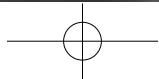
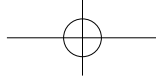


UNIT

1

Making Requests and Giving Responses





Part I

Listening

Section A Phonetics

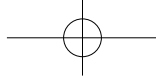
For each group of the following words, the underlined part of one word is pronounced differently from those of the other words. Listen carefully and pick it out.

- | | | | |
|----------------------|-----------------------|-----------------------|---------------------|
| 1 A. <u>sch</u> ool | B. <u>fo</u> ot | C. <u>fo</u> od | D. <u>sp</u> oon |
| 2 A. <u>kn</u> ow | B. <u>l</u> ow | C. <u>to</u> wn | D. <u>gr</u> ow |
| 3 A. <u>sou</u> r | B. <u>pou</u> r | C. <u>cour</u> se | D. <u>four</u> |
| 4 A. <u>fou</u> ght | B. <u>bou</u> ght | C. <u>throu</u> gh | D. <u>thou</u> ght |
| 5 A. <u>nati</u> on | B. <u>collec</u> tion | C. <u>dicta</u> tion | D. <u>questi</u> on |
| 6 A. <u>vers</u> ion | B. <u>impress</u> ion | C. <u>aggress</u> ion | D. <u>decisi</u> on |

Section B Short Conversations

In this section, you will hear six short conversations between two speakers. At the end of each conversation, a question will be asked about what has been said. After each question there will be a pause. During the pause, you must read the four choices marked A, B, C and D and decide which is the best answer.

- A. To go along to meet her friend with her.
 B. To occupy himself with the woman's work.
 C. To go along to meet her friend with Jane.
 D. To meet her friend for her.
- A. His friend Nature is telephoning him.
 B. He heard somebody calling his name.
 C. He needs to go to the bathroom.
 D. He wants to know the wonders of nature.
- A. Go ahead.
 B. You make yourself exhausted.
 C. You make yourself astonished.
 D. You are defeated.
- A. She flatly refused the man's request.
 B. She accepted the man's request with pleasure.
 C. She completely ignored the man's request.
 D. She persuaded the man to change his idea.



- 5 A. He was attracted by the computer games.
 B. He was watching a wonderful movie on the stupid net.
 C. He was looking at a new jewelry site for his wife's gift.
 D. He was having an online chat with somebody.
- 6 A. He has no time to wash the dishes.
 B. After having a bad day, he wants to take it out on his wife.
 C. He wants to relax for he had a very bad day.
 D. He doesn't think men should do the dishes.

Section C Passages

Exercise One

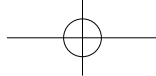
In this exercise, you will hear a short passage twice. The first time, listen and get the main idea. And the second time, fill in the blanks according to what you have heard.

Attention please! This is an announcement 1)_____ travelers on China Airways Flight CA104 to Cairo. Would travelers on this flight please 2)_____ that this flight has been delayed; passengers waiting to board the flight at 3)_____ should please make their way back to the departure lounge, and await 4)_____ announcements. China Airways 5)_____ to apologize for any inconvenience caused to passengers by this delay, which is 6)_____ unfavorable weather conditions in Cairo. We are monitoring weather reports and will keep you 7) _____. You are kindly requested to wait and 8)_____ the signs in the departure lounge for further notice. Thank you.

Exercise Two

In this exercise, you will hear a short passage. After the passage, five questions will be asked about what has been said. Listen carefully and write down each question which will be spoken twice. After each question there will be a pause. During the pause, you must read the four choices marked A, B, C and D and decide which is the best answer.

- 1 _____?
- A. While people today enjoy doing things on their own, making requests is no less common.
 B. People today depend entirely on themselves for what they need daily.
 C. Requesting help from others is becoming increasingly common today.
 D. People today are getting shier in making requests.
- 2 _____?
- A. Stupid.
 B. Deceitful.
 C. Honest and straightforward.
 D. Reliable.



3 _____?

- A. How difficult, unpleasant or urgent the task is.
- B. The role they are playing.
- C. The relationship with the person they are speaking to.
- D. All the above.

4 _____?

- A. It may cause embarrassment.
- B. It may sound unpleasant to people.
- C. It may cause trouble.
- D. It may cause difficulty in communication.

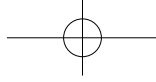
5 _____?

- A. To argue a belief.
- B. To be entertaining.
- C. To explain a phenomenon.
- D. To explain and give advice on proper request-making.

Exercise Three

In this exercise, you will hear a short passage twice. After the second reading, you must read the four choices marked A, B, C and D and decide which is the best answer.

- 1 Studying theater at university, the girl felt _____ about her future.
 - A. confused
 - B. worried
 - C. disappointed
 - D. confident
- 2 The reason why the girl lived only on spaghetti, brown rice and Kool-Aid was that _____.
 - A. she very much liked these foods
 - B. she found these foods very nutritious
 - C. she thought these foods contain less sugar and fat
 - D. she earned too little to afford better choices
- 3 While people were serving themselves breakfast, the girl had to circulate through the room and _____.
 - A. add new supplies of coffee and juice
 - B. mix coffee, juice with sugar
 - C. separate coffee from juice
 - D. stir coffee and juice
- 4 When there were customers who were critical, the girl _____.
 - A. remained quiet and served them well
 - B. felt angry and talked back
 - C. felt discouraged and gave up the job
 - D. felt sad and sorry in her heart



- 5 What the girl has learned from her job experience is that _____.
- A. service industry jobs are humble and very few people would like to accept them
 - B. service industry jobs are the jobs especially suitable for young college graduates
 - C. service industry jobs are high quality jobs which people admire
 - D. service industry jobs are tough jobs especially when people treat you with no respect at all

Part II

Speaking

Section A Functional Language

Add to each of the following lists some expressions you have learned from the above sections.

How to make requests:

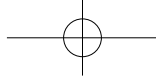
- ➔ Excuse / Pardon me, Mr. John. Can / Could / Will / Would you please...?
- ➔ Could / Would / Will / Can you do me a favor?
- ➔ Could I bother you to...?
- ➔ Would you be so kind as to...?
- ➔ Do / Would you mind doing...?
- ➔ Would you mind if...?
- ➔ I wonder if you would / I could...
- ➔ I hope you won't mind but I would like to...
- ➔ If you don't mind, I'd like you to do...
- ➔ I would be very grateful if you could...

➔ _____

➔ _____

➔ _____

➔ _____



How to respond favorably to a request:

- ➔ All right. / Sure. / Certainly. / Yes, of course.
- ➔ By all means.
- ➔ No problem.
- ➔ With pleasure.
- ➔ I will if I can.
- ➔ Just go ahead.
- ➔ Help yourself.

- ➔ _____
- ➔ _____
- ➔ _____
- ➔ _____

How to refuse a request politely:

- ➔ Sorry, I am...
- ➔ I am sorry, but I...
- ➔ I am ever so sorry, but...
- ➔ I am afraid I can't because I...
- ➔ I'd very much like to, but I am afraid I can't. I...

- ➔ _____
- ➔ _____
- ➔ _____
- ➔ _____

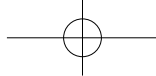
Section B Dialog

In this section, there are three incomplete dialogs. For each dialog there are four choices marked A, B, C and D. Choose the ONE answer that best completes the dialog.

- 1 M: Could you take my little sister to the clinic, if you have time?
W: _____
A. I'll be glad to
B. That's very kind of you
C. Thank you so much
D. Oh, you're just wonderful

- 2 M: Will you take a message to Tom? Would you mind telling him I can't come to the conference next Monday?
W: _____
A. Cheer up
B. It doesn't matter
C. By all means
D. That sounds like an interesting suggestion

- 3 M: Could you help me with my homework tonight if you're not too busy?
W: _____



- A. Don't bother
B. Don't worry about that
C. It's really of no importance
D. I'd like to, but I don't have the time
- 4 W: John, could you please tell Brian to contact me? I was hoping he can help me out with the freshmen orientation program tomorrow.
M: _____
A. If you work hard, you will be successful
B. I think I have the experience
C. No trouble at all. I'd be glad to do it
D. It's very kind of you to say so
- 5 W: Er... Hi, could you tell me where electronic products are displayed? I want to see some TVs, digital video cameras, DVD players, that sort of thing.
M: _____
A. I can't tell you that now
B. I wish I could, but I am a stranger to the place
C. I am quite pleased with your answer
D. Don't worry about that

Section C Situational Communication

In this section, you will learn to use the expressions in Section A.

Phase 1: Work with your partner, making requests and giving responses based on the following situations.

Example

Jackie is now in a bank. She wants to break a 20 in two 5's and the rest in ones, but the cashier can only break it in quarters with which Jackie thinks even better for she won't worry about the small change for the laundry.

Suggested Expressions:

Cashier: How can I help you, Miss?

Jackie: Could you break a 20 for me?

Cashier: Sure. How do you want it?

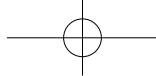
Jackie: Could I have some 5's and the rest in ones?

Cashier: Well, I have some 5's, but I don't have enough 1's. Are quarters fine with you?

Jackie: Oh, that's even better! In that case, I won't have to worry about the small change for the laundry.

Cashier: Here you go!

Jackie: Thanks a million.

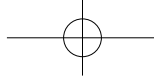


- 1 Bob Fish is calling Sunnyside Inn to reserve a room for two on the 21st of March. His special requirement is to have a non-smoking room.
- 2 Chris is calling Anson, but she happens to be out and her colleague Mike answers the phone. Chris leaves his mobile phone (94774026) to Mike and asks Anson to give him a call when she comes back.
- 3 Helena and her husband Hemby are going to have a birthday party for their daughter, but their apartment is in the suburb and thus inconvenient for friends to go there. Now Helena is asking her friend Cheney to lend her a hand by having the party at his place. Unfortunately, the apartment is now under redecoration and it won't finish until next month. He feels sorry for that.

Phase 2: Work in pairs, write down the reasons for requesting something from your partner, and consider how you can make the request more polite and suitable for the occasion. You may use the suggested questions or phrases listed below.

Requests you want to make	Reasons for making the request	Questions you may ask	Related words or phrases your partner may use
You want to get familiar with the university library.	You are a freshman in the university.	<ul style="list-style-type: none"> • How can I get to the library? • Where and how can I find the book I want to borrow? • How should I use the card catalogue? • What can I do after I find the book I want? 	library, library card, catalogue, librarian, list, alphabetically, title, author, shelves, a collection of books, newspapers, consult, audio-visual room, reference room
You want to know the ways to improve your English.	Your roommate gets high scores in the English Proficiency Test and you want to know some learning methods.	<ul style="list-style-type: none"> • I wonder if you would tell me how to improve my English. • I would be very grateful if you could tell me how to remember new words. • Do you mind telling me the best way to improve my listening comprehension? • What's the trick to increase my reading speed? 	memory, remember, sentences, dictionary, look up, refer to, scan, skim, main idea, topic sentence, take notes, VOA, BBC, concentrate, come across, translation

(To be continued)



(Continued)

Requests you want to make	Reasons for making the request	Questions you may ask	Related words or phrases your partner may use
You want to go to the bookstore.	It is your first time to come to the city and you cannot find the bookstore where you hope to find some reference books for your study.	<ul style="list-style-type: none"> • Would you please tell me the way to the bookstore? • Could you possibly lend me your bike? • Excuse me please, but may I ask where the nearest bus stop is? • Do you mind telling me the distance from the university to the bookstore? 	bookstore, bus, taxi, bike, the way to, over there, road, street, around the corner, next to, be located / situated in, go straight, go down the street and turn..., take the No.5 bus to..., get off

Phase 3: Group Work

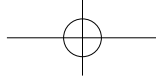
The class is divided into two groups. Students in Group 1 take turns to act as Jane, a new traveler to the city. Students in Group 2 take turns to act as passersby. Jane wants to find many places in the city, but she does not know the way. So she has to ask the passersby for help.

1) The places where Jane wants to go:

- | | |
|---------------------|---------------------|
| the language lab | the hotel |
| the cinema | the museum |
| a famous restaurant | the souvenir shop |
| the bookstore | the library |
| the supermarket | the railway station |
| the airport | the post office |
| the hospital | ... |

2) The ways Jane makes her requests:

- I am wondering if you could...
- Could you possibly tell me...?
- I'd appreciate it very much if you could...
- I'd regard it as a favour if you could...
- Do you think you could possibly...?
- Could you spare me some time by telling...?
- Would you please...?
- Would you mind telling me...?
- I wonder if you could do me a small favor.
- Would you be so kind as to...?
- I would be very grateful if you...?
- ...



3) Favourable responses to the requests by passersby:

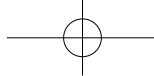
All right.
 Sure.
 Certainly.
 Yes, of course.
 No problem.
 With pleasure.
 By all means.
 Just go ahead.
 I will if I can.
 ...

4) Polite refusals to requests by passersby:

I'm sorry, but...
 I'm afraid I can't because...
 I'd like to, but...
 I'd really like to help you, but...
 I'd like to say yes, but...
 Sorry, I'm very busy...

Word List

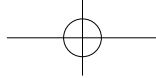
oven	/ˈʌvən/	<i>n.</i>	a closed box in which things are cooked or heated 烤炉, 烤箱
kid	/kɪd/	<i>vt.</i>	(informal) to deceive (somebody), esp. playfully, to tease [非正式] 戏弄, 嘲弄, 开玩笑
ventilation	/ˌventrɪˈleɪʃən/	<i>n.</i>	the circulation of fresh air through a room or building (房间等的) 通风, 透气
short-handed	/ʃɔ:t'hændɪd/	<i>adj.</i>	not having enough workers, helpers, etc. 人手不足的
jewelry	/ˈdʒu:əlri/	<i>n.</i>	(also jewellery) ornaments (e.g. rings and necklaces) esp. made of a valuable metal and sometimes set with jewels 珠宝, 首饰
announcement	/əˈnaʊnsmənt/	<i>n.</i>	a formal public statement 公告; 宣告; 发表; 通告
delay	/dɪˈleɪ/	<i>v.</i>	act later than planned, scheduled 延期; 耽搁
		<i>n.</i>	the act of delaying 延期; 耽搁
departure	/dɪˈpɑ:tʃə/	<i>n.</i>	act of going away 离开; 出发; 违背
lounge	/laʊn(d)ʒ/	<i>n.</i>	a room with seating where people can wait 休息室
inconvenience	/ɪnkənˈvi:niəns/	<i>n.</i>	an inconvenient discomfort 不便; 麻烦
unfavorable	/ʌnˈfeɪvrəbl/	<i>adj.</i>	(of winds or weather) tending to hinder or oppose 不适宜的; 令人不快的; 不顺利的
monitor	/ˈmɒnɪtə/	<i>vt.</i>	keep an eye on 监控
		<i>n.</i>	监视器; 显示屏; 班长
observation	/ˌɒbzəˈveɪʃən/	<i>n.</i>	(an) action of noticing or careful watching 观察, 注意, 监视



blunt	/blʌnt/	adj.	1. frank and straightforward (说话) 坦诚的, 直率的; 2. not trying to be polite or tactful 不客气的
relationship	/rɪ'reɪʃənʃɪp/	n.	a friendship or connection between people 友谊, 关系, 联系
excessive	/ɪk'sesɪv/	adj.	too much, too great 过多的, 过分的
sarcastic	/sɑ:'kæstɪk/	adj.	bitter, esp. ironic, intending to wound somebody's feelings 讥讽的, 挖苦的
intonation	/ɪntə'neɪʃən/	n.	rise and fall in the pitch of the voice in speaking 语调, 音调
phrase	/freɪz/	vt.	to express in words in the specified way 以……措词表达
embarrassment	/ɪm'bærəsmənt/	n.	the shame you feel when your guilt is made public; awkwardness 窘迫, 难堪, 尴尬
maid	/meɪd/	n.	a woman servant 女仆, 侍女
resort	/rɪ'zɔ:t/	n.	a place where people regularly go for holidays 度假地, 游览胜地
lobby	/'lɒbi/	n.	a wide hall or passage leading from the entrance to the rooms inside a public building (公共场所入口处的) 大厅, 通道
terrified	/'terəfaɪd/	adj.	badly frightened, very much afraid 极度惊恐的, 吓坏了的
scrub	/skrʌb/	vt.	to rub hard at (something) in order to clean it 擦洗, 刷洗, 擦净
circulate	/'sɜ:kjələɪt/	vi.	to move from person to person, esp. at a social gathering (尤指社交聚会上) 到处走动, 来回周旋
replenish	/rɪ'pleniʃ/	vt.	(formal) [正式] 1. to fill up again 将……再填满; 2. to put new supplies (into) 补充

Phrases & Expressions

do somebody a favor	给某人以恩惠, 帮某人一个忙
by the way	(用于转入别的话题) 顺便说说
go ahead	进行吧, 开始吧, 干吧
as far as somebody is concerned	就某人而言, 在某人看来
at least	至少, 起码
knock oneself out	[非正式] (为做好某事而) 苦干, (表示鼓励) 干吧, 进行吧
in that case	既然那样, 假如是那样的话
be tied up (with)	(因……) 忙得脱不开身
at the moment	此刻, 现在
get off	从……下来, 离开
take it out on somebody	向某人发泄(情绪等), 拿某人出气



to date

live on (something)

wait on (somebody)

as a matter of fact

depend on

rather than

[正式] 到目前为止, 迄今

靠……过活, 以……为生

(尤指在餐馆等处) 伺候(某人)

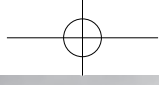
事实上

视……而定, 取决于

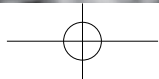
而不是, 不是……(而是……)

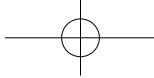
**Tongue
Twister**

Mr. Cook said to a cook: "Look at this cook-book. It's very good." So the cook took the advice of Mr. Cook and bought the book.



UNIT **2** Ethics and Moral Concepts





Part I

Intensive Reading

Pre-reading Preparation

A Discuss the following questions with your partners.

- 1 What is your interpretation of integrity?
- 2 Is integrity in short supply in China today? If the answer is yes, then what causes the situation?
- 3 Do you agree that integrity is the basic feature of high morality? If you do, give examples to support your view.

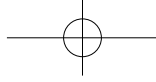
B Read the following sentences carefully and work out the meaning of the underlined words and expressions.

- 1 His answer only demonstrated a complete lack of understanding of the question.
- 2 I instinctively raised my arm to protect my head when I found a ball was flying to me.
- 3 She had a firm conviction that she was always right.
- 4 The decision that severe punishment should be cancelled will inevitably result in more crimes and more victims.
- 5 The officer, who impressed all the others with his loyalty, was charged with "selling out" to the enemy.
- 6 Peter must be crazy. This is the only thing that will account for his strange behavior.

Text

How to Be True to Yourself

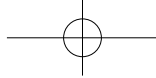
- 1 My grandparents believed you were either honest or you weren't. There was no in-between. They had a simple **motto** hanging on their living-room wall: "Life is like a field of newly fallen snow; where I choose to walk every step will show." They didn't have to talk about it—they **demonstrated** the motto by the way they lived.
- 2 They understood **instinctively** that **integrity** means having a personal standard of **morality** and ethics that does not "**sell out**" to **expediency** and that is not relative to the situation at hand. Integrity is an inner standard for



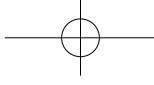
judging your behavior. Unfortunately, integrity is in short supply today and getting **scarcer**. But it is the real bottom line in every area of society. And it is something we must demand of ourselves.

- 3 A good test for this value is to look at what I call the Integrity **Triad**, which consists of three key principles:
- 4 *Stand firmly for your **convictions** in the face of personal pressure.* There's a story about a **surgical** nurse's first day on the medical team at a well-known hospital. She was responsible for ensuring that all instruments and materials were **accounted for** during an **abdominal** operation. The nurse said to the **surgeon**, "You've only removed 11 **sponges**, and we used 12. We need to find the last one."
- 5 "I removed them all," the doctor declared. "We'll close now."
- 6 "You can't do that, sir," objected the **rookie** nurse. "Think of the patient."



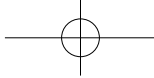


- 7 Smiling, the surgeon lifted his foot and showed the nurse the 12th sponge. “You’ll do just fine in this or any other hospital,” he told her.
- 8 When you know you’re right, you can’t **back down**.
- 9 *Always give others credit that is rightfully theirs.* Don’t be afraid of those who might have a better idea or who might even be smarter than you are.
- 10 David Ogilvy, founder of Ogilvy & Mather, made this point clear to his newly appointed office heads by sending each a Russian nesting doll with five **progressively** smaller figures inside.
- 11 His message was contained in the smallest doll: “If each of us hires people who are smaller than we are, we shall become a company of dwarfs. But if each of us hires people who are bigger than we are, Ogilvy & Mather will become a company of giants.” And that is **precisely** what the company became—one of the largest and most respected advertising organizations in the world.
- 12 *Be honest and open about who you really are.* People who lack genuine core values rely on external factors—focusing on their looks or status in order to feel good about themselves. Inevitably they will do everything they can to preserve this **façade**, but they will do very little to develop their inner value and personal strengths.
- 13 So be yourself. Don’t **engage in** a personal **cover-up** of areas that are unpleasant in your life. When it’s tough, do it tough. In other words, respond to life’s challenges realistically.
- 14 Self-respect and a clear conscience are powerful **components** of integrity and are the basis for enriching your relationships with others.
- 15 Integrity means you do what you do because it’s right and not just fashionable or politically correct. A life of principle, of not **succumbing to** the **seductive** Sirens of an easy morality, will always win the day. It will take you forward into the 21st century without having to check your tracks in a **rearview mirror**. My grandparents taught me that. (577 words)



New Words

motto	/ˈmɒtəʊ/	<i>n.</i>	(-tos or -toes) a short sentence or phrase used as a guiding principle or rule of behavior 格言, 座右铭
demonstrate	/ˈdemənstreɪt/	<i>vt.</i>	to prove or make clear (a fact), esp. by reasoning or providing evidence 证明, 论证
instinctively	/ɪnˈstɪŋktɪvli/	<i>adv.</i>	done without thinking, because of a natural tendency or ability 本能地, 凭直觉
integrity	/ɪnˈtegrəti/	<i>n.</i>	quality of being honest and morally upright 诚实, 正直
morality	/məˈræləti/	<i>n.</i>	principles of good behavior 道德, 道义, 伦理
expediency	/ɪkˈspiːdiənsi/	<i>n.</i>	(also expedience /ɪkˈspiːdiəns/) suitability or usefulness for a purpose, though not necessarily fair or moral 适宜, 有用, 便利 (但不一定合理或正当)
scarce	/skeəs/	<i>adj.</i>	not easily obtained and much less than is needed 难获得的, 不足的, 稀有的
triad	/ˈtraɪæd/	<i>n.</i>	a group or set of three related people or things 三人或三物的组合
conviction	/kənˈvɪkʃən/	<i>n.</i>	(a) very firmly held and sincere belief 坚信, 深信
surgical	/ˈsɜːdʒɪkəl/	<i>adj.</i>	of or used for surgery 外科的, (用作) 外科手术的
abdominal	/æbˈdɒmɪnəl/	<i>adj.</i>	in or for the abdomen 腹部的
surgeon	/ˈsɜːdʒən/	<i>n.</i>	a doctor who performs surgical operations 外科医生
sponge	/spʌndʒ/	<i>n.</i>	a piece of absorbent material used in a surgery (外科用的) 吸水物 (如纱布)
rookie	/ˈruːki/	<i>n.</i>	(AmE informal) an inexperienced newcomer to a team, an organization, etc. [美, 非正式] 无经验的新成员
progressively	/prəˈɡresɪvli/	<i>adv.</i>	1. increasingly 逐渐地; 2. by steps or degrees 逐步地
precisely	/preɪˈsaɪsli/	<i>adv.</i>	1. exactly 精确地; 2. just 恰好
façade	/fəˈsɑːd/	<i>n.</i>	an outward appearance, esp. a deceptive one (尤指虚假的) 外观, 表面
cover-up	/ˈkʌvəɹʌp/	<i>n.</i>	(derogatory) an act of concealing a mistake, something illegal, etc. [贬] 掩盖, 掩饰
component	/kəmˈpəʊnənt/	<i>n.</i>	any of the parts of which something is made (事物的) 组成部分, 零部件
seductive	/sɪˈdʌktɪv/	<i>adj.</i>	attractive and likely to persuade you to do something that may be harmful or wrong 有吸引力的, 有诱惑力的
succumb	/səˈkʌm/	<i>vi.</i>	to stop opposing, to give in to (greater strength or force, a desire, etc.) 屈服, 屈从
rearview mirror	/ˌriːvju ˈmɪrə(r)/	<i>n.</i>	a mirror in which a driver can see traffic behind him (汽车的) 后视镜



Phrases & Expressions

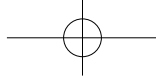
sell out (to)	to betray one's principles 背弃自己的宗旨
account for	to give a satisfactory explanation for (对……) 做出满意的解释
back down	1. to give up a claim to something 放弃对某事物的要求; 2. to yield 退缩, 打退堂鼓
engage in	to take part in or be occupied in (doing something) 参加, 从事
succumb to	to stop opposing, to give in to (greater strength or force, a desire, etc.) 屈服, 屈从

Proper Names

David Ogilvy	/'deɪvɪd 'ɒɡəlvi/	大卫·奥格尔维(人名)
Ogilvy & Mather	/'ɒɡəlvi ænd 'meɪðə(r)/	(美)奥美国际广告公司
Siren	/'saɪərən/	(希腊神话)塞壬

Cultural Background and Related Information

- David Ogilvy**
 大卫·奥格尔维(1911—1999),著名的奥美国际广告公司的创始人,曾做过厨师、厨具推销员、市场调查员、农夫及英国情报局职员。他在1948年创办了奥美广告公司(Ogilvy & Mather)。奥美公司在其经营管理下,发展迅速,现在已经成为国际性的跨国广告公司,在全球超过160个城市设有办公室。大卫·奥格尔维所倡导的广告信条、广告文本原则、广告标题准则等已经成为当今广告公司运作的参考准则。
- Siren**
 塞壬,希腊神话传说中的半鸟半女人的海妖,以美妙歌声诱惑经过的船员而使航船触礁毁灭。用作普通名词时,siren亦指歌声动人的女歌手或迷人的美女、妖妇。



Reading Comprehension

Fact Searching

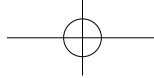
Decide whether the following statements are true (T) or false (F). Then go back to the text for a check of your understanding. You should tell which line(s) of which paragraph support(s) you. Finally, work in pairs to correct those false statements.

- 1 The author's grandparents believed that there could be a middle position between honesty and dishonesty.
Line(s) _____ Para. _____.
- 2 The author's grandparents demonstrated their motto by talking a lot about it.
Line(s) _____ Para. _____.
- 3 The author maintains that integrity is in sufficient supply today and getting more and more plentiful.
Line(s) _____ Para. _____.
- 4 The surgeon praised the nurse because she stood firmly for her own belief in the face of pressure.
Line(s) _____ Para. _____.
- 5 Obviously, courage and straightforwardness are two essential components of integrity.
Line(s) _____ Para. _____.
- 6 By integrity we mean we should act in accordance with what is fashionable and politically correct.
Line(s) _____ Para. _____.

Reading Analysis

Choose the best option to finish the following exercises.

- 1 What does the word "it" refer to in the last sentence of Paragraph Two?
 - A. It refers to "every area of society".
 - B. It refers to "the real bottom line in every area of society".
 - C. It refers to "my grandparents' motto".
 - D. It refers to "integrity".
- 2 What can you infer from the story about the nurse?
 - A. A new employee's performance on the first day is very significant.
 - B. During an abdominal operation, a nurse should be working cautiously.
 - C. One should stand firmly for his convictions in the face of personal pressure.
 - D. A nurse has an equal right to a doctor in the hospital.



- 3 How did David Ogilvy make his point clear to the newly-appointed heads?
 - A. He sent them each a Russian nesting doll and left his message in the smallest doll.
 - B. He told them the story of "Snow White and Seven Dwarfs".
 - C. He promised them a bright future.
 - D. He gave them credit that is rightfully theirs.

- 4 What are the key principles for integrity?
 - A. Standing firmly for your convictions in the face of personal pressure.
 - B. Always giving others credit that is rightfully theirs.
 - C. Being honest and open about who you really are.
 - D. All of the above.

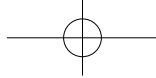
- 5 According to the author, _____ is the real bottom line in every area of society.
 - A. integrity
 - B. conscience
 - C. convictions
 - D. self-respect

Information Recall and Summary

1 Answer the following questions based on the text you have read.

- (1) What did the author's grandparents compare life to?
- (2) What is the meaning of integrity according to the author's grandparents?
- (3) Who was David Ogilvy?
- (4) What does the expression "external factors" refer to in Paragraph 12?
- (5) In order to feel good about themselves, what will the people who lack genuine core values do?
- (6) Should we yield to temptation? Why or why not?

2 Write a brief summary of the text. Compare your summary with that of your deskmate and see which one can better describe the main idea of the text.



Information Organization

Complete the following table based on the text. Use your own words if possible.

Paragraph	Main ideas	Key points
Paras 1-2	My grandparents' belief and definition of integrity	<ol style="list-style-type: none"> 1. You are either honest or _____. 2. Having a personal standard of morality and ethics and for _____ your behavior. 3. It is the real bottom line which we must demand of ____
Paras 3-14	Three key principles of integrity	<ol style="list-style-type: none"> 1. One should stand firmly for _____ in the face of pressure. 2. One should always give others _____ when they deserve that indeed. 3. One should be _____ about who you really are.
Para 15	Author's understanding of what his grandfather taught him	<ol style="list-style-type: none"> 1. You do what you do because it is _____. 2. A life of principle will always _____ and _____ into the 21st century.

Team Work

Discuss the following topics with your teammates. You may use the given topic-related words and expressions.

- 1 The author mentions that his Integrity Triad is a good test for moral values. Do you believe that following those steps could make you true to yourself? If you believe so, cite instances or examples from your own experience to illustrate this viewpoint.
- 2 The issue of academic honesty and integrity has captured many people's attention. What do you think are the common problems of ethics at universities and colleges in China today? As college students, how should we cope with such problems of ethics?

Useful topic-related words and expressions

Nouns: forgiveness; generosity; honesty; compassion; courage; responsibility; loyalty; sincerity; justice; moderation; humility; conniver; counterfeit; corruption and moral crisis; candidate substitution, etc.

Verbs: copy and paste; download; trick; fake; pretend to; foul; mistrust; cover up for; punish; evaluate, etc.

Adjectives: shortsighted; over-practical; honest; profitable; distorted, etc.

Part II

Skills Building

Word Forms

Complete the following table after the model. You may use a dictionary if necessary.

Noun	Adjective	Adverb
<i>honesty</i>	<i>honest</i>	<i>honestly</i>
		progressively
	precise	
		politically
	personal	
morality		
	fashionable	
	powerful	

Vocabulary in Context

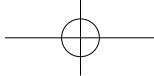
1 Match each of the words in Column A with its antonym in Column B.

A

- (1) honest
- (2) simple
- (3) inner
- (4) unfortunately
- (5) dwarf
- (6) external
- (7) powerful
- (8) fashionable

B

- a fortunately
- b giant
- c outdated
- d dishonest
- e complex
- f weak, ineffective
- g outer
- h internal



2 Make sentences with the expressions given after the model.

(1) account for

Model: I think you will have to account for every penny of the money that we entrusted to you.

(2) back down

Model: After being shown conclusive evidence, the other side had to back down.

(3) engage in

Model: Is it wise to engage in contact sports at your age?

(4) succumb to

Model: Several children have measles (麻疹), and the others are bound to succumb to it.

3 Choose the best option to complete each of the following sentences.

(1) Completion of the reservoir will _____ the threat of drought and water shortage.

- | | |
|-----------|-----------|
| A. move | B. remove |
| C. remote | D. reject |

(2) The government _____ 8,000 hectares of forest a national park.

- | | |
|--------------|-------------|
| A. declared | B. warned |
| C. suggested | D. proposed |

(3) Since the monitor was absent today, the teacher _____ me to call the roll.

- | | |
|----------------|---------------|
| A. appreciated | B. approached |
| C. approved | D. appointed |

(4) Whisky _____ a large percentage of alcohol.

- | | |
|-------------|-------------|
| A. contains | B. covers |
| C. includes | D. involves |

(5) Jefferson was _____ by the Congress members because, although he was stern, he was fair.

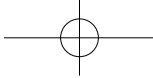
- | | |
|---------------|----------------|
| A. respective | B. respectable |
| C. respected | D. respectful |

(6) Trying to _____ wildlife is a job that concerns all of us.

- | | |
|-------------|------------|
| A. serve | B. deserve |
| C. preserve | D. observe |

(7) The tax cuts produced a favourable _____ from the public.

- | | |
|-------------------|-------------------|
| A. respond | B. response |
| C. responsibility | D. correspondence |



- (8) I like music, which I believe can _____ my whole life.
- A. enlarge
B. reinforce
C. strengthen
D. enrich

4 Replace each of the underlined parts with the best choice.

- (1) The standing committee is made up of eleven members.
A. consists in
B. derives from
C. consists of
D. is consistent with
- (2) When she writes, she always keeps a dictionary within reach.
A. at hand
B. by hand
C. to hand
D. out of hand
- (3) What could he do in the presence of all these difficulties?
A. to the face of
B. in face of
C. on the face of
D. in the face of
- (4) Nowadays we increasingly depend on computers for help.
A. count in
B. count for
C. rely on
D. rely in
- (5) She arrived early as a means to get a good seat.
A. in order
B. in order to
C. in order that
D. in order of

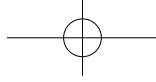
5 Learn about the differences of the following words and finish the exercises.

a. ensure / assure / reassure / guarantee / make sure

ensure, assure, reassure, guarantee和make sure均有通过消除疑虑或困难而使某事得以确定或保证的含义。**ensure** (也作insure[美]) 强调使某行为或某事件的结果得以保证, 如: A good sleep will ensure you quicker recovery. (充足睡眠保证你早日康复。) I cannot ensure that she will be chosen as May Queen. (我不敢保证她会当选五月皇后。) ensure有时也可以表示确保安全, 免遭伤害, 如: We must ensure freedom against tyranny. (我们必须反对专政, 维护自由。) **assure**既可表示确证某事, 也可表示使某人确信, 如: The doctor assured him that his child will soon recover from illness. (医生向他保证他的孩子很快就会康复的。) **reassure**意为使放心, 使宽心, 尤其强调使人消除疑虑, 感到安慰, 如: I was worried that my work wasn't good enough, but the teacher reassured me (about it). (我担心我的作业不够好, 可是老师却要我放心。) **guarantee**常表示保证某产品的质量或保证某项服务或义务的履行, 如: One who guarantees a debt assures the creditor that he will be paid. (债务人向债权人保证偿还债务。) **make sure**则常用于表示核实或查明某事物, 或设法确保某事物得以实现, 如: I think the door is locked, but I'd better go and make sure (it is). (我想门已经锁了, 但我最好还是去查看一下。) Have you made sure that the train has not left yet? (你是否确定火车还没有开?)

Now complete each of the following sentences with one of the above words.

- (1) Before you go out, please _____ that the lights are turned off.
- (2) The company _____ that any faulty parts will be replaced free of charge.



- (3) These pills should _____ you a good night's sleep.
 (4) I _____ you that they will be perfectly safe with us.
 (5) She was finally _____ by our offer of support.

b. announce / declare / proclaim

announce, declare, proclaim虽然都有“宣告，宣布”的含义，但是正式程度依次递增。**announce**是指公布消息、新闻等，如：They announced their engagement to the family. (他们向家里宣布他们已经订婚了。) **declare**强调宣布或发表声明时的严肃或郑重态度，如：“I am not coming with you—and that's final!” declared Mary. (“我不跟你去——这是最后决定！”玛丽郑重地说。) **proclaim**尤指官方宣布或宣告国家、政府的重要大事，如：After its independence India was proclaimed (= officially declared to be) a republic. (印度独立之后宣布成立共和国。) 另外，announce和proclaim都有“显示”的含义，如：A warm sunshine announces the coming of spring. (温暖的阳光显示春天即将来临。) Her face proclaimed her deep disappointment. (她脸上显示出极为失望的神色。)

Now complete each of the following sentences with one of the above words.

- (1) The referee _____ him (to be) the winner of the fight.
 (2) The news was _____ to the public on TV.
 (3) The country _____ its independence.

Key Structures

1 Rewrite the following sentences using the joining words.

Model A Integrity means having a personal standard of morality and ethics that does not sell out to expediency and that is not relative to the situation at hand. (... that... and that...)

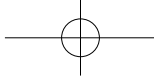
- (1) Conscience is a great pain. This pain accompanies your transgression against moral principles. This pain reappears in your mind in the form of regret.
-

- (2) An ecosystem is an ecological system. This system embraces all living organisms. This system relates all the plants, animal and people in an area to their surroundings.
-

Model B When it's tough, do it tough. In other words, face reality and be adult in your responses to life's challenges. (in other words)

- (3) I believe his account of the story; more accurately, I have no reason to doubt it.
-

- (4) It is a predator, that is to say, an animal that kills and eats other animals.
-



2 Read the following English sentences, paying attention to the underlined parts. Then translate the Chinese sentences into English by imitating their structures. After that, make sentences of your own with the structures and translate them into Chinese.

Model A My grandparents believed you were either honest or you weren't. There was no in-between.

(1) 你要么遵守诺言，要么违背诺言让她失望，没有中间状态的可能性。

Model B It will take you forward into the 21st century without having to check your tracks in a rearview mirror.

(2) 你可以坚持自己的看法，而不必管别人说什么。

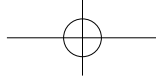
Translation

1 Put the following phrases and expressions into Chinese or vice versa.

- | | |
|-------------------------------------|-------|
| (1) newly appointed office head | _____ |
| (2) to rely on external factors | _____ |
| (3) to preserve this façade | _____ |
| (4) to respond to life's challenges | _____ |
| (5) 一片刚刚落满白雪的土地 | _____ |
| (6) 个人的伦理道德标准 | _____ |
| (7) 见风使舵 | _____ |
| (8) 底线 | _____ |

2 Put the following sentences into English.

(1) 眼下，跨国旅游已成为世界上最大的产业之一。遗憾的是，它往往在不同文化背景的人们之间造成了紧张，而不是理解。



(2) 他们的爱情经受住了时间的考验。

(3) 他已放弃了他上星期所坚持的立场。

(4) 随着科技日新月异，许多科幻小说情节不可避免地成为科学事实。

(5) 沿基座先铺上大块的石头，然后，小块的石头再渐次地层层垒砌在上面。

(6) 这本书用简洁的方式，准确地描述了计算机程序语言。

3 Put the following English sentences into Chinese. Then choose the best translation from the four given choices for each of the English sentences. After that, compare your translation with what you have chosen.

(1) They understood instinctively that integrity means having a personal standard of morality and ethics that does not sell out to expediency and that is not relative to the situation at hand.

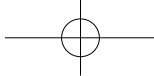
- A. 他们立即明白，诚实和正直意味着具备一套伦理道德标准，这套标准既不会背叛，也不会和手头的形势发生联系。
- B. 他们本能的解释是，诚实和正直就是伦理道德标准，诚实不因利益而出售，也不是眼下形势的亲戚。
- C. 他们本能的解释是，诚实和正直意味着具备自己个人的伦理道德标准，不为自身利益而背弃原则，也不见风使舵。
- D. 他们凭借本能就能理解，诚实和正直是一种私人的伦理道德标准，它不为自身利益而背弃原则，也不见风使舵。

(2) Self-respect and a clear conscience are powerful components of integrity and are the basis for enriching your relationships with others.

- A. 自重和清醒的头脑是构成诚实正直品格的重要成分，是巩固你与他人关系的基础。
- B. 自尊和良心是诚实正直品格的强大部件，是巩固你与他人关系的基础。
- C. 自尊心和问心无愧构成诚实正直的品格，这样的品格是巩固你与他人关系的基础。
- D. 自尊心和问心无愧是构成诚实正直品格的重要成分，是巩固你与他人关系的基础。

(3) Integrity means you do what you do because it's right and not just fashionable or politically correct.

- A. 诚实与正直意味着：你的言行，皆出于正当，而不是仅为追求时髦或是为保持政治上的正确。
- B. 诚实与正直意味着：随心所欲地做自己认为对的事，不仅仅因为你做的是时髦的或在政治上是正确的。
- C. 诚实与正直意味着：要做那些你认为不仅是时髦的而且在政治上完全正确的事情。
- D. 诚实与正直意味着：你做的事情是你所认为正确的，虽然你并不追求时尚甚至在政治上保持正确。



Writing

Developing Paragraphs by Definition (定义型语段写作)

定义法是以简单易懂而且准确的语言阐明某事物的结构、用途、行为、原理、来源等，使读者对该事物比较抽象的或难以把握的一些特征有一个较清晰的认识。定义法常用于说明、描写和论证，从而可提供更多的具体解释来说明某一术语或概念。

给一个术语或概念下定义，常可以用一个（或若干个）同义词，或用一句话，或用一段话甚至一篇文章。当我们说“To mend means to repair”，就是用同义词进行定义。同样，我们也可用一句话（常含有一个定语从句）来给某一事物下定义，如：“A frisbee is a piece of sports equipment, saucer-shaped and made of plastic, which is thrown among two or more players.”这样的定义称作“形式定义”（formal definition）。形式定义常由三部分组成：定义的对象、该对象的类属、区别于其他事物或概念的有关信息。当今很多词典中的释义采用的就是形式定义法，如 A student is a person who is studying at a place of education or training. A teacher is a person who gives knowledge or skill to someone as a profession. 又如：

1. Ink is coloured water which we use for writing.
2. A bat is a small mouse-like animal that flies at night and feeds on fruit and insects but is not a bird.
3. Integrity means you do what you do because it's right and not just fashionable or politically correct.

但是，一个抽象的或含义复杂的概念，仅用同义词或简单的一句话来定义，往往是无法把意思表达清楚的。于是，我们需要用一段话，甚至一篇文章，以恰当的例子（即所定义的是什么或不是什么），或以类比、比较、分类以及因果分析等手段对这些抽象复杂的概念进行准确的定义。这样的定义也称作“扩展型定义”（extended definition），例如：

What is honesty? Honesty means speaking the truth and being fair and upright in act. Honesty is a good virtue. He who lies or cheats is dishonest. Those who gain fortunes, not by hard labor, but by other means are dishonest.

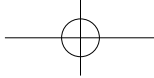
定义型语段的写作常由一个主题句（topic sentence）引起，即一个简要的形式定义句，用以介绍所要定义的对象及其相关的背景信息；其后是段落的主体（body），可采用各种适当的段落写作手段对所给的基本定义进一步展开、论述；最后是结论（conclusion），对定义对象的意义等相关内容进行综述，或给出讨论的主题，例如下面关于“chemistry”的定义型语段：

Chemistry is that branch of science which has the task of investigating the materials out of which the universe is made. It is not concerned with the forms into which they may be fashioned. Such objects as chairs, tables, vases, bottles, or wires are of little significance in chemistry; but such substances as glass, wool, iron, sulfur, and clay, as materials out of which they are made, are what it studies. Chemistry is concerned not only with the composition of such substances, but also with their inner structures.

定义法写作有很多常见的表达方式，如：... is... which...; what is known as... is...; ... can be defined as...; ... refers to...; the definition of... is...; ..., which means...; by... we mean...; by... is meant...; ..., by definition, is...; ..., in a strict sense, is...; ..., that is, ...; ..., in other words, ...; ..., namely, ...; in explanation; in clarification; this means...; to paraphrase; to clarify, 等等。

在采用定义法写作时，我们还应当注意以下基本原则：

1. 避免循环定义（circular definition），如：Democracy is the democratic process. 或 Boxing is a dangerous sport because it is unsafe. 这种用同义的词语反复所作的定义，丝毫无助于说明问题。
2. 避免用一连串的同义词来对某个抽象概念进行定义，如：All parents and teachers expect the kids to be imaginative. By imagination, I mean the power to form mental images of objects and give new ideas, the



gift of using images in writing, and the ability to attribute reality to unreal things, situations and states. 这种用同义词堆砌起来的定义，会使读者不知所措，难以捕捉作者所要表达的确切含义，因此同样无法说明问题，达到写作的目的。

1 Study the following paragraphs, identify the term defined, the topic sentence, the body and the conclusion, and tell how the term in each paragraph has been defined.

- (1) A pencil is an instrument for writing on paper. It is of cylindrical shape and can be held between the first two fingers of the hand. It is about 6 inches long and 1/4 inch wide. At the end there is usually an eraser attached to the pencil by a surrounding metal band. Lead is the material which is used in making the marks on the paper, and a sharpener is needed to keep the pencil in good working order.
- (2) A child in hospital bed, alone after visiting hour, begins to cry for her parents; a family moving into a new house is silent and depressed; a college freshman in his dorm room feels sick and has trouble concentrating. All these people are experiencing homesickness. Homesickness is a longing to go back to some old, familiar things you are leaving behind. It's that knowing feeling in your stomach when you are trying to eat some institutional food that just cannot be compared to "Mom's cooking at home". Or that feeling of loss and loneliness you get when you see a family together and yours is 2000 miles away from where you are standing. Or remembering it's your father's birthday and you won't be there to help celebrate the occasion. It's that feeling of knowing where you are now and where you would like desperately to be—and that is home.

2 Write a paragraph defining each of the following terms.

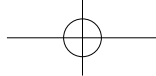
- (1) hobby
- (2) vacation
- (3) love

Part III

Fast Reading

A Secret in the Cookie Bag

- 1 Forty-three years seems like a long time to remember the name of a mere acquaintance. I have duly forgotten the name of an old lady who was a customer on my paper route when I was a twelve-year-old boy in Marinette, Wisconsin back in 1954.
- 2 Yet it seems like just yesterday that she taught me a lesson in forgiveness that I can only hope

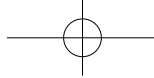


to pass on to someone else someday.

- 3 On a mindless Saturday afternoon, a friend and I were throwing rocks onto the roof of the old lady's house from a secluded spot in her backyard. The object of our play was to observe how the rocks changed to missiles as they rolled to the roof's edge and shot out into the yard like comets falling from the sky.
- 4 I found myself a perfectly smooth rock and sent it for a ride. The stone was too smooth, however, so it slipped from my hand as I let it go and headed straight for a small window on the old lady's back porch. At the sound of fractured glass, we took off from the old lady's yard faster than any of our missiles flew off her roof. I was too scared of getting caught that first night to be concerned about the old lady with the broken porch window.
- 5 However, a few days later, when I was sure that I hadn't been discovered, I started to feel guilty for her misfortune. She still greeted me with a smile each day when I gave her the paper, but I was no longer able to act comfortable in her presence. I made up my mind that I would save my paper delivery money, and in three weeks I had the seven dollars that I calculated would cover the cost of her window.
- 6 I put the money in an envelope with a note explaining that I was sorry for breaking her window and hoped that the seven dollars would cover the cost for repairing it. I waited until it was dark,



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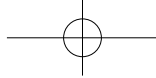
snuck up to the old lady's house, and put the envelope of retribution (赔偿) through the letter slot in her door. My soul felt redeemed (宽恕) and I couldn't wait for the freedom of, once again, looking straight into the old lady's eyes.

- 7 The next day, I handed the old lady her paper and was able to return the warm smile that I was receiving from her. She thanked me for the paper and said, "Here, I have something for you." It was a bag of cookies. I thanked her and proceeded to eat the cookies as I continued my route.
- 8 After several cookies, I felt an envelope and pulled it out of the bag. When I opened the envelope, I was stunned. Inside were the seven dollars and a short note that said, "I'm proud of you."
(475 words)

Reading Comprehension (Skimming and Scanning)

In this part, you will go over the passage quickly and answer the questions. For questions 1-7, mark Y (for YES) if the statement agrees with the information given in the passage, N (for NO) if the statement contradicts the information given in the passage, and NG (for NOT GIVEN) if the information is not given in the passage. For questions 8-10, complete the sentences with the information given in the passage.

- 1 It happened long ago, and I have long forgotten the name of the old lady whom I met on my way back to my hometown Marinette, Wisconsin, in 1954.
- 2 My friend and I threw rocks that Saturday afternoon in order to break the old lady's window.
- 3 At the sound of the broken glass, we ran very fast away from the old lady's yard.
- 4 I was so scared of being caught that first night that I was not concerned about the old lady.
- 5 Right after the window was broken, the old lady found out who did it though she never mentioned this to anyone.
- 6 I saved my paper delivery money, hoping it could cover the cost for repairing the window, and apologized for breaking her window.
- 7 The old lady taught me a lesson in forgiveness.
- 8 The stone was too smooth, however, so it _____ from my hand as I let it go and _____ for a small window on the old lady's back porch.
- 9 My soul felt _____ and I couldn't wait for the freedom of, once again, looking straight into the old lady's eyes.
- 10 I thanked her and _____ to eat the cookies as I _____.



Quotations

I know only that what is moral is what you feel good after and what is immoral is what you feel bad after.

—Ernest Hemingway

我只知道，所谓道德是指你事后觉得好的东西，所谓不道德是指你事后觉得不好的东西。

——欧内斯特·海明威

Morality is not really the doctrine of how to make ourselves happy but of how we are to be worthy of happiness.

—Immanuel Kant

道德确实不是指导人们如何使自己幸福的教条，而是指导人们如何配享有幸福的学说。

——伊曼纽尔·康德

To err is human, to forgive, divine.

—Alexander Pope

犯错误者，人也；原谅别人者，圣人也。

——亚历山大·蒲柏