



每天**5**分钟

知识点拨全面到位，词汇·语法·文化背景一网打尽！

BBC随身英语 边听边练

(第二辑)

王琳◎编

附BBC原声MP3光盘



TAKE AWAY ENGLISH

**BBC音频原汁原味，
感受自然地道发音**

从时空穿梭到下榻海底，从没手机无法活到求职要跳舞，还有尼斯湖水怪和来自地狱的明信片……

全球奇闻和趣事，超乎你想象！

**让耳朵幸福，
让脑袋丰富！**

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

 每天5分

BBC 随身英语

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User's Guide

使用说明

1 精彩内容抢先看！

为了激发读者的学习兴趣，让读者在开始学习前对文章内容有个整体认识，并启发读者思维，外研社本着启发性、知识性和趣味性兼具的原则，在每篇文章的开头部分设计了一个简短的导语，引导读者以最佳状态投入学习活动中。



2 “词汇加油站”

重点单词、短语一目了然，扫除听力障碍，为积累词汇加油打气！

BBC 从每段录音中精选出重点、难点词汇，帮助读者扫除可能遇到的听力障碍，同时为积累词汇提供宝贵资源。

词汇加油站

body image	身体形象
smart /sma:t/	潇洒的, 精干的
beer belly	啤酒肚
vanity /'væni:ti/	虚荣
role model	榜样
end up with	以……告终
perception /pə'sepʃən/	看法, 认识
pecs /peks/ (即 pectorals /'pektərəlz/)	胸肌
opportunistic /,ɒpətju:'nistɪk/	机会主义的
muscle-enhancing /'mʌsəl ɪn,hɑ:nsɪŋ/	增强肌肉感的
hunk /hʌŋk/	富有魅力的健美男子, 猛男
padded /'pædɪd/	加衬垫的

3 “原音听听看”

原汁原味的 BBC 录音, 超有趣的话题, 超地道的发音!

BBC 为读者精彩呈现时下最流行的话题, 知识性与趣味性兼具, 并提供录音文本, 和老外聊天再也不会无话可说!

原音听听看



Are you concerned about your **body image**? These days, both women and men are surrounded by magazines and websites full of tips about dieting, exercise and fashion. Not to mention hairstyles! Gone are the days when all men had to think about was wearing a nice suit to be **smart** and handsome.¹ Things have changed.

4

“菁华一点通”

超实用词汇、语法、句型、文化知识点，听、说、读、写能力全方位提升！

每段录音中都蕴含着丰富的词汇、语法、句型及文化背景方面的知识，为了解决读者在理解录音内容时可能遇到的困难，并帮助读者吸取录音中的菁华知识，外研社为每篇录音文本设计了“菁华一点通”栏目，对录音中的词汇、语法、句型及文化背景知识进行必要讲解，让读者在学习后，听、说、读、写能力得到全方位提升。

菁华一点通

1. 此句为倒装结构，句子主要成分的正常语序为：The days are gone. 通过倒装，when 引导的定语从句可以不用与其所修饰的中心词 the days 分隔，也避免了句子头重脚轻的现象。
2. 请注意 confess 的用法。confess 在这里指“承认（使自己尴尬的事情）”，常用的搭配为 confess to sth 或 confess to doing sth。另外，confess 后面也常跟 that 从句。
3. end up with sth 的意思是“到头来……，最终出现……的结果”。类似的表达还有 end up as..., end up like...；如：He could end up as President.（他没准哪天会当上总统。）I don't want to end up like my parents.（我可不想到最后和我父母一样。）
4. put in the effort to do sth 的意思是“付出努力做某事”，也可以说 make an effort to do sth。要表达“某事需要付出努力”可以说 sth takes effort 或 it takes effort to do sth。
5. gimmick 指“引人注目的花招儿或噱头”，常含贬义。advertising gimmick 就是“广告噱头”。stunt 的意思和 gimmick 很相近，尤用于指“广告或政治宣传中的噱头或引人注目的花招”。publicity stunt 就是“宣传噱头”。
6. shortcut 可以指实际意义上的捷径或近路，也可以用比喻义，指做事的快捷办法，即捷径。常用搭配有 take a shortcut（走捷径），a shortcut to sth/doing sth（做某事的捷径）。

5 “每日一练”

学习效果看得见！

BBC 为每段录音精心设计了相关练习题，学练结合，帮助读者检测学习效果，巩固所学知识。

每日一练

选择一个最恰当的单词填入句子的空格处。

1. Harry is very vain. He loves to go to the beach to show off his _____.
A. beer B. pecs C. gimmick D. self-esteem
2. Young people need good _____ to inspire them to be successful.
A. shortcuts B. gimmicks C. hunks D. role models
3. Mary prefers strong men with lots of muscles. She's always in the arms of _____ to make her friends jealous.
A. a hunk B. an obese man
C. pecs D. a gimmick
4. Doing well in his exams and being praised by his teacher really helped Martin's _____.
A. body image B. self-esteem C. beer belly D. shortcut
5. If you want people to think you are strong, just wear a _____-enhancing shirt!
A. belly B. smart C. muscle D. padded

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Part 1

天天涨知识





Tax on Drinks Proposed

英国拟对含糖饮料征税

在英国,有四分之一的成年人都在忍受肥胖带来的不同问题。为了使人们的饮食更健康,英国借鉴了禁烟运动中的措施,计划对含糖饮料征税。你觉得这样做能帮助人们控制体重、保持健康吗?

词汇加油站

obesity /əʊ'bi:sɪti/

fizzy drink

tax /tæks/

junk food

watershed /'wɔ:təʃed/

unhealthy /ʌn'helθi/

move away from

obese /əʊ'bi:s/

silver bullet

tackle /'tækəl/

waistline /'weɪstlaɪn/

healthy /'helθi/

weight-loss surgery

vending machine

nutritional standard

肥胖症

汽水, 充气饮料

对……征税

垃圾食品

分水岭时间(指晚上9点钟, 此时间之前电视台不能播放不适合儿童观看的电视节目)

不健康的

停止, 放弃(做某事)

肥胖的

(喻)捷径, 高招儿

应对, 解决

腰围

健康的

瘦身手术

自动售货机

营养标准

calory /'kæləri/

food label

soft drink

Health Minister

crisp /krisp/

卡路里

食品标签

软饮料

(英国) 卫生大臣

薯片



Obesity is back in the headlines¹ in the UK, with the Academy of Medical Royal Colleges calling for **fizzy drinks** to be heavily **taxed** and **junk food** adverts banned until after the **watershed**.

The body², which represents doctors in the country, has called for **unhealthy** foods to be treated more like cigarettes, which were the target of a successful campaign.

Professor Terence Stephenson, the chair of the Academy, said: “That required things like a ban on advertising and a reduction in marketing and the association of smoking with sporting activities – that helped people **move** away from smoking.”

A quarter of adults in the UK are considered **obese**, which makes it one of the nations where the problem is most prevalent.

Stephenson believes there is no “**silver bullet**” for **tackling** the problem of expanding **waistlines**; instead, the entire culture around eating³ needs to change to make it easier to make **healthy** decisions.

The Academy’s recommendations include: a £100m budget for treatments like **weight-loss surgery**; the banning of **junk food** and **vending machines** in hospitals, where all food must meet the same **nutritional standards** as in schools; and information about **calories** for children on **food labels**.

The British **Soft Drinks** Association rejected the idea that a tax on

fizzy drinks, which it said contributed to “just 2%” of the total calories in an average diet, would address a problem “which is about overall diet and levels of activity”.⁴

Health Minister Lord Howe welcomed the report and said he wanted to see “businesses intensifying their efforts as well”.

Some teenagers seem to be getting the healthy food message. George from Peterborough, interviewed by the BBC, believes that the key is moderation. He said: “Just don’t have fizzy drinks every day. It’s the same with things like crisps.”

菁华一点通

1. Obesity is back in the headlines 的意思是“肥胖问题重新成为报纸头条”，指大众和媒体重新开始关注肥胖问题。
2. The body 指代上段中出现的 the Academy of Medical Royal Colleges。
3. culture around eating 的意思是“饮食文化”。
4. 这个长句结构较复杂。the idea 后面的 that 引导的是一个较长的同位语从句，一直到结尾，说明 the idea 的内容；而 which it said contributed to “just 2%” of the total calories in an average diet 作为非限定性定语从句修饰 fizzy drinks。

每日一练

选择一个最恰当的单词填入句子的空格处。

1. Mary is having a party tonight. Her fridge is full of ice cream, beer and _____ drinks.
- A. junk B. fizzy
- C. expanding D. vending

2. _____ surgery is not something people opt for without serious thought. Doctors only offer it to people who are very obese.
A. Healthy B. Nutritional C. Weight-loss D. Unhealthy
3. A few years ago the trend was for people to wear jeans with really low _____.
A. standards B. watershed C. advertising D. waistlines
4. My sister wants to lose weight. She's moved _____ from eating pasta every day.
A. away B. on C. out D. into
5. The authorities in several countries have carried out massive campaigns to _____ the spread of HIV/Aids.
A. tax B. tackle C. welcome D. intensify



Tactics to Get You Spending

促销攻略

你有没有意识到,你每次从超市出来的时候,常会买不少压根儿不在购物清单上,也并不需要的东西?这是因为你中了商家的促销“圈套”。来看看都有哪些促销手段会让你的钱包在不知不觉中缩水吧。

词汇加油站

till /tɪl/

aisle /aɪl/

everyday essentials (e.g. milk, bread)

retailer /ˈri:teɪlə/

impulse buying

trick sb into

merchandise /ˈmɜ:tʃəndaɪz/

shop assistant

on purpose

must-have /ˈmʌst hæv/

gather /ˈgæðə/

financial transaction

personalise /ˈpɜ:snəlaɪz/

customer /ˈkʌstəmə/

GPS location data

eye-tracking technology

luxury brand

收银机, 现金出纳机

过道

日常必需品(如:牛奶、面包)

零售商

冲动购物

用小花招吸引(某人)(做某事)

商品

商店营业员

故意

非买不可的东西

收集

财务交易

使个性化

顾客

全球定位系统定位数据

眼球跟踪技术

奢侈品牌

display stand

retail /'ri:teɪl/

flagship store

展示柜台

零售

旗舰店



Have you ever wondered why sweets are always by the **till** in supermarkets? Why you are made to walk down many **aisles** to reach the **everyday essentials** at the back of the shop?

Retailers are always coming up with ¹ new tactics to get us **impulse buying**.

The BBC's Denise Winterman reveals some of the ways in which they try to **trick us into** buying what we might not really need.

One of them is messing up ² the **merchandise**. Some **shop assistants** do it **on purpose** to give the impression that these are **must-haves**, which lots of people have been looking at.

Companies are also trying to **gather** and analyse data from an individual's **financial transactions**, social media posts and mobile phone signals. They're planning to **personalise** offers for individual **customers** by using **GPS location data** to target them when they are actually walking past one of their shops.

And **eye-tracking technology** is the latest weapon in the fight for customers. In some shops, digital screens behind **luxury brand display stands** are activated when a perfume bottle is picked up, flashing seductive images. Eye-tracking systems are fixed into ³ screens to gather data so the images can be personalised. It's all done in seconds.

Paula Dowie from the **retail** design agency Ignite Design says: "Certain software programs can gather huge amounts of data on you almost instantly.