

Unit 5

Listening and speaking

Pronunciation and listening skills

Scripts

Yesterday was one of my lucky days because everything went smoothly for me. **First**, I was able to enjoy a fairly good breakfast before I started my work. **Then**, when I was checking the schedule, I was told that a long meeting had been canceled. Therefore, I got more time for my preparation of an important presentation. **During the coffee break**, a new colleague introduced a wonderful cinema to me. **At lunchtime**, I went to buy my favorite noodles, and found that it was at a discount. **Later**, when I returned to the office, my boss told me that she was satisfied with the report that I submitted last week. On my way home **in the evening**, I bought myself some lovely roses.

Keys

A E D F C B

News report

Scripts

Each year, engineers at a research laboratory take part in a competition of using pumpkins to create interesting things related to space. In the activity, the engineers compete with each other to see who can come up with the best-looking pumpkin. Naturally, the pumpkin projects show off the engineers' great scientific and technical abilities. Also, the projects demonstrate their creativity, humor and love for the planets. After choosing a favorite pumpkin, groups of engineers are given just one hour to create anything they want. Since pumpkins are often round, they are perfect for representing planets. Many of this year's pumpkins had themes related to Mars. Some included "sample" materials from Mars. One even had an image of what is supposed to be a Martian.

Keys

1 B 2 D 3 D

Conversation

Scripts

Peter: Hey, Mike! Have you done the "creative drawing" homework?

Mike: Yes, Peter! Would you like to take a look at mine and comment on it?

Peter: Sure! ... Wow, this is quite a drawing! How did you come up with it?

Mike: Well, I accidentally spilled some water on the table and the pattern gave me some ideas about the shape.

Peter: Oh, that's a really good idea! Can you take a look at mine, Mike?

Mike: Of course! Hm, I think yours is fine, too! And how did you get the idea?

Peter: Actually, I was walking on the street, and it just came to me!

Mike: Ha ha, OK. I think it might be better if you change the color here to grey.

Peter: Really? Let me see ... Ah, you are right! It will look more “creative” if it’s grey! Thanks for your suggestion!

Mike: No problem, Peter.

Peter: I need to go and revise my homework before I hand it in. See you around!

Mike: See you!

Keys

1

1 T 2 T 3 F

2

1 comment on 2 a really good idea 3 it might be better

3

Sample conversations

Situation 1

Bob: Hi, Jennifer! Would you like to take a look at my painting and make any comment on it? I’ve just finished it.

Jennifer: Sure! Wow, it’s quite a nice painting! How did you get the idea?

Bob: I enjoy looking at pictures in different magazines, which provides an inspiration for my painting.

Jennifer: Fantastic. Hm, but I’m afraid the color here is not perfectly matched to the whole picture. I think it might be better if you change the color of the sky to orange.

Bob: Ah, yes. That’s a great idea. Thanks for your advice!

Jennifer: Not at all.

Situation 2

Charlie: Hey, have you finished the composition homework?

Sasha: Yes. Can you take a look at it and say something about it?

Charlie: Yes. I think it’s pretty good — clear structure and fluent language. And I like your handwriting very much. But I’m afraid there are a few spelling mistakes here.

Sasha: Really? Let me see. Ah, you are right! Thanks.

Charlie: No problem.

Sasha: I need to correct the mistakes before I hand the composition in. See you around!

Charlie: See you!

Passage

Scripts

Today, let’s talk about the differences between American English and British English. After all, some differences can lead to embarrassment or confusion. For instance, in Britain, if you ask for a pair of “pants” to wear to a party, it would sound inappropriate. In Britain, they say “trousers”, as “pants” always refers to “underwear”.

Let’s say a speaker of British English gets off a plane in America. Just to catch a bus or train into town may require a different vocabulary. In Britain you might take a “coach”, but in America you

will take a “bus”. And you would take the “subway” in America, rather than “the Underground” or “the tube” in Britain.

There are some other different expressions that the British and Americans use to refer to the same thing. In Britain, “public school” is what Americans call “private school” where you have to pay to have education. In America, it’s not polite to ask where the “toilet” is. You should say “bathroom” or “restroom” when speaking to an American.

Keys

1

1 T 2 F 3 T

2

1) trousers 2) coach 3) subway 4) toilet 5) restroom

3

(略)

Reading

Passage A

Language points

1. A nation’s wit **is linked to** the historical development of the country. (Para. 1)

be linked to / with sth. (= be connected with): if two things are linked, they are related in some way 与……有联系; 与……相关联

e.g. The idea that climate change might be linked to tropical storms has been highly controversial.

2. How funny somebody finds a certain **incident** depends on many factors **including** age, personal experience, level of education, and geographical location. (Para. 1)

incident: *n.* an occurrence or event 事情; 事件

e.g. The incident has received wide coverage in the press.

including: *prep.* used to introduce sth. or sb. that is part of a larger group or amount you have just mentioned 包括(其中)

e.g. To be a good salesperson, you need a variety of skills, including leadership and negotiation skills.

[Note] how funny somebody finds a certain incident 为主语从句, 在句中充当主语成分。

3. Therefore humor is something that **is** not always **acceptable to** another country or culture. (Para. 1)

[Note] **be acceptable to** 意为“可接受的；令人满意的”。

e.g. The government needs a political solution that is acceptable to all parties.

4. Whether or not somebody **gets** the joke **is determined by** their interpretation, which is, **in turn**, influenced by their culture. (Para. 2)

get: to understand sth. (非正式) 了解；明白

e.g. Did you get that joke, Ann?

be determined by (= be decided by) 意为“被……影响；被……左右”。

e.g. Athletes' performance will be determined by their training.

in turn: as a result of sth. that is part of a connected series of events 作为(相互关联的一系列事件的)结果；因此

e.g. Theory begins with practice and in turn serves practice.

[Note] whether or not somebody gets the joke 为主语从句。

5. Not only do the Americans and the British spell the word “humor” differently, most claim that American humor and British humor are quite different **in nature**. (Para. 3)

in nature: in essence 在本质上

e.g. The role of the Board is only advisory in nature.

[Note] not only 放在句首时，句子采用倒装语序。

e.g. Not only are mothers not paid but also most of their boring or difficult work is unnoticed.

6. To what extent is this true, if at all? (Para. 3)

[Note] to what extent (= how much) 意为“在多大程度上”。

e.g. To what extent is this true of all schools?

[Note] if at all 常置于句末，意为“就算真的有，也……”。

e.g. Under present circumstances, such a revolution cannot be easily achieved here, if at all.

7. One of the major differences seems to be how often both nations use irony. (Para. 4)

[Note] seem to be 意为“似乎是；好像是”。

[Note] how often both nations use irony 为表语从句。

8. The British use irony **on a daily basis**. (Para. 4)

[Note] on a daily / weekly / regular, etc. basis 意为“每天 / 每周 / 经常”。

e.g. Billions of people use social media on a daily basis to share, exchange ideas and information.

9. They use sarcasm as a **shield** and a weapon. (Para. 4)

shield: *n.* sth. that protects sb. or sth. from being hurt or damaged 防护物; 保护罩

e.g. Water is not an effective shield against the sun's more harmful rays.

[Note] use sth. as sth. 意为“把……用作……”。

e.g. The building is currently being used as a warehouse.

10. This is very important, for it shows not only their pride but **self-deprecation** as well. (Para. 4)

self-deprecation: *n.* the quality of trying to make yourself, your abilities, or your achievements seem less important 自我贬低; 自谦

[Note] self- 为前缀, 用以构成名词或者形容词, 表示“自我的; 自身的”。

e.g. self-confidence 自信

self-dependence 自力更生

self-defense 自卫; 防身

self-discipline 自律; 自我约束

self-esteem 自尊

self-aware 自知的

self-motivated 自我激励的

self-educated 自学的

11. Maybe this comes from a fear of **offending** people. (Para. 5)

offend: *v.* to make sb. upset or angry 冒犯; 惹恼; 得罪

e.g. When you don't know much about other cultures, the simplest thing can offend someone.

12. British jokes, on the other hand, tend to be more subtle, but with a dark or **sarcastic undertone**. (Para. 6)

sarcastic: *a.* saying things that are the opposite of what you mean, in order to make an unkind joke or to show that you are annoyed 讽刺的; 挖苦的

e.g. As a modern sarcastic novel, Unofficial History of the Scholars (《儒林外史》) is characterized by its language.

undertone: *n.* a feeling or quality that you notice even though it is difficult to see, hear, taste, etc. 弦外之音; 潜在的情感

e.g. There was an undertone of bitterness in Jill's words.

13. This may **stem from** the fact that British culture is more **reserved** than American culture. (Para. 6)

stem from: to be caused by sth. 源于；是……的缘故

e.g. Confidence and fear are contradictory states of mind that both stem from our beliefs and attitudes.

reserved: *a.* unwilling to express your emotions or talk about your problems 含蓄的；矜持的

e.g. British men are often seen as being reserved and unemotional.

14. British people would seldom say this out of the fear of sounding **insincere**. (Para. 7)

insincere: *a.* pretending to be pleased, sympathetic, etc., but not really meaning what you say 不诚恳的；虚情假意的

e.g. Some people are so insincere you can never tell if they are telling the truth.

15. To the British, failure and disappointment **lurk** around every corner. (Para. 7)

lurk: *v.* if sth. such as danger, a feeling, etc. lurks somewhere, it exists, but you may not see it or know about it (危险、情感等) 暗藏，潜藏

e.g. That night, danger seemed to lurk behind every tree.

[Note] around every corner 意为“随处；处处”。

e.g. The streets are filled with joyful atmosphere around every corner in the spring festival.

16. This is perhaps due to their **upbringing**. (Para. 7)

upbringing: *n.* the way that parents look after their children and teach them to behave 抚养；养育；教养；培养

e.g. One's upbringing largely determines their success in life.

17. Americans are brought up to believe they can be the next president of the United States. (Para. 7)

[Note] bring sb. up to do sth. 意为“从小教导某人做某事”。

e.g. In my day, children were brought up to respect the old.

18. Yet certain American comedies have gained huge success in Britain and **vice versa**. (Para. 8)

vice versa: *ad.* the opposite of what has been said 反之亦然

e.g. Some of today's winners might look like losers tomorrow, and vice versa.

19. For instance, both the British and American versions of the comedy *The Office* are extremely successful on both sides of the Atlantic. (Para. 8)

[Note] *The Office* 是一部英国喜剧，据此改编的美国版同名喜剧于 2005 年在美国上映。

[Note] on both sides of the Atlantic 意为“在大西洋两岸”，这里是指美国和英国。

20. Both shows have their own cultural differences, yet they portray a lifestyle which both Americans and Brits alike can **relate to**. (Para. 8)

relate to: to feel that you understand sb.'s problem, situation, etc. 理解; 认同

e.g. A good teacher should have an understanding of their students and be able to relate to them.

[Note] Brits 是 Brit 的复数形式。Brit 意为“英国人”。

Translation

英式幽默和美式幽默：有差异吗？

1 幽默是受文化影响而形成的一种现象。要搞清楚文化的哪些方面决定幽默感不是一件容易的事情。一个国家的智慧与其历史发展有关。人们对于一件事情趣味性的体会是不同的，这取决于很多因素，包括年龄、个人经历、受教育程度和地域。所以，幽默并不总能被另一个国家或另一种文化所接受。

2 一个地方的人认为有趣的事情在另一个地方的人看来或许根本不好笑。人们的理解决定着他们是否觉得笑话好笑，而人们的理解又是受文化影响的。

3 如果两个国家说同一种语言，情况又会如何呢？这是否意味着他们具有相同的幽默感，还是依然会产生差异？让我们以英国和美国为例来看一下。英美两国不仅在“幽默”一词的拼写上存在差异，而且多数人认为，美式幽默和英式幽默在本质上也有很大差别。人们经常说英美两国人不能“体会”到彼此的幽默感。这种说法就算成立，又是在多大程度上呢？

4 在英国，人们有一种共识，认为美国人不懂讽刺。这常常被视为英式幽默和美式幽默最普遍的差异之一。当然，这种说法是不对的。主要的差异之一似乎在于两个国家使用讽刺的频率。英国人每天都在使用讽刺，如同日常话语中使用介词那样随意。他们嘲弄朋友，把嘲讽作为一种盾牌和武器，不到万不得已不表现诚意。他们取笑所有人，包括他们自己。这一点很重要，因为这既体现出他们的自负也表现出他们的自谦。

5 但讽刺并不是美式幽默的基础。我认为美国人理解英式讽刺（至少在大部分情况下！）；他们不理解的是为什么英国人如此频繁地使用它。当美国人使用讽刺时，他们往往会说他们“只是在开玩笑”。美国人认为有必要让对方明白这是玩笑，而英国人不是这样。这其中的原因可能是美国人担心冒犯他人。

6 与英式幽默相比，美式幽默通常更像是打闹剧。我认为这源于两国的文化差异。美式笑话听上去更加明显和直接，有点像美国人本身。而英式笑话往往更加微妙，带着隐晦或嘲讽的弦外之音，通常有隐含的意义。这可能源于英国文化比美国文化更加保守这一事实。

7 美国人会说“祝你今天开心”，无论他们是不是真的这样想。英国人则很少这样说，担心这听上去虚情假意。但我认为其中另有原因：英国人不想过早庆祝什么。对于英国人来说，失败或不幸随时可能降临。这也许归因于他们受到的家庭教育。美国人从小就被教导，他们能够成为下一任总统。而英国人则被告知，“这不会发生在你身上”。

8 然而，一些美国喜剧却在英国获得了巨大成功，反之亦然。例如，英国版和美国版的喜剧《办公室》在大西洋两岸均获得成功。两个剧有各自的文化差异，但描绘了一种美国人和英国人都认同的生活方式。因此，虽然两国的风趣和喜剧风格存在差异，但仍然可能欣赏和理解彼此的幽默感。

Keys

Pre-reading

- 1 I have seen some British and American comedies. To name a few, *The Big Bang Theory*, *Mr. Bean's Holiday*, *Four Weddings and a Funeral*.
- 2 Yes. The British humor sometimes cannot be understood literally and tends to be indirect. The American humor tends to be direct and obvious.
- 3 Many factors may cause these differences, such as national character, history and culture.

Comprehension

1

- 1) on a daily basis
- 2) foundation
- 3) a hidden meaning
- 4) obvious and forward
- 5) out of the fear of
- 6) relate to
- 7) appreciation

2

- 1 How funny somebody finds a certain incident depends on many factors including age, personal experience, level of education, and geographical location.
- 2 One of the major reasons why the British and the Americans don't "get" each other's sense of humor seems to be how often both nations use irony. Meanwhile, American jokes are more obvious and forward while British jokes tend to be more subtle but with a dark or sarcastic undertone. Moreover, cultural differences and upbringing lead to the different understandings of humor between the British and the Americans.

Vocabulary and structure

1

1 wit 2 shield 3 factor 4 reserved 5 alike 6 offend 7 incident 8 amusing

2

1 incident 2 amusing 3 in turn 4 time and time again 5 offend 6 reserved
7 vice versa 8 relate to

3

1 underestimate 2 underpaid 3 understatement 4 Underdeveloped
5 underwater

4

- 1 He said he was our friend, yet he wouldn't help us.
- 2 She drove very fast to the airport, yet she missed the plane.
- 3 Our product is better, yet we aren't able to sell it at a higher price.
- 4 I've been away only for three years, yet I can hardly recognize my hometown.
- 5 The process of learning may be full of frustrations and boredom, yet the fruit is often sweet and satisfactory.

Banked cloze

- | | | | |
|--------------|------------|---------------|-------------|
| 1) weapon | 2) irony | 3) laugh | 4) explored |
| 5) sarcastic | 6) factors | 7) undertones | 8) reserved |

Translation

1

- 1 在英国，人们有一种共识，认为美国人不懂讽刺。这常常被视为英式幽默和美式幽默最普遍的差异之一。
- 2 另一方面，英式笑话往往更加微妙，带着隐晦的或嘲讽的弦外之音，通常有隐含的意义。

2

As an important part of the traditional Chinese culture, martial arts have taken shape and developed under the influence of various cultural factors in China. Martial arts are not only an amusing way to exercise but also an artistic form. Nowadays, martial arts have attracted attention of more and more foreigners, which stems from their recognition and love of the Chinese culture.

Passage B

Language points

1. When a clothing brand attempted to **refresh** its logo, the reaction from the public and the **shareholders** was **harsh**. (Para. 1)

refresh: *v.* if you refresh sth. old or dull, you make it as good as it was when it was new 翻新；使变新

e.g. Many club members view these meetings as an occasion to share ideas and refresh their friendship.

shareholder: *n.* sb. who owns shares in a company 股东；股票持有人

e.g. At the meeting, she voiced the concerns of ordinary shareholders.

harsh: *a.* cruel, unkind, or unpleasant in a way that seems unfair 严酷的；严厉的；苛刻的

e.g. I admit that taking Sam out of the game was a bit harsh, but rules are rules.

2. One *Harvard Business Review* writer declared, "The logo looks like something my pet could **cook up** in PowerPoint." (Para. 1)

cook up: to invent sth., such as an idea, excuse, etc. to deal with a particular situation 捏造; 编造

e.g. He'll cook up a convincing explanation for his lateness.

3. But new research suggests that there's more to a logo than its basic aesthetic appeal. (Para. 1)

[Note] there is more to A than B 意为“对 A 来说事情远没有 B 那么简单”。

e.g. There is more to living standards than income and spending money.

4. Five experiments **document** that the **mere** circularity and angularity of a brand logo is powerful enough to affect perceptions of the attributes of a product or company, ... (Para. 1)

document: v. to support sth. with facts 用(事实)证明

e.g. It is well documented that taking regular exercise keeps you fit and helps to reduce stress.

mere: a. used to emphasize that sth. is small, often when it has an important effect (用于强调某事物虽小却有重大影响) 最微小的, 最微不足道的

e.g. The mere fact that she came to see him made him feel loved.

[Note]

<i>n.</i>	<i>a.</i>
circularity	circular
angularity	angular

5. Previous marketing research has suggested that circular shapes **activate** associations with softness, while angular shapes tend to activate associations with hardness. (Para. 2)

activate: v. to make sth. start working 使开始起作用; 使活动起来

e.g. You can activate the system by buttons or voice recognition.

[Note] 本句中的连词 while 引出与主句相对比的信息, 意为“而; 然而”。

6. The roundness or angularity of a logo also have the power to **conjure up** complex associations. (Para. 2)

conjure up: to bring sth. such as a feeling or memory to your mind 使浮现于脑海; 想起

e.g. That smell always conjures up memories of holidays in Greece.

7. For example, a round logo might **evoke** associations related to “softness”, including perceptions that a company is caring, warm, and **sensitive** to customer needs. (Para. 3)

evoke: v. to make sb. remember sth. or feel an emotion 引起, 唤起(回忆或感情)

e.g. Her speech evoked strong responses from the audience.

sensitive: *a.* able to understand what people are feeling and deal with them in a way that does not upset them 体贴的；周到的
e.g. It has made me much more sensitive to the needs of the disabled.

8. **With this in mind**, the research team **hypothesized** that products advertised with circular logos would result in perceptions of greater product comfortableness, while angular logos would result in perceptions of **heightened durability**. (Para. 3)

with sb. / sth. in mind: considering sb. or sth. when doing sth., and taking suitable action （做某事或采取适当行动时）考虑到某人、某事
e.g. With these aims in mind, the school operates a broad-based curriculum.

hypothesize: *v.* to suggest a possible explanation that has not yet been proven to be true 提出假设
e.g. I have long hypothesized a connection between these factors.

heighten: *v.* to increase or make sth. become increased （使）增加；（使）提高
e.g. The lecture is intended to heighten public awareness of the disease.

[Note] heightened 是 heighten 的形容词，意为“增强的；提高的；变浓厚的”。

durability: *n.* the quality of being able to last a long time without becoming damaged 耐久性；持久性
e.g. Technological advances have greatly improved the durability of toys.

9. In one experiment, 109 college students were asked to **rate** an ad for a new pair of running shoes. (Para. 3)

rate: *v.* to have a particular opinion about the value or worth of sth. 评价；估价
e.g. The show was rated as a success by critics and audiences.

[Note] an ad for sth. 意为“为……做的广告”。
e.g. Both television and radio carried ads for her new music album.

10. The students were **randomly assigned** to one of three groups depending on the logo design they were shown: circular, angular, or no logo. (Para. 3)

randomly: *ad.* in a way that happens, is done, or is chosen by chance rather than according to a plan 随机地
e.g. They may look kind of randomly placed, but they actually form many distinct patterns.

assign: *v.* to give someone a particular job or make them responsible for a particular person or thing 分配；分派；指派（任务）
e.g. The teacher assigned a different task to each of the children.

11. After looking at the ad, participants rated the shoes for quality, comfort, and durability using a 9-point scale. (Para. 3)

[Note] using 本身含有 by means of 的意思，相当于 by 或者 with，后面可接方法也可接工具。

e.g. Firth communicated with the local people using body language and signs.

12. Participants who were shown a circular logo rated the shoes as more comfortable than participants in the other two groups. (Para. 4)

[Note] who were shown a circular logo 是定语从句，修饰 participants。

13. **Meanwhile**, participants who were shown the angular logo rated the same shoes as more **durable compared to** the other two groups. (Para. 4)

meanwhile: *ad.* used for emphasizing the difference between two situations 而（用于强调两种情况之间的差异）

e.g. Stress can be extremely damaging to people's health. Exercise, meanwhile, can reduce its effects.

durable: *a.* staying in good condition for a long time 经久耐用的

e.g. Fine bone china is extremely practical, since it is strong and durable.

compared to / with sth.: used when considering the size, quality, or amount of sth. in relation to sth. similar（尺寸、质量或数量）与……相比

e.g. Standards in health care have improved enormously compared to 40 years ago.

14. The first step was to ask participants to memorize an image before viewing the ad, a task that **taxed** their visual working memory. (Para. 6)

tax: *v.* to cause problems or make things difficult for sb. 给……出难题（或惹麻烦）

e.g. Having to repeat things constantly can really tax your patience.

[Note] a task that taxed their visual working memory 做同位语，进行补充说明。

15. They rated the shoes as equally comfortable or durable, **regardless of** whether they saw an angular or circular logo. (Para. 6)

regardless of: without being affected or influenced by anything else that happens or exists 不顾；不管

e.g. The law requires equal treatment for all, regardless of race, religion, or gender.

16. In the second step, when participants were asked to memorize a group of numbers before viewing the ad, a task that did not tax their visual working memory, the logo design had the

same effect as before — seeing an angular logo led to higher ratings for a shoe's durability, while seeing a round logo led to higher ratings for a shoe's comfort. (Para. 6)

[Note] a task that did not tax their visual working memory 是同位语, 对 to memorize a group of numbers before viewing the ad 进行补充说明。

seeing an angular logo led to higher ratings for a shoe's durability, while seeing a round logo led to higher ratings for a shoe's comfort 是对 the same effect as before 进行解释说明。

17. Additionally, a study published in *Psychological Science* shows that logos and branding can have a profound influence on decision-making. (Para. 7)

[Note] have an influence on (= have an effect on) 意为“对……有影响”。

e.g. The moral education in childhood will have an influence on their whole life.

18. It is found that visible logos and branding on items of clothing carried significant value — ultimately **biasing** the decision-making processes **in favor of** preferred brands. (Para. 7)

bias: v. to unfairly influence attitudes, choices, or decisions 使有偏见; 使倾向一方

e.g. The imagined details can lead to unrealistic expectations and can bias the decisions.

in favor of: if you refuse or get rid of sb. or sth. in favor of sb. or sth. else, you choose them instead 宁愿选择

e.g. Manchester was rejected in favor of Liverpool as the new site.

19. Therefore, it is not **sufficient** for companies to try to attract consumers with price promotions, good customer support, or product-specific technical requirements. (Para. 8)

sufficient: a. as much as is necessary 足够的; 充足的

e.g. More flights would be arranged if sufficient demand arose.

20 In addition, companies should place special **emphasis** on brand design and **awareness**, and strive to promote strong **affective** associations with their brand among customers to develop and maintain a competitive advantage. (Para. 8)

emphasis: n. particular importance or attention that you give to sth. 重点; 重要性; 强调

e.g. The emphasis of current economic work is on getting the market in gear.

[Note] put / lay / place emphasis on sth. 意为“强调某事; 重视某事”。

e.g. Jason placed great emphasis on the importance of family life and ties.

awareness: n. knowledge or understanding of a particular subject or situation 意识; 认识; 了解

e.g. It is important that students develop an awareness of how the Internet can be used.

[Note] strive to do sth. (= try hard to do sth.) 意为“努力做某事”。

e.g. A person should always strive to achieve more, however well he has done before.

affective: *a. relating to people's feelings and emotions* 感情的；情感的

e.g. Affective communication refers to how individual family members share their emotions with one another.

Translation

圆形或棱角形——不言而喻的标志形状

1 当一个服装品牌试图更新其标志时，公众和股东的反应往往会十分强烈。《哈佛商业评论》的一位作者声称，“这个标志看起来好像我的宠物用 PowerPoint 也可以制作出来。”但新的研究表明，产品的标志不仅仅只是基本的美学吸引那么简单。一项由国际团队进行的研究表明，人们仅仅根据标志的形状便会对公司或产品进行综合的评估。研究人员在《消费者研究杂志》上写道：“五项实验证明，仅仅是圆形和带棱角的品牌标志就足以影响人们对产品或公司属性的看法。”

2 之前的市场研究表明，圆形容易让人联想到柔软，而棱角分明的形状则会让人联想到坚硬。不过，研究发现，这些联想远远超出了产品的物理性质。圆润或棱角分明的标志也能让人产生复杂的联想。

3 比如，圆形标志可能会让人想到“柔软”，包括感知到公司的贴心、热情以及对客户需求的周到考量。考虑到这一点，研究团队假设，带有圆形标志的产品广告会让人感觉更舒适，而有棱角形的标志会让人觉得更耐用。在一项实验中，109名大学生被要求为一双新跑鞋的广告打分。根据展示的不同标志设计，学生被随机分配到圆形、棱角形或无标志设计小组中。所有学生都会看到一则广告，上面有一双跑鞋的图片，标题是“介绍新跑鞋”。在圆形和棱角形标志组中，广告中有一张鞋子的图片，鞋子上以及商标旁边的广告底部都有标志形状。看过广告后，受试者用9分制对跑鞋的质量、舒适度和耐用性进行了评分。

4 相对于其他两组受试者，对圆形标志进行评分的学生认为此款跑鞋更舒适。而与其他两组相比，对棱角形标志进行评分的学生认为该款跑鞋更为耐用。

5 研究团队进一步假设，视觉工作记忆是一种机制，能使客户根据标志设计对产品做出大概的判断。

6 第一步是要求受试者在观看广告前记住一张图像，这是一项考验他们视觉工作记忆的任务。此时，受试者无法对产品做出同样详尽的判断。无论他们看到的标志是棱角形还是圆形，他们都认为这双鞋同样舒适或耐用。第二步，要求受试者在观看广告前记忆一组数字，这项任务不会影响他们的视觉工作记忆。此时，标志设计产生了与先前相同的效果，即看到有棱角的标志会给跑鞋的耐用性打高分，看到圆形标志会给跑鞋的舒适度打高分。

7 此外，发表在《心理科学》上的一项研究表明，标志和品牌能够对决定产生深远的影响。研究发现，服装上的鲜明标志和品牌具有重大价值——最终使决定过程偏向于首选品牌。

8 因此，公司仅凭价格促销、良好的客户支持或产品特定的技术要求来吸引消费者是不够的。公司还应高度重视品牌设计和品牌意识，并努力在客户中促进与品牌的强烈情感联系，以建立和保持竞争优势。

Keys

Pre-reading

A logo, like a symbol, is usually composed of a company's name, brand name, shape, color, etc. A great logo is more than images and words. A good logo tells a story about a company — who you

are, what you do and what you stand for.

Comprehension

1

- 1) product comfortableness 2) rate an ad 3) randomly 4) comfortable
5) Visual working memory 6) an image 7) durability 8) comfort

2

1 The study shows that logos and branding can have a profound influence on decision-making.

2 Companies should not only attract consumers with price promotions, good customer support, or product-specific technical requirements, but also place emphasis on brand design and awareness, and strive to promote strong affective associations with their brand among customers.

Vocabulary and structure

1

- 1 bias 2 headline 3 assign 4 heighten 5 mechanism

2

- 1 refreshments; refresh 2 durable; durability
3 assessed; assessment 4 sufficiency; sufficient

3

- 1 conjure up 2 placed emphasis on 3 cooking up 4 regardless of
5 in favor of

4

- 1 with schoolbags on their backs
2 with a “bang” behind him
3 the little boy fell asleep with his head on his arms
4 the girl said goodbye with tears in her eyes
5 with a gun in his hand

Translation

1

1 五项实验证明，仅仅是圆形和带棱角的品牌标志就足以影响人们对产品或公司属性的看法。

2 第一步是要求受试者在观看广告前记住一张图像，这是一项考验他们视觉工作记忆的任务。此时，受试者无法对产品做出同样详尽的判断。

2

Chinese enterprises have realized that trademark is not only the symbol of goods and services, but also is related to their interests. Research has documented that good trademark design can help heighten the popularity of an enterprise. Therefore, Chinese enterprises have kept refreshing their trademark design concepts, while placing emphasis on product quality.

Oral work

Keys

(略)

Grammar

1

1 in case 2 Provided that 3 unless 4 on condition that 5 supposing

2

- 1 Whenever you come, you are welcome.
- 2 No matter who telephones, tell them I'm out.
- 3 Whichever road they choose, we must accept their decision.
- 4 No matter how you travel, it'll take you at least three days.
- 5 Wherever the painting is, it must be found.

Writing

Keys

(略)

Culture Express

keys

1

1 E 2 D 3 G 4 A 5 C

2

(略)

Selective Reading

Translation

世界著名平面设计师的永恒提示

1 平面设计师在 20 世纪 50 年代和 60 年代获得了专业认可。将字体和图像结合在一起既是一门精确的科学，也是一门有机的艺术。许多标志性的平面设计师已经为大品牌、顶尖大学和主要出版物提供了出色的项目。

2 多年来研究平面设计的概况听起来很有趣，但所有专业人士都需要从该行业广为流传的历史中获得切实可行的经验。以下是八位著名的平面设计师及其成就，作为你在平面设计师的职业生涯中前进的必要提示，请牢记在心。

3 考虑使用网格：约瑟夫·米勒-布罗克曼是一位瑞士平面设计师，他采用简洁的排版元素来强调可读性。虽然他对几何形状和鲜艳色彩的偏爱启发了一代平面设计师，但他最大的经验或许是对网格系统的坚持。模块化网格在现代网页设计中非常重要。如果你想建立层次结构并创建简洁的设计，请坚持使用网格。

4 打破常规：如果说平面设计中有什么不可改变的规则，那就是所有规则都是灵活的。戴维·卡森，又名“格郎基之父”，因在一家摇滚音乐杂志工作而闻名。他的作品完全无视常规，将超大或微型字体以奇怪的角度放置在其他文本上，甚至倒置。他欣然接受了摇滚的生活方式，他说：“继摇滚之后，平面设计将拯救世界。”收获是什么呢？不要总是谨慎行事。

5 少即是多：美国当代平面设计师奇普·基德总能用简单但引人注目的东西吸引你。当你看到奇普·基德设计的书时，你立刻就能认出，因为它出乎意料，非程式化，而且非常适合书中的文字。借鉴了建筑师路德维格·密斯·范·德·罗厄信奉的“少即是多”原则，健怡可乐罐的重新设计以最好的方式呈现出神秘感。品牌的视觉词汇被简化为最基本的部分，基于很少的语言信息，我们可以立即理解所看到的東西。

6 深层唤醒：阿尔文·卢斯蒂格通过多种媒介影响了当代设计，包括杂志封面、室内设计甚至织物。作为一个极其现代、全面的设计师，他的书籍护封作品给出了一个启发性的提示：不要依赖于文字意象。他会阅读整部小说，然后精心制作一个护封，通过象征性的意象而不是情节驱动的设计来捕捉故事的精髓。

7 保持简单：平面设计师通常认为的艺术天赋对观众来说仅仅是干扰。20世纪初，鲁西安·伯恩哈德的极简主义设计方式开启了广告的简约时代。这与当时流行的新艺术主义风格迥然不同，他直接、有影响力的风格在德国主要品牌中尤为流行。当你在设计中感到疑惑时，不妨简化处理。

8 简洁即强大：从给其他平面设计师灵感来看，很少有偶像能像杰奎琳·凯西那样拥有如此有影响力的作品。她在麻省理工学院的海报作品是一个完美的例子，展示了简洁的设计和激动人心的视觉效果是如何阐明相关概念和意义的。少即是多，尤其当你有大胆的想法时。

9 随处寻找灵感：凯特·摩斯是一位备受追捧的现代设计师和艺术总监，用她自己的话说，她不去美术馆，不看杂志，也不参与传统艺术文化。她建议设计师敞开心扉，立足生活，深入观察，激发灵感。“我认为我的大部分灵感都源于日常生活——去商店购物、与公交车司机交流或者偶然所见之事。我坚信灵感与你的性格、生活、情绪息息相关……”

10 图像激发认知：米尔顿·格拉泽是当代美国顶尖平面设计师之一，他设计了“我爱纽约”的标志，装点在全美的T恤衫、咖啡杯和棒球帽上。格拉泽的名言“理解和观察之间的行为至关重要”是我们这个时代的平面设计信条。你的设计概念的视觉语言应该总是能在第一次阅读和看到你作品的人的头脑和心灵中激发新的火花。

Keys

Comprehension

5; 3; 7; 4; 8

Vocabulary

1 draw on	2 defy	3 sparked	4 keep in mind
5 adherence	6 convention / conventions	7 preference	8 disregard