第十一课

ultimate adj 终极的，最后的

the ultimate stakeholder 最终的利益攸关者

the ultimate stability of the world economy 世界经济的终极稳定

the ultimate success

constant effort 一直的努力

constant adj恒定不变的，始终如一的

stable adj.稳定的

stability n 稳定

This phenomeono has created serious concerns over the ultimate stability of the world economy

这个现象已经造成了

concern n/v 关切，担忧

recruit v. 招募，吸纳

Many recruiters say the traditional rule is out of fashion

In south Afica, an Hiv-prevition initiative recruits young pepople to promote safe sex among their peers

在南非，一个预防爱之病毒项目招募年轻人来在他们同龄中推动安全性行为

prevent v.防止，预防

prevent sb from doing sth 阻止某人做某事

casual sex 随意的性行为 / safe sex 安全的性行为

casual discourse 随意的谈吐

initiative /project/program n.项目，工程

job-trainning programs 就业培训项目

the three gorges(n.咽喉，峡) project 三峡工程

recruit sb to do sth 招募某人做某事

recruit volunteers to serve a summer camp 招募志愿者为夏令营服务

peer n.同龄人；同行

pair n 一对，一双

promote v 促进，推动；促销

promotion n 促进，推动；

promote sales 促进销售

promote fridentship 促进友谊

In recent years, the increce in height of NBA players appears to result from the increasingly common practice of recruiting players from all over the world

practice n做法，行为

common 共同的，普遍的

appear to / seem to 视乎

result from /arise from/derive from/stem from/evolve from/originate from源于，来自

soccer players 足球运动员basketball players 篮球运动员

第十二课

Anthropologists ensure that 90 percent of the uniforms and workstations fit recruits without alterration

人类学家保证百分之90的工装和工作场所不用改变使适合新招聘来的员工

Anthropology n 人类学 anthropologist n 人类学家

geology n 地质学 geologist n 地质学家

ensure that \_\_\_\_\_\_\_\_ 保证……

uniform n 工装，统一服装

school uniform 校服 military uniform 军装 work uniform 工装

recruit v 吸收，接纳 n招聘来的员工

recruiter

substantial height 过高

Sometimes media may become hostage to consumers,other stakeholders,or activist （who make negative allegations about a brand or a product）.

有时媒体可能变成消费者，其它利益攸关者或者是对一个品牌或者产品发表负面评论活动家的人质

hostage n. 人质 hijack v. 劫持

medium n.媒体

the most powerful mass medium 最强大的大众媒体

the most powerful mass medium was church 最强大的大众媒体是教堂

minister n.牧师；大臣；部长 religion n.宗教father 神父

negative allegations 负面的言论

negative comments 负面评价

gossip / rumor n 谣言

consumer / other stakeholders

brand 品牌

negative effects 副作用，负面的效果

negative feelings 负面情绪 positive 积极地 negative 消极的，负面的

negative implication 负面的含义，贬义

the word habit carries a negative implications 习惯这个词带有贬义

habit 习惯

implications = meaning