



# Unit 1 The mass media

## 单元必备知识默记清单

### Period I Reading-Grammar and usage

核心词汇	1.	vt. 使落入险境;卡住,绊住    n. 陷阱,罗网;圈套;困境,牢笼
	2.	vt. 发布;释放;松开;发泄    n. 释放;发行;排放,泄漏
	3.	n. 救护车
	4.	n. 许多;(一)打;十来个
	5.	vi. & vt. 尖叫;高声喊,发出大而尖的声音    n. 尖叫,尖锐刺耳的声音
	6.	vi. (狗)吠叫    vt. 厉声发令    n. (狗)吠声;短促响亮的人声;树皮
	7.	vi. & vt. (使)窒息;(使)哽咽,(尤指感情激动而)说不出话来
	8.	n. 香烟
	9.	n. 地毯;覆盖地面的一层厚东西
	10.	n. 例子,事例
	11.	adj. 错误的,不真实的;非天生的;假的,伪造的;不真诚的
	12.	n. 公民;市民,居民
	13.	n. 税,税款    vt. 对……征税,使纳税
	14.	vi. 逐步增加    vt. 攀登,爬上    n. 山
	15.	n. 提高;提升;海拔
	16.	n. 奖学金;学术
	17.	n. 类别,种类
	18.	adv. 尽管如此
拓展词汇	1.	adj. 批评的,批判性的;关键的;危急的→ _____ adv. 批判性地; 危急地→ _____ n. 批评家,评论员;批评者,挑剔的人→ _____ vt. 批评,批判;挑剔,指责;评论,评价→ _____ n. 批评,批判
	2.	vi. & vt. 延伸(距离);扩大;延长;伸展→ _____ n. 扩大,延伸; (为非全日制学生开设的)进修部,进修课→ _____ adj. 延长了的,扩展了的→ _____ adj. 广阔的;广泛的→ _____ adv. 广阔地;广泛地
	3.	n. 建筑,建造;建造物→ _____ vt. 建造,修建;组成,创建→ _____ adj. 建设性的→ _____ n. 建造者,制造者,建造商
	4.	adj. 轻微的,次要的→ _____ n. 少数,少数人;少数民族
	5.	n. 洗澡,洗浴;浴缸,浴盆→ _____ vt. (以光线)撒满,覆盖
	6.	adj. 自动的;无意识的,不假思索的→ _____ adv. 自动地;无意识地,不假思索地→ _____ n. 自动化

拓 展 词 汇	7.	<i>vt. &amp; vi.</i> 偷查,调查;研究→ <i>n.</i> (正式的)调查,偷查;科学研 究,学术研究→ <i>adj.</i> 调查研究的→ <i>n.</i> 调查者,偷查员		
	8.	<i>n.</i> 新闻记者,新闻工作者→ <i>n.</i> 报纸,刊物,杂志;日志,日 记→ <i>n.</i> 新闻业,新闻工作		
	9.	<i>n.</i> 优先事项,首要事情;优先权,重点→ <i>adj.</i> 先前的,较早的;优先的,较重要的→ <i>vt.</i> 按重要性排列;优先处理		
	10.	<i>vt.</i> 相矛盾,相反;反驳,驳斥→ <i>n.</i> 不一致,矛盾;反驳→ <i>adj.</i> 相互矛盾的,对立的		
	11.	<i>adj.</i> 事实的,真实的→ <i>n.</i> 事实		
	12.	<i>vi.</i> 相异;意见相左→ <i>n.</i> 差异,差别;差,差额;意见分歧→ <i>adj.</i> 有差异的,不同的		
	13.	<i>n.</i> 结论,推论;结束,结果;签订,达成→ <i>vt. &amp; vi.</i> 断定,推 断出;达成,订立;(使)结束,终止		
	14.	<i>n.</i> 最小值,最少量    <i>adj.</i> 最低的,最小的→ <i>n.</i> 最大 量,最大限度    <i>adj.</i> 最高的,最多→ <i>vt.</i> 使减少到最低限度;使最小化→ <i>vt.</i> 使增加到最大限度		
	15.	<i>n.</i> 金额,款项;总和,总数;全部→ <i>vt. &amp; vi.</i> 概括,总结→ <i>n.</i> 总结,概括    <i>adj.</i> 总结性的,概括的		
	16.	<i>adj.</i> 正确无误的;精确的→ <i>n.</i> 【反】不精确的,不准确的;有错误的→ <i>adv.</i> 精确地→ <i>n.</i> 准确(性);精确(程度)		
	17.	<i>adj.</i> 尽心尽力的→ <i>vt.</i> 犯(罪);承诺,保证;花(钱或时间)    <i>vi.</i> 全心全意投入,忠于→ <i>n.</i> 献身,投入;承诺,许诺;花费		
	18.	<i>n.</i> 辨别力,识别力;歧视,区别对待→ <i>vi.</i> 区别;歧视		
	19.	<i>n.</i> 好奇心,求知欲;奇物,珍品→ <i>adj.</i> 好奇的		
	20.	<i>vt.</i> 创建,创办;建立,兴建→ <i>n.</i> 地基;根据,基础;创建,创 办;基金会→ <i>n.</i> 创建者,创办者		
	21.	<i>n.</i> 政治,政治事务;(个人的)政治观点,政见→ <i>adj.</i> 政治 的→ <i>n.</i> 政治家→ <i>adv.</i> 政治上		
	22.	<i>vt.</i> 谴责,控诉→ <i>n.</i> 控告,起诉		
	23.	<i>n.</i> 行业,职业;同行;宣称,声明→ <i>adj.</i> 职业的,专业的    <i>n.</i> 专业人士		
	24.	<i>n.</i> 戏剧;戏剧性事件→ <i>adj.</i> 激动人心的,引人注目的; 戏剧的;戏剧性的;突然的,巨大的,令人吃惊的→ <i>adv.</i> 戏剧性地;急剧地		
短 语 词 块	1.	消防车	2.	使……得到控制
	3.	爆发	4.	很多,许多
	5.	在危急的情况下	6.	受轻伤
	7.	(警报器)突发巨响	8.	依赖……做某事
	9.	发生	10.	以……为例
	11.	互相矛盾	12.	就……而言
	13.	例如,比如	14.	匆忙下结论

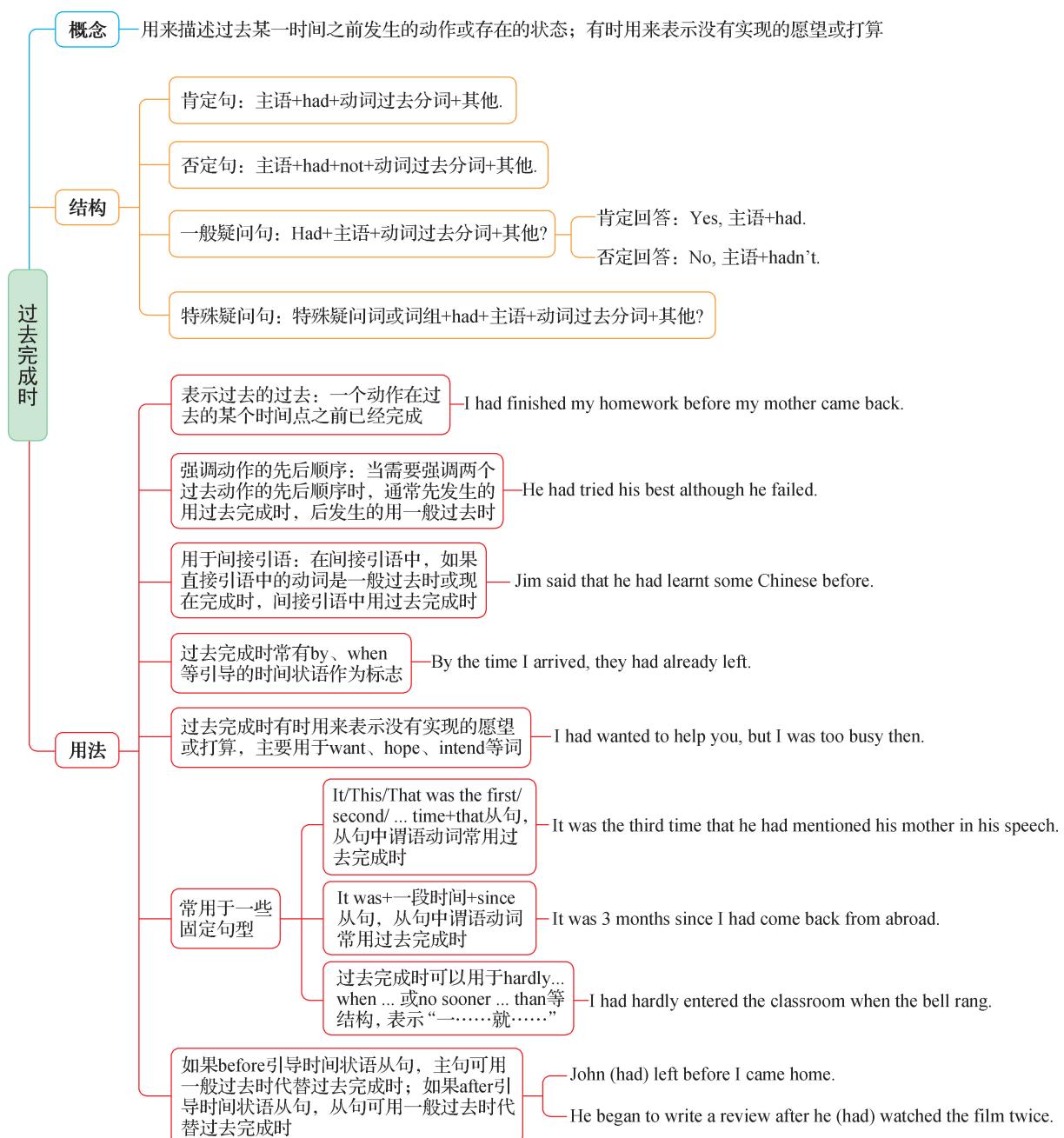
短语词块	15.	揭露,披露	16.	值得一提
	17.	在……到……之间变化	18.	在两者之间
短语词块	19.	总结,概括	20.	对……持批判态度
	21.	致力于	22.	描述,叙述
短语词块	23.	引起公众对……的注意	24.	控告某人(做)某事
	25.	陡增,猛涨	26.	(尺寸和数量上)增加
典型句式	1.	句式要点:which引导非限制性定语从句;be thought to have done句式;现在分词作结果状语;leave+宾语+宾语补足语 教材原句:The fire, _____(被认为起于九楼), spread quickly through the tower block on Sunday night, _____(把高楼层的人们困在里面).		
	2.	句式要点:that引导同位语从句;that引导限制性定语从句 教材原句:There is concern _____ _____ (建造这栋高楼的建筑公司没有遵守消防安全规范).		
	3.	句式要点:sb be about to do sth when句式 教材原句:_____ (我正要洗澡,突然) I heard people screaming and dogs barking.		
	4.	句式要点:It is better to do sth than do sth句型 教材原句:Though journalists are committed to presenting the truth, _____ _____ (最好还是运用我们自己的判断力,而非完全依赖新闻报道).		

**Period II Integrated skills–Project**

核心词 汇	释义
1.	vt. & vi. 是发生……的时间(或地点),见证;目击;作证;是……的迹象    n. 目击者,见证人;证人
2.	n. 计算机平台;站台,月台;讲台,舞台
3.	n. 图表;海图    vt. 记录;制订计划;绘制区域地图
4.	n. 途径,渠道;电视台;频道;方法;水渠
5.	adj. 高峰时期的,最高度的    n. 顶峰,高峰;山峰;尖端    vi. 达到高峰,达到最高值
6.	vt. 使增长,使兴旺    n. 增长,提高;帮助,激励
7.	vt. 买,购买    n. 购买,采购;购买的东西,购买项目
8.	n. 标语,口号
9.	n. 品牌;类型;烙印
10.	n. 大使,代表
11.	vt. 赞助;主办;为慈善活动捐款;资助    n. 赞助商;为慈善活动捐款的人
12.	n. 折扣    vt. 打折出售
13.	vt. 专门制作,定做    n. 裁缝
14.	n. 住宅区;(通常指农村的)大片私有土地;个人财产,(尤指)遗产

拓展词汇	1. _____ n. 版本;一份,一期;版次→ _____ vt. 编辑→ _____ n. 主编,编辑;剪辑员	
	2. _____ n. 互动;互相作用→ _____ vi. 交流,沟通,合作;相互作用→ adj. 互动的,交互式的	
	3. _____ n. (统称)会员,会员人数;会员资格→ _____ n. 成员;会员	
	4. _____ n. 广播节目,电视节目    vi. & vt. 播送,广播;散布,传播→ n. 广播员,(电视或电台的)节目主持人;电视台,广播公司	
	5. _____ n. 广告活动,广告业→ _____ n. 广告,启事;广告活动,广告宣传→ vi. & vt. 做广告,登广告;公布,征聘;展现,宣传	
	6. _____ vt. 说服;使信服→ _____ n. 说服,劝说;信仰→ adj. 有说服力的,令人信服的	
	7. _____ n. 心理,心理特征;心理学→ _____ adj. 心理的;心理学的→ n. 心理学家	
	8. _____ adj. 难忘的,值得纪念的→ _____ n. 纪念碑(或像等);纪念物, 纪念品    adj. 纪念的→ _____ n. 记忆力;回忆,记忆;内存→ _____ vt. 记忆,记住	
	9. _____ n. 放置;安置→ _____ vt. 放置;安置    n. 地点,场所	
	10. _____ n. 收视率;等级,级别→ _____ vt. 评估,评价    n. 速度;比率	
	11. _____ vt. 理解,掌握;吸收;吸引全部注意力→ _____ adj. 全神贯注 的→ _____ adj. 十分吸引人的,引人入胜的→ _____ n. 吸收	
	12. _____ vt. (提供)消遣;逗笑→ _____ n. 可笑,愉悦,娱乐;娱乐活动→ adj. 逗人笑的,有乐趣的,好笑的→ _____ adj. 被逗乐的,觉得好 笑的	
短语词块	1. _____ 迅速出现,突然兴起	2. _____ 一炮而红
	3. _____ 数十万	4. _____ 与……互动
	5. _____ 简而言之	6. _____ 换句话说
	7. _____ 说服某人做某事	8. _____ 与……紧密相连
	9. _____ 在高峰时段	10. _____ 吸引
	11. _____ 被传达,被理解;把……讲清楚	12. _____ 植入式广告
	13. _____ 专门针对	14. _____ 为……量身定做
	15. _____ (使)增添乐趣;使更艳丽	16. _____ 住宅区,住宅群
	1. 句式要点:why 引导表语从句 教材原句: _____ (这就是为什么当 一家公司想要推销一款产品或服务时), it often launches a mass media advertising campaign.	
	2. 句式要点:双重否定表肯定 教材原句:It is _____ (很常见) for sports video game series to feature different in-game equipment with real brand names.	
	3. 句式要点:not only ... but also ... 结构,not only 置于句首引起部分倒装 教材原句: _____ (这不仅会让他们觉得自己更受重 视) and enable them to see what they are most interested in, _____ _____ (还能帮助公司更加有效地锁定目标客户) to have a positive effect on sales.	

## 单元语法要点导图



## 单元写作表达积累

写作表达积累	介绍网络新闻媒体	
篇章结构	开头	提供与网络新闻媒体当前状况相关的信息
	主体	阐述网络新闻媒体的优点和存在的问题
	结尾	预测网络新闻媒体的未来或给出自己的其他看法
常用表达	好词	<div style="display: flex; justify-content: space-between;"> <div style="width: 50%;"> <div style="display: flex; justify-content: space-between;"> <div>diverse 多种多样的</div> <div>real-time 实时的</div> </div> <div style="display: flex; justify-content: space-between;"> <div>timely 及时的</div> <div>interactive 互动的, 交互式的</div> </div> <div style="display: flex; justify-content: space-between;"> <div>influential 有影响力的</div> <div>dynamic 动态的</div> </div> </div> </div>

	<p><b>好词</b></p>	<p>fast-paced 快节奏的 highly competitive 竞争激烈的 disinformation 虚假信息 privacy 隐私 advantage/disadvantage 优势/劣势 engage readers with interactive features 通过互动功能吸引读者 facilitate global access 促进全球访问 streamline information dissemination 简化信息传播 boost user engagement through personalized content 通过个性化内容提高用户参与度 suffer from information overload 遭受信息过载 spread misinformation rapidly 快速传播错误信息 compromise user privacy and security 损害用户的隐私和安全 struggle with credibility issues 与信誉问题作斗争 the rapid development of online news media 网络新闻媒体的快速发展 from print media to broadcast media to online media 从印刷媒体到广播媒体再到网络媒体 transform the way people get news 转变了人们获取新闻的方式 the variety and accessibility of online news 在线新闻的多样性和可获取性</p>
<p><b>常用表达</b></p>	<p><b>好句</b></p>	<p><b>开头:</b></p> <ol style="list-style-type: none"> <li>It is clear that online news media is becoming increasingly popular among ... 显然,网络新闻媒体在……中越来越受欢迎。</li> <li>As we can see, online news media enjoys great popularity among ... 正如我们所见,网络新闻媒体在……中享有极高的人气。</li> <li>Nowadays, an increasing number of people turn to online news media for ... 如今,越来越多的人转向网络新闻媒体以获取……</li> <li>The rapid rise of the Internet and smart devices has made it easier for readers to access news reports online. 互联网和智能设备的迅速崛起使得读者更容易在线获取新闻报道。</li> </ol> <p><b>主体:</b></p> <ol style="list-style-type: none"> <li>One of the strengths/problems is that ... 其中一个优点/问题在于……</li> <li>Another positive/negative aspect is that ... 另一个积极/消极的方面在于……</li> <li>On the one hand ... on the other hand ... 一方面……另一方面……</li> <li>There are more advantages than disadvantages when it comes to ... 当涉及……时,优点多于缺点。</li> <li>... has more advantages over ... .....比……有更多的优点。</li> </ol> <p><b>结尾:</b></p> <p>With the availability of numerous news apps and news media accounts on social media, it is understandable that using online news media is a trend that is set to continue. 随着众多新闻应用和社交媒体上新闻媒体账号的普及,使用网络新闻媒体成为一种将持续下去的趋势,这是可以理解的。</p>

常用表达	<p><b>语段</b></p> <p>In the digital age, online news media has become <b>the primary channel for</b> information consumption. <b>With the popularity of</b> the Internet, accessing news has become a matter of convenience. News reports are available anytime and anywhere on various devices such as smartphones and computers.</p> <p>There are a variety of advantages of online news media, including immediacy, interactivity, and accessibility. Users can <b>stay updated with</b> global news, engage in discussions through comments, and enjoy personalized news feeds. However, there are downsides, such as information overload, the spread of fake news, and potential privacy risks.</p> <p>Online news media has huge development potential, with advancement in virtual reality and artificial intelligence <b>set to</b> offer a more immersive and personalized experience. Combating fake news and safeguarding user privacy will <b>be crucial for</b> the industry's development.</p> <p>在数字化时代，网络新闻媒体已成为获取信息的主要渠道。随着互联网的普及，获取新闻变成一件容易的事。人们可以随时随地通过智能手机、电脑等各种设备获取新闻报道。</p> <p>网络新闻媒体的优势包括即时性、互动性和可达性。用户可以实时了解全球新闻，可以通过评论来参与讨论，还可以享受个性化的新闻推送服务。然而，网络新闻媒体也存在一些缺点，如信息过载、假新闻的传播以及潜在的隐私风险。</p> <p>网络新闻媒体具有巨大的发展潜力，随着虚拟现实和人工智能技术的进步，这些技术将提供更加沉浸式和个性化的体验。同时，打击假新闻和保护用户隐私将成为该行业发展的关键。</p>
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### Keys:

### Period | Reading–Grammar and usage

#### 核心词汇

- 1. trap 2. release 3. ambulance 4. dozen 5. scream 6. bark 7. choke 8. cigarette 9. carpet
- 10. instance 11. false 12. citizen 13. tax 14. mount 15. elevation 16. scholarship 17. category
- 18. nevertheless

#### 拓展词汇

- 1. critical; critically; critic; criticize/criticise; criticism 2. extend; extension; extended; extensive; extensively
- 3. construction; construct; constructive; constructor 4. minor; minority 5. bath; bathe 6. automatic; automatically; automation 7. investigate; investigation; investigative; investigator 8. journalist; journal; journalism 9. priority; prior; prioritize 10. contradict; contradiction; contradictory 11. factual; fact
- 12. differ; difference; different 13. conclusion; conclude 14. minimum; maximum; minimize/minimise; maximize/maximise 15. sum; summarize/summarise; summary 16. accurate; inaccurate; accurately; accuracy
- 17. committed; commit; commitment 18. discrimination; discriminate 19. curiosity; curious 20. found; foundation; founder 21. politics; political; politician; politically 22. accuse; accusation 23. profession; professional 24. drama; dramatic; dramatically

### 短语词块

1. fire engine 2. get ... under control 3. break out 4. dozens of 5. in a critical condition 6. suffer minor injuries 7. go off 8. rely on ... to do sth 9. come about 10. take ... as an example 11. contradict each other 12. in terms of 13. for instance 14. rush to the conclusion (that ...) 15. bring sth to light 16. be worthy of mention 17. vary between ... and ... 18. in between 19. sum up 20. be critical about 21. be committed to 22. give an account of 23. draw public attention to ... 24. accuse sb of (doing) sth 25. shoot up 26. mount up

### 典型句式

1. which is thought to have started from the 8th floor; leaving people on the upper floors trapped
2. that the construction company that built the tower block had not followed fire safety rules
3. I was about to have a bath when
4. it is better to use our own judgement than rely entirely on news reports

## Period II Integrated skills—Project

### 核心词汇

1. witness 2. platform 3. chart 4. channel 5. peak 6. boost 7. purchase 8. slogan 9. brand  
10. ambassador 11. sponsor 12. discount 13. tailor 14. estate

### 拓展词汇

1. edition; edit; editor 2. interaction; interact; interactive 3. membership; member 4. broadcast; broadcaster  
5. advertising; advertisement; advertise 6. persuade; persuasion; persuasive 7. psychology; psychological; psychologist  
8. memorable; memorial; memory; memorize/memorise 9. placement; place 10. rating; rate 11. absorb; absorbed; absorbing; absorption 12. amuse; amusement; amusing; amused

### 短语词块

1. spring up 2. make a hit 3. hundreds of thousands of 4. interact with 5. in short 6. in other words  
7. persuade sb to do sth/into doing sth 8. be closely linked with 9. at peak times 10. appeal to 11. get across  
12. product placement 13. be specifically targeted at 14. be tailored to 15. brighten up  
16. housing estate

### 典型句式

1. That is why when a company wants to promote a product or service
2. not uncommon
3. Not only will this make them feel more valued; but it will also help companies target their customers more efficiently