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UNIT 1

Job and Work

- Passage 1** Planning Your Career after College
- Passage 2** Job-Hunting Graduates Prefer State-owned to Foreign Companies
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Planning Your Career after College

- [A] Once the excitement and anxiety of your graduation are over, it's important to set the stage for your career. Career planning is a necessity well before graduation, but many students in China make the mistake of waiting until after the ceremony to begin mapping out their blueprint for the future. Ideally, career planning can begin as early as the junior year of college. This is the optimal time to begin fine-tuning a resume, outlining strengths and weaknesses, and assessing your career standing and outlook for the next few years.
- [B] Making a clear choice about one's career can become a bit overwhelming when graduation draws near and students who have failed to properly prepare will have unrealistic expectations regarding the types of jobs they will be able to get. The high hopes of comfortable jobs and high-paying salaries immediately after graduation can turn into a disappointing reality without the right planning and accurate career assessments.
- [C] Career planning exercises and assessment can help to obtain an objective analysis of goals and expectations for each individual. Every person has their own set of strengths and weaknesses, and the sooner these can be identified and categorized, the easier it will be to highlight the best career suitable for long-term success.
- [D] Core competencies will vary depending on the industry; business students may be adept in long range forecasting, medical students may be adept in analyzing detailed material, while social studies majors may be strong in teaching and educating others. Whatever role or profession you choose, it's essential that you have the tools and resources to find out more about how your industry choice can match with your personality and lead you to a secure job immediately after graduation.

Suggestions:

Research

- [E] Career planning is about research. Though it should be a given, many students will make the mistake of undervaluing this crucial aspect of career planning. By taking the time to investigate

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the various job opportunities that are available or will be available in one's chosen field before graduation, the student will gain valuable information about job parameters or requirements and they can inventory what skills will be necessary, so they can prepare. The student will then have an opportunity to add those skills through additional course work and class time.

Discuss Your Plans

- [F] Don't think you have to do it alone. It is helpful for some students to seek out either a guidance counselor or a business professional in order to gain insights into what methods of career planning will work best or whether it is really a combination of strategies that will ultimately lead to successful employment after school.

Internship

- [G] Prior to graduation, students in China can take part in a variety of activities and learn about different industries in unique ways. Obtaining an internship with a company or industry within the area of study is just one very effective way to obtain work experience and references. The employer can monitor and track progress over a very limited period of time, and provide feedback on results. An internship can set a student up for referrals, networking, and gaining an insider's perspective of the job market.

- [H] Through groups like the American Chamber of Commerce, the Canada-China Business Council, and the U.S. - China Business Council, Chinese graduates can find opportunities to intern with established companies that can provide the references these students need for permanent employment later.

Networking

- [I] Developing relationships with key leaders and area businesses in the community is another effective way to learn more about different options. Attending business events, workshops, and community seminars in the area will help to learn more about operations and objectives in many different industries.

- [J] There are many associations that provide information on Chinese companies and many even host social gathering on a monthly basis to provide a specific occasion for job seekers to network with many of the top executives in these companies. It is certainly true that a big part of finding a great job opportunity

comes down to who you know.

- [K] Networking events where business cards are exchanged, or community parties where key business leaders are present, are excellent ways to introduce your talents and learn about what may be a good match in the short or long term.

Resume Development

- [L] Having a well-developed resume is an essential element to career planning. You should take the time to design a resume that targets your core competencies and skills. This can be presented at a mock interview session in order to gain an objective opinion of strengths. Mock interviews also allow for constructive criticism and feedback, and learning new ways to approach potential companies and businesses with successful skills.

- [M] Companies that can sense an applicant’s enthusiasm and goal-setting abilities will extend offers when they can trust that you will be a long-term investment. Obtaining the appropriate training, building competencies, improving skills, and enhancing your productivity are all aspects of career training; planning ahead for these opportunities is essential to long-term career growth.

(824 words)

	1	2
Target reading time	8' 14"	6' 52"
Actual reading time		
Your reading rate	_____ wpm	

Comprehension Exercises



Complete the following exercises without referring back to the passage you have read.

I. Decide whether the following statements are true (T) or false (F).

1. College students should start their career plan after the graduation ceremony. ()
2. The students who have failed to properly prepare will have unrealistic expectations regarding the types of jobs they will be able to get. ()

II. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter. Answer the questions by marking the corresponding letter.

3. It is important that a graduate has the chance to find out whether the job is in line with his or her interest and talent. ()
4. Job seekers can establish contact with top business leaders with the help of industry associations. ()
5. It is advisable for students to ask the opinion of other experienced people on career planning. ()
6. Quite a few Chinese university students do not make any proper plans for their future employment until their graduation. ()
7. Job offers can be granted to graduates as long as they manage to convince employers of their value for the company. ()
8. Internship from renowned international companies is available to Chinese graduates with the help of bilateral governmental institutions, which may help graduates accumulate the experience that they may need for future employment. ()
9. Job investigation helps students prepare the knowledge and skills required for their future jobs. ()
10. Long-term success from suitable career depends on one's full knowledge of his or her strengths and weaknesses during career planning. ()
11. Internship offers students a convenient way to gain work experience, to acquire information about the industry and to obtain the feedback from employers. ()
12. A decent resume presenting all the essential information about the applicant can be useful for students in acquiring objective feedback from simulative interviews. ()

Your comprehension rate: _____%

Notes:

1. **optimal** *adj.* 最佳的, 最理想的
2. **parameter** *n.* 参数, 参量
3. **inventory** *v.* 制定详细目录、(存货)清单
e.g. Some stores *inventory* their stock once a month. 有些商店每日盘货一次。
4. **internship** *n.* 实习
e.g. Jane has a summer *internship* at a local TV station. 简有一个在当地电视台暑期实习的机会。
5. **mock** *adj.* 模拟的, 假的
e.g. The army training exercises ended with a *mock* battle. 军事训练演习以一场模拟战结束。

Job-Hunting Graduates Prefer State-owned to Foreign Companies

More Chinese graduates prefer to work for a state-owned company than for a foreign-owned enterprise, according to a new survey.

The findings were based on surveys of 21,000 graduating college students across China by the human resources company www.chinah.com.

It is the first time in seven years that Chinese companies came out on top.

Foreign companies received a historically low vote of 23 percent, compared with 34.1 percent for state-owned businesses in the poll.

“Advantages such as more stable employment and better employee benefits at state-owned companies proved to be more attractive to college students, especially given the global economic slowdown,” said Ouyang Hui, a human resources (HR) research supervisor at www.chinah.com.

“Foreign companies, joint ventures and private enterprises cut back staff or scaled down recruiting plans last year, while state-owned businesses endeavored to create job opportunities for graduates in accordance with official policy,” Ouyang said.

Chen Jiang, a master’s degree graduate of Beijing University, the most prestigious in China, moved to a state-owned integrated circuit company this summer after originally being hired by a foreign company in the same line of business.

To his surprise, Chen said, a lot of his classmates who worked for well-known foreign companies asked him to keep an eye out for any opportunities for them.

US-based Procter & Gamble and Google are the only two foreign companies in the top 10, according to the poll.

China Mobile ranked first for the second time, while past

favorites Microsoft and IBM ranked 11th and 12th, respectively.

Ouyang said the state-owned companies started to attract more recruits in 2007.

According to researchers, students were attracted most by fair human resources policies and opportunities for development and advancement when choosing a job.

Salary and benefits were the top factors in 2008. This year benefits ranked fourth, and salary ranked ninth.

“It is a good phenomenon if the investigations were conducted scientifically,” said Mike Wang, HR manager of Morgan Stanley China.

“It means students could have more choices when selecting a job. But to us, it’s less relevant,” Wang said.

“As a leading foreign company in the field, we always pay attention to college students and try to provide them with the best career path. And we respect individual choices according to their own situations,” he said.

To learn more about graduates’ needs and preferences during campus recruitment periods, Morgan Stanley conducted its own survey in the first half of 2009 among students at Tsinghua, Beijing, Fudan and Shanghai Jiao Tong universities.

“We broadened our recruitment outreach based on the results, such as expanding our information channels through campus bulletin boards and other popular online forums posting job-hunting information, so that graduates would have a clear picture of what we can offer them,” Wang said.

“To further contribute to the community and also enhance communications between graduates and Morgan Stanley, we have been sponsoring the Morgan Stanley Scholarship Program at leading universities in China since 2006,” he added.

Yi Siting, 25, a master’s graduate from Renmin University of China, chose Bank of China as her career starting point this spring, but denied the economic situation was her main consideration while job hunting.

“At state-owned companies such as Bank of China, a lot of relaxation activities will be organized, which makes employees feel like part of a family. Large companies give me a sense of belonging and security,” she said.

“And most state-owned companies such as Bank of China

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always hire a lot of people from abroad, and it has a very open and modern management style,” Yi added, “Nowadays, the gap between state-owned companies and foreign ones in this respect has become narrower and narrower.”

As HR commissioner at a state-owned telecommunication company, Wu Yao was pleased with the poll results.

But he added that he didn’t expect state-owned companies to prevail in the long term.

“As the gap between Chinese companies and foreign counterparts narrows, students will choose employers according to their own background, personal working style and interests, regardless of whether it is foreign or state-owned,” Wu said.

“All companies have realized the importance of human resources,” Wu added.

(682 words)

	1	2
Target reading time	6' 49"	5' 41"
Actual reading time		
Your reading rate	_____ wpm	

Comprehension Exercises



Complete the following exercises without referring back to the passage you have read.

I. Decide whether the following statements are true (T) or false (F).

1. It is the first time in seven years that Chinese companies are more attractive to the college graduates than foreign companies. ()
2. The change in college graduates' preference has nothing to do with the global economic slowdown. ()

II. Choose the one that you think is the best answer.

3. According to Ouyang, which of the following try to create job opportunities for graduates?

A. State-owned businesses.	B. Foreign companies.
C. Joint ventures.	D. Private enterprises.
4. Which of the following statements about Morgan Stanley is NOT mentioned in the passage?
 - A. Morgan Stanley conducted its own survey among students in famous universities.
 - B. Morgan Stanley expanded their information channels through campus bulletin boards and other popular online forums posting job-hunting information.
 - C. Morgan Stanley has been sponsoring the Morgan Stanley Scholarship Program at leading universities in China since 2006.
 - D. Morgan Stanley provides college students with opportunities for internship.
5. What is the author's attitude towards the change of college graduates' preference in job-hunting?

A. Affirmative.	B. Negative.	C. Objective.	D. Indifferent.
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III. Fill in the blanks with the information you obtained from the passage.

6. At state-owned companies such as Bank of China, a lot of relaxation activities will be organized, which makes employees _____.
7. As the gap between Chinese companies and foreign counterparts narrows, students will choose employers according to _____ and interests, regardless of whether it is foreign or state-owned.

Your comprehension rate: _____%

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Notes:

1. **endeavor** *v.* 尽力,努力,力图
e.g. He *endeavored* to streamline the plant organization. 他努力精简工厂组织结构。
2. **integrated circuit** 集成电路
3. **Morgan Stanley** 摩根斯坦利,财经界俗称“大摩”,是一家成立于美国纽约的国际金融服务公司,提供包括证券、资产管理、企业合并重组和信用卡等多种金融服务,目前在全球 27 个国家的 600 多个城市设有代表处,雇员总数达 5 万多人。2008 年 9 月,更改公司注册地位为“银行控股公司”。
4. **outreach** *n.* 能达到的范围
e.g. the vast *outreach* of technology 技术的广阔领域

Like It or Not, Your Name Can Impact Your Career

Like it or not, your name can make a difference in how seriously you are taken at work and whether you even get your foot in the door for the interview.

One study by researchers at MIT and the University of Chicago found that job applicants with names that sounded African-American got short shrift when it came to the hiring process. The researchers sent out 5,000 fake resumes, and it turned out that resumes with names such as Tyrone and Tamika were less likely to get calls from prospective employers than their Anglo-sounding counterparts, and qualifications seemed to have little impact.

For Larry Whitten, owner of the Whitten Hotel in Taos, N. M., names mattered so much that he ordered a group of Hispanic employees change their names to sound more Anglo-Saxon. For example, changing Marteen (pronounced Mar-TEEN) to plain-old Martin or Marco to Mark.

Whitten explained, “When some workers answered the phones and said their names, customers didn’t understand what they were saying. For example, Mar-TEEN, sounded like ‘my thing’”.

“I’m not a racist,” said Whitten, who fired several employees for insubordination. What motivated his decisions, he stressed, was the bottom line.

“A lot of people are not accustomed to Spanish lingo.” he said. “If a name is going to prevent me from getting a guest because they hang up or can’t understand it, I have to do something about it.”

What’s in a Name

Indeed, it’s what people don’t know or understand that is sometimes at the heart of prejudice. And catering to such ignorance is no excuse for workplace discrimination, experts stressed.

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“Customer preferences and co-worker preferences are never something that can justify discrimination,” said Ernest Haffner, attorney adviser at the Equal Employment Opportunity Commission.

“Changing somebody’s name is something that could be viewed as intentionally discriminatory or not, but it still could have an impact on a certain group of workers”, said Haffner. “If the employer feels people are uncomfortable with workers that have foreign-sounding names, then the employer is adopting the biases of the customers or co-workers.”

If, however, the employer has some legitimate business reason for asking a worker to change his or her name, he said, and is not only singling out one group, then that may be a different story.

Issue of Perception

Tammy Kabell, a resume consultant, has often seen how names are perceived in her work. “I’ve had frank discussions with HR managers and hiring managers, and they tell me when they see a name that’s ethnic or a black name, they perceive that person as having low education or coming from a lower socioeconomic class,” she said.

Following Sept. 11, 2001, she noticed a particular bias against Muslim/Arab sounding names. One particular client who was an electrical engineer was from Pakistan and named Raheem. “He looked for a year and a half and couldn’t get anything,” she said, “What he could find was a job as a supervisor of a cleaning staff at a Miami hotel.”

So How Do You Know If Your Name Is Holding You Back?

One site, behindthename.com, actually provides feedback from readers on how a host of names from all different cultures and ethnic groups are perceived.

John, for example, was seen by those polled as largely “wholesome”, while Juan was rated higher when it came to being “devious”.

Bruce Lansky, the author of *100,000 Plus Baby Names*, is convinced a name could potentially make or break a child’s future career.

“Most people in America are not bigoted, but they do have comfort zones,” he said. “If you’re picking a name for your

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child, it's reasonable to select a name that reflects your ethnicity but which will strike most people as 'familiar' or 'mainstream' rather than 'foreign' or 'off-putting'.

In Search of the Mainstream

HR managers, he said, tend to seek out applicants they feel are "familiar" or "mainstream". "A foreign-sounding or highly ethnic-sounding name will have people wondering if they spoke English in the household, or if they'll be able to get along and mix with Americans."

He suggested finding names that are part of your culture or ethnicity but are not too overt. For example, he said, "If you're Irish, you could choose Kevin or Shawn, instead of Dermott or Shamus."

Or use an Anglo-sounding name as the middle name, he noted, giving a child a choice on what to use when they get older. "It can be Abdullah and his middle name can be Henry," he said.

(745 words)

	1	2
Target reading time	7' 27"	6' 13"
Actual reading time		
Your reading rate	_____ wpm	

Comprehension Exercises



Complete the following exercises without referring back to the passage you have read.

I. Decide whether the following statements are true (T) or false (F).

1. The experiment by researchers at MIT and the University of Chicago showed that names that sounded African-American didn't get as equal a chance at work as their Anglo-sounding counterparts. ()
2. Larry Whitten ordered his Hispanic employees change their names because he didn't like Hispanic names. ()

II. Choose the one that you think is the best answer.

3. Tammy Kabell said that the person with a black name may be perceived as _____.
A. being untidy and rude
B. being aggressive and offensive
C. having low education or coming from a lower socioeconomic class
D. having tendency of committing crimes
4. The story that the electrical engineer, from Pakistan and named Raheem, couldn't find a proper job after "9. 11" incident shows that _____.
A. American people think most of the Arabians have low education
B. American people think the Arabians are lazy and less efficient
C. American people have the stereotype that all of the Arabians are terrorists
D. American people have a negative feeling towards the Arabians
5. If you're picking a name for your child, it's reasonable to select a name that _____.
A. sounds ethnic but also familiar
B. sounds foreign
C. sounds as common as possible
D. sounds highly ethnic

III. Fill in the blanks with the information you obtained from the passage.

6. A foreign-sounding or highly ethnic-sounding name will have people wondering if they spoke English in the household, or if they'll be able to _____.
7. To use _____ as the middle name can give a child a choice on what to use when they get older.

Your comprehension rate: _____ %

Notes:

1. **get short shrift** 受到怠慢, 受到冷遇
e.g. He went to complain to the boss, but *got very short shrift*. 他到老板那儿去投诉, 但老板态度冷淡。
2. **insubordination n.** 不顺从, 反抗
e.g. After his second display of *insubordination*, John was fired on the spot. 在第二次表明自己不愿屈服之后, 约翰被当场解雇了。
3. **discrimination n.** 歧视
e.g. Laws have got to be tougher to stop discrimination against the disabled. 法律应该再严厉一些以制止对残障人士的歧视。
4. **bias n.** 偏见, 偏爱
e.g. He has a *bias* against Japanese products. 他讨厌日本货。
5. **a host of** 许多, 一大群
6. **bigoted adj.** 固执的, 执迷的, 顽固的
e.g. He is so *bigoted* that it is impossible to argue with him. 他固执得不可理喻。
7. **off-putting adj.** 令人不愉快的
e.g. His manner is very *off-putting*. 他的态度令人十分反感。
8. **overt adj.** 明显的, 公然的

Jobs Misery Casts Shadow over Golden State

SAN FRANCISCO: If you're looking for work, don't look in California.

The world's eighth largest economy is still finding its feet after suffering multiple economic shocks, including a housing slump, mortgage crisis and recession.

Employers in California, the most populous U. S. state, are expected to keep cutting staff in 2010 as the wider U. S. jobs market recovers.

As industries in other U. S. states prepare to rehire on signs of recovery, firms in California are still waiting for their economy to rebound.

The state has 12.2 percent unemployment, above the national level of 9.8 percent, and at odds with California's image as an oasis of opportunity in hard times.

California's economic engines — Silicon Valley, Hollywood and gateway ports to Asia — remain the envy of other U. S. regions but seem incapable of reducing Rust Belt-like unemployment rates.

That is largely because of the Golden State's housing and home building crisis.

In the 12 months through August, California's construction industry shed 142,000 jobs, or 18.5 percent of its workforce, marking the largest decline on a percentage basis over the period of surveyed industry groups.

Those workers are struggling to find new jobs in construction or other trades, according to analysts.

House prices soared higher in California than in most other U. S. states earlier this decade and have crashed harder amid the credit crunch.

Developers are trying to unload unsold new homes, and real estate agents are relying on selling foreclosures for a large share of business.

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Tight credit and steep job losses have slimmed ranks of prospective homebuyers, with many waiting for prices to drop further. At the same time, a number of other states are beginning to see home prices stabilize.

Tumbling personal, corporate and property tax revenues have put the brakes on government hiring as manufacturers wait for consumer spending to pick up before adding jobs.

“We’re calling for a jobless recovery,” said Jack Kyser, founding economist of the Kyser Center for Economic Research at the Los Angeles County Economic Development Corp.

California is not poised for relief from double-digit unemployment like the broader U. S. jobs market, which is expected to see joblessness peak at 10 percent in early 2010 and ease to 9.5 percent by the end of next year, according to the National Association of Business Economics.

Analysts expect California’s jobless rate to climb well into next year even as other measures of the state’s economy regain some of their luster.

Comerica Bank reported earlier this month that its California Economic Activity Index extended gains since March by rising to a reading of 101 in August and marking a “welcoming strengthening” of the state’s economy, said Dana Johnson, the bank’s chief economist.

“The key missing ingredient to a sustained and healthy rebound continues to be job growth,” Johnson said. “It is the only component of our index that has not contributed positively since it bottomed five months ago.”

Similarly, California purchasing managers expect manufacturing to grow this quarter — without new jobs.

Chapman University’s index tracking their views rose to 54.5 this quarter from 53.8 in the third quarter, a return to late-2007 levels and the second consecutive quarter of readings above 50, indicating expansion.

Job seekers, however, won’t benefit. Chapman University’s index report said output and new orders are projected to increase in the fourth quarter, but employment and inventories of purchased materials are expected to decline at a faster rate compared to the third quarter.

Manufacturers are reluctant to hire without definitive signs

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the recession is letting up, said Raymond Sfeir of the university's Anderson Center for Economic Research.

"They're trying to survive with as few workers as possible," Sfeir said. "They're not going to commit until they're more certain."

Small-sized to medium-sized companies need more than economic cues to boost payrolls, Kyser said, "They're having trouble accessing bank lending and are concerned about healthcare reform and about environmental regulations out of Sacramento."

They're also waiting on consumers who have been stashing cash and paying off debt in a hurry instead of fueling job growth at shops, distribution centers, offices and factories.

"About every two weeks I do a 'mall crawl' to regional malls to see how many people are there and carrying bags," Kyser said. "They're out strolling around, getting out of the house. But they're not spending."

That doesn't bode well for Los Angeles County, California's most populous county. Kyser sees its jobless rate next year averaging 12.8 percent — or worse. "That may be a conservative forecast because it's already at 12.3 percent," he said.

(753 words)

	1	2
Target reading time	7' 34"	6' 18"
Actual reading time		
Your reading rate	_____ wpm	

Comprehension Exercises



Complete the following exercises without referring back to the passage you have read.

I. Decide whether the following statements are true (T) or false (F).

1. In California, it can be shown in the unemployment that the economy hasn't recovered from the crisis yet. ()
2. California is a state full of opportunities, so even during the recession, its unemployment rate is lower than the national level. ()

II. Choose the one that you think is the best answer.

3. California's unemployment rate is largely due to _____.
 - A. the exhaustion of natural resources
 - B. housing and home building crisis
 - C. manufacture crisis
 - D. the breakdown in stock market
4. According to the passage, in Comerica Bank's California Economic Activity Index, the only component of the index that has NOT contributed positively is _____.
 - A. financial growth
 - B. job growth
 - C. trade growth
 - D. industrial growth
5. Manufacturers are reluctant to hire because _____.
 - A. there is no definitive signs that the recession is letting up
 - B. they are trying to survive with as few workers as possible
 - C. they are not very certain about the economic situation
 - D. all of the above

III. Fill in the blanks with the information you obtained from the passage.

6. In regional malls, people are out strolling around, getting out of the house. But _____.
7. Kyser sees California's jobless rate next year averaging _____ — or worse.

Your comprehension rate: _____ %

Notes:

1. **slump** *n.* 消沉, 衰退, (物价)暴跌
2. **at odds with** 与……不和, 与……争吵
e.g. She is *at odds with* her boss. 她与她的老板不和。
3. **oasis** *n.* (沙漠中的)绿洲, 舒适的地方

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4. **Rust Belt** 铁锈地带（指美国中西部各州，这些地区曾经是美国制造业中心，现已衰退）
5. **tumble v.** 翻滚，突然摔倒
e.g. His reputation has come *tumbling* down. 他已经身败名裂了。
6. **poised adj.** 泰然自若的，平衡的
e.g. A gentleman is calm and *poised*. 君子坦荡荡。
7. **luster n.** 光彩，光泽