

Public Relations and Communication

Getting Ready

Before you start to work on this unit, please complete the questionnaire below.

- ① To win the confidence and goodwill of people, it is important for a company to _____.
 - a. maintain an emphasis on the quality of products or services
 - b. share truthful information with all publics
 - c. spend as much money as possible on advertising
 - d. have a public relations department
 - e. understand and respect public concerns and viewpoints
 - f. be actively involved in the community service

- ② Do you agree with the following statements?
 - a. Public relations is becoming a way of life in business.
 - b. Public relations helps achieve marketing goals of a company.
 - c. Public relations is the art and science of establishing relationships between an organization and its key audiences.
 - d. Public relations plays a key role in helping business industries create strong relationships with customers.

Yes.	No.	Why?
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐

Yes.	No.	Why?
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐

Now use this questionnaire to ask two or three of your classmates. Report your findings to your class.

**Text A**

Before-Reading Task

Exercise 1 Before reading the passage, think about the questions.

1. What is the usual abbreviation for public relations?
2. Why do some companies have public relations people?

While-Reading Task



Public Relations

- ① When the founders of the United States wrote the *Declaration of Independence*, they said that a “decent respect” for the opinion of people everywhere required the American colonies to tell the world why they were freeing themselves of British rule. The American founders believed that their cause could not win unless they had the confidence of other peoples.

Try to find out the topic sentence of this paragraph.

- ② Public relations, too, tries to win the confidence and goodwill of people. No company, government agency, school, hospital, or other institution can flourish if it pays no attention to what the people think of it. Public relations is the activity of giving a business or other organisation information about how its actions might affect public opinion — or how public opinion might affect its actions. It is also the job of the public relations officer to tell the public about a company's activities, plans, or ideas. This is necessary because people are likely to have more confidence in a company if they know something about it.
- ③ There is not just one big public whose opinion a company has to worry about if it is to survive and grow. Only a few organizations, such as a national government, are so large that all the public has some opinion about their actions. Most companies and organizations have to think about the opinions of smaller groups — their customers, for instance, or their workers or their shareholders. A company must also have the trust and goodwill of its neighbours in the places where it has factories and offices. The company must be on good terms with the government, because every business can be seriously affected by government laws or regulations.
- ④ Gaining the confidence of others requires, first of all, thoughtfulness about other people's

beliefs, interests, and feelings. Public relations begins by planning one's actions so as to respect the rights and beliefs of other people. Unless a public relations program takes these things into account, it can do little to help a company. Not all the money in the world, nor the most skilful writers or speakers, can make a company look as if it cares about other people if the company really does not care. Most companies, therefore, consider how any action, such as moving to a new location or buying another business, will affect public opinion. Having made a decision, the company wants everyone to understand the decision and the reasons it was made.

5 Most large companies have a public relations department, which tells the public about the company's plans and activities. The department is made up of writers, editors, photographic and picture experts, and researchers.

6 There are many ways to reveal a company's activities and character. A very effective one is through speeches by officials of the company before organizations such as the local chamber of commerce and various clubs. The speeches are usually reported in the newspapers and are often reprinted for distribution to government officials, educators, journalists, and others who might be interested in the company's views. Printed pamphlets and booklets, including the company magazine and the annual report of the management to the shareholders, also help inform the public about a company. Motion-picture films are often used to show people something about a company. A company may also, as a public service, undertake projects not directly connected with its business, to help make society better.

How many ways
are mentioned in
this paragraph?

7 Besides using their own public relations staffs, many companies hire independent public relations firms, which work for several clients at once. Specially trained outsiders often see trends or problems that people inside a company might miss because they are too close to the situation.

8 Anyone who plans to do public relations work should get as broad an education as possible. In addition to a college education, work in some area of the communications field — on a newspaper or with a broadcasting station — is useful for the future public relations officer.





New Words

△ **declaration** /ˌdeklə'reɪʃən/ *n.*

△ **decent** /'di:sənt/ *a.*

respect /rɪ'spekt/ *n.*

require /rɪ'kwaɪə/ *v.*

△ **colony** /'kɒləni/ *n.*

△ **goodwill** /ˌɡʊd'wɪl/ *n.*

△ **flourish** /'flaʊrɪʃ/ *v.*

action /'æ'ækʃən/ *n.*

officer /'ɒfɪsə/ *n.*

plan /plæn/ *n.*

survive /sə'vaɪv/ *v.*

neighbo(u)r /'neɪbə/ *n.*

law /lɔ:/ *n.*

* **regulation** /ˌregjʊ'leɪʃən/ *n.*

thoughtfulness /'θɔ:tfəlnɪs/ *n.*

skil(l)ful /'skɪlfəl(ʊ)l/ *a.*

writer /'raɪtə/ *n.*

therefore /'ðeəfɔ:/ *ad.*

location /ləʊ'keɪʃən/ *n.*

editor /'edɪtə/ *n.*

photographic /ˌfəʊtə'græfɪk/ *a.*

reveal /rɪ'vi:l/ *v.*

character /'kærɪktə/ *n.*

* **chamber** /'tʃeɪmbə/ *n.*

commerce /'kɒmɜ:s/ *n.*

club /klʌb/ *n.*

* **distribution** /ˌdɪstrɪ'bju:ʃən/ *n.*

* **journalist** /'dʒɜ:nəlɪst/ *n.*

a formal announcement 宣言, 宣布

1. proper; socially acceptable 得体的, 合乎礼仪的

2. satisfactory; quite good 令人满意的, 像样的

1. 重视, 注重

2. 尊敬, 敬重

to need or make necessary 需要, 要求
殖民地

1. 友好, 亲善

2. (商店, 企业等的) 信誉

to be successful, very active 茂盛, 繁荣
行动, 做法

(政府、企业或团体中) 高级官员, 高级职员
计划, 规划

to continue to exist or live 生存, 幸存

邻居, 隔壁邻居

法, 法律

(usu. **pl.**) the rule or restriction made by an authority 规章, 条例, 法令

考虑周到

having or showing skill 灵巧的, 熟练的

the person whose job is to write books, stories, etc. 作者, 作家

因而, 所以

a place or position 场地, 场所, 位置

编辑

摄影的

to make (facts, etc.) known 揭示, 透露, 泄露

特征, 特点

1. (商业资本家联合组织的) 会所

2. 寝室

trade (esp. between countries) 商业, 贸易

俱乐部, 社团

(instance of) giving or being given to each of several people, etc. 分发, 分配

新闻工作者, 记者

△ pamphlet /'pæmfli:t/ <i>n.</i>	小册子
△ booklet /'bʊklɪt/ <i>n.</i>	a thin book, usu. in paper covers 小册子
annual /'ænjuəl/ <i>a.</i>	1. happening every year 一年一次的 2. calculated for the year 按年计的
* motion /'məʊʃən/ <i>n.</i>	moving 移动, 运动
motion-picture /,məʊʃən 'pɪktʃə/ <i>n.</i>	a cinema film 电影
△ undertake /,ʌndə'teɪk/ <i>v.</i>	(undertook /,ʌndə'tʊk/, undertaken /,ʌndə'teɪkən/) 1. to (start to) make oneself responsible for (something) 担任, 从事 2. to agree or promise to do something 同意 (做), 答应 (做)
* connect /kə'nekt/ <i>v.</i>	认为...有联系, 把...联系起来
staff /stɑ:f/ <i>n.</i>	(pl.) 全体工作人员, 全体职员
hire /haɪə/ <i>v.</i>	1. to employ someone for a short time to do a particular job (短期) 雇用, 雇人 (做某事) 2. to pay money to borrow something for a short time 租用, 暂时租借
△ outsider /aʊt'saɪdə/ <i>n.</i>	a person who is not (or is not accepted as) a member of a society, group, etc. 外人, 局外人, 非会员
broad /brɔ:d/ <i>a.</i>	广泛的

Phrases and Expressions

free ... of	免除, 解除
pay (no) attention to	(不) 注意
(be) on good terms with	同某人关系好
so as to	为的是, 以便
take ... into account	对...加以关注, 考虑
care about	关心, 在乎
be made up of	由...组成
inform ... about/of	把...告诉某人

Proper Name

<i>Declaration of Independence</i>	(美国)《独立宣言》
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After-Reading Task

Reading Comprehension

Exercise 2 Circle the best answers according to the passage.

1. Which of the following expresses the main idea of the passage?
 - A. Public relations plays a very important role in the political field.
 - B. Public relations may help a company become more famous.
 - C. Public relations is the art of winning the confidence and goodwill of people so as to get their support.
 - D. Public relations is so important that it should be taught in school.
2. The main concern of public relations is _____.
 - A. getting the public to understand and approve of a company and its actions
 - B. giving more attention to a product than to a company
 - C. gaining public confidence and goodwill so that people will buy a company's products or services
 - D. getting along well with the government
3. A company will do all of the following to win confidence of the public EXCEPT _____.
 - A. paying attention to the public opinions
 - B. informing the public about its activities
 - C. having trust and goodwill of the public around
 - D. cutting down the price of its products
4. Which of the following statements is NOT TRUE according to the passage?
 - A. No company can develop successfully unless it takes into account the rights and beliefs of the public.
 - B. Public relations has developed on the basis of the Declaration of Independence.
 - C. It is necessary for any successful companies to get along with the government.
 - D. Attention should also be given to the opinions of some smaller groups.

5. Which of the following is NOT MENTIONED as a way to help people know more about the company?
- A. Speeches by the officials of the company.
 - B. Printed materials with information about the company.
 - C. Involvement in public service.
 - D. Specially trained people with a college education.

Exercise 3 Decide whether the statements are True (T) or False (F) according to the passage.

- ☐ 1. A company should pay attention to public relations if it is to develop.
- ☐ 2. People will probably have more confidence in a company if they know of its activities, plans, or ideas.
- ☐ 3. What a company really needs to worry about is the opinions of the interested part of the big public.
- ☐ 4. If a public relations program does not take into account other people's beliefs, interests and feelings, it will be less helpful.
- ☐ 5. Many companies hire independent public relations firms because their staff are not trained as well as the outsiders.

Exercise 4 Fill in the table with the information given in the passage. The questions below may help you get the necessary information you need.

Public Relations

I. Introduction

II. The Main Concerns of Public Relations

- A.

- B.

- C.

III. The Public

IV. Activities of Public Relations

A. The Way to Gain the Confidence of the Public

B. The Ways to Reveal a Company's Activities and Character

- 1)

- 2)

- 3)

- 4)

- 5)

- I. What is the main point that the author wants to convey in the first paragraph?
- II. What does the author say about public relations in the second paragraph? Find out three key phrases that can support your answer.
- III. What is the author's view about the company which intends to develop successfully? Are the opinions of the big public and smaller group of equal importance?
- IV. If any companies want to gain the confidence of others,
 - A. what is the important factor?
 - B. how many ways does the author mention to reveal a company's activities and character? What are they?

Vocabulary and Structure

Exercise 5 Translate the expressions into Chinese or English.

- | | | |
|-----------------------------------|-------|--------------|
| 1. require careful action | _____ | _____ |
| _____ | _____ | 采取独立行动 |
| thanks for your immediate actions | _____ | _____ |
| _____ | _____ | 对自己的不良作为表示悔恨 |
| 2. affect the growth of crops | _____ | _____ |
| _____ | _____ | 影响工业的发展 |
| be affected by the climate | _____ | _____ |
| _____ | _____ | 受到局势的影响 |
| 3. survive on one's own | _____ | _____ |
| _____ | _____ | 在沙漠中活下来 |
| survive the mountain flood | _____ | _____ |
| _____ | _____ | 在车祸中幸免于难 |
| 4. reveal a company's character | _____ | _____ |
| _____ | _____ | 显示她的音乐才华 |
| reveal inside secrets | _____ | _____ |
| _____ | _____ | 揭露事实真相 |

Exercise 6 Fill in the blanks with the words or expressions given. Change the form if necessary.

- If we want to win the confidence of people, we should _____ their feelings and interests _____.
- Some people are concerned that the building of these factories could change the _____ of the town.
- _____ their own public relations staffs, some companies hire a few specialists from abroad.
- You decide whether you'd rather work through the whole chapter and then do all the homework _____ or tackle the chapter section by section.
- Alan Rusbridger, editor of *the Guardian*, claimed that not all newspapers would _____ as more people go to the web for news.

staff
 reveal
 annual
 be made up of
 undertake
 survive
 thoughtful
 character
 in addition to
 on good terms
 with
 location
 care about
 at once
 take into account
 connected with

6. The teaching staff in college _____ usually _____ professors, lectures and assistants.
7. Before moving to a new _____, people should be aware that there's a good chance the culture will be different from where they currently live and work.
8. The Whites are always _____ their neighbours, wherever they live.
9. It's very _____ of you to take care of the children while their parents are away.
10. Our public relations specialists provide information about the company and they handle all areas of publicity _____ the business.
11. According to the plan, our _____ output is to be increased by 10 percent.
12. The survey results _____ that most of the companies had already realized the importance of public relations.
13. Our _____ members of the public relations office are available to assist you in a variety of areas, including publications, marketing, advertising and media relations.
14. We look for people who _____ family life because it makes working together as a business unit so much better — for customers and for each other.
15. In the second year at our college, students will _____ a programme of study that reflects their particular interests and strengths.

Exercise 7

Complete the sentences after the model after the model by using **as...as**.

MODEL

You know a bit about history but he knows more.

You don't know as much about history as he (does).

1. George is an efficient worker and so is Jack.
George is _____.
2. The luggage I took was not more than what was allowed.
I took _____.
3. Both German and English are difficult languages.
German is _____.

4. The weather is still unpleasant today but yesterday it was worse.

The weather isn't _____.

5. There were fewer people at this meeting than at the last one.

There weren't _____.

6. This coffee is too sweet for me to drink.

I can't drink _____.

Exercise 8 Fill in the blanks using **no** or **not**.

- _____ a single man was killed and only 3 wounded.
- We had _____ sooner set out than it started to rain.
- It took us _____ less than three hours to do the work.
- The story was _____ very interesting.
- We _____ longer believe what the man said.
- "Would you mind lending me your bicycle tonight?" "I guess _____".
- I'm afraid it is his fault for _____ doing anything about it.
- We can't act because we've received _____ information.

Skills Development and Practice



Reading

比较与对比

Practice 1 Read the paragraph and answer the questions that follow.

The reading process is similar to the writing process. Both are a form of communication by using the written words. The job of the writer, however, is to convey his or her message in a clear manner. The job of the reader, on the other hand, is to extract from the written page as accurately as possible the information being communicated.

QUESTIONS

- ① What is the similarity (相似之处) between the reading process and the writing process?

- ② Find out the signal words which indicate this similarity.

- ③ What is the difference between the job of the writer and the job of the reader?

- ④ Find out the signal words which indicate this difference.

Signal Words of Comparison and Contrast

Comparison
both, similar,
similarities, like,
alike, same,
in a similar way
instead, unlike

Contrast
difference, different,
while, although,
on the other hand,
on the contrary, however,

Practice 2

Read the sentences and underline the signal words of comparison or contrast. Put a D if the sentence expresses a difference and put an S if the sentence expresses a similarity.

1. ____ English speakers must always express number, but Chinese speakers do not have to.
2. ____ This music was similar to work songs: stories of troubles and pain, with lines that were repeated several times.
3. ____ In the West there are differences between table manners in various countries, although they are not so marked.
4. ____ Most European people, like the British, keep the fork in the left hand and the knife in the right all the time when they are eating food that has to be cut.
5. ____ Daily newspapers are designed to be read quickly by busy people looking for special information. The Sunday papers, on the other hand, are intended to entertain as well as inform.

6. ____ Some people pay high income taxes while others pay none at all.
7. ____ A bicycle is a very healthy way to travel, while a car is a quick and comfortable way.
8. ____ Although the two candidates for the governor's job represent different political parties, their views on important issues are very much alike.
9. ____ Both Sweden and Norway have a small agricultural area.
10. ____ Popular newspapers differ from quality newspapers in that they are less tiring to read.

Translation

Practice 3

被动语态的译法
(2)
将英语被动句译成汉语的无主句, 或译成汉语的被动句。

Translate the sentences into Chinese, paying attention to the italicized words.

1. Patients who survive must *be warned* which drugs to avoid in the future.

2. Close attention should *be paid* to ever changing markets.

3. The new treatment *has been shown* to reduce the number of deaths.

4. Wrongs must *be righted* when they *are discovered*.

5. The man *was arrested* by police in the town centre.

6. Because of its cost, the tool *is limited* in practical use.

7. Your application will *be examined* by a special committee.

8. Our roof *was damaged* in the last night's storm.

Writing**Comparison and Contrast****Practice 4**

Write sentences to express comparison or contrast according to the information given and use the word(s) or sentence structure given in brackets.

1. Nylon / silk / in origin and cost (differ from)

_____.

2. Fifty years ago / 60 percent of population / work in agriculture / nowadays / only 20 percent / work on land (while)

_____.

3. Jack / know / French / his brother / know / Spanish (as much ... as)

_____.

4. Your opinion / about this matter / ours / in many ways (similar to)

_____.

5. an Italian meal / usually / serve / with wine/ a Chinese meal / usually / serve / with tea (unlike ... which)

_____.

6. New York / nickname / the “Big Apple” / San Francisco / call / the “City by the Golden Gate” (just as)

_____.

7. Tom / calculate / accurately / his brother (as ... as)

_____.

8. What they told you / what they told me (different from)

_____.

9. Denmark / smallest land area / largest percentage agricultural area (although)

_____.

10. He / speak / manner / his uncle (the same ... as)

_____.

Practice 5

Read the passage carefully and then complete the sentences by choosing from the list of words and phrases given. Make sure that you keep the same meaning in the sentences as in the passage and use each word or phrase once only (except "more...than").

Several years ago, some research was conducted at Manchester University into the amount of time that overseas postgraduate students spent listening to spoken English and speaking English. Sixty students co-operated by completing questionnaires.

It was found that an average of 22.75 hours per week were spent listening to English and only 6.25 hours speaking English to English people. An analysis of the time spent listening to English showed that lectures accounted for 5 hours and seminars 2 hours. An estimated 2.5 hours were spent in serious discussion while 2 hours were devoted to everyday small-talk. Watching television accounted for 5.25 hours and listening to the radio 4.5 hours. Going to the cinema or theater only accounted for an average of 0.75 hour per week.

biggest
as much ... as
more ... than (twice)
least
most
not so many ... as
as many ... as
the same ... as
greater ... than

1. The students spent considerably _____ time listening to English _____ speaking it.
2. A _____ amount of time was spent in lectures _____ in seminars.
3. Nearly _____ hours were spent listening to the radio _____ watching television.
4. The _____ popular way of listening to English was by watching TV.
5. _____ number of hours were spent in everyday small-talk _____ in taking part in seminars.
6. The _____ popular way of listening to English was by going to the cinema.
7. _____ hours were spent in serious discussion _____ in watching television.
8. Nearly _____ time was spent in watching television _____ in speaking English.

9. _____ time was spent in serious discussion _____ in everyday small-talk.
10. The _____ surprise in the survey was the small number of hours spent speaking English to English people.

Practice 6 借条与收据

EXAMPLE 1:

July 2, 2019

Borrowed from the library a copy of A New English-Chinese Dictionary.

Li Ming

EXAMPLE 2:

April 4, 2019

To Mr. Lester Lewis,

I.O.U. one hundred US dollars to be paid back within one year from this date with interest at 6% per annum.

Li Ming

I.O.U. = I owe you
per annum=per year

EXAMPLE 3:

April 2, 2019

Received from the Chemical Department the sum of seven hundred yuan (RMB), being my salary for the month of March, 2019.

Peter Jones

EXAMPLE 4:

March 4, 2019

Received from the Hongxing Department Store twenty shirts and sixteen T-shirts.

Wang Li

按照借条的格式写两份借条：

1. 今借到外语学院录音机一台。
2. 今借到王玲人民币贰万元整，言明一年内归还，年息壹佰元整，此据。

按照收据的格式写两份收据：

1. 兹收到外语学院 2019 年 2 月份工资陆仟元整，此据。
2. 今收到《实用英语（第六版）综合教程 1》伍拾本，此据。

Listening and Speaking

Part**1****Conversation Practice: Asking About and Telling the Time****1. Listen and practice.****Sample dialogue 1**

Susan: Excuse me, Li. Can you tell me the correct time?

Li: It's exactly nine o'clock by my watch.

Susan: Gee, I have an appointment at 9:30.

Li: There are 30 minutes to go.

Susan: Well, I've got to run. Bye, Li.

Li: Bye.

**Sample dialogue 2**

Teacher: When will Professor Carter arrive?

Student: He will arrive at nine according to the arrangement.

Teacher: When will the lecture begin?

Student: It will begin at half past eight.

Teacher: How long will it last?

Student: About two hours. After that there will be a dinner party.



2. Now listen to a dialogue and fill in the blanks with the information you get.

Mr. Cooper: _____, Carl?
 Carl: I'm sorry. My watch is broken.
 Mr. Cooper: It's _____.
 Carl: I know I'm late again.
 Mr. Cooper: _____, Carl?
 Carl: I get up quite early. But _____.



3. Now listen to another dialogue and then trans-late the Chinese into English according to the information you get.

Mary: _____ (你的表现在几点了)?
 Wu: It's 10 to 9.
 Mary: _____ (你的表很准吗)?
 Wu: Oh, no, my watch has stopped.
 Mary: It must be _____ (九点半左右).
 Wu: I'll _____ (跟手机对一下表).



4. Now listen to the third dialogue and try to fill in the blanks to complete the dialogue.

Mary: Could you tell me what day is today?
 Wu: _____
 Mary: Good! I like the weekend.
 Wu: There is a new film on at eight this evening. Shall we go together?
 Mary: _____
 Wu: OK. I know you are a football fan.

- **Expressions used for asking about the time:**
 1. What's the time, please?
 2. What time is it now (by your watch)?
 3. Excuse me, have you got the time, please?
 4. Do you know what time it is?
 5. What time is it, please?
 6. Do you have any idea what time it is?
 7. Do you have the time?
 8. What day is it today?
 9. What is the date today /What's today's date?
 10. What is the time difference between Beijing and London?
- **Expressions used for telling the time:**
 1. It's eight o'clock /ten to ten /half past nine (by my watch).
 2. It must be about ten.
 3. My watch says six sharp.
 4. Sorry, my watch is slow /fast /broken.
 5. I'm sorry. I don't have a watch with me.
 6. It's Saturday today.
 7. It's April 20th, 2019.
 8. We are on Beijing time.

5. Make up short dialogues according to the situations provided.

①

_____ The manager asks his secretary about the time of a confer-

_____ ence. The secretary tells him that it will begin at half past

_____ one and will end in about one hour. She also tells the man-
_____ ager that after the conference, there will be a discussion at
_____ three o'clock.

②

_____ Mrs. Brown tells Li that she does not have a calendar and
 _____ she'd like Li to tell her the date. Li tells her it is Wednesday,
 _____ October 2nd. Mrs. Brown says there is an exhibition
 _____ today. But Li tells her that the exhibition was held yesterday.
 _____ Mrs. Brown realizes that yesterday was China's National
 _____ Day.

Part

2

Listening Practice



1. Listen to people talking in different places. Where does the conversation most probably take place? Choose the correct answers.

- | | |
|------------------------------|--------------------------|
| 1) A. In a supermarket. | B. At an airport. |
| C. In a hotel. | D. At a bank. |
| 2) A. In a bank. | B. In a restaurant. |
| C. In a post office. | D. In an office. |
| 3) A. In a teacher's office. | B. In a doctor's office. |
| C. In an operating room. | D. In an exercise room. |
| 4) A. In a theatre. | B. At a railway station. |
| C. In a post office. | D. At an airport. |
| 5) A. In a bank. | B. In a school. |
| C. In a shop. | D. In a library. |



2. You are going to hear a short story. Listen carefully and then do the multiple-choice exercise.

Question: What is the funny point of the story?

- A. Joe's father arranged the wrong job for him.
- B. Joe didn't know in which year he was born.
- C. The interviewer asked a silly question.
- D. Joe misunderstood the interviewer's question.



3. Listen to the story again and judge whether the statements you hear are True (T) or False (F). If they are false, correct them.

- ☐ 1) Joe's father went to a job interview with him.
- ☐ 2) Joe wrote an application letter and posted it to the bank.
- ☐ 3) The manager looked at Joe for a few minutes before answering his questions.
- ☐ 4) Joe answered the interviewer's questions very seriously.



4. Listen to the story for the third time and complete the statements.

- 1) Joe finished school when _____.
- 2) Joe's father wanted him to get a job at the bank because _____.
- 3) _____, Joe went for the job interview.
- 4) Joe's birthday was on _____.



5. Listen to another passage. At the end of the passage, you will hear three questions. Choose the best answers.

- 1) A. The place.
B. The time.
C. The date.
D. The reason.
- 2) A. Don't accept an invitation immediately.
B. Don't appear after accepting an invitation.
C. Don't ask for directions to the host's home.
D. Don't write down an apology beforehand.
- 3) A. Make an apology to your host after the party.
B. Write to the host or hostess afterwards.
C. Telephone your host or hostess at once.
D. Ask to change the date of the party.

**Text B**

Before-Reading Task

Exercise 1 Here are two of the questions to which the author tries to give his answers. Now give your answers to them before reading the passage.

1. How does social media dominate our lives today?
2. How has social media influenced social behaviour?



Now read the passage and compare your answers with what is stated in the passage.

Social Media Has Changed the Way We Communicate

- 1** It's hard to be aware of the rapid changes that have come into our lives, until one stops for a moment and realizes how different life was a decade or so earlier. In recent times, it is the social media that has made a significant impact on our daily lives.

How does social media dominate our lives today?

- 2** Social media has greatly changed the way we interact with each other. Here are some examples:

* Most people prefer to get their daily share of news by looking at stories and updates posted by friends, instead of reading news websites. As we get news from the social media, we know the person recommending it, which makes news social too.

* Social media has transformed the way we stay in touch with friends.



* Social media platforms and online boards are the new networks that one goes to for tasks, such as job- and home-hunting.

* Social media also influences our buying decisions as companies now use these platforms to do business, which, in turn, has a considerable impact on our purchasing decisions.

How has social media influenced social behaviour?

3 It has influenced social behaviour in several ways, such as:

- * People today are more open and want to communicate with others.
- * People want to meet like-minded people through online forums and groups.
- * People want to have access to news and information that can be of use to them.
- * People want to share more with others and gain recognition at the same time.

4 Hence, social media has made us more transparent in our communication with others. It's no longer about trying to be perfect, but about revealing and sharing our thoughts and expressions.

Does social media makes us feel more or less connected to the world?

5 Social media platforms have opened more avenues to communicate with others through various features such as profiles, feeds and groups. Moreover, tablets and smartphones have made information instant and accessible from everywhere.

* While get-togethers in clubs are still part of society, online group meetings are easier to organize and attend. Moreover, social media is now being increasingly used to search as well as maintain both old and new friendships.

* With access to such platforms, people are less likely to send emails or call up friends. Instead, messaging and chatting on social networking websites to stay in touch has become a norm.

Is social media a good form of communication?

6 Just like any other form of communication, social media is just another tool to interact with others. Therefore, rather than describing it as good or bad, the focus should be on how to make communication through social media effective and worthwhile.

7 Moreover, social media communication cannot stand on its own without real-life interaction. If we are able to understand the importance of face-to-face communication for people and their interaction with others, we will be able to imagine the likely influence of communication through social media and make use of it accordingly.



New Words

communicate /kə'mju:nɪkeɪt/ *v.*

(*with*) to exchange information or conversation with other people, using words, signs, writing, etc.
沟通, 交流

impact /'ɪmpækt/ *n.*

the effect or influence 作用, 影响

* **dominate** /'dɒmɪneɪt/ *v.*

1. 在...中占首要地位

2. 支配, 控制

interact /,ɪntər'ækt/ *v.*

(*with*) to communicate with 相互交流, 互动

* **update** /ʌp'det/ *n.*

最新报道, 最新消息

v.

更新

website /'websaɪt/ *n.*

网站

recommend /,ɪrekə'mend/ *v.*

推荐

transform /træns'fɔ:m/ *v.*

to change completely (彻底) 改变

* **platform** /'plætfɔ:m/ *n.*

1. (计算机) 平台

2. 发表看法(或观点)的机会, 平台

(计算机) 网络

network /'netwɜ:k/ *n.*

the process of looking for something 搜索, 搜寻
great in amount, size, importance, etc. 相当大, 相当多的, 相当重要的

hunting /'hʌntɪŋ/ *n.*

having similar interests and opinions 志趣相投的, 想法相同的

considerable /kən'sɪdərəbəl/ *a.*

论坛, 研讨会

forum /'fɔ:rəm/ *n.*

1. 承认, 认可

recognition /,ɪrekəg'nɪʃən/ *n.*

2. 认出, 识别

hence /hens/ *ad.*

for this reason 因此, 所以, 由此

△ **transparent** /træn'spærənt/ *a.*

1. allowing you to see the truth easily 透明的, 公开的

2. allowing you to see through it 透明的

connect /kə'nekt/ *a.*

(of two or more things or people) having a link between them 有联系的

△ **avenue** /'ævɪnju:/ *n.*

1. a possible way of achieving something 途径, 渠道

2. a wide straight road, esp. one with trees on each side 大道, (尤指) 林荫大道

feature /'fi:tʃə/ *n.*

1. 功能

2. 特点, 特色

* **profile** /'prəʊfaɪl/ *n.*

简介, 概括

tablet /'tæblɪt/ *n.*

平板电脑

smartphone /'smɑːtfəʊn/ *n.*

智能手机

accessible /ək'sesəbəl/ *a.*

that can be reached, entered, used, seen, etc. 易得到, 易进入, 易使用的

get-together /'get təˌgeðə/ *n.*

a friendly informal meeting or party (非正式的) 聚会, 联欢会

search /sɜːtʃ/ *v.*

to try to find someone or something by looking very carefully 搜寻, 搜索

* norm /nɔːm/ *n.*

something that is usual or normal 平常事情

moreover /mɔːr'əʊvə/ *ad.*

in addition 而且, 此外

accordingly /ə'kɔːdɪŋli/ *ad.*

1. 相应地

2. 因此, 所以

Phrases and Expressions

or so

大约..., ...左右

interact with

与...相互交流, 与...互动

stay in touch with

与...保持联系

in turn

转而, 反过来

communicate with

与...交流, 与...沟通

call up

给...打电话

make use of

利用, 使用

After-Reading Task

Reading Comprehension

Exercise 2

Decide whether the statements are True (T) or False (F) according to the passage.

- ☐ 1. No one can really realize the rapid changes that have taken place in our lives in the last ten years.
- ☐ 2. Social media has totally changed the way we communicate with each other.
- ☐ 3. Social media has greatly influenced our purchasing decisions.
- ☐ 4. Social media has made us try to be perfect and gain the respect of other people at the same time.

- ☐ 5. Compared with get-togethers in clubs, online group meetings are easier to organize and attend.
- ☐ 6. People now seldom send emails or make phone calls to keep in touch with their friends.
- ☐ 7. Attention should be given to how to make communication through social media effective and worthwhile.
- ☐ 8. Without realizing the importance of social media, it is impossible for us to make good use of it.

Vocabulary and Structure

Exercise 3 Rewrite the following sentences by using **while**.

1. She is a likable girl, but she can be extremely difficult to work with.

2. Social media can help you find a job. It really depends on the kind of job you are trying to find.

3. Many companies have found success in using social media although it may not be for all businesses.

4. 47 percent of those surveyed were against the use of social media in the buying process. But the other half were keen on social media as a useful tool when buying a product.

5. Public relations is very popular in the United States. It has just started becoming popular in Japan.

MODEL

Get-togethers in clubs are still part of society. Online group meetings are easier to organize and attend.

While get-togethers in clubs are still part of society, online group meetings are easier to organize and attend.