

《英文寶典》

图书基本信息

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內容概要

聞名世界的大學寫作教授教你怎樣從中文入手學好英文的寫、說與思考

作者簡介

Rudolf Flesch (8 May 1911 – 5 October 1986)

was an author, readability expert, and writing consultant who was an early and vigorous proponent of plain English in the United States. He created the Flesch Reading Ease test and was co-creator of the Flesch-Kincaid Readability Test. He was raised in Austria and finished university there, studying law. He then moved to the United States and entered a graduate program at Columbia University, where he earned a Ph.D in English.

Not long after finishing his degree, he wrote what became his most famous book, *Why Johnny Can't Read*, in 1955. The book was a focused critique of the then-trendy movement to teach reading by sight, often called the "look-say" method. The flaw of this approach, according to Flesch, was that it required learners to memorize words by sight. When confronted with an unknown word, the learner was stumped. Flesch advocated a return to phonics, the teaching of reading by teaching learners to sound out words.

Flesch flourished as a writing teacher, plain-English consultant, and author. He wrote many books on the subject of clear, effective communication: *How to Test Readability* (1951), *How to Write Better* (1951), *The Art of Plain Talk* (1946), *The Art of Readable Writing* (1962), *The ABC of Style: A Guide to Plain English* (1964), and *Rudolf Flesch on Business Communications: How to Say What You Mean in Plain English* (1972).

Flesch produced three other books of note:

In *The Art of Clear Thinking* (1951), Flesch consolidates research data and then-recent findings from the fields of psychology and education, and suggests how his readers can apply that information in their daily life. As he writes in his introduction, "It would be impudent to tell intelligent, grown up people how to think. All I have tried to do here is to assemble certain known facts about the human mind and put them in plain English."

In *Lite English* (1983), Flesch advocated the use of many colloquial and informal words. The subtitle of the book reveals his bias: *Popular Words That Are OK to Use No Matter What William Safire, John Simon, Edwin Newman, and the Other Purists Say!*

And in 1979, Flesch published a book he had produced while working as a communication and writing consultant to the Federal Communications Commission: *How to Write Plain English: A Book for Lawyers and Consumers*. This book was and is a "how to" for writing rules and regulations that must be read and understood by the general public.

Flesch practiced what he preached. His writing is clear, vigorous, and plain; his style is direct and energizing. Those who read *How to Write Plain English* often comment that his writing motivates them to write more plainly. For example, here is Flesch on clearing up legalese:

"Well, it's been my experience that lawyers are apt to use Plain English right up to the point where the going gets tough. Then they'll say, This idea is too complex—it can't be put into Plain English no matter how hard you try. . . . On that theory, you would draft a legal document, and just when the poor layman needed special help in understanding it, you would leave him in the lurch." *How to Write Plain English* at 3.

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精彩短評

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