

图书在版编目(CIP)数据

大学英语四级考试写作部分高分对策/李清梅等主编.
北京:新时代出版社,1999.8
(大学英语四、六级考试高分对策丛书)
ISBN 7-5042-0426-9

I. 大… II. 李… III. 英语-写作-高等学校-水平考试
-教学参考资料 IV. H315

中国版本图书馆 CIP 数据核字(1999)第 11305 号

新 时 代 出 版 社 出版发行

(北京市海淀区紫竹院南路 23 号)

(邮政编码 100044)

三河腾飞胶印厂印刷

新华书店经售

*

开本 850×1168 1/32 印张 3% 123 千字

1999 年 8 月第 1 版 1999 年 8 月北京第 1 次印刷

印数:1—4000 册 定价:6.00 元

(本书如有印装错误,我社负责调换)

前 言

短文写作是目前各类英语考试中必不可少的主观测试项目,大学英语四级考试也不例外,短文写作达15分。然而,编者多次参加大学英语四级考试作文阅卷工作发现,能获得12分以上的学生寥寥无几,一般在8分左右,这无形为大学生通过四级考试或者达到优秀级设置了障碍。

无可否认,目前我国大学生的英语写作能力是仅次于听力的较为薄弱的环节,许多学生虽长期坚持写作但收获甚微而害怕写作,甚至放弃考前的写作训练。看到这种情形,特别是了解到近几年来四级通过率逐年下降的事实,我们多次有一种很迫切的心情,想写一本四级辅导书籍,但又担心写出的书籍对学生帮助不大。确实,面对大学生这样一个高知识群体,作文书籍很难编写,他们从小学开始就有计划有步骤地进行各种文体的训练,而且个个都通过了难度很大的高考语文中的作文测试,哪一种写作方法他们不熟知呢?他们中很多人掌握的写作技巧甚至超过了我们教师!难怪许多学生反映目前市面上的作文辅导丛书根本治不了他们的“病”。

有人可能会说:中文写作和英文写作是有差别的呀!确实确实,中文写作和英文写作是有差别,但主要的差别在于逻辑推理方式的不同。然而我们必须注意到,四级作文阅卷教师是中国人,从小一样受到中国文化的熏陶,他们完全能接受他们的学生写出的中国式的英文文章。再说中文的写作方法和技巧一样适合英文写作。那么为什么中国大学生就连这么简单的四级英语作文都感到害怕呢?

为了写好这本书,我们在许多高校进行了大量的问卷调查,问卷上只有一道题目“你为什么觉得四级作文难写”,而并无其它款项限制学生的想法。问卷上反映的问题比较集中,但大部分出于我们的意料之外。然而令我们欣慰的是我们终于找到了学生写英语作文的症结。

70.8%的学生单词记不住,不会写;55.6%的学生写作时无话可说,难以展开论述;36.5%的学生写英语作文时段与段之间以及句子和句子之间难以连接;35.0%的学生反映他们用英语写起来感到别扭,无语感可言;16.8%的学生反映写作时很粗心,易犯语法错误;10.0%的学生反映文章欠文彩。本书的目的就是解决以上问题。

我的四级学习方法和应试技巧已归纳在我们编写的这套“四级、六级高分对策”丛书中。编委会中,我们有半数的成员曾是四、六级以及 TOEFL、GRE 高分考生,另一半则是长期奋斗在大学英语教学一线并辅导学生四、六级考试的有经验的教师。我相信我们的学习方法和应试技巧能给考生以启示,并能帮助考生顺利通过四级考试,并获得高分。

魏小平(Xiaoping Wei)

于美国路易斯安娜

我们在本书的第一部分第一章中介绍了四级考试的命题形式、评分标准、阅卷教师的工作过程以及学生写作难点,使读者能知己知彼,从而研究出突破方向;第二章将历年四级作文按题材进行分类,并提供每一题材的背景知识以及相关词汇,帮助读者习惯英文读物,逐渐培养英语语感,使应试时有话可说,有词可写;第三章指出了学生应试时不正确的写作方法,提出了科学打草稿、写好文章的开头和结尾、用好文章的过渡词,从而把握文章的脉络,为四级作文获得高分打下基础;第四章介绍了四级作文中几种简单而有效的润色方法,即活用普通词汇、多用同义词、巧用修辞,使四级作文更上一层楼。第二部分为两章,第一章结合 10 篇优秀四级范文逐一揣度、研习,使读者感受四级优秀作文的魅力,掌握选材立意的方法,并学会运用漂亮的词汇和句型;第二章为扩大视野,我们再次奉献给读者 25 篇优秀范文,使读者再次在不知不觉中潜移默化,从而使写作达到更高境界。

我们相信本书能帮助读者突破四级作文大关。我们全体编辑人员衷心祝愿读者能够顺利通过四级考试,并获高分。

编 者

第一部分 对 策 篇

第一章 分析四级考试作文考题， 研究突破方向

写作一直是大学英语四级考试必不可少的部分，一般安排在试题的最后，共 15 分，要求考生在 30 分钟内写出一篇 100~120 词的短文，旨在考核学生英语书面的表达能力。

我国学生往往在刚学英语时便开始了造句以及简单短文的写作训练，并具有牢固的英语语法结构知识以及较强的中文写作能力，按理应该很容易获得大学英语四级考试作文部分的高分。然而，编者多次参加四级考试作文阅卷工作，发现能获得 12 分以上的考生寥寥无几，一般在 8 分左右。本章将介绍四级考试中作文的命题形式以及评分标准，使考生能够熟悉四级作文考题，消除其神秘感，为应试增加信心。另外本章还将介绍作文阅卷教师的工作过程，并剖析考生应试心理，使考生知己知彼，从而研究出作文的突破方向。

一、命题形式

根据《大学英语四级考试大纲及样题》，四级考试作文的类型有以下几种：

- (1) 段首句续写作文；
- (2) 汉语提纲作文；
- (3) 关键词作文；
- (4) 图表作文。

自 1987 年 6 月全国四级英语统考以来，作文基本上采用段首句续写和汉语提纲两种形式，估计将来变动的可能性不大，并且有可能向 TOEFL 作文的命题形式发展，即针对某一事物的两个对立面进行论证，最后表明考生自己的观点。

下面的例 1 和例 2 分别是四级考试中曾经出现过的段首句续写作文和汉语提纲作文，例 3 为典型的 TOEFL 作文形式，供读者参考。

例 1

Directions: For this part, you will allow 30 minutes to write a composi-

tion about TELEVISION in there paragraphs.

You are given the first sentence of each paragraphs and required to develop the idea in completing the paragraph. Your part of the composition should be about 100 words, not including the words given. Remember to write clearly.

You should write this composition on the Answer Sheet.

1. Television presents a vivid world in front of us...
2. Television can also play an educational role in our daily life...
3. However, television can also be harmful...

例 2

Directions: For this part, you are allowed 30 minutes to write a composition on the topic Is Failure a bad Thing? You should write no less than 100 words and you should base your composition on the outline (given in Chinese) below:

1. 失败是常有的事
2. 人们对失败有各种不同的态度
3. 我对失败的态度

例 3

Topic: Some people believe that newspapers are the best source of news. Others think that the news is presented better on radio or television. Which of these sources of news do you prefer? Use specific examples to support your choice.

从以上的例子可以看出,段首句续写作文给出了文章每一段的首句,也可以说是主题句,对段落的内容作了限制,与汉语提纲是一致的。因此段首句续写作文和汉语提纲作文写法上大体一样,只是后者更容易发挥,这将在后文中有所介绍。

二、评分标准

四级作文评分是从内容和语言两个方面进行评判的,既要考虑作文是否切题,是否充分表达思想,也要考虑是否用英语清楚而贴切地表达思想,也就是要考虑语言上的错误是否会造成理解上的障碍。作文的最终得分是按总体印象给出的奖励分,而不是按语言点的错误数扣分。阅卷要求避免趋中倾向,该给高分的给高分,甚至满分,该给低分的也要给低分,甚至零分。

具体评分标准如下:

Score

- 14 切题。思想表达清楚,文字通顺,连贯性较好,基本上无语言错误。
- 11 切题。思想表达清楚,文字连贯,但有少量语言错误。
- 8 基本切题。思想表达比较清楚,文章尚连贯;但语言错误较多,其中有少量的严重的错误。
- 5 基本切题。思想表达清楚,连贯性差。有较多严重的语言错误。
- 2 条理不清,思路紊乱,语言支离破碎或大部分句子均有错误,且多数为严重错误。

阅卷人员根据以上标准,对卷评分,若认为与某一分数段标准相符,可定为该分,若认为稍优或劣于该分数,则可加一分或减一分。

仔细分析各分数段的评分标准可发现,思想表达、文字连贯以及语言错误是评分的基础,也可以说是三个“采分点”,如果考生能在这三个方面做到尽善尽美,四级作文必能得高分甚至满分。

下面列出 1993 年 12 月四级考试作文各分数段的样卷,请读者仔细研究,从思想表达,文字连贯以及语言错误三方面衡量自己,确定自己现有的写作水平。

Directions: For this part, you are allowed 30 minutes to write a composition on the topic *The World Is Getting Smaller and Smaller*. You should write no less than 100 words and you should base your composition on the outline (given in Chinese) below:

1. 现代化的交通工具越来越发达
2. 人与人之间的交往越来越频繁
3. 结论

Remember to write your composition neatly.

14 分

Most of us may have such experience: when you go to some place far away from the city you live in and think you know nobody there, you are surprised to find that you should run into one of old classmates on the street perhaps both of you would cry out, "What a small world!"

Why is the world getting smaller and smaller? For one thing, modern technology has made various means of transportation more and more advanced. Buses, trains, planes, taxis, ships are available in most cities of the world. They carry goods and passengers to and from every corner of the world. For another thing, with the development of modern society, people

are contacting with one another more frequently. Everyday we must deal with a lot of people known or unknown to us before. The more advanced a society, the more contacts with others we make.

So we draw to the conclusion that as long as technology makes progress, the world will be getting smaller and smaller.

文字通顺,层次分明,连贯性好,仅有个别小错。

11 分

With the progress of science and technology, more and more modern forms of transportation appear nowadays. Buses, trains and ships have come into use for nearly a century, and traveling by air is getting common in our days. The times when man could only travel by foot has gone away for ever.

And communication between people is also becoming more convenient and frequent. From my point of view, not only the communication in one's own country, but the communication with other countries as well is getting vigorous. This is a great era full of information and communication. No one can deny this point.

So, I think, in such a great era, we should unite as one to face anything that would occur to us human being. To sum up, What we need most in the epoch-making days are unity, friendship and progress.

切题,条理清晰,层次分明,文字连贯,有少量语言错误。

8 分

You will say: "Oh! The small world!" The moment you run into one of your friends in another city one day. It just express your surprise. But now, the world is getting smaller and smaller.

A good case in point is the development of modern transports. We can visit some of the countries on the other side of the world several hours later provided that we take a plane. But in the old years, only a dozen miles can we travel. So to go abroad is like to drop in some of my neighbours now. The world is smaller than before.

Another case in point is that the communications between people are more and more frequent. Many people keep company with each other though the convenient facilities. They can telephone each other like two men talk about sth. face to face. Isn't the world smaller?

By and large, with the development of the economy, the world is like getting smaller and smaller.

基本切题,有些地方表达不够清楚,且欠连贯,语言错误相当多,其中有些是严重错误。

5 分

The earth on today is the earth on yesterday. Why do we say that the world is getting smaller and smaller?

The first reason. The car and train, plane make it easily that we go to anywhere in the world. We can be able to get to New York by air from Shang Hai in several hours. A handred years ago, the trip would cost us two months. We can arrival in Beijing by train from Shang Hai in one day. a few handred years ago, the trip would cost us seveal months.

The second reason. We are working with many people. We must get a-long with many people. We conect with more people, because we need heip than before our grand parents need, and grand father and mother need.

The world is seen smaller and smaller. Because we can be able to any-where easily, we connect with a great number people. Several handred years ago, humen being can't do this, so they see the world so big.

基本切题,连贯性差,意思表达不清,有不少严重的词汇和语法错误。

2 分

Following the society developping. The vihiew are developping. Some of it, such as, bus, airport, they have a speed of 1-10 hundred, per an hour. So we will arrive at washington in several hours if we are by air.

Other hand. The people on the earth are becoming activily. Some of them are more and more like to visit the famous view, or the best pace. Some of them visit the place for business. So people are understand the world and the geography of the world.

There are better and better between people and people. A country people have relation in the other country. Between country and country. There have a better relate.

So following the world development The traffic will become better and better more and more country have shipness.

So there have a famous word: The world is getting smaller and smaller.

条理不清,不成篇章。除个别句子外,内容基本无法理解,语言错误严重且数量较多。

三、阅卷教师工作过程

四级作文答卷在考试后第三周内集中评阅,阅卷教师均来自高校的一线英语教师,有经验丰富的,也有初次参加阅卷的,但均是中国教师,这一点非常重要。

第一天除了领会评分标准外还要进行实践阅卷训练,每个阅卷教师在规定时间内(约二十分钟)给十篇等级不同的作文打分,由组长将打出的分数送交计算机房,然后组织每组成员仔细研究体会每篇标准分数与评分标准之间的关系。这样的训练至少三次,最后计算机根据内存中每篇作文的标准分数,算出每位阅卷教师训练的最终指标,即 MEAN(平均分)、SD(均方差)、RBS(阅卷教师的水平)。如个别教师水平较低,掌握不了评分标准,将被取消阅卷资格。

第二天才开始实际阅卷,每组六位教师,其中有两位组长不参与阅卷,只负责检查。

以上阅卷过程可以说是天衣无缝,但我们仍然可以从中获得某些启示。

上面提到过阅卷教师均是中国教师,因此考生写作时大可不必采用英式的推理方式,否则反而会弄巧成拙。众所周知,各种语言不仅在发音和形状上不同,而且在逻辑推理上也不同,英文思考又称垂直思考,习惯直截了当和盘托出,绝不拐弯抹角;而中文思考则恰恰相反,又称螺旋思考,思维往往围绕一中心,十分周密。因此四级考生完全可以按照中文习惯写作,中文的写作方法在此可以淋漓尽致地得以发挥。然而对于 TOEFL 以及其它类型的英语考试,阅卷人员来自西方,则不应采用东方式的思维方式。

坦白地讲,绝大部分四级考生的作文水平确实很低,有时阅卷一天也见不到一篇 14 分的作文。对于评卷教师来说,短时间内阅读大量低水平的作文不可能不产生厌倦,因此他们在评卷时往往有一固定的模式,其优先顺序分别为:

- (1)内容;
- (2)连接;
- (3)语法错误;
- (4)句子长短。

因此,要想获得四级作文高分,首先必须内容充实,脉络分明;其次应少犯语法错误,不用没有把握的单词和句型,通篇不应完全由简单句堆成;如果文章中再出现几个“好词”和修饰,必能激发评卷教师的兴奋点,毫不犹豫地给出

15分！

四、学生难点分析

写作和听力是学生在英语四级考试中最薄弱的环节，也是最难提高的两部分。目前关于四级作文写作方法和技巧的书籍比比皆是，但学生却反映收获甚微。确实，对于考生来说，他们曾经顺利地通过了中考以及高考的语文作文测试，又有哪一种写作方法和技巧不为他们所熟知的呢？更何况四级英语作文结构是如此的简单。我们曾经参加过四、六级以及 TOEFL 的作文考试，对学生通常感觉的难点有所了解，但我们并无把握我们的想法就能代表当今学生的想法。于是我们在许多高校进行了问卷调查。问卷上只有一题目“你为什么觉得四级作文难写？”，而并无其它具体的款项限制学生的想法。问卷上反映的问题比较集中，有的是我们预料之中的，有的却是预料之外的。

以下是学生所反映的问题以及所反映此问题的学生所占的百分比：

- | | |
|---------------------|-------|
| (1) 单词记不住，不会写 | 70.8% |
| (2) 无话可说，难以展开论述 | 55.6% |
| (3) 段与段以及句子与句子间难以连接 | 36.5% |
| (4) 无语感，用英语写起来感到别扭 | 35.0% |
| (5) 粗心，易犯语法错误 | 16.8% |
| (6) 无文彩 | 100% |

以上问题中，第二项确实使我们大吃一惊。我们原以为四级作文命题不涉及特定的专业知识，应是考生非常熟悉的，然而 55.6% 的学生却反映无话可说，难以展开论述。单词记不住、不会写是最严重的问题，也是每位学生在英语学习道路上一定会遇到的问题。有个学生在问卷上写道：“对于作文总体上来讲只有一个感觉：害怕，那是词汇贫乏纵有千言万语也不能说出口的焦虑和担心。每每下决心写出一篇惊世之作，却每每令老师和自己都难以满意，真是无可奈何。”这不能不说反映了一般学生的心声，他们渴望提高英语写作能力，却又难寻方法，确感无奈。其实，四级作文需要用到的单词往往非常简单，但一般考生虽然认得这些单词，却写不出来。我们在本部分的以后章节以及第二部分中将针对以上问题的第(1)、(2)、(3)、(4)、(6)点一一介绍方法，并提供阅读材料。至于第(5)点粗心和语法错误，只要考生平时训练时认真，能严格要求，必能避免。

这里还要强调的是，考生平时一定要有计划有步骤地进行写作训练，否则考试时很简单的单词都不会拼写，不该犯的错误，即学生常说的“低级错误”，如字母大小写无规则、逗号句号不分等等都会不知不觉地出现。纵使文章写得再漂亮，但满篇的词汇和语法错误，作文也难超过 5 分。

第二章 熟悉作文考试范围， 增加背景知识

四级作文考题虽然不带有专业性，而且是每位考生生活中的一部分，但超过半数的学生反映考试时仍然无话可说。所以四级作文命题虽然是考生经常接触的话题，但考生却未能深入。比如说，电视和电影是我们经常听到并说过的话题，但要在 30 分钟的时间内用英语比较电视和电影的优缺点，确实有点“难以展开论述”之感。本章将归纳四级作文考题范围，针对每一范围还将提供一些简易读物，并列出的常用词汇，目的在于：

- (1) 增加考生相关的背景知识，使考生不至于对某一话题无话可说；
- (2) 用简易读物增强学生的语感。简易读物语言简洁，朗朗上口，多读几遍便可吟诵，可帮助学生提高自己的表达能力，克服想说又说不出现象；
- (3) 希望学生能熟记并学会运用每一篇简易读物里的相关词汇，确保考试时能畅所欲言。

一、考试范围

综观大学英语四级作文考题，可归纳出以下的范围：

1. 现代文明话题 (Issues in Modern Civilization)

- (1) Electricity and Nuclear Power;
- (2) Tape Recorder;
- (3) Means of Transportation;
- (4) Computers;
- (5) Advantages and Disadvantages of TV;
- (6) Effects of Industrialization.

2. 环境话题 (Environmental Issues)

- (1) Road Accidents;
- (2) Cities Greening;
- (3) Natural Resources;
- (4) Pollution;
- (5) Noise;

(6)Thirsty World.

3. 社会话题 (Social Issues)

- (1)Failure and Success;
- (2)Examination;
- (3)The Value of Time;
- (4)How to Learn with Success;
- (5)Work and Play;
- (6)Living a Long Life;
- (7)Ability and Opportunity.

4. 个人话题 (Personal Issues)

- (1)Aspects of Sports;
- (2)Favorite Programs;
- (3)Life at College;
- (4)Friendship;
- (5)Ways of Living;
- (6)Comparing Media, Sports, etc.

下面几节中,我们将提供以上四个话题的背景知识,并列出相关词汇,请读者切不要觉得这些单词简单而不以为然。其实四级作文需要用到的单词都很简单,但大部分的考生虽然认得这些单词,却不会写,更不会用。所以我们希望读者能熟记背景材料后的词汇,并结合短文熟练掌握。另外,以下材料均是一优秀的范文,不仅可以为写作提供素材,而且可以培养语感,希望读者平时能多读这些短文,对其中优美的句子能背诵出来。

二、现代文明类背景材料及相关词汇

Topic 1 The Best Source of News

The News media consists of newspapers, radio and television. Newspapers are the oldest form of communicating the news. The development of the radio has made the world a smaller community. But in my opinion, television—the most recently developed means of communication—is the best source of news.

Firstly, television is the combination of sound, light, pictures and colors which enable us to see as well as hear the news. Being able to see visual images has greatly influenced humanity's perceptions of world events. We select our leaders as much by their acting ability as by their political views. Two

months ago, our beloved Princess Diana unexpectedly left us. The news is just like a heavy bomb. Although editors put a lot of pictures on the newspapers and radio broadcasters repeated the bad news again and again, people still felt that is not enough. Only through television, we felt satisfied by seeing princess Diana's familiar face, the spot where the tragedy happened, the crashed car and the busy-working policemen.

Secondly, television can save you a lot of time. Today, many people begin their day by watching TV news instead of reading newspapers while having breakfast. They don't have time to read the news carefully and something they may be in such a hurry that they only glance at the headlines. If they want to know the details about the news, they have to turn on the TV and hear the news with a cup of coffee in one hand.

In short, there is no denying that TV will become more and more popular in all the world while the level of human life is developing step by step. Of course, TV must be selected the best candidate of the news media, because more and more couch-potatoes emerge among us. Ah, are you one of those?

community n.	社会;社区;团体	broadcaster n.	播音员
visual image.	视觉影像	satisfy v.	使满足
perception n.	知觉;理解力	glance at.	瞥视
event n.	事件	headline n.	标题
political view	政治观点	detail n.	细节
unexpectedly adv.	意料之外地	popular adj.	流行的;受欢迎的
editor n.	编辑		

Topic 2 Function of Mass Media

Mass media are tools of communication. Mass media allow us to record and pass information rapidly to a large, scattered audience. They extend our ability to talk to each other by helping us overcome barriers caused by time and space.

There are various ways in which mass media make daily life easier for us. First, they inform and help us keep a watch on our world. They gather and pass on information we would be unlikely or unable to obtain on our own.

Second, mass media help us to arrange time and life. What we talk about and what we think about are greatly influenced by the media. When people get together, they tend to talk about certain happenings in the newspapers or

on TV. Because we are exposed to different points of view through different kinds of media every day, we are able to evaluate all sides of a certain issue.

Third, the media are used to persuade people. A good example is advertisements through the media. Newspapers, magazines and TV are filled with all kinds of colorful, persuasive advertisements. Though many advertisements may not say openly that their products in such a way that you may want to buy them.

Fourth, the media also entertain. All of the media make some effort to entertain their audience. For instance, even though the newspaper is primarily a medium of information, it also contains entertainment features. Television, motion pictures, fiction books and some radio stations and magazines are devoted mainly to entertainment. It is estimated that in the future, the entertainment function of mass media will become even more important than it is now.

mass media 大众传媒

entertain v. 使快乐;使感兴趣

scattered audience 分散的听众

medium n. 媒介;方法;手段

advertisement n. 广告

feature n. 特色

persuasive adj. 有说服力的;令人信服的

function n. 功能

gather and pass on information 搜集和传递信息

Topic 3 Effect of Science

I am very disturbed by the viewpoint of some people that we should turn away from science since science has created such problems as environment pollution and nuclear bombs threatening man's survival, causing shortage of fresh water and energy, and diminishing the biological species and so on. The option seems reasonable on the surface but it is quite the opposite.

First of all, science has brought about outstanding benefits to man. Good cases in point are that modern medical science has lengthened our lives and reduced the rate of infant death, and that modern farming methods have provided enough foods for us. In addition, being freed from the struggle for survival, people can live a more enjoyable life.

From the above discussion, we can conclude that some problems are not the result of the science itself, but the result of its misusing. Fortunately, people in the world have been noticing the problem and are taking effective measures to save the world. People have realized that we can not develop e-

conomy at the cost of our future generation.

disturb v. 搅乱;使骚动;使不安	on the surface 表面上
threaten v. 恐吓;威胁	outstanding adj. 突出的;杰出的
survival n. 生存;残存的人或物	benefit n. 利益;帮助
diminish v. 减小;缩小	bring about 导致
reasonable adj. 合理的	lengthen v. 延长;加长

Topic 4 Nuclear Power

With the population increasing and the industrialization expanding, requirement for energy all over the world is on the rise. But all the known energy is not limitless. Scientists are sparing no efforts in finding new source of energy. Among the possible new sources, nuclear power has been given the first priority.

The advantages of nuclear power are obvious. In the first place, it is powerful and unlimited. Second, unlike conventional power using gas, oil, and coal, it is clean, quiet and pollution free.

However, nuclear power may also have its disadvantages. Nuclear radiation is harmful to all living being and vegetation. If leakage take place the result is disastrous. But in spite of this, the advantages greatly outweigh the disadvantages. So it is advisable to develop nuclear power.

industrialization n. 工业化	conventional n. 因袭的;常规的
expand v. 扩大;推广;展开	disadvantage n. 不利,损害
requirement n. 要求;命令	disastrous adj. 灾难性的
limitless a. 无限制的	outweigh v. 超过
priority n. 优先权	advisable a. 可取的;贤明的
advantage n. 利益;优势	

Topic 5 The Role of Advertising

Advertising has been called "the voice of business", for it seeks to make people aware of things they need and to make them want these things and tells what products or services are on the market, and how they can be obtained. It announces new products and describes new uses and improved features of familiar ones.

Advertising messages are carried to large audiences by newspapers, magazines, television, radio, and other means of mass communication. In this way, advertising plays a vital role in the distribution and flow of goods from

manufacturers to consumers.

At the same time, advertising leads to improved products by stimulating competition. Through advertising, firms selling similar products compete with each other for the attention of the buyer. Competition forces companies to improve their products so that people will want them.

Advertising also lowers the prices of products by creating the mass demand, or mass markets that help support mass production. Mass production lowers the costs of manufacturing, and the manufacturer can lower his prices. By helping to increase production, advertising creates more jobs. More jobs mean that more people have money to buy goods and services.

market n. 市场

stimulate competition 刺激竞争

message n. 信息

goods and services 商品和设施

play a vital role in 在…中取决定作用 manufacturer n. 生产者; 制造商

Topic 6 Movies and TV

Just imagine that it is Saturday evening. What will you probably do tonight? I think lots of people will choose to go to movies or stay at home watching TV program. TV and movies play an important role in our daily life.

First of all, they widen our horizon. There're numerous TV programs concerning the worldwide affairs. I still remember clearly now when I first saw the African tribes on the screen, I was fascinated by the marvelous jungles, colorful weapons, furious animals and fantastic wild games. Is not it marvelous to see the people and places totally different from yours! Maybe you would never know them, appreciate them or want to visit them if you haven't encountered them on the magic screen.

Second, they are very entertaining. After a day of hard work, you may not have the energy to have a long camping trip, especially when you still have lots of things to do the next morning. Why not turn on the TV and tune into an interesting show or an exciting game? While having some coffee, chatting with your family.

Furthermore, as a convenient communicational tool, movie, and TV programs, help the people in the areas of social work, education, advertisements and so on. There is an interesting program called "Let's Get to Know Each Other Tonight", which helps young men and women to meet their