

- **2. What are the two sets of messages?
What are their different points of
view? Why are there two different
sets of message?**

(Para 3-6)

The paradox is that every day we get two sets of messages at odds with each other.

Two sets of messages
(Paras. 3-5)

“**Upright**” message, which urges us, “Work hard and save. Suspend your desires. **Avoid luxuries.**

Control your appetite **for** more than you truly need.”

This message comes to us from school, from parents, even from political figures **referring to** “traditional values”.

“**Permissive**” message, “Buy, spend, get it now. You need this!”, is inescapable. Advertisements invade our daily lives. The essential message **is cemented into** our consciousness, “It’s good to satisfy your desires. You should have what you want. You deserve the best. So, you should buy it – now!”

Main Idea & Structure

Main Ideas of the Parts

Two sets of messages
(Paras. 3-5)

“Up
and

Hard work, family loyalty, and the capacity to **postpone desires** are core American values that have made our country great.

work hard
luxuries.

Control your appetite for more than you need.

on TV, in movies, on printed media and road signs, in stores, and on busses, trains and subways.

ed.”
ol,
ng to

The only time you can escape advertising is when you're in your bed asleep! By the age of 18, the average American will have seen 600,000 ads; by the age of 40, the total is almost one million.

“Permiss

is **inescapable**. Advertisements **invade** our daily lives. The essential

message

I **derive pleasure from** nice things and **feel nourished** by them. I used to **put things off**. Not anymore. I **live my dreams** today, not tomorrow.

satisfy you

the best.

Main Idea & Structure

Main Ideas of the Parts

What happens as we take in these **contradictory** but explicit messages? What are the psychological and social consequences of this campaign to control our spending habits? (Para. 6)

We want more things because we want to satisfy our material appetite. Most of us derive pleasure from treating ourselves.



Watch out, take stock of your life, don't let your attention get scattered. Postpone your desires. Don't fall into debt. Wait! Retain control over your own life. It will make you stronger.

Part II — (Paras. 3- 6)

Every day we get two sets of messages at odds with each other. The “upright” message urges us to work hard and save, suspend our desires, and avoid luxuries. The permissive advertisements urge us to spend. the essential message from ads is anyhow cemented into our consciousness already. As psychological and social consequences, people get confused with the two contradictory messages.

Summarizing Expressions

- 1. Please find the expressions for describing “be in dilemma”.
- 2. Please find the expressions related to “desire”.
- 3. Please find the expressions for describing “Why spend?” and “Why save?”

be in dilemma	desire	Why spend?	Why save?
confused	suspend your desires	get out of the recession	in grave danger ...

Summarizing Expressions

- 1. The expressions for describing “be in dilemma”.

be in dilemma



be in dilemma

be confused

be manipulated

defy common sense

contradict each other

paradox

at odds with each other

contradictory messages

...

Summarizing Expressions

- 2. The expressions related to “desire”.

desire



desire

**suspend your desires
control your appetite
for...**

**postpone desires
satisfy your desires
satisfy our material
appetite**

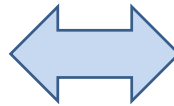
...

Summarizing Expressions

- 3. The expressions for describing “Why spend?” and “Why save?”

Why spend?

Why save?



Why spend?

**get out of the recession
credit card offers
permissive message
advertisements invade our daily lives
advertisements is doing its utmost to
influence our diverse buying decisions
no shortage of ideas and things to buy
be cemented into our consciousness
satisfy your desires
deserve the best
derive pleasure from nice things /
treating ourselves
feel nourished
live my dreams today
satisfy our material appetite**

Why save?

**our country is in grave danger
banks offer higher interest rates
upright message
work hard
suspend your desires
avoid luxuries
control your appetite for more than
you truly need
family loyalty
the capacity to postpone desires
put things off
take stock of your life
don't scatter your attention
postpone your desires
don't fall into debt
retain control over your own life**

Match the words with their meanings.

invade	officially stop sth. from continuing, esp. for a short time
cement	go into a place in large numbers
scatter	obtain
suspend	give a person the food they need in order to live
derive	make a relationship stronger or more certain
nourish	spread over a wide area

Translation

每天，我们都觉得被两种矛盾的信息--花钱还是存钱所操纵。政府叫我们多买以帮助国家走出衰退；广告则极尽所能地把纵容消费的信息固化在我们的意识里，使我们从中得到乐趣并觉得受到了滋养；银行给我们信用卡，以提升我们对那些远超我们真正需求的东西的胃口。而同时，核心价值观又敦促我们搁置欲望，努力工作。

Translation

We feel **manipulated** by the two **contradictory messages** every day — spend or save. The government tells us to buy more to help **get** the country **out of the recession**; advertisements are **doing their utmost** to **cement into** our consciousness the permissive message to spend, **from** which we have **derived** pleasure and by which we **feel nourished**; banks send us credit cards to **boost our appetite for more than we truly need**. Meanwhile, the core values urge us to **suspend our desire** and work hard.



Detailed Analysis





at odds with ...
(与某物) 不一致,
相矛盾

3

The **paradox** is that if we get two sets of messages **at odds with** each other. One is the "permissive" perspective, "Buy, spend, get it now. You have the right to it." The other we could call an "upward" perspective, "Work hard and save. **Suspend your desires. Avoid luxuries. Control your appetite for** more than you truly need."

appetite for sth. :
desire for...

对...欲望, 爱好





3

This message comes to us from many sources: from school, from parents, even from political figures **referring to** "traditional values". **Hard work, family loyalty, and the capacity to postpone desires are core American values that have made our country great.**





4

But the opposite message, advertising's permissive message, is inescapable. Though sometimes disguised, the messages are everywhere we look: on TV, in movies, on printed media and road signs, in stores, and on **busses**, trains and subways.





4

escape doing sth.

逃避做某事

daily lives. We are constantly **escap** by the message to spend, spend, spend. Someone recently said, "The only time you can **escape advertising** is when you're in your bed asleep!"






5

It's

do one's utmost to do
sth.

竭尽全力（做某事）

the average person sees 18,
ads; by the age of 40, the total is almost one
million. Each advertisement is **doing its utmost**
to influence our diverse buying decisions, from
the breakfast cereal we eat to which cruise line
we will use for our vacation. There is **no**
shortage of  ideas and things to buy!





5

Now, of course, we don't remember exactly what the products were, but the essential message **is cemented into** our consciousness, "It's good to **satisfy your desires**. You should have what you want. You **deserve the best**. So, you should buy it - now!" A famous advertisement said it perfectly, "**I love me. I'm a good friend to myself.**"





5

put off 推迟某事；使某事延期

I do what I want to do. I can postpone, delay doing sth. I live

pleasure from nice things and feel nourished

by them. I live my dreams today, not tomorrow.

Today, I live my dreams today, not tomorrow. I work at new

compact cars, and I have that camera I've always

wanted. I live my dreams today, not tomorrow.





6

What happens as we **take in** [☆] these **contradictory** but explicit **messages**? What are the psychological and social consequences of this campaign to control our spending habits? On one hand, we want more things because we want to **satisfy our material appetite**. Most of us **derive pleasure from** treating ourselves.





附和（别人的观点）

On the other hand, a little voice inside us **echoes** those upright messages: "**Watch out, take stock of** [★] **your life, don't let your attention get scattered. Postpone your desires. Don't fall into debt. Wait! Retain control over your own life. It will make you stronger.**"



提到；谈到

短语逆译

refer to

短语应用

尽管她没有提任何人的名字，但大家都知道她指的是谁。

意群提示

(mention / refer to)

Although she didn't **mention** any names,
everyone knew who she was **referring to**.



不缺少；不缺乏 短语逆译 no shortage of

短语应用

你们可以继续进行这个项目，资金并不缺乏。

意群提示

(go ahead with / project/ no shortage of)

You may **go ahead with** the **project**; there is **no shortage of** funds.



Language Focus

Practical Phrases

得到，获得（优势或愉快的感受）

短语逆译

derive sth. from sth.

短语应用

许多学生从这门艺术入门课程中得到了巨大的满足。

意群提示

(derive from/satisfaction/introduction)

Many students **derived** enormous **satisfaction from** the **introduction** to art course.



领会；理解；记住

短语逆译

take in

短语应用

这是一个有趣的展览，但要一下子记住所有的东西太多了。

意群提示

(exhibition / too much / take in)

It was an interesting **exhibition**, but there was **too much** to **take in** all at once.



(对形势) 作出估计 (判断) 短语逆译 **take stock (of sth.)**

短语应用

我们在决定下一步做什么以前，必须对我们的处境作出判断。

意群提示

(take stock of / position)

We had to **take stock of** our **position** before we could decide what to do next.



- **3. What can students do to be financially healthy and have no money worries?**

(para 7-9)

Part III Conclusion (Para. 7-9) How does the author conclude the essay?



Why does the author urge us to acquire the skills in finance management? (Para. 7)



Because money worries are so stressful and distracting that they can make us feel terrible and **hinder our ability to focus on our prime objective: successfully completing our education.**

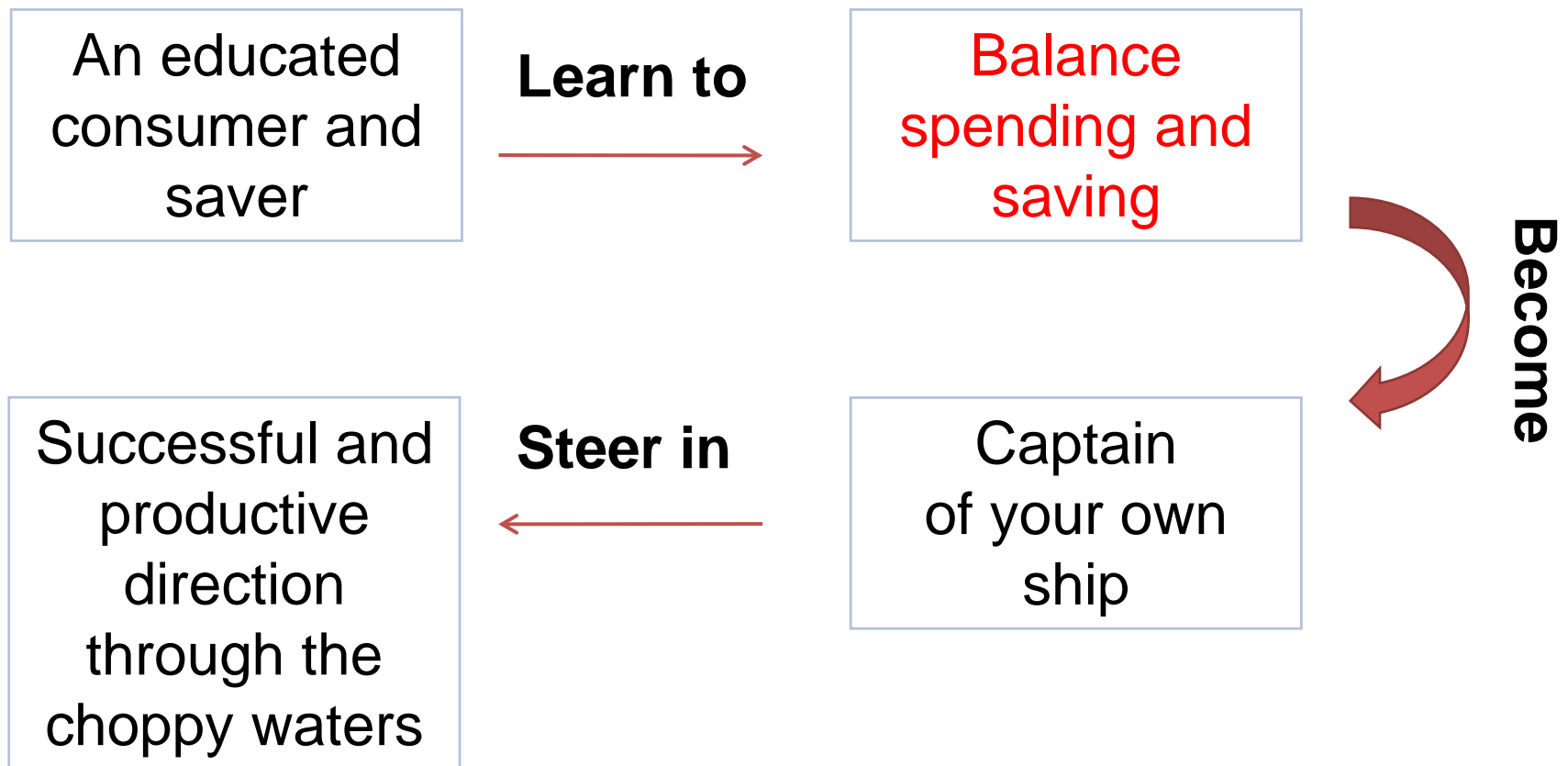


How to become a smart and educated consumer? (Para. 8)



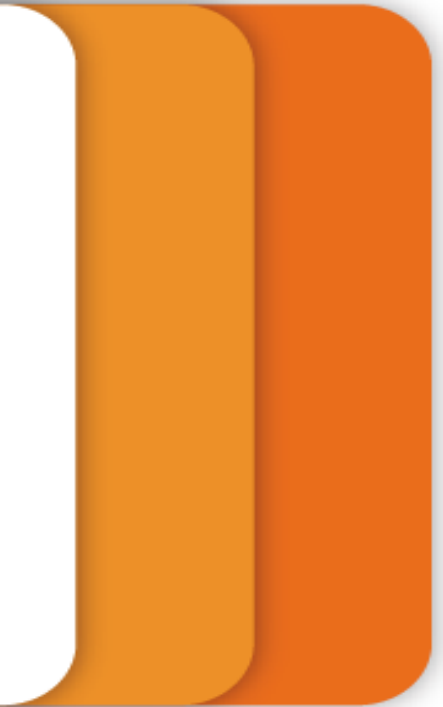
We can make it through 1) attending financial literacy classes; 2) consulting with our school's financial aid office; 3) seeking input from our parents or other respected adults in setting up a budget; 4) finding a partner to help us stay on track and derive pleasure from the administration of our own financial affairs; and, most of all, 5) don't let your ego get in your way and get help with tackling our financial problem before it spins out of control.

What conclusion can you draw from the text? (Para. 9)



Part III — Paras. 7-9

Students should learn how to become a smart and educated consumer and how to successfully manage their finances, which will help them gain a successful and production life.



Offer some suggestions to your classmates who have financial problems

Problems	Suggestions
the desire to spend	postpone your desire
	don't let your attention get scattered.
	take stock of your life/ retain control over your life
	find a partner to help you stay on track
financial crisis	take financial literacy classes
	consult with experts or seek input from parents in setting up a budget.
	urgently get help with tackling the problem before it spins out of control and land you in legal trouble.



7

Anyway, many of the skills you need as a successful student can be **applied to** your finances. Consider your financial well-being as a key to your success in education as well as in your career. **apply ...to... 把...应用到...中**
apply for ... 申请... money for your education. Successful and distracting. You may feel terrible and **hinder your ability to focus on** your prime objective: successfully completing your education.





8

How can
consumer?

consult with sb. 与某人商量

organizations, and even some banks offer
financial literacy classes. Consider **consulting**
with your **school's financial aid office** or seek
input from your parents or other respected adults
in **setting up a budget**.





8

An additional option is finding a partner to help you stay **on track** and [★] find pleasure in the administration of your own financial affairs. **Most importantly, if you find yourself getting into financial trouble, don't let your ego get in your way; urgently get back to tackling your**

get into trouble 处于困境
get in one's way 挡着某人的路



9

All this will help you become an educated consumer and saver. **As you learn to balance spending and saving, you will become the captain of your own ship, steering your life in a successful and productive direction through the choppy waters.**



在（可能通向成功的）
轨迹上

短语逆译

on track

短语应用

一切都在按照我们的计划进行，所以我们仍有可能达到10%的增长率。

意群提示

(run/ according to/ on track)

Everything is **running according to** our plan, so we're still **on track** for 10% growth.



Translation

为了在存钱和花钱这两者间取得平衡，我们需要咨询专家，做好预算，避免自尊心的妨碍，在财政问题失控前把它们处理好。

To keep **balance spending and saving**, we need to **consulting with** experts, **set up a budget**. Don't let our ego **get in our way**, and **tackle** our financial problems before they **spin out of control**.

1. 提供较高的利率	offer higher interest rates
2. 支付信用卡账单	pay credit card bill
3. 彼此相左的信息	messages at odds with each other
4. 传统价值观	traditional values
5. 美国价值观的核心	core American values
6. 广告浸入日常生活	advertisements invade daily lives
7. 据计算	it's been calculated that
8. 尽最大努力	do one's utmost
9. 凝聚在我们的意识里	cement into our consciousness
10. 满足你的愿望	satisfy your desires

11. 延迟	put off
12. 全新的滑雪装备	new ski equipment
13. 矛盾但很明确的信息	contradictory but explicit messages
14. 满足我们的物质欲望	satisfy our material appetite
15. 掂量自己的生活	take stock of your life
16. 教育中一个关键因素	a key ingredient of education
17. 专注首要目标	focus on prime objective
18. 金融扫盲班	financial literacy class
19. 建立一个预算方案	set up a budget
20. 平衡支出和储蓄	balance spending and saving

Situations

- 1. Please make a comparison and contrast between your spending habit and your parents'.**
- 2. As a person free from financial problems, please offer some suggestions to your classmates who have such problems.**
- 3. Suppose you are in a marketing team of a product which targets college students. A successful marketing must be based on information about target consumers' spending habits. So please report to your team your findings and make a brief analysis as well.**

WRITING

④ *Paragraph Writing*





- **Using comparison and contrast in essay writing**
- **1. Definition:**
- comparison: similarity
- contrast: difference
- **2. Two methods:**
- One-side-at-a-time/subject-by-subject method
- Point-by-point method

	Ways of learning	Reasons
Chinese		
Americans		

	Chinese	Americans
Ways of learning		
Reasons		



- **3. What to choose for comparison and contrast**
- Choose the most significant points for comparison and contrast that would support the central idea in your essay.
- **4. Useful expressions for comparison and contrast**



Comparison	Contrast
like	unlike
the same as	in contrast to
alike	different from
similar	less
likewise	whereas
and, as well as	however
also, too	but
just as, as do, as did, as does	as opposed to
both	on the other hand