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F 级下
(适用于高中三年级)

从美国培生教育集团引进



Comprehension Plus

成功英语阅读策略

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[美] James Flood
中方主编 吕良环
教育出版社

中外英语教学权威倾力打造 浙江教育出版社特别奉献

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☆ **先进性**：国际最新的设计理念，完全符合国家英语课程标准的**精神**

☆ **策略性**：采用螺旋式设计，分级别系统地对阅读策略进行介绍、解读和练习

☆ **真实性**：材料真实自然，语言原汁原味，有助于丰富学生的外语经验

☆ **趣味性**：感受异域文化的精采内蕴，领略大自然的**神奇魅力**

☆ **实用性**：紧跟国家考试取向，提高自我评价和应试能力
本丛书分为 A-F 级，共 12 册，适用于中学 7 年级至高中三年级。本丛书既可以作为英语阅读教材供教师和学生**在课堂上使用**，也可以作为必备学习手册供学生在**课外自主学习**。

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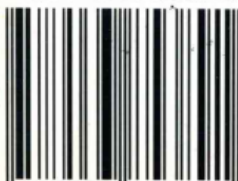
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James Flood 博士，美国圣地亚哥州立大学阅读与读写能力发展学科教授；曾任国际阅读协会、美国国家英语教师协会及美国教育研究协会主席；美国国家阅读会议主席及董事会成员。主编多部阅读与语言艺术学科方面的教材及助学读物。

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使用说明

编辑理念

我国 2001 年和 2003 年分别颁布并实施了《全日制义务教育普通高级中学英语课程标准(实验稿)》和《普通高中英语课程标准(实验)》(以下简称《英语课程标准》),所制定的基础教育阶段英语课程的总体目标是“培养学生的综合语言运用能力”。综合语言运用能力的形成建立在学生语言技能、语言知识、情感态度、学习策略和文化意识等素养整体发展的基础上。其中学习策略是提高学习效率、发展自主学习能力的保证。提倡自主学习是我国英语课程改革的一个重点。自主学习不仅有利于提高学生在校的学习成绩,而且是学生终身学习和终身发展的基础。

英语阅读策略是学习策略的组成部分,有助于提高学生的英语阅读效率和阅读水平,增强学生英语学习和英语考试的自信心。《成功英语阅读策略》从美国培生教育集团引进,是一套以阅读策略为核心,为具有初级和中级英语阅读水平的学生全面系统掌握英语阅读策略、进一步提高阅读水平而编写的系列英语阅读教材。

为了确保教材内容能够为我国学生理解和掌握,同时在一定程度上满足他们考试的需要,我们在引进该套教材的过程中,紧密结合我国《英语课程标准》所规定的各分级阅读目标,充分考虑我国中学生和具有相当英语水平的学习者的学习特点,以及他们所面临的英语阅读困难,在保留原有课文和练习的情况下,对该套教材的内容进行了丰富和拓展。

我们根据美国应用语言学家 Krashen 提出的“语言输入的可理解性”原则,采用建构主义所提倡的“搭脚手架”方式,从阅读策略、背景知识和英语语言三方面入手,增加案例解读、背景链接和拓展训练三个栏目,并对原书策略聚焦的内容进行了适当的拓展。尤其值得一提的是,在案例解读中,我们把每一课的阅读策略的运用过程尽可能详细地展现给学生,以强化他们对阅读策略的运用意识。

丛书特色

真实性 所有课文都是真实的语言材料。真实语言材料是人们在现实生活中为达到一定的交际目的而说或写出的语言材料。本族语使用者用这些材料来交流信息、表达感情。真实材料不会根据一定的语法结构进行有意识的编排,也不会为了突出某一种语法规则或句型而有意识地组织语言材料,更不会使用学生熟悉的单词取代一些不熟悉的单词。因此,这种具有各种各样语料的真实语言材料有助于学生形成准确的语感,丰富学习者的外语经验,提高学生得体地运用英语表达自己思想的能力和水平。



策略性 丛书以英语阅读策略为中心,采用螺旋式阅读策略设计,分级别系统地对阅读策略进行呈现、介绍和分析,并精心设计练习,为学生提供运用阅读策略的机会。

趣味性 课文内容新颖、有趣、丰富;插图生动、活泼;照片真实、自然。学习者在学习英语阅读策略、提高阅读水平的同时,还可以感受异域文化的丰富内涵,领略大自然的神奇魅力。

丰富性 课文题材丰富,涉及人们日常生活、工作和学习的各个方面;体裁十分广泛,包括广告、科幻、短篇小说、新闻报道、诗歌、剧本、议论文、说明文等;练习形式灵活多样,如针对阅读策略的应用设有热身练习、阅读理解、技能实践、任务型写作等栏目,主观题型与客观题型的比例适当、科学。

友善性 友善性体现在以下四个方面:第一,我们在页下脚对该页出现的生词进行注释,这既为读者创造了一定猜测生词的空间,给他们提供了挑战自我的机会;也为猜出生词含义的读者验证自己的猜测提供了便利;又为未猜出生词含义的读者快速查阅提供了方便,不至于被生词破坏了阅读的兴致。第二,考虑到音标对单词记忆起重要作用,我们还为生词标注国际音标,为学生的学习提供方便。第三,对一些可能给学习者带来理解困难的背景知识,进行一定的注解,帮助学习者理解课文,拓宽自己的知识面。第四,我们紧跟国家的考试取向,设计了针对性很强的练习,以满足学生应试的实际需要。

适用范围

A 级上、下两册适用于中学 7 年级学生和具有相当英语水平的英语学习者;

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Strategy 策略聚焦

描述《英语课程标准》对该项阅读策略的要求;说明并适当阐述该项策略的内涵。

Analysis 案例解读

提供一个运用阅读策略进行阅读的例子,详细地展示阅读活动中的思维过程,使学生形成自主监控、调节和评价自己的阅读、思维过程意识;并能在热身练习和技能实践活动中,自觉地运用策略,解决出现的问题。

被用做动词,它的指示意义与 want 相同,表示“想要”,它的隐含意义与 want 不同,表示“强烈的愿望”。作者在夏洛克的话中使用了这个词,带有贬义,刻画出了夏洛克的贪婪。

Warming-up Exercise 热身练习

As you read the following passage, think about how word connotations affect the message.

Tina and Ana needed to perform volunteer work as part of a project. Because both girls had good grades in math, they decided to tutor young children in the neighborhood. Tina wrote this notice.

Tutoring by Tina and Ana

Do your children need more practice with math skills? We can help most school kids do well. At the end of each meeting, we will test your child's progress.

"I have a few changes to suggest," Ana said. After she changed some words, the notice read:

Do your children need practice with math skills? We can help most students excel! At the end of each meeting, we will evaluate your child's work.

Read each of the following sentences. Underline the words in parentheses that have the more positive connotation.

1. We can help most (school kids, students) (do well, excel).
2. At the end of each meeting, we will (evaluate, test) your child's (progress, work).



Tip 作者在词语中找到词的指示意义,而以下面它的隐含意义,词的隐含意义更多地指向个人而言,受个人经历的影响。

On Your Own 自主阅读

Read the following story. As you read, think about the connotation and denotation of some of the words.

[Notes]

1. test / test / 测试; 2. need / need / 需要; 3. evaluate / evaluate / 评价; 4. progress / progress / 进步; 5. work / work / 工作

1. test / test / 测试; 2. need / need / 需要; 3. evaluate / evaluate / 评价; 4. progress / progress / 进步; 5. work / work / 工作

LESSON 28

Connotation and Denotation

隐含意义与指示意义

Strategy 策略聚焦

如果我们用 difficult 描写一场考试,我们可能会想这次考试一定很难 (hard)。如果我们用 challenging 描写同一场考试,或许我们会觉得 challenging test 一定很有趣,能够激发出我们的能力。尽管 difficult 和 challenging 意思接近,但这两个词所表达出的含义却大不相同。

我们把一个词的词典意义称为指示意义 (denotation), 而把与这个词有联系的思想或感情称为隐含意义 (connotation)。一个词的指示意义对于每个人来说都是相同的, 但它的隐含意义却不同。

隐含意义分褒义 (认为或感觉某事物是好的) 和贬义 (认为或感觉某事物是不好的)。上下文线索可以告诉我们作者所使用的词语是褒义词还是贬义词。词语的隐含意义会根据读者的经历发生变化。在上述例子中, difficult 含有消极的意义 (贬义用法), 而 challenging 含有积极的意义 (褒义用法)。

Analysis 案例解读

众所周知,夏洛克是莎士比亚笔下的一个贪婪的高利贷者。在《威尼斯商人》中,莎翁将夏洛克的贪婪描写得淋漓尽致。请看下文,注意作者的选择。

Duke: Have mercy on Antonio, Shylock. Do not be so bitter.

Shylock: I've promised to take my pound of flesh. If you do not let me have it, that will be a sign of weakness and no one will trust your laws any more. The greatness of Venice will soon be lost. Antonio is my enemy, and I hate him.

Bassanio: Do all men kill the things they do not love?

Antonio: It is useless trying to argue with Shylock. Don't wait any longer. Pass judgement on me and give Shylock what he wants.

Bassanio: I'll pay you six thousand ducats for the three thousand ducats that Antonio borrowed.

Shylock: If you offered me six times what you have just offered, I would still take my pound of flesh. Give me my pound of flesh!

Duke: Let us be calm, gentlemen. Shylock, how can you hope for mercy yourself when you show none?

Shylock: I have done nothing wrong and I fear no judgement. I desire my pound of flesh.

(选自 SEFC Students' Book 3, Lessons 41-42)

公爵向夏洛克借钱给安东尼奥,夏洛克并不同意,还威胁公爵,并且说他恨安东尼奥。但安东尼奥愿意还钱,夏洛克便同意了安东尼奥所借的钱。夏洛克却说即使他愿意给他十倍于刚才安东尼奥说的数额,他仍要得到他应得的一磅肉。公爵问夏洛克不能怜悯怎么能得到怜悯,夏洛克回答他没有做过错事,他不怕被审判,并说 "I desire my pound of flesh."。在这里 desire

Strategy: Connotation and Denotation

Warming-up Exercise 热身练习

配有阅读短文,并根据短文内容设计了可运用所学阅读策略加以解决的、简单的阅读理解题,以深化学生对阅读策略的理解。

Tip

给出了掌握该阅读策略的要领或诀窍。

On Your Own 自主阅读

创设机会,鼓励学生运用所学的阅读策略和语言知识,自主阅读题材较为广泛的科普文章或文学作品。

The Quiz Show



It was a dismal¹, rainy Saturday. Tami, Amy, Van, and Diego had already flipped through all the TV channels. They couldn't find anything worth watching.

"Let's play dominoes²," Van suggested.

"I have another idea," Diego said. "Let's play a game. We all like quiz shows. Why don't we make one up?"

"Good idea, Diego," Tami said. "Should we just make up some trivia³ questions?"

"I know!" Amy said. "We've been studying connotation and denotation in language arts class. Let's call our game 'What's the Difference?' The questions can be based on words that mean practically the same thing but bring different pictures to people's minds."

"Like what?" asked Diego. "Do you mean words like heroes and heroines?"

"No, heroes and heroines are really the same thing—you just use one word for males and the other for females. I mean words like solos and performances. They both mean some type of public presentation, but would you rather make solos or performances?"

"Performances," Diego replied promptly⁴.

"That's because when I say solos, you think of performing by yourself with lots of people watching. Performances don't sound as pressured," Amy continued.

"I get it," said Tami. "I'll be the moderator⁵, and you three can be the contestants⁶. I'll ask a

question, and the first one to knock on the table gets to answer it. The winner will be the one with the highest number of correct answers."

Everyone agreed to Tami's rules. Her first question was, "What's the difference between the words *gale* and *breeze*?"

Van knocked first. He said that both words describe how air can move, but that *breeze* has connotations of a gentle, pleasant wind, and *gale* has connotations of a strong, more unpleasant wind.

By 1:00, the score was exactly even⁷. Amy, Van, and Diego all knew the connotations and denotations of words like *unusual* and *extraordinary*, *frigid*⁸ and *chilly*, and *noisy* and *inquisitive*⁹. They also knew the differences between *aroma* and *odor*¹⁰, *walk* and *strut*¹¹, *home* and *hut*, *oration*¹² and *speech*, and *restaurant* and *diner*.

"Speaking of diners, I'm getting hungry,"

Amy said. "Look! It stopped raining. Let's go out and get something to eat."

"What is the difference between a hamburger and chopped steak?" asked Diego as they strolled toward the street—or was it a boulevard?¹³

[Notes]

1. quiz show (1) 赛, 电视等媒体播放的题目; (2) 比赛节目 2. dismal / dɪzəl / adj. 阴郁的, 沉闷的 3. flip n. 快速翻动
4. promptly / ˈprɒptli / adv. 迅速地, 立即地 5. moderator / ˈmɒdəreɪtə / n. 主持人, 调解人 6. contestants / ˈkɒntestənts / n. 参赛者
7. even / ˈiːvn / adj. 平的, 均衡的 8. frigid / ˈfrɪdɪd / adj. 寒冷的, 严寒的 9. inquisitive / ɪnˈkwɪzɪv / adj. 好奇的, 爱问的
10. aroma / ˈærəmə / n. 香气, 香味 11. strut / strʊt / v. 炫耀, 趾高气扬 12. oration / ˈɔːreɪʃən / n. 演说, 讲演 13. boulevard / ˈbʊlɪvɑːrd / n. 林荫大道, 大街

Strategy: Connotation and Denotation

Notes

标注生词音标、词性和词义, 为学生验证自己的猜测和快速查阅生词提供方便。

Checking Comprehension 阅读理解

以开放性理解题的形式帮助学生自主检测对课文内容的理解。

Checking Comprehension 阅读理解

3. Why did the four friends make up a quiz show?

4. Where do you think the story takes place? Explain your answer.

Practicing Comprehension Skills 技能实践

Read each pair of words. Describe how their denotations are similar. Explain what their connotations suggest to you.

5. chilly / rigid

6. restaurant / diner

7. oration / speech

Read each of the following sentences. Then underline the word in parentheses that has the more positive connotation.

8. When the teacher finished his speech, the (noisy, inquisitive) student had many questions.

9. From the open restaurant door, the four friends could smell the wonderful (odor, aroma) of pizza.

10. Welcome to my cozy (home, hut).

Read the italicized words below each sentence. Then, on the line, rewrite each group in order from the least strong to the strongest degree of meaning. The first example has been done for you.

11. It was too *cool, chilly, rigid* outside to ride bikes.

chilly rigid cool

12. They could not take a walk because it was _____

raining sprinkling pouring

13. The weather was _____ for that time of year.

strange unbelievable extraordinary

14. It was _____ that the rain would stop soon.

probable likely possible

Background Information 背景链接

多米诺骨牌(dominoes) 两人或更多人玩的一种数字组合游戏。骨牌呈小方块状, 木制、骨制或用其他材料制成, 正面上有数量不等的点。一副标准的多米诺骨牌通常用 28 张牌。玩法有双格式、王

Practicing Comprehension Skills 技能实践

提供可灵活运用阅读策略加以解决的较难的阅读理解题, 帮助学生进一步掌握和巩固阅读策略。

Background Information 背景链接

提供与课文内容有关的背景信息, 有助于学生深入理解课文, 进一步拓宽知识面。

牌式、抽牌式等多种,但其原理大致相同,即把尾数相同或相对者相配,最先把自己的牌全部出完的人喊“Domino”,胜一局。

Practicing Vocabulary 词汇巩固

Write the word from the box that belongs with each group.

arena contestants disband heroes moderator oration solos

15. champions, winners, _____
16. participants, players, _____
17. single parts, performances, _____
18. fragrance, scent, _____
19. judge, referee, _____
20. gloomy, dreary, _____
21. speech, lecture, _____



Extension 拓展训练

Fill in each blank with one proper word. The first letter is given.

It was raining outside. Tami, Amy, Van and Diego couldn't go _____ 22 _____ out to play. They wanted to watch TV, but there was nothing w_____ 23 _____ watching. Van proposed that they play dominoes, but Diego had another i_____ 24 _____ that they should play a game, like a quiz show. What kind of questions should they make up? Amy suggested that the questions be based on the words that meant p_____ 25 _____ the same thing but brought different p_____ 26 _____ to people's minds.

How did they play the game? Tami said, "I'll be the moderator and you three can be the c_____ 27 _____. I'll ask a question, and the first one to k_____ 28 _____ on the table gets to answer it. The winner will be the one with the h_____ 29 _____ number of correct answers." Everyone agreed. So the game started.

By one o'clock, the score was exactly e_____ 30 _____. Amy, Van and Diego all knew the connotations and a_____ 31 _____ of such words as unusual and extraordinary, rigid and chilly. They also knew the differences between restaurant and diner. Amy said, "Speaking of diners, I'm getting h_____ 32 _____. Look! It stopped raining. Let's go out and get something to eat."

Making the Reading and Writing Connection 任务型写作

Writing a Descriptive Paragraph

On another sheet of paper, write a paragraph describing an indoor game or sport you enjoy playing. When you have finished, go back and circle each word that has a positive connotation for you. Underline each word that has a negative connotation.

Strategy: Connotation and Denotation

Practicing Vocabulary 词汇巩固

巩固课文中出现的重点词汇。

Extension 拓展训练

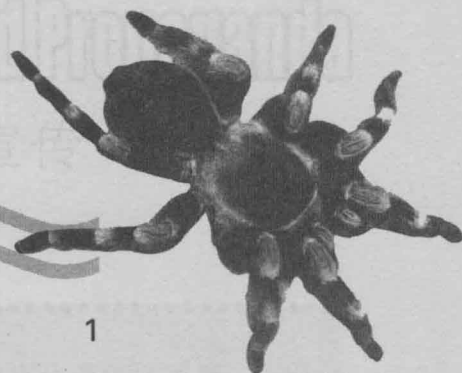
以练习的形式帮助学生重新理解课文,使新学习的语言知识得到及时的运用。

Making the Reading and Writing Connection 任务型写作

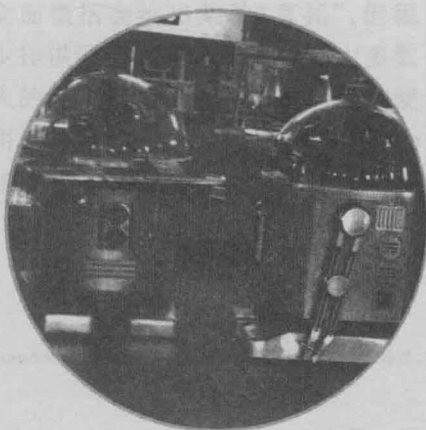
促使学生综合运用从各项阅读活动中所学习和掌握的知识与技能,完成写作任务。



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LESSON 19

Persuasive Devices and Propaganda

说服策略与宣传

Strategy 策略聚焦

只要 you 从广播中或电视里接触过广告, 你可能会明白宣传是怎么回事。宣传(propaganda)旨在传播观念, 以说服人们相信某样东西, 做某件事, 或购买某种物品。在政治演说或大多数的广告中, 我们可以发现宣传的影子。下表列举了宣传中常用的五种说服策略(persuasive devices)。

当作者的写作意图是要说服我们时, 他(或她)会提出说服我们的证据。有些证据比其他证据更为有效。要想成为聪明的读者, 我们应该先看作者提供的证据, 再决定是否相信这个证据。

策略(Device)	定义(Definition)	例子(Example)
名人推荐 (Testimonial)	名人推荐是指某个名人为了宣传某人或某物说一些推荐性的话。	<i>Basketball pro¹ Hoop Hooper says, "I wear Pro-Rite shoes in every game. So should you!"</i>
从众心理 (Bandwagon)	这种策略暗示着, 如果许多人都在购买某样东西或做某种事情, 那么这一定是正确的。	<i>Last year, 40,000 Americans bought Fast-Tek Mountain Bikes. What are you waiting for?</i>
充满感情色彩的词语 (Loaded Words)	充满感情色彩的词语试图左右读者对某产品或某人的看法, 具有强烈的隐含意义, 但未必都是真的。	<i>Refreshing, delicious, nutritious — Bright Star Lemonade is one unique drink! Mmmm!</i>
笼统表述 (Vague Generalities)	笼统表述是一种特意而为之的泛泛而谈或模糊的陈述, 几乎没有提供具体细节和证据支持自己的观点。	<i>Moe Mullins is the best candidate² for mayor, because Moe gets results³!</i>
全面概括 (Sweeping Generalizations)	全面概括会给出某种“真相”, 但很少提供证据, 它好像代表了大多数人的意愿或夸大实际情况, 经常使用 always, never, all, no one, none 或 everyone 等词。	<i>At Val's Diner, you'll never be disappointed. Val's always serves the best meals at the lowest prices.</i>

[Notes]

1. pro / prəʊ / n. 职业运动员 2. candidate / 'kændidət; 'kændidot / n. 候选人 3. get a result 得胜, 打赢



Analysis 案例解读

做广告是一种较为常见的宣传手段。有时广告会以故事的形式出现,这样可以愉悦读者或观众,但具有一定的危险性。因为人们可能记住了广告,但却没有记住广告的核心——产品的名称。另外,在向海外市场推广产品时,广告的译文也有潜在的危险性。请阅读下文,看看文中的广告宣传失败在何处,并说出广告采用了哪种说服策略。

There are other dangers. If you are selling your product in a foreign market, you must check that the translation is correct. A company that sold hair cream wanted to say "X puts life into dry hair." They took some photographs of a handsome actor, and the advertisements appeared on large boards by the side of the road. Nobody bought the product, however, because when translated it meant "X puts living things into dry hair."

(选自 SEFC Students' Book 3, Lesson 19)

翻译错误也可能导致广告宣传的失败。在上面这段文字中,作者介绍了某公司为了宣传护发素产品,采用了一句广告词"X puts life into dry hair."。在向海外市场推广该产品时,这一句广告词被翻译成"X puts living things into dry hair.",因而导致无人问津该产品。

你知道这句广告词使用了哪一种说服策略吗?你答对了,作者运用了“充满感情色彩的词语”这种宣传策略,因为广告词中的"puts life into dry hair"具有较为强烈的隐含意义。此外,由于该宣传活动起用了一位演员(a handsome actor),所以它还采用了“名人推荐”的说服策略。

Warming-up Exercise 热身练习

Choose the name of the propaganda device that each statement uses.

- Candidate Mary Brown is independent, hardworking, and courageous.
A testimonial
B bandwagon
C loaded words
- Champion⁴ dog trainer Rory Rolfe says, "My dogs roll over and beg for Doggie Yum-Yums!"
A testimonial
B vague generalities
C sweeping generalizations

Read the following radio ad for Petster's Pet Shop. Look for persuasive devices as you read.

[Notes]

4. champion / 'tʃæmpjən / n. 冠军

Studies show that people with pets are happy people. That's why more and more Americans are becoming pet owners. Perhaps the time is right for you to share your life with a pet. At Petster's Pet Shop, we are ready to help you take that important step.

Stop by our clean, pleasant shop anytime. Get to know our happy family of pets. Talk to our caring pet professionals.

Now, don't just take our word for it. Listen to what Dr. Dan Noto, radio's famous pet vet, had to say: "For pet perfection, go to Petster's!" That's right, Dr. Dan! No one knows more about pets than we do. Our pets always make the best pets. So make Petster's *your* pet center today. You'll never be lonely again!



3. What persuasive device does this sentence from the ad illustrate?

Explain your answer.

"Studies show that people with pets are happy people."

4. What persuasive device is used in this sentence? How do you know?

"That's why more and more Americans are becoming pet owners."

5. What persuasive device is mainly used in this paragraph from the ad?

"Stop by our clean, pleasant shop anytime. Get to know our happy family of pets. Talk to our caring pet professionals."

6. What two persuasive devices are used in paragraph 3 of the ad?

How do you know?

Tip

如果作者的写作意图是说服你相信某样东西、做某件事情或购买某产品,作者就是在向你做宣传。一旦你意识到作者是在做宣传,你就需要思考作者遗漏的事实与想法。

On Your Own 自主阅读

Read this script for a television commercial⁵. Think about the propaganda devices as you read.

[Notes]

5. commercial / kə'mɜːʃəl / n. (无线电或电视中的)商业广告

“World Traveler”

Nutribeef Dog Food Ad

EXTERIOR⁶: HIGH ON A SNOWY MOUNTAINTOP—DAY

A dog sits on the side of a mountain. He sniffs the air, sniffs it again, then runs down the snowy slope.

EXTERIOR: DESERT IN AFRICA

The dog runs across desert sands.

EXTERIOR: EIFFEL TOWER⁷

The dog makes a circuit⁸ around the Eiffel Tower in Paris and sniffs again.

EXTERIOR: SHIP IN NEW YORK

HARBOR NEAR THE STATUE OF LIBERTY⁹

The dog passes the Statue of Liberty, still sniffing.

EXTERIOR: STREETS OF NEW YORK CITY

The dog runs up and down streets of New York City in pursuit¹⁰ of the delicious aroma¹¹. He stops and sniffs. Then he spies a luxurious¹² apartment building and trots toward it. A woman holding a bag of groceries enters the building. The dog follows her inside.

INTERIOR: APARTMENT—DAY

The woman opens her grocery bag and pulls out a can of Nutribeef dog food.

WOMAN (to the dog): “I bet you’re hungry,



boy.”

DOG: “Woof¹³, woof!”

WOMAN: “Here’s a bowl of scrumptious¹⁴ and nutritious Nutribeef dog food!”

The woman puts dog food in a bowl. The dog eats hungrily.

VOICE-OVER¹⁵ (Narrator¹⁶): “Dogs will travel any distance for a delicious bowl of Nutribeef Dog Food. It’s right on the label: Nutribeef contains meaty chunks of real beef. What dog doesn’t love beef? Dogs know that Nutribeef is the tastiest dog food made. They flock¹⁷ from all over the world to get a bite of Nutribeef, because it’s worth it! Nutribeef also has all the nutrition¹⁸ your dog ever needs. More and more dog owners are choosing Nutribeef. Shouldn’t you choose it, too?”

[Notes]

6. exterior / ɪk'stɪəriə / n. (电影等的)外景, (戏剧等的)户外场景 7. Eiffel Tower 埃菲尔铁塔 (位于法国巴黎的塞纳河南岸)

8. circuit / 'sɜ:kɪt / n. 巡游, 巡回 9. the Statue of Liberty (美国纽约港的)自由女神像 10. pursuit / pə'sju:t / n. 追捕

11. aroma / ə'reʊmə / n. (植物、酒、菜肴的)芳香, 香味 12. luxurious / ləg'zjuəriəs / adj. 奢侈的, 豪华的 13. woof / wʊf / v. (狗)汪汪叫

14. scrumptious / 'skrʌmpʃəs / adj. 可口的, 美味的 15. voice-over / 'vɔis,əʊvə / n. 画外音, 旁白 16. narrator / nə'reɪtə / n. 解说员

17. flock / flok / v. 蜂拥, 成群行动 18. nutrition / nju:'trɪʃən / n. 营养





Checking Comprehension 阅读理解

7. What point is this commercial trying to make?

8. Would you be influenced by this advertisement? Explain why or why not.



Practicing Comprehension Skills 技能实践

Choose the persuasive device used in each sentence. Then on each line, write the words that gave you clues about the device used.

9. Dogs know that Nutribeeff is the tastiest dog food made.

A testimonial

B vague generality

C bandwagon

D sweeping generalization

10. More and more dog owners are choosing Nutribeeff.

A testimonial

B loaded words

C bandwagon

D sweeping generalization

11. Here's a bowl of scrumptious and nutritious Nutribeeff Dog Food!

A vague generality

B testimonial

C loaded words

D bandwagon

12. Nutribeeff has all the nutrition your dog ever needs.

A testimonial

B loaded words

C bandwagon

D sweeping generalization

13. Give an example of a testimonial the television script writer might have included in this advertisement.

14. Think about the name *Nutribeeff*. Would you agree that this made-up word is an example of a loaded word? Why or why not?

Suppose you wanted to persuade people to switch dog food brands to Nutribeeff. Think of a sweeping generalization and a bandwagon device you might



use to persuade them. Write your answers on the lines below.

15. Sweeping Generalization

16. Bandwagon

Rewrite these statements, providing facts that could be used to support them.

17. Nutribeef has all the nutrition your dog ever needs.

18. More and more dog owners are choosing Nutribeef.

19. Look back at the commercial for Nutribeef. Are any of the claims it makes valid, supported by facts or evidence? Explain your answer.

20. Choose the dog food names below that use loaded words.

- A Yummywoof Crunchies
- B Blank Brand Dog Food
- C Doggy Delight
- D Healthy Pup Dog Food
- E Jake's Dog Food



Practicing Vocabulary 词汇巩固

Choose the word from the box that best completes each analogy.

Write the word on the line.

21. outdoor : indoor :: exterior : _____

22. velvety : touch :: _____ : taste

23. straight line : one way :: _____ : around

24. meager : poverty :: _____ : wealth

25. quest : search :: _____ : chase

26. rest : sleeping :: _____ : eating

27. seeing : scenery :: hearing : _____

circuit
interior
luxurious
nutrition
pursuit
sumptuous
voice-over



Background Information 背景链接

广告(advertisement) 广告渗透在我们的生活之中,从工作、家庭到娱乐,广告无处不在,我们身处在广告的海洋之中。正如一句名言:“我们呼吸着的空气,是由氮气、氧气和广告组成的。”从古代时期的叫卖、实物广告、中世纪时期的商标广告、近代时期的报纸广告、现代的广播、影视广告以及当代的网络广告,广告经历了一个漫长的历史发展过程。

广告的诉求内容、广告的任务形象、广告情景通过展示“典型”的消费模型,向受众灌输消费观念和价值标准。广告在说服人们购买产品的同时,对人们的思想意识、生活态度和行为方式产生影响。

Extension 拓展训练

Fill in each blank with one proper word. The first letter is given.

Dogs will travel a long distance for Nutrib beef. The dog in the commercial t_____ 28 _____ over mountains, across African desert sands, through France, and across the ocean to get the food in New York City. In the City, the dog runs u_____ 29 _____ and down the streets in pursuit o_____ 30 _____ the delicious aroma. He stops and s_____ 31 _____. Then he spies a l_____ 32 _____ apartment building. When he trots toward the building, he meets a woman holding a bag of g_____ 33 _____. The dog follows her inside. The woman knows the dog is h_____ 34 _____, so she opens her bag and p_____ 35 _____ out a can of Nutrib beef dog food. The woman gives him a b_____ 36 _____ of scrumptious and nutritious Nutrib beef dog food. The dog eats it hungrily.

Making the Reading and Writing Connection 任务型写作

Writing an Advertisement

On another sheet of paper, write a radio or television advertisement for a product that pet owners might buy for their pets. When you have finished, share your work with a partner. Identify the persuasive devices in each other's work.