

学术英语类·学科类

学术英语综合	1-22
学术英语人文	23-47
学术英语社科	48-71
学术英语管理	72-96
学术英语医学	97-123
学术英语理工	124-165

高等学校专门用途英语（ESP）系列教材

学术英语

ACADEMIC ENGLISH AN INTEGRATED COURSE

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综合 /



CONTENTS

UNIT	TEXTS
1 Economics / P1	Giving Thanks for the “Invisible Hand” / P2 Case 1: Gifts as Signals / P9 Case 2: The Microsoft Case / P10 The Legacy of Adam Smith and David Ricardo / P14
2 Business Ethics / P21	Striking the Right Balance / P22 Two Views of Social Responsibility / P30 Encouraging Ethical Behavior / P35
3 Psychology / P43	Two Ways of Looking at Life / P44 Persons: Judging a Book by Its Cover / P52 Testing for Talent / P57
4 Environment / P65	The Green Movement at 50: What Next? / P66 Where There’s Smoke or Smog, There’s Climate Change / P74 What Do Environmental Scientists Do / P78
5 Philosophy / P85	Mind / P86 Recent Development in Philosophy / P94 Philosophy and Science / P100
6 Mathematics / P109	New Winds Blowing in Applied Mathematics / P110 Math in College / P118 The Mayan Number System / P123
7 Sociology / P133	Work and Personal Satisfaction / P134 The Asch Effect / P142 Being with Others: A Fundamental Human Motive / P146
8 Globalization / P153	Paths of Globalization from the Berbers to Bach / P154 The Globalization Debate / P163 Globalization and Poverty / P168
9 Medicine / P177	Who Needs Doctors? Staying Fresh in Changing Times / P178 Reducing the “Pill Burden” / P187 One Health — a New Professional Imperative / P193
10 Language Acquisition / P201	An Instinct to Acquire an Art / P202 The Flowering of Vocabulary / P212 Just in Time / P217
	Glossary / P224
	References / P234

LISTENING

SPEAKING

WRITING

Prediction / P16

Asking for information and clarification / P17

Choosing a topic / P18

Finding major points / P38

How to interrupt politely / P39

Shaping a research paper / P40

Understanding supporting details / P59

Making an argument / P60

Writing an introduction / P61

Dealing with unfamiliar words / P80

Making a counterargument / P81

Writing body paragraphs / P82

Note-taking forms / P102

Turning to a new point / P104

Avoiding plagiarism / P105

Note-taking symbols and abbreviations / P126

Analyzing your audience and purpose / P128

Achieving coherence / P129

Recognizing transitional words / P148

Writing a presentation outline / P150

Writing a conclusion / P151

Recognizing digressions / P171

Developing an effective introduction / P173

Writing an abstract / P174

Cornell note-taking system / P195

Developing a strong conclusion / P197

Writing your reference list / P198

Integrated practice / P219

Improving your delivery / P221

Proofreading / P222

UNIT

1

Economics

Economics is a social science concerned chiefly with description and analysis of the production, distribution, and consumption of goods and services. It may seem to be a theoretical subject, but it permeates into everyone's daily life. In this unit, you will see a few examples of its practical applications and familiarize yourself with some important economic terms.

Lead-in

Task / How do you celebrate Spring Festival? Write down your activities in the following table and analyze whose skill and labor are required to make these activities possible. After completing the table, share it with your partner and discuss the following two questions.

- 1 What's the power that leads people to work and cooperate?
- 2 What do you understand about economic life from the table?

What I will do to celebrate Spring Festival	Whose skill and labor are required
Go back to my hometown by train	<ul style="list-style-type: none"> • ticket agent • driver • conductor • manufacturers of the train • track maintenance workers • ...

Giving Thanks for the “Invisible Hand”

Jeff Jacoby



1 This text is taken from *The Boston Globe*, November 27, 2003.

- 1 Gratitude to the Almighty is the theme of Thanksgiving, and has been ever since the Pilgrims of Plymouth² brought in their first good harvest ... Today, in millions of homes across the nation, God will be thanked for many gifts — for the feast on the table and the company of loved ones, for health and good fortune in the year gone by, for peace at home in a time of war, for the incalculable privilege of having been born — or having become — American.
- 2 But it probably won't occur to too many of us to give thanks for the fact that the local supermarket had plenty of turkey for sale this week. Even the devout aren't likely to thank God for airline schedules that made it possible for some of those loved ones to fly home for Thanksgiving. Or for the arrival of *Master and Commander*³ at the local movie theater in time for the holiday weekend. Or for that great cranberry-apple pie recipe in the food section of the newspaper.
- 3 Those things we take more or less for granted. It hardly takes a miracle to explain why grocery stores stock up on turkey before Thanksgiving, or why Hollywood releases big movies in time for big holidays. That's what they do. Where is God in that?
- 4 And yet, isn't there something wondrous — something almost inexplicable — in the way your Thanksgiving weekend is made possible by the skill and labor of vast numbers of total strangers?
- 5 To bring that turkey to the dining room table, for example, required the efforts of thousands of people — the poultry farmers who raised the birds, of course, but also the feed distributors who supplied their nourishment and the truckers who brought it to the farm, not to mention the architect who designed the hatchery, the workmen who built it, and the technicians who kept it running. The bird had to be slaughtered and defeathered and inspected and transported and unloaded and wrapped and priced and displayed. The people who accomplished those tasks were supported in turn by armies of other people accomplishing other tasks — from refining the gasoline that fueled the trucks to manufacturing the plastic in which the meat was packaged.
- 6 The activities of countless far-flung men and women over the course of many months had to be intricately choreographed and precisely timed, so that when you showed up to buy a fresh Thanksgiving turkey, there would be one — or more likely, a few dozen — waiting. The level of coordination that was required to pull it off is mind-boggling. But what is even more mind-boggling is this: No one coordinated it.

2 **Pilgrims of Plymouth:** the group of English people who arrived to settle at Plymouth, Massachusetts in North America in 1620 创立普利茅斯殖民地的英国清教徒

3 **Master and Commander:** (*Master and Commander: The Far Side of the World*) an American epic historical drama film nominated for 10 Oscars in 2004 电影《怒海争锋：极地远征》

- 7 No turkey czar sat in a command post somewhere, consulting a master plan and issuing orders. No one rode herd on all those people, forcing them to cooperate for your benefit. And yet they did cooperate. When you arrived at the supermarket, your turkey was there. You didn't have to do anything but show up to buy it. If that isn't a miracle, what should we call it?
- 8 Adam Smith⁴ called it “the invisible hand⁵” — the mysterious power that leads innumerable people, each working for his own gain, to promote ends that benefit many. Out of the seeming chaos of millions of uncoordinated private transactions emerges the spontaneous order of the market. Free human beings freely interact, and the result is an array of goods and services more immense than the human mind can comprehend. No dictator, no bureaucracy, no supercomputer plans it in advance. Indeed, the more an economy is planned, the more it is plagued by shortages, dislocation, and failure ...
- 9 The social order of freedom, like the wealth and the progress it makes possible, is an extraordinary gift from above. On this Thanksgiving Day and every day, may we be grateful. (636 words)

New words and expressions

the Almighty /ɔ:l'marti/ expression used to talk about God that emphasize His Power 全能者、全能的上帝

Pilgrim /'pɪlgrɪm/ n. one of the people who left England and went to live in what is now the U.S. in the early 17th century (17世纪早期离开英国到了如今美国的) 清教徒移民

feast /fi:st/ n. a large meal 盛宴

devout /dɪ'vaʊt/ a. very religious 虔诚的

cranberry /'krænbəri/ n. 越橘

recipe /'resɪpi/ n. a set of instructions for cooking or preparing a particular food 食谱; 烹饪法

stock up (~ on/with) to fill a place with things that you will need 充分储备

wondrous /'wʌndrəs/ a. good or impressive in a surprising way 奇妙的; 令人惊叹的

inexplicable /,ɪnɪk'splɪkəbəl/ a. impossible to explain 无法解释的

poultry /'pəʊltri/ n. birds such as chickens that are used for meat or eggs 家禽

distributor /dɪ'strɪbjʊtə/ n. a company or person that supplies goods to shops 批发商

nourishment /'nʌrɪʃmənt/ n. food or the substances in food that are necessary for life, growth, and health 食物; 营养物质; 养料

hatchery /'hætʃəri/ n. a place for hatching eggs, especially fish eggs (尤指鱼的) 孵化场

slaughter /'slɔ:tə/ vt. to kill animals, usually for their meat 屠宰 (动物)

defeather /dɪ'feðə/ vt. to remove the feathers of chickens or other poultry (家禽) 去毛

far-flung /,fɑ: 'flʌŋ/ a. existing in many different places within a very large area 分布广泛的

intricately /'ɪntrɪkətli/ ad. in a very detailed and complicated way 精细地; 复杂地

choreograph /'kɔəriəgrɑ:f/ vt. to carefully plan or organize a complicated

4 **Adam Smith:** (1723-1790) a Scottish moral philosopher and a pioneer of political economics. He is the author of *The Theory of Moral Sentiments* and *An Inquiry into the Nature and Causes of the Wealth of Nations*. The latter, usually abbreviated as *The Wealth of Nations* (《国富论》), is considered the first modern work of economics. Adam Smith is widely cited as the father of modern economics. 亚当·斯密 (英国经济学家)

5 **the invisible hand:** a metaphor used by Adam Smith to describe competitive forces that guide and regulate the free market 无形之手

event or activity (精心) 计划, 设计, 组织

coordination /kəʊ,ɔ:dɪ'neɪʃən/ *n.* the process of organizing people or things in order to make them work together effectively 调节; 协调

pull (sth.) off to succeed in doing sth. that is difficult 成功完成 (某件困难的事情)

mind-boggling /'maɪnd,bɒɡlɪŋ/ *a.* very large, unusual, or complicated and not easy to imagine 令人难以想象的; 非常惊人的

czar /zɑ:/ *n.* one having great power or authority 独揽大权者; 专制独裁者

ride herd on to keep a check on sth. 监

督; 管理

mysterious /mɪ'stɪəriəs/ *a.* not explained or understood 难以解释的; 不可思议的; 神秘的

innumerable /ɪ'nju:mərəbəl/ *a.* very many, or too many to be counted 不可胜数的

uncoordinated /,ʌŋkəu'ɔ:dɪ'neɪtɪd/ *a.* badly planned or organized 未计划好的; 未组织好的

array /ə'reɪ/ *n.* (~ of) a large group of people or things that are related in some way 一大批; 一系列; 大量

comprehend /,kɒmpri'hend/ *vt.* to understand sth. 理解; 领会

dictator /dɪk'teɪtə/ *n.* sb. who uses force to take and keep power in a country 独裁者; 专政者

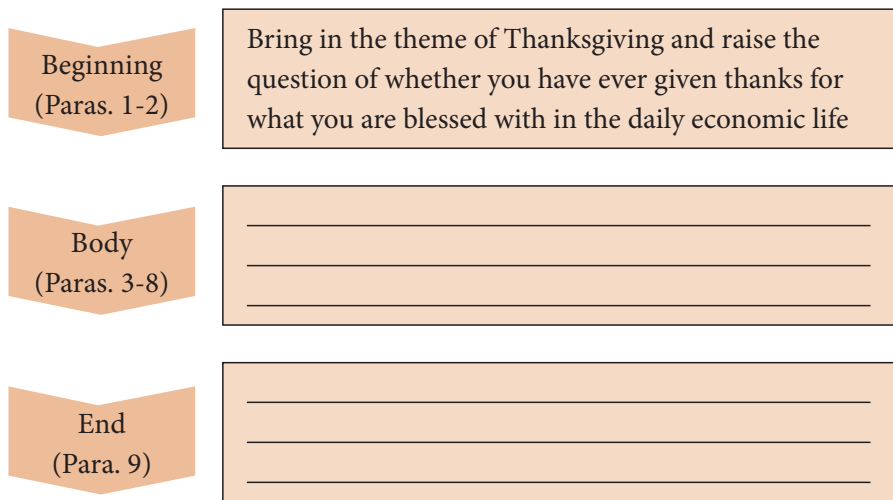
bureaucracy /bjʊə'rɒkrəsi/ *n.* a complicated and annoying system of rules and processes 官僚体制; 官僚

supercomputer /'sju:pə,kɒmpju:tə/ *n.* a very powerful computer that can deal with large amounts of information very quickly 超级计算机

dislocation /,dɪslə'keɪʃən/ *n.* disruption of an established order 紊乱; 混乱

Critical reading and thinking

Task 1 / Text A aims to introduce one of the most essential concepts in economics — the invisible hand. To explain this abstract term, the author uses a very familiar theme, celebration of Thanksgiving. Complete the following diagram, which analyzes the functions of “Thanksgiving” in the text.



Task 2 / Work in pairs and answer the following questions.

- 1 It hardly takes a miracle to explain why grocery stores stock up on turkey before Thanksgiving ... (Para. 3)
What does this sentence mean?
- 2 The bird had to be slaughtered and defeathered and inspected and transported and unloaded and wrapped and priced and displayed. (Para. 5)

Why does the author use so many “and’s” in the sentence rather than merely use one “and” before the last item?

- 3 The social order of freedom, like the wealth and the progress it makes possible, is an extraordinary gift from above. (Para. 9)

What does “from above” refer to?

Task 3 / Work in groups and discuss the following questions.

According to Adam Smith, “the invisible hand” leads innumerable people, each working for his own gain, to promote ends that benefit many. However, some people think that the free market only promotes selfishness and greed, where businesses try every means to work for their own gain. What do you think? Can “the invisible hand” do anything to deter business malpractices?

Language building-up

Task 1 / Specialized vocabulary

Specialized vocabulary consists of the words and phrases used regularly in a given subject area. For example, you might read the following sentences in an article about ocean and life.

The ocean has a significant effect on the biosphere. Oceanic evaporation, as a phase of the water cycle, is the source of most rainfall.

In the above sentence, “biosphere”, “oceanic evaporation”, “water cycle”, and “rainfall” are all technical terms belonging to the field of ocean and life. To comprehend writings or talks about a specific subject, you must have a good command of the terms relating to that subject.

- 1 The following expressions are taken from Text A. Translate the economic terms in bold from English into Chinese.

- 1 the feed **distributor** _____
- 2 working for his own **gain** _____
- 3 the skill and **labor** _____
- 4 **manufacturing** the plastic _____
- 5 private **transactions** _____
- 6 wrapped and **priced** _____
- 7 **the invisible hand** _____

- 2 Complete the following sentences with the correct form of the words and expressions in the box.

distributor gain labor manufacture transaction price invisible hand

- 1 The software is _____ at \$700.
- 2 The cost of repairing the car includes parts and _____.
- 3 We managed to get a record of his recent banking _____.
- 4 No companies should be allowed to harvest our personal information for their own _____.
- 5 Population growth not only increases the supply of _____, in favorable conditions it increases the demand for both food and _____ goods.
- 6 In *The Wealth of Nations*, Adam Smith showed that even though each individual pursued his own self-interest, through the _____ he was led to promote an end which was no part in his intentions.
- 7 Although the _____ actually purchases goods from the manufacturer to resell on his own account, he is much more than just another customer.

Task 2 / Signpost language

In streets, you can see many signposts which show directions. In English writing, some expressions function as signposts to prepare the reader for what is coming up. In each of the ten units, we will focus on one particular type of signpost language.

Parenthetical statements

Parenthetical statements allow a writer to insert additional information without creating a separate sentence and are often demonstrated by parentheses and dashes. For example:

Researchers examined how much the wages of the respondents depended on the standard determinants — education, experience, and so on — and how they depended on physical appearance.

He considered an example with two goods (wine and cloth) and two countries (England and Portugal).

Find three examples from Text A and discuss the functions of parenthetical statements in these examples.

- 1 _____

- 2 _____

- 3 _____

Task 3 / Formal English

Academic writing follows certain rules of formality. The expressions we use when we are writing to friends are different from those we use when writing a research paper. For the latter, formal words and expressions are preferred and colloquial ones are avoided. For example:

- *She got the Nobel Prize in 2007.* (colloquial, informal)
She was awarded the Nobel Prize in 2007. (formal)
- *The results of the study were important.* (colloquial, informal)
The results of the study were of great importance. (formal)

The following paragraph is excerpted from Text A. Replace the underlined words with less formal ones.

Adam Smith called it “the invisible hand” — the mysterious power that leads innumerable people, each working for his own gain, to promote ends that benefit many. Out of the seeming chaos of millions of uncoordinated private transactions emerges the spontaneous order of the market. Free human beings freely interact, and the result is an array of goods and services more immense than the human mind can comprehend. No dictator, no bureaucracy, no supercomputer plans it in advance. Indeed, the more an economy is planned, the more it is plagued by shortages, dislocation, and failure ...

- 1 innumerable: _____
- 2 transactions: _____
- 3 an array of: _____
- 4 more immense : _____
- 5 comprehend: _____
- 6 plagued: _____

A case study refers to an intensive study of a person, group, phenomenon, etc., and is often used as an instructive example to derive underlying concepts and foster analytical development. Read the two case studies in Text B¹ and see what you can learn from them.

Case 1

Gifts as Signals



- 1 A man is debating what to give his girlfriend for her birthday. “I know,” he says to himself, “I’ll give her cash. After all, I don’t know her tastes as well as she does, and with cash, she can buy anything she wants.” But when he hands her the money, she is offended. Convinced he doesn’t really love her, she breaks off the relationship.
- 2 What is the economics behind this story?

¹ This text is taken from the book *Principles of Economics* (5th Edition) by N. G. Mankiw et al. in 2012.

- 3 In some ways, gift giving is a strange custom. As the man in our story suggests, people typically know their own preferences better than others do, so we might expect everyone to prefer cash to in-kind transfers. If your employer substituted merchandise, for your paycheck, you would likely object to the means of payment. But your reaction is very different when someone who (you hope) loves you does the same thing.
- 4 One interpretation of gift giving is that it reflects asymmetric information² and signaling. The man in our story has private information that the girlfriend would like to know: Does he really love her? Choosing a good gift for her is a signal of his love. Certainly, picking out a gift has the right characteristics to be a signal. It is costly (it takes time), and its cost depends on the private information (how much he loves her). If he really loves her, choosing a good gift is easy because he is thinking about her all the time. If he doesn't love her, finding the right gift is more difficult. Thus, giving a gift that suits the girlfriend is one way for him to convey the private information of his love for her. Giving cash shows that he isn't even bothering to try.
- 5 The signaling theory of gift giving is consistent with another observation: People care most about the custom when the strength of affection is most in question. Thus, giving cash to a girlfriend or boyfriend is usually a bad move. But when college students receive a check from their parents, they are less often offended. The parents' love is less likely to be in doubt, so the recipient probably won't interpret the cash gift as a signal of lack of affection.

Case 2

The Microsoft Case

- 6 The most important and controversial antitrust case in recent years has been the U.S. government's suit against the Microsoft Corporation³, filed in 1998. Certainly, the case did not lack drama. It pitted one of the world's richest men (Bill Gates⁴) against one of the world's most powerful regulatory agencies (the U.S. Justice Department⁵). Testifying for the government was a prominent economist (MIT⁶ professor Franklin Fisher). Testifying for Microsoft was an equally prominent economist (MIT professor Richard

2 **asymmetric information:** 信息不对称

3 **Microsoft Corporation:** an American multinational software corporation headquartered in Redmond, Washington 微软公司

4 **Bill Gates:** (1955-) an American programmer, inventor, the founder and first chairman of Microsoft 比尔·盖茨

5 **the U.S. Justice Department:** the United States federal executive department responsible for the enforcement of law and administration of justice 美国司法部

6 **MIT:** Massachusetts Institute of Technology, a private research university located in Cambridge, Massachusetts 麻省理工大学

Schmalensee). At stake was the future of one of the world's most valuable companies (Microsoft) in one of the economy's fastest growing industries (computer software).

- 7 A central issue in the Microsoft case involved tying — in particular, whether Microsoft should be allowed to integrate its Internet browser into its Windows operating system. The government claimed that Microsoft was bundling these two products together to expand the market power⁷ it had in the market for computer operating systems into an unrelated market (for Internet browsers). Allowing Microsoft to incorporate such products into its operating system, the government argued, would deter other software companies such as Netscape⁸ from entering the market and offering new products.
- 8 Microsoft responded by pointing out that putting new features into old products is a natural part of technological progress. Cars today include stereos and air conditioners, which were once sold separately, and cameras come with built-in flashes. The same is true with operating systems. Over time, Microsoft has added many features to Windows that were previously stand-alone products. This has made computers more reliable and easier to use because consumers can be confident that the pieces work together. The integration of Internet technology, Microsoft argued, was the natural next step.
- 9 One point of disagreement concerned the extent of Microsoft's market power. Noting that more than 80% of new personal computers use a Microsoft operating system, the government argued that the company had substantial monopoly power, which it was trying to expand. Microsoft replied that the software market is always changing and that Microsoft's Windows was constantly being challenged by competitors, such as the Apple Mac⁹ and Linux operating systems¹⁰. It also argued that the low price it charged for Windows — about \$50, or only 3% of the price of a typical computer — was evidence that its market power was severely limited. (745 words)

7 **market power:** 市场支配力

8 **Netscape:** a U.S. computer services company, best-known for its Web browser Netscape Navigator. It has now been taken over by Mozilla's Firefox Web browser. 网景公司

9 **Apple Mac operating system:** a computer operating system developed by the American computer company Apple Inc. to run the company's Macintosh line of personal computers 苹果 Mac 操作系统

10 **Linux operating system:** a computer operating system created in the early 1990s by Finnish software engineer Linus Torvalds and the Free Software Foundation Linux 操作系统

New words and expressions

break off to end a relationship 中止(关系); 断(交)

in-kind *a.* consisting of goods or services instead of money 以货付款的

merchandise /'mɜːtʃəndaɪz/ *n.* goods that are bought and sold 商品; 货品

paycheck /'peɪ-tʃek/ *n.* salary or wages 薪水

object to to be opposed to sth. 反对; 不赞成

asymmetric /,eɪsɪ'metrɪk/ *a.* not equal; having two sides or parts that are not the same in size or shape 不对等的; 不对称的

pick out to make a choice among different people or things in a group 精心挑选

recipient /rɪ'sɪpiənt/ *n.* sb. who receives sth. 接受者

antitrust /,æntɪ'trʌst/ *a.* intended to prevent companies from unfairly controlling prices 反垄断的; 反托拉斯的

pit sb./sth. against sb./sth. to make sb. compete or fight against sb. or sth. else 使较量; 使竞争

regulatory /'regjʊlətəri/ *a.* (*fm*) controlling 管理的; 控制的

testify /'testɪfaɪ/ *v.* to speak seriously about sth., especially in a court of law; to give or provide proof (尤指出庭) 作证

at stake at risk 在危险中

incorporate /ɪn'kɔːpəreɪt/ *vt.* to include

sth. as a part or a quality 吸收; 包含

deter /dɪ'tɜː/ *vt.* to make sb. decide not to do sth. 阻止; 威慑

stereo /'steriəʊ/ *n.* a set of electronic equipment with two speakers, used for listening to the radio, CDs, and cassettes 立体声系统

built-in *a.* forming part of sth., not separate from it 内置的

integration /,ɪntɪ'greɪʃən/ *n.* the act of combining into an integral whole 一体化; 整合

monopoly /mə'nɒpəli/ *n.* exclusive control or possession of sth. 垄断

Critical reading and thinking

Task 1 / Work in groups of 4-5 and discuss the following questions.

- 1 Why does the man's girlfriend break off their relationship when he gives her cash as a birthday gift? Analyze why in this case the cash gift is considered as offensive but in some cases it is well accepted.
- 2 The signaling theory is in fact applicable in many areas, and we all use signaling in our daily life. For example, if you want to apply to a graduate school, you will provide your transcript, letters of recommendation, personal statement, etc. By doing this, you (the sender) are sending a certain message to the graduate school (the receiver), and the message is that you are qualified for the program. Read more about the theory and then try to find other examples in your life where the signaling theory can be applied.

Task 2 / Complete the following table according to Case 2.

A central issue in the Microsoft case: Should Microsoft be allowed to bundle its _____ with its _____?	
Claims made by the government	Claims made by Microsoft
1 Allowing Microsoft to bundle the products would _____ other software companies _____ _____	1 Putting new features into old products is a natural part of technological progress, for example, _____
2 Microsoft has substantial _____ power, which it is trying to expand. (More than _____% of new personal computers use a Microsoft operating system.)	2 The bundling can make computers more _____ and _____. 3 Its market power is _____. (The software market is always _____ and Microsoft is constantly being challenged by _____. The price it charges for Windows is _____.)

Researching

Task / Many years have passed since the U.S. filed its antitrust case against Microsoft in 1998, but echoes of the case continue to reverberate. Search and read more articles related to the case, think about the following questions and then discuss with your classmates.

- Do you think the government regulation in this case will impede the technological progress in the industry?
- Is the regulation a kind of intrusion, which is incompatible with the law of “the invisible hand”?

The Legacy of Adam Smith and David Ricardo¹

N. G. Mankiw

- 1 Economists have long understood the gains from trade. Here is how the great economist Adam Smith put the argument:

It is a maxim of every prudent master of a family, never to attempt to make at home what it will cost him more to make than to buy. The tailor does not attempt to make his own shoes, but buys them of the shoemaker. The shoemaker does not attempt to make his own clothes but employs a tailor. The farmer attempts to make neither the one nor the other, but employs those different artificers. All of them find it for their interest to employ their whole industry in a way in which they have some advantage over their neighbors, and to purchase with a part of its produce, or what is the same thing, with the price of part of it, whatever else they have occasion for.

- 2 This quotation is from Smith's 1776 book *An Inquiry into the Nature and Causes of the Wealth of Nations*, which was a landmark in the analysis of trade and economic interdependence.
- 3 Smith's book inspired David Ricardo², a millionaire stockbroker, to become an economist. In his 1817 book *Principles of Political Economy and Taxation*, Ricardo developed the principle of comparative advantage³ as we know it today. He considered an example with two goods (wine and cloth) and two countries (England and Portugal). He showed that both countries can gain by opening up trade and specializing based on comparative advantage.
- 4 Ricardo's theory is the starting point of modern international economics, but his defense of free trade was not a mere academic exercise. Ricardo put his beliefs to work as a member of the British Parliament, where he opposed the Corn Laws⁴, which restricted the import of grain.
- 5 The conclusions of Adam Smith and David Ricardo on the gains from trade have held up well over time. Although economists often disagree on questions of policy, they are

1 This text is taken from the book *Principles of Economics* by N. G. Mankiw in 2009.

2 **David Ricardo:** (1772-1823) an English economist who gave systematized, classical form to the rising science of economics in the 19th century 大卫·李嘉图 (英国经济学家)

3 **comparative advantage:** an economic theory first developed by English economist David Ricardo. It attributes the cause and benefits of international trade to the differences among countries in the relative opportunity costs (costs in terms of other goods given up) of producing the same commodities. The theory provides a strong argument in favor of free trade and specialization among countries and individuals. 比较优势

4 **Corn Laws:** trade laws setting duties on grain imports into Britain to protect British agriculture against competition from less expensive foreign imports between 1815 and 1846 谷物法 (玉米法案)

united in their support of free trade⁵. Moreover, the central argument for free trade has not changed much in the past two centuries. Even though the field of economics has broadened its scope and refined its theories since the time of Smith and Ricardo, economists' opposition to trade restrictions is still based largely on the principle of comparative advantage. (380 words)

New words and expressions

legacy /'legəsi/ *n.* money or property that you receive from sb. after they die 遗产; 遗赠物

maxim /'mæksɪm/ *n.* a general truth, fundamental principle, or a rule of conduct 普遍真理; 行为准则

prudent /'pru:dənt/ *a.* careful and using good judgment 仔细的; 审慎的

artificer /ɑ:'tɪfɪsə/ *n.* a skilled or artistic

worker or craftsman 技工; 能工巧匠

landmark /'lændmɑ:k/ *n.* a major event or achievement that marks an important stage in a process and makes progress possible 里程碑

interdependence /,ɪntə'dɪ'pendəns/ *n.* the state of depending on or necessary to each other 互相依赖

stockbroker /'stɒk,broʊkə/ *n.* sb.

whose job is to buy and sell shares in companies for other people 股票经纪人

taxation /tæk'seɪʃən/ *n.* the system or process of charging taxes, or the money paid for taxes 税收(制度); 税款

hold up to remain strong or in a fairly good condition (论点、理论等)经受得住检验

Task / Translate Adam Smith's words in Paragraph 1 from English into Chinese.

5 **free trade:** a policy by which a government does not discriminate against imports or interfere with exports by applying tariffs (to imports) or subsidies (to exports). However, a free-trade policy does not necessarily imply that a country abandons all control and taxation of imports and exports. 自由贸易

Prediction

A valuable skill for listening comprehension is prediction. That is, instead of relying on the actual words or sounds, you use background information and common sense to develop expectations about what you will hear and then confirm or reject them as you listen. This strategy is considered as an effective way of processing speech because it makes the most use of the resources available to you. For instance, in this section, you will listen to a brief introduction to comparative advantage. Before listening to the clip, think about the following questions:

- What issues will the speaker touch upon?
- What will the speaker say to make the introduction easier to understand?

Reflection on these questions can facilitate your listening process and enhance understanding.

Word bank

absolute advantage 绝对优势; 绝对利益

Michael Jordan 迈克尔·乔丹

shoot hoops 投篮

secretarial /,sekrɪˈteəriəl/ *a.* (有关)秘书工作的

opportunity cost 机会成本

endorser /ɪnˈdɔːsə/ *n.* 代言人; 背书人

dust bunny (家具底下、角落里的)絮状灰尘

veritable /ˈverɪtəbəl/ *a.* 名副其实的; 真正的

Martha Stewart 玛莎·斯图尔特(美国女性富商)

earn your keep 维持生计

Task 1 / You will listen to a lecture about comparative advantage. Before listening, write down what you expect to hear.

Task 2 / Listen to the lecture again and complete the following sentences according to what you have heard.

Case 1:

If the famous basketball player Michael Jordan is also the fastest typist in the world, then he has a(n) _____ advantage at typing. However, it is still his

secretary, not Michael Jordan, who has the _____ advantage at typing, because his _____ cost of typing is much higher than that of his secretary.

Case 2:

Suppose you and your roommate want to clean the house and cook a magnificent dinner for your friends one night. If you are a better chef, and your roommate cleans faster and better, then you will both be better off if _____. If your roommate cooks much better than you and cleans a little better than you, then you will both be better off if _____.

Seminar and Presentation

Speaking

Asking for information and clarification

Knowing how to ask questions and seek clarification during tutorials, seminars and lectures is important at university. Here are some useful expressions for your reference. In fact there are two sets of expressions that serve similar purposes, but they differ in the degree of politeness. Remember being polite is important in academic discussions. Now read these sentences in the following two columns and compare them in terms of politeness.

Can you explain that again?	Could you explain that again, please?
I didn't understand what you said about ...	I'm sorry , I didn't quite understand what you said about ...
Could you repeat ...?	I wonder if you could repeat ...?
Can you give an example of ...?	Would you mind giving an example of ...?
Are you saying that ...?	Excuse me , are you saying that ...?
What does ... mean?	Can you remember what ... means?
What is ...?	Could you tell me more detail about ...?

less polite  more polite

Task / Work in pairs and do the role-play. Role A, a student, consults Role B, an economist, about the following economic terms. Try to use the strategy of politeness in asking for information and clarification. Exchange roles when you finish the first three terms.

- 1 the invisible hand
- 2 absolute advantage

- 3 comparative advantage
- 4 opportunity cost
- 5 signaling theory
- 6 free trade

Research Paper Project

Choosing a topic

Writing a research paper is necessary to be successful in the academic world. Students in academic courses are often required to write term papers or research papers, which present the result of systematic investigations on a particular topic. They are expected to follow certain conventions and guidelines while writing papers. This textbook will introduce to you some important guidelines, including:

- 1 Choosing a topic;
- 2 Shaping a research paper;
- 3 Writing an introduction;
- 4 Writing body paragraphs;
- 5 Avoiding plagiarism;
- 6 Achieving coherence;
- 7 Writing a conclusion;
- 8 Writing an abstract;
- 9 Writing your reference list;
- 10 Proofreading.

Let's start with the first step — deciding upon a topic on your own. Keep in mind the following points:

- 1 **Choose a topic that really intrigues you.** Your attitude determines the amount of effort you put into your research.
- 2 **Narrow down a topic.** Some topics are too broad to make a manageable paper. Begin by doing some general reading about something you are interested in and then try to find a focus. For instance, you may narrow down a topic from “James Joyce” to “James Joyce’s landmark novel *Ulysses*” to “the ‘stream of consciousness’ technique employed in *Ulysses*”.
- 3 **Avoid a topic that has very limited relevant source materials.**
- 4 **Remember that an initial topic may not be the topic you end up writing about,** because you may find some fresh points in the ongoing research.

Following the above guidelines, you may start thinking about a topic for your research paper now. Thinking early leads to starting early.

Task 1 / Which of the following topics are suitable and manageable for a 2,000-word paper? Tick (✓) your choices and give your reasons.

- 1 The influence of materialism on American literature
- 2 Literature and music
- 3 Gender relations in *Jane Eyre*
- 4 Robert Frost's attitude toward death
- 5 Discrimination against migrant workers
- 6 Chinese university students' attitudes toward DINK family
- 7 Effects of globalization on people's life
- 8 A survey of some resident physicians' life

Task 2 / Write down the topics that you are curious about. Make sure they are specific and feasible.

Key Terms for Further Study

Reference

absolute advantage 绝对优势

antitrust case 反垄断案例

asymmetric information 信息不对称

comparative advantage 比较优势

distributor 经销商; 批发商

free trade 自由贸易

gain 利润; 获益

labor 劳工; 劳动力

merchandise 商品; 货物

monopoly 垄断

opportunity cost 机会成本

signaling theory 信号理论

the invisible hand 无形之手

高等学校专门用途英语（ESP）系列教材

学术英语

ACADEMIC ENGLISH *for* HUMANITIES

主 编 / 范 焯 王建伟

人文 /

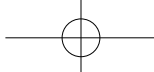


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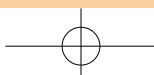
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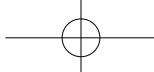
CONTENTS

UNIT	TEXTS
1 The Art of Literature / P1	The Scope and Content of Literature / P2 Introducing Creative Writing / P11 Types of Literature: the Genres / P16
2 Literary Theory and Criticism / P23	The Reading Process and Literary Theory / P24 The Will Not to Power, but to Self-Understanding / P31 First Wave of Feminist Criticism: Woolf and de Beauvoir / P36
3 Reading and Writing About Novels / P43	How to Write About Hemingway / P44 Harry's Final Fantasy: Last Time's the Charm / P51 The Lost Generation / P56
4 Appreciation of Poetry / P63	What Is Poetry? / P64 Images: Simile and Metaphor / P71 Emily Dickinson / P75
5 Studying History: Why and How? / P83	Why Study History? / P84 The Proper Attitude / P91 Historical Knowledge and Collective Memory / P96
6 Historical Consciousness / P103	The Sense of Time in Chinese Historical Thinking / P104 Significance of History in Greece and Rome / P111 The Axial Age / P117
7 Truth and Objectivity in Historical Research / P125	The Empirical Approach to Historical Research / P126 Dilemmas with Historical Truth / P133 Being a Historian / P140
8 Understanding Philosophy / P149	What Is Philosophy? / P150 The Difficulty of Philosophy / P157 The Greek Miracle / P163
9 Modern Philosophy / P171	The Rise of Modern Philosophy / P172 Experiments in Philosophy / P181 Socrates and Descartes / P186
10 Chinese Philosophy / P195	Taoism / P196 Confucianism and Taoism / P203 Chinese Buddhist Ethics / P208
Additional Material / P215	
Glossary / P218	
References / P224	



LISTENING	SPEAKING	WRITING
Prediction / P18	Asking for information/ clarification / P20	Deciding upon a topic for your paper / P21
Finding major points / P38	Taking turns / P40	Writing the introduction / P41
Note-taking forms / P58	Making an argument / P60	Writing the literature review / P60
Note-taking symbols and abbreviations (1) / P78	Making a counterargument / P80	Avoiding plagiarism / P81
Note-taking symbols and abbreviations (2) / P98	Changing the subject / Moving on to a new subject / Holding the floor / P99	Writing the method section / P100
Recognizing digressions / P119	Analyzing your audience and purpose / P121	Writing the results section / P122
The Cornell system for note- taking / P143	Developing an effective introduction / P145	Writing the discussion section / P146
Dealing with unfamiliar words / P165	Developing a strong conclusion / P167	Writing the conclusion section / P168
Writing out notes in full / P190	Delivering an effective PowerPoint presentation / P191	Writing the reference list for your paper / P192
Integrated practice / P210	Improving your delivery / P212	Writing the abstract and acknowledgements / P213



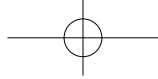


UNIT

1

The Art of Literature

What is literature? What is not literature? What makes us treat something as literature while dismissing others as non-literature? These questions are rarely answered clearly. This unit focuses on the nature of literature.



Text

A

Lead-in

Task / Do you think the following forms of writing can be counted as literature? Tick (✓) your answers.

- news report
- novel
- research paper
- diary
- poem
- letter

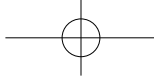
Now read Text A and see whether your answers to the question will change.

The Scope and Content of Literature¹

Kenneth Rexroth



¹ This text is adapted from “The Art of Literature”, published in *The Encyclopedia Britannica* (15th Edition, 1974) and reprinted in *World Outside the Window: Selected Essays of Kenneth Rexroth* (New Directions, 1987). Kenneth Rexroth (1905-1982) was an American poet, translator and critical essayist.

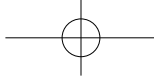


Scope of literature

- 1 Literature is a form of human expression. But not everything expressed in words — even when organized and written down — is counted as literature. Those writings that are primarily informative — technical, scholarly, journalistic — would be excluded from the rank of literature by most, although not all, critics. Certain forms of writing, however, are universally regarded as belonging to literature as an art. Individual attempts within these forms are said to succeed if they possess something called artistic merit and to fail if they do not. The nature of artistic merit is less easy to define than to recognize. The writer need not even pursue it to attain it. On the contrary, a scientific exposition might be of great literary value and a pedestrian poem of none at all.
- 2 The purest (or, at least, the most intense) literary form is the lyric poem, and after it comes elegiac, epic, dramatic, narrative, and expository verse. Most theories of literary criticism base themselves on an analysis of poetry, because the aesthetic problems of literature are there presented in their simplest and purest form. Poetry that fails as literature is not called poetry at all but verse. Many novels — certainly all the world's great novels — are literature, but there are thousands that are not so considered. Most great dramas are considered literature.
- 3 The Greeks thought of history as one of the seven arts, inspired by a goddess, the muse Clio². All of the world's classic surveys of history can stand as noble examples of the art of literature, but most historical works and studies today are not written primarily with literary excellence in mind, though they may possess it, as it were, by accident.
- 4 The essay was once written deliberately as a piece of literature; its subject matter was of comparatively minor importance. Today most essays are written as expository, informative journalism, although there are still essayists in the great tradition who think of themselves as artists. Now, as in the past, some of the greatest essayists are critics of literature, drama, and the arts.
- 5 Some personal documents (autobiographies, diaries, memoirs, and letters) rank among the world's greatest literature. Some examples of this biographical literature were written with posterity in mind, others with no thought of their being read by anyone but the writer. Some are in a highly polished literary style; others win their standing as literature because of their cogency, insight, depth, and scope.
- 6 Many works of philosophy are classed as literature. The *Dialogues*³ of Plato (4th century

2 Clio: the muse of history in Greek mythology 克利俄（希腊神话中九位缪斯女神之一，主管历史）

3 *Dialogues*: philosophical dialogues written by Plato (柏拉图, 427? BC-347? BC), a Greek philosopher whose ideas had a profound influence on Western thought. The pupil of Socrates and teacher of Aristotle, he founded the Academy (school of philosophy) in Athens. Plato set out his views in the *Dialogues*, in which Socrates is the central character who conducts the discussions on a range of subjects, including philosophy, logic, rhetoric, and mathematics. 《对话录》



BC) are written with great narrative skill and in the finest prose; the *Meditations*⁴ of the 2nd-century Roman emperor Marcus Aurelius are a collection of apparently random thoughts, and the Greek in which they are written is eccentric. Yet both are classed as literature, while the speculations of other philosophers, ancient and modern, are not.

- 7 Certain scientific works endure as literature long after their scientific content has become outdated. This is particularly true of books of natural history, where the element of personal observation is of special importance. An excellent example is Gilbert White's *Natural History and Antiquities of Selbourne*⁵ (1789).
- 8 Oratory, the art of persuasion, was long considered a great literary art. The oratory of the American Indian, for instance, is famous, while in classical Greece, Polymnia⁶ was the muse sacred to poetry and oratory. Rome's great orator Cicero⁷ was to have a decisive influence on the development of English prose style. Abraham Lincoln's Gettysburg Address⁸ is known to every American schoolchild. Today, however, oratory is more usually thought of as a craft than as an art.
- 9 Most critics would not admit advertising copywriting, purely commercial fiction, or cinema and television scripts as accepted forms of literary expression, although others would hotly dispute their exclusion. The test in individual cases would seem to be one of enduring satisfaction and, of course, truth.
- 10 Indeed, it becomes more and more difficult to categorize literature, for in modern civilization words are everywhere. Man is subject to a continuous flood of communication. Most of it is fugitive, but here and there — in high-level journalism, in television, in the cinema, in commercial fiction, in westerns and detective stories, and in plain, expository prose — some writing, almost by accident, achieves an aesthetic satisfaction, a depth and relevance that entitle it to stand with other examples of the art of literature.

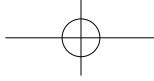
4 *Meditations*: a series of personal writings by Roman emperor Marcus Aurelius (马可·奥勒利乌斯, 121-180). It consists of reflections jotted down by the emperor at odd moments. The charm of the meditations lies in their candor, the writer's stoicism and the admirable human character shown in the writings. 《沉思录》

5 *Natural History and Antiquities of Selbourne*: a book by British naturalist Gilbert White (吉尔伯特·怀特, 1720-1793, 英国博物学家), first published in 1789. It was a compilation of letters, in which White detailed the natural history of the area around his family home. 《塞尔本博物志和古代文物》(又译《塞尔伯恩博物志及古迹》)

6 *Polymnia*: or Polyhymnia, the Muse of sacred song and oratory 波吕许谟尼亚(希腊神话中九位缪斯女神之一, 主管颂歌)

7 *Cicero*: Marcus Tullius Cicero (106 BC-43 BC), a Roman politician who was a famous orator and one of the greatest Latin writers. Cicero's name and the adjective "Ciceronian" are sometimes mentioned to suggest eloquence or oratory. 西塞罗(罗马政治家、著名演说家、杰出作家)

8 *Gettysburg Address*: a speech delivered by US President Abraham Lincoln during the American Civil War, on November 19, 1863, at the dedication of the Soldier's National Cemetery in Gettysburg, Pennsylvania 葛底斯堡演讲



Content of literature

- 11 **Themes and their sources.** The subject matter of literature is as wide as human experience itself. Myths, legends, and folktales lie at the beginning of literature, and their plots, situations, and allegorical (metaphorical narrative) judgments of life represent a constant source of literary inspiration that never fails. This is so because mankind is constant — men share a common physiology. Even social structures, after the development of cities, remain much alike. Whole civilizations have a life pattern that repeats itself through history. Jung’s term “collective unconscious⁹” really means that mankind is one species, with a common fund of general experience. Egyptian scribes and junior executives in New York City live and respond to life in the same ways; the lives of farmers or miners or hunters vary only within narrow limits. Love is love and death is death, for a South African Bushman¹⁰ and a French surrealist alike. So the themes of literature have at once an infinite variety and an abiding constancy. They can be taken from myth, from history, or from contemporary occurrence, or they can be pure invention (but even if they are invented, they are nonetheless constructed from the constant materials of real experience, no matter how fantastic the invention).

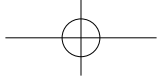
- 12 **The writer’s personal involvement.** As time goes on, literature tends to concern itself more and more with the interior meanings of its narrative, with problems of human personality and human relationships. Many novels are fictional, psychological biographies which tell of the slowly achieved integration of the hero’s personality or of his disintegration, of the conflict between self-realization and the flow of events and the demands of other people. This can be presented explicitly, where the characters talk about what is going on in their heads. Alternatively, it can be presented by a careful arrangement of objective facts, where psychological development is described purely in terms of behavior, and where the reader’s subjective response is elicited by the minute descriptions of physical reality, as in the greatest Chinese novels like *The Dream of the Red Chamber*¹¹, which convince the reader that through the novel he is seeing reality itself rather than an artfully contrived semblance of reality.

- 13 Literature, however, is not solely concerned with the concrete, with objective reality, with individual psychology, or with subjective emotion. Some deal with abstract ideas or philosophical conceptions. Much purely abstract writing is considered literature only in the widest sense of the term, and the philosophical works that are ranked as great literature are usually presented with more or less of a sensuous garment.

9 **collective unconscious:** a term of analytical psychology introduced by Swiss psychiatrist Carl Jung (荣格, 1875-1961, 瑞士心理学家) who studied the importance of dreams and religion in problems of the mind, and divided people into two groups, introverts and extroverts. Jung developed the idea of the collective unconscious, the belief that people’s feelings and reactions are often based on deep memories of human experience in the past. 集体潜意识

10 **South African Bushman:** the aboriginal people from the southwestern part of Africa, especially the Kalahari desert region 南非(卡拉哈里沙漠地区的)布须曼人

11 ***The Dream of the Red Chamber:*** one of China’s Four Great Classical Novels, composed by Cao Xueqin in the middle of the 18th century during the Qing Dynasty 《红楼梦》



Thus, Plato's *Dialogues* rank as great literature because the philosophical material is presented in dramatic form, as the dialectical outcome of the interchange of ideas between clearly drawn, vital personalities, and because the descriptive passages are of great lyric beauty. In short, most philosophical works that rank as great literature do so because they are intensely human. (1,236 words)

New words and expressions

pedestrian /pɛˈdɛstriən/ *a.* ordinary and boring, without any imagination 平淡无奇的

lyric /ˈlɪrɪk/ *a.* (of poetry) expressing direct personal feelings (指诗) 抒情的

elegiac /ˌelɪˈdʒaɪək/ *a.* relating to an elegy, that is, a poem or other piece of writing expressing sadness, usually about sb.'s death 挽歌的; 哀悼的

epic /ˈepɪk/ *a.* (of a long poem) about the deeds of one or more great heroes, or a nation's past history 长篇叙事诗的; 史诗的

expository /ɪkˈspɒzɪtəri/ *a.* of, relating to, or containing exposition 说明性的; 阐述性的

verse /vɜːs/ *n.* writing which is arranged in short lines with a regular rhythm; poetry 韵文; 诗

criticism /ˈkrɪtɪsɪzəm/ *n.* the art of evaluating or analyzing works of art, literature etc. (文学、艺术等的) 评论

aesthetic /esˈθetɪk/ *a.* relating to beauty or to the study of the principles of beauty, especially in art 美学的; 审美的

as it were as if it were really so 可以说, 似乎

posterity /pɒˈstɛrɪti/ *n.* all the people in the future who will be alive after you are dead 后代, 后人

cogency /ˈkɒdʒənsi/ *n.* the quality of being logically valid 说服力

eccentric /ɪkˈsentrɪk/ *a.* unusual; peculiar; not conventional or normal 怪异的; 古怪的

antiquity /ænˈtɪkwɪti/ *n.* (usually *pl.*) an object or building that existed in ancient times and still exists 古物; 古迹

oratory /ˈɒrətəri/ *n.* the skill of making powerful speeches 演讲术, 雄辩术

orator /ˈɒrətə/ *n.* sb. who makes speeches in public, especially sb. who is good at doing this 演说家, 演讲家

copywriting /ˈkɒpi,raɪtɪŋ/ *n.* the act of writing advertising or publicity copy 公关文案

fugitive /ˈfjuːdʒɪtɪv/ *a.* (especially of thoughts or feelings) lasting for only a short time; temporary 短暂的; 易逝的

allegorical /,æliˈɡɒrɪkəl/ *a.* used in or characteristic of or containing allegory, that is, a story, play, or poem in which the events and characters are used as symbols in order to express a moral, religious, or political idea 寓言的; 讽喻的

metaphorical /,metəˈfɒrɪkəl/ *a.* a metaphorical use of a word is not concerned with real objects or physical events, but with ideas or events of a non-physical kind 隐喻的

physiology /ˌfɪziˈɒlədʒi/ *n.* the way that the body of a particular living thing operates 生理机能

scribe /skraɪb/ *n.* sb. whose job was to copy documents and books before

printing was invented (印刷术发明之前的) 抄写员, 抄书吏

surrealist /səˈrɪəlɪst/ *n.* an artist who is a member of a cultural movement called surrealism, which is characterized by unusual combinations of images to represent dreams and unconscious experience 超现实主义

abiding /əˈbaɪdɪŋ/ *a.* continuing without change 持久的; 永久的

elicit /ɪˈlɪsɪt/ *vt.* succeed in getting information or a reaction from sb., especially when this is difficult 引出; 诱出

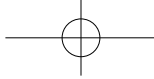
contrived /kənˈtraɪvd/ *a.* artificial or false 人为的; 虚假的

semblance /ˈsembləns/ *n.* appearance of being sth.; likeness to sth. 外表; 外观; 类似

sensuous /ˈsensjuəs/ *a.* giving or expressing pleasure through the physical senses, rather than pleasing the mind or the intelligence 愉悦感官的

dialectical /ˌdaɪəˈlektɪkəl/ *a.* achieved or attempted by dialectic, that is, a method used in philosophy to try to discover truth by considering ideas together with opposite ideas 辩证的

interchange /ˈɪntətʃeɪndʒ/ *n.* an exchange, especially of ideas or information, between different people or groups (尤指观点或思想的) 交流

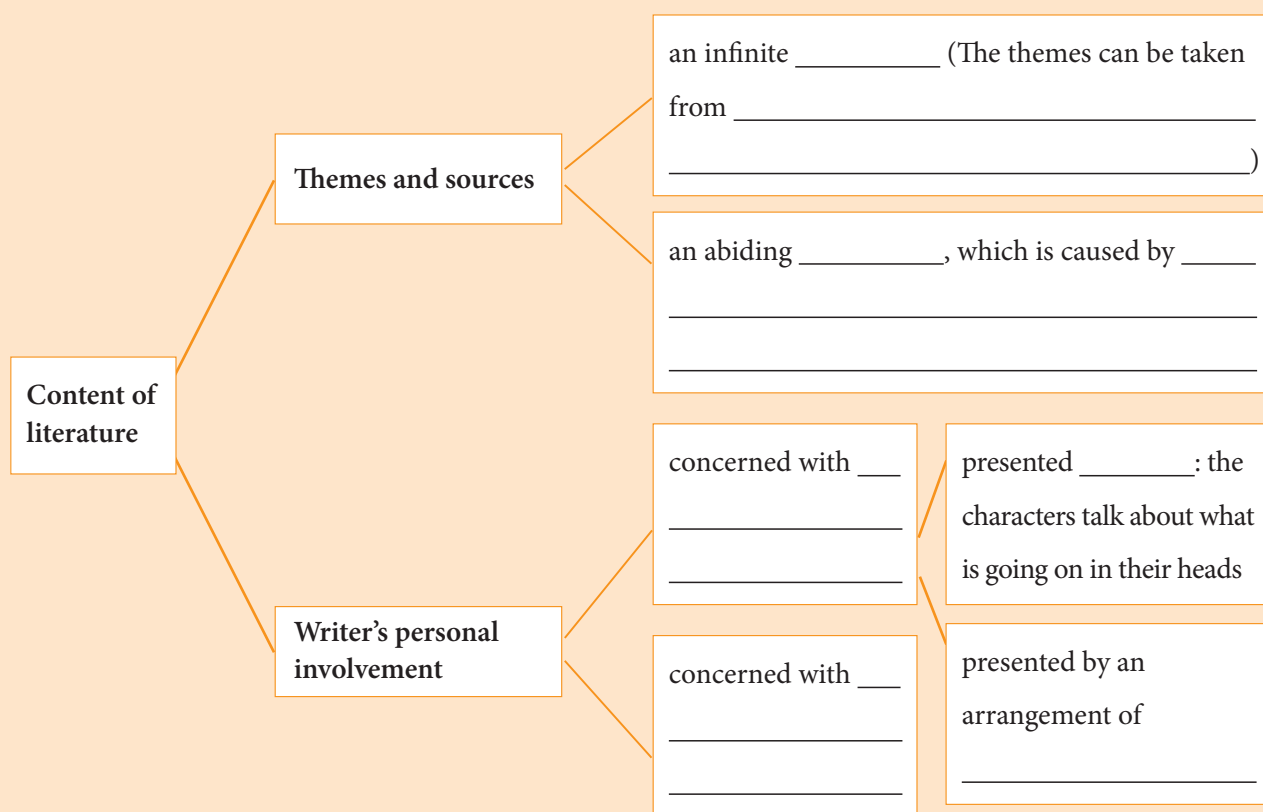
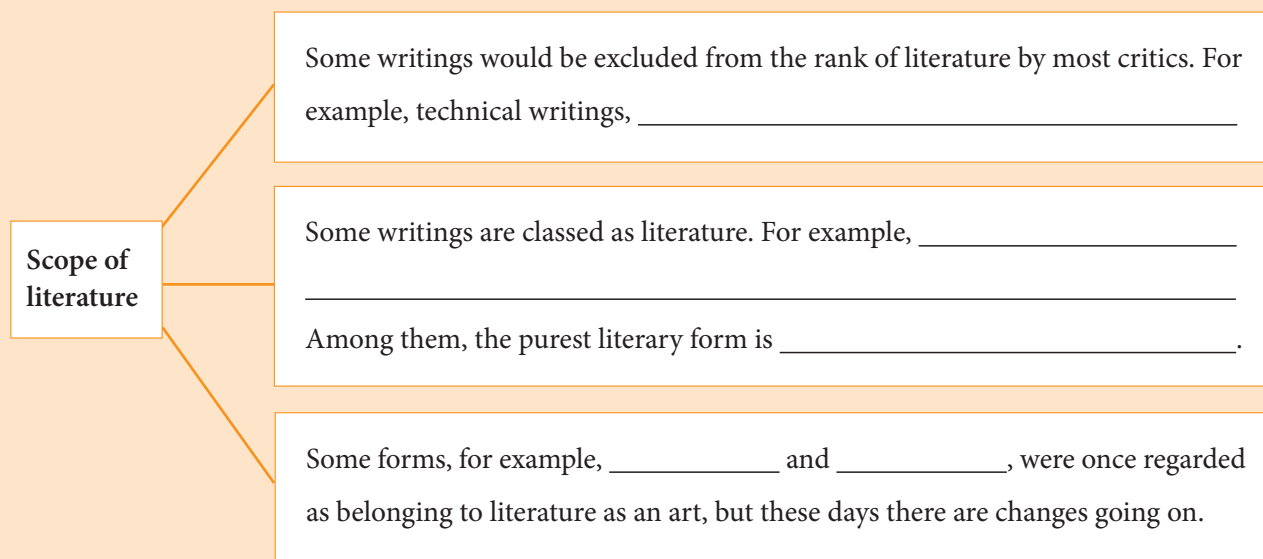


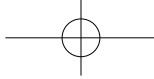
Critical reading and thinking

Task 1 / Overview

Summarize the main ideas in Text A by completing the following diagrams.

The author gives his thought on two issues: the scope of literature and the content of literature.

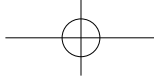




Task 2 / Points for discussion

Work in pairs and discuss the following questions.

- 1 Literature is a form of human expression. (Para. 1)
What do human beings want to express through literature? What are the other forms of human expression?
- 2 The nature of artistic merit is less easy to define than to recognize. The writer need not even pursue it to attain it. (Para. 1)
How do you understand these lines? Do you agree with the author's view? Why or why not?
- 3 The test in individual cases would seem to be one of enduring satisfaction and, of course, truth. (Para. 9)
What does this sentence mean?
- 4 Even social structures, after the development of cities, remain much alike. Whole civilizations have a life pattern that repeats itself through history. (Para. 11)
Do you agree with these words? Do you think that the themes of literature have an abiding constancy? Why or why not?
- 5 Many novels are fictional, psychological biographies which tell of the slowly achieved integration of the hero's personality or of his disintegration ... (Para. 12)
What do "integration" and "disintegration" of personality mean here?
- 6 Alternatively, it can be presented by a careful arrangement of objective facts, where psychological development is described purely in terms of behavior, and where the reader's subjective response is elicited by the minute descriptions of physical reality, as in the greatest Chinese novels like *The Dream of the Red Chamber*, which convince the reader that through the novel he is seeing reality itself rather than an artfully contrived semblance of reality. (Para. 12)
Use one example from *The Dream of the Red Chamber* to show how psychological development can be described in terms of behavior and physical reality.



Language building-up

Task 1 / Specialized vocabulary

Specialized vocabulary consists of the words and phrases used regularly in a given subject area. For example, you might read the following sentences in an article about ocean and life.

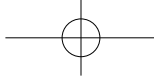
The ocean has a significant effect on the biosphere. Oceanic evaporation, as a phase of the water cycle, is the source of most rainfall.

“Biosphere”, “oceanic evaporation”, “water cycle”, “rainfall” are all technical terms belonging to this field. To comprehend writings or talks about a specific subject, you must have a good command of the terms particular to that subject.

- 1 Text A contains many literary terms, such as “the lyric poem” and “drama”. Find other terms in Text A that are closely related to the theme of literature.

- 2 Complete the following sentences by translating the Chinese into English. You may need to use some of the literary terms that you have found in Text A.

- 1 Most of the stories in the book are _____ (具有讽喻意味的).
- 2 Today few read classics and even fewer still read _____ (史诗) like Milton’s *Paradise Lost*.
- 3 _____ (抒情诗) may be an emotional response to an event or occasion.
- 4 *Death of a Salesman* was written by Arthur Miller, _____ (一位戏剧大家).
- 5 This book is _____ (一部虚构作品) and not intended as a historical account.
- 6 The students prepared _____ (关于他们所熟悉的话题的阐述).



Task 2 / Signpost language: parenthetical statements

In streets, you can see many signposts. They show directions to people. In English writing, some expressions function as signposts to prepare the reader for what is coming up. In each of the ten units, we will focus on one particular type of signpost language.

Parenthetical statements allow the writer to insert additional information without creating a separate sentence and are often demonstrated by parentheses or dashes. For example:

Literature is a form of human expression. But not everything expressed in words — even when organized and written down — is counted as literature.

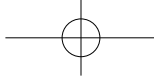
Find at least five more examples of parenthetical statements from Text A.

Task 3 / Formal English

Synonyms might be different in terms of style. For example, “kids” is informal, “offspring” is formal, and “children” is neutral. The expressions we use when we are writing to friends must be different from those we use when we are writing a research paper. In the latter situation, formal or not so colloquial words are preferred.

The following sentences are selected from Text A. Replace the underlined formal words with less formal ones.

- _____ 1 Through the novel he is seeing reality itself rather than an artfully contrived semblance of reality.
- _____ 2 ... others win their standing as literature because of their cogency, insight, depth, and scope.
- _____ 3 The writer need not even pursue it to attain it.
- _____ 4 Thus, Plato’s *Dialogues* rank as great literature because the philosophical material is presented in dramatic form, as the dialectical outcome of the interchange of ideas between clearly drawn, vital personalities, and because the descriptive passages are of great lyric beauty.
- _____ 5 The reader’s subjective response is elicited by the minute descriptions of physical reality.
- _____ 6 Individual attempts within these forms are said to succeed if they possess something called artistic merit and to fail if they do not.



In this text, we will continue our quest for the definition and meaning of literature, from a writer's perspective.

Text B

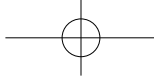
Introducing Creative Writing¹

David Morley



- 1 Think of an empty page as open space. It possesses no dimension; human time makes no claim. Everything is possible, at this point endlessly possible. Anything can grow in it. Anybody, real or imaginary, can travel there, stay put, or move on. There is no constraint, except the honesty of the writer and the scope of imagination — qualities with which we are born and characteristics that we can develop. Writers are born and made.
- 2 We could shape a whole world into that space, or even fit several worlds, their latitudes and longitudes, the parallel universes. Equally, we could place very few words there, but just enough of them to show a presence of the life of language. If we can think of

¹ This text is extracted from *The Cambridge Introduction to Creative Writing (Cambridge Introductions to Literature)* (2007). David Morley (1964-) is a leading British poet, critic and ecologist. His poetry and prose have been translated into several languages and his book on creative writing *The Cambridge Introduction to Creative Writing* is popular around the world.



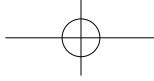
the page as an open space, even as a space in which to play, we will understand that it is also space itself.

- 3 By choosing to act, by writing on that page, we are creating another version of time; we are playing out a new version of existence, of life even. We are creating an entirely fresh piece of space-time, and another version of your *self*.

The iceberg

- 4 Space-time is a four-dimensional space used to represent the universe in the theory of relativity, with three dimensions corresponding to ordinary space and the fourth as time. I mean the same when thinking about creative writing. Writing a poem, a story or a piece of creative nonfiction, is to catalyze the creation of a four-dimensional fabric that is the result when space and time become one.
- 5 Every event in the universe can be located in the four-dimensional plane of space and time. Writing can create personal universes in which this system of events within space-time operates for the reader; the reader is its co-creator. Writing and reading are collaborative acts in the making and performance of space-time. Readers participate; they become, partly, writers. They will take part, consciously and unconsciously, in a literary creation, and live their life in that moment and at that speed — while they are reading. You make the words; they make the pictures. The reader lives their reading time in a kind of psychological fifth dimension, where the book takes them, where the reader places themselves. A novel or poem is the visible part of an iceberg. As Ernest Hemingway² put it, the knowledge a writer brings to the creation of that novel or poem is the unrevealed submerged section of that same iceberg. This book dives under that iceberg.
- 6 The writer weaves a certain degree of sparseness into their final text. If matters are left unexplained, untold, or the language of a poem is elliptically economical without becoming opaque, then inquiring readers will lean toward that world. Readers fill in the gaps for themselves, in essence, writing themselves into that small universe, creating that fifth dimension, and their experience of that dimension. The reader is active, as a hearer and a witness.
- 7 Moreover, if they are reading aloud to others, that piece of space-time will attract and alter several lives simultaneously. Some readers may be affected for the rest of their lives, loving that space so much they return to that work repeatedly, and even act out their own lives differently, in their own worlds, once they have put down the book. A well-drawn character in fiction or poetry, say, may find their actions and language imitated by readers simply because of the creative radiation of that fictional self, and

2 Ernest Hemingway: (1899-1961) an American writer and journalist. Many of his works are classics of American literature, for example, *In Our Time* (1925, including “Indian Camp” and “Big Two-Hearted River”), *The Sun Also Rises* (1926), *A Farewell to Arms* (1929), *For Whom the Bell Tolls* (1940) and *The Old Man and the Sea* (1952). 欧内斯特·海明威（美国作家、记者）



the accuracy of the writing. Think about the force and precision behind the creation of fictional or dramatic characters we admire or cherish.

New worlds

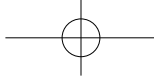
- 8 Stories, like dreams, have a way of taking care of people, by preparing them, teaching them. I argue that, although there is an inherent simplicity to this, it is not simple as a practice. With dreams come responsibilities, and the created worlds of a book require a vocation of trust between the writer and reader. We will none of us become a good writer unless we become a great reader, of more matter than just books. We must also learn to become shapers of language and, in that way, shapers of the small, new worlds that take the form of poems or novels, each of them a piece of fresh space-time, remembering itself. Hemingway, writing of the practice of fiction, states:

You have the sheet of blank paper, the pencil, and the obligation to invent truer than things can be true ... to take what is not palpable and make it completely palpable and ... have it seem normal ... so that it can become a part of the experience of the person who reads it.

- 9 Writing can change people, for writing creates new worlds and possible universes, parallel to an actual. At best, creative writing offers examples of life, nothing less. To some, writing remains an artifice, a game even, and it is — as most things are, as all of us are — something made or played upon. However, when nurture builds carefully on nature, then life is not only made well, it can be shaped well and given form.

A balance

- 10 Having created a life, the first duty of the writer is to give it away. So long as what we have written is well made, this is a huge gift. Generosity is one of the pleasures of invention, and a principle of human love: Honest of itself, it must be given, or given away freely. Now, look at that blank page again. Hold in the mind for a moment that this is both a private and a public space. The first to know this space is you, the writer, and the next person to know that space is yourself, the reader; a balance of perception and self-perception. To move from “this” to “that” requires a process which is both creative and which requires work, work that is sometimes euphoric and easy, and sometimes difficult, jagged.
- 11 Sometimes you will write for weeks as though your mind itself is running and even flying, independent of your ability and knowledge. It will seem like the mind has mountains, that it can contain the world. Sometimes you will write as though you are stumbling through a dark forest; your thought is sheer plod. Sometimes you will be completely helpless, as though language’s light had never existed in you or for you. There are feasts and famines. Any new writer who fears that flow and ebb, who takes no pleasure or pain in it, who is incapable of studying their own flaws or the flaws of



their writing too nearly, must try to find their own balance. Marianne Moore³ wrote in her poem “Picking and Choosing”:

Literature is a phase of life. If one is afraid of it, the situation is irremediable; if one approaches it familiarly, what one says is worthless.

- 12 But, for all that commitment or familiarity, creative writing is not a mystery. One of the purposes of the academic discipline of creative writing is to demystify itself without falsifying its intricacy. Creative writing can be opened and learned, like any craft, like any game of importance. “You become a good writer just as you become a good carpenter: by planing down your sentences” — Anatole France⁴.
- 13 As a writer, especially of fiction, you are obsessed by character. However, your own character has to be shaped and planed. “Writing is rewriting”, and the “character” of the writer is rewritten by the activity of writing and rewriting. If you are interested in the energies of language, rather than “being a writer”, then you stand a very good chance of becoming a writer. The character of the reader, your character — you as a writer — are central to that journey. Yet you do not need to write creatively if your ambition is to be a great reader. It is essential that you become a great reader if your purpose is to become a good writer. There is only dual citizenship on this continent. I hope you have already begun the journey. If so, then everything is possible, at this point endlessly possible. Think of that open space as an empty page. (1,361 words)

New words and expressions

latitude /'lætɪtju:d/ *n.* distance of a place north or south of the equator, measured in degrees 纬度

longitude /'lɒndʒɪtju:d/ *n.* distance east or west of the Greenwich meridian, measured in degrees 经度

catalyze /'kætəlaɪz/ *vt.* bring about; inspire 催化; 促成

sparseness /'spɑ:snɪs/ *n.* the quality, state, condition of being small in numbers or amount 稀疏

opaque /əu'peɪk/ *a.* difficult to understand 难理解的

palpable /'pælpəbəl/ *a.* (of a feeling or an atmosphere) so intense that it seems capable of being touched 可触摸的

at best under the best of conditions 至多

artifice /'ɑ:tɪfɪs/ *n.* a clever trick; skill 巧计; 技巧

euphoric /ju:'fɔrɪk/ *a.* extremely happy and excited 欢欣的

jagged /'dʒæɡɪd/ *a.* having an uneven edge with sharp points 有尖突的; 锯齿状的

plod /plɒd/ *n.* the act of moving or walking heavily and slowly 缓慢的脚步;

沉重的前行

flow and ebb (or *ebb and flow*) the way in which the level of sth. regularly becomes higher or lower in a situation 消长; 盛衰

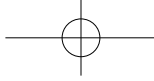
irremediable /,ɪrɪ'mi:diəbəl/ *a.* impossible to correct or cure 不可补救的; 不能改正的

demystify /di:'mɪstɪfaɪ/ *vt.* make sth. that is difficult easy to understand, especially by explaining it clearly 使非神秘化

plane /pleɪn/ *vt.* give a piece of wood a smooth surface using a plane 用刨子刨平

3 **Marianne Moore:** (1887-1972) an American modernist poet and critic, who wrote clever and satirical poems 玛丽安娜·穆尔 (美国现代主义诗人、评论家)

4 **Anatole France:** pseudo of Jacques-Anatole-Francois Thibault (1844-1924), a French poet, journalist, novelist and satirist 阿纳托尔·法郎士 (法国诗人、记者、小说家)



Critical reading and thinking

Task 1 / Studying famous quotes

Read aloud the words by Hemingway, Moore and France quoted in Text B. Then work in pairs and share your understanding of the quotes.

Task 2 / Points for discussion

Work in pairs and discuss the following questions.

- 1 Think of an empty page as open space. (Para. 1)
Think of that open space as an empty page. (Para. 13)
How do the two sentences differ in meaning?
- 2 According to Text B, what is the relationship between a writer and a reader?
- 3 However, when nurture builds carefully on nature, then life is not only made well, it can be shaped well and given form. (Para. 9)
How do you understand this sentence?
- 4 What does Text B say about the writing process?

Researching

Task / Interviewing and presenting

According to the author of Text B and many other writers, literature can have a profound impact on readers, helping them grow both personally and intellectually. Do you think this kind of influence still holds true for the e-generation whose lives have been closely connected to mobile phones and the Internet?

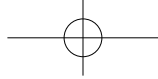
Interview at least three classmates about this, and give a two-minute presentation on your findings.

Example questions for your interview:

- How often do you read literature?
- Is literature losing its charm in this fast-paced and high-tech world?
- Do you think literature helps you grow in personality? Please give examples.
- Do you think literature helps you grow in intelligence? Please give examples.
- Which one do you prefer, e-books or traditional print books? Why?

Useful expressions for your presentation:

- I'd like to talk about ...
- According to my survey/interviews, ...
- I have ... points to make. My first point is ...
- Secondly, / Thirdly, ...
- In conclusion, / To sum up, ...



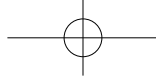
Text C

Types of Literature: the Genres¹



- 1 We usually classify literature — imaginative literature (excluding nonfiction prose) — into the following genres or classes: (1) prose fiction; (2) poetry, and (3) drama. These three genres have many common characteristics. All are art forms, each with its own requirements of structure and style. In varying degrees, all the genres are dramatic and imaginative; they have at least some degree of action, or are based in part on dramatic situations.
- 2 Imaginative literature differs from textbooks, historical and biographical works, and news articles, all of which describe or interpret facts. While literature is related to the truths of human life, it may be based on situations that have never occurred, and which may never occur. This is not to say that imaginative literature is not truthful, but rather that its truth is to life and human nature, not necessarily to the detailed world of reportorial, scientific, and historical facts in which we all live.

¹ This text is taken from *Fiction: An Introduction to Reading and Writing* (1989), written by Edgar V. Roberts and Henry E. Jacobs. Edgar V. Roberts is an emeritus professor of English at Lehman College of the City University of New York. Henry E. Jacobs is a published author of children's books and young adult books.



- 3 Although the three main genres have much in common, they also differ in many ways. Prose fiction, or narrative fiction, is in prose form and includes novels, short stories, myths, parables, romances, and epics. These works generally focus on one or a few major characters who undergo some kind of change as they meet other characters or deal with problems or difficulties in their lives. Poetry, in contrast to prose fiction, is much more economical in the use of words, and it relies heavily on imagery, figurative language, rhythm and sound. Drama (or plays) is the form of literature designed to be performed by actors. Like fiction, drama may focus on a single character or a small number of characters, and it presents fictional events as if they were happening in the present, to be witnessed by a group of people composing an audience. Some dramas employ much of the imagery, rhythm, and sound of poetry. (308 words)

New words and expressions

genre /'ʒɒnrə/ *n.* a particular style used in cinema, writing, or art, which can be recognized by certain features (文学、艺术等的)类型, 风格

reportorial /,rɪpə'tɔ:riəl/ *a.* of, noting

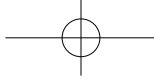
or characteristic of a report 报告的, 报道的

parable /'pærəbəl/ *n.* a short simple story which teaches or explains an idea, especially a moral or religious idea 寓言故事

imagery /'ɪmɪdʒəri/ *n.* the use of words and phrases in literature to create an image of sth. 意象, 形象化的描述

Task / Text C has listed three main genres. Look at the table below and write down your favorite works of imaginative literature according to their genres. Then share your answers with your classmates.

Genres		Your favorite works
Prose fiction	Novel	
	Short story	
	Myth	
	Parable	
	Romance	
	Epic	
Poetry		
Drama		



Listening

Lecture

Prediction

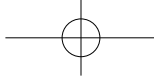
A valuable skill for listening comprehension is prediction. That is, instead of relying first on the actual words or sounds, you use background information and common sense to develop expectations about what you will hear and then confirm or reject them as you listen. This strategy is considered as an effective way of processing speech because it makes the most use of the resources available to you.

For instance, in this section, you will listen to a clip of a lecture. It is the first lecture given in a course named “An Introduction to Theory of Literature”. Before listening to the clip, think about the following questions: What is the course mainly about? What will the professor most likely talk about in the first session? Reflection on these questions can facilitate the access to relevant knowledge and enhance subsequent understanding.

Word bank

- enticing /ɪn'taɪsɪŋ/ *a.* 诱人的
- circularity /sɜ:kjʊ'lærɪti/ *n.* 循环性
- epistemological /,epɪstɪ(ɹ)mə'lɒdʒɪkəl/ *a.* 认识论的
- utterance /'ʌtərəns/ *n.* 表达; 言辞
- purport /pɜ:'pɔ:t/ *vt.* 声称
- rattle ... off 滔滔不绝地讲述
- upsurge /'ʌpsɜ:dʒ/ *n.* 突发, 激发
- ecumenical /,i:kjʊ'menɪkəl/ *a.* 普遍的; 大众的
- neo-pragmatist /,ni:əʊ'prægmətɪst/ *n.* 新实用主义者
- give ... short shrift 忽略, 轻视

Task 1 / You will hear a clip of the first lecture given in a course named “An Introduction to Theory of Literature”. Before listening, write down what you expect to hear.



Task 2 / Listen to the lecture and then choose the best answer to each of the following questions.

- 1 What is the most fascinating question asked by literature theory, according to the speaker?
A What is literature?
B What causes literature?
C What are the effects of literature?
- 2 What is the epistemological difference between literature and other types of utterances?
A The language of literature has more aesthetic value than other types of utterances.
B Literature is more lasting and widely accessible than other types of utterances.
C Common utterances purport to be saying something true, while literature is under no such obligation.
- 3 Why is the definition of literature not a big problem even without an accurate and complete definition?
A Because great literary works will be created anyway.
B Because we can still understand works of literature.
C Because we can still do interesting work on the basis of a particular notion.
- 4 What will the professor and his students do in this course?
A They will make every effort to define literature carefully.
B They will not go further into the definition of literature.
C They will focus only on defining literature.
- 5 What is the professor most likely going to talk about next?
A What is literature.
B What causes literature.
C What are the effects of literature.

Task 3 / Listen to the lecture again and then complete the following summary.

Theory of literature shares one thing in common with other kinds of theory, that is, the need for (1) _____. There are definitions of literature based on (2) _____, circularity, symmetry, (3) _____ of form, (4) _____ of economy of form, (5) _____, psychological complexity, psychological (6) _____, psychological (7) _____, psychological (8) _____ and psychological (9) _____. However, according to the neo-pragmatist argument, literature is (10) _____.

Asking for information/clarification

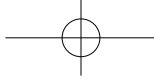
Being polite is important in academic discussions. One way of being polite is to avoid direct questions. Read the expressions in the following two boxes and compare them.

Can you explain that again?	Could you explain that again, please?
I didn't understand what you said about ...	I'm sorry, I didn't quite understand what you said about ...
Can you repeat what you said about ...?	Could you repeat what you said about ...?
Can you give an example of ...?	Could you give an example of ...?
Are you saying that ...?	Excuse me, are you saying that ...?
What does ... mean?	Could you explain what ... means?
What is ...?	Could you explain in more detail about ...?
less polite	more polite

Task / Work in pairs and play the roles of A and B. Role A, a student, consults a literary critic, Role B, about characteristics of literature. Employ the strategy of politeness in asking for information/clarification. Exchange roles when you have finished.

Role A: turn to page 215.

Role B: turn to page 215.



Research Paper Project

Writing

Deciding upon a topic for your paper

An essential part of academics is writing a research paper, which presents the results of systematic investigations on a particular topic. For this semester, you need to write a research paper in one of the fields covered in this course, for example, literature, history and philosophy. You are expected to gather, sort, synthesize and analyze relevant information and offer your own unique perspective. To guide you through this challenging, arduous yet fascinating process, we outline the major steps and issues in each of the ten units.

Let's start with the first step: deciding upon a topic.

Keep in mind the following points:

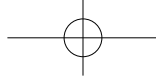
- 1 Choose a topic that really intrigues you. Your attitude determines the amount of effort put into your research.
- 2 Narrow down a topic. Some topics are too broad to make a manageable paper. Begin by doing some general reading about something you are interested in and then try to find a focus. For instance, you may narrow down a topic from "James Joyce" to "James Joyce's landmark novel *Ulysses*" to "the 'stream of consciousness' technique employed in *Ulysses*".
- 3 Avoid a topic that has very limited relevant source materials.
- 4 Remember that an initial topic may not be the topic you end up writing about, because you may find some fresh points in the ongoing research.

Following the above guidelines, you may start thinking about a topic for your research paper now. Thinking early leads to starting early.

Task 1 / Which of the following topics are suitable and manageable for a term paper on literature? Tick (✓) your choices.

- 1 The Influence of Materialism on American Literature
- 2 Literature and Music
- 3 Gender Relations in *Jane Eyre*
- 4 Robert Frost's Attitude Toward Death
- 5 Loneliness as a Major Theme in 20th-Century American Literature
- 6 How the Great Depression Is Reflected in *Of Mice and Men*

Task 2 / Write down the topics that you are curious about in the field of literature, history or philosophy.



Reference

Key Terms and Websites for Further Study

literary theory 文学理论
literary criticism 文学批评
artistic merit 艺术价值
collective unconscious 集体潜意识
genre 类型, 体裁
neo-pragmatist 新实用主义者

<http://www.literature.org/>

<http://www.online-literature.com>

http://www.bbc.co.uk/schools/gcsebitesize/english_literature/

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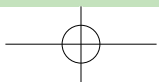
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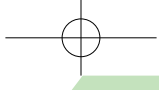
CONTENTS

UNIT	TEXTS
1 Decision-Making Behaviors in Economic Activities / P1	How People Make Decisions / P2 New Airport Landing Fees Delayed / P11 Adam Smith and the Invisible Hand / P15
2 Economist / P23	Thinking like an Economist / P25 Games People Play / P33 What Is in the CPI's Basket? / P38
3 Unemployment / P45	Unemployment and Its Natural Rate / P46 Why You Can't Find a Job / P54 Other Measures of Income / P59
4 The Study of Society and People / P67	The Study of Sociology / P69 The Sociological Debate: The Gender Pay Gap / P77 Émile Durkheim / P82
5 Sociology Matters / P89	Development of Culture Around the World / P90 International Tourism / P100 Improving Your Intercultural Communication Skills / P104
6 Journalism and Journalists / P113	Journalism: A Way of Life / P114 News and Comment on the Internet / P123 Famous Journalists / P129
7 Change in Journalism / P137	Understanding the Impact of New Media on Journalism / P138 Social Media Challenges Social Rules / P146 NowPublic.com / P150
8 Hard Power, Soft Power, Smart Power / P155	The Complex Nature of Power / P156 The U.S. Can Reclaim "Smart Power" / P163 Power in a Global Information Age / P167
9 Globalization in Political Science / P175	Cultural Globalization / P176 General Facts About Globalization / P184 What Is the G-20 / P189
10 The Study of Politics as a Science / P199	The Science in Political Science / P200 Liberal Learning and the Political Science Major / P207 Earth Summit / P212
Glossary / P221	
References / P229	





LISTENING	SPEAKING	WRITING
Prediction / P17	Asking for information and clarification / P18	Choosing a topic / P20
Finding major points / P40	How to interrupt politely / P41	Writing an introduction / P42
Note-taking forms / P60	Making an argument / P62	Writing a literature review / P63
Note-taking symbols (1) / P84	Making a counterargument / P86	Avoiding plagiarism / P86
Note-taking symbols (2) / P106	Turning to a new point / P107	Writing methodology / P108
Dealing with unfamiliar words / P132	Analyzing your audience and purpose / P133	Writing findings/results / P134
Recognizing digressions / P151	Developing an effective introduction / P152	Writing discussion / P153
Cornell note-taking system / P170	Developing a strong conclusion / P172	Writing conclusions / P172
Writing out notes in full / P192	Tips for effective PowerPoint presentations / P193	Creating a reference list for your paper / P194
Integrated practice / P214	Improving your delivery / P215	Writing abstracts and acknowledgements / P217

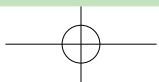


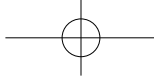
UNIT

1

Decision-Making Behaviors in Economic Activities

People are constantly making decisions in economic activities in their daily lives. Part of economists' work is to observe the often implicit rules behind people's decision-making behaviors. Sometimes economic policies are formulated accordingly. This unit introduces just some of these rules or economic principles.





Text A

Lead-in

Before you start reading anything, ask yourself why you are reading it and what you want to know by reading it. Asking questions like these can help us become active readers.

Task / Look at the title of Text A and think about how people make decisions. You may choose from the following answers or write down your own answer.

- A People make decisions when they have found the best choice.
- B People make decisions when they have no other choice.
- C People make decisions because they might be punished if they do not.
- D People make decisions because they are fooled into doing so.

Your answer: _____

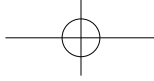
Now read Text A to see if the author agrees with you.

How People Make Decisions¹

N. G. Mankiw



¹ The text is taken from the book *Principles of Economics* by N. G. Mankiw in 2009.



Rational people think at the margin

- 1 Economists normally assume that people are rational. Rational people² systematically and purposefully do the best they can to achieve their objectives, given the available opportunities. As you study economics, you will encounter firms that decide how many workers to hire and how much of their product to manufacture and sell to maximize profits. You will also encounter individuals who decide how much time to spend working and what goods and services to buy with the resulting income to achieve the highest possible level of satisfaction.
- 2 Rational people know that decisions in life are rarely black and white but usually involve shades of gray. At dinnertime, the decision you face is not between fasting or eating like a pig but whether to take the extra spoonful of mashed potatoes. When exams roll around, your decision is not between blowing them off or studying 24 hours a day but whether to spend an extra hour reviewing your notes instead of watching TV. Economists use the term *marginal changes*³ to describe small incremental adjustments to an existing plan of action. Keep in mind that *margin* means “edge”, so marginal changes are adjustments around the edges of what you are doing. Rational people often make decisions by comparing *marginal benefits*⁴ and *marginal costs*⁵.
- 3 For example, consider an airline deciding how much to charge passengers who fly standby. Suppose that flying a 200-seat plane across the United States costs the airline \$100,000. In this case, the average cost of each seat is $\$100,000/200$, which is \$500. One might be tempted to conclude that the airline should never sell a ticket for less than \$500. In fact, a rational airline can often find ways to raise its profits by thinking at the margin. Imagine that a plane is about to take off with 10 empty seats, and a standby passenger waiting at the gate will pay \$300 for a seat. Should the airline sell the ticket? Of course it should. If the plane has empty seats, the cost of adding one more passenger is tiny. Although the *average* cost of flying a passenger is \$500, the *marginal* cost is merely the cost of the bag of peanuts and can of soda that the extra passenger will consume. As long as the standby passenger pays more than the marginal cost, selling the ticket is profitable.
- 4 Marginal decision-making⁶ can help explain some otherwise puzzling economic phenomena. Here is a classic question: Why is water so cheap, while diamonds are so expensive? Humans need water to survive, while diamonds are unnecessary; but for some reason, people are willing to pay much more for a diamond than for a cup of water. The reason is that a person’s willingness to pay for any good is based on the

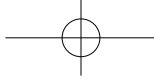
2 **rational people:** 理性人

3 **marginal change:** 边际变化

4 **marginal benefit:** the additional benefit from an increase in an activity 边际效益

5 **marginal cost:** the additional cost from an increase in an activity 边际成本

6 **marginal decision-making:** making decisions by comparing marginal benefits and marginal costs 边际决定



marginal benefit that an extra unit of the good would yield. The marginal benefit, in turn, depends on how many units a person already has. Water is essential, but the marginal benefit of an extra cup is small because water is plentiful. By contrast, no one needs diamonds to survive, but because diamonds are so rare, people consider the marginal benefit of an extra diamond to be large.

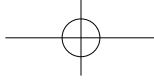
- 5 A rational decision-maker takes an action if and only if the marginal benefit of the action exceeds the marginal cost. This principle can explain why airlines are willing to sell a ticket below average cost and why people are willing to pay more for diamonds than for water. It can take some time to get used to the logic of marginal thinking, but the study of economics will give you ample opportunity to practice.

People respond to incentives

- 6 An *incentive*⁷ is something that induces a person to act, such as the prospect of a punishment or a reward. Because rational people make decisions by comparing costs and benefits, they respond to incentives. You will see that incentives play a central role in the study of economics. One economist went so far as to suggest that the entire field could be simply summarized: “People respond to incentives. The rest is commentary.”
- 7 Incentives are crucial to analyzing how markets work. For example, when the price of an apple rises, people decide to eat fewer apples. At the same time, apple orchards decide to hire more workers and harvest more apples. In other words, a higher price in a market provides an incentive for buyers to consume less and an incentive for sellers to produce more. As we will see, the influence of prices on the behavior of consumers and producers is crucial for how a market economy allocates scarce resources.
- 8 Public policymakers should never forget about incentives: Many policies change the costs or benefits that people face and, therefore, alter their behavior. A tax on gasoline, for instance, encourages people to drive smaller, more fuel-efficient cars. That is one reason people drive smaller cars in Europe, where gasoline taxes are high, than in the United States, where gasoline taxes are low. A gasoline tax also encourages people to carpool, take public transportation, and live closer to where they work. If the tax were larger, more people would be driving hybrid cars, and if it were large enough, they would switch to electric cars.
- 9 When policymakers fail to consider how their policies affect incentives, they often end up with unintended consequences. For example, consider public policy regarding auto safety. Today, all cars have seat belts, but this was not true 50 years ago. In the 1960s, Ralph Nader’s⁸ book *Unsafe at Any Speed* generated much public concern over auto

7 **incentive**: sth. that provides a motive for a person to choose a particular course of action 激励

8 **Ralph Nader**: (1934-) an American attorney, author, lecturer, political activist. He wrote the book *Unsafe at Any Speed* in 1965. 拉尔夫·纳德

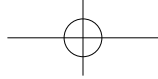


safety. Congress responded with laws requiring seat belts as standard equipment on new cars.

- 10 How does a seat belt law affect auto safety? The direct effect is obvious: When a person wears a seat belt, the probability of surviving an auto accident rises. But that's not the end of the story because the law also affects behavior by altering incentives. The relevant behavior here is the speed and care with which drivers operate their cars. Driving slowly and carefully is costly because it uses the driver's time and energy. When deciding how safely to drive, rational people compare, perhaps unconsciously, the marginal benefit from safer driving to the marginal cost. As a result, they drive more slowly and carefully when the benefit of increased safety is high. For example, when road conditions are icy, people drive more attentively and at lower speeds than they do when road conditions are clear.
- 11 Consider how a seat belt law alters a driver's cost-benefit calculation. Seat belts make accidents less costly because they reduce the likelihood of injury or death. In other words, seat belts reduce the benefits of slow and careful driving. People respond to seat belts as they would to an improvement in road conditions — by driving faster and less carefully. The result of a seat belt law, therefore, is a larger number of accidents. The decline in safe driving has a clear, adverse impact on pedestrians, who are more likely to find themselves in an accident but (unlike the drivers) don't have the benefit of added protection.
- 12 At first, this discussion of incentives and seat belts might seem like idle speculation. Yet in a classic 1975 study, economist Sam Peltzman⁹ argued that auto-safety laws have had many of these effects. According to Peltzman's evidence, these laws produce both fewer deaths per accident and more accidents. He concluded that the net result¹⁰ is little change in the number of driver deaths and an increase in the number of pedestrian deaths.
- 13 Peltzman's analysis of auto safety is an offbeat example of the general principle that people respond to incentives. When analyzing any policy, we must consider not only the direct effects but also the less obvious indirect effects that work through incentives. If the policy changes incentives, it will cause people to alter their behavior. (1,303 words)

9 **Sam Peltzman:** a professor of Economics at the University of Chicago. He is an expert on regulation and voting behavior and the author of the book *Political Participation and Government Regulation*. 萨姆·佩兹曼

10 **net result:** the final result or effect of sth. 净结果



New words and expressions

maximize /'mæksɪmaɪz/ *vt.* increase sth. such as profit or income as much as possible 使增加到最大限度; 最大化

fast /fɑːst/ *vi.* eat no food or very little food for a period of time, often for religious reasons (常因宗教原因而) 禁食, 斋戒

spoonful /'spuːnfʊl/ *n.* the amount that a spoon will hold 一匙之量, 一满勺

mash /mæʃ/ *vt.* crush sth., especially a food that has been cooked, until it is soft and smooth 把(某物, 尤指已煮熟的食物) 捣成泥状, 捣烂

mashed potato *n.* potatoes that have been boiled and then crushed until they are smooth 土豆泥

roll around happen or arrive again 再次发生

blow off (*AmE, infml*) not do sth. sb. has agreed or arranged to do 逃避(该做的事)

incremental /,ɪŋkrɪ'mentl/ *a.* increasing gradually 递增的

adjustment /ə'dʒʌstmənt/ *n.* a change or correction made to sth. so that it fits, looks, or works better 调整

standby /'stændbaɪ/ *a.* ready to buy tickets shortly before a plane takes off, if there are still some seats left for emergency use 备用的

tempt /tempt/ *vt.* give rise to a desire by being attractive or inviting 吸引, 打动

profitable /'prɒfɪtəbəl/ *a.* making a profit 盈利的; 有利可图的

ample /'æmpəl/ *a.* more than enough 充足的, 充裕的

incentive /ɪn'sentɪv/ *n.* sth. which encourages a person to do sth. 刺激; 鼓励

commentary /'kɒmentəri/ *n.* a discussion of sth. such as an event or theory 评论

orchard /'ɔːtʃəd/ *n.* an area of land where fruit trees are grown 果园

allocate /'æləkeɪt/ *vt.* distribute according to a plan or set apart for a special purpose 分配, 配给

fuel-efficient *a.* a fuel-efficient engine or vehicle burns fuel in a more effective way than usual, so that it uses less fuel 燃油高效的, 节油的

carpool /'kɑːpuːl/ *vi.* if a group of people carpool, they travel together to

work, school etc. in one car and share the cost 拼车

hybrid /'haɪbrɪd/ *n.* sth. that consists of or comes from a mixture of two or more other things 混合物

hybrid car *n.* 混合动力汽车

probability /,prɒbə'bɪləti/ *n.* a measure of how likely sth. is to happen 概率

attentively /ə'tentɪvli/ *ad.* 专注地; 专心地

calculation /,kælkjʊ'leɪʃən/ *n.* a judgment about what is likely to happen, based on available information 估计; 推测; 预测

likelihood /'laɪklihʊd/ *n.* the chance that sth. might happen 可能性

adverse /'ædvɜːs/ *a.* not favorable 有害的; 不利的

pedestrian /pɪ'destrɪən/ *n.* sb. who is walking, especially on a city street, instead of driving or riding 行人

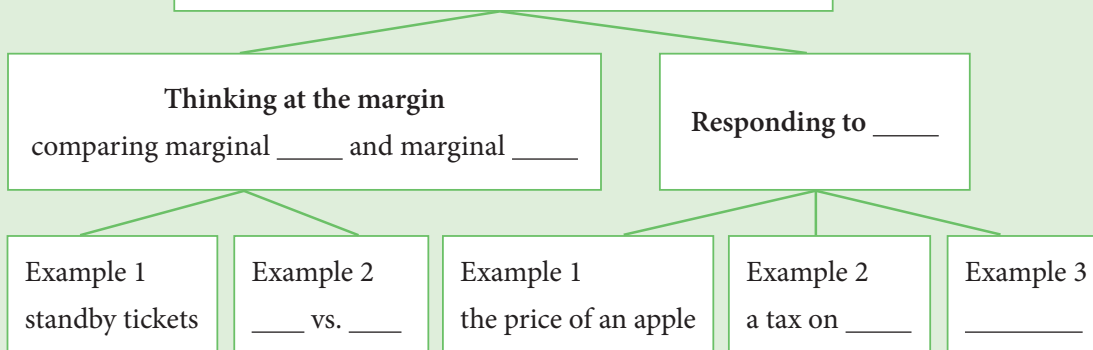
speculation /,spekjʊ'leɪʃən/ *n.* ideas or discussion about why sth. has happened or what might happen 推测

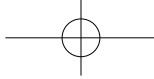
offbeat /ɒf'bi:t/ *a.* unusual and not what people normally expect 不寻常的; 不落俗套的

Critical reading and thinking

Task 1 / The tree diagram below illustrates the main points of the text. Fill in the blanks according to the text.

Decision-making behaviors in economic activities





Task 2 / Decide whether the following statements are true (T) or false (F).

- _____ 1 When rational people make decisions in life, they are very certain of the choice.
- _____ 2 At the time of examination, students have to decide how to use all their time studying.
- _____ 3 Marginal changes are small gradual changes of the present plan of action.
- _____ 4 The example of the standby fly is told to show how cost can be ignored.
- _____ 5 Diamonds are more expensive than water because people are more attracted to them.
- _____ 6 The quotation of one economist “People respond to incentives. The rest is commentary.” is given to show the importance of incentives.
- _____ 7 The example of the apple shows how food prices vary according to market needs.
- _____ 8 The gasoline tax has an effect on people’s choice of cars.
- _____ 9 When the seat belt is made compulsory, people drive more carefully.
- _____ 10 Policymakers need to take into consideration the less obvious indirect effects of a policy.

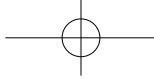
Task 3 / You are having to make a decision about whether or not to take a week’s trip to England during the summer vacation. Complete the following table about your decision-making process. Here are some ideas:

- The financial costs including applying for a visa, the flight, accommodation etc. are quite high for you as a student.
- The benefits you gain include pleasure, entertainment and experience in an English-speaking country.

Costs	
Benefits	
Your decision	
Your reasons	

Task 4 / The Chinese basketball star Yao Ming fully understood opportunity cost and incentives. Despite the opportunity to enter college, he decided to go straight to the pros and played in NBA. Write down the costs and benefits of his decision.

Costs	
Benefits	



Language building-up

Task 1 / Specialized vocabulary

Specialized vocabulary consists of the words and phrases used regularly in a given subject area. For example:

The ocean has a significant effect on the biosphere. Oceanic evaporation, as a phase of the water cycle, is the source of most rainfall.

“Biosphere”, “oceanic evaporation”, “water cycle” and “rainfall” are all technical terms belonging to the field of ocean and life. To comprehend writings or talks on a specific subject, you must have a good command of the special terms relating to that subject.

- 1** Match the words in Column A with those in Column B and then translate the phrases you have got into Chinese.

Column A	Column B
1 marginal	a resource
2 scarce	b result
3 maximize	c change
4 net	d satisfaction
5 level of	e people
6 rational	f profit

- 1 _____ 2 _____
 3 _____ 4 _____
 5 _____ 6 _____

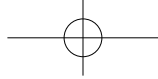
- 2** Translate the following sentences into English, using some of the phrases above.

1 我们明年的目标是获得利润最大化。

2 时间是一种稀缺资源，因此如果工人失业，他们的时间就浪费了。

3 理性人有非理性的想法吗？

4 满意度调查结果表明游客对某些服务不满意。



Task 2 / Signpost language

In streets, you can see many signposts which show directions. In English writing, some expressions function as signposts to prepare the reader for what is coming up.

- 1 Match the signpost language from Text A with the purpose each of them serves.

Signpost language	Purposes
1 as we will see	a explanation
2 at the same time	b time sequence
3 by contrast	c giving examples
4 for example	d comparison and contrast
5 in other words	e coherence
6 in this case	

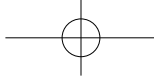
- 2 Complete the following sentences using the signpost language listed above.

- 1 He is not well-known for his respect for factual accuracy, _____, he was lying.
- 2 Offices can easily become more environmentally-friendly by _____, using recycled paper.
- 3 We don't like the situation. But _____, we have to deal with this problem.
- 4 Their economy has expanded enormously, while ours, _____, has declined.
- 5 _____, in this chapter there is no general formula for the solution to this question.
- 6 The whole team don't want to lose him. _____, he needs to realize that company regulations must be obeyed.

Task 3 / Formal English

Academic writing follows certain rules of formality. The expressions we use when we are writing to friends are different from those we use when writing a research paper. For the latter, formal words and expressions are preferred and colloquial ones are avoided. For example:

- *She got the Nobel Prize in 2007.* (colloquial, informal)
She was awarded the Nobel Prize in 2007. (formal)
- *The results of the study were important.* (colloquial, informal)
The results of the study were of great importance. (formal)

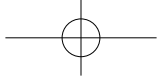


1 Replace the underlined words in the following sentences with the more formal ones from Text A.

- _____ 1 As you study economics, you will come across firms that decide how many workers to hire and how much of their product to manufacture and sell to maximize profits.
- _____ 2 The reason is that a person's willingness to pay for any good is based on the marginal benefit that an extra unit of the good would produce.
- _____ 3 An incentive is something that persuades a person to act, such as the prospect of a punishment or a reward.
- _____ 4 Many policies change the costs or benefits that people face and, therefore, change their behavior.
- _____ 5 For example, consider public policy about auto safety.
- _____ 6 The decline in safe driving has a clear, bad impact on pedestrians.
- _____ 7 At first, this discussion of incentives and seat belts might seem like an idle guess.
- _____ 8 When a person wears a seat belt, the likelihood of surviving an auto accident rises.

2 Complete the sentences with some of the answers you have got in the above exercise.

- 1 Stress can have a(n) _____ effect on people's health.
- 2 This doesn't _____ the fact that what you did was wrong.
- 3 He warned us that we might _____ a lot of opposition at the very beginning.
- 4 Some believe that surgery could _____ a heart attack.
- 5 He has very little to say _____ the new EU regulations.
- 6 Knowing about the past doesn't necessarily _____ solutions to current problems.



In Text A, the author says, “Many policies change the costs or benefits that people face and, therefore, alter their behavior.” We’ll use this principle to analyze the issue brought forth by the following text.

Text B

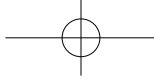
New Airport Landing Fees Delayed¹

Dan Caterinicchia



- ¹ The government has delayed by at least a month a plan to reduce congestion at the nation’s airports following stiff resistance from airlines.
- ² A new federal policy allowing airports to charge higher landing fees during peak periods, and for other reasons, aims to reduce delays by encouraging airlines to spread their flights more evenly throughout the day. The policy, which also encourages

¹ The text is taken from the Associated Press, February 8, 2008.



congested airports to include in landing fees the cost of expansion projects, had been scheduled to take effect in March, following a 45-day comment period.

- 3 But airline trade groups, which oppose the plan, requested a 30-day extension of the comment period. Their request has been granted, a Transportation Department spokesman said Thursday.
- 4 The Air Transport Association², which represents the nation's largest airlines, welcomed the government's decision for giving it "more time to thoroughly review the proposal and provide meaningful input", said spokesman David Castelveter.
- 5 Airline delays last year were the second worst since comparable data began being collected in 1995, the department said this week.
- 6 The association representing airport owners and operators said its members are ready to act now, but did not oppose the airlines' request for an extension.
- 7 "Airports are ready to implement measures to address passenger congestion and delay today," said Deborah McElroy, executive vice president for policy and external affairs at Airports Council International — North America.
- 8 On January 14, Transportation Secretary³ Mary Peters said the policy will make it easier for airports to reduce delays by charging fees based on traffic volume, instead of aircraft weight alone. The proposal also would allow operators of multiple airports, such as the Port Authority of New York and New Jersey⁴, to distribute landing-fee revenue among facilities.
- 9 The Port Authority runs John F. Kennedy International Airport⁵, LaGuardia⁶ and New Jersey's Newark Liberty⁷, which last year had the nation's lowest on-time arrival rates, and aviation officials say delays there cascade throughout the system.
- 10 "You can't have all flights leaving JFK at five o'clock," said Terry Trippler, a Minneapolis-based airline expert who wasn't surprised by the airlines' request for an extension. Their

2 **Air Transport Association:** (ATA) (美国) 航空运输协会

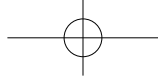
3 **Transportation Secretary:** the head of Department of Transportation (美国) 交通部部长

4 **Port Authority of New York and New Jersey:** a bistate port district authority that runs most of the regional transportation infrastructure, including the bridges, tunnels, airports, and seaports, within the Port of New York and New Jersey 纽新航港局

5 **John F. Kennedy International Airport:** an international airport located in the borough of Queens in New York City 肯尼迪国际机场

6 **LaGuardia:** LaGuardia Airport, in the northern part of Queens County on Long Island in the City of New York 拉瓜迪亚机场

7 **Newark Liberty:** Newark Liberty International Airport, an international airport within the city limits of both Newark and Elizabeth, New Jersey and not far from Manhattan, New York 纽瓦克自由国际机场



schedules, he says, are done far in advance, leaving them little time to make changes the policy will require.

- 11 While generally supportive of the airline industry, Trippler said “they have failed to handle this situation and they’re going to have to do it. ... The government is going to win this one.”
- 12 Transportation Department spokesman Brian Turmail said the agency “received a number of requests to extend the comment period and felt it appropriate to accommodate those requests so we could consider the broadest range of comments.”
- 13 Several requests came from airline industry trade groups, following the lead of the ATA, which last month called the proposal “congestion pricing disguised as an airport fee”.
- 14 “Because the central policy issue at stake here — influencing airline market decisions through airport pricing — is inherently complex and historically has been controversial, we believe that it merits additional time to fully develop comments reflecting the views of industry stakeholders,” according to a letter dated January 30 and submitted to Federal Aviation Administration by the ATA, the Cargo Airline Association, the National Air Carrier Association and the Regional Airline Association.
- 15 The groups’ letter also asked the government to clear up some ambiguity about which airports it identified as “congested”. The Aircraft Owners and Pilots Association, the National Business Aviation Association and the International Air Transport Association also submitted letters supporting the ATA’s request.
- 16 The government maintains the plan will go into effect promptly. “Our intention remains to move forward as quickly as possible with this policy once the comment period closes,” Turmail wrote in an e-mail Thursday. (604 words)

New words and expressions

congestion /kən'dʒestʃən/ *n.* a situation in which a place is crowded with people or vehicles 拥挤; 堵车

evenly /'i:vənli/ *ad.* in a steady and regular way 平衡地, 有规律地

congested /kən'dʒestɪd/ *a.* with so many vehicles or people that it is difficult to move around 阻塞的

aviation /,eɪvɪ'eɪʃən/ *n.* the operation of aircraft to provide transportation 航空

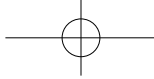
cascade /kæ'skeɪd/ *vi.* flow, fall or hang down in large quantities 瀑布似地落下, 大量倾泻

supportive /sə'pɔ:tɪv/ *a.* providing support, help or sympathy 支持的; 同情的

accommodate /ə'kɒmədeɪt/ *vt.* consider and include sth. when you are deciding what to do 把……作为考虑因素

stakeholder /'steɪk,həʊldə/ *n.* a person with an interest or concern in sth., especially a business 股东; 利益相关者

ambiguity /,æmbɪ'gju:ɪti/ *n.* sth. that is unclear or confusing because it has more than one possible meaning 模糊, 含混不清



Critical reading and thinking

Task 1 / Work in pairs and help airports and airlines compare the costs and benefits the new policy brings about. Complete the following table.

The new policy: allowing airports to charge higher landing fees during peak periods		
	Costs	Benefits
Airports		
Airlines		

Task 2 / Work in groups of 4-5 and discuss the following questions.

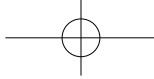
- 1 Why does the government formulate this policy?
- 2 How might the policy change the airlines' behaviors?
- 3 Do you think the policy will work? Why or why not?

Researching

Task / Work in groups of 4-5 and research the policies concerning traffic jam in big cities like Beijing, Shanghai, London, Tokyo and New York. Consider:

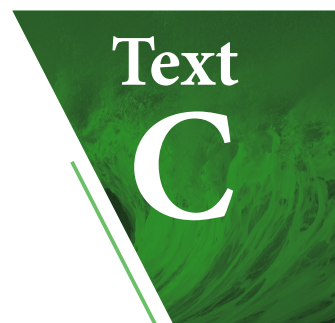
- How does the traffic work in these cities?
- What are the policies dealing with traffic jams in these cities?
- How effective are they? Try to provide hard data.

Now write a summary of your findings and present it to the class.



Adam Smith and the Invisible Hand¹

N. G. Mankiw



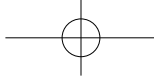
- ¹ It may be only a coincidence that Adam Smith's² great book *The Wealth of Nations* was published in 1776, the exact year American revolutionaries signed the Declaration of Independence³. But the two documents share a point of view that was prevalent at the time: Individuals are usually best left to their own devices, without the heavy hand of government guiding their actions. This political philosophy provides the intellectual basis for the market economy and for free society more generally.
- ² Why do decentralized market economies work so well? Is it because people can be counted on to treat one another with love and kindness? Not at all. Here is Adam Smith's description of how people interact in a market economy:

Man has almost constant occasion for the help of his brethren, and it is in vain for him to expect it from their benevolence only. He will be more likely to prevail if he can interest their self-love in his favour, and show them that it is for their own advantage to do for him what he requires of them ... Give me that which I want, and you shall have this which you want, is the meaning of every such offer; and it is in this manner that we obtain from one another the far greater part of those good offices which we stand in need of.

It is not from the benevolence of the butcher, the brewer, or the baker that we expect our dinner, but from their regard to their own interest. We address ourselves, not to their humanity but to their self-love, and never talk to them of our own necessities but of their advantages. Nobody but a beggar chooses to depend chiefly upon the benevolence of his fellow-citizens ...

Every individual ... neither intends to promote the public interest, nor knows how much he is promoting it ... He intends only his own gain, and he is in this, as in many other cases, led by an invisible hand to promote an end which was no part of his intention. Nor is it always the worse for the society that it was no part of it. By pursuing his own interest he frequently promotes that of the society more effectually than when he really intends to promote it.

- ¹ This text is taken from the book *Principles of Economics* by N. G. Mankiw in 2009.
- ² **Adam Smith:** (1723-1790) a Scottish moral philosopher and a pioneer of political economics. He is the author of *The Theory of Moral Sentiments* and *An Inquiry into the Nature and Causes of the Wealth of Nations*. The latter, usually abbreviated as *The Wealth of Nations* (《国富论》), is considered the first modern work of economics. Smith is widely cited as the father of modern economics. 亚当·斯密
- ³ **Declaration of Independence:** The document was written in 1776, in which the 13 British colonies in America officially stated that they were an independent nation and would no longer agree to be ruled by Britain. The most famous part of it is: "We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness." 《独立宣言》



- 3 Smith is saying that participants in the economy are motivated by self-interest and that the “invisible hand” of the marketplace guides this self-interest into promoting general economic well-being. (405 words)

New words and expressions

coincidence /kəʊ'ɪnsɪdəns/ *n.* an occasion when two or more similar things happen at the same time, especially in a way that is unlikely and surprising 巧合

prevalent /'prevələnt/ *a.* common at a particular time or in a particular place (在某时或某地) 普遍的, 盛行的

decentralized /,di:'sentərəlaɪzd/ *a.* the state that the power is taken from a central government or organization and

given to several smaller and more local ones (权力) 下放的

brethren /'breðrən/ *n.* brothers 兄弟们 (用以称呼某一组织或宗教团体的成员们)

benevolence /bɪ'nevələns/ *n.* an act intending or showing kindness and good will 善意

brewer /'bru:ə/ *n.* a person or company that makes beer 啤酒制造商

effectually /ɪ'fektʃuəli/ *ad.* 有效地

marketplace /'mɑ:kɪtpleɪs/ *n.* the world of commercial activity where goods and services are bought and sold 市场 (指涉及营销的种种活动)

self-interest *n.* regard for one's own interest, especially with disregard for others 自私自利, 利己之心

well-being /,wel'bi:ɪŋ/ *n.* the well-being of a country is the state in which it is strong and doing well (国家的) 繁荣

Task / Text C illustrates the central message of Adam Smith's *The Wealth of Nations* — individuals are usually best left to their own devices, without the heavy hand of government guiding their actions. Of which of the following government policies do you think Adam Smith would approve?

- 1 Investing heavily in infrastructure to stimulate the economy.
- 2 Privatization of the railway industry.
- 3 Allowing producers to choose freely what to sell and how to produce the goods.
- 4 Financing scientific breakthroughs.

Prediction

A valuable skill for listening comprehension is prediction. That is, instead of relying on the actual words or sounds, you can use background information and common world knowledge to develop expectations about what you will hear and then confirm or reject them as you listen. This strategy is considered as an effective way of processing speech because it makes the most use of the resources available to you. For instance, in this section, you will listen to a clip of a lecture on how to structure businesses. Before listening to the clip, think about the following questions:

- How is the speaker going to organize his talk?
- How many sections will there be?
- What sort of approach is he going to take?
- How does the speaker define any key terms?

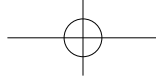
Reflection on these questions can facilitate your listening process and enhance understanding.

Word bank	proprietorship /prə'praɪətəʃɪp/ <i>n.</i> 所有权, 业主权
	proprietor /prə'praɪətə/ <i>n.</i> 业主, 老板
	limited liability /'lɪmɪtɪd ˌlaɪə'bɪlɪəti/ <i>n.</i> 有限责任
	corporation /ˌkɔ:pə'reɪʃən/ <i>n.</i> 公司
	dividend /'dɪvɪdənd/ <i>n.</i> 红利; 股息
	shareholder /'ʃeə,həʊldə/ <i>n.</i> 股东
	entity /'entɪti/ <i>n.</i> 实体

Task 1 / Before listening, look at the first sentence of the lecture you are going to hear and predict what will follow. Write down your expectation.

Businesses are structured in different ways to meet different needs.

Now listen to the lecture and check your answer.



Task 2 / Listen to the lecture again and complete the following table according to what you have heard.

Forms of business	Ownership	Responsibility for debts	Length of existence
_____ proprietorship	_____	owner fully responsible	_____
Partnership	_____	_____	_____
_____	_____	_____	an unlimited lifetime

Task 3 / Listen to the lecture a third time and choose the correct answer to each of the following questions.

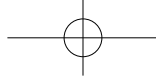
- Which of the following descriptions fits an individual proprietorship?
 - The owner has to pay any debts alone.
 - The company goes bankrupt when the owner dies.
 - The owner keeps all the profits with his family.
 - The owner cannot borrow money.
- What is a must when two people go into business together?
 - They must share equal responsibility.
 - They must not be husband and wife.
 - They must decide how to share the partnership.
 - They must be doctors, lawyers or accountants.
- What is true of a corporation?
 - It is owned by directors.
 - It always sells stocks.
 - It pays its shareholders rewards every year.
 - It is an independent legal being.



Seminar and Presentation

Asking for information and clarification

Knowing how to ask questions and seek clarification during tutorials, seminars and lectures is important at university. Here are some useful expressions for your reference. In fact there are two sets of expressions that serve similar purposes, but they differ in the degree of politeness. Remember being polite is important in academic discussions. Now read these sentences in the following two columns and compare them in terms of politeness.



Can you go over the bit about ... again?	Could you go over the bit about ... again?
I didn't understand what you said about ...	I didn't quite understand what you said about ...
Could you repeat ...?	I wonder if you could repeat ...?
Can you give ... again?	Would you mind giving ... again?
Do marginal changes mean ...?	Do you know if marginal changes mean ...?
What does ... mean?	Can you remember what ... means?
What are ...?	Could you tell me something about ...?
less polite	more polite

Task 1 / Work in pairs and do the role-play. Try to use the strategy of politeness in asking for information and clarification.

Role A: A student

You are required to write an essay on decision-making in economic activities. You have a chance to consult an economist. Ask for clarification of the following terms in a polite way and listen to him or her carefully.

- rational man
- marginal benefits
- marginal costs
- incentives

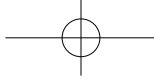
Role B: An economist

Tell the student that the concept of a *rational man* is the key to understanding decision-making behaviors. You can use examples from Text A to illustrate your points:

- the standby flight
- water vs. diamonds
- the price of an apple
- a tax on gasoline
- the seat belt policy

Task 2 / Work in groups of 4-5 and discuss the following issues. Try to use the above strategy in your discussion.

- 1 How do you explain those behaviors that appear to be irrational, a shopping spree for example? (shopping spree: a short period of time when you buy a lot of things)
- 2 Can you think of other examples that involve seemingly irrational economic behaviors? Explain them.



Writing

Research Paper Project

Choosing a topic

An essential part of academic work is writing a research paper, which presents the results of systematic investigations on a particular topic. For this semester, you need to write a research paper in one of the fields covered in this course, for example, economics, sociology and political science. You are expected to gather, sort, synthesize and analyze relevant information and offer your own unique perspective. To guide you through this challenging, arduous yet fascinating process, we outline the major steps and issues of writing a research paper and present them in this section of each unit.

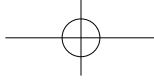
Let's start with the first step — deciding upon a topic on your own. Keep in mind the following points:

- 1 **Choose a topic that really intrigues you.** Your attitude determines the amount of effort you put into your research.
- 2 **Narrow down a topic.** Some topics are too broad to make a manageable paper. Begin by doing some general reading about something you are interested in and then try to find a focus. For instance, you may narrow down a topic from “social justice” to “the issue of equity for migrant workers in China”, and finally to “the education situation for migrant workers’ children in Shanghai”.
- 3 **Avoid a topic whose sources are too limited.**
- 4 **Remember that an initial topic may not be the topic you end up writing about.** This is a common characteristic in a student’s ongoing research.

Following the above guidelines, you may start thinking about a topic for your research paper now. Thinking early leads to starting early.

Task 1 / Modify the topics that are too general, narrow them down to specific and feasible ones. An example is given for your reference.

Topics that are too general	Feasible topics
1 DINK families in China (DINK: double income, no kids)	Chinese university students’ attitudes toward DINK families
2 peer pressure	
3 personal finance	
4 discrimination against migrant workers	



Task 2 / Write down the topics that you are curious about. Make sure they are specific and feasible.

Key Terms and Websites for Further Study



economics 经济学
incentive 激励
marginal benefit 边际效益
marginal change 边际变化
marginal cost 边际成本
market economy 市场经济
rational people 理性人
pricing 定价

economics Internet library
<http://www.businessbookmall.com/Economics%20Internet%20Library.htm>

the library of economics and liberty
<http://www.econlib.org/>

NYSE (New York Stock Exchange) Euronext
<http://www.nyse.com>

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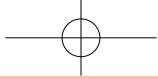


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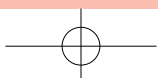


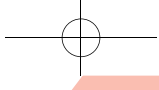
CONTENTS

UNIT	TEXTS
1 Studying Business / P1	Your Future in the Changing World of Business / P2 What Supermarkets Don't Want You to Know / P11 The Fourth Revolution / P15
2 Marketing / P23	The Business of Marketing / P24 The Five Ps in Action / P33 Google: The New Marketing Model / P40
3 Corporate Strategies / P47	Wal-Mart's Foreign Expansion / P48 Starbucks' Foreign Direct Investment / P55 Why Facebook Won / P59
4 Leadership / P67	Peter Drucker and Leadership / P68 Nando's / P78 Maslow's Hierarchy of Needs / P84
5 E-Business / P95	The Future of E-Business: Growth, Opportunities, and Challenges / P96 E-Business Case Studies / P105 Stephen King: E-Publishing Pioneer / P111
6 Consumer Behavior / P121	Consumer Behavior Influencers / P122 The Customers' Revenge / P131 How Consumers Make Decisions / P137
7 Brands and Branding / P147	The Importance of Brands / P148 Keys to Creating Brands People Love / P157 Ask What Your Brand Can Do for Your Customer / P164
8 Accounting / P172	What Is Accounting / P174 The Enron Effect / P183 Adopting International Accounting Standards / P190
9 Personal Finances / P201	Wants vs. Needs: Managing Your Personal Surplus / P202 Take Control and Win / P212 Investing: The Time Is Now / P217
10 Human Resources / P225	Being Courageous: The Ultimate Test of HR / P226 How Apple Feeds Its Army of App Makers / P234 Human Resources Management / P241
	Glossary / P255
	References / P263



LISTENING	SPEAKING	WRITING
Prediction / P19	Asking for information and clarification / P20	Choosing a topic / P21
Finding major points / P42	How to interrupt politely / P44	Writing the introduction / P45
Note-taking forms / P62	Making an argument / P63	Writing the literature review / P64
Note-taking symbols (1) / P88	Making a counterargument / P90	Avoiding plagiarism / P91
Note-taking symbols (2) / P114	Turning to a new point / P116	Writing the methodology / P117
Dealing with unfamiliar words / P140	Analyzing your audience and purpose / P142	Writing the findings/results / P143
Recognizing digressions / P167	Developing an effective introduction / P169	Writing the discussion / P170
Cornell note-taking system / P193	Developing a strong conclusion / P196	Writing the conclusion / P197
Writing out notes in full / P219	Tips for effective PowerPoint presentations / P221	Writing the reference list for your paper / P222
Integrated practice / P246	Improving your delivery / P247	Writing the abstract and acknowledgements / P249



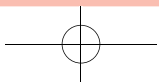


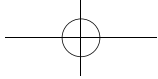
UNIT

1

Studying Business

The world of business surrounds us. It pays to learn more about this world. In this unit, Text A explains the four ways in which studying business can help a person; Text B gives us a new lens to look at an interesting business phenomenon — pricing at supermarkets; Text C presents to us the impact of social media on business.





Lead-in

Task / Quickly write down your answers to the following questions, and then share your ideas with your partner.

1 Why are you interested in studying business?

2 What do you think others study business for?

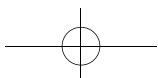
Now read Text A to see whether the reasons the author gives are the same as yours.

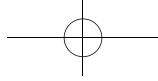
Your Future in the Changing World of Business¹

William M. Pride et al.



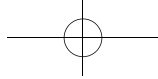
¹ This text is adapted from *Introduction to Business* (10th Edition, 2010), written by William M. Pride, Professor of Marketing at Texas A&M University, Robert J. Hughes, a specialist and professor in business administration, and Jack R. Kapoor, a professor of business and economics.





- 1 When faced with both economic problems and increasing competition not only from firms in the United States but also from international firms located in other parts of the world, employees and managers now began to ask the question: What do we do now? Although this is a fair question, it is difficult to answer. Certainly, for a college student taking business courses or a beginning employee just starting a career, the question is even more difficult to answer. And yet there are still opportunities out there for people who are willing to work hard, continue to learn, and possess the ability to adapt to change.
- 2 During a segment on the Oprah Winfrey² television show, Joe Dudley³, one of the world's most successful black business owners, gave the preceding advice to anyone who wants to succeed in business. And his advice is an excellent way to begin our discussion of what free enterprise⁴ is all about. What is so amazing about Dudley's success is that he started a manufacturing business in his own kitchen, with his wife and children serving as the new firm's only employees. He went on to develop his own line of hair-care products and to open a chain of beauty schools and beauty supply stores. Today, Mr. Dudley has built a multimillion-dollar empire and is president of Dudley Products, Inc. — one of the most successful minority-owned companies in the nation. Not only a successful business owner, he is also a winner of the Horatio Alger Award⁵ — an award given to outstanding individuals who have succeeded in the face of adversity. While many people would say that Joe Dudley was just lucky or happened to be in the right place at the right time, the truth is that he became a success because he had a dream and worked hard to turn his dream into a reality. Today, Dudley's vision is to see people succeed — to realize “the American Dream”. He would be the first to tell you that you have the same opportunities that he had. According to Mr. Dudley, “Success is a journey, not just a destination.”
- 3 Whether you want to obtain part-time employment to pay college and living expenses, begin your career as a full-time employee, or start a business, you must bring something to the table that makes you different from the next person. Employers and our capitalistic economic system are more demanding than ever before. Ask yourself:

- 2 **Oprah Winfrey:** (1954-) an American media proprietor, businesswoman, talk show host, actress, producer, and philanthropist, best-known for her self-titled, multi-award-winning talk show, which has become the highest-rated program of its kind in history and was nationally syndicated from 1986 to 2011. She is credited with creating a more intimate confessional form of media communication, or the so-called “tabloid talk show”. 奥普拉·温弗瑞
- 3 **Joe Dudley:** (1937-) an American businessman and hair care entrepreneur. When he was in the first grade, Dudley was mistakenly labeled as being mentally retarded. However, he persevered in his education until college graduation. Eventually he became president and CEO for Dudley Products, Inc., one of very few companies that sell hair and skin care products made specifically for African Americans. 乔·达德利
- 4 **free enterprise:** an economic system in which private businesses compete with each other without much government control 自由企业制度
- 5 **Horatio Alger Award:** an annual award that was bestowed by the Horatio Alger Association of Distinguished Americans on “outstanding individuals in our society who have succeeded in the face of adversity” and scholarships “to encourage young people to pursue their dreams with determination and perseverance” 霍雷肖·阿尔杰奖（又名“白手起家奖”）



What can I do that will make employers want to pay me a salary? What skills do I have that employers need? With these two questions in mind, we begin with another basic question: Why study business?

- 4 There are at least four quite compelling reasons.

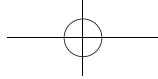
For help in choosing a career

- 5 What do you want to do with the rest of your life? Someplace, sometime, someone probably has asked you this same question. And like many people, you may find it a difficult question to answer. By studying business, you will be introduced to a wide array of employment opportunities. In private enterprises, these range from small, local businesses owned by one individual to large companies such as American Express⁶ and Marriott International⁷ that are owned by thousands of stockholders. There are also employment opportunities with federal, state, county, and local governments and with not-for-profit organizations such as the Red Cross⁸ and Save the Children⁹.
- 6 One thing to remember as you think about what your ideal career might be is that a person's choice of a career ultimately is just a reflection of what he or she values and holds most important. What will give one individual personal satisfaction may not satisfy another. What you choose to do with your life will be based on what you feel is most important. And the *you* is a very important part of that decision.

To be a successful employee

- 7 Deciding on the type of career you want is only the first step. To get a job in your chosen field and to be successful at it, you will have to develop a plan, or road map, that ensures that you have the skills and knowledge the job requires. You will be expected to have both the technical skills needed to accomplish a specific task and the ability to work well with many types of people in a culturally diverse work force. These skills, together with a working knowledge of the American business system and an appreciation for a culturally diverse workplace, can give you an inside edge when you are interviewing with a prospective employer.

- 6 **American Express:** an American multinational financial services corporation founded in 1850. One of the 30 components of the Dow Jones Industrial Average, the company is best-known for its credit card, charge card, and traveler's check business. 美国运通公司
- 7 **Marriott International:** a worldwide operator and franchisor of a broad portfolio of hotels and related lodging facilities. Today, Marriott International has nearly 3,700 properties and 18 brands in 72 countries and territories. 万豪国际集团
- 8 **Red Cross:** an international humanitarian organization that cares for the wounded, sick, and homeless in wartime, according to the terms of the Geneva Convention of 1864, and now also during and following natural disasters 红十字会
- 9 **Save the Children:** an internationally active non-governmental organization that enforces children's rights, provides relief and helps support children in developing countries. It was first established in the United Kingdom in 1919 in order to improve the lives of children through better education, health care, and economic opportunities, as well as providing emergency aid in natural disasters, war, and other conflicts. 救助儿童会



- 8 All the resources available at your college or university can help you to acquire the skills and knowledge you will need for a successful career. But don't underestimate your part in making your dream a reality. It will take hard work, dedication, perseverance, and time management to achieve your goals. Communication skills are also important. Today, most employers are looking for employees who can compose a business letter and get it in mailable form. They also want employees who can talk with customers and use e-mail to communicate with people within and outside the organization. Employers also will be interested in any work experience you may have had in cooperative work/school programs, during summer vacations, or in part-time jobs during the school year. These things can make a difference when it is time to apply for the job you really want.

To start your own business

- 9 Some people prefer to work for themselves, and they open their own businesses. To be successful, business owners must possess many of the same skills that successful employees have. And they must be willing to work hard and put in long hours.
- 10 It also helps if your small business can provide a product or service that customers want. For example, Mark Cuban started a small Internet company called Broadcast.com that provided hundreds of live and on-demand audio and video programs ranging from rap music to sporting events to business events over the Internet. And because Cuban's company met the needs of his customers, Broadcast.com was very successful. When Cuban sold Broadcast.com to Yahoo! Inc., he became a billionaire.
- 11 Unfortunately, many small-business firms fail; 70% of them fail within the first five years. Typical reasons for business failures include undercapitalization (not enough money), poor business location, poor customer service, unqualified or untrained employees, fraud, lack of a proper business plan¹⁰, and failure to seek outside professional help.

To become a better-informed consumer and investor

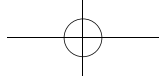
- 12 The world of business surrounds us. You cannot buy a home, a new Solstice convertible from the local Pontiac¹¹ dealer, a Black & Decker¹² sander at an ACE Hardware¹³ store,

10 **business plan:** a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. 经营规划; 创业计划

11 **Pontiac:** an automobile brand established in 1926 by General Motors, specializing in mainstream performance vehicles. Owing to financial problems and restructuring efforts, the brand was discontinued in 2009. The Pontiac Solstice is a small sports car introduced in 2004 well-known for its design. 庞蒂亚克

12 **Black & Decker:** an iconic global manufacturer of quality power tools and accessories hardware and home improvement products, and fastening systems. In 2010, Black & Decker merged with Stanley Works to become Stanley Black & Decker, and is now a wholly-owned subsidiary of that company. 百得公司

13 **ACE Hardware:** a hardware cooperative based in Oak Brook, Illinois, the U.S. ACE五金超市



a pair of jeans at Gap Inc.¹⁴, or a hot dog from a street vendor without entering a business transaction. Because you no doubt will engage in business transactions almost every day of your life, one very good reason for studying business is to become a more fully-informed consumer. Many people also rely on a basic understanding of business to help them to invest for the future. According to Julie Stav, Hispanic stockbroker-turned-author/radio personality, “Take \$25, add to it drive plus determination and then watch it multiply into an empire.” The author of *Get Your Share*, a *New York Times* bestseller, believes that it is important to learn the basics about the economy and business, stocks, mutual funds¹⁵, and other alternatives before investing your money. And while this is an obvious conclusion, just dreaming of being rich doesn't make it happen. In fact, like many facets of life, it takes planning and determination to establish the type of investment program that will help you to accomplish your financial goals.

- 13 Learning about business and how you can be involved as an employee, business owner, consumer, or investor can be fun! (1,298 words)

New words and expressions

adversity /əd'vɜ:sɪ'ti/ *n.* misfortune, hardship 逆境; 不幸

capitalistic /,kæpɪtə'lɪstɪk/ *a.* of capitalism or capitalists 资本主义的; 资本家的; 资本主义者的

compelling /kəm'peliŋ/ *a.* strong and convincing 令人信服的

array /ə'reɪ/ *n.* a group of people or things, especially one that is large or impressive 大群; 大堆; 大量

stockholder /'stɒk,həʊldə/ *n.* sb. who owns stocks in a business 股东

work force all the people working or available to work, as in a nation, company, industry, or on a project 劳动力; 劳动大军

prospective /prə'spektɪv/ *a.* likely to become or be; potential 可能的; 潜在的

underestimate /,ʌndə'restɪmeɪt/ *vt.* form too low an opinion of 低估

dedication /,dedɪ'keɪʃən/ *n.* hard work or effort that sb. puts into a particular activity because they care about it a

lot 奉献; 热忱

perseverance /,pɜ:sɪ'vɪərəns/ *n.* determination to keep trying to achieve sth. in spite of difficulties 坚忍; 坚持不懈

mailable /'meɪləbəl/ *a.* suitable for being mailed out 可邮寄的

cooperative /kəʊ'ɒpərətɪv/ *a.* made, done, or operated by people working together 合作完成的

on-demand /ɒn dɪ'mɑ:nd/ *a.* upon request 按要求的

billionaire /,bɪljə'neə/ *n.* sb. who has more than a billion dollars or pounds 亿万富翁

undercapitalization /,ʌndə,kæpɪ'tleɪ'zeɪʃən/ *n.* the condition of not having enough money to operate a business effectively 资本不足

convertible /kən'vɜ:tɪbəl/ *n.* a car with a soft roof that you can fold back or remove 敞篷汽车

sander /'sændə/ *n.* an electric tool with

a rough surface that moves very quickly, used for making surfaces smooth, especially the surface of wood 打磨机

vendor /'vendə/ *n.* sb. who sells things, especially on the street 卖家; 摊贩

Hispanic /hɪ'spænik/ *a.* of, relating to, or being a person of Latin American descent living in the U.S. (美国的) 西班牙裔的, 讲西班牙语

stockbroker /'stɒk,broʊkə/ *n.* a person or organization whose job is to buy and sell shares, bonds, etc. for people 股票(或证券)经纪人(或经纪公司)

personality /,pɜ:sə'nælɪ'ti/ *n.* sb. who is very famous and often appears in the newspaper, on TV, etc., especially an entertainer or sports person 名人(尤指艺人或运动员)

facet /'fæsɪt/ *n.* one of the many parts of a problem, a situation, or a person's character, etc. (问题、情况、性格等的) 一个方面

- 14 **Gap Inc.:** a leading global specialty retailer offering clothing, accessories and personal care products. The company has five primary brands: Gap, Banana Republic, Old Navy, Piperlime and Athleta. 盖璞股份有限公司
- 15 **mutual fund:** a professionally managed type of collective investment scheme that pools money from many investors to buy stocks, bonds, short-term money market instruments, and/or other securities 共同基金

Critical reading and thinking

Task 1 / Overview

Theme sentences are usually found at the introductory part or the conclusion part of a piece of business writing. If not, try looking at the subheadings.

- 1 Scan Text A and write down the theme sentence you find below.

- 2 Identify the structure of Text A by completing the following table.

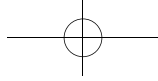
There are four types of people who may benefit from studying business.

Type of people	How they may benefit from studying business
1	
2	
3	
4	

Task 2 / Points for discussion

Work in pairs and discuss the following questions.

- 1 Employers and our capitalistic economic system are more demanding than ever before. Ask yourself: What can I do that will make employers want to pay me a salary? What skills do I have that employers need? (Para. 3)
What skills make you “employable”?
- 2 What are the skills that you can learn from university courses?
- 3 What are the skills that you need to learn outside the university?



Language building-up

Task 1 / Specialized vocabulary

Specialized vocabulary consists of the words and phrases used regularly in a given subject area. For example, you might read the following sentences in an article about ocean and life.

The ocean has a significant effect on the biosphere. Oceanic evaporation, as a phase of the water cycle, is the source of most rainfall.

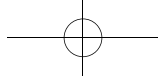
“Biosphere”, “oceanic evaporation”, “water cycle”, “rainfall” are all technical terms belonging to the field of ocean and life. To comprehend writings or talks about a specific subject, you must have a good command of the special terms relating to that subject.

1 Match the words and phrases in Column A with the definitions in Column B.

Column A	Column B
1 business plan	a a plan, a guide
2 customer service	b a collective investment tool
3 fraud	c the crime of deceiving people in order to gain something such as money or goods
4 mutual fund	d a business deal or action
5 on-demand	e upon request
6 road map	f all the people working or available to work
7 transaction	g a formal statement of business goals and means to reach those goals
8 undercapitalization	h the state of not having enough money to run a business
9 work force	i the provision of service to customers before, during and after a purchase

2 Complete the following sentences with the proper forms of words and phrases given in Column A.

- The bank's credit rating has been downgraded because of concerns about _____.
- Fees and expenses are an important consideration in selecting a(n) _____ because these charges lower your returns.



- 3 If you seek financing through a bank or an investor, you'd better come up with a compelling _____.
- 4 The bank charges a fixed rate for each _____.
- 5 This is why no research study, no matter how far back it extends, will ever fully prescribe an accurate _____ for businesses of the future.
- 6 Intelligent _____ products provide simpler, faster, and cheaper solutions for customers to lower cost.
- 7 He has been charged with tax _____.
- 8 Women now represent almost 50% of the _____.
- 9 When it comes to purchasing a new lap-top, _____ matters.

Task 2 / Signpost language

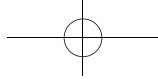
Subheadings

Subheadings enable readers to find detailed information quickly. Effective subheadings represent distinct aspects of a topic. They also give the reader an idea of how deeply a topic is covered.

Subheadings are usually marked out in a different font from the rest of the text. Or there is space inserted above and below them. They are either gerundial phrases, participle phrases, prepositional phrases or infinitive phrases.

There are four subheadings in this text. Copy them in the space provided below, and then tell what type of phrases they are.

Subheading	Type of phrases
1	
2	
3	
4	



Task 3 / Formal English

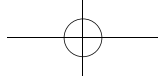
Academic writing follows certain rules of formality. The expressions we use when we are writing to friends are different from those in business writings. For the latter, formal words and expressions are preferred and colloquial ones are avoided. Here are a few examples:

- *The researchers identified the important properties.* (formal)
The researchers found out what the important things were. (informal)
- *Doctors have established a new method.* (formal)
Doctors have come up with a new method. (informal)

The following is excerpted from Text A. Replace the underlined formal words with less formal ones.

To get a job in your chosen field and to be successful at it, you will have to (1) develop a plan, or road map, that ensures that you have the skills and knowledge the job requires. You will be expected to have both the technical skills needed to (2) accomplish a specific task and the ability to work well with many types of people in (3) a culturally diverse work force. These skills, together with (4) a working knowledge of the American business system and (5) an appreciation for a culturally diverse workplace, can give you (6) an inside edge when you are interviewing with a prospective employer.

- (1) _____ (2) _____
- (3) _____
- (4) _____
- (5) _____ (6) _____



As is mentioned in Text A, one reason to study business is to become better-informed consumers. As consumers, how much do we know about price changes?



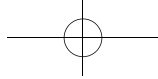
What Supermarkets Don't Want You to Know¹

Tim Harford



- 1 Sale pricing is a very common pricing strategy at supermarkets. We're all so used to seeing a store-wide sale with hundreds of items reduced in price that we don't pause and ask ourselves why on earth shops do this. When you think hard about it, it becomes quite a puzzling way of setting prices. The effect of a sale is to lower the

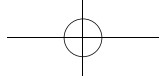
¹ This text is taken from *The Undercover Economist* (2006), written by Tim Harford, a British economist and senior columnist for the *Financial Times*.



average price a store charges. But why knock 30% off many of your prices twice a year, when you could knock 5% off year-round? Varying prices is a lot of hassle for stores because they need to change their labels and their advertising, so why does it make sense for them to go to the trouble of mixing things up?

- 2 One explanation is that sales are an effective form of self-targeting. If some customers shop around for a good deal and some customers do not, it's best for stores to have either high prices to prise cash from the loyal (or lazy) customers, or low prices to win business from the bargain hunters. Middle-of-the-road prices are no good: not high enough to exploit loyal customers, not low enough to attract the bargain-hunters. But that's not the end of the story, because if prices were stable, then surely even the most price-insensitive customers would learn where to get particular goods cheaply. So rather than stick to either high or low prices, shops jump between the two extremes.
- 3 One common situation is for two supermarkets to be competing for the same customers. As we've discussed, it's hard for one to be systematically more expensive than the other without losing a lot of business, so they will charge similar prices on average, but both will also mix up their prices. That way, both can distinguish the bargain hunters from those in need of specific products, like people shopping to pick up ingredients for a cook-book recipe they are making for a dinner party. Bargain-hunters will pick up whatever is on sale and make something of it. The dinner-party shoppers come to the supermarket to buy specific products and will be less sensitive to prices. The price-targeting strategy² only works because the supermarkets always vary the patterns of their special offers, and because it is too much trouble to go to both stores. If shoppers could reliably predict what was to be discounted, they could choose recipes ahead of time, and even choose the appropriate supermarket to pick up the ingredients wherever they're least expensive.
- 4 In fact, it is just as accurate, and more illuminating, to turn the "sale" on its head and view prices as premiums on the sale price rather than sale prices as discounts on the regular price. The random pattern of sales is also a random pattern of price increases — companies find it more profitable to increase prices (above the sale price) by a larger amount on an unpredictable basis than by a small amount in a predictable way. Customers find it troublesome to avoid unpredictable price increases — and may not even notice them for lower-value goods — but easy to avoid predictable ones.
- 5 Try to spot other odd mix-ups next time you're in the supermarket. Have you noticed that supermarkets often charge ten times as much for fresh chili peppers in a package as for loose fresh chilies? That's because the typical customer buys such small

2 **price-targeting strategy:** a strategy that charges price-insensitive customers higher prices and price-sensitive customers lower prices for the same product 区别定价战略



quantities that he doesn't think to check whether they cost 4p³ or 40p. Randomly tripling the price of a vegetable is a favorite trick: Customers who notice the markup just buy a different vegetable that week; customers who don't have self-targeted a whopping price rise.

- 6 I once spotted a particularly inspired trick while on a search for crisps. My favorite brand was available on the top shelf in salt and pepper flavor and on the bottom shelf, just a few feet away, in other flavors, all the same size. The top-shelf crisps cost 25% more, and customers who reached for the top shelf demonstrated that they hadn't made a price-comparison between two near-identical products in near-identical locations. They were more interested in snacking.
- 7 Admittedly, for some people the difference in flavors is important. Some will notice the higher price for salt and pepper flavor and, irritated, pay anyway. Others will prefer the different flavors and count themselves lucky that they have inexpensive tastes.
- 8 But this is an example of a universal truth about supermarkets: They are full of close (or not so close) substitutes⁴, some cheap, some expensive, and with a strong random element to the pricing. The random element is there so that only shoppers who are careful to notice, remember and compare prices will get the best bargains. If you want to outwit the supermarkets, simple observation is your best weapon. And if you can't be bothered to do that, you really don't need to save money. (816 words)

New words and expressions

pricing /'praɪsɪŋ/ *n.* the act of deciding the price of sth. that you sell 定价

hassle /'hæsəl/ *n.* sth. that is annoying, because it causes problems or is difficult to do 麻烦; 困难

self-targeting /,self'tɑ:ɡɪtɪŋ/ *n.* making oneself the target 使自己成为目标

prise /praɪz/ *vt.* move or lift sth. by pushing it away from sth. else 撬开

insensitive /ɪn'sensɪtɪv/ *a.* not realizing the importance of sth. so that you do not take the necessary action to deal with it 不敏感的; 反应迟钝的

recipe /'resɪpi/ *n.* a set of instructions for cooking a particular type of food 菜谱; 食谱

make sth. of sb./sth. use the opportunities

that you have in order to become successful 利用(机遇)

illuminating /ɪ'lu:mɪneɪtɪŋ/ *a.* making things much clearer and easier to understand 使清楚易懂的; 有启发性的

turn sth. on its head cause sth. to be the opposite of what it was before 使……与之完全相反

premium /'pri:mɪəm/ *n.* an additional amount of money, above a standard rate or amount 溢价

profitable /'prɒfɪtəbəl/ *a.* bringing profit or advantage; beneficial 有利可图的; 有益的

chili /'tʃɪli/ *n.* a small thin red or green pepper with a very strong hot taste 小红辣椒

triple /'trɪpəl/ *vt.* increase by three times as much 使成三倍; 增至三倍

markup /'mɑ:kʌp/ *n.* an increase in the price of sth. 涨价

whopping /'wɒpɪŋ/ *a.* (*informal*) very large 巨大的

crisp /krɪsp/ *n.* (*BrE, usually pl.*) a potato chip 薯片

snack /snæk/ *vi.* eat snacks 吃零食

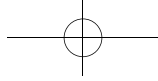
admittedly /əd'mɪtɪdli/ *ad.* used when you are admitting that sth. is true 确实; 无可否认地

irritated /ɪ'rɪteɪtɪd/ *a.* angered; annoyed 生气的; 恼怒的

outwit /aʊt'wɪt/ *vt.* gain an advantage over sb. using tricks or clever plans 以智取胜

3 4p: 4 pence. In British English, "p" is the abbreviation for "penny" or "pence". 四便士

4 close substitutes: goods that could closely take the place of a particular good 功能接近的替代品



Critical reading and thinking

Task / Complete the following tables about the main idea of the text.

The text discusses in two parts interesting ways of pricing commonly adopted by supermarkets. The first part focuses on sale pricing, and the second part talks about other price mix-ups.

Sale pricing

The question (Para. 1)	
Explanation 1 (Para. 2)	
Explanation 2 (Para. 3)	
Summary (Para. 4)	

Other price mix-ups

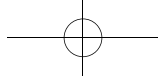
Example 1 (Para. 5)	
Example 2 (Paras. 6-7)	
Summary (Para. 8)	

Researching

Task / The term “price targeting” is more commonly referred to as “price discrimination” or “price differentiation” in economics. In first degree price discrimination, price varies by customers’ willingness or ability to pay (e.g. a Starbucks coffee vs. a convenient store coffee). In second degree price discrimination, price varies according to quantity sold (i.e. larger quantities are available at a lower unit price). In third degree price discrimination, price varies by location or by customer segment (e.g. identical HIV/AIDS drugs are more expensive in developed countries than in developing regions). Work in groups of 4-5 to find examples of price discrimination in different industries, for example:

- Airlines
- Movie theaters
- Insurance
- Railway
- MBA tuition

Now make a presentation to the class.



The Fourth Revolution¹

Clara Shih

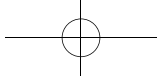
“In the technology industry, people always overestimate what you can do in one year and underestimate what you can do in one decade.”

— Marc Benioff², founder and CEO, Salesforce.com³



¹ Approximately once a decade, a new technology platform emerges that fundamentally changes the business landscape⁴. In each case, regardless of prior competitive dynamics⁵, businesses that understand and appropriately adopt the technology win, while those that fail to do so lose relevance. In the 1970s, this was mainframe

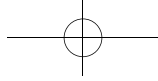
- 1 This text is taken from *The Facebook Era: Tapping Online Social Networks to Market, Sell, and Innovate* (2nd Edition, 2011), written by Clara Shih, CEO of Hearsay Social, a rapidly growing Silicon Valley technology company.
- 2 Marc Benioff: (1964-) the CEO and chairman of Salesforce.com, a cloud computing company 马克·本尼沃夫
- 3 Salesforce.com: an enterprise software company best-known for its Customer Relationship Management (CRM) products and cloud computing 著名的软件服务提供商 (通过云计算向客户企业提供销售、服务、协作及其他应用程序)
- 4 business landscape: the general situation in which business activities take place 商业格局; 商业环境
- 5 competitive dynamics: the way in which the businesses, people or products involved in a competition react and affect each other 竞争的态势



computing. In the 1980s, it was the PC. In the 1990s, it was the Internet. And today it is the social Web⁶.

- 2 The social Web revolution is already well underway. More than 750 million people around the world are on social networking sites⁷. And not only are they signing up for accounts, but they are also logging in, spending more than 20 billion minutes a day on Facebook alone. More than half of Facebook users log in at least once a day. That is a tremendous amount of attention from a tremendous number of people. Many are using social networking sites as their main entry point to the Web, choosing content based on what appears in their Twitter stream⁸ and Facebook news feed⁹. Facebook is the new Internet portal.
- 3 The social Web is not just Facebook, of course — it also includes Twitter, LinkedIn, MySpace, Renren in China, Mixi in Japan, Odnoklassniki in Russia, and hundreds of others. I simply refer to the current state of the Internet as “the Facebook Era” because Facebook is the largest social networking site globally by an order of magnitude. Facebook recently even beat out Google in becoming the most trafficked site on the Internet, according to Hitwise¹⁰ and other sources.
- 4 As you decide where to invest in building a presence, it’s important to think about where your target audiences are spending time. Of the college students we surveyed, 94% said they do not use email on a regular basis. They prefer text messages and Facebook Wall¹¹ posts. What happens when these cohorts of individuals graduate and become the people you are trying to hire, manage, and market to?
- 5 But not just college students use the social Web. More than 60% of Facebook users are older than 25. The largest increase in Facebook and Twitter users actually comes from users aged 35 to 49. And surprisingly, the fastest-growing audience on Facebook is women over 55, an impressive feat considering that this group traditionally tends to be technophobic. People are increasingly relying on social networking sites as a primary means to communicate with friends and get the news. As companies, we need to be where the customers are and communicate through the channels they prefer, and a

- 6 **social Web:** a set of social relations that link people through the World Wide Web. Websites and software are designed and developed in order to support and foster social interaction between people with similar tastes. Today, hundreds of millions of Internet users are using social websites such as MySpace and Facebook to stay connected with their friends, discover new “friends”, and to share user-created content, such as photos, videos, social bookmarks, and blogs. 社交网络
- 7 **social networking site:** (SNS) a website that focuses on facilitating the building of social networks or social relations among people 社交网站
- 8 **Twitter stream:** the continuous flow of Twitter messages “推特” 的消息流
- 9 **Facebook news feed:** a data format used for providing users with frequently updated content “脸谱” 的动态消息
- 10 **Hitwise:** an Internet monitor that collects data directly from information service provider networks. It is a product of Experian, a global information services group. (在线竞争情报服务提供商益百利公司的) Hitwise 报告
- 11 **Facebook Wall:** a space on every Facebook user’s profile page that allows the user’s friends to post messages for the user to see “脸谱” 的“涂鸦墙”



growing number of people are preferring social networking sites.

- 6 Why? The social Web appeals to innate human desires for self-expression, human connection, and a sense of belonging. These desires are especially strong online. Before social networking sites, many users found the Internet overly vast, unnavigable, and anonymous. Social networking sites such as Facebook capture our pictures, feelings, and relationships, and make the Web feel human again.

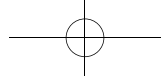
Today's social customer

- 7 In previous eras, the workplace prompted the adoption of new technologies. Online social networking is different. It is a movement that affects us personally first, professionally second. Most of us get on Facebook to connect with friends before thinking about using it for business purposes. In some cases, the lines blur between our personal and professional worlds: We befriend colleagues and customers, refer friends for jobs at our employer, and make business purchase decisions based on a friend's recommendation.
- 8 The role of the customer is changing, too. Customers used to be passive recipients, waiting for new products to come out or waiting on hold to speak to a call center¹² rep. Today they are waiting no longer. Every customer and employee suddenly has a voice, and what they say matters. Whether companies like it (or even know about it), customers are demanding to become active participants across your business. They want to contribute new product and feature ideas, and receive an instantaneous response when something goes wrong. If you can win over this new breed of customers, they will become your volunteer sales force (spreading the gospel of your company to friends) and support staff¹³ (answering questions from other customers on Twitter).
- 9 Companies have no choice but to become transparent, responsive, and collaborative, or else risk going out of business. Everything is changing around customer expectations, customer participation, and how companies are organized. As we saw with the Internet, PC, and Mainframe Eras before it, mastering the Facebook Era has become the new competitive advantage¹⁴ for businesses. Just as ten years ago we had to learn how to Google and email, today we have to learn Facebook and other social technologies to be effective in our personal and professional lives. (783 words)

12 **call center:** a centralized office used for the purpose of receiving and transmitting a large volume of requests by telephone. A call center is operated by a company to administer incoming product support or information inquiries from consumers, as well as outgoing calls for telemarketing, clientele, product services, and debt collection. 呼叫中心

13 **support staff:** employees working at the customer support department of a company 向客户提供(技术)支持的员工

14 **competitive advantage:** the advantage one company enjoys over its competitors 竞争优势



New words and expressions

overestimate /,əʊvər'estɪmənt/ *vt.* think sth. is larger, better, more important, etc. than it really is 高估

relevance /'relɪvəns/ *n.* importance in a particular situation 重要性

mainframe /'meɪnfreɪm/ *n.* a large powerful computer that can work very fast and that a lot of people can use at the same time 大型计算机; 主机

underway /,ʌndə'weɪ/ *a.* happening now 在进行中的

portal /'pɔːtl/ *n.* a website that helps you find other websites 门户网站

order of magnitude /'mægnɪtjuːd/ level in a system for measuring things, in which each level is ten times higher than the one before 数量级

traffic /'træfɪk/ *vt.* (trafficked, trafficked) (of websites) have a flow of visitors (网站) 受到访问

cohort /'kəʊhɔːt/ *n.* a group of people of the same age, social class, etc., especially when they are being studied (尤指作为研究对象的有相同点的) 一批人, 一群人

feat /fi:t/ *n.* an impressive achievement, because it needs a lot of skill, strength, etc. to do 事迹; 伟绩

technophobic /,teknə'fəʊbɪk/ *a.* afraid of technology 畏惧技术的

innate /ɪ'neɪt/ *a.* in one's nature; possessed from birth 天生的; 与生俱来的

overly /'əʊvəli/ *ad.* too or very 太; 极

unnavigable /ʌn'nævɪgəbəl/ *a.* impossible to move between documents that are connected on the Internet (因特网) 无法导航的

anonymous /ə'nɒnɪməs/ *a.* without a name, or with a name that is not made known 无名的; 匿名的

blur /blɜː/ *vt.* become unclear 变模糊

recipient /rɪ'sɪpiənt/ *n.* sb. who receives sth. 接受者

rep /rep/ *n.* short for “representative” 代表

instantaneous /,ɪnstən'teɪniəs/ *a.* happening immediately 瞬间的; 实时的

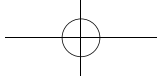
gospel /'gɒspəl/ *n.* a set of ideas that sb. believes in very strongly and tries to persuade other people to accept 信念; 信仰

responsive /rɪ'spɒnsɪv/ *a.* reacting quickly, in a positive way 作出响应的; 敏感的

collaborative /kə'læbərətɪv/ *a.* involving two or more people working together to achieve sth. 协作的

Task / Match the English in Column A with the Chinese in Column B.

Column A	Column B
1 adoption of new technology	a 社交网站
2 business landscape	b “脸谱”的“涂鸦墙”
3 competitive dynamics	c 即时新闻; 动态消息
4 Facebook Wall	d 新技术的采用
5 log in	e 手机短信
6 news feed	f 目标受众
7 social networking site	g 登录
8 target audience	h 商业格局; 商业环境
9 text message	i 竞争的态势



Lecture



Prediction

A valuable skill for listening comprehension is prediction. That is, instead of relying first on the actual words or sounds, you use background information and common sense to develop expectations about what you will hear and then confirm or reject them as you listen. This strategy is considered as an effective way of processing speech because it makes the most use of the resources available to you.

For instance, in this section, you will listen to a clip of Steve Jobs' speech at MacWorld 2007. Before listening to the clip, think about the following questions:

- What might be the purpose of the conference MacWorld 2007?
- Who might be the audience?
- What new Apple product might be released at MacWorld 2007?
- How do you think Steve Jobs would make the new product sound exciting?

Reflection on these questions can facilitate the access to relevant knowledge and enhance subsequent understanding.

Word bank

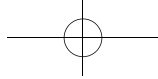
- Macintosh** /'mækɪntɒʃ/ 苹果公司生产的一种型号的计算机（简称 Mac）
- smartphone** /'smɑ:tfəʊn/ *n.* 智能手机
- axis** /'æksɪs/ *n.* 参考轴线；基准线；坐标轴
- leap-frog** /'li:pfrɒg/ **product** 革命性的产品

Task 1 / You will hear a clip of Steve Jobs' keynote speech at MacWorld 2007. Before listening, write down what you expect to hear.

Task 2 / Listen to the speech and complete the following notes.

- 1 The three revolutionary products from Apple mentioned by Steve Jobs:

- 2 The three functions the new product combines:



3 Two criteria mentioned in the speech to evaluate cell phones:



Discussion/Seminar

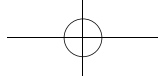
Asking for information and clarification

Knowing how to ask questions and seek clarification during tutorials, seminars and lectures is important at university. Here are some useful expressions for your reference. In fact there are two sets of expressions that serve similar purposes, but they differ in the degree of politeness. Remember being polite is important in academic discussions. Now read these sentences in the following two columns and compare them in terms of politeness.

Can you explain that again?	Could you explain that again?
I didn't understand what you said about ...	I'm sorry , I didn't quite understand what you said about ...
Can you repeat ...?	I wonder if you could repeat ...?
Can you give an example of ...?	Would you mind giving an example of ...?
Are you saying that ...?	Excuse me , are you saying that ...?
What does ... mean?	Could you explain what ... means?
What is ...?	Could you explain in more detail about ...?
less polite	more polite

Task / Work in groups of 4-5 and discuss the following questions. Try to use the strategy of politeness in asking for information and clarification in your discussion.

- 1 Do you use social networking sites? If so, which ones do you use? If not, which ones would you like to try?
- 2 What are the usual functions of social networking sites?
- 3 Which function is your favorite? Why?
- 4 How can a business use social networking sites to market a product or service to college students?



Research Paper Project



Choosing a topic

An essential part of academic work is writing research papers, which present the results of systematic investigations on a particular topic. For this semester, you need to write a research paper in one of the fields covered in this course (Please refer to the Table of Contents of this textbook). You are expected to gather, sort, synthesize and analyze relevant information and offer your own unique perspective. To guide you through this challenging, arduous yet fascinating process, we outline the major steps and issues of writing a research paper and present them in this section of each unit.

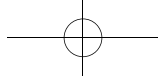
Let's start with the first step — deciding upon a topic on your own. Keep in mind the following points:

- 1 Choose a topic that really intrigues you.** Your attitude determines the amount of effort you put into your research.
- 2 Narrow down a topic.** Some topics are too broad to make a manageable paper. Begin by doing some general reading about something you are interested in and then try to find a focus. For instance, you may narrow down a topic from “e-business” to “key success factors for e-business” to “user experience and successful e-business”.
- 3 Avoid a topic that has very limited relevant source materials.**
- 4 Remember that an initial topic may not be the topic you end up writing about.** This is a common characteristic in a student's ongoing research.

Following the above guidelines, you may start thinking about a topic for your research paper now. Thinking early leads to starting early.

Task 1 / Consider whether the following are manageable topics for a 2,000-word paper. Check (√) your choices.

- 1 Suggestions on How to Market the _____ (fill in with the name of your school/college/university) Brand
- 2 Chinese Companies Going International
- 3 The Spectacular Success of Taobao.com
- 4 Leadership Skills, Innate or Acquired?
- 5 A Survey of Most Recognized Brands Among College Students
- 6 Campus Recruitment Policies and Processes of Large Companies



Task 2 / Write down the topics that you are curious about. Make sure they are specific and feasible.



Key Terms for Further Study

- business landscape** 商业格局, 商业环境
- close substitute** 功能接近的替代品
- competitive advantage** 竞争优势
- competitive dynamics** 竞争的态势
- entrepreneur** 企业家
- free enterprise** 自由企业制度
- mutual fund** 共同基金
- price sensitive/insensitive** 对价格(不)敏感的
- price targeting** 区别定价战略
- pricing** 定价
- sales force** 销售队伍
- social networking site (SNS)** 社交网站
- stockholder** 股东
- target audience** 目标受众
- work force** 劳动力
- workplace** 工作场所

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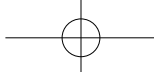


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EAP

CONTENTS

UNIT	TEXTS
1 Doctors' Life / P1	Neuron Overload and the Juggling Physician / P2 A 1955 Clinical Trial Report That Changed My Career / P12 Doctors Without Borders / P18
2 Resurgent and Emergent Diseases / P25	Re-emerging Diseases: Gone Today, Here Tomorrow? / P26 Tuberculosis: A Forgotten Plague? / P37 Emerging and Re-emerging Infectious Diseases / P45
3 Prevention and Treatment of Diseases / P53	The Seventy Percent Solution / P54 Friends for Life: An Emerging Biology of Emotional Healing / P65 Milestones in Drug Development / P71
4 Alternative Medicine / P81	Harmonizing Traditional Chinese and Modern Western Medicine / P82 Reflections on the Past and Future of Integrative Medicine / P93 Complementary and Alternative Medicine / P100
5 Healthy Living / P109	Can Dis-Ease Cause Disease? / P110 You Are Also What You Drink / P120 USDA Replaces Food Pyramid with Healthy Food Plate / P127
6 Life and Medicine / P137	Finding Care at the End of Life / P138 Live As If You'll Die Today / P148 Baby Boom Bags Nobel Prize / P155
7 Physician-Patient Relationship / P167	Letting Doctors Make the Tough Decisions / P168 Nine Words / P176 The Impact of New Developments on the Doctor-Patient Relationship / P182
8 Principles of Biomedical Ethics / P189	Ethical Principles & Guidelines for Research Involving Human Subjects / P190 2 Women, 2 Deaths and an Ethical Quandary / P198 Jurisdiction of Institutional Review Board / P203
9 Medical Education / P211	What Does It Mean to Be a Physician? / P212 Rethinking the Way We Rank Medical Schools / P220 How to Become a Doctor in the USA / P227
10 Health Care System / P237	The American Health Care System / P238 The Waits That Matter / P247 Health Care Systems — The Four Basic Models / P254
	Medical terminology: roots, prefixes and suffixes / P263
	Glossary / P266
	References / P278



LISTENING

SPEAKING

WRITING

Prediction / P20

Asking for information and clarification / P21

Choosing a topic / P22

Finding major points / P48

How to interrupt politely / P49

Writing a title / P50

Note-taking forms / P74

Making an argument / P76

Writing an introduction / P77

Note-taking symbols (1) / P103

Making a counterargument / P105

Writing methods / P106

Note-taking symbols (2) / P131

Turning to a new point / P132

Writing findings/results / P133

Dealing with unfamiliar words / P159

Analyzing your audience and purpose / P161

Writing discussion/comment / P161

Recognizing digressions / P185

Developing an effective introduction / P186

Writing conclusions / P187

Cornell note-taking system / P205

Developing a strong conclusion / P207

Creating a reference list / P208

Writing out notes in full / P230

Tips for effective PowerPoint presentations / P232

Writing abstracts / P233

Integrated practice / P257

Improving your delivery / P259

Author information / P260

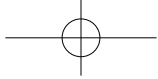


UNIT

1

Doctors' Life

Doctors are thought as noble, respectable, and caring, but it is really common to read or hear about the complaints of doctors' being impatient and careless. What are the causes for such complaints? How can ordinary incidents influence the way doctors practice medicine? This unit explores doctors' life from different perspectives so that you can understand them better.



Text A

Lead-in

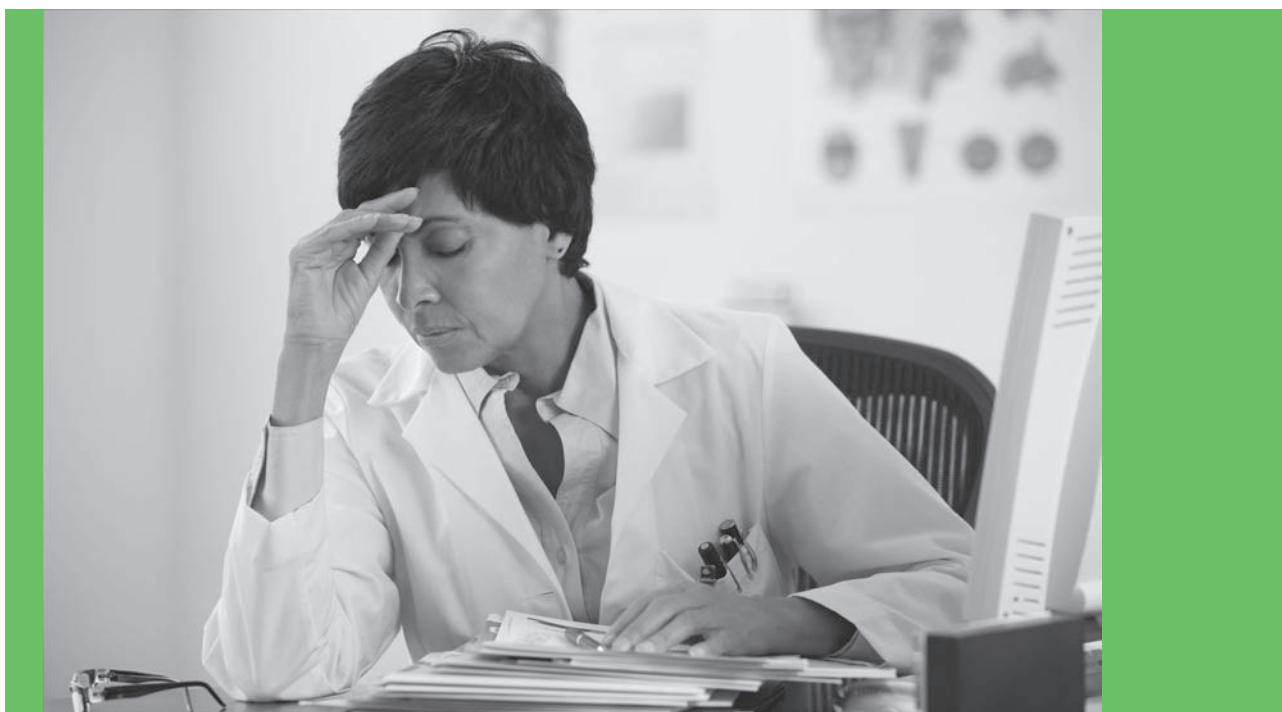
Task / Brainstorm a list of words and expressions related to a doctor's life and practice.

overload	_____	_____
_____	_____	_____
_____	_____	_____

Now read Text A to see whether a doctor's life and practice is like what you have thought.

Neuron Overload and the Juggling Physician¹

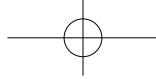
Danielle Ofri²



¹ Patients often complain that their doctors don't listen. Although there are probably a few doctors who truly are tone-deaf, most are reasonably empathic human beings, and

¹ The text is taken from *The Lancet* (2010), Vol. 376.

² **Danielle Ofri:** a physician at Bellevue Hospital in New York and Associate Professor of Medicine at New York University School of Medicine 达尼埃尔·奥弗里（内科医生，副教授）



I wonder why even these doctors seem prey to this criticism. I often wonder whether it is sheer neuron overload on the doctor side that leads to this problem. Sometimes it feels as though my brain is juggling so many competing details, that one stray request from a patient — even one that is quite relevant — might send the delicately balanced three-ring circus tumbling down.

- 2 One day, I tried to work out how many details a doctor needs to keep spinning in her head in order to do a satisfactory job, by calculating how many thoughts I have to juggle in a typical office visit. Mrs. Osorio is a 56-year-old woman in my practice. She is somewhat overweight. She has reasonably well-controlled diabetes and hypertension. Her cholesterol is on the high side but she doesn't take any medications for this. She doesn't exercise as much as she should, and her last DEXA scan³ showed some thinning of her bones. She describes her life as stressful, although she's been good about keeping her appointments and getting her blood tests. She's generally healthy, someone who'd probably be described as an average patient in a medical practice, not excessively complicated.
- 3 Here are the thoughts that run through my head as I proceed through our 20-min consultation.

Good thing she did her blood tests. Glucose is a little better. Cholesterol isn't great. May need to think about starting a statin. Are her liver enzymes normal?

Her weight is a little up. I need to give her my talk about five fruits and vegetables and 30 min of walking each day.

Diabetes: How do her morning sugars compare to her evening sugars? Has she spoken with the nutritionist lately? Has she been to the eye doctor? The podiatrist?

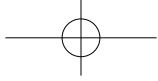
Her blood pressure is good but not great. Should I add another BP med⁴? Will more pills be confusing? Does the benefit of possible better blood pressure control outweigh the risk of her possibly not taking all of her meds?

Her bones are a little thin on the DEXA. Should I start a bisphosphonate that might prevent osteoporosis? But now I'm piling yet another pill onto her, and one that requires detailed instructions. Maybe leave this until next time?

How are things at home? Is she experiencing just the usual stress of life, or

3 DEXA scan: Dual Energy X-ray Absorptiometry scan, a means of measuring bone mineral density 双能量X线吸收扫描, 用于测定骨密度等

4 BP med: a blood pressure medication 控制血压的药



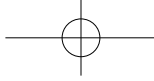
might there be depression or anxiety disorder lurking? Is there time for the depression questionnaire?

Health maintenance: When was her last mammogram? PAP smear⁵? Has she had a colonoscopy since she turned 50? Has she had a tetanus booster in the past 10 years? Does she qualify for a pneumonia vaccine?

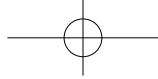
- 4 Mrs. Osorio interrupts my train of thought to tell me that her back has been aching for the past few months. From her perspective, this is probably the most important item in our visit, but the fact is that she's caught one of my neurons in mid-fire (the one that's thinking about her blood sugar, which is segueing into the neuron that's preparing the diet-and-exercise discussion, which is intersecting with the one that's debating about initiating a statin). My instinct is to put one hand up and keep all interruptions at bay. It's not that I don't want to hear what she has to say, but the sensation that I'm juggling so many thoughts, and need to resolve them all before the clock runs down, that keeps me in moderate state of panic. What if I drop one — what if one of my thoughts evaporates while I address another concern? I'm trying to type as fast as I can, for the very sake of not letting any thoughts escape, but every time I turn to the computer to write, I'm not making eye contact with Mrs. Osorio. I don't want my patient to think that the computer is more important than she is, but I have to keep looking toward the screen to get her lab results, check her mammogram report, document the progress of her illnesses, order the tests, refill her prescriptions.
- 5 Then she pulls a form out of her bag: Her insurance company needs this form for some reason or another. An innocent — and completely justified — request, but I feel that this could be the straw that breaks the camel's back⁶, that the precarious balance of all that I'm keeping in the air will be simply unhinged. I nod, but indicate that we need to do her physical examination first. I barrel through the basics, then quickly check for any red-flag signs that might suggest that her back pain is anything more than routine muscle strain. I return to the computer to input all the information, mentally running through my checklist, anxious that nothing important slips from my brain's holding bay.
- 6 I want to do everything properly and cover all our bases, but the more effort I place into accurate and thorough documentation, the less time I have to actually interact with my patient. A glance at the clock tells me that we've gone well beyond our allotted time. I stand up and hand Mrs. Osorio her prescriptions. "What about my insurance form," she asks. "It needs to be in by Friday, otherwise I might lose my coverage." I clap my hand against my forehead; I've completely forgotten about the form she'd asked about just a few minutes ago.

5 PAP smear: Papanicolaou smear 巴氏涂片 (一种表皮脱落细胞学染色法, 多用于妇女子宫颈病况的检查和诊断)

6 the straw that breaks the camel's back: the last in a series of unpleasant events which finally makes you feel that you cannot continue to accept a bad situation 压垮骆驼的最后一根稻草, 比喻一系列打击或不愉快的事件中最终使人无法忍受的因素



- 7 Studies have debunked the myth of multitasking in human beings. The concept of multitasking was developed in the computer field to explain the idea of a microprocessor doing two jobs at one time. It turns out that microprocessors are in fact linear, and actually perform only one task at a time. Our computers give the illusion of simultaneous action based on the microprocessor “scheduling” competing activities in a complicated integrated algorithm. Like microprocessors, we humans can’t actually concentrate on two thoughts at the same exact time. We merely zip back and forth between them, generally losing accuracy in the process. At best, we can juggle only a handful of thoughts in this manner.
- 8 The more thoughts we juggle, the less we are able to attune fully to any given thought. To me, this is a recipe for disaster. Today I only forgot an insurance company form. But what if I’d forgotten to order her mammogram, or what if I’d refilled only five of her six medicines? What if I’d forgotten to fully explain the side effects of one of her medications? The list goes on, as does the anxiety.
- 9 At the end of the day, my mind spins as I try to remember if I’ve forgotten anything. Mrs. Osorio had seven medical issues to consider, each of which required at least five separate thoughts: That’s 35 thoughts. I saw ten patients that afternoon: That’s 350. I’d supervised five residents that morning, each of whom saw four patients, each of whom generated at least ten thoughts. That’s another 200 thoughts. It’s not to say that we can’t handle 550 thoughts in a working day, but each of these thoughts potentially carries great risk if improperly evaluated. If I do a good job juggling 98% of the time, that still leaves ten thoughts that might get lost in the process. Any one of those lost thoughts could translate into a disastrous outcome, not to mention a possible lawsuit. Most doctors are reasonably competent, caring individuals, but the overwhelming swirl of thoughts that we must keep track of leaves many of us in a perpetual panic that something serious might slip. This is what keeps us awake at night.
- 10 There are many proposed solutions — computer-generated reminders, case managers, ancillary services. To me, the simplest one would be time. If I had an hour for each patient, I’d be a spectacular doctor. If I could let my thoughts roll linearly and singularly, rather than simultaneously and haphazardly, I wouldn’t fear losing anything. I suspect that it would actually be more efficient, as my patients probably wouldn’t have to return as frequently. But realistically, no one is going to hand me a golden hour for each of my patients. My choices seem to boil down to entertaining fewer thoughts, accepting decreased accuracy for each thought, giving up on thorough documentation, or having a constant headache from neuron overload.
- 11 These are the choices that practicing physicians face every day, with every patient. Mostly we rely on our clinical judgment to prioritize, accepting the trade-off that is inevitable with any compromise. We attend to the medical issues that carry the greatest weight and then have to let some of the lesser ones slide, with the hope that none of these seemingly lesser ones masks something grave.



- 12 Some computers have indeed achieved the goal of true multitasking, by virtue of having more than one microprocessor. In practice, that is like possessing an additional brain that can function independently and thus truly simultaneously. Unless the transplant field advances drastically, there is little hope for that particular *deus ex machina*⁷. In some cases, having a dedicated and competent clinical partner such as a one-on-one nurse can come close to simulating a second brain, but most medical budgets don't allow for such staffing indulgence.
- 13 As it stands, it seems that we will simply have to continue this impossible mental high-wire act, juggling dozens of clinical issues in our brains, panicking about dropping a critical one. The resultant neuron overload will continue to present a distracted air to our patients that may be interpreted as us not listening, or perhaps not caring.
- 14 When my computer becomes overloaded, it simply crashes. Usually, I reboot in a fury, angry about all my lost work. Now, however, I view my computer with a tinge of envy. It has the luxury of being able to crash, and of a reassuring, omniscient hand to press the reboot button. Physicians are permitted no such extravagance. I pull out the bottle of paracetamol tablets from my desk drawer and set about disabling the childproof cap. It's about the only thing I truly have control over. (1,692 words)

New words and expressions

neuron /'njʊərən/ *n.* a nerve cell which carries messages between your brain and other parts of your body 神经元, 神经细胞

overload /,əʊvə'ləʊd/ *n.* a load or burden that is too much 超载, 超负荷

juggle /'dʒʌɡəl/ *v.* try to do several important things at the same time 同时应付好几件事

tone-deaf /,təʊn'def/ *a.* unable to tell the difference between different musical notes 音盲的, 不会辨别音调的

empathic /em'pæθɪk/ *a.* being able to understand other people's feelings and problems 充满同情心的, 有同感的

prey /preɪ/ *n.* a victim 牺牲品

stray /streɪ/ *a.* found or occurring apart from others; incidental 零落的, 偶遇的, 意外的

three-ring circus /'sɜ:kəs/ *n.* (*AmE*,

informal) a place or situation that is confusing because there is too much activity 乱哄哄的地方 (场面)

tumble /'tʌmbəl/ *vi.* collapse 倒塌

spin /spɪn/ *v.* rotate rapidly; whirl (使) 旋转

diabetes /,daɪə'bi:tɪz/ *n.* a disease in which there is too much sugar in the blood 糖尿病

hypertension /,haɪpə'tenʃən/ *n.* a medical condition in which your blood pressure is extremely high 高血压

cholesterol /kə'lestərol/ *n.* a substance in your blood that can cause heart disease if you have too much of it 胆固醇

medication /,medɪ'keɪʃən/ *n.* a medicine 药物

consultation /,kɒnsəl'teɪʃən/ *n.* a meeting with a professional person, especially a doctor, for advice or

treatment (向专业人士, 尤指医生的) 咨询, 问诊

glucose /'glu:kəʊs/ *n.* a natural form of sugar that exists in fruit 葡萄糖

statin /'stætɪn/ *n.* 斯达汀 (一用来抑制胆固醇的药)

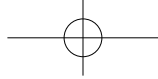
enzyme /'enzaim/ *n.* a chemical substance produced by animal and plant cells that causes changes in other chemical substances 酶

nutritionist /nju:'trɪʃənɪst/ *n.* one who is an expert in the field of nutrition 营养学家

podiatrist /pə'daɪətɪrɪst/ *n.* one who is specialized in the diagnosis, treatment, and prevention of diseases of the human foot 足病医生

outweigh /aʊt'weɪ/ *vt.* be more significant than; exceed in value or importance 胜过, 强过

7 *deus ex machina*: (*Latin*) an unexpected event or person that abruptly solved a seemingly unsolvable problem (拉丁语) 突然出现而扭转局面的人或事



bisphosphonate /bɪs'fɒsfəʊneɪt/ *n.*
二磷酸盐

osteoporosis /,ɒstɪəʊpə'rəʊsɪs/ *n.*
骨质疏松 (症)

lurk /lɜ:k/ *vi.* exist without being seen, suspected, or detected 暗藏, 隐藏

mammogram /'mæməgræm/ *n.* 乳房X线照片

smear /smɪə/ *n.* 子宫颈抹片检查; 涂片试验

colonoscopy /,kəʊlə'nɒskəpi/ *n.* 结肠镜检查 (术)

tetanus /'tetənəs/ *n.* a serious illness caused by bacteria that enter your body through cuts and wounds and make your muscles, especially your jaw, become stiff 破伤风

booster /'bu:stə/ *n.* a small quantity of a drug that increases the effect of one that was given before, so that sb. continues to be protected against a disease (药物的) 增效剂

pneumonia /nju:'məʊniə/ *n.*
inflammation of the lungs 肺炎

vaccine /'væksɪn/ *n.* a substance which contains a weak form of the bacteria or virus that causes a disease and is used to protect people from that disease 疫苗

train of thought a series of thoughts
一连串的念头

segue /'segweɪ/ *vi.* proceed without interruption 继续

intersect /,ɪntə'sekt/ *v.* cross 相交, 交叉

initiate /ɪ'nɪʃieɪt/ *vt.* begin 开始

keep sb./sth. at bay prevent an enemy, a problem, etc. from coming close or having a bad effect 牵制, 控制

sensation /sen'seɪʃən/ *n.* a general feeling such as discomfort, anxiety, or doubt 感觉

evaporate /ɪ'væpəreɪt/ *vi.* disappear 消失

prescription /prɪ'skrɪpʃən/ *n.* a written direction by a physician for the preparation and use of a medicine 处方

precarious /prɪ'keəriəs/ *a.* not safe or likely to fall 摇摇欲坠的, 不稳定的

unhinge /ʌn'hɪndʒ/ *vt.* throw into confusion 扰乱, 打乱

barrel /'bærəl/ *v.* move very fast, especially in an uncontrolled way 飞奔, 高速移动

red-flag sign a warning sign of danger
危险症状

allotted (time) /ə'lɒtɪd/ *a.* officially given to sb. for a particular purpose 分配到的 (时间)

coverage /kʌvərɪdʒ/ *n.* inclusion in an insurance policy or protective plan 承保范围, 承保类别

debunk /,di:'bʌŋk/ *vt.* expose the sham or falseness of 揭露

multitasking /,mʌltɪ'tɑ:skɪŋ/ *n.* a situation in which a computer or person does more than one thing at the same time 多任务处理, 一心多用

microprocessor /'maɪkrəʊ,prəʊsesə/ *n.* 微处理器

linear /'li:niə/ *a.* extended or arranged in a line 线性的

simultaneous /,sɪmə'lteɪniəs/ *a.* happening, existing, or done at the same time 同时的

algorithm /'ælgərɪðəm/ *n.* 算法

zip /zɪp/ *vi.* move very quickly 快速移动

attune /ə'tju:n/ *vt.* bring into a harmonious or responsive relationship 使调和, 使协调

be a recipe /resɪpi/ for sth. make it extremely likely that sth. will happen 很可能造成某事

resident /'rezɪdənt/ *n.* a physician receiving specialized clinical training in a hospital, usually after completing an internship 住院医生

lawsuit /'lɔ:su:t/ *n.* a situation in which a disagreement between people or groups is formally judged in a law court 诉讼

overwhelming /,əʊvə'welmlɪŋ/ *a.* overpowering in effect or strength 巨大的, 势不可挡的

swirl /swɜ:l/ *n.* whirling confusion or disorder 漩涡, 纷乱

perpetual /pə'petʃʊəl/ *a.* continuing or lasting for an indefinitely long time 永久的, 不断的

ancillary /æn'sɪləri/ *a.* serving as a supplement 辅助的

haphazardly /,hæp'hæzədli/ *ad.* in a random manner 杂乱无章地

boil down (to sth.) (*informal*) summarize

or condense 归纳 (某事物); 浓缩 (某事物)

practicing physician 执业医师

prioritize /praɪ'ɔ:raɪz/ *v.* put several jobs, problems, etc. in order of importance, so that you can deal with the most important ones first 按优先顺序列出; 确定 (工作、问题等的) 优先顺序

trade-off an acceptable balance between two opposing things (两种对立物之间的) 平衡, 妥协, 协调

by virtue of 依靠, 凭借, 由于

drastically /'dræstɪkli/ *ad.* strongly, suddenly 猛烈地, 突然地

dedicated /'dedɪkeɪtɪd/ *a.* spending all your time and effort on sth. 专注的, 一心一意的

simulate /'sɪmjʊleɪt/ *vt.* make or produce sth. that is not real but has the appearance or feeling of being real 模拟

staffing /stʌfɪŋ/ *n.* providing with a staff of workers or assistants 人员配备

indulgence /ɪn'dʌldʒəns/ *n.* a behavior towards sb. that is very kind, especially when it should be strict 迁就, 纵容

as it stands as it is now 按现实情况, 以现状来说

high-wire /'haɪwaɪə/ *a.* dangerous 危险的, 高空走钢丝 (般) 的

resultant /rɪ'zʌltənt/ *a.* following as a consequence or result 因而发生的, 必然产生的

reboot /,ri:'bu:t/ *vt.* restart 重新启动

tinge /tɪndʒ/ *n.* a very small amount of a color, feeling, or quality 些许, 一点, 一丝 (颜色、感觉或特征)

reassuring /,ri:'ʃʊərɪŋ/ *a.* making you feel less worried 使人放心的; 安慰的

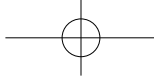
omniscient /ɒm'nɪʃɪənt/ *a.* knowing everything 全知的, 无所不知的

extravagance /ɪk'strævəgəns/ *n.* luxury 奢侈

paracetamol /,pærə'si:təməʊl/ *n.* 扑热息痛 (解热镇痛药)

tablet /'tæblɪt/ *n.* a small round hard piece of medicine to be taken orally 药片

childproof /'tʃɪldrʊ:f/ *a.* incapable of being opened, tampered with, or operated by a child 防止儿童打开的, 对儿童安全的



Critical reading and thinking

Task 1 / Overview

An exposition usually consists of three parts: introduction of the theme, elaboration on the theme, and conclusion about the theme. Write a summary of the text with the help provided.

Introduction of the theme: the reason for some doctors seeming prey to patients' complaints

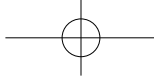
Elaboration on the theme: Mrs. Osorio's visit as a typical example

Conclusion: possible solutions to the problem faced by juggling physicians

Task 2 / Topics for presentation

Prepare a brief presentation on one of the following topics before class and get ready to deliver it to the class.

- 1 Do you agree that it is sheer neuron overload on the doctor side that leads to the complaint that doctors do not listen?
- 2 Describe Mrs. Osorio's condition.
- 3 What are the good and bad things about Mrs. Osorio's conditions that run through the author's mind?



- 4 Describe the situation when Mrs. Osorio might send the author's delicately balanced three-ring circus tumbling down.
- 5 Compare multitasking in human beings and computers.
- 6 Use numbers to justify that it is the juggling mind that keeps doctors awake at night.
- 7 What are possible solutions to the impossible high-wire act of juggling competing details and panicking about slipping a critical one?

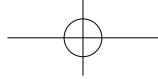
Language building-up

Task 1 / Medical terminology

Medical terms consist of roots, prefixes, suffixes, and existing words. A good knowledge of the word formation will contribute a lot to your understanding of medical literature.

- 1 Study the word formation of medical terms listed in the box.

Roots	Meaning
colon(o)-	colon (结肠)
gluc(o)-	glucose; sweetness (葡萄糖; 甜)
iatr(o)-	physician; treatment (医师; 医疗)
mamm(o)-	breast (乳房)
neur-	nerve (神经)
nutri-	nourishment (营养)
oste(o)-	bone (骨)
pneum(o)-	air; lung (气; 肺)
pod-	foot (足, 脚)
por-	a cavity, opening, passage or pore (腔; 孔; 洞)
Prefixes	Meaning
hyper-	abnormally increased, excessive (超出; 过度的)
re-	again; back; contrary (再; 又; 回; 反)
trans-	through; across; beyond (经; 透过; 越; 横过)
Suffixes	Meaning
-gram	something written or drawn; a record (书写或图; 记录)
-ia	disease; pathological or abnormal condition (疾病; 行为异常或失常的状态)
-ion	noun-forming suffix (构成名词的后缀)

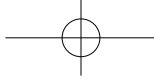


-ist	a specialist (专家)
-on	a unit (单元)
-osis	diseased or abnormal condition (病变的或不正常的状态)
-scopy	seeing; observation (观看; 检查)

2 Match each of the following definitions with its corresponding English term and Chinese equivalent.

English		
pneumothorax	refill	neuron
nutrient	neuralgia	transmit
hypertension	podiatrist	transplant
colonoscopy	nutritionist	pneumonia
mamnectomy	osteoporosis	mammogram
Chinese		
移植	肺炎	气胸
高血压	营养物	传染
乳房X线照片	神经痛	骨质疏松
结肠镜检查(术)	营养学家	足病医生
神经元, 神经细胞	再配(处方)	乳房切除术

	English	Chinese	Definition
1			examination of the colon with a colonoscope
2			abnormally elevated blood pressure
3			an x-ray image of the breast
4			nerve cell
5			one who is trained or an expert in the field of nutrition
6			a disease in which the bones become weak and break easily
7			inflammation of the lungs
8			one who is specialized in the diagnosis, treatment, and prevention of diseases of the human foot
9			a second or subsequent filling
10			transfer a tissue or an organ from one body or body part to another



Task 2 / Signpost language

Parenthetical statements

In streets, you can see many signposts telling people directions. In English writing, some expressions function as signposts to prepare the reader for what is coming up. In each of the ten units, we will focus on one type of language signposts.

Parenthetical statements allow a writer to insert additional information without creating a separate sentence and are often demonstrated by parenthesis and dash. For example:

Sometimes it feels as though my brain is juggling so many competing details, that one stray request from a patient — even one that is quite relevant — might send the delicately balanced three-ring circus tumbling down. (Para. 1)

Find some examples of parenthetical statement from Text A.

Task 3 / Formal English

Degree of formality should be determined by the audience and the writer's purposes. For example, the writer employs informal language when recording her juggling thoughts, and a noticeable shift from that of the rest of the article where a more formal style is consistently maintained. A juggling mind is vividly presented by informal and even ungrammatical use of language, such as "Maybe leave this until next time?"

Rewrite the following sentences from Text A with a more formal style.

Example:

- *Her weight is a little up.* (Informal)
- *Her weight increased a little.* (Formal)

1 Good thing she did her blood tests. Glucose is a little better. Cholesterol isn't great. May need to think about starting a statin. Are her liver enzymes normal? (Para. 3)

2 Has she been to the eye doctor? The podiatrist? (Para. 3)

3 But now I'm piling yet another pill onto her, and one that requires detailed instructions. Maybe leave this until next time? (Para. 3)

4 Health maintenance: When was her last mammogram? PAP smear? (Para. 3)



Text B

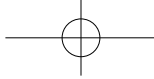
Ordinary incidents can change one's life. It is true for Dr. David Sackett¹. In Text B you will read about how a trivial occurrence had changed his medical practice, and more broadly, the way randomized clinical trials are now conducted and reported.

A 1955 Clinical Trial Report That Changed My Career^{2,3}

David Sackett

- In 1955, during the dawn of the modern era of randomized clinical trials, Thomas Chalmers⁴ and his colleagues published a remarkable paper. It was then and probably remains one of the most detailed reports of clinical trials ever published: It begins with a Table of Contents and runs on to a further 71 pages of small type. It is a model of how randomized trials should be reported, reflecting Marc Daniels' call for better reporting of clinical trials five years earlier, and anticipating by over four decades the reporting standards agreed and promulgated by the CONSORT Group⁵.
- Tom Chalmers and his colleagues described the eligibility criteria of participants clearly, and their random allocation (with concealment of the next participant's assignment) into their 2×2 factorial trials, thus permitting comparisons of two regimens per trial. The similarity between treatment groups in respect of 34 other variables that might affect patient prognosis was confirmed. Experimental and control regimens were precisely defined, and compliance with them was closely monitored and reinforced. All patients were accounted for at the end of the trials. Analyses were clearly described and transparent. The "external validity" of the trial results was tested by comparison with another, independent control group of patients. Finally, late effects

- David Sackett (1934-):** a Canadian medical doctor, pioneer in evidence-based medicine and founder of the first department of clinical epidemiology in Canada at McMaster University and the Oxford Centre for Evidence-Based Medicine. He is well known for his textbooks *Clinical Epidemiology* and *Evidence-Based Medicine*. 戴维·萨基特（循证医学创始人之一）
- The text is taken from *Journal of the Royal Society of Medicine* (2010), Vol. 103.
- The report refers to "Controlled studies of the effects of diet, rest, and physical reconditioning on the acute course of the disease and on the incidence of relapses and residual abnormalities" by T. C. Chalmers, R. D. Eckhardt, W. E. Reynolds, et al., published in *The Journal of Clinical Investigation* (1955- , Vol. 34).
- Thomas Chalmers (1917-1995):** famous for his role in the development of the randomized controlled trial and meta-analysis in medical research 托马斯·查默斯
- CONSORT Group:** an international and eclectic group, comprising trialists, methodologists and medical journal editors. CONSORT stands for Consolidated Standards of Reporting Trials, encompasses various initiatives developed by the CONSORT Group to alleviate the problems arising from inadequate reporting of randomized controlled trials (RCTs). Its main product is the CONSORT Statement, which is an evidence-based, minimum set of recommendations for reporting RCTs. 随机对照试验报告统一标准工作组（其主要工作成果是《随机对照试验报告统一标准声明》）



of the treatment regimens were assessed in a 10-year follow-up study.

- 3 I first came across this report in 1959. Although I failed to appreciate many of its methodological strategies and strengths at that time, it changed my career. I was a final-year medical student on a medical ward, where a teenager with “infectious hepatitis” (now called “Type-A hepatitis”) was admitted to my care. He presented with severe malaise, an enlarged and tender liver, and a colorful demonstration of deranged bilirubin metabolism that made me the envy of my fellow clerks. However, after a few days of total bed rest his spirits and energy returned and he asked me to let him get up and around.
- 4 In the 1950s, everybody “knew” that such patients, if they were to avoid permanent liver damage, must be kept at bed rest until their enlarged liver receded and their bilirubin and enzymes returned to normal. And if, after getting up and around, their enzymes rose again, back to bed they went. This conventional wisdom formed the basis for daily confrontations between an increasingly restless and resentful patient and an increasingly adamant and doom-predicting clinical clerk.
- 5 We clinical clerks were expected to read material relevant to the care of our patients. I wanted to understand (for both of us) how letting him out of bed would exacerbate his pathophysiology. After exhausting several unhelpful texts, I turned to the journals. PubMed⁶ was decades away, and the National Library of Medicine⁷ hadn’t yet begun to help the Armed Forces Medical Library⁸ with its *Current List of the Medical Literature*⁹. Nonetheless, it directed me to a citation in the *Journal of Clinical Investigation*¹⁰ (back in the days when it was a real clinical journal) for: “The treatment of acute infectious hepatitis. Controlled studies of the effects of diet, rest, and physical reconditioning on the acute course of the disease and on the incidence of relapses and residual abnormalities.” Reading this paper not only changed my treatment plan for my patient, it forever changed my attitude toward conventional wisdom, uncovered my latent iconoclasm, and inaugurated my career in what I later labelled “clinical epidemiology”.
- 6 The paper introduced me to Tom Chalmers, who quickly became my hero and, a decade later, my friend. Tom was a U.S. Army gastroenterologist, and had become involved in a major outbreak of “infectious” hepatitis among American recruits. The application of conventional wisdom on enforced bed rest was keeping affected soldiers in hospital for about two months and requiring another month’s convalescence.

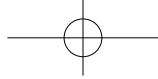
6 **PubMed**: a free database released in January 1996 accessing primarily the MEDLINE database of references and abstracts on life sciences and biomedical topics 文献服务检索系统

7 **National Library of Medicine**: the United States National Library of Medicine (NLM), located in Bethesda, Maryland. It is the world’s largest medical library. 美国国立医学图书馆

8 **Armed Forces Medical Library**: (美国) 军事医学图书馆

9 **Current List of the Medical Literature**: 《当代医学著作名录》

10 **Journal of Clinical Investigation**: a monthly open-access biomedical scientific journal 《临床研究杂志》(美国医学杂志)



Tom wrote: “This drain on military manpower, along with more recent (short-term metabolic) observations suggesting that strict bed rest might not be as essential as heretofore thought, emphasized the need for a controlled study to determine the safety of a more liberal regimen of rest and less prolonged hospitalization.”

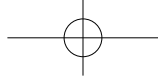
- 7 Employing what I increasingly came to recognize as “elegant simplicity”, Tom and his colleagues allocated soldiers who met pre-defined hepatitis criteria at random either to bed rest (continuously in bed, save for one trip daily to the bathroom and one trip to the shower weekly), or to be up and about as much as the patients wanted (with no effort made to control their activity save 1-hour rests after meals) throughout their hospital stay. The time to recovery (as judged by liver function testing) was indistinguishable between the comparison groups, and no recurrent jaundice was observed.
- 8 Armed with this evidence, I convinced my supervisors to let me apologize to my patient and let him be up and about as much as he wished. He did, and his clinical course was uneventful.
- 9 My subsequent “clinical course” was far from uneventful. I became a “trouble-maker”, constantly questioning conventional therapeutic wisdom, and offending especially the subspecialists when they pontificated (I thought) about how I ought to be treating my patients. I had a stormy time in obstetrics, where I questioned why patients with severe pre-eclampsia received intravenous morphine until their respirations fell below 12 per minute. I gained unfavorable notoriety on the medical ward, where I challenged a consultant’s recommendation that I should ignore my patient’s diastolic blood pressure of 125 mmHg “because it was essential for his brain perfusion”. And I deeply offended a professor of paediatrics by publicly correcting him on the number of human chromosomes (They had fallen from 48 to 46 the previous month!¹¹).
- 10 Tom Chalmers, along with Ed Fries (who answered the question about whether diastolic blood pressure should be ignored) and Archie Cochrane, became my role models. Ten years after I discharged my hepatitis patient, armed with some book-learning and blessed with brilliant colleagues, I began to emulate these mentors by converting my passive skepticism into active inquiry, addressing such questions as: Why do you have to be a physician in order to provide first-contact primary care¹²? Are the “experts” correct that teaching people with raised blood pressure all about their illness really makes them more likely to take their medicine? Just because the aorto-coronary arterial bypass¹³ is good for ischaemic hearts, should we accept claims that extracranial-intracranial arterial bypass¹⁴ is good for ischaemic brains?

11 They had fallen from 48 to 46 the previous month!: 人体细胞到底有多少条染色体? 这个问题经过了几十年的反复争论和求证, 到1954年才确定为23对, 46条。

12 first-contact primary care: 首诊初级保健

13 aorto-coronary arterial bypass: 主动脉冠状动脉旁路

14 extracranial-intracranial arterial bypass: 颅内—颅外动脉旁路



- 11 In the year that the paper by Tom Chalmers and his colleagues was published, there were only 347 reports of randomized trials. Half a century later, about 50,000 reports of randomized trials were being published every year, with the total number of trial reports by then exceeding half a million. I am proud to have contributed to this development, to the skepticism that drives it, and to the better informed treatment decisions and choices which have been made possible as a result. (1,133 words)

New words and expressions

randomize /'rændəmaɪz/ *vt.* arrange, select, or distribute in a random manner (为进行科学实验而) 随机选择

randomized clinical trial 随机对比临床试验

promulgate /'prɒməldʒeɪt/ *vt.* make known 宣告, 发表

eligibility /,elɪdʒə'bɪləti/ *n.* the quality or state of being allowed by rules or laws to do sth. or receive sth. 合格, 符合条件

criterion /kraɪ'tɪəriə/ *n.* (*pl.* criteria) a standard by which to judge or criticize 标准

eligibility criteria 资格标准

participant /pɑ:'tɪsɪpənt/ *n.* sb. who takes part in sth. 参与者

allocation /,ælə'keɪʃən/ *n.* the amount or share of sth. that has been allocated to a person or organization 配给物, 配给量, 份额

concealment /kən'sɪlmənt/ *n.* the state of being hidden or the act of hiding sth. 隐瞒, 隐藏

factorial /fæk'tɔ:riəl/ *n.* the result when you multiply a whole number by all the numbers below it 阶乘积

factorial trial 析因试验, 一种将两个或多个因素的各水平交叉分组, 进行试验的设计

regimen /'redʒɪmən/ *n.* (*medicine*) a systematic plan for therapy 疗程

prognosis /prɒg'nɒsɪs/ *n.* a prediction of the probable course and outcome of a disease 预后 (医生对病情如何发展的预测)

compliance /kəm'plaɪəns/ *n.* willingness to follow a prescribed course of treatment (对治疗的) 服从, 遵守

external validity the extent to which research findings can be generalized

to make predictions about the entire population 外部效度

control group (科学实验中的) 对照组

methodological /,meθədə'lɒdʒɪkəl/ *a.* relating to the methods and principles used for doing a particular kind of work, especially scientific or academic research (尤指科学或学术研究的) 方法的

ward /wɔ:d/ *n.* an area in a hospital where people who need medical treatment stay 病房, 病室

infectious /ɪn'fekʃəs/ *a.* an infectious disease is one that can spread from one person to another 传染的, 有传染性的

hepatitis /,hepə'taɪtɪs/ *n.* inflammation of the liver 肝炎

Type-A hepatitis 甲型肝炎, 甲肝

malaise /mə'leɪz/ *n.* a vague feeling of bodily discomfort 不适

deranged /dɪ'reɪndʒd/ *a.* disordered 紊乱的

bilirubin /bɪlɪ'ru:bɪn/ *n.* 胆红素

metabolism /mɪ'tæbə'lɪzəm/ *n.* the chemical processes in your body that change food and drink into energy 新陈代谢

recede /rɪ'si:d/ *vi.* move back or away from a limit, point, or mark 消退

confrontation /,kɒnfrən'teɪʃən/ *n.* a situation in which there is a lot of angry disagreement between two people or groups with very different opinions 对抗, 冲突

adamant /'ædəmənt/ *a.* determined not to change a belief or decision 固执的, 坚定的

doom-predicting /'du:m prɪ'dɪktɪŋ/ *a.* foretelling the future of life 预测生死的

exacerbate /ɪg'zæsəbeɪt/ *vt.* make a bad situation worse 使加剧, 使恶化

pathophysiology /,pæθəʊ,fɪzɪ'ɒlədʒi/ *n.* the functional changes associated with or resulting from disease or injury 病理生理学

citation /saɪ'teɪʃən/ *n.* a quotation 引用

relapse /rɪ'læps/ *n.* a falling back into a former state, especially after apparent improvement (旧病) 复发

residual /rɪ'zɪdʒuəl/ *a.* relating to or indicating a remainder 残留的

latent /'leɪtənt/ *a.* present but not visible, not apparent 潜在的, 不易觉察的

iconoclasm /aɪ'kɒnək'læzəm/ *n.* attack of the established ideas and customs 打破旧习

inaugurate /ɪ'nɔ:ɡjʊ'reɪt/ *vt.* cause to begin 开始, 开创

epidemiology /,epɪ'dɪ:mɪ'ɒlədʒi/ *n.* 流行病学

gastroenterologist /,gæstrəʊəntə'rɒlədʒɪst/ *n.* 胃肠病学家

outbreak /'aʊtbreɪk/ *n.* a sudden occurrence or appearance (疾病的) 爆发

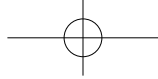
convalescence /,kɒnvə'lesəns/ *n.* the length of time a person spends getting well after an illness (病后的) 恢复期

manpower /'mæn,pauə/ *n.* all the workers available for a particular kind of work 人力

heretofore /,hɪətə'fɔ:/ *a.* before this time 在此以前

prolonged /prə'lɒŋd/ *a.* continuing for a long time 持续时间久的, 长期的

indistinguishable /,ɪndɪ'stɪŋɡwɪʃəbəl/ *a.* impossible to differentiate or tell apart 难区分的



recurrent /rɪ'kʌrənt/ *a.* occurring or appearing again or repeatedly 复发的

jaundice /'dʒɔ:ndɪs/ *n.* an illness of the liver that makes the skin and the white part of the eyes become yellow 黄疸

supervisor /'sju:pəvaɪzə/ *n.* a person who watches over, directs, or manages another or others 导师

uneventful /,ʌnɪ'ventfəl/ *a.* lacking in significant events 平静的, 平淡的

therapeutic /θerə'pjʊ:tɪk/ *a.* helping to treat or cure illness 治疗的

subspecialist /sʌb'speʃə'lɪst/ *n.* 分科专家

pontificate /pɒn'tɪfɪkət/ *vi.* give your opinion about sth. in a way that shows you think you are always right 武断地作出判断, 自以为是地发表意见

obstetrics /əb'stetrɪks/ *n.* the branch of medical science dealing with pregnancy and childbirth 产科学

pre-eclampsia /,prɪ:ɪ'klæmpsiə/ *n.* a medical condition in which hypertension

arises in pregnancy in association with significant amounts of protein in the urine 先兆子痫

intravenous /,ɪntrə'vi:nəs/ *a.* of, relating to, being, or occurring within a vein 静脉内的

morphine /'mɔ:fi:n/ *n.* a powerful drug used for reducing pain 吗啡

respiration /,respə'reɪʃən/ *n.* breathing 呼吸

notoriety /,nəʊtə'reɪtɪ/ *n.* ill fame 声名狼藉

diastolic /'daɪə'stɒlɪk/ *a.* 心脏舒张的

perfusion /pə'fju:ʒən/ *n.* pumping a liquid into an organ or tissue (especially by way of blood vessels) 灌注

paediatrics /,pɪdɪ'ætrɪks/ *n.* the branch of medicine concerned with the treatment of infants and children 儿科学

chromosome /'krəʊməsəʊm/ *n.* a threadlike body in the cell nucleus that carries the genes in a linear order 染色体

emulate /'emjʊleɪt/ *vt.* strive to equal or excel, especially through imitation 效仿

mentor /'mentɔ:/ *n.* a wise and trusted counselor or teacher 导师

skepticism /'skeptɪ'sɪzəm/ *n.* a doubting or questioning attitude or state of mind 怀疑态度

aorto-coronary /eɪ'ɔ:təu'kɔ:rənəri/ *a.* 主动脉冠状动脉的

arterial /ɑ:'tɪəriəl/ *a.* involving or relating to your arteries and the movement of blood through your body 动脉的

bypass /'baɪpɑ:s/ *n.* an alternative passage created surgically to divert the flow of blood or other bodily fluid or circumvent an obstructed or diseased organ 旁路, 心脏搭桥

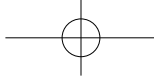
ischaemic /ɪs'ki:mɪk/ *a.* (also ischemic) 缺血的, 局部缺血的

Critical reading and thinking

Task 1 / Reflection

Reflect on the theme of the text and share with your partner what lessons you have learnt from Dr. Sackett's experience. For example: I have learnt from Dr. Thomas Chalmers' paper that preciseness and innovation count as most important factors in the success of one's academic life. What other lessons can you learn from the text? Here are suggested perspectives for your reference:

- Dr. Sackett's challenge to the traditional wisdom in treating his hepatitis patient
- Dr. Sackett's eventful "clinical course" and iconoclasm



Task 2 / Comprehension and discussion

Write down the information on the following topics. Then compare your answers with your partner.

1 design of Thomas Chalmers' trial

2 influence of Thomas Chalmers' paper

3 conventional wisdom of Type-A hepatitis in the 1950s

4 the author's eventful "clinical course"

5 history of randomized trials

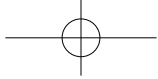
Researching

Task / Researching and reporting

Randomized controlled trial (RCT) has been one of the most common forms of clinical trial. Work in groups of 4-5 and explore the media and literature for information about RCT according to the following questions:

- 1 What is the definition of RCT?
- 2 Who developed it first?
- 3 What is the nature of RCT?
- 4 What is the process of RCT?

Now report your findings to the class.



Text C

Doctors Without Borders^{1,2}



- ¹ Doctors Without Borders, French *Médecins Sans Frontières* (MSF), is an international humanitarian group dedicated to providing medical care to victims of political violence or natural disasters, as well as to those who lack access to such treatment. The group was awarded the 1999 Nobel Prize for Peace.
- ² Doctors Without Borders was founded in 1971 by 10 French physicians who were dissatisfied with the neutrality of the Red Cross. The doctors believed they had the right to intervene wherever they saw a need for their assistance, rather than waiting for an invitation from the government, and they also felt they had a duty to speak out about injustice, even though it might offend the host government. In 1972 Doctors Without Borders conducted its first major relief effort, helping victims of an earthquake in Nicaragua³. Other significant missions were undertaken to care for victims of fighting in Lebanon⁴ (1976), and Afghanistan⁵ (1979). Doctors Without Borders has continued to work to relieve famine, offer medical care to casualties of

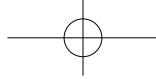
¹ This article is taken from the *Encyclopedia Britannica*.

² **Doctors Without Borders:** a humanitarian-aid non-governmental organization best known for its projects in war-torn regions and developing countries. 无国界医生组织

³ **Nicaragua:** a country in Central America between the Caribbean Sea and the Pacific Ocean, and south of Honduras and north of Costa Rica 尼加拉瓜 (中美洲国家, 位于加勒比海和太平洋之间, 北临洪都拉斯, 南接哥斯达黎加)

⁴ **Lebanon:** a country in the Middle East on the Mediterranean Sea, that is north of Israel and west of Syria 黎巴嫩 (地中海畔的中东国家, 位于以色列以北, 叙利亚以西)

⁵ **Afghanistan:** a country in Asia that is west of Pakistan and east of Iran 阿富汗 (亚洲国家, 西临伊朗, 东接巴基斯坦)



war, and deal with the problem of refugees in many countries throughout the world. In 2003 Doctors Without Borders was a founding partner in the organization Drugs for Neglected Diseases Initiative (DNDi)⁶, which works to create medicines for such diseases as malaria, tuberculosis, and HIV/AIDS.

- 3 Doctors Without Borders works in more than 70 countries. Headquartered in Brussels⁷, the organization has offices in some 20 countries. It was an integral part of the emergency relief efforts in Haiti⁸ after the earthquake of 2010, though all three of the organization's hospitals in that country had been destroyed by the quake.
- 4 In addition to providing medical assistance, Doctors Without Borders has a reputation as a highly politicized group, particularly skillful in achieving publicity for its efforts. Its vocal opposition to perceived injustice led to its expulsion from several countries. (302 words)

New words and expressions

humanitarian /hju:mænɪ'steəriən/ *a.* having concern for or helping to improve the welfare and happiness of people 人道主义的

neutrality /nju:'træljəti/ *n.* the attitude of sb. who does not support either side in a war or disagreement 中立

intervene /,ɪntə'vi:n/ *vi.* become involved in a situation in order to try to stop or change it 干涉, 介入

casualty /'kæʒuəlti/ *n.* sb. who is injured or killed in an accident or war 伤亡人员

malaria /mə'leəriə/ *n.* a serious illness caused by being bitten by a mosquito, usually in a hot country 疟疾

tuberculosis /tju:,bɜ:kjə'ləʊsɪs/ *n.* a serious infectious disease that affects many parts of your body, especially your lungs 肺结核

integral /'ɪntɪgrəl/ *a.* essential or necessary for completeness 完整的, 整体的

vocal /'vəʊkəl/ *a.* protesting or complaining strongly and loudly about sth. 畅所欲言的, 直言不讳的

expulsion /ɪk'spʌljən/ *n.* the act of forcing sb. to leave a place 驱逐

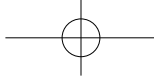
Task / Write a brief summary of Doctors Without Borders following the outline.

French Name	_____
Founders	_____
Date of establishment	_____
Headquarters	_____
Purpose	_____
Past Efforts	_____

6 **Drugs for Neglected Diseases Initiative (DNDi):** a collaborative, patients' needs-driven, non-profit drug research and development organization that is developing new treatments for neglected diseases 被忽略疾病药物研发组织

7 **Brussels:** the capital city of Belgium and the city from which the business of the European Union is run 布鲁塞尔 (比利时首都, 欧盟总部所在地)

8 **Haiti:** a country in the Caribbean Sea on the island of Hispaniola 海地 (岛国, 位于加勒比海的伊斯帕尼奥拉岛上)



Listening

News Report

Prediction

A valuable skill for listening comprehension is prediction. That is, instead of relying first on the actual words or sounds, you use background information and common sense to develop expectations about what you will hear and then confirm or reject them as you listen. This strategy is considered as an effective way of processing speech because it makes the most use of the resources available to you.

For instance, in this section, you will watch a video clip of a report titled "A Survey of Burnout Among Internal Medicine Physicians". Before watching the clip, think about the following questions:

- Who are the audience of the report?
- What are the findings of the survey?
- Are there any solutions to burnout among internal medicine physicians?

Reflection on these questions can facilitate the access to relevant knowledge and enhance subsequent understanding.

Word bank

Archives of Internal Medicine 《内科医学文献》(期刊)

Annals of Internal Medicine 《内科医学年鉴》(期刊)

substance abuse 滥用药物

exhaustion /ɪg'zɔ:stʃən/ n. 精疲力竭

depersonalization /di:ˌpɜ:sənəlaɪ'zeɪʃən/ n. 丧失个性

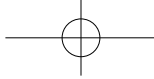
Task 1 / Before watching, write down your expectations about the report.

A Survey of Burnout Among Internal Medicine Physicians

Task 2 / Watch the video and take notes about the following points.

1 consequences of physician burnout

2 design of the survey



3 findings of the survey

4 criteria for burnout

5 implication of the survey

Discussion/Seminar

Speaking

Asking for information and clarification

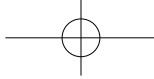
Knowing how to ask questions and seek clarification during tutorials, seminars and lectures is important at university. Here are some useful expressions for your reference. In fact there are two sets of expressions that serve similar purposes, but they differ in the degree of politeness. Remember being polite is important in academic discussions. Now read these sentences in the following two columns and compare them in terms of politeness.

Can you go over the bit about... again?	Could you go over the bit about... again?
I didn't understand what you said about...	I didn't quite understand what you said about...
Could you repeat...?	I wonder if you could repeat...?
Can you give... again?	Would you mind giving... again?
Does... mean...?	Do you know if... means...?
What does... mean?	Can you remember what... mean?
What is...?	Could you tell me something about... ?

less polite



more polite



Task / Work in pairs and use the polite expressions listed above to ask each other to clarify the following terms without referring to Text A and Text B.

- 1 BP meds
- 2 DEXA scans
- 3 control groups
- 4 red-flag signs
- 5 randomized trials
- 6 eligibility criteria
- 7 human chromosomes

Writing

Research Paper Project

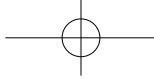
Choosing a topic

An essential part of academics is writing a research paper, which presents the results of systematic investigations on a particular topic. However, this is a very challenging and arduous process. For this semester, you will be exposed to the basic knowledge of research paper writing in medicine. Strategies on how to write the main sections of a research paper are introduced with samples in each of the ten units. You are expected to find more medical papers and analyze them according to what you have learned.

Let's start with the first step — deciding upon a topic on your own. Keep in mind the following points:

- 1 **Choose a topic that really intrigues you.** Your attitude determines the amount of effort you put into your research.
- 2 **Narrow down a topic.** Some topics are too broad to make a manageable paper. Begin by doing some general reading about something you are interested in and then try to find a focus. For instance, you may narrow down a topic from “healthy living” to “factors influencing health”, “e-life and health” or “cell phone use and health”.
- 3 **Avoid a topic that has very limited relevant source materials.**
- 4 **Remember that an initial topic may not be the topic you end up writing about.** This is a common characteristic in a student's ongoing research.

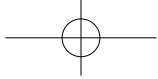
Following the above guidelines, you may start thinking about a topic for your research paper now. Thinking early leads to starting early.



Task 1 / Work in pairs and consider whether the following topics are suitable and manageable for a 2,000-word paper. Check (√) your choices.

- 1 Reflection on the application of Chinese medicine
- 2 The effect of some disease prevention programs
- 3 A survey of some resident physicians' life
- 4 Problems of American Medicare system
- 5 Effects of globalization on people's life

Task 2 / Write down the topics that you are curious about. Make sure they are specific and feasible.



Vocabulary Test

Complete the following language chunks taken from Texts A, B and C according to their Chinese equivalents.

- | | |
|--|--------------------------------------|
| 1 _____ overload (神经过载) | 2 a typical office _____ (典型的诊所就诊) |
| 3 DEXA _____ (DEXA扫描) | 4 medical _____ (行医) |
| 5 _____ control (血压控制) | 6 health _____ (健康保持) |
| 7 _____ report (乳房X线检查报告) | 8 _____ examination (体检) |
| 9 _____ of a medication (药物的副作用) | 10 perpetual _____ (永久的恐慌) |
| 11 _____ physicians (执业医师) | 12 _____ field (移植领域) |
| 13 medical _____ (医疗预算) | 14 paracetamol _____ (扑热息痛药片) |
| 15 _____ cap (防孩子打开的盖子) | 16 _____ clinical trial (随机临床试验) |
| 17 random _____ (随机分配) | 18 patient _____ (病人的预后) |
| 19 _____ group (对照组) | 20 a 10-year _____ study (10年的跟踪研究) |
| 21 a medical _____ (内科病房) | 22 infectious _____ (传染性肝炎) |
| 23 severe _____ (身体严重不适) | 24 bilirubin _____ (胆红素代谢) |
| 25 permanent _____ damage (永久的肝损伤) | 26 exacerbate _____ (加重病理生理状况) |
| 27 medical _____ (医学文献) | 28 clinical _____ (临床调查) |
| 29 _____ of relapse (复发率) | 30 clinical _____ (临床流行病学) |
| 31 strict _____ (严格的卧床休息) | 32 hospital _____ (住院) |
| 33 recurrent _____ (反复发作的黄疸) | 34 clinical _____ (临床病程) |
| 35 _____ morphine (静脉注射吗啡) | 36 _____ blood pressure (舒张压) |
| 37 brain _____ (大脑灌注) | 38 _____ care (初级保健) |
| 39 aorto-coronary arterial _____ (主动脉冠状动脉旁路) | 40 _____ treatment decision (知情治疗决定) |
| 41 an international _____ group (一个国际人道主义组织) | 42 the Red _____ (红十字会) |
| 43 the first major _____ effort (第一次重大援助工作) | 44 _____ of war (战争中的人员伤亡) |
| 45 _____ relief efforts (紧急援助工作) | |

高等学校专门用途英语 (ESP) 系列教材

学术英语

ACADEMIC ENGLISH *for* SCIENCE AND ENGINEERING

主 编 / 蔡基刚

理工 /



外语教学与研究出版社
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CONTENTS

Unit 1 Choosing a Topic / P1

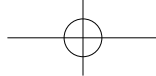
- 1 **Deciding on a topic / p2**
 - Text 1 How Do Computer Hackers “Get Inside” a Computer?
 - Text 2 Electronic Threats of a Computer
- 2 **Formulating a research question / p11**
 - Text 3 Advantages of Cloud Computing
 - Text 4 Security Benefits of Cloud Computing
- 3 **Writing a working title / p20**
- 4 **Enhancing your academic language / p21**
 - Reading: Texts 1-4
 - Listening: Lectures 1-5

Unit 2 Searching for Information / P39

- 1 **Finding reliable and better sources / p40**
- 2 **Scanning and skimming / p42**
 - Text 5 Can You Compete with A.I. for the Next Job?
- 3 **Identifying topic sentences for information / p47**
 - Text 6 Game Theory
- 4 **Guessing word meaning / p53**
 - From context
 - Text 7 Darkness on the Edge of the Universe
 - Through affixes and roots
 - Text 8 How Nanotechnology Works
- 5 **Using the organization of the text / p65**
 - Text 9 Global Warming and Its Effects
- 6 **Reading critically / p70**
 - Text 10 Global Warming
- 7 **Taking notes / p76**
- 8 **Writing a summary / p78**
- 9 **Enhancing your academic language / p84**
 - Reading: Texts 5-10
 - Listening: Lectures 6-9

Unit 3 Listening to Lectures / P109

- 1 **Preparing for listening to a lecture / p110**
- 2 **Paying attention to the introduction / p111**
 - Lecture 10



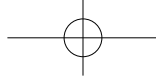
- 3 **Understanding the ideas through examples / P114**
Lecture 11
- 4 **Following a lecture through signal words / P116**
Lecture 12
- 5 **Memorizing the points by taking notes / P120**
Lecture 13

Unit 4 Writing a Literature Review / P125

- 1 **Writing a literature review / P126**
Text 11 Risks of Nuclear Power
Text 12 How Radiation Threatens Health
Text 13 Should Nuclear Radiation Found in Domestic Milk Come as a Surprise?
Text 14 Radiation and Health: The Aftershocks of Japan's Nuclear Disaster
- 2 **Writing a self-contained literature review / P142**
- 3 **Writing a literature review as a part of an essay / P145**
- 4 **Citation / P147**
- 5 **Documentation / P152**
- 6 **Avoiding plagiarism / P153**
- 7 **Paraphrasing / P158**
- 8 **Enhancing your academic language / P170**
Reading: Texts 11-14
Listening: Lectures 14-16

Unit 5 Writing an Academic Essay / P185

- 1 **Definition / P186**
Text 15 Genetically Modified Foods—Feed the World?
Text 16 Influence of Genetically Modified Soya on the Birth Weight and Survival of Rat Pups
Text 17 Clinical Risk Assessment of GM Foods
- 2 **Two types of research paper / P202**
- 3 **Writing an introduction / P205**
- 4 **Writing the body of a secondary research essay / P212**
Definition
Text 18 Physical Effects of Marijuana Use
Organizations
- 5 **Writing the body of a primary research essay / P222**
Methods section
Results section

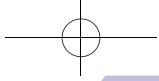


- 6 Writing a discussion or/and conclusion / P229**
- 7 Writing an abstract / P232**
- 8 Writing a reference list / P236**
- 9 Academic writing style / P238**
 - Formality
 - Text 19 Research Reports for Business and Technical Writing
 - Hedging
- 10 Proofreading / P247**
 - Check globally
 - Check grammatically
- 11 Enhancing your academic language / P253**
 - Reading: Texts 15-19
 - Listening: Lectures 17-20

Unit 6 Making an Oral Presentation / P273

- 1 Preparing your oral presentation / P274**
- 2 Organizing the content / P274**
- 3 Using proper language / P279**
- 4 Delivering your presentation / P281**
- 5 Using visual aids / P283**
- 6 Dealing with Q and A / P285**
- 7 Raising questions in class and in the lecture / P286**
- 8 Participating in discussions / P287**

- Appendix 1: Vocabulary / P290
- Appendix 2: A Student's Paper / P307



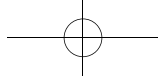
UNIT

1

Choosing a Topic

In this unit, you will learn how to:

- ▶ choose a particular topic for your research;
- ▶ formulate a research question;
- ▶ write a working title for your research essay;
- ▶ enhance your language skills related with reading and listening materials presented in this unit.



Deciding on a topic

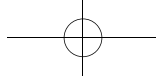
As a college student of science and technology, you are often required to write a literature review about a certain topic, or a 1,500-word term paper. In either case, the writing is a complex process which involves choosing a topic, searching for relevant materials, and compiling a reference list. Hence the first thing you need to do is to choose a research topic.

A topic is what the essay or research paper is about. Choosing a topic for your literature review or research paper requires careful consideration. A topic that is too specialized or too general may bring many problems in terms of the time you can devote to the research or the sources of information available on the topic. How do you choose a topic which is possible to research? There are four principles:

- 1) **Interesting.** If a topic holds your interest, you will most likely enjoy working on it. However, you should also be aware of the interest of your readers. For example, if your readers are from different disciplines or academic backgrounds, your topic should not be too specific.
- 2) **Important.** You also have to consider the value of the topic you are likely to choose, both academic and social. An essay without practical or theoretical value will probably not attract readers.
- 3) **Manageable.** Narrow down your topic to make your paper manageable. For example, if you want to discuss the history of a disease, it may not be possible for you to cover all the important ideas in a 1,500-word essay.
- 4) **Adequate.** You have to ask the question: Can the topic I have chosen be researched? One criterion is that you must make sure that there are adequate source materials available on the topic. Avoid a topic that has very limited information about it, for it is difficult to carry out your research without previous studies.

TASK 1 Analyze the steps as to how a topic is made more specific and manageable.





TASK 2 Choose one of the following topics that you are familiar with or interested in. Then discuss with your partners about the following questions.

- 1 Is the topic appropriate for a 1500-word essay? Why or why not?
- 2 If the topic is too general, how do you narrow it down to a more manageable topic?
- 3 Can you suggest some appropriate topics of each subject?

- **Global Warming**

My narrower subtopics:

- 1) _____
- 2) _____
- 3) _____

- **Cancer**

My narrower subtopics:

- 1) _____
- 2) _____
- 3) _____

- **Nanotechnology**

My narrower subtopics:

- 1) _____
- 2) _____
- 3) _____

- **Internet**

My narrower subtopics:

- 1) _____
- 2) _____
- 3) _____

- **Artificial Intelligence**

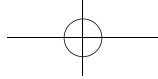
My narrower subtopics:

- 1) _____
- 2) _____
- 3) _____

- **Energy**

My narrower subtopics:

- 1) _____
- 2) _____
- 3) _____



- **Genetic Engineering**

My narrower subtopics:

- 1) _____
- 2) _____
- 3) _____

- **Universe**

My narrower subtopics:

- 1) _____
- 2) _____
- 3) _____

TASK 3 Read the following two essays concerning computers and answer the following questions.

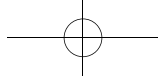
- 1 What is the main idea that each essay tries to illustrate?
- 2 In which aspect do the two essays share the same idea?
- 3 In which aspect do the two essays differ?
- 4 What topic does each essay address? Do you think they are appropriate according to the four principles mentioned on Page 2?

**Text
1**

How Do Computer Hackers “Get Inside” a Computer?¹

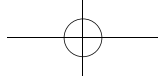
Julie J. C. H. Ryan

- 1 This seems like a straightforward question but it’s actually quite complex in its implications, and the answer is anything but simple. The trivial response is that “hackers” get inside a target computer system by exploiting vulnerabilities, but in order to provide more detail, let’s start from the beginning.
- 2 The term “hacker” is fairly controversial in its meaning and interpretation. Some people claim that hackers are good guys who simply push the boundaries of knowledge without doing any harm (at least not on purpose), whereas “crackers²” are the real bad guys. This debate is not productive; for the purposes of this discussion, the term “unauthorized user” (UU) will suffice. This term covers the entire range of folks, from those involved in organized criminal activities to insiders who are pushing the limits of what they are authorized to do on a system.
- 3 Next let’s explore what it means to “get inside” a computer. This can refer to gaining access to the stored contents of a computer system, gaining access to the processing capabilities of a system, or capturing information being communicated between



systems. Each of these attacks requires a different set of skills and targets a different set of vulnerabilities.

- 4 So what do UUs take advantage of? Vulnerabilities exist in every system and there are two kinds: known and unknown. Known vulnerabilities often exist as the result of needed capabilities. For instance, if you require different people to use a system in order to accomplish some business process, you have a known vulnerability: users. Another example of a known vulnerability is the ability to communicate over the Internet; enabling this capability, you open an access path to unknown and untrusted entities. Unknown vulnerabilities, which the owner or operator of a system is not aware of, may be the result of poor engineering, or may arise from unintended consequences of some of the needed capabilities.
- 5 By definition, vulnerabilities may be exploited. These can range from poor password protection to leaving a computer turned on and physically accessible to visitors in the office. More than one technical exploit has been managed simply by sitting at the receptionist's desk and using his computer to access the desired information. Poor passwords (for example, a username of "Joe Smith" with an accompanying password of "joesmith") are also a rich source of access: password cracking programs can easily identify dictionary words, names, and even common phrases within a matter of minutes. Attempts to make those passwords more complex by replacing letters with numbers, such as replacing the letter O with the number zero, don't make the task much harder. And when a UU can utilize a valid username-password combination, getting access to a system is as easy as logging in.
- 6 If a target system is very strongly protected (by an architecture that includes both technical controls such as firewalls or security software, and managerial controls such as well-defined policies and procedures) and difficult to access remotely, a UU might employ low-technology attacks. These tactics may include bribing an authorized user, taking a temporary job with a cleaning company, or dumpster diving³ (rifling through trash in search of information). If the target system is not so strongly protected, then a UU can use technical exploits to gain access.
- 7 To employ technical exploits a UU must first determine the specifications of the target system. It would do no good whatsoever for a UU to use a technical exploit against a Microsoft vulnerability if the target system is a Macintosh⁴. The UU must know what the target system is, how it is configured, and what kind of networking capabilities it has. Once these parameters (which can be determined remotely through a variety of methods) are known, then the UU can exploit the configuration's known vulnerabilities. The availability of preprogrammed attacks for common configurations can make this task quite simple; UUs that use these scripted capabilities are somewhat derisively known as "script kiddies"⁵.
- 8 One way a technically proficient UU can remotely determine the configuration of a target system is through capabilities inherent in hypertext transfer protocol⁶ (http).



Users who access certain websites actually send configuration information, such as the type of browser being used, to the requesting site. Once the system configuration is known, then exploits can be selected.

- 9 Another type of attack is one that is preprogrammed against specific vulnerabilities and is launched without any specific target—it is blasted out shotgun style with the goal of reaching as many potential targets as possible. This type of attack eliminates the need for the first step, but is less predictable in both outcome and effectiveness against any given target.
- 10 It's important to recognize that the end goal of unauthorized access varies depending on the UU's motivations. For example, if a UU is trying to gather a lot of zombie computers⁷ for use in a distributed denial of service attack, then the goal is to sneak a client program onto as many computers as possible. One way to do this fairly effectively is through the use of a so-called Trojan horse program⁸, which installs the malicious program without the knowledge or consent of the user. Some of more recent mass Internet attacks have had this profile as an element of the attack pattern.
- 11 Protecting yourself against attacks is a multi-step process, which aims to limit and manage the vulnerabilities of your system. (It's impossible to eliminate them all.) First, make sure you have all the latest patches for your operating system and applications—these patches generally fix exploitable vulnerabilities. Make sure your password is complex: It should include letters, numbers, and symbolic characters in a nonsensical manner. Also, consider getting a hardware firewall and limiting the flow of data to and from the Internet to only the few select ports you actually need, such as email and Web traffic. Make sure your anti-virus software is up-to-date and check frequently to see if there are new virus definitions available. (If you are using a Windows system, you should ideally update your virus definitions every day.) Finally, back up your data. That way if something bad does happen, you can at least recover the important stuff. (1,023 words)

Terms and notes

1 This text is from *Scientific American*, August 16, 2004.

2 **cracker**: someone who illegally breaks into a computer system in order to steal information or stop the system from working properly 黑客

3 **dumpster diving**: the practice of sifting through commercial or residential trash to find items that have been discarded by their owners, but that may be useful to the dumpster diver 垃圾搜寻

4 **Macintosh**: a series of personal computers designed, developed, and marketed by Apple Inc. 麦金塔电脑 (苹果电脑其中一个系列的个人电脑)

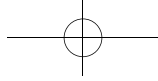
5 **script kiddies**: a derogative term used to describe those who use scripts or programs developed by others to attack computer systems and networks and deface websites. They are more

immature, but unfortunately often just as dangerous exploiter of security lapses on the Internet. “脚本小子”

6 **hypertext transfer protocol**: the set of rules for transferring files (text, graphic images, sound, video, and other multimedia files) on the World Wide Web 超文本传输协议

7 **zombie computer**: a computer that has been secretly compromised by hacking tools which allow a third party to control the computer and its resources remotely 僵尸电脑

8 **Trojan horse program**: a malicious computer program that poses as something desirable or is hidden within a different program to trick users into loading the malicious software onto their computers 木马程序



Electronic Threats of a Computer¹

Text 2

Will Knight

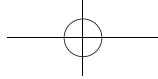
- ¹ Any computer connected to the Internet faces a daunting range of electronic threats. Perhaps the biggest single threat to any computer is the humble software bug. Seemingly harmless programming errors can be exploited to force entry into a computer and also provide the weak spots that allow computer worms and viruses to multiply.
- ² Many software bugs will simply cause a computer to crash. But an expert programmer can sometimes figure out how to make a computer malfunction in a creative way, so that it provides access to secure parts of a system, or shares protected data.
- ³ When a software vulnerability is revealed, it is often a race against the clock to apply the correct software patch before an attacker can convert the bug into an “exploit” that can be used to cause major damage.

Viruses and worms

- ⁴ A computer virus is a program that spreads between computers by hiding itself within a—seemingly innocent—document or application. A worm, on the other hand, is a program that replicates and travels without “infecting” anything else on a system.
- ⁵ Many modern specimens of malicious code, however, use a mixture of tricks to cheat their way onto computer systems, blurring the line between worms and viruses. The terms are now often used interchangeably.
- ⁶ The first worms appeared in the 1970s and spread slowly between computers connected to the same network. They simply displayed an annoying message on the screen of each infected machine. The first computer virus, called Elk Cloner², was written in 1982 and infected computers via floppy disks.

Trojans and zombies

- ⁷ But viruses and worms no longer just provide a way for hostile hackers to gain notoriety. Today’s viral code can contaminate computers at lightning speed, spreading via email, peer-to-peer³ file-sharing networks and even instant messaging programs. The most successful ones cause serious damage, forcing companies around the globe to close down while infected computers are cleaned up.
- ⁸ A string of recent specimens have been designed to snatch passwords or credit card information and install programs that can be used to remotely control infected machines. These programs are known as Trojan horses.



- 9 There is evidence that virus writers can earn large amounts of money by leasing access to networks of compromised computers⁴—often referred to as “botnets⁵”. These groups of remote-controlled “zombies” have been used to squeeze out money from websites, by threatening to crash them with a denial-of-service (DoS) attack⁶. This involves overloading a server with fake page requests, so that real messages cannot get through.

Spam⁷, Spam, Spam

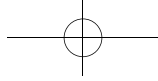
- 10 Spammers have also begun using botnets to forward unwanted bulk email advertising, or spam, through scores of zombie PCs. This makes it far more difficult for spam hunters to block the messages at source and catch the offenders.
- 11 Once considered a fairly minor problem, spam is rapidly spiraling out of control, and much more than half of all email messages are now thought to consist of unwanted advertising messages.
- 12 To combat computer scientists’ best efforts to stem the tide of junk email, the spammers have had to become more cunning and sophisticated. More recently, “spim” (spam by instant messenger) and “spit” (spam by Internet telephony) have joined the fight.

Phishing⁸

- 13 Spam’s more sinister cousin is the phishing email. This is a con trick that arrives as an email and tries to trick a recipient into handing over money or sensitive personal information like their bank account details or a username and password.
- 14 The simplest phishing tricks try to deceive a target into sending money as part of a get-rich-quick scheme. But phishing tricksters are also getting more devious and recent scams pose as customer service emails and send users to fake banking or commercial websites where they are invited to “re-enter” their account information.
- 15 Some genuine sites have even proven vulnerable to software bugs that can be exploited to capture information from regular users. Phishing is especially threatening because it can be used to steal a person’s digital identity.

Spyware

- 16 Along with spam and phishing, spyware represents the third of an unhappy trinity of Internet pests. These harmful and secret programs typically find their way onto a computer system alongside another, often free, software application, although some can also exploit software bugs to get onto a machine. The programs are used to serve up unwanted adverts, change system settings and gather information on a user’s online behavior for marketing purposes.



Hackers

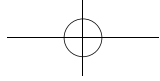
- 17 The term “computer hacker” was first coined in the 1960s and originally meant someone capable of developing an ingenious solution to a programming problem. But the phrase has since fallen into disrepute, entering the popular vocabulary as a term for a programmer with criminal intent.
- 18 The earliest “criminal” hackers were in fact relatively harmless, interested in testing the boundaries of their knowledge and their ability to get around security measures. They mainly performed harmless pranks, for example employing low-tech tricks to get free calls through the U.S. phone networks.
- 19 There are many tools in the modern hacking kit, including network scanners, packet sniffers⁹, rootkits¹⁰ and decompilers. But “social engineering”—for example, putting a particularly tempting message in an email header to encourage people to open it—and even search engines can also be useful weapons for the hacker.

Computer crime

- 20 As the number of computers networks has grown, so have the possibilities for more serious misuse. And, as money increasingly becomes a digital commodity, the world has seen the emergence of serious computer criminals.
- 21 Criminal gangs have also started to get in on the action, attracted by the huge quantities of money now spent online every day. There is evidence that dishonest experts can also earn serious money from crime gangs by breaking into computer systems, writing viruses and creating phishing scams.
- 22 And it is not just ordinary desktop computers that are under threat. Governments, banks and critical infrastructure can also be brought to a standstill by an expert armed only with a laptop computer and a net connection.

Mobile menace

- 23 The biggest new target for computer hackers is the mobile device. Virus writers are already experimenting with code designed for smart phones and experts predict more may be on the way, while hackers are also looking at ways to crack handheld devices.
- 24 While the Internet has transformed global communication beyond recognition, the arms race between those intent on harnessing its power for criminal purposes and those tasked with preventing them has only just begun. (1,067 words)



Terms and notes

- 1 This text is from *New Scientists*, September 4, 2006.
- 2 **Elk Cloner**: one of the first known microcomputer viruses that spread outside the computer system or lab in which it was written 第一个已知被广泛传播的计算机病毒
- 3 **peer-to-peer**: a distributed application architecture that partitions tasks or workloads between peers 端对端技术
- 4 **compromised computer**: 被感染的计算机
- 5 **botnet**: a collection of compromised computers which have been recruited by running malicious software 僵尸网络
- 6 **denial-of-service (DoS) attack**: an attempt to make a computer resource unavailable to its intended users 拒绝服务攻击
- 7 **spam**: use of electronic messaging systems to send unsolicited bulk messages indiscriminately 垃圾邮件
- 8 **phishing**: an attempt to acquire information such as usernames, passwords, and credit card details by masquerading as a trustworthy entry in an electronic communication 网络钓鱼
- 9 **packet sniffer**: a computer program or a piece of computer hardware that can intercept and log traffic passing over a digital network or part of a network 数据包嗅探器
- 10 **rootkit**: a stealthy type of malicious software designed to hide the existence of certain processes or programs from normal methods of detection and enable continued privileged access to a computer 隐藏其他程序进程的软件

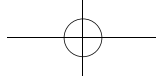
TASK 4 Listen to Lecture 1 and watch the video clips of Lectures 2 and 3, and then finish the following tasks.

- 1 Write down the topics of the three lectures according to what you have heard.
Lecture 1: _____
Lecture 2: _____
Lecture 3: _____
- 2 Compare the topics of the three lectures and the two texts, and write down your own topics concerning "Hackers". Then share your topics with your partner and evaluate each other's topics. (You may refer back to the four principles listed on Page 2)
Topic 1: _____
Topic 2: _____

TASK 5 Search on the Internet and find two interesting topics of a particular subject (IT, genetic engineering, global warming, etc.) and complete the following table. Then work in groups of 3-4 and evaluate those topics according to the four principles listed on Page 2.

Subject : _____

Topic	Title



Formulating a research question



A research question is a statement that identifies the focus of your topic. It is the question that your study or your paper wants to answer. For example, you may develop it into the following research questions if your topic is “Electronic Threats of a Computer”.

- 1) What kind of electronic threats may our computer face?
- 2) What are the major characteristics of those threats?
- 3) How can we cope with those threats?

A research question, therefore, serves two purposes:

- 1) It identifies the specific objectives your research or your paper will address. You can check whether you answer it completely when you finish your study or your paper.
- 2) It determines the size of your research or the length of your paper. Obviously your paper will be shorter if you answer the third question only (How can we cope with those threats?).

Hence raising research questions will make your topic more specific, more tangible and more focused.

TASK 1 Read the following two essays and then list their research questions respectively.

Text 3

Research question 1: _____

Research question 2: _____

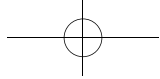
Research question 3: _____

Text 4

Research question 1: _____

Research question 2: _____

Research question 3: _____



Text 3

Advantages of Cloud Computing¹

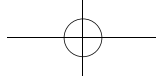
Arun Kumar

1 An introduction to cloud computing

- 1 Before talking about the advantages of cloud computing, let's look at what cloud computing is and its various types. Cloud computing offers several advantages by allowing you to use services that include infrastructure, applications, and/or storage space for a nominal fee². As these services are created and offered by the cloud service provider, you need not purchase additional infrastructure for use at your own premises (servers, application programs, operating systems, etc.).
- 2 One can define cloud computing as a pay-per-use model for enabling on-demand access to reliable and configurable resources that can be quickly provisioned and released—with minimal consumer involvement in terms of management. You pay only for the resources you use. You need not set up the infrastructure or buy the software. This is just an abstraction of the many advantages of cloud computing.
- 3 Any cloud should have the following characteristics irrespective of whether it is private or public and irrespective of the type of service it offers:
 - 1 It should be able to quickly allot and relieve resources whenever required by clients;
 - 2 It should have real-time backup to offer maximum up time to clients;
 - 3 It should be able to cater to the needs of clients without having to involve clients into management of the service.
- 4 The next section takes a look at advantages of cloud computing by studying the different types of clouds based on the service they offer.

2 Types of cloud services

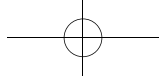
- 5 **SaaS³ (Software as a Service):** This is the most popular form of cloud services. The service provider offers a software to support the service on offer. The software is built by the service provider while the end users can configure it to suit their needs. The clients (end users) however, cannot change or modify the software. Mozy⁴ is an example of SaaS. It is basically a backup service that offers a software to help people back up their data. Thus, you can use the service without actually having to code or buy the software. You just have to pay a monthly or annual fee to use the service.
- 6 **PaaS⁵ (Platform as a Service):** It offers a platform to clients for different purposes. For example, the Windows Azure⁶ offers a platform to developers to build, test, and host applications that can be accessed by the end users. The end users may or may not know that the application is hosted on the cloud. As mentioned earlier, the storage space for user data may be increased or decreased per the requirement of the applications. As with the SaaS, you do not need to build the platform. You just pay a nominal fee for using the service.



- 7 **IaaS⁷ (Infrastructure as a Service):** It offers infrastructure on demand. The infrastructure can be anything from storage servers to applications to operating systems. Office 365⁸ offers a combination of these infrastructures and falls under this category. With Office 365, you can get plenty of applications along with storage space. Buying infrastructure or renting it out in traditional models can be very expensive. When you opt for IaaS, you save a lot on expenses, space, and personnel required to set up and maintain the infrastructure. The cloud service provider takes care of setting up and maintaining the infrastructure. You just pay a fee to use it per your requirements.
- 8 As you can see, there are numerous advantages of cloud computing, the most basic ones being remote accessibility, lower costs, and quick re-provisions.

3 Green computing

- 9 This section talks about advantages of cloud computing under green computing. Green computing can be defined as energy efficient usage of computing resources. Most of the computers today are Energy Star⁹ certified. They are designed to reduce the consumption of electricity while also reducing emissions that damage the environment. Taking the advantages of cloud computing further contributes to green computing.
- 10 As cloud computing can always be used to re-provisioning of resources, when you need to expand, you need not buy the infrastructure to increase the carbon emissions by way of using more electricity to cool off the computer resources. You can just expand to the cloud to use the pre-built resources to stop the increase in electricity usage at your end. You also need not add cooling components thereby reducing the hazardous emissions. Thus, you save the environment while also saving on the expenses incurred due to a demand for expansion.
- 11 The expansion can be as small as writing a code for your business. There are several generic software available through SaaS. You can use the one that suits your company or personal needs. This saves you the trouble of adding one or more computers to your infrastructure for the purpose of storing the database(s) used by the code. This keeps a check on your electricity usage, thereby contributing to green computing.
- 12 Cloud computing also allows you to let your employees telecommute. This means large savings while contributing heavily to environmentally friendly green computing. Your employees can access the cloud—public or private—from any corner of the world and can work from their homes. This means they need not drive to the business premises. This saves them fuel and reduces carbon emissions, which in turn, saves the environment. You can also cut down the number of electronic devices when your employees are telecommuting. You use less computers and other machinery, which means reduced usage of electricity. If you use less computers and servers, you also cut down on cooling resources, which reduce both electricity usage and carbon emissions—again contributing to the environment and green computing.



4 Conclusion

- 13 There are several advantages of cloud computing as evidenced by the above discussion. Here's a summary:
- 14 **Remote Accessibility:** With cloud computing, your business is not restricted to a particular location. This applies to individuals also. You can access the services from anywhere. All you need is your ID and password. In some cases, there may be extra security requirements but as they too are mobile, you can easily access your cloud services from any part of the world.
- 15 **Easy Expansion:** As of the characteristics of cloud computing is its flexibility, you can quickly access more resources if you need to expand your business. You need not buy extra infrastructure. You just need to inform your cloud provider about your requirements and they will allocate resources to you. In most cases, the entire process is automated so the expansion takes just a few minutes. The same is applicable if you wish to use less resource. One of the best advantages of cloud computing is easy reallocation of resources.
- 16 **Security:** Though people doubt cloud computing, clouds tend to be more secure than the traditional business models. Clouds offer real-time backup which results in less data loss. In case of outage, your customers can use the backup servers that sync¹⁰ with the main ones as soon as they are up. Your business gets maximum uptime without any loss of data during the transitions. Other than this, clouds are less prone to hacks and DdoS¹¹ attacks as people don't know the whereabouts of your data.
- 17 **Environmentally Friendly:** Usage of ready-made resources tailored to your needs helps you reduce the electricity expenses. While you save on electricity, you also save on resources required to cool off computers and other components. This reduces the emissions dangerous to environment. (1,229 words)

Terms and notes

1 This text is taken from <http://www.brighthub.com>.

2 **nominal fee:** 象征性的收费

3 **SaaS:** a software delivery model in which software and its associated data are centrally hosted and typically accessed by users using a thin client via a web browser over the Internet 软件即服务模型（云计算三种模型之一）

4 **Mozy:** an online backup service for both Windows and Mac users 在线备份服务（网络硬盘）

5 **PaaS:** the delivery of a computing platform and solution stack as a service 平台即服务模型（云计算三种模型之一）

6 **Windows Azure:** a Microsoft cloud platform used to build, host and scale web applications through Microsoft data centers 微软云计算的操作系统

7 **IaaS:** a service delivering computer infrastructure—typically

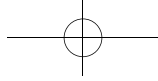
a platform virtualization environment—as a service, along with raw storage and networking 基础架构即服务模型（云计算三种模型之一）

8 **Office 365:** commercial software plus services offering a set of products from Microsoft Corporation, with the initial plan including a Professional subscription and an Enterprise subscription 微软云办公软件

9 **Energy Star:** an international standard for energy efficient consumer products originated in the United States of America “能源之星”计划

10 **sync:** moving or working at exactly the same time and speed 同步，同时发生

11 **DdoS:** a distributed denial of service attack which occurs when multiple systems flood the bandwidth or resources of a targeted system, usually one or more web servers 分布式拒绝服务攻击



Text 4

Security Benefits of Cloud Computing¹

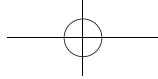
Felician Alecu

1 The future of the Internet

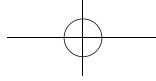
- 1 Today, we can easily notice how the nature of the Internet is changing from a place used to read Web pages to an environment that allows the users to run software applications.
- 2 An interesting analogy, introduced by Nova Spivack², describes the evolution of the Web in the following terms:
 - 1) Web 1.0 was seen as read-only, used to create almost static pages, like personal websites, newspapers, shopping applications and so on.
 - 2) Web 2.0 introduced the read-write content—the publishing becomes participation, the websites turn into blogs and the blogs were aggregated together into large collections. Interactivity and collaboration are now very common for the Web content.
 - 3) Web 3.0 will allow the read-write-execute operations, so the content will become executable Web.
- 3 The future belongs to the Web 3.0, also called the intelligent Web, which is the next stage of the Internet evolution based on the services for data mining, artificial intelligence, independent agents, speech recognition and new computing models (distributed, grid³ and cloud).
- 4 The Web 3.0 can be seen as a new way of creating and using applications that can run on different devices, like mobile phones or PDAs⁴ and having the data stored into the cloud.

2 Fundamentals of cloud computing

- 5 Simply speaking, the cloud means the Internet. The term is derived from the way in which the Internet is often represented into the network diagrams. Cloud computing represents a new paradigm of the Internet computing in which the software is seen as a service and the applications and data are stored on multiple servers that can be accessed from the Internet.
- 6 The current cloud computing architecture involves the existence of data centers that are able to provide services to the clients located all over the world. In this context, the cloud can be seen as a unique access point for all the requests coming from the customers/clients.



- 7 A mobile phone or PDA can successfully play the role of the cloud client. For this reason, the mobile device should run on the Android⁵ or iPhone platforms. Also, a Web browser, like Google Chrome⁶, can be a cloud client without any problem.
- 8 The cloud clients could be regular PCs, mobile phones, PDAs or any other similar devices. Basically, the client is renting or simply accessing the processing capacity needed from the data center. The quality of the service becomes a crucial factor of the cloud computing success.
- 9 It is important to notice that a client could be a hardware device and/or a software application, like a browser, for example.
- 10 Cloud computing allows to move the processing effort from the local devices to the data center facilities. In such a way, any phone, for example, could be able to solve complex differential equation systems by simply passing the specific arguments to a data center service that will be capable to give back the results in a very short time. In these conditions, the security of data and applications becomes a very major issue.
- 11 The main advantages of the cloud computing are the following:
 - 1) there is no need to download or install a specific software, the software deployment becomes a very fast and easy task;
 - 2) the cost is low or even free, in some cases. The clients should pay only for the resources they actually use;
 - 3) if the client computer crashes, there is almost nothing lost because everything is stored into the cloud;
 - 4) there is no need to update the local system when some new fix packs are released;
 - 5) cloud computing can be used on clients having minimal hardware requirements, like mobile phones or PDAs;
 - 6) the problem of licensing different software packages is moved to the data center level;
 - 7) no costs (or very small ones) for hardware upgrades;
 - 8) the users are not dependent by their personal computer because they can use any other device having an Internet connection and minimum software requirements.
- 12 Of course there are some disadvantages as well, like:
 - 1) an Internet connection is required in order to be able to access and use the cloud and this Internet dependence makes the offline mode impossible. On the other hand, some applications require a high speed Internet connection so the traffic speed may affect the overall performances;



- 2) on a long term basis, the subscription fee may be more expensive than buying the hardware, for example;
- 3) it is hard to integrate with the existing in-house infrastructure. Also, moving back from cloud to the in-house model can be very difficult;
- 4) there are not enough major suppliers in this field, yet;
- 5) a very big concern is the data security because the data and the software are located on remote servers that can crash or disappear without any additional warnings. In this context, the service quality becomes crucial and the need of the backups is vital.

3 Security benefits

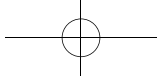
13 The cloud computing provides some major security benefits for individuals or companies, like the following:

- 1) centralized data storage—this goes to reduced effects of loosing some hardware items, like a laptop, for example. While the main part of the applications and data is stored into the cloud, loosing a client is not a big issue anymore—there are no sensitive data lost and a new client can be connected to the cloud very fast;
- 2) monitoring of data access becomes easier because it is enough to monitor only one place, not thousands of computers belonging to a major company, for example;
- 3) increased uncertainty—it is almost impossible for a thief to determine which physical component to steal in order to get a digital asset;
- 4) virtualization allows a rapid replacement of a compromised server located into the cloud without major costs or damages. Also, the downtime for computers in the cloud could be substantially reduced because it is very easy to create a clone by using an image;
- 5) logging—extended logs can be activated because the cloud is big enough to store large collections of data;
- 6) the security changes can be easily tested and implemented.

Cloud computing is still at the beginning so the list remains wide open for new entries.

4 Conclusion

14 Today, the information infrastructure is moving faster to a simple but very innovative concept called cloud computing. There are a lot of applications able to exploit the cloud and the list is expanding faster. Many devices are cloud compatible, like the traditional computers, PDAs, mobile phones and even browsers (Google Chrome). In this context, cloud computing is potentially able to offer major security benefits. (1,098 words)



Terms and notes

1 The text is a paper presented on International Conference on Security for Information Technology and Communication, November 2008, Bucharest, Romania.

2 **Nova Spivack:** an IT entrepreneur and one of the world's top thought-leaders on the future of the Web. He also writes about the future of the Internet and topics about Semantic Web technology and Web applications. 诺瓦·斯皮瓦克(美国企业家、搜索引擎研究专家)

3 **grid:** grid computing, the application of a network of computers to a single problem 网格计算(新一代的分布式计算方法)

4 **PDA:** personal digital assistant 个人数码助手, 掌上计算机

5 **Android:** 安卓系统(由谷歌开发的基于 Linux 平台的手机操作系统)

6 **Google Chrome:** 由谷歌开发的开放原始码的网页浏览器

TASK 2 Develop each of the following topics into two or three research questions. The first one is done for you as an example.

1 Topic 1: Nuclear Waste Disposal

Research questions:

- 1) What is nuclear waste?
- 2) What are the harmful effects if nuclear waste is not appropriately disposed of?
- 3) How are we supposed to dispose of nuclear waste safely and economically?

2 Topic 2: Threats of Artificial Intelligence

Research questions:

- 1) _____
- 2) _____
- 3) _____

3 Topic 3: The Potentials of Nanotechnology

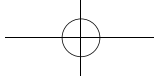
Research questions:

- 1) _____
- 2) _____
- 3) _____

4 Topic 4: Global Warming and Its Effects

Research questions:

- 1) _____
- 2) _____
- 3) _____



TASK 3 Brainstorm in groups of interest and/or in groups of disciplines for at least two potential topics you are going to research in the course and then answer the following questions.

- 1 Why do you choose the two topics? For example, are they interesting, important, controversial, manageable or adequate in source materials?
- 2 What research questions of each topic do you want to answer through your research?

Topic 1: _____

My reasons:

- 1) _____
- 2) _____
- 3) _____

My research questions:

- 1) _____
- 2) _____
- 3) _____

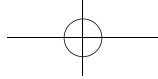
Topic 2: _____

My reasons:

- 1) _____
- 2) _____
- 3) _____

My research questions:

- 1) _____
- 2) _____
- 3) _____



Writing a working title

A working title refers to the title you think of initially for the essay which you are going to write, which may be changed as you read more articles and become more involved in the research.

A good title must briefly but accurately reflect the main ideas of the essay or indicates the topic you will be discussing in the essay. It is important, therefore, to decide which type of essay you intend to produce before you begin to think about a title. Two things influence the type of essay: method and content. The former will use key words like *compare*, *analyze*, *contrast*, *discuss*, *evaluate*, *study* and *assess*, and the latter will include the key words like *causes*, *effects*, *advantages*, *benefits*, *effectiveness* and so on apart from the words reflecting the subject matter like *computer hackers*, *lung cancer*, *nuclear power plant*, *energy* and so on. Hence a typical title is composed of : **1) subject matter + 2) key words of the method + 3) key words of the content**

As English titles tend to use phrases instead of sentences, we will have such titles as:

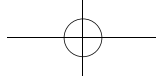
- An Analysis of Psychological Motivation of Computer Hackers
- The Comparison of the Effectiveness of Two Approaches to Lung Cancer
- The Analysis of Environmental Effects of Nuclear Power Plants

In most cases, however, key words of the methods could be omitted for conciseness. The following, therefore, are appropriate titles:

- Psychological Motivation of Computer Hackers
- Effectiveness of Two Approaches to Lung Cancer
- Environmental Effects of Nuclear Power Plants

TASK 1 Suppose that you are going to write an essay about Climate Change. Work in pairs to discuss the following essay titles and tell each other the most appropriate one(s) you will choose and why.

- 1 The Effects of Climate Change
- 2 What Are the Economic Effects of Climate Change?
- 3 The Causes and Effects of Global Warming
- 4 The Melting Poles: the Greatest Danger from Global Warming
- 5 How to Combat Climate Change?
- 6 Some Effects of Global Warming on China
- 7 A Study of Effects of Global Warming on Agriculture
- 8 Global Warming Effects on Mental Health
- 9 Ozone Depletion and Climate Change
- 10 Potential Impact of Climate Change on World Food Supply



TASK 2 Watch the video clips of Lectures 4 and 5, and answer the following questions.

- 1 What is the relationship between the two lectures in terms of content?

- 2 In which aspect are the two lectures related to Texts 3 and 4?

- 3 What are the titles of the two lectures you may suggest?
Lecture 4: _____
Lecture 5: _____

TASK 3 Write a working title according to the topic you have chosen for your essay and discuss with your partner as to whether it is appropriate.

The title for my essay: _____

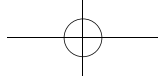
Enhancing your academic language



Reading: Text 1

1 Match the words with their definitions.

- | | |
|---------------------|---|
| _____ 1 debate | a to a small degree or extent |
| _____ 2 somewhat | b (computing) that is accepted by the system |
| _____ 3 eliminate | c the right to obtain or make use of or take advantage of something |
| _____ 4 valid | d not permanent; not lasting |
| _____ 5 access | e completely get rid of something that is unnecessary or unwanted |
| _____ 6 temporary | f a piece of computer software that is designed to do a particular job |
| _____ 7 inherent | g a discussion in which reasons are advanced for and against some proposition or proposal |
| _____ 8 application | h obtainable or accessible and ready for use or service |
| _____ 9 available | i put into service |
| _____ 10 utilize | j existing as an essential constituent or characteristic |



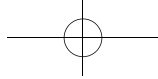
2 Complete the following expressions or sentences by using the target words listed below with the help of the Chinese in brackets. Change the form if necessary.

Target Words				
accompany	attempt	capability	communicate	complex
distribute	exploit	identify	instance	interpretation
involve	networking	parameter	physically	physically
predictable	process	profile	range (from... to)	require
site	specification	straightforward	symbolic	target
technical	whereas			

- 1 a(n) _____ (象征的) gesture of love
- 2 The publisher _____ (分发) the book in Asia.
- 3 A “_____” (地点) is a place, and so a website.
- 4 a(n) _____ (复杂的) network of systems
- 5 be used to _____ (识别) potential terrorists
- 6 deal the matter with him _____ (完全地)
- 7 start with a pretty _____ (直截了当) question
- 8 beyond the _____ (功能) of the computers
- 9 hit the _____ (目标) at a distance
- 10 the person never _____ (尝试) to do anything more
- 11 a highly sophisticated _____ (过程)
- 12 work within the _____ (限定因素) of time and budget
- 13 thanks for your kind _____ (解释)
- 14 use many _____ (专业的) terms
- 15 Prices _____ (变化范围) from 340 U.S. Dollars to 390 U.S. Dollars.
- 16 _____ (开拓) a new market in the city
- 17 be absorbed in the social _____ (社交网络)
- 18 _____ (涉及) unnecessary extra charges
- 19 only one _____ (实例) out of many
- 20 get to know more about the _____ (具体的细节) of the wedding
- 21 _____ (陪伴) with her to watch movies
- 22 the only thing _____ (可预言的) about life
- 23 learn the _____ (概要) of the project

3 Read the sentences in the box. Pay attention to the parts in bold.

Target Sentence Patterns
1 Each of these attacks requires a different set of skills and targets a different set of vulnerabilities.



- 2 Another example of a known vulnerability is the ability to communicate over the Internet; **enabling this capability**, you **open an access path to** unknown and untrusted entities.
- 3 Unknown vulnerabilities, which the owner or operator of a system is not aware of, may be the result of poor engineering, or may **arise from unintended consequences** of some of the needed capabilities.
- 4 These can **range from** poor password protection to **leaving a computer turned on** and physically **accessible** to visitors in the office.
- 5 Attempts to **make** those passwords **more complex** by replacing letters with numbers, such as replacing the letter O with the number zero, don't make the task **much harder**.
- 6 It's **important to** recognize **that** the end goal of unauthorized access varies **depending on** the UU's motivations.
- 7 **One way to do** this fairly **effectively** is through the use of a **so-called** Trojan horse program, which installs the malicious program without the knowledge or consent of the user.
- 8 **Make sure** your antivirus software is up-to-date and check frequently **to see if** there are new virus definitions **available**.

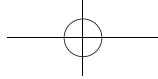
Now complete the paragraph by translating the Chinese in brackets. You may refer to the expressions and the sentence patterns listed above.

When it comes to cloud computing, it is often worried that cloud computing is not reliable, the worries _____ (从……到) “I lose control over the system with cloud computing” to “My files are not secure with cloud computing”. Actually the worries _____ (来自于对……误解) of cloud computing. Although the security of cloud computing _____ (留下很多问题没有得到解决), it _____ (打开了通道) the future development of computers. Hence a better understanding of a new technology _____ (需要有新的思想).

4 Translate the following sentences from Text 1 into Chinese.

- 1 Some people claim that hackers are good guys who simply push the boundaries of knowledge without doing any harm (at least not on purpose), whereas “crackers” are the real bad guys.

- 2 This can refer to gaining access to the stored contents of a computer system, gaining access to the processing capabilities of a system, or capturing information being communicated between systems.



3 Unknown vulnerabilities, which the owner or operator of a system is not aware of, may be the result of poor engineering, or may arise from unintended consequences of some of the needed capabilities.

4 Another type of attack is one that is preprogrammed against specific vulnerabilities and is launched without any specific target—it is blasted out shotgun style with the goal of reaching as many potential targets as possible.

5 Also, consider getting a hardware firewall and limiting the flow of data to and from the Internet to only the few select ports you actually need, such as email and Web traffic.

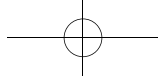
Reading: Text 2

1 Match the words with their definitions.

- | | | | |
|----------|-------------|---|---|
| _____ 1 | snatch | a | something done in order to deceive somebody |
| _____ 2 | trinity | b | someone or something that is dangerous |
| _____ 3 | commodity | c | increase in number or quantity |
| _____ 4 | devious | d | grab or seize quickly |
| _____ 5 | trick | e | stop or halt |
| _____ 6 | standstill | f | group of three things or people |
| _____ 7 | menace | g | pollute |
| _____ 8 | specimen | h | a product that is bought and sold |
| _____ 9 | contaminate | i | roundabout; not straightforward |
| _____ 10 | multiply | j | something taken as an example of its group |

2 Complete the following expressions or sentences by using the target words listed below with the help of the Chinese in brackets. Change the form if necessary.

Target Words				
advert	blur	compromise	convert	criminal
cunning	daunting	disrepute	emergence	gang
harness	humble	ingenious	interchangeably	malfunction
malicious	notoriety	patch	recipient	recognition
replicate	secure	sinister	snatch	sophisticated
spiral	squeeze	stem	vulnerability	

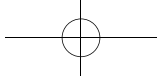


- 1 throw away a(n) _____ (损坏的) computer
- 2 earn somebody considerable _____ (恶名)
- 3 be used _____ (可互换地)
- 4 A computer has _____ (发生故障).
- 5 _____ (挤) milk into the bottle
- 6 a(n) _____ (有独创性的) solution to the problem
- 7 China's _____ (出现) as a great power
- 8 of _____ (卑微的) birth
- 9 _____ (狡猾的) men often pass for wise.
- 10 exploit their _____ (弱点) to fight them
- 11 a suspected _____ (罪犯)
- 12 a jacket with leather _____ (补丁) on the elbows
- 13 the _____ (阴险的) looks on his face
- 14 This is a(n) _____ (艰巨的) challenge.
- 15 the virus that can _____ (复制) itself
- 16 His _____ (恶毒的) gossip caused much mischief.
- 17 The path _____ (盘旋) up the mountain.
- 18 a(n) _____ (安全的) operating system
- 19 _____ (使模糊) my vision
- 20 _____ (阻止) the spread of an epidemic
- 21 fall into _____ (坏名声)
- 22 solve _____ (复杂的) electrical problems
- 23 _____ (利用) natural resources
- 24 write a personal note to each _____ (收件人)
- 25 _____ (转换) holdings into shares

3 Read the sentences in the box. Pay attention to the parts in bold.

Target Sentence Patterns

- 1 But an expert programmer can sometimes **figure out** how to make a computer malfunction in a creative way, **so that it provides access to secure parts of a system, or shares protected data.**
- 2 Many modern specimens of malicious code, **however**, use a mixture of tricks to **cheat their way onto** computer systems, **blurring the line between worms and viruses.**
- 3 **There is evidence that** virus writers can earn large amounts of money by **leasing access to** networks of compromised computers—often **referred to as** “botnets”.
- 4 **This makes it far more difficult for** spam hunters to block the messages at source and catch the offenders.
- 5 **Once considered a fairly minor problem**, spam is rapidly spiraling out of control, and **much more than half of all email messages** are now thought to consist of unwanted advertising messages.
- 6 Some genuine sites have even proven vulnerable to software bugs **that can be exploited to capture information from regular users.**



- 7 As the number of computers networks has grown, **so have the possibilities for more serious misuse.**
- 8 **And it is not just ordinary desktop computers that are under threat.**

Now complete the paragraph by translating the Chinese in brackets. You may refer to the expressions and the sentence patterns listed above.

_____ (有证据表明) that as the number of web users has grown, _____ (黑客的数量也有很大增长). Computer hackers _____ (往往被称之为) the major threat to the Internet as they can deliver dangerous malware to your computer and _____ (损坏你的计算机) or _____ (获取你的信息). They can also try to _____ (进入你的计算机) if you are not protected with a firewall.

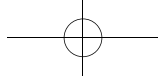
4 Translate the following sentences from Text 2 into Chinese.

1 Seemingly harmless programming errors can be exploited to force entry into a computer and also provide the weak spots that allow computer worms and viruses to multiply.

2 When a software vulnerability is revealed, it is often a race against the clock to apply the correct software patch before an attacker can convert the bug into an “exploit” that can be used to cause major damage.

3 The simplest phishing tricks try to deceive a target into sending money as part of a get-rich-quick scheme. But phishing tricksters are also getting more devious and recent scams pose as customer service emails and send users to fake banking or commercial websites where they are invited to “re-enter” their account information.

4 Along with spam and phishing, spyware represents the third of an unhappy trinity of Internet pests. These harmful and secret programs typically find their way onto a computer system alongside another, often free, software application, although some can also exploit software bugs to get onto a machine.



- 5 While the Internet has transformed global communication beyond recognition, the arms race between those intent on harnessing its power for criminal purposes and those tasked with preventing them has only just begun.
-
-
-

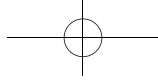
Reading: Text 3

1 Match the words with their definitions.

- | | | | |
|----------|----------------|----------|--|
| _____ 1 | category | a | make a copy of information on your computer |
| _____ 2 | premises | b | arrange something, especially computer equipment, so that it works with other equipment |
| _____ 3 | generic | c | the amount or share of something that is given to someone or used for a particular purpose |
| _____ 4 | infrastructure | d | the building and land that a shop, company, etc. uses |
| _____ 5 | telecommute | e | a product that does not have a trademark |
| _____ 6 | database | f | a group of people or things that all have the same particular qualities |
| _____ 7 | configure | g | a general idea about a type of a thing or a person |
| _____ 8 | back up | h | a large amount of data stored in a computer system so that you can find and use it easily |
| _____ 9 | abstraction | i | work for a company at home using a computer connected to the main office |
| _____ 10 | allocation | j | basic facilities which function as communication and power supplies and so on |

2 Complete the following expressions or sentences by using the target words listed below with the help of the Chinese in brackets. Change the form if necessary.

Target Words				
access	accessibility	allocate	applicable	automate
back up	carbon	cater	certify	check
code	developer	emission	flexibility	hack
hazardous	host	incur	irrespective	maximum
minimal	mobile	modify	nominal	on offer
on-demand	opt	outage	prone to	provision
ready-made	reliable	sync	tailor	uptime
whereabouts				

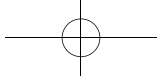


- 1 _____ (不管) of their age and education
- 2 The program must _____ (迎合) to the needs of your customers.
- 3 _____ (易于) to develop lung cancer
- 4 _____ (选择) for one style or the other
- 5 He supplies the _____ (最大的) amount of information.
- 6 These product orders should be _____ (编号).
- 7 the _____ (提供) of facilities for children
- 8 a restaurant _____ (合适于) for families
- 9 the need for a tighter _____ (检查) on arms sales
- 10 _____ (现成的) excuse
- 11 The aircraft has been _____ (改进) and improved.
- 12 provide treatment _____ (所要求的)
- 13 the _____ (去向) of the missing documents
- 14 _____ (有害的) waste must be appropriately dealt with.
- 15 The terrible damage has been _____ (遭受到了).
- 16 Few of the rules are _____ (适合于) to the country.
- 17 an industrial _____ (开发商)
- 18 a whole range of services _____ (所提供的)
- 19 _____ (主持) a talk show
- 20 It is free or for a _____ (极小的, 象征性的) charge.
- 21 get these accounts _____ (核证)
- 22 a highly _____ (自动化) factory
- 23 a power _____ (断供期)
- 24 Demand and supply are out of _____ (同步一致).
- 25 The evidence can _____ (证实) his story.
- 26 a great victory with _____ (最小的) price
- 27 a highly _____ (流动的) society

3 Read the sentences in the box. Pay attention to the parts in bold.

Target Sentence Patterns

- 1 Any cloud should have the following characteristics **irrespective of whether** it is private or public and **irrespective of the type of service** it offers.
- 2 It should be able to **cater to the needs of clients** without having to involve clients into management of the service.
- 3 Thus, you save the environment while also saving on **the expenses incurred due to a demand for expansion**.
- 4 This saves you **the trouble of adding one or more computers to your infrastructure for the purpose of** storing the database(s) used by the code.
- 5 Your employees can access the cloud—**public or private—from any corner of the world** and can work from their homes.
- 6 As **of the characteristics of cloud computing is its flexibility**, you can quickly access more resources if you need to expand your business.
- 7 Other than this, clouds are less **prone to hacks** and DdoS attacks as people don't know the **whereabouts** of your data.



Now complete the paragraph by translating the Chinese in brackets. You may refer to the expressions and the sentence patterns listed above.

_____ (不管) the core structure is popular or is unpopular, the fact remains evident that it will _____
 _____ (使用户避免这样的麻烦) of computer collapse. Hence the design of the core structure _____ (迎合了需求) clients who can work from their homes _____ (其目的就是) making full use of time.

4 Translate the following sentences from Text 3 into Chinese.

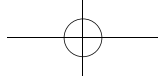
1 One can define cloud computing as a pay-per-use model for enabling on-demand access to reliable and configurable resources that can be quickly provisioned and released—with minimal consumer involvement in terms of management.

2 As cloud computing can always be used to re-provisioning of resources, when you need to expand, you need not buy the infrastructure to increase the carbon emissions by way of using more electricity to cool off the computer resources.

3 This means they need not drive to the business premises. This saves them fuel and reduces carbon emissions, which in turn, saves the environment.

4 In case of outage, your customers can use the backup servers that sync with the main ones as soon as they are up.

5 Other than this, clouds are less prone to hacks and DdoS attacks as people don't know the whereabouts of your data.



Reading: Text 4

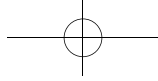
1 Match the words with their definitions.

- | | |
|------------------------|---|
| _____ 1 interactivity | a not connected to the Internet |
| _____ 2 subscription | b the creation of a virtual (rather than actual) version of something, such as an operating system, a server, a storage device or network resources |
| _____ 3 offline | c the state of having an effect on each other |
| _____ 4 downtime | d can be carried out |
| _____ 5 architecture | e an amount of money paid regularly to obtain service |
| _____ 6 virtualization | f a simple drawing which consists mainly of lines and is used to explain how a machine works |
| _____ 7 executable | g the structure of a computer system and the way it works |
| _____ 8 diagram | h a model for something that explains it or shows how it can be |
| _____ 9 equation | i time when a computer is not working |
| _____ 10 paradigm | j a mathematical statement saying that two amounts or values are the same |

2 Complete the following expressions or sentences by using the target words listed below with the help of the Chinese in brackets. Change the form if necessary.

Target Words				
activate	aggregate	analogy	asset	browser
centralize	clone	collaboration	compatible	compromise
crash	crucial	derive	differential	distribute
download	facility	implement	in-house	innovative
install	integrate	laptop	license	log
loose	mine	minimum	monitor	pack
potential	replacement	specific	static	substantially
update	upgrade			

- A(n) _____ (类比) is drawn between the two things.
- Cats and birds are seldom _____ (协调的).
- _____ (分发) the prizes among the winners.
- _____ (执行) a new policy to help the unemployed
- The function can be _____ (激活) anytime.
- a(n) _____ (静止的) view of the world
- The audiences _____ (总计达到) a million people.
- a(n) _____ (一模一样的复制品) of a real panda
- look for a(n) _____ (革新的) way

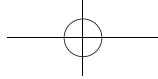


- 10 try to find the _____ (替代品) of a damaged desk
- 11 Their business _____ (突然垮了).
- 12 Their equality is _____ (受到损害).
- 13 _____ (挖掘有价值的) for detailed information
- 14 a bridge _____ (坚固的) enough to last a hundred years
- 15 He is a national _____ (宝贵的人).
- 16 _____ (使集中) power in him
- 17 airport _____ (设施)
- 18 He has to _____ (松开) his hold.
- 19 _____ (监听) his conversation
- 20 help individuals _____ (使适应, 融合于) into the community
- 21 From his father he _____ (获得) his enthusiasm for sports.
- 22 _____ (修订, 更新) a textbook
- 23 _____ (下载) the material to your computer
- 24 _____ (提高) the pay and status of the teacher
- 25 They are only _____ (批准) for beer.
- 26 pay _____ (级差的) rents according to their income
- 27 _____ (安装) a new computer in the office
- 28 practice each day for a(n) _____ (最少的) of 30 minutes
- 29 a lot of company will do _____ (内部的) training
- 30 a(n) _____ (重要的) decision

3 Read the sentences in the box. Pay attention to the parts in bold.

Target Sentence Patterns

- 1 The websites turn into blogs and **the blogs were aggregated together into large collections.**
- 2 **The term is derived from the way in which** the Internet is often represented into the network diagrams.
- 3 The current cloud computing architecture **involves the existence of data centers** that are able to provide services to the clients **located all over the world.**
- 4 **On a long term basis,** the subscription fee may be more expensive than buying the hardware.
- 5 In this context, the service quality **becomes crucial** and the need of the backups **is vital.**
- 6 *Virtualization* allows **a rapid replacement of a compromised server** located into the cloud without major costs or damages.
- 7 The downtime for computers in the cloud **could be substantially reduced** because it is very easy to create a clone by using an image.
- 8 Cloud computing is still at the beginning so **the list remains wide open for new entries.**



Now complete the paragraph by translating the Chinese in brackets. You may refer to the expressions and the sentence patterns listed above.

Although the potential of e-business _____ (有很大的前景), it is often plagued by computer viruses. The term computer viruses _____ (来自这样一个方法) the virus “infects” the executable file or program. Hence developing a way to deal with computer viruses _____ (非常重要). But if we find the way, the threat the virus poses _____ (会大大降低).

4 Translate the following sentences from Text 4 into Chinese.

1 The term is derived from the way in which the Internet is often represented into the network diagrams.

2 The current cloud computing architecture involves the existence of data centers that are able to provide services to the clients located all over the world.

3 This goes to reduced effects of loosing some hardware items, like a laptop, for example.

4 *Virtualization* allows a rapid replacement of a compromised server located into the cloud without major costs or damage.

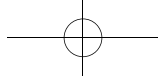
5 Cloud computing is still at the beginning so the list remains wide open for new entries.

Listening: Lecture 1

Listen to Lecture 1 and answer the following questions.

Word Bank

boundary /'baʊndəri/ *n.* 边界
 Ten Commandments /kə'mɑ:ndmənt/ 十诫
 thou /ðəʊ/ *pron.* (古/诗) 汝, 尔
 shalt /ʃəlt/ *v.* (古/诗) you shall 的古时用语
 snoop /snu:p/ *v.* 窥探
 appropriate /ə'prəʊpriət/ *v.* 盗用



- 1 What is the purpose of the Ten Commandments of Computer Ethics?

- 2 Why do ethical issues become more important?

- 3 Which rule is about the way to avoid plagiarism?

- 4 Which rule do hackers mainly break?

- 5 What are the main principles behind the Ten Commandments of Computer Ethics?

- 6 How is Lecture 1 different from Texts 1 and 2 in terms of content?

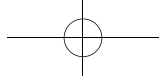
- 7 What is the title of the lecture you may suggest?

Listening: Lecture 2

Watch the video clip of Lecture 2 and answer the following questions.

Word Bank

- anonymous /ə'ni:nɒnɪməs/ *a.* 匿名的
- ravage /'rævɪdʒ/ *v.* 毁坏
- legion /'li:dʒən/ *a.* 众多的
- hacker /'hækə/ *n.* 黑客
- newsroom /'nju:zrʊm/ *n.* 新闻编辑室
- armband /'ɑ:mbænd/ *n.* 臂章; 袖标
- Rupert Murdoch's News Corp. 默多克新闻集团 (当今世界上规模最大的综合性传媒之一)
- inchoate /ɪn'kəʊət/ *a.* (想法、计划等) 刚开始形成的
- anarchism /'ænəkɪzəm/ *n.* 无政府主义
- hubris /'hju:brɪs/ *n.* 傲慢
- configuration /kən'fɪgə'reɪʃən/ *n.* 配置
- Turin /tjʊ'rɪn/ 都灵 (意大利西北部城市)
- CarderPlanet 某一犯罪网站
- off-the-shelf *a.* 现成的; 成品的
- malware /'mælweə/ *n.* 恶意软件
- out-of-the-box *a.* 开箱即用的
- deploy /dɪ'plɔɪ/ *v.* 部署; 使用
- entrepreneurial /,ɒntreɪprə'nɜ:riəl/ *a.* 富于企业家精神的
- axiomatic /,æksɪə'mætɪk/ *a.* 不需证明的
- dodgy /'dɒdʒi/ *a.* 不可靠的; 狡猾的
- rip off 宰客



escrow /'eskrou/ **system** 第三方中介付款系统
spre /spri:/ *n.* 狂欢, 作乐
stash /stæʃ/ *v.* 存放; 藏匿
aka /,ei keɪ 'ei/ (also known as) 亦称为
Sri Lanka 斯里兰卡 (亚洲国家名)
Tamil /'tæmɪl/ *n.* 泰米尔人
interrogate /ɪn'terəgeɪt/ *v.* (长时间地) 审问
asylum /ə'saɪləm/ *n.* (政治) 避难
pirate /'paɪəreɪt/ *v.* 盗用, 剽窃
incremental /,ɪŋkrɪ'mentl/ *a.* 增加的
mastermind /'mɑ:stəmaɪnd/ *n.* (尤指犯罪活动的) 出谋划策者
Idaho /'aɪdəhəʊ/ 爱达荷州 (美国州名)
Santa Clara /'sæntə 'kleərə/ 圣克拉拉 (美国加利福尼亚州西部城市)
inveterate /ɪn'vetərət/ *a.* 成癖的, 上瘾的
fraudster /'frɔ:dstə/ *n.* 骗子; 诈骗犯
Nigeria /naɪ'dʒɪəriə/ 尼日利亚 (非洲国家名)
prosaically /prəʊ'zeɪ-ɪkli/ *ad.* 无想象力的; 枯燥无味地; 平凡地
Ankara /'æŋkərə/ 安卡拉 (土耳其首都)
geek /gi:k/ *n.* 极客
suave /swɑ:v/ *a.* 娴熟的
Asperger's /'æspɜ:ɡə/ *n.* 阿斯波哥尔综合症
autism /'ɔ:tɪzəm/ *n.* 孤独症
the Pentagon /'pentəɡən/ 五角大楼, 美国国防部
dupe /dju:p/ *v.* 欺骗; 愚弄
punitive /'pjʊ:nɪtɪv/ *a.* 惩罚的

- 1 Who is the mysterious sponsor or “the Anonymous”?

- 2 According to the lecturer, what should we do besides putting a huge amount of money into cybersecurity for the most extraordinary technical solution?

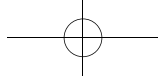
- 3 How do the purchaser and the vendor do business on the CarderPlanet?

- 4 According to the lecturer, what kind of hackers should not be thrown into jail?

- 5 What is the solution to the hacker problem according to the lecturer?

- 6 In which aspects is the lecture related to Texts 1 and 2?

- 7 What is the title of the lecture you may suggest?



Listening: Lecture 3

Watch the video clip of Lecture 3 and answer the following questions.

Word Bank app (application) 应用程序

- 1 What is the function of the app “Earth Fortune”?

- 2 Why do a lot of kids find it difficult to make games?

- 3 Where does the lecturer put his apps?

- 4 Why did the lecturer start an app club?

- 5 What is the big challenge to the iPad program?

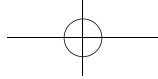
- 6 What is the title of the talk you may suggest?

- 7 Will the lecturer become a potential hacker? Why, or why not?

Listening: Lecture 4

Watch the video clip of Lecture 4 and answer the following questions.

Word Bank hype /haɪp/ *n.* 大肆宣传
 forgery /'fɔ:dʒəri/ *n.* 伪造; 伪造物
 infrastructure /'ɪnfə,streɪktʃə/ *n.* 基础设施
 EC2 (Elastic Compute Cloud) 弹性云计算平台 (亚马逊提供的商业服务)
 instantiate /ɪn'stænfɪeɪt/ *v.* 示例, 举例说明
 cache /kæʃ/ *n.* 电脑高速缓冲存储器
 entropy /'entropi/ *n.* 平均信息量
 API (Application Program Interface) 应用程序界面
 audit log 审计日志



- 1 What is the most important obstacle to the adoption of cloud computing?

- 2 What are the common problems related to security?

- 3 What is the result of lacking sufficient random numbers when it comes to the entropy?

- 4 Why does the lecturer say that the infrastructure service is both less secure and more secure than software service?

- 5 How shall we apply the cloud computing according to the lecturer's conclusion?

Listening: Lecture 5

Watch the video clip of Lecture 5 and answer the following questions.

Word Bank

Canonical 一家私营公司的名称（由南非的企业家马克·沙特尔沃思创建，主要为了促进开源软件项目）

Ubuntu 一个以桌面应用为主的 Linux 操作系统

strategist /'strætɪdʒɪst/ *n.* 战略家

disruptive /dɪs'rʌptɪv/ *a.* 制造混乱的

innit /'ɪnɪt/ *int.*（英，口）（相当于 isn't it）是否，是不是

utility /ju:'tɪlɪti/ *a.* 公用的

Cloud Pyramid /'prɪəməɪd/ 云计算按功能区分的视觉表现，包括设备层、平台层和应用层

analogy /ə'nælədʒi/ *n.* 类比

transition /træn'zɪʃən/ *n.* 过渡；转变

bespoke /bɪ'spəʊk/ *a.* 订制的

John McCarthy 约翰·麦卡锡（人工智能之父）

grid /grɪd/ *n.* 网格，输电网

commodity /kə'mɒdɪti/ *n.* 商品，货物

Harvey Hubbell 哈维·哈贝尔（美国 Hubbell 集团创始人，拉线开关发明者）

ubiquitous /ju:'bɪkwɪtəs/ *a.* 普遍存在的

hypothesis /haɪ'pɒθəsɪs/ *n.* 假设

CRM (Customer Relationship Management) 客户关系管理

differentiation /,dɪfərənʃi'eɪʃən/ *n.* 区别

feline /'fi:lɪn/ *a.* 猫的

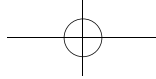
body armor /'a:mə/ 防弹衣

virtualization /,vɜ:tʃuəlaɪ'zeɪʃən/ *n.* 虚拟化技术

recap /'ri:kæp/ *v.* 重述要点

rebrand /ri:'brænd/ *v.* 给……一个新名称

gibberish /'dʒɪbərɪʃ/ *n.* 乱语



Part 1

1 Is the taxi driver's definition about the cloud computing correct? Why or why not?

2 What is the main process of the transformation of IT infrastructure?

3 Why did some people say that computing power is like electricity?

Part 2

4 What promote the development of the IT industry?

5 What factors drive the transition of industry from as a product world to as a service world?

6 What is the purpose of the lecturer by doing kitten experiment at the end of his speech?

