

校企合作系列丛书·广告设计与制作专业

New Comprehensive English II

新编综合英语

(下册)

主编·石磊 刘利艾



WUHAN UNIVERSITY PRESS

武汉大学出版社

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贵州师范学院内部使用



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本书合作企业



上海真实传媒有限公司

前 言

近年来,我国高等职业教育蓬勃发展,高等职业教育教学的方针是“以服务为宗旨,以就业为导向”,并采用“工学结合”的培养模式培养技能型人才。《新编综合英语》(上、下册)是一套全新的、为高等院校艺术类专业学生编写的综合英语教程。由于艺术类专业学生在英语基础和学习热情等方面都与其他专业学生存在明显的差距,针对这些差距,如何调动学生的积极性,如何为学生选取符合其实际英语水平和满足其职场英语需求的教程,是提高教学质量的关键所在。

本系列教材秉承的编写理念是“以职场交际为目标,以应用为目的,培养学生的英语实际应用能力,使艺术类专业学生能在日常活动和未来职场中进行简单的语言交流”。因此,在选材上,本系列教材不仅注重提高学生听、说、读、写、译等各项基本技能,实现教育部《高职高专英语教学基本要求》规定的教学目标,还能结合未来职场发展需要,提高学生职业素养。

本系列教材适应艺术类专业发展需要,专业性和趣味性并存,分为上、下两册,每册分为八个单元,以职业为导向,涉及广告、动画、设计和一些时尚主题,并围绕这些主题来设计学习任务和相关练习。每单元包括两篇课文(Text A 和 Text B)和两个重点练习(Grammar 和 Skill Focus),共四个部分。围绕 Text A,设置了 Pre-reading Task、While-reading Task 和 Post-reading Task 多种任务。Pre-reading Task 以观察图片、问题讨论等为手段,活跃课堂气氛,引出单元主题,为后续的课文学习抛砖引玉。Post-reading Task 部分设置了五个任务,围绕课文理解、核心词汇和核心表达的翻译展开。针对学生的语法弱项,每个单元选取了一个语法点进行讲解和练习。在 Skill Focus 部分,着重培养学生的听、读、译和写技能。在学习完各单元之后,将基础能力和专业词汇知识相结合,通过内容的选取激发学生英语学习的兴趣,让艺术类专业学生的英语学习不再枯燥,让他们学在其中、用在其中,也乐在其中。每单元的教学时间建议安排六个课时。各校可以根据各自的实际教学情况进行适当调整。

本书由石磊、刘利艾担任主编,尹学青担任副主编。石磊负责第1、2、3、4、5单元以及全书统稿工作;刘利艾负责第6、7、8单元;尹学青承担部分校对工作。



本书为上海行健职业学院、上海真实传媒有限公司共同开发,由长期从事英语教学的双师型教师编写以及艺术领域的企业人员合作编写,得到了同行和学校的大力支持和帮助。尽管我们十分努力,本书还是难免有错误和疏漏之处,我们衷心希望得到同行专家和使用者的指教。

编 者

2017 年 12 月

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Unit One Advertisements

- ◎ Take TOSHIBA, take the world.
拥有东芝,拥有世界。(东芝电子)
- ◎ Poetry in motion, dancing close to me.
动态的诗,向我舞近。(丰田汽车)

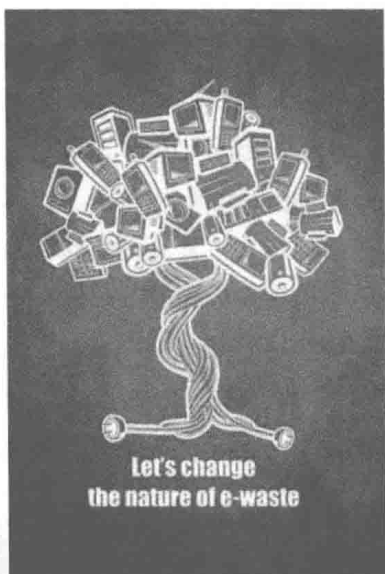




Part One Text A

Pre-reading Task

I. Enjoy the following posters and share your ideas with others.



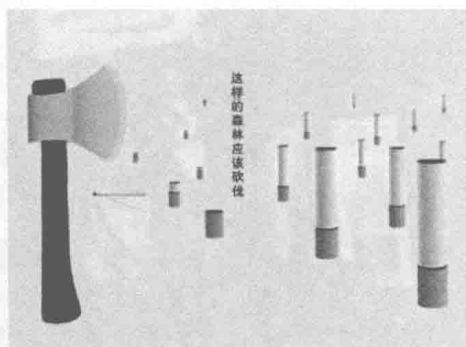
(1) _____



(2) _____



(3) _____



(4) _____

II. Work in groups and discuss the following questions.

1. What are the advantages and disadvantages of advertisements? List as many as you can think of.
2. Do you think advertisements may affect your shopping behavior? Explain.
3. Have you ever been cheated by false advertisements? If yes, give details.

While-reading Task



The Uses and Abuses of Advertisements

Text A

A glance at any newspaper will reveal hundreds of advertisements. Some are elaborate, full-page displays, while the majority are in the more economical classified sections. People and firms advertise for all sorts of reasons. We can read about job vacancies, new products, people wanting to sell or purchase houses and cars, announcements of births and deaths, lonely hearts looking for partners, home services and others. The list goes on, and it is expanding every day.

The uses of advertisements are undisputed. Large companies depend heavily on advertisements to make their products known to the consumers. These companies play a major role in the development of sports in our country. Without them acting as sponsors we would not be able to stage international sporting events. Most magazines and periodicals survive because of advertisements. The people or firms that advertise provide the necessary finance to keep these magazines running. Both parties benefit. The publishers get to carry on their business and the advertisers get to sell their products. However some magazines seem to lose their original purposes after a while because they have too many advertisements.

For an employer looking for workers, advertisement provides one of the most efficient methods of getting them. How else can an employer let job-seekers know that there are jobs available? Through advertising in the newspaper, the whole country can be effectively reached and the best of the job-seekers selected.

It is the same when people want to sell or buy houses, cars and other things. Through advertisements they can come in contact with people not normally met in normal daily life. Again the best buyers or sellers can be picked out and the most suitable bargains reached. In short, advertisements enable people to widen their choices and changes in whatever they wish to obtain or discard. As useful as it is, advertisements are sometimes abused by unscrupulous people.

Misleading the public is the most common form of abuse of advertisement. Consider some of the deceptions employed by advertisers.

In the midst of an international sports meet we see the omnipresent sign of a popular-brand cigarette. Everyone knows that smoking does nothing good for one's health. Yet these advertisers blatantly ignore facts and promote their products nonetheless. Even the authorities turn a blind eye to the whole affair. Nowadays the advertisers have begun to disguise their advertisements. Instead of the direct approach to cigarettes, they go in a roundabout way by advertising fashion, good-living and other aspects of "success".

On television, the abuse of advertisements is most apparent. Who can bear sitting through ten minutes of continuous bombardment by shampoos, hair creams, snacks, washing powder and underarm sprays? It is just too much. What is worse, they always come just before the most

exciting part of a programme! Besides giving us a mental jolt they methodically numb and abuse our minds until we watch them without actually seeing and hear their chatter without actually listening. It would certainly be for the good of all viewers if the advertisers cut down on their advertisements and only advertise discreetly. Presently advertisement on television is based on hard-selling and relentless assault on the viewers.

Furthermore how much of what they advertise are based on truth? Does using a certain brand of shampoo eliminate dandruff? My personal experience is a definite no. Does consuming certain food make us healthier? Then why are the hospitals always full? Does using a certain brand of soap powder really make clothes cleaner? Does owning a certain type of car really make the owner happier? Such things we must ask, if we do not want to be taken in by the advertisements.

Thus we see that advertisement can be useful as well as it can be destructive. It depends on how it is used. People advertise because they need to. It is only when they advertise falsehood and misleading information that abuse comes in. We cannot escape this onslaught of advertisements, but we can use our own intelligence to weed out the bad ones.

New Words

elaborate / ɪ 'ləbərət /	adj.	精心制作的; 详尽的
majority / mə 'dʒɔrəti /	n.	大多数
economical / i:kə 'nɒmɪkl /	adj.	经济的; 节约的
vacancy / 'veɪkənsi /	n.	空缺, 空位; 空虚
announcement / ə 'naʊnsmənt /	n.	公告; 宣告
undisputed / ,ʌndɪ 'spju:tɪd /	adj.	无可争辩的; 无异议的
sponsor / 'spɒnsə(r) /	n.	赞助者; 主办者
	v.	赞助; 发起
periodical / ,piəri 'ɒdɪkl /	n.	期刊; 杂志
survive / sə 'vaɪv /	v.	幸存, 活下来
effectively / ɪ 'fektɪvli /	adv.	有效地, 生效地
obtain / əb 'teɪn /	v.	获得
discard / dɪ 'skɑ:d /	v.	抛弃; 放弃
unscrupulous / ʌn 'skru:pjʊləs /	adj.	肆无忌惮的; 不讲道德的
deception / dɪ 'sepʃn /	n.	欺骗, 欺诈
omnipresent / 'ɒmnɪ 'preznt /	adj.	无所不在的
blatantly / 'bleɪntntli /	adv.	公然地; 喧闹地
disguise / dɪs 'gaɪz /	v.	伪装; 假装
roundabout / 'raʊndəbaʊt /	n.	迂回路线
	adj.	迂回的, 绕道的
apparent / ə 'pærənt /	adj.	显然的; 表面上的

bombardment / bɒm 'bɑ:dmənt/	n.	轰炸;炮击
methodically / mə 'θɒdɪkli/	adv.	有方法地;有系统地
discreet / drɪ 'skri:t/	adj.	谨慎的,小心的
relentless / rɪ 'lentləs/	adj.	无情的,残酷的
assault / ə 'sɔ:lt/	n.	攻击,袭击
	v.	攻击,袭击
eliminate / ɪ 'lɪmɪneɪt/	v.	消除,排除
dandruff / 'dændrʌf/	n.	头皮屑
destructive / drɪ 'strʌktɪv/	adj.	破坏性的,毁灭性的
falsehood / 'fɔ:lshʊd/	n.	说谎,假话
onslaught / 'ɒnslɔ:t/	n.	猛攻;突击
intelligence / ɪn 'telɪdʒəns/	n.	智力,才智

Phrases and Expressions

all sorts of	各种各样的
depend on	依靠
play a major role in...	在...中起主要作用
carry on	实施
in contact with	联系
in short	简言之
turn a blind eye to	熟视无睹;对...视而不见
weed out	清除;淘汰

Post-reading Task

Comprehension of the Text

Task 1 Read the following sentences and learn them by heart.

1. Large companies depend heavily on advertisements to make their products known to the consumers.
2. The people or firms that advertise provide the necessary finance to keep these magazines running.
3. For an employer looking for workers, advertisement provides one of the most efficient methods of getting them.
4. On television, the abuse of advertisements is most apparent.
5. What is worse, they always come just before the most exciting part of a programme!



Task 2 Read the text and answer the following questions.

1. Where are the most advertisements placed in a newspaper and why?
2. How are advertisements and sports events connected?
3. Why does an employer prefer to use advertisement in a newspaper to recruit employees?
4. What is the most common form of abuse of advertisement according to the passage?
5. How do TV commercials manage to attract the attention of the viewers?

Task 3 Read the text and decide whether the statements are true (T) or false (F).

- () 1. Advertisements contribute financially to most magazines.
- () 2. Advertisements of cigarettes are not seen any more nowadays.
- () 3. We may turn mentally numbed by continuous advertising.
- () 4. Keeping a cold mind may prevent people from being taken in by advertisements.
- () 5. We can escape the onslaught of advertisements if we want to.

Task 4 Vocabulary study.

I. Choose the correct form of the words to complete the following sentences.

1. economic, economical, economics
 - a. His theory is linked closely with the success of our _____ reform.
 - b. We must find _____ methods for extracting oil from shale.
2. dispute, disputed, undisputed
 - a. This is a matter of some _____.
 - b. Some nations have deployed ships or aircraft to _____ waters.
3. effect, effective, effectively
 - a. How do you _____ manage the stuff?
 - b. The new traffic rules will be _____ on the first day of next month.
4. scrupulous, unscrupulous, scrupulousness
 - a. As producers of new journalism, they can be _____ with the facts and transparent with their sources.
 - b. In fact, my _____ is the reason why I have only made three period films.
5. discreet, discreetly, discreetness
 - a. Yet he did not call the police for help, relying instead on two _____ aids.
 - b. These are proud people, so the teachers do it _____.

II. Match the words in Column A with the appropriate words and phrases in Column B.

A

1. depend
2. keep
3. come
4. turn
5. base

B

- a. in contact with old friends
- b. on truth
- c. a blind eye
- d. on our support
- e. the machine working

III. Complete the sentences below with the correct form of the words in the box.

abuse	reveal	economical	sponsor
discard	eliminate	destructive	bargain

1. If you agree to be our sales agent, we will allow you a good discount as part of the _____.
2. On no account should we _____ our fine traditions and styles of work.
3. The pop singer canceled his concert schedules for tonight because the _____ cannot pay him the money he asked for.
4. The curtains opened, to _____ a darkened stage.
5. Severe damage witnessed the _____ force of the storm.
6. The mother could not _____ her amusement at the boy's mistake.
7. Engineers are forever seeking more _____ methods of solving problems.
8. If you think you may be allergic to a food or drink, _____ it from your diet.

Task 5 Translation.

I. Translate the following sentences into Chinese.

1. Without them acting as sponsors we would not be able to stage international sporting events.

2. In short, advertisements enable people to widen their choices and changes in whatever they wish to obtain or discard.

3. Misleading the public is the most common form of abuse of advertisement.

4. It would certainly be for the good of all viewers if the advertisers cut down on their advertisements and only advertise discreetly.



5. We see that advertisement can be useful as well as it can be destructive.

II. Translate the following sentences into English using the words or phrases given in parentheses.

1. 儿子的死让老妇人变得麻木痴呆了。(numb)
2. 身处这些烦恼之中,他依然能保持乐观。(in the midst)
3. 虽有困难,他们还是设法坚持试验下去。(carry on)
4. 我们必须淘汰不合格的申请人。(weed out)
5. 医生要他少抽烟。(cut down on)

III. Translate the following paragraph into Chinese.

A glance at any newspaper will reveal hundreds of advertisements. Some are elaborate, full-page displays, while the majority are in the more economical classified sections. People and firms advertise for all sorts of reasons. We can read about job vacancies, new products, people wanting to sell or purchase houses and cars, announcements of births and deaths, lonely hearts looking for partners, home services and others. The list goes on, and it is expanding every day.

Part Two Grammar

主谓一致

在英语句子里,谓语受主语支配,其动词必须和主语在人称和数量上保持一致,这就叫主谓一致。寻其规律,大致归纳为三个原则,即语法一致(grammatical concord)原则、意义一致(notional concord)原则和就近(proximity)原则。

1. 语法一致原则

单数名词或代词、不定式短语、动名词短语或从句作主语时,谓语动词一般用单数形式;主语为复数时,谓语动词用复数形式	<ol style="list-style-type: none">1. His father is working on the farm.2. To study English well is not easy.3. The girls use their own dictionaries.
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Continued

由连接词 and 或 both... and 连接起来的合成主语后面用复数形式的谓语动词(若 and 连接的两个词指同一人或物,用单数形式;and 并列单数主语前有 no, each, every 等,用单数形式)	<ol style="list-style-type: none"> 1. A hammer and a saw are useful tools. 2. Both she and he are Young Pioneers. 3. Their cashier and secretary was present at the meeting. 4. No boy and no girl likes it.
主语为单数名词或代词,后面跟 with, together with, as well as, but, besides, including, except, rather than, more than 等,谓语动词用单数形式	<ol style="list-style-type: none"> 1. Tom, together with his wife and children, has come to China. 2. The driver, rather than the passengers, was responsible for the accident.
集体名词指的是整体,谓语动词用单数形式;如果指集体的成员,谓语动词用复数形式,如: family, class, crowd, committee, audience 等	<ol style="list-style-type: none"> 1. His family are all music lovers. 2. The family consists of three people.
由 a lot of, plenty of, the rest of, the majority of, 分数或百分数 + 名词构成的短语做主语时,谓语动词要根据后面名词的数量而定	<ol style="list-style-type: none"> 1. The rest of the lecture is wonderful. 2. 50% of the students are girls.
倒装句中谓语动词的单复数形式应与后面的主语一致	<ol style="list-style-type: none"> 1. There comes the bus. 2. On the wall are many pictures.
在定语从句中,关系代词 that, who, which 等做主语时谓语动词单复数形式应与先行词单复数形式保持一致	<ol style="list-style-type: none"> 1. He is one of my friends who are working hard. 2. He is the only one of my friends who is working hard.
a number of “许多”,修饰复数名词谓语用复数形式, the number of “...的数量”,谓语动词用单数形式	<ol style="list-style-type: none"> 1. A number of children were seriously ill. 2. The number of pages in this book is 2,352.

2. 意义一致原则

(1) Thirty minutes is enough for the work.

(2) I think physics isn't easy to study.

3. 就近原则

当两个主语由 either... or..., neither... nor..., whether... or..., not only... but also... 连接时,谓语动词形式和邻近的主语一致

Either the teacher or the students are our friends.

there be 句型

There are two chairs and a desk in the room.