



高等职业教育
商务英语类课程规划教材

CENTURY BUSINESS ENGLISH

世纪商务英语

综合教程 II
(学生用书)

新世纪高职教材编委会组编

总主编 陈威 粟景妆 主编 王晓艳 葛萍



大连理工大学出版社



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总序

《世纪商务英语》是新世纪高职教材编委会富有积极的进取精神的一次大胆尝试。

由大连理工大学出版社组织推动的新世纪高职教材编委会,是一个由全国 100 余所志同道合的优秀高职院校组成的高职教材建设者联盟。编委会走过的历程,见证了我们的与众不同:编委会是迄今为止第一个完全按照市场原则来长期进行高职教材建设运作的大型组织。从编委会诞生的第一天起,我们就选择了以高职教材的特色建设为己任。这不仅是由于我们拥有对高职教育未来发展的更为贴近实际的认识,也由于我们拥有一整套完全属于自己的切实可行的关于教材建设的创新理念、创新组织形式与创新运作方式,更由于我们一直以来对高职教材品牌、特色与创新的始终如一的执著追求和坚忍不拔的长期努力。

在编委会的所有经历中,关于教材建设理念的独到解释非常值得一提。这一理念可简述如下:所谓教材建设,就是建立在教学实践基础上的教材的不断深化、不断完善的过程。在编委会的整个教材建设过程中,这一理念不仅已成为我们的核心指导原则,而且它的深受高职教学单位欢迎的结果,也鼓舞了我们实现任何高职教材特色建设的勇气。

然而,高职英语教材特色建设的情形则有所不同。就其实用性而言,高职与非高职的英语教育并无本质区别,加之我国高职教育发展的历史尚短,高职英语优秀人才的累积也略显不足,因而,许多早期高职英语教材的编写,宁可倚重非高职院校的英语教师参与,有其积极的意义。但是,按照我们教材建设的上述理念,如果不能以高职一线教师为主体来实施高职英语教材建设的具体运作,就根本无法实现完全适合高职教学需要的英语教材建设预期。

这的确是一个两难选择。事实上,编委会要建设自己品牌的高职英语教材的想法由来已久。但我们也深知完全依靠一直很少涉足英语教材建设的高职一线教师来完成这一重任的艰难程度。因此,我们并没有从一开始就贸然地启动这个项目,而是选择在较好地实现了足够数量的非英语类高职教材特色建设的经验累积,若干专业英语类相关教材建设的成功尝试,以及对公共英语相关项目的具有积极意义的探索和准备之后,才开始尝试涉足这个领域的。

尽管我们在推进高职英语教材建设的过程中遇到了诸多困难,但终能如愿以偿,在很大程度上也有赖于我们的一些具有重要指导意义的体悟。编委会有一句名言:我们相信用心与努力胜过相信经验与资历。编委会有一个信条:在目标一致基础上达成的共识优于任何情况下的一己之见。这些在非英语类高职教材建设中屡试不爽的成功做法,在高职英语教材建设的过程中也得到了同样的印证。

我们欣喜地看到:由于我们付出的辛勤努力,我们的关于教材建设的上述理念,也

正在英语教材建设中显现其非凡魅力。在我们高职一线教师所立足的英语教学实践这个基础之上,由我们自己培育出来的一株幼苗正在茁壮成长。我们现在或许还不能做到足够完美,但是,我们始终坚信:我们会比任何人都更加清楚地知道自己需要什么,只要我们坚定不移地朝着既定目标不懈努力,就一定会越做越好。

我们已经跨越了起跑线。我们绝不会放松前进的脚步。我们正在推出的包括《综合教程》、《听说教程》、《口语教程》与《阅读教程》、《函电与单证》、《写作训练》等在内的高职商务英语系列教材——《世纪商务英语》必将伴随着赞誉的鼓励与批评的鞭策,日臻完善,走向成熟。

耕耘过后,我们期待着在一个有足够创新精神的编委会的土壤里成长出更多更优秀的高职商务英语教育人才,期待着收获一个更好更切合高职商务英语教学实际的教材品牌。

新世纪高职教材编委会

2004年6月

前言

《世纪商务英语——综合教程(I~V)》是新世纪高职教材编委会组编写的商务英语类课程规划教材之一。

这是一套完全由高职英语教学一线教师编写的高职商务英语教材。在编写本系列教程的过程中,我们充分考虑了高职学生的英语基础和程度,最大限度地使教材与学生的基础相适应,与实际需要相吻合,缩小了高职英语教材与高职英语教学实际的差距。

作为高职英语教学的一线教师,我们深知教材体系、难度对教学效果的影响,也体会到“满堂灌”所带来的不良效果,更耳闻目睹许多人苦学多年却说不出地道的英语,写不出完整标准的句子,译不出简单的对话、文章的现实。因此,本系列教程在编写过程中,始终把握这样的编写理念,即以“实用为主,够用为度”,融知识性、科学性、趣味性、可读性、实用性为一体,让学生“学一点,会一点,用一点”,“学用结合,为用而学”,努力构建更为实用合理的英语教学模式,使学生学习时有兴趣,学习后有成就感,循序渐进地提高听、说、读、写、译各项能力。

《世纪商务英语——综合教程(I~V)》突出了以下特点:

1. 基础与专业兼顾 本系列教程共分5册,第一、二册侧重基础英语,第三、四、五册侧重专业英语。基础部分侧重语法、词汇的学习,选材范围偏重文化、娱乐、休闲话题;而专业部分则偏重商务知识的学习,选材范围涉及经济活动的各个方面。

2. 实用与考试兼顾 本系列教程从选材内容到训练内容都从实用角度出发,选材内容与学生生活及社会生活息息相关;训练过程侧重学生听、说、读、写、译实用技能的培养。第三、四、五册的语法、词汇、写作训练紧贴现行全国大学英语等级考试的要求,有助于学生在提高英语实际交际能力的基础上,顺利地通过相关等级考试。

3. 拿来与创新兼顾 本系列教程从版式设计到训练类型均在博取众长基础上有所创新。如:在训练内容的名称上,以往教材有“exercises”,而本系列教程则把它改为“I can do it.”,这样做不仅有助于增强学生自信心,而且具体内容也有很多独具匠心之处。

4. 知识性与趣味性兼顾 本系列教程从选材内容到训练内容都力求从知识的角度出发,突出选材的真实性、科学性、时代性、趣味性和多样性。通过生动有趣的故事、报道、介绍、文章、材料等各种体裁题材,体现知识、理论、原理和道理,使学生既感到轻松愉快,又能有效获取知识。

5. 科学性与可读性兼顾 在选材时,我们特别注重科学性与可读性的关系,既不失其科学的严谨性,又要考虑到学生学习心理方面的要求,力求将科学原理用浅显易懂的方式表现出来,使教材的内容具有可读性,教师愿意教,学生愿意学。

6. 文化教育与语言教学兼顾 我们在选材时,非常注重培养学生的“跨文化意识”,注意语言材料和文化内容的融合,注意中西文化的对比,使学生在学习语言的同时,了解文化差异,多角度、多纬度地获取西方文化的精髓。

《世纪商务英语——综合教程》每册由12单元、4大模块组成。各单元包括:

1. 开篇图片 每单元开篇有一幅描绘此单元主要内容场景或语言材料的图片。学生可通过图片的浏览预测该单元的内容,以此调动学生的主观能动性。

2. 听力理解 用听写填空的方式对主课文的内容和核心知识点进行导入,使学生对该单元将要学习的内容有一个概括性的了解。

3. 课堂阅读 本教程打破先教课文后进行语言训练的传统模式,把语言能力的提高

作为英语教学训练的归结。通过限时阅读理解的方式,在每单元进行精读学习之前,进行泛读学习和训练,阅读文章并完成阅读理解选择题。短文内容与课文相关,以此扩展学生的相关知识,训练学生的阅读理解能力,为课文的学习做好相关铺垫,同时也为提高阅读理解能力进行技能、技巧、经验的学习和积累。

4. 课文学习 该模块是各单元的主课文,在选材方面,我们更多地强调语言与知识信息的融合,打破传统的为学习语言而人造材料的教材编写模式,以最能激发学生学习兴趣的题材将文化、科学、信息体现出来。

5. 我能做到 该模块主要对课文的重难点进行反复多次的操练,增加重现率,巩固所学知识,包括 Read and think, Read and develop, Read and write, Read and translate, Read and speak 等部分,以此训练提高学生的听、说、读、写、译能力。

《世纪商务英语——综合教程(I~V)》由辽阳职业技术学院陈威、广西国际商务职业技术学院粟景妆负责统筹,任总主编。

《世纪商务英语——综合教材II》由宁波职业技术学院王晓艳、上海金融学院葛萍任主编,上海商学院王玉章、温州职业技术学院陈永丽任副主编。温州职业技术学院於齐放,宁波职业技术学院王杨、黄艳琼、肖爱华参与了编写。具体分工如下:葛萍(Unit 1, Unit 2),王玉章(Unit 3, Unit 9),陈永丽(Unit 5, Unit 6),於齐放(Unit 7, Unit 8),王杨(Unit 4, Unit 10),王晓艳(Unit 11, Unit 12),黄艳琼(语法部分),肖爱华(Time for Fun 部分)。

本教程在编写过程中参考了大量的国内外有关资料,得到了许多学界前辈、同行及外籍教师的热心帮助和指导,尤其得到了新西兰籍专家 Rob Harry 先生、大连海事大学外语系李生禄教授和东北财经大学国际商务外语学院车丽娟教授的全程指导与参与,在此一并致谢。

由于我们对高职商务英语教材建设的尝试刚刚开始,还需要有一个不断提高的过程,加之编写时间仓促以及编者水平有限,难免存在错误和不当之处,恳请各相关高职院校在使用本教材的过程中给予关注,并将改进意见及时反馈给我们,以便在下次修订时完善。

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编者
2005年2月

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Unit 1

Tourism



Listening



Listen to the following passage twice and fill in the blanks with what you hear. Then score yourself.

New Words: commemorate centenary scale parachute

The Eiffel Tower

The Eiffel Tower was built for the International (1) _____ of Paris of 1889 commemorating the centenary of the (2) _____ Revolution. The Prince of Wales, later King Edward VII of England, opened the (3) _____. It was (4) _____ by Gustave Eiffel. At 300 metres, and 7,000 tons, it was the world's (5) _____ building until 1930. During its (6) _____, the Eiffel Tower has (7) _____ a few strange scenes, (8) _____ being scaled by a mountaineer in 1954, and parachuted off in 1984 by two Englishmen. In 1923 a journalist (9) _____ a bicycle down from the first level. Now, the Eiffel Tower is listed as one of the (10) _____ of Paris itself.

(107 words)

Score: _____

In-class reading



Read the passage below and choose the best answer to each of the questions within 15 minutes. Then score yourself.

A Romantic Capital

Ah, beautiful Paris. For centuries this city has attracted the

admiration of the world.

When you visit Paris, you don't have to spend all of your time visiting museums and *monuments*. They are certainly worthy of your time, but ignore them for a day. First take some time to look around and experience life in Paris. You'll find it charming.

Take a walk along the *Seine River*. Peek through *delicate* iron gates at the well-kept gardens. Watch closely for the French attention to detail that has made France *synonymous* with good taste. No matter where you look, you will find everyday objects *transformed* into works by art.

Spend some time in a quiet park relaxing on an old bench. Lie on your back on the green grass. When you need some *refreshment*, try coffee and *pastries* at a sidewalk cafe.

As evening comes to Paris, you may hear music from an outdoor concert nearby: classical, jazz, opera or French folk songs. Parisians love their music. In Paris the music never ends.

Don't miss the highlight of Paris evening: eating out. Parisians are proud of their *cuisine*. And rightly so, it's world-famous. You need a special guidebook to help you choose one of the hundreds of excellent restaurants. If you don't know what to order, ask for the suggested menu. The *chef* likes to show his best dishes there. Remember, you haven't tasted the true *flavor* of France until you've dined at a French restaurant in Paris.

After your dinner, take a walking tour of the *floodlit* monuments. The most famous *landmark* of Paris is the *Notre Dame Cathedral* (Cathedral of Our Lady). Stand in the square in front of the church. Here, you are standing in the center of France. All distances are measured from the front of Notre Dame. Every road in France leads to her front door. Notre Dame is the heart of Paris and the heart of France.

Your visit in Paris has only just begun. You've just started to discover the charm of this old city. May the rest of your journey be unforgettable. When it is time to leave, you will go *reluctantly*. You will say with the French: "A bientot, Paris, a bientot!" (See you again soon, Paris!)

(374 words)

Score: _____

n. 钦佩

n. 纪念碑

塞纳河 / v. 窥视 /

adj. 精致的

adj. 同义的

v. 使……改变

n. 点心

n. 糕饼

n. 烹饪

n. 厨师

n. 风味

adj. 泛光照明的

n. 标志 / 圣母院

adv. 不情愿地

Comprehension check

1. This passage mainly discusses _____.

A. the long history of Paris

- B. the wonderful music of Paris
- C. the beauty and romance of Paris
- D. the delicious food of Paris

2. Where can you discover the charm of Paris?

- A. From the legacy of all French rulers who worked to beautify their beloved city.
- B. From the famous castles, places, statues and monuments.
- C. From the world-class museums.
- D. From the zest(风味) and style of the Parisians.

3. According to the passage, which of the following statements is NOT true?

- A. Paris attracts all the tourists who visit it.
- B. Parisians are very proud of their particular cooking style.
- C. The Notre Dame Cathedral is the most famous landmark in Paris.
- D. Parisians love their music and usually enjoy it in the evening.

4. The word "highlight" in para. 6 most probably means _____.

- A. the most interesting, impressive, or exciting part
- B. a humorous story
- C. beautiful lights in the street
- D. something unforgettable

5. It can be inferred from the passage that _____.

- A. the Notre Dame Cathedral is the only monument in Paris
- B. Paris is the place that attracts all the people in the world since the old times
- C. the cuisine in Paris is the most famous in the world
- D. the cost of living in Paris is very high

Text



Hawaii is one of the scenic spots in the world. Let's take a close look at it and get a picture of its local custom and amorous feelings.

Hawaii¹

¹ Hawaii, the youngest state of the United States, is different from the

mainland states in many ways. Its geography and its people are unique. Hawaii is a chain of volcanic islands, part of a great chain of islands which stretch across the Pacific. Who are the Hawaiian people? They are a mixture of the original Hawaiians who probably came from Samoa² long, long ago, and many immigrants who arrived later. When the pineapple plantations were being developed in Hawaii in the 1900's, there were not enough people living on the islands to do all the work. So immigrants came; the Chinese, the Japanese, and the Portuguese formed the largest groups. Some returned home after working for a few years; many stayed and added to the mixture of cultures and languages.

2 You can imagine how difficult it was for people to talk to each other. People had to learn a bit of each others' languages. Hawaiian Creole³ developed from this mixture of languages. Today, Hawaiian language itself is in danger of dying out. There are only several hundred people left who have learned Hawaiian as their first language. They live on the island of Niihau⁴ which is isolated from the other islands. English, of course, is the language of instruction in school. Many children learn English for the first time when they enter school.

3 For many years, Hawaiian customs were looked down on or ignored. Now there is new pride in the old ways. Children are learning the Hawaiian language and the old songs and dances. At the University of Hawaii there is a great deal of interest in the history of the islands and the culture of the past.

4 Visitors to the islands want to see the island paradise as it used to be. A popular place to visit is the Polynesian Cultural Center⁵. Large numbers of tourists from the Mainland and the Orient arrive in Hawaii daily. Signs of a modern tourism are everywhere. Honolulu⁶ and its suburbs, a quiet city with a population about 250,000 thirty years ago, is now a crowded area of 800,000 residents and tourists. It is a favorite honeymoon spot for Japanese couples. Many resorts try to make their Japanese guests feel at home by having signs in Japanese and employing people who speak Japanese.

5 As you drive around the main island of Oahu⁷, you can still find deserted stretches of beach with the famous great waves. Surfers still ride these waves during the long, beautiful Hawaiian days. But now some of these beaches are closed to the public, and more and more tourist resorts are being built in areas that were unspoiled. Hawaiians worry about what will happen to the old way of life.

Words and Expressions

- chain** /tʃeɪn/..... *n.* a series of closely linked things 一连串, 一系列
- deserted** /dɪ'zɜ:tɪd/..... *adj.* with no one present 无人的

favorite /'feivərɪt/.....	<i>adj.</i> regarded with special favor 喜爱的, 宠爱的
geography /dʒi'ɒgrəfi/.....	<i>n.</i> 地理; 地理学
Hawaii /hɑ:'waɪi:/.....	<i>n.</i> 夏威夷
Hawaiian /hɑ:'waɪi:ən/.....	<i>n.</i> a native or inhabitant of the Hawaiian Islands, the state of Hawaii, or Hawaii Island; the Polynesian language of Hawaii 夏威夷人; 夏威夷语 <i>adj.</i> 夏威夷的
honeymoon /'hʌnɪmu:n/.....	<i>n.</i> holiday taken by a newly married couple 蜜月
immigrant /'ɪmɪgrənt/.....	<i>n.</i> a person who leaves one country to settle permanently in another 移民, 侨民
isolate /'aɪsəleɪt/.....	<i>v.</i> set apart or cut off from others 使隔离, 使孤立
mainland /'meɪnlænd/.....	<i>n.</i> 大陆
Orient /'ɔ:riənt/.....	<i>n.</i> the eastern part of the world; Asia 东方(世界); 亚洲
paradise /'pærədais/.....	<i>n.</i> a place of ideal beauty or loveliness; heaven 乐园; 天堂
plantation /plæn'teɪf(ə)n/.....	<i>n.</i> an area under cultivation; a large farm on which crops are raised 耕地; 种植园
Portuguese /'pɔ:tju:'gi:z/.....	<i>n.</i> a native or inhabitant of Portugal 葡萄牙语; 葡萄牙人
resident /'rezɪdənt/.....	<i>n.</i> person who lives or has a home in a place 居民
resort /ri'zɔ:t/.....	<i>n.</i> a place frequented by people for relaxation or recreation 度假胜地
spoil /spɔɪl/.....	<i>v.</i> damage; ruin 损坏; 破坏
stretch /stretʃ/.....	<i>v.</i> reach or put forth; extend 伸展, 伸长 <i>n.</i> 扩展; 延伸
surfer /sə:'fə(r)/.....	<i>n.</i> 冲浪运动员
unique /ju:'ni:k/.....	<i>adj.</i> being the only one of its kind; without an equal or equivalent 惟一的; 独特的
volcanic /vɒl'kænik/.....	<i>adj.</i> of or caused by a volcano; powerfully explosive 火山的, 来自火山的; 猛烈的

Notes

1. Hawaii: A state of the United States in the central Pacific Ocean comprising the Hawaiian Islands. The islands became a U.S. territory in 1900, which was admitted as the 50th state in 1959. Population, 1,115,274. 夏威夷(州)
2. Samoa: An island group of the southern Pacific Ocean east-northeast of Fiji,

divided between American Samoa and Western Samoa. The islands were originally populated by Polynesians perhaps as early as 1,000 B.C. and were first sighted by European explorers in 1722. Dual administration of the archipelago(群岛) was established by treaty in 1899. 萨摩亚

3. Creole: A creolized language 克里奥尔语
4. Niihau: It is an island of northwest Hawaii west of Kauai Island. It is used mainly for cattle grazing. It is twenty-three miles long, three to six miles wide, located eighteen miles southwest of Kauai, and is deliberately cut off from the influences of the outside world. 夏威夷西部可爱岛中的一个岛屿
5. Polynesian Cultural Center: It is located in Laie, Hawaii, on the beautiful north shore of Oahu (瓦胡岛). In addition to enjoying the aloha spirit of the people, the Polynesian Cultural Center features the Alii Luau-Hawaii's most authentic traditional feast. 波利尼西亚文化中心
6. Honolulu: The capital and largest city of Hawaii, on the southeast coast of Oahu. Honolulu's harbor was first entered in 1794 by a British navigator. Settlement of the area began in 1816, and the city soon gained prominence as a whaling (捕鲸) and sandalwood (檀香木) port. Today it is a major tourist center. Population, 365,272. 火奴鲁鲁(即“檀香山”,美国夏威夷州的首府和港市)
7. Oahu: An island of central Hawaii between Molokai and Kauai. It is the chief island of the state, with major tourist areas, including Waikiki Beach(威基海滩) and Diamond Head(钻石山口), and a U.S. naval base at Pearl Harbor. 瓦胡岛

I can do it



Read and think

1. Read the text carefully and answer the following questions within 10 words.
 1. What is the population of Hawaii mainly composed of?
The population of Hawaii is mainly composed of _____
 2. Why is Hawaiian language itself in danger of disappearing?
Because only several hundred people _____

3. What language is used by teachers?

The language is _____

4. Why is Honolulu and its suburbs one of the favorite honeymoon spots for Japanese couples?

Because _____

5. What happens to the deserted stretches of beach in Hawaii now?

Some of them are _____

Read and develop

II. Replace the italicized part in each of the following sentences with a word or phrase of the similar meaning from the text.

1. Our *first* plan was to go to Paris, but later we changed our mind.
2. With *a little of* luck we should still be able to get there in time.
3. The tribe's traditional way of life is *out of existence* now.
4. She misses her mother so much that it becomes her *everyday* routine to give her mother a call early in the morning.
5. The couple walked along the edge of the water to a quiet *place* and sat down on a low stone wall.
6. They did everything they could do to make me *feel relaxed and comfortable*.
7. We sheltered from the storm in an *abandoned* hut.
8. His new play is *a combination of* sadness and humor.

III. Fill in the blanks with the words or phrases given below. Change the form where necessary.

be different from	deserted	immigrant	be isolated from	unique
sign	stretch	favorite	in danger of	ignore

1. They have a totally _____ approach to staff training.
2. The city is a very _____ place now _____ what it used to be when I was a boy.
3. The beach _____ for miles.
4. There has been a rise in the number of illegal _____.
5. He is _____ losing all his money if he continues to buy useless objects.
6. Important witnesses _____ the media for their own safety.
7. Dennis _____ the warning and stretched out his hand into the lion's cage.