Words State of the State of

(美) Susan Gould

编著

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PREFACE **

其实学英语最令人头疼的既不是语法,也不是那些生僻的词语,而恰恰是那些频繁出现在日常口语中看似简单的小词。语法规则是有限的,可以在有限的时间内掌握,生僻的词,词义有限,查查词典,会读会拼,也就一劳永逸地学会了。而小词则不然,因为它们词义丰富,用法变化多端,而且往往具有强大的再生能力。随着时间的推移,社会的变化,这些常用词不断地再生新意,或和其他词结合衍生出更多的新的词组。翻开英语词典就会发现,像come, go, give, take, speak, talk, say, on, off, up, down, live, die, life, death等等常用词的词条所占的篇幅比其他的词大得多,也常常需要花更多的时间和力气才能很好地掌握。

八年前,作者在美国学习期间,发现美国人之间说话时基本用小词,并且可以用这些小词表达各种意思。比如说他们经常用hot, cool这两个词来形容一个人或描述某个东西。当时对这两个词的用法我并不是很清楚,于是,我就请教同班的Susan,从她那里我对这两个词的意义和用法有了更清晰的认识。也就是从那时起,我萌生了要写写这些小词的想法。我从语言学和英语教学的理论得到启发:把词汇放在具体的语境中来学习效果最好。我又想到这些小词最常出现在日常会话中,那么用会话的形式来展现这些小词的用法是最合适不过的。确实如此,对话的形式最适合答疑解惑。古希腊的哲学家们就开创了对话的学习方式,学习是一种思维活动,而思维活动可以比作打球,思维在发球和接球的过程中流动起来。

我和Susan关于小词的对话从2005年1月开始在《英语学习》杂志上的《小词当家》栏目中连载,到2007年12月为止,每月一篇,共发表了36篇。现在外研社把这36篇对话集结成册。另外,我们在每篇对话后增加了相关的典型例句和名人名言,使得内容更加丰富。又请了主修视觉传达专业的研究生杨柳同学根据我们的设想给每篇对话配上插图,每幅画都有画龙点睛之功,也让此书更为风趣、活泼。经过几年的酝酿和创作,《小词语,大能量》终于问世了!学好一门语言,从很大程度上取决于熟练掌握和应用这门语言中的常用词,希望这些关于小词的对话对广大英语学习者有所帮助。

蒋素华 2009年4月9日

CONTENTS

- 1. Is It HOT or COOL?
- "火"还是"酷"
- 2. The BIG and SMALL of It
- 6 大大小小,人人知晓
- 3. The INs and OUTs
- 12 里里外外,明明白白
- 4. What Goes UP Must Come DOWN
- 17 有上必有下
- 5. Turn It OFF or Leave It ON?
- 22 "打开"还是"关掉"
- 6. COME GO with Me
- 28 请跟我来
- 7. GIVE and TAKE
- 34 生活的真理:多给点儿,少拿点儿
- 8. Feeling HIGH or Laying LOW
- 40 感觉很好,还是很糟?
- 9. The LONG and SHORT of It
- 46 总而言之
- 10. Something OLD, Something NEW
- 52 有些新,有些旧
- 11. Not NEARly as FAR
- 58 还差得远呢
- 12. Ring OUT the OLD and Bring
 IN the NEW
- 64 辞旧迎新

LIGHT END BEGINNI

13. Take the GOOD with the BAD

不能光拿好的 70

14. A Little of THIS and a Little of THAT

来点儿这个,来点儿那个

15. Should the Door Be OPENed or CLOSEd?

开放还是封闭?

16. Are You LEFT or RIGHT?

左还是右? 89

17. Do You Like It FAST or SLOW?

"快"和"慢",哪个好? 95

18. Is It Too HEAVY or LIGHT for You?

102 太沉重还是太轻松?

19. Shall We Call It a DAY or a NIGHT?

110 现在是白天还是晚上?

20. SOFT Words Can Melt HARD Hearts

轻言柔语融化铁石心肠 \mathbf{u}

21. The EARLY Bird Is Never LATE

勤奋者永不败 123

22. PULL Together to PUSH Through

齐心协力度难关 130

23. WHITE Tie and BLACK Tail or BLACK Tie and WHITE Tail 白配黑,还是黑配白?

24. Is This the END or Only the BEGINning 143 是结束, 还是结束的开始? of an END?

25. SPEAK Up! What Did You SAY! 149 大声说! 说清楚! TALK Some Sense!

SPEAKTALK NEW OFF ON CLEAR SOL

- 26. Let's Have a LOOK, SEE and WATCH This
- 27. We Have It All from FIRST to LAST, but What's NEXT? 从头到尾都有了,下一个是什么?

156

看一看, 是什么?

- 28. Are You Stepping on EARTH, LAND or SOIL? 你脚下是地、是土、还是泥?
- 29. The HEART and SOUL of Education Is to Develop the MIND
- 30. Do We Live in a COUNTRY, a NATION or a STATE? 我们生活在一个国土、国家还是政体里?
 - 31. Did You Get HALF or Only PART of 190 你得到了一半还是一部分? the WHOLE?
 - 32. CLEAN Up and CLEAR Out 197 彻底清理每个角落
 - 33. Some LOVE to HATE, Others LIKE to 203 有人喜欢,有人讨厌 DISLIKE
 - 34. It's a Matter of LIFE and DEATH 209 生死攸关
- 35. Does My VOICE SOUND like NOISE? 216 声音何时变噪音?
- 36. SMALL Words Make a BIG Difference 222 小词语, 大能量

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Is It HOT or COOL?

"火"还是"酷"

What's HOT, what's not? HOT stuff,
COOL people; HOT news, COOL ideas... What's COOL
can become HOT and vice versa. Can people be both
HOT and COOL? A COOL person tends to keep up with
what's HOT and what's COOL in their life.



Nowadays we often hear the expression, "This is hot stuff." meaning something that a lot of people talk about or want to get hold of. Am I right?



Yes, but it also has another meaning. It could mean that it is stolen. "Hot stuff" can mean that people are looking for it because it was stolen, so you want to get rid of it as soon as possible before anyone discovers you have it. I guess the difference depends on the situation—the people talking and the item(s) being discussed. I prefer to think of "hot stuff" as something "cool".



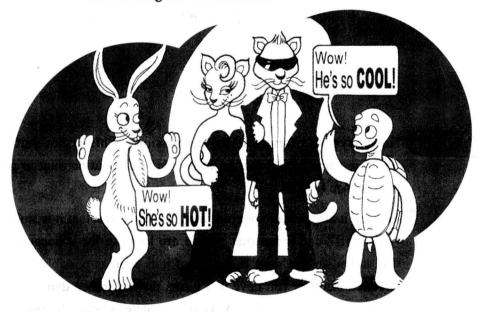
That's interesting. Probably I should say dot com was very HOT in the 90's, that is, many people wanted to go into this field. Can we say dot com was COOL?



Yes, we can say both. Dot com was really HOT in the 90's, and many people tried to make a lot of money. Some people succeeded because they had some COOL ideas. We could reverse it and say, "Dot com was really COOL in the 90's, and many people tried to make a lot of money. Some people succeeded because they had some HOT ideas." HOT ideas would be ideas that become very popular. COOL ideas would be clever or creative ideas.



That sounds COOL and a bit of brain twisting. I wish I could think of some HOT or COOL ideas so that I could make a lot of money. With the development of the Internet, computers can do more and more COOL things, such as buying and selling, banking, teaching, learning, arranging travel, chatting, making phone calls, sending camera images... It's incredible!





At first I thought computers were bothersome, but now I think they are really COOL. I love being able to go online and research topics at my fingertips. I love being able to talk to friends around the world. I'm not sure now how I could live without a computer.



Sohoa I also heard people using HOT and COOL to refer to a person.

What's the difference between someone who is COOL and someone who is HOT?



Whew! A HOT person is someone who is really sexy—female or male. A COOL person is someone who is really nice, aware of who he or she is, and aware of others—someone who dresses very well and is in tune with the times—a good all-around person.



I see. I should say Brad Pitt is HOT; he's the guy who played Achilles in the movie *Troy*. My son goes nuts about him. And in the mind of many young Chinese, Wang Fei is the COOLest pop singer in China. Can you think of a person who is both HOT and COOL, Susan?



Well, who is COOL and who is HOT becomes a matter of personal choice. I think your selections have some universal HOT and COOL appeal. I'm trying to think of someone who fits both categories. Maybe Marilyn Monroe is considered both COOL and HOT. Some people think that Nicole Kidman is both COOL and HOT. I think maybe Kate Winslet fits both categories for me. As far as guys are concerned, COOL and HOT never remain constant. I am always changing my mind. Oh, I just thought of someone, Colin Firth. He played the lawyer, Bridget's boyfriend in *Bridget Jones' Diary*.



Wow, so many big names! Nicole Kidman is that tall, slender blonde who acted in a lot of movies such as *Cold Mountain* and *Moulin Rouge* and whose name often appears in the entertainment news. I agree with you that she's both HOT and COOL. She is the ex-wife of Tom Cruise, another HOT and COOL guy for many people. I like Kate Winslet too. She became well known after the movie *Titanic*. What a pity I haven't seen any of Colin Firth's movies. Do you have a picture of him? I'd like to see what your COOL and HOT guy looks like.



You can find his picture on the Internet. Maybe at first glance you might not agree with my COOL and HOT description, but when he acts, he is COOL and HOT.



Well, English is fascinating. Thank you for your illuminating explanations. So much for HOT and COOL for the time being. Let's think of some other COOL words for our next chat. It's great fun talking to you. Until next time.



Yeah, I like the idea of examining words that appear to be opposite like COOL and HOT and finding that sometimes they are interchangeable.



- Many people watched the Beijing Olympic Games during August of 2008. It was a HOT month for sports.
- 2. While a HOT sports car is fast and responsive¹, a COOL sports car is excellent and first-rate.
- 3. As Britain gets HOTter than Casablanca and Rio de Janeiro with temperatures soaring beyond 30°C, the British government issued a "KEEP YOUR COOL" warning.²
- 4. That HOT sports car is worth a COOL (full) million.
- 5. John's a COOL (attractive, and socially adept) dude³; Mary's dress is really COOL (fashionable); they really make a HOT couple.

^{1.} responsive: 灵敏的。

^{2.} Casablanca: 卡萨布兰卡, 摩洛哥西北部港市; Rio de Janeiro: 里约热内卢, 巴西东南部港市。

^{3.} dude: 家伙。



"Love is like swallowing HOT chocolate before it has COOLed off. It takes you by surprise at first, but keeps you warm for a long time."

-----Unknown

"Coach always tells us to keep a COOL head in a HOT game."

----Sophia Young(索菲娅·扬,美国安东尼奥银 星女子篮球队前锋队员)

"It's HOT, it's damn
HOT here, but we have to
stand it here for our land to
COOL down."

----Sondhi Limthongkul (林明达, 泰国 传媒大亨)

"Television is a COOL medium, we learned more than 40 years ago, one that requires no effort on the part of the consumer. The Internet is a HOT medium, one that is defined by the effort exerted by the consumer. The more effective learning is going to occur in the HOT medium, not the cold one."

----Frank Saia (弗兰克·塞伊亚, 美国媒体从业者)

"Southwest.com is
the gateway for HOT fares
and COOL destinations. We
are offering super low fares across
our system and highlighting additional
savings to select destinations."

——Kevin Krone (凯文·克朗, Southwest.com 市场及营销部副总监)

4. exert: 运用, 发挥。

The BIG and SMALL of It

大大小小, 人人知晓

How come BIG people enjoy SMALL talk while SMALL people like to talk BIG? Even though some people come from SMALL towns, they can dream BIG. Never forget SMALL words; they play a BIG part in every language.



I saw an ad the other day as I was surfing the Internet: "To save BIG". It's the word BIG here that caught my eye. We tend to believe that we know perfectly well the meanings of such basic words. But these seemingly SMALL words usually have BIG meanings.



Well, in the case of the ad you're talking about, the meaning is very clear to me, "To save BIG" means "to save a lot of money". I have never heard anyone say, "I saved BIG." I think it's poetic license for advertisers. People are more inclined to say, "I saved BIG money." It's no SMALL thing to save BIG.



If we look in the dictionary we'll find that the SMALLer the words, the longer the entries. These words are so active and productive that

^{1.} poetic license: 诗的破格, 指诗歌中不按一般语言规则行文的自由。

dictionaries keep adding new meanings and usages. People rarely say, "I saved BIG." But do you not often say, "eat BIG," "win BIG," or "lose BIG?"



I have heard "win BIG" but not "eat BIG." I guess if "win BIG" is common, there must be a "lose BIG" not far behind though I don't think it is as common as "win BIG." This is an interesting conversation because when I think of BIG and SMALL, I am inclined to think of a more hip-hop usage or something a little more contemporary.



What's a hip-hop usage?

Well, there was a well-known rap artist named BIGgy SMALLs, but he was a bit of a gangster and was killed. Let's see—expressions like, "That's BIG of you." meaning that's generous or considerate of you, and "Don't be so SMALL." meaning you are being petty. "SMALL-time" means that the person is insignificant, and "BIG-time" means just the opposite. The person is influential.



Does hip-hop mean rap? I still don't know what hip-hop is. I like the name BIGgy SMALLs. It's witty though it sounds paradoxical. This is also a special way of combining words—words of opposite meanings put together.



Hip-hop is a culture and rap is part of that culture according to one Website. It's the music of the culture. As far as combining words that are opposites. I think they are called oxymorons like jumbo shrimp and pretty ugly,² but let's get back to BIG and SMALL. "SMALL potatoes" is an expression that has nothing to do with potatoes. "SMALL potatoes" means it's not important, so don't worry about it.

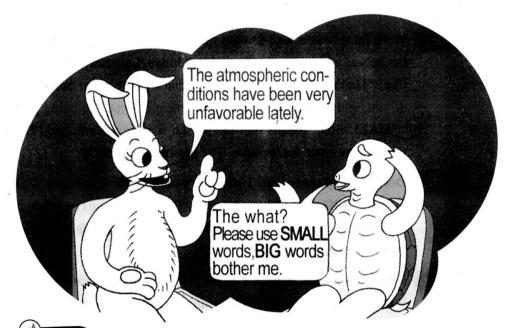
^{2.} oxymoron /ˌɒksɪˈmɔːrɒn/: 矛盾形容法, 逆喻; jumbo: 特大(号)的; shrimp: 小虾。



I've heard this expression before. I wonder how "SMALL potatoes" came to mean "not important." I know in the old days potatoes used to be the staple food³ for the Irish and some American people. Because small potatoes were not as attractive as big ones, so people simply threw them away instead of eating them. Well, that's my wild guess.



I looked on the Internet for some reference to the origin of "SMALL potatoes," but the only thing I could find was that the expression is fairly recent. I did find something that said the SMALL potatoes used to be tossed into the pig trough⁴ as they were considered worthless.



So my guess is not groundless. Let's go back to "BIG-time" and "SMALL-time". Let me think of some BIG-time people. Well, Michael Jordan is certainly a BIG-time basketball player, and Zhang Yimou is a BIG-time film director. There are always BIG-time people in whatever society, but I guess most of us are SMALL-time.

^{3.} staple food: 主食。

^{4.} trough /troif/: 饲料槽。



I think you're right. There are many SMALL-time people who take themselves as BIG-time, and certainly there are those with BIG mouths. If you have a BIG mouth, you talk too much and say things you shouldn't be saying, like telling a secret that you are supposed to keep to yourself.



A BIG mouth is certainly not welcome in many cases. And there are also those who talk BIG but live SMALL.



After a while it becomes difficult to distinguish one from the other with people who are BIG pretending to be SMALL, and those who are SMALL putting on a BIG act.



While talking BIG is not recommended, thinking SMALL sometimes can be harmful. As a recent news headline states, "Two Congressmen Think SMALL, Leaving Nation at Risk."



Great example. According to this news story, it was recommended by the 9/11 Commission to reorganize all the intelligence groups in the US government so that information could be easily exchanged to increase the strength of intelligence gathering. However, these two Congressmen were not thinking about the recommendations and the good of the country; they were more concerned about their self-interests. They were not thinking BIG for the benefit of the country. They were thinking SMALL—thinking about protecting themselves. Fortunately, the bill finally got passed despite their difficulty in seeing the BIG picture.



On the other hand, it seems a popular practice for IT and the rest of the business world to "think SMALL." At least, this is what the news reports leading us to believe. Just take a look at some of the news headlines: "Tech's BIG boys take a fancy to the SMALL business; Think SMALL Grow BIG."



Susan I don't think they are thinking SMALL when they purchase and absorb a SMALL business. I think they are thinking very BIG with the idea of dominance in an ever-changing industry world. Well, I guess that's the BIG and SMALL of it for now. I think we have managed to present the ever-confusing world of those simple adjectives-BIG and SMALL. Hopefully we have shed a little light on their usage.



- 1. She was up until the SMALL hours of the morning trying to finish her essay.
- 2. They're BIG (important) in Japan, but no one's heard of them here.
- 3. Grunge music⁶ was very BIG (popular) in the early 1990s.
- 4. If you can help us IN A SMALL WAY (to a limited degree) it would be greatly appreciated.
- 5. The new Schwarzenegger⁷ movie will be the Hollywood BIGGIE (something very important) this summer.

^{5.} small hours: 凌晨时分。

^{6.} grunge music: 垃圾摇滚乐, 风靡于20世纪八九十年代的一种摇滚乐, 由朋克和重金属摇滚发展

^{7.} Schwarzenegger: 施瓦辛格, 美国电影艺术家, 现任美国加州州长。