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课标
江苏版



English


高中英语

创新课时训练

学 / 习 / 指 / 导 / 用 / 书 / 升 / 级 / 版

必修 模块四

凤凰出版传媒集团

 江苏教育出版社
JIANGSU EDUCATION PUBLISHING HOUSE

书 名 创新课时训练·高中英语
 课标江苏版 必修模块四
主 编 李 森
责任编辑 王铁军
出版发行 凤凰出版传媒集团
 江苏教育出版社(南京市马家街 31 号 210009)
网 址 <http://www.1088.com.cn>
集团网址 凤凰出版传媒网 <http://www.ppm.cn>
经 销 江苏省新华发行集团有限公司
照 排 南京展望文化发展有限公司
印 刷 镇江新光印刷厂
厂 址 句容市暨南农场(邮编 212407)
电 话 0511-7209158
开 本 787 × 1092 毫米 1/16
印 张 6.75
字 数 162 000
版 次 2006 年 12 月第 2 版
 2006 年 12 月第 1 次印刷
书 号 ISBN 7-5343-7275-5/G·6960
定 价 8.80 元(另配磁带一盒:6.00 元)
盗版举报 025-83204538

苏教版图书若有印装错误可向承印厂调换
 提供盗版线索者给予重奖

ISBN 7-5343-7275-5



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Unit 1

Advertising



基础训练

Period 1 Welcome to the unit

文化背景阅读

(A)

Advertising gives useful information about the products to buy. But what modern advertising does is more than giving news about products and services. Today's advertisements, or ads, try to get consumers to buy certain brands. Writers of advertising are so skillful that they can sometimes persuade a consumer to wear a certain kind of clothing, eat a special kind of cereal (麦片粥), or see a movie. Consumers might never even want a product if they did not see or hear advertisements for it.

For example, you probably do not need the newest cereal in the supermarket. There are probably many cereal brands on your kitchen shelves. You may not have space on the shelf for another. But if you see ads about a new cereal that is your extra taste and has a free price in the box, you may want it.

Advertising must get attention. To be effective, it must be exciting, interesting, or provide some pleasure. The secret of writing a good advertising copy is to offer a good idea as well as a product. The idea is what the ad is really selling. One example is an ad that says eating cereal will make a person do well in sports. That cereal brand may sell better if consumers think it offers strength and energy.

- This passage is mainly about _____.
 A. the writing of modern advertising B. the history of modern advertising
 C. the skills of modern advertising D. the contents of modern advertising
- According to the passage, a good advertising should _____.
 A. be both persuasive and effective B. show people a product
 C. show people a new idea of a product D. give people true and useful information
- What can we infer from the passage?
 A. Consumers buy products according to their demands rather than the advertisements.
 B. It's impossible for consumers to buy a product without advertisements.

- C. Consumers should never be persuaded by advertisements.
- D. Consumers can easily be persuaded by advertisements.

(B)

Advertising informs consumers about new products available on the market. It gives us information about everything from shampoo to tooth-paste to computers and cars. But there is one serious problem with this. The “information” is actually very often “misinformation”. It tells us the products’ benefits but hides their disadvantages. Advertising not only leads us to buy things that we don’t need and can’t afford, but it also confuses our sense of reality.

Advertisers use many methods to get us to buy their products. One of their most successful methods is to make us feel dissatisfied with ourselves and our imperfect lives. Advertisements show us who we aren’t and what we don’t have. “Why don’t I have any dates?” a good-looking girl sadly asks in a commercial. “Here,” replies her roommate, “try Zoom tooth-paste!” Of course she tries it, and immediately the whole football team falls in love with her. “That’s a stupid commercial,” we might say. But we still buy Zoom tooth-paste out of fear of being unpopular and having no friends.

If fear is the negative motive (动机) for buying a product, then wanting a good self-image is the positive reason for choosing it. Each of us has a mental picture of the kind of person we would like to be. For example, a modern young woman might like to think that she looks like a beautiful movie star. A middle-aged man might want to see himself as a strong, attractive athlete. Advertisers know this. They write specific ads to make certain groups of people choose their product.

Advertisers get psychologists to study the way consumers think and their reasons for choosing one brand instead of another. These experts tell advertisers about the motives of fear and self-image. They also inform them about recent studies with colors and words. They have found that certain colors on the package of an attractive product will cause people to reach out and take that package instead of buying an identical product with different colors.

Many people believe that advertising does not affect them. They like to think they make wise choices. Unfortunately, they probably don’t realize the powerful effect of advertising. They may not clearly understand that advertisers spend billions of dollars each year in aggressive (强有力的) competition for our money, and they are extremely successful.

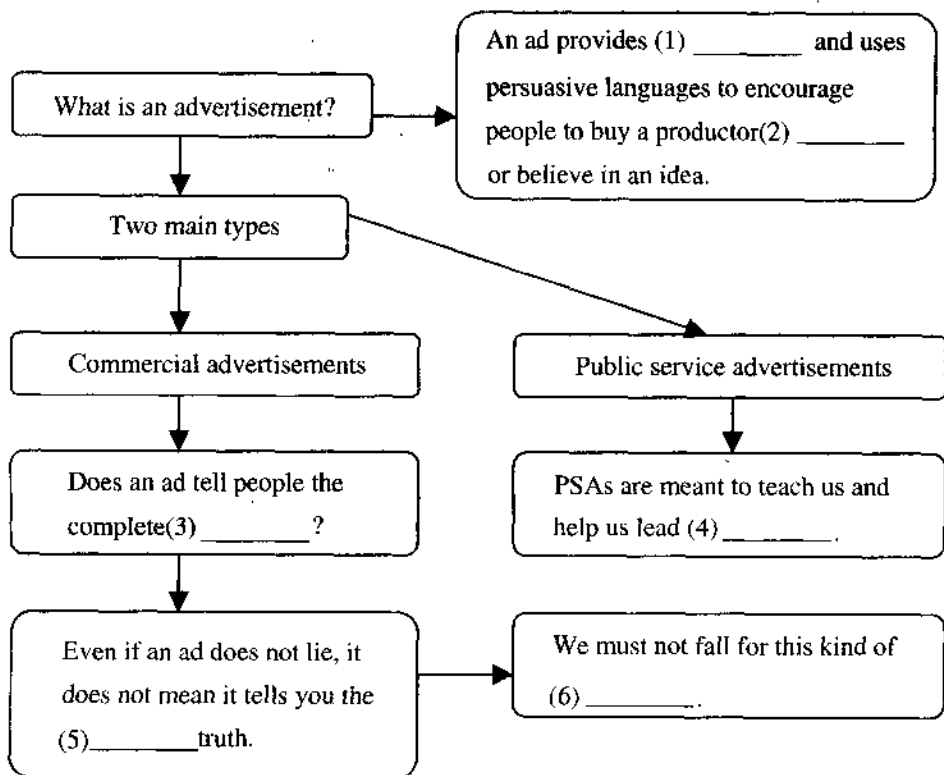
根据短文回答下列问题:

1. Does advertising always tell us everything about a product?
2. Why do the advertisers turn to psychologists for help?
3. In what way do psychologists help the advertisers make people buy their products?

Period 2 Reading (1)

一、根据文章内容完成脉络图或表格。

Advertisements



二、根据文章内容填空。

Advertisements are an important part of our lives and we can find them everywhere. An advertisement (1) _____ information and uses (2) _____ language and exciting (3) _____ to encourage people to buy a product or service or (4) _____ an idea. There are (5) _____ types of advertisements — (6) _____ and (7) _____. In a commercial advertisement, which someone has paid for to promote a product or service, advertisers sometimes don't tell complete truth though they don't lie. So people must be (8) _____ the methods used in advertisements. But PSAs, which are (9) _____ to teach us and help us lead better lives, are usually (10) _____ and we can learn a lot by following the advice they give.

三、选用所给词或短语的正确形式填空。

used to; commit; encourage; believe in; promote;
affect; claim; connect ... to; deal with; share with



1. Use a small plate; a large plate will _____ you to have more than enough.
2. He never forgot the kind of life that he _____ in countryside as a child.
3. Believe that you are a good person who has something to _____ others.
4. Some books encourage people to escape the reality and _____ the supernatural.
5. If pressure becomes difficult to _____, we should turn to our friends.
6. The disease _____ birds, and can also spread to humans.
7. She _____ that she has ever met with an alien.
8. He was sent into prison for _____ murder.
9. She worked hard at her work and _____ soon _____.
10. Then, online communication will keep us staying at our computer while it _____ us _____ distant strangers.

四、句型转换。

1. We already know the problem well, and we are dealing with it.
We _____ already _____ the problem, and we are dealing with it.
2. I really intended to write, but I didn't have time.
I really _____ write, but I didn't have time.
3. She prayed to God to keep her son from harm.
She prayed to God to _____ her son _____ harm.
4. All of my friends are not fond of chatting on the net.
_____ are fond of chatting on the net.
5. She felt a sense of pride when she looked at her finished work.
When she looked at her finished work, she _____ it.

五、完成句子。

1. 如预先付货款就可免费送货(delivery)。
Delivery is _____ charge if goods are _____ in advance.
2. 即使你告诉我真相,我也不会帮你。这与我无关。
I won't give you any help _____ you tell me the truth. It's _____ my business.
3. 在开始工作前,你必须明白其中的困难。
You must be _____ the difficulties _____ you start the work.
4. 你要说的该不会是这个意思吧!
You don't _____ say so!
5. 现在人们已经想出了处理禽流感疾病的办法。
Now people have _____ ways to _____ the disease of the bird flu.



Period 3 Reading (2)

阅读策略 (Reading expository writing)

(A)

Packaging is an important form of advertising. A package can sometimes motivate someone to buy a product. For example, a small child may ask for a breakfast food that comes in a box with a picture of a TV character. The child is more interested in the picture than in breakfast food. Pictures for children to color or cut out, games printed on a package, or small gifts inside a box also motivate many children to buy products or to ask their parents for them. Some packages suggest that a buyer will get something for nothing. Food products sold in reusable containers are examples of this. Although a similar product in a plain container might cost less, people often prefer to buy the product in a reusable glass or dish, because they believe the container is free. However, the cost of the container is added to the cost of the product. The size of a package also motivates a buyer. Maybe the package has "Economy Size" or "Family Size" printed on it. This suggests that the large size has the most products for least money. But that is not always true. To find out, a buyer has to know how the product is sold and the price of the basic unit.

The information on the package should provide some answers. But the important thing for any buyer to remember is that a package is often an advertisement. The words and the pictures do not tell the whole story. Only the products inside can do that.

根据短文内容回答下列问题:

1. What's the topic sentence of the passage?
2. Why does the writer think that packaging is an important form of advertising?
3. How many examples does the passage provide to support his statement? What are they?
4. What conclusion does the writer draw?

(B)

In the West, advertisements are the fuel that makes mass media work. Many TV stations, newspapers, magazines, radio stations are privately owned. The government does not give them money. So where does the money come from? From advertisements. Without advertisements, there would not be these private businesses.

Have you ever asked yourself what advertising is? Through the years, people have

given different answers to the question. For some time it was felt that advertising was a means of "Keeping your name before the public" And some people thought that advertising was "truth well told". Now more and more people consider it in this way: Advertising is the paid, non-personal, and usually persuasive presentation of goods, services and ideas by some certain sponsors (发起人) through various media.

First, advertising is usually paid for. Various sponsors pay for the advertisements we see, read, and hear over the various media. Second, advertising is non-personal. It is not face-to-face communication. Although you may feel that a message in a certain advertisement is aimed directly at you, in reality, it is directed at large groups of people. Third, advertising is usually persuasive. Directly or indirectly it asks people to do something. All advertisements try to make people believe that the product, idea, or service advertised can benefit them. Fourth, the sponsors of the advertisement must show their names. From the advertisement, we can see if the sponsor is a company, or a single person. Fifth, advertising reaches us through old and modern mass media. Included in the old media are newspapers, magazines, radio, television, and films. Modern media include e-mails, matchbox covers, and boards on top of buildings.

- The existence of the privately owned mass media depends on the support of _____.
A. the government
B. their owners' families
C. advertisements
D. the TV stations
- The passage seems to say that different ideas of advertising are given due to _____.
A. the change of time
B. the subject of the advertisements
C. people's age difference
D. people's different opinions
- Which of the following is considered modern mass media?
A. Newspapers. B. E-mails. C. Magazines. D. Films.
- Which of the following statements about advertisements is NOT mentioned in the passage?
A. The sponsors are always mentioned.
B. Advertising is meant for large groups of people.
C. There is the description of things advertised.
D. Advertising must be honest and humorous.



Period 4 Word power

一、用所给词的正确形式填空。

1. Our _____ (nature) resources will last longer if we learn to recycle them.
2. Real-life impressions of nature are far more _____ (impress).
3. J. K. Rowling created a _____ (wonder) world with her boy wizard, Harry Potter.
4. It was _____ (courage) of her to oppose her boss in public.
5. The autumn seemed no longer lonely and life became _____ (interest).
6. Local newspapers have a _____ (week) circulation of 13 million.
7. Scott mainly wrote about _____ (history) events in his novel.
8. Conan Doyle was a man who wrote a lot of _____ (fun) stories.
9. Employers want people who are _____ (skill), enthusiastic and devoted.
10. A yellow room makes us feel more _____ (comfort) than a green one.

二、用所给短语的正确形式填空。

be similar to; be satisfied with; trick into; keep away from; agree with; persuade into doing; add to; be tired of; pay for; fall for

1. While I understand your opinion, I _____ you.
2. There is no way _____ pressure.
3. However, the cost of the container _____ the cost of the product.
4. As laptops become more powerful, they become more _____ desktop computers.
5. They will buy their own furniture, _____ it out of their own earnings.
6. I _____ your ifs and buts.
7. The assistant said the suit was nice on me, and I was fool enough to _____ it.
8. The salesman _____ me _____ buying the secondhand car.
9. The Polar Bears _____ the benefits of cold-water swimming.
10. How can we _____ him _____ giving up smoking?

三、根据英文释义选出正确的单词。

1. a remark that states a fact or expresses an opinion
 2. to give knowledge to or develop the abilities of somebody by teaching
 3. using or showing use of the imagination to create new ideas or things
 4. to say, without proof or evidence, that something is true
 5. to link or join two or more parts, things, or people
- A. claim B. comment C. creative D. educate E. connect



四、词义猜测。

- If you are starting a new business, how are you going to get clients?
A. customers B. employees C. workers D. agents
- Brand loyalty is a consumer's preference to buy a particular brand in a product category.
A. concept B. image C. truth D. faith
- If they accept the information you are trying to convey, you have a better chance to get them as your customer.
A. say B. survey C. introduce D. communicate
- If we cannot distinguish between fiction and facts, we will become easy targets for ads makers.
A. tell differences B. identify C. recognize D. find
- A similar trick is used in so-called "bait-and-switch" ads, that is the customer is shown one product and then given another.
A. 代销 B. 传销
C. 直销 D. 挂羊头, 卖狗肉
- Internet ads are often "interactive", i. e. viewers can find more information and communicate with the company.
A. 有趣的 B. 吸引人的 C. 互动的 D. 枯燥的
- "Pop-up" ads and "spam" are ads that Internet users often find annoying.
A. 弹出广告 B. 浮动广告 C. 视频广告 D. 邮件广告
- Most economists believe that advertising has a positive impact on the economy because it stimulates demand for products and services.
A. 促进 B. 培养 C. 发展 D. 刺激

五、短文填空。

Suppose you are a computer (1)s_____. How would you (2)r_____ if people didn't want to listen to you and even accused you of trying to (3)m_____ them? Don't get annoyed if this happens and don't be too quick to blame yourself for not (4)d_____ a good job. People often make their choices after seeing or hearing ads that are (5)b_____ on TV or over the radio. Advertised products are preferred, not because they are better, but because they are better (6)k_____. If you want to (7)i_____ the choices people make, first you have to associate your product with what they (8)n_____. The best chance to make them stop and listen to you is to appeal to their emotions. Sometimes, people are more (9)w_____ to buy the positive concepts, such as love, health, happiness and success, which have been attached to the product. If they accept the information you are trying to convey, you have a better chance to get them as your (10)c_____.



Period 5 Grammar and usage (1)

一、单项选择。

- I asked him _____ English is his major subject.
A. that B. what C. which D. if
- I can't say _____ is the better of the two.
A. what B. who C. that D. which
- Jack asked Mary to go to his house _____.
A. tomorrow B. the next day
C. before yesterday D. now
- She told him that she couldn't settle anything _____.
A. now B. tomorrow C. then D. for two days
- Margaret told him _____.
A. what a brave boy he was B. what a brave boy was he
C. what he was a brave boy D. he was what a brave boy
- An awful accident _____, however, occur the other day.
A. does B. did C. has to D. had to
- Let's keep to the point or we _____ any decisious.
A. will never reach B. have never reached
C. never reach D. never reached
- Excuse me, sir. Would you do me a favor?
- Of course. What is it?
I _____ if you could tell me how to fill out this form.
A. had wondered B. was wondering
C. would wonder D. did wonder
- Our geography teacher told us that the earth _____ around the sun.
A. moved B. moves C. was moving D. had moved
- Jennifer Smith asks Jane _____ she has been to the Sahara Desert.
A. whether B. when C. how D. what
- He told us that our first chemistry teacher had died at least ten years _____.
A. ago B. after C. later D. before
- They often _____ us to share in happiness and sorrows with each other all the time.
A. asks B. tell C. think D. consider

二、句型转换。

- He said, "We insisted that she start immediately."

He said they _____ that she _____ immediately.

- She said to us, "I'll come here tomorrow."



- She _____ us she _____ there the next day.
3. Tom said to them, "Joe told me all about his story when he asked for a job."
Tom told them Joe _____ him all about his story when he _____ for a job.
4. He said, "I have studied English since I was a boy."
He said he _____ English since he _____ a boy.
5. The engineer said, "I was at college in 1967."
The engineer said he _____ in 1967.
6. She said, "I read the book while I was waiting for a bus."
She said she _____ the book while she _____ for a bus.
7. "Don't forget to give the message to my wife," he said to Li Ping.
He _____ Li Ping _____ forget to give the message to _____ wife.
8. "Mum, please help me find my shirt," he said.
He _____ his mother _____ help _____ find _____ shirt.
9. "Use your knife to cut the boots open," the officer said to the guard.
The officer _____ the guard _____ knife to cut the boots open.
10. "Don't spend too much time on football!" Mother said to me.
Mother _____ me _____ too much time on football.
- 三、将下列句子改为直接引语或间接引语。
- "Did you finish your homework yesterday, Tom?" the teacher asked.
 - "I didn't go to Paris last week as I didn't buy the ticket," she said to me.
 - "What can I do for you, Madam?" the shop assistant asked.
 - Mary told Dick she had received a strange letter from abroad the week before.
 - John asked me whether I had borrowed his bike the day before.
 - Little Jack asked his teacher how he could go on with his studies without help.

Period 6 Grammar and usage (2)

一、单项选择题。

1. They asked me to have a drink with them. I said that it was at least ten years since I _____ a good drink.
A. had enjoyed B. was enjoying
C. enjoyed D. had been enjoying
2. Mrs Smith warned her daughter _____ after drinking.
A. never to drive B. to never drive
C. never driving D. never drive
3. - I'm sorry to keep you waiting.
- Oh, not at all. I _____ here only a few minutes.
A. have been B. had been C. was D. will be
4. I don't really work here; I _____ until the new secretary arrives.
A. just help out B. have just helped out
C. am just helping out D. will just help out
5. You don't need to describe her. I _____ her several times.
A. had met B. have met C. met D. meet
6. The boy wanted to ride his bicycle in the street, but his mother told him _____.
A. not to B. not to do C. not do it D. do not to
7. Who is Jerry Cooper?
_____? I saw you shaking hands with him at the meeting.
A. Don't you meet him yet B. Hadn't you met him yet
C. Didn't you meet him yet D. Haven't you met him yet
8. Is this raincoat yours?
- No, mine _____ there behind the door.
A. is hanging B. has hung C. hangs D. hung
9. The reporter said that the UFO _____ east to west when he saw it.
A. was traveling B. traveled
C. had been traveling D. was to travel
10. Having seen the film, he said what a wonderful film he _____.
A. saw B. has seen C. had seen D. would see
11. On his way home from Beijing he told me he _____ Beijing again.
A. had visited B. has visited C. would visit D. will visit
12. Last night at twelve o'clock, he phoned me and said he _____ TV.
A. still watches B. was still watching
C. has still watched D. had still watched



13. Being seriously ill, he was asked _____ any green fruit.
A. not to eat B. to eat not
C. not eating D. eating not
14. — Can I help you, sir?
— Yes, I bought this radio here yesterday, but it _____.
A. didn't work B. won't work
C. can't work D. doesn't work
15. — _____ the sports meet might be put off.
— Yes, it all depends on the weather.
A. I've been told B. I've told
C. I'm told D. I told
16. — We haven't heard from Jane for a long time.
— What do you suppose _____ to her?
A. was happening B. to happen
C. has happened D. having happened
17. The price _____, but I don't know whether it will remain so.
A. went down B. will go down
C. has gone down D. was going down
18. It is said that he _____ to Australia to improve his English next year.
A. would be sent B. will be sent
C. had been sent D. sends

二、将下列直接引语中的词或词组改为间接引语。

1. now _____
2. ago _____
3. today _____
4. this morning _____
5. yesterday _____
6. tomorrow _____
7. yesterday afternoon _____
8. last month _____
9. next week _____
10. this year _____
11. here _____
12. come _____
13. tomorrow morning _____
14. these _____



Period 7 Task (1)

一、听下面五段对话,从题中所给的 A、B、C 三个选项中选出最佳选项。每段对话只读一遍。

1. What does the man really want to do?
A. To read the advertisement.
B. To meet the manager.
C. To take the job.
2. Where are the two speakers?
A. At a restaurant. B. In the street. C. At the shop.
3. Where is the woman going?
A. To class. B. To the movies. C. To the library.
4. What are they talking about?
A. A volleyball match. B. A basketball star. C. A basketball match.
5. When will dinner be ready?
A. At 11 o'clock. B. At 12 o'clock. C. At 11:30.

二、听下面六段对话或独白,从题中所给的 A、B、C 三个选项中选出最佳选项。每段对话或独白读两遍。

听第 6 段材料,回答第 6、7 题。

6. What have we learned from what Mr Clark said?
A. It's safe for the aged to plan cycling tour.
B. You are always as young as you feel.
C. A hearty breakfast will do us good.
7. What are the two speakers doing?
A. They are having a lecture on daily life.
B. They are getting ready to advertise many bikes for sale.
C. They are having a face-to-face interview.

听第 7 段材料,回答第 8—10 题。

8. What can we learn about the couple?
A. The husband likes to sit in the same chair.
B. The wife doesn't like to travel.
C. They went on a trip last year.
9. How long does the voyage they talked about last?
A. Ten days. B. Ten weeks. C. Twenty-one days.
10. Why doesn't the wife like the kind of voyage?
A. It may cost a lot of money.
B. She doesn't like to go to so many places.
C. She dislikes going to many places and it may cost her a lot.

听第 8 段对话,回答第 11—13 题。

11. What do you know about the man?

- A. He's been to New York.
- B. He's lost his work.
- C. He's on business.

12. Where does the man often go?

- A. A post office.
- B. A coffee shop.
- C. The woman's office.

13. What is the man anxious to do?

- A. To see his wife.
- B. To solve a problem.
- C. To get a good job.

听第 9 段材料,回答第 14、15 题。

14. How much change will the woman get?

- A. 10 dollars.
- B. 5.25 dollars.
- C. 4.75 dollars.

15. What can we learn from the conversation?

- A. Melissa wants to get a job.
- B. Tony wants to sell more coffee.
- C. Melissa and Tony are friends.

听第 10 段材料,回答第 16、17 题。

16. What is the man doing?

- A. Returning some books.
- B. Looking for a book.
- C. Writing a research paper on history.

17. What does the woman tell the man to do?

- A. To return the due book.
- B. To refer to the card list.
- C. To make use of the computer.

听第 11 段材料,回答第 18--20 题。

18. What did the Whites do before they had the garage sale?

- A. They went shopping.
- B. They did some house-cleaning and sorted through the possessions.
- C. They made a wonderful picnic in their hometown.

19. Which of the following is NOT mentioned in the talking?

- A. The Whites do not need to worry about their "garage sale".
- B. American did not enjoy such sales.
- C. The Whites advertised their garage sale.

20. How much money did the Whites make?

- A. \$440.
- B. \$411.
- C. \$442.