



导学案

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全品

学练考

高中英语

选择性必修第二册 YLNJ

细分课时

分层设计

落实基础

突出重点

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主题素养积累



No one knows **for sure** when advertising first started. **It is possible that it grew out of the discovery that some people did certain kinds of work better than others did them.** That led to the concept of specialization, which means that people would **specialize**, or focus on doing one specific job.

Let's take a man we'll call Mr Fielder for example. He did everything connected with farming. He planted seeds, **tended** the fields, and harvested and sold his crops. At the same time, he did many other jobs on the farm. However, he didn't make the bricks for his house, cut his trees into boards, make the plows (犁), or any of other hundreds of things a farm needs. **Instead, he got them from people who specialized in doing each of those things.**

Suppose there was another man we shall call Mr Plowright. **Using what he knew about farming and working with iron, Mr Plowright invented a plow that made farming easier.** Mr Plowright did not really like farming himself and wanted to specialize in making really good plows. Perhaps, he thought other farmers will **trade** what they grow **for** one of his plows.

How did Mr Plowright let people know what he was doing? He **advertised**, of course. First he opened a shop and then he **put up a sign** outside the

shop to attract customers. **It was probably all the information people needed to find Mr Plowright and his really good plows.** That may be the earliest form of advertisement.

【主题词句背诵】

1. for sure 肯定地,确切地
2. specialize *vi.* 专门研究(或从事); 专攻
3. tend *vt.* 照料,照管
4. iron *n.* 铁
5. trade... for... 用……交换……
6. advertise *vi.* & *vt.* 做广告,登广告
7. put up a sign 挂一个牌子
8. It is possible that it grew out of the discovery that some people did certain kinds of work better than others did them.
这可能源于一种发现,即有些人做某些工作比其他
人做得更好。
9. Instead, he got them from people who specialized in doing each of those things.
相反,他从那些专门做那些事情的人那里得到它们。
10. Using what he knew about farming and working with iron, Mr Plowright invented a plow that made farming easier.
Plowright 先生利用他所知道的耕作和对铁的使用,
发明了一种使耕作更容易的犁。
11. It was probably all the information people needed to find Mr Plowright and his really good plows.
这可能是人们要找到 Plowright 先生和他的真正的好犁所需的所有信息。

Period One Welcome to the unit & Reading—Reading comprehension

课前自主探究

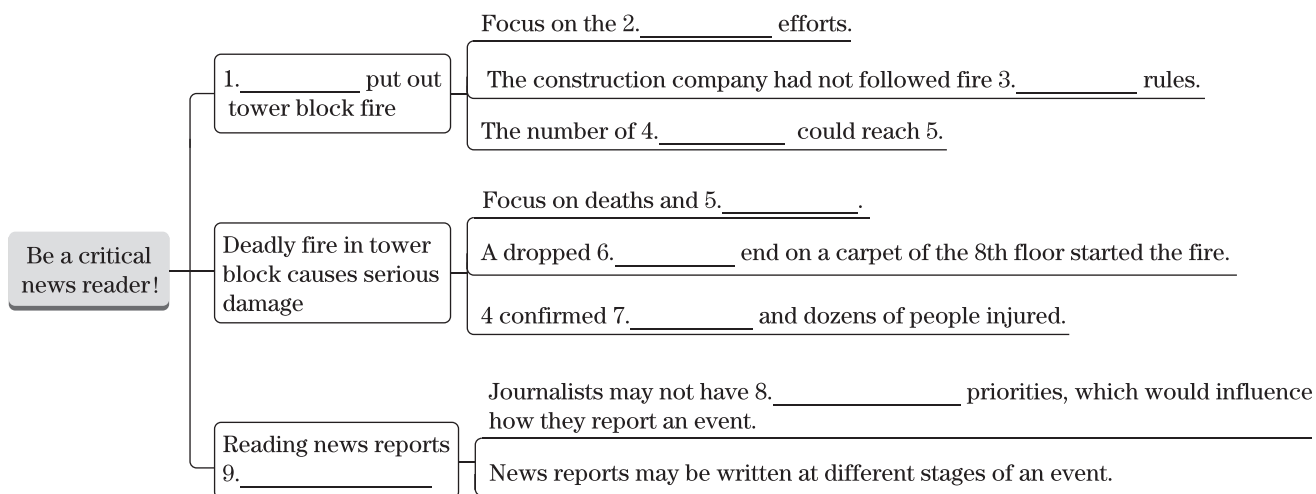
预习新课 研读课文

阅读清障	课文原文	参考译文
①critical <i>adj.</i> 批评的,批判性的;关键的;危急的 ②put out 扑灭	Be a critical^① news reader! Firefighters put out^② tower block fire Firefighters quickly put out the Henderson Tower fire last night. The fire, [1] <u>which is thought to have started</u>	做一名有判断力的新闻读者! 消防队员扑灭公寓大楼大火 消防队员昨晚迅速扑灭了亨德森大楼的大火。

阅读清障	课文原文	参考译文
<p>③ trap <i>vt.</i> 使落入险境; 卡住, 绊住 <i>n.</i> 陷阱, 罗网; 圈套; 困境, 牢笼</p> <p>④ the number of... ……的数目/数量</p> <p>⑤ release <i>vt.</i> 发布; 释放; 松开; 发泄 <i>n.</i> 释放; 发行; 排放; 泄漏</p> <p>⑥ fire engine 消防车, 救火车</p> <p>⑦ ambulance <i>n.</i> 救护车</p> <p>⑧ extend <i>vi.</i> & <i>vt.</i> 延伸 (距离); 扩大……的范围; 扩大; 延长; 伸展</p> <p>⑨ under control 得到控制, 被控制住</p> <p>⑩ construction <i>n.</i> 建筑, 建造; 建造物</p> <p>⑪ deadly <i>adj.</i> 致命的, 致死的</p> <p>⑫ break out (战争、火灾或疾病) 爆发</p> <p>⑬ confirm <i>v.</i> 证实, 证明</p> <p>⑭ dozen <i>n.</i> 许多; 一打, 十个 dozens of 很多, 许多</p> <p>⑮ minor <i>adj.</i> 轻微的, 次要的</p> <p>⑯ bath <i>n.</i> 洗澡, 洗浴; 浴缸, 浴盆</p> <p>⑰ scream <i>vi.</i> & <i>vt.</i> 尖叫, 高声喊; 发出尖锐的响声 <i>n.</i> 尖叫, 尖锐刺耳的声音</p> <p>⑱ bark <i>vi.</i> (狗) 吠叫 <i>vt.</i> 厉声发令 <i>n.</i> (狗) 吠声; 短促响亮的人声; 树皮</p> <p>⑲ choke <i>vt.</i> & <i>vi.</i> (使) 窒息; (使) 哽咽, (尤指感情激动而) 说不出话来</p> <p>⑳ cigarette <i>n.</i> 香烟</p> <p>㉑ carpet <i>n.</i> 地毯; 覆盖地面的一层厚东西</p> <p>㉒ automatic <i>adj.</i> 自动的; 无意识的, 不假思索的</p> <p>㉓ go off (警报器等) 突然发出巨响</p> <p>㉔ investigate <i>vt.</i> & <i>vi.</i> 侦查, 调查; 研究</p> <p>㉕ rely on 依靠, 依赖</p> <p>㉖ contradictory <i>adj.</i> 相互矛盾的; 对立的</p> <p>㉗ come about 发生</p> <p>㉘ journalist <i>n.</i> 新闻记者, 新闻工作者</p> <p>㉙ priority <i>n.</i> 优先事项, 首要事情; 优先权, 重点</p>	<p>from the 8th floor, spread quickly through the tower block on Sunday night, [2] leaving people on the upper floors trapped^③. Fears grew [3] that the number of^④ deaths could reach 5, according to figures [4] released^⑤ by emergency services. Fire engines^⑥ and ambulances^⑦, [5] called at 9:30 p.m., reached the scene within 15 minutes. By this time, the fire had extended^⑧ to the 15th floor. Firefighters got the situation under control^⑨ around 11 p.m. There is concern [6] that the construction^⑩ company that built the tower block had not followed fire safety rules.</p> <p>[1] which 引导非限制性定语从句, 修饰名词 fire。 [2] 现在分词短语作结果状语, 表示自然而然的結果。 [3] that 引导同位语从句, 作名词 fears 的同位语。 [4] 过去分词短语作后置定语, 修饰名词 figures。 [5] 过去分词短语作后置定语, 修饰名词 fire engines and ambulances。 [6] 第一个 that 引导同位语从句, 作名词 concern 的同位语; 第二个 that 引导定语从句, 修饰名词词组 the construction company。</p> <p>Deadly^⑪ fire in tower block causes serious damage A terrible fire broke out^⑫ on Sunday night, [7] leaving the Henderson Tower seriously damaged. Emergency services estimate that the number of deaths could reach 9. By this morning, 4 people have been confirmed^⑬ dead. The fire has also left dozens of^⑭ people injured, [8] 5 of whom are in a critical condition. Lisa Mayer, 29, is among the lucky ones [9] who only suffered minor^⑮ injuries. She recalled, “[10] I was about to have a bath^⑯ when I heard people screaming^⑰ and dogs barking^⑱. I looked outside and the smoke was choking^⑲ me. It was like an awful dream.”</p> <p>[7] 现在分词短语作结果状语。 [8] of whom 引导定语从句, 修饰名词 people。 [9] who 引导定语从句, 修饰代词 ones。 [10] 本句为“Sb be about to do sth when...”句型, 意为“某人正要做某事, 这时……”。</p> <p>Mr Peterson, head of the fire service, confirms [11] that a dropped cigarette^⑳ end on a carpet^㉑ of the 8th floor started the fire and that the automatic^㉒ fire alarms did not go off^㉓ quickly enough to prevent the disaster. A team is currently investigating^㉔ the accident further.</p> <p>[11] 两个 that 均引导宾语从句。</p> <p>Reading news reports critically We rely on^㉕ news to learn about [12] what is happening in the world around us. However, we usually find that reports on the same events contain different or even contradictory^㉖ information. How do these differences come about^㉗?</p> <p>[12] what 引导宾语从句。 [13] It is advisable to remember that journalists^㉘ may have different priorities^㉙, which would influence how they report an event. Let's take the two news reports</p>	<p>周日晚上的大火被认为起于9楼, 很快蔓延到整座公寓大楼, 把位于高楼层的人们困在里面。根据紧急服务部门公布的数据, 人们越来越担心死亡人数可能达到5人。消防车和救护车在晚上9:30接到电话, 不到15分钟就赶到了现场。截至此时, 火势已蔓延到16楼。消防队员在晚上11点左右控制住了火势。人们担心建造公寓大楼的建筑公司没有遵守消防安全规定。</p> <p>公寓大楼发生致命火灾, 造成严重破坏</p> <p>周日晚上发生了一场可怕的火灾, 使亨德森大楼严重受损。紧急服务部门估计死亡人数可能达到9人。到今天早上, 已经确认有4人死亡。这场火灾还造成几十人受伤, 其中5人伤势严重。29岁的莉萨·迈耶是只受了轻伤的幸运儿之一。她回忆说, “我正要洗澡, 这时听到人们的尖叫声和狗叫声。我看了看外面, 烟呛得我喘不过气来。这就像一场可怕的梦。”</p> <p>消防服务部门负责人彼得森证实, 9楼地毯上掉落的一个烟头引发了这场火灾, 火灾自动报警器没有足够迅速地发出警报来阻止这场灾难。一组人员目前正在对事故进行进一步调查。</p> <p>批判性地阅读新闻报道</p> <p>我们依靠新闻来了解我们周围的世界正在发生的事情。然而, 我们通常会发现, 关于相同事件的报道包含着不同甚至相互矛盾的信息。这些差异是如何产生的?</p> <p>明智的做法是记住新闻记者眼中的首要事项可能会有所不同, 这会影响他们如何报道一个事件。让我</p>

阅读清障	课文原文	参考译文
<p>③⑩ take ... as an example 以……为例</p> <p>③⑪ pay attention to 注意</p> <p>③⑫ contradict <i>vt.</i> 相矛盾, 相反; 反驳, 驳斥</p> <p>③⑬ in terms of 在……方面; 从……角度看; 就……而言</p> <p>③⑭ factual <i>adj.</i> 根据事实的, 真实的</p> <p>③⑮ instance <i>n.</i> 例子, 事例 for instance 例如, 比如</p> <p>③⑯ differ <i>vi.</i> 相异; 意见相左</p> <p>③⑰ come across 偶然发现; 偶然遇见</p> <p>③⑱ conclusion <i>n.</i> 结论, 推论; 结束, 结果; 签订, 达成 rush to the conclusion 匆忙下结论</p> <p>③⑲ false <i>adj.</i> 错误的, 不真实的; 非天生的; 假的, 伪造的; 不忠诚的</p> <p>④⑩ be brought to light 被揭露, 被披露</p> <p>④⑪ minimum <i>n.</i> 最小值, 最少量 <i>adj.</i> 最低的, 最小的</p> <p>④⑫ maximum <i>n.</i> 最大量, 最大限度 <i>adj.</i> 最高的, 最多的</p> <p>④⑬ informed <i>adj.</i> 明智的; 有见识的; 有学问的; 可靠的</p> <p>④⑭ sum <i>v.</i> 求……的和, 计算……的总数 <i>n.</i> 金额, 款项; 总和, 总数; 全部 sum up 总结, 概括</p> <p>④⑮ accurate <i>adj.</i> 正确无误的; 精确的</p> <p>④⑯ blindly <i>adv.</i> 不加思考地; 盲目地</p> <p>④⑰ commit <i>vt.</i> 承诺, 保证; 犯(罪); 花(钱或时间) <i>vi.</i> 全身心投入; 忠于 be committed to 致力于</p> <p>④⑱ discrimination <i>n.</i> 辨别力, 识别力; 歧视, 区别对待</p> <p>④⑲ potential <i>n.</i> 潜力, 潜质; 可能性, 潜在性</p>	<p>on the Henderson Tower fire as an example^⑩. We can see that the first news report pays more attention to^⑪ the rescue efforts, while the second talks more about deaths and injuries. When we read more than one report, we come to understand an event in a more comprehensive way.</p> <p>[13]本句为主从复合句。其中 it 作形式主语, 不定式短语 to remember ... 作真正的主语; that 引导宾语从句; which 引导定语从句, 修饰名词词组 different priorities.</p> <p>[14]Even if news reports are written from basically the same perspective, they may contradict^⑫ each other in terms of^⑬ factual^⑭ details, [15]as events in the real world are usually complicated and constantly changing. For instance^⑮, the numbers of deaths differ^⑯ in the two news reports on the Henderson Tower fire. When we come across^⑰ such factual differences, we should not rush to the conclusion^⑱</p> <p>[16] that one of the news reports gives false^⑲ information. Instead, check [17] when the reports were written. News reports [18] written at different stages of an event could contain different information [19] as new facts are brought to light^⑩. Another aspect worthy of mention is that journalists may approach information [20] they get from research or interviews differently. Suppose emergency services' estimates of the number of deaths vary between 5 and 9. Journalists may choose to present the minimum^⑪, the maximum^⑫ or something in between in their news reports. Therefore, [21] checking different sources enables us to draw a more informed^⑬ conclusion.</p> <p>[14]even if 引导让步状语从句。 [15]as 引导原因状语从句。 [16]that 引导同位语从句, 作名词 conclusion 的同位语。 [17]when 引导宾语从句。 [18]过去分词短语作后置定语, 修饰名词词组 news reports。 [19]as 引导时间状语从句。 [20]画线部分为定语从句, 修饰名词 information, 从句省略关系代词 that/which。 [21]动名词短语作主语。 To sum up^⑭, [22]it is wise to read news reports written from various perspectives and at different stages, which brings us a more accurate^⑮ understanding of a situation. We also need to be critical about the information [23] we receive and remember not to blindly^⑯ trust [24] what we have read. [25] Though journalists are committed to^⑰ presenting the truth, it is better to use our own judgement than rely entirely on news reports. With great discrimination^⑱, every one of us has the potential^⑲ to be a critical news reader.</p> <p>[22]画线部分为主从复合句。其中 it 作形式主语, 不定式短语 to read ... 作真正的主语; 过去分词短语 written from various perspectives and at different stages 作定语, 修饰名词词组 news reports; which 引导非限制性定语从句, 修饰整个主句。 [23]画线部分为定语从句, 修饰名词 information, 从句省略关系代词 that/which。 [24]what 引导宾语从句。 [25]本句为主从复合句。其中 though 引导让步状语从句; it 作形式主语, 不定式短语 to use ... 作真正的主语。</p>	<p>我们以亨德森大楼火灾的两个新闻报道为例。我们可以看到, 第一篇新闻报道更多地关注救援工作, 而第二篇则更多地谈论伤亡情况。当我们阅读不止一篇报道时, 我们会更全面地理解一个事件。</p> <p>即使新闻报道的撰写角度基本相同, 也可能在事实细节方面相互矛盾, 因为现实世界中的事件通常是复杂的、不断变化的。例如, 关于亨德森大楼火灾的两个新闻报道中的死亡人数不同。当我们偶然发现这些事实的差异时, 我们不应该急于下结论, 认为其中一篇新闻报道给出了错误的信息。相反, 查看报道是什么时候写的。随着新的事实不断被披露, 在同一事件的不同阶段撰写的新闻报道可能包含不同的信息。另一个值得一提的方面是, 新闻记者可能会以不同的方式处理他们从研究或采访中得到的信息。假设紧急服务部门估计的死亡人数在 5 到 9 人之间。新闻记者可以选择在他们的新闻报道中呈现最小值、最大值或中间的某个数值。因此, 查看不同的来源使我们能够得出更可靠的结论。</p> <p>综上所述, 阅读从各种各样的角度和在不同阶段撰写的新闻报道是明智之举, 这能使我们更准确地了解一个情况。我们也需要对我们接收到的信息持批评态度, 记住不要盲目相信我们读到的内容。尽管新闻记者们致力于呈现真相, 我们最好还是运用我们自己的判断力, 而非完全依赖新闻报道。带着极强的辨别力, 我们每个人都有潜力成为一名有判断力的新闻读者。</p>

Task 1: Fast Reading



Task 2: Careful Reading

() 1. What is the journalists' attitude to the firefighters in the first news report?

- A. Critical. B. Favourable.
C. Pessimistic. D. Disappointed.

() 2. How long did it take the firefighters to put out the fire after they came to the scene?

- A. Two hours.
B. An hour and fifteen minutes.
C. An hour and thirty minutes.
D. An hour and forty-five minutes.

() 3. Why did the reporter mention Lisa Mayer according to the second news report?

- A. To show how terrible the fire was.
B. To tell readers Lisa Mayer was in a critical condition.
C. To tell readers Lisa Mayer was very lucky.
D. To tell readers how to survive in a fire.

() 4. What can we do to draw a more informed conclusion when we read news reports?

- A. Read news reports in a more comprehensive way.
B. Trust what we have read.
C. Check various sources.
D. Seek the truth by ourselves.

Task 3: Micro-writing

Be a critical news reader!

A fire 1. _____ (break) out in the Henderson Tower on Sunday night, starting from the 8th floor and quickly 2. _____ (spread) to the 15th floor. Emergency services 3. _____ (call), and by 11 pm, firefighters managed to control the fire. Early reports estimated up to 5 deaths, but later figures suggested up to 9, with 4 confirmed dead and dozens of people 4. _____ (injure), including 5 in a critical condition. The fire, 5. _____ was said to be caused by a dropped cigarette end, raised concerns about the building's fire safety rules.

Different news reports on the same incident can show variations in details such as 6. _____ number of deaths or focus on different aspects like rescue operations or the investigation. When coming across differing information, it is important not to 7. _____ (immediate) conclude misinformation but consider the timing and source of the report.

To better understand an event, reading multiple reports from various stages and perspectives is 8. _____ (help), as it brings us a more accurate 9. _____ (understand) of a situation. Being critical and questioning the information presented is important rather than taking everything at face value. Remember not to blindly trust 10. _____ we have read.

Period Two Welcome to the unit & Reading—Language points

语言知识梳理

直击重点 突破考点

词汇点睛

1. trap *vt.* 使落入险境; 卡住, 绊住 *n.* 陷阱, 罗网; 圈套; 困境, 牢笼

(教材 P2) The fire, which is thought to have started from the 8th floor, spread quickly through the tower block on Sunday night, leaving people on the upper

floors **trapped**.

周日晚上的大火被认为起于9楼,很快蔓延到整座公寓大楼,把位于高楼层的人们困在里面。

(1) trap sb into (doing) sth 使某人陷入(做)某事的圈套

be/get trapped in 被困在……中

(2) set/lay a trap for... 为……设圈套/陷阱

fall/walk into a trap 掉进陷阱;中计

fall into the trap of doing sth

落入做某事的圈套

【活学活用】

(1) 单句填空

① He _____ (trap) into signing a contract that gave away his rights without him realizing it.

② The hiker got trapped _____ a snowstorm and had to wait for rescue.

③ Many people fall _____ the trap of comparing themselves to others on social media.

(2) 完成句子

_____,
the girl's heart pounded with fear.

被困在废弃的房子里,女孩害怕得心怦怦直跳。(读后续写之心理描写)

2. extend *v.* 延伸(距离);扩大;延长;提供,给予,表示;伸展,舒展

(教材 P2) By this time, the fire had **extended** to the 15th floor. 截至此时,火势已蔓延到16楼。

(1) extend sth to sb 向某人提供/给予某物

extend an invitation/a greeting/a welcome to sb
向某人发出邀请/表示问候/表示欢迎

(2) extension *n.* 延长;延伸

【活学活用】

(1) 单句填空

① The _____ (extend) of the road network has helped local tourism development.

② The government announced plans to extend financial aid _____ families affected by the recent natural disaster.

(2) 一词多义

① I want to **extend** my stay for one more night.

② [2021·浙江1月考] On behalf of our school, I'd

like to **extend** our sincere and warmest welcome to all of you! _____

③ The bird **extended** its wings in flight.

(3) 完成句子

I want to _____
my parents and teachers.

我要向我的父母和老师表示衷心的感谢。(应用文写作之感谢信)

3. construction *n.* 建筑,建造;建造物

(教材 P2) There is concern that the **construction** company that built the tower block had not followed fire safety rules.

人们担心建造公寓大楼的建筑公司没有遵守消防安全规定。

(1) be under construction = be being constructed

(正在)修建中,(正在)建设中

(2) construct *vt.* 修建;建造

【活学活用】

(1) 单句填空

① The local residents are worried that the _____ (construct) of the factory may pollute the environment.

② The Zhaozhou Bridge, _____ (construct) in the Sui Dynasty, is one of the most brilliant examples of civil engineering in the history of the world.

(2) 一句多译

The new stadium _____ and will be open to the public for free next year. (*n.*)

→ The new stadium _____ and will be open to the public for free next year. (*v.*)

新体育场正在建设中,明年将免费向公众开放。

4. come about 发生

(教材 P3) How do these differences **come about**? 这些差异是如何产生的?

come across 偶然遇见,偶然发现

come along 到达,出现;跟随;进步

come out 出来,出现;出版;开花;(消息)为人所知

come up 被提及;走上前来;(太阳、月亮)升起;即将发生;(意外地)发生

come up with 想出,提出

come over (to...) 短暂造访

【活学活用】

用 come 相关短语的适当形式填空

① Having lost my notebook for nearly a month, I _____ it under my pillow yesterday.

② The famous singer's new album _____ next month.

③ I _____ to make sure the flute in her hand was mine.

④ For our generation, it is a bit difficult to be aware of how our happy life _____ unless we learn the history.

⑤ She stared at the blank page, trying to _____ a creative idea for her story.

5. priority *n.* 优先事项, 首要事情; 优先权, 重点 (教材 P3) It is advisable to remember that journalists may have different **priorities**, which would influence how they report an event.

明智的做法是记住新闻记者眼中的首要事项可能会有所不同, 这会影响他们如何报道一个事件。

(1) give priority to 优先考虑……; 给……优先权 (to 为介词)

have/take priority over 优先于……; 比……重要

(2) prior *adj.* 先前的; 较早的; 优先的, 占先的

be prior to 先于……, 优先于……

【活学活用】

(1) 单句填空

① The trade unions must give priority to _____ (protect) the interests of their members.

② Generally speaking, agricultural water consumption is prior _____ industry water demand.

(2) 完成句子

I disagree with the claim that economic development should _____ . (*n.*)

我不赞成经济发展应优先于环境保护这个说法。
(话题写作之环境保护)

6. differ *vi.* 相异; 意见相左

(教材 P3) For instance, the numbers of deaths **differ** in the two news reports on the Henderson Tower fire. 例如, 关于亨德森大楼火灾的两篇新闻报道中的死亡人数不同。

(1) differ from 与……不同

differ in 在……方面不同

(2) different *adj.* 不同的; 相异的

be different from...in... 在……方面与……不同

(3) difference *n.* 不同; 区别

tell the difference between...and... 分辨……和……的不同

make a difference (to) (对……) 有影响, 起作用

(4) differently *adv.* 不同地; 相异地

【活学活用】

(1) 单句填空

① From then on, I learned to tell the _____ (different) between what I wanted and what I needed.

② It is obvious that the two hats differ _____ colour—one is red and the other is blue.

③ [2021·全国乙卷] Ecotourism is different _____ traditional tourism because it allows the traveller to become educated about the areas.

(2) 完成句子

Only then did I realize with one small action you can _____ .

直到那时, 我才意识到, 只要一个小小的行动, 你就能对一个人的生活产生影响。(读后续写之哲理句)

7. conclusion *n.* 结论, 推论; 结束, 结果; 签订, 达成

(教材 P3) When we come across such factual differences, we should not rush to the **conclusion** that one of the news reports gives false information. 当我们偶然发现这样的事实差异时, 我们不应该急于下结论, 认为其中一篇新闻报道给出了错误的信息。

(1) arrive at/come to/draw/reach a conclusion 得出结论, 断定

in conclusion 总之; 最后

(2) conclude *v.* (使) 结束, 终止; 断定, 推断出, 得出结论

conclude (...) with... 以……结束(……)

conclude from sth that... 从某事中推断出……

to conclude 总之; 最后

conclude from sth that... 从某事中推断出……

to conclude 总之; 最后

【活学活用】

(1) 单句填空

① I concluded _____ his nervous expression that he was lying.

② The concert began with the national anthem and concluded _____ a piece of soft music.

(2)完成句子

After many wild guesses, we finally _____
_____ : the lost key might belong
to someone in our neighbourhood as only our
neighbours wandered into the woods for a walk.

经过许多疯狂的猜测,我们终于得出了一个结论:丢失的钥匙可能属于我们附近的某个人,因为只有我们的邻居走进这个树林散步。(读后续写之总结句)

(3)一句多译

[2020·浙江7月考] _____, we do
sincerely hope that your health will improve soon and
we are also expecting your early return to China. (n.)

→ _____, we do sincerely hope that your
health will improve soon and we are also expecting
your early return to China. (v.)

最后,我们真诚地希望您的健康状况尽快好转,我们也期待您早日返回中国。(话题写作之健康生活)

8. sum up 总结;概括

(教材 P3) To **sum up**, it is wise to read news reports
written from various perspectives and at different
stages, which brings us a more accurate
understanding of a situation. 综上所述,阅读从各种
各样的角度和在不同阶段撰写的新闻报道是明智之
举,这能使我们更准确地了解一个情况。

(1) sum *n.* 金额,款项;总和,总数;全部

a (large) sum of (大)笔……

(2) to sum up 总之;综上所述;概括来说

【活学活用】

完成句子

① _____, the project was a success
due to effective teamwork and careful planning.

总之,由于有效的团队合作和周密的计划,该项目取得了成功。

② As she opened the envelope and saw _____
_____, tears welled up in her eyes,
overwhelmed by gratitude.

当她打开信封,看到一大笔钱时,她热泪盈眶,心中充满感激之情。(读后续写之情感描写——感动)

9. committed *adj.* 尽心尽力的;坚定的

(教材 P3) Though journalists are **committed** to
presenting the truth, it is better to use our own
judgement than rely entirely on news reports.

尽管新闻记者致力于呈现真相,我们最好还是运用我们自己的判断力,而非完全依赖新闻报道。

(1) be committed to (doing) sth

致力于(做)某事;全身心地投入(做)某事

(2) commit *vt.* 承诺,保证;犯(罪);花(钱或时间)

vi. 全身心投入;忠于

commit oneself to (doing) sth

专心致志于(做)某事

区分: commit oneself to (do/doing) sth

承诺/保证(做)某事

(3) commitment *n.* 承诺,许诺;献身,投入;花费

make a commitment to sb/sth

对某人/某事做出承诺

【活学活用】

(1)单句填空

① He is a _____ (commit) and responsible
doctor who always puts his patients first.

② Driven by a sense of _____ (commit), a
great many joined the army to resist the invaders and
defend the honour of their nation.

③ Chinese people are peace-loving and China is
committed to _____ (promote) world peace.

(2)一句多译

The achievement of your goal is assured the moment
you _____ it. (v.)

→ The achievement of your goal is assured the
moment you _____ it. (*adj.*)

一旦你全身心投入,你目标的实现就有了保证。

10. curiosity *n.* 好奇心,求知欲;奇物,珍品

(教材 P5) To sum up, being a good journalist
requires writing skills, **curiosity** and commitment to
finding the truth.

总而言之,做一名好记者需要写作技巧、好奇心和发现真相的决心。

(1) out of curiosity 出于好奇

satisfy sb's curiosity 满足某人的好奇心

(2) curious *adj.* 好奇的;求知欲强的

be curious about 对……感到好奇

be curious to do sth 很想做某事

(3) curiously *adv.* 好奇地

【活学活用】

(1) 单句填空

① [2022·全国乙卷] So Mr Peter Cells, I'd be curious _____ (know) what were the early connections in your life that led you into the art field.

② Amy stopped by Laura's room and _____ (curious) found all her flowers gone.

(2) 完成句子

① He opened the letter addressed to his sister _____.

出于好奇,他拆开了写给他妹妹的信。(读后续写之动作描写)

② Knowing you _____ Spring Festival, I'm writing to invite you to celebrate it with us.

知道你对春节很好奇,我写信邀请你和我们一起来庆祝春节。(应用文写作之邀请信)

句型透视

1. (教材 P2) **The fire, which is thought to have started from the 8th floor, spread quickly through the tower block on Sunday night, leaving people on the upper floors trapped.** 周日晚上的大火被认为起于 9 楼,很快蔓延到整座公寓大楼,把位于高楼层的人们困在里面。

句型公式

leave + 宾语 + 宾语补足语

【归纳拓展】

句中 leave 用作使役动词,表示“使/让……保持某种状态”,常跟复合宾语(即:宾语 + 宾语补足语),具体构成如下:

(1) leave + sb/sth + done, 表示宾语所处的状态或表示动作已经完成(宾语和宾语补足语之间为被动关系);

(2) leave + sb/sth + doing, 表示使某人或某物一直做某事(宾语和宾语补足语之间为主动关系);

(3) leave + sb/sth + 名词/形容词/副词/介词短语。

【活学活用】

(1) 单句填空

① Hearing the bad news, he hurried home, leaving the book _____ (lie) open on the table.

② Exercising two hours left me _____ (tire), so I must have a rest now.

(2) 完成句子

① They covered him with a blanket, only _____ . (expose)

他们给他盖上毯子,只把他的脸露出来。

② The flood destroyed everything, thus _____ .

洪水毁灭了一切,所以让他很无助。(读后续写之情感描写)

2. (教材 P2) I was about to have a bath when I heard people screaming and dogs barking.

我正要洗澡,突然听到人们的尖叫声和狗叫声。

句型公式

Sb be about to do... when...

【归纳拓展】

(1) 本句为“Sb be about to do... when...”句型,意为“某人正要做……这时……”,其中 when 是连词,意为“这时”,相当于 at this time.

(2) when 作连词的句型还有:

① Sb be on the point of doing... when...

某人正要做……这时……

② Sb was/were doing sth when...

某人正在做某事,这时(突然)……

③ Sb had just done sth when...

某人刚做完某事,这时……

【活学活用】

(1) 完成句子

① My hand _____ I rang the doorbell of Aunt Evie's house.

当我敲响艾薇姨妈家的门铃时,我的手在颤抖。(读后续写之动作描写)

② They _____ the express boy came to the door.

他们刚打扫完,快递员就来到了门口。

(2) 一句多译

Tom _____ the window when his attention was caught by a bird.

→ Tom _____ the window when his attention was caught by a bird.

汤姆正要关上窗户,这时一只鸟引起了他的注意。

(读后续写之动作描写)

3. (教材 P3) Therefore, checking different sources enables us to draw a more informed conclusion.

因此,查看不同的来源使我们能够得出更可靠的结论。

句型公式

动名词(短语)作主语

【归纳拓展】

(1) 动名词(短语)作主语往往表示比较笼统的、一般的或习惯性的动作,谓语动词用单数形式。

(2) 动名词(短语)作主语时,有时用 it 作形式主语,而把动名词(短语)后置,常见结构:

It is useless/no use/no good/a waste of time + doing sth. 做某事是无用的/没有用的/没有好处的/浪费时间的。

(3) 动名词(短语)作主语时可以有自已的逻辑主语,构成动名词的复合结构。

【活学活用】

(1) 单句填空

① _____ (expose) to very loud music makes it possible for young people to risk going deaf.

② Reading literary works _____ (be) one of the things that he likes to do most.

(2) 完成句子

_____, and we should do something to protect the balance of zoology.

责怪别人是浪费时间的,我们应该做些什么来保护动物的平衡。(话题写作之动物保护)

Period Three Grammar and usage & Integrated skills

语言精讲

1. accuse vt. 谴责,控诉

(教材 P6) His paper published articles about politics and social issues, **accusing** government officials of dishonesty and wealthy people of not paying their taxes. 他的报纸刊登关于政治和社会问题的文章,谴责政府官员满口谎言和富人逃税。

- (1) accuse sb of (doing) sth = charge sb with (doing) sth 控告/指控/指责某人(做)某事
be accused of... 被指控……
(2) the accused 被告
(3) accusation n. 指责,控告
make an accusation 提出控告

【活学活用】

(1) 单句填空

① The _____ (accuse) was declared to be innocent by the judge for lack of proof.

② There was nothing in the record to show that the foreigner's complaint was justified and the Chief of Police denied the _____ (accuse).

(2) 句式改写

She **was charged with** using the company's money for her own purposes and was being questioned by the police.

→ She _____ using the company's money for her own purposes and was being questioned by the police. (用同义句改写)

2. witness vt. & vi. 是发生……的时间(或地点), 见证; 目击; 作证; 是……的迹象 n. 目击者, 见证人; 证人

(教材 P8) The past decades have **witnessed** the rapid development of online news media.

过去数十年见证了网络新闻媒体的快速发展。

- (1) witness sth 目击/见证某事
(2) be a witness to 目击/看见……
bear/give witness to 为……作证/证明

【活学活用】

完成句子

① The girl let slip that she was _____ the accident.

那女孩无意中说出她目击了该事故。

② These ancient buildings _____ in this country in the past forty years.

这些古建筑见证了个国家过去四十年来的巨大变化。(话题写作之文化遗产)

3. spring up 迅速出现,突然兴起

(教材 P8) At almost the same time, news websites with no print editions **sprang up**.

几乎与此同时,没有印刷版的新闻网站也突然兴起。

- (1) spring into action (人、机器等)突然工作(或行动)起来
(2) spring to mind 突然记起(或想到)

[温馨提示] spring 作动词时,其过去式是 sprang,过去分词是 sprung。

【活学活用】

用 spring 相关短语的适当形式填空

① Integrity and honesty are the words that _____ when we talk of the man.

② New theatres and arts centres _____ all over the country last year.

③ When she contacted me to ask for help, Anne and I _____.

4. interaction *n.* 互动; 互相作用

(教材 P8) **Interaction** was also encouraged as readers could post their own comments.

互动也受到鼓励, 因为读者可以发表自己的评论。

(1) interaction with	与……的交流
interaction between...and...	……和……之间的交流
(2) interact <i>vi.</i>	交流, 沟通, 合作; 相互影响, 相互作用
interact with...	与……交流/相互作用
(3) interactive <i>adj.</i>	互动的; 交互式的, 人机对话的; 相互配合的, 相互影响的

【活学活用】

(1) 单句填空

① [2023·新高考全国 II 卷] They surveyed several hundred park-goers, asking them to submit a written summary online of a meaningful _____ (interact) they had with nature in the park.

② _____ (interact) teaching methods being carried out in the school arouse the students' great interest.

(2) 完成句子

Show a genuine interest in what your classmates do, which is a good way to start _____.

对你的同学所做的事情表现出真正的兴趣, 这是开始与他们互动的好方法。(应用文写作之建议信)

5. (教材 P6) **Pulitzer was the first to advocate the training of journalists at university level.** 普利策是第一个倡导在大学层面培养新闻记者的人。

句型公式

不定式(短语)作定语

【归纳拓展】

(1) 当中心词是序数词或被序数词、形容词最高级及 the next, the only, the last, the very 等词修饰时, 常用不定式作后置定语;

(2) 动词不定式作定语还用来修饰抽象名词, 常见的有: plan, ability, chance, opportunity, time, way 等。

【活学活用】

(1) 单句填空

① The journey gave him the chance _____ (study) various living things in their natural environments.

② The ability _____ (express) an idea is as important as the idea itself.

③ The best way _____ (strengthen) willpower is to make it into a habit.

(2) 完成句子

To my great delight, my wish _____ has come true at last.

令我非常高兴的是, 我参观法国的愿望终于实现了。

(话题写作之旅行)

语法归纳

过去完成时

一、过去完成时的定义

表示在过去某一时间前就已经发生或完成了的动作, 对过去的某一点造成的某种影响或结果, 用来指在另一个过去行动之前就已经完成了的事件。

二、过去完成时的构成

过去完成时由“had + 过去分词”构成。

三、过去完成时的基本用法

1. 表示过去某一时刻或动作之前已完成的动作或存在的状态。常有 by, when 等引导的时间状语作为标志, 也可以用一个表示过去的动作来表示, 还可以通过上下文来表示。如:

When the explorer hurried to the destination, the others **had already left**. 当这名探险者匆忙赶到目的地的时候, 其他人已经离开了。

By nine o'clock last night, we **had gotten** 200 pictures from the spaceship. 到昨晚 9 点钟, 我们已经收到宇宙飞船发来的 200 张图片。

2. 表示由过去的某一时刻开始, 一直延续到过去另一时间的动作或状态, 常和 for, since 构成的时间状语连用。如:

He told us that he **had done** the scientific research **for** 5 years.

他告诉我们他做这项科学研究已经 5 年了。

3. 动词 think, want, hope, mean, plan, intend 等用过去完成时表示过去未曾实现的想法、希望、打算或意图等。如:

Moved into tears, Helen **had never thought** she could receive so much help from her classmates.

海伦感动得流下了眼泪, 她从未想过自己能得到同学们如此多的帮助。

We **had hoped** to be able to come and see you.

我们本来希望能来看看你。

4. 用在 told, said, knew, heard, thought 等动词后的宾语从句(或间接引语)中,这时从句中的动作发生在主句中表示过去的动作之前。如:

She **said** that if she **had known** what lay in store for her, she would never agreed to go.

她说如果她知道她将面临什么,她就不会同意去了。

5. 在状语从句中,在过去不同时间发生的两个动作中,发生在前的,用过去完成时,发生在后的,用一般过去时,常由 when, before, after, as soon as, till/until 引导。如:

When I woke up, it **had** already **stopped** raining.

我醒来时,雨已经停了。

【名师点津】在 before, after 引导的时间状语从句中,由于 before 和 after 本身已表达了动作的先后关系,若主、从句表示的动作紧密衔接,则主、从句多用一般过去时。如:

After he arrived in England, he **worked** hard to improve his English.

他到达英格兰之后,努力提高他的英语水平。

6. 过去完成时的常用固定句型

(1) 主语 + had hardly/scarcely/no sooner + 过去分词 + when/than 从句(从句用一般过去时);当 hardly, scarcely, no sooner 位于句首时,主句要进行部分倒装。如:

No sooner had she opened the paper bag **than** everybody cheered, "Happy New Year".

她刚打开纸袋,大家就欢呼“新年快乐”。

(2) It was + 一段时间 + since 从句(从句用过去完成时)。如:

It was at least three months **since I had left** Beijing.

我离开北京至少有3个月了。

(3) It was the first/second/... time + (that) 从句(从句用过去完成时)。如:

It was the first time that I had chatted online in English.

那是我第一次用英语在网上聊天。

(4) 主句(过去完成时) + by the time... (一般过去时) 如:

We **had got** everything ready **by the time** they arrived.

在他们到达之前,我们已经做好一切准备了。

(5) 句子(过去完成时) + by the end of... (表示过去的时间) 如:

By the end of last term, we **had learned** English at least for four years.

到上个学期末,我们至少已经学了四年英语。

四、过去完成时和一般过去时的区别

1. 一般过去时表示过去发生的动作或存在的状态,而过去完成时表示在过去某一时间或动作之前已经完成的动作或状态,即“过去的过去”。当强调过去某一动作发生在另一动作之前时,常用过去完成时。如:

We **had reached** the station **before** ten o'clock.

10点钟之前我们已到达车站。

2. 过去完成时与一般过去时都可以和确定的、表示过去的时间状语连用,但意义有所不同。如:

He **had done** the work at six o'clock.

在6点钟的时候他已经完成了这项工作。

He **did** the work at six o'clock.

他是在6点钟的时候做的这项工作。

【实战演练】

① 单句语法填空

1. He got home and suddenly realized he _____ (leave) his key in the car.

2. How I wish she _____ (take) the medicine last night.

3. By the time he was twelve, Edison _____ (begin) to make a living by himself.

4. I _____ (finish) my homework before the supper was ready.

5. It was thirteen years since he _____ (visit) her last time.

6. It was the first time that I _____ (see) such a moving movie.

7. He _____ (teach) English in a middle school before he came here.

8. I _____ (plan) to meet you at the airport, but someone came to see me just when I was about to leave.

② 句型训练

1. No sooner _____ than the lights went out, leaving the audience in the dark. 演出刚开始,灯光就熄灭了,观众置身一片黑暗。

2. She was surprised to find the fridge empty; the children _____ ! 她惊讶地发现冰箱是空的;孩子们把所有东西都吃了!

3. I _____ some money, but he didn't ask. 我原本想借给他一些钱,但是他没有向我提出请求。

III 语段填空

Last week, I realized that I 1. _____ (forget) to send the important e-mail to my boss. I 2. _____ (intend) to send it the previous day, but I was so busy with other tasks that it slipped my mind. I was very nervous because it

was the first time that I 3. _____ (make) such a big mistake. Fortunately, when I mentioned it to my colleague, she told me that she 4. _____ (send) the e-mail on my behalf. It was a valuable lesson, reminding me to always prioritize and complete crucial tasks promptly.

Period Four Extended reading & Project & Assessment

课前自主探究

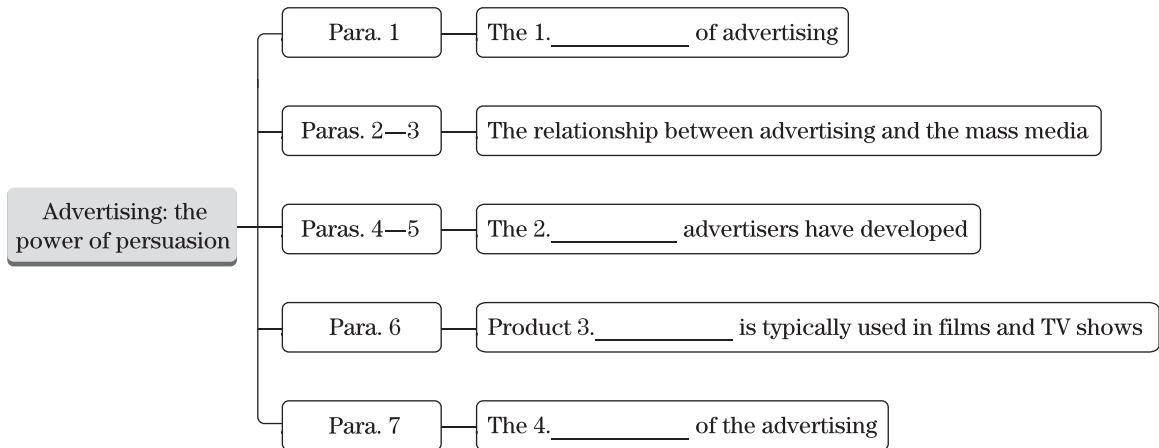
预习新课 研读课文

阅读清障	课文原文	参考译文
<p>① advertising <i>n.</i> 广告活动, 广告业 ② persuasion <i>n.</i> 说服, 劝说; 信仰 ③ in short 总之, 简而言之 ④ refer to 指的是; 参考, 查阅; 涉及 ⑤ in other words 换言之, 换句话说; 也就是说 ⑥ persuade <i>vt.</i> 说服; 使信服 ⑦ be linked with 与……连接 ⑧ mass media 大众传媒 ⑨ advertisement <i>n.</i> 广告, 启事; 广告活动, 广告宣传 ⑩ interactive <i>adj.</i> 交互式的; 互动的; 相互影响的 ⑪ hand in hand 手拉手地, 携着手地, 密切相关地 ⑫ channel <i>n.</i> 途径, 渠道; 电视台; 频道; 方法; 水渠 ⑬ advertiser <i>n.</i> 广告商; 广告人员; 广告公司; 登广告者 ⑭ peak <i>adj.</i> 高峰时期的, 最高度的 <i>n.</i> 顶峰, 高峰; 山峰; 尖端 <i>vi.</i> 达到高峰, 达到最高值 ⑮ advertise <i>vi. & vt.</i> 做广告, 登广告; 公布, 征聘; 展现, 宣传 ⑯ in addition to 另外, 除……之外(还) ⑰ boost <i>vt.</i> 使增长, 使兴旺 <i>n.</i> 增长, 提高; 帮助, 激励 ⑱ promote <i>vt.</i> 促销, 推销; 促进, 推动; 提升, 晋升</p>	<p>Advertising^①: the power of persuasion^②</p> <p>In just one day, a person can see hundreds of marketing messages. Advertising has become part of modern life. But what is advertising exactly? In short^③, it refers to^④ the activity of promoting a product or service. In other words^⑤, it tries to persuade^⑥ people to buy a product or service.</p> <p>The history of advertising has always been closely linked with^⑦ that of the mass media^⑧. From the ancient simple advertisements^⑨ painted on outdoor signs to the colourful, interactive^⑩ ones in smartphone apps, advertising and the mass media have developed hand in hand^⑪. As media channels^⑫ have grown in number and type, [1] <u>so have advertisements.</u></p> <p>[1]画线部分为 so 引导的倒装句,意为“……也一样”,表示前一句中主语的肯定情况也适用于后者。</p> <p>Because the mass media reaches so many people, it is a perfect vehicle for advertisers^⑬. If an advertisement is placed on a popular website or on TV at peak^⑭ times, a huge number of people will know about the product or service [2] <u>it is advertising^⑮.</u></p> <p>In addition to^⑯ making people aware of a product or service, a successful advertisement will also create a desire to buy, [3] <u>thus boosting^⑰ business.</u> [4] <u>That is why when a company wants to promote^⑱ a product or service, it often launches a mass media advertising campaign.</u></p> <p>[2]画线部分为定语从句,修饰 the product or service, 从句省略关系代词 that/which。 [3]现在分词短语作结果状语。 [4]本句为主从复合句。其中 why 引导表语从句,从句中 when 引导时间状语从句。</p>	<p>广告:说服的影响力</p> <p>短短一天内,一个人就能看到数百条营销信息。广告已经成为现代生活的一部分。但广告到底是什么呢?简言之,它指的是推销一种产品或服务的活动。换言之,它(广告)试图说服人们购买一种产品或服务。</p> <p>广告的历史一直与大众传媒的历史紧密相连。从户外标志上面的古老简单的广告,到智能手机应用程序中丰富多彩的互动广告,广告和大众传媒已经共同发展。随着媒体渠道的数量和类型都在增长,广告也在增长。</p> <p>因为大众媒体能接触到这么多人,它是广告商的一个完美载体。如果在一个热门网站或电视节目的黄金时段投放一则广告,很多人都会知晓它所宣传的产品或服务。除了让人们了解产品或服务,一则成功的广告也会激发人们的购买欲,从而促进商业发展。那就是为什么当一家公司想要推广一种产品或服务时,它往往会在大众媒体上发起广告活动。</p>

阅读清障	课文原文	参考译文
<p>①9 psychology <i>n.</i> 心理, 心理特征; 心理学</p> <p>②0 purchase <i>vt.</i> 买, 购买 <i>n.</i> 购买, 采购; 购买的东西, 购买项目</p> <p>②1 memorable <i>adj.</i> 难忘的, 值得纪念的</p> <p>②2 slogan <i>n.</i> 标语, 口号</p> <p>②3 appeal to 对……产生吸引力; 呼吁; 申诉</p> <p>②4 teapot <i>n.</i> 茶壶</p> <p>②5 a variety of 各种各样的</p> <p>②6 get across 被传达, 被理解, 把……讲清楚</p> <p>②7 employ <i>v.</i> 运用, 使用; 雇用</p> <p>②8 brand <i>n.</i> 品牌; 类型; 烙印</p> <p>②9 ambassador <i>n.</i> 大使, 代表</p> <p>③0 placement <i>n.</i> 安置</p> <p>③1 rating <i>n.</i> 收视率; 等级, 级别</p> <p>③2 sponsor <i>vt.</i> 赞助; 主办; 为慈善活动捐款; 资助 <i>n.</i> 赞助商; 为慈善活动捐款的人</p> <p>③3 feature <i>v.</i> 以……为主要组成; 以……为特色; 由……主演</p> <p>③4 absorb <i>vt.</i> 理解, 掌握; 吸收; 吸引全部注意力</p> <p>③5 have an effect on 对……有影响</p>	<p>[5] Based on the psychology^{①9} behind creating a desire to buy, advertisers have developed ways of persuading people into purchasing^{②0} their products or services. A common technique [6] to make an impact is [7] to create a memorable^{②1} slogan^{②2}. Slogans use simple but impressive language [8] to make us remember the product or service being advertised. Some of these slogans may also appeal to^{②3} our emotions.</p> <p>For example, a slogan may connect a fine china teapot^{②4} [9] it aims to promote with our pride in having good taste. You will hear a variety of^{②5} slogans [10] any time you watch TV. Think about your favourite one. What makes it special? And what message does it try to get across^{②6}? A slogan [11] which communicates an idea effectively can boost sales and even become part of popular culture. That is the power of memorable slogans.</p> <p>[5]过去分词短语作状语。 [6]不定式短语作定语, 修饰名词 technique。 [7]不定式短语作表语。 [8]不定式短语 to make us... 作目的状语; 现在分词短语 being advertised 作定语, 修饰 product or service。 [9]画线部分为定语从句, 修饰名词 teapot, 从句省略关系代词 that/which。 [10]any time 引导时间状语从句。 [11]which 引导定语从句, 修饰名词 slogan。 Another technique [12] <u>advertisers often employ</u>^{②7} is to link their company or product to a “brand^{②8} ambassador^{②9}”—a famous actor, a sports star, or even a fictional character. Think of a popular fast-food restaurant. Does it have a brand ambassador? Is the brand ambassador popular among potential customers? [13] <u>The more we like the brand ambassador, the more we will be attracted to buy the product.</u> [12]画线部分为定语从句, 修饰名词 technique, 从句省略关系代词 that/which。 [13]本句为“the + 比较级……, the + 比较级……”句型, 意为“越……, 越……”。 Of course, some advertisements are not so obvious: product placement^{③0} is typically used in films with huge box-office success and TV shows with high ratings^{③1}. Some films are now sponsored^{③2} by leading brands, [14] so that only their products appear in the films, like the watches [15] worn by the title character in the James Bond films. Other types of mass media use product placement too, including video games. [16] It is not uncommon for sports video game series to feature^{③3} different in-game equipment with real brand names. We absorb^{③4} these marketing messages without thinking about them too much, yet they will probably have an effect on^{③5} us [17] the next time we go shopping.</p> <p>[14]so that 引导结果状语从句, so that 意为“因此”。 [15]过去分词短语作定语, 修饰名词 watches。 [16]本句中 it 作形式主语, 不定式短语 to feature... 作真正的主语。 [17]the next time 引导时间状语从句。</p>	<p>基于创造购买欲背后的心理特征, 广告商开发了多种说服人们购买其产品或服务的方式。产生影响的一个常见技巧是创造一个令人难忘的标语。标语用简单但令人印象深刻的语言使我们记住所宣传的产品或服务。其中一些标语可能也会唤起我们的情绪。例如, 一个标语可能将它打算推销的精美的瓷茶壶与我们有良好的品位的自豪感联系在一起。任何时间你看电视都会听到各种各样的标语。想一想你最喜欢的那个。它有什么特别的? 而且它试图传达什么信息? 一个能有效传达想法的标语能促进销售, 甚至成为流行文化的一部分。这就是令人难忘的标语的力量。</p> <p>广告商经常采用的另一种技巧是将他们的公司或产品与“品牌大使”联系起来——一位著名演员、一位体育明星, 甚至是一个虚构的人物。想一家受欢迎的快餐店。它有品牌大使吗? 品牌大使在潜在客户中受欢迎吗? 我们越喜欢品牌大使, 我们就越会被吸引去购买产品。</p> <p>当然, 有些广告并不那么明显: 植入式广告通常用于票房大卖的电影和高收视率的电视节目中。现在有些电影是由知名品牌赞助的, 因此只有它们的产品出现在电影中, 就像詹姆斯·邦德电影中主角戴的手表。其他类型的大众媒体也使用植入式广告, 包括电子游戏。在体育电子游戏系列中, 用真实的品牌名给不同的游戏装备命名的做法并不罕见。我们不假思索就接收了这些营销信息, 而这些信息有可能对我们下次购物产生影响。</p>

阅读清障	课文原文	参考译文
③⑥ digital <i>adj.</i> 数字式的, 数码的	<p>In the past, advertising was all about reaching as many people as possible with the same message. Now, advertising is becoming more digital[®] and more personalized[®]. Already we may see online advertisements for products or services [18] <u>we have previously searched for on the Internet</u>, and we are very likely to receive special discounts[®] and promotions [19] <u>targeted specifically at us</u>. In the future, advertising will be even more about understanding individual customers and sending them advertisements [20] <u>that are tailored</u>[®] to specific needs. [21] <u>Not only will this make them feel more valued and enable them to see what they are most interested in, but it will also help companies target their customers more efficiently to have a positive effect on sales.</u></p> <p>[18]画线部分为定语从句,修饰 products or services,从句省略关系代词 that/which。 [19]过去分词短语作定语,修饰名词词组 special discounts and promotions。 [20]that 引导定语从句,修饰名词 advertisements。 [21]本句为 not only 置于句首的倒装句。其中 what they are most interested in 为宾语从句。</p>	<p>在过去,广告都是为了尽可能多的人得到同样的信息。现在,广告越来越数字化,越来越个性化。我们可能已经在网上看到了我们以前在网上搜索过的产品或服务的在线广告,我们很可能会收到专门针对我们的特别折扣和促销。在未来,广告将更多地了解个人客户,并向他们发送针对特定需求的广告。这不仅会让他们感到更有价值,让他们看到自己最感兴趣的东西,而且还能帮助公司更有效地瞄准客户,对销售产生积极影响。</p>
③⑦ personalized <i>adj.</i> 个性化的		
③⑧ discount <i>n.</i> 折扣 <i>vt.</i> 打折出售,认为……不重要		
③⑨ tailor <i>vt.</i> 专门制作,定做 <i>n.</i> 裁缝		

Task 1: Fast Reading



Task 2: Careful Reading

() 1. Why is the mass media a perfect vehicle for advertisers?

- A. Because it is very cheap.
B. Because it has a long history.
C. Because it can reach people quickly.
D. Because it can reach a large number of people.

() 2. Which of the following statements can we learn from Paragraph 6?

- A. All films should be sponsored by leading brands.
B. Product placement in films and TV shows may affect our decision to buy a product.
C. We can clearly notice all the advertisements in social media.
D. Product placement can only be used in films and TV shows.

() 3. What are the characters of advertising now?

- ① More digital. ② More valued.
③ More positive. ④ More personalized.
A. ①② B. ②③
C. ①③ D. ①④

() 4. What is the future of advertising?

- A. Desperate. B. Promising.
C. Disappointing. D. Changeless.

Task 3: Micro-writing

Advertising: the power of persuasion

What is advertising? In short, it refers

1. _____ the activity of promoting a product or service. In other words, it tries to persuade people 2. _____ (buy) a product or service.

The mass media and advertising have developed

hand in hand. If an advertisement 3. _____ (place) on a popular website or on TV at peak times, a huge number of people will know about the product or service it is advertising. A common technique 4. _____ (use) by advertisers to create a desire to buy is to create a memorable slogan. Slogans use simple but 5. _____ (impress) language to make us remember the product or service being advertised. Another technique advertisers often employ is to link their company or product to a “brand ambassador”, who should enjoy 6. _____ (popular) among potential customers.

Of course, some advertisements are not so obvious. We absorb these marketing messages without thinking about them too much, yet they will 7. _____ (probable) affect us the next time we go shopping.

In the past, advertising was all about reaching as many people as possible with 8. _____ same message. In the future, advertising will be even more about 9. _____ (understand) individual customers and sending them advertisements 10. _____ are tailored to specific needs.

语言知识梳理

直击重点 突破考点

词汇点睛

1. persuade *vt.* 说服;使信服
(教材 P11) In other words, it tries to **persuade** people to buy a product or service. 换句话说,它(广告)试图说服人们去购买一种产品或服务。

- (1) persuade sb to do/into doing sth
说服某人做某事
persuade sb not to do/out of doing sth
说服某人不做某事
(2) persuasive *adj.* 有说服力的,令人信服的
(3) persuasion *n.* 说服,劝说;信仰

【活学活用】

(1) 单句填空

① Only after much _____ (persuade) from Ellis had she agreed to hold a show.

② After Jane made her _____ (persuade) speech, the committee members agreed to her proposal.

(2) 一句多译

① [2022·新高考全国 II 卷] Public service campaigns have tried a wide range of methods to _____ their phones when they are behind the wheel.

→ Public service campaigns have tried a wide range of methods to _____ their phones when they are behind the wheel.
公共服务运动已经尝试了多种方法来说服人们在开车时放下手机。

② My parents tried to _____, but I sat tight.

→ My parents tried to _____, but I sat tight.

我的父母试图劝说我不要一个人去,但我坚持己见。

2. advertisement *n.* 广告,启事;广告活动,广告宣传

(教材 P11) From the ancient simple **advertisements** painted on outdoor signs to the colourful, interactive ones in smartphone apps, advertising and the mass media have developed hand in hand. 从户外标志上画的古老简单的广告,到智能手机应用程序中丰富多彩的互动广告,广告业和大众传媒已经同步发展。

- (1) an advertisement for …… 的广告
(2) advertise *vi. & vt.* 做广告,登广告;公布,征聘;展现,宣传
advertise for 征聘……,登广告征求……
(3) advertising *n.* 广告活动;广告业

【活学活用】

(1) 单句填空

① When I passed our local airfield and saw an _____ (advertise) for trial flying lessons, I decided to book one.

② I would like to apply for the position _____ (advertise) in yesterday's newspaper.

(2) 完成句子

You'd better _____ a person to look after the garden while you are on holiday. 你度假时最好征聘一个人来照看花园。(应用文写作之建议信)

3. get across 被传达,被理解,把……讲清楚
(教材 P11—12) And what message does it try to **get across**? 而且它试图传达什么信息?

- get along/on with 与……(和睦)相处;进展
get away with 做坏事而不受惩罚
get down to doing 开始认真做……

get over	越过,爬过;克服(困难、偏见);从……中恢复过来
get rid of	摆脱,除掉
get through	完成;顺利通过

【活学活用】

(1)用 get 相关短语的适当形式填空

①We tried to _____ our point, but he just wouldn't listen.

②We should _____ our bad habits and keep the good ones.

③I slowly calmed down and hugged him, telling him that I would be willing to help him _____ his difficulty.

④He succeeded in _____ the driving test on his first attempt.

(2)完成句子

①I can _____ my classmates and it's lucky for me to have considerate teachers.

我和同学们相处得很好,而且我很幸运有善解人意的老师。(话题写作之学校生活)

②As promised, he _____ all the materials for the doll house a few days ago.

几天前他如约开始准备娃娃屋的所有材料。

4. absorb *vt.* 理解,掌握;吸收;吸引全部注意力 (教材 P12) We **absorb** these marketing messages without thinking about them too much, yet they will probably have an effect on us the next time we go shopping. 我们没有多加考虑就记住了这些营销信息,而它们有可能会在我们下次购物时对我们产生影响。

- (1)absorb one's attention 吸引某人的注意
 (2)be/get absorbed in (doing) sth 全神贯注于(做)某事
 (3)absorbing *adj.* 吸引人的;引人入胜的

【活学活用】

(1)一词多义

①Plants **absorb** carbon dioxide from the air and moisture from the soil. _____

②Her ability to **absorb** information is amazing. _____

③The cartoon **absorbed** the children all afternoon. _____

(2)完成句子

①Judith lay on the sofa, _____ her book.

朱迪思躺在沙发上,全神贯注地看书。(读后续写之动作描写)

②The old man waved his hand, trying _____ as they passed by.

当他们经过时,老人挥手试图吸引他们的注意。(读后续写之动作描写)

5. amuse *vt.* (提供)消遣;逗笑

(教材 P13)After lunch the residents and the young volunteers **amused** themselves with art activities which included Chinese painting and calligraphy.

午餐后,居民和青年志愿者用包括中国画和书法在内的艺术活动自娱自乐。

- (1)amused *adj.* 觉得好笑的,愉快的,开心的
 (2)amusing *adj.* 逗人笑的;有趣的
 (3)amusement *n.* 娱乐,消遣;可笑,愉悦
 to one's amusement 使某人感到好笑的是
 with amusement 津津有味地,饶有兴趣地,兴致勃勃地

【活学活用】

(1)单句填空

①The audience felt _____ (amuse) very much and was satisfied with his performance.

②Some passers-by stopped and watched the children playing football with _____ (amuse).

③Not only was the film _____ (amuse), but also it gave us a valuable lesson.

(2)完成句子

_____, his false beard fell off when he was performing on the stage.

使我感到好笑的是,当他在台上表演时他的假胡子掉了下来。

句型透视

1. (教材 P11) That is why when a company wants to promote a product or service, it often launches a mass media advertising campaign. 那就是为什么当一家公司想要推广一种产品或服务时,它往往会在大众媒体上发起广告活动。

句型公式

That is why...

【归纳拓展】

(1)This/That is/was why... 这/那就是……的原因。(why 引导表语从句,表示结果)

(2) This/That is/was because ... 这/那是因为……
(because 引导表语从句,表示原因)

(3) The reason why ... is/was that ... 的原因是……(why 引导定语从句并在从句中作状语;that 引导表语从句,表示原因)

【活学活用】

(1) 单句填空

[2021·新高考全国 I 卷] Rome can be pricey for travellers, which is _____ many choose to stay in a hostel.

(2) 一句多译

The earth looks blue from the space. _____

71 percent of its surface is covered with water.

→71 percent of the earth's surface is covered with water. _____ it looks blue from the space.

→ _____ the earth looks blue from the space _____ 71 percent of its surface is covered with water.

地球从太空看是蓝色的,那是因为它 71% 的表面被水覆盖。(话题写作之国家地理)

2. (教材 P12) **The more we like the brand ambassador, the more we will be attracted to buy the product.** 我们越喜欢品牌大使,我们就越会被吸引去购买产品。

句型公式

the + 比较级 ..., the + 比较级 ...

【归纳拓展】

(1) “the + 比较级 ..., the + 比较级 ...”意为“越……, 越……”,表示后者随着前者的变化而变化,前一个“the + 比较级”通常相当于比较状语从句或条件状语从句(在表示将来意义时,从句用一般现在时表示将来),后一个“the + 比较级”通常相当于主句;

(2) “比较级 + and + 比较级”表示“越来越……”;如果是多音节形容词,则用“more and more + 多音节形容词原级”。

【活学活用】

完成句子

① The harder your son works at his lessons, _____

_____.

你儿子学习越努力,取得的进步就会越大。

② _____ I thought about my actions, _____ my heart felt. 我越想自己的行为,心里就越沉重。(读后续写之心理描写)

3. (教材 P12) **Not only will this make them feel more valued and enable them to see what they are most interested in, but it will also help companies target their customers more efficiently to have a positive effect on sales.** 这不仅会让他们感到更受重视,让他们看到自己最感兴趣的东西,而且还能帮助公司更有效地瞄准客户,对销售产生积极影响。

句型公式

not only ... but (also) ...

【归纳拓展】

(1) not only ... but (also) ... 意为“不仅……而且……”,为并列连词,用于连接平行结构,即两个句法作用相同的单词、短语或从句,其中 also 有时可以省略;

(2) 连接并列主语时,谓语动词的数遵循“就近原则”;

(3) 连接除主语以外的成分时,若 not only 位于句首,后面的句子需要使用部分倒装,但 but also 后的句子不倒装。

[温馨提示] 除 not only ... but (also) ... 外,遵循“就近原则”的还有: either ... or ..., neither ... nor ..., not ... but ... 等。

【活学活用】

(1) 单句填空

Not only my parents but also I _____ (be) fond of travelling around, so we travel every year.

(2) 完成句子

Not only _____, but also they can take part in its creation.

参观者不仅可以与艺术互动,而且可以参与艺术创作。(应用文写作之倡议书)

Period Five Writing

单元主题表达

审题立意 妙笔成篇

写一篇新闻报道

【写作典例】

星光中学(Xingguang High School)近期举行了一次登山活动。假定你是学校英语报记者,请写一篇短文,报道此次活动。内容包括:

1. 时间与地点:4月10日,大青山(Daqing Mountain);

2. 活动的过程;

3. 你对这次活动的评价。

注意:1. 词数80个左右;

2. 可以适当增加细节,以使行文连贯。

【高级词汇】

1. _____ 参加户外运动

2. _____

组织爬山活动

3. _____ 动身去某地

4. _____ 情绪高涨

5. _____ 享受新鲜的空气

6. _____ 落在后面

7. _____ 沐浴在阳光下

8. _____ 对……(很)有

益处

9. _____ 接近大自然

10. _____ 增进我们之间的

友谊

【高级句式】

1. 完成句子

(1)我们学校鼓励同学们参加户外运动。

Our school _____
take outdoor exercise.

(2)我们学校于4月10日组织了登山活动。

Our school _____
on April 10.

(3)上午8点,我们聚集在大青山下,情绪高涨地朝山顶进发。

At 8:00 am, we _____
and set off for the top in high spirits.

(4)一路上我们聊天、唱歌和享受清新的空气。

All the way we _____,
and enjoyed the fresh air.

(5)一些人落后时,其他人会前来提供帮助。

When some fell behind, others would _____
_____.

(6)当沐浴在阳光下时,我们快乐地欢呼。

When we bathed in sunshine, we _____.

(7)这使我们接近大自然,并且促进我们之间的友谊。

It _____ the
friendship among us.

2. 句式升级

(8)用不定式作状语合并句(1)和句(2)

(9)用分词作状语改写句(6)

(10)用倒装句改写句(7)

【连贯成文】

In order to encourage the students to take outdoor exercise, our school organized a mountain-climbing activity on April 10.

It was a nice day. At 8:00 am, we gathered at the foot of Daqing Mountain and set off for the top in high spirits. All the way we chatted, sang songs, and enjoyed the fresh air. When some fell behind, others would come and offer help. About 2 hours later, we all reached the top. Bathing in sunshine, we cheered with joy.

The activity is of great benefit to us. Not only does it get us close to nature, but also it promotes the friendship among us. What a wonderful time!

【活学活用】

假如你是李华,你校上周举办了“科学家精神进校园”(the Spirit of Scientists into Campus)活动。请为你校英文报写一篇报道,内容包括:

1. 活动目的;

2. 活动内容;

3. 活动反响。

注意:1. 词数80个左右;

2. 可适当增加细节,使行文连贯。

The Spirit of Scientists into Campus
