

<<大学英语四级阅读专练>>

图书基本信息

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前言

全国大学英语四级考试 (CET-4) 是教育部针对在校大学生组织的一种标准化水平考试。从新题型实施以来, 全国大学英语四级考试逐步完成了从知识型向技能型的转变, 已得到社会的广泛认可。

但题型的变化也给应试者带来些许茫然, 题量大, 对听、读、写、译等综合语言技能的要求很高。为此, 我们组织编写了《考试桥丛书》。

《大学英语四级阅读专练》作为丛书之一, 在深度解析阅读理解新题型大纲的基础上, 精心编写了快速阅读、深度阅读和仔细阅读的6套专项练习题与10套阅读理解全真专项训练题, 希望能给读者提供一本全面、详尽、可靠的大学英语四级阅读理解专项训练备考书, 同时也希望能给辅导四级的大学英语老师奉献一本有价值的参考书。

本书以独特的视角, 充分依据语篇结构、篇章词汇、篇章句群等方面的语篇理解心理认知规律, 剖析英语快速阅读、深度阅读和仔细阅读语篇的宏观和微观结构以及词汇与句群的主题连贯和语篇衔接功能, 丰富读者英语文章结构方面的知识, 从而培养其熟练的阅读理解技能。

训练读者从宏观和微观的视角把握语篇的主题信息、词汇倾向和句群功能, 快速准确地解读文章的主题要点、具体细节和词句关系, 精确定位解题要点和答案选项。

专项训练和整套的阅读专练试题的编写完全基于对历年全真题尤其是近年各类阅读理解新题型的深入研究。

作者对每部分资料进行了认真细致的筛选和解析。

题项由几位编者反复推敲斟酌, 以期做到精密逼真, 给读者以实战的真实感和成就感。

全书由概述、题例解析、专项训练、阅读理解全真专项训练、答案解析几个部分组成。

其创新性主要体现在以下几个方面: 1. 真。

在研究历年真题的基础上, 编者对试题的选材进行了甄别和遴选, 覆盖了阅读理解真题所涉及的所有共项内容, 如环保、教育、交通、文化、经济、科技、生活等。

快速阅读、深度阅读和仔细阅读文章在篇幅、题型等方面严格按照大纲、真题要求选取和编制, 充分体现了快速、深度、仔细等阅读技能训练和实战的需要。

2. 巧。

本书重点阐述快速阅读、深度阅读和仔细阅读的篇章结构规律和解题技巧。

在解析阅读理解各类题型时, 把英语篇的知识融入阅读理解技巧, 揭示英语篇章的宏观和微观结构规律以及篇章词、句的连贯与衔接作用。

读者在训练阅读理解技能的同时, 掌握语篇的结构布局和用词造句规律, 从而在提高英语阅读技能的同时, 也提高其英语写作技能。

3. 新。

本书克服了市场同类书籍眼花缭乱的结构布局, 内容编排清晰流畅, 简洁凝练, 让读者耳目一新。

本书的编者均为从事大学英语教学十多年的一线骨干教师, 他们十分熟悉大纲的要求, 也十分清楚同学们的学习需要, 因此, 对每道题都作了具有知识性和策略性的注释, 这一点充分反映在专项训练题的真和答案解析的巧之中。

本书由宁波大学杨新亮、柳旦主编, 并负责概述、答案解析的撰写及全书的审校, 全真专项训练部分由李丹、李惠敏、杜泽兵、应葳共同完成。

由于时间仓促, 错误和不足之处一定难免, 敬请读者批评指正。

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内容概要

本书依据大学英语四级考试710分大纲要求，从各类英语语篇的宏观和微观结构解析了四级考试新题型中快速阅读、深度阅读和仔细阅读文章的篇、段的主题结构和布局，详解了各类阅读文章的词汇和句群功能。

本书从实战的角度，认真研究和剖析了四级考试各类阅读理解题的出题意向和测试目的，在题例分析的基础上，编写了快速阅读、深度阅读和仔细阅读的专项练习题6套与阅读理解全真专练题10套，并依据英语的篇章规律为读者提供了参考答案和解题要诀。

因此，本书体现了大学英语四级考试710分专项训练的特点，符合读者实战训练的需要。

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作者简介

赵晓红，上海交通大学外国语学院副教授，教研部主任。
毕业于上海交通大学语言学与应用语言学专业，长期从事研究生公共英语及大学英语教学。
曾获国家级教学成果二等奖，上海市教学成果一等奖，上海交通大学教学成果二等奖。
主要研究方向为应用语言学——大学英语教学，在课程建设、教学模式改革、考试改革、教材编写方面有丰富经验和成绩。
主编和参编教材有：《高校英语选修课系列教材》、《新视角研究生英语》、《工程硕士研究生英语综合教程》、《新视野大学英语泛读》等。

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书籍目录

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章节摘录

第一章 阅读理解篇章的结构 一、宏观与微观 全国大学英语四级测试新题型中仔细阅读、深度阅读和快速阅读理解部分的篇章，多为360词至1100词左右的说明文和议论文，内容涉及社会、政治、经济、文化、教育、科技等方面的主题说明或议论。

从历年的阅读理解真题统计分析来看，四级阅读文章往往选取与英、美社会或人类社会发展相关的现实性较强的各类时文。

考试的目的在于测试考生寻读、略读、浏览以及仔细阅读英语文章并获取重要信息的技能，测试考生对英语文章的连贯和衔接结构与手段的了解程度。

测试题型包括具体的细节理解题、主旨和内涵意义的理解推断题、上下文词义理解题、重要信息提炼题、作者意图判断题以及依据上下文选词填空题等。

因此，考生应从英语文章的连贯和衔接结构、题型及解题策略等方面掌握阅读理解的技巧，了解阅读理解的破题原则和对策，从而提高阅读效率和应试技能。

从体裁上看，大学英语四级阅读理解部分通常以正式程度较高的主题说明和论说性文章为主。

在宏观结构上，篇和段遵循主题 - 解释、例证、说明、推论 - 总结的篇章组织形式。

从段的功能看，首段多为全篇的主题段，引述全篇讨论的主题及其相关的要点，后续段为与主题相关的分主题说明或论说段。

从近年的新题型快速阅读部分的文章看，各部分的小标题也是重要的主题和分主题框架。

例如： Media Selection for Advertisements After determining the target audience for a product or service, advertising agencies must select the appropriate media for the advertisement. We discuss here the major types of media used in advertising. We focus our attention on seven types of advertising, television, newspapers, radio, magazines, out-of-home advertising, Internet, and direct mail. Television Television is an attractive medium for advertising because it delivers mass audiences to advertisers. When you consider that nearly three out of four Americans have seen the game show Who Wants to Be a Millionaire, you can understand the power of television to communicate with a large audience. When advertisers create a brand, for example, they want to impress consumers with the brand and its image. Television provides an ideal vehicle for this type of communication. But television is an expensive medium, and not all advertisers can afford to use it.

Television's influence on advertising is fourfold. First, narrowcasting means that television channels are seen by an increasingly narrow segment of the audience. The Golf Channel, for instance, is watched by people who play golf. Home and Garden Television is seen by those interested in household improvement projects. Thus, audiences are smaller and more homogeneous (具有共同特点的) than they were in the past. Second, there is an increase in the number of television channels available to viewers, and thus, advertisers. This has also resulted in an increase in the sheer number of advertisements to which audiences are exposed. Third, digital recording devices allow audience members more control over which commercials they watch. Fourth, control over programming is being passed from the networks to local cable operators and satellite programmers.

Newspapers After television, the medium attracting the next largest annual ad revenue is newspapers. The New York Times, which reaches a national audience, accounts for \$1 billion in ad revenue annually. It has increased its national circulation (发行量) by 40% and is now available for home delivery in 168 cities. Locally, newspapers are the largest advertising medium. Newspapers are a less expensive advertising medium than television and provide a way for advertisers to communicate a longer, more detailed message to their audience than they can through television. Given new production techniques, advertisements can be printed in newspapers in about 48 hours, meaning newspapers are also a quick way of getting the message out. Newspapers are often the most important form of news for a local community, and they develop a high degree of loyalty from local readers.

Radio Advertising on radio continues to grow. Radio is often used in conjunction with outdoor billboards (广告牌) and the Internet to reach even more customers than television. Advertisers are likely to use radio because it is a less expensive medium than television, which means advertisers can afford to repeat their ads often. Internet companies are also turning to radio advertising. Radio provides a way for advertisers

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to communicate with audience members at all times of the day. Consumers listen to radio on their way to school or work, at work, on the way home, and in the evening hours. Two major changes—satellite and Internet radio—will force radio advertisers to adapt their methods. Both of these radio forms allow listeners to tune in stations that are more distant than the local stations they could receive in the past. As a result, radio will increasingly attract target audiences who live many miles apart. Magazines Newsweeklies, womens titles, and business magazines have all seen increases in advertising because they attract the high—end market. Magazines are popular with advertisers because of the narrow market that they deliver. A broadcast medium such as network television attracts all types of audience members, but magazine audiences are more homogeneous. If you read Sports Illustrated, for example, you have much in common with the magazines other readers. Advertisers see magazines as an efficient way of reaching target audience members. Advertisers using the print media—magazines and newspapers—will need to adapt to two main changes. First, the Internet will bring larger audiences to local newspapers. These audiences will be more diverse and geographically dispersed (分散) than in the past. Second, advertisers will have to understand how to use an increasing number of magazines for their target audiences. Although some magazines will maintain national audiences, a large number of magazines will entertain narrower audiences. Out-of-home advertising Out-of-home advertising, also called place-based advertising, has become an increasingly effective way of reaching consumers, who are more active than ever before. Many consumers today do not sit at home and watch television. Using billboards, newsstands, and bus shelters for advertising is an effective way of reaching these on-the-go consumers. More consumers travel longer distances to and from work, which also makes out-of-home advertising effective. Technology has changed the nature of the billboard business, making it a more effective medium than in the past. Using the digital printing, billboard companies can print a billboard in 2 hours, compared with 6 days previously. This allows advertisers more variety in the types of messages they create because they can change their messages more quickly.

Internet As consumers become more comfortable with online shopping, advertisers will seek to reach this market. As consumers get more of their news and information from the Internet, the ability of television and radio to get the word out to consumers will decrease. The challenge to Internet advertisers is to create ads that audience members remember. Internet advertising will play a more prominent role in organizations advertising in the near future. Internet audiences tend to be quite homogeneous, but small, Advertisers will have to adjust their methods to reach these audiences and will have to adapt their persuasive strategies to the online medium as well. Direct mail A final advertising medium is direct mail, which uses mailings to consumers to communicate a clients message. Direct mail includes newsletters, postcards, and special promotions. Direct mail is an effective way to build relationships with consumers. For many businesses, direct mail is the most effective form of advertising. 文中各部分的小标题分类说明了大标题中不同媒体(media)的广告作用,小标题就是各部分的主题句。

media是概括词或总称词,而television, newspapers, radio, magazines, out-of-home advertising, Internet, direct mail都是具体的类属词,即各种不同的媒体类别。

从段的角度讲,首句多为主题句,阐明一段的主题及其相关说明或论说的范围。

中间部分为例证、解释或说明,最后一句为总结句。

英语文章倾向于采用直接的直线型结构,注重时间、空间顺序和严谨的逻辑关系,围绕段首、段中或段尾的主题句进行立题、说明、例证或逻辑推理分析。

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编辑推荐

《大学英语四级阅读专练》名师名校，打造精品书；精讲精练，架设考试桥。专项技能，真题策略，实战体验。

在英国剑桥大学。

有一座造型优美的石桥，因为学生在参加考试时要经过该桥，久而久之，这座桥就被称为“考试桥”

。本丛书命名为“考试桥”，即是取自这一典故，这里可以理解为“通向考试成功的桥梁”，也可理解为“通过考试这一桥梁。

达到拓宽知识、了解世界的目的”。

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