

<<美国文化与口语>>

图书基本信息

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前言

随着教学改革的推进，各个高校对教师开设课程的要求越来越高，大批优秀的通识课相继涌现。

“美国文化与口语”被列为浙江大学首批立项建设的通识课程，该课程的教材《美国文化与口语》应运而生。

它的出版不仅符合学校管理部门对通识课高要求的精神，同时又能很大程度地满足学生对知识与能力的渴望。

众所周知，语言与文化是密不可分的。

语言是文化的组成部分和重要载体，而文化是语言的土壤。

对于英语学习者而言，要想说一口恰当地道的英语，就必须了解英美国家的文化习俗，而熟通英美文化，又能使谈话更加深入、得体、富有内涵。

目前的英语教材，基本上只注重学生语言能力的提高，而文化方面的教材，又大多局限于文化的灌输，能够有机地把文化知识与语言能力尤其是口语能力结合起来的教材，寥寥无几。

《美国文化与口语》教材的问世弥补了这一方面的不足，把文化与口语结合起来，使学生在了解熟悉美国文化的同时，提高口语交际能力。

在教材内容上，我们力求提供真实的语言素材以及符合现实生活的口语活动。

本教材共分24个章节，题材内容包罗万象，涵盖了美国社会和文化的各个领域：美国历史地理、政治体制、经济、教育、运动与音乐、家庭生活、饮食、节日、交通与驾车、电影娱乐、旅游休闲。

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内容概要

《美国文化与口语（附光盘）》把文化知识与语言能力有机地结合在一起，不仅能使学生了解英美国家的文化习俗，熟悉美国的文化，又能说一口恰当地道的英语，提高口语交际能力，使谈话更加深入、得体、富有内涵。

《美国文化与口语（附光盘）》提供真实的语言素材以及符合现实生活的口语活动。题材内容包罗万象，涵盖了美国社会和文化的各个领域，包括美国历史地理、政治体制、经济、教育、运动与音乐、家庭生活、饮食、节日、交通与驾车、电影娱乐、旅游休闲、动物保护和宠物文化、肢体语言、公共场合的行为与个人卫生以及出国前准备事务等。

《美国文化与口语（附光盘）》还配有光盘，“视”和“听”的内容丰富多彩，多渠道地展现了美国的社会和文化。

《美国文化与口语（附光盘）》作为浙江大学首批立项建设的通识课程教材，适用于各专业学生和广大英语爱好者。

相信大家在阅读完《美国文化与口语（附光盘）》后，不但能够通过读、视、听和说，深入了解美国文化与生活的方方面面，而且能够切实提高口语交流能力。

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插图：published the results of a study that found no decline in total restaurant or bar revenues occurred in El Paso, Texas after the city's smoke free law was implemented on January 2, 2002. In October 2004, the Dallas Restaurant Association commissioned a study by Clower and Weinstein, which revealed that Dallas' 100% smoke free restaurant ordinance (法令) had a negative economic impact. A critique of the research methods used by Clower and Weinstein found "significant flaws regarding the study design and conclusions." In fact, an evaluation of Dallas sales tax receipts found that there were no statistically significant changes in hospitality revenue trends since the ordinance's implementation. The evaluation also found there was an increased number of restaurants and bars in Dallas. This trend continued on after the smoke free law went into effect. The Clower and Weinstein study was used to dissuade the Houston City Council from adopting a 100% smoke free ordinance. Ninety-six percent of surveyed businesses reported that Albuquerque's 100% smoke free restaurant law has had no effect on business, with 97% of their customers responding positively to smoke free dining. According to the University of New Mexico Bureau of Business and Economic Research, restaurants saw a 6.54% increase in gross receipts for the 2004 fiscal year. Business is booming in New York City's bars and restaurants with tax receipts up 12% since the introduction and enactment of the city's Smoke-Free Indoor Air law in March 2003. Figures from the city's Department of Finance show \$12 million paid in taxes from bars and restaurants from April through September of 2003, compared to \$10.8 million in 2002. In addition, a 2003 New York City Department of Health and Mental Hygiene study designed to measure the ordinance's effect on employment rates in smoke free establishments, found a gain of 10,000 jobs since the implementation of the smoke free air act.

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