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INNOVATION COLLEGE ENGLISH

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Unit 1

All on Board





Part One Reading

Section One Intensive Reading

▶ Word Study

1. concern

- **n.** 1) (~ **for/about/over sth./sb.**) a feeling of worry, especially one that is shared by many people 担心, 忧虑

e.g. There is now considerable concern for their safety.

人们现在对他们的安全非常担心。

Our main concern is that they are not receiving enough help.

我们最担忧的是, 他们没有得到足够的帮助。

- 2) sth. that is important or interesting to sb. 重要的或感兴趣的事

e.g. How much money I earn is none of your concern.

我挣多少钱与你无关。

- **v.** (often passive) to involve sb.; to affect sb. 涉及, 影响

e.g. Don't interfere in what doesn't concern you.

别管与自己无关的事。

【扩展】**to whom it may concern...** (used at the beginning of a public notice or of a job reference about sb.'s character and ability) 敬启者……

【短语】**as/so far as sb./sth. is concerned** 就某人(某事物)而言
be concerned with... 与……有关

2. face

- **v.** if you face a particular situation, or it faces you, you have to deal with it. 面对, 面临

e.g. The company is facing a financial crisis.

公司正面临着一场经济危机。

【短语】**face up to sth.** 勇于面对(困难或不愉快的事情)

e.g. She had to face up to the fact that she would never walk again.

她不得不正视自己将永远不能走路这一事实。

be faced with... 面对, 面临

e.g. She's faced with a difficult decision.

她面临着一个困难的抉择。



3. related

➤ **adj.** 1) being a relative of sb. 有（亲属）关系的

e.g. She and I are related.

她和我有亲戚。

2) (~ **to sth./sb.**) to be connected with sth./sb. 与（某人或某物）有关的，相联系的

e.g. Much of the crime in this area is related to drug abuse.

这一地区的许多犯罪都与吸毒有关。

Education levels are strongly related to income.

教育程度与收入密切相关。

【扩展】**relate** *v.* (~ **sth. to/with sth.**) 将……联系起来

e.g. The report relates high wages to/with labor shortages.

该报告认为高薪与劳动力短缺有关。

4. take advantage of

1) to make use of sth. well; to make use of an opportunity 充分利用

e.g. She took advantage of the children's absence to tidy their rooms.

她利用孩子们不在的时候收拾他们的房间。

2) to make use of sb./sth. in a way that is unfair or dishonest（不正当或不诚实地）利用某人或某物

e.g. Don't lend them the car — they're taking advantage of you!

别借车给他们——他们在利用你！

【扩展】**advantage** *n.* 优势

e.g. Her French upbringing gives her certain advantages over other students in her class.

她在法国所受的教育使她与班上其他同学相比，有了一定优势。

5. handle

➤ **v.** 1) to deal with a situation, a person, an area of work or a strong emotion 应对，应付，处理

e.g. A new man was appointed to handle the crisis.

一个新人被指派来应对这场危机。

2) to touch, hold or move sth. with hands（用手）触摸，拿

e.g. The label on the box said, "Fragile. Handle with care."

盒子上的标签写着：易碎品，小心轻放。

3) to control a vehicle, an animal, a tool, etc. 操作，操控

e.g. I wasn't sure if I could handle such a powerful car.

我不确定自己能否操控这辆动力十足的汽车。



- **n.** the part of an object, such as a cup, a bag, or a tool that you use to hold it, or carry it 柄, 把手

6. accompany

- **v.** 1) to happen or appear with sth. else 与某事物同时出现或发生
e.g. strong winds accompanied by heavy rain
狂风夹着暴雨
The text is accompanied by illustrations.
正文附有插图。
- 2) to travel or go somewhere with sb. 伴随, 陪伴
e.g. His wife accompanied him on the trip.
他这次旅行有妻子陪同。

7. constant

- **adj.** 1) happening all the time or repeatedly 经常的, 不断发生的
e.g. This entrance is in constant use. Do not block it.
这个入口经常使用, 请勿堵塞。
He kept in constant contact with his family while he was in Australia.
在澳大利亚期间, 他与家里人一直保持联系。
- 2) unchanging; fixed 不变的; 恒定的
e.g. Pressure in the container remains constant.
容器中的压力保持恒定不变。

8. (all) on one's own

- 1) alone; without anyone else 独自
e.g. I'm all on my own today.
今天我是独自一人。
- 2) without help or supervision 独立地; 单独地
e.g. Although her father is in the firm she got the job all on her own.
尽管她父亲在那公司里, 但她是靠自己得到那份工作的。

9. available

- **adj.** 1) (of things) that you can get, buy or find 可用的, 可得到的
e.g. You will be informed when the book becomes available.
这本书有货时就通知你。
- 2) (of a person) free to see or talk to people 可会见的, 有空的
e.g. The Prime Minister was not available for comment.
首相无暇评论。

【扩展】**avail** **v.** (~oneself of sth.) 使用, 利用 (某事物)



e.g. You must avail yourself of every opportunity to speak English.
你要利用一切机会说英语。

10. persist

➤ **vi.** 1) to continue to exist 持续, 保持

e.g. If the symptoms persist, consult your doctor.

如果症状持续, 就去看医生。

The belief that the earth was flat persisted for many centuries.

好多世纪以来, 人们一直认定地球是平的。

2) to continue to do sth. despite difficulties or opposition, in a way that can sometimes seem unreasonable 坚持, 执着地做

e.g. She persisted in her search for the truth.

她执着地追求真理。

Why do you persist in blaming yourself for what happened?

你何必为已经发生的事没完没了地自责呢?

【扩展】**persistent** *adj.*

a persistent salesman 执着的推销员

persistent rain 连绵不断的雨

11. approach

➤ **n.** 1) movement nearer to sb./sth. in distance or time (距离和时间上的) 靠近, 接近

e.g. the approach of spring

春天的临近

She hadn't heard his approach and jumped as the door opened.

她没听见他走近的声音, 所以门开时吓了一跳。

2) a way of dealing with sb./sth.; a way of doing or thinking about sth. such as a problem or a task 方式(法), 途径

e.g. He decided to adopt a new approach to teaching English.

他决定采用一种新的方法来教授英语。

➤ **v.** to come near to sb./sth. in distance or time (在距离或时间上) 靠近, 接近

e.g. As you approach the town, you'll see the college on the left.

快到市镇时, 你会看到左边有一所学院。

12. figure out

1) to think about sb./sth. until you understand them/it 理解, 领会到

e.g. We've never been able to figure her out.

我们一直没能看透她。

I can't figure out how to do this.

我弄不懂怎么做这件事。



2) to calculate an amount or the cost of sth. 计算出

e.g. Have you figured out how much the trip will cost?

旅行要花多少费用，你算出来没有？

13. essential

➤ **n.** 1) sth. that is needed in a particular situation or in order to do a particular thing 必需品

e.g. The studio had all the essentials like heating and running water.

这间公寓备有基本设施，如暖气装置和自来水。

2) an important basic fact or piece of knowledge about a subject 要点，要素，实质

e.g. the essentials of English grammar 英语语法基础

➤ **adj.** 1) extremely important in a particular situation or for a particular activity 必不可少的，极其重要的

e.g. Money is not essential to happiness.

金钱对于幸福而言，并非必不可少。

It is essential that you have some experience.

你必须具备一定的经验。

2) connected with the most important aspect or basic nature of sb./sth. 本质的，基本的

e.g. The essential difference between Sara and me is in our attitude to money.

我与萨拉的根本区别在于我们对金钱的态度。

14. due

➤ **adj.** 1) (*not before noun*) arranged or expected (to happen or arrive at a particular time) 到期的，预期的

e.g. My essay's due next Friday.

我的论文下周五必须交。

The band's first album is due for release later this month.

这支乐队的第一张专辑定于本月晚些时候发行。

2) (*not before noun*) **due to sth./sb.** caused by sb./sth.; because of sb./sth. 由于，因为

e.g. Most of the problems were due to human error.

多数问题都是人为失误造成的。

【扩展】**in due course** 在适当的时候

e.g. Your request will be dealt with in due course.

你的要求将在适当时候予以处理。

15. be/get/become involved in

take part in sth.; be part of sth. or connected with sth. 参与，介入，卷入

e.g. More than 30 software firms were involved in the project.

三十多家软件公司参加了这个项目。

I am afraid your son has been involved in the crime.

恐怕你儿子卷入了这起罪案。



▶ Difficult Sentences

1. You may be facing the first time you've ever shared a room, especially with someone to whom you're not related. (*Para. 1*)

【译文】或许，你得第一次与他人，尤其是与你毫不相关的人，同住一个房间。

Notes:

2. What if you don't get along? (*Para. 1*)

【译文】要彼此合不来怎么办？

Notes:

3. You're certainly not alone — chances are that every other freshman in the dorms will have the same fears and concerns. (*Para. 2*)

【译文】并不是你一个人感觉如此——宿舍里其他的新生可能会同样地焦虑不安。

【解析】“**chances are that...**” here means “it is likely that...” 有可能……

Chances are that she'll be coming.

Chances are that we will win the championship.

Notes:

4. Take advantage of the time... (*Para. 2*)

【译文】好好利用开学前的时间……

Notes:

5. It's natural for some homesickness to accompany your first two or three weeks of adjusting to college dorm life:

It is natural for you to feel homesick in the first two or three weeks while you adjust yourself to living in a college dorm. (*Para. 3*)

【译文】在适应大学宿舍生活的最初两三周里，思乡心切是很自然的。

Notes:



6. On the one hand, there are no more curfews, no constant reminders to do your homework, no questions about where you're going, or who you're going to be with.

(Para. 3)

【译文】一方面，不用再按时熄灯就寝，也没人再不时提醒你做作业，问你要去哪里，或跟什么人在一起了。

【解析】“on the one hand”与“on the other hand”经常放在一起，以引导出同一问题的两个方面或相互矛盾的观点、意见等，表示“一方面……，而另一方面……”。

Notes:

7. On the other hand, you're on your own for what might be the first time in your life.

(Para. 3)

【译文】而另一方面，兴许是第一次，你开始了独立生活。

Notes:

8. No one's cooking your meals, except maybe the cafeteria staff. No one's making sure your homework gets done, or that you get up for class on time. No one's washing your clothes. (Para. 3)

【译文】除自助餐厅的员工外，可能没人再为你做饭了。没人再督促你完成作业，按时起床上课了。也没人再为你洗衣服了。

【解析】Note that in the sentences “No one... No one... No one...” is a parallel structure.

Notes:

9. Finding an inexpensive way to keep in touch with family and friends can be a great way to smooth the transition into college dorm life. (Para. 4)

【译文】寻找一种经济的方式与家人和朋友保持联系，这样你可以更顺利地适应大学宿舍生活。

Notes:



10. ...look into available VoIP (Voice over Internet Protocol) services. (*Para. 4*)

【译文】……不妨使用网络电话（互联网语音传输协议）服务。

Notes:

11. Sharing your exciting and trying experiences with people from home can help dispel feelings of isolation and loneliness. (*Para. 5*)

【译文】与家人分享你的激动心情和烦恼经历，可以帮助你排遣孤独和寂寞。

Notes:

12. However, if feelings of homesickness and depression persist as a result of life in the dorm, make sure you talk to someone about them. (*Para. 5*)

【译文】但是，若随大学宿舍生活而来的恋家和低落情绪迟迟不去，一定要向他人倾诉。

Notes:

13. One of the anxieties that come with the approach to college dorm life lies in the preparation. (*Para. 6*)

【译文】临近开学，焦虑之一缘自做准备。

Notes:

14. How do you figure out what to take with you? (*Para. 6*)

【译文】你如何知道该带什么去学校呢？

Notes:



15. Be sure to get yourself a daily planner or calendar to mark down important dates, such as when papers or projects are due and exam days. (*Para. 7*)

【译文】务必准备一张日计划表或日程表，记下重要的日期，如何时提交论文或设计，何时该考试。

Notes:

16. Remember, one of the biggest adjustments to college dorm life that you'll have to make is to be disciplined, to put yourself in charge of getting your homework done and preparing for tests. (*Para. 7*)

【译文】记住，要适应大学宿舍生活，首先得学会自律，学会约束自己完成作业，适时备考。

Notes:

17. ... the more you get out of your dorm room, the more you'll get out of college life. (*Para. 8*)

【译文】你走出宿舍越多，从大学生生活中获益也就越多。

【解析】The more..., the more....: 越……越……

Notes:

Section Two Extensive Reading

▶ Task I

Friends of Friends

Back in 1967, social psychologist Stanley Milgram had an idea. Everybody knows at least a few other people, he reasoned, and those people know another 5 people. Therefore, just going through the people you know, you should be able to contact any person on earth.

Milgram conducted experiments by sending letters to random acquaintances, asking them to pass the letter on through their friends to an unknown person. His experiments, confirmed later with e-mail tests, showed that we're all connected by no more than "six degrees of separation". That is, you can reach any



person in the world through a chain of six people.

It might be comforting to know that your friend's friend's friend's friend's friend knows Bill Gates or Jennifer Lopez, but it's not really that useful. Tracing the chain is time-consuming and inconvenient.

But that's changing now, thanks to the development of online databases. While many people use their PCs to keep track of their contacts and address books, new services like *LinkedIn* combine these address books together. This way you're not only in touch with your own friends, but with their friends and their friends' friends. Looking for someone who works in marketing at Sony Music in Tokyo? Going to Paris for the weekend and looking for someone to have dinner with? Just check the *LinkedIn* files — there's sure to be a friend of a friend of a friend in there.

So what's the catch? If you want to use LinkedIn or similar services, you need to build a profile including your real name, where you work, your job, where you went to school and who your friends are. This lack of anonymity might seem likely to scare users off, but apparently people are hungry for contact with real people.

(310 words)

Directions: Choose the best answer to each of the questions or unfinished statements after reading the passage.

- 1) The experiments conducted by Stanley Milgram are intended to _____.
 - A) show the law of "six degrees of separation"
 - B) test his reasoning
 - C) reach any person in the world
 - D) ask his friends to pass the letter on
- 2) The first sentence in the fifth paragraph can be replaced by "_____".
 - A) So what's the problem?
 - B) So what gets your attention?
 - C) So what's the discovery?
 - D) So what can you take?
- 3) The passage mainly discusses _____.
 - A) the theory of "six degrees of separation"
 - B) the results of Stanley Milgram's experiments
 - C) the way to trace a chain of six people
 - D) online services like LinkedIn
- 4) According to the passage, which of the following statements is TRUE?
 - A) E-mail tests by Stanley Milgram revealed that emails are indispensable in our lives .
 - B) Through a chain of six people, you may reach Bill Gates.
 - C) Online databases enable people to keep track of their address books.
 - D) The lack of anonymity drives people to contact real people.
- 5) The passage most probably is _____.

A) an official document	B) a research report
C) a news report	D) an advertisement



► Task II

Organizing Yourself

Many new students find it hard to do all the studying that has to be done; they find themselves putting off required reading, jumping from one subject to another and rarely being quite certain what they are trying to do during a particular study session. The best way to overcome these difficulties and to start studying efficiently is to plan your time and organize your work.

● When to Study

Let us assume that you have 15 hours per week of classes (lectures and tutorials) and that you decide to allow yourself a 40-hour working week (a reasonable figure, leaving you 70 waking hours for other activities).

You now have to decide how to allocate and occupy the remaining 25 hours of private study time. Naturally the decisions you make will vary from week to week according to what essays have to be written and what reading has to be done. Many people find it helpful to draw up each week a seven-day timetable showing the occasions on which they will be working independently and the particular subjects that they will be studying on each occasion. By checking such a plan at times during the week, you can see what work you have done and what you still have to do; the whole enterprise then becomes manageable.

● Where to Study

There are a number of places where you can study — college library, public library, lodgings, home, vacant classrooms, on a bus or train — and each has several obvious advantages and disadvantages. For example, the college library is least busy in the evenings, on Wednesday afternoons, and all day Friday and Sunday.

When you are deciding where to study, keep the following suggestions in mind:

- a) Always try to study in the same places. After a while the familiar surroundings will help you to switch into the right frame of mind as soon as you sit down.
- b) Find somewhere with as few distractions as possible.
- c) Make sure that your study place has good light and is warm (but not too warm) and well-ventilated.

(341 words)

1. Directions: Choose the best answer to each of the questions or unfinished statements after reading the passage.

- 1) We know from the first paragraph that _____.
 - A) it is often really difficult for new students to study efficiently
 - B) new students are willing to plan their time and organize their work
 - C) new students are sure how to arrange their time
 - D) new students are allowed to put off one required subject
- 2) New students might have _____.



- A) 15 hours per week of classes
 - B) 25 hours of working time
 - C) 70 hours for entertainment
 - D) 40 hours per week of classes
- 3) Why does the author say “the whole enterprise becomes more manageable?”
- A) Because new students have enough time to arrange their activities.
 - B) Because fewer courses are required for new students.
 - C) Because new students know what they need to do if they draw up a seven-day timetable each week.
 - D) Because new students have done all the assignments required by the school.
- 4) Which time is least suitable for students studying in the college library?
- A) Tuesday evening.
 - B) Monday morning.
 - C) Sunday evening.
 - D) Wednesday afternoon.
- 5) Concerning where to study, which of the following is not mentioned?
- A) A place that is warm.
 - B) A place students are familiar with.
 - C) A place with background music.
 - D) A well-lighted place.

2. Directions: Translate the following sentences.

- 1) Many new students find it hard to do all the study that has to be done.
-
- 2) You now have to decide how to allocate and occupy the remaining 25 hours of private study.
-
- 3) Naturally the decisions you make will vary from week to week according to what essays have to be written and what reading has to be done.
-
- 4) The college library is least busy in the evenings, on Wednesday afternoons, and all day Friday and Sunday.
-
- 5) Find somewhere with as few distractions as possible.
-



▶ Task III

Directions: You are going to read a passage with ten statements attached to it. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter.

Business Card Etiquette

- A) One of the first impressions you will make on a new person is through your business card, and in many cultures, especially in Asia, the exchange of business cards is a meaningful ritual rather than a casual informality. Today, it is more a necessity than a courtesy (礼貌) to have your card translated into the local language of the country you are visiting. Bilingual cards are the norm, with one side printed in your home language and the other side in the foreign language in which you are dealing. If you are using a one-sided card, always hand your card to a friend with the printed face up. Never throw a card across the table or onto a desk. It is the height of bad manners. Asians consider it an extraordinarily rude gesture.
- B) If meeting many foreign contacts at once, give your card to the highest-ranking individual or leader of the delegation (代表团) first. This is a sign of respect and avoids embarrassing the lesser-ranking members of the delegation who may even refuse your card if the head has not yet received one. In most Asian cultures, presenting a card with two hands conveys respect and an appreciation of the importance of the ritual. It is best to hold the card by the two upper corners when making the presentation. Likewise, you should receive a business card with both hands. Once you have it in hand, take time to read it — not merely a glance but a deliberate study. Often this is an ideal time to study the person's name, helping you connect the face to the name.
- C) In Japan and in many other Asian cultures it is an insult to put the card directly in your pocket, wallet or card case without giving it sufficient study time. In the Islamic world, the left hand is considered unclean. Even in many non-Islamic areas of Africa and Asia, the tradition has evolved of using the right hand in preference over the left. So, when presenting or receiving a business card, use the right hand.
- D) In Europe and North America, business cards are far less formalized and are used merely to keep track of who's who during a busy meeting schedule. If you come to sell in these societies, your hosts will be concentrating on your product, not your business card.
- E) The following are the rules of the card game:
- F) It's not only polite to have your card translated into the local language; it is now considered a must. Make it work for you.
- G) Always present your card with the printed side up or, in the case of bilingual cards, with the local-language side showing.
- H) Wait to be introduced before presenting your business card.
- I) Present the cards one at a time in the order of the hierarchy (权力阶层) of the delegation.
- J) Content: include your name and business title. In some cultures it is common to include your



academic degrees as well.

K) Business titles can be confusing and often do not translate exactly. If your title is one that is not internationally common, such as Chief Learning Officer, consider using a translation that avoids the literal and rather portrays your status and job in words or concepts that may be more familiar to your host. Don't inflate (夸大) job titles. Also make sure to check the translation.

L) Well-known or trademarked acronyms (首字母简略词) (such as IBM) and words included in logos need not be translated .

M) Take plenty of cards. It can be highly embarrassing to run out of them and in some cultures it would be an insult.

N) Many executives carry two sets of cards. One set is used purely for introductions and does not include direct contact information. The other is used for more serious encounters and includes detailed contact information.

O) Always treat your colleagues' cards with respect.

(694 words)

- 1) Don't offer your card until you are introduced.
- 2) If you offer your card to a lower-ranking member of a delegation rather than the leader, he may have to reject it.
- 3) If you have a PhD, it would be better if you put that on the card in some cultures.
- 4) It helps you remember one person by studying his card for a certain amount of time on receiving it.
- 5) Prepare enough cards so that you would not upset anybody.
- 6) It is considered highly inappropriate to pass your business card across a desk in Asia.
- 7) It's rude not to read the card carefully before you put it away in Japan.
- 8) Make sure your translation is accurate and proper.
- 9) If you are visiting Japan, make sure you present your card with the Japanese side face up.
- 10) In some countries, people focus more on your goods than your cards.



Part Two Writing

General Writing

▶ Writing Skills

A sentence is the written expression of a complete thought. In most sentences, the reader is given one complete piece of information. Examining the structures, we can divide sentences into four basic types: **simple**, **compound**, **complex** and **compound-complex**.

Sentence Types	Examples
simple sentence	☆ <i>Flowers bloom.</i> ☆ <i>Early in May, all kinds of flowers bloom in the garden and fill the air with their heady fragrance.</i>
compound sentence	☆ <i>Early in May, all kinds of flowers bloom in the garden, and the air is filled with their heady fragrance.</i> ☆ <i>Early in May, all kinds of flowers bloom in the garden; the air is filled with their heady fragrance.</i>
complex sentence	☆ <i>When all kinds of flowers bloom in the garden, the air is filled with their heady fragrance.</i> ☆ <i>Early in May, all kinds of flowers bloom in the garden, which fills the air with heady fragrance.</i>
compound-complex sentence	☆ <i>Spring has finally arrived; outside the window you can see all kinds of flowers blooming in the garden, which fills the air with heady fragrance.</i>

Experienced writers use a variety of sentences to make their writing interesting and lively. We can achieve sentence variety in the following ways:

- **Combining Sentences with Coordinating Conjunctions:** Items of equal importance can be linked by coordinating conjunctions into compound elements.

Original	☆ <i>In your college dorm life, you may feel free.</i> ☆ <i>Sometimes, this kind of freedom is a blessing.</i> ☆ <i>Sometimes, this kind of freedom is a curse.</i>
Combined	☆ <i>The freedom accompanying college dorm life can be both a blessing and a curse.</i>

- **Combining Sentences by Subordinating Clauses:** Another way to combine sentences is to join ideas of unequal importance by turning the less important idea into an independent clause.

Original	☆ <i>In your college dorm life, you may feel lonely.</i> ☆ <i>You can get involved in activities on campus.</i> ☆ <i>Experts agree that it is one of the best ways to cope with your loneliness.</i>
Combined	☆ <i>Experts agree that one of the best ways to cope with the loneliness that can accompany college dorm life is to get involved in activities on campus.</i>

Word Bank

Relation	Coordinating Conjunctions	Subordinating Conjunctions	Conjunctive Adverbs
an additional or similar idea	and		additionally, similarly, also, furthermore, moreover, likewise
a contrasting idea	but, yet	although, though, even though, whereas	however, nevertheless nonetheless
an alternative	or, nor, either	while, whether, rather than	
condition		if, as if, as though, even if, if only, unless, as long as	otherwise
a cause or an effect	for, so	because, since, so (that), in order that	therefore, consequently, thus, accordingly, so
a time-related idea	while	after, before, until when, whenever, while	then, afterwards



Practice

1. **Directions:** Identify the underlined words' part of speech.

a. coordinating conjunction

b. subordinating conjunction

c. conjunctive adverb

d. preposition

- 1) Without a map to guide her, Susan pushed through the jungle after her plane crashed.
- 2) The cost of transportation is a major expense for an industry. Hence, factory location is an important consideration.
- 3) The governor works harder than anyone on his staff does.
- 4) The changes made to the budget will not take effect until next year.
- 5) Why don't you start out early so that you don't have to hurry?
- 6) They planned over several years for this child's arrival.
- 7) The girl is sad as she has lost her cat.
- 8) Before answering this question, consider the consequences.
- 9) The test is offered tomorrow; otherwise, you will need to wait until next term.
- 10) Conversation used to be entertainment, whereas now it's a means of exchanging information.

2. **Directions:** Combine the sentences into one single sentence using the methods learned in this unit.

Model: On the one hand, I can't help admiring the man's courage. On the other hand, I do not approve of his methods.

- *I can't help admiring the man's courage, but I do not approve of his methods.*
- *Although I can't help admiring the man's courage, I do not approve of his methods.*
- *I can't help admiring the man's courage. However, I do not approve of his methods.*

- 1) Anthropological (人类学的) research has shown that human behavior is very diverse.

Human habits can vary endlessly.

Combined with a coordinator:

Combined with a subordinator:

Linked with a conjunctive adverb or other transition phrase:

- 2) Most animals reveal the same patterns of behavior within any given species.

The human species has very few patterns that are shared by all people.

Combined with a coordinator:



Combined with a subordinator:

Linked with a conjunctive adverb or other transition phrase:

3) All humans have similar physical and mental structures.

One might expect all human behavior to be similar.

Combined with a coordinator:

Combined with a subordinator:

Practical Writing

▶ Introduction

Business Cards

Business cards, also called name cards, are cards bearing business information about a company or individual. They are shared during formal introductions as a convenience and a medium for communication and artistic expression.

- **Format of a Business Card**

1) A business card typically includes seven items: name of company; individual's name; job title; address of the company; telephone number; fax number; e-mail address.

2) As the purpose of the business card is to give specific information, there may be only about 20 words on the card.

3) On a business card, the name of the company is often written in the top left-hand corner (you can add the logo of your company). The individual's name appears in bold type on the business card, and then the job title follows. The address, phone numbers, etc. are usually written at the bottom of the card.

- **Tips for Designing Business Cards**

1) The first goal of a business card is to grab attention, and then to provide information.

2) Your business card should portray professionalism and high quality.





Samples

Sample One



Technical Reality

David J. Wardell
President

High-Tech Solutions for the Interactive Age

<http://www.wardell.org>

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Sample Two



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SCOTT MCCULLOCH
Director

Word Bank

Job Titles					
General Manager	总经理	Assistant Manager	经理助理	General Editor	总编辑
Sales Manager	销售经理	Chief Engineer	总工程师	Dean	院长/ 系主任
Marketing Manager	营销经理	Senior Engineer	高级工程师	Reporter	记者
Personnel Manager/ Director	人事主管/ 主任	Head of Bureau	局长	Designer	设计师
Professor	教授	Economist	经济师	Accountant	会计师
Vice Chairman	副主席	Secretary-General	秘书长	Civil Servant	公务员
Deputy Director	副主任	Section Chief	处长	Minister	部长

Working Units			
Bureau	局	Department	系; 部
Section	处, 科	Agency	社
Institute	所	Newspaper office	报社
Office	室	TV Station	电视台
Group Company	集团公司	Joint-venture Company	合资公司