



英语

配北师大版
必修4

无防伪标
视为盗版

主 编：泓 翰
副主编：焦裕珠

课时1+3

学案与测评

高中
新课标
GAO ZHONG XIN KE BIAO

学



WUHAN UNIVERSITY PRESS

武汉大学出版社



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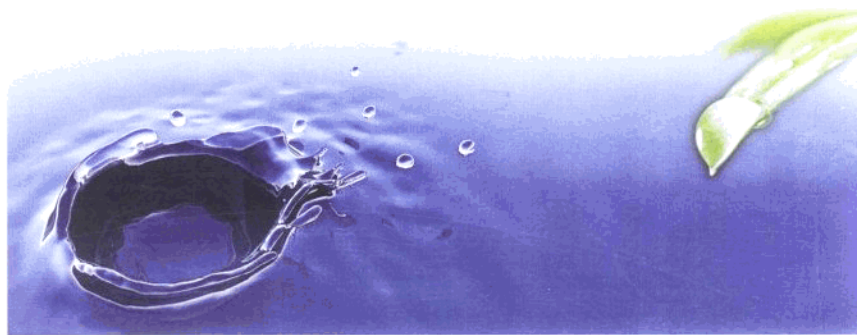
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泓翰絮语



智者以静驭动，以柔克刚。在纷繁复杂的环境中，保持内心的平静与坚定，是成功的关键。正如古人所言：“静能生慧，慧能生德。”只有内心宁静，才能洞察事物的本质，做出明智的决策。

人生如一场马拉松，而非短跑。在漫长的旅途中，保持持久的耐力和稳定的节奏，比一时的爆发更为重要。唯有持之以恒，方能抵达梦想的彼岸。

成功并非偶然，而是无数次失败后的坚持与积累。每一次挫折都是成长的契机，每一次失败都是成功的垫脚石。只要不放弃，终有一天会迎来胜利的曙光。

梦想是人生的灯塔，指引着我们前行的方向。无论遇到多少困难，只要心中有梦，脚下就有力量。让我们怀揣梦想，勇敢前行，去创造属于我们的辉煌未来。

在追求梦想的过程中，学会感恩与分享。感恩那些给予我们帮助和支持的人，分享我们的喜悦与成果。只有心怀感恩，才能收获更多的美好与幸福。




梦想经营人生！



[illegible]

使用说明

《学案与测评》是高中同步教学辅导用书，它以国家教育部新课程改革精神为指导，按照教育教学规律，科学地将教学与学习过程划分为课前、课中、课后三个阶段，并根据每个阶段的不同特点，确定浏览、研读、尝试、检测、评价等不同学习方式。本书循序渐进的合理设计，科学严谨的规范操作，将会确保广大学子在体味成长快乐的同时，享受成绩飞升的喜悦！

使用阶段	栏目名称	使用建议	使用效果
 课前	背景知识	学生自读	了解单元话题，培养学习兴趣
	自主学习	单词拼写	掌握重点单词，打好学习基础
		重点短语	掌握重点词组，明确学习要点
 课中	互动学案	课文精讲	掌握重点，突破难点，解决疑点
		语法精析	
		写作指导	掌握写作技巧，提高写作水平
 课后	同步测评	自我检测	检验学习成果，提高应用能力
	引导窗口	体验尝试	了解经典题型，探究解题方法
	单元测试	正规测试	加强实战演练，提高应试能力

高中新课标学案与测评 [编委会]

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您在学习过程中遇到的最大困惑是什么？（请选择：A. 基础知识记忆不牢固 B. 重、难点知识不能掌握 C. 不能掌握解答相关知识的方法技巧 D. 稍有难度的训练题就不会做 E. 其他 _____）
 针对您在学习中的困惑，希望我们为您提供怎样的帮助呢？

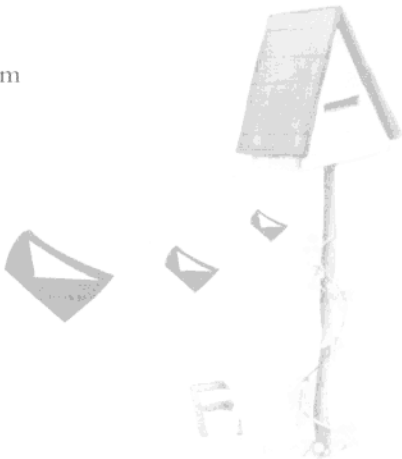
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Unit 1

Advertising

背景知识

Public service advertising campaigns in China began in 1996. The goal is to provide the public with more information on issues such as health and the environment. Numerous public service advertisements have helped to inform the Chinese people about how to live more responsible lives, while staying in good health and protecting their surroundings. Public service advertisements now take advantage of every available media outlet such as television, radio and newspapers in order to reach as much of the population as possible. In recent years, the public service advertising campaigns have realized the potential of prime advertising areas, both within cities and along popular transit routes and used them to increase awareness. Public service advertisements are an important source of social education.

公益广告事业在中国兴起于1996年,它的目的在于为公众提供像健康、环境一类事情的更多的信息。许多公益广告已经帮助中国民众了解了如何在生活得更有责任的同时保持身体健康,并保护环境。现代的公益广告利用各种可利用的媒体,如电视、广播和报纸等使尽可能多的人可以接触到它们。近年来,公益广告已经意识到最具潜力的广告地区主要在城市以及繁忙的交通线路上,要利用它们来提高公众意识。公益广告是社会教育的一项重要资源。



“Welcome to the unit”板块

观点

4. be similar _____

类似于

5. think _____

考虑

自主学习

I. 单词拼写

1. a _____ a notice, picture or film telling people about a product, job or service
2. d _____ to talk about sth. with other people
3. s _____ a system that provides sth. that the public needs, organized by the government or a private company
4. s _____ people in general, living together in communities
5. d _____ the possibility of sth. happening that will injure, harm or kill sb.

II. 重点短语

1. a good _____ do sth. 做某事的好方法
2. make sb. _____ 使某人意识到
3. _____ one's opinion _____ 就某事陈述某人的

互动学案

→ 话题导入

1. Why have advertisements become more important in our daily life?

回答点拨:

- * a powerful communication force
- * an important marketing tool
- * help to sell goods, services, employment and ideas

2. What are different opinions on advertising?

回答点拨:

For

- * give up-to-date information
- * provide people with more changes to know about goods
- * help to sell to a bigger market and reduce the price

Love is ever the beginning of knowledge as fire is of light.

1

- * do not describe reality and satisfy greedy needs

联想拓展

so 与 such 后面接名词的结构:

so + *adj.* + a(an) + 可数名词单数 + *that*-clause

so many/few + 可数名词复数 + *that*-clause

so much/little + 不可数名词 + *that*-clause

such + *adj.* + 可数名词复数 + *that*-clause

such + *adj.* + 不可数名词 + *that*-clause

such + a(an) + *adj.* + 可数名词单数 + *that*-clause

He is so clever a boy that we all like him.

他是如此聪明的一个孩子,我们都喜欢他。

He has so little education that he can't get a job.

他文化程度太低,无法找到工作。

He made such rapid progress that we all admired him.

他进步如此之快,我们都很钦佩他。

He is such a clever boy that we all like him. (与第一个例子相比较)

【即学即练】单项填空

() ① There was _____ much food _____ we couldn't eat it all.

- A. so; that
B. such; that
C. so; as to
D. such; as to

() ② It was _____ that we want to stay here for another two days.

- A. such fine weather
B. such a fine weather
C. so fine weather
D. so fine a weather

2) be/get used to sth. /doing sth. 习惯于(做)某事

We are used to the school life because we have lived in the school for almost three years.

我们习惯了学校生活,因为我们已经在学校住了差不多3年了。

Many stones are used to build buildings.

许多石头被用来盖房子。

My son used to go to school at 7 a. m. and come back home at 5 p. m.

我儿子过去常常在早晨7点去上学,下午5点回家。

【即学即练】完成句子

①我爷爷习惯晚饭后去散步。

My grandpa _____ for a walk after dinner.

②木头可以用来造纸。

Wood can _____ paper.

③我小的时候常常在我们村附近的湖里游泳。

I _____ in the lake near our village when I was young.

2. I did some research on advertisements, and have some very important information to share with you. (P₂)

我对广告进行了一些研究,这里有一些非常重要的知识同大家分享。

▲share

① *v.* 分享;共用;分摊

We don't have enough books for everyone, so you have to share. 我们的书不够每人一本,所以大家要合着用。

I will share the cost with you.

我愿与你分摊费用。

share sth. with sb. 与某人共享/共用/分摊某物

② *n.* (某人应得或应负担的)一份,份额;股份

We must make sure that everyone gets equal shares of the food.

我们必须确保每个人都会获得同样等份的食物。

【即学即练】单项填空

() He is really a friend of mine. He would _____ his last penny with me.

- A. cost
B. lend
C. support
D. share

3. A commercial advertisement is one which someone has paid for to promote a product or service. (P₂)

商业广告是一种人们为了推销某商品或服务而花钱做的广告。

▲整个句子是一个带定语从句的复合句。A commercial advertisement is one 是主句,其中表语 one 后边的部分是定语从句,which 作 paid for 的宾语,可以省略(如果把 for 提到它的前边就不可以省略了)。to promote a product or service 是目的状语。

▲promote *v.*

①宣传;推销(商品)

Do you have any idea how to promote the sales of this product?

你有什么好方法来扩大这种产品的销售吗?

②积极筹划

Who is promoting this boxing match?

谁在筹划这次拳击赛?

③提升,晋升(常与 to 连用)

Our teacher has been promoted to headmaster.

我们的老师已被提升为校长了。

④支持;促进;鼓励

My parents often promote my love of learning English.

我的父母常常激励我学习英语的热情。

【即学即练】单项填空

() I hear they've promoted Tom, but he didn't mention _____ when we talked on the phone.

(2008·江西)

- A. to promote
B. having been promoted
C. having promoted
D. to be promoted

4. PSAs are often placed for free, and are intended to educate people about health, safety, or any other issue which affects public welfare. (P₂)

公益广告往往是免费投放的,其目的是就健康、安全或者其他影响到公众利益的问题对老百姓进行教育。

▲ **intend** *v.* 打算, 想要; 有……的意图

① **intend to do/ intend + *v.* -ing** 打算做某事

I intended to phone you yesterday evening, but I forgot.
我昨天晚上打算给你打电话, 但是我忘了。

I intend coming back soon.

我打算很快就回来。

② **intend sb. to do** 打算让某人做某事

He intended his son to take over his company.

他打算让他儿子接管他的公司。

intended *adj.* (为……而) 打算的(或设计的)

① **be intended to do** 打算做……; 想要……

This operation is not intended to be done today.

这个手术今天不打算做了。

② **be intended for = be meant for/ be designed for**

专为某人而设计的; 预定给某人的

The magazine is intended for young girls.

那份杂志是为年轻的女孩子们而设计的。

【即学即练】完成句子

① 她打算让她女儿去上大学。

She _____ go to university.

② 这些花是给你的, 不是给我的。

The flowers _____ you, not for me.

5. China has strong laws to protect people from advertisements that lie or try to make people believe untrue claims about products or services. (P₂)

为保护消费者, 对于不实广告或者欺骗性广告中国制定了严格的法律。

▲ 该句中 **China has strong laws to protect people from advertisements** 是主句, **that lie or try to make people believe untrue claims about products or services** 是修饰 **advertisements** 的定语从句。

▲ **protect sb. from sth./doing sth.** 保护……免(受)……

The mother monkey always protects her babies from/against danger.

猴妈妈总是保护她的孩子们免遭危险。

Something must be done to protect our environment from being polluted.

我们必须采取措施来保护我们的环境不受污染。

【即学即练】单项填空

() He raised his arm to _____ his face _____ the blow.

A. prevent; from B. prevent; /
C. protect; from D. protect; /

6. However, we still must be aware of the methods used in advertisements to try and sell us things. (P₂)

尽管如此, 我们对商业广告中所使用的技法还是得有些意识。

▲ **aware** *adj.* 意为“察觉到的, 感觉到的, 知悉的”。一般用作表语, 后接 of 短语或从句。

He wasn't aware of the danger.

他没有察觉到危险。

联想拓展

unaware *adj.* 未察觉的; 无意识的

awareness *n.* 意识

There is a general awareness that smoking is harmful.

人们普遍意识到吸烟有害健康。

【即学即练】单项填空

() He is quite _____ of the risk, but he has no choice but to go ahead.

A. eager B. aware
C. awared D. serious

7. You are proud of your cooking, so shouldn't you buy the very freshest food? (P₂ - P₃)

你为自己的厨艺感到骄傲, 难道不需要购买最新鲜的食品吗?

▲ **be proud of / take pride in** 为……感到骄傲、自豪

The Chinese people are proud of China's winning the competition to host the 2008 Olympic Games.

中国人民为中国赢得 2008 年奥运会的主办权而感到自豪。

▲ **Shouldn't you...?** 是一个否定疑问句, 其特征是“疑问 + 否定”。否定疑问句通常用于表示惊讶、责备、邀请等。

Shouldn't you say sorry to me?

难道你不应该向我道歉吗? (责备)

Won't you come in and have a cup of tea?

你不进来喝杯茶吗? (邀请)

▲ **the very freshest food** 中, very 用于修饰最高级。副词修饰形容词最高级用以加强语气, 表示“最大程度地, 完全地, 充分地, 真正地”。

Our service is of the very best quality.

我们的服务质量是最好的。

【即学即练】翻译句子

① 她为自己出色的厨艺感到自豪。

② 难道你不能告诉我发生了什么事情吗?

8. ... and connect them to the food in the supermarket. (P₃)

……从而将这些字眼与本超市销售的食品联系起来。

▲ **connect** *vt.* 意为“连接, 把……联系起来; 接通(电源、电话等)”, 后常接 to/with。

Can I connect my printer to your computer?

我能把我的打印机连接到你的电脑上吗?

People connect Vienna with waltzes and coffee-house.

人们一提到维也纳就会联想到华尔兹圆舞曲和咖啡馆。

指点迷津

connect...to... 与 connect...with...

① **connect sth. to sth.** 使(电源、气、水等)连接; 接通
Please connect the fridge to the electricity supply.

请接通冰箱的电源。

② **connect sth./sb. with sth./sb.** 与……有联系/关联;
把……联系起来; 衔接; 为某人接通电话

There was nothing to connect him with the crime.

他与那起犯罪事件毫无关联。

I get a job connected with the environment.

我找到一份和环境有关的工作。

【即学即练】翻译句子

① The operator will connect you with our sales department.

② Their families are now connected by marriage.

9. These ads *deal with* large social issues. There are also PSAs that educate people about public service projects, such as Project Hope. (P₁)

这些广告所涉及的是一些重大的社会问题。但也有一些公益广告是教导人们关注公共服务项目的,比如希望工程。

▲ *deal with*

① 处理;对付;对待

People find it hard to deal with air pollution.

人们发现处理空气污染问题很困难。

He deals fairly with all people.

他公平地对待所有的人。

② 收拾;和……打交道;相处

I'll deal with you when I get home from the office.

我从办公室回到家就收拾你。

It's hard for him to deal with his classmates.

对他来讲,与同学们相处很难。

指点迷津

deal with 与 *do with*

二者均可表示“对付,处理”,不同之处在于 *deal with* 常与疑问词 *how* 连用;*do with* 常与 *what* 连用。

I don't know how to deal with these old books.

= I don't know what to do with these old books.

我不知道该怎样处理这些旧书。

【即学即练】单项填空

() He is used to _____ the matters that I don't know _____.

- A. dealing with; what to do with them
B. do with; how to deal with them
C. do with; what to do with
D. dealing with; what to do with

10. All of these ads are meant to be helpful, and you can often learn a lot by following the advice they give. (P₁)

所有这些广告旨在提供帮助,遵循这些广告上的建议你往往就能学到很多东西。

▲ 整个句子是由连词 *and* 连接的并列复合句。其中的一个分句 *you can often learn a lot by following the advice they give* 中的 *they give* 是名词 *advice* 的定语从句,省略了关系代词 *that/which*。

▲ *be meant to* 必须;旨在;照道理/规矩,应该

You are meant to leave a tip after having a dinner in an American restaurant.

在美国的饭店用过餐后你应该留下小费。

【即学即练】翻译句子

你应该明白我所说的话。

11. One of these is "Smoking is committing suicide slowly". (P₁)
这类公益广告有一则是“吸烟等于慢性自杀”。

▲ *commit vt.* 犯(错误,罪行);干(坏事)

I committed an error in dealing with the business.

我在处理这项业务时犯了一个错误。

He was arrested for committing several crimes.

他因犯有多种罪行而被捕。

【即学即练】单项填空

() I wonder that such a man as he should _____ bribery.

- A. do B. make
C. commit D. get

同步测评

I. 单项填空

() 1. You can't imagine _____ boy can do _____ work.

- A. so little; so much
B. such little; such much
C. such a little; so much
D. so little a; such much

() 2. My father _____ smoke heavily, but now he doesn't smoke any more.

- A. use to B. was used to
C. used to D. was used

() 3. He is such an honest person that he can't have _____ a theft.

- A. done B. committed
C. commit D. do

() 4. Let Jack read your cartoon books as well. Tom, you must learn to _____.

- A. support B. care
C. spare D. share

() 5. Are you _____ of the mistakes you made in your final maths test?

- A. awared B. forget
C. awaring D. aware

() 6. He is wearing a hat to _____ his face from the sunlight.

- A. prevent B. promote
C. protect D. stop

() 7. The newly published book, which refers to basic English grammar, _____ beginners.

- A. intended for B. is intended for
C. intended to D. is intended to

() 8. It's 9 o'clock. You _____ to be here half an hour ago.

- A. were meant B. are meant

- C. meant D. should
- () 9. In modern society, the more _____ you own, the more _____ you shall get every day.
A. knowledges; informations
B. knowledge; information
C. knowledges; information
D. knowledge; informations
- () 10. Hold on, I'll just _____ you _____ Miss Jones.
A. connect; to B. connect; with
C. get; with D. get; to

II. 完形填空

At the time when Bill and Rose got married, neither of them had much money. So they were 1 to buy a house or flat. For the first year of their 2 life, they, therefore, 3 in rented (租赁的) flats. Then Bill's father died and 4 him some money, so they bought a house. When they moved into it for the first time, one of Bill's 5 sent him a bottle of wine as a present to celebrate his entry (住进) into the first house he had owned. Bill and Rose had a lot of work to do, getting their things 6, arranging the furniture, getting curtains and all the rest, so they 7 about the bottle of wine. In fact, they 8 it away in a cupboard without even unpacking (拿出) it. Bill and Rose already had two 9 when they moved into their new house, and a few months later, the third was born. When Rose came home from the 10 with the baby, Bill 11 some friends round to 12 its arrival, and they had a wonderful 13, with plenty to eat and to drink. After the party had been on for some time, however, Bill found that the wine was 14. 15, he remembered the bottle which his friend had given him when they had moved into the new house and which was still lying unpacked in a 16 somewhere in the house. He found it with some difficulty and 17 it into the living-room where his 18 were sitting. When he had unwrapped the bottle, he saw a card tied to it, so he took it and read it 19 to others. 20 said "Bill, take good care of this one—it is the first one that is really yours."

- () 1. A. unable B. trying
C. advised D. expected
- () 2. A. happy B. married
C. sad D. bitter
- () 3. A. moved B. succeeded
C. lived D. gave
- () 4. A. carried B. brought
C. sent D. left
- () 5. A. nieces B. workers
C. friends D. classmates
- () 6. A. unpacked B. prepared
C. tied D. sold
- () 7. A. forgot B. thought

- C. looked D. cared
- () 8. A. sent B. put
C. took D. kept
- () 9. A. fathers B. daughters
C. children D. dogs
- () 10. A. prison B. police station
C. shop D. hospital
- () 11. A. demanded B. expected
C. invited D. wished
- () 12. A. join in B. celebrate
C. attend D. drank
- () 13. A. party B. time
C. day D. rest
- () 14. A. served B. finished
C. prepared D. bought
- () 15. A. And B. Therefore
C. Luckily D. Although
- () 16. A. cupboard B. box
C. table D. living-room
- () 17. A. sent B. brought
C. fetched D. led
- () 18. A. family B. wife
C. guests D. workers
- () 19. A. silent B. loud
C. aloud D. calm
- () 20. A. He B. Which
C. They D. It

III. 阅读理解

Advertising can be a service to customers. This is true when advertisements give reliable information about the goods advertised. Such information is needed if the customer is to make a sensible choice when he buys something. It is useful in that it lets him know the kinds of goods in the shops. Printed advertisements do this job best. Customers can collect them and compare them. They can be taken along to shops and their statements can be checked against the actual goods in the shop. It is much harder to do this with TV or radio advertisements.

Some advertisements are not very useful to the customers. Instead of helping him to satisfy his real needs, they set out to make him want things. They set out to create a need. These advertisements are cleverly done. The people who produce them understand our weaknesses. They set out to make us believe that what they advertise will make us cleverer, prettier, more handsome, if only we use it. Or they suggest that people use their products. The voice on TV says, "Getaway (度假) people use XYZ petrol." The screen shows a picture of a petrol pump and a fast expensive car owned by a boy with a pretty girlfriend. They drive off to the wonderful country or a lovely beach. Some people may feel that clever, successful people use XYZ petrol. Some might choose that

petrol every time they fill up their cars.

Some advertisements mislead customers by using part of the truth to suggest something false. The advertisement says, "The makers of Toovar washing machine recommend (推荐) Jazz washing powder." So they do. But they recommend six other washing powders as well. The advertisement does not say that Toovar recommends only Jazz. It is skillfully made to give that idea to the careless reader, listener or viewer.

At its best advertising can be useful to the customer. At its worst it can mislead him. So the only real safeguard for the customer is his own alertness (警惕).

() 1. What does the underlined word "reliable" in the first paragraph mean?

- A. 可信赖的 B. 可依赖的
C. 完美的 D. 精确的

() 2. Advertising can be useful to the customers when _____.

- A. customers need information
B. customers have to make choices
C. the information given in the advertisement is reliable
D. the good customers want to buy are advertised

() 3. Why might some people choose to use XYZ petrol after they watched the ads on TV?

- A. Because they may have learned some good quality of the petrol which they did not know before.
B. Because what the TV advertisements say is always right.
C. Because with XYZ they can drive off to the wonderful country or a lovely beach.
D. Because they may feel that if they use XYZ petrol they may become clever and successful.

() 4. Which of the following statements is TRUE?

- A. Some advertising firms do not care to express the truth about the goods they advertise.
B. All advertising firms make sure that the advertisements do not purposely deceive customers.
C. Most firms do not care to describe their products better than they really are.
D. Advertising firms are responsible for the customers' choice of goods.

() 5. What should be the customers' RIGHT attitude towards advertising?

- A. Not to believe them.
B. Only to believe printed advertisements.
C. Not to buy anything that is advertised.
D. To be on the alertness.

"Word power" 板块

自主学习

I. 单词拼写

1. c _____ a person who buys goods or uses services
2. a _____ to surprise sb. very much
3. a _____ pleasant to look at
4. o _____ the point from which sth. starts
5. m _____ an occasion when people buy and sell goods

II. 重点短语

1. be tired _____ 讨厌
2. _____ shop 服装店
3. _____ sale 在销售
4. _____ department 销售部
5. market _____ 市场占有率

互动学案

→ 课文精讲

1. Are you tired of...? (P.)

你是不是讨厌……?

▲ **be tired of = be bored of / be fed up with / doing sth.**

讨厌……; 厌烦……

Some students are tired of memorizing English words.
有些学生讨厌记忆英语单词。

【即学即练】翻译句子

我一直讨厌每天被分配那么多的工作去做。

2. Also important are the sales targets—the amount which they think they will sell in a future period. (P.)

销售目标也同样重要, 即他们认为在将来一段时期内自己要达到的销售量。

▲ 该句是一个倒装的复合句。主句是 **Also important are the sales targets**. **the amount** 是 **the sales targets** 的同位语, 这个同位语后面带了一个定语从句, 即 **which they think they will sell in a future period**. 在这个定语从句里 **they think** 是插入语。主句的正常语序应该是: The sales targets are also important. 之所以倒装是因为主语部分太长, 句子显得头重脚轻, 倒装以后可以使句子前后平衡。

▲ 句中的 **sales targets** 为名词修饰名词的形式。

名词修饰名词时, 作定语的名词一般用单数形式, 但如果其本身是带 s 的, 就不要把 s 去掉, 如该句中的 sales。又如 sports fan (体育迷), customs officer (海关官员), goods car (货车厢) 等。

联想拓展

名词修饰名词变复数的情况:

① 一般情况下变复数时, 只需将被修饰的名词变为复数形式。

girl students 女学生; sales targets 销售目标

② 如果修饰词为 man, woman 等, 则两个名词都要变为复