

<<英美报刊深度阅读>>

图书基本信息

书名：<<英美报刊深度阅读>>

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前言

教育部颁布的《大学英语课程教学要求》对我国大学生英语的听、说、读、写、译等能力均提出了三个层次的要求，并在全国兴起了实用性大学英语教学改革与实践的浪潮。

为进一步完善大学英语教学改革的成果，努力提高学生的英语实用能力，南开大学、天津大学、北京化工大学、北京航空航天大学、北京科技大学、北京邮电大学、对外经济贸易大学、广东工业大学、哈尔滨商业大学等国内重点高校的英语教师通力合作，编写了“大学英语选修课系列教材”。

本套教材包括《高级英语口语教程》、《科技英语阅读教程》、《高级英语阅读教程》、《实用翻译技能集成》、《英美报刊深度阅读》、《高级英语写作教程》、《实用商务英语综合教程》、《英语视听说教程》和《当代英美社会文化新编》等九本教材。

本系列教材应用了最新的英语教学理念，吸收了最新的英语教学成果，符合我国大学英语教学改革的最新要求，并体现了四、六级考试改革后的新精神，所有编写内容均为各参编院校多年使用过的优秀素材，具有良好的教学效果和广泛的使用基础。

“大学英语选修课系列教材”主要特点如下： 1. 选材广泛，内容丰富。

本系列教材所选材料均来自国内外原版报纸、杂志、教材、论著、会议论文、实用文件和一些权威网站，语言真实准确、地道优美；内容涉及视听说、口语、阅读、翻译、写作、文化、商务和科技英语等多个领域，适合不同专业学生对英语学习的需求。

本系列教材选材注重原汁原味，力图使学生在浩瀚的知识海洋中多方汲取营养，以满足实用性英语教学的需求。

如《高级英语阅读教程》的文章大多是近年来有关社会热点问题，并且大都是学生所关心和感兴趣的新闻报道，趣味性、实效性较强；另外，文章内容涉及生活的方方面面，集知识性、科普性、娱乐性于一体，有利于培养学生的学习兴趣。

2. 注重语言综合技能的训练，实用性较强。

通过精心选编的课文和悉心设计的多种实践和交际活动，从多渠道、多层面、多角度向学生输入大量有效语言信息，吸引学生参加多种多样、生动活泼的语言实践和交际活动，进行大量的“交互式”的语言输入和输出（output）。

如《英语视听说教程》、《高级英语口语教程》强调各种微技能的培养和训练，结合具体生活环境和主题，突出听说实践能力的培养；《实用翻译技能集成》围绕实例，阐明方法和技巧，强调翻译实践，培养动手能力。

每一章围绕各种翻译技巧，梳理分析，深入浅出，将翻译理论技能和实践训练有机地结合起来。

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内容概要

《英美报刊深度阅读》重点培养学生快速阅读并深入准确地理解英美媒体文章的能力，力争使大学英语提高阶段语言知识的扩展寓于语言综合使用能力的提高之中。

书中材料除个别特别精选的过刊文章外，大多选自2008年以来的英美报刊文章，最新内容截至2008年美国总统选举。

主要内容由长期讲授英美报刊阅读课程的资深外籍教授撰写，将报刊阅读与英美文化介绍融为一体，将报刊阅读技巧与报刊文章写作融为一体，从而进一步增强学生阅读与鉴赏英美报刊文章的能力。

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章节摘录

Two of the worlds richest men, with bank balances that rival the gross domestic product of small countries, are joining forces to wage war against a common enemy—the tobacco industry. Bill Gates, the co-founder of Microsoft, and Michael Bloomberg, the Mayor of New York City, are making a combined investment today of \$500 million (~250 million) to try to reduce smoking in countries such as China and India and to help to prevent a "tobacco epidemic" in Africa. The billionaires, through their eponymous charities, intend to lobby governments in Asia, Africa and South America to increase taxes on cigarettes, implement smoking bans and raise awareness of health risks. Nearly five million people worldwide a year—almost 14,000 every day—die from tobacco-related illness, more than are killed by any other single agent. Unless urgent action is taken, they say, as many as one billion people—more than two thirds of these in the developing world—could die this century as a result of smoking. As rates of smoking have decreased in the developed world, tobacco companies have concentrated their advertising and marketing resources on the developing world. Many of the companies have argued that they are not trying to addict new smokers but are trying only to convert adults who are smoking inferior local brands. However, the World Health Organization released a report this year that concluded that the industry was targeting teenagers and women. The developing world is also used as a "dumping ground" for much of the inferior quality tobacco grown by the companies. One aspect often cited as a reason why many low and middle-income countries have resisted calls to ban advertising is that they enjoy the revenues generated from tobacco taxes. The Bloomberg Initiative to Reduce Tobacco Use, which was established in 2005, has to date committed more than \$375 million towards projects aimed at reducing passive smoking and helping smokers to give up.

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