

# Contents

## UNIT 1 Home and Family 1

Leading In and Exploring the Topic	1
Section A	3
<b>Text A:</b> I Am Home	
Section B	12
<b>Text B:</b> The Edge	
Section C	18
<b>Practical Writing:</b> Writing E-mail Messages	

## UNIT 2 Advertising 23

Leading In and Exploring the Topic	23
Section A	25
<b>Text A:</b> Advertising	
Section B	35
<b>Text B:</b> Advertising Persuades	
Section C	41
<b>Practical Writing:</b> Understanding and Writing “Help Wanted” Ads	

## UNIT 3 Life Experience 45

Leading In and Exploring the Topic	45
Section A	47
<b>Text A:</b> Life Is Full of Choices	
Section B	56
<b>Text B:</b> The Accident	
Section C	63
<b>Practical Writing:</b> Placing Orders	

## UNIT 4 A Defining Moment 71

Leading In and Exploring the Topic	71
------------------------------------	----

Section A	73
<b>Text A:</b> A Defining Moment	
Section B	83
<b>Text B:</b> Have a Little Faith	
Section C	89
<b>Practical Writing:</b> Filling In Invoices	

## **UNIT 5** Customs **93**

Leading In and Exploring the Topic	93
Section A	95
<b>Text A:</b> Naming Customs	
Section B	105
<b>Text B:</b> Getting Along in the USA: Some Customs and Culture Tips	
Section C	112
<b>Practical Writing:</b> Revision (1)	

## **UNIT 6** The Internet: Its Benefits and Problems **117**

Leading In and Exploring the Topic	117
Section A	119
<b>Text A:</b> Social Isolation and the Internet	
Section B	129
<b>Text B:</b> Tired of Google? Tired of Life!	
Section C	137
<b>Practical Writing:</b> Writing Business Letters (1)	

## **UNIT 7** Achieving Success **143**

Leading In and Exploring the Topic	143
Section A	145
<b>Text A:</b> Six Keys to Success	
Section B	155
<b>Text B:</b> Dell Boy Made Good	
Section C	162
<b>Practical Writing:</b> Writing Business Letters (2)	

## **UNIT 8** Seeking a Job and Career **167**

Leading In and Exploring the Topic 167

Section A 169

**Text A:** New College Grad Job-Seeker Story

Section B 179

**Text B:** How to Plan Your Career

Section C 186

**Practical Writing:** Understanding and Writing Company Descriptions

## **UNIT 9** Human Relationships **189**

Leading In and Exploring the Topic 189

Section A 191

**Text A:** Couple Finds Being “Two of a Kind” Is a Recipe for Happiness

Section B 200

**Text B:** Business Partners

Section C 208

**Practical Writing:** Understanding and Writing Product Descriptions

## **UNIT 10** Smart Machines and People’s Life **211**

Leading In and Exploring the Topic 211

Section A 213

**Text A:** The Machine That Knows Your Face

Section B 222

**Text B:** All Play and No Work

Section C 229

**Practical Writing:** Revision (2)

## **GLOSSARY** **233**