

<<实用英语综合教程>>

图书基本信息

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作者：教育部实用英语教材编写组 编

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前言

《实用英语》是一套供高等专科学校使用的英语教材。

本教材的编写以国家教育委员会1993年颁发的《普通高等专科学校英语课程教学基本要求》为依据。

《基本要求》规定：普通高等专科学校英语课程教学的目的是，培养学生掌握必需的、实用的英语语言知识和技能，具有阅读和翻译与本专业有关的英文资料的初步能力，并为进一步提高英语的应用能力打下一定的基础。

为了体现上述教学目的，在编写《实用英语》过程中我们既注意吸收现代外语教学理论中适合我国英语教学实际的某些观点，又采纳传统外语教学理论中某些合理部分，结合我国外语教学中行之有效的理论和方法及现状，力求正确处理好语言基础和语言应用的关系，突出加强英语实践能力的培养和实际运用。

《基本要求》将专科英语课程教学分为两个阶段：第一阶段应重视语言共核教学，培养基本的语言技能；第二阶段应结合专业，强调基本的阅读和翻译技能在本专业的实际应用中。为了体现这一教学安排，本套教材也分成两个阶段。

第一阶段包括《综合教程》和《泛读教程》各3册，第二阶段包括《实用业务英语》1册。

《综合教程》和《泛读教程》是《实用业务英语》的基础，并在教学内容、技能培养方面逐渐向《实用业务英语》过渡；《实用业务英语》是《综合教程》和《泛读教程》的总结和提高，并结合学生毕业后使用英语的需要，侧重于实用文体的阅读和翻译、实用英语口语的训练和实用文体模拟写作方面的训练。

为了便于广大师生使用上述教材，还编配了《教师参考书》和同步练习性质的《综合训练与自测》。

课文A与B的练习分别由阅读理解练习（Reading Tasks）、词汇结构练习（Vocabulary and Structure）、阅读技能实践（Reading Skills）等几个模块组成。

阅读理解练习包括读前准备，读中提问（课文A）和读后练习。

词汇结构练习侧重课文中所出现的《基本要求》要求掌握的词汇和结构的操练和运用。

阅读技能实践这一。

项目安排在课文B之后，目的是利用已学过的课文介绍和实践《基本要求》中规定学生需要掌握的一些阅读技能项目。

这一册的阅读技能侧重各种段落类型，理解语篇中的具体信息，如因果关系、比较与对照、举例、分类、定义、过程、空间顺序和时间顺序等。

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内容概要

《实用英语》系列教材——专科层次通用英语教材权威性：本套教材由教育部规划并推荐使用。编者与审者均是国内知名专家教授及多年从事英语教学的优秀教师。

先进性：本套教材积极吸收了国内外最新外语教学研究成果及教材编写理论，创造了专科层次英语教学的崭新体系。

实用性：本套教材体现了提高学生语言应用能力的宗旨，《实用业务英语》更密切结合了学生毕业后实际工作的需要。

通用性：本套教材在选材和练习设计上、注意了文、理、工各科知识的相互渗透，兼顾了各专业的需要。

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书籍目录

Unit1 Text A : Public Relations Text B : The Interview Skill Development and Practice Reading Skills - Cause and Effect Translation Practice——正反译 Guided Writing - Cause and Effect——借条 Listening and Speaking Unit 2 Text A : What Is Culture? Text B : Food and Culture Skill Development and Practice Reading Skills - Comparison and Contrast Translation Practice——反正译 Guided Writing - Comparison and Contrast Listening and Speaking Unit 3 Text A : A Look at Tomorrow Text B : Are Computers Alive? Skill Development and Practice Reading Skills - Exemplification Translation Practice——分译 Guided Writing - Exemplification Listening and Speaking Unit 4 Text A : The Bermuda Triangle Text B : Sounds We Cannot Hear Skill Development and Practice Reading Skills - Classification Translation Practice——分译(2) Guided Writing - Classification——介绍信 Listening and Speaking Unit 5 Text A : Modern Communication : The Laser and Fiber - Optic Revolution Text B : Intel Announces US\$50 Million for China Research Center Skill Development and Practice Reading Skills - Definition Translation Practice——介译 Guided Writing - Definition——邀请信 Listening and Speaking Unit 6 Text A : Do Animals Have a Culture? Text B : Animal Learning : Pavlov and Beyond Skill Development and Practice Reading Skills - Process Translation Practice——合译 Guided Writing - Process——感谢信 Listening and Speaking Unit 7 Text A : A Friend on the Line Text B : Sorry Sir . Sorry . Sorry Skill Development and Practice Reading Skills - Spatial Order Translation Practice——被动句的翻译(1) Guided Writing - Spatial Order——道歉信 Listening and Speaking Unit 8 Text A : The Crime of the Century Text B : The Finger of Suspicion Skill Development and Practice Reading Skills - Time Sequence Translation Practice——被动句的翻译(2) Guided Writing - Time Sequence——慰问信 Listening and Speaking Unit 9 Text A : Energy Crisis Text B : Nuclear Power : Advantages That Outweigh the Risks Skill Development and Practice Reading Skills - Understanding the Author ' S Opinion Translation Practice——被动句的翻译(3) Guided Writing - Expressing an Opinion——投诉信 Listening and Speaking Unit 10 Text A : Back to Nature Text B : Huge Cities of the Future Skill Development and Practice Reading Skills - Drawing a Conclusion Translation Practice——被动句的翻译(4) Guided Writing - Drawing a Conclusion——请求信 Listening and Speaking

章节摘录

4、 Gaining the confidence of others requires , first of all , thoughtfulness about other people ' s beliefs , interests , and feelings. Public relations begins by planning one ' s actions SO as to respect the rights and beliefs of other people. Unless a public relations program takes these things into account , it can do little to help a company. Not all the money in the world , nor the most skilful writers or speakers , can make a company look as if it cares about other people if the company really does not care. Most companies , therefore , consider how any action , such as moving to a new location or buying another business , will affect public opinion. Having made a decision , the company wants everyone to understand the decision and the reasons it was made.

5、 Most large companies have a public relations department , which tells the public about the company ' s plans and activities. The department is made up of writers , editors , photographic and picture expels , and researchers.

6、 There are many ways to reveal a company ' s activities and character. A very effective one is through speeches by officials of the company before organisations such as the local chamber of commerce and various clubs. The speeches are usually reported in the newspapers and are often reprinted for distribution to government officials , educators , journalists , and others who might be interested in the company ' s views. Printed pamphlets and booklets , including the company maga.zine and the annual report of the management to the shareholders , also help inform the public about a company.

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