



# 1 Career Development

Unit

## Leading In and Exploring the Topic

### Leading In

Whether you like it or not, you will have many changes in your life—there could be a change in your job, lifestyle or education. A positive outlook and willingness to accept changes will no doubt help you adjust well and know “the best is yet to come.”

## Exploring the Topic

In the world today, there are so many kinds of jobs, and these jobs are very different from those in the past. What's more, there appears an interesting tendency—many of us are taking advantage of our spare time to attend varieties of training classes, to improve our computer competency, to further our foreign language skills, or to develop ourselves otherwise. This tendency has also involved many middle-aged people. We should all get ourselves fully ready to accept changes in our life, or to face the pressure from social competition.

Work in pairs and ask each other the following questions while checking (✓) the answers and providing your own in the blanks. Please notice that the questions are open-ended with no right or wrong answers.

1 WHAT TYPE OF JOB DOES YOUR FATHER/MOTHER DO?	
My father/mother is a(n)	My partner's father/mother is a(n)
<input type="checkbox"/> office clerk	<input type="checkbox"/> office clerk
<input type="checkbox"/> factory worker	<input type="checkbox"/> factory worker
<input type="checkbox"/> salesperson	<input type="checkbox"/> salesperson
<input type="checkbox"/> teacher	<input type="checkbox"/> teacher
_____	_____
_____	_____

2 BESIDES BOOK KNOWLEDGE, WHAT DO YOU THINK IS THE MOST IMPORTANT PRACTICAL KNOWLEDGE FOR YOUR FUTURE CAREER?	
I think it's	My partner thinks it's
<input type="checkbox"/> language ability	<input type="checkbox"/> language ability
<input type="checkbox"/> computer skill	<input type="checkbox"/> computer skill
<input type="checkbox"/> how to make friends	<input type="checkbox"/> how to make friends
<input type="checkbox"/> how to speak in public	<input type="checkbox"/> how to speak in public
<input type="checkbox"/> how to prepare for a job interview	<input type="checkbox"/> how to prepare for a job interview
_____	_____
_____	_____

## Section A Reading Through

## Text A

# Room for the Future

- 1 At the age of forty-five, my usually well-ordered life was filled with changes.
- 2 After twenty-two years of working for a major bank, a **downsizing** wave resulted in the **elimination** of over one hundred jobs, mine being one of them.
- 3 My once **secure** future now seemed **insecure**. However, I was one of the lucky ones. I was not a single parent, nor **dependent** solely on my **income**, but just like the other **ex-bankers**, I had become a **disposable** employee.
- 4 My belief has always been “change is good, change is progress,” but when it affected my life, I had to **revise** it to “accept change and make the most of it.” From the beginning, I chose to look at this **occurrence** not as a **misfortune**, but as a welcome opportunity. I refused to become **depressed** or bitter; instead, I **eagerly anticipated** doing something new and different.
- 5 Having a positive attitude made all the difference in the way I **perceived** the future. First, I decided to return to college and graduate, a couple of decades later than I should have. Doing this at my age took more than a little **courage**. Not being a graduate had never held me back in my career with the bank, but now it was a personal goal I longed to achieve. With a little fear and a lot of determination, I registered for evening classes, and became an adult student.
- 6 Oral **presentations** were often required for one class. I remember thinking that if I had known this **beforehand**, I would have taken something else to achieve my required credits. By nature, I am a rather **reserved** individual, and speaking in front of people **terrified** me. As I stood in front of the other adults with whom I shared a common goal, my knees were **visibly** knocking, and my **heartbeat** almost **audible**. Somehow, I found my voice and made my presentation with effort. The next time it was easier, and soon, I was starting to enjoy it a little. Later in the year, I even interviewed a local





reporter for an English **assignment**, much to the **amazement** of my teacher. My confidence level rose. Suddenly I felt like I could accomplish anything.

7 During this time, I realized that no matter what life throws our way, personal growth never stops. It comes from within, and needs only to be challenged in order to **surface**. It is entirely possible to step out of one's comfort **zone** to learn something new. My experience of going back to school ended up being far more valuable than just acquiring a **diploma**.

8 The second thing I did to improve my **inner self** was to **reevaluate** my life. It used to be filled with endless, and sometimes meaningless, events. Now, instead of working towards **materialistic** things and personal **glory**, my heart and life are firmly linked around people I care about.

9 Yes, having a **fulfilling** career is important, but it is no longer my reason for being. When I **rejoin** the “rat race,” it will be on my terms, as developing my soul is my first priority. Having **simplified** my life, I am enjoying living now, instead of just existing to make a living.

10 Is there life after banking? You bet there is.

11 The loss of my job was responsible for some positive changes in my life. **Revisiting** the past made room for the future. As I think about the meaning of my belief, “change is good, change is progress,” I realize that I have accepted the change, and am making the most of it.

12 And, I have only just begun. The best is yet to come.

(Words: 606)

## New Words

#**downsize** /'daʊnsaɪz/ *v.*

裁员；紧缩编制

#**elimination** /ɪˌlɪmɪˈneɪʃən/ *n.*

[U] 消除；排除

#**secure** /sɪˈkjʊə/ *adj.*

稳固的；可靠的；稳定的

\***insecure** /ɪˌɪnsɪˈkjʊə/ *adj.*

令人无安全感的；无保障的

\***dependent** /dɪˈpendənt/ *adj.*

(~on) 依靠的；依赖的

**income** /ˈɪnkʌm/ *n.*

[C; U] 收入；收益

#**ex-banker** /eksˈbæŋkə/ *n.*

[C] 前银行工作人员；前银行雇员

#**disposable** /dɪˈspəʊzəbəl/ *adj.*

用完即可丢弃的；一次性的

\***revise** /rɪˈvaɪz/ *vt.*

修订；修正

#**occurrence** /əˈkʌrəns/ *n.*

[C] 发生的事；事件

#**misfortune** /mɪsˈfɔ:tʃən/ *n.*

[C; U] 不幸的事；不幸

\***depressed** /dɪˈprest/ *adj.*

1. 沮丧的；消沉的

2. 萧条的；不景气的

- #eagerly** /'i:gəli/ *adv.*  
热切地; 渴望地
- \*anticipate** /æn'tɪsɪpeɪt/ *vt.*  
预期; 期望
- \*perceive** /pə'si:v/ *vt.*  
理解; 领悟
- courage** /'kʌrɪdʒ/ *n.*  
[U] 勇气; 胆量
- #presentation** /,prezən'teɪʃən/ *n.*  
[C] 介绍; 演讲; 报告
- #beforehand** /br'fɔ:hænd/ *adv.*  
事先; 预先; 事前
- \*reserved** /rɪ'zɜ:vɪd/ *adj.*  
矜持的; 拘谨的; 沉默寡言的
- #terrify** /'terɪfaɪ/ *vt.*  
使……感到惊恐; 使……感到恐惧
- visibly** /'vɪzɪbli/ *adv.*  
易察觉地; 明显地
- #heartbeat** /'hɑ:tbi:t/ *n.*  
[C; U] 心跳
- #audible** /'ɔ:dɪbəl/ *adj.*  
听得见的
- \*assignment** /ə'saɪnmənt/ *n.*  
[C] (分配、指派的) 任务; 作业
- #amazement** /ə'meɪzmənt/ *n.*  
[U] 吃惊; 惊奇
- surface** /'sɜ:fɪs/  
*vi.* (信息或情感) 显露; 暴露  
*n.* [C] 表面; 表层
- \*zone** /zəʊn/ *n.*  
[C] 区域; 地区; 地带
- #diploma** /dr'pləʊmə/ *n.*  
[C] 毕业文凭; 学位证书
- \*inner** /'ɪnə/ *adj.*  
精神的; 心灵的; 内心的

- self** /self/ *n.*  
[C; U] 自我; 自己; 自身
- #reevaluate** /,ri:ɪ'vælju:et/ *vt.*  
重新评价; 重新评估
- #materialistic** /mə'tɪəriə'lɪstɪk/ *adj.*  
实利主义的; 物质主义的
- #glory** /'glɔ:ri/ *n.*  
[U] 荣誉; 光荣
- #fulfilling** /fʊl'fɪlɪŋ/ *adj.*  
使人满意的; 令人满足的
- #rejoin** /,ri:'dʒɔɪn/ *vt.*  
重新加入
- #simplify** /'sɪmplɪfaɪ/ *vt.*  
使简化; 使简易
- #revisit** /,ri:'vɪzɪt/ *vt.*  
1. 重考虑; 再讨论  
2. 再访; 重游

无标记的代表 B 级词汇

\*代表 A 级词汇

#代表超纲词汇

## Phrases and Expressions

- result in** 导致
- make all the difference** 有很大影响; 使大不相同
- hold someone/something back** 阻碍; 妨碍
- by nature** 生性; 本来; 生来
- no matter (what/how/whether, etc.)** 不管什么/怎样/是否等
- rat race** (商界、政界中) 无休止的激烈竞争
- on one's terms** 按照某人(要求)的条件
- you bet** 当然; 一定
- make room for** 为……腾出空间(或时间)

生词总量	B 级词汇	A 级词汇	超纲词汇	课文词数	占课文的比率
37	6	10	21	606	6.11%



## Reading Out

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Fill in the blanks without referring to the original text. Then check your answers against the original. After that, read the passage aloud until you can say it from memory.

During this time, I realized that 1) \_\_\_\_\_ what life throws our way, 2) \_\_\_\_\_ never stops. It comes from within, and needs only to be challenged 3) \_\_\_\_\_ surface. It is entirely possible to step 4) \_\_\_\_\_ one's comfort zone to learn something new. My experience of going back to school 5) \_\_\_\_\_ being far more valuable than just acquiring a(n) 6) \_\_\_\_\_.



## Getting the Message

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Answer the following questions according to the text.

- 1 How many years has the author worked for a bank?
- 2 Why did the author lose his job?
- 3 What has the author's belief about changes always been?
- 4 What did the author decide to do when his life became insecure?
- 5 What was the difficulty he met in one of his evening classes?
- 6 Is the author a sociable or a reserved person?
- 7 What did the author do to amaze his teacher?
- 8 Besides attending evening classes, what else did the author do to improve his inner self?



## Using the Right Word

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Choose the best item to complete each of the following sentences.

- 1 We were very \_\_\_\_\_ by the poor response from the parents.  
A. excited                      B. depressed                      C. delighted                      D. encouraged
- 2 She showed great \_\_\_\_\_ when she heard the bad news.  
A. courage                      B. delight                      C. interest                      D. comfort

- 3 They are making safety a top \_\_\_\_\_.
- A. comfort                      B. nature                      C. priority                      D. glory
- 4 Ellen used to be a shy, \_\_\_\_\_ girl, but now she is outgoing.
- A. reserved                      B. inner                      C. confident                      D. dependent
- 5 I tried to \_\_\_\_\_ Jean after her mother's death.
- A. persuade                      B. cry                      C. tell                      D. comfort
- 6 He put his whole \_\_\_\_\_ into the job, working night and day.
- A. body                      B. money                      C. self                      D. idea
- 7 We used to have \_\_\_\_\_ arguments about politics.
- A. busy                      B. individual                      C. happy                      D. endless
- 8 Those who died bravely in the battle earned great \_\_\_\_\_.
- A. life                      B. pride                      C. glory                      D. happiness

## Working with Expressions

Fill in each of the blanks in the following sentences with a suitable preposition or adverb.

- 1 Isn't it time that the talks resulted \_\_\_\_\_ a decision?
- 2 He had a mother completely dependent \_\_\_\_\_ him.
- 3 Can you make room \_\_\_\_\_ another guest at the dinner table?
- 4 You have a good chance of winning, so why not try—what's holding you \_\_\_\_\_?
- 5 In spite of keen competition, she ended \_\_\_\_\_ the winner.
- 6 \_\_\_\_\_ an effort, he managed not to laugh before the large audience.
- 7 It's not in her nature to be rude; she's polite \_\_\_\_\_ nature.
- 8 You should be working hard instead \_\_\_\_\_ lying there in bed all day.





## Focusing on Sentence Structure

### A Rewrite the following sentences after the model, using the word "instead."

Model:

Let's go swimming in place of going for a walk since it is too hot outside.

→ It's too hot for a walk outside; let's go swimming **instead**.

1 If you don't want to go, I will take your place.

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2 Would you like a cup of tea rather than coffee since there is no coffee left?

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3 If I hadn't got a cold, I'd be working rather than lying here in bed.

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### B Rewrite the following sentences after the models, using the word "somehow."

Model 1:

Don't worry; we'll get the lost money back by some means.

→ Don't worry; we'll get the lost money back **somehow**.

Model 2:

I am not completely sure about the reason why I think she's right.

→ I think she's right **somehow**.

1 It won't be easy, but we'll try to get across the river.

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2 Nobody knew how the dog had escaped.

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3 I know what we're doing is legal, but I don't know why it doesn't feel right.

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## Translating

### A Translate the following into English.

- 1 人人都知道她生性骄傲。(by nature)
- 2 你只有一次机会，所以最好充分利用它！(make the most of)
- 3 事故导致两名乘客死亡。(result in)
- 4 有个好老师后，他的情况完全不一样了。(make all the difference)

### B Translate the following into Chinese.

- 1 After twenty-two years of working for a major bank, a downsizing wave resulted in the elimination of over one hundred jobs, mine being one of them.
- 2 Not being a graduate had never held me back in my career with the bank, but now it was a personal goal I longed to achieve.
- 3 Now, instead of working towards materialistic things and personal glory, my heart and life are firmly linked around people I care about.
- 4 As I think about the meaning of my belief “change is good, change is progress,” I realize that I have accepted the change, and am making the most of it.

## Using Topic-related Terms

All of the following underlined words and expressions are related to career development. Read them closely and then use them to complete the passage that follows. Make changes if necessary.

- I registered for evening classes, and became an adult student.
- Later in the year, I even interviewed a local reporter for an English assignment, much to the amazement of my teacher.
- My experience of going back to school ended up being far more valuable than just acquiring a diploma.
- Instead of working towards materialistic things and personal glory, I put developing my soul my first priority.
- Yes, having a fulfilling career is important.

In order to have a(n) 1) \_\_\_\_\_, many young people, even middle-aged workers, 2) \_\_\_\_\_ for evening training classes and become 3) \_\_\_\_\_ after work. Besides listening to teachers in class, they have to do a lot of 4) \_\_\_\_\_ after class so as to 5) \_\_\_\_\_ when the program finishes. The evening training for improving language and computer abilities will help them a lot not just to achieve 6) \_\_\_\_\_ success and 7) \_\_\_\_\_, but also to develop their inner selves.



## Basic Writing Skills

### Transition Words and Expressions (1)

英语写作中表示时间先后顺序时，可使用以下连接词或短语：

副词或副词短语：first(ly), second(ly), later on, then, subsequently, following that, immediately, next, finally, last 等；介词短语：in the first place, from then on, since then 等。例如：

An example advertisement for your ideal secretary follows, **firstly** in display form, **then** in line ad form.

At the hospital, the doctor **immediately** took Donna to sew her stitches.

**Rewrite the following sentences by using the transition words and expressions provided to show time order.**

Model:

**first, then**

Try to write down the problem. Telephone the landlord.

Key:

**First**, try to write down the problem. **Then**, telephone the landlord.

**1 first, then**

I want to establish some basic points. We can discuss the problem in detail.

**2 at first, later on**

He denied all he had done. He admitted he had cheated in the exam.

**3 from then on**

My friend failed in the exam last year. He worked much harder.

**4 finally**

The plane was delayed by heavy fog for several hours. It took off at six o'clock.

**5 before long**

He was driving fast all the way back from his university. He reached home.

**6 since then**

He left for the United States in 1999. I have not heard a word about him.

**7 following that**

The man made a speech on the current economic situation in China. There were several minutes for questions.

**8 immediately after**

He rushed to the hospital. He heard that her mother was critically ill.



## Section B Reading More

Text B

# What's Your Job, Daddy?

- 1 Not so long ago, when a parent said he was off to work, the child knew very well what was about to happen. His parent was going to make something or fix something. The parent could take his child to his place of business and let him watch while he repaired a car or built a table.
- 2 **Nowadays**, a few fathers still fix engines and build tables, but most do not. Most fathers sit in glass buildings doing things that cannot be understood by children at all. The answers to the question “What kind of work do you do, Daddy?” are likely to be **utter** mysteries to a child.
- 3 “I sell space.” “I do market research.” “I am a **data processor**.” “I am in public relations.” “I am a systems **analyst**.” Such explanations must seem **nonsense** to a child.

How can he **possibly** imagine anyone analyzing a system or researching a market?

- 4 In the common **everyday** job, nothing is made any more. Things are now made by machines. Very little is repaired. The machines make things in such a fashion that the things will quickly fall apart. Repairs will be too expensive. Thus the buyer is encouraged to throw the thing away and buy a new one. In effect, the machines are making **junk**.
- 5 The **handful** of people remotely associated with these machines can, of course, tell their children “Daddy makes junk.” Most of the work force, however, is remote from junk **production**. What do these people do?
- 6 Consider the typical twelve-story glass building in the typical American city. Nothing is being made in this building and nothing is being repaired, including the building itself. **Constructed** as a piece of junk, the building will be **discarded** when it wears out, and another piece of junk will be set in its place.
- 7 Still, the building is filled with people who think of themselves as working. At any given moment during the day perhaps one third of them will be talking into telephones. Most of these conversations will be about paper, for paper is what occupies nearly everyone in this building.
- 8 Some jobs in the building require men to fill paper with words. There are persons who type neatly on paper and persons who read paper and make notes in the margins. Some persons make copies of paper and other persons deliver paper.
- 9 Some persons mail paper. Some persons telephone other persons and ask that paper be sent to them. Others telephone to make sure about where paper reaches. Some persons talk about paper. In the grandest offices, men approve of some paper and disapprove of other paper.
- 10 The **elevators** are filled throughout the day with young men carrying paper from floor to floor and with **vital** men carrying paper to be discussed with other vital men.
- 11 What is a child to make of all this? His father may be so important that he lunches with other men about paper. Suppose he brings his son to work to give the boy some idea of what work is all about. What does the boy see happening?
- 12 His father calls for paper. He reads paper. Perhaps he **scowls** at paper. Perhaps he makes an angry red mark on paper. He telephones another man and says they had better lunch over paper.
- 13 At lunch they talk about paper. Back at the office, the father orders the paper **retyped** and **reproduced** and then sent to another man for **comparison** with paper that was reproduced last year.
- 14 Imagine his poor son **afterward** thinking over the mysteries of work with a friend, who asks him “What’s your father?” What can the boy reply?

(Words: 609)

## New Words

nowadays /'naʊədəɪz/ *adv.*

现在；现今；现时

#utter /'ʌtə/ *adj.*

完全的；全然的；十足的

\*data /'deɪtə/ *n.*

[plural; U] 数据

#processor /'prəʊsesə/ *n.*

[C] (信息) 处理器；(信息) 加工者

#analyst /'ænəlist/ *n.*

[C] 分析者；分析员

\*nonsense /'nɒnsəns/ *n.*

[U] 无意义的话 (或文字)

possibly /'pɒsəbli/ *adv.*

可能；也许

everyday /'evrɪdeɪ/ *adj.*

日常的；普通的；常见的

#junk /dʒʌŋk/ *n.*

[U] 废旧杂物

#handful /'hændfʊl/ *n.*

[C] 少数 (人)；几个 (人)

production /prə'dʌkʃən/ *n.*

1. [U] 生产

2. [U] 产量

#construct /kən'strʌkt/ *vt.*

建造

#discard /dɪs'kɑ:d/ *vt.*

丢弃；抛弃

\*elevator /'elɪvətə/ *n.*

[C] (lift, BrE) 电梯

\*vital /'vɪtəl/ *adj.*

极重要的；必需的

#scowl /skaʊl/ *vi.*

皱眉；怒视

#retype /rɪ'taɪp/ *vt.*

重新打 (字)

#reproduce /rɪ:prə'dju:s/ *vt.*

复制；复印

#comparison /kəm'pærɪsən/ *n.*

[C; U] 比较

\*afterward /'ɑ:ftəwəd/ *adv.*

以后；后来

## Phrases and Expressions

fall apart 散架；破旧不堪

in effect 事实上；实际上

wear out (使) 磨损；用坏

think of... as... 把……当作……；认为

at any given moment 在任何一个特定的时刻

make of someone/something 理解；了解；看待

think over 认真考虑；细想

生词总量	B 级词汇	A 级词汇	超纲词汇	课文词数	占课文的比率
20	4	5	11	609	3.28%

## Getting the Message

Answer the following questions according to the text.

- 1 What did fathers often do for a living in the past?
- 2 Can the children understand what their fathers' jobs are?
- 3 Are things made by human hands nowadays?
- 4 Why does the author say that the machines are making junk?
- 5 What will people do to the products made by machines when they wear out?
- 6 Why do people tend to throw things away instead of fixing them?
- 7 What occupies people who work in those glass buildings?
- 8 Who fills the elevators throughout the day?



## Using the Right Word

Fill in the blanks with the words given below, changing the form if necessary.

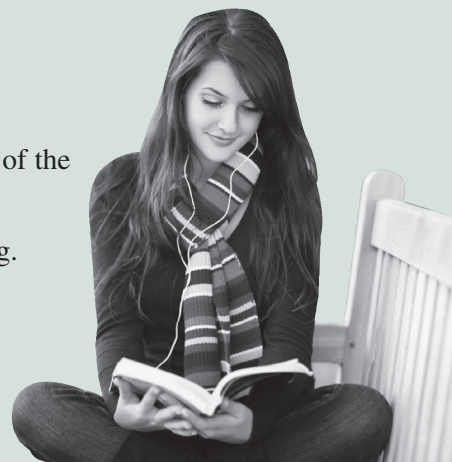
nowadays	production	possibly	occupy
nonsense	afterwards	vital	everyday

- 1 She changed from her \_\_\_\_\_ clothes to her Sunday best on that occasion.
- 2 We used to listen to the radio a lot, but \_\_\_\_\_ we mostly watch television.
- 3 The story \_\_\_\_\_ most of the front page of the newspaper on Monday.
- 4 I don't intend to waste any more time listening to you talk \_\_\_\_\_ .
- 5 When will the new range of computers go into \_\_\_\_\_?
- 6 We had tea, and \_\_\_\_\_ we sat in the garden for a while.
- 7 It's \_\_\_\_\_ that you send that application form off by the twenty-third of this month.
- 8 Nobody can \_\_\_\_\_ run a mile in two minutes.

## Working with Expressions

Fill in each of the blanks in the following sentences with a suitable preposition or adverb.

- 1 This sort of hot food is typical \_\_\_\_\_ the food in the south of the country.
- 2 Those thin shoes will wear \_\_\_\_\_ quickly.
- 3 Can you make anything \_\_\_\_\_ this strange letter?
- 4 Someone had written some words \_\_\_\_\_ the margin of the book.
- 5 He called \_\_\_\_\_ his car and suddenly left the meeting.
- 6 I'm expecting her to come \_\_\_\_\_ any moment.
- 7 Their reply was \_\_\_\_\_ effect saying no.
- 8 Your suggestion is good, but I need to think it \_\_\_\_\_ before I can let you know my final decision.



 **Cloze**

Complete the following passage by choosing the one that fits into the passage.

1) \_\_\_\_\_, computers have become a more and more 2) \_\_\_\_\_ part of our life. Only a(n) 3) \_\_\_\_\_ of people can say that their life has nothing to do with computers. 4) \_\_\_\_\_ any given moment, people 5) \_\_\_\_\_ the world are 6) \_\_\_\_\_ by computers. A(n) 7) \_\_\_\_\_ office employee always starts a day's work by turning on his/her computer. A large amount of 8) \_\_\_\_\_ is managed by computers. We also use computers to 9) \_\_\_\_\_ the system and process the stored 10) \_\_\_\_\_. Besides, we store a lot of important information in our computers, which helps us to 11) \_\_\_\_\_ sure when we forget them. In short, without computers the world cannot turn 12) \_\_\_\_\_. But there are a group of people regarding computers as a(n) 13) \_\_\_\_\_ threat as they occupy our life too much. They encourage people to 14) \_\_\_\_\_ computers and try to do everything by hand. In effect, they believe that one day computers will surely take the 15) \_\_\_\_\_ of human beings and control the whole world.

- |    |              |              |               |                |
|----|--------------|--------------|---------------|----------------|
| 1  | A. Until now | B. Nowadays  | C. Thus       | D. For a while |
| 2  | A. vital     | B. necessary | C. interested | D. colored     |
| 3  | A. lot       | B. lots      | C. handful    | D. part        |
| 4  | A. By        | B. At        | C. In         | D. On          |
| 5  | A. in        | B. on        | C. over       | D. throughout  |
| 6  | A. occupied  | B. moved     | C. using      | D. operating   |
| 7  | A. rich      | B. typical   | C. busy       | D. early       |
| 8  | A. work      | B. products  | C. things     | D. jobs        |
| 9  | A. count     | B. make      | C. analyze    | D. number      |
| 10 | A. numbers   | B. results   | C. things     | D. data        |
| 11 | A. be        | B. feel      | C. make       | D. become      |
| 12 | A. at all    | B. at last   | C. at most    | D. at large    |
| 13 | A. wonderful | B. strange   | C. important  | D. utter       |
| 14 | A. discard   | B. take      | C. bring      | D. leave       |
| 15 | A. role      | B. part      | C. site       | D. place       |

## Section C Practical Writing

### Understanding and Writing Ads for a Product

Read and understand the following sample ad.

#### Sample

#### TAKE A TRIP THROUGH TIME WITH SONY HANDYCAM

Happy Birthday. Party with friends.

Exotic vacations. Joyful weddings. A baby's first smile. Don't let special moments become faded memories.

Enjoy yesterday once more, as often as you wish.

Anytime you want. With all its original color, and exciting sounds perfectly recalled down to the finest detail.

No wonder more people use Sony Handycam—the world's most popular camcorder. It lets you take a trip back into the past, and enjoy the memories of a lifetime.

#### Notes on the sample

广告作为宣传手段，是商品销售的重要环节，目的就是要引起人们对商品的注意并理解其传递的信息，从而说服人们购买这种商品。美国广告协会给广告目标的定义是：Awareness, Comprehension, Conviction, Action（意识、理解、说服、行动）。

广告有两种写法，一种直截了当，说明某种商品质量、性能、价格等，语言较朴实、准确、客观，即所谓“硬卖型”（Hard-sell）；另一种比较委婉，以曲折

迂回的方式说明商品的种种优点, 或者说明需要购买该商品的理由, 即所谓“软卖型”(Soft-sell)。

广告通常由标题、正文、附文、插图等组成。标题对广告来说至关重要。因为大部分读者先看标题, 再决定是否读下去, 因此广告设计者极为重视标题的写法, 绞尽脑汁做到“一语惊人”。正文是广告主体, 说明商品的诸多特点。附文是对广告正文的补充, 通常包括商标、公司名称、地址、电话等。插图可以是照片或图画或漫画, 配合文字推销商品。当然, 并不是所有广告都必须具备这几个部分。一般说来, 标题部分是不可或缺的。

**A Read the sample ad and answer the following questions.**

- 1 What's the advertisement about?
- 2 Is this advertisement a hard-sell type or soft-sell type?

**B Match the following slogans with the products or services they advertise.**

- |  |       |                     |
|--|-------|---------------------|
| 1 Light as a breeze, soft as a cloud.                  | _____ | A. A cosmetic       |
| 2 Freshen up with Seven-up.                            | _____ | B. An airline       |
| 3 The seagull brings you the world of purity and love. | _____ | C. A soft drink     |
| 4 Man invented time, Seiko perfected it.               | _____ | D. Clothes          |
| 5 Clean your teeth and freshen your breath.            | _____ | E. A toothpaste     |
| 6 A world of comfort.                                  | _____ | F. A hotel          |
| 7 Let's spend the night together.                      | _____ | G. A medicine       |
| 8 Saturday Night on Sunday Morning.                    | _____ | H. A washing powder |
| 9 A friend in need is a friend indeed.                 | _____ | I. A video recorder |
| 10 Ensure to erase years from your skin.               | _____ | J. A watch          |

**C** Rearrange the following parts of an advertisement about Pepsi Cola to ensure that it makes sense.

**Come alive!**

**You're in the Pepsi generation!**

- 1 The Pepsi generation? It's a whole lot of people like you!
- 2 Who is the Pepsi generation?
- 3 Famous regular Pepsi—with a cold, clean taste and energy to liven your pace.
- 4 Everyone with a young view of things! Livelier people with a liking for Pepsi Cola.
- 5 Or new Diet Pepsi—with that same honest-to-Pepsi taste and less than a calorie a bottle. Come alive! You're in the Pepsi generation!