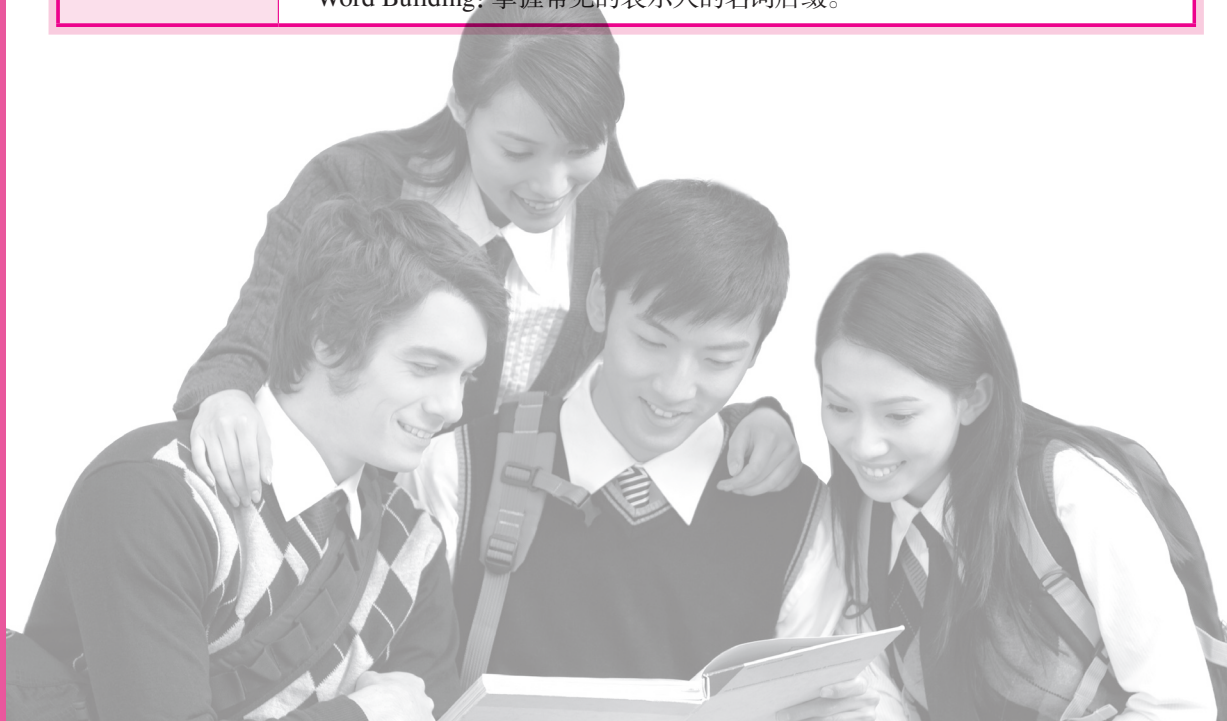


# UNIT 1

## Objectives

Listening	能够听懂与购物相关的英语表达。
Speaking	学会与购物相关的英语表达, 能够进行相关话题的日常对话。
Reading	<p><b>Intensive Reading:</b> 本文介绍了美国的体育运动。美国人热衷于体育运动, 其运动狂热也影响了其他国家。通过学习本文, 要求学生了解美国的体育文化。</p> <p><b>Extensive Reading:</b> 本文介绍了美式客户服务, 其核心为“顾客永远是对的”。通过阅读本文, 要求学生了解美国商业文化中“顾客至上”的理念。</p> <p><b>Applied Reading:</b> 本文是对通用汽车公司的简介。通过阅读本文, 要求学生了解厂家介绍的基本内容、语言风格。</p>
Practical Writing	了解名片的作用、分类和基本内容, 掌握设计名片的基本格式及名片中的常用英语表达。
Language Guide	<p><b>Grammar Focus:</b> 了解三种一般式的时态, 掌握其基本用法。</p> <p><b>Word Building:</b> 掌握常见的表示人的名词后缀。</p>



# Section A

# Listening

## Topic Introduction

周末又至，有时间去采购了。购物前要准备好购物袋，当然不是塑料袋，而是环保袋 (eco-bag)，因为我们要做有环保意识的购物者 (eco-aware shopper)。买柴米油盐就去杂货店 (grocery) 或超市 (supermarket)，买服装就去百货公司 (department store) 或购物中心 (shopping mall)，这些地方虽然不可以杀价 (bargain)，但商品种类齐全。一切准备就绪，就可以去“血拼 (shopping)”了！

## Warm-up Activities

Here are some articles often used in shopping. Please write their names under the corresponding pictures.

escalator  
shopping mall

fitting room  
scale

cashier desk  
coupon

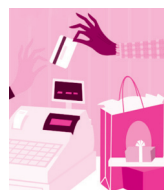
electronic platform balance  
trolley



① trolley



② coupon



③ cashier desk



④ scale



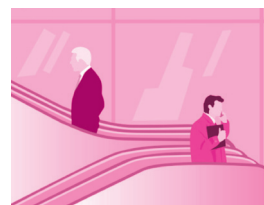
⑤ shopping mall



⑥ electronic platform balance



⑦ fitting room



⑧ escalator

## Pronunciation Guide

Listen to the recording carefully and tick off the sounds you've just heard in the brackets.

### Group 1 /p/ and /b/

1. Barker (/p/, /b/) and Parker (/p/, /b/) bumped into each other in a park.
2. At the fair I tried to win a great big shiny pin (/p/, /b/).
3. The people united to repel (/p/, /b/) the invaders.
4. A book that remains shut is but a block (/p/, /b/).
5. The woman is talking to the bobby (/p/, /b/).

### Group 2 /t/ and /d/

1. Do you want to make a bet (/t/, /d/) with me?
2. The young man found a little loket (/t/, /d/).
3. The wolf knocked (/t/, /d/) at the door of the house that the three little pigs lived in.
4. The mother is holding a naked (/t/, /d/) baby.
5. A rider's (/t/, /d/) responsibility is important.

### Group 3 /k/ and /g/

1. The glib (/k/, /g/) fellow was laughed at.
2. The old class (/k/, /g/) system is slowly disappearing.
3. The guide giggled (/k/, /g/) at the guard.
4. All that glitter (/k/, /g/) is not gold.
5. He lost his job, so he didn't back (/k/, /g/) the senator.

### /p/ /b/, /t/ /d/, /k/ /g/的发音对比

**相同点：**三组音标均为一对一清一浊的爆破音，基本的发音方法是让唇、舌等先将气流阻断形成完全闭塞，然后由闭塞后方的压缩气流冲破阻塞，爆破成音。

**不同点：**/p/和/b/是一对双唇音。发音时双唇紧闭，然后突然分开，气流冲出口腔爆破成音。

/t/和/d/是一对齿龈音。发音时舌尖紧贴齿龈，形成阻碍，然后突然下降，气流冲出口腔爆破成音。

/k/和/g/是一对软腭音。发音时后舌部隆起，紧贴软腭，形成阻碍，然后突然离开，气流冲出口腔爆破成音。

/p/, /t/, /k/是清辅音，发音时声带不振动；/b/, /d/, /g/是浊辅音，发音时声带振动。

## Sentences

Listen to the following questions twice and choose the best answer to each of them from the four choices marked A, B, C and D.

1. A. Yes, you can.  
C. Yes, I'm looking for a sweater.
2. A. Can I pay by credit card?  
C. Yes, I'd like to.
- B. Yes, thank you all the same.
- D. Yes, thank you.
- B. It's a good way.
- D. No, I don't.

3. A. Thanks a lot.

C. OK.

4. A. Yes, thank you.

C. No, that should be it.

5. A. It's beautiful.

C. I like its color.

B. Yes, this mattress is very good.

D. I don't like it.

B. No, there is no need for your help.

D. I don't think so.

B. It's too large.

D. I don't know.

## Script

1. Can I help you?

2. How would you like to pay?

3. Did you find something you like?

4. Is there anything else I can get for you?

5. How does it fit?

## Dialogues

pan /pæn/ *n.* 平底锅

rack /ræk/ *n.* 架子, 支架

out of stock 脱销

stockroom /'stɒkru:m/ *n.* 仓库

rip-off /'rɪpɒf/ *n.* 索价过高的东西

sale /seɪl/ *n.* 廉价出售

broke /brəʊk/ *adj.* 囊中羞涩

catalog /'kætəlɔ:g/ *n.* 目录

tsk /tɪsk/ *exc.* 啧啧

receipt /rɪ'si:t/ *n.* 收条, 收据

refund /'ri:fʌnd/ *n.* 退款

**I** Listen to the dialogues twice and choose the best answer to each question from the four choices marked A, B, C and D.

1. A. On the rack.

C. In the store.

2. A. He bought something expensive.

C. He met a thief.

3. A. To go shopping.

C. To stay at home.

4. A. A blouse in blue.

C. A catalog.

5. A. Because she has used the radio.

C. Because the store policy doesn't allow a refund.

B. In the stockroom.

D. From outside.

B. He bought a piece of junk.

D. He spent too much money.

B. To borrow some money.

D. To look around.

B. Blouses in every color in the rainbow.

D. A red blouse.

B. Because she lost the receipt.

D. Because the radio is broken.

**II** Listen to the dialogues for the third time and fill in the blanks.

1. If you can't find them on the rack, they may be out of stock.

2. 200 dollars for a piece of junk like that? That's a rip-off!

3. Well, we can still do some window shopping, can't we?
4. Don't you have one like this in blue? Do you need every color in the rainbow?
5. I wish I could help you, but it's store policy.

### Script

#### Dialogue 1

W: May I help you?

M: Yes. Do you have this pan in larger size?

W: I'm not sure. If you can't find them on the rack, they may be out of stock. But let me look in the stockroom.

Q: Where will the clerk find the pan?

#### Dialogue 2

W: How much did you pay for it?

M: 200 dollars.

W: 200 dollars for a piece of junk like that?  
That's a rip-off!

Q: What happened to the man?

#### Dialogue 3

W: Highland Mall is having a big sale this weekend. You wanna go?

M: Don't feel like it. I'm broke.

W: Well, we can still do some window shopping, can't we?

M: Just look around? That's boring. I prefer to stay at home.

Q: What is the man going to do this weekend?

#### Dialogue 4

W: Look at this catalog. I think I want to get this red blouse.

M: Don't you have one like this in blue? Do you need every color in the rainbow?

W: Yes!

M: Tsk...tsk...women!

Q: What does the woman want to buy?

#### Dialogue 5

W: Hi. I don't want to keep this radio.

M: No problem. May I have your receipt, please?

W: Sorry. I could not find it.

M: We can't give you a refund without a receipt.  
I wish I could help you, but it's store policy.

Q: Why can't the customer get her money back?

## Passage

credit card 信用卡

click /kɪk/ vt. (用鼠标) 单击

bottom /'bɒtəm/ n. 底部

padlock symbol /'pædlɒk/ /'sɪmbl/ 挂锁图标

address bar 地址栏

http (Hypertext Transfer Protocol) *abbr.* 超文本传输协议

affiliate /ə'fɪliət/ n. 分支机构

brand name 商标, 品牌名称

retailer /'ri:teɪlə(r)/ n. 零售商

① Listen to the passage for the first time and answer the following questions.

1. What does the passage mainly talk about?

How to shop online safely.



2. How many ways of ensuring online shopping's security are mentioned in the passage?

Two.

II Listen to the passage for the second time and decide whether the following statements are true (T) or false (F).

- ( T ) 1. According to the author, shopping online can save money and time.  
( F ) 2. If a website is safe, we can find “http” following its address.  
( F ) 3. At different affiliate websites, you can find different brand names and companies.

III Listen to the passage for the third time and fill in the blanks.

1. The most important step is to make sure that the information you share, such as credit card numbers, is safe.  
2. Once you have chosen the products you wish to buy and have clicked to the page where you enter payment information, you should look at the bottom of your screen.  
3. On the right side, you should see a padlock symbol.  
4. The other way to make sure you are safe is by shopping on affiliate websites.

Script

When you learn how to shop online, you can save hundreds of dollars and hours of your time. The most important step is to make sure that the information you share, such as credit card numbers, is safe. Once you have chosen the products you wish to buy and have clicked to the page where you enter payment information, you should look at the bottom of your screen. On the right side, you should see a padlock symbol. Also, in the address bar, you should see “http” in front of the site’s address. This shows that the site is safe and the information you share is safe. The other way to make sure you are safe is by shopping on affiliate websites. Affiliate websites have a great number of different brand names or other companies that direct you to major retailers.

# Speaking

## Section B

### Situational Dialogues

#### Dialogue 1

**Situation:** A customer is shopping for a pair of jeans.

(S=shop assistant, C=customer)

S: Hello, can I help you?

C: I am looking for a pair of jeans.

S: We have some very nice blue jeans here. They're on sale this week.

C: Well, I actually like black jeans better.

S: That's OK. We also have them in black. What size do you take?

C: 29.

*(The shop assistant brings in the jeans in size 29. The customer tries them on.)*

C: They fit rather well. But I think I look fat in them. Don't you think so?

S: Not at all. It looks like it was made just for you.

C: Well, I think I will try on a blue pair.

*(The shop assistant brings a pair of blue jeans and the customer tries them on.)*

C: They are very tight and I don't like blue jeans, anyway. I'll take the black one.

S: Cash, credit card, or debit card?

C: Here is my credit card.

S: Just sign here, please. Here's your receipt. Have a nice day!

#### Notes

1. It looks like it was made just for you. 它看上去就像是为您量身定做的。
2. Cash, credit card, or debit card? 您用现金、信用卡还是借记卡付款?

## ● Activities

First study and recite Dialogue 1, then role play the dialogue in pairs. You may change some of the details, for example:

1. The customer wants to buy a white coat in size M.
2. The customer pays for the coat in cash.

(S=shop assistant, C=customer)

S: Hello, can I help you?

C: I am looking for a coat.

S: We have some very nice blue coats here. They're on sale this week.

C: Well, I actually like white coats better.

S: That's OK. We also have them in white. What size do you take?

C: M.

*(The shop assistant brings in the coat in size M. The customer tries it on.)*

C: It fits rather well. But I think I look fat in it. Don't you think so?

S: Not at all. It looks like it was made just for you.

C: Well, I think I will try on a blue one.

*(The shop assistant brings a blue coat and the customer tries it on.)*

C: It is very tight and I don't like blue coat, anyway. I'll take the white one.

S: Cash, credit card, or debit card?

C: Here is my credit card.

S: Just sign here, please. Here's your receipt. Have a nice day!

## Dialogue 2

**Situation:** Mrs. Green bought a T-shirt for her son, but it doesn't fit him. Mrs. Green is returning the T-shirt now.

(G=Mrs. Green, S=shop assistant)

G: Excuse me, can you help me?

S: Yes, of course. What can I do for you?

G: I bought this T-shirt for my son this afternoon, but it doesn't fit him. It's too small.

S: Do you want to change it or get a refund?

G: I'd like to change it. Do you have this in a larger size?

S: I'll just check. Let's see...yes, we have some in large and extra large. Which would you prefer?

### Notes

1. Let's see...yes, we have some in large and extra large. 我看一下……是的, 我们有一些大号和特大号的。
2. You can bring any clothing item back up to three weeks after purchase, but you must keep the receipt. 您可以在购买后三周内退还任何衣物, 但是要保存好收据。



G: I think the large size will be fine.

S: That's fine. If it doesn't fit, just bring it back again. If you take it to the customer service desk, they'll sort it out for you.

G: Thank you. Just as a matter of interest, do you give refunds?

S: Yes, of course. You can bring any clothing item back up to three weeks after purchase, but you must keep the receipt.

G: I see, thanks again.

S: You're welcome.

### ● Activities

Study Dialogue 2 carefully and make up a new dialogue with your deskmate based on the following situation. You may use the sentence patterns in Dialogue 2.

Situation: You bought a 3G mobile phone, but it does not work with the 3G network or 3G SIM card. You ask for a refund for the phone.

(S=shop assistant, C=customer)

S: Is there anything I can do for you?

C: I would like to return this mobile phone.

S: What is wrong with it?

C: It doesn't work with the 3G network.

S: Let me have a look. Oh, it's not a 3G phone.

C: But I was told that it was a 3G phone.

S: Sorry, maybe our salesman has made a mistake. Considering the inconvenience we have caused to you, we can offer a new one to you at a 5% discount.

C: Thanks, but I prefer to get a refund.

S: I see, and do you have your receipt?

C: Yes, here it is.

S: I'm going to take care of this and refund your money.

C: Thanks for your help.

### ▶ New Words and Phrases

on sale 折价销售

fit /fit/ *vt. & vi.* 适合, 合身

cash /kæʃ/ *n.* 现金

debit card 借记卡

check /tʃek/ *vt. & vi.* 查明, 查看

extra /'ekstrə/ *adj.* 额外的

sort out 把……安排妥当

item /'aɪtəm/ *n.* 一件商品 (或物品)

purchase /'pɜ:tʃəs/ *n. & vt.* 购买

### ► Useful Sentences

1. Is there anything I can do for you?/What can I show you?  
有什么我可以帮您吗?/您要买些什么?
2. Excuse me, I'm looking for a sweater.  
劳驾,我想买一件毛衣。
3. Could you tell me where the Women's Clothing Department is?  
请问女装部在哪?
4. I'm just looking/browsing.  
我只是随便看看。
5. Do you have anything on sale?  
你们有什么特卖品吗?
6. It's the end of the season. All the stores are having big sales. Everything is dirt cheap.  
到季末了,所有的商店都在大减价,所有的东西都非常便宜。
7. Do you have this suit in a different color, please?  
请问这套衣服还有别的颜色吗?
8. May I try this on?  
我能试穿这一件吗?
9. I don't think this coat will fit me.  
我觉得这件外套我穿着不会合身。
10. Do you have a refund policy?  
你们有退货规定吗?
11. Do you offer a cash discount?  
你们有现金折扣吗?
12. Can't you make it any cheaper?/Can you cut the price a little?  
不能便宜点吗?/能降低些价格吗?
13. Anything else you would like?/Can I get you anything else?  
您还要别的什么吗?
14. Let me ring that up for you!  
让我帮您结账吧!
15. How would you like to pay your bill?/What's your way of payment, please?  
您想怎样付款?
16. We take all the major credit cards.  
我们支持所有的常用信用卡支付。

## Humorous Story

### One Sale Today

The manager asked his sales assistant, "How many sales did you make today?"

"One," said the young salesman.

"One? How much was the sale worth?"

"100 000 dollars."

"Oh, my God! How did you manage that?"

"Well," said the salesman, "a man came in and I sold him a small fishing hook (钩), then a medium (中号的) hook and finally a really large hook. Then I sold him a small fishing line, a medium one and a large one. He said he was going fishing down the coast. I said he would probably need a boat, so I took him down to the boat department and sold him that twenty-foot schooner (纵帆船) with the twin (成对的) engines (发动机). Then he said his car probably wouldn't be able to pull it, so I took him to the car department and sold

him the new Deluxe Cruiser.”

### 【译文】

#### 今天只做了一单

经理问手下的店员：“今天做成了几单买卖！”

“一单。”年轻的店员说道。

“只有一单？卖了多少钱？”

“十万美元。”

“噢，天哪！你怎么做到的？”

店员说：“一位男士进来买东西，我先卖给他一个小号的鱼钩，然后卖给他一个中号的鱼钩，最后卖给他一个大号的鱼钩。接着，我卖给他一根小号的鱼线，又卖给他一根中号的鱼线，最后卖给他一根大号的鱼线。他说他要去海边钓鱼，我建议他买只船，于是我带他到卖船的专柜，把那只20英尺长，有两个发动机的纵帆船卖给了他。然后，他说他的汽车可能拖不动这么大的船，于是我带他去汽车销售部，把那辆新款‘豪华巡洋舰’卖给了他。”

### ● Activities

I. Read the story and answer the following questions.

1. What do you think of the sales assistant?

He is good at selling.

2. How many items did the sales assistant sell the customer?

Eight.

II. Read the story aloud for three times, write the key words on your notebook and then retell the story according to what you've written down.

Key words:

how many sales, one, 100 000 dollars, a small fishing hook, medium, large, fishing line, going fishing, boat, twenty-foot schooner, pull, Deluxe Cruiser

Suggested answer:

The manager asked his salesman how many sales he made. The salesman said he only made one sale. Then the manager was astonished to find that the sale was worth 100 000 dollars. The salesman explained that he did it as follows. A man came to buy a small fishing hook. He sold the man a small one, a medium one, and then a large one. Then he sold the man a small, medium and large fishing line. When the man said he was going fishing down the coast, he thought that the man would need a boat and sold him a twenty-foot schooner with twin engines. However, the man's car wouldn't be able to pull the schooner, so he took the man to the car department and sold him the new Deluxe Cruiser.

## Easy Learning

### Gossip Girl (excerpts)

【情景】Dan在被Serena放鸽子之后，回到家向父亲Rufus表达了自己对感情投入的不确定。

(R=Rufus, D=Dan)

R: How was the movie?

D: Uh, missable...literally. I-I don't know about Serena, dad. I-I can't tell if she's ① worth it.

R: What do you mean?

D: Well, uh, she's best friends with this girl—Blair Waldorf—who is basically everything I ② hate about the upper east side, distilled into one 95-pound, doe-eyed, bon mot tossing, label-whoring package of girlie evil.

R: No one's that bad.

D: She is. I would ③ barely be exaggerating if I told you Medusa wants her withering glare back.

R: Well, if there's anything I've learned, it's that usually there's something ④ beneath the surface with people like that to make them act the way they do.

D: Like what? The o.j. in her mimosa was from concentrate, not fresh-squeezed? And-and what does this ⑤ say about Serena, that this is her best friend?

R: I dated a girl like Serena once—actually, a lot like Serena. And girls like that are ⑥ challenging. It's true. They're complicated and... enigmatic...and usually worth it. And the only way you'll know for sure is to ⑦ jump in with both feet.

D: What happened with you?

R: I swam for a while...till I ⑧ drowned.

D: Oh. Well, that—thanks. That's a great story, dad.

#### 背景介绍

*Gossip Girl* (《八卦天后》) 是一部美国电视连续剧，讲述了纽约上流贵族学校中的学生面对社会所持的种种态度和不同的人生经历。故事的主人公Serena是学校里的风云人物，所到之处都会受到关注。她身边有着一群出身高贵却精神空虚的朋友，其中她最好的朋友Blair就是一个鲜明的代表。Dan是这个圈子外面的男生，却意外地捕获了Serena的心。



#### 【译文】

#### 八卦天后 (节选)

鲁弗斯：电影怎么样？

丹：可以不看的，字面上来说是。爸爸，我不了解 Serena，我不知道她是否值得。

鲁弗斯：这话怎么讲？

丹：她最好的朋友，那个女孩 Blair Waldorf，正是我憎恨的上流社会的代表——缩水到95磅，小鹿般的眼睛，满嘴名言，全身名牌的女魔头。

鲁弗斯：没人那么差劲。

丹：她就是。如果我说连梅杜莎都觉得她尖刻，一点都不夸张。

鲁弗斯：如果你这么说，从我的经验来看，他们会这样，通常是有原因的。

丹：什么原因？就因为她的含羞草汁里的橙汁是浓缩的，不是新鲜的（含羞草汁是一种混合香槟和橙汁的饮料）。Serena有个这样的朋友，这说明她是什么人呢？那是她最好的朋友。

鲁弗斯：我曾和Serena这种女孩交往过，非常像Serena的女孩。那种女孩很有挑战性，真的，她们很复杂，很神秘，却很值得和她们交往。你唯一能确定的就是全情投入。

丹：你后来怎么了？

鲁弗斯：我沉迷了好一阵……直到无法自拔。

丹：好吧，谢谢。这是个不错的故事。

### ● Activities

I. Listen to the film clip and fill in the blanks with the exact words you have just heard.

II. Listen to the film clip again and role play it with your partner.



# Section C

# Reading

## Intensive Reading

### Warm-up Exercises

**I** The following are the names of some ball games and the pictures of the balls. Write the names under the corresponding pictures.

American football  
volleyball

football/soccer  
ice hockey

racquetball  
bowling

basketball  
baseball



① basketball



② volleyball



③ American football



④ baseball



⑤ ice hockey



⑥ football/soccer



⑦ bowling



⑧ racquetball

**II** Discuss the following questions with your partners.

1. Which ball games have you played?

I often play tennis on weekends.



## 2. How to play these ball games?

In tennis, opposing players, each holding a racquet, hit a ball back and forth over a net until one player misses the ball or the ball falls outside the playing surface. A tennis match is composed of points, games, and sets. A set consists of games, and games, in turn, consist of points. A match is won when a player or a doubles team wins the majority of prescribed sets.

III Describe a ball game to your partners and ask them to guess what it is. Your description should be brief and clear.

**Sample:** It is a team sport, in which two teams of five players try to score goals against each other under a certain set of rules. Goals are scored by throwing the ball through the basket from above.

**Answer:** Basketball.

## Background Information ←

Sports play an important role in American society. They enjoy tremendous popularity, but more important, they are vehicles for transmitting such values as justice, fair play, and teamwork. The United States offers limitless opportunities to engage in sports—either as a participant or as a spectator. The typical American sports of baseball, basketball and football (橄榄球), however, arose from games that were brought to America by the first settlers that arrived from Europe in the 17th century. These games were re-fashioned and elaborated in the course of the 19th century and are now the most popular sports in the United States. The local high school football or basketball game represents the biggest event of the week for residents in many communities across the United States. Fans of major university and professional football teams often gather in parking lots outside stadiums to eat picnic lunch before kickoff, and for parties in front of television sets in each other's homes during the professional championship game, the Super Bowl. Thousands of baseball fans flee the snow and ice of the North for a week or two each winter by making a pilgrimage to training camps in the South and Southwest to watch up close their favorite players prepare for the spring opening of the professional baseball season.

## American Sports

1 In many parts of the world, there are four seasons: spring, summer, fall and winter. But in the US, there are only three: football, basketball and baseball. That's not **completely** true, but almost. In every season, Americans have a ball. If you want to know what season it is, just look at what people are playing.

2 Besides “the big three sports”, Americans play a **variety** of other sports. In warm weather, people enjoy water sports. Lovers of **surfing**, sailing and diving **flock** to the ocean. Swimmers and water **skiers** also **revel** in the wet stuff. **Fishermen** try their luck in ponds, lakes and rivers. In winter, sportsmen

**delight** in freezing fun. From the first **snowfall**, skiers hit the **slopes**. Frozen ponds and ice **rinks** become playgrounds for skating and **hockey**. **Racquetball**, **weightlifting** and bowling are year-round activities.

**3** For many people in the US, sports are not just for fun. They're almost a **religion**. Thousands of sports fans buy expensive tickets to watch their favorite teams or **athletes** play in person. Other fans watch the games at home, glued to their TV sets. Many a wife becomes a "sports **widow**" during her husband's favorite season.

**4** **Throughout** their school life, Americans learn to play many sports. All students take physical education classes in school. Some try out for the school teams, while others join school sports **leagues**. Athletic **events** at universities attract scores of fans and benefit the whole **community**. Many people also enjoy non-**competitive** activities like **hiking**, biking, **horseback** riding, camping and **hunting**.

**5** In America, many sports were imported from other countries. Only basketball has a **truly** American **origin**. Not only do Americans import sports, but they also export sports fever. The names of American **superstars** like basketball great Michael Jordan have become **household** words the world over. Who knows? Sports seasons may even change world weather **patterns**.

(Words: 314)

### 【结构分析】

Part	Paragraph	Main Idea
1	Para. 1	Americans love sports and the three most popular sports in America are football, basketball and baseball.
2	Para. 2~Para. 4	Besides the three most popular sports, Americans love and enjoy a variety of other sports.
3	Para. 5	American sports culture has strong influences on other countries.

### 【译文】

#### 美国的运动

**1** 世界上的许多地方一年有四季：春、夏、秋、冬。但是，美国却只有三季：橄榄球、篮球和棒球季。这个说法并非完全正确，但也差不了多少。每一个季节，美国人都有喜欢的球类运动。你若想知道现为何季，看看人们正在打什么球就行了。

**2** 除了这“三大运动”，美国人还做许多其他的运动。天热时，他们喜欢水上运动。冲浪、帆船和潜水爱好者群集于海中。游泳和滑水者也纵情于水中。钓鱼的人则在池塘、湖泊和河川里碰运气。冬季，运动爱好者在冰天雪地里玩得也很开心。从下第一场雪起，滑雪者们便登上雪坡。结了冰的池塘和溜冰场成了溜冰和冰球的场地。墙球、举重和保龄球是四季皆有的活动。

**3** 对许多美国人而言，运动不只是因为好玩。它们几乎成了一种至高无上的追求。成千上万的运动迷为

了能现场观看他们喜爱的球队或运动员比赛而出高价购买门票。其他的球迷则待在家里，寸步不离地守在电视机旁观看比赛。而在丈夫最热衷的体育季节里，妻子就成了“运动寡妇”。

4 美国人上学期间会学习许多运动。所有的学生在学校都修体育课。有些人参加校队的选拔，有的则加入校内的体育联盟。大学举办的运动比赛吸引了众多的运动迷，并且造福了整个社会。也有很多人喜欢从事一些非竞技性的运动，如远足、骑单车、骑马、野营和打猎。

5 在美国，许多运动都是从外国引进来的。只有篮球真正源自美国本土。美国人不仅“进口”运动，他们还“出口”运动狂热。一些美国的超级明星，像篮球巨人迈克尔·乔丹，已经成了全世界家喻户晓的人物。谁知道呢？运动季节也许还可以改变全世界的天气形态呢。

### Proper Nouns

**Michael Jordan** 迈克尔·乔丹 (NBA前球员，被公认为篮球史上最伟大的球员)

### New Words

**completely** /kəm'pli:tli/ *adv.* in every way possible 完全地，彻底地

**complete** *adj.* 完全的，彻底的

*vt.* 完成

**e.g.** This school is completely in disorder. 这所学校完全处于混乱状态中。

**variety** /və'raɪəti/ *n.* several different sorts of the same thing (同一事物的) 不同种类，多种式样

the quality of not being the same or not doing the same thing all the time 变化，多样性

a variety of 各种各样的

**e.g.** 1) Herbs have a wide variety of uses. 香草有多种用途。

2) People like to live a life full of variety. 人们喜欢过丰富多彩的生活。

**surfing** /'sɜ:fɪŋ/ *n.* the sport of riding on waves while standing on a narrow board called a surfboard 冲浪运动

the activity of looking at different things on the Internet (互联网上) 冲浪，漫游

go surfing 冲浪

**e.g.** 1) We will offer five days of surfing coaching including surfing equipment. 我们将提供为期五天的冲浪训练，并提供冲浪器材。

2) Our latest software can offer you the most unique web surfing experiences. 我们最新的软件可以让你拥有最独特的网上冲浪体验。

**flock** /flɒk/ *vi.* to go or gather together somewhere in large numbers 聚集，蜂拥

*n.* a large group of people, or sheep, goats or birds especially of the same type 群

a flock of 一群

**e.g.** 1) Shoppers still flock into big department stores despite the high prices. 尽管大型百货公司的商品价格很高，购物者还是络绎不绝。

2) A flock of swans are flying in V-formation. 一群天鹅正在以V字形编队飞行。

**skier** /'ski:ə(r)/ *n.* a person who skis 滑雪者

ski *vi.* 滑雪 (运动)

**e.g.** The talented skier is absolutely ready for the race. 这名天才滑雪运动员为这场比赛做好了充分的准备。

**revel** /'revl/ *vi.* to spend time enjoying yourself in a noisy, enthusiastic way 狂欢作乐

*n.* noisy celebrations 狂欢, 喧闹的庆典

**e.g.** 1) The writer revels in country life. 这位作家十分喜欢乡村生活。

2) He stayed in an unknown city of revels. 他停留在一座不知名的狂欢之城。

**fisherman** /'fɪʃmənr/ *n.* a person who catches fish, either as a job or as a sport 钓鱼的人, 渔民

**e.g.** The fisherman is reeling up his line. 捕鱼的人正在收绕钓丝。

**delight** /dr'lart/ *vt.* to give somebody a lot of pleasure and enjoyment 使高兴, 使快乐

*n.* a feeling of great pleasure 高兴, 愉快

take/find delight in 以……为乐

**e.g.** 1) The news that the war was over delighted people all over the world. 战争结束的消息使全世界的人们欣喜若狂。

2) He was wild with delight when he heard the news. 他听说那消息时欣喜若狂。

**snowfall** /'snəʊfɔ:l/ *n.* an occasion when snow falls; the amount of snow that falls in a particular place in a period of time 下雪, 降雪 (量)

**e.g.** 1) The first snowfall ushered in the winter. 第一场雪预示着冬天的到来。

2) The snowfall this month is below average. 本月的降雪量低于平均水平。

**slope** /sləʊp/ *n.* an area of land that is part of a mountain or hill 斜坡, 山坡

the amount by which something slopes 斜度, 坡度

**e.g.** 1) The south slope of the mountain is covered with wild flowers in spring. 春天的时候, 南面的山坡满是野花。

2) The degree of the slope was changed from 0 to 7. 坡度从0变到7。

**rink** /rɪŋk/ *n.* (=ice rink) a specially prepared flat surface of ice, where you can ice-skate; a building where there is an ice rink 溜冰场, 溜冰馆

**e.g.** The refrigeration system is designed for ice rink. 这种制冷系统是专为溜冰场设计的。

**hockey** /'hɒki/ *n.* (=ice hockey) a game played on ice, in which players use long sticks to hit a hard rubber disc into the other team's goal 冰球运动

a game played on a field by two teams of 11 players, with curved sticks and a small hard ball 曲棍球

**e.g.** 1) In the 1870s, the first known set of ice hockey rules was drawn up. 19世纪70年代, 人们制定出了第一套冰球比赛规则。

2) The hockey field is a rectangular grass field with one hundred yards long and sixty yards wide. 曲棍球场是一个长方形草地球场, 长100码, 宽60码。

**racquetball** /'rækɪtbɔ:l/ *n.* a game played especially in the US by two or four players on a court with four walls, using rackets and a small hollow rubber ball 美式墙网球

**e.g.** Racquetball is a sport played in an indoor or outdoor court. 墙球是一项既可以在室内又可以在室外进行的运动。

**weightlifting** /'weɪtlɪftɪŋ/ *n.* the sport or activity of lifting heavy weights 举重

**e.g.** Weightlifting became an Olympic sport in 1896. 1896年, 举重被列入了奥运项目。

**religion** /rɪ'lɪdʒən/ *n.* a particular interest or influence that is very important in your life 特别的兴趣

the belief in the existence of a god or gods, and the activities that are connected with the worship of them 宗教, 宗教信仰

religious *adj.* 宗教的

**e.g.** 1) Reading is a religion to her who takes a book everywhere she goes. 她酷爱读书, 走到哪都带着书。

2) He is a man without religion. 他是个没有宗教信仰的人。

**athlete** /'æθli:t/ *n.* a person who competes in sports 运动员

athletic *adj.* 运动的

**e.g.** The athlete has a tremendous burst of speed. 这名运动员具有惊人的爆发速度。

**widow** /'wɪdəʊ/ *n.* a woman whose husband has died and who has not married again 寡妇

*vt.* cause to be without a spouse 使丧偶, 使成寡妇 (或鳏夫)

**e.g.** 1) If a widow is young, it's appropriate to address her as "Ms". 如果一位寡妇比较年轻, 应当称她“女士”。

2) She was widowed after only 18 months of marriage when her husband died in the war. 婚后仅18个月, 丈夫死于战争, 她就成了寡妇。

**throughout** /θru:'aʊt/ *prep.* during the whole period of time of something 自始至终, 贯穿整个时期

in or into every part of something 遍及

**e.g.** 1) Fog will persist throughout the night. 雾将整夜不散。

2) The hawker cried his wares throughout the town. 那个小贩沿街叫卖商品。

**league** /li:g/ *n.* a group of people, or nations who have combined for a particular purpose 联盟

in league (with) sb. (与……) 秘密串通, 勾结

**e.g.** The National Basketball Association (NBA) is the major professional basketball league in the world. (美国) 全国篮球协会 (NBA) 是世界上一个重要的职业篮球联盟。

**event** /ɪ'vent/ *n.* one of the races or competitions in a sports programme (体育运动的) 比赛项目

a thing that happens, especially something important 发生的事情, (尤指) 重要事情

in any event 不管怎样

**e.g.** 1) It was her first international sporting event. 那是她第一次参加国际体育比赛。

2) The event may wake her up. 这件事可能使她醒悟。

**community** /kə'mju:nəti/ *n.* all the people who live in a particular area, country, etc. when talked about as a group 社会, 社区

a group of people who share the same religion, race, job, etc. 团体, 社团, 界

**e.g.** 1) The policemen prepared prisoners for life back in the community. 警察帮助囚犯做好了回归社会生活的准备。

2) Stephen Hawking's achievements earned him the acclaim of the entire scientific community. 斯蒂芬·霍金的成就使他赢得了整个科学界的赞扬。

**competitive** /kəm'petətɪv/ *adj.* used to describe a situation in which people or organizations compete against each other 竞争的

competition *n.* 竞争

**e.g.** Language teaching is a very competitive market. 语言教学是一个充满竞争的市场。

**hiking** /'haɪkɪŋ/ *n.* the activity of going for long walks in the country for pleasure 远足, 徒步旅行

**e.g.** I haven't made up my mind whether to go hiking or not. 我还没决定是否去远足。

**horseback** /'hɔːsbæk/ *adj.* sitting on a horse 骑着马的

*n.* sitting on a horse, using horses 骑着马

**e.g.** Jane took horseback riding lessons when she was a child. 珍妮小的时候就上过骑术课。

**hunting** /'hʌntɪŋ/ *n.* chasing and killing wild animals and birds as a sport or for food 打猎

hunter *n.* 猎人, 狩猎者

**e.g.** The hunting season was almost over when he arrived. 他到的时候, 狩猎季节都快结束了。

**truly** /'truːli/ *adv.* used to emphasize a particular quality (指性质) 真正, 确实

**e.g.** Her last novel was truly awful. 她最近的这部小说真糟糕。

**origin** /'brɪdʒɪn/ *n.* the point from which something starts; the cause of something 起源, 源头

original *adj.* 原来的, 起初的

**e.g.** The rumor had its origin in an impulsive remark. 谣言源于一句冲动的评论。

**superstar** /'suːpəstɑː(r)/ *n.* a very famous performer, for example an actor, a singer or a sports player 超级明星

**e.g.** The newspapers puffed up that new athlete into a superstar. 报纸把那个新运动员吹捧成了超级明星。

**household** /'haʊshəʊld/ *adj.* (only before noun) connected with looking after a house and the people in it 家庭的, 家用的

*n.* all the people living together in a house 一家人, 家庭

**e.g.** 1) We have some household stuff for sale. 我们有一些家居用品要出售。

2) Every household will get smart meters for gas and electricity. 每个家庭都将会装上智能燃气表和电表。

**pattern** /'pætn/ *n.* the regular way in which something happens or is done 模式, 方式

a regular arrangement of lines, shapes, colours, etc. as a design on material, carpets, etc.

图案

set a pattern 树立典范

**e.g.** 1) He has a fixed pattern of behavior. 他有一套不变的行为方式。

2) She wore a dress with a pattern of roses on it. 她穿着有玫瑰花图案的连衣裙。



### ▶ Phrases and Expressions

**revel in** to take great delight in 陶醉于, 着迷于

- e.g.** 1) They are those people who revel in gossip. 他们是一些好讲闲话的人。  
2) The students revel in ancient art and culture of Greece and Rome. 学生们对古希腊与古罗马的艺术和文化很着迷。

**delight in** to find pleasure in 以……为乐

- e.g.** 1) He seems to delight in making other people suffer. 他似乎喜好使他人受苦。  
2) The artist delights in island life. 这位艺术家很喜欢岛屿生活。

**be glued to** to give all your attention to something; to stay very close to something 全神贯注看着某物, 离某物很近

- e.g.** 1) The boy is always glued to the television. 那个男孩总是热衷于看电视。  
2) Our eyes were glued to the stage. 我们全神贯注看着舞台。

**try out for** to compete for a position or place in something, or to be a member of a team 参加……选拔或试演

- e.g.** 1) Over fifty boys came to try out for the football team. 五十多个男孩来竞争加入足球队。  
2) Shirley will try out for the lead in the play. 雪莉将参加该剧主角的选拔。

**household word** a name that has become very well-known 家喻户晓的人 (或事物)

- e.g.** 1) He was still an unknown singer last year, but now his name has become a household word. 去年他还一直是位默默无闻的歌手, 可如今他的名字已家喻户晓了。  
2) The product was so successful that its name became a household word. 这一产品非常成功, 其名称已经家喻户晓。

### Notes ●●●

**1. That's not completely true, but almost.** 这个说法并非完全正确, 但也差不了多少。

but almost的完整表达应为but that's almost true。含有并列连词的句中, 常常省略连词后与前半句重复的部分。

**e.g.** 1) He wanted to try, but he couldn't (try). 他想去尝试, 却做不到。

2) I would do it for you, but I don't know how to (do it for you). 我想为你做这件事, 但我又不知道如何去做。

**2. Thousands of sports fans buy expensive tickets to watch their favorite teams or athletes play in person.** 成千上万的运动迷为了能现场观看他们喜爱的球队或运动员比赛而出高价购买门票。

句中watch为感官动词, 后接了“宾语+宾语补足语”复合宾语结构。感官动词后的宾语补足语, 一般用省略to的不定式 (表示动作的完整性) 或现在分词 (表示动作的连续性、进行性)。

e.g. 1) I saw him work in the garden yesterday. 昨天我看见他在花园里干活了。

2) I noticed the cat sleeping under the table. 我注意到猫正在桌子下睡觉。

**3. Not only do Americans import sports, but they also export sports fever.** 美国人不仅“进口”运动，他们还“出口”运动狂热。

否定词not only位于句首，引起句子倒装。否定副词或否定状语位于句首时，句子常用倒装语序（部分倒装）。

e.g. 1) Not until then did he realize the importance of the problem. 直到那时他才认识到这个问题的重要性。

2) At no time should you give up studying. 在任何时候你都不应放弃学习。



## • Exercises

### Reading Comprehension

**I** Work in pairs to complete the summary of the intensive reading text.

It is said that in the US there are only three ① seasons. They refer to ② football, ③ basketball and ④ baseball season. Besides the three sports, Americans enjoy playing a variety of other sports. In summer, people do ⑤ water sports, such as surfing, sailing, diving, swimming, water skiing and fishing. In winter, they go skiing, go skating and play hockey. They also enjoy ⑥ watching sports games. Lots of them think it is worthwhile to spend much money on the ⑦ tickets of the games that their favorite teams or players play. Another way to watch sports games is to watch TV. In school, all students attend ⑧ physical education classes, and they try to enter the school teams or join school sports leagues. In America, most sports were imported from abroad and only ⑨ basketball has a truly American origin. Americans not only import sports from other countries, but they also export sports ⑩ fever. Many sports stars of America are world-famous.

**II** Read each of the following statements and decide whether it is true (T) or false (F).

- ( F ) 1. In America, there are only three seasons.
- ( F ) 2. In America, they have three ball games every season.
- ( F ) 3. One of Americans' religions is sports.
- ( T ) 4. "Sports widow" refers to the woman who is ignored by her husband losing himself in sports.
- ( F ) 5. Americans imported a variety of balls from other countries.
- ( T ) 6. That Americans export sports fever implies that Americans convey their love for sports to fans in other countries.

### III Work in groups to discuss the following questions.

1. What sports do Americans enjoy all the year round?

Racquetball, weightlifting and bowling.

2. What sports mentioned in the text are non-competitive ones?

Hiking, biking, horseback riding, camping and hunting.

## Vocabulary Practice

### I Fill in each blank with the proper form of a word in the box.

household	一家人, 一户: 指一家人或同住在一个房子里的人。
	e.g. 1) He is the spoilt child of the household. 2) Almost every household has a car in America.
home	家: 指人们长期居住或组织家庭的地方或房子。
	e.g. 1) He had been feeling weak so he went home early. 2) The teacher visited the students in their homes.
house	房子, 住宅: 作为人们的住处的建筑物。
	e.g. 1) In America, many people enjoy living in a big house in the suburb. 2) After the fire, the house was a terrible sight.
family	家, 家庭: 指构成一个家庭的全体成员, 与房子无关。
	e.g. 1) He tried to earn more money to provide for a large family. 2) His family celebrated his birthday at McDonalds.

1. For many people, buying a house is probably the largest expenses in their lifetime.

2. Home is the preferred place for many small children.

3. My family gave me much love and support.

4. The new tents were given to each household in the flooded areas.

5. What a beautiful house !

6. How much money does each family/household in Beijing earn per year?

7. He traveled from place to place, and returned home only yesterday.

8. At the moment in every household, road and lane, people are discussing the reformation.

### II Replace the italicized parts with the words given below, changing the form if necessary.

community  
flock

completely  
origin

freezing  
pattern

1. I don't like the *design* on the fabric. (**pattern**)
2. He switched off the lamp and gave himself up *totally* to despair. (**completely**)
3. Many people *crowded* into the room. (**flocked**)
4. It seems to me that a doctor can transform a whole *society*. (**community**)
5. Britain is preparing itself for the *cold* weather, with snow expected to return on Thursday. (**freezing**)
6. His whole life has been devoted to studying the *cause* of cancer. (**origin**)

III Fill in each blank with an appropriate phrase given below, changing the form if necessary.

revel in  
delight in

household word  
in person

try out for

1. I find many teenagers tend to delight in annoying others.
2. The name of this person is a household word all over the country.
3. He will be present at the meeting in person.
4. Mass media revel in the privacy of the celebrities.
5. His brother inspired him to try out for the football team.

## Translation Training

I Translate the following sentences into English, using the expressions in the brackets.

1. 由于种种原因, 他们都来晚了。(variety)  
All of them arrived late for a variety of reasons.
2. 他注视着太阳沉入海中。(watch)  
He watched the sun sink into the sea.
3. 这位运动员因为其崇高的体育精神而受到了高度赞扬。(athlete)  
The athlete is highly praised for his lofty sports spirit.
4. 由于很害怕这位陌生人, 小女孩紧紧地跟在妈妈身边。(glue)  
Frightened by the stranger, the little girl was glued to her mother.
5. 全国都在庆祝国庆节。(throughout)  
The National Day was celebrated throughout the country.

II Choose the best translation for each sentence according to the context.

1. For many people in the US, sports are not just for fun. They're almost a religion.  
A. 对许多美国人而言, 运动并不是因为好玩。它们几乎成了一种宗教信仰。  
B. 对许多美国人而言, 运动并不是因为好玩。它们几乎成了一种至高无上的追求。  
C. 对许多美国人而言, 运动不只是因为好玩。它们几乎成了一种至高无上的追求。

- D. 对许多美国人而言, 运动不只是因为好玩。它们几乎成了一种宗教信仰。
2. Some try out for the school teams, while others join school sports leagues.
- A. 有些人试着去校队, 其他人则加入校内的体育联盟。  
B. 有些人试着去校队, 同时其他人加入校内的体育联盟。  
C. 有些人参加校队的选拔, 同时有的加入校内的体育联盟。  
D. 有些人参加校队的选拔, 有的则加入校内的体育联盟。
3. Only basketball has a truly American origin.
- A. 只有篮球真正源自美国本土。 B. 只有篮球确实源自美国本土。  
C. 篮球仅仅源自真正的美国本土。 D. 篮球, 确实仅起源于美国。
4. Sports seasons may even change world weather patterns.
- A. 运动季节可以改变甚至全世界的气候形态。  
B. 运动季节甚至可以改变全世界的天气形态。  
C. 运动季节也许还可以改变全世界的天气形态呢。  
D. 运动季节也许还可以改变甚至全世界的天气形态呢。

## Extensive Reading

### American Customer Service

- 1 Would you like to be a king or a queen? Would you like to have people **waiting on you hand and foot**? Many Americans experience this royal treatment every day. How? By being customers. The American idea of customer service is to make each customer the center of attention.

1. wait on somebody hand and foot  
无微不至地照顾某人

- People going shopping in America can expect to be treated with respect from the very beginning. When customers get to the store, they are treated as honored guests. The clerks greet them warmly and offer to help them find what they want. In most stores, the signs that label each department make shopping a breeze. Customers usually don't have to ask how much items cost, since prices are clearly marked. And unless they're at a **flea market** or a **yard sale**, they don't bother trying to bargain.

2. flea market 跳蚤市场 (旧货和廉价商品市场)

- When customers are ready to check out, they find the nearest and shortest **checkout** lane. Good stores open new checkout lanes

3. yard sale 家庭旧货售卖会  
4. checkout *n.* (超级市场的) 付款台

when the lines get too long. Some even offer express lanes for customers with 10 items or less. After they pay for their purchases, customers receive a smile and a warm “thank you” from the clerk.

In America, customer service continues long after the sale.

- 20 Advertisements regularly include the **motto** “your satisfaction is guaranteed”. So if there is a problem with the product, customers can take it back. The customer service representative will often allow them to exchange the item or return it for a full refund.

5. motto *n.* 座右铭, 格言

- 25 For many American customers, service is everything. Customer service in America **grows out of** the belief that the customer is always right. That may not always be true. But, as someone has said, the customer is always the customer.

6. grow out of 产生于

(Words: 282)

### 【结构分析】

Part	Paragraph	Main Idea
1	Para. 1	The American idea of customer service is to make each customer the center of attention.
2	Para. 2~Para. 4	It describes the way customers are treated in America.
3	Para. 5	The core of American customer service is that the customer is always right.

### 【译文】

#### 美式客户服务

你想当国王或王后吗？你想要有人无微不至地服侍你吗？很多美国人每天都享受着这种皇室般的待遇。怎样才能享受到这种待遇呢？只要成为顾客就可以。美式客户服务的理念就是使每一位顾客成为关注的焦点。

在美国，顾客购物时从一开始就会受到尊重。当顾客来到商店里时，他们会受到贵宾般的款待。店员会亲切地和顾客打招呼，并且协助顾客寻找他们需要的商品。在大部分商店里，每个商品分类区都有明显的标志，这使购物成为一件轻松的乐事。由于价钱已被清楚地标示出来，顾客们通常不需要再问价钱。除非是在跳蚤市场或家庭旧货售卖会上，否则人们不需要费事去讨价还价。

当顾客准备结账时，他们会找最近的、队伍排得最短的收银台。当结账的队伍太长时，好的商家会开放新的收银台。有些甚至会为选购了十件或十件以内商品的顾客提供快速收银的服务。顾客付款之后，店员会面带微笑并亲切地对他们说“谢谢”。

在美国，客户服务在商品售出之后仍持续很久。广告中通常会有“保证让您满意”的标语。所以产品如果有问题，顾客可以把它送回去。客户服务代表通常会给他们换商品或是给予全额退款。



对许多美国顾客而言，服务就是一切。美式客户服务源于一个信念：顾客永远是对的。这或许不见得全对，但是，正如有人曾经说过的，顾客永远都是顾客。

### • Exercises

Choose the best answer according to the extensive reading text.

- According to the author, people being a customer in America \_\_\_\_\_.  
 A. won't be treated like a king or a queen  
 B. will be served very well  
 C. won't be the focus of attention  
 D. will become a real queen or king
- According to the text, \_\_\_\_\_ are labeled clearly in the stores in America.  
 A. the checkout lanes  
 B. the clerks  
 C. the departments and prices  
 D. the customer service representatives
- Where do American customers have chances to bargain?  
 A. At a small yard.  
 B. At a shopping mall.  
 C. At a store.  
 D. At a flea market.
- What may happen if the line of customers to check out is too long?  
 A. Customers will find the nearest and shortest checkout lane.  
 B. A new checkout lane will be arranged.  
 C. People with more items can use the express lanes.  
 D. Customers will receive a smile and a warm "thank you".
- What does the American belief that "the customer is always right" suggest?  
 A. The customer in America is always treated seriously.  
 B. The customer in America never makes mistakes.  
 C. What the customer has done is always considered right in America.  
 D. The customer in America is very clever.

## Applied Reading

### General Motors Corporation

General Motors Corporation (GM) was founded by William Durant in 1908. It was previously a company to manufacture horse-drawn **carriages**. In 1904, Durant bought the financially difficult Buick Motor Car Company and quickly turned the Buick Company

1. carriage *n.* 四轮马车

into the largest **manufacturer** of automobiles in the United States. Now GM is one of the world's largest manufacturers of automobiles and trucks. GM sells about 20 percent of all cars and trucks in the United States and about 15 percent of all cars and trucks in the world. Based in Detroit, Michigan, GM is the largest corporation in the United States based on **overall** sales.

GM markets vehicles under the brands of Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, Saab and Saturn. Moreover, GM owns German automaker Adam Opel and British automaker Vauxhall Motors. In addition, GM has a 100 percent **equity stake** in Saab Automobile AB of **Sweden** and owns the **bulk** of the automotive **assets** of Daewoo Motor Company in **South Korea**. It also has a **strategic alliance** with Fiat in Italy and a joint venture with Shanghai Automotive Industry Corporation in China. GM also builds **locomotives** for railroads.

2. manufacturer *n.* 生产商

3. overall *adj.* 总体的

4. equity stake 股权

5. Sweden *n.* 瑞典

6. bulk *n.* 主体, 大部分

7. asset *n.* 资产

8. South Korea *n.* 韩国

9. strategic alliance 战略联盟

10. locomotive *n.* 机车, 火车头

## 【译文】

### 通用汽车公司

通用汽车公司由威廉·杜兰特创建于1908年, 其前身是一家马车制造公司。1904年, 杜兰特收购了财务困难的别克汽车公司, 并很快使之发展成为全美最大的汽车生产企业。现在, 通用汽车公司是世界最大的轿车和卡车制造商之一。通用售出的轿车和卡车占全美市场总销量的20%, 占全球市场总销量的15%。通用汽车公司总部设在密歇根州的底特律市。就销售量而言, 它是美国最大的企业。

通用汽车公司旗下销售的品牌有别克、凯迪拉克、雪佛兰、吉姆斯、悍马、庞蒂克、萨博和土星。而且, 通用拥有德国欧宝汽车公司和英国沃克斯豪尔汽车公司。此外, 通用还拥有瑞典萨博汽车公司百分之百的股权和韩国大宇汽车公司的大部分资产。通用还与意大利的菲亚特汽车公司建立了战略联盟, 并与中国的上海汽车工业总公司建立了合资企业。除了汽车, 通用还生产铁路机车。

## Notes ●●●

1. General Motors Corporation (GM) was founded by William Durant in 1908. 通用汽车公司由威廉·杜兰特创建于1908年。

通用汽车公司的英文全称为General Motors Corporation, 常缩写为GM。除此之外, 文中出现的其他专有名词的含义分别为: Buick Motor Car Company (别克汽车公司), Michigan (密歇根州),

Cadillac (凯迪拉克), Chevrolet (雪佛兰), GMC (吉姆士), Hummer (悍马), Pontiac (庞蒂克), Saab (萨博), Saturn (土星), Adam Opel (欧宝), Vauxhall Motors (沃克斯豪尔汽车公司), Saab Automobile AB of Sweden (瑞典萨博汽车公司), Daewoo Motor Company (大宇汽车公司), Fiat (菲亚特)等。

**2. Based in Detroit, Michigan, GM is the largest corporation in the United States based on overall sales.** 通用汽车公司总部设在密歇根州的底特律市。就销量而言,它是美国最大的企业。



### • Exercises

Read the brief introduction to GM above, and give brief answers to the five questions below.

1. What kind of company is the predecessor to GM?

A horse-drawn carriage company.

2. When did GM start its automobile production?

In 1904.

3. What is the proportion of cars and trucks GM sells in the world?

About 15 percent.

4. How many companies mentioned in the passage belong to GM?

Four.

5. What else does GM build besides automobiles according to the text?

Trucks and locomotives.

## Section D

# Practical Writing

### Business Card

名片是印有姓名、职衔、联系方式等信息的小卡片，旨在方便介绍自己，供他人了解自己、保存自己的联系方式。名片按用途可分为公务名片和社交名片两种。

#### 一、名片的基本内容

名片上的信息一般可分为三类，即归属（所在单位、部门等）、称呼（姓名、行政职务、技术职务、学术头衔等）和联系方式（单位地址、邮编、办公电话、传真号码、电子邮箱、互联网址等）。

其中，公务名片信息比较齐全，通常由以上三部分组成；社交名片则主要包括称呼和联系方式两部分。社交名片通常与公务无关，因此可以不印工作单位和行政职务，以示公私有别。

##### 范例1：公务名片



##### 范例2：社交名片



#### 二、名片的基本格式

名片无固定格式，可根据个人不同的目的、爱好等灵活设计。名片中要强调的信息可使用大号字体或置于突出位置。如下面的名片就突出强调了公司名称及其所经营的业务。

##### 范例：



### 三、名片中的常用表达

#### ◎ 单位、部门名称

单位、部门名称中，除了介词外，其他单词的首字母均需大写。我国的单位按其性质可分为国家机关、事业单位及企业单位三类。以下分别就这三类进行详述。

##### 1. 国家机关

国家机关中经常出现的单位和部门有：部 (ministry/department)、局 (bureau/administration)、署 (administration)、委员会/委会 (committee/commission)、科 (section)、处 (division) 等。如国家安全部 (Ministry of State Security)、组织部 (Organization Department)、国家统计局 (National Bureau of Statistics)、国家林业局 (State Forestry Administration)、海关总署 (General Administration of Customs)、中央委员会 (Central Committee)、中央纪律检查委员会 (Central Commission for Discipline Inspection)、法制科 (Legislative Affairs Section)、科研处 (Science & Research Division)。

##### 2. 事业单位

事业单位中经常出现的单位和部门有：学会 (society)、协会 (association)、研究所 (institute)、大学 (university)、学院 (college)、系 (department)、科 (department) 等。如中国会计学会 (Accounting Society of China)、中国银行业协会 (China Banking Association)、地质研究所 (Geological Institute)、北京大学 (Peking University)、经济学院 (College of Economics)、国际政治系 (Department of International Politics)、口腔外科 (Department of Dental Surgery)。

##### 3. 企业单位

企业名称中一般包含四部分信息：企业的注册地址、企业的专名、企业的生产对象或经营范围以及企业的性质。在我国，企业名称中注册地址的翻译方法一般为地名音译，专名音译或意译，生产对象或经营范围意译。企业的性质根据分类采用不同的词表示：“公司”常用 company (缩写为 Co.) 或 corporation (缩写为 Corp.) 表示；若要表明其有限性质，则在结尾添加 Ltd (limited 的缩写，为英式用法；美式用法用 Inc., incorporated 的缩写)。如河南思达电子仪器股份有限公司译为 Henan Star Electronic Instrument Co., Ltd，友尚电子 (上海) 有限公司译为 Yosun Shanghai Corp., Ltd，可口可乐公司的英文名称为 The Coca-Cola Company，雷曼兄弟控股公司的英文名称为 Lehman Brothers Holdings Inc.。

此外，根据经营范围的不同，公司还可使用 line(s) (轮船、航空、航运等公司)，store(s) (百货公司)，agency (公司、代理行)，system (广播、航空等公司)，service(s) (服务公司) 等表示。如夏威夷航空公司

名片除了用于自我介绍、保持联络外还有以下一些用途：

(1) 代替便函。在人际交往中有时必须对友人做出礼节性的表示，如祝福、问候等，但因繁忙没时间写信或当面致意时，可在自己名片的左下角写上祝福、问候等寄给对方。在名片上写祝福或问候宜短不宜长。在涉外活动中，一般按照国际惯例用铅笔在左下角写上表示特定含义的法语缩写。常用的缩写有 p.f. (pour félicitation, 表示敬贺)，p.c. (pour condoléance, 表示谨唁)，p.r. (pour remerciement, 表示谨谢)，p.p.c. (pour prendre congé, 表示辞行)，n.b. (nota bene, 表示请注意) 等。

(2) 为他人作介绍。如要介绍某人给对方，自己又不能同行时，可在自己名片的名字下方写上相关的话语，把它放在要介绍的人的名片的上方，一起寄给对方。所写话语汉语常用“敬介”，英语常用“To Present”，法语常用缩写 p.p. (pour présentation, 意为“谨介绍”)。



(Hawaiian Air Lines), 大世界百货公司 (英) (Great Universal Store), 中国外轮代理公司 (China Ocean Shipping Agency), 马来西亚航空公司 (Malaysian Airline System), 非洲—新西兰服务公司 (Africa-New Zealand Service)。

### ◎ 姓名

英语人名一般由三部分构成, 从前往后依次为: 教名 (Christian/given/first name)、中间名 (middle/second name) 和姓氏 (family name/surname)。其中, 中间名只有在极为正式的场合才使用, 其他场合则缩略为大写首字母或不用, 名和姓的首字母均需大写。如Paul Calvin Adams可以写作Paul C. Adams或Paul Adams。

中文人名一般用其汉语拼音作为相应的英语表达。姓与名各作为一个单词, 姓在前, 名在后, 首字母均需大写。如李洁写作Li Jie, 陈世钧写作Chen Shijun, 李夏雨生写作Li Xiayusheng, 诸葛亮写作Zhuge Liang, 司马相如写作Sima Xiangru。

### ◎ 职衔

名片中的职衔与单位、部门名称连同使用时, 其间应用逗号分隔, 不要使用介词或者介词短语, 且单词首字母均需大写。如出口部副经理的正确写法是Deputy Manager, Export Department。下表为常见职务的英文表达。

在设计名片时, 称谓和学位只写其中一项。例如, 名字为John Doe的医生可用Dr. John Doe或John Doe, MD (MD意为“医学博士”, 是Doctor of Medicine的缩写)。

企业单位职务	英文表达	事业单位职务	英文表达
(副) 董事长	(vice) chairman	(副) 主席/委员长	(vice) chairman
(副) 总裁	(vice) president	(副) 书记	(deputy) secretary
首席执行官	chief executive officer	(副) 部长	(vice) minister/(deputy) director
总经理	president/general manager	(副) 厅长	(deputy) director-general
人事部经理	personnel manager	(副) 局长	(deputy) director
销售部经理	marketing manager	(副) 处长	(deputy) division director
财务主管	finance executive	(副) 科长	(deputy) section chief
销售助理	sales assistant	(副) 院长	(vice) president
高级顾问	senior consultant	名誉主席/委员长	honorary chairman

### ◎ 单位地址和邮编

#### 1. 地址

地址一般包括室号 (room)、门牌号 (No.)、街道名 (Rd/St)、区名 (district)、市名 (city)、省/自治区/直辖市名 (province/autonomous region/municipality) 和国家名 (country)。英文中书写地址时由小到大, 各部分地址间要以逗号隔开, 地址专名一般用其汉语拼音作为相应的英语表达, 且拼音一般要连写。名片中各部分地址不可断开换行, 单词首字母均需大写。如北京市丰台区南四环西路188号11区31号楼402室应写为Room 402, Building No. 31, Block 11, 188 S. 4th Ring Rd West, Fengtai District, Beijing



Municipality。

地址的表述务求简洁，在达意的基础上应尽可能采用略写和缩写形式。province, autonomous region, municipality和city等词可以省略；省、自治区、直辖市等省级行政区域的专名可缩写。如河北省石家庄市桥东区胜利北大街2号可写为2 Shengli North St, Qiaodong District, Shijiazhuang, HB。

## 2. 邮编

邮编按照英语惯例写在省、自治区、直辖市、市之后，国家之前，不能单独占一行。如“中国北京市海淀区永泰庄北路40号302室。邮编：100080”应写为Room 302, 40 Yongtaizhuang North Rd, Haidian District, BJ 100080, China。

## Exercises

I Design a business card for Linda Smith according to the following information. The business card will be used in her job.

Name: Linda Smith

Title: sales representative

E-mail: lindasmith@163.com

Telephone: 86-755-27571973

Company: Shenzhen Jingding Watch Industry Co., Ltd

Address: 87 Chuangye No. 2 Rd, 28 Area, Baoan District, Shenzhen, GD, China

Zip Code: 518100



II Make an English business card for Zhang Lin according to the following Chinese one.



Beijing Qingyun International Travel Agency, Ltd

*Zhang Lin*  
Personnel Manager

Add.: 66 S. Lishi Rd, Xicheng District

Phone: 13325599515

E-mail: zhanglin2005@sohu.com

MSN: tomzhang@hotmail.com

III Imagine your deskmate's future career and possible title, and then design a cool business card for him or her.



# Language Guide

## Section E

### Grammar Focus

#### Tense—The General Tense



##### Finding Features

The following are sentences with verbs showing differences in time and duration of the action. Compare the bold parts and find out their similarities and differences.

Light **travels** quickly.

We **traveled** by train across Europe last summer.

I **shall/will travel** to Shanghai next week.



##### Knowing the Grammar

时态是谓语动词的一种形式，表示动作发生的时间和所处的状态。动作发生的时间主要分为现在、过去和将来；动作所处的状态可分为一般式、进行式、完成式和完成进行式。动作发生的时间与所处的状态相结合共构成12种常用时态。

一般式可与表示现在、过去、将来的时间结合构成一般现在时、一般过去时、一般将来时。

#### 一、一般现在时、一般过去时、一般将来时的基本结构 (以travel为例)

动作发生的时间 动作所处的状态	现 在	过 去	将 来
一般式	一般现在时 travel/travels	一般过去时 traveled	一般将来时 shall/will travel

## 二、一般现在时、一般过去时、一般将来时的用法

### ◎ 一般现在时

(1) 表示习惯性、经常性发生的动作或现时的情况或状态。

例如：

**I spend every summer in the mountains.** 每年夏天我都在山里度过。

**The patient is much better now.** 病人现在好多了。

(2) 表示不受时间限制的客观存在，如真理、格言、客观事实等。例如：

**Actions speak louder than words.** 事实胜于雄辩。

**All living things depend on the sun for their growth.** 万物生长都依靠太阳。

(3) 一般现在时可以代替一般将来时，表示预先计划或安排好的将来行为。例如：

**The train leaves at nine pm.** 火车晚上九点发车。

(4) 在时间和条件状语从句中，用一般现在时代替一般将来时。例如：

**He will be happy when he hears the good news.** 他听到这个好消息一定会很高兴。

**If it is fine tomorrow, we will go for a picnic.** 如果明天天气好，我们就去野餐。

### ◎ 一般过去时

(1) 表示过去发生的动作或存在的状态。例如：

**I got two letters from home last week.** 上星期我收到两封家信。

**I was very busy yesterday.** 我昨天非常忙。

(2) 表示过去习惯性的动作、行为。例如：

**My father rode a bicycle to school every day when he was a child.** 我父亲小的时候每天骑自行车上学。

### ◎ 一般将来时

(1) 表示将来要发生的事或存在的状态，只能用will/shall。

例如：

**They will finish their homework tomorrow.** 他们明天才能做完作业。

**I will be free tomorrow afternoon.** 我明天下午有空。

(2) 表示意向或预测，可用will或be going to，但两者在含义

一般现在时还可以表示现在瞬间的动作，这种用法通常只适用于表示短暂动作的动态动词。例如，用于在对快速体育运动的实况报道中，用于戏法表演、技术操作表演等的解说词中。

(1) 一般过去时可用在特定句型中表示现在或将来的动作或状态。

1) 表示婉转语气。这一用法只限于want, wonder, think, hope等少数几个动词。例如：

—Did you want me? —Yes, I wondered if you could give me some help.

2) 用于虚拟语气中。例如：

If you went at about 5 pm tomorrow, you could see him.

(2) 在时间和条件状语从句中，用一般过去时表示过去将来的动作。例如：

Mary told me that she would stay at home if it rained.

一般将来时常用于提出请求、邀请，作出许诺，表示同意等，且只能用will而不用be going to。

—Will you please open the door? —OK, I will.

This won't happen again, I assure you.

上有区别。

表示意向时, be going to 用于说话之前已计划好将要做的事或已经做过准备的事; will 用于未经预设的动作或说话时临时做出的决定。例如:

**How long are you going to stay here?** 你打算在这儿待多久?

**The telephone is ringing. I will answer it.** 电话响了, 我去接。

表示预测时, 若表示有迹象显示某事会发生以及即将发生的或最近打算进行的事, 用 be going to; 若表示说话者相信或认为某事会发生或没有特定时间的遥远的将来, 用 will。例如:

**Look at those clouds! It's going to rain.** 看那些乌云! 马上要下雨了。

**He will get better.** 他会好起来的。



### Having a Test

**I** Choose the best answer for each of the following items.

- Last week, I \_\_\_\_\_ until midnight every night.  
A. work                      **B. worked**                      C. was working                      D. have worked
- The play \_\_\_\_\_ tour around the country.  
A. shall                      **B. will**                      C. is going to                      D. does
- I \_\_\_\_\_ see my friend off this afternoon.  
A. shall                      B. will                      **C. am going to**                      D. go to
- There will be a day when the people of the whole country \_\_\_\_\_ a happy life.  
A. live                      **B. will live**                      C. will have lived                      D. are living
- If I \_\_\_\_\_ him, I will give him your message.  
A. will see                      B. am to see                      C. shall                      **D. see**
- Do you know when the Communist Party of China \_\_\_\_\_?  
A. is found                      B. found                      C. has been founded                      **D. was founded**
- If you go to the west suburbs of the city, you \_\_\_\_\_ a lot of new buildings.  
**A. will see**                      B. have seen                      C. see                      D. are going to see
- Luo Jing \_\_\_\_\_ a broadcaster all his life.  
A. has been                      B. is                      C. is going to be                      **D. was**
- No one \_\_\_\_\_ this building without the permission of the police.  
A. is leaving                      **B. is to leave**                      C. has left                      D. will be leaving
- I \_\_\_\_\_ ping-pong quite well, but I haven't had time to play since the New Year.  
A. will play                      B. have played                      C. played                      **D. play**
- When he was alive, the old scientist used to say that knowledge \_\_\_\_\_ from practice and he gained his experience by doing a lot of practical work.  
A. was coming                      B. will come                      **C. comes**                      D. would come

12. — Sorry, I forget to post the letter for you.

— Never mind, \_\_\_\_\_ it myself tonight.

- A. I'm going to post      B. I've decided to post      **C. I'll post**      D. I'd rather post

**II** Fill in each blank with the appropriate form of the given verb in the brackets.

- A stitch in time saves (save) nine.
- He had hoped to catch the first train but he was (be) too late.
- Summer holiday is on the corner. They are going to have (have) a great time on the beach.
- I understand (understand) this rule now.
- Seeing the little girl, the boy whispered (whisper) something to his mother.
- We're planning to set a new position which will be (be) responsible for training.
- People paid (pay) much more to make cell phone calls in the past.
- I think I'll wait until the mail comes (come).
- He always sleeps (sleep) with the windows open.
- In those days they sowed (sow) wheat by hand.

**III** Underline the mistakes of the following sentences and correct them.

- |   |                         |
|---|-------------------------|
| 1. It will <u>have been</u> a long time before I see another film.                      | <u>be</u>               |
| 2. This is one of the oldest temples in China. It <u>dated</u> back to the 9th century. | <u>dates</u>            |
| 3. We <u>shall not</u> help them out.   | <u>are not going to</u> |
| 4. Before coming to class this morning, Jack <u>eats</u> two bowls of cereal.           | <u>ate</u>              |
| 5. Don't get off until the bus <u>has stopped</u> .                                     | <u>stops</u>            |

## Word Building

### Affixation—Noun Suffix Related to People



#### Finding Features

The following are some words and their derivative forms. Point out what changes have happened and find out the common features of the derivative forms in each group.

bank—banker

art—artist

employ—employee

observe—observer

piano—pianist

examine—examinee

teach—teacher

technic—technician

train—trainee





### Knowing the Word Formation

单词中位于词根后面的部分称为后缀。后缀只起改变词性的作用，不改变词根的含意。根据其构成的单词词性的不同，后缀可分为名词、形容词、动词和副词后缀。

常见的名词后缀有表示人的、事物的、场所的、行为的、情况（状态、性质）的、集体的、总称的、学科的、科学的等。

常见的表示人的名词后缀主要有：

后 缀	含 义	例 词
-an	……国的人	American, Hungarian, Indian, Italian, Libyan, Russian
-ese	……国/地方的人	Chinese, Cantonese, Japanese, Vietnamese
-er, -or, -ier, -eer	做/从事……的人; ……地方的人	writer, doctor, educator, clothier, cashier, financier, engineer, pioneer, profiteer; Londoner, New Yorker
-ant, -ent	做/从事……的人	contestant, merchant, servant, agent, student
-ian	从事……的人, ……专家	electrician, historian, musician, physician
-ist	……专家/者/能手; 信仰……主义者	chemist, dentist; communist, pacifist, romanticist, racist
-ee	动作承受者; 与……有关的人	nominee, payee, trustee; returnee, refugee, signee
-ess	女……, 雌……	actress, heiress, manageress, princess, lioness



### Having a Test

**I** Write down the derivative form of each word by adding one appropriate suffix or more given below, changing the word if necessary.

-ant

-ee

-er

-ian

-ess

-ist

- interview interviewer/interviewee
- drive driver
- magic magician
- host hostess
- act actress
- novel novelist
- defend defendant
- technic technician
- science scientist
- assist assistant

**II** Fill in each blank with a new word changed from the bold one.

- A politician is someone whose job is related to **politics**.
- A woman who works as a waitress does the same job as a **waiter**.
- A participant in a discussion is a person who **participates** in it.

4. The person who **conducts** an orchestra or choir is called the conductor.
5. Your teacher is the person who **teaches** you.
6. He is a pianist, who earns his living by playing the **piano**.
7. If someone **examines** you, you are the examinee and he or she is the examiner.
8. Someone who is **visiting** a person or place is a visitor.

III Fill in each blank with the proper derivative form of the given word in the brackets.

1. The mountaineer (mountain) find it difficult to orientate themselves in the fog.
2. The applicant (apply) has had some experience in this kind of work, and he is easy to get along with.
3. The police took action to ensure that no escapee (escape) would get through.
4. He was a realist (real) because he recognized and respected power.
5. His father is a Portuguese (Portugal).

