

全品



教辅图书



功能学具



学生之家

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全品学练考

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导学案

高中英语

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Unit 1 The mass media

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 in** 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 in 专门研究(或从事)……;专攻……
3. tend *v.* 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 挂出一个牌子
8. **It is possible that it grew out of the discovery that some people did certain kinds of work better than others did them.** (it 作形式主语;同位语从句)
这可能源于一个发现,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.** (定语从句)
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.** (现在分词作状语;what 引导的宾语从句;定语从句)
Plowright 先生利用他所知道的关于耕作和对铁的使用的知识,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.** (定语从句)
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

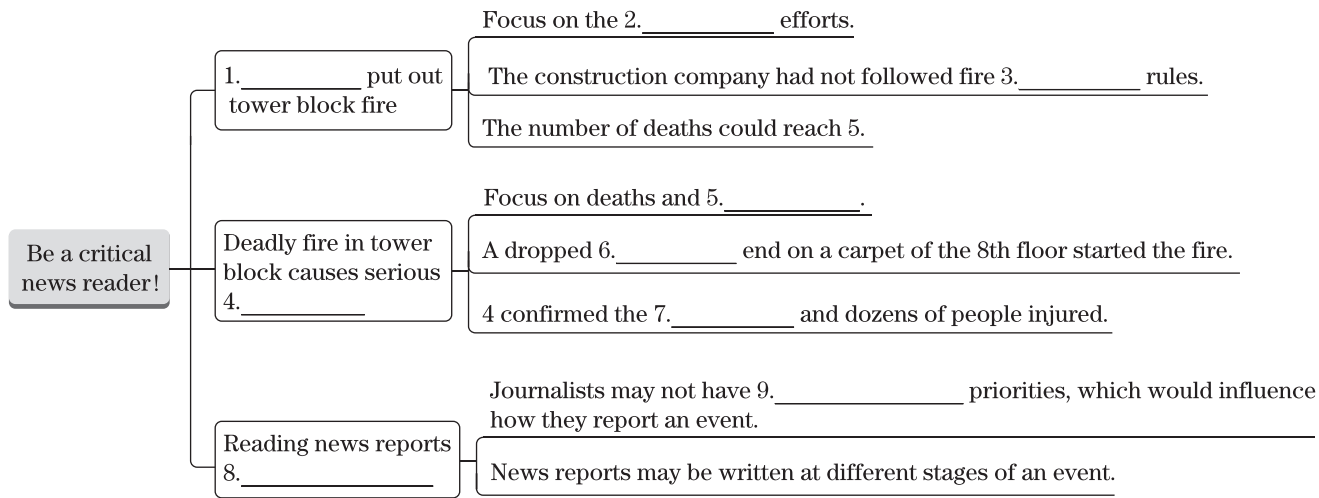
预习新课 研读课文

词汇助读	课文	翻译助读
<p>① critical <i>adj.</i> 批评的, 批判性的; 关键的; 危急的</p> <p>② put out 扑灭</p> <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 <i>n.</i> 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; 发出大而尖的声音 <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>Be a critical^① news reader!</p> <p>Firefighters put out^② tower block fire</p> <p>Firefighters quickly put out the Henderson Tower fire last night. The fire, [1] <u>which is thought to have started from the 8th floor</u>, spread quickly through the tower block on Sunday night, [2] <u>leaving people on the upper floors trapped^③</u>. Fears grew [3] <u>that the number of^④ deaths could reach 5</u>, according to figures [4] <u>released^⑤ by emergency services</u>. Fire engines^⑥ and ambulances^⑦, [5] <u>called at 9:30 p.m.</u>, 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] <u>that the construction^⑩ company that built the tower block had not followed fire safety rules</u>.</p> <p>[1] <u>which</u> 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, 表示自然而然的结果。 [3] <u>that</u> 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 <u>that</u> 引导同位语从句, 作名词 concern 的同位语; 第二个 <u>that</u> 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</p> <p>A terrible fire broke out^⑫ on Sunday night, [7] <u>leaving the Henderson Tower seriously damaged</u>. 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] <u>5 of whom are in a critical condition</u>. Lisa Mayer, 29, is among the lucky ones [9] <u>who only suffered minor^⑮ injuries</u>. She recalled, "[10] <u>I was about to have a bath^⑯ when I heard people screaming^⑰ and dogs barking^⑱</u>". 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] <u>of whom</u> 引导定语从句, 修饰名词 people</p>	<p>做一名有判断力的新闻读者!</p> <p>消防队员扑灭公寓大楼大火</p> <p>消防队员昨晚迅速扑灭了亨德森大楼的大火。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物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>

词汇助读	课文	翻译助读
<p>②cigarette <i>n.</i> 香烟</p> <p>②carpet <i>n.</i> 地毯; 覆盖地面的一层厚东西</p> <p>②automatic <i>adj.</i> 自动的; 无意识的, 不假思索的</p> <p>②go off(警报器等)突然发出巨响</p> <p>④investigate <i>vt. & vi.</i> 侦查, 调查; 研究</p> <p>⑤rely on 依靠, 依赖</p> <p>⑥contradictory <i>adj.</i> 相互矛盾的; 对立的</p> <p>⑦come about 发生</p> <p>⑧journalist <i>n.</i> 新闻记者, 新闻工作者</p> <p>⑨priority <i>n.</i> 优先事项, 首要事情; 优先权, 重点</p> <p>⑩take ... as an example 以……为例</p> <p>③pay attention to 注意</p> <p>③contradict <i>vt.</i> 相矛盾, 相反; 反驳, 驳斥</p> <p>③in terms of 在……方面; 从……角度看; 就……而言</p> <p>④factual <i>adj.</i> 事实的, 真实的</p> <p>③instance <i>n.</i> 例子, 事例 for instance 例如, 比如</p> <p>③differ <i>vi.</i> 相异; 意见相左</p> <p>⑦come across 偶然发现; 偶然遇见</p> <p>③conclusion <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>③false <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>④bring sth to light 揭露, 披露</p>	<p>[9]who 引导定语从句, 修饰 ones。</p> <p>[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^② end on a carpet^② of the 8th floor started the fire and that the automatic^② fire alarms did not go off^② quickly enough to prevent the disaster. A team is currently investigating^④ the accident further.</p> <p>[11]两个 that 均引导宾语从句。</p> <p>Reading news reports critically</p> <p>We rely on^⑤ 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^⑥ information. How do these differences come about^⑦?</p> <p>[12]what 引导宾语从句。</p> <p>[13]It is advisable to remember that journalists^⑧ may have different priorities^⑨, which would influence how they report an event. Let's take the two news reports on the Henderson Tower fire as an example^⑩. We can see that the first news report pays more attention to^③ 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^③ each other in terms of^③ factual^④ details, [15]as events in the real world are usually complicated and constantly changing.</p> <p>For instance^③, the numbers of deaths differ^③ in the two news reports on the Henderson Tower fire. When we come across^⑦ such factual differences, we should not rush to the conclusion^③ [16]that one of the news reports gives false^③ 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^④</p>	<p>消防服务部门的负责人彼得森证实, 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, 我们会更全面地了解一个事件。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。</p>

词汇助读	课文	翻译助读
④① minimum <i>n.</i> 最小值, 最小量 <i>adj.</i> 最低的, 最小的	Another aspect worthy of mention is that journalists may approach information [20] <u>they get from research or interviews differently</u> . Suppose emergency services' estimates of the number of deaths vary between 5 and 9. Journalists may choose to present the minimum ^{④①} , the maximum ^{④②} or something in between in their news reports. Therefore, [21] <u>checking different sources</u> enables us to draw a more informed ^{④③} conclusion.	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。
④② maximum <i>n.</i> 最大量, 最大限度 <i>adj.</i> 最高的, 最多的	[14] <u>even if</u> 引导让步状语从句。 [15] <u>as</u> 引导原因状语从句。 [16] <u>that</u> 引导同位语从句, 作名词 conclusion 的同位语。 [17] <u>when</u> 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] <u>as</u> 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 ^{④④} , [22] <u>it is wise to read news reports written from various perspectives and at different stages, which brings us a more accurate</u> ^{④⑤} understanding of a situation. We also need to be critical about the information [23] <u>we receive</u> and remember not to blindly ^{④⑥} trust [24] <u>what we have read</u> . [25] <u>Though journalists are committed to</u> ^{④⑦} presenting the truth, it is better to use our own judgement than rely entirely on news reports.	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。
④③ informed <i>adj.</i> 可靠的; 有见识的; 有学问的; 明智的		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
④④ 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		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。
sum up 总结, 概括		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
④⑤ accurate <i>adj.</i> 正确无误的; 精确的		
④⑥ blindly <i>adv.</i> 不加思考地; 盲目地		
④⑦ committed <i>adj.</i> 尽心尽力的		
be committed to 致力于		
④⑧ discrimination <i>n.</i> 辨别力, 识别力; 歧视, 区别对待		
④⑨ potential <i>n.</i> 潜力, 潜质; 可能性, 潜在性		

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 forty-five minutes.
C. An hour and thirty minutes.
D. An hour and fifteen 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 p.m., 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 different 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 are 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.* (trapped, trapped) 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) 写作金句

(读后续写之心理描写)

_____, the girl's heart pounded with fear.

(分词作状语)

被困在废弃的房子里, 女孩害怕得心怦怦直跳。

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 sb sth = extend sth to sb

向某人提供/给予某人某物

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) 写作金句

(应用文写作之感谢信) I want to _____ my parents and teachers.

我要向我的父母和老师表示衷心的感谢。

3. 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
when it comes to (doing) sth	当谈到(做)某事

【活学活用】

(1) 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 And, after a long day of study, he likes to watch the sun go down and wait for the stars to _____.

③ Mum _____, gave them a thumbs-up and hugged the sisters.

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

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

(2)写作金句

(应用文写作之建议信) _____

_____, it's highly recommended
that we combine our personal preference with professional
suggestions.

当谈到我们未来的选择时,强烈建议我们将个人偏好与专业建议结合起来。

4. 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

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

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

(2)写作金句

(应用文写作话题之环境保护) 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。

5. 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/get to 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

【活学活用】

(1)单句填空

①The _____ (conclude) of the movie left the
audience in tears, as it was both unexpected and
emotional.

②This contest will last one and a half months,
_____ (conclude) at the middle of December.

③The concert began with the national anthem and
concluded _____ a piece of soft music.

(2)写作金句

①[2024·全国甲卷] (应用文写作话题之交通工具)

_____, these innovations
not only enhance our daily lives but also contribute to
a greener and more efficient future.

总之,这些创新不仅改善了我们的日常生活,还为更
绿色、更高效的未来做出了贡献。

②(读后续写之主题升华句) I _____

_____: where there is a will, there is a way.
我从我自己的经历中得出结论:有志者,事竟成。

6. 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) 写作金句

(读后续写之记人叙事) Da Yu, who _____

the floods, brought peace and stability to the people. 大禹致力于控制洪水,给人民带来了和平与稳定。

7. 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,做一名好新闻记者需要写作技巧、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
with curiosity	好奇地
(2) curious <i>adj.</i>	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 <i>adv.</i>	好奇地

【活学活用】

(1) 单句填空

① Her _____ (curious) about the natural world led her to study biology in college.

② [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) 写作金句

① (应用文写作之邀请信) 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。

② (读后续写之动作描写) He opened the letter addressed to his sister _____.

出于好奇,他拆开了寄给他妹妹的信。

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(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) 写作金句

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 (读后续写之情感描写) The flood destroyed everything, thus _____ . 洪水毁灭了一切,所以让他很无助。

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

我正要洗澡,这时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……

②Sb was/were doing sth when...

某人正在做某事,这时(突然)……

③Sb had done sth when...

某人刚做完某事,这时……

【活学活用】

(1)单句填空

①He _____ (walk) for about a mile when a volunteer searcher found him.

②They were about to board the train _____ they found their tickets were missing.

(2)写作金句/一句多译

①(读后续写之动作描写) 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。

②(读后续写之动作描写) 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。

Period Three Grammar and usage & Integrated skills

语言精讲

1. accuse vt. 谴责, 控告

(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

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

②There 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

【温馨提示】在动词 witness, see 等前可用表示时间或地点的名词作主语, 表示某时或某地“经历、发生、目睹”了某事, 是一种拟人化的修辞手法, 用来增添语言的表达色彩。如:

Summer sees the mountains turn bright green with growing rice. 夏天, 稻米生长, 群山变得翠绿。

【活学活用】

(1)单句填空

①_____ (witness) the beautiful sunrise over the mountains, she felt a wave of hope and joy.

②The girl let slip that she was a witness _____ the accident.

(2)写作金句

(应用文写作话题之文化遗产) These ancient buildings _____ in this country in the past forty years.

这些古建筑见证了这个国家过去四十年来的巨大变化。

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. (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 [2024·新课标 II 卷] Do you ever get to the train station and realize you forgot to bring something _____ (read)?

② [外研必修二 U1] Cooking together gives us a chance _____ (relax) and catch up on each other's days.

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

(2) 写作金句

(应用文写作话题之旅行) 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。

语法探究

阅读以下有关“大众传媒”的短文,感知加黑部分,并回答其后的问题。

Before social media changed how people shared news, newspapers ① **had controlled** the way that people got news for many years. But social media quickly changed the game. As a result, newspapers lost many readers. It was also the first time that TV

and radio ② **had seen** such a big drop. By the end of 2020, more than 90% of the people ③ **had turned** to online apps for news fast. Some newspaper companies ④ **had planned** to print more papers, assuming their brand loyalty would hold. However, the huge growth of online users forced them to stop, because the future of news was digital.

【自主发现】

以上语段中,①、②、③、④均使用 _____, 由“_____”构成。

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 have 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,而过去完成时则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 语法与写作

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,观众置身于一一片黑暗。

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。

③ 语篇填空

Some time after 10000 BC, people made the first real attempt to control the world they lived 1. _____, through agriculture. Over thousands of years, they

began to depend less on 2. _____ could be hunted or gathered from the wild, and more on animals they had raised and crops they had sown.

Farming produced more food per person 3. _____ hunting and gathering, so people were able to raise more children. And, as more children were born, more food 4. _____ (need). Agriculture gave people their first experience of the power of technology 5. _____ (change) lives.

By about 6000 BC, people 6. _____ (discover) the best crops to grow and animals to raise.

Later, they learned to work with the 7. _____ (season), planting at the right time, and, in dry areas, 8. _____ (make) use of annual floods to irrigate (灌溉) their fields.

This style of farming lasted for quite a long time. Then, with 9. _____ rise of science, changes began. New methods 10. _____ (mean) that fewer people worked in farming. In the last century or so, these changes have accelerated. New power machinery and artificial fertilizers have now totally transformed a way of life that started in the Stone Age.

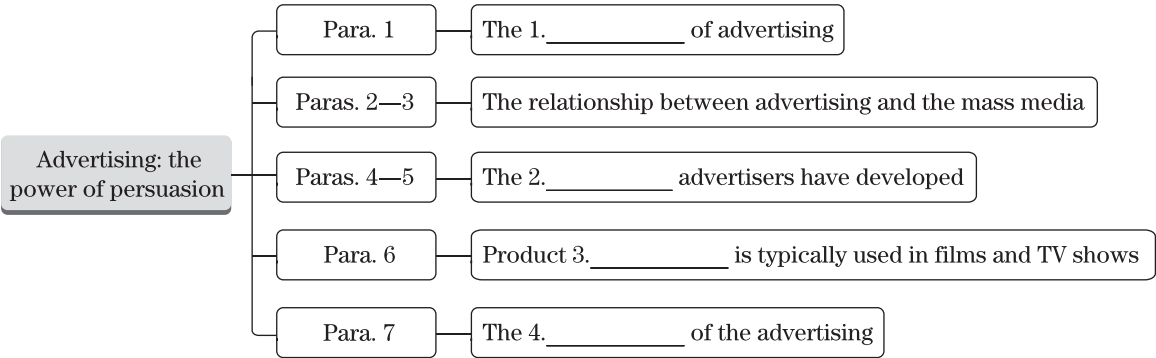
Period Four Extended reading & Project & Assessment

词汇助读	课文	翻译助读
<div>①advertising <i>n.</i> 广告活动, 广告业</div> <div>②persuasion <i>n.</i> 说服, 劝说; 信仰</div> <div>③in short 总之, 简而言之</div> <div>④refer to 指的是; 参考, 查阅; 涉及</div> <div>⑤in other words 换言之, 换句话说; 也就是说</div> <div>⑥persuade <i>vt.</i> 说服; 使信服</div> <div>⑦be linked with 与……连接</div> <div>⑧mass media <i>n.</i> 大众传媒</div> <div>⑨advertisement <i>n.</i> 广告, 启事; 广告活动, 广告宣传</div> <div>⑩interactive <i>adj.</i> 交互式的; 互动的; 相互影响的</div> <div>⑪hand in hand 手拉手; 密切相关</div> <div>⑫channel <i>n.</i> 途径, 渠道; 电视台; 频道; 方法; 水渠</div> <div>⑬advertiser <i>n.</i> 广告商; 广告人员; 广告公司; 登广告者</div> <div>⑭peak <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</div> <div>⑮advertise <i>vi. & vt.</i> 做广告, 登广告; 公布, 征聘; 展现, 宣传</div> <div>⑯in addition to 另外, 除……之外(还)</div> <div>⑰boost <i>vt.</i> 使增长, 使兴旺 <i>n.</i> 增长, 提高; 帮助, 激励</div> <div>⑱promote <i>vt.</i> 促销, 推销; 促进, 推动; 提升, 晋升</div>	<div>Advertising^①: the power of persuasion^②</div> <div>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.</div> <div>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]so have advertisements.</div> <div>[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。</div> <div>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]it is advertising^⑮. In addition to^⑯ making people aware of a product or service, a successful advertisement will also create a desire to buy, [3]thus boosting^⑰ business. [4]That is why when a company wants to promote^⑱ a product or service, it often launches a mass media advertising campaign.</div> <div>[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.</div> <div>[3]现在分词短语作结果状语。</div> <div>[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</div>	<div>广告: 劝说的力量</div> <div>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。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。随着媒体渠道数量和类型的增多, 广告也在不断发展。</div> <div>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</div>

词汇助读	课文	翻译助读
<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; 放置</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^① behind creating a desire to buy, advertisers have developed ways of persuading people into purchasing^② their products or services. A common technique [6] to make an impact is [7] to create a memorable^③ slogan^④. 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^⑤ our emotions. For example, a slogan may connect a fine china teapot^⑥ [9] it aims to promote with our pride in having good taste. You will hear a variety of^⑦ 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^⑧? 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。</p> <p>[6] 不定式短语作定语, 修饰名词 technique。</p> <p>[7] 不定式短语作表语。</p> <p>[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。</p> <p>[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。</p> <p>[10] any time 引导时间状语从句。</p> <p>[11] which 引导定语从句, 修饰名词 slogan。</p> <p>Another technique [12] advertisers often employ^⑨ is to link their company or product to a “brand ambassador^⑩”—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] The more we like the brand ambassador, the more we will be attracted to buy the product.</p> <p>[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。</p> <p>[13] 本句为“the + 比较级..., the + 比较级...”句型, 意为“越……, 越……”。</p> <p>Of course, some advertisements are not so obvious: product placement^⑪ is typically used in films with huge box-office success and TV shows with high ratings^⑫. Some films are now sponsored^⑬ 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^⑭ different in-game equipment with real brand names. We absorb^⑮ these marketing messages without thinking about them too much, yet they will probably have an effect on^⑯ us [17] the next time we go shopping</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引起我们的情感共鸣。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。是什么让它变得特别? 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。现在有些电影是由一流的品牌赞助的, 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, 以将不同的游戏中的设备冠以真实的品牌名称为特色的情况并不少见。我们没有多加考虑就记住了这些营销信息, 而这些信息有可能会在我们下次购物时对我们产生影响</p>

词汇助读	课文	翻译助读
③⑥digital <i>adj.</i> 数字式的, 数码的	[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。 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]we have previously searched for on the Internet, and we are very likely to receive special discounts [®] and promotions [19]targeted specifically at us. In the future, advertising will be even more about understanding individual customers and sending them advertisements [20]that are tailored [®] to specific needs. [21]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.	在过去,广告都是为了让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活动。在未来,广告将更多地了解每个客户,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,对销售量产生积极影响
③⑦personalized <i>adj.</i> 个性化的		
③⑧discount <i>n.</i> 折扣 <i>vt.</i> 打折出售,认为……不重要		
③⑨tailor <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?
- ①More digital. ②More valued.
③More positive. ④More 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.* 劝说, 说服; 使信服, 使相信
(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
persuade sb of sth = persuade sb that
使某人相信, 使某人信服
(2) persuasive *adj.* 有说服力的, 令人信服的
(3) persuasion *n.* 说服, 劝说; 信仰

【佳句背诵】

He tried to **persuade his friend that** joining the club would be a great opportunity to meet new people.
他试图使朋友相信加入俱乐部是结识新朋友的好机会。

【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.

③ [2022·新高考全国 II 卷] Public service campaigns have tried a wide range of methods to persuade people _____ (put) down their phones when they are behind the wheel.

(2) 写作金句

① (读后续写之情感描写) I was really upset, but I

我真的很沮丧, 但我试着说服自己保持微笑。

② (应用文写作之建议信) I'm writing _____

_____, as victory may be just around the corner.
我写信劝你别退出比赛, 胜利可能近在咫尺。

2. 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 | 做坏事而未受惩罚 |
| get away from | 逃离; 离开 |
| 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 |

【佳句背诵】

As promised, he **got down to** preparing 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。

【活学活用】

(1)用 get 相关短语的适当形式填空

- ① We tried to _____ our point, but he just wouldn't listen.
- ② The child ought to be punished. You shouldn't let him _____ telling lies.
- ③ We should _____ our bad habits and keep the good ones.
- ④ I slowly calmed down and hugged him, telling him that I would be willing to help him _____ his difficulty.
- ⑤ In the fall, the wild geese fly to the warm south to _____ the cold winter.

(2)写作金句

- ① (应用文写作话题之学校生活) I 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。
- ② [人教选一 U4] (读后续写之主题升华句) A smile can help us _____ and find friends in a world of strangers.
一个微笑能帮助我们**渡过难关**,并且在满是陌生人的世界里交到朋友。

3. **absorb** *vt.* 理解,掌握;吸收;吸引全部注意力,使全神贯注

(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

absorb oneself in 全神贯注于

(2)absorbed *adj.* 全神贯注的

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

【佳句背诵】

He found the lecture on space exploration to be **absorbing**, as it covered many fascinating topics.
他觉得这场关于太空探索的讲座很吸引人,因为它涵盖了许多有趣的话题。

【活学活用】

(1)一词多义

- ① Plants **absorb** carbon dioxide from the air and moisture from the soil. _____
- ② Her ability to **absorb** information is amazing. _____
- ③ The cartoon **absorbed** the children all afternoon. _____

(2)写作金句

- ① (读后续写之动作描写) Judith lay on the sofa, _____ her book.
朱迪思躺在沙发上,**全神贯注地**看书。
- ② (读后续写之动作描写) The 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**。

4. **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,居民和青年志愿者们用包括中国画和书法在内的艺术活动自娱自乐。

- (1)amuse sb/oneself with 以……逗乐某人/自己

(2)amused *adj.* 觉得好笑的,愉快的,逗乐的

be amused at/by... 被……逗乐

(3)amusing *adj.* 逗人笑的;有趣的

(4)amusement *n.* 娱乐;消遣活动;可笑,愉悦

(much) to one's amusement 使某人感到(非常)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

- ① The audience felt _____ (amuse) very much and was satisfied with his performance.
- ② Some passers-by stopped and watched the children playing football with _____ (amuse).
- ③ Not only was the film _____ (amuse), but also it gave us a valuable lesson.

(2)写作金句

- ① (读后续写之情感描写) She _____ her pet dog's playful behaviour and couldn't help but smile.
她被她的宠物狗顽皮的行为**逗乐了**,忍不住笑了起来。

② (读后续写之情感描写)

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

使我感到非常好笑的是,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

[2024·全国甲卷] Your cat will likely smell your face and store the smell in its memory and use it to recognize you in the future. That's _____ most pet cats are able to tell immediately if their owners were around any other cats, which they don't usually like.

(2) 一句多译

(应用文写作话题之地理概况) 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。

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】

写作金句

① The harder your son works at his lessons, _____

你儿子学习越努力,他取得的进步就会越大。

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

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東西,而且还能帮助公司更有效地瞄准客户,对销售量产生积极影响。

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)写作金句

(应用文写作之倡议书) 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。

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. _____ 亲近大自然
- 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、唱歌和享受新鲜的空气。
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 were bathed in sunshine, we _____.

(7)这使我们亲近大自然,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】

【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,以使行文连贯。

The spirit of scientists into campus

单元话题续写——大众传媒

【话题词汇】

故事情节之环境描写			
ambulance	<i>n.</i> 救护车	construction	<i>n.</i> 建筑,建造;建造物
bath	<i>n.</i> 洗澡,洗浴;浴缸,浴盆	cigarette	<i>n.</i> 香烟
carpet	<i>n.</i> 地毯;覆盖地面的一层厚东西	teapot	<i>n.</i> 茶壶
housing estate	住宅区,住宅群		
故事情节之动作描写			
trap	<i>vt.</i> 使落入险境	release	<i>vt.</i> 发布;释放
extend	<i>vi.</i> & <i>vt.</i> 延伸(距离);扩大;延长	scream	<i>v.</i> 尖叫;高声喊
bark	<i>v.</i> 吠叫,厉声发令	choke	<i>v.</i> (使)窒息;(使)哽咽
accuse	<i>vt.</i> 谴责,控诉	mount	<i>v.</i> 逐步增加,攀登
purchase	<i>vt.</i> 买,购买	tailor	<i>vt.</i> 专门制作,定做
persuade	<i>vt.</i> 说服;使信服	investigate	<i>v.</i> 侦查,调查;研究
amuse	<i>vt.</i> (提供)消遣;逗笑	spring up	迅速出现
人物情感描写			
memorable	<i>adj.</i> 难忘的,值得纪念的	committed	<i>adj.</i> 尽心尽力的
curiosity	<i>n.</i> 好奇心,求知欲	critical	<i>adj.</i> 批评的,批判性的;关键的
contradict	<i>vt.</i> 相矛盾,相反;反驳,驳斥	differ	<i>vi.</i> 相异;意见相左
大众传媒相关			
commitment	<i>n.</i> 献身,投入;承诺,许诺	journalist	<i>n.</i> 新闻记者,新闻工作者
witness	<i>v.</i> 目击,见证 <i>n.</i> 目击者	accurate	<i>adj.</i> 正确无误的;精确的
discrimination	<i>n.</i> 辨别力,识别力;歧视	broadcast	<i>n.</i> 广播节目 <i>v.</i> 播送,广播
channel	<i>n.</i> 途径,渠道;电视台;频道	profession	<i>n.</i> 行业,职业;同行;宣称,声明
drama	<i>n.</i> 戏剧;戏剧性事件	edition	<i>n.</i> 版本;一份,一期;版次
platform	<i>n.</i> 计算机平台;站台,月台;讲台,舞台	slogan	<i>n.</i> 标语,口号
rating	<i>n.</i> 收视率;等级,级别	bring sth to light	揭露,披露

【跟踪演练】

① 写作金句

1. _____ witnessed the accident and brought the truth to light.
正是这位记者目睹了事故并揭露了真相。(强调句)
2. _____ the public's curiosity grew, _____ the media rushed to investigate the case.
公众的好奇心越强烈,媒体就越发急切地去调查这个案件。(the + 比较级..., the + 比较级...)
3. The article, _____, attracted a lot of attention.

这篇由一位经验丰富的记者撰写的文章吸引了很多关注。(分词作定语)

4. _____ is essential for the journalist to make the news more accurate.
为了使新闻更加准确,反复核对信息对于这位记者来说是至关重要的。(动名词短语作主语)

5. _____ having more channels of information for us to access leads to a more accurate and comprehensive understanding of the event.
这就是为什么有更多供我们接触的信息渠道会让我们对事件有更准确、更全面的理解。

II 语段表达

1. _____ (好奇心驱使着他;with 复合结构), the journalist rushed to the scene where a fire had broken out. People were screaming in horror, and the thick smoke 2. _____ (让他们中的一些人窒息; make + 宾语 + 宾语补足语). He investigated the area carefully, 3. _____ (做笔记并采访目击者们;分词作状语). It was his commitment to the truth that drove him to work so hard. As he was leaving, he thought, "Only by presenting the accurate facts 4. _____ (我们才能帮助公众更好地了解这个情况;部分倒装句)." 5. _____

_____ (这个记者在火灾现场目睹的;what 引导主语从句) was memorable. Back at the office, he started to write his report. His face was serious as he tailored every sentence to be clear and detailed. Suddenly, his colleague came in and 6. _____ (指责他太慢了;accuse). But he didn't care. Instead, he focused on his work, 7. _____ (希望揭露真实的情况;分词作状语). When he finally finished the report, he leaned back in his chair, stretching his arms above his head with a long sigh. 8. _____ (他的脸上绽开了灿烂的笑容;独立主格结构), he knew that he had done his job as a journalist to the best of his ability.

► 延伸阅读

(选自北师大版选择性必修第二册 Unit 6)

THE ADVERTISING GAME

The advertising industry started with the **fundamental** purpose of promoting and selling goods to people who might need them. **Advertising agencies would create a basic type of advertisement known as a commercial advertisement.** Such advertisements have gone through a process of change over the years along with social, economic and technological development.

Classic advertisements used to give information about finding certain products. **It was likely to be the name of a company, part of which might include the name of the place from which the product originated.** For example, it could be "Shanghai Sewing Machines", or "Tsingtao Beer Corporation". From the name you would know what the company sells, where they are located, and the name of the product.

Advertising agencies used to create this kind of advertising and it could be very effective. But then they realised that it might not be suitable for a marketplace where products and services are in direct competition with each other. Particularly now, in modern times, advertisements need to attract and hold the attention of the public. **For this reason, it's now normal to see advertisements that consist of pictures or words from experts to show people**

how good the product is. Others try to create advertisements that people simply enjoy looking at. As present-day advertisers often have large **budgets**, huge amounts of money are spent on applying modern design techniques to make these advertisements as visually attractive as possible.

【好词好句积累】

1. **fundamental** *adj.* 根本的;基本的;基础的
2. **originate** *v.* 创始;发源,来自
3. **sew** *vi. & vt.* 缝,缝纫;缝制;缝补
4. **consist of** 由……构成
5. **budget** *n.* 预算 *vi. & vt.* 把……编入预算
6. **Advertising agencies would create a basic type of advertisement known as a commercial advertisement.** 广告代理公司创造出一种被称为商业广告的基本的广告形式。
7. **It was likely to be the name of a company, part of which might include the name of the place from which the product originated.** 它可能是一个公司的名称,其中一部分可能包含产品的原产地名称。
8. **For this reason, it's now normal to see advertisements that consist of pictures or words from experts to show people how good the product is.** 出于这个原因,如今看到由专家提供的图片或文字组成的广告来向人们展示产品有多好是很常见的。