

1

Unit

Communication in the digital age



How do you usually talk with your parents and friends? Do you talk with them face to face or via social media platforms such as WeChat and QQ? As you might have realized, social media is currently playing an increasingly important role in society and has become an indispensable means of our daily communication. However, the big question that remains is whether digital communication will replace face-to-face communication? Furthermore, is social media bringing us closer or keeping us further apart? Questions like these may cause people to think about the role of social media in their daily lives.

Scenario

Your university is going to organize an English speaking contest on the topic of “Social media changes the way we communicate.” You are going to participate and are required to submit a two-minute video of a prepared speech on this topic.

What are the changes brought about by social media? Are these changes positive or negative? You will be able to complete the task after studying this unit.

Learning objectives

Upon completion of this unit, you will be able to:

- talk about communication in the digital age using new vocabulary
- use personification as a writing device
- explain the role of emojis in digital communication
- discuss the importance of face-to-face communication
- make a speech about the impact of social media on daily communication



Viewing

We are currently living in a digital age where social media brings about a new symbol of communication. These new unique symbols are referred to as “emojis” and they are frequently used in digital communication. Can people understand a story told by emojis? Watch the video clip and find the answer.



Video clip

Work in pairs and discuss the questions.

- 1 What is the video clip about?
- 2 Can those emojis help you figure out the original story? Why or why not?

Reading

In the video clip, emojis are used as a means of storytelling in the digital age. They also play an important role in daily communication. How did emojis develop? Will they take over language or will they go away soon? Read the following text to find out what the author says about this new symbol of communication.

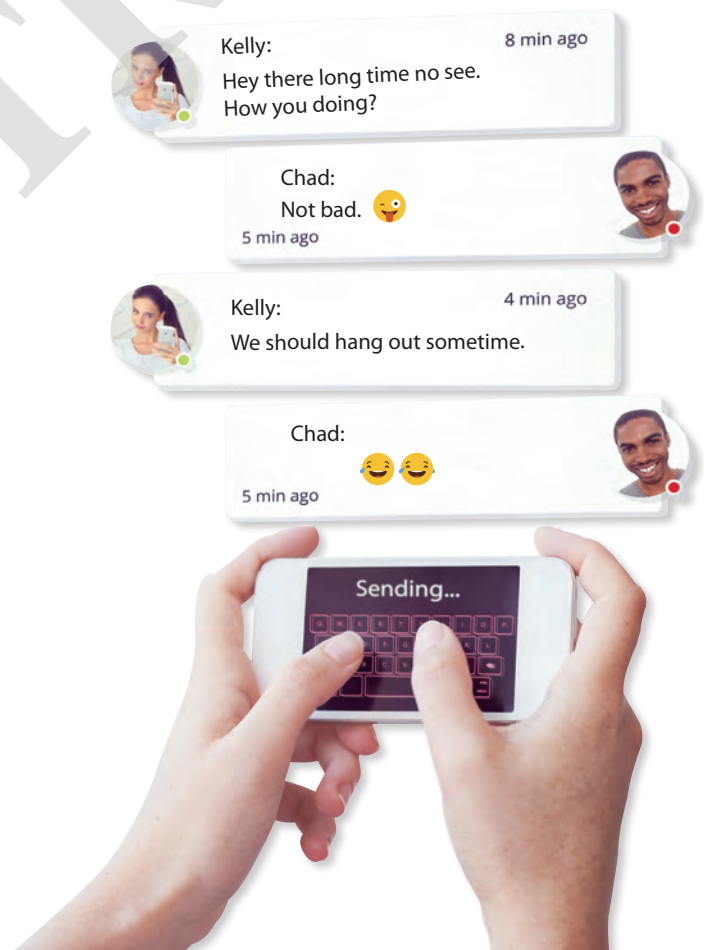
Why emojis are a no-brainer for digital communication

- 1 When Oxford Dictionaries declared an emoji its 2015 Word of the Year, it was a bit of a head-scratcher. The emoji it singled out – an image of a laughing yellow face crying tears of joy – did not fit most people’s definition of a word. To some, it was even less of a word than the shortlisted nominee “lumbersexual.”
- 2 But for linguists around the world, the announcement wasn’t about whether Oxford Dictionaries had lost it. It hadn’t – most linguists agree a word is a discrete unit that is meaningful; emojis fit that definition. Rather, it was recognition of the enormous effect that yellow smiley faces and other colorful emojis representing food, animals and hand gestures have had on the way people talk online.
- 3 Don’t believe them? A study by a linguistics professor Vyv Evans found that 80 percent of smartphone users in Britain use emojis. When the research focused on the people under 25 in Britain, almost 100 percent of smartphone users text with emojis. According to a SwiftKey report, 74 percent of Americans use emojis every day.

- 4 Aside from widespread adoption of the icons, which began after Apple made emojis available on its iOS mobile operating system in 2011, with Android following in 2013, emojis have been one of the biggest communication breakthroughs since people took to the Internet.
- 5 “Look at it this way,” Evans said. “There are estimates that as much as 70 percent of the meaning we derive from a face-to-face encounter with someone comes from non-verbal cues: facial expressions, intonation, body language and pitch. This means words account for only around 30 percent of what we communicate.” As an example, he noted the huge difference in meaning between saying “I love you.” as a statement with a falling intonation and saying “I love you?” as a question with a rising intonation.
- 6 Move this online, where emails, text messages and instant messages mostly allow us to communicate with words, and you can see how messages can lose their meaning or be misinterpreted. Evans even has a term for it: the Angry Jerk Phenomenon. “You’ll recognize it instantly,” he said. “You get an email from a person who you know to be calm and sane, and this person comes across as a completely angry jerk. When you press the send button on a message, the instant it is sent, you lose control over how it’s interpreted.”
- 7 Cue the emoji.
- 8 Emojis originated in Japan in the late 1990s, when wireless carriers created sets of digital stickers people could use in text messages. Elsewhere, people had long used emoticons – visual expressions strung together using

symbols such as colons, dashes and parentheses, like “:-)” – to denote a smiley face. Where text took the empathy out of messages, emojis and emoticons put it back in.

- 9 But the use of emojis quickly surpassed that of emoticons for two key reasons: There’s a lot more that people can communicate with emojis. “I can make an emoji that’s a whale or a penguin,” said Internet language expert Gretchen McCulloch. “I don’t even know how I would do that with emoticons.” And once emojis were incorporated into Unicode – an international system that standardizes characters across different operating systems,



so when you type “:-)” into your iPhone or Android phone, the symbols automatically turn into a yellow smiley face – they became accessible and easy to use.

- 10 Add to that the belief that humans as a collective species are programmed to use visual communication, and emojis became a no-brainer for digital communication.
- 11 Language experts note that the real innovation behind emojis lies in their ability to help people online say what they mean, so when they write “What the heck?” they can signify with an accompanying laughing emoji or an angry-faced emoji whether their statement is an expression of amusement or outrage.
- 12 And try as people might, emojis aren’t here to replace language. Many streams of emojis can easily get lost in translation. For instance, a group of 800 people pooled their efforts to translate Herman Melville’s *Moby Dick* into emojis. The translated epic is titled “Emoji Dick.” Its famous opening line “Call me Ishmael” is communicated through five emojis: a telephone, a man’s head, a sailboat, a whale and a hand gesturing “OK!”
- 13 Things that are quickly adopted have a tendency to quickly go away. But the way emojis fit so seamlessly into the way we communicate and their ongoing ubiquity give linguists the belief that they aren’t going anywhere anytime soon.
- 14 The Unicode Consortium continues to process applications for new emojis. Anyone can submit a request for free by heading to the Unicode website and writing a detailed proposal for the emoji. The process in which the Unicode Technical Committee decides if an emoji will see the light of day can take up to two years. The consortium receives around 100 proposals a year, and approval rates vary year to year.
- 15 “Digital communication is here to stay,” Evans said. “We’re all virtually connected, and we’re in the midst of a digital revolution. For it to be as successful as spoken language, it needs this kind of system to complement and support the messages coming from text.”
- 16 The system might grow to include an emoji for every facial expression, gesture, food or flag. Or, as the linguist hopes, as the system matures, people will want fewer but more useful emojis. “Why isn’t there an emoji of someone’s face with rolling eyes?” he said. “That would be really useful.”

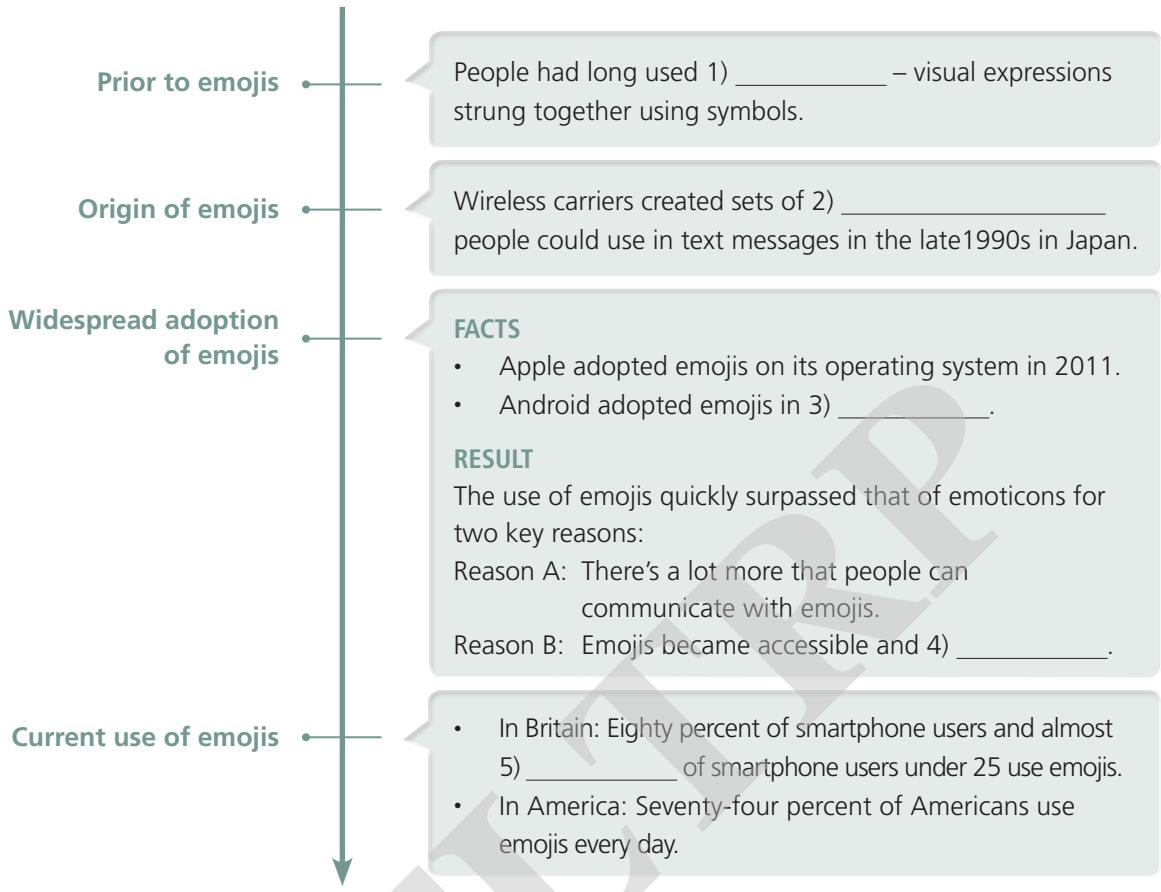
CULTURE NOTES

Word of the Year (年度词汇): It is a word or an expression that has attracted a great deal of interest over the 12 months of a particular year. It serves as a symbol of the year’s most meaningful events and looked-up trends.

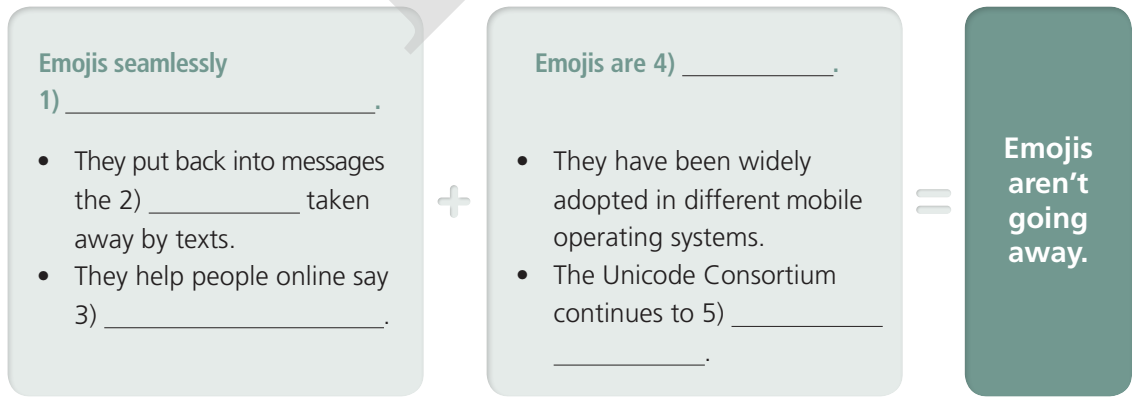


Understanding the text

1 How did emojis develop? Read the text and complete the diagram.



2 How important are emojis and what will their future be like? Read the text and complete the diagram.





WRITING SKILLS

Personification

Personification is a figure of speech, which treats a thing or an idea as if it were human or had human qualities. Personification can be used to help readers connect more easily with the objects or ideas, to create imagery and to make a story more interesting and visually appealing to the readers. For example, *The process in which the Unicode Technical Committee decides if an emoji will see the light of day can take up to two years.* (Para. 14)

In this sentence, emoji is personified; it is given the human ability to see.

3 Work in pairs. Read the sentences from the text and discuss the questions.

1 *When Oxford Dictionaries declared an emoji its 2015 Word of the Year, it was a bit of a head-scratcher.* (Para. 1)

What does “head-scratcher” mean? What is your opinion on the declaration?

2 *Move this online, where emails, text messages and instant messages mostly allow us to communicate with words, and you can see how messages can lose their meaning or be misinterpreted.* (Para. 6)

Why does the author think text messages can lose meaning and be misinterpreted? Do you agree with the author? Why or why not?

3 *The system might grow to include an emoji for every facial expression, gesture, food or flag. Or, as the linguist hopes, as the system matures, people will want fewer but more useful emojis.* (Para. 16)

If you have a chance to create an emoji, what will it be like?

Sharpening your skills

1 Examine the following sentences, identify the object or idea that is personified and explain which human trait or action is applied to the object or idea.

- 1 The 20th century witnessed a number of innovations that changed the way of communication.
- 2 Letter writing is a lost art that has surrendered to voice mail, email, texts, blogs, Facebook, Instagram and all sorts of other social media.
- 3 Has social media torn us apart from each other or drawn us closer to each other?
- 4 Information travels much faster in the modern age than it did in ancient times.

2 Work in pairs and make sentences on the topic of digital communication using personification.

Building your language

Words and expressions

1 Replace the underlined words with the correct form of the words below.

originate
standardize

adopt
automatically

enormous

- 1 Nowadays, more and more companies start to use WeChat in business communication because of its convenience and high efficiency.
- 2 The way we communicate has undergone huge change since the invention of the Internet.
- 3 Appearing first in Japan, emojis allow people to liven up their texts with colorful images.
- 4 It's difficult to unify the definition of Internet slang due to the constant changes made to its nature.
- 5 The feature of the new communication tool is that it can generate emojis without people doing anything based on their facial expressions.

2 Complete the sentences with the expressions below. Change the form where necessary.

derive ... from
year to year

single out
take to

aside from
see the light of day

- 1 _____ the chat program, QQ has also developed sub-features like games, pets, ringtone downloads, etc.
- 2 The number of students participating in online courses varies _____.
- 3 When people communicate face to face, 60-70 percent of the meaning is _____ the non-verbal cues such as gestures and facial expressions.
- 4 Which emoji would you _____ as the most useful one in your daily communication?
- 5 Recently his grandfather has _____ surfing the Internet for health information.
- 6 Unless you have a good literary agent, your script will never _____.



Adjectives which often go before:

expression facial visual
emotional

communication digital visual
face-to-face

Words which often go before:

message text instant
voice

language body Internet
spoken

Collocations

1 Complete the sentences with suitable expressions from the collocation box. Make changes where necessary. Sometimes more than one collocation is possible.

- 1 Your _____ such as gestures and postures sends a strong message to other people.
- 2 Online _____ has been made possible through the use of webcam (网络摄像机).
- 3 Some _____ associated with emotions such as happiness and fear are the same all over the world.
- 4 To start recording a(n) _____ the user should tap and hold the microphone icon.
- 5 Emails, _____ and text messages are all convenient ways of communication.

2 Complete the sentences by choosing suitable words in brackets to collocate with the italicized words.

- 1 Young people _____ (have, take) a *tendency* to share their daily life on social media.
- 2 Once you hit the send button, you may _____ (miss, lose) *control of* how the message will be interpreted.
- 3 One needs to _____ (submit, hand) a *request* to register a new account to use WeChat.
- 4 In face of the challenge of long distance, we are going to _____ (push, pool) *our efforts* to fulfill the task by online collaboration.
- 5 It will cost less if the institution can handle and _____ (process, post) *applications* online.

Vocabulary learning strategies



Compound nouns are formed in different ways. One type of compound nouns is formed by combining verbs and adverbs, such as “breakthrough” (Para. 4). You can scan the QR code to learn more about this type of compound nouns.

Language focus



The “... less of ... than ...” structure in the text is useful to compare two things. For example, “To some, it was even less of a word than the shortlisted nominee ‘lumbersexual’” (Para. 1). You can scan the QR code to learn more about the structure.

Banked cloze

Complete the passage with suitable words from the word bank. You may not use any of the words more than once.

text	smiley	submission	non-verbal	information
communication	comparison	function	misinterpreted	encountering
emojis	instructions	cellphones	means	images

We know that in public speaking, correct use of gestures will help get across our messages better. Emojis that flourish in our daily 1) _____ communication can serve this function, too, if employed properly.








In recent years, I've noticed with amazement how emojis like 2) _____ faces have crept into (逐渐融进) my office life. Supervisors start the day by issuing 3) _____ ending with an emoji, such as ☕ ("a cup of coffee") on WeChat. Even the secretary sends the reminder to all for the 4) _____ of the next day's work plan, with an icon of a red rose.

Emojis work like arms and hands in a speech that help me emphasize a point or ensure what I say is not 5) _____. But emojis, especially those pictures with Chinese characters, are not for everybody and most probably not appropriate for business 6) _____.

Chinese emoji users are predominantly young people led by millennials who send the most emojis per day. In 7) _____, users aged 40 or older account for only a small fraction of emoji fans.

Older users who want to be "on trend" may sometimes find they're 8) _____ embarrassment. Once I sent a new emoji with Chinese characters "I'm panicky," one of the colleagues quickly pointed out, "Even you're using it!"

And often, people disagree on what certain 9) _____ are supposed to represent. When writing this article, I've checked with several colleagues on the meaning of an emoji stored in our 10) _____, and we were surprised to realize how our understanding could differ from each other.

 Comment       | Send

Sharing your ideas

In the text, we have learned that emojis are changing our written conversation – that is, they put empathy back into our communication. In your opinion, what is the role of emojis in digital communication? What changes do they bring to digital communication? Write a paragraph of about 100 words to explain the role of emojis in digital communication. Try to use personification to make your writing more vivid.



Listening

With the development of society, the way we communicate has changed a lot. Listen to an audio clip and learn about these changes.



Work in pairs and discuss the questions.

- 1 How has the way we communicate changed?
- 2 At the end of the audio clip, the speaker raises several questions as listed below. What are your answers to these questions?
 - What happens when a child begins to replace face-to-face interactions with digital conversations?
 - What happens when a mother and father sit at a dinner table on their phone as their child is watching this?
 - What is the difference between asking someone in person and just sending him or her a text message?

Reading

In the audio clip, the speaker, Chris Andrews, says that he is deeply concerned that face-to-face interaction has moved to a less important position in human communication. Why does he have such concern? Furthermore, what would he like to do about it? Read the following text to learn Chris Andrews' project to help promote face-to-face communication.

CROSS-COUNTRY CONVERSATION

- 1 *The Saint* sat down with Chris Andrews to learn about his Let's Talk project, which celebrates the power of face-to-face communication.
- 2 His starting sentence – When I graduate I'm not going to be getting a job or going to grad school, I'm going to be running across the United States on foot – is not something you hear every day.
- 3 Chris Andrews' plans for after graduation are as challenging as they are unconventional. This August, Mr. Andrews will travel to Virginia



Beach. Once there, he will embark on a 3,200-mile journey across America, reaching San Diego eight to nine months later. Along the way, he aims to “spark a national conversation about conversation.” By talking to as many people as possible, Mr. Andrews strives to emphasize the benefits and joys of face-to-face conversations and ultimately to inspire people to think again about how they communicate.

- 4 Mr. Andrews explained that the germ of the idea stemmed from his realization that the way we communicate as humans now has changed more in the last 20 years than any time ever before. He added that while the digital age has certainly seen great advances in communication, he started to ask the question of what happens when we start to put face-to-face conversation on the back burner.
- 5 Recent studies about the effect of digital communication on development of social skills make for worrying reading. In an article for *The New York Times*, Sherry Turkle cites a startling finding by a team at the University of Michigan that there has been a 40 percent decline in empathy among college students. This decline, the bulk of which has occurred since 2000,

seems to have accompanied the rise in usage of digital communication.

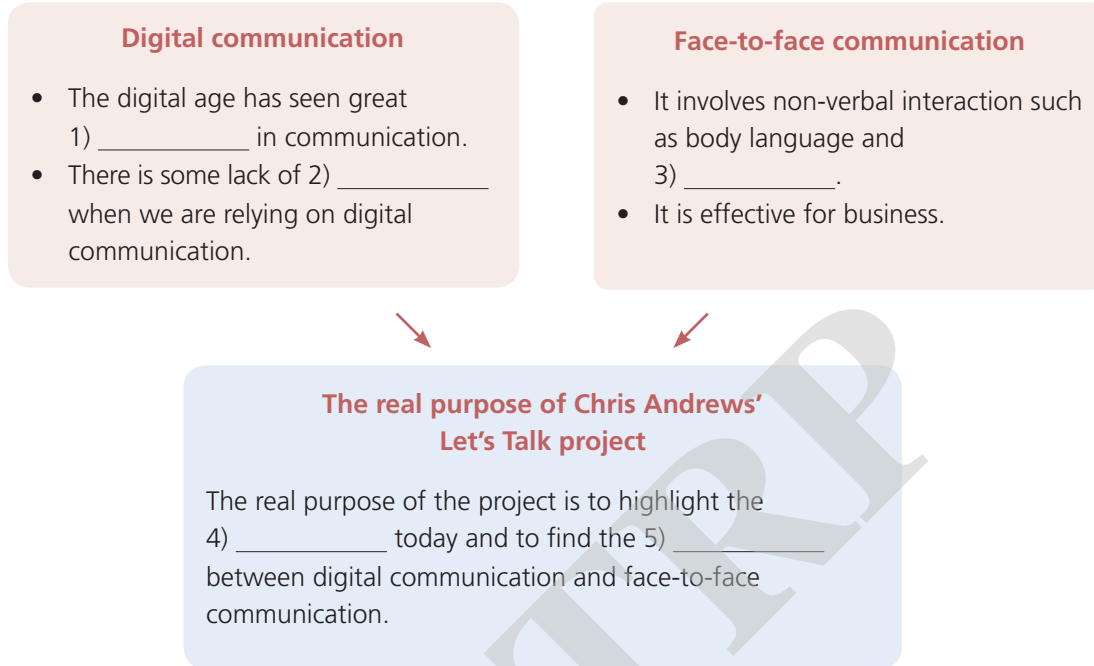
- 6 Mr. Andrews concurs. Although he remains uncertain about the extent to which our social skills have been impacted, he says, “I am concerned that there is some lack of empathy when we’re relying on digital communication and moving away from face-to-face conversation.” In particular, Mr. Andrews worries about the unconscious effect of detaching ourselves from the human on the other end of the message.
- 7 However, instead of concluding that we should all throw our phones into the sea, Mr. Andrews argues that acknowledging the benefits of face-to-face conversation need not mean giving up our use of social media. “It’s not at all that I condemn digital communication,” he said. “I am a proud user of social media. I am fully behind digital communication. It’s about finding that balance and about highlighting the power of face-to-face conversation today. I don’t want this trip to be about bashing technology. I more want to celebrate the incredible thing that is face-to-face conversation.”



- 8 What are the benefits of face-to-face conversations? Mr. Andrews said, “If you think about how messages are communicated when you are face to face with someone, it’s about body language. It’s about facial expressions.” Mr. Andrews added that businesses are coming to comprehend the effectiveness of face-to-face communication, which allows salespeople to build a personal connection with customers.
- 9 The Let’s Talk project’s use of social media to spread its message has caused many to accuse Mr. Andrews of hypocrisy. Mr. Andrews admitted that it is a “paradox” but added, “We’re not condemning technology. It’s more about using it in the right way and ... offering something that was produced by face-to-face conversations.” At the very least, Mr. Andrews has got people talking.
- 10 Another common response to Mr. Andrews’ project is disbelief. He admitted, “I don’t think I’ve met a single person who thinks we can do it.” The scope of the journey might well seem unimaginable, even when sensibly divided into a 15-mile-a-day target. However, the objective of the Let’s Talk project extends beyond the length of the trek. Mr. Andrews said the Let’s Talk project was also motivated by the desire to create “a portrait of America with thousands of face-to-face interactions ... We’re going to be telling the untold stories of America and documenting the human condition of America right now.”
- 11 The combination of running and conversations may not seem immediately obvious to anyone whose memories of cross-country include more wheezing than chit-chat. However, Mr. Andrews explained that the idea to run across the USA came along because we wanted to return to the most basic form of transportation paired with the most basic form of communication.
- 12 Mr. Andrews pointed out that the decision to run also makes sense from a practical perspective. It is much more difficult to pull over a vehicle to talk to someone if they were to have chosen to cycle or drive across America. Instead, Mr. Andrews will be pushing along a handcart with his tent, sleeping bag and water.
- 13 The Let’s Talk project aims to get as many people involved as possible by encouraging people to join Mr. Andrews on his run. This goal encompasses both friends traveling to support him and strangers who he meets on his epic journey. On the project’s website, Mr. Andrews states that whether you join him for a matter of minutes or days the project is open to anyone who is interested in sharing the experience. Another way he hopes to involve others is to contact local schools and invite students and teachers to run with him. It is important to Mr. Andrews that the project reaches out to young kids today as it can highlight how crucial a skill face-to-face communication is. Their generation is perhaps the one most dependent on technology and least familiar with good old chatting.
- 14 At its heart, Mr. Andrews claims the message of Let’s Talk is simple. “I want to promise everyone that going out there and speaking to someone pays incredible dividends in the way you feel, in the way that you understand yourself and others,” he said.

Understanding the text

- 1 Chris Andrews has his own views on digital communication and face-to-face communication, which inspire him to start the Let's Talk project. Read Paras. 4-8 and complete the diagram.



- 2 Read the text and identify the paragraph from which the information contained in each of the statements is derived. Write down the paragraph number in the blanks.

- ____ 1 Chris Andrews has ambitious and unconventional plans for after graduation.
- ____ 2 The Let's Talk project aims to involve as many people as possible.
- ____ 3 The decline in empathy caused by the rising use of digital communication is worrying.
- ____ 4 Calling for face-to-face communication is not in conflict with using social media.
- ____ 5 Chris Andrews worries that too much digital communication may result in a lack of empathy.
- ____ 6 Chris Andrews' plan originated from his concern about the change in human communication.
- ____ 7 Chris Andrews chooses to run, instead of drive, across the country because running is more practical.

Building your language

Words and expressions

- 1 Replace the underlined words with the correct form of the words below. You may need to make other changes.

startling **acknowledge** **condemn** **dependent** **uncertain**

- 1 Lots of older people express very strong disapproval of the abuse of social media as it may mislead young people.
- 2 It is very surprising that almost 100 percent of smartphone users under 25 text with emojis according to the survey.
- 3 It is said that the young generation are addicted to the smartphone.
- 4 People are feeling doubt about whether social media keeps them further apart or not.
- 5 We should admit the benefits of face-to-face communication as it could bring us closer.

- 2 Complete the sentences with the expressions below. Change the form where necessary.

accuse ... of ... **pull over** **detach ... from**
be paired with **pay dividends**

- 1 For safety reasons, when you are driving, you have to _____ where it is allowed before answering a text message or a phone call.
- 2 In order to do her job during the war, she _____ herself _____ her feelings.
- 3 Strong relationships in adolescence seem to _____ later in life.
- 4 Each user of the app _____ a stranger to do the activity.
- 5 The social media platform _____ revealing personal information of its users.



Collocations

Complete the sentences with suitable expressions from the collocation box. Make changes where necessary. Sometimes more than one collocation is possible.

- 1 It was a(n) _____ and no one could hear what it was about.
- 2 The paper introduced social media from a(n) _____ – that is, its past, present and future.
- 3 In the _____, the younger generation are exposed to a variety of technology and media devices.
- 4 The _____ of the survey is that only eight percent of the conversations take place through social media.
- 5 The psychological consultant visited her client, and through a(n) _____ she obtained as much information as she could about the client's mental state.
- 6 Students now frequently use _____ to communicate and work collaboratively.

Nouns which often go after:

digital	age	media
	communication	
startling	finding	fact
	statement	

Adjectives which often go before:

conversation	face-to-face	
	informal	private
perspective	practical	
	theoretical	
	historical	

Vocabulary learning strategies

The prefix "cross-" as in "cross-country" (Title) often combines with nouns and adjectives to mean:

- 1) "across" as in "cross-country"
- 2) "involving different groups or subjects" as in "cross-cultural"

You can scan the QR code to learn more about words prefixed with "cross-."



Translation

1 Translate the paragraph into Chinese.



In the age of social media, our social networks are much larger than they have ever been, and we have more ways to communicate. Even if you are not very active on WeChat or Microblog, it is certain that your sphere of communication has expanded significantly in recent years. Who you communicate with and how you communicate have changed radically. This new connected age brings both opportunities and challenges.

2 Translate the paragraph into English.

据报道，中国已成为世界上最大的智能手机市场之一。移动设备的低成本和移动网络的快速增长刺激了中国智能手机市场的发展。据估计，超过半数的中国网民（netizen）首选智能手机上网。2013年，中国智能手机使用者占有手机用户的43%。2015年，约70%的中青年人选用智能手机。到2018年，这一比例上升至80%。

Sharing your ideas

In the text, we have learned about Chris Andrews' endeavor to get people talking face to face. Are you in support of Chris Andrews' project? What's your understanding of the role of face-to-face communication? Do you think digital communication will replace face-to-face talk? Why or why not? Have a discussion in pairs and report your opinions in class.

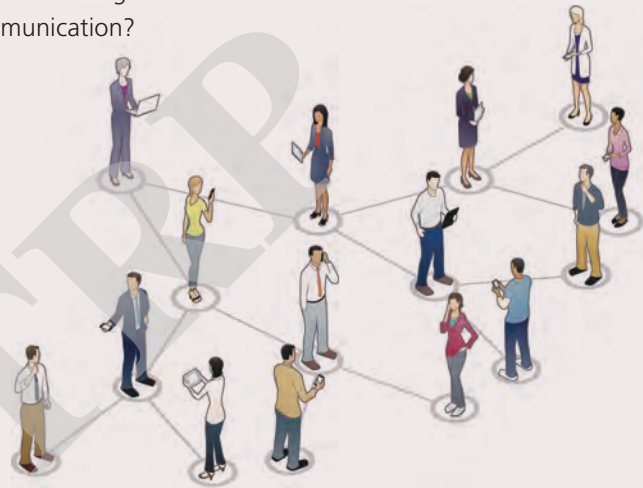
Unit project

Making a speech

Social media changes the way we communicate

The text in iExplore 1 tells us that social media, enriched by emojis, is becoming more successful and mature as a means of communication. In iExplore 2, you've got to know the importance of face-to-face communication. Are you ready now to bring both means of interaction together? Can you find out and evaluate the changes that social media brings to us, especially in contrast to face-to-face communication?

As mentioned in Scenario, you are going to take part in the English speaking contest organized by your university. The topic is "Social media changes the way we communicate." As required, you need to submit a two-minute video of a prepared speech on this topic. The following steps may help you with the project.



Step 1

Brainstorm

Undoubtedly, social media has brought changes to the way people communicate. Yet at this moment, you might still be unclear of what the changes are. So a starting point would be to list the changes based on your personal experiences. Write down the key words of the changes in the blanks.

Change 1: easier communication

Change 2: _____

Change 3: _____

...

Step 2 Choose the changes

Now you have got some idea of what changes social media has brought to you. However, it may not be easy to put all the points into a two-minute speech. Thus, you need to single out two or three major changes. But which ones would you choose? You can choose those changes that you are most confident to talk about. So now, decide and write down your choices.

Step 3 Describe the changes

Having figured out the major changes, you now need to explain to your audience what they are. You can do this by describing the changes that you have experienced or observed. Describe each of the changes in one sentence.

Change 1: Social media makes communication easier for people in different locations.

Change 2: _____

Change 3: _____

Step 4 Elaborate on the changes

Having described the changes, you may need to give specific and concrete evidence to further explain and support them. An example or your personal experience will do the job. What example can you find for each change? Or what experience is related to each change?

Evidence of Change 1: I can reach out to my friend who is studying overseas by WeChat.

Evidence of Change 2: _____

Evidence of Change 3: _____

Step 5 Evaluate the changes

Describing and explaining the changes are not enough. To make a good speech, you need to evaluate those changes. The following questions may help you better understand those changes.

- Do those changes make your communication easier or harder?
- Do those changes bring you and your contacts closer or draw you further apart?
- Do those changes help you express your idea more effectively?

Step 6 Draft your script

Following the steps above, you can now start drafting your script. Remember you need to have an interesting start, a well-developed body part and a forceful ending.

As this is a selfie video, it is typical of spoken language and the sentences should not be too long or complex. Using simple language can help you express your ideas more easily.

Step 7 Rehearse and give the speech

After your script is ready, you can start rehearsing it. When giving the speech, pay attention to your body language including the use of facial expressions, postures and gestures. You may use the following checklist to assess your performance.

Checklist

OK Need
 improvement

- 1 I have listed the major changes that social media has brought about.
- 2 I have described those changes in a clear way.
- 3 I have used examples or personal experiences to further explain and support my points.
- 4 I have evaluated those changes from different perspectives.
- 5 I have properly used body language when delivering the speech.



YOU CAN
UPLOAD YOUR
SPEECH
VIDEO TO
THE ONLINE
COURSE AFTER
FINISHING IT.

ELTRP

Vocabulary

Explore 1

New words

no-brainer /,nəʊ 'breɪnə/ *n.* [C, usu. sing.] (*informl.*) sth. that you do not need to think about, because it is easy to understand or do 简单的事; 不用动脑筋的事
That last test question was a complete no-brainer.

shortlist /'ʃɔ:t, lɪst/ *vt.* (*BrE*) (*usu. passive*) to put sb. on a short list for a job or a prize 把(某人)列入入围(决选)名单
This novel was shortlisted for the Nobel Prize in Literature.

nominee /,nɒmɪ'ni:/ *n.* [C] sb. who has been suggested for a prize, duty, or honor 被提名者
He is a nominee for best actor.

linguist /'lɪŋgwɪst/ *n.* [C] 语言学家

announcement /ə'naʊnsmənt/ *n.* [C] an important or official statement (重要或正式的) 通告, 宣告, 声明
The company has made several announcements about this emergency.

discrete /dɪ'skri:t/ *a.* (*forml.*) clearly separate 分开的; 互不相关的
Child development occurs in discrete stages.

enormous /ɪ'no:məs/ *a.* extremely large in size or amount (尺寸或数量) 巨大的, 庞大的
The stress to complete the task is enormous.

smiley /'smaɪli/ *n.* [C] 笑脸符

gesture /'dʒestʃə/ *n.* [C] a movement of your arms, hands, or head that shows what you mean or how you feel 示意动作; 手势
People usually use hand gestures to enhance their speeches.

linguistics /lɪŋ'gwɪstɪks/ *n.* [U] 语言学

adoption /ə'dɒpʃn/ *n.* [U] the act of deciding to use a particular plan, method, law and way of speaking, etc. 采用; 采纳
The adoption of this policy alone does not solve the problem.

derive /dɪ'reɪv/ *vt.* (~ sth. from sth.) to get sth., esp. a nice feeling or an advantage, from sth. or sb. 得到, 获得 (尤指愉快的感受或好处)
Designers derive great enjoyment from these creative works.

facial /'feɪʃl/ *a.* on the face or relating to the face 脸上的; 面部的

People tend to use facial expressions to convey emotions.

intonation /,ɪntə'neɪʃn/ *n.* [C, U] 语调 (如在疑问句的结尾用升调); 音调

misinterpret /,mɪsɪn'tɜ:prɪt/ *vt.* to not understand the correct meaning of sth. that sb. says or does, or to explain sth. wrongly to other people 误解; 错误地解释
People always misinterpret me as being aggressive.

sane /seɪn/ *a.* reasonable and using or showing sensible thinking 明智的; 脑子清醒的; 思路清晰的
Faced with an emergency, people need to be calm and sane.

jerk /dʒɜ:k/ *n.* [C] (*informl.*) 蠢人; 鲁莽之徒

originate /ə'ɪdʒə,neɪt/ *vi.* (*forml.*) (~ in / from / with) to start to develop in a particular place or from a particular situation 发源; 开始
It is said that this custom originated in the Eastern culture.

wireless /'waɪələs/ *a.* relating to a system of communication that uses radio, not wires 无线的; 用无线电波传送的
The wireless communication technology has been widely adopted in many industries.

sticker /'stɪkə/ *n.* [C] (有图或文字的) 粘贴标签, 贴纸

emoticon /ɪ'məʊtɪ,kɒn/ *n.* [C] (在电子邮件和因特网上使用的) 表情符号

visual /'vɪʒʊəl/ *a.* (*usu. before noun*) relating to seeing 视觉的; 视力的
The painting has a powerful visual impact on me.

colon /'kəʊlən/ *n.* [C] 冒号

parenthesis /pə'renθəsis/ *n.* [C, usu. pl.] (*pl. parentheses*) 圆括号

dash /dæʃ/ *n.* [C] 破折号

denote /dɪ'nəʊt/ *vt.* (*forml.*) to represent or mean sth. 表示; 意为
The mark by the teacher denotes that you need to put more effort into the paper.

penguin /'peŋgwɪn/ *n.* [C] 企鹅

incorporate /ɪn'kɔ:pə,reɪt/ *vt.* to include sth. as part of a group, system and plan, etc. 把(某物)并入; 包含; 吸收

The film incorporates elements of fantasy and science fiction.

standardize /'stændə,daɪz/ vt. to make all the things of one particular type the same as each other 使标准化; 使统一规格

The criteria for passing the exam should be standardized.

automatically /,ɔ:tə'mætɪkli/ ad. by the action of a machine, without a person making it work 自动地

The computer can make a calculation automatically.

collective /kə'lektɪv/ a. (only before noun) shared or made by all the members of a group together 集体的; 共有的

It is a collective decision made by all board members of the company.

heck /hek/ n. [sing., U] (what the ~) used to say that you will do sth. even though you really should not do it 管它呢, 不管它 (用以表示将会做不应该的事)

The doctor said I shouldn't drink, but what the heck.

signify /'sɪgnɪ,faɪ/ vt. to represent, mean, or be a sign of sth. 表示; 象征; 意味着

"F" signifies that the information is not true.

outrage /'aʊt,reɪdʒ/ n. [U] a feeling of great anger or shock 愤慨; 义愤; 震惊

These murders have provoked outrage across the country.

epic /'epɪk/

n. [C] a book, movie, etc. that tells a long story that is full of action and events 长篇叙事性小说 (电影等)

a. used to describe events that happen over a long period and involve a lot of action and difficulty 史诗般的; 长期而又艰苦的

They were engaged in an epic struggle against poverty and ignorance.

sailboat /'seɪlbəʊt/ n. [C] 帆船

seamlessly /'si:məslɪ/ ad. happening or done so smoothly that you cannot tell where one thing stops and another begins 平滑连贯地; 浑然一体地

In his essay, the author shifts seamlessly from one point to another.

ubiquity /ju:'bɪkwəti/ n. [U] the fact that sth. or sb. seems to be everywhere 无处不在

The city has witnessed the ubiquity of shared bicycles.

consortium /kən'sɔ:tiəm/ n. [C] (pl. **consortiums** / **consortia**) 财团; 联合企业

submit /səb'mɪt/ vt. to give a plan, piece of writing, etc. to sb. in authority for them to consider or approve 呈送, 提交, 呈递 (计划、作品等)

You need to check your grammar and spelling before you submit your essay.

request /rɪ'kwest/ n. [C] an act of asking for sth. politely or formally 要求; 请求

You need to make a new request for the membership of the music club.

midst /mɪdst/ n. (in the ~ of sth.) in the middle of sth. such as a period, situation or event 在某事的中期; 正值某事处理之中

We need to keep pace with changes as we are in the midst of a digital revolution.

complement

vt. /'kɒmplɪ,ment/ to make a good combination with sb. or sth. 补充; 使相配; 使完美

The aim of this section is to consolidate and complement the earlier discussions.

n. /'kɒmplɪmənt/ [C] (~ to) sb. or sth. that emphasizes the good qualities of another person or thing 补足物; 补充; 使完备之物

The video tutorial can be seen as a complement to the lecture.

Phrases and expressions

single out to choose sb. or sth. from among a group of similar people or things, esp. in order to praise them or criticize them (尤指为了表扬或批评) 挑出 (某人或某物); 选出

The person who gets the scholarship has been singled out from a large number of candidates.

aside from in addition to 除...以外

I hardly watch any television, aside from news and current affairs.

take to to start doing sth. as a habit 开始养成...的习惯
My grandfather has taken to gardening after his retirement.

come across to make sb. have a particular opinion of you 给人的印象是...

Sometimes you come across as being kind of rude.

see the light of day if an object sees the light of day, it is taken from the place where it has been hidden, and becomes publicly known 公开; 问世; 发表
The extraordinary document first saw the light of day in 1966.

Proper names

Viv Evans /ˌvɪv 'evənz/ 维维·埃文斯 (人名)

SwiftKey /ˌswɪft 'ki:/ 英国一家开发键盘输入技术的公司

Gretchen McCulloch /ˌɡretʃən mə'kʌlək/ 格雷琴·麦卡洛克 (人名)

Herman Melville /ˌhɜ:mən 'melvɪl/ 赫尔曼·梅尔维尔 (19世纪美国小说家)

Moby Dick /ˌməʊbi 'dɪk/ 《白鲸》(赫尔曼·梅尔维尔的一篇海洋题材的长篇小说)

Ishmael /'ɪʃmeɪəl/ 以实玛利 (基督教《圣经》中故事人物)

The Unicode Consortium 统一码联盟 (维护 Unicode 编码标准的非牟利机构)

iExplore 2

New words

cross-country /ˌkrɒs 'kʌntri/
a. (only before noun) from one side of a country to the other side 横贯全国的
He's on a cross-country flight.
n. [C, U] a sport in which you run across fields and not along roads or a track 越野跑
She is one of Britain's top cross-country athletes and a mother of two.

grad school n. [C, U] (also **graduate school**) 研究生院; 研究所

unconventional /ˌʌnkən'venʃ(ə)l/ a. very different from the way people usu. behave, think and dress, etc. 非常规的; 不落俗套的
My roommate has really unconventional dress sense.

germ /dʒɜ:m/ n. [C] (the ~ of an idea / hope, etc.) the beginning of an idea that may develop into sth. else 思想、希望等的萌芽
The germ of the idea for charity was born during his visit to a school in the rural area.

realization /ˌrɪəlɪ'zeɪʃn/ n. [sing., U] when you understand sth. that you had not understood before 认识; 领悟; 意识

She was extremely shocked by the realization that she might never recover from her illness.

startling /'stɑ:tɪlɪŋ/ a. very unusual or surprising 惊人的; 令人震惊的

The father's words had a startling effect on the children.

usage /'ju:sɪdʒ/ n. [U] the way in which sth. is used, or the amount of it that is used 使用 (方法); 用量
The usage of social media makes a difference in our daily communication.

concur /kən'kʊɜ:/ vi. (frm.) to agree with sb. or have the same opinion as them (与某人) 意见一致; 同意
The board members concurred with the appointment of the new manager.

uncertain /ʌn'sɜ:tɪn/ a. (not before noun) feeling doubt about sth. 不确定的; 无把握的; 拿不准的
The hiker was uncertain how much further he could walk.

acknowledge /ə'kɒlədʒ/ vt. to admit or accept that sth. is true or that a situation exists 承认 (某事属实或某情况存在)
He acknowledges that he has made a mistake in handling this issue.

condemn /kən'dem/ vt. to say very strongly that you do not approve of sth. or sb., esp. because you think it is morally wrong 指责; 谴责
Politicians have condemned the terrorists after the attack.

bash /bæʃ/ vt. to criticize sb. or sth. a lot 猛烈抨击
The local newspaper has recently been bashing the city's medical system.

comprehend /ˌkɒmpri'hend/ vt. to understand sth. that is complicated or difficult 理解, 领悟 (复杂或困难事物)
They can not comprehend these medical terms.

effectiveness /ɪ'fektɪvənəs/ n. [U] the capability of producing a desired result or the ability to produce desired output 效果; 有效性
We need to improve the effectiveness of the training programs for new employees.

hypocrisy /hɪ'pɒkrəsi/ n. [U] when sb. pretends to have certain beliefs or opinions that they do not really have 伪善; 虚伪
It would be hypocrisy for him to advocate charity, since he never lends a hand to those in need.

disbelief /ˌdɪsbɪ'li:f/ n. [U] a feeling that sth. is not true or does not exist 不信; 怀疑
He took a step back and shook his head in disbelief.

scope /skəʊp/ n. [U] the range of things that a subject, activity, book, etc. deals with (学科、活动、书等的) 范围
Let's extend the scope of the study to examine more factors.

unimaginable /ˌʌnɪ'mædʒɪnəbl/ a. not possible to imagine 不能想象的; 想象不到的
He managed to complete the task under unimaginable conditions.

sensibly /'sensəbli/ ad. in a reasonable way 明智地; 合理地; 实际地
You must try to eat sensibly while you're away from home.

trek /trek/ n. [C] a long and difficult trip, made esp. on foot (尤指徒步的) 长途跋涉
Pictures of his trek across Tibet will be displayed at the exhibition.

portrait /'pɔ:trɪt/ n. [C]
1 a description or representation of sth. (对某事物的) 描绘, 描述; 表现
This is a portrait of working life in America.
2 a painting, drawing or photograph of a person (人的) 画像, 照片, 肖像
He was asked to paint a portrait of this wealthy family.

untold /ʌn'təʊld/ a. (only before noun) an untold story has never been read or heard by the public 从未被讲述的; 从未听过的
The untold story of this terror attack is finally published.

wheeze /wi:z/ vi. to breathe with difficulty, making a noise in your throat or chest 气喘吁吁; 呼呼地喘气
When you run, especially when you run at high intensity, you may wheeze even if you are perfectly healthy.

chit-chat /'tʃɪt tʃæt/ n. [U] (informal) conversation about things that are not very important 聊天; 闲谈
He left the party early to avoid the boring social chit-chat.

handcart /'hænd,kɑ:t/ n. [C] 手推车; 手拉车

tent /tent/ n. [C] 帐篷

encompass /ɪn'kʌmpəs/ vt. (formal) to include a wide

range of ideas, subjects, etc. 包含; 包括
The research encompasses the social and political aspects of the situation.

dependent /dɪ'pendənt/ a. needing sb. or sth. else in order to exist, be successful, be healthy, etc. 依靠的; 依赖的
He is still dependent on his parents after graduation.

dividend /'dɪvɪ,dend/ n. [C] (pay / bring ~s) to be very useful and bring a lot of advantages, esp. later in the future 有好结果; 有回报
Regular exercise will pay dividends later on in life.

Phrases and expressions

detach yourself from sb. / sth. to try to be less involved in or less concerned about a situation 使自己摆脱某人 / 某事物
Judges sometimes have to detach themselves from their feelings.

Proper names

Chris Andrews /ˌkrɪs 'ændru:z/ 克里斯·安德鲁斯 (人名)

The Saint 圣安德鲁斯大学学生运营的一家报纸

Virginia Beach /vɜ:ˈdʒɪniə/ 弗吉尼亚海滩 (位于美国弗吉尼亚州东南部城市)

San Diego /ˌsændrɪ'egəʊ/ 圣地亚哥 (美国加利福尼亚州西南部港市)

University of Michigan 密歇根大学 (美国)