

丛书主编 ◎ 樊希国 谢永红

自主学习·导与学

——“高中学生自主学习与主动发展”系列校本学生学习辅助用书



高中英语【模块4】

Z I Z H U X U E X I D A O Y U X U E

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前言

在整个国民教育体系中，高中阶段作为基础教育的重要组成部分，既要为学生的终身发展奠定基础，又要为学生升入高等院校发挥重要作用；既要让学生的知识和技能得到提高和加深，又要培养学生可持续发展的能力。而处在高中阶段的学生，他们的智力迅速发展，自我意识出现了质的飞跃，那么高中教育的作用和价值要在发展中的学生身上得到充分的体现，就必须充分调动学生的主动性和积极性，充分挖掘学生自身的潜能，也就是要努力培养学生自主教育、自我发展的能力，引导学生自主学习、主动发展。

然而，由于应试教育观念和实践的深远影响，当前学校教育对学生资源的重视和开发是远远不够的，教学上过于强调接受学习、死记硬背、机械训练的顽疾远未根除。在这种教学中，学生对学习产生了畏惧的心理，养成了依赖的习惯，因而求知欲也被消磨在机械、枯燥的学习活动中。因此，如何发挥学习者在教育教学中的积极性、自主性和创造性，成为了高中教育必须面对的一大难题。特别是在当前课程改革的背景下，使高中教育主动适应和满足社会发展的需要，培育出生动活泼、个性张扬的高素质人才，加强学生的自主教育显得尤其重要。

湖南师大附中长期以来始终坚持真心实意实施素质教育，在教育教学的实践过程中注重发挥学生的主体作用，具备对学生实施自主教育的良好基础。因此，我们确立了“加强学生自主教育，培养学生自我发展能力”这一研究课题，旨在通过研究，加强学生的自主教育，激发学生的求知欲和创造欲，逐步引导学生自主学习、自主规划、自主发展、自主成功，使学习成为学生的需要、兴趣和幸福，使不同个性差异的学生都得到各自最佳的发展。作为该课题的重要成果之一，就是编制一套“高中学生自主学习与主动发展”系列校本学生学习辅导用书。我们组织了以湖南师大附中骨干教师为主体的省内一线优秀教师，在解读新课标的基础上，依据理论联系实际、直接指导教学实践的原则，研制和开发了这套实用性和针对性都很强的辅助用书，它旨在帮助教师把握新课程的目标、功能、内容等，特别是在栏目设置上和内容上引导学生进行自主学习，实现主动发展。这也是本书刻意追求的价值取向。我们期待并相信，这套丛书一定能收到预期的效果。

鉴于本书立意的与众不同，编写的难度必定很大，又受作者水平所限，难免有不尽如人意之处，敬请不吝指正，多提宝贵意见。

编者

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Unit 1 Advertising

知识要点 能力要求

类别	新课程标准要求掌握的项目	
话题	1. 了解广告类别 2. 欣赏广告艺术	
功能	1. 练习表达和评价不同的观点 2. 陈述句、一般疑问句和祈使句充当间接引语	
情感态度与价值观	1. 随着现代化进程的快速发展,商品经济日益繁荣,五花八门的广告也随之增多,广告可以改变人们的生活方式。 2. 媒体要有灵活的适应性才能充分满足广告信息的特定需要,为广告宣传服务。 3. 广告应最大限度地满足广大消费者的需要,向消费者提供真实、可信、权威的信息。	
语法	掌握直接引语与间接引语的基本用法	
重点单词	advertise <i>v.</i> 作广告,登广告 image <i>n.</i> 图像,影像;形象 promote <i>v.</i> 推销,促销 untrue <i>adj.</i> 不真实的 breath <i>n.</i> 气息,呼吸 comment <i>n.</i> 评论,意见 nationwide <i>adj.</i> 全国范围的 slogan <i>n.</i> 口号,标语 campaign <i>n.</i> 运动,活动 smart <i>adj.</i> 聪明的,精明的 imagination <i>n.</i> 想象力,想象 trick <i>v.</i> 哄骗 design <i>v.</i> 设计 <i>n.</i> 图案,花样 react <i>v.</i> 作出回应 continuously <i>adv.</i> 连续地	share <i>v.</i> 分享,共有 service <i>n.</i> 服务 educate <i>v.</i> 教育 claim <i>v.</i> 声称,宣称 cure <i>v.</i> 治疗,治愈 original <i>adj.</i> 新颖的,别致的,独创的 drug <i>n.</i> 毒品,药物 creative <i>adj.</i> 具有创造性的 suicide <i>n.</i> 自杀 customer <i>n.</i> 消费者 recommend <i>v.</i> 推荐 purchase <i>v.</i> 购买 fashionable <i>adj.</i> 时髦的,流行的 media <i>n.</i> 媒体 convenient <i>adj.</i> 方便的,便利的
重点短语	be used to 习惯于,适应 fall for 上……当,受……骗 trick sb into doing sth 诱使某人做某事 be concerned with 对……关心 do some research on 对……进行研究 keep away from 避开,不接近 cure sb of sth 治愈某人某种疾病 get... across 弄清楚,搞明白 share with 分享 be meant to 旨在做某事,目的是 appeal to 迎合……,对……有吸引力 commit suicide 自杀	be aware of 明白,意识到 play tricks on 玩……花招 be bored with 厌倦 put sth together 组织,汇集,组装 be supposed to 应该做某事 be responsible for 对……负责任 get sb to do sth 让某人做某事 depend on 依靠 be popular with 在某人当中受欢迎 be smart about 对……精明 be of high quality 高质量的 be proud of 为……而骄傲



Welcome to the unit & Reading

课堂学习



合作探究

词汇知识

根据汉语意思及词性填写单词

1. 作广告, 登广告 *vt.* _____
2. 分享, 共有 *vt.* _____
3. 图像, 影像; 形象 *n.* _____
4. 服务 *n.* _____
5. 推销, 促销 *vt.* _____
6. 教育 *vt.* _____
7. 不真实的 *adj.* _____
8. 声称, 宣称 *v.* _____
9. 气息, 呼吸 *n.* _____
10. 治疗, 治愈 *v.* _____
11. 评论, 意见 *n.* _____
12. 新颖的, 独创的 *adj.* _____
13. 全国范围的 *adj.* _____
14. 毒品, 药物 *n.* _____
15. 口号, 标语 *n.* _____
16. 有创造性的 *adj.* _____
17. 运动, 活动 *n.* _____
18. 自杀 *n.* _____
19. 聪明的, 精明的 *adj.* _____
20. 消费者 *n.* _____
21. 想象力, 想象 *n.* _____
22. 推荐 *v.* _____

重点短语

根据汉语意思填写短语

1. 习惯于, 适应 _____
2. 知道, 明白, 意识到 _____
3. 上……当, 受……骗 _____
4. 玩……花招 _____
5. 鼓励某人做某事 _____
6. 与……分享 _____
7. 免费地 _____
8. 为……而骄傲 _____
9. 旨在做某事, 目的是 _____
10. 对……精明 _____
11. 自杀 _____

12. 对……感到满意 _____
13. 注意 _____
14. 诱使某人做某事 _____
15. 服药, 吸毒 _____
16. 避开, 不接近 _____
17. 说服某人做某事 _____
18. 对……进行调查研究 _____

语篇理解

- () 1. How many types of ads are mentioned in the passage?
A. Only one. B. Two. C. Three. D. Four.
- () 2. Which of the following is not a form of formal advertising according to the passage?
A. Persuasive words. B. Free services.
C. Exciting images. D. False boosts.
- () 3. What can we conclude from the passage?
A. All the advertisements are intended for helping people buy cheaper things.
B. There is a slight difference between commercial advertisements and PSAs.
C. Where there are advertisements, there are tricks.
D. We are to be smart about advertisements.
- () 4. Which of the following is probably not an ad?
A. "An apple a day keeps doctors away."
B. "Where there is water, there is life."
C. "Pride goes before a fall."
D. "Bright Teeth fights bad breath!"

要点突破

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

广告是一种销售产品或服务的好方法。

a way to do sth = a way of doing sth 做某事的方法

There are many ways to get data into a computer.

有许多把资料输入计算机的方法。

I realized I had less than twenty minutes to figure out the way of delivering the secret message.

我意识到我只有不到二十分钟的时间来想出送递秘密信息的方法。

2. They are also a good way to make people aware of the needs

of others and the dangers around them. 它们也是一种让人们了解别人的需求和周围是否有危险的好方法。

be aware of 意识到,明白(= know, realize)

She was not aware of having done wrong.

她没有意识到做错了事。

Are you aware of the danger?

你意识到危险吗?

I am well aware that this is a tough job.

我深知这是一件棘手的工作。

【拓展】

make sb aware of... 让某人了解到……

使役动词 make 后常接结构: make + 宾语 + 宾语补足语(作宾语补足语的词多为动词原形或形容词等)。

Money makes dogs dance.

有钱能使鬼推磨。

I'd like to do everything to make you happy.

为了让你开心我愿做任何事。

3. What does PSA stand for? PSA 代表什么?

stand for 代表,象征;支持,主张

The American flag stands for freedom and justice.

美国国旗代表自由及公平。

What do the letters UN stand for?

字母 UN 代表什么?

We stand for self-reliance.

我们主张自力更生。

4. What are PSAs meant to do? 公益广告的用意是什么?

mean vt.

1) (言词等)表示……的意思;意指,意味着

What does the phrase mean?

这短语是什么意思?

To a certain extent, to raise wages means increasing purchasing power.

在一定程度上,提高工资意味着增加购买力。

I wasn't serious. I meant it as a joke.

我并非有意。我只是想开个玩笑而已。

Do you mean Miss Anne Smith or Miss Mary Smith?

你指的是安·史密斯小姐还是玛丽·史密斯小姐?

2) 意欲,意图,打算

Do you mean to go without money?

你想身无分文就走吗?

I realized what he meant.

我明白他的意思了。

【拓展】

be meant to do sth 希望做某事

类似的短语有:

be intended to do sth/ be intended for...

This booklet is meant for beginners of English.

这本小册子是给英语初学者的。

The apartment was originally meant for five.

这间公寓本来是准备给五口人住的。

5. We are so used to them that we often do not even realize how many we see and hear in a day. 我们对此是如此熟悉,以致我们根本意识不到我们一天看到、听到多少(广告)。

- 1) so + adv. + that-clause
so + adj. + a(an) + 单数可数名词 + that-clause
so many/much/few/little + 复数可数名词/不可数名词 + that-clause
such + a(an) + adj. + 单数可数名词 + that-clause
such + adj. + 复数可数名词 + that-clause
such + adj. + 不可数名词 + that-clause

There were so many that we didn't know where to put them all.

有这么多,我们都不知道把他们放哪里了。

He's so careless that he always leaves his school things at home.

他如此粗心,总是把学校用品遗放在家里。

He's so positive, so hardworking, that he's counseling other kids now.

他是如此积极和勤奋,以致他现在又在辅导其他孩子。

The speechmaker spoke so clearly that everyone present understood him well.

演说者说得如此清楚,在场的每个人都能很好地理解他。

2) be used to (doing) sth 习惯于做某事

He is quite used to hard work/working hard.

他惯于努力工作。

I'm not used to being spoken to like that.

我不习惯别人那样对我说话。

This is a woman who's used to working long hours and traveling extensively.

这是一个习惯于长时间工作和到处旅游的女人。

【拓展】

1) be used to do sth 被用来做……

Lasers can be used to perform operations nowadays.

现在激光可以用来做手术。

The knife can be used to cut meat.

刀能用来切肉。

2) used to do sth 过去常常……

You used to drink, usedn't you (didn't you)?

你过去常常喝酒,是吗?

I used to get up early and take an hour's walk before breakfast.

我过去常常起床很早,并且在早餐前散步一小时。

Used she (Did she use) to go to school by bike? / No, she usedn't (didn't).

她过去常骑自行车上学吗? / 不,她没有。

6. I did some research on advertisements, and have some very important information to share with you. 我做了一些广告研究,有一些非常重要的资料与大家分享。

1) research *n.* 调查,研究 *v.* 调查,研究

Research workers are examining the problem.

研究人员正在研究那个问题。

Research indicates that men find it easier to give up smoking than women.

研究表明,男人比女人更容易戒烟。

do research (on/in/into...) 从事(……的)研究

She's doing cancer research. (= She is researching into cancer.)

她在从事癌症研究。

2) share *vt.* 分享;分担;合用(with, among, between)

n. 一份,份额;一份责任

【拓展】

share sth (out) among/between 在……之间分配某物

share sth with sb 与某人分享某物

share (in) sth 分摊或分享某物

I shared my lunch with him. 我与他分吃我的午饭。

We shared a small room between us.

我们合用一个小房间。

They will share the joys and sorrows.

他们将同甘共苦。

They divided the sweets into equal shares.

他们把糖果分成了等份。

7. A commercial advertisement is one which someone has paid for to promote a product or service. 商业广告是一种人们为了推销某商品或服务而花钱的广告。

1) pay money for sth 花钱买东西

Let me pay ten yuan for dinner this time.

让我来付晚饭的十块钱吧。

2) promote *v.* 促进,提升,升迁,促销

We must promote commerce with neighbouring countries.

我们必须促进与邻国的贸易。

The young army officer was promoted to the rank of captain.

这个年轻军官被提升为上尉。

Exercise promotes health.

锻炼可增进健康。

The government decided to promote public welfare.

政府决定发展公共福利。

Do you have any good idea how to promote the sales of this new product?

你有什么好办法来推销这种新产品?

8. 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. 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者是相信某种理念。

persuasive *adj.* 有说服力的,劝说的;劝诱的

He talked to her with persuasive manner.

他以晓之以理的态度劝说她。

Your argument seemed not very persuasive.

你的论据不太有说服力。

【拓展】

persuade *vt.* 说服(into); 使相信(of)

She persuaded me into buying it.

她说服我买下了它。

The salesman persuaded us to buy his product.

那个推销员说服了我们买他的产品。

How can I persuade you of my sincerity?

我怎样才能使你相信我的诚意呢?

We worked hard to persuade them that we were genuinely interested in the project.

我们想尽办法以使他们相信我们确实对这一计划感兴趣。

9. PSAs are often placed for free, and are intended to educate people about health, safety, or any other issue which affects public welfare. 公益广告往往是免费投放的,其目的就是健康、安全或者其他影响公共利益的问题对老百姓进行教育。

intend 计划,想要

这里用它的被动式,后常接动词不定式或 for 引导的介词短语。

He intends to learn French in Paris next year.

他打算第二年在巴黎学法文。

The father intends his son to marry the girl whose father is a millionaire.

父亲打算让他的儿子和一位百万富翁的女儿结婚。

This software is intended /meant to protect the computers from being attacked by a kind of virus called worm.

这种软件是为了保护电脑防止蠕虫病毒的攻击而设计的。

The teenagers are not allowed to see the movie, since it is intended for adults.

青少年是不允许看这场电影的,因为它是专供成年人看的。

This toy is intended /meant for children aged three and up. 玩具是给三岁以上的儿童玩的。

10. Even if an ad does not lie, it does not mean it tells you the complete truth. 即使广告没有撒谎,这并不意味着他告诉了你全部真相。

lie vi. (lied, lied) 说谎 n. 谎言

Don't trust him; he always lies.

别信任他,他总是说谎。

【拓展】

lie vi. (lay, lain) 躺

lay vt. (laid, laid) 放置,产卵,下蛋等

Shanghai is a modern city, which lies in the east of China. 上海是一个现代化的城市,位于中国东部。

He is very lazy; every time I see him he is lying in the sofa.

他很懒惰;每次我看到他,他都躺在沙发上。

The girl lying on the ground lied to me that she had laid the book on the shelf.

躺在地上的女孩对我撒谎说她把书放在书架上。

11. China has strong laws to protect people from advertisements that lie or try to make people believe untrue claims about products or services. 中国具有严明的法律,以保护人们免受谎言广告或试图使人们相信有关产品或服务的不真实的承诺。

protect... from... 表示“保护……不受……侵袭,挡住,防御”,from后接能带来伤害或损害之物。

You should protect the children from catching cold. 你应该防备孩子们受凉。

He raised his arm to protect his child from hurt. 他伸出手去,保护他的孩子免受伤害。

【辨析】

protect 与 defend

两者都有“保护、防护”的意思,但 protect 指一般意义的“保护”,而 defend 更正式一些,主要指除了“保护”,还有“(国家的)防御、防守、保卫,(法律)申辩、答辩、抗辩”等含义,应用范围更广。

The mother protects her son against all harm in life.

这位母亲呵护着她的儿子免受生活中的一切伤害。

The army defends the motherland.

军队保卫着祖国。

12. You are proud of your cooking, so shouldn't you buy the very freshest food? 你为自己的烹饪手艺而自豪,那么难道你不应该买最新鲜的食物吗?

very 的用法:

(1)very 完全地,充分地,真正地,最大限度地,的确置于形容词最高级,first, last, same, opposite, own 等之前表示强调,一般说来,very 用来修饰形容词的原级。此处 very 修饰形容词的最高级是为了表示强调和加强语气。

Mr Black is the very best worker in the factory.

布莱克先生是该厂最好的工人。

That is the very opposite of what I had expected.

那跟我所预料的正好相反。

Can I keep it for my very own?

这个我能收起来自己用吗?

(2)very 还可用作形容词作定语,意为“正是的,真正的”。

This is the very book I want! 这正是我想要的书!

At that very moment the phone rang.

正好在那个时候,电话铃响了。

13. They just hope that when you read the ad, you will feel good about their nice comment and remember the words “freshest food” and connect them to the food in the supermarket. 他们只是希望当你读这个广告时对他们的精彩评论产生好感,记住“最新鲜的产品”这一说法,并且与超市里的食品联系起来。

1)这是一个复合句,其中由 that 引导一个宾语从句,that 从句中又有一个由 when 引导的时间状语从句。宾语从句的主句由一个主语 you 和两个 and 连接的三个并列谓语构成。如:

I just hope that when you read the letter, you will feel good about our arrangement and remember our wish and study hard abroad.

我只希望当你读到这封信时,你会对我们的安排感觉



满意,并牢记我们的希望,在国外努力学习。

2) comment

(1) *n.* 备注,注解; 批评,评论

What comments have you about my son's behaviour?

你对我儿子的行为有什么意见?

He made no comments on our proposal.

他对我们的建议没有作评论。

(2) *vt. & vi.* 批评,注解; 评论

The teacher refused to comment on the examination results.

教师不肯评论考试结果。

He commented that it was an excellent film.

他评论这电影很精彩。

14. We must not fall for this kind of trick! 我们不可以听信这种把戏!

fall for 爱上,开始喜欢;听信,对……信以为真

They met, fell for each other and got married six weeks later.

他们俩一见倾心,六个星期后就结了婚。

Don't fall for his tricks.

不要中他的诡计。

Don't fall for his honeyed words.

别听信他的甜言蜜语。

【拓展】

1) fall in 坍塌;排队,集合;到期

The roof fell in. 屋顶坍塌了。

The captain ordered the men to fall in.

队长命令士兵们排队集合。

2) fall off (数量)减少;跌落

Enrollment has fallen off this year.

今年入学人数减少了。

Be careful not to fall off the ladder.

当心,别从梯子上掉下来。

3) fall in love (with sb) 爱上(某人)

It is natural that he should fall in love with such a beautiful girl.

他爱上那位美丽的姑娘是很自然的事。

4) 常见的与 fall 有关的短语还有:

fall back 后退

fall to pieces 崩溃;倒塌

fall asleep 入睡

fall down 跌倒;跨下来;失败

fall short 不足,缺乏;达不到

fall out 脱落;翻阅

15. Not all ads play tricks on us though. 然而,并非所有的广告都耍我们的花招。

1) all, both, everybody, everything 以及 every + *n.* 与 not 连用时都表示部分否定(不管 not 在前还是在后)。

Both of them didn't attend the meeting.

他们俩并非都参加了会议。

Both (the) windows are not open.

两扇窗子并不都开着。

All that glitters is not gold.

闪光的不一定都是金子。

Not all bamboo grows tall.

并非所有的竹子都会长很高。

This flower is not seen everywhere.

这花并不是随处可见的。

2) play tricks on sb 捉弄某人;开某人的玩笑

It's impolite to laugh at, stare at or play tricks on disabled people.

嘲笑残疾人士,盯着或作弄他们是不礼貌的。

These children loved playing tricks on their teacher.

孩子们喜欢捉弄老师。

【拓展】

tricks *n.* 戏法,把戏

Magicians often perform tricks such as pulling a rabbit out of a hat.

魔术师常常变从帽子抓出兔子的戏法。

Don't play old tricks!

别玩老一套的把戏了!

16. These ads deal with large social issues. 这些广告涉及社会大问题。

deal with 意义很广,常表示“对付、应付、处理、安排、论述、涉及”等。

He has learnt to deal properly with all kinds of complicated situations.

他已学会恰当地应付各种复杂局面。

Deal with a man as he deals with you.

以其人之道,还治其人之身。

This book deals with an important issue.

这本书论及一个重要问题。

They have learned to deal with various persons.

他们学会了和各种人打交道。

【辨析】

do with 与 deal with

1) do with 常与连接代词 what 连用,而 deal with 常与

连接副词 *how* 连用,如:

(1) I don't know how they deal with the problem.
(= I don't know what they do with the problem.)

我不知道他们如何处理这个问题。

(2) He is easy to deal with. (= He is easy to do with. 这时“do”是不及物动词)

他容易相处。

2) 这两个词组在使用时有细微的差别。一般的说, *do with* 表示“处置、忍受、相处、有关”等。

They found a way to do with the elephant.

他们找到对付那头大象的办法了。

We can't do with such carelessness.

我们不能容忍这种粗枝大叶的作风。

We are difficult to do with the new comer.

我们很难与新来的那个人相处。

I have nothing to do with him.

我跟他无任何关系。

17. We all want to be smart about what we believe, so be smart about advertisements! 该相信什么, 不该相信什么, 我们需要在这方面变得精明起来, 所以对广告也要精明!

be smart about 对……伶俐机敏; 对……精明

You got to be smart about it.

你对此得精明点。

【拓展】

It's smart of sb to do sth 某人做某事很聪明

It's so smart of you to work out the problem in a new way.

你能用新方法解决这个题目, 真是很聪明。

18. I have completed my article about advertisements, and I'm quite satisfied with it. 我已完成关于广告的文章, 并且对此很满意。

1) *complete* *vt.* 完成; 使完整 *adj.* 全部的, 完全的, 完整的

The work was completed in March.

这项工作是在3月份完成的。

I only need one more card to complete the set.

我只差一张卡片就配齐全套了。

Their engagement came as a complete surprise to me.

他们订婚使我大吃一惊。

Scientists have unearthed a complete dinosaur skeleton in Montana.

科学家们在蒙大拿州发掘出了一具完整的恐龙骨架。

【辨析】

complete, *finish* 与 *end*

(1) *complete* 是较正式的用语, 一般表示计划、理想、事业、工程、书籍等的完成, 有“使……由不完整变得完整起来”的含义, 其后跟名词、代词, 不跟动名词、不定式。

(2) *finish* 是一般用语。后接名词、代词或动名词作宾语。

(3) *end* 指“停止、结束”某一进程, 使其不再进展下去, 不强调该进度是否圆满完成。

例如: He finished writing the article last night.

他昨天晚上写完了这篇文章。

They ended the play with a song.

他们以一首歌曲结束了这出戏。

2) *satisfied* *adj.* “满意的”, 常用于: be satisfied with sb/sth “对……感到满意”。

satisfy *vt.* 使……满意

satisfaction *n.* 满意

in/with satisfaction 满意地

to one's satisfaction 令……感到满意的是

She's never satisfied with what she's got.

她对于自己的所得从不感到满足。

She finds writing poetry deeply satisfying.

她发现写诗很令人愉快。

Keep all letters from satisfied customers.

把满意的顾客来信全部留下来。

It's impossible to satisfy everyone.

不可能让每个人都满意。

I hope everything is to your satisfaction.

我希望每件事情都能令你满意。

19. I will encourage my friends to pay attention to them as well. 我还将鼓励我的朋友们对他们加以注意。

pay (no) attention to (不)注意……

Please pay attention to the difference between the two words.

请注意这两个词之间的区别。

I hope you will pay attention to this problem.

希望你对此给予关注。

If we rely on wishful thinking and pay no attention to realistic conditions, things will not turn out as we wish.

我们工作如果只凭主观愿望, 不顾客观条件, 就会事与愿违。

【拓展】

1) 含 *to* 作为介词的短语有:



be / get engaged to 与……订婚

belong to 属于; 是……的成员; 属于某组织

refer to 谈到; 涉及; 关于; 参考

look forward to 盼望

stick to 坚持

lead to 导致

object to 反对

prefer ... to ... 喜欢……胜过……

add ... to ... 增加……到……中

turn to 转向; 求助; 变成

compare ... to ... 把……比作……

pay attention to 注意

get close to 接近, 靠近

devote ... to ... 把……奉献给……; 致力于……

2) 与“注意”有关的短语有:

take (no) notice of 不注意……

center one's attention on 集中注意力于……

She centered her attention on the problem.

她把注意力集中在这一问题上。

同步练习

I. 单项填空

- () 1. The way she thought of _____ enough money was to sell her hair.
A. to get B. getting C. gets D. got
- () 2. It was _____ that we want to stay here for another two days.
A. such fine weather B. such a fine weather
C. so fine weather D. so fine a weather
- () 3. He _____ for his missing wallet in a newspaper.
A. cared B. looked
C. advertised D. checked
- () 4. It was several minutes before I was _____ of what was happening.
A. fond B. heard
C. capable D. aware
- () 5. In my opinion, life in the twenty-first century is much easier than what _____.
A. that used to be B. it is used to
C. it was used to D. it used to be
- () 6. In a way I can see what you mean, even though I don't _____ your point of view.

A. agree

B. permit

C. recognize

D. share

- () 7. The government is doing something to _____ better understanding between the two countries.
A. raise B. promote
C. heighten D. increase
- () 8. That your friend didn't offer you a gift on your birthday _____ that he will break away with you.
A. don't mean B. doesn't mean
C. didn't mean D. hadn't meant
- () 9. I think he'll surely give _____ your article if you ask him to.
A. comment on B. comment to
C. comments on D. comments to
- () 10. How did it _____ that the two men arrived to address the same meeting at the same time?
A. fall out B. take place
C. get around D. come through

II. 短文填空

Advertisements can be 1. _____ in newspapers and magazines, on TV and the radio and even in the streets. There are two main types of advertisements - commercial advertisements and public service advertisements (PSAs). Commercial ads are intended to 2. _____ a product or 3. _____ so that companies can make more money. They are not always true, so we need to be careful and 4. _____ the different methods used in advertisements to 5. _____ us. We should think about whether they are telling us the 6. _____ truth before we buy the products or services or believe in their ideas. On the contrary, PSAs are free, and they are intended to 7. _____ people about health, safety, or any other issue which 8. _____ public welfare. Therefore, we can learn a lot by following the advice they give.

方法指导 知识拓展

典题解析

1. _____ about wild plants that they decided to make a trip to Madagascar for further research.
A. So curious the couple was
B. So curious were the couple
C. How curious the couple were
D. The couple was such curious

【解析】选B。so+形容词用于句首时用倒装结构。

2. Alice trusts you; only you can _____ her to give up the foolish idea.

- A. suggest B. attract
C. tempt D. persuade

【解析】选D。此题的句意为“唯有你能说服她放弃这种愚蠢的想法”。persuade sb to do sth 表示“说服某人做某事”。

3. I must _____ for a new secretary.

- A. approve B. advise
C. assure D. advertise

【解析】选D。句意为“我得登广告招聘一名新秘书”。advertise for sth/sb 登广告征求某物/招聘某人; approve 赞成, 满意; advise sb on sth 在某事上给某人提建议; assure sb of sth 向某人保证某事, 使某人确信某事。

4. Public _____ of the problem will make the government take it seriously.

- A. awareness B. solution
C. existence D. evidence

【解析】选A。awareness 意识。

5. New technology _____ to make sure that the cars, taxis, buses and trains we use _____ the air.

- A. is used; not to pollute
B. has used; is not polluted
C. is being used; do not pollute
D. has been used; to pollute

【解析】选C。第一空强调的是目前正在进行的一种行为, 此处为进行时的被动式; 第二空强调经常性的行为, 应用一般现在时。

6. In some western countries, demands for graduates from MBA courses have _____.

- A. fallen down B. turned down
C. falling over D. turned down

【解析】选A。fall down 下降。

7. It is the people that _____ the history.

- A. create B. invent
C. discover D. find

【解析】选A。根据题意, 空处应为“创造(create)”。

8. We should know that we can only reach the top if we are ready to _____ and learn from failure.

- A. deal with B. depend on
C. carry on D. go with

【解析】选A。deal with 处理。depend on 依赖; carry

on 继续下去; go with 伴随, 与……相配。

9. Nick is looking for another job because he feels that nothing he does _____ his boss.

- A. serves B. satisfies
C. promises D. supports

【解析】选B。句意: 尼克正在找另一份工作, 因为他觉得他所做的一切都不令老板满意。

10. Effective measures must _____ people _____ advertisements that tell lies.

- A. protect; from
B. be made to protect; from
C. must be protected; from
D. bring; to avoid

【解析】选B。take effective measures 采取有效措施。protect... from... 保护……免受……

巩固反思 分层训练

I. 单项填空

() 1. We were in _____ when we left that we forgot the airline tickets.

- A. a rush so anxious
B. a such anxious rush
C. so an anxious rush
D. such an anxious rush

() 2. While shopping, people sometimes can't help _____ into buying something they don't really need.

- A. to persuade B. persuading
C. being persuaded D. be persuaded

() 3. —We don't have enough dictionaries. What would you like to suggest?

—How about four of us _____ one?

- A. share B. to share
C. sharing D. shared

() 4. “Well done!” the teacher patted the shoulder of the student, _____ with a smile on his face.

- A. satisfied B. being satisfied
C. having satisfied D. satisfying

() 5. The law of over-learning explains why cramming for examinations, though it may result in a passing grade, is not a _____ way to learn a school course.

- A. convenient B. demanding



- C. satisfactory D. swift
- () 16. To make your ad campaign successful, you must keep your clear goal and target audience _____.
A. in peace B. in mind
C. in view D. in heart
- () 17. She is shy. She is not used to _____ in front of others.
A. praise B. praising
C. being praised D. be praised
- () 18. His father got _____ after the doctor used a new treatment.
A. to cure B. cured
C. curing D. to be curing
- () 19. He _____ to me that he hadn't seen the bag that I had _____ on the counter. In fact it was _____ beside him on the ground.
A. lied; laid; lying B. lay; lain; lying
C. lied; lay; laying D. lay; lied; laying
- () 20. The boy who always plays tricks _____ his classmates has been punished by the headmaster.
A. to B. with C. for D. on

II. 阅读理解

Packaging(包装) 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 breakfast food that comes in a box with a picture of a TV character. The child is more interested in the picture than in breakfast food. Pictures for children to color 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" or "Family Size" printed on it. This suggests that the large size has the most product 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.

- () 1. From the passage we know the buyer pays more attention to _____.
A. the size of a container
B. a container with attractive pictures
C. a well-designed container
D. a plain container with low cost
- () 2. What suggestion does the author give in the passage?
A. It's not good to buy the product which is sold in a glass or dish.
B. The quality of a container has nothing to do with the quality of the product.
C. The best choice for a buyer is to buy a product in a plain package.
D. A buyer should buy what he needs most rather than a well-designed package.
- () 3. Which of the following is NOT TRUE according to the passage?
A. Actually glasses or dishes used for packaging do not cost money at all.
B. "Family Size" printed on the package means that it is rather economic.
C. To a child, even to an adult, the form is far more important than the content.
D. Words and pictures written on the package are thought to be an advertisement.
- () 4. What is the best title for the passage?
A. How to Package a Product.
B. How to Make an Advertisement.
C. How to Sell Product.
D. How to Treat the Package Wisely.

Word power & Grammar

课堂学习 合作探究

词汇知识

根据汉语意思及词性填写单词

- _____ praise sb as suitable for a post
- _____ being the only one of its type
- _____ a group of people or things that have similar qualities
- _____ buy sth
- _____ very special

重点短语

根据汉语意思填写短语

- over and over _____ 反复地, 一遍又一遍地
- feel _____ 觉得好似; 想要
- present sth _____ sb 提出; 提交
- be popular _____ sb 受某人的欢迎
- _____ the market 上市; 有现货供应
- a _____ shop 一家服装店

要点突破

1. An exciting film star look is now available to every teenager! 每个青少年都可以具有令人兴奋的明星的样子!

available *adj.* 可用的, 可得到的, 可达到的, 通用的, 有效的

The swimming pool is available only in summer.

这个游泳池只在夏天开放。

Is there water available around here?

附近弄得到水吗?

This film ticket is no longer available.

这张电影票不再有效。

【拓展】

avail *v.* 有利于, 有助于

The medicine did not avail against the disease.

该药对此病无效。

2. Jeans, shirts and dresses are on sale now. 牛仔裤, 衬衫, 裙子正在出售。

on sale 降价出售 (一般用于美式英语), 出售, 上市 (用在英式英语中)

I got the book on sale; it was very cheap.

我在降价时买了这本书, 非常便宜。

The dictionary has been published, but won't be on sale till next month.

这本词典已经出版, 但是要到下个月才会出售。

【拓展】

for sale (个人所有物) 出售 (的), 待售 (的)

He has a house for sale. 他有房子出售。

3. So, the sales/marketing department, led by a sales/marketing manager, will present the information from their market research to the boss. 因此由销售/营销经理领导的销售/营销部门会把在市场调研中获取的信息呈交给老板。

1) present 呈现, 赠送, 提交, 呈递

I don't know how to present my idea.

我不知道如何表达我的观点。

When did you present the report?

你是什么时候提交那份报告的?

* present sth to sb (= present sb with sth) 把……赠送给 (某人)

He presented me with a toy dog. (= He presented a toy dog to me.)

他赠送我一个玩具狗。

present 表示“赠送”, 不能像 give 一样构成“give sb sth”双宾语结构。

present 作“出席的”讲时, 常放在被修饰词之后, 作“目前的”时, 常放在被修饰词之前。

Did you see the present government leaders?

你见到现任政府的领导人了吗?

2) present *n.* 礼物; 现在, 目前

at present 目前, 现在

for the present 目前, 暂时

4. If they want to become the market leader, the company must ensure that their product is of high quality. 如果他们想成为市场的领头羊, 这个公司必须保证他们的产品的高质量。

ensure *vt.* 确保, 保证, 担保

What he has prepared ensured his success.

他所准备的一切确保了他的成功。

The teacher tried to ensure that every student understood his instruction.

老师尽力保证每个学生都明白他的指令。

【拓展】

ensure sb against/from danger 保护某人免受危险

ensure sb sth 保证某人得到某物

5. She would like to recommend a book to the head librarian

Mr Fan Zhenbin. 她想向图书馆馆长范振宾先生推荐一本书。

recommend *v.* 推荐, 介绍; 建议

He recommended some good books to me.

他向我推荐了几本好书。

She recommended us to adopt her suggestion.

她建议我们采纳她的建议。

The boss recommended raising the age to twenty.

老板建议把年龄提高到20岁。

The doctor recommended that the boy (should) stay in bed for another two days.

医生建议那个男孩再在床上待两天。

【拓展】

recommendation *n.* 推荐, 推荐信, 建议

The headmaster gave me a recommendation when I left school.

当我毕业时, 校长给我写了一封推荐信。

语法聚焦

1. 构词法——派生词

有很多名词和动词可以接不同的后缀构成形容词。

1. 名词+后缀

(1) *n.* + *-y* wind—windy sun—sunny fun—funny

(2) *n.* + *-ly* love—lovely friend—friendly week—weekly

(3) *n.* + *-al* nation—national magic—magical music—musical

(4) *n.* + *-ous* danger—dangerous poison—poisonous courage—courageous

(5) *n.* + *-en* wool—woolen wood—wooden

(6) *n.* + *-ful* color—colorful wonder—wonderful help—helpful

2. 动词+后缀

(1) *v.* + *-able* advise—advisable comfort—comfortable reason—reasonable

(2) *v.* + *-ed* excite—excited move—moved frighten—frightened

(3) *v.* + *-ive* attract—attractive create—creative impress—impressive

(4) *v.* + *-ing* interest—interesting confuse—confusing bore—boring

II. 直接引语与间接引语

一、定义

直接引述别人的原话, 叫直接引语。用自己的话转述别人的话, 叫间接引语。间接引语在多数情况下构成宾语从句。直接引语一般前后要加引号, 间接引语不用引号。如:

Mr Black said, "I'm busy." (直接引语)

Mr Black said that he was busy. (间接引语)

二、几种不同句子类型转为间接引语

1. 陈述句: 直接引语如果是陈述句, 变为间接引语时, 用连词 *that* 引导 (*that* 在口语中常省略), 从句的人称、时态、指示代词、时间状语、地点状语等要做相应的变化。

2. 疑问句: 直接引语如果是疑问句, 变为间接引语时, 要把疑问句语序变为陈述句语序, 句末用句号。从句的人称、时态和状语等也要做相应的变化。

(1) 一般疑问句: 直接引语如果是一般疑问句, 变为间接引语时, 要用连词 *whether* 或 *if* 引导。主句中的谓语动词是 *said* 时, 要改为 *asked*, 没有间接宾语的, 可以加一个间接宾语 (*me, him* 或 *us* 等)。如:

He said, "Are you interested in English?"

He asked me if I was interested in English.

He said, "Did you see him last night?"

He asked me whether I had seen him the night before.

(2) 特殊疑问句: 直接引语如果是特殊疑问句, 变为间接引语时, 仍用原来的疑问词引导, 句子用陈述句语序。如:

"What do you want?" he asked me.

He asked me what I wanted.

(3) 有些疑问句徒具形式, 实际上并非提出询问, 而是表示请求、提议、建议、劝告等意义, 引述这类疑问句时, 应借助于其他表达手段。例如:

① 表示请求、劝告时, 通常用 "ask/advise/want 等 + 宾语 + 不定式" 结构。

② 表示建议时, 通常用 "suggest + *-ing* 分词" 等结构。

上述方法也适用于引述 "Why not...?" "What about...?" 等结构。

③ 表示提议时, 通常用 "offer + 不定式" 等结构。

3. 祈使句的间接引语

(1) 引用祈使句多半采用 "动词 + 宾语 + 不定式" 结构。常见的引述动词有 *ask, beg, tell, urge, warn, remind, advise* 等。

(2) 引述表示建议、劝告的祈使句时, 可以用 "suggest/say + *that* 分句" 或 "suggest + *-ing* 分词结构" 等。

引述表示提议、建议的祈使句时,也可以用“offer+不定式”结构。

4. 感叹句的间接引语

表述感叹句一般有两种方式:

(1) 以 what, how 或 that 为被引述分句的引导词。

(2) 根据原句意义予以改写,使之变为新旧意义相同的陈述句。

5. 各类句子混杂使用时的间接引语

上面分别介绍了各类句子的间接引语。如果各类句子混杂使用,那么,在引述时,除了要注意上述有关变化规则外,有时还得根据意义需要增添词语,或调整句子结构,甚至改变说法。

三、所有句子类型转换成间接引语时,都应遵循下列规则

1. 需要变化的几点

(1) 时态变化

当引述动词是过去时时,间接引语的时态向后退一级。

时态变化如下:

一般现在时 —— 一般过去时

现在进行时 —— 过去进行时

现在完成时 —— 过去完成时

一般将来时 —— 过去将来时

一般过去时 —— 过去完成时

过去完成时 —— 不变

(2) 人称变化

直接引语变间接引语时,人称代词要根据转述人的立场作相应的变动。应遵循“一主二宾三不变”的原则,“一主”即把直接引语中的第一人称(如 I, me, my, mine, we, us, our, ours)变为与引述部分的主语相一致的人称;“二宾”即把直接引语中的第二人称变为与引述部分的宾语相一致的人称;“三不变”就是直接引语中的第三人称变为间接引语时,仍用第三人称。

(3) 结构变化

直接引语是祈使句,变为间接引语时需变为动词不定式,并在不定式的前面根据句意换上 tell, ask, order 等词,如果祈使句为否定式,则在不定式的前面加 not。如:

She said to us, “Please sit down.”

She asked us to sit down.

He said, “Don’t make so much noise, boys.”

He told the boys not to make so much noise.

(4) 时间状语变化

直接引语变间接引语时,如有时态变化,时间状语也应作相应变化。

时间状语的变化见下表:

直接引语	间接引语
now	then
today	that day
tonight	that night
this week(month, etc)	that week(month, etc)
yesterday	the day before
last week(month, etc)	the week(month, etc) before
tomorrow	the next/ following day
the day after tomorrow	two days later
next week/ month, etc	the next week/ month, etc the following week/ month, etc

(5) 指示代词变化

this — that these — those

She said, “I will come this morning.”

She said that she would go that morning.

He said, “These books are mine.”

He said that those books were his.

(6) 地点副词变化

here — there

He said, “My sister was here three days ago.”

He said that his sister had been there three days before.

(7) 动词变化

come — go

She said, “I will come here this evening.”

She said that she would go there that evening.

情态动词: can — could; may — might; must — had to

2. 不要变化的归纳

一般情况下,直接引语变为间接引语时,时态都需要作相应的变化,但在下列几种情况下,时态可以保持不变。

(1) 当直接引语是不因时间而变化的、永恒的、客观的普遍真理或格言时。如:

“The sun rises in the east,” his mother told him when he was a child.

→ His mother told him that the sun rises in the east when he was a child.

(2) 当直接引语为经常发生的、反复性的、习惯性的动作或表状态时。如:

She said, “I get up at 6:30 every morning.”

→ She said that she gets up at 6:30 every morning.

(3) 当直接引语所叙述的内容是真实的或谈话时动作仍在继续时。如:



He said, "My brother is an advanced worker."

→ He said that his brother is an advanced worker.

(4) 当主句的时态是一般现在时、现在进行时、现在完成时或一般将来时时。如:

She says, "I'll never forget you."

→ She says that she will never forget me.

Wei Hua has said, "I'm not willing to do it."

→ Wei Hua has said that she is not willing to do it.

(5) 当直接引语为过去完成时时。如:

He said, "We hadn't returned to the store when she came."

→ He said they hadn't returned to the store when she came.

(6) 当直接引语中,一般过去时同一个具体的、明确的表示过去的时间连用时,变为间接引语后仍用一般过去时。如:

"I began to work in 1986," said the worker.

→ The worker said that he began to work in 1986.

同步练习

I. 单项填空

- () 1. — I'd like a table for six.
— Sorry, sir, but we don't have any table _____ right now.
A. unable B. suitable
C. comfortable D. available
- () 2. The Americans and British not only speak the same language, but also _____ a great many social customs.
A. join B. take C. make D. share
- () 3. These lovely flowers are _____ for your mother for her sixtieth birthday, but as she is away, I would be glad if you accept them.
A. devoted B. produced
C. supplied D. intended
- () 4. He refused to answer questions _____ his private life.
A. concerning B. concerned
C. being concerned D. being concerning
- () 5. _____ supper?
— Yes, I had it with one of my friends.
A. Do you have B. Had you had
C. Would you have D. Have you had
- () 6. This is a program designed to _____ mainly to

teenagers.

A. attach B. refer

C. appeal D. contribute

- () 7. Before the final examination, some of the students showed _____ of tension.
A. anxiety B. marks C. signs D. remarks
- () 8. If you want to be a scientist, you need to have rich knowledge as well as much _____.
A. choice B. imagination
C. image D. advice
- () 9. These days, Jack, a recent graduate from Hunan University, is always considering being interviewed by that company and _____ a job there.
A. gets B. being got
C. getting D. get
- () 10. The students _____ Mr Yang _____ the best one in teaching.
A. consider; / B. consider; being
C. considers; as D. considering; to be

II. 语法专练

- () 1. He asked _____ for the computer.
A. did I pay how much B. I paid how much
C. how much did I pay D. how much I paid
- () 2. "Have you seen the film," he asked me.
→ He asked me _____.
A. had I seen the film
B. have I seen the film
C. if I have seen the film
D. whether I had seen the film
- () 3. "Please close the window," he said to me.
→ He _____ me _____ the window.
A. said to; to close B. told to; closing
C. asked; to close D. said to; please close
- () 4. "I am a teacher," Jack said.
→ He said _____.
A. that I am a teacher B. I was a teacher
C. that he is a teacher D. he was a teacher
- () 5. He said, "Mother, the boy is very naughty."
→ He _____ very naughty.
A. said his mother that the boy was
B. said to his mother that the boy is
C. told his mother that the boy was
D. spoke to his mother that the boy was
- () 6. "You've already got well, haven't you?" she asked.
→ She asked _____.