



What and Where Are Want Ads
Using the Alphabet and Numbers
Planning Your Own Want Ads



生存技能 · Life Skills

解读广告

Understanding Advertisement



生存技能 LIFE SKILLS

解读广告

Understanding Advertisement

Globe Fearon (美) 著

丛书主编: 王小萍 杨阳 申蕾

本系列主编: 王小萍 潘淑敏

本册改编: 任小玫

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

(京)新登字 155 号

京权图字: 01-2003-3219

图书在版编目(CIP)数据

解读广告/(美)费伦(Fearon, G.)著;任小玫改编.-北京:外语教学与研究出版社,2003

ISBN 7-5600-3257-5

I. 解… II. ①费… ②任… III. 英语课-中学-课外读物 IV. G634.413

中国版本图书馆 CIP 数据核字(2003)第 003891 号

China edition published by Pearson Education Asia Limited and Foreign Language Teaching and Research Press, Copyright © 2003 by Pearson Education, Inc.

Authorized adaptation from the US edition, entitled "Janus Life Skills." Copyright © 1998 by Pearson Education, Inc., publishing as Globe Fearon, an imprint of Pearson Learning Group. Used by permission.

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage retrieval system, without permission from Pearson Education, Inc.

This Edition is authorized for sale only in the People's Republic of China (excluding the Special Administrative Region of Hong Kong and Macau).

生存技能——解读广告

Globe Fearon (美) 著

* * *

责任编辑:刘自知

出版发行:外语教学与研究出版社

社 址:北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com>

印 刷:北京外国语大学印刷厂

开 本:787×1092 1/16

印 张:4.5

版 次:2003 年 6 月第 1 版 2003 年 6 月第 1 次印刷

书 号:ISBN 7-5600-3257-5/G·1580

定 价:5.90 元

* * *

如有印刷、装订质量问题出版社负责调换

制售盗版必究 举报查实奖励 (010)68917826

版权保护办公室举报电话:(010)68917519

在新世纪，学好英语的重要性毋庸置疑，但在倡导素质教育的今天，如何提高学习英语的效率，如何能够学以致用，无疑仍是同学们所面临的一大难题。虽说条条大路通罗马，但最好不要走弯路，更不要误入歧途。

国家《英语课程标准》要求初三毕业达到国家五级水平，高三毕业应达到七级水平。在五级的总体目标中有这样的要求：能就日常生活的各种话题与他人交换信息并陈述自己的意见；七级标准的要求就更进了一步，即能就较广泛的话题交流信息，提出问题并陈述自己的意见和建议。

由此可见，学习英语的重要目的是交流，而交流的内容应该丰富多彩，并我们的生活紧密相关，学习英语是一个艰苦而快乐的过程。基于这种想法，几经筛选，我在培生教育出版公司的出版物中发现了以下四个系列的图书，首先吸引我的是它们的系列书名：Active Learning, Life Skills, A Money Matters Guide 和 Everyday Health。通过仔细阅读，我惊喜地发现它们无论是语篇内容，还是涉及的知识领域以及语言难度，都非常适合广大中学生使用。

这套丛书很好地体现了学科融通的教育理念，语篇紧密结合实际生活，通过完成一个个活动，使同学们既丰富了相关的课外知识，又掌握了一定的实际技能，而当同样的场景在生活中再次呈现的时候，我们会快速地从大脑中提取相应的信息来有效地应对。也就是说，通过学习这套丛书同学们可以达到学习语言和增强自身适应社会能力的双重目的。经过系统的学习，同学们的综合素质无疑会得到显著的提高，而这也正是我将本丛书命名为“素质英语”的初衷。

愿同学们能够从《素质英语——中学英语选修课丛书》中获取给养、增长学识、完善技能，逐步提高自身的综合素质，以充沛的勇气和信心面对21世纪的诸多挑战！

序 言

《生存技能》系列丛书作为初中英语泛读选修教材，对培养学生的语言能力、文化背景和生存技能将起到积极的作用。

对生存能力的培养不仅关系到一个人的健全人格和健康的身心，而且关系到一个人的责任感和义务感。前苏联教育家苏霍姆林斯基说：“人在劳动中创造物质和精神财富的同时，也创造了自己本身。”可见，人的创造力是在劳作中获取的。联合国教科文组织曾经对教育下过这样的定义——“学会生存”。由此应运而生的是各国的生存教育和公民教育。我国最新颁布的国家《英语课程标准》也强调学习应从学生的生活经验和认知水平出发，倡导体验、实践、参与、合作与交流的学习方式和任务型探究式的教学方法。

《生存技能》系列丛书由八本分册组成：《预算开支》、《识途问路》、《独立生活》、《购车养车》、《保持健康》、《解读广告》、《读历制表》和《使用电话》。

生活需要精打细算，《预算开支》正是为同学们提供了这样的能力。西方国家教育中鼓励的独立自主精神及生活体验也可能是我们在教育中可以借鉴的。《识途问路》使同学们能够掌握识途认路的方法，利用地图和指南针等辨别方位和查询地址。这些为同学们熟悉未来陌生的生存环境打下了良好的基础。《独立生活》作为对生存技能的全面认识，将指导同学们生成和改变生存观念，进而，通过训练使同学们掌握多种生活本领，为日后独立竖起生活的风帆做好准备。目前同学们虽然对《购车养车》比较陌生，但随着中国经济的发展，随着私家车拥有量以惊人速度的发展，年轻人购车的趋势已势不可挡。如何根据实际需要又能在了解汽车的行情及其性能价格比的基础上购车是至关重要的技能。《保持健康》是每个人最为关注的生活技能。对健康的认识和保持不仅决定了我们个人的生活质量，更决定着民族和人类的存亡。现代生活的物质极大丰富，应运而生的是广告业的发展。在广告的包围中，如何解读广告、了解所需是我们应该掌握的又一技巧。在商品发达的社会中，人人应成为成熟的消费者，并能使广告充分为我所用。现代人工作和生活之法宝即节约时间、讲求效率并充分利用现代信息，《读历制表》内容简炼，一目了然，是同学们提高生活效率和效益的好帮手。《使用电话》看似小事一桩，却有很多的学问。善于使用事半功倍，不善于使用则事倍功半。

在整体创作和编排上本丛书紧紧围绕每一主题，涉猎生活的方方面面。特别强调现今市场经济下的生存与竞争观念。在语言上突出了真实运用语言进行交际的特点。课文内容佐以实例，没有说教感，同学们读来会倍感亲近。在改编过程中增加了文化背景、字词、语句注释并配有小组活动和课外活动。在语言和技能上本丛书充分体现了语言材料和语言能力合二为一的特点，讲身边的理，做身边的事，实现了“教学做合一”的教学理念。章节编排具有开放性和弹性，教师可有针对性地对教学内容做增删，以便更好地与所学内容相补充。

导学

本书编写的宗旨是在阅读和实践的基础上教会同学们了解、发现并利用分类广告这一基本生活技能。

全书共八个单元，每单元都从年轻人将来的实际需要（例如租房子、找工作、买二手车等）出发，介绍一些与分类广告有关的实用技巧，并配有大量相关的实践练习，力求学用结合，立竿见影。这与新世纪的中学生应该具备更全面的独立生存素质这一主题密切相关。为使同学们顺利完成预设的各项任务，正文各单元都配有必要的介绍和注释，包括相关的话题导入、文化背景知识和难点词汇等，以扫清语言与文化方面的障碍。此外，书后专设附录——“分类广告常见英文缩略语一览表”，按字母顺序排列，方便查询而不干扰正常的教学顺序。工业化社会复杂的生产过程使社会分工越来越细，个体所涉及的范围越来越小，而人类基础生存和发展需要对信息的知晓欲却越来越强。不断更新的传播媒介满足了人们的这一需要，成为人们了解外部信息不可替代的重要工具，而广告不可避免地介入传媒机构。本书主要讨论文字分类广告，行文相对而言比较中性，稍带夸张色彩的字眼则配有细致的解释。此外还需说明的是，广告在促进经济发展与信息共享的同时，其特有的语言（例如缩略语现象）也成为一种重要的话语再生方式，有时甚至影响了主导文化。

假如你对英文分类广告知之甚少，那么此书正是追求速度和效益的你通过英语阅读了解这一领域的最好窗口。本书讲述的各种技巧以及你阅读本书时领悟到的东西，对将独立生活的你，对踏出国门求学海外的你自信地觅得所需信息会大有裨益。

相信日后生活与工作均游刃有余的你，定会庆幸今天选择了《解读广告》！

Understanding Advertisements

Imagine... 试想……

- You want to buy a used car. You ask all your friends and relatives if they know anyone who wants to sell a car. You go to some of the used car dealers in your area. The cars cost too much money.
- Your dog has five puppies. You have found two people to take one puppy each. That leaves three without homes. You know that you can't keep all three. You don't want to take them to the pound.
- You want to find a new job. You never had to look for a job before. You feel a little nervous and confused. You don't know where to begin.

Don't Let It Happen to You

防微杜渐

What can you do so that you don't have to waste a lot of time looking for something you want? You can learn how to use advertisements in newspapers and magazines. These are called want ads.

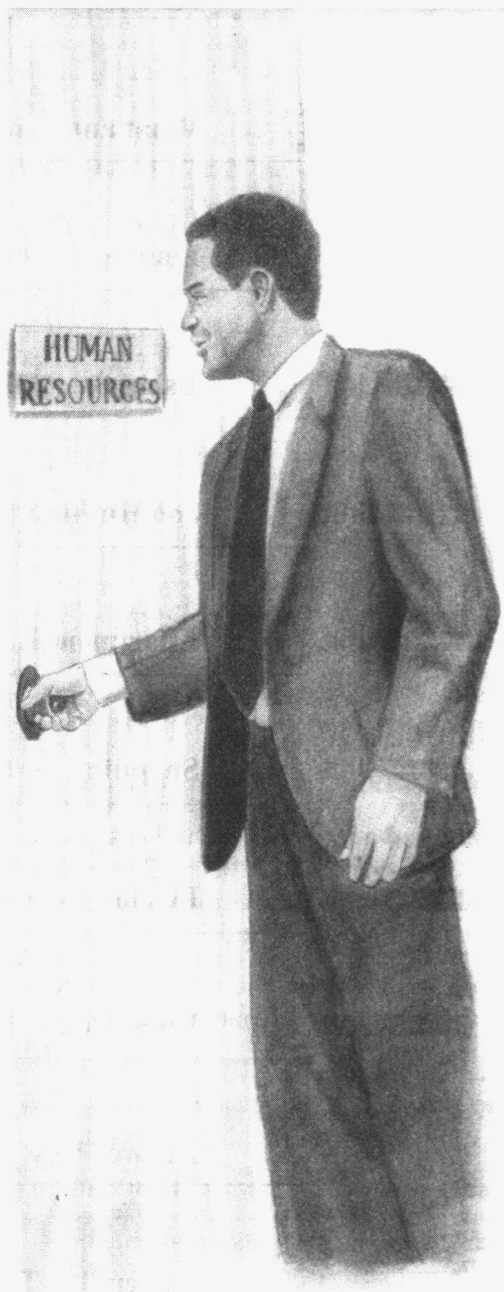
What This Book Can Do for You

本书的作用

This book will show you how to use want ads. It will help you learn to

- find the want ads that will help you buy what you want.
- find an apartment or get a job from the want ads.
- write a want ad to help you sell something.

Your time is worth a lot. You shouldn't waste it. You can find what you need without spending too much time. The want ads will help you.



CONTENTS 目录

ABOUT THIS BOOK

Unit 1	What and Where Are Want Ads? 分类广告及刊登	1
Unit 2	Finding the Ads You Want 广告查寻	9
Unit 3	Using the Alphabet and Numbers 巧用字母与数字	15
Unit 4	Job Hunting 找工作	23
Unit 5	Apartment Hunting 租房子	31
Unit 6	Shopping for a Car 购车	39
Unit 7	Placing Your Own Want Ad 刊登个人广告	45
Unit 8	What Else Is in the Newspaper? 报纸上的其它信息	53
	Answer Key 参考答案	59

Appendix: The Comprehensive List of Common English Abbreviations in Want Ads

附录: 分类广告常见英文缩略语一览表	63
--------------------	----

Unit 1

What and Where Are Want Ads? 分类广告及刊登



1

Unit 1
What and Where Are Want Ads?
分类广告及刊登

Lead-in 导读

广告在现代社会中的地位越来越重要。就产品推广而言，大家早已改变了“酒好不怕巷子深”的看法；但就自身需求而言，恐怕还没有多少人会真正地动用报纸这一媒介。本课将开始引导你认识分类广告。

Learning Objectives 学习目标

You will be able to:

- ▶ Learn about different kinds of want ads.
- ▶ Learn to read and understand abbreviations in want ads.
- ▶ Learn where want ads can be found.

Culture Notes 文化背景

东西方民族对广告的态度大不相同。比较而言，东方人更习惯于“口耳相传”，对商品的评述如此，对服务等的需求或提供更是如此。其实，广告的覆盖率更高，在推介商品、服务等方面明显大大优于传统的“口耳相传”模式。

Buying a Truck → 买卡车

Jean and Maurice work together during the summer. They do house and apartment painting¹ and other jobs around people's homes. They got the truck they are using from Jean's father. It's old and doesn't always start. Jean and Maurice think they are spending too much money on repairs. They decide to buy a used truck.

They know what kind of truck they want. They also know how much money they can spend. What they don't know is the best way to find the truck they want.

The first thing Jean and Maurice do is to ask all their friends and relatives² whether they know anyone who wants to sell a truck. No one does. Then they ride around town looking for trucks that have "for sale" signs on them. Still no luck.

By this time, Jean and Maurice have wasted a lot of time and spent a lot of money on gas³. They still haven't found a truck to buy.

Knowing Where to Look

→ 了解信息渠道

Their friend Marcel suggests that they look in the want ads.⁴ "The want ads?" says Maurice. "We're not looking for a job. We want to buy a truck."

"The want ads list⁵ more than just jobs," says Marcel. "You can find all kinds of things in the want ads. You can find things to buy or rent⁶, special notices, things that have been lost or found, and apartments to rent. You name it, and you can probably find it."

Jean and Maurice decide to look at the want ads right away. Jean says, "Anything has to be better than what we've been doing so far."

What Are Want Ads?

→ 什么是分类广告

Want ads are short notices that tell about items⁷ to buy or rent. Some have messages or information. Others tell about things that people have lost or found. There are also want ads for jobs. Want ads are often called classified⁸ ads. They are both the same thing.

Look at the sample⁹ want ads below.

看如下分类广告范例。

FOR SALE. 1992 Chevy, 4 door, only 30, 000mi. Best offer. 555-1983.

Apartment for rent. 3. rms. , sep. kit. , nr hosp. J. Malone, agt. , 555-9741.

Baby sitter¹⁰ for your kids. Week nites, weekends. Good refs. Call Bonnie. 555-3426.

LOST. Brown leather¹¹ briefcase¹², near Hay St. and King Ave. Fri. A. M. Reward.¹³

Now answer the questions below.

回答下列问题。

1. What is for sale?

2. What is for rent?

3. What service is being offered?

4. What was lost?

Language Notes | 语言难点

- apartment painting 粉刷房子
- relative /'relatɪv/ *n.* 亲戚, 亲属
- gas /gæs/ *n.* 汽油 (gasoline 的缩略形式)
- want ad 分类广告 (ad 即 advertisement 的缩略形式)

- list /lɪst/ *n.* 清单, 列表
- rent /rent/ *v.* 租用
- item /'aɪtəm/ *n.* 东西
- classified /'klæsɪfaɪd/ *adj.* 分类的
- sample /'sɑ:mpəl/ *n.* 范例

- baby sitter 钟点保姆
- leather /'leðə(r)/ *n.* (动物的)皮, 皮革
- briefcase /'bri:fkets/ *n.* 公文皮包, 公事包
- reward /rɪ'wɔ:d/ *n.* 报酬, 奖赏 (物)

Where to Find Want Ads

→ 分类广告在何处

You can find want ads in many places. Never assume¹ that the one place you look is the only place to find them.

Newspapers 报纸

Newspapers are not the only place to look for want ads. But, they are the best place. Almost all the want ads in this book are from newspapers.

Most newspapers have a classified section². A classified section is the part that has want ads. Your city might have more than one newspaper. You should check out³ the want ads in each one.

Some newspapers have more want ads than others. Sometimes newspapers have the most want ads on the weekend. Buy the paper on both Saturday and Sunday to see when the classified section is bigger.

Jean and Maurice look in the classified section of the *Daily Tribune*⁴ to find an ad for a truck. Marcel suggested that they get *The Herald*⁵ also. Both are good newspapers. *The Herald* has the best classified section.

Answer the questions below. 回答下列问题。

1. What is the name of the newspaper in your city?

2. Is there more than one newspaper?

3. If you don't know the answers to these questions, how do you think you can find out?

Magazines 杂志

Not all magazines have want ads, but some do. Some magazines are local⁶. They are written for your city or your part of the country. Other magazines are national. They are sold all over the United States.

Both kinds have want ads. But, you may be more likely to find what you are looking for in local magazines.

Maurice has a friend who lives in New York City. His friend told him about a magazine called *New Yorker*⁷. There are lots of want ads at the back of the magazine. Maurice's friend found someone to clean his rugs in those want ads.

The classified sections of national magazines usually sell things that you don't have to see before you buy them. These are things like books, posters, or bumper stickers.⁸

Other Places to Find Want Ads

其它

You can find want ads in many places. Newspapers and magazines aren't the only places.

Some clubs and groups have newsletters⁹ that go out to the local area. You may find want ads in these places.

You can also find want ads on bulletin boards¹⁰ at places in your neighborhood. Try looking at the YMCA¹¹ or at stores.

Answer the question below. 回答下列问题。

Can you think of any other places where you have seen want ads? Where?

Language Notes 语言难点

1. assume /ə'sju:m/ v. 认为
2. section /'sekʃən/ n. 部分
3. check out 查出
4. *Daily Tribune* 《每日论坛报》
5. *The Herald* 《先驱报》
6. local /'ləʊkəl/ adj. 当地的

7. *New Yorker* 《纽约人》(美国杂志名)
8. bumper sticker (保险杠等上的) 贴纸
9. newsletter /'nju:zletə(r)/ n. 通讯, 简报
10. bulletin board 公告栏, 布告牌
11. YMCA 基督教青年会 (Young Men's Christian Association 的缩略形式)

Kinds of Want Ads

→ 分类广告的种类

There are lots of different kinds of classified ads. Each kind helps fill a special need. Classified ads can be used to buy, sell, rent, hire, or move things.

Help Wanted Ads 招工广告

Help wanted ads are what people usually think of when they think about want ads. Help wanted ads are ads telling what jobs are available¹. These ads are placed by people who want to hire someone. Look at the following help wanted ads.

RECEPTIONIST². Part time. 20 hours a week. Busy doctor's office. Experience preferred³. Light typing. Call 555-2438.

BABY SITTER. 3 to 6 weekday afternoons. I will take you home. \$5.00 an hour. Call 555-5593.

Job Wanted Ads 求职广告

Sometimes people who need to find a job place their own classified ad. Here's an example.

Résumé⁴ Typing. Professional looking résumés prepared. Typed and printed. Matching⁵ envelopes also available. Call 555-8844 for information.

Real Estate⁶ Ads 不动产广告

Real estate is the building and land you own. Real estate want ads are used for many things. There are real estate ads to buy or sell a house. There are real estate ads to buy or sell land or to rent an apartment.

Some ads are even to rent a room in a private⁷ home.

The real estate section of the classified ads is divided into different parts. If you wanted to rent an apartment, you would look under Apartment Rentals. Here are a few sample real estate want ads.

2 bedroom apartment in high-rise⁸ building. Quiet street. Near transportation⁹. Rent \$850 a month. Call 555-0864.

2 rooms, sunny, near park. Walk-up¹⁰ building. Separate kitchen. Sleeping alcove¹¹. Utilities¹² included. \$450 a month. Call 555-3773.

Read all the ads on this page carefully. Then answer the following questions. Circle the letter of the correct answer.

仔细阅读本页所有的广告，然后回答下列问题，圈出正确的答案。

- The ad for the baby sitter is a
 - help wanted ad.
 - job wanted ad.
 - real estate ad.
- The two ads about apartments would be found in
 - the apartment rental section of the want ads.
 - the real estate section of the want ads.
 - both of the above.
- If you wanted to buy a house, you would look in the
 - real estate section of the want ads.
 - apartment rental section of the want ads.
 - help wanted section of the want ads.

Language Notes | 语言难点

- available /ə'veɪləbl/ *adj.* 可获得的
- receptionist /rɪ'sepʃənɪst/ *n.* 接待员
- preferred /prɪ'fɜ:d/ *adj.* 优先的, 最佳的
- résumé /rezjume/ *n.* 简历; 梗概
- matching /mætʃɪŋ/ *adj.* 匹配的
- real estate 不动产 (如房地产等)
- private /praɪvət/ *adj.* 私人的
- high-rise /haɪ'raɪz/ *adj.* (建筑物) 高层的
- transportation /træns'pɔ:təʃən/ *n.* 交通 (工具)
- walk-up /'wɔ:k ʌp/ *adj.* (公寓大楼) 无电梯的
- alcove /ælkəʊv/ *n.* (房间等中的) 凹室; (花园中靠墙的) 壁龛, 凉亭
- utilities /ju:'tɪlɪtiz/ *n.* (复) 公用事业费 (如水、电等)

Sale Ads 销售广告

There are two kinds of sale ads. A sale ad can tell about things people want to sell or things people want to buy. Here are examples of each.

FOR SALE. 1993 Corolla. Four-door, white walls, power steering¹, anti-lock brakes². Best offer. Call Lou 555-4896.

WANTED. Depression era³ glassware⁴. Fair prices. Call Mr. G. 555-0905.

Service Ads 服务供应广告

Service ads are placed by people or companies that have a service to offer. Services are things like fixing TVs, cleaning closets⁵, or teaching private lessons. Here are some examples.

RUG CLEANING. In your home. Quick, convenient⁶. No mess⁷. Satisfaction guaranteed⁸. Call 555-7439.

Guitar lessons. Your home or mine. Professional musician. Master's degree⁹ in music. Call Louise. 555-6131.

Lost and Found 失物招领

Sometimes people lose things and hope that someone has found them. Other times, someone has found something and wants to return it to the owner.

LOST DOG. Medium¹⁰ size, white and black, short hair. Red leather collar. Answers to the name Gus. Reward. Call 555-6189.

FOUND. Man's Cartier watch. Found in River Bay Park. Call 555-2875.

Notices 通告

A notice is an announcement¹¹. You see announcements on TV all the time. They tell you about a special program coming up. They tell when a big star will be on a show. Notices in the classified sections of a newspaper usually tell about special events. Read the following example.

TENTH STREET BLOCK PARTY. Sunday, July 15. Noon to 8. Food, games, prizes, live band¹². Tenth Street between Main and North.

Personal Ads 私人广告

Personal ads are ads with private messages. Many personal ads are placed by people who want to meet other people for friendship or romance. Personal ads also contain other kinds of messages. Read the following example.

Shawnee! Congratulations! We're so proud of you. Mom. Dad.

What kind of ad would you place if . . .

下列情形中你会用上哪一类广告?

1. you want to sell a computer?

2. you want to find a special ring you lost?

Language Notes 语言难点

1. power steering (汽车的) 动力转向装置 (利用引擎动力, 减轻司机操纵方向盘时所用的力的装置)
2. anti-lock brake 具有反锁功能的制动器 (或车闸、刹车)
3. Depression era 美国经济大萧条时期 (1929—1933)
4. glassware /'glɑ:swɛə(r)/ *n.* 玻璃器皿
5. closet /'klɒzɪt/ *n.* (尤美) 小壁橱
6. convenient /kən'vi:niənt/ *adj.* 方便的

7. mess /mes/ *n.* 一团糟的情况
8. guarantee /gæ'rən'ti:/ *v.* 保证
9. Master's degree 硕士学位
10. medium /'mi:djəm/ *adj.* 中等的, 中间的
11. announcement /ə'naʊnsmənt/ *n.* 宣告, 通知
12. live band 现场演奏的乐队

Keep It Short → 广告应言简意赅

Want ads cost money. The bigger the want ad, the more it costs. Usually, you pay for want ads by how much space they take up in the newspaper.

Sometimes, you pay for the number of words or lines in the ad. In either case, the more you say, the more you pay.

There are two ways to keep the cost of want ads down.

Leaving Out¹ Words 省略

First, people leave out words when they write want ads. They leave out the words that they think are extra². For example, you will rarely see the words *the* and *a* in want ads. You can guess the meaning without these words.

Sometimes people leave out more than just a short word here and there. For example, you might be looking at apartment-for-rent ads. When you see "\$500", you can guess that this means that *the rent is \$500 a month*.

Take another look at the want ads on page 5. You can see that there are no extra words. Yet, you can understand what the ad means.

Abbreviations 缩略语

Another way to save space in want ads is to use abbreviations. An abbreviation is a short form of a word.

You probably already know some abbreviations, like *st.* for *street*, *ave.* for *avenue*, *sr.* for *senior*³, and *jr.* for *junior*⁴.

It is not possible to remember all the abbreviations you will find in want ads. However, you will be able to figure out⁵ what the abbreviations mean once you get used to reading ads.

Here's a hint⁶. If you know what kind of ad you are looking at, you will have a better chance of figuring out what an abbreviation means. For example, if you are reading an apartment-rental ad, you might see the abbreviation BR. You will probably be able to figure out that BR stands for *bedroom*.

Read the following pairs of ads. In each pair, the ad on top has all the words written out. The ad at the bottom is shown with abbreviations and words taken out. For each ad, write the words that have been abbreviated or left out. Use a separate sheet of paper.

阅读下列各组广告，每组上面的广告为全文，下面的广告使用了缩略语并删减了一些词语。另用一页纸写出每则广告中被缩略或删减的词语。

APARTMENT FOR RENT. 3 sunny rooms on high floor, great view. Separate kitchen. Wall-to-wall carpeting. Alcove off living room can be used as dining room. Call Mr. Winter. 555-7843.

APT. 3 sunny rms. on hi flr, nice vu. Sep. kit. W/W. Alc. off LR can be used as DR. Call Mr. Winter. 555-7843.

TAXI DRIVER WANTED. Full or part time. Must have hack⁷ license⁸. Experience necessary. A good knowledge of the city is required. Call 555-8860 between 9 A.M. and 5 P.M. weekdays.

Taxi DRVR. Full/PT. Hack lic. a must. Exp. nec. Knowl. of city req. Call 555-8860 between 9 A.M. and 5 P.M. wkdays.

Language Notes | 语言难点

1. leave out 删减
2. extra /'ekstrə/ *adj.* 多余的
3. senior /'si:njə(r)/ *adj.* 年长的，资深的
4. junior /'dʒu:njə(r)/ *adj.* 较年幼的，职位较低的

5. figure out 明白，懂得
6. hint /hɪnt/ *n.* 暗示
7. hack /hæk/ *n.* (美) 计程(出租)车
8. license /'lɪsəns/ *n.* 执照

PRACTICE PAGES

练习页

WORD CHECK 词汇检测

Fill in the blanks with the correct vocabulary word to complete each sentence.
选择正确词语完成句子。

sale ads

help wanted ads

notice

classified ads

real estate

abbreviation

1. Another way of saying "want ads" is _____ so one of the members places a _____ in the want ads.
2. If you wanted to find a job, you would look at the _____.
3. When you want to find a new place to live, you can look in the _____ section of the want ads.
4. Your school board¹ wants to let people know about its meeting next week,
5. _____ are small ads that people place to buy and sell things.
6. An _____ is a short form of a word.

IDEA CHECK 内容检测

Decide whether the following sentences are true (T) or false (F).

判断下列句子正误。

- _____ 1. People use abbreviations in want ads because they are easy to understand.
- _____ 2. If you were looking for work, you would place a want ad in the help wanted section of the newspaper.
- _____ 3. An announcement of a community² meeting would never appear in the want ads.

Language Notes | 语言难点

1. board /bɔ:d/ n. 委员会, 董事会

2. community /kə'mju:niti/ n. 社团, 社区

Kinds of Ads 广告种类

Read each of the ads below. Then decide what kind of ad it is. Write the number of the kind of ad on the blank line to the left of each ad. 阅读以下各则广告, 并描述其种类。在每则广告左边的空线上填上所属种类的代码。

- | | |
|----------------|-------------------|
| 1. Help wanted | 5. Lost and found |
| 2. Job wanted | 6. Service |
| 3. Sale | 7. Notice |
| 4. Real estate | 8. Personal |

___ a. East St. Church Craft¹ Fair. Fri. night and Sat., 10 to 6. At rectory² of East St. Church at 12 Ave.

___ b. Coll. stud. looking for summer work. Have driver's lic. and exp. with home repairs. Call Lewis at 555-8943.

___ c. Counter worker. T&D Burger. 6 P. M. to midnite. 5 days/wk. Exp. not nec. Call Tom at 555-0001.

___ d. Room to rent. 2-story house. Priv. ent. Sm. kit. Quiet st. near university. Call Louise. 555-3298.

___ e. Missing. Siamese cat³, male. Last seen Tues., on Whelan Rd. Reward.

___ f. Dining rm. set, oak⁴. Round table w/leaf. 4 chrs. Like new. Best offer.

___ g. Charlie. Where are you? Please call Mitsy.

___ h. Home decorator⁵. We use what you have. No place too small. Pay by/hr.

Find the Abbreviation

找出缩略语

Draw a line from the abbreviation on the left to the matching word on the right. 将左边的缩略语与右边对应词连线匹配。

- | | |
|-----------|---------------|
| 1. rm. | a. bedroom |
| 2. exp. | b. engine |
| 3. sal. | c. morning |
| 4. BR | d. room |
| 5. hlpr | e. fireplace |
| 6. A. M. | f. salary |
| 7. eng. | g. miles |
| 8. fpl. | h. shift |
| 9. mi. | i. experience |
| 10. shft. | j. helper |

After-class Activity 课后活动

Bring in and share with a group of three or four classmates classified ad sections from local newspapers. Each makes a list of the abbreviations, contributing to a comprehensive list of abbreviations. If possible, get ready a notebook for you to take down the abbreviations in this English book, lesson by lesson in future.

Language Notes | 语言难点

- craft /kra:ft/ n. 工艺, 手艺
- rectory /'rektəri/ n. 教区长的住宅
- Siamese cat 暹罗猫, 波斯猫

- oak /əuk/ n. 橡树
- decorator /'dekəreɪtə(r)/ n. 装潢师

Unit 2

Finding the Ads You Want 广告查寻



Lead-in 导读

如何将事物有序分类是门大学问，广告也是如此。只有知道了分类的规律，才可轻而易举地在一大堆广告中找到自己所要的信息，才可体会运用索引的必要性。

Learning Objectives 学习目标

You will be able to:

- ▶ Learn how a classified section is set up.
- ▶ Learn to use indexes to find things in a classified section.
- ▶ Learn about different subjects in large and small classified sections.

Culture Notes 文化背景

自古以来，西方多推崇科学精神，即偏理性而非感性。这点在德国日耳曼民族（以严谨而著称）身上最为明显，而对索引编制的重视也正是这种精神的极致体现。另外，它也表明一种人本主义态度，即常说的user-friendly（即“用户友好的”）。我们不妨从这个角度考虑广告位置编排的实用性。