

# 电视

## 单词

词汇	发音	词性	翻译
channel	[us]'tʃænl [uk]'tʃænl	noun	频道
commercial	[us]kə'mɜ:rl [uk]kə'mɜ:fl	noun	商业广告
complex	[us]kəm'pleks [uk]'kɒmpleks	adj.	复杂的, 难懂的, 费解的
dialogue	[us]'daɪələ:g [uk]'daɪələg	noun	对话
endorse	[us]ɪn'dɔ:rs [uk]ɪn'dɔ:s	verb	背书
episode	[us]'epɪsəʊd [uk]'epɪsəʊd	noun	插曲
news	[us]nu:z [uk]nju:z	noun	新闻, 消息, 报导
reality	[us]ri'æləti [uk]ri'æləti	noun	现实
feedback	[us]'fi:dbæk [uk]'fi:dbæk	noun	反馈
jingle	[us]'dʒɪŋɡl [uk]'dʒɪŋɡl	noun	金属发出的)叮当声(如硬币、 钥匙或小铃的声音):
keen	[us]ki:n [uk]ki:n	adj.	热衷的, 热心的, 热切的, 渴望(做某事)
logo	[us]'ləʊɡəʊ [uk]'ləʊɡəʊ	noun	商标, 标识, 图形
documentary	[us]dɔ:kju'mentri [uk]dɒkju'mentri	noun	记录
show	[us]ʃəʊ [uk]ʃəʊ	noun	表演, 演出
weather	[us]'weðər [uk]'weðə(r)	noun	天气, 气候, 气象
drama	[us]'drɑ:mə [uk]'drɑ:mə	noun	戏剧
game	[us]geɪm [uk]geɪm	noun	比赛
sport	[us]spɔ:t [uk]spɔ:t	noun	运动, 文体活动
set	[us]set [uk]set	verb	以.....为背景
acting	[us]'æktɪŋ [uk]'æktɪŋ	noun	演出, 演戏
ad	[us]æd [uk]æd	noun	广告

restriction	[us]rɪ'strɪkʃn [uk]rɪ'strɪkʃn	noun	限制, 约束
rating	[us]'reɪtɪŋ [uk]'reɪtɪŋ	noun	(人或事物按品质、特性等划分的)等级, 级别
entertaining	[us],entər'teɪnɪŋ [uk],entə'teɪnɪŋ	adj.	令人愉快的
sitcom	[us]'sɪtkɑ:m [uk]'sɪtkɒm	noun	情景喜剧
slogan	[us]'sləʊɡən [uk]'sləʊɡən	noun	口号
star	[us]stɑ:r [uk]stɑ:(r)	verb	扮演角色
violence	[us]'vaɪələns [uk]'vaɪələns	noun	猛烈, 暴力, 暴行

## 谈论你看电视的习惯

我们将学习如何谈论电视观看习惯。

观看视频, 学习语言用法。 [https://cns2.ef-cdn.com/Juno/12/88/74/v/128874/GE\\_7.4.1\\_v2.mp4](https://cns2.ef-cdn.com/Juno/12/88/74/v/128874/GE_7.4.1_v2.mp4)

[JOAN] I almost always watch serious TV shows, like documentaries. And, uh, I never miss the news.

[JOAN] Cable TV has a lot of great news channels.

[JOAN] Umm, I can't stand silly comedies.

<start="00:14:210">[JOAN] And I absolutely hate reality shows.

[JOAN] People do such stupid things just to get on TV.

[JOAN] Once in a while, when I visit my mother, I watch soap operas, but I don't really care for them.

[JOAN] Oh, and, um, I watch a weather show every morning before I leave for work.

[SIMON] My job is pretty intense and stressful, so when I get home, I generally like to watch something light. You know - something funny, like a sitcom.

[SIMON] I'm crazy about science programs, and I'm totally addicted to science fiction.

[SIMON] I'll watch anything with spaceships in it! I also watch dramas, like crime shows or westerns.

[SIMON] I seldom, or I should say never, watch game shows. Occasionally, I'll watch sports, like a football game, with my friend Jake.

[SIMON] I watch a lot of TV. Sally calls me a couch potato.

documentaries 纪录片  
the news 新闻  
comedies 喜剧  
reality shows 真人秀  
soap operas 肥皂剧  
weather show 天气秀  
sitcom 情景喜剧  
science fiction 科幻片  
dramas 电视剧  
game shows 娱乐节目

请选择一张卡片并听音频。



documentary:记录



news:新闻, 消息, 报导



reality show:真人秀



weather:天气, 气候, 气象



sitcom:情景喜剧



science fiction:科幻小说



drama:戏剧



game show:游戏节目



sports:运动, 文体活动

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/12/88/74/v/128874/GE\\_7.4.1\\_v2.mp4](https://cns2.ef-cdn.com/Juno/12/88/74/v/128874/GE_7.4.1_v2.mp4)

[JOAN] I almost always watch serious TV shows, like documentaries. And, uh, I never miss the news.

[JOAN] Cable TV has a lot of great news channels.

[JOAN] Umm, I can't stand silly comedies.

<start="00:14:210">[JOAN] And I absolutely hate reality shows.

[JOAN] People do such stupid things just to get on TV.

[JOAN] Once in a while, when I visit my mother, I watch soap operas, but I don't really care for them.

[JOAN] Oh, and, um, I watch a weather show every morning before I leave for work.

[SIMON] My job is pretty intense and stressful, so when I get home, I generally like to watch something light. You know - something funny, like a sitcom.

[SIMON] I'm crazy about science programs, and I'm totally addicted to science fiction.

[SIMON] I'll watch anything with spaceships in it! I also watch dramas, like crime shows or westerns.

[SIMON] I seldom, or I should say never, watch game shows. Occasionally, I'll watch sports, like a football game, with my friend Jake.

[SIMON] I watch a lot of TV. Sally calls me a couch potato.

I almost always watch ... 我几乎一直看.....

I never miss ... 我从不错过.....

I can't stand ... 我受不了.....

I absolutely hate ... 我极其讨厌.....

I don't really care for ... 我其实不大喜欢.....

I generally like ... 我一般喜欢.....

I'm crazy about ... 我热衷于.....

I'm totally addicted to ... 我完全迷上了.....

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/12/88/74/v/128874/GE\\_7.4.1\\_v2.mp4](https://cns2.ef-cdn.com/Juno/12/88/74/v/128874/GE_7.4.1_v2.mp4)

[JOAN] I almost always watch serious TV shows, like documentaries. And, uh, I never miss the news.

[JOAN] Cable TV has a lot of great news channels.

[JOAN] Umm, I can't stand silly comedies.

<start="00:14:210">[JOAN] And I absolutely hate reality shows.

[JOAN] People do such stupid things just to get on TV.

[JOAN] Once in a while, when I visit my mother, I watch soap operas, but I don't really care for them.

[JOAN] Oh, and, um, I watch a weather show every morning before I leave for work.

[SIMON] My job is pretty intense and stressful, so when I get home, I generally like to watch something light. You know - something funny, like a sitcom.

[SIMON] I'm crazy about science programs, and I'm totally addicted to science fiction.

[SIMON] I'll watch anything with spaceships in it! I also watch dramas, like crime shows or westerns.

[SIMON] I seldom, or I should say never, watch game shows. Occasionally, I'll watch sports, like a football game, with my friend Jake.

[SIMON] I watch a lot of TV. Sally calls me a couch potato.

serious 严肃的  
 cable TV 有线电视  
 channels 频道  
 silly 傻的  
 stupid 愚蠢的  
 stressful 紧张的  
 funny 有趣的  
 programs 节目  
 couch potato 电视迷

请把词条移至正确的间隔处。

I love this game show. It's my favorite (program) .

My favorite (channel) has a lot of sitcoms from the 1990s.

This new (cable) TV offers so many more shows than regular TV.

Sometimes on the weekend I feel really lazy. I order a pizza, watch TV and become a couch (potato) .

I saw a really (silly) game show: People had to sit in a bathtub of chocolate milk.

My job is so (stressful) and busy. That's why I watch a lot of sitcoms when I get home.

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/12/88/74/v/128874/GE\\_7.4.1\\_v2.mp4](https://cns2.ef-cdn.com/Juno/12/88/74/v/128874/GE_7.4.1_v2.mp4)

[JOAN] I almost always watch serious TV shows, like documentaries. And, uh, I never miss the news.

[JOAN] Cable TV has a lot of great news channels.

[JOAN] Umm, I can't stand silly comedies.

<start="00:14:210">[JOAN] And I absolutely hate reality shows.

[JOAN] People do such stupid things just to get on TV.

[JOAN] Once in a while, when I visit my mother, I watch soap operas, but I don't really care for them.

[JOAN] Oh, and, um, I watch a weather show every morning before I leave for work.

[SIMON] My job is pretty intense and stressful, so when I get home, I generally like to watch something light. You know - something funny, like a sitcom.

[SIMON] I'm crazy about science programs, and I'm totally addicted to science fiction.

[SIMON] I'll watch anything with spaceships in it! I also watch dramas, like crime shows or westerns.

[SIMON] I seldom, or I should say never, watch game shows. Occasionally, I'll watch sports, like a football game, with my friend Jake.

[SIMON] I watch a lot of TV. Sally calls me a couch potato.

almost always	几乎一直
never	从不
once in a while	有时
every morning	每天早上
generally	通常
seldom	很少
occasionally	偶尔

## 描述电视节目

你将练习描述一个你看过的电视节目。

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/12/94/34/v/129434/GE\\_7.4.2\\_v2.mp4](https://cns2.ef-cdn.com/Juno/12/94/34/v/129434/GE_7.4.2_v2.mp4)

[TODD] Hey, Harry. Did you see 'Miami Confidential' last night?

[HARRY] No, I've never seen it. What's it about?

[TODD] It's set in Miami. It stars Harrison Jackson.

[HARRY] Mmm - I like him.

[TODD] Yeah, me, too. In last night's episode, there was a murder in an office. Bob Boulder had 12 hours to catch the killer, or he'd kill again.

[HARRY] It sounds shocking.

[TODD] It is, but it's really exciting. Great dialogue and excellent acting.

[HARRY] Helen and I love shows like that. But with two young kids now, we rarely get a chance to watch them.

[TODD] What kinds of shows do you watch?

[HARRY] Well, there's this new cable channel, uh, that shows a lot of old British comedies, like 'You Must Remember This.'

[TODD] 'You Must Remember This'? Nope. Don't remember it.

[HARRY] It takes place in the '80s. It's about a young English couple.

[HARRY] They fall in love, and they're going to get married. But one day, when they're walking on a beach, this huge wave washes the boyfriend away.

[HARRY] She thinks he's dead, so she marries someone else, but then they separate. And 10 years later, she sees her first love again on a busy street. He's not dead.

[TODD] It sounds, um, confusing.

[HARRY] Actually, it's quite funny, and kind of sweet. Helen and I are just fascinated by the couple's relationship.

[TODD] Maybe I'll, uh, check it out sometime.

[HARRY] You should.

It's set in Miami. 这部剧以迈阿密为背景。

episode 剧集

murder 谋杀

dialogue 对话

acting 表演

fall in love 坠入爱河

separate 分手

relationship 男女关系

阅读新的电视节目的网络评价。

请选择正确的答案。

**The City's Dark Future 'City Dark,' Cable 12's new police drama, is set in Chicago in the year 2050. In the first episode, Detective Ella Washington is walking down the stairs to her apartment when she finds a man who has been murdered. This isn't unusual, as the city has become more violent and dangerous. But two hours later, a woman is found dead in the apartment building of Ella's colleague, Dallas. Dallas tells Ella that the man and the woman had been in a 12-year relationship and had just decided to separate. The plot was certainly fascinating. And here's an example of the dialogue, which was often weird but realistic: Ella: They were a couple? You mean, like, in a relationship? Dallas: Married, in love, engaged or just romantic friends – I don't know. But they were definitely in a relationship.**

Runtime: 2 hr. 6 min. Genres: Drama



请把词条移至正确的间隔处。

### The City's Dark Future

'City Dark,' Cable 12's new police drama, is (set) in Chicago in the year 2050. In the first (episode) , Detective Ella Washington is walking down the stairs to her apartment when she finds a man who has been (murdered) . This isn't unusual, as the city has become more (violent) and dangerous. But two hours later, a woman is found dead in the apartment building of Ella's colleague, Dallas. Dallas tells Ella that the man and the woman had been in a 12-year relationship and had just decided to (separate) .

The plot was certainly fascinating. And here's an example of the (dialogue) , which was often weird but realistic:

Ella: They were a couple? You mean, like, in a relationship? Dallas: Married, in love, engaged or just romantic friends – I don't know. But they were definitely in a relationship.

请选择正确的词。

If you don't see every ( episode / dialogue / separation ) , you won't understand the story.

The ( set / murder / dialogue ) is very realistic. It reminds me of things that I say!

The show is ( set / act / separate ) in New York.

A police ( episode / detective / dialogue ) tries to solve a violent murder.

Logan and Ava were always fighting, so they've ( separate / separated / separation ) .

Each episode of this police show begins with a ( set / violent / murder ) .

**Truth:** episode; dialogue; set; detective; separated; murder

过去将来时	
谈论即将发生但又被另一事件阻止而未发生的事件时，用 <b>was going to + 动词</b> ，然后用 <b>but</b> 引导的过去时态分句。	
Chris was going to kiss Hannah, but her phone rang.	克里斯正要亲吻汉娜时，她的电话响了。
They were going to separate, but they fell in love again.	他们本打算分开，却又再次坠入爱河。
你可以用同样的方式使用 <b>was about to + 动词</b> 。	
The show was about to end, but they wrote three more episodes.	节目快要接近大结局了，他们又写了三集。
The police were about to catch the murderer, but he ran.	警察就要抓到凶手了，却被他跑了。

请选择正确的词。

We ( be / are / were ) going to stay at the Ritz, but it was just too expensive.

Shawn was going to ( marry / marries / married ) Linda, but she didn't want to marry him.

Natalie ( is / was / were ) about to watch TV, but the electricity went out.

The killer was about to murder her, but she ( running / run / ran ) away.

They were going to ( call / calls / called ) the police, but they couldn't find their phone.

I was about to watch that new detective show, but you finally ( get / got / gotten ) home.

**Truth:** were; marry; was; ran; call; got

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/12/94/34/v/129434/GE\\_7.4.2\\_v2.mp4](https://cns2.ef-cdn.com/Juno/12/94/34/v/129434/GE_7.4.2_v2.mp4)

[TODD] Hey, Harry. Did you see 'Miami Confidential' last night?  
[HARRY] No, I've never seen it. What's it about?  
[TODD] It's set in Miami. It stars Harrison Jackson.  
[HARRY] Mmm - I like him.  
[TODD] Yeah, me, too. In last night's episode, there was a murder in an office. Bob Boulder had 12 hours to catch the killer, or he'd kill again.  
[HARRY] It sounds shocking.  
[TODD] It is, but it's really exciting. Great dialogue and excellent acting.  
[HARRY] Helen and I love shows like that. But with two young kids now, we rarely get a chance to watch them.  
[TODD] What kinds of shows do you watch?  
[HARRY] Well, there's this new cable channel, uh, that shows a lot of old British comedies, like 'You Must Remember This.'  
[TODD] 'You Must Remember This'? Nope. Don't remember it.  
[HARRY] It takes place in the '80s. It's about a young English couple.  
[HARRY] They fall in love, and they're going to get married. But one day, when they're walking on a beach, this huge wave washes the boyfriend away.  
[HARRY] She thinks he's dead, so she marries someone else, but then they separate. And 10 years later, she sees her first love again on a busy street. He's not dead.  
[TODD] It sounds, um, confusing.  
[HARRY] Actually, it's quite funny, and kind of sweet. Helen and I are just fascinated by the couple's relationship.  
[TODD] Maybe I'll, uh, check it out sometime.  
[HARRY] You should.

shocking	令人震惊的
exciting	令人兴奋的
confusing	令人困惑的
fascinated	被深深吸引的

以 **-ed** 和 **-ing** 结尾的形容词

有时形容词的结尾决定了其使用方式。在以下示例中，请注意以 <b>-ing</b> 结尾的形容词描述的是事物，如电视节目；而以 <b>-ed</b> 结尾的形容词描述的则是人的感受。	
事物	
Documentaries are boring. Let's watch something funny.	纪录片很无聊。我们看点有趣的吧。
This show is so confusing. Why did he murder the baker?	这出剧让人困惑不解，他为什么要谋杀面包师？
I love this action movie. It's really exciting.	我喜欢这部动作片，真的很刺激。
He thinks news channels are interesting. I don't.	他觉得新闻频道有意思，我却不这样认为。
That was an amazing movie! Let's watch it again.	这部电影太棒了！我们再看一遍吧。

感受	
I'm bored. Can we watch something else?	我觉得很无聊，我们能看点别的吗？
Now I'm really confused. Is that his sister or his mother?	现在我真的被搞糊涂了。那是他的姐姐还是妈妈？
Dan's excited to see the final episode of 'Live On.'	丹很高兴能看到《活着》的最后一集。
The detective's interested in talking to the landlord.	侦探很想和房东交谈。
That guy won \$200,000 on 'Hazard Roll'? I'm absolutely amazed.	那个家伙参加“滚球冒险”赢了200,000美元？我感到特别惊奇。

请把词条移至正确的间隔处。

Absolutely nothing is happening on this show. It's pretty (boring) .

I'm (interested) in getting cable TV. I love 'Maids of Honor'! It's so (interesting) .

Wait – I don't get it. Is Ralph or Hal the murderer? I'm so (confused) .

That plot was (confusing) . I still don't understand what happened.

I'm (bored) . There's nothing to do. Maybe we should watch TV.

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/12/94/34/v/129434/GE\\_7.4.2\\_v2.mp4](https://cns2.ef-cdn.com/Juno/12/94/34/v/129434/GE_7.4.2_v2.mp4)

[TODD] Hey, Harry. Did you see 'Miami Confidential' last night?  
[HARRY] No, I've never seen it. What's it about?

[TODD] It's set in Miami. It stars Harrison Jackson.  
[HARRY] Mmm - I like him.  
[TODD] Yeah, me, too. In last night's episode, there was a murder in an office. Bob Boulder had 12 hours to catch the killer, or he'd kill again.  
[HARRY] It sounds shocking.  
[TODD] It is, but it's really exciting. Great dialogue and excellent acting.  
[HARRY] Helen and I love shows like that. But with two young kids now, we rarely get a chance to watch them.  
[TODD] What kinds of shows do you watch?  
[HARRY] Well, there's this new cable channel, uh, that shows a lot of old British comedies, like 'You Must Remember This.'  
[TODD] 'You Must Remember This'? Nope. Don't remember it.  
[HARRY] It takes place in the '80s. It's about a young English couple.  
[HARRY] They fall in love, and they're going to get married. But one day, when they're walking on a beach, this huge wave washes the boyfriend away.  
[HARRY] She thinks he's dead, so she marries someone else, but then they separate. And 10 years later, she sees her first love again on a busy street. He's not dead.  
[TODD] It sounds, um, confusing.  
[HARRY] Actually, it's quite funny, and kind of sweet. Helen and I are just fascinated by the couple's relationship.  
[TODD] Maybe I'll, uh, check it out sometime.  
[HARRY] You should.

What's it about?      这部剧讲的什么?  
It's set in Miami.      这部剧以迈阿密为背景。  
Great dialogue and excellent acting.      有精彩的对白和优秀的演技。  
It takes place in the '80s.      故事发生在20世纪80年代。  
It's about a young English couple.      讲的是一对年轻的英国夫妇。  
It's quite funny, and kind of sweet.      这部剧很搞笑, 比较轻松。

## 省略主语和谓语动词

在非正式对话中，你可以省略主语或谓语动词，或两者都省略，前提是前面已经提到过或双方都能明白。这种方式可以让你的言论简单明了或充满活力。请仔细听以下这段对话，说话人使用了带有主语和谓语动词的完整句子。

A: Have you seen the show 'Cry Wolf'?

B: Did you say 'Cry Wolf'? What's it about?

A: It's about a police detective in Seattle. It's written by Randi Sedgwick. The plot is fascinating. She also wrote 'Murder First.'

现在，请再听一遍这段对话。这次，说话人省略了一些主语和谓语动词。

A: Have you seen the show 'Cry Wolf'?

B: 'Cry Wolf'? What's it about?

A: A police detective in Seattle. Fascinating plot. It's written by Randi Sedgwick. She also wrote 'Murder First.'

## 谈论电视广告

我们将练习讨论电视广告。

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/12/88/75/v/128875/GE\\_7.4.3\\_v2.mp4](https://cns2.ef-cdn.com/Juno/12/88/75/v/128875/GE_7.4.3_v2.mp4)

[TODD] Our new TV commercial. How exciting!

[JOAN] The marketing department have three different ideas, and they want our feedback.

[TODD] Okay. Let's have a look.

[TODD] A dancing computer ...

[JOAN] Yeah. I'm not crazy about the humor.

[TODD] And that jingle. It's just annoying.

[JOAN] I know. But, uh, never mind. That's only the first idea. There are two more.

[JOAN] Well, I like the second one better than the first.

[TODD] I do, too. I prefer it because it gives real information about our company and products.

[JOAN] What do you think of the new slogan?

[TODD] I'm not keen on it. 'You can count on us.'

[JOAN] I kind of like it. Let's look at the third one.

[TODD] A product endorsement from Jarred Brown? He's pretty famous.

[JOAN] That's the idea.

[TODD] But does he know anything about software?

[JOAN] Probably not.

[TODD] Well, for me, number two is the best. I much prefer serious advertisements.

[JOAN] Me, too. Thanks for your input, Todd. Oh! Before you go, can you take a look at the new logo?

commercial 广告  
marketing 营销  
feedback 反馈  
humor 幽默  
jingle 广告歌  
slogan 广告语  
endorsement 代言  
advertisements 广告  
logo 标识

Advertisement 与 commercial?	
<b>advertisement</b> 是指告知人们某种产品、服务或职位的公告、图片或影片。在英式英语中，有时将该单词缩写为 <b>advert</b> ，或与美式英语一样缩写为 <b>ad</b> 。	
I wanted to sell my motorbike, so I put an ad in the local newspaper.	我想把我的摩托车卖掉，所以在当地报纸上登了一则广告。
I saw the advert and immediately wanted to buy the product.	我一看见这个广告就想马上去买这个产品。
Have you seen the new advertisement for Cool Puppy dog food? It's so cute!	你看过“酷狗”狗粮的广告吗？太可爱了！
在美式英语中， <b>commercial</b> 一词用于指电视广告。	
That's a really funny commercial. I love the dancing frogs.	那真的是一个很好笑的广告。我喜欢那个跳舞的青蛙。

谈论广告时使用这些词。	
He gave me great feedback. There was some criticism and some good ideas.	他给我提出了出色的反馈，既有批评，也有一些不错的想法。
A lot of people enjoy humor in commercials.	许多人都喜欢广告中的幽默。
Companies hire famous people for product endorsements.	许多公司聘请名人做产品代言。

使用这些词谈论公司宣传自身的方式。	
A logo is a design or image that represents a company.	公司标志是代表一家公司的设计或图像。
The company's slogan is 'The Best There Is.'	这家公司的口号是 'The Best There Is'。
I don't like that advertisement. It has an annoying jingle.	我不喜欢那则广告，里面的短歌让人讨厌。

请选择正确的词。

The best TV ( feedback / humor / commercial ) was the one advertising that electric car.

Olivia gave me some ( humor / logos / feedback ) on the ad. She likes the colors, but not the jingle. It's a funny commercial.

It's a funny commercial. The ( endorse / humor / feedback ) really makes me laugh.

I can't stop singing the ( jingle / slogan / logo ) for that San Francisco rice.

How about this ( humor / slogan / logo ) : 'We Make it Right'?

Guess what? Crimson Johansson is going to ( endorse / humor / jingle ) our new product!

**Truth:** commercial; feedback; humor; jingle; slogan; endorse

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/12/88/75/v/128875/GE\\_7.4.3\\_v2.mp4](https://cns2.ef-cdn.com/Juno/12/88/75/v/128875/GE_7.4.3_v2.mp4)

[TODD] Our new TV commercial. How exciting!

[JOAN] The marketing department have three different ideas, and they want our feedback.

[TODD] Okay. Let's have a look.

[TODD] A dancing computer ...

[JOAN] Yeah. I'm not crazy about the humor.

[TODD] And that jingle. It's just annoying.

[JOAN] I know. But, uh, never mind. That's only the first idea. There are two more.

[JOAN] Well, I like the second one better than the first.

[TODD] I do, too. I prefer it because it gives real information about our company and products.

[JOAN] What do you think of the new slogan?

[TODD] I'm not keen on it. 'You can count on us.'

[JOAN] I kind of like it. Let's look at the third one.

[TODD] A product endorsement from Jarred Brown? He's pretty famous.

[JOAN] That's the idea.

[TODD] But does he know anything about software?

[JOAN] Probably not.

[TODD] Well, for me, number two is the best. I much prefer serious advertisements.

[JOAN] Me, too. Thanks for your input, Todd. Oh! Before you go, can you take a look at the new logo?

I like the second one better. 我更喜欢第二个。  
 I prefer it because ... 我喜欢它是因为.....  
 I'm not keen on it. 我对它不感兴趣。  
 For me, number two is the best. 对我来说, 第二个最好。  
 I much prefer serious advertisements. 我更喜欢严肃的广告。

表达偏爱	
使用这些表达询问和表示偏爱。	
Which commercial would you rather watch?	你更愿意看哪一个广告?
I'd rather watch the first one than the second.	我愿意看第一广告, 不想看第二个广告。
I like the third commercial better than the first two.	相比头两个广告, 我喜欢第三个广告。
We prefer the third one to the first.	相比第一个, 我们更喜欢第三个广告。
For me, humor is the best way to advertise.	在我看来, 幽默是广告宣传的最佳方法。

使用以下类似表达, 礼貌表述自己不喜欢某事物。	
I'm not crazy about the jingle.	我不是那么喜欢那个广告里的短歌。
He's not keen on humor in advertising.	他并不热衷广告中的幽默。
注意, <b>(not) keen on</b> 在英式英语中更常见。	

## 理清细节



培养关键听力技巧的一个方法是理清对话的细节。

首先，仔细听大概的话题或主要意思。这有助于您听清细节。同时，你可以注意听顺序词，比如 **first** 和 **second**。

比如，你即将听到两位同事讨论新电视广告两种想法。第一种偏于严肃认真，第二种则注重幽默。对话包含以下细节。尝试预测在对话中这些细节的讨论顺序。

Next to the famous man is a cute dog wearing a cat costume.

The serious commercial just shows the new slogan.

The other idea is a famous man dancing in a dress.

And the new slogan is 'The Best There Is.'

## 撰写有关你所在国家的电视的文章

我们将练习写关于一个电视节目或者广告评论。

观看视频，学习语言用法。 [https://cns2.ef-cdn.com/Juno/12/88/73/v/128873/GE\\_7.4.4\\_v2.mp4](https://cns2.ef-cdn.com/Juno/12/88/73/v/128873/GE_7.4.4_v2.mp4)

[HARRY] So, Helen and I watched that TV program you like.

[TODD] 'Miami Confidential'?

[HARRY] Yeah. There's a lot of violence. Seven murders. And that was just in last night's episode.

[TODD] Yeah, it's pretty violent.

[HARRY] I'm just glad the kids were asleep.

[HARRY] I'm amazed at how violent TV shows are these days.

[TODD] Do you use the rating system?

[HARRY] Yeah, but it's so complex. All the different ratings - TV-G, TV-PG, TV-MA ...

[TODD] Yeah, it's crazy. Sometimes it's difficult just to find something educational.

[HARRY] My kids are only interested in entertainment. You know, I read in an article that the average American kid watches 20,000 advertisements a year.

[TODD] Whew! That's a lot of ads.

[HARRY] I feel pretty strongly that there should be some kind of restrictions.

[TODD] Oh, I agree. But listen to us. Being so negative about TV when we sit in front of it every night.

[TODD] What happened in, uh, 'Miami Confidential' last night?

[HARRY] Oh, it was really good!

[TODD] Yeah?

[HARRY] So Bob Boulder had to catch this killer that had been on the run for 25 years ...

violence 暴力  
 rating system 分级制度  
 complex 复杂的  
 educational 有教育意义  
 entertainment 娱乐  
 restrictions 限制  
 negative 消极的

## 电视分级制度

美国的电视行业对每个电视节目均进行分级。在每个节目开始时，节目的分级信息会出现在电视屏幕的角落处。这一分级制度旨在帮助家长决定哪些节目适合孩子观看。以下是部分示例。	
Y – suitable for children	Y – 适合儿童观看
G – suitable for the general audience	G – 适合一般观众观看
PG – parental guidance suggested	PG – 建议在父母指导下观看
MA – suitable for mature audiences only	MA – 仅适合成人观众观看。

The program has an MA rating because there's a lot of sex and violence in it.	这个节目为 MA 级，因为节目中包含很多的性和暴力内容。
The movie's rated G, so it's okay for the kids to watch it.	这部影片是 G 级，所以可以给孩子们看。

## 评价电视的单词

使用类似这些单词评价电视。注意每个词的不同词形。名词常以 **-ion**、**-ment**、**-ence** 和 **-ing** 结尾。形容词则常以 **-al**、**-ing**、**-ed** 和 **-ent** 结尾。

动词	名词	形容词
educate	education	educational
entertain	entertainment	entertaining
rate	rating	
restrict	restriction	restricted
violence	violent	

请选择正确的词。

I didn't know they could show that on TV. Don't they have ( restricted / restrictions / restrict ) ?

This TV software is so ( violent / complex / negative ) . I'm not sure how to use it.

Have a look at the TV ( rating / education / violent ) before you let the kids watch the program.

The show was really ( entertaining / entertainment / entertain ) , but it also made you think.

Documentaries are the best way to get an ( educate / educational / education ) from TV.

In my opinion, there's too much sex and ( violence / complex / rating ) on TV these days.

**Truth:** restrictions; complex; rating; entertaining; education; violence

### Because 与 because of

<b>because 和 because of 都可以用于陈述理由。Because 后面用分句；而 because of 后面则用名词。</b>	
<b>Because + 分句</b>	
I don't watch 'The Tenors' because it's so violent.	我不看《男高音》，因为太暴力了。
A: Why do you like that show so much?	你为什么这么喜欢那个节目？
B: I like it because the plot's complex and exciting.	我之所以喜欢它是因为它的情节复杂而刺激。
<b>Because of + 名词</b>	
'Fallen Love' wasn't shown on TV because of the violence.	《坠落的爱》因为有暴力内容，所以没有在电视上放映过。
I watch this show with my kids because of the PG rating.	这个节目是 PG 级，所以我陪孩子们一起观看。

### 提出或支持一种看法

用类似的表达来提出看法。	
I was surprised at how complex the rating system is.	我对评级系统的如此复杂表示惊讶。
In my opinion, there's too much violence on TV.	在我看来，电视上太多暴力内容了。
请用 <b>feels strongly</b> 来强调您的观点。	
Brent feels strongly that TV should be educational, not just entertaining.	布伦特强烈认为电视应该有教育意义，而不仅是娱乐。

给出看法后，您可以用一个理由或例子来支撑它。	
Brent feels strongly that TV should be educational, not just entertaining, because children are watching.	布伦特强烈认为电视应当有教育作用，而不只是娱乐，因为小孩都在看。
I was surprised at how complex the rating system is. For example, there are more than 35 possible ratings!	我当时对这种评级系统的复杂性尤为惊讶。例如，有超过35种可能性的等级！
In my opinion, there's too much violence on TV. In 'Heat Wave' last night, three people were murdered and there was a car accident – all in five minutes.	在我看来，电视上的暴力内容太多。在昨晚的'Heat Wave（热浪）'里，三个人被暗杀，还有一场车祸——一切发生在5分钟内。

## 解读他人的观点

解读他人的观点时，你可能会发现以下思维顺序。
1. The opinion (发表观点)
In my opinion, TV can help educate children.
2. Support for the opinion (发表支撑该观点的论据)
For example, TV can show children countries and places they may never visit.
3. An action step or suggestion (提供行动步骤或建议)
We need to help our children choose the right shows. Watch TV with them.

阅读网络评价。这名作家对电视有非常强烈的意见。是什么意见？

请选择正确的答案。

I'm amazed at how violent TV is in the US. Some detective programs show all the details of people getting shot. You see fighting on the news every day. Some cable channels even show real people getting murdered. I feel strongly that the rating system doesn't always help, because children are sometimes home by themselves and can watch what they want. Basically, TV is

violent, but I think we can make it better. We need to stop watching these violent programs and demand more educational ones.

阅读来自网上评论的每个句子，确定它们是 **opinion**、**support for an opinion** 还是 **an action step**。

请选择正确的答案。

I'm amazed at how violent TV is in the US. Some detective programs show all the details of people getting shot. You see fighting on the news every day. Some cable channels even show real people getting murdered. I feel strongly that the rating system doesn't always help, because children are sometimes home by themselves and can watch what they want. Basically, TV is violent, but I think we can make it better. We need to stop watching these violent programs and demand more educational ones.

在线写一个帖子，发表您对喜欢的一个 TV 或节目的观点。举例以支持您的观点，并在帖子最后提出行动步骤、建议或推荐。我们会严肃地对待您的隐私。请勿将关于自己的个人信息（种族、宗教、健康状况等）与别人分享。

输入到输入框。请写 50-90 个单词。

**Example:**

I feel strongly that there should be a limit on how much violence is shown on TV. For example, lots of crime shows have killings, shootings and other violent crimes, all right around the time that families eat dinner together.

In my opinion, this is not suitable for family entertainment. I don't think we should eliminate violence from TV altogether, but we need to move the more violent shows to a later time, when younger viewers are likely to be asleep.