

<<综合英语教程（第三册）>>

图书基本信息

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前言

从2002年开始，国内的体育院校纷纷开设了体育英语专业，培养在体育领域从事对外交流工作的国际体育人才。

经过近7年发展，体育英语专业既显示出强大的生机和活力，又面临着诸多困难，首要的问题就是教材问题。

目前，体育英语专业大多在技能类课程，特别是基础阶段课程中沿用了全国统编英语专业教材。

这些教材选材精当、设计合理，对夯实学生语言基本功起到巨大作用，但针对性不强。

未能体现出本专业特色。

因此，从2004年开始，我们就着手策划编写一套供体育英语专业学生使用的系列教材，并于2007年获得北京高等教育精品教材立项。

系列教材包括基础阶段的《综合英语教程》、《英语听说教程》、《英语阅读教程》和高级阶段的《体育英语阅读》等，首批推出的是基础阶段的《综合英语教程》和《英语听说教程》。

经教育部批准的《高等学校英语专业英语教学大纲》指出：英语专业学生应具有扎实的语言基本功、宽广的知识面、一定的相关专业知识、较强的能力和较高素质。

基础阶段各教程正是按照这一培养目标编写，立足于加强学生语言基本功。在培养语言基本功的同时渗透体育元素、人文精神，以提高学生的体育知识水平和人文素养，并在设计中力图培养学生的跨文化交际能力和独立思维能力。

同时，本系列教材的一个突出特点是将各门课程的同一单元统一于一个话题，学生在综合英语、英语阅读、英语听说中同步围绕一个话题进行不同的技能训练，也使得他们能从不同角度认识同一问题。

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内容概要

本教程是为体育院校英语专业学生编写的综合英语教程。课文内容广泛，涉及政治、历史、伦理、文化、教育、体育、家庭等诸多领域，在培养学生听说读写译各项技能的同时渗透体育元素、人文精神。在学习英语的同时，学生可进一步扩展视野，熟悉体育，提高人文素养。本教程还适于体育、传媒、翻译等专业的学生及研究生使用。

书籍目录

Unit 1 Language Text What makes a global language ?
Text The Language of Sport--Sporting Code
Unit 2 Cultural Differences Text Olympism, a Source of
Cultural Inspiration Text Culture and Conflict
Unit 3 Economy Text Economic History of America
Text The Sport Industry--Appreciating the History and Variety of Sport Events
Unit 4 Transportation Text
Transportation and the Evolution of the City Text "From City Hall to Harlem in Fifteen Minutes !"
Unit 5 Values and Personalities Text A Piece of Steak Text Love of Life
Unit 6 Emotions Text
Mind and Medicine Text Thoughts Unleash Emotions
Unit 7 Religion Text Contemporary U.S.
Religion Text The Super Bowl as Religious Festival
Unit 8 Advertising Text Controversies of Advertising
Text Advertising and Sport
Unit 9 Volunteering Text Volunteering and Values Text Pioneer for the
Homeless
Unit 10 Environment Text Green Places, Good Places Text How "Green" Is Sport ?
Unit 11 Novels and Movies Text Olympism on Screen Text Pride and Prejudice
Unit 12 Science and
Technology Text Darwin, Ahead of His Time, Is Still Influential Text The Wave of
Technology
References

章节摘录

插图：The New Deal did not solve all social and economic problems, however. Consequently, governments since the 1930s have intervened to varying degrees in the economy by legislation, by using regulatory powers to influence commercial life or by controlled purchases from the private marketplace. But U.S. governments are not generally opposed to business and have themselves invested in private sectors such as research, aerospace, development and defence. They aided economic growth in the nineteenth century, protected U.S. industry, farmers and manufactures against foreign competition by erecting tariff barriers, used public money to encourage private business and gave land to private interests to develop transport systems. The economy grew and competed successfully with European countries. Despite their embrace of free trade, U.S. governments not only still protect the national economy internationally, but also have problems in entering some overseas markets because of foreign trade barriers. The economy grew after the Second World War (1939-1945) and by the 1950s had achieved global dominance. Large corporations, such as Exxon, Wal-Mart, General Electric, Ford and General Motors, continue to influence American business. Some are multinational organizations owned by financial groups (rather than individuals) with diversified interests and plants worldwide, but there are many smaller corporations and businesses (three quarters of the corporate market) which create most jobs and can be very successful and influential. Since the mid-twentieth century, the U.S. economy has experienced periods of high inflation, high unemployment, large trade gaps, government budget deficits, international competition and recessionary forces. However, it grew dramatically from 1994 with low inflation, low unemployment, stable prices, government budget surpluses, job creation and vibrant stock market, before suffering a slowdown in the early 2000s. It recovered somewhat by 2004, but there are still weaknesses in areas such as unemployment, job creation, stock-market volatility, inadequate exports, excessive imports and variable GDP (Gross Domestic Product) growth.

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