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考一本

课程基础导练

英语

高中模块 4



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PREFACE

编者寄语

积经年之底蕴,凝教学之精华。全新呈现在您面前的《考一本·课程基础导练》是由湖南省四大名校之长郡中学、雅礼中学联手倾力打造,经校内众多长年奋战在教学一线上的特、高级教师潜心编写而成的。长郡、雅礼两校此番在教辅用书上的联袂合作,尚属首次,而由各学科带头人牵头的作者队伍,也都是教育界的精兵强将。作为编者,我们有足够的理由相信,《考一本·课程基础导练》这套新型教辅用书必将给广大师生带来福音。

本套丛书立足于学业水平考试,跟踪服务新高考,以最新教材为依托,彰显教育教学新理念,整体来说,具有权威、同步、联动、实用等几大特色。

权威 本套丛书的编写团队,不仅具有扎实的教学功底,丰富的教学经验,而且深谙高中教育教学的规律和特点,由学科带头人领队的编写更是有力地保证了该套丛书的权威性。

同步 教与学一体,知识与能力同步,将“怎么学”与“怎么教”放在一起同步设计,以方法为主线实施教学,使学生不仅能轻松地掌握基础知识,而且能尽快地提高综合应用能力。本套丛书以全新的视角向广大师生介绍这种符合教学规律的立体化学习方案。

联动 教与学联动,相互促进,涵盖全部知识点的教法学法设计,抓住重难点的讲练结合编排,使这个主体充满鲜活而翔实的内容。

实用 本套丛书注重基础,突出实用、好用,并充分照顾到不同层次、不同阶段的学生学习时的实际需要,在知识和能力的安排上循序渐进,难易有度。书中例题和习题的选取充分考虑最新命题趋势,既博采众长,又自成系统。各分册体例相对统一,但又根据模块特点和各年级教学实际有所不同,各具特色。

踏破铁鞋无觅处。但愿《考一本·课程基础导练》正是您苦苦寻觅中的教辅用书,并祈求它的上乘品质能带给您成功的好运。

本套丛书的编辑与出版,得益于教育界、出版界众多知名人士的热情帮助和大力支持,他们提出了诸多很好的建议,在此谨表衷心感谢。恳切希望广大师生和教育专家在这套丛书问世后,多提宝贵意见,以便我们进一步修订完善。

编者

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语音
技能

1. 能快速诵读广告及相关的文章
2. 能试着为某物或某理念写一个宣传广告
3. 能读懂说明文

学习策略

阅读说明文

文化意识

1. 了解商业中广告的作用
2. 了解如何利用广告营造美好生活
3. 了解如何利用广告宣传新产品或理念

Unit 1 Advertising

单元学习目标概览

课程目标	单元学习内容
话题	广告
功能	<p>1. 描绘行业 Advertisements are a good way to sell products or services. They are also a good way to make people aware of the needs of others and the dangers around them.</p> <p>2. 解释术语 An advertisement provides information and uses persuasive language and exciting images to encourage people to buy a product or service or believe in an idea.</p>
核心词汇	advertise, share, persuasive, product, service, promote, place, intended, educate, welfare, complete, lie, claim, aware, toothpaste, breath, cure, customer, connect, trick, creative, public, lead, nationwide, campaign, drug, deal, social, commit, smart, satisfied, publisher, unique, senior, choice, recommend, purchase, copy, sweet, sales, bar, packaging, update, design, unforgettable, fashionable, convenient, continuously, functional, filling, available, various, particular, goal, target, media, mailing, determine, appeal, react, gather, approach
语言知识	<p>be used to, be satisfied with, encourage sb. to do sth., post sth. on the school website, learn about, do some research on, have information to do sth., share sth. with sb., pay for, do sth. for free, be intended to do sth., educate sb. about sth., tell sb. the truth, protect sb. from, be aware of, even if, be proud of, feel good about, connect sth. to, play trick on sb., serve the public, be meant to do sth., lead(live) a ... life, deal with, believe in sth., public service projects, Project Hope, school every child, be smart about, be supposed to do sth., persuasive language, exciting images, be popular with, market share, sales targets, market leader, be of high quality, sales figures, for the benefit of, have a goal, get sb. to do sth., create the right message, care about, be concerned with, affect one's life, get the message across, depend on, come up with</p>
句型	<p>1. We are so used to them that we often do not even realize how many we see and hear in a day.</p> <p>2. I did some research on advertisements, and have some very important information to share with you.</p> <p>3. A commercial advertisement is one which someone has paid for to promote a product or service.</p> <p>4. PSAs are often placed for free, and are intended to educate people about health, safety, or any other issue which affects public welfare.</p> <p>5. However, we still must be aware of the methods used in advertisements to try and sell us things.</p> <p>6. We must not fall for this kind of trick!</p> <p>7. We all want to be smart about what we believe, so be smart about advertisements!</p> <p>8. When you start a successful ad campaign, you must have a clear goal and target audience in mind.</p> <p>9. It is important to always try to appeal to the way the audience will react.</p> <p>10. There are lots of different ways to get your message across when you are putting together an ad campaign.</p>
语法	Direct speech and reported speech (直接引语和间接引语)
语言技能	<p>1. 能快速读懂广告及相关的文章</p> <p>2. 能试着为某物或某理念写一个宣传广告</p> <p>3. 能读懂说明文</p>
学习策略	阅读说明文
文化意识	<p>1. 了解商业中广告的作用</p> <p>2. 了解如何利用广告营造美好生活</p> <p>3. 了解如何利用广告宣传新产品或理念</p>

背景拓展

Advertising

What is advertising?

Advertising is a way to get your message to your desired audience. But in order to do that, you must first have a plan. This plan has many facets, including your marketing goal, advertising strategies and media, implementation, evaluation, and budget.

What is your marketing goal?

Your marketing goal is basically what you want. Do you want extra amount of people to visit your city this year or season? Do you want to increase sales an extra amount? Is there a problem you need solved, like filling rooms mid-week? Once you determine what it is you're looking for, you can then determine who you want to speak to and what you want to say to them. This, then becomes your advertising strategy.

How do you build an advertising strategy?

The first four questions you have to ask yourself are:

- Who are you trying to reach?
- What do you want to say to them?
- How, when and where are you going to reach them?
- Why have you chosen the steps you have selected?

Who are you trying to reach?

The audience you want to reach is your target market. In order to determine your target market, you will need to do a little research. You will want to know what the consumer thinks about your city, resort, or product and your competitiveness. It is extremely important to know who your audience is, so you can

create the right message for the right person. There are several ways to discover your audience, which is detailed in the research portion of the educational series. It may be helpful to categorize your consumer in order to market to the correct group. Some questions to ask yourself during the research process are:

- **Location** — Where do your consumers live? Urban or rural environment? Out of State? In a specific city? Far away or close by?
- **Age** — Are your consumers between the age of 25-54 or 34-54? Are they young or old?
- **Marital/Family status** — Are they married? Single? Do they have kids? How many? What age?
- **Income** — Do your consumers make \$ 30,000 per year or \$ 100,000?
- **Life stage** — At what stage of life are they? Are they newly-weds just beginning their life together, empty nesters (children are grown and gone), or retired?
- **Travel patterns** — How many times a year do they visit and during what season?

How do you reach your audience?

There are numerous options to choose from when you are deciding how to advertise. What are your tactics? What approach do you want to use? These will become your media strategy:

- Newspaper
- Direct mail
- Brochures
- Coupons
- Handouts or flyers
- Radio
- Magazines
- TV
- Outdoor, such as billboards
- Special promotions or packages

• Partnering with another tourism business or tourism area

• Internet Marketing

Tips for writing an advertisement

Before you write, think about the reasons that people should use your business. Do you charge less than your competitor? Do you have experience? Are you more reliable than others in the same business? Decide what makes your business the best and focus on those points in your ad.

Be honest. Customers will use your business again if they can trust you, so don't promise to do something you can't do. You should also list a price (or price range) so your customers will know what to expect before you begin the job.

Be friendly, persuasive, and specific. Instead of writing "I have experience in baby-sitting children of different ages", write "I have been baby-sitting children from the ages of 1 - 8 for the last two years."

Tell potential clients why you are qualified for the job. Did you take a baby-sitting class? If you are going to care for pet, have you volunteered at an animal shelter? Customers need to know why they should hire you.

Five common approaches to post-testing

Your advertisements should be post-tested to determine whether they are achieving their intended objectives. There are five common approaches to post-testing:

Aided recall — After being shown an ad, respondents are asked whether their previous exposure to it was through reading, viewing or listening.

Unaided recall — A question such as, "What ads do you remember seeing yesterday?" is asked of respondents without any prompting to determine whether they saw or heard advertising messages.

Attitude tests — Respondents are asked questions to measure changes in their attitudes before and after an advertising campaign.

Inquiry tests — Ads generating the most inquiries are presumed to be the most effective.

Sales tests — Charting increases in sales against when the advertising was running, which could also include total sales volume at the end of a season or year. This should also include analysis of how it compared to similar time periods in the prior year. You can also conduct a conversion study to determine the percentage of inquirers who visited.

Period 1 Reading

第一节 教材同步阅读

阅读课文 *Advertisements*, 根据课文内容完成下面的表格。(每空不超过 3 个单词)

Title: Advertisements

	Commercial ads	1. _____
Expense	Charged	2. _____
3. _____	Promoting a 4. _____	5. _____ people about health, safety, issues concerning public welfare, etc.
Comment	Full of 6. _____	7. _____
8. _____	“Bright-Teeth fights bad breath!” “You are proud of your cooking, so shouldn't you buy the very freshest food?”	“Yes to life, no to drugs.” “Project Hope — schooling every child.” “Knowledge changes life.” “Smoking is committing suicide slowly.”
Methods	Using 9. _____ images and creative 10. _____	

第二节 课外拓展阅读

I. 阅读选择题 阅读下面的短文,从每题所给的 A、B、C、D 四个选项中选出最佳选项。

Advertising gives useful information about which products to buy. But modern advertising does more than giving 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, to eat a special kind of cereal (麦片), or to see a movie. Consumers might never even want a product if they did not see or heard 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 providing some pleasure. The secret of writing good advertising copy is offering 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.

() 5. What does the underlined sentence in the first paragraph most probably mean?

A. Consumers never want to buy anything unless they are persuaded by advertisements.

B. Some advertisements can be too persuasive to make consumers buy the product.

C. Some persuasive advertisements can succeed in attracting more consumers.

D. Consumers can never be affected by some persuasive advertisements.

II. 简答题 阅读下面的短文,并根据短文后的要求答题。

Packing is an important form of advertising. A package can sometimes motivate someone to buy a product. For example, a small child might ask for a chocolate bar that comes in a box with a picture of a cartoon character. The child is more interested in the

picture than in the chocolate. Pictures for children to colour or cut out, games printed on a package, or small gifts inside a box also motivate many children to buy products — or to ask their parents for them.

Some packages suggest that a buyer will get something for nothing. Food products sold in reusable containers are examples of this. Although a similar product in a plain container might cost less, people often prefer to buy the product in a reusable glass or dish, because they believe the container is free. However, the cost of the container is added to the cost of the product.

The size of a package also motivates a buyer. Maybe the package has "Economy Size" printed on it. This suggests that the large size has the most products for the least money. But that is not always true. To find out, a buyer has to know how the product is sold and the price of the basic unit. The information on the package should provide some answers.

But the important thing for any buyer to remember is that a package is often an advertisement. The words and pictures do not tell the whole story. Only the product inside can do that.

6. Why can we say that package is an important form of advertising? (no more than 11 words)

为了在奥运队中赢得一席之地,她努力训练。

7. What does the underlined sentence "a buyer will get something for nothing" most probably mean? (no more than 13 words)

常与其他词一起构成合成词

8. Why do people prefer to buy the product sold in a glass or dish? (no more than 11 words)

在恰当的地方;在恰当的时间;在恰当的地方

out of place 不合时宜地;不在恰当的地方

9. What suggestion does the author give in the passage?
(no more than 9 words)

第三节 英汉短语互译

阅读课文, 找出下列短语或句子并进行中英互译。

- 知道, 意识到
- 打算去做(某事)
- 诱使某人做……
- 欺骗, 作弄
- 生活的一部分
- 相信一个理念
- 广告中使用的伎俩

- 过上更美好的生活
- 处理, 应付
- 对……敏感/敏锐
- fall for
- social issues
- commit suicide
- persuasive language
- pay for
- promote a product
- connect... to
- Yes to life, no to drugs.
- Knowledge changes life.
- School every child.

II. 简答题

1. 简答题。阅读下面的短文, 并回答问题。
- C. The reason why modern advertising is so successful is that it is based on the principle of persuasion. Persuasion is an important form of advertising. A package can sometimes persuade someone to buy a product. For example, a small child might ask for a chocolate bar because it comes in a wrapper with a picture of a cartoon character. This is a very common method of persuasion in the modern world.

Period 2 Reading (Language focus)



重难点剖析

一、核心词汇

1. **share** *n.* [C] 一份(报酬、责任、权利等), 股份

v. 分享, 分担; 共有; 分配, 均分

I have done my share of the work.

我已经做了我分内的工作。

She's got all her money in stocks and shares.

她把所有的钱都投到了债券和股票里。

Let me go shares with you in the taxi fare.

我和你分摊计程车费吧。

She shares in my troubles as well as my joys.

她与我同甘共苦。

His property was shared between his children.

他的财产由他的孩子们平分了。

【搭配】

have a share in 在……中占有份额

do one's share for 为……尽自己的一份力量

share... with... 与……分享(某物), 将某事告诉

(某人)

share in... 分享某物

share (out) between/among... 分配, 分摊给……

2. **promote** *v.* 促进; 提升; 宣传; 推销(商品等)

The government decided to promote public welfare.

政府决定发展公共福利。

He was promoted from a clerk to a manager.

他从职员被提升为经理。

How can we promote the sale of this kind of product?

我们如何推销这种产品呢?

These days the Students' Union is promoting an

English speech contest.

这些天, 学生会正在宣传一场英语演讲比赛。

【拓展】

promotion *n.* 促进; 增进; 提升; 赞助

promoter *n.* 发起人, 筹备人

【搭配】

promote sb. (from sth.) (to sth.) 提拔某人

be promoted to 被提拔为……(的职位)

promote growth 促进生长

3. **place** *v.* 安排; 放置

n. [C] 地点, 位置; 职位, 名次

They placed the orphans with foster parents.

他们为这些孤儿找到了养父母。

He placed the money on the counter.

他把钱放在柜子上。

The notice is placed too high — nobody can read it.

公告贴得太高, 谁也看不清。

Is this the place where it happened?

这就是事发地点吗?

She trained hard for her place in the Olympic team.

为了在奥运队中赢得一席之地, 她努力训练。

She won the first place in the competition.

她在比赛中获得了第一名。

【拓展】

place 常与其他词一起构成合成词。如: meeting-place “会面地点”; birthplace “出生地”; hiding-place “藏身之地”等。

【搭配】

in place 适时地; 适当地; 在恰当的地方

out of place 不合时宜地; 不在恰当的地方

all over the place 到处; 杂乱
in the first place, ... in the second place... 首先
……其次……

take sth.'s/sb.'s place = take the place of... 取
代……

place... in... 把……安置在……

4. claim vt. 声称, 自称; 索取; 要求

He claimed to be the manager of this department.

他要求成为这个部门的经理。

The terrorists claimed that they were responsible for
the bombing.

恐怖分子声称对此次爆炸事件负责。

There is a man at the gate claiming to be a
journalist.

门口有位自称是记者的人。

【拓展】

claim 用作名词时, 意思是“索款; 对……的权利;
声称, 断言”。

He put in/made a claim for damages.

他提出损害赔偿。

You have no claim on my sympathy.

你没有要求我同情的权利。

Nobody believes his claim that he was innocent.

他说他是清白的, 谁也不相信。

【搭配】

claim sth. that... 断言, 声称

claim to be... 要求, 自称

claim... back 索回, 要回某物

one's claim to/on sth. 某人对……的所有权

lay claim to sth. 声称对……有权

5. trick n. [C] 诡计, 恶作剧

vt. 戏弄, 欺骗

They had to think of a trick to get past the guards.

他们只好想出个计谋骗过哨岗。

【搭配】

play a trick on sb. 开某人的玩笑, 作弄某人

trick/fool/cheat sb. into sth./doing sth. (用计)

诱使某人做某事

trick sb. out of sth. 骗走某人的某物

These children loved playing tricks on this
neighbor.

孩子们喜欢作弄这位邻居。

He tricked me into lending him \$100.

他骗我借给他 100 美元。

Her partner tried to trick her out of her share.

她的合伙人企图骗走她的股份。

It's immoral to play a trick on the disabled/
disabilities.

作弄残疾人是不道德的。

二、重点短语

1. PSAs are often placed **for free**, and **are intended to** educate people about health, safety, or any
other issue which affects public welfare. (page 2, lines
11 - 12)

公益广告是免费投放的, 其目的是向人们提供关
于健康、安全或是其他影响到公众利益的知识。

(1) for free 免费地

Boiled water in our school is offered for free.

我们学校开水是免费供应的。

【拓展】

free of charge 免费(的)

Medical care in some parts of the country is free of
charge.

在这个国家的有些地方, 医疗服务是免费的。

(2) be intended to do... 为……而计划/准备/筹
划的

The money collected is intended to help the poor
university students.

这些钱是为帮助贫穷的大学生而筹集的。

【拓展】

intend... as (for)... 想让……作(成为)……

We intend this news report as teaching material for students.

我们打算把这篇新闻报道当作给学生的教材。

be meant to = be planned to do 被计划来做……

The program is meant/planned to enrich the daily life of the villagers.

这一项目是为丰富村民的日常生活而创办的。

mean to do sth. 打算做某事

The girl meant to have a job in the summer vacation.

这个女孩打算暑假去打一份工。

mean sth./doing sth. 意指某事,意思是……

Refusing to reply to the call means giving up the opportunity.

不回电话就意味着放弃这个机会。

2. However, we still must **be aware of** the methods used in advertisements to try and sell us things. (page 2, lines 15 - 16)

尽管如此,我们对商业广告中使用的技法还是要有意识。

be aware of 知道,明白,意识到

Many people are aware of the importance of a foreign language.

很多人都意识到了外语的重要性。

He doesn't seem to be aware of the coldness of their attitude towards his suggestion.

他似乎并没有意识到他们对他的提议的冷淡态度。

【拓展】

be aware (of) + 从句 意识到……

We were quite aware (of) how you would respond to us.

我们对你将如何应对我们已是十分清楚。

Were you aware that something was wrong?

你意识到有什么出错了么?

3. We must not **fall for** this kind of trick! (page 3, line 26)

我们绝不能轻信这些小把戏而上当啊!

fall for sth. 上……的当,受……的骗;对……信以为真

I'm surprised that you fell for that trick.

我很惊讶,你居然上了那种花招的当。

【拓展】

fall for sb./fall in love with sb. 倾心于,爱上

They fell for each other at the first sight.

他们一见钟情。

fall down/over 突然倒塌

She fell over and hurt her leg.

她摔了一跤,伤到了腿。

fall apart 破碎

Their marriage finally fell apart.

他们的婚姻最终还是破裂了。

fall behind 落后于……

The world major powers are afraid of falling behind in the arms race.

世界各大强国都唯恐在军备竞赛中落后。

4. These ads **deal with** large social issues. (page 3, line 35)

这些广告所涉及的是一些大的社会问题。

deal with

(1) 涉及,关于,论及

This book mainly deals with difficult points in the study of French.

这本书主要论及法语学习中的难点。

(2) 处理,对付;对待

There are too many problems for us to deal with.

我们有太多的事务要处理。

(3) 料理,处理

Haven't you dealt with the letter yet?

你还没有回那封信吗?



(4)与某人或某机构有社交、商业关系

I hate dealing with large impersonal companies.

我讨厌与没有人情味的大公司打交道。

【注意】deal with 常与 how 连用,而 do with 则常与 what 连用。

I don't know how to deal with the situation.

我不知道怎样处理这个问题。

What shall we do with the problem?

我们应该怎样处理这个问题?

三、重点句型及长难句

1. We are so used to them that we often do not even realize how many we see and hear in a day.

(page 2, lines 1 - 2)

我们已经对广告习以为常了,以至于我们常常忽略了一天看过或听过多少广告。

【分析】该句用到了“so + adj./adv./v. + that...”结构。本句中的 so 是对“be used to then”中的形容词“used”的修饰。

He was so happy that he even jumped up and down.

他是如此的高兴以至于都上蹿下跳了。

The boy ran so quickly that his mother couldn't catch up with him.

那男孩跑得如此之快以至于他的妈妈都赶不上他。

The good news so excited the crew that they set sail at once.

这个好消息使全体船员如此的激动以至于他们马上就起航了。

2. An advertisement provides information and uses persuasive language and exciting images to encourage people to buy a product or service or believe in an idea. (page 2, lines 5 - 6)

广告通过提供有关信息、使用劝导性语言和令人兴奋的图像,来鼓励人们购买某种产品或服务或是相信某种理念。

【分析】该句的谓语部分连用了三个并列的动词短语,后又连用了三个目的状语,形成了一定的排比气势。“provide information”, “use persuasive language”, “use exciting images”是三个并列谓语短语;“buy a product”, “buy a service”, “believe in an idea”是三个并列的目的。

(1) provide sb. with sth./ provide sth. for sb. 向某人提供某物,供应

The management will provide food and drink.

= The management will provide the staff with food and drink.

= The management will provide food and drink for the staff.

管理部门将给全体员工提供饮食。

(2) persuasive 是形容词,意为“有说服力的,劝导性的”,其动词形式为“persuade”。

He tried to persuade him with a persuasive speech, but failed.

他试图用一次充满说服力的演讲来说服他,但失败了。

3. China has strong laws to protect people from advertisements that lie or try to make people believe untrue claims about products or services. (page 2, lines 14 - 15)

为保护消费者,对于不实广告或者欺骗性广告,中国制定了严格的法律。

【分析】句中的“that lie or try to make people believe untrue claims about products or services”为定语从句,关系代词 that 代替先行词 advertisements,在从句中充当主语,不能省略。

More and more libraries that offer the villagers chances to get close to science have been set up.

越来越多的图书馆已建起来了,它们为村民走近科学提供了机会。

但如果关系代词是在从句中充当宾语,则可以

省略。

The many ads (that) we see and hear every day also enrich our life.

我们每天听到的见到的广告也大大丰富了我们的生活。

4. Even if an ad does not lie, it does not mean it tells you the complete truth. (page 2, line 17)

一则广告,即使它不说谎,也并不意味着它就百分之百地跟你讲真话。

【分析】even if = even though (whether or not; although; in spite of the fact; no matter whether) 意为“尽管如此”,引导状语从句。

She's going to have problems finding a job even if she gets her A levels.

即使她得到 A,找工作还是会有困难。

I can still remember, even though it was so long ago.

虽说是很久以前的事,我却依然记得。

【拓展】

even so 意为“尽管如此”,为副词短语。

It rained, but even so we enjoyed the day.

尽管是个下雨天,我们还是很开心。

I had a terrible headache, but even so I went to the concert.

我头很痛,可我还是去听了音乐会。

自主学习



夯实基础

I. 单项选择 从 A、B、C、D 四个选项中选出最佳选项。

- () 1. We won't think any of his remarks no matter how _____ they turn out to be.
- | | |
|---------------|--------------|
| A. persuading | B. persuaded |
| C. persuasive | D. persuade |

- () 2. I _____ to go out for a walk but the _____ decision was canceled (取消) because of the rain.
- | |
|-----------------------------|
| A. intend; intending |
| B. intended; intended |
| C. intending; intended |
| D. was to intend; intending |
- () 3. The little rabbit _____ of the danger and disappeared in the bush.
- | | |
|---------------|--------------|
| A. was awared | B. was aware |
| C. awared | D. awares |
- () 4. As he grew up, he _____ wandering in the woods, collecting the whistles of the birds.
- | | |
|-------------|--------------|
| A. fell for | B. fell into |
| C. fell to | D. fell in |
- () 5. This suit of special clothes will protect you from _____ by wild animals.
- | |
|-------------------|
| A. attacking |
| B. attacked |
| C. to attack |
| D. being attacked |
- () 6. This company _____ some good software _____ us.
- | | |
|-------------------|------------------|
| A. provides; / | B. offers; with |
| C. supplies; with | D. provides; for |
- () 7. 90 percent of the patients can be _____ the disease.
- | | |
|-------------|--------------|
| A. cured by | B. cured |
| C. cured of | D. cured for |
- () 8. I _____ what he said because I _____ him.
- | |
|---------------------------|
| A. believe; believe |
| B. believe in; believe |
| C. believe; believe in |
| D. believe in; believe in |



() 9. You don't have to _____ the umbrellas; I'll give you one each.

A. advertise B. be used to

C. share D. persuade

() 10. We _____ him to stop surfing the internet, but he wouldn't listen.

A. persuaded

B. tried to persuade

C. suggested

D. demanded

() 11. Mother _____ us stories when we were young.

A. was used to tell

B. was used to telling

C. used to tell

D. used to telling

() 12. Their products enjoy 30 percent _____ of the market in this country because both their quality and service are fine.

A. features

B. share

C. discount

D. sales

() 13. The government is trying to do something to _____ better understanding between the two countries.

A. raise

B. promote

C. heighten

D. increase

() 14. I went to buy a newspaper and when I came back I lost my _____ in the queue.

A. chance

B. place

C. way

D. time

() 15. He _____ that he could finish the job without any help.

A. claimed

B. required

C. demanded

D. announced

II. 根据短文内容,用所给单词或词组的正确形式填空。(注意词形变化)

numerous	used to	intend to	campaign
persuasive	promote	customers	service
fall	public		

Nowadays whenever you are on the website, 1. _____ advertisements are being stuck here and there. Most of us are so 2. _____ the phenomenon (现象) that they often consider the advertisements as 3. _____. In fact, an advertising 4. _____ is 5. _____ trick careless readers. In order to 6. _____ its product, and to persuade 7. _____ into buying its product, they pay to design all types of exciting pictures and 8. _____ speeches. Many of the 9. _____ may 10. _____ for this kind of trick.

III. 中译英。

1. 如果你想得到一份报酬,就得做好你该分担的那一份工作。

2. 他是如此沉醉于这里的美景,以至于忘记了回程时间。

3. 他试图劝他爸爸戒烟,但是失败了。

4. 令我们失望的是,他们还没有意识到竞争在生活中的重要性。

5. 我发现她是一个很难相处的人。