

通用版

VIEW

高中 新课程
导读丛书

英语

必修 4

主编：周慧玲



湖南文艺出版社

高中新课程导读丛书

英语 必修4

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Unit 1 Advertising

做广告



课标解读

In this unit, you will 在这个单元, 你会

- ◆ Read an article about advertisements and a handout about ad campaigns
阅读一篇关于广告的文章和一本关于广告活动的手册
- ◆ Listen for statistics and descriptions
听统计数据和描述
- ◆ State your opinion on advertisements
陈述自己关于广告的意见
- ◆ Write an advertisement
写一则广告
- ◆ Develop an ad campaign
策划一次广告活动



知识要点

类别	课程标准要求掌握的项目
Topic 话题	Advertisements 广告
Functions 功能	1. Asking for information to make a survey <i>How many ads. have you read?</i> <i>What are the slogans like?</i> <i>What slogans are you interested in?</i> 2. Asking for opinions <i>What do you think of designing an ad campaign?</i>
Vocabulary 词汇	advertise, advertiser, advertisement, share, promote, service, intended, place, educate, issue, welfare, complete, lie, untrue, aware, cure, customer, connect, drug, complete, category, recommend, purchase, update, design, commercial, continuously, functional, available, media, mailing, determine, react, gather, approach be used to, be aware of, fall for, play tricks on, deal with, commit suicide, be satisfied with, trick sb. into doing sth. over and over again, in order to, up to, be bored with, day and night, appeal to, be connected with, get sth. across, put sth. together
Grammar 语法	1. Direct speech and reported speech 2. Reported speech: statements, questions and imperative sentences

类别	课程标准要求掌握的项目
Skills and Strategies 技能和策略	<p>By the end of this unit, you will be able to:</p> <ol style="list-style-type: none"> 1. read an article and a handout 2. learn how to create adjectives by adding suffixes to nouns and verbs 3. master direct speech and reported speech 4. identify specific statistics and descriptions by listening 5. state opinions and give supporting reasons 6. use different sentence types correctly 7. develop an ad. campaign
Culture 文化	<ol style="list-style-type: none"> 1. advertising culture. 2. classical slogans in different ads.



课前热身

»»»

Advertisements

An advertisement is a message—printed in a newspaper or magazine, broadcast on radio or television, sent to individuals through the mails, or disseminated in some other fashion—that attempts to persuade readers or listeners to buy a particular product, favor a particular organization, or agree with a particular idea. It is paid for by the advertiser and may be prepared either by the advertiser or, more commonly, by a professional advertising agency.

National advertising, which promotes the products or the identity of a firm that markets nationwide, is the dominant form of advertising. Retail and other local business advertising is second in importance. Other types include trade advertising, which addresses retailers, asking them to stock and promote the advertised brand; industrial advertising, which sells goods from one producer to another; and professional advertising, from producers to professionals, such as doctors, who influence consumer purchases.

Supplementing the print and broadcast media of mass communication, direct mail is

used by advertisers to mail advertisements to the persons appearing on lists of names that are chosen for particular characteristics, such as age or income.



Section I Welcome to the unit

课文探宝

• 在本节内找出与下面的汉语相对应的英语短语。

1. 使人们意识到…… (make people aware of)
2. 类似于…… (similar to)
3. 特价、特别折扣 (special discount)
4. 拒绝毒品 (say No to drugs)
5. 讲述全部的真相 (tell the complete truth)

课程探究

1. Advertisements are a good way to sell products or services.

广告是销售产品和服务的好方法。

▲product *n.* 产品, 成果, 结果

Coffee is Brazil's main product. 咖啡是巴西的主要产品。

This is the product of his labor. 这是他劳动的成果。

▲produce, production, product

production ①指生产的行为; ②产量 (不可数名词); ③艺术作品 (可数名词)

When will the new computers go into production?

product ①工农业产品; ②任何的脑力劳动所创造的产品

produce *vt.* 生产, 制造, 结 (果实), 引起, 招致, 如:

1) Some people don't believe that advertising can increase production. 一些人不相信打广告能增加产量。

2) This novel is the product of ten years of labor. 这本小说是十年的劳动成果。

3) Now as a result of the bad weather, our cows produce less milk. 现在, 由于恶劣的气候, 我们的牛产奶少。

▲service *n.* 服务, 帮助/serve *vt.* 服务, 伺候, 端上

You have done me a great service. 你帮了我一个大忙。

at one's service 听候某人差遣, 听凭某人使用

The car is at your service. 这台车听您调遣。

We should serve the people heart and soul. 我们应该全心全意地为人民服务。

They served us tea when we entered the restaurant. 我们进入餐厅时, 他们就给我们端上茶。

2. They are also a good way to make people aware of the needs of others and the dangers around them. 他们也是一种使人们知道别人的需要和了解他们周围的危险的好方法。

▲此句中的 make 后面带了 people aware of the needs of others and the dangers around them 作为复合宾语, aware of the needs of others and the dangers around them 为形容词短语, 作宾语 people 的补足语。又如:

Power failure made the rooms dark. 停电使房间漆黑。

The students made their teachers satisfied with the result of the mid-term examinations.

学生们使老师对这次期中考试结果很满意。

▲1) be aware of 意为“知道，意识到”。还可以作表语和状语，如：

We must be clearly aware of a lot of difficulties on our way to success.

(表语) 我们必须清醒地意识到在我们成功的路上有许多困难。

Aware of her presence, the man stopped talking something about her.

(状语) 意识到她的存在，那个人停止了对她的谈论。

2) make sb. aware of... 使某人意识到，如：

The teacher made him aware of his fault. 老师使他意识到了他的错误。

3) be aware+that 从句

Is she aware that I'm coming? 她意识到我要来了吗？

▲aware *adj.* /awareness *n.* → (op.) unaware *adj.* /unawareness *n.*

3. You may have seen pictures similar to the ones below because they are all advertisements. 你可能已经看见过一些类似于底下这些图片的图片，因为他们都是广告。

▲此句中的 similar to the ones 为形容词短语作后置定语，相当于定语从句 that/which are similar to the ones, 又如：

He carried a basket full of eggs to visit his former teacher. (=which was full of eggs.)

他提着满满的一篮子鸡蛋去看望他以前的老师。

I know the old man content to live in the countryside alone. (=who is content to live in the countryside.) 我认识那位甘愿独居在乡下的老人。

▲be similar to 通常作“类似于……”的意思

A sixth-grade teacher has students do sample math problems that are similar to their homework. 六年级的老师叫学生做类似于家庭作业的数学例题。

▲similar 可作表语或者定语用，as 和 like 不能这么用。比如：

Gold is similar in color to brass. 金和铜颜色相仿。

We have similar tastes in music. 我们在音乐方面爱好相似。

The brothers look very similar. 他们兄弟看上去很相似。

4. Special discount on learning software. 特价学习软件。

▲discount *n.* 折扣; *vt. vi.* 打折扣 discountable *adj.*

The discount was very huge. 折扣的幅度非常大。

We give 10 percent discount for cash. 现金付款，我们九折优惠。

These goods will be sold at a discount. 这些货物将减价出售。

Concern for others seems to be at (something of) a discount today.

如今好像不兴关心别人了。

In view of our long-standing relationship, we agree to allow you a discount.

考虑到我们长期的关系，我方同意给你方折扣。

On production of your membership card, you will receive a discount on purchases.

持会员证购物可享受折扣优待。

You can discount what Jack said; he's a dreadful liar.

你可以不信杰克说的话，他可是个说谎大王。

5. Say "No" to drugs. 拒绝毒品。如：

▲say "No" to sb. /sth. 不同意……; 拒绝……; 向……说不

As a student, you should say "No" to bad manners. 作为学生，你应该向不礼貌的行为

说不。

□拓展:

I must say good-bye to you.

我该告辞了。

say hello to sb.

向某人问候

say sorry to sb.

向某人道歉

say yes/OK to sth

同意……



方法整合

1. If you buy more than ten, they knock 20 pence off _____.

A. a price

B. price

C. the price

D. prices

【解析】选 C。此题考查冠词和名词的用法，定冠词 the 通常用在名词前，表特指。此题的价格是特指标出的价格，故选 C。

【评注】冠词加名词的用法是语法题的一个重要考点，应牢记冠词的用法，仔细理解题干的上下文，才能得出正确答案。

2. Sometimes it was a bit boring to work there because there wasn't always _____ much to do.

A. Such

B. that

C. more

D. very

【解析】选 B。本题考查 that 作副词的用法，在这里 that 作副词等于 so。有“那么”之意，much 后面省略了 work。

【评注】学习中应注意一些小词的特殊用法，加强积累，这些词往往能在解题中帮你的大忙。

3. By now, Einstein's theories _____ right.

A. are proved

B. have been proved

C. have proved

D. will prove.

【解析】选 B。用被动都可以表达被证明了是正确的含义。但是主动 prove right 既然是动词的独立使用，该动词不是一个持续性的，通常只能是已过去的 proved right。这里要用的话可以是这样的：have been proving right，这样就给它赋予了持续的含义“从……到”。

【评注】有一个例句：The suggestion that the meeting be put off proved right. 推迟会议的建议证明是正确的。（同位语从句）



课外延伸

Advertisers Perform a Useful Service to the Community

Advertisers tend to think big and perhaps this is why they're always coming in for criticism. Their critics seem to resent them because they have a flair for self-promotion and because they have so much money to throw around. 'It's iniquitous,' they say, 'that this entirely unproductive industry (if we can call it that) should absorb millions of pounds each year. It only goes to show how much profit the big companies are making. Why don't they stop advertising and reduce the price of their goods? After all, it's the consumer who pays...'

The poor old consumer! He'd have to pay a great deal more if advertising didn't create mass markets for products. It is precisely because of the heavy advertising that consumer goods are so cheap. But we get the wrong idea if we think the only purpose of advertising is to sell goods. Another equally important function is to inform. A great deal of the knowledge we have about household goods derives largely from the advertisements we read. Ad-

vertisements introduce us to new products or remind us of the existence of ones we already know about. Supposing you wanted to buy a washing machine, it is more than likely you would obtain details regarding performance, price, etc., from an advertisement.

Lots of people pretend that they never read advertisements, but this claim may be seriously doubted. It is hardly possible not to read advertisements these days. And what fun they often are, too! Just think what a railway station or a newspaper would be like without advertisements. Would you enjoy gazing at a blank wall or reading railway byelaws while waiting for a train? Would you like to read only closely printed columns of news in your daily paper? A cheerful, witty advertisement makes such a difference to a drab wall or a newspaper full of the daily ration of calamities.

We must not forget, either, that advertising makes a positive contribution to our pockets. Newspapers, commercial radio and television companies could not subsist without this source of revenue. The fact that we pay so little for our daily paper, or can enjoy so many broadcast programmes is due entirely to the money spent by advertisers. Just think what a newspaper would cost if we had to pay its full price!

Another thing we mustn't forget is the 'small ads.' which are in virtually every newspaper and magazine. What a tremendously useful service they perform for the community! Just about anything can be accomplished through these columns. For instance, you can find a job, buy or sell a house, announce a birth, marriage or death in what used to be called the 'hatch, match and dispatch' column, but by far the most fascinating section is the personal or 'agony' column. No other item in a newspaper provides such entertaining reading or offers such a deep insight into human nature. It's the best advertisement for advertising there is!



自主练习

I. 根据中文及首字母提示拼写单词:

1. Sometimes _____ (顾客) can benefit from advertisements.
2. The boss and his employees have _____ (分享) in the profits in the past 20 years.
3. I was told that he had made an unpleasant c _____ about my speech.
4. Do you have any idea how to p _____ this product?
5. As an advertiser, a person may be very c _____.

II. 短语翻译:

1. 陈述某人的观点 _____
2. 使……意识到…… _____
3. 类似于 _____
4. 拒绝 _____
5. 优惠, 特价 _____
6. 完全说出真相 _____

III. 单项填空:

1. Bob told me a very strange thing. Last night when he woke up, he found himself _____ on the roadside.
A. lie B. lying C. being laid D. having lain
2. —How often do you eat out? —_____, but usually once a week.
A. Have no idea B. It depends C. As usual D. Generally speaking
3. She shouldn't _____ that gift, for it _____ her sister.

A. accept, belongs to

B. accept, is belonged to

C. received, belongs to

D. received, is belonging to

4. It was in the small house _____ was built with stones by his father _____ he spent his childhood.

A. which; that

B. that; where

C. which; which

D. that; which

5. While doing shopping, people sometimes can't help _____ into buying something they don't really want.

A. persuade

B. persuading

C. being persuaded

D. to be persuaded

IV. 阅读理解

Advertising gives useful information about which products to buy. But modern advertising does more than gives news about products and services. Today's advertisements, or ads, try to get consumers to buy certain brands (品牌) 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), 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 a shelf for another. But if you see ads about a new cereal that is your extra-tasty and has a free prize in the box, you may want it.

Advertising must get attention. To be effective, it must be exciting, entertaining, or provide some pleasure. The secret of writing 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 a certain cereal will make a person do well in sports. That cereal brand may sell better if consumers think it offers strength and energy.

1. What is discussed in this passage?
 - A. The content of modern advertising.
 - B. The skills of modern advertising.
 - C. The results of modern advertising.
 - D. The writing of modern advertising.
2. According to the passage, a good advertisement should.
 - A. be both persuasive and effective
 - B. give people useful information
 - C. show people a product
 - D. show people a new idea of a product
3. From the passage, we know that.
 - A. modern advertising has less effect on customers
 - B. once customers see ads about a new cereal, they are sure to buy it
 - C. cereal can make people strong
 - D. cereal is a kind of food which is popular among people
4. What can we infer from the passage?
 - A. Customers can easily be persuaded by advertisements.
 - B. Customers should be persuaded by advertisements.
 - C. It's impossible for customers to buy a product without advertisements.
 - D. Customers buy products according to their demands rather than the advertisements.

Section II Reading



课文探宝

• 在本节内找出与下面的汉语相对应的英语短语:

1. 免费登广告 _____ (place an ad for free)
2. 知道, 明白, 意识到 _____ (be aware of)
3. 欺骗, 作弄 _____ (play tricks on)
4. 对……满意 _____ (be satisfied with)
5. 处理, 对付 _____ (deal with)
6. 同意某人的意见 _____ (agree with sb. on sth.)
7. 说服某人做某事 _____ (persuade sb. into/out of doing/to do sth.)
8. 和……相似 _____ (be similar to)
9. 信任, 相信 _____ (believe in)
10. 诱使某人做某事 _____ (trick sb. into doing sth.)
11. 上……的当, 受……骗 _____ (fall for)
12. 自杀/犯罪 _____ (commit suicide/a crime)
13. 治愈某人的病 _____ (cure sb. of a disease)
14. 以低价格 _____ (at a low price)



课程探究

1. We are so used to them that we often do not even realize how many we see and hear in a day. 我们对广告太习以为常了, 甚至常常意识不到一天当中能看到和听到多少广告。

▲有用句型: be (get) used to sth.; be used to doing sth. 习惯于(某事);

She gets used to English food. 她开始习惯英国的食物。

I'm not used to getting up so early. 我不习惯起得那么早。

□拓展:

be used to do sth.	A computer can be used to do all its accounts. 电脑可以用来计算所有的账目。
used to do sth.	I don't play tennis much these days, but I used to. 我最近不太打网球, 可是过去常打。
would do sth.	We used to work in the same office and we would often have coffee together. 我们以前在同一个办公室工作, 并且经常一起喝咖啡。

注意: used to do sth. 表示过去经常、总是或有规律地发生的事, 但现在不一定还那么做, 强调今昔对比。Would 只强调过去某段时间的习惯, 意为“老是, 总是”。

used to 也常常被看作情态动词, 否定缩略形式为 usedn't to。

2. PSAs are often placed for free, and are intended to educate people about health, safety, or any other issue which affects public welfare. 而公益广告往往是免费投放的, 其目的是向人们提供关于健康、安全或者其他影响到公众利益的知识。

▲intend vt. 想要, 打算; 企图; 设计; 计划; 意指, 意思是

He intends his child for a doctor 他打算让孩子以后行医。

He intends no harm. 他没有恶意。

I intend to go home. 我想回家。

The book is intended for beginners. 本书是为初学者编写的。

What do you intend by that remark? 你说这话是什么意思?

Is that what you intended? 这是你的原意吗?

I intend it as a stop-gap. 我想拿它凑数。

▲be intended to (do) 意思是使; 是用来

be intended to be 规定为, 确定为

it is intended that 企图, 意图是

intend for 打算供……使用; 打算送给; 打算使……成为; 想让……从事某事

3. All it says is that it fights it and that it is not the same thing at all.

广告上只是说“挑战”, 可它与“治愈”压根儿就是两码事。

此句中 it says 为定语从句, 前面省略了引导词 that。that it fights it 和 that it is not the same thing at all 是并列的表语从句, 并列从句的引导词通常不省略。又如:

All (that) he knows is that he comes from Hunan and that he is called Niuniu.

□拓展:

all by oneself	独立, 单独
above all	首先, 特别是, 最重要的是
after all	到底, 终究, 毕竟
first of all	首先
in all	总共
most of all	最重要地, 尤为要地
all at once	突然, 同时, 马上
all of a sudden	突然
all but	几乎, 差一点
all along	始终, 一贯

4. We must not fall for this kind of trick. 我们绝不能轻信这种小把戏而上当啊!

▲fall for 上……的当, 受……的骗, 对……信以为真; 爱上, 迷恋。如:

We mustn't fall for such nonsense. 我们绝不轻信这种胡言乱语。

He has fallen for computer games recently. 最近他迷上了电脑游戏。

□拓展:

fall across	遇见, 碰见
fall apart	崩溃, 土崩瓦解
fall away	离开, 背离
fall behind	落后
fall back	后退, 退却
fall into	落入, 陷入, 进入 (某种状态)
fall off	下降, 跌落, 衰退

▲trick n. 诡计, 欺骗, 骗术, 奸计; 谋略; 恶作剧; 卑鄙的手段; 轻率愚蠢行为; 习惯怪癖; (贬意) 秘诀, 窍门; 手腕, 手法; 技艺, 巧技; 戏法, 幻术;

[口语] 逗人的孩子; 俏姑娘

He exposed all the tricks of the enemy 他揭露了敌人的一切阴谋诡计。

a double-dealing trick 两面派手法

Tom can see through the magician's tricks. 汤姆能看穿魔术家的戏法。

I can do magic tricks. 我会玩魔术。

He has learned the tricks of the trade 他学会了这行生意的诀窍

He got the money from me by a trick. 他用诡计骗走了我的钱。

The children played tricks/a trick on their teacher. 孩子们捉弄了他们的老师。

Tom has the trick of frowning. 汤姆有皱眉头的习惯。

a mere trick of the light (魔术中) 仅靠灯光造成的幻觉

a night trick 夜班 a pretty little trick 漂亮的少女

4. Not all ads. play tricks on us though. 并不是所有的广告都跟我们玩这类把戏的。

此句中的 not all 为部分否定(即不完全否定), 也可以说成:

All ads can not play tricks on us though.

▲all 的否定式有 not all... (或: all... not) 两种形式, 表示“并非都……”、“不是所有的都……”, 又如:

Not all men can be masters. (= All men cannot be masters.) 并非人人都能当头头。

类似的用法还有:

▲both 的否定式: not... both (或: both... not) 意为“并非两个……都……”, 例如:

I don't want both the books. 我不是两本书都要。

▲every... 的否定式: 意为“不是每……都……”, 例如:

Not every book is educative. (或: Every book is not educative.) 不是每本书都有教育意义的。

This flower is not seen everywhere. 这花并不是随处可见的。

▲always 的否定式: 意为“并非总是(并非一直)……”, 例如:

He is not always so sad. 他并不是一直都这样悲伤。

▲entirely, altogether, completely 和 quite 的否定式: 意为“不完全……”, “并非完全……”, 例如:

The businessman is never to be entirely trusted. 不可以完全信任商人。

He felt not altogether satisfied. 他并不完全满意。

I don't agree completely. 我并不同意。

What he did was not quite proper. 他做的不十分妥当。

▲all the time 的否定式: 意为“并非一直……”、“未必老是……”, 例如:

A foolish man doesn't make a mistake all the time. 笨人未必老是犯错误。

▲not... and... 的否定式, 被否定的往往是 and 后面的那一部分。例如:

He did not speak clearly and correctly. 他讲得清楚但不正确。

This film is not interesting and instructive. 这部电影有趣但无教育意义。

She cannot sing and dance. 她会唱歌但不会跳舞。

如果将 and 换成 or, not 对其后面的两部分就全盘否定了。

He did not speak clearly or correctly. 他讲的既不清楚也不正确。

- 拓展:
如要对上述的 all, both, every, always, 以及 entirely, altogether, completely, quite

和 all the time 等词作完全否定, 那就分别要用与之相对应的全否定词, 如 no, none, neither, no one, never, not (never) ... at all 等。例如:

All of them can do it.	→ None of them can do it.
Both are good.	→ Neither is good.
Everybody likes it.	→ Nobody likes it.
He is always late.	→ He is never late.
We don't trust them entirely.	→ We never trust them at all.
He was here all the time.	→ He was never here.



方法整合

1. They find a good way to _____ for a new secretary.
A. approve B. advise C. assure D. advertise

【解析】选 D。此题考查动词的用法, 此处指登广告招聘, 故用 advertise for

【评注】动词是一种重要词类, 平时应多注意它的词义、搭配及用法, 注重积累。

2. He was a heavy smoker. I _____ him to give up smoking but he just wouldn't listen to me.
A. suggested B. tried to persuade
C. persuaded D. managed

【解析】选 B。此题考查动词的用法, A 中 suggest 后应接-ing 形式, C 中的 persuaded 强调成功地说服, D 中的 managed 也指成功地做某事, 所以, 根据 he just wouldn't listen to me, 选 B, 表示说而不服。

【评注】同一个动词, 不同的搭配就可能表达不同的意义, 学习时应特别细心。



课外延伸

Enjoy the Classical Slogans

1) 麦斯威尔咖啡	Good to the last drop	滴滴香浓, 意犹未尽
2) 雪碧	Obey your thirst	服从你的渴望
3) 索尼影碟机	The new digital era	数码新时代
4) 理光复印机	We lead. Others copy	我们领先, 他人仿效
5) 佳能打印机	Impossible made possible	使不可能变为可能
6) 雀巢冰激凌	Take time to indulge	尽情享受吧!
7) 万宝路香烟	Come to where the flavor is. Marlboro Country	光临风韵之境——万宝路世界
8) 凌志轿车	The relentless pursuit of perfection	不懈追求完美
9) 丰田汽车	Poetry in motion, dancing close to me	动态的诗, 向我舞近
10) 轩尼诗酒	To me, the past is black and white, but the future is always color	对我而言, 过去平淡无奇; 而未来, 却是绚烂缤纷
11) 百事流行鞋	Ask for more	渴望无限

12) 雀巢咖啡	The taste is great	味道好极了
13) 麦当劳	I'm loving it!	我就喜欢!
14) 三星电子	Feel the new space	感受新境界
15) 百事可乐	The choice of a new generation	新一代的选择
16) 七喜	Fresh-up with Seven-up. (Seven-up)	提神醒脑, 请喝七喜
17) 爱立信	Make yourself heard. (Ericsson)	理解就是沟通
18) 飘柔	Start Ahead. (Rejoice)	成功之路, 从头开始
19) 英特尔 奔腾	Intel Inside. (Intel Pentium)	给电脑一颗奔腾的“芯”
20) 诺基亚	Connecting People. (Nokia)	科技以人为本
21) 飞利浦	Let us make things better. (Philips)	让我们做的更好
22) 本田	For the Road Ahead. (Honda)	康庄大道
23) 可口可乐	Enjoy Coca-Cola. (Coca-Cola)	请喝可口可乐
24) 摩托罗拉	Communication unlimited (Motorola)	沟通无极限
25) 奥林巴斯	Focus on life. (Olympus)	瞄准生活
26) 麦斯威尔咖啡	Good to the last drop	滴滴香浓, 意犹未尽
27) 耐克运动鞋	Just do it.	只管去做
28) IBM	No business too small, no problem too big	没有不做的小生意, 没有解决不了的大问题



自主练习

I. 根据中文及首字母提示写单词:

- I prefer your (最初的) plan to this one.
- The s for 2004 Aids Day is 'women, girls and HIV/Aid'.
- All of us finally agreed to his plan because of his p language.
- Even the best doctor in the country can not c him of his disease.
- No one can deny (否定) the fact that (广告) are influencing our way of consuming (消费), even our way of thinking.

II. 根据中文完成句子:

- 让我们同甘共苦吧。
Let's our troubles as well as our joys.
- 新电脑什么时候投入生产?
When will the new computers go into production?
- 谢谢你说服了我妈妈让我参军。
Thank you for my mother me .
- 奖学金意在鼓励那些学习刻苦的学生。
The scholarship the students work har-

der at their lessons.

5. 许多警卫包围着那位明星，成功地保护他免受那些兴奋的歌迷的袭击。

Many guards surrounded the pop star and succeeded in _____ him _____ by the excited fans.

III. 单项填空:

- Small children don't like books _____ for adults.
A. to intend B. intended C. intending D. intend
- The grown-up had coffee but the children wanted milk _____ coffee.
A. instead B. in the place of C. take the place of D. in place of
- He _____ on the ground _____ to me that his hen _____ two eggs a day.
A. lied; laying; had laid B. lay; lying; had laid
C. laid; lay; had lain D. lay; lied; has laid
- Nick is looking for another job because he feels that nothing he does _____ his boss.
A. serves B. satisfies C. promises D. supports
- Tom passed the exam. He didn't study well for it. The exam _____ difficult.
A. must have been B. shouldn't have been
C. can't have been D. couldn't be

IV. 阅读理解:

When asked to point out one or two things that are most important to themselves, many put friends ahead of homes, jobs, clothes and cars.

A true friendship carries a long history of experience that determines who we are and keeps us connected. It is a treasure we should protect. Unfortunately, the better friends you are, the more probably you'll have disagreements. And the result can be what you don't want—an end to the relationship.

The good news is that most troubled friendships can be mended. First, don't let your pride get in your way. Most of us can forgive each other when differences are brought out in the open. Second, apologize when you're wrong—even if you've been wronged. Over the course of friendship, even the best people make mistakes. Sometimes, it may be best if the wronged person takes the lead and apologizes. When you apologize, give your friend a chance to admit that he has been wrong. Third, see things from your friend's point of view (观点). And finally, accept that friendships change as our needs and lifestyles (生活方式) change. Making friends can sometimes seem easy. The hard part is keeping the connections strong during the natural ups and downs that have an effect on all relationships. My suggestion: Consider friendship an honor and a gift, and worth the effort to treasure and nurture (培养).

- What would be the best title for the text?
A. Easy Ways to Make Friends B. Ups and Downs in Friendship
C. How to Mend a Troubled Friendship D. How to Take the Lead in Making Friends
- The "wronged person" underlined in the text refers to a person _____.
A. who has been mistaken for another B. who has been blamed unfairly
C. who has treated friends badly D. who has admitted his mistakes
- According to the text a friendship can last long only if _____.