



What Can Ads Tell You? Finding the Best Price
Free Offers in Ads Refunds and Mail Orders
Shopping for Clothes Shopping for a Car



TRUE STORY:

A PARTNER IN AN EXECUTIVE SEARCH FIRM USES INQUISIT AGENTS TO KEEP TABS ON HIS TOP CLIENTS. HE GETS A REPORT THAT ONE OF HIS FAVORITE TURN-AROUND SPECIALISTS HAS MOVED TO ANOTHER COMPANY. HE KNOWS THE GUY IS SMART ENOUGH TO GET GOOD HELP. HE CALLS THE NEW CEO TO CONGRATULATE HIM. AND THE GUY PRACTICALLY GIVES HIM A GROCERY LIST OF PEOPLE TO FIND FOR HIS NEW TEAM.



理财指导·A MONEY MATTERS GUIDE

巧用广告

Be Ad-Wise

H319.4
710
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理财指导 · A MONEY MATTERS GUIDE

巧用广告

Be Ad-Wise

Jack Canario (美) 著

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理财指导——巧用广告

Jack Canario (美) 著

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在新世纪,学好英语的重要性毋庸置疑,但在倡导素质教育的今天,如何提高学习英语的效率,如何能够学以致用,无疑仍是同学们所面临的一大难题。虽说条条大路通罗马,但最好不要走弯路,更不要误入歧途。

国家《英语课程标准》要求初三毕业达到国家五级水平,高三毕业应达到七级水平。在五级的总体目标中有这样的要求:能就日常生活的各种话题与他人交换信息并陈述自己的意见;七级标准的要求就更进了一步,即能就较广泛的话题交流信息,提出问题并陈述自己的意见和建议。

由此可见,学习英语的重要目的是交流,而交流的内容应该丰富多彩、并与我们的生活紧密相关,学习英语应该是一个艰苦而快乐的过程。基于这种想法,几经筛选,我在培生教育出版社的出版物中发现了以下四个系列的图书,首先吸引我的是它们的系列书名:Active Learning, Life Skills, A Money Matters Guide 和 Everyday Health。通过仔细阅读,我惊喜地发现它们无论是语篇内容,还是涉及的知识领域以及语言难度,都非常适合广大中学生使用。

这套丛书很好地体现了学科融通的教育理念,语篇紧密结合实际生活,通过完成一个个活动,使同学们既丰富了相关的课外知识,又掌握了一定的实际技能,而当同样的场景在生活中再次呈现的时候,我们就会快速地从大脑中提取相应的信息来有效地应对。也就是说,通过学习这套丛书同学们可以达到学习语言和增强自身适应社会能力的双重目的。经过系统的学习,同学们的综合素质无疑会得到显著的提高,而这也正是我将本丛书命名为“素质英语”的初衷。

愿同学们能够从《素质英语——中学英语选修课丛书》中获取给养、增长学识、完善技能,逐步提高自身的综合素质,以充沛的勇气和信心面对21世纪的诸多挑战!

序 言

“理财指导”(A Money Matters Guide)系列丛书是为帮助即将就业并开始独立生活的美国高中及职业学校学生学会管理个人财务,合理安排自己的开销而编写的知识性读物。本套系列丛书共包括八本,分别涉及计划开销、支票账户、明智购物、巧用广告、选择储蓄方式、保险防患、信贷消费以及消费者权益等商品社会生活中每个公民必须了解和掌握的基本理财知识和技能。

将这套丛书引进作为我国高中英语选修课的教材之一,无论是从提高学生的英语实用知识及能力考虑,还是从了解英语国家社会生活中理财方面的知识和技巧方面来看,都有非常积极的意义。不仅如此,随着我国市场经济的逐步发展,我们相信在不久的将来我国的准成年学生步入社会独立生活时都应了解和掌握这些理财知识和技能。从这个角度来看,引进使用这套教材的意义就不仅限于学习实用英语、了解英语国家社会文化习俗这个层面了。

本套系列丛书的编写体例是“单元·小节”制。每单元都配置了适量的练习,穿插在各小节之间。这些练习针对性强,一般都是围绕该单元或小节所涉及的重要概念或内容要点编写的。同时,练习的形式也比较多样化,既有问答、选择,又有填写字谜。这些练习对学生理解有关概念、了解具体理财活动的程序以至熟悉相关名称术语都会起到很好的帮助作用。

为了帮助我国学生更好地使用这套教材,改编者除为每册书撰写“导学”提供必要的相关背景知识外,还为每单元准备了简明扼要的“导读”

“学习目标”和“文化背景”三方面的支持性内容。对于语言方面学生可能会遇到的问题则统一纳入每页下方的“语言难点”栏目中。对于练习中出现的有关美国学生的实际生活内容，改编者都适当地进行了必要的文化背景注释。另外改编者根据各单元的不同情况或添置了一些学习任务，或补充了一两个思考问题或讨论话题，使学生在任务型活动中进行学习。

需要特别注意的是，由于本套教材并非专门的“外语课本”，所以广大师生应把它作为辅助外语教学的知识性读物来使用，注意了解其内容，学习其中的语言表达方式，而千万不要像我们使用外语课本时常会做的那样去“钻研”语法项目，甚至责备其缺乏“语法的系统性”。

我们真诚地希望这套丛书能使我国中学的英语教学更加丰富多彩。

导学

理财能力在商品社会中是生存能力的一个重要组成部分，是年轻人步入社会独立生活时必须掌握的一种技能。本书着重帮助你了解广告方面的知识，培养识别和使用广告的技巧。电视里、广播中、报刊杂志上、路牌上、建筑物外、柜台前，甚至车厢里……广告无所不在。你能聪明地识别各种广告中的信息，充分地利用它们而不被广告牵着鼻子走吗？你知道广告中通常包括哪些信息吗？怎样根据自己的需要选择最有用的广告呢？怎样利用广告买到物美价廉、称心如意的商品呢？怎样使用优惠券？免费赠送到底是不是真的免费？五花八门的促销到底是机会还是陷阱？怎样邮购商品？购买服装、食品或汽车时应该分别注意些什么呢？所有这些问题你都能在学习本书的过程中找到答案。相信了解一些初步的知识和技巧后，你会在日常生活中聪明地运用它们，通过观察和比较进一步提高自己这方面的能力，做个会看广告的、聪明的现代人。本教材语言浅显易懂，通过实例说明看广告的正确方法，生动有趣，而且涉及的词汇非常实用。每章围绕与广告相关的某个主题展开，之前有“导读”（lead-in）引出内容。“学习目的”简单说明该章的目的和重点。而“文化背景”则介绍该章涉及的社会文化习俗知识。每章的中间和后面提供一些练习，帮助巩固所学知识，启发思考。练习后配有答案。每页下面对该页的生词及有用表达法有注释。这一切会使你轻松学会看广告！

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About This Book

简介

Stay Warm This Winter

**WINTER COATS
AT EVERYDAY
LOW PRICES**

Smiths

**163 MADISON
OPEN DAILY 9-9**



\$58.60
Poplin'ski² jacket
with pile trim³
on hood⁴



\$78.00
All-weather coat
with stitching⁵
and hood



\$67.20
All-weather coat
with stitching
and hood

Suppose you want to buy some new clothes or a new TV. Or maybe you need some work done on your car. How can you find the best price without shopping all over town?

Ads can help you. Ads can show you lots of prices. And you don't have to go anywhere to see them. Just open a newspaper or magazine, and you'll find plenty of ads.

This book will help you use ads wisely. It will show you how to find good buys with ads. And, it will show you how to watch out for⁶ ads that trick people into⁷ buying extra⁸ things.

Be Ad-Wise will show you how to read ads to find out

- who is advertising what,
- where and when you can get the things you want, and
- how much things cost.

Now, enjoy this guide to reading ads! The things you'll learn will make *you* ad-wise.

Language Notes | 语言难点

1. poplin /'pɒplɪn/ *n.* 毛葛
2. ski /ski:/ *n.* 滑雪
3. pile trim 软毛边的装饰

4. hood /hʊd/ *n.* 风帽
5. stitching /'stɪtʃɪŋ/ *n.* 刺绣
6. watch out for 警惕

7. trick...into 诱骗……做
8. extra /'ekstrə/ *adj.* 额外的

Lead-in 导 读

生活中我们随处可见各种广告。怎样利用这些广告解决你的实际问题呢? 首先你要迅速了解广告所传达的信息, 这样才能让广告成为你的帮手。那么, 广告通常包含哪些信息呢?

Learning Objectives 学习目标

You will be able to learn about:

- ▶ The types of information in ads.
- ▶ Several places where ads can be found.

Culture Notes 文化背景

邮递广告在国外非常普遍。美国人每天打开信箱都会看到许多广告邮件, 他们把这些邮件称作垃圾邮件 (junk mail)。但是在你碰巧需要某些产品或服务时, 这些邮件广告也许能帮上忙呢。另外, 汽车普及率在美国非常高, 对于无法负担频繁购置新车的普通家庭来说, 把旧车翻新不失为省钱的好方法。

Sometimes, you get ads in the mail⁴. Some ads are in store windows and on the sides of buildings. You even see ads on billboards⁵ as you drive down the highway⁶.

Your Car Can Look Like New!
A New Paint Job Can Do It.

Special¹
\$375⁹⁵

Open Every Day
LIKE NEW PAINT² COMPANY³
1380 Bank Street

You can use all these ads to help you find the things you want and need. Ads tell you who is selling what things. They tell you where and when you can buy things. And, some ads tell you how much things cost.

Suppose⁷ you have an old car with lots of rust⁸ spots⁹. You try to decide what to do about the problem. Then, you look in the newspaper and see the ad shown above.

Language Notes 语言难点

- | | | |
|-----------------------------|--------------------------------|----------------------------|
| 1. special /'speʃəl/ n. 特价 | 4. mail /meɪl/ n. 邮件 | 7. suppose /sə'pəʊz/ v. 假设 |
| 2. paint /peɪnt/ n. 喷漆 | 5. billboard /'bɪlbɔ:d/ n. 广告牌 | 8. rust /rʌst/ n. 铁锈 |
| 3. company /'kʌmpəni/ n. 公司 | 6. highway /'haɪweɪ/ n. 公路 | 9. spot /spɒt/ n. 斑点 |

Reading Comprehension → 阅读理解

1. **What** does the ad say can make your car look as if it were new? Circle your answer.

- a. A new car.
- b. A new paint job.
- c. A new company.

The ad says that a new paint job will make your car look as if it were new.

2. **Who** is advertising¹ car paint jobs? Write the name of the company here.

The *Like New Paint Company* put the ad in the newspaper.

3. **Where** can you get your car painted? Write the address² of the company here.

The company is at 1380 Bank Street.

4. **When** can you get your car painted? Circle your answer.

- a. Every Friday.
- b. Every Monday.
- c. Every day.

The ad tells you that the company is open every day.

5. **How much** will it cost you to get your car painted at the *Like New Paint company*? \$_____

The ad says that the special price is \$375.95.

Language Notes | 语言难点

1. advertise /'ædvətaɪz/ v. 做广告 2. address /ə'dres/ n. 地址

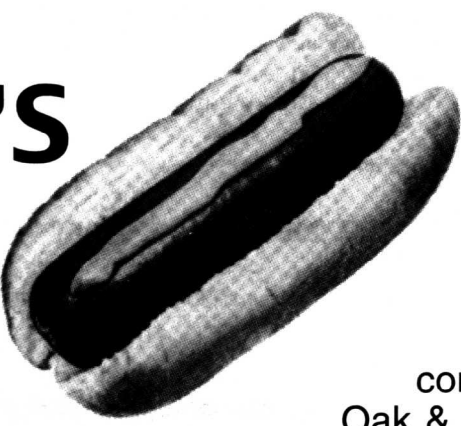
See You At

PORKY'S


The Best HOT DOGS
in town!

99¢

buys the works! **Always open!**



At the
corner of
Oak & Taylor



Ads Can Help You → 广告能够帮助你

Suppose you're driving and get hungry. Then, you see the billboard shown above. How can the ad help you? To find out, answer these questions.

1. **What** is being advertised?

2. **Who** is selling the hot dogs?

3. **Where** is Porky's?

4. **When** is the hot dog place at Oak and Taylor open?

5. **How much** does a hot dog cost at Porky's?

_____ ¢.

Language Notes | 语言难点

- hot dog 〈口〉热狗(一种中间夹热的熏红肠并配有芥菜、作料等的面包), 红肠面包

Puzzle¹ Time → 解谜

On page 4, find the word that belongs in each numbered² blank³ below. Then, write that word in the puzzle next to the matching⁴ number. The first one is done for you. 填词和字谜。

Ads can tell you these things:

1. _____ is advertising.
2. _____ is being sold.
3. _____ to find the things you want.
4. _____ places are open.
5. _____ things cost.

1. w h o
2. _____ h _____
3. _____ h _____
4. _____ h _____
5. _____ h _____

Classroom Activity → 课堂活动

Try to think of an ad and report to the class the information it includes about “*what*”, “*who*”, “*where*”, “*when*” and “*how much*” and see who else knows the ad.

Language Notes | 语言难点

1. puzzle /'pʌzl/ *n.* 字谜
2. numbered /'nʌmbəd/ *adj.* 标了数

字的, 编号的

3. blank /blæŋk/ *n.* 空白

4. matching /'mætʃɪŋ/ *adj.* 对应的

Lead-in 导读

每天我们能接触到的广告林林总总, 那么, 你知道根据它们不同的内容, 这些广告可以分为哪三类吗? 跟着要买新电视的迈克斯和苏去看看吧!

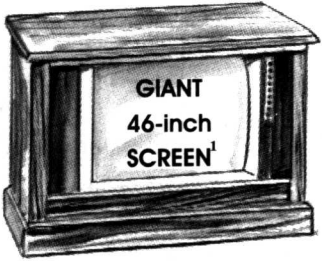
Learning Objectives 学习目标

You will be able to:

- ▶ Distinguish the three different kinds of ads.
- ▶ Determine who is advertising what: a manufacturer advertising its own brands; a store advertising its wares; a business advertising a service.

Culture Notes 文化背景

广告种类最全的地方当然是在报纸上喽! 这一点全世界通用。英寸 (inch) 是英美式长度单位。1 英寸相当于 2.54 厘米。尽管公制在世界范围内推行, 中国人在购买电视时还是常使用英寸作为单位, 可见其影响之广。



The New
STARDUST TV

Power * Picture * Fun

Comes with remote-control
110-channel cable-ready

The best set yet!

Max and Sue want to buy a color TV. They've been saving their money and looking at ads. The ads help them learn about the different kinds of TVs for sale⁵.

The first ad they found was in a magazine. The ad is shown above. Circle your answers to these questions about the ad.

1. Does the ad tell how much the TV costs?

☐ Yes

☐ No

Language Notes 语言难点

1. screen /skri:n/ *n.* 屏幕

3. channel /'tʃænl/ *n.* 频道

5. for sale 待售; 供出售

2. remote-control *n.* 遥控(器)

4. cable /'keɪbl/ *n.* 有线电视, 有线电视

2. Does the ad tell where to get the TV?

☐ Yes ☐ No

3. Does the ad say when you can buy the TV?

☐ Yes ☐ No

The answer to each of the questions is *No*.

A Brand-name¹ Ad → 品牌广告

A brand-name ad tells about one brand of a product.

The only things Max and Sue can learn from this ad are the brand name² and what the set is like.

The company that makes the set calls it the “Stardust” TV. *Stardust* is the brand name.

What does the company want people to know about the *Stardust* brand?
List some things that the ad tells about the set.

The *Stardust* TV has a 46-inch screen. It comes with a remote-control. The company wants people to think that the *Stardust* brand is the best TV.

Language Notes | 语言难点

1. brand-name /'brænd'neim/ *adj.* 品牌的 2. brand name 品牌, 商标



The second ad that Max and Sue found is in a newspaper. The ad is at the right. Does it give the same kind of information⁴ the brand-name ad gives? Circle your answer.

☐ Yes ☐ No

No, it doesn't. It tells about a service. Look at the ad again. Then, put an ✓ in front of the correct words to complete each sentence.

1. The service advertised is

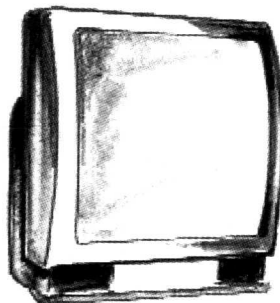
- ___ **a.** buying TVs.
- ___ **b.** selling TVs.
- ___ **c.** fixing TVs.

2. The ad tells

- ___ **a.** how much a TV costs.
- ___ **b.** when the business is open.
- ___ **c.** where to buy a TV.

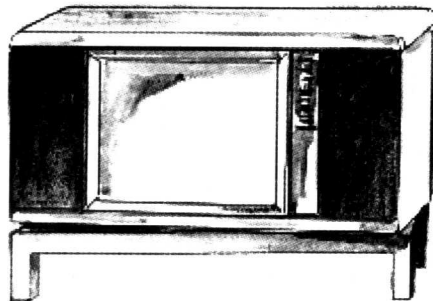
This service ad helps people who want to get TVs fixed. But it does not help Max and Sue. They want to buy a TV set. So they keep looking⁵ for ads that will help them.

SUPER² TV SERVICE



We fix³
all TVs

- in our shop
- or**
- in your home



Open Monday - Saturday 8 - 5

781-6413

1640 Ash Street

Language Notes | 语言难点

1. service /'sɜ:vɪs/ *n.* 服务

的：顶呱呱的

2. super /'su:pə(r)/ *adj.* 〈口〉极好

3. fix /fiks/ *v.* 修理

4. information /,ɪnfə'meɪʃən/ *n.* 信息

5. keep doing sth. 继续做某事



ALLTVs

Until July 4th



\$395



Smith's 23 -inch
comes with a Remote Control



Toyo
15-inch
\$299



Bravo
21-inch
\$350



Powers
19-inch
\$325



Wilco
28-inch
\$600

SUN TV STORE

163 Sharp Road
563-5569



A Store Ad → 商家广告

Next, Max and Sue found the store ad shown here. What's the name of the store?

The *Sun TV Store* is advertising.

How many different brands does the *Sun TV Store* advertise here?

Five different brands are shown.

Where is the *Sun TV Store*?

163 Sharp Road is the address.

When is the store open?

The hours are 9-9 every day.