

Unit



Symbols of Culture

PART I

TEACHING FOCUS FOR THE UNIT

Teaching Focus

	Text A	Text B
Theme	The First McDonald's Restaurant	Disney Mirrors American Culture
Vocabulary	danger, destroy, damage, public, location, afford, amount, claim, deny, local, register, board	mirror, admit, defeat, purchase, capital, rush, provide, opinion, oppose, basic, positive, value, critical
Phrases and Expressions	in danger of; agree with; afford to do; have nothing to do; stop... from; even so	make a trip; anything but; at work; be opposed to; in detail; sort of; long before
Grammar	1) How to use the structure "there is (no) room for..." and the expression "even so" ("Focusing on Sentence Structure") 2) How to make sure that the subject and verb agree ("Basic Writing Skills")	
Writing	Understanding and writing invitation letters ("Practical Writing")	



PART II

UNDERSTANDING AND LEARNING

SECTION A

Background Information

1. McDonald's

McDonald's is the world's largest restaurant corporation with more than 30,000 restaurants in 119 countries serving 46 million customers each day. In the United States, there are more than 5,000 McDonald's restaurants. It serves some of its favorite foods—world-famous French fries, Chicken McNuggets (大鸡块) and so on. The largest McDonald's restaurant is located in Beijing, China. This restaurant has 1,000 employees. Also, up to 700 customers can sit and eat in this restaurant at one time.

2. Downey

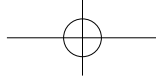
Downey is the home of the Apollo Space Program (阿波罗登月计划) and the world's oldest McDonald's. Downey is located in the heart of Southern California between the business hubs (中心) of Los Angeles and Orange County. Easy access to freeways, railroads, airports, seaports, and the Internet connect Downey to the world.

3. California

California is a state of the US. It has an area of 158,706 square miles (411,049 square kilometers), exceeded (超过) only by Alaska (阿拉斯加) and Texas (得克萨斯). It is on the west Pacific coast (美国西部太平洋海岸). The capital is Sacramento (萨克拉门托).

4. Ray Kroc

Raymond Albert Kroc was the founder of the McDonald's Corporation. Brothers Mac and Dick McDonald opened the first fast food restaurant called McDonald's in 1953 in Downey,



California. In 1955, Kroc, a milkshake (奶昔) salesman went to visit the restaurant. He saw the potential of this fast food business and thus persuaded the brothers to sell the name to him. In this way, Kroc opened the first store of the McDonald's Corporation in 1955 in Illinois. Kroc died in the 1980s.

5. Illinois

Illinois is a state in the Midwest of the US. It has an area of 145,934 square kilometers and stretches 620 kilometers from the north to the south.

6. Dick and Mac McDonald

In 1953, the McDonald brothers—Dick and Mac—developed a new idea for their restaurant. The brothers called their idea a “drive-in” restaurant, and customers could order food from their cars. The restaurant also cut down on the number of choices on the menu, so the cooks could make the food very quickly. The restaurant specialized in making hamburgers, French fries, and chocolate shakes. In 1955, Ray Kroc visited the restaurant and offered to buy the rights to the two brothers' idea. The two brothers agreed, and the McDonald's restaurant chain was born.

7. National Register of Historic Places

The National Register of Historic Places is the official list of cultural resources worthy of preservation in the US authorized under the National Historic Preservation Act of 1966 (根据1966年制定的《国家文物保护法》). The National Register is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect historic and archeological (考古的) resources. Properties listed in the Register include districts, sites, buildings, structures, and objects that are significant in American history, architecture (建筑), archeology (考古学), engineering, and culture.

Topic Exploration

In Text A, the author presents two different opinions about how to deal with the first McDonald's restaurant. On the one hand, the residents in Downey think that the building should be saved because it is a cultural symbol and it gives them good memories. On the other hand, the McDonald's says that the building should be torn down for two main reasons. First, it was damaged and is impossible to fix. Second, it is losing money. But some people

in Downey as well as some local historians think that these are excuses. The real reason is to change the history, claiming, instead, that Ray Kroc is the inventor of the fast food business and the founder of McDonald's. Finally, the author says that "everyone hopes that the McDonald's managers and the people of Downey will soon find peace".

Suggestions for Teaching Text A

To help the students better understand the text, the teacher is advised to draw their attention to: 1) the history of McDonald's and the related background; and 2) the different opinions held by the Downey residents and the McDonald's managers.

It is very important to provide the background about Ray Kroc and the McDonald's brothers in the beginning (Please refer to the *Background Information* section). After finishing the questions in the *Exploring the Topic* part in the *Student's Book*, the teacher can ask questions such as: "Do you know who founded McDonald's?" "Why was the restaurant called McDonald's?" and "When was it started?" Then the teacher can go on to explain the text in detail.

Please note that how some conjunctions and adverbs are used to express a change of thought. For example:

... people are trying to save the first McDonald's restaurant in history. McDonald's, *though*, says the building should be torn down. (Para. 1)

Many people in the town of Downey don't agree with this line of thinking, *though*. (Para. 4)

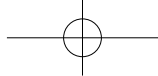
Building inspectors, *on the other hand*, say that the structure can be repaired, but that it will be expensive. (Para. 8)

Thus, many people in Downey think McDonald's is trying to change history, *though* the company denies this. (Para. 9)

At the end of the lesson the students can be asked to give their own opinions about the first old McDonald's. And if possible, ask them to report the different ideas on this issue by using some of the linking words mentioned above.

Text Structure

The teacher can draw the students' attention to the way Text A is structured. The whole text is made up of three parts: Introduction, Body and Conclusion, whose component paragraphs and main ideas are shown in the following chart:



Text Parts	Paragraphs	Main Ideas
Introduction	1	Presenting two opposing attitudes toward the 1st McDonald's restaurant: saving it, or tearing it down
Body	2—11	Reasons for saving it: 1. It is a cultural symbol. 2. It gives people good memories. 3. McDonald's is trying to change the history. Reasons for tearing it down: 1. It was damaged/beyond repair. 2. It is losing money at that location.
Conclusion	12	Everyone hopes that the two opposing parties will find peace.

Detailed Study of Text A

The First McDonald's Restaurant

1. Even though the first McDonald's restaurant sold only hamburgers and French **fries**, it still became a cultural symbol. (Para. 1)

Meaning: In spite of the fact that the first McDonald's restaurant served only two kinds of food: hamburgers and French fries, it still became a symbol that represents the American culture.

fry:

n. (chips *BrE*) (*usually plural*) (*also* French fries) a long thin piece of potato that has been cooked in hot oil 炸薯条

The child likes to eat **fries** a lot. 这个小孩很喜欢吃炸薯条。

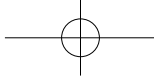
v. cook or be cooked in hot fat or oil 炸; 煎

She **fried** two eggs for her breakfast. 她煎了两个鸡蛋做早餐。

The small steak will **fry** soon. 小块牛排很快就能炸好。

2. ... in the **Southern** California city of Downey... (Para. 1)

Meaning: ... in Downey, a city in the south of California...



southern: *adj.* of or belonging to the south of the world or of a country 南方的；属于南方的

From both the **southern** and northern sides, fires were moving quickly toward the village. 火势从南面和北面向村庄扑过来。

Florida is a state in the **southern** part of the United States. 佛罗里达州在美国的南部。

3. McDonald's, **though**, says the building should be **torn down**. (Para. 1)

Meaning: McDonald's, however, says that the building should be pulled down.

though: *adv.* (not used at the beginning of a clause) in spite of the fact; nevertheless 可是；然而；不过

He is a lazy student. There's no reason, **though**, to drive him out of the classroom. 他是个懒学生，不过，也没理由把他赶出教室。

Many people say the boss is too strict. I don't think so, **though**. 许多人说老板很严厉，我倒不这么认为。

tear down: (*especially a building*) pull down, especially violently; destroy 推倒（尤指建筑物）；拆毁

We have a theater in town but we are to **tear it down** next year to make room for the highway. 我们城里有一家戏院，但是计划明年拆除，造高速公路。

It is often cheaper to **tear down** buildings than to repair them. 拆房子的费用常常要比修房子低。

4. **Built** in 1953, the restaurant... is the oldest of all the **Golden Arches** in America... (Para. 2)

Meaning: Since the restaurant was built in 1953, it is the oldest among all the McDonald's restaurants with the logo of the Golden Arches in America...

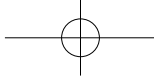
Notice here "built in 1953" is a past participial phrase serving as an adverbial of reason. The "Golden Arches" originally refers to the logo of McDonald's, which consists of two golden shapes with a curved top and straight sides. Here it refers to all the McDonald's restaurants.

golden: *adj.*

1) of the color of gold 金色的；闪金光的

We've got windy spring, hot and dry summer, **golden** autumn, and cold and snowy winter. 我们这里春天风大，夏天干燥炎热，秋天一片金色，冬天则寒冷多雪。

Sunflower? Do you refer to the one that has a **golden** yellow flower, a brown center



and a strong stem? 向日葵? 是不是开金黄色花、花的中心呈棕色而且根茎粗壮的那种?

2) made of gold 金制的

She put the two **golden** rings into a nice box. 她把那两枚金戒指放进一只漂亮的盒子里。

The medal was **golden**, so it was sold for quite a lot of money. 那块奖牌是金的, 所以卖了不少钱。

arch: *n.* [C] something with a curved top and straight sides 圆拱; 拱形物

His house is very unusual with an **arch** roof. 他的房子有个拱形屋顶, 因此很特别。

The **arch** of the bridge reaches over 12 meters. 桥的拱门宽达 12 米。

5. ... the building is now **in danger of being destroyed**, along with their memories. (Para. 3)

Meaning: The first McDonald's restaurant is now facing the possibility of being torn down. Together with the disappearance of the building, people's good memories about it would be ruined too.

Notice the sentence could be rewritten as "... the building, along with their memories, is now in danger of being destroyed."

danger: *n.* [U] the possibility of harm or loss 危险

John should have been aware of the **danger** of smoking to his health. 约翰本该知道吸烟对健康的危害。

A policeman could meet with **danger** any minute of his working day. 警察在值勤的每分钟都可能遇到危险。

in danger of: likely to be hurt or damaged by 处于……危险之中

Millions of people in the Himalayas are **in danger of big earthquakes**, according to scientists in the US and India. 美国和印度的科学家说, 喜马拉雅山数百万人面临着大地震的威胁。

The trees in the forest have been cut down in such great numbers that the forest is **in danger of disappearing**. 森林中的树木被大量砍伐, 因此森林面临着消失的威胁。

destroy: *vt.* damage something so badly that it cannot be used or repaired 破坏; 毁坏

The building of large dams can **destroy** the environment for animals and plants. 建造大坝会破坏动植物的生存环境。

Our main task was to **destroy** the enemy's airport. 我们的主要任务是摧毁敌人的机场。

6. McDonald's explains that the building was **damaged** in an **earthquake**... (Para. 4)

Meaning: McDonald's tells people that the building was destroyed in an earthquake and thus is not useful anymore.

damage:

vt. cause damage to 毁坏; 损害

We just managed to put the fire out before it **damaged** the house. 我们抢在房子被完全烧毁之前将火扑灭了。

Some suggest that computers can even **damage** students' learning: students may spend too much time on computer games. 有人提出, 电脑甚至可能严重影响学生学习, 因为他们可能把太多的时间花在电脑游戏上。

n. [U] the process of spoiling the condition or quality of something and the harm or loss that results 毁坏; 损害

Mrs. Smith was very angry when she saw the **damage** done by the kids to her flowers. 史密斯太太看到孩子们把她的花糟蹋得不成样子, 非常生气。

The storm caused great **damage** to the small village. 那场暴风雨给小村子带来了巨大破坏。

earthquake: *n.* [C] a violent shaking of the earth 地震

It was difficult to know how many people had been affected in the **earthquake**. 很难知道有多少人受到这次地震的影响。

On January 17, 1995, the Kobe **earthquake** hit south-central Japan. 1995年1月17日, 日本中南部发生了神户大地震。

7. Many people in the town of Downey don't **agree with this line of thinking**, though. (Para. 4)

Meaning: But many Downey people don't share McDonald's view that the building was destroyed and thus needs to be torn down.

agree with: have or share the same opinion, feeling or purpose 意见 (感觉、目的) 一致; 同意

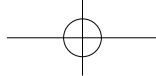
Please put up your hand if you don't **agree with** me. 不同意的人请举手。

We don't **agree with** him because his idea seems so strange. 他的想法太怪了, 所以我们不同意。

line of thinking/thought: a way or method of thinking about something 思路; 想法

These types of questions cause a new **line of thinking**. 这类问题引发了一种新的思路。

I worry about this **line of thinking** because it is not good for children. 对这种想法我很担忧, 因为它对孩子有不好的影响。



8. They are using the earthquake as an excuse. (Para. 5)

Meaning: The reason that the building was damaged in an earthquake was not a real one: McDonald's managers are using it to hide the real reason for tearing down the building.

9. Another Downey **resident** remarks... (Para. 6)

Meaning: Another person who lives in Downey says...

resident:

n. [C] a person who lives in a place 居民; 定居者

He's a **resident** of the United States. 他定居在美国。

This hotel serves meals to **residents** only. 本旅馆只对住客供餐。

adj. living (in a place) 居住 (在某地) 的

I went into the police station and in less than two hours received my "**resident permit**". 我走进警察局, 不到两小时, 就拿到了我的居住证。

10. They don't respect the **public** at all. (Para. 6)

Meaning: They don't care at all about how people in general think and feel about this matter.

public:

n. (the ~) people in general 公众; 大众; 民众

At last, the president admitted his fault to the **public**. 总统最后终于向公众认错了。

What the **public** is concerned about is if there will be a rise in price. 公众关心的是物价是否会上涨。

adj.

1) for the use of everyone; not private 公共的; 公用的

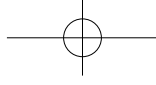
There is no **public** bathroom in this area. 这一带没有公共浴室。

People living in that city can use their **public** transportation for free. 这个城市的居民可以免费乘坐公共交通工具。

2) of, for or concerning people in general 公众 (事务) 的

The **public** image is very important to a politician. 公众形象对于政客来讲非常重要。

I am now working for a small **public** relations firm. 我现就职于一家小型公共关系公司。



11. McDonald's managers say the restaurant is losing money at that location. (Para. 7)

Meaning: McDonald's managers say the restaurant is doing business at a loss at that place.

location: *n.* [C] a special place or position 位置；场所

These plants are not growing well after they have been moved to the present **location**. 这些植物移栽到现在这个地方后，长势不太好。

Scientists cannot predict the exact **location** and time of an earthquake. 科学家们不能预测出地震的确切位置和时间。

12. There is no room for a drive-thru window, or for seating inside. (Para. 7)

Meaning: There is no space where people can buy food without getting out of their car. Nor is there space for people to sit and eat inside.

there is (no) room for: there is (no) the need or possibility for something to happen or be done 有（无）……余地（或需要）

This is the truth and **there is no room for** doubt. 这是事实，而且不容置疑。

My car can only take four people, so **there is no room for** the five of us. 我的汽车只能坐4个人，所以坐不下我们5个人。

13. The managers want to build a copy of this building at another location instead. (Para. 7)

Meaning: Instead of fixing the restaurant, the managers want to build at another place another restaurant that looks exactly the same as the old one.

14. Building inspectors, on the other hand, say that the structure can be repaired, but that it will be expensive. (Para. 8)

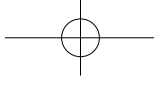
Meaning: However, officials who inspect buildings say that it is possible to fix the building, but they also say that the repair will cost a lot of money.

Notice the two clauses “that the structure...” and “that it will...” are both objects of “say”. “that” in the second clause should not be omitted.

inspect: *vt.* examine (something) closely or in detail, especially in order to judge quality or correctness; make an official visit to judge the quality 检查；视察

A team of experts **inspected** their work and said that the work was well done. 专家组检查了他们的工作，说工作做得非常出色。

Yesterday a man from the local education committee came to **inspect** our school. 昨天教



育局有人来我校视察。

inspector: *n.* [C] an official who inspects something 检查员; 督察员

A conductor could lose his job if an **inspector** caught him accepting money without pulling a ticket. 如果检票员发现售票员收钱却不出票, 售票员就会丢工作。

The tax **inspector** has a complete right to examine the company files. 税务检察官有全权检查公司账册。

structure:

n.

1) [C] something formed of many parts, especially a building 建筑物; 结构物

The steel **structure** looks very strange among the small wooden houses. 那幢钢结构的房子在那些小木房中间显得很突兀。

The Oriental Pearl Tower has become one of the most famous **structures** in Shanghai. 东方明珠塔已成为上海最著名的建筑之一。

2) [U] the way in which parts are formed into a whole 结构; 构造

This is a rather long sentence. Please notice its grammatical **structure**. 这句话较长, 请注意它的语法结构。

Scientists now know quite a lot about the **structure** of the human brain. 如今, 科学家对人脑结构有了很好的了解。

vt. arrange into a whole form, in which each part is related to others 建筑; 建造; 组织

It is difficult for me to understand why things are **structured** in such a way in their family. 我真弄不懂他们家怎么这样安排事情。

To make a good speech, you first need to know how to **structure** it. 要做出色的发言, 首先要知道如何去组织你的发言。

15. Many people say that McDonald's can certainly afford to pay that amount. (Para. 8)

Meaning: Many people say that the McDonald's company is no doubt able to pay the money to fix the restaurant.

afford to do: (usually used with *can, could, be able to*) be able to spend, give, do, etc., without serious loss or damage 花得起; 有能力去 (做某事); 承担得起

The young man found he couldn't **afford to** buy a second-hand car with the money he had saved. 那个年轻人发现自己攒的钱还不够买辆二手车。

My father taught himself since he could not **afford to** go to school at that time. 我父亲因为当年没钱上学, 所以是自学的。

amount: *n.* [C; U] a collection or mass considered as a unit concerning its size, number,

etc. something such as time, money, or a substance 数额；数量；总数

A child's education needs a large **amount** of money. 一个小孩的教育需要一大笔钱。

While making tea, make sure to put the right **amount** of tea leaves into the boiling water.
泡茶时，一定要注意将适量的茶叶放到开水里。

16. Some think that McDonald's real reason for wanting to close down the restaurant has nothing to do with money. (Para. 8)

Meaning: Some people believe that McDonald's wants to stop the restaurant's business forever, not because they don't have money to repair the restaurant, but for other reasons.

close down: (cause to) stop business activities, especially without the intention of starting again (使) 停业

The coal mine was **closed down** because the coal supply was used up completely. 由于矿源枯竭，那家煤矿被关闭了。

The power station proved to be dangerous and, as a result, was **closed down**. 发电站被证明是危险的，因此被关闭了。

have nothing to do with: have no connection with 与……毫无关系

Her worry **has nothing to do with** her job. 她的忧虑和工作没有关系。

What he said **has nothing to do with** the question at hand. 他的话和眼下讨论的问题毫无关联。

17. ... a sign claiming that a man named Ray Kroc opened the first McDonald's restaurant in Illinois in 1955. (Para. 9)

Meaning: ... a notice saying that a man called Ray Kroc started the first McDonald's restaurant in Illinois in 1955.

claim:

v.

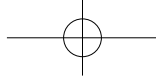
1) declare to be true; state 声称；断言；宣称

One should not **claim** to know what one doesn't know. 一个人不要不懂装懂。

He **claimed** to have lived a life full of love and happiness, although his wife left him many years ago. 虽然妻子多年前就离他而去，他还是声称自己的生活充满了爱和幸福。

2) ask for, take, or state that one should have (something to which one has a right) 对……提出要求；索取

No one comes here to **claim** the lost cat. 没有人来认领丢失的猫。



On what grounds are you **claiming** compensation? You have to state your reasons. 你要求赔偿的依据是什么? 你必须说明理由。

n.

1) [C] a statement that something is true or real 宣称; 声称; 断言

Lots of people say that they never read advertisements, but this **claim** is hard to believe. 许多人说他们从不看广告, 但这种说法令人难以相信。

2) [C; U] a demand or request for something which one has a right to have 索赔; 要求

A woman made a **claim** against a department store because she was hurt while shopping in the store. 有位女士向百货商场提出索赔要求, 因为她在商场购物时受了伤。

The workers have come out on strike in support of their pay **claim**. 工人们都出去罢工, 以支持提高工资的要求。

Notice when “claim” means “a right to something”, it is often followed by “to” or “on”.

For example:

Nobody has made a **claim to** this bag. 没人来认领这只包。

He has a **claim on** this house as he is the owner’s stepfather. 因为他是房子主人的继父, 所以这所房子他也有一份。

18. The truth, however, is that Mr. Kroc actually learned the fast food business from Dick and Mac McDonald in Downey. (Para. 9)

Meaning: But the fact is that Mr. Kroc in fact learned how to do fast food business from the two brothers who lived in Downey: Dick and Mac McDonald.

actually: *adv.* in fact, really 实际上

She says it’s a good book, though **actually** she hasn’t read it. 她说这是本好书, 尽管她并没有看过。

These two cars look similar, but **actually** they’re quite different. 这两辆车看似相似, 实际上很不一样。

19. ... though the company denies this. (Para. 9)

Meaning: ... although the company declares it is not true.

deny: *vt.* declare untrue; refuse to accept as a fact 否认; 不承认

Do you **deny** this to be your writing? 你否认这是你写的吗?

It is wrong of her to **deny** her children the educational opportunities they needed. 她不让孩子们接受所需的教育, 这是不对的。

20. To local historians, this explanation makes total sense. (Para. 10)

Meaning: To those who study the history of this region, this saying is reasonable.

Notice here “this explanation” refers to “many people in Downey think McDonald’s is trying to change history”.

local: *adj.* of, in or serving the needs of, a certain place or area, especially the place one lives in 当地的；地方性的

Following the national news we have the **local** news and weather. 全国新闻节目之后就是本地新闻和天气预报节目。

I’ve signed up to take a course at the **local** college. 我已经报名在一所地方学院学一门课程。

explanation: *n.* [C; U] (an act of) making something clear or easy to understand 解释；说明

Is there any **explanation** for his strange way of doing things? 他做事方式很怪，有什么原因吗？

The workers were quite unhappy with the **explanation** given by the managers and decided to go on strike. 工人对经理层的解释很不满意，因此决定罢工。

make sense: have a good reason 有道理

Your conclusions **make** a good deal of **sense** to me. 你的结论在我看来很有道理。

To shout at a pupil **makes** no **sense**; we should try to tell them what is right and what is wrong in a nice way. 对着小学生大喊大叫是没有道理的，我们应该好好地告诉他们什么是对的，什么是错的。

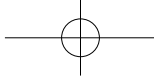
21. The McDonald brothers did. (Para. 10)

Meaning: Dick and Mac McDonald started McDonald’s.

Notice this is an elliptical sentence. The complete sentence should be “Dick and Mac McDonald invented McDonald’s”. The verb “did” is used to replace “invented McDonald’s”.

22. These days, a group of historians want the building to be added to the National Register of Historic Places... (Para. 11)

Meaning: Recently, some historians try together to put the old restaurant onto the list of the National Register of Historic Places, which includes buildings that are significant in American history...

**register:**

n. [C] (a book containing) an official record or list 登记 (簿); 注册 (簿)

We kept on a **register** all the money given by kind people to the sick child. 我们把好心人给那个生病的小孩的捐款一一作了登记。

All stores which sell guns must keep a **register** showing the details of each deal. 所有销售枪支的商店都必须作记录, 注明每次买卖的详细情况。

vt.

1) put into an official record or list 登记; 注册

Please ask the secretary to **register** the names of the new members. 请让秘书把新会员的名字登记一下。

They made sure that each book was numbered and **registered**. 他们确保每本书都编了号并登记在册。

2) send by registered post 以挂号邮件寄送

If you worry that your letter might be lost, you can send a **registered** letter. 如果你担心邮件丢失, 你可以寄挂号信。

Registered mail is handled separately from all the other mail, and records are kept. 挂号信和其他信件是分开处理的, 而且是有记录的。

23. ... so that the city of Downey will be able to stop McDonald's from tearing the building down. (Para. 11)

Meaning: ... so that the city of Downey can prevent the restaurant from being torn down.

stop... from: prevent... from 阻止

The heavy fog **stopped** planes **from** taking off. 大雾阻止了飞机起飞。

People called the Wright brothers mad but it did not **stop** them **from** becoming the first men to make and fly a plane. 人们把莱特兄弟称为疯子, 但是这并没有阻挡他们成为最先制造和驾驶飞机的人。

24. The McDonald's managers are very angry, and have abandoned the structure. (Para. 11)

Meaning: The McDonald's managers are very unhappy. They have left the building empty and do not take care of it any more.

abandon: *vt.* give up or bring an end to (something) 放弃; 中止

They **abandoned** this idea when they realized that it would involve a lot of time and energy. 当意识到要投入大量时间和精力时, 他们放弃了那项打算。

Many people had to **abandon** their e-mail accounts, as they became filled with trash. 许多人不得不放弃自己的电子邮箱，因为里面垃圾邮件太多。

25. Everyone hopes that the McDonald's managers and the people of Downey will soon find peace. (Para. 12)

Meaning: All hope that McDonald's managers and Downey residents will find a peaceful way to solve the problem.

peace: *n.*

- 1) [singular; U] a condition or period in which there is no war between two or more nations or no arguing between two or more people 和平（时期）；和平共处

Most of the nation wants **peace**; only a minority wants the war to continue. 全国大部分人都渴望和平，只有少数人希望战争继续。

Do you think they can play a role in the making of **peace** between the two countries? 你认为他们能在两国和谈中起作用吗？

- 2) [U] freedom from anxiety or troubling thoughts 安心；平静

Please let me get on with my work in **peace** and quietness. 拜托让我安安静静地继续工作吧！

A crowd of youths broke the **peace** of the evening with their singing and shouting. 一群年轻人又唱又叫，打破了夜晚的宁静。

26. ... but boards cover the windows. (Para. 12)

Meaning: ... but the windows of the restaurant are covered with flat pieces of wood.

board:

n.

- 1) [C] a long thin flat piece of cut wood 长形木板

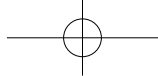
The nurse taped his right arm to a **board** so that the needle would stay in place. 护士用胶带将他的手臂固定在一块板上，这样针头就固定了。

He ran to the end of the spring **board** and dived into the water. 他跑上跳板，跳入水中。

- 2) [C] an official body or group that has responsibility for a particular organization or activity 委员会；董事会；（官方的）部；局

The firm decided after a **board** meeting that new machines should be bought. 经董事会讨论，公司决定购买新机器。

The **board** of education of our school is made up of five members. 我校的教务委员会有 5 位成员组成。



vt. get into (a ship or public vehicle); go on board 登上 (船或其他公共交通工具)

He walked to the gate, showed his ticket, and **boarded** the plane. 他走到登机口, 出示机票后就登上了飞机。

The man wanted to travel to California, but he **boarded** the flight which flew to Beijing. 那名男子本想飞往加州, 但是他却上了去北京的航班。

27. **Even so, people drive by to remember their McDonald's, taking pictures of a moment in history before it gets taken away. (Para. 12)**

Meaning: Although the windows of the restaurant are covered with boards, people still stop by to visit their McDonald's when driving past it. They take pictures to record a time in history before the restaurant is gone.

even so: in spite of what has/had happened; though that is true 尽管如此

There are many spelling mistakes; **even so** it's quite a good essay. 文章中拼写错误不少, 尽管如此, 它不失为一篇好文章。

I had a terrible headache, but **even so** I went to the concert. 我头疼得厉害, 尽管如此, 我还是去听音乐会了。

take away: remove something from a particular place 带走; 拿走; 拆毁 (旧物)

Everything in my house has been destroyed and even the doors have been **taken away** and burnt. 我的房子全毁了, 连房门也被拆下来烧了。

A postman will come and **take away** letters in this mailbox twice a day. 邮递员每天两次来邮筒取邮件。

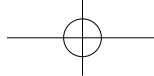
get taken away: the same as "is taken away". In the passive voice, the auxiliary "get" can be used to replace "be", only "get" is more colloquial in style than "be".

SECTION B

Background Information

1. Walt Disney Company

It was formerly (1929—1986) known as Walt Disney Productions. It is an American corporation that was the best-known provider of family entertainment in the 20th century. It is getting even more popular now.



2. Capital Cities/ABC Inc.

Capital Cities/ABC Inc., directly or through its subsidiaries (子公司), operates the ABC Television Network, 8 television stations, the ABC Radio Networks and 18 radio stations. ABC has emerged as the most popular network among adults aged 18—49 in prime time. The company also publishes daily and weekly newspapers, shopping guides, various specialized and business periodicals (期刊) and books. In addition, it provides research services and distributes information from data bases (数据库).

3. Walter Elias Disney

Walter Elias Disney was born in Chicago, Illinois, in 1901. He was famous as a pioneer of animated cartoon films (动画片) and as the creator of such cartoon characters as Mickey Mouse (米老鼠) and Donald Duck (唐老鸭). Walt produced such animated classics (经典动画片) as *Snow White and the Seven Dwarfs* (《白雪公主》), *Pinocchio* (《木偶奇遇记》) and *Dumbo* (《小飞象》). He also planned and built Disneyland, a huge amusement park that opened near Los Angeles in 1955. During his lifetime, Disney won a record of 30 Academy Awards (奥斯卡金像奖) and had been named among the most successful American entrepreneurs (企业家). Walt Disney died on December 15, 1966.

4. Disneyland

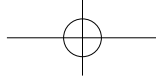
In the early 1950s, Disney had started plans for a huge amusement park to be built near Los Angeles. When Disneyland opened in 1955, it soon became a place of great attraction for tourists from around the world. It is called “the Happiest Place on Earth” because of its fantasy (奇妙幻想), imagination and magical entertainment.

5. Disney World

Walt Disney World opened near Orlando, Florida, in 1971. It is the most popular theme park in the world; it draws over 40 million visitors annually. It is modeled as a utopian (乌托邦式的) city of leisure (消闲). It is represented by personalities (人物) from Disney animation (动画) and operated by 26,000 employees.

6. Yale University

Yale University is a very famous university located at New Haven, Connecticut. Yale University comprises three major academic components: Yale College (the undergraduate program), the Graduate School of Arts and Sciences, and ten professional schools. In



addition, Yale includes a great number of research organizations, libraries and museums, and administrative (行政的) and support offices. Approximately 11,250 students attend Yale.

7. Paul Fussell

Paul Fussell is a professor of English Literature. His career as a university teacher began in 1951 at Connecticut College. At present, he is at the University of Pennsylvania. The second half of Fussell's career has been devoted to the 20th century social and cultural history. From the mid-1970s onward, Fussell wrote many books that made him famous.

8. University of Pennsylvania

It was opened in 1751 as an academy, largely through the efforts of Benjamin Franklin. Well known among the many divisions of the University are its medical and law schools; the museum, which has an extensive archaeological and ethnological (种族的) collection; and the Wistar Institute of Anatomy (解剖) and Biology (opened 1892). Outstanding is the University's library, which contains a great number of rare books and manuscripts (手稿).

9. Henry Giroux

Henry Giroux is one of the leading writers and educators in the US. Henry Giroux is the Chair of Secondary Education at Pennsylvania State University.

10. American Indians

American Indians were by far the earliest arrivals on the continent (大陆) of America and, therefore, deserve to be called natives. They got their name—Indians—by mistake. When Columbus (哥伦布) discovered America in 1492, he and his men thought they had arrived in India, the planned destination (目的地) of their voyage (航行). So they called the people they saw there “Indians”.

11. *Pocahontas*

Pocahontas is a Disney film. Pocahontas is a peaceful Indian princess that is puzzled by the newcomers to her world, the white men. The white men have come in on large ships and created a colony (殖民地), destroying the countryside for gold. As hatred grows among the two sides, and the weak relationship among the natives (土著人) and the

Europeans is getting worse, Pocahontas becomes attracted to John Smith, one of the head white men. As their friendship develops, Pocahontas teaches John about the living spirit in all things, the wind, the water, the rocks. However, a war is about to break out between the rivaling cultures and both Smith and Pocahontas must decide what their loyalties (忠诚) are.

12. *The Lion King*

The Lion King is a Disney film released (发行) in 1994. It is a story about a young lion cub (幼狮) named Simba, who struggles to accept the responsibilities of adulthood and his destined (注定的) role as king of the jungle (丛林).

13. Abraham Lincoln

Abraham Lincoln (1809—1865) was the 16th President of the United States. Lincoln became the President at a critical period in US history, just before the Civil War, and died from an assassin's (暗杀者) bullet at the end of the war. Lincoln was perhaps the most esteemed (受尊敬的) of the American presidents. He was famous for his eloquent (雄辩的) speeches, including the Gettysburg Address of 1863.

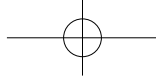
14. Gettysburg Address

The Gettysburg Address is a speech delivered on Nov. 18, 1863 by Abraham Lincoln at the dedication (落成典礼) of the national cemetery (国家公墓) on the site of the Battle of Gettysburg (葛底斯堡战役) in Gettysburg, Pennsylvania. Lincoln's speech not only memorialized the dead, but also gave the idea of equality. It is the best-known speech of Abraham Lincoln.

Suggestions for Teaching Text B

Normally, Text B is intended for the students to read after class. In case the teacher has time to teach/talk about Text B in class, it is advisable for the teacher to ask the students to read the text (as a sort of homework) before they meet in class for the study of the text.

Like Text A, Text B is also about an American cultural symbol—Disney. In the text, different opinions toward Disney are presented. The author first of all tells the reader about the great influence of Disney. Then he puts forward the concerns of university professors: under the influence, the culture would become uniform, the history would be changed improperly, and sexist and racist ideas would be spread through the products.



But at the end of the text, the author presents some advantages of Disney and adds at the end of the text, “Critical or not, most of those who oppose the company are Disney customers themselves.” Although he does not directly say which side he is on, he at least admits the powerful influence of Disney and shows the advantages by putting them at the end of the text.

In order to help the students to grasp the meaning, the teacher can ask them to write down the advantages and disadvantages of Disney in a table, e.g.

Disney’s Advantages and Disadvantages (for teachers’ reference)

Advantages (FOR)	Disadvantages (AGAINST)
cheerfulness	cultural uniformity
good-hearted fun	sexist, racist
a tradition of artistic quality	... the murder... played out as a love story

In addition, students may also be asked to pay attention to the linking words to express different opinions, e.g.

Some people might be wondering, **however**, if Disney lost the battle but won the war...

However, even the most strongly opposed are quick to note that Disney has many positive values...

Detailed Study of Text B

Disney Mirrors American Culture

1. Disney Mirrors American Culture (Title)

Meaning: Disney is a mirror of American culture: it accurately represents the American culture.

mirror:

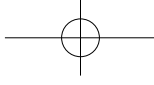
vt. match or express the qualities, features, or feelings of someone or something 反映

This newspaper **mirrors** public opinions. 这家报纸反映公众舆论。

Does art **mirror** society, or shape it? 艺术反映社会，还是影响社会？

n. [C] a piece of special flat glass that you can look at and see yourself in 镜子

In the bathroom she put on some makeup while looking in the **mirror**. 在卫生间她对着镜子化了化妆。



He painted his wife, his daughter, and, with the help of a **mirror**, himself. 他给太太和女儿都画了像，然后对着镜子给自己也画了一张。

2. Last fall, the Walt Disney Company did **something rare**... (Para. 1)

Meaning: Last autumn, the Walt Disney Company did something that it had seldom done before.

Notice the structure “something rare”. When an adjective is used to modify “something”, “anything” or “nothing”, it should go after any of the words. For example:

I have something important to tell you. 我有件重要的事情要告诉你。

Have you found anything useful? 你有没有发现什么有用的东西?

3. ... it **admitted defeat** in its fight to build a history **theme park** in Virginia. (Para. 1)

Meaning: The Walt Disney Company had to tell the truth that it had failed in its great effort to build a history theme park in Virginia.

admit: v.

1) state or agree to the truth of (usually something bad) 承认；供认

Mrs. Robson hated to **admit** that she needed help, because she was a very independent person. 罗伯逊夫人最不肯承认自己需要帮助了，因为她是个非常独立的人。

If you give in, it means you **admit** being defeated. 如果你让步了，那就意味着你承认失败了。

2) permit to enter; let in 准许……进入（或）加入

This ticket **admits** two people to the basketball match. 此券准许两人入场观看篮球比赛。

Last year, I was **admitted** into a key university in China, majoring in English. 去年，我被国内一所重点大学录取，主修英语。

defeat:

n.

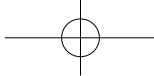
1) [C; U] failure to win or succeed 失败；挫败

She always looks happy even in **defeat**. 即使失败了，她看上去也总是高高兴兴的。

Their plan to set up a new business ended in **defeat**. 他们想开家新公司的计划最后失败了。

2) [U] victory over someone or something 战胜；击败

The **defeat** of the invaders made the local people very happy. 入侵者被打败后，当地人民非常高兴。



His **defeat** of the best player in the town soon led him to great fame. 他打败全城最佳选手之后名声大振。

vt.

1) cause to fail 使失败；使挫败

What **defeated** their plan to build a dam across the river? 是什么原因使他们在河上建造大坝的计划落空的?

The bad weather **defeated** our plan for a picnic. 坏天气使我们的野餐计划落空了。

2) win a victory over (someone) in a war, competition, or game 战胜；击败

Thanks to his great experience, the player **defeated** the other players. 那名选手凭借丰富的经验战胜了其他选手。

We cheered in a loud voice when our team **defeated** the other team at last. 当我们队终于战胜另一队时，我们大声欢呼起来。

theme: *n.* [C] the subject of a talk, a piece of writing, etc. (文章等的) 主题；主旨；(谈话等的) 话题；题目

The **theme** of the essay is earthquake prediction. 这篇文章的主题是地震预测。

Can you tell me what the **theme** of the poem is? 你能告诉我这首诗的主题是什么吗?

theme park: a type of park where you can have fun riding on big machines, and where the whole park is based on one subject 专题游乐场；主题乐园

This **theme park** is based on space travel. 这家主题乐园是有关太空旅行的。

4. The park was going to be called “Disney’s America”. (Para. 1)

Meaning: They planned to give the park the name “Disney’s America”.

Notice the name “Disney’s America” implies “America is Disney’s America”, so we can see that the company seems to be very proud of its influence.

5. Some people might be wondering, however, if Disney lost the **battle** but won the war, as it seems everyone is living in Disney’s America these days. (Para. 2)

Meaning: Although Disney failed in its effort to set up the history theme park, some people might be curious to know if it actually won in a broader sense, because it seems that nowadays everyone’s life in America is influenced by Disney.

battle: *n.* [C] a fight between enemy forces, especially forming part of a larger struggle 战斗；战役

More work will have to be done in our **battle** against AIDS. 在与艾滋病的斗争中，还有更多的工作要做。

The news that John was killed in the **battle** made the family very sad. 听到约翰在战斗中阵亡的消息，全家都非常悲痛。

6. With its **purchase of Capital Cities/ABC Inc. last month, the company founded by Walter Elias Disney in 1923 deepened its claim on American culture. (Para. 3)**

Meaning: Last month, the company started by Walter Elias Disney in 1923 bought a network giant, Capital Cities/ABC Inc. This increased its influence on American culture.

purchase:

n. [C; U] the act of buying; an article that has just been bought 购买；新购买的物品

She opened the box and looked at her **purchase**. 她打开盒子看自己刚买的东西。

How do you wish to pay for your **purchase**? 购买这件商品你打算以什么方式付账呢？

vt. buy (正式) 购买

The museum is trying to raise enough money to **purchase** a painting by Van Gogh. 那家博物馆正在募集资金购买梵高的一幅画。

They've just **purchased** a new house in the country. 他们刚刚在乡下买了一幢新房子。

capital:

n.

1) [C] a town which serves as the center of government 首都；省会

Berlin is the **capital** and largest city of Germany. 柏林是德国首都，也是德国最大的城市。

The **capital** is usually the political and cultural center of a nation. 一个国家的首都通常是该国的政治、文化中心。

2) [singular; U] wealth, especially money used to produce more wealth or for starting a business 资本；资金

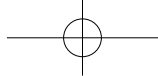
By the 1990s, New York **capital** markets were the largest in the world. 到 20 世纪 90 年代，纽约的资本市场成为世界上最大的市场。

Much **capital** is invested in heavy industry in this country. 该国将大量资金投入发展到重工业上。

adj. main, important 主要的；基本的

Honesty should be the **capital** virtue of a person. 诚实应该是一个人的基本美德。

The invention of electricity is a **capital** advance in science. 电的发明是科学的一项主要进步。



7. Americans **rush out** to see Disney films, and then replay them—on **videotapes**...

(Para. 4)

Meaning: Americans are eager to go out to see Disney films, and then watch them again—by watching videotapes...

rush:

v. (cause to) go or move suddenly and with great speed or energy (使)急速行进; (使)突然猛冲

They **rushed** up the stairs. 他们冲上了楼梯。

Steve **rushed** into her room without knocking first. 史蒂夫没敲门就闯进了她的房间。

n. [C] a sudden rapid and often urgent movement 冲; 急速行进

The tide comes in with a sudden **rush** here. 潮水向这边急速涌来。

I'm in such a **rush** that I can't stop. 我要赶时间, 不能停留。

rush out: move out very quickly 赶紧出去

They **rushed out** of the house into the street upon hearing the fire alarm. 听到火警, 他们赶快跑到室外街上。

The whole city **rushed out** to celebrate the festival. 全城的人都跑出来庆祝节日。

videotape:

n. [C; U] (a container holding a long piece of) tape on which pictures, e.g. a television show, are recorded and can be played back 录像带; 录影带

By the 1990s **videotape** was familiar to most television viewers in developed countries. 到20世纪90年代, 发达国家中的电视观众对录像带已经很熟悉了。

The hotel **videotape** shows that the suspect went into Room 317 at 3:15 pm. 旅馆录像带显示疑犯是在下午3点15分进入317房间的。

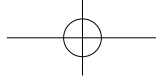
vt. make a recording of (a TV show, etc.) on videotape 把(电视节目等)录在录像带上; 拍摄录像

Since my father works at night, I always **videotape** TV programs for him to watch during the day. 因为我爸爸上夜班, 所以我总是把电视节目录下来, 以便他白天看。

The young couple love to **videotape** their new baby when she cries: it is fun to watch the **videotape** later. 那对年轻夫妇喜欢将新生儿大哭的样子录下来, 以后看看会挺有趣的。

8. ... they **make trips to** Disneyland and Disney World, where they stay in Disney hotels and eat Disney food... (Para. 4)

Meaning: ... they travel to visit the two wonderful amusement parks of Disney:



Disneyland and Disney World. They stay in hotels owned by Disney and eat in restaurants owned by Disney.

make a trip/trips to: pay a visit to 旅行; 旅游

My boss **makes** several business **trips to** Asia every year. 我的老板每年要到亚洲出几趟差。

Making a trip to Louvre Museum is the dream of many young artists. 去卢浮宫博物馆参观是许多年轻艺术家的梦想。

9. The world of Disney is becoming **anything but** small. (Para. 5)

Meaning: The influence of Disney is becoming far from small.

anything but: not at all, far from 根本不; 一点也不

That little bridge is **anything but** safe. 这座小桥一点也不安全。

The result is **anything but** successful. 结果很不成功。

10. All this makes some people **more than a little** upset. (Para. 6)

Meaning: This makes some people very worried.

Notice “all this” refers to what is mentioned before: Disney is affecting every aspect of people’s life.

more than a little: very, much 非常; 极其

I was **more than a little** annoyed; I was totally shocked. 我非常生气; 我震惊极了。

In completing the task, we got **more than a little** help from our friends. 在完成任务的过程中, 我们从朋友那里获得了很大的帮助。

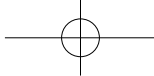
11. Harold Bloom, a professor at Yale University, **provides** an examination of the cultural history of Western society. (Para. 6)

Meaning: Harold Bloom, a professor at Yale University, presents a detailed study of the history of the Western culture.

provide: vt. cause or arrange for (someone) to have or use (something needed or useful)
提供; 供给

The organization was set up to **provide** a place where problems could be discussed. 成立这个组织的目的是为了提供一个讨论问题的地方。

Sheep **provide** us with wool. 羊为我们提供羊毛。



12. At the end of this road lies cultural **uniformity of the worst kind**. (Para. 7)

Meaning: If it goes on like this, finally the Western culture will be the same all over, with no variations, and it could be the worst type.

uniformity: *n.* [U] the quality of being uniform 一样; 相同; 一贯

The storm is coming soon and the sky has become a **uniformity** of greyness. 暴风雨就要来临了, 天空一片灰暗。

I didn't like the **uniformity** of clothes that people wore in the 1970s. 我不喜欢 20 世纪 70 年代人们呆板的穿着。

of the worst kind: of the worst type or sort of person or thing 最糟糕的

The party we had last night was one **of the worst kind**. 昨晚的晚会真是糟糕透顶。

That earthquake was a natural disaster **of the worst kind** in US history. 那次地震是美国历史上最严重的自然灾害。

13. This is becoming a popular **opinion** in universities around the world. (Para. 8)

Meaning: People in many universities around the world agree to this view.

opinion: *n.* [C; U] what a person thinks about something 意见; 看法; 主张

His **opinion** is based on plenty of good experiments, so it's believable. 他的这个观点是以多次成功试验为基础而提出的, 因此比较可信。

Some people don't like his long hair, but in my **opinion**, wearing long hair makes him look like an artist. 有些人不喜欢他的长发, 可是我认为, 蓄长发使他看起来像艺术家。

14. Disney products... have always seemed to me seriously **sub-adult**. (Para. 9)

Meaning: In my opinion, Disney products have always seemed to be made only for young people.

Notice: Disney films are very popular in America because parents take their children to see them. Adults don't usually seek out Disney films to watch if they are childless, because Disney makes children's movies that are of limited interest to grown-ups.

sub-adult:

adj. not fully adult; not fully grown or developed 未成年的

This idea is typically **sub-adult**. 这种想法是典型的未成年人思想。

n. [C] a man or animal that is not fully adult 未成年的人 (动物)

The young man's behavior shows that he is a **sub-adult**. 那个年轻人的行为举止说明他是一个未成年人。

15. Those who **oppose** Disney (and there are many) see its films and **by-products** as sexist, racist and as simpler, cheered-up accounts of American history and **folklore**.
(Para. 10)

Meaning: Those who are against Disney—and there are many of them—think that its films and other related products show the idea that men are superior to (比……优越) women, that white people are superior to people of other races. They also tell American history and American traditional stories in a simpler and more delightful way.

oppose: *vt.*

1) disagree with something such as a plan or idea and try to stop it from happening or succeeding 反对

I would just like to say that I neither support nor **oppose** him. 我想说的是我既不支持他，也不反对他。

Some people who **oppose** cloning also object to the use of animals as research tools. 有些反对克隆技术的人也反对把动物作为研究工具。

2) fight or compete with another person or group in a battle, competition or election 反抗；对立

Two hundred more soldiers joined the battle to **oppose** the enemy. 又有 200 名战士加入了战斗，和敌人对抗。

Is it possible for the two **opposing** sides to make peace? 对立双方有可能和解吗？

by-product: *n.* [C] something additional that is produced during the making of something else 副产品

Steam is produced as a **by-product** of the power station. 蒸汽是发电厂的副产品。

Bags are a **by-product** of the shoe-making factory. 书包是鞋厂的副产品。

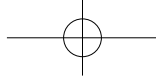
folklore: *n.* [U] the traditional stories, customs, etc. of the ordinary people of a certain area 民间传说；民俗

The library has a large collection of **folklore** around the world. 该图书馆藏有世界各国的很多民间传说。

Folklore about the sun shows that humans have attempted to explain the sun in terms of their own world views. 有关太阳的传说表明了人类一直试图通过自己的世界观来诠释太阳。

16. There's a kind of protection **at work** here... (Para. 11)

Meaning: Disney people have done this because they are influenced by the idea of protecting something...



at work: having an influence or effect 在起作用

Crime in this area is controlled, and this shows that the effort of the police is **at work**. 这个地区的犯罪情况得到控制，可见警方的努力在起作用。

He began to talk nonsense after having two drinks: obviously alcohol was **at work**. 他喝了两杯酒后就开始胡说八道，显然酒精起作用了。

17. Like all those opposed to Disney, he can list, in detail, Disney's many crimes against culture... (Para. 11)

Meaning: Like all those people who are against Disney, he can give lots of details about the many bad things Disney have done to culture...

be opposed to: disagree with (a plan, a type of behavior, etc.) 反对；不同意

Aunt Mary is a traditional woman and **is** totally **opposed to** women going out to work. 玛丽阿姨是个非常传统的人，她完全反对妇女出去工作。

They **are** strongly **opposed to** the development of nuclear weapons. 他们强烈反对开发核武器。

in detail: giving lots of details 详细地

I understand how a computer works in a general way, but not **in detail**. 我知道电脑的一般工作原理，但是详细情况就不清楚了。

Some points about this report need to be discussed **in more detail**. 这份报告有些方面还需要进一步详细讨论。

crime: *n.* [C; U] an offence which is punishable by law; an illegal activity 罪行；犯罪

The new government promised to take measures to combat **crime**. 新政府承诺要采取措施打击犯罪。

Different people have different ideas about whether poverty causes **crime**. 关于贫穷是否导致犯罪，不同的人有不同的看法。

Notice: "crime" goes with "against". For example:

The government is criticized for its crime **against** human rights. 该政府因践踏人权而受到批评。

He was arrested for his crime **against** his country. 他因为叛国罪而被捕。

18. ... he is very angry, for example, about the treatment of American Indians in Pocahontas. (Para. 11)

Meaning: For instance, he feels very unhappy about the improper way they deal with American Indians in the film *Pocahontas*.

treat: *vt.*

1) act, behave, or react towards someone or something in a certain way 对待；看待

Some people **treat** their pets like members of their families, or perhaps even better. 有些人对待宠物就像是自己的家人一样，甚至比对待家人还要好。

Some shop owners say they will **treat** consumers as God but this promise is only a lie. 有些店主说他们要把顾客当上帝一样对待，但是这种承诺不过是谎言而已。

2) deal with or handle in the stated way 处理

After finding out what was wrong with the patient, the doctors discussed how to **treat** it. 医生们在确诊病情后，开始讨论治疗方案。

Knowing how to **treat** someone in an emergency can mean the difference between life and death. 知道如何在紧急情况下正确处理伤员，这关系到生死问题。

treatment: *n.* [U] the act or manner of treating someone or something 对待方式；待遇；处理（方式）

All visitors should receive proper **treatment**. 每个来访者都应该得到礼貌的接待。

Indian: *n. & adj.*

1) [C] (someone) belonging to or connected with any of the original peoples of America 印第安人；印第安的

The American **Indians** are generally believed to be descendents of Asian hunters who came to America about 40,000 years ago. 美国印第安人被普遍认为是 4 万年前来到美国的亚洲猎人的后代。

In recent years, the **Indian** condition in the US has been somewhat improved. 近年来，印第安人在美国的处境有了一定的改善。

2) [C] (someone) belonging to or connected with India 印度人；印度的

Columbus thought he had arrived in **India**, so he called the people he saw “the **Indians**”. 哥伦布以为自己到了印度，所以把所见的人叫做“印度人”。

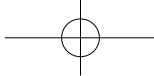
The **Indian** family moved to the US two years ago. 那家印度人两年前移居美国。

19. ... the entire history of what happened to the Indians, which some people would call the murder of their people is sort of played out as a love story... (Para. 12)

Meaning: ... in some people's opinion, what the Indians experienced from the beginning to the end would be called the killing of their people. But in the film, it somehow became a love story.

murder:

n. [C; U] the crime of killing a person intentionally 谋杀（罪）



This is the man who committed the **murder**. 他就是犯了谋杀罪的那个人。

Canadian **murder** rates as a whole are much lower than the American ones. 加拿大的谋杀罪发生率总体上比美国的低得多。

vt. kill (a person) illegally and intentionally 谋杀 (某人)

The man was said to have **murdered** his uncle for his money. 据说那个人为了钱财谋杀了自己的叔叔。

The police found out that the man had not killed himself: he had been **murdered**. 警方发现他不是自杀的, 而是被谋杀的。

sort of: in some way or degree (非正式) 在一定程度上; 有一点

In spite of her faults I **sort of** like her. 虽然她有错, 但是我还是有点喜欢她。

When she heard the news, she was **sort of** in a shock. 她听到那个消息后有点吃惊。

play out: be shown as a film or a play, perform 演戏; 演出

In this movie, the war between the two nations was **played out** as a comedy. 在这部影片中, 两国之间的战争被上演成一出喜剧。

The story about Lei Feng was **played out**. 雷锋的故事被搬上了银幕。

20. ... Disney has become a **basic** educator of America's children, most of whom will be able to perform every word of *The Lion King* long before they even learn US President Abraham Lincoln's historic Gettysburg Address. (Para. 13)

Meaning: ... Disney has become the primary teacher of American children. Most of these children can remember and say every word in the Disney film *The Lion King*, much earlier than they learn the important Gettysburg Address by President Abraham Lincoln.

basic: *adj.* more necessary than anything else; on which everything else rests 基本的; 基础的; 根本的

They seem to have mastered the **basic** language structure, but they find it difficult to talk in English. 他们似乎已掌握了基本的语言结构, 可是他们觉得说英语时有困难。

Food, clothing and shelter are all **basic** necessities of life. 食物、衣物和住房是基本的生活必需品。

lion: *n.* [C] a large yellowish-brown animal of the cat family that eats meat, and lives in Africa and parts of Southern Asia 狮子

The angry **lion** paced up and down in its cage. 那只愤怒的狮子在笼子里走来走去。

Lions are considered to be the kings of the forest. 狮子被认为是林中之王。

king: *n.*

1) [C] the most important man or male animal in a group, especially a chief among

competitors（同类人或动物中的）最重要者；（竞争者中的）大王

The eagle is regarded as the **king** of birds. 鹰被认为是百鸟之王。

People regard gold as the **king** of metals. 人们把黄金当作金属之王。

2) [C] (the title of) the male ruler of a country 国王；君主

The play is about a **king** and queen of Denmark and their son. 这个话剧是关于一个丹麦国王和王后及其儿子的故事。

When the **king** died, his people were very sad. 当国王去世后，他的子民们非常悲伤。

long before: much earlier than 早在……以前

Long before radio was invented, he mentioned the idea of TV in his books. 早在收音机发明之前，他就在书里提及了电视这一概念。

The hall had been packed with newspapermen **long before** the government officials announced the important news. 在政府官员发布重要新闻之前，大厅里早就挤满了记者。

21. However, even the most strongly opposed are quick to note that Disney has many positive values—cheerfulness, good-hearted fun, and a tradition of artistic quality—that help explain its success. (Para. 14)

Meaning: But even those who dislike Disney most see the strength of Disney quickly: it is lively and makes people happy; it provides kind pleasure; and it has always been creative. That's why it has become so popular.

be quick to do something: act with speed 很快做（某事）

Some people **are quick to** show their feelings; others hide them. 有些人感情外露，有些人则很含蓄。

Mary **is quick to** learn languages: she can speak three languages now. 玛丽学语言很快，现在都可以说三种语言了。

positive: *adj.*

1) leading to practical action 积极的；有助益的

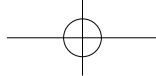
This **positive** class environment makes me like it a lot. 那门课的课堂气氛很活跃，所以我很喜欢。

Even though the newspaper makes mistakes, most of its effects are **positive**. 尽管报纸也出错，但是它的影响大部分还是好的。

2) (of a person) having no doubt; sure (人) 确信的；有把握的

The police did not have a **positive** answer as to who the killer was. 警方还不能确定谁是凶手。

She was **positive** that John would help her out of trouble. 她肯定约翰会帮她走出困境。

**value:***n.*

- 1) [singular; U] the usefulness, helpfulness, or importance of something 用处, 益处, 实用性

This tool has great **value** in many fields. 这个工具在许多领域大有用处。

Someone thinks that the invention of little **value** is to waste time. 有人认为毫无实用性的发明是浪费时间。

- 2) [C; U] the worth of something in money 价值

The government is considering further action to keep the dollar from falling in **value**. 政府正在考虑采取行动阻止美元贬值。

The true **value** of this painting must be at least \$500. 这幅画的真正价值至少有 500 美元。

vt.

- 1) consider to be of great worth 尊重; 重视

Time is treated as if it were something real, because people **value** time highly. 时间被看成是一种实实在在的东西, 这是因为人们认为它非常宝贵。

Money that one easily comes by is often lightly **valued**. 人们往往把轻易得来的钱财不当回事。

- 2) calculate the price or worth of 评价; 估价

They **value** everything in terms of money. 他们事事都拿金钱来衡量。

The expert is good at **valuing** old paintings. 这个专家善于为古画估价。

22. Critical or not, most of those who oppose the company are Disney customers themselves. (Para. 14)

Meaning: Whether they are trying to find fault with Disney or not, most of the people who are against Disney are actually receiving services from Disney too.

critical: *adj.*

- 1) finding fault; judging severely 吹毛求疵的; 严厉批评的

The boss was **critical** of his men who were slow and careless. 老板严厉批评了他的手下, 因为他们干活又慢又粗心。

He could be **critical** about everything else in the world, but not about Mary, his loving child. 他对世界上的任何东西都可能吹毛求疵, 但唯独对自己的宝贝女儿玛丽不是如此。

- 2) providing a careful judgment of the good and bad qualities of something 批评的；评判的

He received serious **critical** comments on his carelessness in the work. 他因为工作粗心大意而受到了严厉批评。

The teacher taught the students how to read in a **critical** way to distinguish between facts and the writer's opinions. 老师教学生如何用批判性的眼光来区分哪些是事实、哪些是作者的观点。

- 3) of or being a moment when a sudden change to a better or worse condition is likely 决定性的；关键性的

It is reported that the meeting will be **critical** as many important decisions will be made. 据报道，本次会议将做出许多重要决定，因此意义重大。

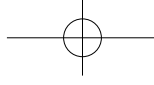
She explained that the needed gene was **critical** for the future of her research. 她解释说这种急需的基因是她进一步研究的关键。

SECTION



Suggestions for Teaching Text C

- I. In this section, the students are supposed to have a clear understanding of the following points:
1. Invitation letters can be divided into two kinds—informal invitation letters and formal invitation letters. Invitation cards are sometimes used to replace formal invitation letters.
 2. Formal invitation letters or cards are used between companies, schools or some other institutions (机构), for some formal social events. Informal invitation letters are used between friends or relatives.
 3. Learn the typical form of each invitation letter or card by reading the samples at the beginning of Section C of the *Student's Book*.
 4. Learn how to write them clearly or fill in the card correctly.
- II. The following are some sentence patterns commonly used in invitation cards or invitation letters.
1. I'd like... to come to dinner.



2. Request the pleasure of...
3. The favor of a reply is requested.
4. May I have the honor of your company at dinner?
5. We sincerely hope you can attend...
6. Please confirm your participation at your earliest convenience.
7. The reception will be held in..., on...
8. We thought it would be pleasant to have some of our friends to celebrate...
9. Please let me know as soon as possible if you can come and tell me when you will be able to do so.
10. We'll be awaiting your arrival on the twelfth.

III. Group Activities

Divide the students into several groups. Suppose each group is a company and the group can name their own company at their will. In each company, there is a big event to take place in the near future. Therefore, each group needs to invite a VIP or other companies to take part in this event. Ask each group to discuss and work out a formal invitation letter and make an invitation card respectively.

PART III

KEY TO EXERCISES

SECTION

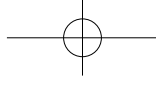
A

Reading Out

- 1) peace 2) but 3) Even so 4) by 5) taking 6) in

Getting the Message

1. Downey, California; 1953



2. the building was damaged in an earthquake and the restaurant is losing money
3. they have good memories of that old McDonald's
4. rewrite the history
5. tell the story of the first McDonald's and show people's different attitudes toward the restaurant

Using the Right Word

- | | | | |
|-------------|-------------|---------------|---------------|
| 1. location | 2. denied | 3. amount | 4. damage |
| 5. claim | 6. actually | 7. inspecting | 8. structures |

Working with Expressions

- | | | | |
|---------|---------|---------|---------|
| 1. in | 2. with | 3. of | 4. from |
| 5. down | 6. away | 7. with | 8. down |

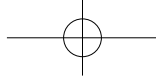
Focusing on Sentence Structure

- A**
1. There is no room for four people on the back seat of the car.
 2. There is room for 50 people in this restaurant.
 3. This is an order: there is no room for argument.

- B**
1. He raised the radio close to his ear. Even so, he could not hear anything at all.
 2. The team was defeated again yesterday. Even so, there is still hope to win in the final round.
 3. The man had not received any formal education, but even so, he became a famous writer.

Translating

- A**
1. The house was on fire and the people inside were in danger of losing their lives.
 2. He cannot afford to buy such a nice house.
 3. Although this idea may sound strange, it does make sense.
 4. John seems (to be) a nice person. Even so, I don't trust him.



- B**
1. 虽说第一家麦当劳餐馆只售汉堡包和薯条，它还是成为了一种文化象征。
 2. 这些人想到餐馆连同他们美好的回忆一起将被摧毁，感到很气愤。
 3. 他们在利用那次地震作借口。
 4. 有人认为麦当劳想关闭这家餐馆的真正原因与金钱无关。

Using Topic-related Terms

- | | | |
|--------------|------------|----------------------|
| 1) torn down | 2) damaged | 3) a cultural symbol |
| 4) rewrite | 5) denies | 6) find peace |

Basic Writing Skills

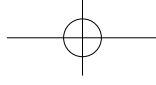
1. Sometimes what appear to be problems (is, are) easily solved.
2. Joan is one of those people who (go, goes) out of their way to be helpful.
3. He is the only one of those boys who (is, are) willing to help others.
4. Attending on-campus concerts (is, are) part of the pleasure of college life.
5. To translate this into English (need, needs) hard work.
6. Living on that island for three months (was, were) an unforgettable experience for me.
7. Parking along the road (was, were) six heavy trucks.
8. He is not the only football fan in his family, so (is, are) his brother, sister, and his uncle.

SECTION

B

Getting the Message

1. **B.** Disney had always been successful, but this time it failed. So it was something rare for it to admit defeat.
2. **C.** Radio Disney is not mentioned in the text.
3. **C.** Professor Bloom said, "At the end of this road lies cultural uniformity of the worst kind." This means that the culture will become the same all over if it goes on like this.
4. **D.** The author gave the example of *Pocahontas*. In the film, the murder of the Indians was played out as a love story. So it was not true to the history.



5. B. We can see from the text that Disney has great influence on people's lives and has become a symbol of American culture, although some people are against it. The title shows this too.

Using the Right Word

- | | | | |
|---------------|-------------|------------|------------|
| 1. purchasing | 2. critical | 3. defeat | 4. opposed |
| 5. values | 6. provide | 7. treated | 8. uniform |

Working with Expressions

- | | | | |
|------------|--------|-------|--------|
| 1. at | 2. out | 3. to | 4. out |
| 5. against | 6. on | 7. to | 8. in |

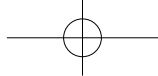
SECTION



- A** 1) Mr. and Mrs. Zhang Hua 2) dinner 3) Friday 4) 18th
 5) January 6) 7:00 7) pm
 8) Suite 402, No. 120 Jianguo Road (W)

- B** 1) We take pleasure in inviting you to 2) from 12 to 15 October, 2008
 3) newly designed samples 4) be on exhibition
 5) please inform us of your date of arrival

- C** 1) the honor of your presence 2) a reception in White Cloud Hotel
 3) the 9th September, 2008 4) 7:00 pm to 8:00 pm



PART IV

READING PASSAGE TRANSLATION

Text A

第一家麦当劳餐馆

虽说第一家麦当劳餐馆只售汉堡包和薯条，它还是成为了一种文化象征。如今，在加州南部唐尼市，人们正努力保住历史上第一家麦当劳餐馆。然而，麦当劳却称这幢房子应该拆掉。

坐落于加州唐尼的这家餐馆建于1953年，是美国所有带双拱形金色标志的建筑中历史最久的，它的设计也是麦当劳最早的建筑设计。

许多人对那家老餐馆有着美好的回忆。这些人想到餐馆连同他们美好的回忆一起将被摧毁，感到很气愤。

麦当劳方面解释说，那家老店在一次地震中遭到损坏，因此必须拆掉。不过，唐尼的许多人却不同意这种说法。

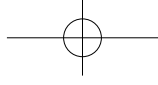
有位女士说：“我认为这件事太可怕了。他们在利用那次地震作借口。这是一个极大的谎言。”

另一位唐尼市居民说：“我非常难过。他们一点也不尊重公众的意见，甚至都没试着这样做。他们可以稍加修理，使它再成为一家好餐馆。”

麦当劳的经理们说餐馆设在那个位置一直在亏本。那儿没有地方可以开辟“免下车外卖窗口”，里面也没有地方安排座位。他们说，那次地震后这个餐馆就没办法修了。不过那些经理们想在其他位置按原餐馆再仿造一家。

但是房屋检修人员说该建筑是可以修理的，不过费用很高。许多人说这个费用麦当劳当然承受得起。有人认为麦当劳想关闭这家餐馆的真正原因与金钱无关。

现代的麦当劳餐馆常常有一个牌子，声称有个叫雷·克罗克的男人于1955年在伊利诺伊州创办了首家麦当劳餐馆。然而事实是，克罗克先生的快餐生意实际上是从唐尼市的迪克·麦当劳和麦克·麦当劳那里学来的。后来克罗克先生买下了他们的餐馆。



因此，尽管公司竭力否认，唐尼镇的许多人还是认为麦当劳是想篡改历史。

在当地的历史学家看来，这种解释颇有道理。有位历史学家说：“历史不容篡改。雷·克罗克没有创建麦当劳。创建麦当劳的是麦氏兄弟。”

这些天来，一组历史学家希望将该处建筑列入国家历史文物保护单位名册，这样，唐尼镇就能使麦当劳免遭拆除。麦当劳的经理们非常恼火，因而将房屋弃置一旁。

人人都希望麦当劳经理们与唐尼的居民很快达成一致。房子仍在，但窗子用木板封了起来。即便如此，人们仍开车前来纪念他们的麦当劳，想抢在它被拆除前拍照留念，留下历史上的珍贵一刻。

Text B

迪斯尼——美国文化的一面镜子

去年秋天，沃尔特·迪斯尼公司做了一件罕见的事情：它承认自己争取在弗吉尼亚州建造一个历史主题公园的努力失败了。公园原本打算命名为“迪斯尼美国公园”。

不过，有些人会这样想，迪斯尼只不过是输了一次战斗，但赢了一场战争，这是因为，这些年来人人似乎都生活在迪斯尼的美国。

随着迪斯尼公司在上月购买了美国广播公司大都会电视台网之后，这家由沃尔特·伊莱亚斯·迪斯尼在 1923 年创建的公司进一步代表了美国文化。确实，很难再找出另一家公司像迪斯尼这样受到美国人如此普遍的尊敬，甚至可以说普遍的热爱。

美国人争着去看迪斯尼拍的电影，然后再重看电影录像；他们给孩子念迪斯尼的故事；他们在迪斯尼电视频道上观看迪斯尼节目；他们去迪斯尼乐园和迪斯尼世界游玩，在那儿他们住的是迪斯尼饭店，吃的是迪斯尼食品；美国人还在迪斯尼商店里购买迪斯尼商品，耳边听的是迪斯尼歌曲唱片。

迪斯尼的世界可真不小啊！

这一切让有些人感到忧心忡忡。耶鲁大学教授哈罗德·布卢姆对西方社会的文化历史做了一番审视。

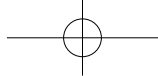
“这条路走到最后的结果便是再糟糕不过的文化单一性。实在太可怕了。”

这一观点在世界各地的大学越来越受到认同。

“迪斯尼产品，”宾州大学的英语教授保罗·富塞尔说，“在我看来实在很幼稚。”

反对迪斯尼的人（而且为数不少）认为迪斯尼电影及其副产品充满了性别歧视和种族歧视，是美国历史及民间传说的简化版、轻松版。

“这其中有一种偏袒护短的倾向，”宾州州立大学的一位教授亨利·吉罗说。和其他



迪斯尼的反对者一样，他详细地列举了迪斯尼所犯的文化罪行：比如，迪斯尼在《风中奇缘》一片中对美国印第安人那段悲惨历史的种种处理手法就令他非常气愤。

“我的意思是，印第安人遭遇的整个历史，有人称之为对印第安人的屠杀，而在该片中却被演绎成一个爱情故事，”他愤愤不平地说。

吉罗认为迪斯尼已经成了美国孩子的主要教育者，这些孩子早在学习美国总统亚伯拉罕·林肯那篇具有历史意义的葛底斯堡演说之前，大多数就能背诵《狮子王》中的每句台词了。

尽管如此，最强烈的反对者也很快指出了迪斯尼具有的诸多价值：轻松愉快、善意为趣、优良的艺术传统，这些都是迪斯尼成功的原因。不管是否存心挑剔，反对迪斯尼公司的那些人自己大多也是迪斯尼的顾客。