

<<大学英语自学教程（上册）>>

图书基本信息

书名：<<大学英语自学教程（上册）>>

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前言

当您开始阅读本书时，人类已经迈入了21世纪。

这是一个变幻难测的世纪，这是一个催人奋进的时代。

科学技术飞速发展，知识更替日新月异。

希望、困惑、机遇、挑战，随时随地都有可能出现在每一个社会成员的生活之中。

抓住机遇，寻求发展，迎接挑战，适应变化的制胜法宝就是学习——依靠自己学习，终生学习。

作为我国高等教育组成部分的自学考试，其职责就是在高等教育这个水平上倡导自学、鼓励自学、帮助自学、推动自学，为每一个自学者铺就成才之路。

组织编写供读者学习的教材就是履行这个职责的重要环节。

毫无疑问，这种教材应当适合自学，应当有利于学习者掌握、了解新知识、新信息，有利于学习者增强创新意识，培养实践能力，形成自学能力，也有利于学习者学以致用，解决实际工作中所遇到的问题。

具有如此特点的书，我们虽然沿用了“教材”这个概念，但它与那种仅供教师讲、学生听，教师不讲、学生不懂，以“教”为中心的教科书相比，已经在内容安排、形式体例、行文风格等方面都大不相同了。

希望读者对此有所了解，以便从一开始就树立起依靠自己学习的坚定信念，不断探索适合自己的学习方法，充分利用已有的知识基础和实际工作经验，最大限度地发挥自己的潜能，以达到学习的目标。

欢迎读者提出意见和建议。

祝每一位读者自学成功。

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内容概要

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章节摘录

White is the color of snow. People describe white as a pure, clean color. They associate white with a bright clean feeling. Doctors and nurses normally wear white uniforms. On the other hand, black is the color of night. People wear black clothes at serious or formal ceremonies. Businessmen know that people choose products by color. Businessmen want to manufacture products which are the colors people will buy. For example, an automobile manufacturer needs to know how many cars to paint red, how many green, and how many black. Good businessmen know that young people prefer different colors than old people do and men prefer different colors than women do. Young children react to the color of an object before they react to its shape. They prefer the warm colors red, yellow, and orange. When people grow older, they begin to react more to the shape of an object than to its color. The favorite color of adults of all countries is blue. Their second favorite color is red, and their third is green. On the whole, women prefer brighter colors than men do. Almost everyone likes red, but women like yellow and green more than men do. Pink is usually considered a feminine color. Blue is usually considered a masculine color. As a result, people dress baby girls in pink and baby boys in blue. However, it is dangerous to generalize because taste changes. For example, years ago businessmen wore only white shirts; today they wear many different colors, including pink. If two objects are the same except for color, they will look different. Color can make an object look nearer or farther, larger or smaller. A red object always looks nearer than a blue object.

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