

<<创新大学英语3>>

图书基本信息

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前言

目前，国内高职高专院校的大学英语教学改革不断走向深入，“以应用为目的，实用为主，够用为度”的指导原则已经深入人心。

在这一背景下，出现了不少各具特色的大学英语教材，它们都不同程度地、从不同的角度反映了新形势下高职院校大学英语教学改革的新思路和课程教学新模式的需要。

由于创新型国家的建设与和谐社会的构建不断对高职高专实用创新型人才的培养提出了更高的要求，由于高职高专院校大学英语教学改革不断走向新阶段，开拓出新的层面，也由于高职高专生源的地域差异和学生毕业后所就业的行业差异较大，更好地反映和引导改革中种种新的尝试和新探索的新教材的开发仍然十分必要。

基于这一考虑，重庆大学出版社组织四川省相关领域的专家和20多所院校的一线教师，在广泛调研的基础上，编写了这套《高职高专创新大学英语系列教材》。

参与教材编写的既有教育部在该地区重点高校的骨干教师，也有长期在高职高专教学一线的骨干教师。

本教材以教育部《高职高专教育英语课程教学基本要求》为依据，以四川省和其他西部省市的高职高专教育以及大学英语教育的实际为出发点，以“打好基础，注重培养实际使用语言的技能，特别是使用英语处理日常和涉外业务活动的的能力”为原则，以“实用为主，够用为度”为编写指导思想。

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内容概要

《创新大学英语3》是《高职高专创新大学英语系列教材》主教材的第三册。

本册含8个单元，每个单元有2篇简短生动的阅读课文，选文涉及情感、文化、风俗、伦理、商业、金融等多种题材，时代感强。

每个单元内的练习板块按照Reading, speaking, Listening和writing的顺序安排，既体现了对同一交际主题的反复强化，又可达到学生自然语言输出的目的。

每个单元分别覆盖不同的交际主题，强化不同的语法知识，培养不同文体的应用文写作能力。

多条线索之间既相互平行，又通过共同训练的高频词汇、共同强调的实际能力以及交际内容和交际形式的有机联系而充分融合在一起，共同服务于提高学生实用交际能力的目标。

同时本书还配有光盘，可供学生自学或复习时使用。

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书籍目录

Unit 1 Love Text A An Amazing True Love Story Speaking: Getting Change Listening Grammar Writing
 General Writing: Paragraph by Process Writing for Specific Purposes: Telegram Writing Text B Let Me
 Love You Unit 2 Culture Text A The History of April Fool's Day Speaking: Ordering Food Listening
 Grammar Writing General Writing: Paragraph by Cause/Effect Writing for Specific Purposes: Fax
 Writing Text B Tea Brewers in the Modern Age of Tea Drinking Unit 3 Customs Text A Stereotypes About
 Americans Speaking: Seeing a Doctor Listening Grammar Writing General Writing: Paragraph by
 Classification Writing for Specific Purposes: Memos Text B Customs and Culture in the Middle East Unit 4
 Employment Text A The People Behind the Table Speaking: Talking About Leisure Activities Listening
 Grammar Writing General Writing: Outline Writing for Specific Purposes: Forms Text B The
 Importance of a Covering Letter Unit 5 Responsibility Text A Social Responsibility Speaking: Establishing
 Business Relation Listening Grammar Writing General Writing: The Beginning Writing for Specific
 Purposes: Visiting Cards Text B Rebuilding Trust and Understanding Unit 6 Morals Text A Public Morality
 Speaking: Going to the Barber's Listening Grammar Writing General Writing: The Body Writing
 for Specific Purposes: Graduation Certificates Text B The Bridge Unit 7 Business Text A Types of Business
 Organizations Speaking: Speaking Politely Listening Grammar Writing General Writing: Closing
 Paragraph Writing for Specific Purposes: Identity Certificates Text B Five Resources You Need to Succeed in
 Starting a Business Unit 8 Financial Affairs Text A Money and Its Evolution Speaking: Going to the Bank
 Listening Grammar Writing General Writing: Punctuation Marks Writing for Specific Purposes:
 Checks Text B Banking Vocabulary

章节摘录

Once upon a time , there was a guy who was very much in love with this girl. This romantic guy folded 1 , 000 pieces of paper cranes as a gift to his girl. Although , at that time he was just a small executive in his company and his future didn't seem too bright , they were very happy together. Until one day , his girl told him she was going to Paris and would never come back. She also told him that she could not visualize any future for both of them , so each of them might as well go his own way there and then... Heartbroken , the guy agreed.

When he regained his confidence , he worked hard day and night , slogging his body and mind just to make something out of himself. Finally with all the hard work and with the help of friends , this guy had set up his own company. "You will never fail until you stop trying. " He always told himself. "I must make it in life !

" One rainy day , while this guy was driving , he saw an elderly couple sharing an umbrella in the rain walking to some destination. Even with the umbrella , they were still drenched. It didn't take him long to realize that those were his ex-girlfriend's parents. With a heart in getting back at them , he drove slowly beside the couple , wanting them to spot him in his luxury sedan. He wanted them to know that he wasn't the same anymore ; he had his own company , car , condo , etc. He had made it in life !

Before the guy could realize , the couple was walking towards a cemetery , and he got out of his car and followed them. He saw his ex-girlfriend , a photograph of her smiling sweetly as ever at him from her tombstone , and he saw his precious paper cranes in a bottle placed beside her tomb. Her parents saw him. He walked over and asked them why this had happened. They explained that she did not leave for France at all. She was stricken ill with cancer. In her heart , she had believed that he would make it someday , but she did not want her illness to be his obstacle ; therefore she had chosen to leave him.

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