

> Contents

UNIT 1

—
More than trends P1

Pronunciation

Pronunciation skills: Stressed content words
P2

Listening to communicate

- Conversation 1 P3
- Conversation 2 P4
- Act-out P5
- Communication skills: Expressing likes and dislikes

Listening to explore

- News report P6
- Passage 1 P7
- Passage 2 P8
- Listening skills: Listening for the timeline

UNIT 2

—
In the name of love P17

Pronunciation skills: Sense groups
P18

- Conversation 1 P19
- Conversation 2 P20
- Act-out P21
- Communication skills: Asking for information

- News report P22
- Passage 1 P24
- Passage 2 P25
- Listening skills: Identifying the inverted pyramid structure of a news report

UNIT 3

—
Anime & comic P33

Pronunciation skills: Unstressed function words
P34

- Conversation 1 P35
- Conversation 2 P36
- Act-out P37
- Communication skills: Talking about similarities and differences

- News report P38
- Passage 1 P39
- Passage 2 P40
- Listening skills: Listening for examples

UNIT 4

—
To infinity and beyond!
P49

Pronunciation skills: Using stress for emphasis
P50

- Conversation 1 P51
- Conversation 2 P52
- Act-out P53
- Communication skills: Expressing hope and desire

- News report P54
- Passage 1 P55
- Passage 2 P56
- Listening skills: Identifying emphasis in a sentence

UNIT 5

—
Zoom in, zoom out P65

Pronunciation skills: Sentence rhythm
P66

- Conversation 1 P67
- Conversation 2 P68
- Act-out P69
- Communication skills: Expressing confusion

- News report P70
- Passage 1 P71
- Passage 2 P72
- Listening skills: Taking notes on important facts

UNIT 6

—
Taste your emotions P81

Pronunciation skills: Rising and falling intonations
P82

- Conversation 1 P83
- Conversation 2 P84
- Act-out P85
- Communication skills: Expressing worries and giving responses

- News report P86
- Passage 1 P87
- Passage 2 P88
- Listening skills: Using keyword outline in note-taking

Sharing your ideas	Viewing to know	Further listening	Listening to appreciate
<ul style="list-style-type: none"> · Introduce your favorite brand · Presentation skills: Using visual aids <p>P10-11</p>	<ul style="list-style-type: none"> · Pre-viewing · While-viewing · Post-viewing <p>P12-13</p>	<ul style="list-style-type: none"> · Conversation P14 · News report P14 · Passage P15 	<p><i>These Boots Are Made for Walking</i></p> <p>P16</p>
<ul style="list-style-type: none"> · Conduct a mini-debate on marrying a person of your major · Presentation skills: Having a mini-debate <p>P26-27</p>	<ul style="list-style-type: none"> · Pre-viewing · While-viewing · Post-viewing <p>P28-29</p>	<ul style="list-style-type: none"> · Conversation P30 · News report P31 · Passage P31 	<p><i>When You Are Old</i></p> <p>P32</p>
<ul style="list-style-type: none"> · Introduce your most impressive animation · Presentation skills: Giving reasons <p>P42-43</p>	<ul style="list-style-type: none"> · Pre-viewing · While-viewing · Post-viewing <p>P44-45</p>	<ul style="list-style-type: none"> · Conversation P46 · News report P46 · Passage P47 	<p><i>Don't Worry, Be Happy</i></p> <p>P48</p>
<ul style="list-style-type: none"> · Report on whether there is any alien intelligence outside the Earth · Presentation skills: Using evidence <p>P58-59</p>	<ul style="list-style-type: none"> · Pre-viewing · While-viewing · Post-viewing <p>P60-61</p>	<ul style="list-style-type: none"> · Conversation P62 · News report P63 · Passage P63 	<p><i>Fly Me to the Moon</i></p> <p>P64</p>
<ul style="list-style-type: none"> · Comment on a photo · Presentation skills: Choosing information to support your argument <p>P74-75</p>	<ul style="list-style-type: none"> · Pre-viewing · While-viewing · Post-viewing <p>P76-77</p>	<ul style="list-style-type: none"> · Conversation P78 · News report P78 · Passage P79 	<p><i>Photograph</i></p> <p>P80</p>
<ul style="list-style-type: none"> · Conduct a survey of college students' stress level · Presentation skills: Cooperating with team members <p>P90-91</p>	<ul style="list-style-type: none"> · Pre-viewing · While-viewing · Post-viewing <p>P92-93</p>	<ul style="list-style-type: none"> · Conversation P94 · News report P95 · Passage P95 	<p><i>Count Your Garden by the Flowers</i></p> <p>P96</p>

More than trends



Learning objectives

After learning this unit,
you will be able to:

- * talk about fashion
- * express likes and dislikes
- * listen for the timeline
- * introduce your favorite brand by using visual aids

> Pronunciation

Pronunciation skills

Stressed content words

在用英语交流的过程中，句中表达实际意义的实词（如名词、形容词、数词、副词、实意动词等）一般需要重读。例如：It's a wonderful idea!

疑问代词和指示代词（如 what、when、this、that 等）一般需要重读。例如：What are your hopes and dreams for gender equality?

助动词 be、do、have 以及情态动词的否定形式等，一般也需要重读，例如：I don't give my clothes much thought.

1 Listen to the sentences and underline the stressed words.

- 1 It might make us feel good.
- 2 I happened to read about it in the news.
- 3 What is your fashion style, by the way?
- 4 My fashion sense hasn't really changed very much.
- 5 I am wearing the same shirt I bought seven years ago.

2 Read the sentences and underline the stressed words. Then listen to the sentences and check your answers.

- 1 I think it's really improving.
- 2 I feel like they must be in pain.
- 3 I like that shirt you're wearing today.
- 4 It's all about our obsession with fashion.
- 5 Maybe we can try to buy second-hand clothes to reduce the waste.

> Listening to communicate

Conversation 1

1 Listen to the conversation and choose the best answer to each of the questions.

- 1 Why are many people promising openly to buy no new clothes?
A. Because they like their old clothes.
B. Because they think it is good for the environment.
C. Because they find new clothes more and more expensive.
D. Because they don't feel comfortable when they wear new clothes.
- 2 How many clothes are sent to landfill in the U.K. each year?
A. About 13,000 tons.
B. About 3,000 tons.
C. About 30,000 tons.
D. About 300,000 tons.
- 3 According to the man, why do people keep buying more clothes?
A. Because they want to show their wealth.
B. Because they have an obsession with fashion.
C. Because they need different clothes to look good.
D. Because they think clothes are more beautiful than before.
- 4 Why does the woman think buying second-hand clothes is a good idea?
A. Because it helps to save money.
B. Because it helps to reduce the waste.
C. Because it helps to cut down workers' workload.
D. Because it helps to solve people's obsession with fashion.

2 Listen to the conversation again and fill in the blanks with what you hear.

- 1 There is something known as _____, buying clothes and only wearing them a few times before buying new clothes.
- 2 It might make us feel good, but I think it is not good for the _____.
- 3 I am wearing the _____ shirt I bought seven years ago.
- 4 Also, clothes are relatively _____ than before.

Word tips

landfill /'lænd,fɪl/ *n.* 废物填埋场

obsession /əb'seʃn/ *n.* 痴迷;
着魔



Conversation 2

Word tips

decade /'dekeɪd/ *n.* 十年

high heels /hi:lz/ *n.* 高跟鞋



1 Listen to the conversation and choose the best answer to each of the questions.

- 1 What is Belle's fashion sense now?
 - A. She wants to look good every day.
 - B. She likes to wear a suit every day.
 - C. She doesn't like to wear a suit at all.
 - D. She just loves T-shirts and jeans.
- 2 How does Anni feel when she dresses up for work?
 - A. She feels sad.
 - B. She doesn't feel like it's her.
 - C. She doesn't care about it at all.
 - D. She feels that she has no choice.
- 3 What do the speakers think of high heels?
 - A. High heels are beautiful.
 - B. High heels are expensive.
 - C. High heels make their feet hurt.
 - D. High heels have changed a lot.

2 Listen to the conversation again and decide whether the statements are true (T) or false (F).

- 1 In Belle's university years, she wanted to look good every day.
- 2 Anni enjoys dressing up for work.
- 3 Anni wants the most comfortable clothes when she dresses up.
- 4 Both speakers like wearing high heels even they make their feet hurt.

Act-out

Work in pairs and act out the following conversation. You may use the expressions in the skill box or come up with your own expressions.

Guided conversation

- A:** Ask if B likes football.
B: Answer A's question and ask about A's preference of sports.
A: Express that you no longer like football.
B: Ask about the reason. Talk about how A used to love football.
A: Explain why you do not like it now.
B: Express understanding. Ask about A's favorite sport.
A: Express how you like swimming.
B: Agree with A. Express the same liking.
A: Ask about B's reason.
B: Answer A's question.
A: Agree with B.

Communication skills

Expressing likes and dislikes

- **Expressing likes**
 - I love ...
 - I enjoy ...
 - I like ...
 - I want ...
 - I'm crazy about ...
 - I'm interested in ...
- **Expressing dislikes**
 - I don't like ...
 - I dislike ...
 - I hate ...
 - I can't stand ...
 - I'm sick of ...
 - I'm not interested in ...



> Listening to explore

News report

Word tips

sneaker /'sni:kə/ *n.* 运动鞋

appearance /ə'piərəns/ *n.*
外貌; 外观

recycle /ri:'saɪkl/ *v.* 回收利用;
再利用



1 Listen to the news report and choose the best answer to each of the questions.

- 1 What is the special feature of Arcas Bear sneakers?
 - A. They are very cheap.
 - B. They are comfortable to wear.
 - C. They are made of animal material.
 - D. They are made of recycled material.
- 2 According to the news report, why have Arcas Bear sneakers never been colored?
 - A. Because coloring is expensive.
 - B. Because coloring is not liked by customers.
 - C. Because Arcas Bear sneakers are made from colorful animal material.
 - D. Because Arcas Bear sneakers are made from recycled material of similar colors.
- 3 Why are Arcas Bear sneakers popular in spite of their high prices?
 - A. Because people have become richer.
 - B. Because people like eco-friendly shoes.
 - C. Because people enjoy buying new shoes.
 - D. Because people think their colors are pretty.

2 Listen to the news report again and answer the questions by filling in the blanks with what you hear.

- 1 Where did eco-friendly Arcas Bear sneakers make their appearance last week?
At the _____ in Los Angeles last week.
- 2 Who pushed Cynthia Arcas to create her own business?
It was her _____ who pushed her to create her own business.
- 3 How much do the Arcas Bear sneakers cost?
These sneakers cost about _____ a pair.

Passage 1

1 Listen to the passage and choose the best answer to each of the questions.

- 1 Why did Chu Hongsheng start making *qipao*?
 - A. Because *qipao* was popular.
 - B. Because *qipao* was an art form.
 - C. Because he loved making *qipao*.
 - D. Because he needed to make a living.
- 2 What is Chu Hongsheng's opinion about women wearing *qipao* as an evening dress for big events?
 - A. He sees it as a good thing.
 - B. He sees it as a downfall of *qipao*.
 - C. He thinks it is disrespect for *qipao*.
 - D. He thinks it is good for his fame.
- 3 Why do Chu Hongsheng's fans see him as "Shanghai's last *qipao* tailor"?
 - A. Because they believe there will be few people making *qipao*.
 - B. Because they believe there will be nobody as passionate and skilled as him.
 - C. Because they believe there will be few people treating *qipao* as an art form as him.
 - D. Because they believe there will be nobody loving *qipao* as much as him.

2 Listen to the passage again and fill in the blanks with what you hear.

- 1 The traditional Chinese dress, *qipao*, was very popular in the _____.
- 2 Today, more than _____ decades since he first became a *qipao* tailor, Chu Hongsheng believes that *qipao* is coming back.
- 3 *Qipao* is about to enter another _____ age.
- 4 People today are _____ to pay more for the dress.

Word tips

downfall /'daʊn,fɔ:l/ *n.* 衰落;
衰败

fame /feɪm/ *n.* 名声; 声誉

passionate /'pæʃ(ə)nət/ *a.* 热忱
的; 狂热的



Passage 2

Word tips

perfume /'pɜːfjuːm/ *n.* 香水

religious /rə'lɪdʒəs/ *a.* 宗教的

gradually /'grædʒuəli/ *ad.* 逐渐地; 逐步地

Listening skills

Listening for the timeline

在讲述事物发展过程时，人们常常按照时间顺序进行讲述。听者顺着时间线，不仅可以捕捉到讲述者提供的主要信息，而且能够把握住篇章结构。

为了把握时间线，听者要留意讲述者提到的信号词。信号词有时以具体年月日或某个时期的形式出现，有时以 first、then 等顺序词的形式出现，有时以表示过去、现在、未来等意义的词语出现。在下面的篇章中，我们将听到 in 1190、until now 等构成时间线的表达方式。

在听的过程中，可以借助时间轴的形式，记录相关信息。



1 Listen to the passage and complete the timeline with what you hear.

Thousands of years ago

Perfume 1) _____ in Cyprus.

During the periods of ancient Greece and Rome

Perfume was regarded as a(n) 2) _____.

In the 3) _____ century

There was an increasing popularity of perfume among French upper classes.

Today

Perfume has become the smell for 4) _____.



2 Listen to the passage again and choose the best answer to each of the questions.

- 1 Why did rich people use perfume in ancient Egypt?
 - A. Because of social purposes.
 - B. Because of business purposes.
 - C. Because they wanted to show their beauty.
 - D. Because they wanted to show their importance.
- 2 When did perfume begin to be commercially produced in Paris?
 - A. 1190.
 - B. 1191.
 - C. 1910.
 - D. 1991.
- 3 What is the passage mainly about?
 - A. The development of perfume.
 - B. The development of art.
 - C. The development of upper classes.
 - D. The development of fashion.



> Sharing your ideas

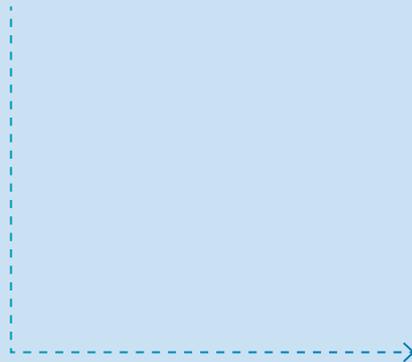
Introduce your favorite brand

Work in groups and introduce your favorite brand.

Step 1

Discuss the following questions with your group members.

- *What is your favorite brand?*
- *What stories do you know about the brand?*
- *Why do you like the brand?*



Step 2



Organize your ideas based on the following outline:

- *The name of your favorite brand:* _____
- *Stories about the brand:* _____
- *The reasons why you like the brand:* _____



Step 3

Present your favorite brand to your group members.

You can use some visual aids to make your presentation more impressive, such as images and videos of the logo, products, or other important elements of your favorite brand.



Step 4

Vote for the best presentation of your group and the winner gives the presentation to the class.

Presentation skills

Using visual aids

为了更加有效地传递信息和吸引观众，演讲者在表达观点时，时常会借助 PPT、视频、图片等视觉辅助工具。使用视觉辅助工具需要注意以下几点：

- 1 相关性：** 确保视觉辅助工具呈现的内容与演讲的内容和目的相关。不要为了引起注意而额外插入过多装饰元素，以免分散观众的注意力。在描述最喜欢的品牌时，要确保呈现的视觉信息能够服务于演讲的内容和目的。
- 2 瞩目性：** 通过恰当插入声音、加粗字体或变换颜色等方式，吸引观众关注你要传达的要点。但不可以滥用颜色或使所有字母大写，以免扰乱观众注意力。在描述最喜欢的品牌时，可以适当地使用颜色和形式多样的图片展示品牌的形象。
- 3 简洁性：** 以条目的形式呈现要点，不要堆砌细节。在描述最喜欢的品牌时，能够采用图表或图片展示的内容，就不必采用大段文字描述。这样既简洁又能让观众直观感受到品牌的魅力。
- 4 可见性：** 图片与文字的尺寸不宜太小，要确保所有观众能看清视觉辅助工具上的内容。在描述最喜欢的品牌时，无论是品牌的名称，还是视觉辅助工具上的表格和图片，应该让观众看得清楚。

此外，视觉辅助工具只是辅助，演讲者交流的对象是观众，应避免一直对着视觉辅助工具讲解。

> Viewing to know

Word tips

launch /lɔːntʃ/ v. 发起, 发动 (尤指有组织的活动)

equality /i'kwɒləti/ n. 平等

leading /'liːdɪŋ/ a. 举足轻重的; 最重要的

massive /'mæsɪv/ a. 非常严重的

nationality /ˌnæʃə'næləti/ n. 国籍

imbalance /ɪm'bæləns/ n. 不平等

diverse /daɪ'vɜːs/ a. 多元的

representation /ˌreprɪzən'teɪʃn / n. 表现

Culture notes

HeForShe

“他为她”，由联合国妇女署发起的致力于女性发展、维护女性权益的倡议运动，旨在鼓励人们团结在一起消除性别不平等。

Emma Watson

艾玛·沃特森，英国女演员。她在2014年7月当选为联合国全球亲善大使，并发表了一场具有较大影响力的关于性别平权的演说。

Pre-viewing

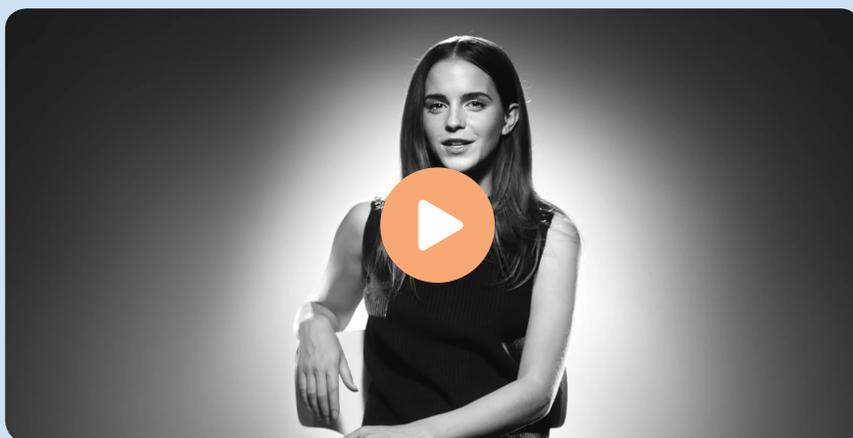
Read the following cases and discuss the possible reasons behind them.

Case 1: I'm Alice. I'm a fashion designer and I work for a famous brand. I'm paid less than the male designers who have the same workload with mine.

Case 2: I'm Julie, an editor of a fashion magazine. I have many female colleagues who are talented and really good at their jobs. But very few of us can enter the management level.

Case 3: I'm Kent. I'm a model. I work very hard to stay in good shape so that I can bring the best of those fashion designs on the runway. But my fellow male models and I are paid much less than the ladies.

While-viewing



1 Watch the video clip and fill in the blanks with what you hear.

- 1 What are the biggest _____ facing women in fashion today?
- 2 What part can the fashion _____ play in addressing gender inequality?
- 3 What are your hopes and dreams for _____ equality?

2 Watch the video clip again and check (✓) the statements you hear.

- 1 We need to give a better message to women of all ages, all sizes, and all nationalities.
- 2 I think it's a big subject about how women are pictured through fashion.
- 3 I think gender equality is already achieved.
- 4 If more people in general are treated with respect and fairness, then the imbalance between men and women will naturally be addressed.
- 5 I'd really, really love to see a more diverse representation of women and men in any way that makes them feel empowered.

Post-viewing

Work in pairs and discuss the questions.

- 1 What else can the fashion industry do to reduce gender inequality in addition to what was mentioned in the video clip?
- 2 Do you think gender inequality also exists in the fields related to your major? If yes, what do you think we can do to solve the problem? If no, why do you think so?



Passage

Listen to the passage and choose the best answer to each of the questions.

- 1 What should you do if you wear a suit to work?
 - A. Buy one suit in black.
 - B. Buy a well-made silk tie.
 - C. Always buy the suit in fashion.
 - D. Choose a classic cut that fits you.
- 2 Why should you keep up with tie fashion?
 - A. Because it will make you popular.
 - B. Because it will make you look cool.
 - C. Because it will make your classic suit not look dated.
 - D. Because it will make you get ready for formal occasions.
- 3 What is the most important element when you wear your clothes?
 - A. Confidence.
 - B. A classic design.
 - C. A wool overcoat.
 - D. One well-made silk tie.

Word tips

closet /'kloʊzɪt/ *n.* 贮藏室; 壁橱
element /'elɪmənt/ *n.* 元素
classic /'klæsɪk/ *a.* 典型的; (风格或设计) 典雅的



> Listening to appreciate

Listen to the song and fill in the blanks with what you hear.

These Boots Are Made for Walking

singer Nancy Sinatra

You keep saying you got something for me
Something you call love but confess
You've been messing where you shouldn't have been messing
And now someone else is getting all your best
These boots are made for 1) _____
And that's just what they'll do
One of these days these boots are gonna walk all over you
You keep 2) _____ when you ought to be truthing
You keep 3) _____ when you ought to not bet
You keep 4) _____ when you ought to be changing
Now what's right is right, but you ain't been right yet
These boots are made for walking
And that's just what they'll do
One of these days these boots are gonna walk all over you
You keep 5) _____ where you shouldn't be playing
And you keep 6) _____ that you'll never get burned
HA!
I just found me a brand-new box of matches, yeah
And what he knows, you ain't have time to learn
These boots are made for walking
And that's just what they'll do
One of these days these boots are gonna walk all over you
Are you ready, boots?
Start walking!