

B2 经典外刊阅读 10

阅读能力整合—长篇实战训练三

外刊阅读一

CASE STUDY: TOURISM NEW ZEALAND WEBSITE

雅思阅读选篇

- ❖ New Zealand is a small country of four million inhabitants, a long-haul flight from all the major tourist- generating markets of the world. Tourism currently makes up 9% of the country's gross domestic product, and is the country's largest export sector. Unlike other export sectors, which make products and then sell them overseas, tourism brings its customers to New Zealand. The product is the country itself - the people, the places and the experiences. In 1999, Tourism New Zealand launched a campaign to communicate a new brand position to the world. The campaign focused on New Zealand's scenic beauty, exhilarating outdoor activities and authentic Maori culture, and it made New Zealand one of the strongest national brands in the world.
- ❖ 新西兰是一个有着 400 万居民的小国家，离世界上所有的大型游客聚集市场都需要经历一场长途飞行。旅游业目前占这个国家国民生产总值的百分之九，是其最大的出口行业。与其他行业不同的是，其他行业是要制作产品再将其销售到海外，而旅游业会将顾客带到新西兰来。产品就是这个国家本身——其人民、地点和身处其中的体验。在 1999 年，新西兰旅游局向全世界推出了一场大型宣传活动，营造出一个全新的品牌地位。这场宣传集中展示了新西兰优美的风景、激动人心的户外项目和本土真正的毛利文化，它将新西兰塑造成世界上最强有力的国家品牌之一。
- ❖ A key feature of the campaign was the website [www. newzealand. com](http://www.newzealand.com), which provided potential visitors to New Zealand with a single gateway to everything the destination had to offer. The heart of the website was a database of tourism

services operators, both those based in New Zealand and those based abroad which offered tourism services to the country. Any tourism-related business could be listed by filling in a simple form. This meant that even the smallest bed and breakfast address or specialist activity provider could gain a web presence with access to an audience of long-haul visitors. In addition, because participating businesses were able to update the details they gave on a regular basis, the information provided remained accurate. And to maintain and improve standards, Tourism New Zealand organized a scheme whereby organizations appearing on the website underwent an independent evaluation against a set of agreed national standards of quality. As part of this, the effect of each business on the environment was considered.

- ❖ 这场宣传活动中的一个关键特色就是“新西兰旅游”这个网站，它为未来有可能前往新西兰的游客提供了一个入口，在这里可以找到新西兰所能提供的一切。此网站的核心内容在于一个由各路旅游服务经营者信息所组成的数据库，其中既有位于新西兰本土的商家，也有驻扎海外的提供前往此国旅游服务的公司。任何与旅游相关的经营者都可以通过填写一张简单的表格而获准加入。这就意味着：即使是最小型的住宿地和早餐店或特色活动的提供者都能在此网站上获得一席之地，从而接触到所有打算远道而来的游客。此外，由于参与的商家可以定期更新自己放上去的各种信息，网站的信息就能始终保持准确。并且为了维持并提高水准，新西兰旅游局还安排了一个这样的方案：展示在网站上的所有商家都要按照一套通过决议的国家质量标准来接受一场独立评估。其中，每个企业对于环境产生的影响都要受到考量。
- ❖ To communicate the New Zealand experience, the site also carried features relating to famous people and places. One of the most popular was an interview with former New Zealand All Blacks rugby captain Tana Umaga. Another feature that attracted a lot of attention was an interactive journey through a number of the locations chosen for blockbuster films which had made use of New Zealand's stunning scenery as a backdrop. As the site developed, additional features were added to help independent travelers devise their own customized itineraries. To

make it easier to plan motoring holidays, the site catalogued the most popular driving routes in the country, highlighting different routes according to the season and indicating distances and times.

- ❖ 为了充分传播这场经历，该网站还有一些与名人和知名地点有关的特色介绍。其中最受欢迎的内容之一是对新西兰全黑橄榄球队前队长 Tana Umaga 的采访。另外一个吸引了大量关注的特色是一场互动式旅程，穿过一些将新西兰令人目瞪口呆的风景选做背景的电影大片中曾经出现过的地点。随着网站的发展，又有一些其他的特色被加进来，来帮助自助型游客通过这个规划属于自己的特色行程。为了帮助用户更简单规划自驾行假期，网站还根据季节变化分类整理出了这个国家最受欢迎的多条驾车路线，并且标注了距离和时间。
- ❖ Later, a Travel Planner feature was added, which allowed visitors to click and ‘bookmark’ places or attractions they were interested in, and then view the results on a map. The Travel Planner offered suggested routes and public transport options between the chosen locations. There were also links to accommodation in the area. By registering with the website, users could save their Travel Plan and return to it later, or print it out to take on the visit. The website also had a ‘YourWords’ section where anyone could submit a blog of their New Zealand travels for possible inclusion on the website.
- ❖ 后来，又增加了一项“旅行规划者”特色，网站访问者可以点击他们感兴趣的地点或景点，并标注书签，然后在地图上查看结果。“旅行规划者”会提供往来于各个选定地点之间的推荐路线和公共交通方式选择。同时还有查看当地住宿信息的链接。通过网站注册，用户就可以保存他们的旅行计划，之后返回查看，或者把计划打印出来随身携带。网站上还有一个“你的语言”的版块，任何人都可以提交自己有关新西兰旅游的博客记录，这些游记内容将有可能展示在网站页面上。
- ❖ The Tourism New Zealand website won two Webby awards for online achievement and innovation. More importantly perhaps, the growth of tourism to

New Zealand was impressive. Overall tourism expenditure increased by an average of 6.9% per year between 1999 and 2004. From Britain, visits to New Zealand grew at an average annual rate of 13% between 2002 and 2006, compared to a rate of 4% overall for British visits abroad.

- ❖ 新西兰旅游局的这个网站因其线上成就和创新赢得了两次威比奖。也许更重要的是：新西兰旅游业的增长是令人印象深刻的。总体旅游支出在 1999 到 2004 年期间平均每年增长 6.9%，在 2002 年到 2006 年之间，从英国前往新西兰的旅客增长率是 13%，而英国的总体海外旅游增长率只有百分之四。
- ❖ The website was set up to allow both individuals and travel organisations to create itineraries and travel packages to suit their own needs and interests. On the website, visitors can search for activities not solely by geographical location, but also by the particular nature of the activity. This is important as research shows that activities are the key driver of visitor satisfaction, contributing 74% to visitor satisfaction, while transport and accommodation account for the remaining 26%. The more activities that visitors undertake, the more satisfied they will be. It has also been found that visitors enjoy cultural activities most when they are interactive, such as visiting a marae (meeting ground) to learn about traditional Maori life. Many long-haul travellers enjoy such learning experiences, which provide them with stories to take home to their friends and family. In addition, it appears that visitors to New Zealand don't want to be one of the crowd and find activities that involve only a few people more special and meaningful.
- ❖ 这个网站成立的目的是为了让人和旅游机构都能根据这个创建出适合他们自身需求和兴趣的行程以及旅游套餐。在网站，访问者并非仅仅能够根据地理位置为线索来搜寻各个活动，还可以通过活动的特定属性来查找。这一点是很重要的，因为研究显示：活动项目是游客满意度的关键驱动因素，为总体游客满意度贡献了百分之七十四的比例，而交通和住宿一起才占了余下的百分之二十六。游客参与的活动越多，他们就会越对自己的旅行感到满意。同时研究发现：游客最享受的文化活动是那些有互动性质的，例如参观一处毛利会堂来了解传统的毛利人生活。许多远道而来的游客都非常享受这样的

学习经历，这样他们就有故事可以带回去与朋友和家人分享。此外，来到新西兰的游客们好像都不想成为大众中人群中的一个，而是觉得那些只有少数几个人参与的活动更为特别和有意义。

- ❖ It could be argued that New Zealand is not a typical destination. New Zealand is a small country with a visitor economy composed mainly of small businesses. It is generally perceived as a safe English-speaking country with a reliable transport infrastructure. Because of the long-haul flight, most visitors stay for longer (average 20 days) and want to see as much of the country as possible on what is often seen as a once-in-a-lifetime visit. However, the underlying lessons apply anywhere - the effectiveness of a strong brand, a strategy based on unique experiences and a comprehensive and user-friendly website.
- ❖ 可能有争议说新西兰并不算一个典型的旅游目的地。它是一个小国家，游客经济主要由小型商家组成。它被大众普遍视为一个安全的讲英语的国家，有着可靠的交通基础设施。由于要进行长途飞行，大部分游客都会在此地待比较久（平均为 20 天）并想要尽可能地到处多看看这个国家，因为他们通常将此看作是“一生只来一次的旅行”。然而，新西兰的旅游业兴旺发展背后的经验却可以应用到任何地方——一个强大的品牌效应，基于独有经历的策略，和一个全面而并且关注用户的网站。

❖

外刊阅读二

EXTINCTION EPISODES OF THE PAST

托福阅读选篇

- ❖ It was not until the Cambrian period, beginning about 600 million years ago, that a great proliferation of macroscopic species occurred on Earth and produced a fossil record that allows us to track the rise and fall of biodiversity. Since the Cambrian period, biodiversity has generally risen, but there have been some notable exceptions. Biodiversity collapsed dramatically during at least five

periods because of mass extinctions around the globe. The five major mass extinctions receive most of the attention, but they are only one end of a spectrum of extinction events.

- ❖ 直到六亿年前的寒武纪，肉眼可看的物种才在地球上兴起。多亏了化石的帮助，我们现在可以了解到物种的兴衰。自从寒武纪，生物开始变得多样化，但是也有些例外。因为在世界范围内的灭绝事件中，至少五次有物种大规模减少的情况。虽然我们最关注这五次大灭绝，但是它们只是一系列灭绝事件中的冰山一角。
- ❖ Collectively, more species went extinct during smaller events that were less dramatic but more frequent. The best known of the five major extinction events, the one that saw the demise of the dinosaurs, is the Cretaceous-Tertiary extinction.
- ❖ 总体来说，很多较小的灭绝事件虽然不够引人注目，但是它们更为频繁，大部分物种就是因此而灭绝的。在五次大灭绝中，见证恐龙灭绝的是发生在白垩第三纪的灭绝。
- ❖ Starting about 280 million years ago, reptiles were the dominant large animals in terrestrial environments. In popular language this was the era “when dinosaurs ruled Earth,” when a wide variety of reptile species occupying many ecological niches. However, no group or species can maintain its dominance indefinitely, and when, after over 200 million years, the age of dinosaurs came to a dramatic end about 65 million years ago, mammals began to flourish, evolving from relatively few types of small terrestrial animals into the myriad of diverse species, including bats and whales, that we know today.
- ❖ 二亿八千万年前，爬行动物成为陆上的主宰。通俗来说这是一个恐龙统治地球的时代。各类爬行动物占据了不同的生态环境。然而，没有哪一类生物可以永久保持主宰地位，在二亿年后，大约是六千五百万年前恐龙时代最终结束，哺乳动物开始繁盛，从最初的少数几种小型陆生动物逐渐发展到无数的各类物种，包括我们现在所知的蝙蝠和鲸鱼。

- ❖ Paleontologists label this point in Earth's history as the end of the Cretaceous period and the beginning of the Tertiary period, often abbreviated as the K-T boundary. This time was also marked by changes in many other types of organisms. Overall, about 38 percent of the families of marine animals were lost, with percentages much higher in some groups. Ammonoid mollusks went from being very diverse and abundant to being extinct. An extremely abundant set of planktonic marine animals called foraminifera largely disappeared, although they rebounded later.
- ❖ 古生物学家把地球历史上这个时间点作为白垩纪的末期和第三纪的初期，简称为 K-T 边界。很多 K-T 边界时期的其他生物也发生了重大变化。总的来说，大约 38% 的海洋生物消失了，更多的菊石软体动物也濒临灭绝。曾经尤为繁盛的海洋浮游生物-有孔虫也几乎消失了，尽管后来它们的数量有所回升。
- ❖ Among plants, the K-T boundary saw a sharp but brief rise in the abundance of primitive vascular plants such as ferns, club mosses, horsetails, and conifers and other gymnosperms. The number of flowering plants (angiosperms) was reduced at this time, but they then began to increase dramatically.
- ❖ 对植物来说，短时期突然出现了大量的原始维管植物，比如说蕨类植物，石松类植物，木贼类植物，松柏类植物和其他裸子植物。在此期间，开花植物(被子植物)的数量减少，但是接着又显著增加了。
- ❖ What caused these changes? For many years scientists assumed that a cooling of the climate was responsible, with dinosaurs being particularly vulnerable because, like modern reptiles, they were ectothermic (dependent on environmental heat, or cold-blooded). It is now widely believed that at least some species of dinosaurs had a metabolic rate high enough for them to be endotherms (animals that maintain a relatively consistent body temperature by generating heat internally). Nevertheless, climatic explanations for the K-T extinction are not really challenged by the ideas that dinosaurs may have been endothermic, because even endotherms can be affected by a significant change in the climate.

- ❖ 这些变化的原因是什么呢?很多年来，科学家认为气候变冷是罪魁祸首，因为恐龙，和很多现代爬行动物一样是变温动物(依赖于环境温度，或冷血动物)，面对气候变化非常脆弱。现在人们普遍相信至少有些恐龙具有足够高的新陈代谢速度，是恒温动物(动物通过在身体内部产生热量来维持相对不变的体温)。尽管如此，恐龙有可能是恒温动物这一论断未真正挑战 K-T 灭绝的气候变化原因。这是因为一些恒温动物仍然会受到气候显著变化的影响。
- ❖ Explanations for the K-T extinction were revolutionized in 1980 when a group of physical scientists led by Luis Alvarez proposed that 65 million years ago Earth was struck by a 10-kilometer-wide meteorite traveling at 90,000 kilometers per hour. They believed that this impact generated a thick cloud of dust that enveloped Earth, shutting out much of the incoming solar radiation and reducing plant photosynthesis to very low levels.
- ❖ 然而，在 1980 年，路易斯.阿尔瓦雷茨带领的一组物理学家提出，在六千五百万年前，有一个 10 公里宽的陨星以每小时九万公里的速度撞击了地球，这使 K-T 灭绝成因发生革命性变化。他们认为：撞击产生了一层厚厚的灰尘云，笼罩了地球，阻断了太阳辐射，并使光合作用降到最低。
- ❖ Short-term effects might have included huge tidal waves and extensive fires. In other words, a series of events arising from a single cataclysmic event caused the massive extinctions. Initially, the meteorite theory was based on a single line of evidence. At locations around the globe, geologists had found an unusually high concentration of iridium in the layer of sedimentary rocks that was formed about 65 million years ago. Iridium is an element that is usually uncommon near Earth's surface, but it is abundant in some meteorites.
- ❖ 短期内还有可能造成了巨大的海啸和广泛的火灾。也就是说，这次灾难性的撞击引发了一系列连锁反应并最终导致了大灭绝。最初，陨石理论是在一系列证据上发展起来的。在世界各地的很多地方，地质学家发现铱元素在六千五百万年前的沉积岩层中含量异常丰富。铱元素在地球表面很不常见，但在陨石中含量丰富。

- ❖ Therefore, Alvarez and his colleagues concluded that it was likely that the iridium in sedimentary rocks deposited at the K-T boundary had originated in a giant meteorite or asteroid. Most scientist came to accept the meteorite theory after evidence came to light that a circular formation, 180 kilometers in diameter and centered on the north coast of the Yucatan Peninsula, was created by a meteorite impact about 65 million years ago.
- ❖ 因此，阿尔瓦雷茨和同事推测在 K-T 边界沉积岩沉淀的铱元素来自于巨型陨星或小行星。科学家们逐渐接受了陨星理论，因为他们看到了六千五百万年前陨星撞击产生的圆形构造的证据。该圆形构造直径为 180 公里，围绕在尤卡坦半岛的西北岸。