

<<新目标大学英语泛读4>>

图书基本信息

书名：<<新目标大学英语泛读4>>

13位ISBN编号：9787312023781

10位ISBN编号：7312023789

出版时间：2009-7

出版时间：中国科学技术大学出版社

作者：高玉兰 等著

页数：236

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<新目标大学英语泛读4>>

前言

教育部《大学英语课程教学要求》规定：大学英语课程以英语语言知识与应用技能、学习策略和跨文化交际为主要内容，其目标是培养学生的英语综合应用能力。

改革后的大学英语四、六级考试，也侧重于考查学生的英语应用能力，提高了阅读理解的难度和阅读速度，以测试快速捕捉信息的水平。

我们以此为依据，编写了《新目标大学英语泛读》。

本教材以凸显文化性为主要特色，注重选择了一些有关中西方文化、教育理念、学习策略以及科技、经济、社会生活等方面的文章。

我们从普通高校非英语专业学生入学时英语水平的实际情况出发，同时紧扣大学英语四、六级考试新题型，设置了丰富多样的练习题，从内容到练习形式，都极力体现《大学英语课程教学要求》中有关大学英语泛读教学的指导理念，以期满足普通高校非英语专业大学生学习英语的需求。

<<新目标大学英语泛读4>>

内容概要

《新目标大学英语泛读4》在文章素材的选取上，注重了知识性、趣味性、时代性，同时着重选编了一些有关中国文化和学习策略的文章，相信这对于拓宽同学们的英语表达领域、增强自主学习观念会有所帮助。

<<新目标大学英语泛读4>>

书籍目录

Unit1 Marine WorldUnit2 Learners Affective FactorsUnit3 Probing-LearningUnit4 Architecture in
ChinaUnit5 AdvertisementsUnit6 Grammar Learning StrategiesUnit7 Chinese Culture and LiteratureUnit8
All- round EducationUnit9 Traditional Tokens in ChinaUnit10 Chinese ArtsUnit11 Class
ManagementUnit12 Food and DrinkUnit13 Ways of LearnignUnit14 Controversial TopicsUnit15
Military IssuesKey

章节摘录

What can we Do to make it better ?

So , now that we know what our Site visitors hate , how can we adjust our advertising in order to please them and make them purchase ?

(1) Don ' t do anything and everything to get the buyer ' s attention . Everyone that comes to your site isn ' t going to buy . They browse (浏览) . The harder you try to get their attention and force them to read your ad , the harder they will try to escape . (2) Site visitors are looking for information primarily . Include your ad along with other useful information . Perhaps you might try offering a free report or an article that provides information the visitor can use . At the bottom , insert an ad for a product or service you offer that can help them further . (3) Don ' t use pop-up ads . (4) Keep your target audience in mind . Business people aren ' t going to have the time or inclination to participate in game-type ads . But teenagers love them . If your target group is younger people , games might be the thing for you . Design your ad to meet the preferences of your target customer . By combining the information above , you can truly make your online advertising more powerful and more readily received by your customers .

<<新目标大学英语泛读4>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介, 请支持正版图书。

更多资源请访问:<http://www.tushu007.com>