing his first stock at age 11. Within three years, Buffett used his paper route⁹ savings to dive into real estate, purchasing 40 acres of farmland and leasing it to a tenant farmer.

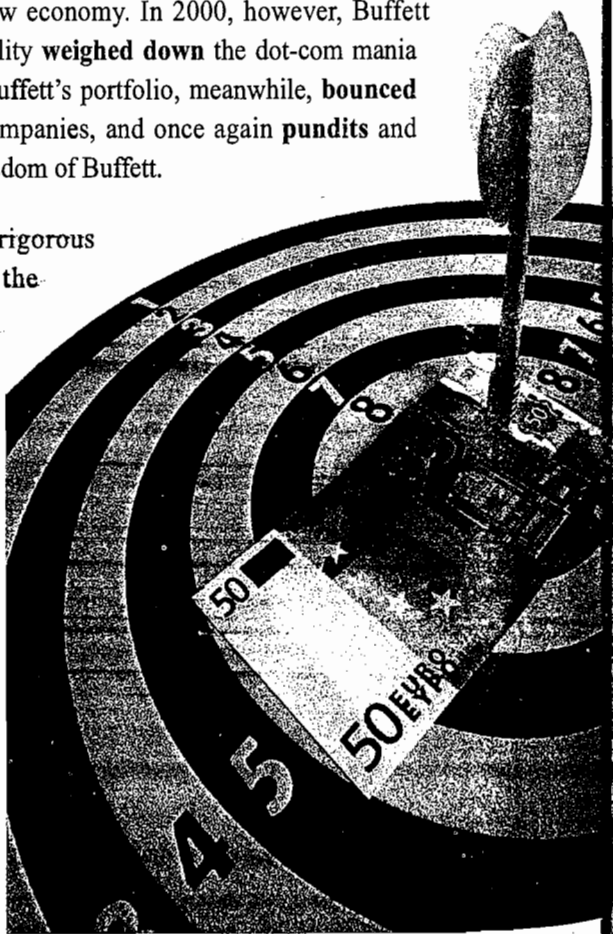
6 As a senior at the University of Nebraska, he came across the highly regarded investment **tome** *The Intelligent Investor* by Benjamin Graham, and was strongly

influenced by the investment principles **therein**. Graham was a famous skeptic of Wall Street trends, encouraging so-called value investors to seek out “cigar butts”—those firms that Wall Street had **all but** abandoned but which could still be lit up for a few good puffs of stock activity.¹⁰ Buffett’s first investment success came in 1951, when he threw \$10,282 into the auto insurance firm Geico¹¹. Just a year later, he **pulled out** for \$15,259. In 1952, the 21-year-old Buffett began offering his own classes on investing, selling his course via an advertisement in a local Omaha newspaper.

- 7 After a few years working and studying with Graham, Buffett began to feel constrained by the former’s strict rules of value investment. Instead of picking up nearly lifeless companies cheaply, Buffett began to experiment with buying stocks of still vigorous but undervalued companies. In 1956 Buffett began an investment partnership on the seed money¹² provided by himself, his sister, his neighbor, and his lawyer. The following year, a local couple who had attended his class invested \$100,000 into the partnership. Buffett’s earliest believers, known as the “Berkshire Bunch”, **amassed** enormous fortunes over the years by putting money behind the young investment **guru**’s ideas. In Omaha alone, according to *Forbes*, more than 30 families accumulated at least \$100 million in Berkshire Hathaway stock.
- 8 In 1962, Buffett began purchasing shares of Berkshire Hathaway, a struggling textile manufacturer in New Bedford, Massachusetts. Three years later he controlled the entire company. Berkshire’s book value¹³ per share registered¹⁴ nearly 25% compound annual gains through the rest of the century, according to Credit Suisse First Boston Corp. By the end of the 1960s, finding good bargains **few and far between**, Buffett dissolved the investment partnership, returning his investors’ money. From this point, he concentrated on Berkshire, which at first functioned primarily as a textile company with a small investment operation. Before long, however, investments were Berkshire’s **bread and butter**, and Buffett returned to his practice of picking up depressed companies. There were many such firms by the early and mid-1970s, after the 1960s stock rally gave out and inflation **set in**, making cheap stocks plentiful.
- 9 Buffett’s bold moves and foresight helped him weather¹⁵ the tough economic climate of the late 1970s, and despite the tremendous market crash in 1987, Berkshire finished that year in much better shape than the year before. His head-scratching investments in companies such as Coca-Cola proved ingenious, with their brand-name recognition and **untapped** international potential. By 1993, Berkshire’s \$8.3 billion placed it at the very top of the *Forbes* 100 list.
- 10 Once viewed basically as an investment fund, acquisitions of insurance firms, such as Geico and General Reinsurance, through the 1990s transformed Berkshire Hathaway primarily into an insurance company in which the investment portfolio happened to

be managed by one of the world's most famous investors. By the end of the 1990s, insurance **accounted for** more than 70% of Berkshire's revenues. Buffett came to believe that his company's greatest strength lay in purchasing companies outright rather than simply picking established stocks at the right stages of their valuations.

- 11** Buffett's attraction to the insurance industry was fairly logical. Since **policyholders** pay their premiums **up front**, while the firms pay out claims¹⁶ later, the company can be used as a strong investment **catalyst**. With a constant stream of revenue coming in, the insurers have a gap of time in which they have a good deal of money to invest before the claims are actually paid. This was Berkshire's strength, using the premium money to invest in Buffett's favored brands of under-valued stock.
- 12** His methods of investing and strategizing were extremely out of fashion and **against the grain** in the dot-com explosion of the late 1990s. The year 1999 saw Buffett's first down year in a decade, with Berkshire's per-share book value under-performing the S&P 500 index for the first time in 20 years. At the time, the **judgmental** pronounced his insistence on investing in firmly established, proven businesses out of date for the much-**heralded**, dot-com-heavy new economy. In 2000, however, Buffett appeared to **have the last laugh**, as reality **weighed down** the dot-com mania and the high-tech stock bubble burst. Buffett's portfolio, meanwhile, **bounced back** as investors ran to established companies, and once again **pundits** and analysts were praising the far-sighted wisdom of Buffett.
- 13** Buffett is a committed **stickler** for rigorous **balance sheet** scrutiny, **teasing out** the elements that will produce long-term **profitability**. While he **eyes** technology stocks with a degree of **skepticism**, Internet stocks, at least as of the early 2000s, were almost completely off the menu for Buffett.¹⁷ Given his commitment to balance-sheets and sound predictability, it's not difficult to ascertain why. Buffett refuses to throw money into a company unless he actually can visualize the company's numbers a decade or so down the road. With regard to the Internet, Buffett admits his vision is extremely cloudy at best.¹⁸



Proper Names

Benjamin Graham /'bendʒəmm 'grerəm/ 本杰明·格雷厄姆 (1894—1976, 美国投资家)

Berkshire Hathaway /'bɜ:kʃə(r) 'hæθəweɪ/ 伯克希尔·哈撒韦 (由沃伦·巴菲特创建于1956年, 是一家世界著名的保险和多元化投资集团, 总部在美国)

Credit Suisse First Boston Corp /'kredit swi:s fɜ:st 'bɒstən kɔ:p/ 瑞士信贷第一波士顿银行公司
Forbes /'fɔ:bz/ 《福布斯》(著名财经杂志)

General Reinsurance /'dʒenərəl ɪnʃuərəns/ 通用再保险 (巴菲特旗下一家子公司)

Massachusetts /ˌmæsə'tʃʊts/ 马萨诸塞 (美国州名)

New Bedford /nju: 'bedfəd/ 新贝德福德 (地名, 位于美国马萨诸塞州)

Omaha /'əʊməhɑ:/ 奥马哈 (地名, 位于美国内布拉斯加州)

Standard & Poor's 500 stock index 标准普尔 500 指数

The Intelligent Investor 《聪明的投资者》(本杰明·格雷厄姆写的一本书)

The University of Nebraska 内布拉斯加大学
Warren Buffett /'wɒrən'bafɪt/ 沃伦·巴菲特 (1930—, 美国投资家、企业家、慈善家, 被称为“股神”)

New Words

affinity /ə'fɪnəti/ *n.* a strong feeling that one likes and understands someone or something 情投意合; 喜爱

e.g. 1) Humans have a special affinity for dolphins.

2) Her affinity for living in California led her to reject a chance to return to New York.

amass /ə'mæs/ *v.* to gradually collect a large amount of money, knowledge, information, etc. 积累, 积聚, 大量收集

e.g. 1) For 25 years, Darwin amassed evidence to support his theories.

2) They had amassed a fortune worth about \$51 billion in today's money.

astronomical /ˌæstrə'nɒmɪkəl/ *adj.* astronomical prices, costs, etc. are extremely high 极巨大的; 天文数字的

e.g. His wife was astonished at the astronomical sum of money he had spent.

aura /'ɔ:ɪə/ *n.* a quality or feeling that seems to surround or come from a person or a place 气氛, 气息, 韵味

e.g. 1) The building retains an aura of mystery.

2) An aura of defeat pervaded the candidate's supporters.

awe-inspiring /'ɔ:m.spaɪərɪŋ/ *adj.* extremely impressive in a way that makes one feel great respect and admiration 令人敬畏的, 令人敬佩的

balance sheet /'bæləns ʃi:t/ *n.* a statement of how much money a business has earned and how much money it has paid for goods and services 资产负债表, 决算表 (显示收支总差额的报告书)

brokerage /'brəʊkərɪdʒ/ *adj.* the business of being a broker 经纪业; 掮客业务

catalyst /'kætəlist/ *n.* something or someone that causes an important change or event to happen 导致重大变化的事务 (人); 促进因素

e.g. 1) They hope his election will act as a catalyst for reform.

2) The new development will act as a catalyst for growth in business and tourism.

cult /kʌlt/ *n.* religious veneration; worship 狂热崇拜; 迷信; 狂热

e.g. The book achieved cult status as soon as it was published.

dot-com /'dɒt kɒm/ *adj.* relating to a person or company whose business is done using the Internet or involves the Internet 网络公司的

e.g. Several of the leading dot-com companies saw their share prices slide yesterday.

eschew /ɪs'tʃu:/ *v.* to deliberately avoid doing or using something, usually for moral, religious, or practical reasons (通常因为道德、宗教或实际原因而) 回避, 避开

e.g. 1) I eschewed politics in favor of a life practicing law.

2) Although he appeared to enjoy a jet-setting life, he eschewed publicity and avoided nightclubs.

fawn /fɔ:n/ *v.* to praise someone and be friendly to them in an insincere way, in order to be liked or given something 巴结, 讨好

fawning /'fɔ:nɪŋ/ *adj.* 奉承的, 巴结的

guru /'guru:/ *n.* someone who knows a lot about a particular subject, and to whom people go for advice (熟知某一问题的) 专家, 权威; 大师

herald /'herəld/ *v.* to be a sign of something that is going to come or happen soon 预示……的发生

e.g. 1) Flashing blue lights heralded the arrival of the police.

2) Their new offer may herald a breakthrough in the peace talks.

high-profile /haɪ 'prəʊfaɪl/ *adj.* attracting a lot of public attention, usually deliberately (刻意地) 引人注目的, 高调的

e.g. Sudan's President Omar Hassan al-Bashir is visiting Egypt on his first high-profile trip abroad.

hotshot /'hɒt ʃɒt/ *n.* someone who is very successful and confident 艺高而自负的人; 高手

judgmental /dʒʌdʒ'mentəl/ *adj.* too quick and willing to criticize people 挑剔的; 爱批评人的

legion /'li:dʒən/ *n.* a large group of people 众多; 无数; 大批

e.g. His delightful sense of humor won him a legion of friends.

macroeconomics /'mækroʊ.ɪkə'nɒmɪks/ *n.* the study of large economic systems such as those of a whole country or area of the world 宏观经济学

macroeconomic /'mækroʊ.ɪkə'nɒmɪk/ *adj.* 宏观经济的

mania /'meɪniə/ *n.* a strong desire for something or interest in something, especially one that affects a lot of people at the same time 狂热, 热衷; 癖好

e.g. 1) She has a mania for driving fast cars.

2) Keep-fit mania has hit some of the women in the office.

mogul /'məʊɡəl/ *n.* someone who has great power and influence in a particular industry or activity 电影业/唱片业/网坛泰斗等

mystique /mɪ'sti:k/ *n.* a quality that makes someone or something seem different, mysterious, or special 神秘性, 神秘色彩

e.g. Some of the mystique surrounding the presidency has gone forever.

policyholder /'pɒləsɪ.həʊldə(r)/ *n.* someone who has bought insurance for something 保险客户; 投保人

potpourri /pəʊ'puəri/ *n.* a mixture of things that are not usually put together, for example different pieces of music or writing (音乐或文学作品等的) 集锦; 集锦曲; 杂集

e.g. We draw from a range of media and a

potpourri of cultures, few of which are easily categorized as purely high or low.

pundit /'pʌndɪt/ *n.* someone who knows a lot about a particular subject, and is often asked for their opinion on it 某一方面的权威, 专家

e.g. If you believe the fashion pundits, we'll all be wearing pink this year.

sage /seɪdʒ/ *n.* someone, especially an old man, who is very wise 圣人; 哲人

sermon /'sɜ:mən/ *n.* a long talk in which someone tries to give moral advice that one doesn't want; a lecture 说教, 训诫

skepticism /'skeptɪsɪzəm/ *n.* an attitude of doubting that particular claims or statements are true or that something will happen 怀疑态度; 怀疑论

solely /'səʊli/ *adv.* not involving anything or anyone else; only 唯一的, 独一无二的; 仅仅
e.g. They were interested solely in schemes that would make a lot of money.

spawn /spɔ:n/ *v.* to make a series of things happen or start to exist 使大量出现, 大量产生; 酿成

e.g. 1) New technology has spawned new business opportunities.

2) The book was a fantastic success, spawning a hit TV series.

stickler /'stɪklə(r)/ *n.* to think that rules, etc. are very important and that other people should behave according to them as well 坚持遵守规则/时间等

e.g. Lucy was a stickler for perfection, and everything had to be exactly right.

therein /ðə'eɪn/ *n.* in that place, or in that piece of writing 在那里; 在那篇文章(那本书)里

tome /təʊm/ *n.* a large heavy book 大部头书, 厚本书

untapped /ˌʌn'tæpt/ *adj.* an untapped resource, market etc has not yet been used (资源、市场等)未开发的; 未利用的

e.g. Mongolia, although poor, has considerable untapped resources of oil and minerals.

valuation /ˌvælju'eɪʃən/ *n.* a judgment about how much something is worth, how effective or useful a particular idea or plan will be, etc. 估价; 评价

e.g. The property has a valuation of \$1.6 billion.

worshipful /'wɜ:ʃɪpful/ *adj.* showing respect or admiration for someone or something 尊敬的; 敬爱的

would-be /'wʊdbi:/ *adj.* hoping to have a particular job or intending to do a particular thing 想要成为……的; 希望做……的

e.g. She managed to escape from her would-be attacker.

Phrases and Expressions

account for to make up a particular amount or part of something 占有……比重

e.g. African-Americans account for 12% of the US population.

against the grain if something goes against the grain, it is not what one would naturally or morally do 违反(某人的)意愿

e.g. 1) It goes against the grain for me to borrow money.

2) Mary is always honest and it went against the grain for her to tell lies.

all but almost completely 几乎

e.g. The party was all but over when we arrived.

bounce back to feel better quickly after being ill, or become successful again after failing or

having been defeated 恢复; 重新活跃

e.g. 1) After an early defeat, she bounced back to win the championship.

2) The company has had a lot of problems in the past, but it's always managed to bounce back.

bread and butter the work that provides one with most of the money needed in order to live 生计; 谋生之道

e.g. I don't write just for fun—it's my bread and butter.

few and far between to be rare 稀少的; 不常发生的

e.g. Jobs are few and far between at the moment.

have the last laugh to finally be successful, win an argument, etc., after other people have earlier criticized you, defeated you, etc. (经历非议、失败等) 最终成功 (获胜)

e.g. Men make jokes about women drivers, but women have the last laugh—their insurance rates are cheaper.

in large part mostly, or in most places 在很大程度上

e.g. His reluctance to help could, in large part, be explained by his poor eyesight.

more often than not usually 经常; 往往

e.g. Yet, more often than not, they find themselves the target of persecution rather than praise.

on the strength of because of 基于; 凭借

e.g. I bought the book on the strength of your recommendation.

poke holes in to find mistakes or problems in a plan or in what someone has said 找出……的漏洞

e.g. Defense attorneys tried to poke holes in

Rodger's story.

pull out the act of an army, business etc leaving a particular place 退出; 撤离

e.g. 1) McDermott pulled out with an injury at the last minute.

2) Jim saw that the firm was going to be ruined, so he pulled out.

set in if something sets in, especially something unpleasant, it begins and seems likely to continue for a long time 开始来临; 盛行

e.g. 1) The sky looks as if a storm may be setting in.

2) Fortunately, the wound was treated before infection could set in.

tease out to succeed in learning information that is hidden, or that someone does not want to tell you 梳理; 找出

e.g. 1) The teacher helped them tease out the meaning of the poem.

2) There had to be an answer—he was sure he could tease it out if only he had time.

up front money that is paid up front is paid before work is done, or before goods are supplied 预先, 事先 (付款)

e.g. 1) Some companies charge a fee up front, but we don't think that's right.

2) He demanded \$5,000 up front before agreeing to go ahead with the deal.

weigh down to make someone or something bend or feel heavy under a load 使 (某人) 感到沉重; 压弯 (某物)

e.g. 1) The branches of the trees were weighed down by snow.

2) He felt weighed down by his responsibilities for his family and his work.

Notes

1. "Know no peer or rival" here means "be peerless, unrivaled, or unmatched".
2. "-based" combines with nouns referring to places to mean something positioned or existing mainly in the place mentioned, or operating or organized from that place.
e.g. a Washington-based organization; a London-based firm of accountants
3. "Woodstock" originally refers to a music festival, held over three days in 1969 near the town of Woodstock in New York State, where about 500,000 young people went to see rock, pop, and folk singers and bands, such as Janis Joplin, Jimi Hendrix, Jefferson Airplane, and The Who. Here, "Woodstock Weekend for Capitalists" (资本家的伍德斯托克周末) refers to Buffett's annual shareholders' meeting held in Omaha every spring.
4. The Standard & Poor's 500 stock index is an index made up of 500 stock prices to provide a broad indicator of stock price movements.
5. Here, "like-minded" means "having similar opinions, ideas, attitudes, or interests" (志趣相投的). "-minded" can combine with adjectives, adverbs or nouns to form words that describe someone's character, attitude, opinions, or intelligence. For example, tough-minded (意志坚定的), evil-minded (心术不正的), academically-minded (重学术的), business-minded (有商业头脑的), and career-minded (看重职业的), etc.
6. Here, "depressed" means "lower in amount, degree, or position".
e.g. Oil reserves were at depressed levels because of increasing industrial demands.
7. Here, "in an era of tip- and rumor-based day trading" refers to a period when day trading is based on advice and rumors.
8. The sentence means that Buffet took the lead once again.
9. A paper route (AmE; in BrE, use "paper round") is a job delivering newspapers to houses along a particular route. Paper routes are usually done by children before or after school.
10. In this sentence, "cigar butts", "be lit up" and "puffs" are used metaphorically. Here, "cigar butts" refers to an approach to investing, which means "if you buy a share at a low enough price you'll nearly always get a chance to make a profit at some stage". The sentence can be translated as: 格雷厄姆因对华尔街潮流持怀疑论而出名, 他鼓励那些所谓的价值投资者去寻找“雪茄烟蒂”——即那些遭到华尔街摒弃但是只要有几手漂亮的股市运作就能死灰复燃的公司。
11. "Geico" (盖可汽车保险公司), the acronym for "The Government Employees Insurance Company", is a US auto insurance company and is a wholly-owned subsidiary of Berkshire Hathaway.

12. Seed money (启动资金) is money given to someone to help them start a new business or project.
13. In business, the book value of an asset is the value given on the account books of the company that owns it.
e.g. The insured value of the airplane was greater than its book value.
14. Here, "register" means "show as a particular measurement on a piece of equipment".
e.g. 1) The earthquake registered 3 on the Richter scale.
2) The stock exchange has registered huge losses this week.
15. If you weather a difficult time or a difficult situation, you survive it and are able to continue normally after it has passed or ended.
e.g. 1) I'll stay and weather the storm.
2) The government has weathered its worst political crisis.
16. Here, "claims" refers to the sum of money you request when you make a claim (赔偿金额).
e.g. The insurance company cannot pay such enormous claims .
17. This sentence can be paraphrased as follows: While Buffett is rather suspicious of technology stocks, he hasn't considered Internet stocks since the early 2000s.
18. This sentence means that Buffet does not hold an optimistic attitude towards the future of internet. Here, "cloudy" means "gloomy".
e.g. His future at the company is cloudy.

Text Exploration

Read the following statements and decide whether they are true or false according to the text. Put "T" before a true statement and "F" before a false one.

- _____ 1. Warren Buffett made his entire fortune only by investing in the stock market with the help of new technology.
- _____ 2. A large number of investment-related websites, magazines and books have been produced by Buffett to promote his ideas of investment to his followers.
- _____ 3. What Buffett says and does exerts a tremendous influence on the decisions of people in the investment world.
- _____ 4. Buffett tends to cooperate with people who place emphasis on long-term profits instead of short-term speculative benefits.
- _____ 5. Those who disagreed with and scorned Buffett's investment ideas in most cases found themselves regretting their initial standpoints.

- _____ 6. A company in which Buffett chooses to invest should be an established and proven one with significant market share and growth potential, whether it is an Internet-based company or not.
- _____ 7. Neither Benjamin Graham nor Warren Buffett has much trust in Wall Street trends or wisdom.
- _____ 8. It is sensible for Buffett to choose insurance companies as an investment catalyst because he can take advantage of the time gap between the payment of premiums and the payment of claims.
- _____ 9. In the 1990s, Buffett's outmoded investment approach led to his first down year in a decade.
- _____ 10. Though Buffett is reluctant to invest in Internet stocks, he believes they have a promising future.

Critical Thinking



Work together with your partner to answer the following questions based on the text you've just read.

1. In the passage, Buffett is described as a person who feels "discomfort with technology", and "His methods of investing and strategizing were extremely out of fashion and against the grain in the dot-com explosion of the late 1990s". We can infer from this that Buffett does not have much belief in modern technology and the Internet. Do Buffett's ideas strike a chord with you? Would you follow his example to achieve success in the future?
2. What, as you may have concluded from the passage, has contributed to Buffett's success?



Discuss in groups the following questions.

1. It appears that Warren Buffett can always make a sensible choice when there is one. What do you think weighs most in making such choices?
2. Warren Buffett won awe-inspiring success by "eschewing the trendy and faddish in stock investment", but in many cases we find it much easier to achieve what we have aimed at by following the fashion in the same field, rather than taking a road less traveled. What would you choose to do: go with or against the fashion? Use examples to support your points.



Vocabulary in Action

Task 1

Fill in each of the blanks with an appropriate word or phrase from the box. Change the form if necessary.

ascertain

ingenious

herald

account for

end up

faddish

flock

speculative

aura

pick up

spawn

against the grain

1. To maintain their monopolies, some big companies create smoke screens to lure small companies into developing the latest _____ products.
2. Establishing priorities and using your time well aren't things you can _____ at the Harvard Business School.
3. The danger of motorcycling also helps _____ many people's low opinion of the sport.
4. The Prime Minister's speech prompted _____ reports that an election would be held later in the year.
5. Reporters from home and abroad _____ to Beijing to cover celebrations for the 60th anniversary of New China.
6. You had better look about you and _____ what you do, and what you mean to do.
7. Researchers say the complete map may _____ a revolution in medicine, giving physicians the material they need to predict, prevent, and even treat disease.
8. I never heard anything more _____ than your suggestion, and I hope you may be able to prove it true.
9. In truth, my mother wanted her children to see themselves much like the gardenia—lovely, strong and perfect—with a(n) _____ of magic and perhaps a bit of mystery.
10. Mrs. White is a gentle and warm-hearted woman. It would go _____ for her to slander anybody.
11. Given that we already slaughter tens of millions of pigs for food each year, the prospect of killing tens of thousands more for medical purposes isn't likely to _____ much popular outrage.
12. She knew nothing about diabetes and feared that she would _____ as a hopeless invalid.

Task 2

Complete the following sentences by translating the Chinese in the brackets into English.

1. Shakespeare's contribution to English literature _____ (世上无人能及).
2. The introduction of the new concept _____ (催生了各种建筑风格).
3. Those who follow a trend without using their own judgment _____ (最终会被潮流所抛弃).
4. Confronted with the fierce competition, their company _____ (独占鳌头) with superior quality and sound pricing of its products.
5. Growing up in a divorced family, he is used to _____ (带着一丝怀疑的态度看待他周遭的世界).
6. His rich knowledge and versatility _____ (为他赢得了—个昵称), "Jack of all trades".
7. George Washington was a stern administrator, deeply religious, _____ (一个坚持要求按规章办事的人), and a strict military disciplinarian.
8. Nor do we want the burdens of nanny-state paternalism that now _____ (拖垮了欧洲许多经济实体).
9. _____ (一个接—个的新方法) will emerge over the next few years.
10. He completely lost his marble _____ (股市大跌后).
11. The majority of Americans would certainly deny this, though most feel proud to _____ (积攒钱财) through hard work.
12. Many people _____ (因为严格的规定而变得束手束脚), and are not courageous enough to take bold moves.

PRACTICAL TRANSLATION

广告英语的翻译

广告作为信息的载体,与人们的生活密切相关。它通过各种各样的介质,如报纸、杂志、电视、广播、网络等进行传播。无论广告语最终以何种语言形式出现,它都具有一个特点,那就是鲜明的目的性,即说服顾客进行购买。而这种目的需要借助于语言来实现,“广告就是语言的买卖”(Advertising is a business of words.)。广告语具有很强的感染力和表现力,能让人记忆犹新、回味无穷。广告英语必须简洁、形象、富于感染力,为了达到这个目的,简明易懂易记的选词、充满创造力的新词,短小精悍、构思巧妙的佳句,各种修辞手法的匠心独用对广告的效力至关重要。

一、广告英语的特点

1. 简明、易懂易记的选词、充满创造力的新词。

1) Nike, just do it. (耐克)

译文: 耐克, 想做就做。

2) A diamond lasts forever. (戴比尔斯钻石)

译文: 钻石恒久远, 一颗永流传。

这两个广告的原文和汉语译文都用大众化的通俗易懂的词汇, 没有任何晦涩、深奥的词语, 消费者看得明明白白, 清清楚楚, 广告的号召力很强。

3) Give a Timex to all, to all a good Time. (天美时手表)

译文: 拥有一块天美时表, 拥有一段美好时光。

4) It is not just a battery, it's Duracell. (金霸王电池)

译文: 这不仅仅是电池, 这是金霸王。

广告英语中有时会出现一些新造的词汇, 这些新词由我们所熟知的词加上前后缀或将两个词创造性地组合而成。这样的新词使广告具有独特之处, 并准确地传达产品的独特性能。例 3) 中, Timex = Time + Excellent, 既表述了这则广告的主题是计时的手表, 又充分强调了表的计时准确的特点, 使消费者在不经意间记住了产品和产品的特点。例 4) 中, Duracell = Durable + cell 也有异曲同工之妙, 既强调了该种电池能量非常强大, 而且鲜明地指出了这则广告的主题是电池。

2. 短小精悍、构思巧妙的佳句。

5) We lead. Others copy. (理光复印机)

译文: 我们领先, 他人仿效。

6) Take time to indulge! (雀巢冰激凌)

译文: 尽情享受吧!

广告面向全体消费者, 要让消费者一看即明、牢记于心, 就要求语言简练, 在句式上尽量避免使用复杂句, 多用简单句。广告还带有一定的诉求目的, 敦促消费者做出积极的反应, 并采取行动, 因此广告中祈使句也频繁出现。例 5) 由两个简单句组成, 句子干脆利落, 不加任何修饰词, 但该产品的作用和领先程度一览无余。例 6) 是祈使句, 希望人们在繁忙的生活中抽出时间来享受生活, 享受一切, 包括享受冰激凌, 它充分满足了现代人的情感需求, 内心被感动, 也就会采取行动来享受这种产品。译文采用了简单句和祈使句, 在形式上和内容上都完全对等。

7) Where there is a way, there is a Toyota. (丰田汽车)

译文: 车到山前必有路, 有路必有丰田车。

8) We take no pride and prejudice. (美国《时代》周刊 Time 杂志广告)

译文: 我们既不骄傲, 也无偏见。

巧妙使用英语和汉语中耳熟能详的句子来创造出新的句子, 这也是广告中常用的方法, 这

些构思巧妙的佳句能让人迅速地记住这个广告，也记住广告所承载的产品。例 7) 的英文广告别出心裁地套用了 Where there is a will, there is a way 的句子，传达了一种乐观积极、永不言败的生活态度，而译文也恰到好处地套用了中国的一句谚语“车到山前必有路”。虽然“有路必有丰田车”有点夸张，但这则广告形象地阐述了丰田汽车所承载的理念和它的受欢迎程度，也就暗含了它的卓越品质。例 8) 的英文广告巧妙地借用了奥斯汀的名著 *Pride and Prejudice* 的篇名，表明该杂志所作的报道是公正、毫无偏见的，以此表明自己的不偏不倚，主持正义和公道。

3. 各种修辞手法的匠心独用

借助修辞，可以提高广告的感染力，达到打动消费者的目的。广告中运用的修辞手法很多，常见的有排比、拟人、比喻、双关等。

9) Money doesn't grow on trees. But it blossoms at our branches. (英国劳埃得银行 Lloyd Bank)

译文：钱长在树上不行，但在我们这“行”就行！

英语广告中的 branch 和 blossom 两词是双关语。branch 一为字面含义，承接上句中的 trees，指“树枝”；而更深一层的含义则为“银行的分行、支行”。blossom 一词也有两层意思，一方面表示开花、枝繁叶茂；另一方面表示钱的增值。这个广告的真正意图是号召人们将钱存到劳埃得银行，在那里钱会不断增值。

10) Apple Thinks Different. (苹果电脑)

译文：苹果电脑，不同凡“想”。

这句英语广告词采用拟人的修辞手法，把苹果电脑生动地拟化为一个会思考的人，而且它的思想还与众不同。这句广告词充分展现了苹果电脑卓尔不群的品质，让消费者有了拥有苹果电脑的念头。而汉语译文套用了“不同凡响”的四字成语，并按照原文 think 一词的意思将“不同凡响”创造性地改译成“不同凡想”。

11) Take TOSHIBA, take the world. (东芝电子)

译文：拥有东芝，拥有世界。

这句英语广告词采用了排比和重复的修辞手法。排比和重复的运用使句子更有气势，语言更有力量，广告的作用也更为突出，能一下子吸引人的眼球。汉语句子也采用了排比和重复的修辞手法。

二、广告英语的翻译

广告英语的翻译，最常用的方法就是直译和意译。直译是尽可能保留原文的语言结构，用目标语中最相近的语言结构来处理它，如前文例 1)、3)、4)、5)、6)、8)、11) 都采用了这种方法。意译通常指目标语中保留原文所要传达的基本信息，但为了语言的生动活泼，和提高广告的吸引力，原文的形式允许有一定的创造性，如前文例 2)、9) 都是采用这种方法。

在广告英语翻译中，我们还可以创造性地对原文的内容和意义进行深度挖掘，或完全摒弃原文的形式进行创造性的翻译，使广告语在目标读者中引起更多更美好的联想。

12) Connecting People. (诺基亚)

译文：科技以人为本。

这句英文广告语的字面意义为“联系大众”，但如果汉语中用这句话来做广告，显得比较平淡，不易吸引人们的眼球并引起人们的购买欲望，而且也无法显示诺基亚作为一个科技型企业的特点。汉语中用“科技以人为本”作为译文，虽然形式上不对等，但从深层意思上来说，它不仅强调了诺基亚的企业特点，而且也强调了诺基亚一贯以来信奉的理念，那就是从产品开发到人才管理都要体现以人为本的思想。也正是通过执行这一理念，诺基亚才有可能使全世界的人通过手机这种通讯设备联系在一起。

为了使译文更加出彩，更能被汉语读者所接受，广告英语的翻译方法还有套译法。英语和汉语两种语言在传播发展中已逐渐形成了某些固定模式或习惯表达方法。套译即指套用这些已经约定俗成的模式，如汉语中的四字成语或谚语等对英语广告进行翻译。前文的例 7)，10) 都采用了这种方法。

Translation Practice

Translate the following advertisements into Chinese.

1. Start ahead. (飘柔)
2. Every time a good time. (麦当劳)
3. Everyone's invited. (三星数码)
4. The world's local bank. (汇丰银行)
5. Time is what you make of it. (斯沃奇手表)

FOCUSED WRITING

Brochures

What is a brochure?

A brochure is a pamphlet or booklet, especially one that summarizes promotional information in printed or digital versions. Brochures are designed and used as a marketing tool to advertise services or products and to provide information to people about many different types of topics: such as the A/H1N1 flu, technical specifications of equipment, or tourist sites.

Which points should be noted when writing a brochure?

The following aspects are worth our attention in writing brochures.

Layout:

- There are no particular rules regarding layout other than that the brochure should be user friendly. This means that the information should be clearly and concisely written and easy

to read. Therefore, sentences should be short. The use of capital letters, bold type, sub-headings, pictures and diagrams are also common. An interesting aspect of brochures is that they are seldom read in what we have come to know as “the right order”. Therefore, cross referencing to different sections may be necessary.

Content:

- Brochures normally provide information. However, it is important to think of the main purpose of the brochure: who will use it and how. If the purpose of the brochure is to advertise a product then it should merely pique the reader’s interest (激起读者的兴趣). Saying too much could just be boring! However, do ensure that clients who may like to follow up on what the brochure is advertising can do so easily—ensure website addresses, telephone numbers or email addresses are clearly and accurately displayed. If the brochure provides instructions, then of course, all essential information should be provided logically and clearly.

Language:

- Language in brochures must be clear, easy to understand and persuasive. Full sentences are not necessary for the whole text; slogans may be useful when persuading people to buy a certain product or to use a certain service. Figures or statistics may also be employed to impart information briefly and clearly.

Marathon: A Product Brochure

Go the Distance with Marathon.

Marathon: No faults. No halts. No kidding.

What happens to your business if your servers go down? Don't want to even think about the answer? With Marathon Endurance solutions this is a question you will never need to ask.

Marathon Endurance protects your Intel/Windows-based servers from downtime due to component failures, hot swaps, and transient operating system faults. It provides the highest levels of fault and disaster tolerance so your business can continue to work at peak productivity, generate revenue, save money, and satisfy your customers.

The Endurance Product:

It's Marathon's patented technology that makes the difference:

- Choice—available on leading server brands
- ComputeThru processing—no failure event will stop a transaction in progress
- Load'n Go™, No Touch Recovery™—any replaced component will automatically rejoin
- Continuous data access—data is available even through failures of OS or hardware
- Uninterrupted connectivity—duplicate network connections

- OS fault resilience—patented architecture provides extra level of OS fault resilience for off-the-shelf Windows OS
- No need for scripting or cluster API programming
- Disaster tolerance—optional SplitSite capability allows physical separation of redundant systems

For more information

Please contact your authorized Marathon Business Partner or Marathon directly:

Marathon Technologies Corporation

1300 Massachusetts Avenue

Boxborough, MA 01719 USA.

Toll Free: 1.800.884.6425

Phone: 978.266.9999

Fax: 978.266.0023

Email: info@marathontechnologies.com

www.marathontechnologies.com

Sample 2: A School Brochure

FOREIGN LANGUAGES AT HARVARD

At Harvard, you can study Catalan, French, Italian, Portuguese or Spanish, as a total beginner or at whatever level you reached in high school. Through our many courses in language, literature, and culture, you can study the Romance world of the past or look into what is going on today in France, Spain, Latin America, Italy, Portugal and Brazil, as well as in other countries and regions where Romance languages are spoken. You will learn about these places and peoples by reading their literature, watching their films, studying their cultural history, reading the press, or watching television news programs transmitted by satellite or via the web. Many of our courses use feature films, and a number include computer-based materials.

As you can see from the variety of offerings listed in the Courses of Instruction, we recognize that Harvard students are a diverse group, and have many different reasons for studying the language or literature of a given culture. In our department, whose languages are spoken on five continents, as well as in the South Pacific, you can read many of the classic authors who have defined Western thought and civilization as we know it, as well as those who are voicing the ideas and experience of emerging nations.

French

Regardless of your special interests or the concentration you choose, during your years at Harvard you will feel the influence of France. Historically, France and its culture have played a major role in areas as

diverse as philosophy, sociology, political science, cuisine, dance, art and cinema, as well as literature and literary theory. Today, French studies encompass the literature and culture of the entire French-speaking world both inside and outside of France, including many countries in Africa and the Caribbean, Belgium and Switzerland in Europe, and our northern neighbor, the Canadian province of Quebec. Some students are attracted to French by the beauty of the language; others are fascinated by the desire to study or live in France or in a francophone country and realize that to do so, they need to know the language. Along with language, courses in French in the Department of Romance Languages and Literature, allow students to study intellectual currents in literature, including the canon (the classics of French literature), contemporary philosophy and criticism, feminist writings, contemporary civilization, and francophone novels, poetry and cinema.

Italian

Although you may not know it, you already speak Italian. Opera, piano, tempo, pasta, pizza, maestro and soprano are just a few examples of words that you use without realizing their Italian connection. But Italian is more than food and music. For you at Harvard, studying Italian will be like going beyond a few coastal resorts that you may know to explore a new and rich continent. There you will find that Italian is indeed the language of good things in life, but also the vehicle of a glorious tradition of masterpieces and landmarks of our civilization from Dante and Machiavelli to Pirandello and Fellini.

(The introduction to other languages taught is omitted due to limited space here.)

The Office of International Programs (OIP), the Harvard Summer School and the David Rockefeller Center for Latin American Studies (DRCLAS) offer several opportunities for study and work in Spanish-speaking countries. In addition to its office in Cambridge, the David Rockefeller Center has overseas offices in Santiago, Chile and São Paulo, Brazil, and soon plans to open an office in Mexico City. These offices help organize comprehensive academic and extracurricular/work experiences for Harvard students in many different Latin American countries. For specific information regarding programs and opportunities available to students, visit the David Rockefeller Center web site, the Office of International Programs website and the Harvard Summer School.

For further information

For information about the Department of Romance Languages and Literature and about language study, literature courses, or concentration in French, Italian, Portuguese, and Spanish, you can consult the department's website at <http://www.fas.harvard.edu/~rl> or call (617) 495-2524. You are also welcome to visit us and to speak with our Undergraduate Advisers in Boylston Hall.

Writing Assignment

Write a brochure for the postgraduate program you are pursuing.

FINAL PROJECT

Mock Talk Show

“Economy and Life” is a weekly, half-hour television talk show on CCTV 2. The topic for this week’s program is “Should We Develop the Mountain as a Tourist Attraction?” Work in groups of five, with each member playing a different role as follows:

- Role A: an investor;
- Role B: an economist;
- Role C: an environmentalist;
- Role D: a local resident;
- Role E: a TV host or hostess.

Group members may take some time to clarify your thoughts and organize your view points. You should also get ready to defend your arguments in case someone else speaks against you during the talk show. The audience can ask guests questions or comment on their views. Your mock show should last for at least 20 minutes.

