

Unit

6

In an era of new media

Learning objectives

After studying this unit, you will be able to:

- analyze how the Internet affects concentration and deep thinking;
- describe how social media enhances rural development in China;
- use comparison and contrast to strengthen your point;
- discuss how new media is effectively utilized in China.





Unlocking the topic

Setting the scene

New media presents our world with a profound paradox. On the one hand, digital platforms have revolutionized global connectivity, enabling unprecedented access to information and creating economic opportunities. On the other hand, these advancements have facilitated the spread of misinformation and contributed to the erosion of deep-thinking abilities. This tension raises a crucial question for our generation: How can we effectively leverage new media to minimize its challenges and maximize its potential benefits?

Your class has been invited to participate in the Global Youth Dialog on the Digital Future – an international forum jointly convened by UNESCO and the World Economic Forum. As arranged, you'll join a panel discussion examining practical approaches to new media utilization. You should focus on introducing China's innovative solutions in this field and evaluating their potential applicability to other nations.



Activating subject knowledge



Scan the code and complete the knowledge activation exercise on Ucampus.



Viewing to know

Word bank

obsession /əb'seʃn/

n. 痴迷

inflammatory

/ɪn'flæm(ə)təri/ *a.* 令人
激愤的

distort /dɪ'stɔ:t/ *vt.* 歪曲

ethical /'eθɪkl/ *a.* 关于
伦理的

provocative /prə'vɒkətɪv/

a. 挑衅的

collide /kə'laid/ *vi.* 冲突

Pre-viewing

Work in groups and discuss the questions.



1. How often do you use social media, and what kind of content do you usually share?
2. What potential risks should we consider when sharing personal information online?



Viewing and synthesizing



Video clip

How can we address the challenges of social media communication?

Scan the code. Watch the video clip and complete the outline with what you hear.





The rise of digital socialization

Our urge to communicate on 1) _____ grew faster than our understanding of its impact.

The double-edged sword impact

Our 2) _____ are influenced by the online world, for better or worse.

For worse:

- Accelerating the spread of misinformation, 3) _____, and hate speech, resulting in tension and division among people
- Making us targets for 4) _____ online and offline

For better:

- Assisting authorities in collecting criminal 5) _____, such as suspects' locations and activities.

Understanding information flow for better solutions

- Developing computer algorithms to assess the reliability of online content to prevent harmful results
- Having a better understanding of unfolding 6) _____
- Learning how social media distorts the real world, and how our personalities and 7) _____ differ online and offline

Navigating the ethical frontier

Answers to a series of ethical questions hold the key to making the world a(n) 8) _____ place.

Viewing and discussing

Work in groups and discuss the questions.

1. Do you think social media makes people more or less social in real life? Why?
2. If you could create one rule for all social media platforms, what would it be?

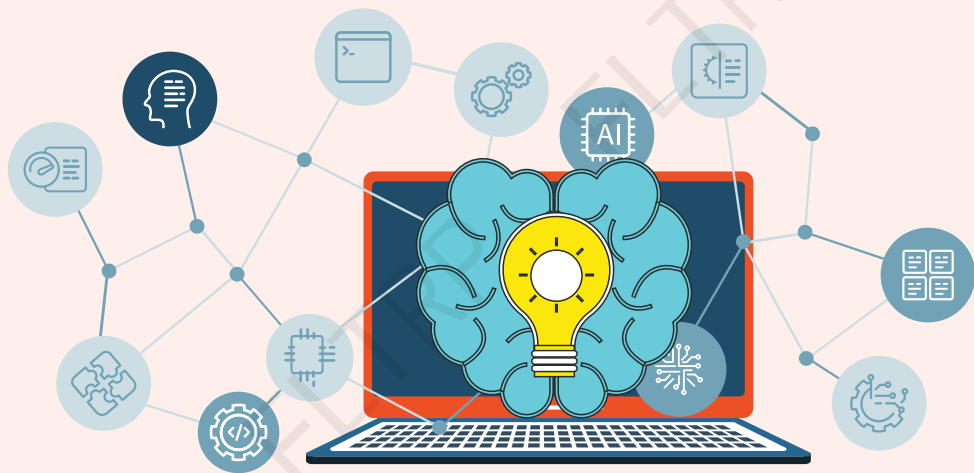


Reading 1



Log on to Ucampus for interactive learning.

The shallows: What **the Internet** is doing to **our brains**



¹ Over the last few years I've had an uncomfortable sense that someone, or something, has been **tinkering** with my brain. I'm not thinking the way I used to think. I feel it most strongly when I'm reading. I used to find it easy to immerse myself in a book or a lengthy article. That's rarely the case anymore. Now my concentration starts to drift after a page or two. I get **fidgety**, and begin looking for something else to do. The deep reading that used to come naturally has become a struggle.

² I think I know what's going on. For well over a decade now, I've been spending a lot of time online, searching and surfing. Media aren't just channels of information; they also shape the process of thought. And what the Net seems to be doing is chipping away at my capacity for concentration and **contemplation**. Whether I'm online or not, my mind now expects to take in information in the way the Net distributes it: in a swiftly moving stream of particles.

contemplation

/ˌkɒntemˈpleɪʃn/ *n.* 沉思

3 What can science tell us about the actual effects that Internet use is having on the way our minds work? Dozens of studies by psychologists, **neurobiologists**, educators, and Web designers point to the same conclusion: The Net delivers repetitive, intensive, interactive, and **addictive sensory** and cognitive **stimuli**. When we go online, we enter an environment that promotes **cursor** reading, hurried and distracted thinking, and superficial learning. Thinking deeply while surfing the Net is not the type of thinking this technology encourages and rewards.

neurobiologist

/ˌnjʊərəʊˌbɑːˈblɒdʒɪst/ *n.* 神经生物学家

sensory /ˈsensəri/ *a.* 感官的

stimulus /ˈstɪmjʊləs/ *n.* (*pl.* **stimuli**) 刺激

4 During the course of a day, most of us with access to the Web spend at least a couple of hours online – sometimes much more – and during that time, we tend to repeat the same or similar actions over and over again, such as tapping the keys on our PC keyboard, and dragging a mouse and clicking its left and right buttons and spinning its **scroll wheel**. As we go through these motions, there are the **sensations** that come through our ears, eyes, hands, and fingers. The Net engages all of our senses, and it engages them **simultaneously**.

scroll /skrɔːl/ **wheel** *n.* 滚轮
(常见于电脑鼠标)

5 The Net also provides a high-speed system for delivering responses and rewards – “**positive reinforcement**,” in psychological terms – which encourages the repetition of both physical and mental actions. When we click a link, we get something new to look at and evaluate. When we search for a keyword, we receive, in the blink of an eye, a list of interesting information to **appraise**. When we write a blog post, we get comments from readers or links from other bloggers. The Net turns us into lab rats constantly pressing **levers** to get tiny **pellets** of social or intellectual nourishment.

positive reinforcement

/ˌrɪːmˈfɔːsmənt/ *n.* 正强化

6 The interactivity of the Net **amplifies** this effect as well. Because we often use our computers in a social context – to converse with friends or colleagues, or to broadcast our thoughts through blog posts – we fear that if we stop sending messages, we risk becoming invisible. That’s true for everyone, but it’s particularly true for the young, who tend to be **compulsive** in using their phones and computers for texting and instant messaging. Today’s teenagers typically send or receive a message every few minutes throughout their waking hours. The resulting self-consciousness **magnifies** the intensity of our involvement with the Internet.

7 These behavioral changes are mirrored by measurable differences in how our brains process information online compared to traditional

prefrontal /ˌpriːˈfrʌntl/ *a.* 额叶前部的

navigational /ˌnævɪˈgeɪʃn(ə)/
a. 浏览（网站或屏幕）的

retention /rɪˈtenʃn/ *n.* 记忆力



reading. Researchers have found that when people search the Net, they exhibit a very different pattern of brain activity compared to when they read book-like text. Book readers have a lot of activity in regions associated with language, memory, and visual processing, but they don't display much activity in the **prefrontal** regions associated with decision-making and problem-solving. Experienced Net users, by contrast, display extensive activity across all those brain regions when they scan and search Web pages.

- 8 The extensive activity in the brains of surfers also points to why deep reading becomes so difficult online. The need to evaluate links and make related **navigational** choices, while also processing a **multiplicity** of fleeting sensory stimuli, requires constant mental **coordination** and decision-making, distracting the brain from the work of interpreting text or other information. Whenever we come upon a link, we have to pause to evaluate whether or not we should click on it. It is **imperceptible** to us as our brains are quick, but it **impedes** comprehension and **retention**. Our brains become overworked. The Web returns us to the time when reading was a cognitively **strenuous** act.
- 9 There's nothing wrong with browsing and **skimming**. We've always skimmed newspapers more than we've read them, and we routinely run our eyes over books and magazines in order to get the **gist** of a piece of writing and decide whether it **warrants** more thorough reading. What is different and troubling is that skimming is becoming our **dominant** mode of reading. Once a means to an end, a way to identify information for deeper study, skimming is becoming an end in itself – our preferred way of gathering and making sense of information of all sorts.
- 10 As the time we spend scanning Web pages crowds out the time we spend reading books, as the time we spend exchanging bite-sized text messages crowds out the time we spend composing sentences and paragraphs, and as the time we spend **hopping** across links crowds out the time we devote to quiet reflection and contemplation, our capacity for deep, focused thinking slowly **erodes**. We gain new skills and perspectives but lose old ones.
- 11 I miss my old brain.

Reading and synthesizing

Global understanding

The Internet is fundamentally changing how we think and process information. Read the passage and complete the outline to find out what the Internet is doing to our brains.

Personal observation

- The author feels his brain has been tinkered with, making 1) _____ difficult.
- The Internet is eroding his ability to concentrate and contemplate.

**The Internet
is reshaping
the process of
thought**

Consequences

- While skimming was once a means of identifying information for deeper study, it has now become a(n) 9) _____ in itself.
- As the time spent on the Internet crowds out the time for reading, writing, and reflection, our deep-thinking capacity 10) _____.

Scientific backing

- The Net delivers repetitive, intensive, interactive, and 2) _____ sensory and cognitive stimuli, promoting shallow reading and thinking.
- Online repetitive actions engage 3) _____ at the same time.
- The Internet provides a high-speed system for delivering 4) _____.
- The Net's interactivity makes young users particularly 5) _____ in their device use.

Neurological effects

- People show a different pattern of 6) _____ when using the Internet compared to when they are reading book-like text.
- Constant 7) _____ and decision-making distract the brain and impede comprehension and retention.
- With our brains becoming 8) _____, reading becomes a cognitive struggle.

Detailed understanding

Read the passage again and check (✓) the characteristics of traditional reading and Internet reading.

Characteristics	Traditional reading	Internet reading
1. Promoting deep concentration	☐	☐
2. Involving multitasking with multiple senses	☐	☐
3. Providing instant feedback and rewards	☐	☐
4. Primarily activating language and memory brain regions	☐	☐
5. Leading to superficial understanding	☐	☐
6. Requiring constant evaluation of links	☐	☐
7. Supporting quiet contemplation	☐	☐
8. Dominated by skimming behavior	☐	☐
9. Engaging the prefrontal cortex heavily	☐	☐
10. Resulting in cognitive overload from stimuli	☐	☐

Cultivating critical thinking

In the passage, the author compares Internet users to “lab rats constantly pressing levers to get tiny pellets,” revealing how platforms use psychological rewards (likes, notifications, etc.) to reinforce habitual use. Scientific studies confirm that these designs reshape how our brain works, significantly reducing our ability to concentrate. What practical measures can effectively curb these addictive designs? And more importantly, where should the responsibility lie – with tech companies, governments, or users themselves? Work in groups and discuss the questions. Support your arguments with real-world examples of similar challenges and their solutions.

Enhancing writing skills

Log on to Ucampus to get guidance from your AI tutor.



Comparison and contrast



In essay writing, the use of comparison and contrast is a powerful technique that can enhance the clarity and strength of your argument. By highlighting the similarities and differences between two or more subjects, you can help readers better understand the characteristics and implications of each, and in turn, make your point more effectively. The typical process of using comparison and contrast involves two main steps: 1) identifying and presenting the characteristics of the subjects being compared and contrasted; 2) analyzing and discussing the similarities and differences between them.

In the passage, the author uses comparison and contrast to strengthen his point in Para. 7. In the paragraph, the author employs this technique by contrasting book readers and experienced Net users to illustrate how the Internet affects cognition. He notes that book readers exhibit brain activity primarily in regions associated with language, memory, and visual processing, whereas experienced Net users show heightened activity in prefrontal areas associated with decision-making and problem-solving. This comparison not only highlights the distinct neurological effects of each activity but also reinforces the author's argument that the fragmented, hyperstimulating Internet environment erodes deep focus and contemplation.

Task 1 Read the following paragraph and explain how the author uses comparison and contrast to strengthen his point.

“

The ways people consume news have been transformed dramatically in the digital age. Traditional media, such as newspapers and television, prioritizes accuracy and depth. Journalists spend days verifying facts and interviewing experts to produce detailed reports. For example, a newspaper article on climate change might include scientific data, historical trends, and expert quotes to provide a balanced view. In contrast, social media platforms focus on speed and engagement. A viral post about the same topic could spread in minutes with flashy headlines or emotional videos, even if the content is oversimplified or unverified. Traditional news also emphasizes neutrality and context. Editors ensure stories present multiple perspectives, encouraging readers to form independent opinions. A

TV debate on health-care reform, for instance, invites both supporters and critics to discuss the pros and cons. Social media, however, often amplifies bias and polarization. Algorithms show users content that matches their existing views, creating “echo chambers” where opposing ideas are ignored. Studies show that 60% of social media users rarely encounter opinions different from their own, deepening societal divides. While traditional media builds trust through rigorous standards, social media thrives on instant connection – yet both significantly influence how we perceive the world.

”

Task 2 Write an essay of no less than 150 words to discuss two modes of learning: online learning and traditional classroom learning. Be sure to use comparison and contrast.

Functional language

Showing similarity:

- Both X and Y ...
- Similarly / Likewise / In the same way ...
- X is similar to Y in that ...
- X and Y share ... / have ... in common.

Showing difference:

- While / Whereas X ..., Y ...
- Unlike X, Y ...
- In contrast to X, Y ...
- X differs from Y in that ...



Reading 2



Log on to Ucampus for interactive learning.



How is social media revitalizing rural China?

- ¹ In the **tranquil** corners of Yunnan, a rural **influencer** has done something remarkable: converting the humble simplicity of rural China into a source of inspiration for millions. With her creative touch, a humble village kitchen becomes a stage facing the world, and the **cadence** of rural life unfolds into a narrative as captivating as any literary masterpiece. She is part of an ever-growing list of rural influencers who dedicate much of their time and attention to reconnecting with their roots and sharing them with the world.
- ² Amid a digital revolution redefining conventional storytelling, China's rural heartlands have surprisingly emerged as a vibrant source of **viral** content. Numbering in their thousands, these rural content creators are utilizing social media to reframe people's understanding of rural life.
- ³ This new wave of social media influencers is bringing **idyllic** rural charm to millions of urban **dwellers**. This work is perfectly aligned with a government strategy which **assertively** promotes the showcasing of China's **picturesque** countryside. These efforts not only strengthen urban-rural ties and foster national pride but also **complement** the country's **rural revitalization** strategy, which emphasizes shared prosperity and collective growth.

influencer /'ɪnfluənsə/ *n.* 网红
(尤指在社交媒体上因专业度、知名度或粉丝量而能影响他人消费或观点的人)

viral /'vaɪrəl/ *a.* (在网络上或用手机) 广为传播的

rural revitalization *n.* 乡村振兴

⁴ To fully understand this phenomenon, it's essential to take into account the historical context. The reform and opening-up policy, launched in late 1978, laid the foundation for profound socioeconomic changes in China. In the following years, millions of rural residents gradually migrated to cities in search of better opportunities. Over the decades, this shift has led to a substantial increase in the urban population, which now accounts for more than half of the country's total population.

abolition /ˌæbəˈlɪʃn/ *n.* 废止

⁵ To promote integrated urban-rural growth, government policies have since evolved to **prioritize** rural development. The **abolition** of agricultural taxes in 2006 marked a **pivotal** moment, signaling a renewed dedication to fostering rural prosperity. More recently, the rural revitalization strategy has positioned countryside development as a national priority. Initiatives like Internet Plus Agriculture and investments in rural e-commerce platforms have enabled farming communities to establish connections with urban markets. This **commitment** has been further reinforced by investments in digital infrastructure, which allows even the most remote villages to participate in the national economy.

spotlight /ˈspɒtlaɪt/ *n.* 聚光灯

⁶ Farmers and rural residents adept at digital technology have tapped into **nostalgia** and **authenticity** to capture the hearts of social media users. Some focus on the **rustic** charm of rural China by showcasing **culinary** traditions such as **pickling** vegetables and cooking hearty meals. Others shine a **spotlight** on the traditional heritage and lifestyle of diverse ethnic groups, weaving a rich narrative of rural diversity. Through their lens, rural China is **portrayed** as both a **serene** retreat and a vibrant cultural hub, **enchanted** millions with its harmonious blend of simplicity and vitality.

⁷ This distinct **portrayal** has enabled these content creators to carve out a unique **niche** within China's expansive social media ecosystem, standing apart from the dominance of fashion bloggers, gaming streamers, and lifestyle experts. By **evoking** cultural romanticism and a deep longing for a bond with nature, their work resonates across generations, from nostalgic retirees to eco-conscious millennials. Their reach has been further amplified by the growing popularity of short video platforms, which provide an ideal medium for showcasing their content.

⁸ Doing what they do, rural influencers have emerged as grassroots advocates, fostering connections between cities and the countryside. Their content fosters a renewed appreciation for traditional crafts, farming techniques, and local cuisines – many of which were once at risk of fading into obscurity. By reconnecting urban audiences with rural traditions, these influencers have transformed social media into a powerful tool not only for cultural preservation but also for economic **empowerment**.

empowerment /ɪm'paʊəmənt/
n. 赋权

⁹ A **burgeoning** digital economy thus emerged, where local products – be they handmade pottery, organic produce, or traditional textiles – have found enthusiastic buyers nationwide. Inspired by the success of rural influencers, local businesses have increasingly embraced digital marketing. E-commerce platforms, now **brimming** with goods promoted by influencers, have turned once-quiet villages into bustling hubs of online commerce.

burgeoning /'bɜːdʒ(ə)nɪŋ/
a. 迅速发展的

¹⁰ The impact of this digital revolution extends beyond e-commerce. Tourism has also flourished in these picturesque **locales**, as visitors find themselves attracted by the charm and authenticity of rural life, and are eager to experience it first-hand. This influx of tourism has injected fresh energy into rural communities, creating jobs, boosting local economies, and fostering a renewed sense of vitality.

¹¹ The revitalization and prosperity of Chinese rural life owe much to the policies made by the government: Villagers gain access to economic opportunities, while the state showcases its breathtaking landscapes and rich cultural heritage. The entire communities are benefiting as young people, inspired by the achievements of influencers, return to their hometowns to explore similar opportunities.

¹² The **fusion** of tradition and technology holds immense promise – not just for China but as a global model for revitalizing rural areas. By blending cultural heritage with digital innovation, even the most remote corners of rural areas can be transformed into thriving hubs of economic activity and cultural preservation. This shows that with the infrastructure and creative strategies, rural communities can **leverage** technology to unlock new opportunities, preserve their identity, and connect with broader markets. This model provides valuable insights for other nations who may be **grappling** with urban-rural divides.

leverage /'li:vərɪdʒ/ *vt.* 充分利用（资源、观点等）

grapple /'græpl/ *vi.* 尽力解决，设法理解（难题）

Reading and synthesizing

Global understanding

Rural influencers leverage social media and digital innovation to revitalize China's countryside. Read the passage and match each part with its corresponding main idea.

Paras.
1-3



A E-commerce and tourism flourish as social media promotes rural products and attracts visitors, boosting local economies.

Paras.
4-5

B Farmers leverage nostalgia and authenticity to create viral content, preserving traditions while boosting economic opportunities.

Paras.
6-8

C The government's support ensures sustainable rural development, providing a model for other countries to address urban-rural disparities.

Paras.
9-10

D Rural influencers use social media to showcase rural life, corresponding with China's rural revitalization strategy and strengthening urban-rural ties.

Paras.
11-12

E Against the background of China's reform-driven urbanization, the government has prompted rural revitalization policies to integrate urban and rural development.



Hongcun in Yi County, Huangshan City, Anhui Province

Detailed understanding

Read the passage again and fill in the blanks with information from the passage.

Impacts of social media on rural China



Impacts	Details
Cultural preservation and diversity	- Rural influencers showcase 1) _____ traditions like pickling and hearty cooking to urban audiences. - The traditional heritage and lifestyle of different 2) _____ is highlighted, enriching perceptions of rural diversity. - Rural influencers' posts lead to a renewed interest in 3) _____, agricultural methods, and regional dishes – many of which were nearly forgotten.
Social reconnection	Through 4) _____ and a connection with nature, rural influencers have carved out a unique niche in China's social media landscape, their work resonating across generations via short video platforms.
Economic revitalization	- Local items such as handmade pottery, 5) _____, and traditional textiles have become popular nationwide through a new online economy. - Influencer-driven e-commerce has turned tranquil villages into busy 6) _____ of online commerce.
7) _____ development	By attracting tourists to authentic rural experiences, the digital revolution has created jobs and boosted 8) _____.



Building your language

Subject terms

Translate the Chinese expressions into English.

1. 深度阅读 _____
2. 认知刺激 _____
3. 正强化 _____
4. 乡村振兴 _____
5. 电商平台 _____
6. 经济赋权 _____

Banked cloze

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

ambiguity fusion authenticity ethical amplify erode
fabricate randomly coordination distorting obsession
evolve simultaneously addictive indifference

The digital landscape has been transformed by algorithms that portray user preferences with startling precision. These systems don't just track what we watch – they

1) _____ our existing interests by feeding us increasingly similar content.

A few views of workout videos, for instance, may generate an endless stream of fitness content, potentially creating a(n) 2) _____ viewing cycle that's difficult to break.

This sophisticated 3) _____ of machine learning and behavioral psychology delivers remarkably accurate recommendations. Yet it also risks 4) _____ our worldview, as we see less content that challenges our perspectives. Over time, this can lead to an unhealthy 5) _____ with certain topics or creators, while our ability to consider alternative viewpoints may gradually 6) _____. What's more concerning is how these algorithms sometimes flip between extreme content recommendations, taking users from mild interests to more radical suggestions in just a few clicks.

Platforms are experimenting with ways to enhance 7) _____ to break these patterns, like intentionally mixing content types. Some are focusing on better 8) _____ between human moderators and AI systems, while others are implementing algorithmic “cool-down” periods to prevent over-recommendation of specific content types. The challenge is maintaining engagement while avoiding the pitfalls of excessive personalization – a balance requiring constant refinement as these technologies 9) _____. Recent studies show that when users are exposed to different types of content 10) _____, their overall satisfaction increases, suggesting the need for more balanced recommendation systems.

Translation

Translate the paragraph into English.

以经典名著《西游记》为叙事蓝本的国产双语游戏《黑神话：悟空》（*Black Myth: Wukong*）在游戏平台一经上线便“火爆出圈”，登顶全球热玩榜，吸引了全球超140 万名玩家。该游戏运用先进的科技手段，将带有中华优秀传统文化元素的建筑符号实景扫描复刻至游戏场景，在建构“互动沉浸、具象感知”的游戏世界的过程中实现了对于传统文化的“再语境处理”（recontextualization），让传统文化依托新媒体平台和数字技术焕发出时代活力。



Scan the code and complete more language exercises on Ucampus.





Telling China's stories

Highlighting China's new media model in a panel discussion

China has emerged as a pioneering force in new media innovation, developing balanced approaches that leverage digital platforms to drive socio-economic progress while mitigating their negative impacts. As mentioned in "Setting the scene," you will participate as Chinese delegates in the panel discussion of the Global Youth Dialog on the Digital Future. You are expected to share and discuss China's strategies for using new media to achieve social, cultural, and economic benefits while safeguarding against its harmful effects.

Log on to Ucampus to get guidance from your AI tutor.



Step 1 Assign the roles

A panel discussion is a formal conversation where participants exchange ideas on a particular subject. Form groups of five with the following roles: a moderator and four panelists (a social media strategist, a cultural heritage expert, a digital marketing professional, and a young netizen). Note the responsibilities of each role:

- **Moderator:** Oversee the discussion by introducing the topic, facilitating the panelists' conversations, engaging the virtual audience, and closing the session.
- **Panelists:** Discuss China's new media utilization from the perspective of their assigned role.

Step 2 Research the topic

Focus on China's new media applications and conduct research according to your role:

- **Moderator:**
 - Have a thorough understanding of China's new media initiatives.
 - Prepare an opening statement, key discussion points, and questions for different discussion phases.
- **Panelists:**
 - Investigate the advantages,

challenges, and impacts of China's new media strategies from the perspective of their own role.

- Prepare well-supported arguments and practical suggestions with real-world examples.

Step 3 Conduct the discussion

Initiate the panel discussion, with each role carrying out their responsibilities.

Tips for cross-cultural awareness

In cross-cultural communication, it is essential to adapt your language for a multinational audience. Complex concepts specific to your culture should be simplified into understandable components. For example, when discussing unique cultural or social initiatives, break them down into basic elements and explain each part in plain language. Additionally, avoid using idiomatic expressions, cultural metaphors, or highly technical terms without proper explanation. These can easily cause confusion. So, to ensure your concepts and opinions are well understood and accepted, you should express yourself in plain language so that your message is clear, accessible, and effectively communicated to a diverse audience.

Step 4 Run the Q&A session

Interact with the audience during the Q&A session. Given that it is a large-scale online event, consider collecting questions in advance to cover more ground.

Step 5 Summarize

At the end of the discussion and under the moderator's guidance, each panelist should summarize their main points and share their final thoughts on China's new media development and global influence.



Scan the code. Watch the micro course recorded by industry experts to help you better complete the project.

Viewing to know

New words

▲ **collide** /kə'laid/ *vi.*

1. disagree strongly with a person or group, esp. on a particular subject (尤指在某一问题上) 冲突
2. hit sb. or sth. that is moving in a different direction from you 碰撞

* **criminal** /'krɪmɪnəl/ *n.* [C] sb. who has committed a crime 罪犯

▲ **distort** /dɪ'stɔ:t/

- vt.* report sth. in a way that is not completely true or correct 歪曲; 曲解
- v.* change the appearance, sound, or shape of sth. so that it is strange or unclear (使) 变形; (使) 失真

ethical /'eθɪkəl/ *a.* relating to principles of what is right and wrong 关于伦理的

▲ **flip side** *n.* [sing.] the opposite side of sth. 反面

inflammatory /ɪn'flæm(ə)təri/ *a.* likely to make people feel angry 令人激愤的

▲ **obsession** /əb'seʃn/ *n.* [C, U] an extreme unhealthy interest in sth. or worry about sth., which stops you from thinking about anything else 痴迷; 着魔

* **provocative** /prə'vɒkətɪv/ *a.* intended to start arguments between people or to make people angry or upset 挑衅的; 意在激怒的

refract /rɪ'frækt/ *vt.* change the direction of light when it hits a surface 使(光) 折射

Phrases and expressions

add up increase by small amounts until there is a large total 积少成多

for better or worse used for showing that you do not know whether an action, situation, or change will have good or bad results 不论好坏; 不管怎样

hold the key to be the decisive factor in 是...的关键

take off become popular or successful very fast 迅速流行; 迅速成功

Reading to explore
Reading 1

New words

* **addictive** /ə'dɪktɪv/ *a.*

1. an activity that is addictive is so enjoyable that you do not want to stop 使人入迷的
2. a substance that is addictive is sth. that you cannot stop taking once you have started 使人上瘾的

▲ **amplify** /'æmplɪfaɪ/ *vt.*

1. (*fml.*) increase the effects or strength of sth. 增强
2. make sound louder, esp. musical sound 放大(声音, 尤指音乐声)

▲ **appraise** /ə'preɪz/ *vt.* (*fml.*) form an opinion about how successful, effective, etc. sb. or sth. is 评价; 估量

compulsive /kəm'pʌlsɪv/ *a.* doing sth. a lot and unable to stop doing it 难以抑制的; 强迫性的

▲ **contemplation** /kɒntem'pleɪʃn/ *n.* [U] quiet serious thinking about sth. 沉思; 冥想

★ **coordination** /kəʊ,ɔːdɪ'neɪʃn/ *n.* [U]
1. the organization of people or things so that they work together well 协调; 配合
2. the way in which your muscles move together when you perform a movement (肌肉的) 协调

cursor /'kɜːsəri/ *a.* done very quickly without much attention to details 粗略的; 仓促的

★ **dominant** /'dɒmɪnənt/ *a.* more important, strong, or noticeable than anything else of the same type 主导的; 占优势的

▲ **erode** /ɪ'rəʊd/ *v.*
1. gradually reduce the strength or importance of sth., or be gradually reduced in this way (逐步) 削弱, 损害
2. gradually damage the surface of rock or land so that it begins to disappear, or be gradually damaged in this way 侵蚀; 腐蚀

fidgety /'fɪdʒɪti/ *a.* (*infml.*) unable to stay still, esp. because of being bored or nervous 坐立不安的

gist /dʒɪst/ *n.* [sing.] (**the** ~) the main idea and meaning of what sb. has said or written 要点; 主旨

▲ **hop** /hɒp/ *vi.*

1. move from one thing to another in a way that is not planned 频繁地变动
2. move by jumping on one foot (人) 单足蹦跳

impede /ɪm'piːd/ *vt.* make it difficult for sb. or sth. to move forward or make progress 妨碍; 阻碍

★ **imperceptible** /ɪmpə'septəbl/ *a.* almost impossible to see or notice 难以察觉的

▲ **lever** /'liːvə/ *n.* [C] a stick or handle on a machine or piece of equipment that you move to operate it (机器或设备的) 控制杆, 操纵杆

▲ **magnify** /'mæɡnɪfaɪ/ *vt.*

1. increase the size, strength, or power of sth. 增加
2. make sth. appear bigger than it really is 放大

multiplicity /ˌmʌltɪ'plɪsəti/ *n.* [sing., U] a large number or great variety of things 大量; 多样性

▲ **navigational** /ˌnævɪ'geɪʃn(ə)l/ *a.*

1. relating to the act of moving around a website or computer screen, or between websites or screens 浏览 (网站或屏幕) 的
2. relating to the navigation of a ship, etc. or to the act of finding your way from one place to another 航行的; 导航的

neurobiologist /ˌnjuərəʊˌbaɪ'ɒlədʒɪst/ *n.* [C] a scientist who studies the nervous system, its structure, how it works, and its biochemistry 神经生物学家

pellet /'pelɪt/ *n.* [C] a small ball of a substance 小球; 小丸

positive reinforcement /ˌrɪːmˈfɔːsmənt/ *n.* [U]

the action of rewarding sb. when they do sth. well, so that they want to continue doing well, rather than punishing them when they do sth. wrong
正强化

prefrontal /ˌpriːˈfrʌntl/ *a.* situated in, involving, or relating to the foremost part of the frontal lobe of the brain 额叶前部的

★ **retention** /rɪˈtenʃn/ *n.* [U]

1. the ability to keep sth. in your memory 记忆力
2. (*fml.*) the act of keeping sth. 保持; 保留

scroll /skrəʊl/ **wheel** *n.* [C] a wheel-like device commonly found on computer mice 滚轮 (常见于电脑鼠标)

▲ **sensation** /senˈseɪʃn/ *n.*

1. [C, U] a feeling that you get from one of your five senses (感官的) 感觉
2. [C] a feeling that is difficult to describe, caused by a particular event, experience, or memory (由某一事件、经历或记忆引起的难以描述的) 感受, 感觉

sensory /ˈsensəri/ *a.* relating to or using your senses of sight, hearing, smell, taste, or touch
感官的; 感觉上的

▲ **simultaneously** /ˌsɪmlˈteɪniəsli/ *ad.* at the same time 同时

▲ **skim** /skɪm/ *v.* read sth. quickly to find the main facts or ideas in it 略读, 浏览 (以找出主要信息)

★ **stimulus** /ˈstɪmjʊləs/ *n.* [C] (*pl.* **stimuli**) sth. that produces a reaction in a plant, animal, or person
刺激

strenuous /ˈstrenjuəs/ *a.*

1. needing a lot of effort or strength 费力的; 艰苦的
2. active and determined 积极的; 坚决的

tinker /ˈtɪŋkə/ *vi.* make small changes to sth. in order to repair it or make it work better 做小改动; 摆弄

▲ **warrant** /ˈwɒrənt/ *vt.*

1. need or deserve 需要; 值得
2. promise that sth. is true 保证 (某物是真的)

Phrases and expressions

chip away at gradually make sth. less effective or destroy it (逐步) 削弱; (不断) 损害

crowd (sb. / sth.) out force sb. or sth. out of a place or situation 把...挤出; 排挤

in the blink of an eye within a very short period of time 一眨眼工夫

take (sth.) in understand and remember new facts and information 理解; 领会

Reading 2

New words

★ **abolition** /ˌæbəˈlɪʃn/ *n.* [U] the official end to a law, system, practice, etc. 废止; 废除

▲ **assertively** /əˈsɜːtɪvli/ *ad.* in a confident way that shows you are not frightened to tell people what you want or believe 坚定地

★ **authenticity** /ɔ:θen'tisəti/ *n.* [U] the quality of being real or true 真实性; 可靠性

brim /brɪm/ *vi.* (~ **with**) be very full of sth. 充满; 充盈

burgeoning /'bɜ:dʒ(ə)nɪŋ/ *a.* developing or growing quickly 迅速发展的; 迅速成长的

cadence /'keɪdn̩s/ *n.* [C]

1. a regular repeated pattern of sounds or movements 节奏; 节律; 节拍
2. the way sb.'s voice rises and falls, esp. when reading out loud (尤指大声朗读时音调的) 抑扬顿挫

★ **commitment** /kə'mɪtmənt/ *n.*

1. [C] a promise to do sth. or to behave in a particular way 承诺
2. [U] the hard work and loyalty that sb. gives to an organization, activity, etc. (对某一组织、某项活动等的) 投入, 忠诚, 奉献

▲ **complement** /'kɒmplɪmənt/ *vt.* make a good combination with sb. or sth. else 补充; 使相配; 使完美

culinary /'kʌlɪn(ə)ri/ *a.* (*fml.*) (*only before noun*) relating to cooking 烹饪 (用) 的

▲ **dweller** /'dwelə/ *n.* [C] sb. who lives in a particular type of place 居住者; 居民

empowerment /ɪm'paʊəmənt/ *n.* [U] the process of giving sb. power and status in a particular situation 赋权

enchant /ɪn'tʃɑ:nt/ *vt.*

1. (*fml.*) interest and attract sb. very strongly 使陶醉; 使入迷
2. (*literary*) use magic on sb. or sth. 对...施魔法

▲ **evoke** /ɪ'vəʊk/ *vt.* bring a particular emotion, idea, or memory into your mind 使人想起, 唤起 (感情、想法或记忆)

▲ **fusion** /'fju:ʒn/ *n.* [C, U]

1. a combination of separate qualities or ideas (特质、思想等的) 融合, 合成
2. a physical combination of separate things (物理的) 融合, 结合

grapple /'græpl/ *vi.*

1. (~ **with**) try hard to deal with or understand sth. difficult 尽力解决, 设法理解 (难题)
2. fight or struggle with sb., holding them tightly 扭打; 搏斗

idyllic /ɪ'dɪlɪk/ *a.* very beautiful, happy, and peaceful, with no problems or dangers 美丽宁静的; 快乐祥和的

★ **influencer** /ɪnfluənsə/ *n.* [C] a person who has the power to affect the purchasing decisions or opinions of others, esp. through social media platforms, due to their authority, knowledge, or popularity in a specific field 网红 (尤指在社交媒体上因专业度、知名度或粉丝量而能影响他人消费或观点的人)

▲ **leverage** /'li:vərɪdʒ/ *vt.*

1. spread or use resources, ideas, etc. again in several different ways or in different parts of a company, system, etc. 充分利用 (资源、观点等)
2. make money available to sb. in order to invest or to buy sth. such as a company 为...融资; 使借贷经营

locale /ləu'ka:l/ *n.* [C] (*fml.*) the place where sth. happens or where the action takes place in a book or a film (书或电影中某事发生的) 地点, 现场

niche /ni:f/ *n.* [C] a job or activity that you are good at and that is very suitable for you 合适的工作; 合适的活动

nostalgia /nɒ'stældʒə/ *n.* [U] a feeling that a time in the past was good, or the activity of remembering a good time in the past and wishing that things had not changed 对过去美好时光的留恋; 怀旧

pickle /'pɪkl/ *vt.* preserve food in vinegar or salt water (用醋或盐水) 腌制 (食物)

★ **picturesque** /'pɪktʃə'resk/ *a.* attractive in appearance, esp. in an old-fashioned way 美丽的; 古雅的

pivotal /'pɪvətl/ *a.* more important than anything else in a situation, system, etc. 关键性的; 核心的

▲ **portray** /pɔ:'treɪ/ *vt.*

1. show or describe sb. or sth. in a particular way 描述; 描写; 描绘
2. show sth. by featuring it in a film, book, play, etc. (在电影、书籍、戏剧等中) 描绘, 表现

▲ **portrayal** /pɔ:'treɪəl/ *n.* [C, U] the way sb. or sth. is described or shown in a book, film, play, etc. 描绘; 扮演; 表现

★ **prioritize** /praɪ'ɒrɪtaɪz/ *vt.*

1. deal with one thing first, because it is the most important 优先考虑 (处理)

2. put several things, problems, etc. in order of importance, so that you can deal with the most important ones first 按优先顺序列出; 确定 (事项、问题等) 的优先顺序

revitalize /ri:'vaɪtəlaɪz/ *vt.* put new strength or power into sth. 给...注入新的活力; 使恢复元气

rural revitalization *n.* [U] the strategy aimed at driving the development of rural economy 乡村振兴

rustic /'rʌstɪk/ *a.* simple, old-fashioned, and not spoiled by modern developments, in a way that is typical of the countryside 质朴的; 乡村的

serene /sə'reɪn/ *a.* very calm or peaceful 宁静的; 安宁的; 平静的

▲ **spotlight** /'spɒtlaɪt/ *n.* [C] a light with a very bright beam which can be directed at sb. or sth. 聚光灯

▲ **tranquil** /'træŋkwɪl/ *a.* pleasantly calm, quiet, and peaceful 宁静的; 平静的

viral /'vaɪrəl/ *a.*

1. passed on to other people on the Internet or using mobile phones (在网络上或用手机) 广为传播的
2. relating to or caused by a virus 病毒 (性) 的; 病毒引起的

Phrases and expressions

carve out develop a career or position for yourself by working hard 开拓 (事业); 提高 (地位)

shine a spotlight on focus on or bring attention to sb. or sth. 聚焦于

tap into make use of energy, knowledge, etc. that already exists 利用（能源、知识等）

Proper names

Internet Plus Agriculture “互联网 + 农业”
（中国政府推动的“互联网 +”行动的一部分）



Scan the code and take the unit test on Ucampus.