



普通高等教育大学英语系列教材·应用型本科

# INNOVATION COLLEGE ENGLISH

## 创新大学英语

### 读写译教程·教师用书·

A Reading, Writing and Translation Course

3

总 主 编◎王大伟

本册主编◎王大伟 张益明



华东师范大学出版社



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# 出版说明

为了满足高等院校大学英语教学改革的需要,我们专门组织编写了这套专门针对应用型本科院校的教材,供高等学校非英语专业本科生及同等程度的学习者使用。

随着全球化的日益发展,国际间的政治、经济、商业和文化交流活动越来越频繁,社会需要既掌握专业技能又懂外语的人才。新时代的大学生必须在学好本专业知识的同时,提高外语水平和实际运用能力,这样才能在激烈的竞争中站稳脚跟。因此我们所编的这套大学英语教材,既包含当前教学所需的最新、实用的内容,又融入新的教学理念和教学方法,以期从容应对日益增长的社会需求。

本套教材的编写十分注重构建真实的交际语境,以学生的需要为中心而设计,强调实用性,即为学生设计贴近实际应用的交际任务,通过互动练习,激发、鼓励学生的自主思考。本教材还通过设置目标、设置问题,让学生在达成目标、解决问题的过程中,以积极主动的态度来达到最佳的学习效果。此外,还特别针对应用型本科院校学生的实际需求,设计了不少生动有趣的模块。这些设计都是为便于学生理解、掌握和运用。

本系列教材邀请来自各高等院校的外语专家组成编写委员会。为了编好这套教材,我们曾多次召开编写会议。北京外国语大学、上海外国语大学、广东外语外贸大学、华中科技大学、华东师范大学、北京交通大学、华南理工大学、华东理工大学、东南大学、四川外国语学院、湖南师范大学、中南财经政法大学、上海理工大学、浙江工商大学、曲阜师范大学、扬州大学、上海海事大学、上海师范大学、北京第二外国语学院、三峡大学、北京师范大学珠海分校、九江学院、黄山学院、安阳师范学院、黄冈师范学院、合肥学院、嘉兴学院等高校的英语教育专家和一线教师,对教材的编写工作提出了宝贵的意见,在此谨表示衷心的感谢。

最后,我们希望本教材能为我国大学英语教学改革和创新作出一点贡献,同时真诚地希望英语教学专家、学者、大学英语教学一线教师以及广大读者对本套教材提出宝贵意见,以便不断改进,精益求精。

华东师范大学出版社

2009年6月



# 前 言

《创新大学英语读写译教程》第一至四册为读、写、译综合教材,供非英语专业本科学生使用,也可供程度相当的自学者使用。

英语语言基础在大学英语教学中的重要地位和作用是显而易见的。但由于学生入学时英语水平程度差异较大,不少大学英语教材在应用型本科院校中使用起来普遍偏难,教师授课困难较大。针对这些状况,我们编写本系列教材,希望能对解决这些问题作出我们微薄的贡献。

本教程以应用型本科院校学生入学水平的中等程度为起点,即在学习本教程之前,学生已掌握基本的英语语音和语法知识,能认知中学大纲中的大部分英语单词,并在听、说、读、写等方面受过初步训练。在学完本教程后,力争做到:中上等水平的学生在英语语言知识和语言的实际运用能力方面,可以达到大学英语六级的水平;中等水平的学生能够达到大学英语四级水平,能够在工作中运用英语进行与工作相关的交际。

本教程的编写指导思想是全面打好学生英语基础,以课文为中心,由浅入深,循序渐进,进行语法、词汇等基础知识的综合教学;对学生的读、写、译等基本技能进行全面的训练,培养学生准确运用所学知识进行语言交际的能力。

教材的质量关系到国家人才的培养。为了编写出高质量的教材,本教程编写者怀着强烈的质量意识,踏踏实实、一丝不苟地工作,在整体编写中遵循如下理念:

丰富而实用的选材。精读教材课文的核心地位为英语教学学者所公认,因此我们在选材上付出的努力最多。本教程的所有课文力求内容丰富,题材各异,主题贴近生活与工作实际,视角触及面广,关注实用性。

精心而系统的练习。练习设计的重要性不亚于课文。丰富多样的练习活动能体现各种技能训练的要求,可为学生提供更多提高读、写、译等各项技能的机会,极大地增强学生学习语言的兴趣。

结构清晰,易于教学。教程形式活泼多样,与众不同,图文并茂,互动性强。每册教材的侧重点不同,但注意系统性和独立性的有机结合。本系列教程可成套使用,亦可根据使用者的实际情况选择使用。

本教程共分4册,即每学期一册。第一、二册在学生原有基础上,系统安排语法、阅读和写作等基础语言知识,其内容主要参考《大学英语课程教学要求》所列项目;第三、四册在巩固基本功的基础上,进一步加强语言实际运用能力的培养。每课授课时间可根据教学对象的水平和课程总体安排等情况,由教师酌定。每课内容构成如下:

- 精读课文(生词表、课文、注释、课文理解练习、与课文相关的词汇练习、语法练习)
- 选讲课文(生词表、课文、注释、课文理解练习、课后练习等)

- 语言在用(朗读、综合练习、职业技能)
- 写作专题

与本教程配套使用的视听说教程(1—4)是一套特色鲜明、易学易教的教材。大学英语实践性较强的听说训练均放在听说教材中;视听说教程的主题与读写译教程、学生实际生活、大学英语四、六级考试及各类与工作关系密切的职业英语考试紧密衔接。

最后,本教程在编写过程中得到多位英语教学界专家的支持,在此一并对他们表示衷心的感谢。

大学英语系列教材编写委员会

2009年6月

# 编者说明

本教程偏重实用性,讲究学习效率,特别适合于应用型大学学生。

本教程的课文含有大量实用性材料,包括不少当今热点话题,写作练习也偏重应用,这些因素都有利于提高学生的就业适应性。本教程严格控制课文中的语言难度,绝大部分词汇是大纲内的词汇(只有少量热点新词汇和专用名词超纲),这有利于提高英语学习的效率,提高四级考试通过率。有些精读教材的第一册中便大量出现六级后词汇。某些现行教材中约有1/3的词汇,应用型院校多数学生一辈子也不可能掌握,浪费较大。本教程通过精心选材与编写,避免了这种浪费,确保学生所学内容都是有用的。

## 一、对象

本教程主要为非重点院校本科生编写。现有的大学英语教材主要由名牌大学负责编写,对非重点大学本科生来说,有时难度显得略大。

此外,现有大英教材的课文以文学性、学术性较强的内容为主,有利于学生打下扎实的语言基础,有利于今后考研、考博,而与今后工作岗位直接相关的内容偏少。但非重点院校的大部分毕业生将直接踏上工作岗位,更需要能学以致用用的英语。

有鉴于此,我们编写了一套新教材,根据应用型院校学生实际水平,严格控制语言难度,在课文选择上,对人文性与应用性的材料兼收并蓄,以适度提高学生的就业适应性。

## 二、教材内容与结构

1. 本教程每个单元的阅读文章(以及配套的《视听说教程》中的对话短文)都围绕同一话题而且内容各不相同,便于学生不断深入学习。

2. 教材含有很多实用性、应用性的材料,能让学生学以致用。

3. 本教程不但包括商务英语中的一些话题(如电话、会议、买卖、广告、公司运作等),还注意内容的新颖性,例如包含了电子通讯、次贷危机、房地产、股票等热点话题。

4. 本教程每单元安排3篇阅读课文,分别用于精读、半精读与泛读。

## 三、练习题的编写

1. 练习形式多样化,不但包含精读教材中的常见题型,而且包含各种考试题型。

2. 由于包含了大学英语四、六级考试的题型,所以应试效果较好。

3. 导入部分设计颇具特色的口语练习题,对有些口语题目提供了大量导入性的思考点和语言点,便于学生开展讨论。此外提供了口语问题的参考答案,以减轻教师备课的工作量。

4. 在各种练习题(如语法、短语动词、翻译、作文等)中,穿插了很多与校园生活、职场工作、经济活动相关的实用性例句,让学生尽可能多地浸泡在应用型语言之中。

5. 每个单元在8句汉译英练习后安排了(模拟)同声传译。在教师用书中我们提供

了基本符合原中文顺序的英译文,供教师参考。目前尚无人使用过这种看似十分简单的练习题型,但根据编者和部分同事多年的教学经验,这是使全班集体开口的简单易行的好办法,对活跃课堂气氛大有裨益。

6. 写作部分主要是各种形式的应用型写作练习,包括信函、通知、议事日程、会议记录、备忘录、博客、求职信、简历等。教材先给予指导,再提供写作的样板,最后要求学生自己独立写作。这一部分也包含大学英语四级作文应试指导,提供了实用词语,介绍如何有意识地使用高层次词语以便获取高分,推荐了迅速拓展思路、快速完成作文的具体办法。

王大伟  
2009 年 6 月



# Contents

Unit 1	Advertising	1
Unit 2	Buying and Selling	14
Unit 3	Telecommunications	28
Unit 4	Dinner Parties	42
Unit 5	Customer Service	56
Unit 6	Companies and Products	67
Unit 7	The Stock Market	81
Unit 8	Money	95
Unit 9	The Environment	109
Unit 10	Health	121
Grammar Reference		134

# Advertising

## 1

### Introduction

Advertisement plays a very crucial role in the development and success of any business. The aim of an advertisement is to attract the customer and create an urge in his mind to have that product and if the advertisement does not fulfill this objective, the expenditure done on advertising is quite useless. In this unit, you will learn the definition of advertisement, the history and media of advertising as well as the advantages and disadvantages of advertising.

### Background Information

#### 1. Small ads

Small ads are short advertisements which are found in local and national newspapers, and sometimes on notice boards in shops, colleges, etc. In newspaper and magazine advertisements, each word and/or letter has to be paid for, so to make them cheaper, people often use short forms and abbreviations, and some non-essential words are not used.

#### 2. Agony column

An agony column is a type of newspaper column which offers advice for personal problems. The author of such a column is often called an agony aunt or an agony uncle, conjuring up an image of a competent, friendly figure who will offer sound and useful advice, and in some cases the author may actually be a credentialed professional in a field such as medicine or psychology. Many newspapers carry agony columns, which can be generated in house or purchased from national syndicates. Agony columns can also be found on Internet sites; in some cases, general site visitors are invited to submit suggestions as well.

Many people enjoy reading the agony column in their local newspaper since it provides an interesting window into the lives of other people. Such columns can also offer generally useful advice which might be applicable to a reader's own life. All sorts of people write in to agony columns, and in some cases an agony column also comes with a message hotline for readers to call if they want to record their questions for radio or podcast columns.

#### 3. E-zine

An online magazine shares some features with a blog and also with online newspapers, but can usually be distinguished by its approach to editorial control. Magazines typically have editors

or editorial boards who review submissions and perform a quality control function to ensure that all material meets the expectations of the publishers (those investing time or money in its production) and the readership.

Online magazines that are part of the World Wide Web, that is, all or part of a web site, are also called webzines. E-zine is a more generic term commonly applied to small magazines and newsletters distributed by any electronic method, for example, by electronic mail (e-mail/email). Some social groups may use the terms cyberzine and hyperzine when referring to electronically distributed resources. Similarly, some online magazines may refer to themselves as “electronic magazines” to reflect their readership demographics, and more importantly to capture alternative terms and spellings in online searches.

Many large print-publishers now provide digital reproduction of their print magazine titles through various online services for a fee. These service providers also refer to their collections of these digital format products as online magazines, and sometimes as digital magazines.

#### 4. Newsletter

A newsletter is a regularly distributed publication generally about one main topic that is of interest to its subscribers. Newspapers and leaflets are types of newsletters. Additionally, newsletters delivered electronically via email (e-Newsletters) have gained rapid acceptance for the same reasons why email in general is gaining popularity over printed correspondence.

Many newsletters are published by clubs, churches, societies, associations, and businesses, especially companies, to provide information of interest to their members, customers or employees. Some newsletters are created as money-making ventures and sold directly to subscribers. Sending newsletters to customers and prospects is a common marketing strategy, which can have benefits and drawbacks.

General attributes of newsletters include news and upcoming events of the related organization, as well as contact information for general inquiries.

## Pre-reading Tasks

**Identify what you believe to be the functions of advertisements by entering (Y).**

- (Y) Build brand recognition.
- (Y) Spread messages of a particular service or product.
- ( ) Improve relationships between a company and the government.
- (Y) Promote product sales.
- ( ) Increase company operating costs.
- ( ) Increase purchasing power.
- (Y) Enrich cultural life.
- (Y) Promote inter-industry competition.

**Discussion Questions:**

1. Is it fair that people blame advertising when they buy something they don't need?

**Sample Answer**

It is unfair. Though people can attribute their poor decision to an overwhelming variety of advertisements, they should still bear much of the responsibility for their action. It is they not the ads that have made the decision to buy a particular product or service.

2. How many different kinds of advertising can you mention?

**Sample Answer**

There are many types of advertisements, like billboards, posters, junk mail or spam, flyers, blurbs, various sizes of layouts in newspapers and magazines, and finally, commercials on radio or television.

Which of these types of advertising do you think is the most effective? Which provides the best value for advertisers in terms of costs per exposure?

3. Do you think women are more influenced than men by advertisements?

**Sample Answer**

I think so. Most women are very fashion-conscious and enjoy following the latest fashions. I'm not to say men are not interested in fashion, but the proportion is relatively low.

**Note:** The key offered here is just for the teacher's reference, and the students should be allowed to express their opinions any way as they like. The important thing is to encourage them to talk.

**Text A****Comprehension**

- I. 1. NG 2. T 3. F 4. T

- II. 1. It indicates advertising is extremely important to companies and businessmen. By advertising, they make their products and service known by the public, hence improving the corporate image and competitive edge in the market.
2. It depends what show will be on. Some commercials are engaging and informative by using figures of speech or other subtle techniques. Still remember the slogan "Good to the last drop" used in advertising Maxwell. It conveys to us a warm feeling that can hardly be rendered into proper words. But some other commercials really annoy us by appearing again and again on the screen.
3. The world will be a terrible mess if there were no advertisements. Newspapers would become prohibitively expensive because there would be no sponsorship from advertisers.



Unemployment rate in related sectors would shoot up accordingly. Companies would be less competitive than before as no one would know about their new products and services. Hence daily life and information exchanges would be strongly influenced.

4. It is a newspaper column containing personal messages and advertisements, sometimes about missing relatives or friends.

## Language Focus

### Vocabulary

\*\*\*\*\*

- I. 1. insight 2. Critics 3. gaze 4. agonies 5. mass 6. wit 7. resentful  
8. positively 9. household 10. blank
- II. 1. derives from 2. virtually 3. dispatched 4. tend to 5. revenue 6. self-promotion
- III. 1. standing against 2. stand out 3. standing over 4. stands for 5. stand up to  
6. stand by

### Cloze

\*\*\*\*\*

1. recognizable 2. oriented 3. tied 4. related 5. seemingly 6. toward 7. subsequently  
8. endless 9. longer 10. primary 11. purpose 12. on 13. bombarded 14. methods  
15. influence

### Translation

\*\*\*\*\*

1. Righteous and hardworking, he is precisely the kind of person we're looking for.  
He is righteous and diligent, and is exactly the sort/type of person we want.
2. Much to our surprise, Nancy is married to a man a good deal older than herself. He was jobless and penniless.  
To our great surprise, Nancy married a man, much older than her, out of work, and with no money.
3. It is more than likely that the Minister of Transport will attend the ribbon-cutting ceremony.  
It is almost certain that the Ministry of Transport will come to the opening ceremony to cut the ribbon.
4. It was his father that introduced him to the joy of horse racing, which later totally changed his life.  
It was none other than his father who made him enjoy horse racing, which then changed his life altogether.  
Horse racing, which he was introduced to by his father, changed his life completely.
5. Why are you so quick-tempered? You didn't use to be like this.  
What has made you so bad-tempered? You used to be a different person.

6. She is by far the most intelligent student and seems to have been her teacher's favorite.  
She is much cleverer than her fellow students, and is the favorite of her teacher.
7. All domestic flights were delayed due to bad weather this morning, with more than 500 passengers stranded at the airport.  
The bad weather this morning has delayed/postponed all domestic flights, leaving over 500 passengers trapped at the airport.
8. If there really is a fire, what would you do? Dial 911 or put out the fire by yourself?  
In a fire, how would you react? Call 911 or extinguish the fire on your own?
9. The municipal government has come in for a lot of criticism over its handling of this affair and the mayor has accepted the blame and resigned.  
As a result of the mishandling of the matter (improper treatment of the issue), the municipal government has received (has come under) sharp criticisms, and the mayor has had to take the blame and resign.
10. The Seven Deadly Sins in Christianity reflect (come from/emanate from) the dark side of human nature. They consist of "Lust", "Gluttony", "Greed", "Sloth", "Wrath", "Envy", and "Pride".  
The Seven Deadly Sins in Christianity — lust, gluttony, greed, sloth, wrath, envy, and pride — show the dark side of human nature.

## Text A 参考译文

### 广告商对社会的贡献

广告商往往雄心勃勃,很爱吹牛,也许这就是为什么他们总是招致批评。那些评头论足的人们(批评者)嫌恶广告商自我推销的本事,也讨厌他们总有那么多钱到处挥霍。人们抱怨说:“这个非生产型行业每年盈利数百万英镑是不公平的。这只能进一步说明产品生产企业收入不菲。为什么这些企业不停止广告投放,转而降低产品价格呢?毕竟,最后买单的是我们消费者。”

多么可怜的消费者啊!如果不是广告开辟了产品的广大市场,他们还得花更多的钱。正是因为无处不在的广告才使得消费产品如此便宜。我们误以为广告的唯一用途就是推销产品,但广告还有一个重要的作用,那就是提供信息。例如,我们常常通过广告获取家庭用品信息。广告让我们认识新的产品,也让我们记住早就了解的产品。假如你想买一台洗衣机,你最有可能通过广告了解到有关机器性能、价格等方面的信息。

很多人声称他们从不看广告,这种说法根本不靠谱。怎么可能不看广告?更何况有些广告是多么有趣啊!设想地铁站或报纸没有广告会成什么样?你愿意在等列车时盯着一堵空白的墙壁或习读站台规范吗?你愿意每天看报时只能读到排版紧凑的一栏又一栏的新闻吗?可一旦有了诙谐有趣的广告,这空空的墙板和充斥着灾难消息的报纸给人的感觉就会大不一样。

同样我们也不能忘记广告为我们的钱包做出的贡献。没有广告收入,报纸、商业电台和电视公司就无法经营下去。多亏了广告商的金钱投入,我们现在只需花很少的钱就能买到报纸,

享受到如此多的广播电视节目。不然设想一下,没有广告商的支持,一张报纸得多少钱啊!

我们也不能忘了报纸和杂志上的“小广告”。这些小广告为社会提供了多么重要的服务啊!通过小广告栏,几乎所有事情都可以得到解决。你可以找工作,买卖房屋,刊登出生公告、婚讯或讣告,这种公告栏以前叫做:一生三件事。而如今最吸引人的是读者来信专栏。在报纸其他栏目中,你都无法找到如此有趣的文章,也找不到对人性观察如此深刻的见解。这是所有广告中最值得广而告之的!

## Text B

### Comprehension

1. D 2. B 3. C 4. A

### Translation

1. 报纸也是刊登业务推广文章的理想之处。和网络媒体一样,报纸比杂志上架快,同时也在不断地寻找素材。
2. 这些例子都可以为你所用写成时事,达到免费推广业务的目的。

### Word Practice

1. soliciting 2. astronomical 3. directory 4. freelance 5. capitalizes 6. newsworthy  
7. hungry for 8. engaging 9. sponsored 10. charity

## Text B 参考译文

### 推广业务的文章、新闻稿

会写与个人业务相关的文章是十分重要的业务推广技巧。

好文章等同于做免费的广告并能建立良好的口碑。假如你是房产经纪人,你可以写一篇展示你房屋的文章。假如你是网站设计员,你可以写一篇评估网站可用性的文章。文章的主题越明确越好。除此之外,你还得添加自传性的短篇注释来介绍你自己和你的职业,然后就把文章寄出去吧!

把文章发表在哪呢?既然你的目的是推广你的业务,你当然希望文章出现在你的目标读者会阅读的刊物上。实际操作时,你得把文章寄给接受佚名读者投稿的刊物。

一份杂志从采编到上架通常需要很长时间,因此我想先重点介绍网络媒体。刊登简讯的电子杂志和网站有很多,大都急切地需要稿件。

《网络最佳电子杂志导航录》可以帮助我们找到发表文章的电子杂志。电子杂志有绝佳的广告价值,但得找到你的目标读者群可能阅读的电子杂志。自由撰稿类网站也大量提供

各种出版信息,有助于你文章的发表。开始就得找诸如“自由写手”、“自由写”等能够提供齐全市场信息的网站,这样你搜索投稿杂志时事情就会变得容易许多。

报纸也是刊登业务推广文章的理想之处。和网络媒体一样,报纸比杂志上架快,同时也在不断地寻找素材。你可以尝试联系当地报纸的商业版编辑讨论刊登事宜。如果不行,你还可以把文章作为一封写给编辑部的信寄给报纸,此举或可奏效。

刊登新闻稿是另一条免费推广业务的途径。

要使新闻稿成为业务推广的工具,难就难在你所写的稿子须有新闻价值且能够吸引读者的眼球。你的业务最近扩张了吗?你推出新产品了吗?你最近有参与过任何诸如赞助慈善项目的推广性活动吗?你或者你的公司最近赢得过什么奖项吗?这些例子都可以为你所用写成时事,达到免费推广业务的目的。

## Additional Language Points for Texts A and B

### Text A

**resent** vt. 愤恨,厌恶

I resent your attempts to interfere in my private affair.

我反感你企图干涉我的私事。

The child resented having to get his mother's permission for everything he did.

孩子讨厌事事都必须得到母亲同意。

**derive** vi. /vt. 起源于,出自

These stories derive from his own experiences during the Long March.

这些故事是根据他在长征中的亲身经历写成的。

Many French words are derived from Latin. [这里是及物动词]

许多法语单词源自拉丁语。

**gaze** vi. /n. 凝视

I enjoy taking the train and gazing out of the window.

我喜欢坐火车时凝望窗外。

The Notre-Dame was in the direction of her gaze, though she didn't realize it at that moment.

她所凝视的正是巴黎圣母院,但当时她并不知情。

**regulation**

1) n. 条例

He was fined 200 yuan for violating the traffic regulations.

因为违反交通法规,他被罚款 200 元。

According to the regulations of the club, pets are not allowed inside.



根据俱乐部的规定,宠物不得入内。

2) *n.* 调整,调节

In a socialist market economy, one responsibility of the government is economic regulation.

在社会主义市场经济条件下,政府的责任之一就是调节经济。

Emotion regulation contributes to the psychological health of a person.

情绪调节对人的心理健康有好处。

**column** *n.* 栏目,专栏

My favorite column of the Discovery Channel is "Animal Planet".

探索频道里我最喜欢的栏目是“动物星球”。

The famous writer used to contribute a column to a magazine.

这个著名作家曾经为一本杂志写专栏。

**witty** *adj.* 言辞诙谐的,巧妙的

Although the subject of the speech is dull, her witty delivery keeps people interested.

尽管演讲的主题并不有趣,她诙谐的表达仍让人们听得津津有味。

His witty remarks caused a storm of laughter.

他的妙语引起哄堂大笑。

**calamity** *n.* 大灾难,灾祸

War is a frightful calamity for any country.

对任何国家而言战争都是令人恐惧的大灾难。

Calamity is man's true touchstone.

患难之中见人心。

**revenue** *n.* 财政收入

The import tariff has become a major revenue of the government.

进口税已经成为政府的一项主要财政收入。

Our company allocates 30% of the total revenue to develop new products.

我公司拨出收入的30%用于开发新产品。

**insight** *n.* 洞察力,见识

Good teachers have an insight into students' problems.

好的老师能洞察学生的的问题。

The travel guide book provides insight and inspiration for backpackers.

旅行指南为背包客们提供了深刻的见解和灵感的源泉。

**absorb** *vt.* 吸收,吸引

Plants can absorb carbon dioxide and release oxygen.

植物能够吸收二氧化碳并释放氧气。