



PART



Warming-up

Preview the Topic

The term “media” refers to the means of communication that reach a large number of people. Match pictures with types of mass media.

1. print media
2. digital media
3. broadcast media
4. outdoor media



Question

What media do you most commonly employ to get information? Why do you prefer it to others?

1. Media type _____
2. Reason _____



The History of Radio

We can't see them, but there are radio waves all around us. In the 1890s, Guglielmo Marconi used radio waves to send signals. At first, the signal only covered a short distance. Marconi kept working on it, and soon he was able to successfully send signals across several miles.

By the early 1900s, people could use radio technology to receive messages across oceans. However, these were not voice messages. Then, Reginald Fessenden researched ways to transform voices and music into signals that could be carried by radio waves. On December 24, 1906, he succeeded in transmitting speeches and music through this way.

Later, radio became available to more and more people at home in the USA. Families used to gather to listen to the radio, just as we watch television today. Many people listened to music, and later radio stations came up with different types of programs, which were often broadcast live. Families could listen to the radio for music, comedies, and stories. One type of radio drama told stories about families, which is called "soaps". This is because soap makers paid for most of these shows. The radio was also a way for families to hear about news. During World War II, radio stations reported what was happening.

After World War II, many people started turning away from radio to television. Many radio programs gradually stopped airing.

Today, radio is in the face of competition. Besides televisions and movies, the Internet is what many people have turned to for entertainment and news. In time, we will see if radio survives this new type of competition.



Words to Know

signal /'sɪgnəl/	<i>n.</i>	信号
transmit /træns'mɪt/	<i>v.</i>	传输, 传播, 传送
broadcast /'brɔːdkæst/	<i>v.</i>	广播, 播送
live /laɪv/	<i>adv.</i>	在现场直播
comedy /'kɒːmədi/	<i>n.</i>	喜剧片
drama /'drɑːmə/	<i>n.</i>	广播剧
air /eɪ/	<i>v.</i>	广播
competition /ˌkɒːmpə'tɪʃən/	<i>n.</i>	竞争, 比赛
survive /sə'rvaɪv/	<i>v.</i>	继续存在, 幸免于难, 艰难度过

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Language Points

1 Expressions

1 at first 最初，开始

e.g. At first, I thought he was joking, but then I realized he was serious.
起初我以为他在开玩笑，后来才意识到他是认真的。

2 keep doing... 继续做，反复做

e.g. She kept asking me questions the whole time.
她一直不停地问我问题。

3 come up with 提出，想出

e.g. She's come up with an amazing scheme to double her income.
她想出了一个惊人的计划使自己的收入翻倍。

4 pay for 支付，为……付出代价

e.g. I'll pay for the tickets.
买票的费用我来出。

5 hear about 听说

e.g. I've just heard about his illness.
我刚听说他生病了。

6 turn away from 不再对……感兴趣

e.g. Consumers are turning away from credit cards.
消费者对信用卡逐渐失去了兴趣。

7 turn to 开始使用

e.g. Many people here are turning to solar power.
这儿的很多人都开始使用太阳能了。

8 in time 适时，及时，最后

e.g. He'll forget about it in time.
他迟早会忘掉这事的。

2 Grammar Focus

Families used to gather to listen to the radio, just as we watch television today.

译文：过去家人们常聚在一起收听广播，就如同现在我们看电视一样。

注：本句中的 used to 指过去常做某事。

3 Difficult Sentences

1 Then, Reginald Fessenden researched ways to transform voices and music into signals that could be carried by radio waves.

译文：之后，R. 费森登探索出多种渠道将声音和音乐转换成能由无线电波传输的信号。

注：that 引导定语从句修饰先行词 signals。

2 During World War II, radio stations reported what was happening.

译文：在二战期间，广播电台报道时事。

注：what 引导宾语从句，作 reported 的宾语。

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IV

Working on the Text

Directions

Read aloud after the recording. Answer the questions.

1 Reading Aloud

- 1 When did Marconi use radio waves to send signals?
- 2 What's the result of Marconi's effort?
- 3 Who succeeded in transmitting speeches and music in 1906?
- 4 What did people listen to on the radio according to the third paragraph?
- 5 Why is the radio facing competition nowadays?

Directions

Translate English into Chinese and vice versa.

2 Translation Practice

- 1 The public took a fancy to the new musical comedy.
- 2 It wasn't a recorded show. It was broadcast live.
- 3 We cannot survive for long without food and drink.
- 4 We now interrupt our normal transmissions to bring you a piece of special news.
- 5 The chairman's speech will be broadcast nationwide.
- 6 你有没有听说那个新项目?
- 7 他想出了一个非常好的办法。
- 8 请不要上课玩手机。
- 9 水被加热时可以变成水蒸气。
- 10 很多演员转向音乐界发展。

Directions

Choose the best answer.

3 Further Practice

- 1 Dr. Smith, together with his wife and two children, _____ to arrive at the airport.
A. are B. are going C. is going D. will
- 2 Mr. Black, as well as his wife and children, _____ China now.
A. is visiting B. are visiting C. to visit D. visited
- 3 His family _____ a big one in the town.
A. being B. were C. are D. is
- 4 Neither he nor I _____ wrong.
A. are B. is C. am D. being

- 5 — How much do you need?
— Ten pounds _____ enough.

A. are B. is C. am D. have been

 **Directions**

Fill in the blanks and recite Text A.

4 Reciting the Text

Paragraph 3:

Later, radio became available to _____. Families _____ gather to listen to the radio, just as _____. Many people listened to music, and later radio stations _____, which _____. Families could listen to the radio for _____. One type of radio drama _____, which is called "_____". This is because _____. The radio was also _____. During World War II, _____ what was happening.

Paragraph 5:

Today, radio _____. Besides _____, the Internet is what many people _____. In time, we will see _____.

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Situational Dialog

 **Directions**

Complete the dialog.

A: _____ (你在做什么)?

B: I am _____ (看电视).

A: Are there any _____ (好节目) on TV?

B: Sure, there is a concert.

A: _____ (哪个频道)?

B: Channel 15.

A: It doesn't seem quite _____ (有趣的) to me. Would you _____ (换台)?

B: Is there anything _____ (值得看) on _____ (其他频道)?

A: I think there's a great _____ (篮球赛) on channel 5.

B: Let me have a look at _____ (电视指南) first.

Condensed Sentences

1



Mass media is a very popular course in our institute.

大众传媒在我们学院是一门非常热门的课程。

2



Mass media is very important for advertisements.

大众传媒对广告来说很重要。

3



Mass media now plays an increasing role in shaping our opinions.

现在，大众传媒愈发影响我们的观点。

4



Radio, television, newspaper and magazine are known as mass media.

广播、电视、报纸和杂志被称为大众传媒。

5



In the media era, the spread of literature mainly depends on mass media.

在传媒时代，文学的传播主要依托大众传媒。

6



Mass media keeps us well informed of the happenings of the world.

通过大众传媒，我们对世界的风云变幻了如指掌。

7



The role of the news media in forming public opinion is very important.

新闻媒体对于社会舆论的形成具有非常重要的作用。

8



No one can avoid being influenced by their parents, friends, the society and mass media.

没人能不受父母、朋友、社会和大众传媒的影响。

9



We can get to know society through mass media such as radio, TV, and the Internet.

我们可以通过诸如收音机、电视和网络这样的大众传媒去了解社会。

10



Sometimes mass media can be a Pandora's box.

有时候大众传媒可能成为潘多拉的盒子。

TEXT
BThe Negative Influences
of Media

Mass media does affect the way in which people think and act. It influences their behavior, both positively and negatively. The positive effects are surely celebrated. But the negative effects are not beneficial for a healthy society.

When you try to imitate your favorite movie stars, do you give thought to whether you are doing right or wrong? It is often seen how young girls and boys imitate celebrities blindly. Those at a vulnerable age, especially children and teenagers, are highly influenced by anything that is put before them in an appealing way. At this age, they are attracted to anything that's dazzling and anything that could make news.

Early exposure to violent movies or books containing adult content and news about the dark side of the society has a deep impact on little kids. And not just children, the unsuitable content can also impact teenagers' minds, even if they may be mature enough to distinguish between good and bad.

The media is also blamed for changing the eating habits of teenagers. They start adopting unhealthy lifestyles, because

various food advertisements are placed almost everywhere. The media constantly exposes people to fast-food products, canned food, and energy drinks.

The media surrounds us. When you are not watching TV, you can surf the Internet; when you are not on the web, you can read newspapers; when you are not reading anything, you could listen to something. Thus, all the time, you are glued to some form of media.

Words to Know

influence /'ɪnfluəns/	<i>n.</i>	影响
	<i>v.</i>	影响
positively /'pɔːzətɪvli/	<i>adv.</i>	积极地, 正面地
imitate /'ɪmɪteɪt/	<i>v.</i>	仿效, 模仿
celebrity /sə'lebrəti/	<i>n.</i>	名人, 名流
vulnerable /'vʌlnərəbəl/	<i>adj.</i>	易受伤害的, 脆弱的
exposure /ɪk'spəʊʒər/	<i>n.</i>	暴露, 朝向
impact /'ɪmpækt/	<i>n.</i>	影响, 冲击力
	<i>v.</i>	产生影响
mature /mə'tʃər/	<i>adj.</i>	成熟的
distinguish /dɪ'stɪŋɡwɪʃ/	<i>v.</i>	区分, 辨别
adopt /ə'dɔːpt/	<i>v.</i>	采用, 接受
canned /kænd/	<i>adj.</i>	罐装的
glue /gluː/	<i>v.</i>	粘贴, 紧附于……

Phrases & Expressions

give thought to	考虑, 想到
have... impact on...	对……有……影响
distinguish between	分辨, 区分

 **Directions**

Choose the best answer.

Reading Comprehension

- 1 Which statement is NOT true according to the text?
 - A. The children and teenagers are easily influenced by media.
 - B. The teenagers are not influenced by the negative effects of media.
 - C. Maturity may not be helpful for a person to distinguish bad from good.
 - D. The media is blamed for changing the eating habits of teenagers.
- 2 What does “appealing” mean in paragraph 2?
 - A. Terrible.
 - B. Boring.
 - C. Amazing.
 - D. Difficult.
- 3 What does the sentence “you are glued to some form of media” mean in the last paragraph?
 - A. You cannot get rid of media.
 - B. You are independent of media.
 - C. You are separated from media.
 - D. You don’t grow up with media.

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Fun Time

