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The digital age: Are we ready?

Part one

Unit

Vocabulary and structure

Word building

- Complete the following sentences with the proper form of the words in bold.
 execute
 - 1 After nearly a month of discussions, they finally decided to appoint George as the new top of the company.
 - 2 Finally, the space commission found that the idea of going to Mars under the present timetable prescribed was not .
 - 3 The successful ______ of the project was due to the team's meticulous planning and attention to detail.

♦ identity

- 4 To avoid unnecessary arguments, the young parents always dress their twins in clothes.
- 5 The countries responded ______ to the threat of terrorism and adopted a common counter-terrorism strategy.
- 6 Doctors have increasingly tried to use these biomarkers (生物标记物) to people who are at high risk of developing diabetes.

reflect

7 Wearing _____ clothing can prevent street workers from being hurt by passing vehicles on dark nights or in bad weather.

- 8 The water in the lake is so clear that visitors can see their faces _____ in the lake.
- 9 Researchers found that folk tales, myths, and legends, to some extent, are a(n) of the culture, tradition, and core values of a nation.

O dedicate

- 10 He was a legend in the news industry because of his remarkable ______, energy, and determination to accomplish the most difficult assignments.
- 11 Mr. Smith was considered one of the best teachers at the school mainly because his students thought he was and warm-hearted.
- 12 From the first day she engaged in scientific research, she vowed to herself that she would her life to scientific studies.

• critic

- 13 The environmental protection policy of the local government is being widely in the media for failing to tackle air pollution.
- 15 As one of the most famous and outspoken film _____, he owns a free pass for all the cinemas in the area.
- 16 Over the years, this multinational company has received a lot of ________ for its labor policies and lack of environmentally friendly efforts.

O converse

- 17 He was pleasantly surprised when students could _____ with him in simple English.
- 18 _____, while consuming dark chocolate is commonly believed to be detrimental to one's health, a recent study found that it can actually improve cardiovascular health.
- 19 Kathy, principally occupied in playing with her bracelets and rings, joined now and then in her brother's ______ with Bennet.

O discern

- 20 In fact, important sports events like the Olympic Games and soccer's World Cup may leave a(n)______ impact on local infrastructure (基础建设).
- 21 The children must be taught that dangerous behaviors are wrong, but as they grow older, ______ should be more important.
- 22 His team specializes in facial expressions and involuntary (无意识的) body language to ______ if someone is lying.

S credible

- 23 It seemed ______ that people would still want to play football during a war and the tickets for each match were sold out soon.
- 24 After declaring bankruptcy, poor Jack finally reached an agreement with his who were demanding to be paid extra for the late payments.
- 25 The terrible scandal has damaged the ______ of the president as a leader, so he has to work hard to restore it.

♥ vary

- 26 Despite the changing circumstances, his dedication to his work remains
- 27 After a meal he ______ cleaned out his mouth because he had a toothache due to his poor oral hygiene.
- 28 Since false eyelashes come in _____ lengths and shades, it's so easy to match them up with the customer's own and thus they have become popular among young ladies.
- 29 The school actively supports the local community and encourages volunteerism among students through a(n) _____ of activities.

▶ adequate

- 30 Generally speaking, the facilities and resources of tourist attractions in the high season are often while in the low season there will be a surplus.
- 31 A week after the earthquake, the country is still struggling to feed and house the victims , asking for help from the international community.
- 32 Unless reform also ensures income ______ for the elderly, the budget reductions are unlikely to be politically sustainable.

Phrasal verbs

2 Fill in the blanks with the proper form of the phrasal verbs given below.

call back: make a telephone call in return; tell to come back
call for: require; make sth. necessary or suitable
call in: ask to come or go in; ask a person or an organization that provides a service to come and deal with sth.
call off: order to stop doing sth.
call up: make a telephone call to sb.; make sb. remember sth.

- 1 Bad weather forced them to
 today's scheduled launch of the

 Discovery at the last minute.
- 2 If you get a call when you are in a restaurant, explain to the caller that you are eating and ask them to later.
- 3 The importance of the product life cycle to marketers is that different stages in the product life cycle ______ different strategies.
- 4 In order to attract more shipping companies to ______, the ports in the same region engage in fierce competition.
- 5 Taking a minute to ______ your parents gives you a lot of happiness and makes their day, too.
- 6 It was decided to ______ the search when there was no hope of finding the missing child alive.
- 7 One of the officers went to the telephone booth to _____ his station and report the trouble.

give away: give sth. to sb. without asking for payment; let sb. know sth. that should be kept secret
give in: admit that you have been defeated by sb. or sth.; agree to do sth. that you do not want to do
give off: produce sth. such as heat or a smell
give out: tell people about sth. or broadcast sth.; be completely used up
give up: stop doing sth., esp. sth. that you do regularly; use your time for one

activity instead of another

- 8 At a clothes swap event people can _____ unwanted clothing and get something different in return.
- 9 Scientists explain that cancer cells ______ different waste products than other cells, and to a dog's keen nose, those products have a noticeable smell.
- 10 Although he was born into a poor family, he didn't ______ to his fate and studied hard.
- 11 Body language can ______ a lot about your mood, so standing with your arms folded can send out a signal that you are being defensive.
- 12 In some big cities, some of the public buses now run on natural gas, which does not ______ as much carbon dioxide as petrol.

- 13 The detective who has taken charge of the case said he would not until the case was solved.
- 14 They had planned to stay in the desert for two months. However, their food supplies ______ only after a month.

Collocation

3 Complete the sentences with suitable words from the collocation box. Change the form where necessary. Sometimes more than one collocation is possible.

Verbs frequently used with *burden*:

bear, increase, place, reduce, relieve, share

- Based on projected population aging and growth, the burden of cancer patients on the healthcare system worldwide is set to _____ by more than 60 percent by 2040.
- 3 When one's body ______ too much burden, he / she may suffer from a lot of mental diseases like trauma, PTSD, and chronic stress disorders.
- 4 The massive debt of this poor country would ______ a heavy financial burden on the nation's economy.
- 5 Men and women should ______ the burden of household chores such as cooking, cleaning, and doing laundry.

Nouns frequently used with *monitor*:

behavior, pollutant, radiation, rate, space, website

- 6 People at work could monitor their pets' _____ at home with installed cameras, which has partially led to the increase in the sales of such devices.
- 7 The computer will monitor the patient's resting heart ______ and blood pressure over time, recording the data for a few weeks.
- 8 Scientists assess and monitor air ______ such as ground-level ozone, smog, sulfur dioxide, and carbon monoxide.
- 9 The government suspended the plan for cleaning the nuclear wastewater after a helicopter flew over the plant to monitor ______ and got shocking readings.

- 10 Online game companies should monitor their _____ better so that children do not sign up too early and easily.
- 11 If someone downloads the Universe Tracker software to their computer, they can monitor ______ and gain the latest space images.

Commonly confused words

4 Study each pair of the given words and fill in each blank with the correct one. Change the form where necessary.

ascent *n*. 上升;攀登; (声望、名气等的)提升,提高 **assent** *n*. 赞同,批准(尤指官方)

- 1 Once again the others thought for a while and felt this suggestion was more reasonable. So they expressed again.
- 2 Her rapid ______ in the world of entertainment was aided by the success of this famous film.
- 3 When, after many years of exploration, pioneers reach the foothills, the looks formidable or impossible.
- 4 The substance of a contract is that by mutual agreement or ______, the parties create enforceable duties or obligations.
- 5 We give mental ______ to the idea, but when faced with our own limitations, we react with anger and unhappiness.

moderate *a*. 适中的,中等的;合理的,不极端的;有节制的 **temperate** *a*. (地区)温带的, (气候)温和的; (行为或语言)温和的

- 6 The researcher said ______ exercise appears to have helped those participants to be less vulnerable (脆弱的) to the impact of sad movies.
- 7 A quarter of all sea species spend at least part of their life in a reef, and many reefs are in cold or waters.
- 8 A(n) _____ increase in both investment and consumption will play an active role in stimulating the market.
- 9 Although these fruits adapt well to this country's _____ climate, they are likely to yield a poor crop.
- 10 Wheat has been a staple crop for civilizations, occupying _____ zones of the planet since prehistoric times.

```
forbid vt. 不准…进入(或使用等);制止;不许 prohibit vt. 禁止(以法令、规则等);妨碍
```

- 11 Some inhabitants ______ people to walk their dogs in this residential area.
- 13 Some countries ______ cigarette advertisements, while others require a warning message from health officials at the bottom of cigarette advertisements.
- 14 Mary is a tidy person and she ______ everyone from entering her bedroom.
- 15 The new official rules ______ smoking in places like restaurants, hotels, railway stations, or theaters.

Part two

Translation

- **1** Complete the following sentences by translating into English the Chinese given in brackets.
 - 1 After months of research and careful planning,

(该公司决定以新产品线进军竞争激烈的市场).

2 The famous play of *Teahouse* by the celebrated Chinese writer Lao She

_____(生动地描述了一个茶馆的兴衰过程).

3 Reading science books about disasters plays an important role in _____

```
    (掌握灾害研究的最新动向).
    We have ensured (人民群众
获得感、幸福感、安全感更加充实、更有保障、更可持续), and we have made
further progress in achieving common prosperity for all.
```

5 Any kind of physical deed that will get your heart rate up will do a great deal of good ______(说到提高你的睡眠 质量).

6	The Han Dynasty was the first to open the door to other cultures and		
	(这一时期对外贸易兴旺).		
7	7 During the Tang Dynasty, China became the most prosperous country in the		
	world and(这一时期经济发		
	达,商业繁荣).		
8	(航空服务不断改进), and		
	sometimes there are special offers for air tickets.		
9	Hainan Province is well recognized as China's four-season garden and holiday		
	resort,(每年都吸引大批中外		
	游客).		
10	0 With this clear objective, Chinese cities will be able to better plan their		
	development, and(把大量投		
	资转向安全、清洁和经济型交通系统的发展上).		

2 Translate the following paragraph into English.

中国在加大力度促进数字经济的发展。主要由大数据、云计算和人工智能支撑的全 新数字技术正在新行业和商业新形态中得到广泛应用,并与实体经济相融合。人工智能 芯片、自动驾驶车辆、生物计算、机器翻译、城市数字化运营和个人智能助理等技术一 旦取得实质性进展,对数字经济乃至更广泛的社会和文化领域将产生深远影响。数字经 济已成为推动国家经济增长的主要力量,在加快传统产业的数字转型中将发挥更大的 作用。

Part three

Reading comprehension

Banked cloze

1 Fill in the blanks by selecting suitable words from the word bank. You may not use any of the words more than once.

Most of us hold the digital technologies we own close to our hearts. We rarely leave our homes without our smartphones, and our personal computers have become the center of our social, economic, and professional interactions. Coupled with 1 to the Internet, our digital devices allow us to 2 more and more daily tasks. Furthermore, the line between the tasks we accomplish in our personal lives and those we undertake in public is 3. Fewer people are finding it taboo to engage in a(n) 4 phone conversation with a disgruntled (不满的) partner on the bus. Thus, while our digital technologies are helping us "keep in touch" with each other, they are 5 changing the nature of our relationships as well.

In her most recent book *Alone Together*, Professor Sherry Turkle, who is <u>6</u> to the research on human-technology interaction, explores how technology is changing the way we communicate. As the title suggests, Turkle reveals that we expect more from technology and less from each other. But in her <u>7</u> works, Turkle was optimistic about the affordances of technology and the Internet. She argued that the Internet was allowing us to explore our identity and challenge traditional notions of the self and the world. However, her tone <u>8</u> the effect of technology and the Internet on the self has changed in *Alone Together*. Instead of <u>9</u> our new decentered and multiple senses of self, Turkle criticizes the way we have come to treat each other – like objects on the other side of digital screens. Using an ethnographic (人种志的) <u>10</u>, Turkle completes 15 years of interviews and observations, which form the basis for the book. Although her interview candidates vary in age, her selection of participants is limited. Turkle openly states that her analysis is limited to those who can afford digital technologies.

A access	B accompany	C accomplish	
D approach	E blurring	F concerning	
G dedicated	H hailing	I liberally	
J literally	K obvious	L previous	
M process	N sensible	O sensitive	

Multiple choice questions

2 There are three passages followed by several multiple choice questions. Read the passages and choose the best answer to each question.

Passage 1

Generation Z is the first generation to be born into the Internet era and grow up completely immersed in technology. However, they are more than simply comfortable with data and technology. Instead, they consider data and technology as an immutable part of life itself, rather than tools or means to improve or impact the physical world, or merely something to be deployed to manage life. And, they feel at ease to exchange data on who they are and what they do – even how they feel, as well as other intimate aspects of their personal lives, if they believe what they get in return is of value to them.

Generation Z is more likely than the generations preceding them to use technology for real-time monitoring of behavior and to help track their habits – including what they eat, how they sleep, and how they manage their finances and maintain their well-being. Over 40 percent of Generation Z use wearable technology to track their physical and emotional well-being and then use that data to help make health decisions.

Generation Z uses the Internet, social media, and data and technology to help create healthier, happier lives for themselves, as well as to effect positive social change in the world. Their use of data and technology is radically transforming how we approach some of the central pillars of a rich, happy, and rewarding life – work, social interaction, entertainment, creativity, and health and well-being.

Increasingly we are turning to the ambitions and competencies of Generation Z in the development of technologies for the world to transition to a more sustainable way of living and to ensure the well-being of current and future populations. It is through the use of data and technology that Generation Z in

particular can break through the boundaries of self-care and at the same time help welfare providers to afford better health outcomes. Arguably, perhaps one of the least obvious benefits of Generation Z's data and technology-focused approach to engaging the world may be its power to spread ideas and inspire action when combined with effective storytelling. And when we think about, for example, what the future of health and well-being looks like, it is increasingly one that is being made in the image of the beliefs and digital behaviors of Generation Z.

- 1 What does Generation Z think of data and technology?
 - A They feel nothing but comfort with data and technology and enjoy playing games.
 - **B** They feel at ease to share their personal data for any reward and do not feel bored.
 - **C** They coexist with data and technology and regard them as an inseparable part of their life.
 - **D** They utilize data and technology to figure out who they are, what they do, and how they feel.
- 2 What is the difference between Generation Z and the previous generations?
 - A Generation Z cares more about their behavior and habits.
 - **B** Generation Z is more likely to be able to afford wearable products.
 - C Generation Z relies more on data and technology to make health decisions.
 - **D** Generation Z spends more time tracking their physical and emotional conditions.
- 3 How does the author describe Generation Z's use of data and technology?
 - A Their use of data and technology influences other generations' way of living.
 - **B** Their way of using data and technology is completely different from that of previous generations.
 - **C** They have led healthier and happier lives by using data and technology compared with other generations.
 - **D** The positive social changes in the world are mainly attributed to Generation Z's use of data and technology.
- 4 What is one of the least obvious benefits of Generation Z's data and technologyfocused approach, according to the author?
 - A It helps Generation Z to imagine the future.
 - **B** It enables Generation Z to shape the future.
 - C It enables Generation Z to combine technology and storytelling.
 - **D** It gives Generation Z the power to spread ideas and inspire action.

- 5 What can we learn about Generation Z from the passage?
 - A They help to improve the health of welfare providers.
 - **B** They are inclined to exchange technology because it can be deployed to manage life.
 - **C** They play an increasingly significant role in shaping the future of people's health.
 - **D** They take data and technology as tools to impact the world and manage life.

Passage 2

Digital technologies are reshaping China's traditional catering industry, as large catering enterprises are increasingly investing in digitalization and small and medium-sized companies ramp up efforts in digital transformation, a recent report said.

The report mentioned that no matter which type of business mode, or what kind of cuisine, the driving force for the rapid growth of catering chain stores is digital transformation. The digitalization trend in the catering industry is gaining momentum (势头). And it is indeed necessary for catering entrepreneurs to spend more time considering it.

Data from the National Bureau of Statistics of China showed that China's catering industry totaled nearly 4 trillion yuan in business in 2020, and digital catering took up an increasing share. In recent years, a great number of catering chain stores have been embracing digitalization.

Some restaurants have now adopted a new system, namely Insight Knowledge Management System, to conduct real-time monitoring, management, and maintenance of their entire unmanned back-stage operations. From ordering to serving, the dishes are produced automatically. It is said that the system can save nearly 37 percent of kitchen labor costs.

It is reported that China's digital catering industry has experienced rapid growth in recent years. In 2021, online food orders surged by 107.9 percent. And now, the online and offline integrated development of the catering industry has become a general trend, reshaping both the supply and demand sides.

Market research has shown that online ordering methods such as takeaway platforms, catering platforms, and some restaurants' self-built online ordering platforms have further opened up the digital development imagination of catering enterprises, and promoted their accelerated migration online. How to embrace the online and offline integrated scenario, offer services to numerous customers online and extend the service range from within 100 meters to over 10 kilometers, is a new proposition for catering enterprises.

An independent expert in digital catering said that digital transformation is an inevitable trend in the catering industry since digital marketing helps enterprises capture consumers' demands and collect user data. It also enables enterprises to deal with and satisfy consumers' needs in a quicker manner, which is increasingly important in a fast-paced society. Meanwhile, to realize digitalization, catering enterprises should make smart use of customer data, form a real-time response mechanism, and have artificial intelligence-empowered automatic services. Their ability to handle data will be their core competitiveness.

- 1 What did the recent report say about the digital transformation of catering enterprises?
 - A It is very slow but will happen finally.
 - **B** It is difficult for medium-sized companies.
 - C It is stopping investment in small-sized enterprises.
 - **D** It is the driving force behind the rapid growth of the industry.
- 2 What does the example of Insight Knowledge Management System illustrate?
 - A Catering enterprises can reap benefits from digitalization.
 - **B** The system takes charge of the entire restaurant operation.
 - **C** There is no need for catering enterprises to be operated by humans.
 - **D** More people will lose their jobs as a consequence of catering digitalization.
- 3 What does the market research reveal?
 - A More catering enterprises will set up chain stores over 10 kilometers away.
 - **B** Online ordering methods are the products of imagination and develop at a very fast speed.
 - **C** Both the supply and demand sides prefer online services and think that they are very convenient.
 - **D** Seeking online and offline integrated development has become a new challenge for catering enterprises.
- 4 What is most likely to make an enterprise stand out in the digital catering industry, according to the expert?
 - A The competence in handling customer data.
 - **B** The competence in satisfying consumers' needs.
 - C The competence in capturing consumers' demands.
 - **D** The competence in forming a real-time response mechanism.

- 5 What can we learn about the catering industry from the passage?
 - A The traditional catering industry is experiencing a revival.
 - **B** Digital transformation is not a must for the catering industry.
 - C The future of the digital catering industry is promising and not challenging.
 - **D** Online and offline integrated development is inevitable for the catering industry.

Passage 3

Our current global environment is undergoing significant changes that have never been experienced in the history of humanity. Coupled with an increase in rural-to-urban migration, the need to create sustainable communities and cities is more visible than ever before. Let's take a look at the notion of "Smart Cities".

In the year 1800, only two percent of the world's population lived in urban areas. By 1900, that number had increased to nearly 13 percent, and in the year 2000, the percentage of people residing in urban areas reached 47 percent. According to the United Nations' World Urbanization Prospects Report published in 2014, 75 percent of the world's population is expected to live in urban areas by the year 2050.

Due to the complexity of how cities are regulated, financed, planned, and operated, there is currently no fixed definition for "Smart Cities". However, the concept can be described as the process by which cities and urban areas become more efficient, livable, and environmentally friendly. In other words, a city can be considered as "smart" when its investment in human and social capital and in communications infrastructure actively promotes sustainable economic development and a high quality of life, including the wise management of natural resources through participatory government.

Depending on the situation, a smart approach to city planning may include the following factors: the use of modern, efficient, and intelligent infrastructures such as smart energy grids and effective waste management, etc.; a thoughtful approach to integrating information and communication technologies that support and enhance day-to-day urban life; urban design that is accessible and citizencentric with great emphasis on the role of public participation; transparency, where all citizens have access to data from city services and establishments.

As mentioned earlier, the development of "Smart Cities" involves various factors and actors. The majority of the current models recognize the following six as main elements in designing "Smart Cities" – citizens: availability of proper education and training, e-learning with a comprehensive emphasis on inclusion

and social cohesion ($\Im \Re \Re h$); mobility: consideration for public transportation, information and communication technology (ICT) infrastructure, and public Internet access; management: application of ICT in public services, such as e-voting, e-governance, and public transparency; economy: the government support for entrepreneurship and innovation through financial promotion, diffusion (f^{+} th) of ICT in local business; environment: active and adaptive response to environmental concerns; quality of life: access to e-health and effective health services.

- 1 What does the passage say about changes in the global environment?
 - A Many "Smart Cities" have emerged in rural areas.
 - **B** People have migrated to urban areas to protect the environment.
 - C 75 percent of the world's population now resides in urban areas.
 - **D** The population of urban areas has been increasing continuously.
- 2 How does the passage describe urbanization?
 - A Urbanization was initiated in the year 1800.
 - **B** Urbanization shows a trend of accelerated development.
 - C Our global environment has significantly changed the trend of urbanization.
 - **D** Sustainable communities and cities make the need for urbanization more visible.
- 3 What does the author think of "Smart Cities"?
 - A "Smart Cities" make life in cities more efficient and environmentally friendly.
 - **B** "Smart Cities" cause the complexity of city regulation, financing, planning, and operation.
 - **C** Cities and urban areas achieve sustainable development through infrastructure investment.
 - **D** The investment in human, social capital, and communications infrastructure makes a city "smart".
- 4 What does the author say about the elements of designing "Smart Cities"?
 - A Citizens are expected to have equal rights to education.
 - **B** ICT can be applied in public services, local business, etc.
 - C Quality of life is the least important among the six elements.
 - **D** Citizens have access to the Internet in every public place.

- 5 What can we learn about "Smart Cities" from the passage?
 - A Digitalization is one of the characteristics of "Smart Cities".
 - **B** The planning of "Smart Cities" should be conducted by the public.
 - C "Smart Cities" are virtual cities, which do not exist in the real world.
 - D Citizens of "Smart Cities" are more active in infrastructure investment.

Part four Writing

General writing

1 Write an essay based on the short passage given below. In your essay, you are to comment on the phenomenon described in the passage and suggest measures to address the issue. You may refer to the following outline and use as many of the useful words and expressions given in the box as possible. You should write at least 150 words but no more than 200 words.

Nowadays, information technology has been developing very fast with computers and the Internet becoming part of the lives of millions of people worldwide. As an essential part of people's daily life, education has also been profoundly influenced by information technology, both in advantageous and disadvantageous ways.

- 1 信息技术日益发展,给教育带来的影响有利有弊
- 2 陈述信息技术对教育产生的正面和负面影响
- 3 陈述你的观点

Useful words and expressions		
access to	• filter information	• adjust to
• follow one's own learning objective		• set one's own learning plan
• indifferent to	• face-to-face	• to a moderate degree

Practical writing

Writing a notice

The following should be noted while you are writing a notice.

- 1 标题语、发出通知的组织机构名称和发通知的日期
- 2 正文部分通常包含事件、通知对象、要求、时间和地点等信息
- 3 事件的具体要求,有时包括利弊介绍

Sample

NOTICE

The Students' Union is recruiting new members. Applicants are expected to meet the following requirements. First, previous experience in coordination and the ability to organize activities are preferred, since the Students' Union is committed to offering a variety of services to all students around the campus. In addition, candidates are expected to have adequate communicative skills, which is of great help for future projects in the Students' Union. Thirdly, applicants should demonstrate persistence in their effort and a willingness to do their utmost to accomplish their goals.

The work of the Students' Union creates opportunities for new friends, active involvement in campus activities, and the cultivation of leadership skills,

which are all necessary for a successful career after graduation. If you are eager to enhance your skills and future prospects, come and join us!

Interviews will be held at 9 a.m. on September 9 in the Students' Center. Everyone is welcome.

Students' Union September 1, 2022

- **2** Study the following points carefully, and then write a notice following the sample provided. Use as many of the useful words and expressions given in the box as possible.
 - 1 由英语俱乐部发起的英文征稿通知
 - 2 征稿主题"理解当代中国",要求参赛学生自行选择视角或案例对外国友人介绍中国的发展
 - 3 评估标准包括视角创新、内容真实丰富、语言流畅
 - 4 参加对象为全校学生,截止时间为 2023 年 5 月 1 日,以电子邮件方式发送参赛稿件

Useful words and expressions

- socialism with Chinese characteristics
- international communication capacity
- tell accurate and engaging stories of China to the world
- understanding contemporary China
- a variety of facets