

## Exercises

1 ▶

Read the following Titles, decide the grammatical constructions, translate them into Chinese, and then answer the questions that follow.

### 1 The relationship of happiness, impulse buying and brand loyalty

Grammatical construction: \_\_\_\_\_

Translation: \_\_\_\_\_

Questions:

1. When do people buy on impulse?

\_\_\_\_\_

2. Are people often loyal to certain brands?

\_\_\_\_\_

3. What are your assumptions concerning the relationship between happiness, impulse buying and brand loyalty?

\_\_\_\_\_

### 2 Chocolate intake is associated with better cognitive function

Grammatical construction: \_\_\_\_\_

Translation: \_\_\_\_\_

Questions:

1. What positive effects do you think chocolate intake may have on people either physically or mentally?

\_\_\_\_\_

2. What aspects of cognitive performance may be affected by chocolate intake?

\_\_\_\_\_

**3** Does the Flynn Effect affect IQ scores of students classified as learning-disabled?

Grammatical construction: \_\_\_\_\_

Translation: \_\_\_\_\_

Questions: \_\_\_\_\_

1. What learning disabilities do some students have?  
\_\_\_\_\_
2. What factors do you think could affect IQ scores of students with learning disability?  
\_\_\_\_\_
3. Try to find out what the Flynn Effect is on the Internet.  
\_\_\_\_\_

**4** Subhealth: Definition, criteria for diagnosis and potential prevalence in the central region of China

Grammatical construction: \_\_\_\_\_

Translation: \_\_\_\_\_

Questions: \_\_\_\_\_

1. What do you know about subhealth?  
\_\_\_\_\_
2. What do you think may be the criteria for diagnosis of subhealth?  
\_\_\_\_\_
3. How serious is the problem of subhealth among the people you know?  
\_\_\_\_\_

**5** Psychological aspects of intellectual protection

Grammatical construction: \_\_\_\_\_

Translation: \_\_\_\_\_



Questions:

1. What is intellectual protection?

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2. What are the major factors stimulating people to use unlicensed products?

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**6** Active versus receptive group music therapy for major depressive disorder—A pilot study

Grammatical construction: \_\_\_\_\_

Translation: \_\_\_\_\_

Questions:

1. What do you know about music therapy?

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2. What do you know about major depressive disorder?

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**7** How do tests and summary writing tasks enhance long-term retention of students with different levels of test anxiety?

Grammatical construction: \_\_\_\_\_

Translation: \_\_\_\_\_

Questions:

1. What effects do you think tests may have on students' learning outcomes?

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2. What effects do you think summary writing tasks may have on students' learning outcomes?

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3. Which do you think is more likely to trigger students' anxiety, tests or summary writing tasks?

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**8** Media device ownership and media use: Associations with sedentary time, physical activity and fitness in English youth

Grammatical construction: \_\_\_\_\_

Translation: \_\_\_\_\_

Questions:

1. What is the relationship between media device ownership and sedentary time?  
\_\_\_\_\_

2. What is the relationship between media device ownership and physical activity?  
\_\_\_\_\_

3. What is the relationship between media device ownership and fitness?  
\_\_\_\_\_

**2**

Read the following Abstract of an academic paper and choose the most appropriate Title for the paper through discussion with your partner.

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This study examined the effect of celebrity smoking exemplars in health news on college students' perceptions of smoking-related health risks and smoking intentions. The data were collected using a Web-based survey of 219 undergraduate students at a large midwestern university in March 2011. Separate analyses of covariance were conducted. The influence of negative exemplars of celebrity smoking on perceptions of smoking-related health risks and smoking intentions varied according to smoking status. Ever-smokers who read smoking news with negative exemplars of celebrity smoking were more likely than ever-smokers who read the same news absent any exemplar to report higher levels of perceptions of smoking-related health risks and lower levels of smoking intentions. However, these patterns were not found in never-smokers. Exemplification theory enhanced by the celebrity element may be effectively applied as a strategy to change health behavior in college students.



- A. Solutions to the problem of college students' smoking
- B. Exploration of factors contributing to college students' smoking
- C. The influence of celebrity exemplars on college students' smoking
- D. The relationship between celebrity exemplars and college students' smoking

3▶

Read the following Abstract and produce a Title that you think is the most appropriate.

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This paper presents the results of a comparative investigation into the learning styles and strategies of effective and ineffective language learners. Subjects for the study were 110 undergraduate students in Hong Kong, China. They were categorized as "more effective" or "less effective" learners, on the basis of their scores on a standardized public English examination administered at the end of secondary school. Subjects completed an online questionnaire through which data were collected on their learning strategy preferences as well as patterns of language practice and use. The study revealed key differences in learning strategy preferences, learning styles and patterns of language use. Implications of the study are presented and discussed.

Your Title: \_\_\_\_\_