

<<文献阅读与翻译>>

图书基本信息

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前言

在“科教兴国”的基本方针指引下，我国的研究生教育有了蓬勃的发展。随着各层次、各类型研究生教学的开展，英语教学也面临着越来越高的要求。

（《研究生英语系列教程》就是为了适应这一新的形势而编写的系统教材。

《研究生英语系列教程》是以教育部（原国家教委）颁布的《非英语专业研究生英语教学大纲》为依据，根据我国研究生教学的实际情况和国家对21世纪高级技术与管理人才的要求进行编写的。

考虑到目前我国研究生层次多，其入学英语水平参差不齐，需要以不同水平为起点，因此本系列教程的编写原则是：既从当前研究生的实际水平出发，也力求满足新世纪对高层次人才的期望，既重视培养学生扎实的语言技能，更注重提高其全面的应用能力；既注意语言教育，更重视素质教育。

本系列教程具有以下特点：1．在编写中注意吸收我国在长期的研究生英语教学和教材编写中积累的丰富经验，同时充分采纳国外的先进教学理论和方法，力求有所继承又有所创新，使本系列教程成为具有中国特色的新一代研究生英语教材。

2．本系列教程统一设计，分工编写，涵盖了自研究生课程班学生、硕士生至博士生的全部教学过程。

各个分册目的明确，相互衔接，系统性强。

由于我国研究生入学时的英语起点不一，对英语的教学目的和要求也不尽相同，因此各分册又相对独立，有利于在教学中根据学生的实际情况和水平灵活使用。

即可以从第一册开始，也可以从后续教材开始；可以使用全套教材，也可以针对本专业需要有所选择地使用。

3．研究生阶段培养的是高层次的专业人才，其英语教材应体现先进性和学术性。

本系列教程务求内容新颖、知识性强，并且具有学术英语（English for academic purposes）的特点。

同时，语言是交际工具，非英语专业研究生掌握英语的目的是为了进行国际之间的信息交流和从事各种涉外业务活动，研究生英语教学也必须重视学以致用原则。

为此，本系列教程讲求实用，选材广泛，具有鲜明的时代特征。

本系列教程由基础阶段教材和提高阶段教材组成。

基础阶段《多维教程》：包括3册教材，即：《探索》、《熟谙》、《通达》。

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内容概要

本书是教育部“高等教育面向21世纪教学内容和课程体系改革计划”的研究成果，是面向21世纪课程教材和教育部“九五”规划教材。

本书是《研究生英语系列教程》提高阶段的重要组成部分，通过不同专业文献和翻译技能两条主线，平行铺开，旨在帮助学习者了解和掌握专业文献的基本内容、语言特点以及全方位的信息检索，培养并提高他们阅读和翻译各种专业文献资料的能力。

本书可作为高等学校非英语专业硕士生、博士生使用的教材，还可供具有相当于或接近于本科英语6级水平的英语自学者使用。

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manufacturers conceived the idea of bypassing wholesalers and retailers and reaching the consumer through direct advertising , mainly by means of catalogs . The pioneers in this field were seed companies and book and pamphlet publishers . Mail-order houses appeared on the scene as early as the 1870s . To the present day they have continued to expand their businesses through direct-mail catalog and flyer advertising , although some of the biggest houses sell also through retail outlets . Patent medicine companies loomed large in newspaper and magazine advertising starting in the late 1870s . They found a ready market because doctors and reliable pharmacists were scarce outside the populated areas , and the frontier settlers and farmers had to do much of their own doctoring . The patent medicine bottlers made a gross profit of from 80 to 90 percent and could therefore well afford to spend money publicizing their remedies . Railroads and steamship lines also were among the early users of advertising in the U . S . , not only to praise the luxury and comfort of their modes of travel but also to publish their schedules and rates . Late in the 19th century many American firms began to market packaged goods under brand names . This development initiated a new era in the history of advertising . Previously , such everyday household products as sugar , soap , rice , molasses , butter , milk , lard , beans , candy, candles , and pickles had been sold in neighborhood stores from large bulk containers . As a result , consumers had seldom been aware of , or influenced by , brand names . The soapmakers were early advertisers of packaged and branded products . The first household name soap brands , which date from about 1880 , include Ivory , Pears ' , Sapolio , Colgate , Kirk ' S American Family , and Packer ' S . Soon afterward such brands as Royal Baking Powder, Quaker Oats , Baker ' S Chocolate , Hire ' S Root Beer , Regal Shoes , and Waterman ' S Pens were nationally advertised . Shortly after the turn of the century Americans began to be aware of such brand names as Bon Ami , Wrigley, and Coca-Cola . After World War I advertising developed into a business so big that it became almost a trademark of America itself in the eyes of the world . This expansion was stimulated by many technical improvements , and the expanding American industry inspired innovations and improved techniques that benefited other facets of business in the nation . The increased use of electricity led to the illuminated outdoor poster ; photoengraving and other modern printing inventions helped both the editorial and advertising departments .

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