

سرشناسه (شخص): فرشید، فاطمه، ۱۳۵۷

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عنوان و نام پدیدآور: (۲) Developing English Through Reading

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مشخصات نشر: قم: واصل لاهیجی، ۱۳۹۰

مشخصات ظاهری: ۷۱ ص.

شابک: ۹۷۸-۶۰۰-۵۳۴۹-۳۷-۵

اوآنویس عنوان: دیولپینگ اینگلیش تروریدینگ (۲)

یادداشت: انگلیسی

عنوان فارسی: پیشرفت زبان انگلیسی را طریق خواندن (۲)

موضوع: زبان انگلیسی - راهنمای آموزش (عالی)

شناسه افزوده: فرشید، کتایون، ۱۳۵۵

فیزیک - راهنمای آموزشی (عالی) Katayoun Farshid

شناسه افزوده: بهمن، ابراهیمی، ۱۳۵۴ Bahman Ebrahimi

قیمت: ۳۵۰۰۰ ریال

رده کنگره: ۱۳۹۰ / ۲ / ف / ۶۵ / PE

رده دیویی: ۴۲۸ / ۰۰۷۱۱

عنوان کتاب: پیشرفت انگلیسی از طریق خواندن (۲)

مؤلفان: فاطمه و کتایون فرشید، بهمن ابراهیمی

ناشر: واصل لاهیجی

نوبت چاپ: اول ۱۳۹۰

لیتوگرافی و چاپ و صحافی: واصل

امور کامپیوتری: نسیم نجم سهیلی

تیراژ: ۳۰۰۰ نسخه

قیمت: ۳۵۰۰ تومان

شابک: ۹۷۸-۶۰۰-۵۳۴۹-۳۷-۵

Developing English Through Reading(2)

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Introduction

Reading is a process involving the activation of relevant knowledge and the related language skills to accomplish an exchange of information from one person to another. It is an interactive process in which the reader brings his personal knowledge or schema to the text in front of him.

Developing English Through Reading 1, 2 are designed for students of English as a foreign language who may have a basic vocabulary in English and they can learn the reading skills of comprehension, finding the main idea, using the context to understand vocabulary items, and studying a wealth of authentic materials accompanying different activities giving the student opportunity to go beyond the text by using the vocabulary they have learned in the lessons. In *Developing English Through Reading 1, 2* a theme-based approach to reading is used where the length of the texts gradually increases. One of the primary tasks is developing a useful and personally relevant vocabulary base that all the new ones are used several times in the lesson and are systematically recycled through out the texts. It is hoped that you enjoy teaching or reading *Developing English Through Reading 1, 2*.

Lesson One

The Bar Code

What's black and white and reads all over? It's smaller than a matchbox and probably the most often seen, yet least noticed **symbol** in the United States. It helps millions of Americans every day, but no one noticed it. It's a few inches away from your eyes at this moment. Look at the back cover of your book and you'll see a **bar code**.

Bar Codes are series of black and white lines of different widths. These lines **represent** the price of the product. They are "read all over" by a **scanner**. The scanner is operated by a very strong and very narrow ray of electric light called a laser beam. This beam of light **translates** the black and white lines into a numbering system that the computer is able to understand. The computer **transfers** the lines into numbers, then prints the price of the product onto the screen.

The numbers you see at the bottom of the bar code have nothing to do with the price. They indicate which company made the product and what the item is. In supermarkets, the first six numbers say which company made the product. The second six say what the product is and add a little more **information**. For example, in one supermarket, 134279 tells the computer the product is a package of cereal weighing one pound.

We see **manual** scanners in small shops and bookstores or at libraries. Supermarkets have **automatic** scanners. They are underneath the glass window at the **checkout** counter. These scanners are operated by lasers that look like compact discs. The disc turns around and takes in the information from the bar code in much the same way as the manual scanners do. The cashier holds the **item** over the glass window and the scanner reads all the information in a few seconds. Now, shopping is a little quicker and quicker and a little easier for everyone.

Below are some trivia points about bar codes.

- Bar codes don't have to be black and white. A laser can read any color except red. (The beam of the laser is usually red in color.)
- The bar code includes a code that alerts security if anyone tries to alter it.
- There are some items that still don't have a bar code. No one has yet worked out a way to bar code **fragile** items like tomatoes without damaging them.