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# 全品学练考

主编 肖德好

导学案

高中英语

选择性必修第二册 YLNJ

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# Unit 1 The mass media



讲课智能体

## 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. iron *n.* 铁
4. trade... for... 用……交换……
5. advertise *vi.* & *vt.* 做广告,登广告
6. put up a sign 挂出一个牌子
7. **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他人做得更好。
8. **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。
9. **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。
10. **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> &amp; <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> &amp; <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> &amp; <i>vi.</i> (使) 窒息; (使) 哽咽, (尤指感情激动而) 说不出话来</p>	<p><b>Be a critical<sup>①</sup> news reader!</b></p> <p><b>Firefighters put out<sup>②</sup> tower block fire</b></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<sup>③</sup></u>. Fears grew [3] <u>that the number of<sup>④</sup> deaths could reach 5</u>, according to figures [4] <u>released<sup>⑤</sup> by emergency services</u>. <b>Fire engines<sup>⑥</sup> and ambulances<sup>⑦</sup></b>, [5] <u>called at 9:30 p.m.</u>, reached the scene within 15 minutes. By this time, the fire had <b>extended<sup>⑧</sup></b> to the 15th floor. Firefighters got the situation <b>under control<sup>⑨</sup></b> around 11 p.m. There is concern [6] <u>that the construction<sup>⑩</sup> company that built the tower block had not followed fire safety rules</u>.</p> <p>[1] <i>which</i> 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] <i>that</i> 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 <i>that</i> 引导同位语从句, 作名词 concern 的同位语; 第二个 <i>that</i> 引导定语从句, 修饰名词词组 the construction company。</p> <p><b>Deadly<sup>⑪</sup> fire in tower block causes serious damage</b></p> <p>A terrible fire <b>broke out<sup>⑫</sup></b> 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 <b>confirmed<sup>⑬</sup></b> dead. The fire has also left <b>dozens of<sup>⑭</sup></b> 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<sup>⑮</sup> injuries</u>. She recalled, “[10] <u>I was about to have a bath<sup>⑯</sup> when I heard people screaming<sup>⑰</sup> and dogs barking<sup>⑱</sup></u>”. I looked outside and the smoke was <b>choking<sup>⑲</sup></b> me. It was like an awful dream.”</p> <p>[7] 现在分词短语作结果状语。 [8] <i>of whom</i> 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>②①cigarette <i>n.</i> 香烟</p> <p>②②carpet <i>n.</i> 地毯; 覆盖地面的一层厚东西</p> <p>②③automatic <i>adj.</i> 自动的; 无意识的, 不假思索的</p> <p>②④go off(警报器等)突然发出巨响</p> <p>②⑤investigate <i>vt. &amp; vi.</i> 侦查, 调查; 研究</p> <p>②⑥rely on 依靠, 依赖</p> <p>②⑦contradictory <i>adj.</i> 相互矛盾的; 对立的</p> <p>②⑧come about 发生</p> <p>②⑨journalist <i>n.</i> 新闻记者, 新闻工作者</p> <p>②⑩priority <i>n.</i> 优先事项, 首要事情; 优先权, 重点</p> <p>②⑪take ... as an example 以……为例</p> <p>②⑫pay attention to 注意</p> <p>②⑬contradict <i>vt.</i> 相矛盾, 相反; 反驳, 驳斥</p> <p>②⑭in terms of 在……方面; 从……角度看; 就……而言</p> <p>②⑮factual <i>adj.</i> 事实的, 真实的</p> <p>②⑯instance <i>n.</i> 例子, 事例 for instance 例如, 比如</p> <p>②⑰differ <i>vi.</i> 相异; 意见相左</p> <p>②⑱come across 偶然发现; 偶然遇见</p> <p>②⑲conclusion <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>②⑳false <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>㉑bring 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 <u>dropped cigarette</u> end on a <u>carpet</u> of the 8th floor started the fire and that the <u>automatic</u> fire alarms did not <u>go off</u> quickly enough to prevent the disaster. A team is currently <u>investigating</u> the accident further.</p> <p>[11]两个 that 均引导宾语从句。</p> <p><b>Reading news reports critically</b></p> <p>We <u>rely on</u> 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 <u>contradictory</u> information. How do these differences <u>come about</u>?</p> <p>[12]what 引导宾语从句。</p> <p>[13]It is advisable to remember that <u>journalists</u> may have different <u>priorities</u>, which would influence how they report an event. Let's <u>take</u> the two news reports on the Henderson Tower fire <u>as an example</u>. We can see that the first news report <u>pays more attention to</u> 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 <u>contradict</u> each other <u>in terms of</u> <u>factual</u> details, [15]as events in the real world are usually complicated and constantly changing.</p> <p><b>For instance</b>, the numbers of deaths <u>differ</u> in the two news reports on the Henderson Tower fire. When we <u>come across</u> such factual differences, we should not <u>rush to the conclusion</u> [16]that one of the news reports gives <u>false</u> 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 <u>are brought to light</u></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><b>批判性地阅读新闻报道</b></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, 这会影响到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, 最少量 <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 <b>minimum</b> <sup>④</sup> ,	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	the <b>maximum</b> <sup>④</sup> or something in between in their news reports. Therefore, [21] <u>checking different sources</u> enables us to draw a more <b>informed</b> <sup>④</sup> conclusion. [14] <u>even if</u> 引导让步状语从句。	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
④③ informed <i>adj.</i> 可靠的; 有见识的; 有学问的; 明智的	[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。	更可靠的结论。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
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 sum up 总结, 概括	[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 <b>sum up</b> <sup>④</sup> , [22] <u>it is wise to read news reports written from various perspectives and at different stages,</u>	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
④⑤ accurate <i>adj.</i> 正确无误的; 精确的	which brings us a more <b>accurate</b> <sup>④</sup> understanding of a situation. We also need to be critical about the information [23] <u>we receive</u> and remember not to <b>blindly</b> <sup>④</sup> trust	我们读到的内容。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。
④⑥ blindly <i>adv.</i> 不加思考地; 盲目地	[24] <u>what we have read</u> . [25] <u>Though journalists are committed to</u> <sup>④</sup> presenting the truth, it is better to use our own judgement than rely entirely on news reports.	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
④⑦ committed <i>adj.</i> 尽心尽力的 be committed to 致力于	With great <b>discrimination</b> <sup>④</sup> , every one of us has the <b>potential</b> <sup>④</sup> to be a critical news reader. [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。	
④⑧ discrimination <i>n.</i> 辨别力, 识别力; 歧视, 区别对待	[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] <u>what</u> 引导宾语从句。	
④⑨ potential <i>n.</i> 潜力, 潜质; 可能性, 潜在性	[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	



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) 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 [人教版必修一] Soon after the quakes, the army sent 150,000 soldiers to Tangshan to dig out those who \_\_\_\_\_ (trap)...

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

[北师大必修一] (应用文写作之感谢信) I would like to \_\_\_\_\_

\_\_\_\_\_, who have done so much for us over the years.

我要对我们所有的老师、父母和家人表示感谢, 他们多年来为我们做了这么多。

**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.

②And, after a long day of study, he likes to watch the sun go down and wait for the stars to \_\_\_\_\_.

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

④For 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

①[人教版选必二] Prior to \_\_\_\_\_ (come) to China, my only experience with Chinese cooking was in America, with Chinese food that had been changed to suit American tastes.

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

(2)写作金句

(应用文写作之环境保护) 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

[沪教版选必四] In \_\_\_\_\_ (conclude), the highly positive response to tablets from both teachers and students demonstrates that their use should be encouraged in all subject areas.

(2)写作金句

①[2024·全国甲卷] (应用文写作之交通工具) \_\_\_\_\_, 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.

我从自己的经历中得出结论:有志者,事竟成。

③(应用文写作之自然生态) By observing the behaviour of the animals, researchers \_\_\_\_\_ that the new habitat is suitable for their survival. (*v.*)

通过观察这些动物的行为,研究人员从他们的观察中得出结论:新的栖息地适合它们生存。

## 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 [2025·浙江1月考] Even the most engaged and \_\_\_\_\_ (commit) audience will eventually get bored.

② [外研版选必三] 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。

### 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 The excitement of the basketball game left the fans \_\_\_\_\_ (cheer) and waving their flags.

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

(2) 写作金句

① (读后续写之情感描写) The movie's emotional ending left \_\_\_\_\_. (介词短语)

电影感人的结局让观众泪流满面。

② (读后续写之情感描写) The flood destroyed everything, thus \_\_\_\_\_.

洪水毁灭了一切, 这样让他很无助。

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……

② Sb was/were doing sth when...

某人正在做某事, 这时(突然)……

③ Sb had done sth when...

某人刚做完某事, 这时……

### 【活学活用】

(1) 单句填空

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

② They 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

#### 【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 The boy remained calm when facing the false \_\_\_\_\_ (accuse) and tried to explain the truth patiently.

(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……

[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

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

(2) 写作金句

① (应用文写作之活动介绍) \_\_\_\_\_ aimed at helping the elderly in our community.

上周见证了一场旨在帮助社区老人的有意义的志愿活动。

② (应用文写作之文化遗产) 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】

(1)用 spring 相关短语的适当形式填空

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

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

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

(2)写作金句

(应用文写作之科技发展) With the development of technology, \_\_\_\_\_ in recent years.

随着科技发展,近年来越来越多智能应用程序迅速出现。

#### 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[外研版必修二] Cooking together gives us a chance \_\_\_\_\_ (relax) and catch up on each other's days.

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

(2)写作金句

(应用文写作之旅行) To my great delight, my wish \_\_\_\_\_ has come true at last.

令我非常高兴的是,我参观这个博物馆的愿望终于实现了。

## 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。

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。

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.

### II 语篇语法填空

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

### 课前自主探究

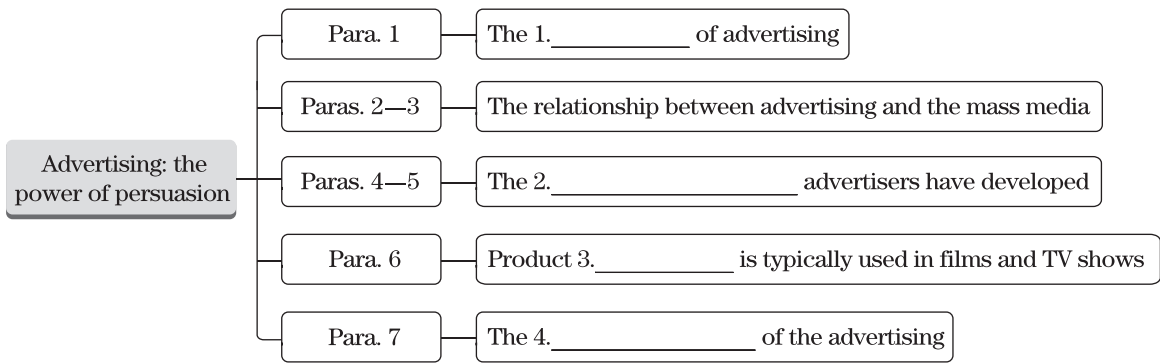
预习新课 研读课文

词汇助读	课文	翻译助读
①advertising <i>n.</i> 广告活动, 广告业 ②persuasion <i>n.</i> 说服, 劝说; 信仰 ③in short 总之, 简而言之 ④refer to 指的是; 参考, 查阅; 涉及 ⑤in other words 换言之, 换句话说; 也就是说 ⑥persuade <i>vt.</i> 说服; 使信服 ⑦be linked with 与……连接 ⑧mass media <i>n.</i> 大众传媒 ⑨advertisement <i>n.</i> 广告, 启事; 广告活动, 广告宣传 ⑩interactive <i>adj.</i> 交互式的; 互动的; 相互影响的 ⑪hand in hand 手拉手; 密切相关 ⑫channel <i>n.</i> 途径, 渠道; 电视台; 频道; 方法; 水渠	<b>Advertising<sup>①</sup>: the power of persuasion<sup>②</sup></b> In just one day, a person can see hundreds of marketing messages. Advertising has become part of modern life. But what is advertising exactly? <b>In short<sup>③</sup></b> , it <b>refers to<sup>④</sup></b> the activity of promoting a product or service. <b>In other words<sup>⑤</sup></b> , it tries to <b>persuade<sup>⑥</sup></b> people to buy a product or service. The history of advertising has always <b>been</b> closely <b>linked with<sup>⑦</sup></b> that of the <b>mass media<sup>⑧</sup></b> . From the ancient simple <b>advertisements<sup>⑨</sup></b> painted on outdoor signs to the colourful, <b>interactive<sup>⑩</sup></b> ones in smartphone apps, advertising and the mass media have developed <b>hand in hand<sup>⑪</sup></b> . As media <b>channels<sup>⑫</sup></b> have grown in number and type, [1] <u>so have advertisements.</u> [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	<b>广告: 劝说的力量</b> 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

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<p>⑬ advertiser <i>n.</i> 广告商; 广告人员; 广告公司; 登广告者</p> <p>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</p> <p>⑮ advertise <i>vi. &amp; vt.</i> 做广告, 登广告; 公布, 征聘; 展现, 宣传</p> <p>⑯ in addition to 另外, 除……之外(还)</p> <p>⑰ boost <i>vt.</i> 使增长, 使兴旺 <i>n.</i> 增长, 提高; 帮助, 激励</p> <p>⑱ promote <i>vt.</i> 促销, 推销; 促进, 推动; 提升, 晋升</p> <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>Because the mass media reaches so many people, it is a perfect vehicle for <b>advertisers</b><sup>⑬</sup>. If an advertisement is placed on a popular website or on TV at <b>peak</b><sup>⑭</sup> times, a huge number of people will know about the product or service [2]it is <b>advertising</b><sup>⑮</sup>. <b>In addition to</b><sup>⑯</sup> making people aware of a product or service, a successful advertisement will also create a desire to buy, [3]thus <b>boosting</b><sup>⑰</sup> business. [4]That is why when a company wants to <b>promote</b><sup>⑱</sup> a product or service, it often launches a mass media advertising campaign.</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。</p> <p>[3]现在分词短语作结果状语。</p> <p>[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>[5]Based on the <b>psychology</b><sup>⑲</sup> behind creating a desire to buy, advertisers have developed ways of persuading people into <b>purchasing</b><sup>⑳</sup> their products or services. A common technique [6]to make an impact is [7]to create a <b>memorable</b><sup>㉑</sup> <b>slogan</b><sup>㉒</sup>. Slogans use simple but impressive language [8]to make us remember the product or service being advertised. Some of these slogans may also <b>appeal to</b><sup>㉓</sup> our emotions. For example, a slogan may connect a fine china <b>teapot</b><sup>㉔</sup>[9]it aims to promote with our pride in having good taste. You will hear a <b>variety of</b><sup>㉕</sup> slogans [10]any time you watch TV. Think about your favourite one. What makes it special? And what message does it try to <b>get across</b><sup>㉖</sup>? 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 <b>employ</b><sup>㉗</sup> is to link their company or product to a “<b>brand ambassador</b><sup>㉘</sup>”—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?</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> <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?</p>

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③⑩ placement <i>n.</i> 安置; 放置	[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 <i>technique</i> ,从句省略关系代词 <i>that/which</i> .	我们越喜欢品牌大使,我们就越会被吸引去购买产品。
③⑪ rating <i>n.</i> 收视率;等级,级别	[13]本句为“ <i>the + 比较级 ... , the + 比较级 ...</i> ”句型,意为“越……,越……”。 Of course, some advertisements are not so obvious; product <b>placement</b> <sup>⑩</sup> is typically used in films with huge box-office success and TV shows with high <b>ratings</b> <sup>⑪</sup> .	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。
③⑫ 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	Some films are now <b>sponsored</b> <sup>⑫</sup> by leading brands, [14] <u>so that only their products appear in the films, like the watches [15] worn by the title character in the James Bond films.</u> Other types of mass media use product placement too, including video games. [16] <u>It is not uncommon for sports video game series to <b>feature</b><sup>⑬</sup> different in-game equipment with real brand names.</u> We <b>absorb</b> <sup>⑭</sup> these marketing messages without thinking about them too much, yet they will probably <b>have an effect on</b> <sup>⑮</sup> us [17] <u>the next time we go shopping.</u> [14] <i>so that</i> 引导结果状语从句, <i>so that</i> 意为“因此”。 [15]过去分词短语作定语,修饰名词 <i>watches</i> .	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。
③⑬ feature <i>v.</i> 以……为主要组成;以……为特色;由……主演	[16]本句中 <i>it</i> 作形式主语,不定式短语 <i>to feature ...</i> 作真正的主语。 [17] <i>the next time</i> 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 <b>digital</b> <sup>⑯</sup> and more <b>personalized</b> <sup>⑰</sup> . Already we may see online advertisements for products or services [18] <u>we have previously searched for on the Internet, and we are very likely to receive special <b>discounts</b><sup>⑱</sup> 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 <b>tailored</b><sup>⑲</sup> to specific needs.</u> [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></u>	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。
③⑭ absorb <i>vt.</i> 理解,掌握;吸收;吸引全部注意力	[16]本句中 <i>it</i> 作形式主语,不定式短语 <i>to feature ...</i> 作真正的主语。 [17] <i>the next time</i> 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 <b>digital</b> <sup>⑯</sup> and more <b>personalized</b> <sup>⑰</sup> . Already we may see online advertisements for products or services [18] <u>we have previously searched for on the Internet, and we are very likely to receive special <b>discounts</b><sup>⑱</sup> 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 <b>tailored</b><sup>⑲</sup> to specific needs.</u> [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></u>	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
③⑮ have an effect on 对……有影响	[16]本句中 <i>it</i> 作形式主语,不定式短语 <i>to feature ...</i> 作真正的主语。 [17] <i>the next time</i> 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 <b>digital</b> <sup>⑯</sup> and more <b>personalized</b> <sup>⑰</sup> . Already we may see online advertisements for products or services [18] <u>we have previously searched for on the Internet, and we are very likely to receive special <b>discounts</b><sup>⑱</sup> 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 <b>tailored</b><sup>⑲</sup> to specific needs.</u> [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></u>	更有效地瞄准客户,对销售量产生积极影响
③⑯ digital <i>adj.</i> 数字式的,数码的	[16]本句中 <i>it</i> 作形式主语,不定式短语 <i>to feature ...</i> 作真正的主语。 [17] <i>the next time</i> 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 <b>digital</b> <sup>⑯</sup> and more <b>personalized</b> <sup>⑰</sup> . Already we may see online advertisements for products or services [18] <u>we have previously searched for on the Internet, and we are very likely to receive special <b>discounts</b><sup>⑱</sup> 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 <b>tailored</b><sup>⑲</sup> to specific needs.</u> [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></u>	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
③⑰ personalized <i>adj.</i> 个性化的	[16]本句中 <i>it</i> 作形式主语,不定式短语 <i>to feature ...</i> 作真正的主语。 [17] <i>the next time</i> 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 <b>digital</b> <sup>⑯</sup> and more <b>personalized</b> <sup>⑰</sup> . Already we may see online advertisements for products or services [18] <u>we have previously searched for on the Internet, and we are very likely to receive special <b>discounts</b><sup>⑱</sup> 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 <b>tailored</b><sup>⑲</sup> to specific needs.</u> [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></u>	更有效地瞄准客户,对销售量产生积极影响
③⑱ discount <i>n.</i> 折扣 <i>vt.</i> 打折出售,认为……不重要	[16]本句中 <i>it</i> 作形式主语,不定式短语 <i>to feature ...</i> 作真正的主语。 [17] <i>the next time</i> 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 <b>digital</b> <sup>⑯</sup> and more <b>personalized</b> <sup>⑰</sup> . Already we may see online advertisements for products or services [18] <u>we have previously searched for on the Internet, and we are very likely to receive special <b>discounts</b><sup>⑱</sup> 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 <b>tailored</b><sup>⑲</sup> to specific needs.</u> [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></u>	更有效地瞄准客户,对销售量产生积极影响
③⑲ tailor <i>vt.</i> 专门制作,定做 <i>n.</i> 裁缝	[16]本句中 <i>it</i> 作形式主语,不定式短语 <i>to feature ...</i> 作真正的主语。 [17] <i>the next time</i> 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 <b>digital</b> <sup>⑯</sup> and more <b>personalized</b> <sup>⑰</sup> . Already we may see online advertisements for products or services [18] <u>we have previously searched for on the Internet, and we are very likely to receive special <b>discounts</b><sup>⑱</sup> 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 <b>tailored</b><sup>⑲</sup> to specific needs.</u> [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></u>	更有效地瞄准客户,对销售量产生积极影响

## 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.* 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

### 【活学活用】

(1)单句填空

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

②[2025·全国一卷] As a new unit started, I asked everyone to write a \_\_\_\_\_ (persuade) piece on a health-related topic of their choice.

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

(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. 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;取得进展

get around/about 传播;流传;各处走动

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.

②A month after the operation, he was able to \_\_\_\_\_ with the help of a walking stick.

③We should \_\_\_\_\_ our bad habits and keep the good ones.

④I can \_\_\_\_\_ my classmates and it's lucky for me to have considerate teachers.

(2)写作金句

①[人教版选必一] (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。

②(读后续写之情绪+动作描写) I slowly calmed down and hugged him, telling him that I would be willing to \_\_\_\_\_. 我慢慢地平静下来,拥抱了他,告诉他我愿意帮助他克服他的困难。

**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

### 【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)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

① [人教版必修三] We know you're hard-working. That's \_\_\_\_\_ we've given you the letter.

② [2024·全国甲卷] We know that birds sing quieter on the weekend mornings. This is \_\_\_\_\_ the noise levels are lower than the weekday rush.

(2) 一句多译

(应用文写作之地理概况) 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;