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# UNIT 1

## Celebrities

**Passage 1** Great Leaders Create Visions

**Passage 2** Madonna

**Passage 3** Princess Diana

**Passage 4** Aristotle — Plato's Student





# Great Leaders Create Visions

A vision is the image that a business must have of its aims and goals before it sets out to reach them. It is a bit like the old saying: “If you don’t know where you’re going, then for sure you won’t get there.”

Warren Bennis says of vision, “To choose a direction, an executive must first have developed a mental image of the possible and desirable future state of the organization. This image, which we call a vision, may be as vague as a dream or as precise as a goal or a mission statement.”

In the early 1960s, John Kennedy had a vision of putting a man on the moon by 1970, and in 1969 Neil Armstrong and Buzz Aldrin landed there. In the 1980s, Sanford Weill had a vision of making American Express the leading investment bank within five years. IBM’s vision at the time was still vaguer: to provide the best service of any firm in the world.

Great leaders create visions. In “Dynamic Administration”, Mary Parker Follett, an American political scientist, wrote:

“The most successful leader of all is the one who sees another picture not yet actualized. He sees the things which belong in his present picture but which are not yet there.”

This description of Napoleon is by Louis Madelin, his contemporary and biographer:

“He would deal with three or four alternatives at the same time and endeavor to conjure up every possible eventuality — preferably the worst. This foresight, the fruit of meditation, generally enabled him to be ready for any setback, nothing ever took him by surprise . . . perhaps the most astonishing characteristic of his intellect was the combination of idealism and realism which enabled him to face the most exalted visions at the same time as the most insignificant realities. And, indeed, he was in a sense a visionary, a dreamer of dreams.”

For a vision to have any impact on the employees of an organization it has to be conveyed in a dramatic and enduring way. Metaphor is often useful: “a chicken in every pot” is a

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standard off-the-shelf vision for a politician promising a program of rapid economic improvement.

Jim Collins and Jerry Porras were largely responsible for a revival of interest in the “visioning thing” in the mid-1990s with their best-selling book “Built to Last”. It related corporate longevity to a company’s vision and to its goals.

The authors have been criticized for the fact that 17 out of the 18 companies they examined were American. (The one outsider was Sony.) Experience of corporate longevity is undoubtedly greater in Europe and Japan than it is in the United States. It would have been interesting if Collins and Porras had looked closely at the corporate experience of the visioning thing in those regions.

(467 words)

	1	2
Target reading time	4'40"	3'53"
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. A vision is the image of aims and goals that a business must have before it starts to reach them. (     )
2. It is not necessary for an executive to develop a mental image of the possible and desirable future state of the organization when choosing a direction. (     )

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

3. Which of the following is NOT given in the passage as an example of vision?
  - A. John Kennedy had a vision of putting a man on the moon by 1970.
  - B. Sanford Weill had a vision of making American Express the leading investment bank within five years.
  - C. IBM's vision was to provide the best service of any firm in the world.
  - D. George W Bush had a vision of becoming the American President.
4. According to the passage, which description can be used when talking about Napoleon?
  - A. He was in a sense a visionary, a dreamer of dreams.
  - B. He was the strongest leader in human history.
  - C. He was a man of great sense of humor.
  - D. He was as ordinary as everybody in his time.
5. The best-selling book by Jim Collins and Jerry Porras related corporate longevity to \_\_\_\_\_.
  - A. financial burden
  - B. a company's vision and its goals
  - C. good reputation
  - D. steady customers

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

6. This image, which we call a \_\_\_\_\_, may be as vague as a dream or as precise as a goal or a mission statement.
7. The most successful leader of all sees the things which belong in his \_\_\_\_\_ picture but which are not yet there.

**Your comprehension rate: \_\_\_\_\_%**

## **Unit 1 Celebrities**

### **Notes:**

1. **vision** *n.* 愿景,远景,远见,指企业战略家对企业前景和发展方向的一个高度概括的描述。
2. **John Kennedy** (1917~1963) 约翰肯尼迪,美国第35任总统。毕业于哈佛大学,第二次世界大战时加入美国海军,并获得英雄勋章。
3. **Napoleon** 拿破仑,法国将军和皇帝(1804~1815年在位)。发动了拿破仑战争,并在1804年自封为皇帝。1814年拿破仑被迫退位,被流放至厄尔巴岛。1815年他召集一支军队,并回到法国,重新称帝百日,但在滑铁卢战役中遭到决定性挫败。他被流放到遥远的圣赫勒拿岛,6年后在那里死去。
4. **conjure** *vt.* 祈求  
*e.g.* He conjured them not to betray their country. 他恳求他们不要背叛他们的国家。
5. **eventuality** *n.* 可能出现的情况  
*e.g.* We must consider every eventuality. 我们什么事情都要考虑到。
6. **meditation** *n.* 沉思  
*e.g.* He is deep in meditation. 他陷入沉思中。
7. **exalted** *adj.* 高贵的  
*e.g.* I met a person of exalted position. 我遇上一个地位很高的人。



# Madonna

Born in 1958 near Detroit in the USA, Madonna Ciccone is the oldest daughter of an engineer and a housewife/mother of eight children ( Her mother died of cancer when Madonna was only six years old). Ever since she was a little girl, Madonna demonstrated her artistic abilities by having piano and ballet lessons and cheerleading. She went to Rochester Adams High School and graduated in 1976. With her dancing skills, Madonna got a scholarship at the University of Michigan. In 1978, the singer was already searching for stardom, dropping everything and moving to New York.

In the Big Apple ( the nickname for New York ), Madonna had several jobs, including waitressing at Dunkin' Donuts. From there on, the ambitious blonde joined the Alvin Ailey and Martha Graham dance groups, after realizing she was more into music than anything else. In the early 80's she started to learn guitar and play the piano again.

Madonna had her first small concerts in dance clubs, attracting people with her enthusiasm and performance on stage. In 1982, DJ Mark Kamins remixed the demo of "Everybody" and showed it to Warner Bros. Record label, who offered Madonna a contract for one record. The album was a huge hit and songs like "Holiday", "Lucky Star" and "Border Line" became instant hits. Some songs were filmed into video clips where Madonna showed her intriguing style, wearing and abusing religious accessories mixed with necklaces, earrings, skirts, and tight tops, setting a trend that spread worldwide. In 1984, Warner Bros. released the album "Like a Virgin". The title song became Madonna's most played song to date and the album was an instant Number One hit. Madonna sold more singles and albums than any other artist in 1985.

Reaching stardom, Madonna went out on tour. Anywhere she went, the tickets were quickly sold out. She also made appearances in movies like "Vision Quest" and "Desperately Seeking Susan" in 1985 and made her theatrical debut in "Goose" and "Tom-Tom". Madonna met her first husband,

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actor Sean Penn, when they were shooting the movie “Shanghai Surprise” together in 1986. They divorced four years later.

In 1989, the album “Like a Prayer” was an enormous hit, thanks in great part to the edgy video of the title song. The controversy caused by the video in which Madonna danced around crosses on fire and kissed an African American saint on the mouth resulted in the withdrawal of Pepsi’s sponsorship for her tour. She quickly learned that a good scandal can sell a lot of records. The singer didn’t miss the opportunity of launching the documentary “Truth or Dare” in 1991 about her life and the soft-porn photo album “Sex” in 1992, inspired by her latest album “Erotica”. In 1992, Madonna confirmed her place among the biggest stars of all time by signing a multi-millionaire contract with Time Warner, creating her own label, Maverick Records and bringing stars like Alanis Morrissette and Prodigy into the music world. A lot of surprises were still waiting for Madonna: on October 14, 1996 little Lourdes Maria Ciccone was born, the result of an affair with her Cuban personal trainer, Carlos Leon. The singer also pushed her acting career in the musical “Evita,” taking home the Golden Globe for best actress in a motion picture, comedy or musical.

With the arrival of her daughter, Madonna abandoned the provocative and rebellious image and somehow her maternal instincts turned her into a more solid, spiritual, and self-confident artist. In 1998, Madonna launched a new album, “Ray of Light”, with more introspective and yet dancing songs, showing all her versatility and competence as a singer, business administrator, mother and actress. She married British director Guy Ritchie, with whom she had her first son, Rocco, in 2000. She continues to have a high profile worldwide.

(637 words)

	1	2
Target reading time	6'22"	5'19"
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).

- The title song in the album “Like a Prayer” became Madonna’s most played song to date and this album was an instant Number One hit. (     )
- Madonna met her first husband, actor Sean Penn, when they were shooting the movie “Shanghai Surprise” together in 1986. (     )

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

- Madonna’s mother died of cancer when she was only \_\_\_\_\_ years old.  
A. 5                                      B. 6                                      C. 7                                      D. 8
- Ever since she was a little girl, Madonna demonstrated her artistic abilities by \_\_\_\_\_ lessons and cheerleading.  
A. having singing and ballet                                      B. having guitar and piano  
C. having piano and ballet                                      D. having singing and dancing
- In 1989, the album \_\_\_\_\_ was an enormous hit, thanks in great part to the polemic edgy video of the title song.  
A. “Like a Prayer”                                      B. “Like a Virgin”  
C. “Truth or Dare”                                      D. “Ray of Light”

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

- Madonna performed her first small concerts in dance clubs, attracting people with her \_\_\_\_\_ and performance on stage.
- Madonna also pushed her acting career in the musical “Evita”, taking home the Golden Globe for best actress in \_\_\_\_\_.

Your comprehension rate: \_\_\_\_\_ %

Notes:

- demonstrate** *v.* 证明  
*e.g.* He demonstrated that the earth is round. 他证明地球是圆的。
- stardom** *n.* 明星的地位(身份)
- blonde** *n.* 肤色白皙的金发女人
- intrigue** *vi.* 引起…的极大兴趣

## **Unit 1 Celebrities**

5. **accessory** *n.* 附属品
6. **theatrical** *adj.* 戏剧的, 剧场的  
*e.g.* theatrical performances 戏剧表演
7. **debut** *n.* (演员, 音乐家等)初次登台
8. **controversy** *n.* 争论, 议论  
*e.g.* There was a controversy over the construction of a big supermarket. 关于建盖一家大型超级市场曾有过争论。
9. **provocative** *adj.* 引起争执的, 挑逗的
10. **introspective** *adj.* 自省的, 内观的
11. **versatility** *n.* 多才多艺

## Princess Diana

- [ A ] Diana, the Princess of Wales, or Diana Frances Spencer, her full family name, was the first wife of Charles, the Prince of Wales. She was born into the British aristocracy being the youngest daughter of Edward John Spencer, Viscount Althorp, later John Spencer or the Eighth Earl Spencer and his first wife the Viscountess Althorp or Frances Spencer. Being a scion of the British royal family she was baptized at St. Mary Magdalene Church in Sandringham. From her early childhood Diana had a turbulent life owing to her parents' peevish marriage dispute ending in a divorce due to the wide spread blemish over Lady Althorp's adulterous activities with wallpaper heir Peter Shand Kydd. The confrontation was heightened to such a level that Diana's mother was compelled to take her two youngest children to live in an apartment in London's Knightsbridge, where Diana attended a local day school.
- [ B ] That Christmas, the Spencer children went to celebrate with their father and he subsequently refused to allow them to return to London and their mother. Lady Althorp sued for custody of her children, but Lord Althorp's rank, aided by Lady Althorp's mother's testimony against her daughter during the trial, contributed to the court's decision to award custody of Diana and her brother to their father. With the death of her paternal grandfather Albert Spencer, or the Seventh Spencer in 1975, Diana's father became the succeeding Earl of Spencer, at which time she became Lady Diana Spencer and went to live in their sixteenth-century ancestral home of Althorp.
- [ C ] In 1981, on 29th July, she married Prince Charles, the heir to the British Crown, at St. Paul's Cathedral in London. From his early days Prince Charles' love life had always been under press speculation for his links to numerous aristocratic and glamorous women. Since he had no other constitutional choice except to marry a non-Roman Catholic potential bride of an aristocratic background and of a confirmed Protestant origin, Diana was the natural choice and their marriage ceremony was watched by a global audience of almost one billion people.

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[D] However, the marriage proved to be “not working out well” by the mid-1980s, the news first suppressed, and then sensationalized by the international media. The break up witnessed the resumption of Prince Charles’ resuming of his long-standing, pre-marital affair with Camilla Parker Bowles, while Diana commenced an affair with her riding instructor, James Hewitt. The royal couple or the Prince and Princess of Wales were finally separated on 9th December 1992. She maintained her charitable work after the divorce and used her influential status to positively assist in the campaign against AIDS, a cause that won her the Nobel Prize in 1997, and helped to reduce the discrimination against victims. However, her tragic death on 31st August, 1997 following a high speed car accident in the Pont de l’Alma road tunnel in Paris brought a promising life to an abrupt end.

(481 words)

	1	2
Target reading time	4'49"	4'6"
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. With the help of Lady Althorp's mother, Diana's father finally got custody of Diana. (     )
2. Due to the disagreement, Prince Charles and Princess Diana divorced in 1992. (     )

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. Princess Dianna contributed a lot to charitable work. (     )
4. Prince Charles and Diana's marriage attracted worldwide attention. (     )
5. Dianna got her noble title as Lady Diana in 1975. (     )
6. Princess Diana's father got custody of his children at last. (     )
7. Princess Diana was from a broken family and didn't live quite well when she was staying with her mother. (     )
8. Princess Diana was born in an aristocratic family. (     )
9. Princess Diana died from a car crash. (     )

Your comprehension rate: \_\_\_\_\_ %

Notes:

1. **aristocracy** *n.* 贵族
2. **scion** *n.* (尤指贵族名门等的)后裔,子孙
3. **baptize** *vt.* 施洗礼
4. **turbulent** *adj.* (海洋等)狂暴的;混乱的,动乱的。
5. **peevish** *adj.* 容易生气的,脾气不好的  
*e.g.* Illness made him peevish. 生病使他脾气不好。
6. **blemish** *n.* 瑕疵,污点
7. **custody** *n.* 对人的监护

## **Unit 1 Celebrities**

8. **testimony** *n.* (在法庭的) 证词  
*e.g.* We listened to his testimony. 我们听了他的证词。
9. **speculation** *n.* 推想, 推测, 沉思
10. **glamorous** *adj.* 富有魅力的, 迷人的
11. **resumption** *n.* 再开始, 恢复



## Aristotle — Plato's Student

Plato's most famous student was Aristotle. Aristotle has also had a profound intellectual influence on the western world. In fact, most of the philosophical terms and classifications used today were coined by Aristotle. Like his teacher, Aristotle raised many philosophical issues that are still being wrestled with today.

Aristotle lived from 384 to 322 BC. He differed greatly in personality from his teacher. Plato was an artistic visionary, with poetic and mystical talent for social planning. Aristotle was a coldly analytical scientist concerned with collecting and classifying data. Plato, with his great sense of humor and tragedy, would often step out of the academic role to joke, laugh, and cry about human foibles. Aristotle, on the other hand, was the prototype of the dry, always serious scholar who cracked many a book but never a smile.

Our intellectual debt to Aristotle is great. We owe to him the basis of scientific classification in the natural sciences. We owe to him the study of logic. We owe to him a concept of the universe. We owe to him a theory of the nature of man that continues as a basic assumption of many religious beliefs. We owe to him the foundations of a psychology and purpose of education. In fact, Aristotelian educational practice formed the basis for the classical humanist tradition in education that endures today.

Aristotle's concept of human nature grew out of his idea of the nature of the universe and is important in understanding the classical humanist approach to education. Here it is: For Aristotle, life and soul are one and the same. Man's body is matter, and man's life is soul.

The education of man in Aristotelian tradition basically concerns itself with strengthening the qualities of the Human Soul. If man is to rise above animal existence, he must develop the wisdom and reason that can control the appetites and passions of his Animal Soul. A life of true happiness is found in what Aristotle called The Golden Mean, which is keeping a sensible balance between need gratification and intellectual reasoning.

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In practice, classical humanism has always seen education as a strictly intellectual and academic pursuit. Schooling, teaching, and learning deal with subject matter through “discipline”. These disciplines have traditionally formed a curriculum of the seven liberal arts: Grammar (the study of language), Dialectics (the art of logical argumentation and investigation), Rhetoric (the art of speaking and writing), Music, Arithmetic, Geometry and Astronomy. The first three were the classical trivium of the Middle Ages; the last four formed the quadrivium.

(423 words)

	1	2
Target reading time	4'14"	3'32"
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. Plato, Aristotle's teacher, formed the basis for the classical humanist tradition in education that endures today. (     )
2. According to Aristotle, a life of true happiness is found in keeping a sensible balance between need gratification and intellectual reasoning. (     )

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

3. Aristotle has also had a profound intellectual influence on the western world because \_\_\_\_\_.  
 A. most of the philosophical terms and classifications used today were coined by him  
 B. he raised many philosophical issues that are still being wrestled with today  
 C. Both A and B  
 D. None of the above
4. In paragraph two, the writer employs the technique of \_\_\_\_\_.  
 A. comparison     B. contrast     C. argumentation     D. description
5. Which of the following statements is NOT true?  
 A. Aristotle formed the basis for scientific classification in natural sciences.  
 B. Aristotle formed the basis for the classical humanist tradition in education.  
 C. Aristotle formed the basis for the study of logic.  
 D. Aristotle formed the basis for many religions.

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

6. We owe to Aristotle the study of \_\_\_\_\_. We owe to him a concept of the universe. We owe to him a theory of the \_\_\_\_\_ that continues as a basic assumption of many religious beliefs.
7. For Aristotle, \_\_\_\_\_ are one and the same. Man's body is \_\_\_\_\_, and man's life is soul.

**Your comprehension rate: \_\_\_\_\_ %**

**Notes:**

1. **Plato** 柏拉图(公元前 427 ~ 前 347, 古希腊哲学家)是苏格拉底的学生。父母都是贵

## Unit 1 Celebrities

族。他从小就学习音乐、诗、绘画和哲学。20岁时就跟苏格拉底学习。他对几乎所有前辈哲学家的著作都进行过研究,进而形成了他自己的唯心主义思想体系。苏格拉底死后,他游历过埃及、小亚细亚、意大利。他在南意大利拜访过毕达哥拉派学者,从他们那里研究了毕达哥拉斯的哲学。从西西里回到雅典后开办了一所学院。学院于公元前387年创建,到公元529年罗马皇帝封闭该学院为止,共存在900多年。柏拉图在学院辛勤教学了40年。

2. **wrestle** *vt.* 努力解决

*e.g.* She had spent the whole weekend wrestling the problem. 她整个周末都在试图解决这个问题。

3. **visionary** *n.* 充满幻想的人

*e.g.* True visionaries are often misunderstood by their own generation. 真正有远见卓识的人往往招致同时代人的误解。

4. **foible** *n.* 弱点,怪癖

*e.g.* We all have our little foibles. 我们人人都有些小缺点。

5. **prototype** *n.* 典型

*e.g.* She is the prototype of the optimistic. 她是典型的乐观主义者。

6. **the Golden Mean** 中庸之道

7. **gratification** *n.* 满足

*e.g.* A feed will usually provide instant gratification to a crying baby. 喂食通常可使正在哭闹的婴儿立即得到满足。

8. **trivium** 中世纪的三学科,即文科七门学科中的前三门:语法、修辞、论理。

9. **quadrivium** 古罗马和中世纪大学里开设的四艺,指算术、几何、天文、音乐。