



## 素养提升篇 (第二版)

# 新素养英语 拓展模块

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## ● Learning Objectives:

### In this unit, you will

- ◎ listen about the use of the Internet and talk about network security;
- ◎ learn how to write business emails properly and professionally;
- ◎ read about social media and e-commerce;
- ◎ write a composition on online shopping;
- ◎ expand your vocabulary about network and e-commerce;
- ◎ learn about Chinese poetry.



# Unit 7      Going Digital



素养提升篇

## 目录

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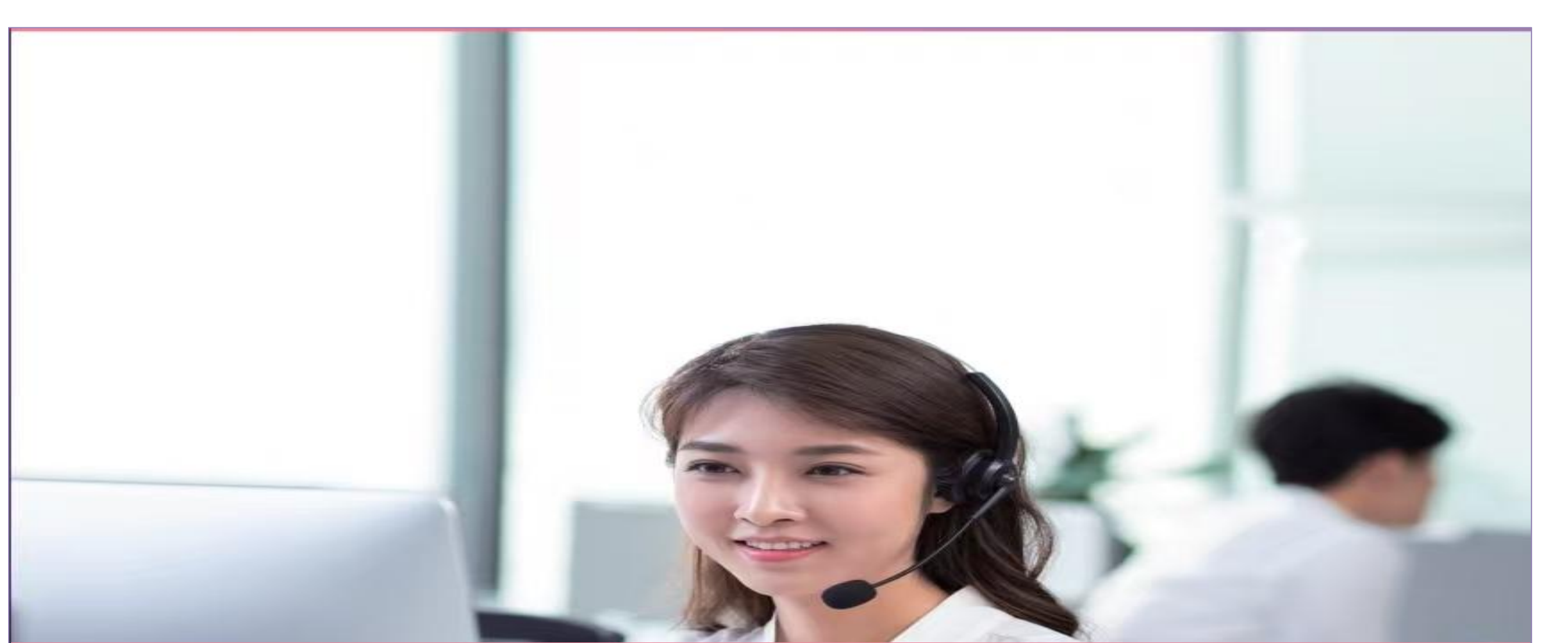
Lead-in

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01

Introduction

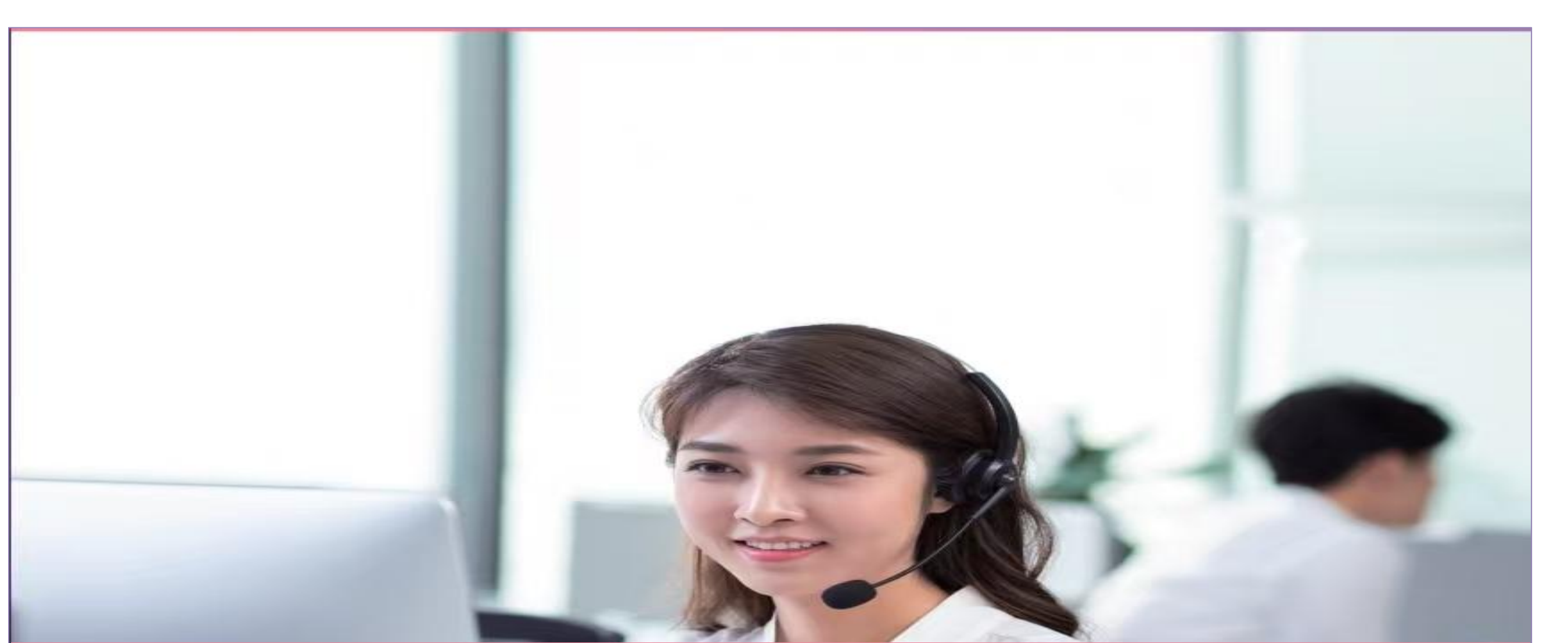


We live in a time when a large part of our lives, personal and professional, reside online. We do our banking, music purchases, bill paying, social planning, and even parts of our jobs, in the digital world. This increases our reliance on the Internet and the digital network brings risks along with the convenience it provides.



Therefore, digital information security is a paramount concern and we need to have a clear understanding of what is digital security and the tools to protect our network.





02

Lead-in



**Task ①** What do you know about safety on social media? Listen to the following dialogue and choose the best answer to each question.

Scripts:

1. What happened to Claudia?
  - A. Her computer was locked.
  - B. Her blog account was hacked.
  - C. She just recovered her lost bag.
  - D. Her bank account was hacked.



2. What will be sent to Claudia's phone number?

A. The Recovery page.

B. The email address.

C. Her old password.

D. A code.

3. What did Jeremy tell Claudia to change?

A. The password.

B. Her account.

C. Her phone number.

D. Her email address.







4. What is Jeremy's advice on accepting friend requests?
- A. Do not accept any friend request.
  - B. Block all the friend requests.
  - C. Be selective with friend requests.
  - D. Accept fake accounts.
5. What else should Claudia do to keep her account safe?
- A. Do not install any social media platform on her computer.
  - B. Install antivirus software on her computer.
  - C. Lock her account when she's done.
  - D. Shut down her computer when she's done.



Jeremy: Morning, Claudia. What's up?

Claudia: Hi, Jeremy. My blog account was hacked and locked and I can't get back control.

Jeremy: Well, I've been there. You need to open the Account Recovery page, enter the phone number or email address associated with your account.

Claudia: OK, wait a minute. Now this page is asking me to type my current password or an old password.

Jeremy: Right. Next, the recover page will show up, and a code will be sent to your phone number.

Claudia: Yes. I've got the code.

Jeremy: Now you can enter the code to recover your account. But remember to change a password.

Claudia: Yeah. I must create a strong password. How can I prevent this from happening again?

Jeremy: Well, the first thing is to use a strong password. And you'd better be selective with friend request. If you don't know the person, don't accept their request. It could be a fake account.

Claudia: OK, I'll be cautious.

Jeremy: Also, protect your computer by installing antivirus software to safeguard, and remember to log off when you're done.

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Claudia: I get it. Thank you so much, Jeremy.

Jeremy: You're welcome.



**Task 2** Listen to the news report and choose the best answer to each question.

Scripts:

1. What happened to Twitter?

A. Elon Musk sold it.

B. The number of users increased.

C. Twitter stopped its service.

D. A billionaire bought it.



2. What might be the consequences of Musk's plan according to the critics?

A. Harmful content on Twitter will increase.

B. Users will lose interests.

C. Users will have free speeches.

D. Restrictions will be loosened.

3. How many users did Twitter have before Musk's takeover according to Bot Sentinel?

A. 1 million.

B. 283 million.

C. 877,000.

D. 27 million.





4. What is clubhouse?

- A. A micro-blogging platform.
- B. A platform similar to Twitter.
- C. A startup.
- D. A voice-based app.

5. Which is not mentioned as an alternative to Twitter?

- A. Tumblr.
- B. Cohost.
- C. Communal Social.
- D. Tribel Social.



Twitter has already seen a drop in users since American billionaire Elon Musk bought the online micro-blogging service last month.

Some users and experts have expressed concerns about Musk's plans to loosen the restrictions on users' content. Musk has said his goal is to protect the free speech of Twitter users. But critics say his plan could increase the amount of harmful content on the platform.

Bot Sentinel is a free platform that looks for untrustworthy Twitter accounts. It recently estimated that 877,000 Twitter accounts were deactivated between October 27 and November 1. Even if Twitter did lose nearly a million users after Musk's takeover, the social media service still remains huge. The company said earlier this year it had more than 238 million active daily users.



What are alternatives to Twitter? One of the main alternatives is a microblogging platform called Mastodon. Mastodon looks like and operates very similarly to Twitter. It lets users post short messages and other content. The service does not have advertisements.

Another alternative is a new social media platform called Cohost, which promises its users their personal data will never be sold.

Other established social networks like Tumblr and the voice-based app Clubhouse have also seen recent rises in popularity.

A few other startups are also gaining attention, including Counter Social and Tribel Social.



**Task 3** Email takes up to 28% average professionals' time and there are a set of rules and tips to follow in business emails. Proper email etiquette will not only allow you to maintain professionalism, but can also make your communication more effective and help the business avoid costly mistakes. Read the following email etiquette rules and tips and learn how to write an email professionally.

## Email Etiquette Rules and Tips



### ■ 1. Write a clear subject line.

As many of us are constantly buried in our inboxes, the subject line can have a significant impact on whether your email gets opened or not.

Aim for a clear and short subject line that describes what your email is about in a couple of words or a concise sentence. Use identifiers such as “proposal” and “application” that immediately tell the recipient explicitly what to expect from your email.



### ■ 2. Start with a professional greeting.

The best way to greet a person in an email always depends on your relationship with him/her and the subject matter. The appropriate way to start an email professionally varies from formal to casual, but you should never come across informal.

Some of the most common greetings include:

- Dear Ms./Mrs./Mr. <Last name>,
- Hello <First name>,
- Hi <First name>,





### ■ 3. Don't forget to introduce yourself.

You shouldn't ever assume that the recipient knows who you are. Especially if you contact someone you don't know for the first time, it's part of email etiquette to start your email's body with a brief introduction — a short line or two covering relevant information will do. If you know the recipient but you're not quite sure whether your name rings a bell to him/her, find a way to mention the last time you talked or remind him/her how you know each other.



### ■ 4. Keep it short.

Be upfront about your email's purpose by stating it at the very beginning. Make your point fast, don't be wordy, and use short sentences that read well. Ideally, your email only has one goal, but if you need to cover different topics, consider condensing them to bullet points.

### ■ 6. Structure the email properly.

A professional email should include a subject line, greeting, body, sign-off, and signature. Stepping away from this structure can be considered as a violation of email etiquette. You should always separate these parts with paragraph breaks to make your message easily readable.





### ■ 7. Watch your tone.

Be intentional with your word choices and always consider how the recipient might interpret them. As you can't rely on facial expressions and intonation to deliver the message, make an extra effort to come across as positive.

### ■ 8. Use a professional sign-off.

The best way to sign off an email always depends on your relationship with the recipient and your email's purpose. You should match the sign-off with the greeting and the rest of your message to maintain a consistent tone.

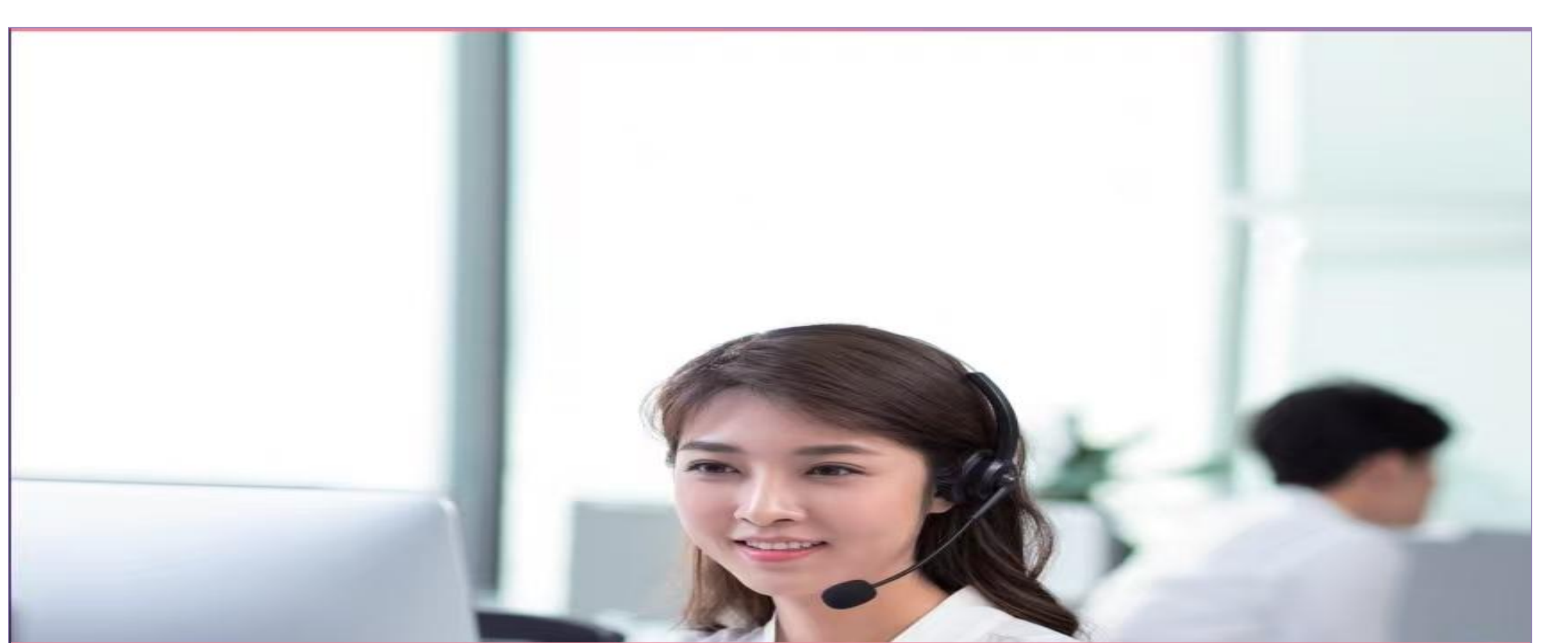


Some of the most popular professional email closings include:

- Sincerely,
- Kind regards,
- Regards,
- Best,
- Thank you,

It's important to get the sign-off right. It's the last thing that the recipient reads and can leave a lasting impression similar to the conclusion of a meeting or the end of a phone call.





03

Reading



## Passage 1

## Using Social Media Responsibly

## 课文译文

Social media has become part of our daily lives and changed how people interact with each other. It is also a double-edged sword. It can be good or bad, depending on how people use it. We have seen the negative consequences of social media, such as spreading fake news or causing anxiety. But on the other hand, being responsible for using social media sites and apps can benefit your life.



Don't let social media eat all your time. Instead, learn to practice some self-control and limit your usage every day. For example, try setting specific times per day when you check your social media accounts.

Use social media to build healthier and stronger social connections, not to spread hate and negative messages. Remember, you're in charge of your content. You can use social media to uplift your life, connect with friends, create meaningful content, and entertain yourself. It's necessary to manage your account and unfollow those people who are mean, negative, or always spreading fake news.





Highlight your best self on the social media platform. Social media is a living résumé that showcases your character. If you like to document just about every moment of your life on social media, don't miss out an opportunity to share your latest A+ paper or your creation from art class. Make sure what you post showcases the best of yourself — your activities, awards you've won, and things you are passionate about.

Social media has brought convenience for people to communicate and get information, but the perils and risks always exist. Be aware that social media is not a representation of reality. It is necessary to build healthy boundaries on social media and engage with the real world more.





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## 负责任地使用社交媒体

社交媒体已成为我们日常生活的一部分，改变了人们相互交流的方式。它也是一把双刃剑，可好可坏，这取决于人们如何使用它。我们已经看到了社交媒体的负面影响，比如传播假新闻或引发焦虑。但另一方面，负责任地使用社交媒体网站和应用程序会让你的生活受益。





## 译文:

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不要让社交媒体占据你所有的时间。相反，要学会自我控制，限制每天使用社交媒体的时间。例如，尝试每天设定特定的时间来查看你的社交媒体账号。

利用社交媒体建立更健康、更牢固的社交关系，而不是传播仇恨和负面信息。记住，你能掌控自己发布的内容。你可以利用社交媒体提升生活质量、与朋友保持联系、创作有意义的内容，还能自我娱乐。管理好你的账号，取关那些刻薄、消极或总是传播假新闻的人是很有必要的。





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在社交媒体平台上展示自己最好的一面。社交媒体就像是一份动态简历，展示着你的个性。如果你喜欢在社交媒体上记录生活的每一个瞬间，那就不要错过分享你刚拿到A+的论文，或者在美术课上的创作成果的机会。确保你发布的内容展示出自己最好的一面，比如你的活动经历、获得的奖项，以及你热爱的事物。

社交媒体为人们的交流和获取信息带来了便利，但危险和风险也始终存在。要意识到，社交媒体并不能代表现实。在社交媒体上建立健康的界限，更多地融入现实世界，是很有必要的。





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1. **interact** v. 相互作用, 相互影响; 交流, 沟通

e.g. Children learn to interact with peers through group activities.

Certain chemicals interact under high pressure, producing unexpected reactions.







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2. **depending on** 依据，根据;依赖，取决于

e.g. The event will be held outdoors depending on whether it rains.

The office is elective or appointive, depending on the jurisdiction.





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3. **anxiety** n. 焦虑、忧虑、渴望 adj. anxious

e.g. Tom's anxiety to succeed led him to work hard.

She felt deep anxiety about her father's health after the diagnosis.





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4. **Highlight** v. 突出, 强调 n. 最精彩的部分

e.g. The CEO highlighted the importance of teamwork in his speech.

The concert's highlight was the singer's emotional performance of her classic song.





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5. **make sure** 确保, 保证

e.g. Make sure (that) you turn off the lights before you leave.

Make sure to lock the door when you leave.

搭配扩展: make sure of + 名词/代词 (确认某事)

Make sure of the flight time before booking tickets.

make sure about... (核实或弄清楚.....)

Could you make sure about the meeting schedule?

make sure + 名词 (确保某物状态)

Make sure your phone is fully charged.





## Comprehension

**Task ①** Choose the best answer for each question below.

1. Why is social media a double-edged sword?
  - A. It has negative consequences on people.
  - B. It spreads fake news and causes anxiety.
  - C. It can both benefit people's lives and affect people's lives negatively.
  - D. It has changed how people interact with each other.





2. How can people control the usage of social media?
- A. Limit the number of apps they use on their phone.
  - B. Do not check their social media accounts.
  - C. Set specific times for using social media every day.
  - D. Practice checking their social media accounts quickly.



3. What is the most probable meaning of the word “unfollow” (Line 4, Para. 3)?

A. To stop going or driving after someone else.

B. To stop looking at the messages sent by a particular person on a social media website.

C. To stop worrying about someone important.

D. To stop getting involved in something important.





4. People should post \_\_\_\_\_ about their lives in order to highlight their best selves on the social media platform.

A. positive things B. different attitudes

C. complaints D. fake information

5. It is suggested that people should \_\_\_\_\_.

A. not use social media because it is risky

B. get information from social media because it represents reality

C. find safe ways to communicate with other people

D. use social media less and have more activities in the real world







## Vocabulary

**Task 2** Complete the sentences with the words in the box. Change the form where necessary.

content

boundary

passionate

peril

character

showcase

highlight

document

specific

consequence





1. The report highlights the major problems facing society today.
2. The Olympic Games gave the country an opportunity to showcase its economic achievements.
3. She hadn't read the letter and so was unaware of its contents.
4. Running away was not in keeping with her character.
5. Could you be more specific about what you're looking for?





6. He broke the law, and he will have to face the consequences.
7. Jasmine is passionate about acting and determined to become an actress.
8. Icy roads are a peril to a motorist.
9. Causes of the disease have been well documented.
10. A river forms the boundary between the two countries.





**Task 3** Complete the sentences by translating the Chinese in brackets into English, using suitable expressions in the box.

in charge of

social media

double-edged sword

be responsible for

interact with





1. Because she was under age, her parents were still responsible for her ( 她的父母仍然应为她负责 ).

2. Our marketing strategy is

using the social media for better online marketing results

( 应用社交媒体来获取更好的网络营销结果 ).

3. He will be in charge of all hiring and firing ( 负责所有的招聘和解雇 ) at the company.



4. Desks are arranged in a U-shape, so the teacher

can interact easily with the students

( 可以很容易地与学生互动 ).

5. The Internet is a double-edged sword ( 网络是一把双刃剑). It brings positive and negative changes to society.



## Translation

**Task 4** Translate the sentences into English, using the expressions in brackets.

1. 负责任地使用社交媒体可以为你带来很多好处，包括与朋友和家人联系，获取新闻和信息。(connect with)

Being responsible for using social media can bring you many benefits, including connecting with friends and family, and getting news and information.



2. 为了对社交媒体的使用进行自我控制，你首先应该减少“朋友”的数量，减少上传内容。(practice self-control)

To practice self-control over the use of social media, you should first reduce the number of your “friends” and upload less content.

3. 有必要管理你的账户，并取消关注那些发布负面内容的人。(unfollow)

It's necessary to manage your account and unfollow those people who post negative contents.





## 4. 假新闻在社交媒体上的传播有很多负面后果。(fake news)

The spread of fake news on social media is having a number of negative consequences.

## 5. 社交媒体的目的是与他人分享和发布你生活的各个方面，但它也会制造压力及引发焦虑。(cause anxiety)

Sharing and posting aspects of your life with others is the purpose of social media, but it can also produce stress and cause anxiety.



## Passage 2

课文译文

### E-commerce Fuels Huzhou Writing Brush Sales

1. Huzhou writing brush makers have achieved anti-recession growth in sales by using e-commerce platforms.
2. Located in Huzhou's Nanxun district, Shanlian town is home to about 400 enterprises that make the writing brush, and more than half of them have opened online stores or launched live streaming channels to cope with shrinking offline sales. Their efforts to tap into online platforms have proved to be effective.





3. The output value of Shanlian's writing brush industry totaled 950 million yuan (\$135.7 million) in 2021, up 11.8 percent year-on-year. Of the 400 companies, over 200 achieved annual online sales of over 500 million yuan, official statistics show. According to Yao Yulin, a veteran Huzhou writing brush maker, she can sell more than 20,000 yuan worth of writing brushes in a three-hour live streaming promotion.

4. The local government has also been supporting brush makers by offering free live streaming venues and training sessions. Earlier this year, a professional live streaming center was launched in Nanxun district. In the first 11 months of this year, more than 300 live streams were staged in the center, resulting in 5.5 million yuan in sales, according to Zhong Guolin, vice general manager of the center.





5. Shen Minyong, Party secretary of Shanlian town, said that the facility's establishment will help extend the writing brush industrial chain, and can also act as a display platform to attract potential clients.
6. The Huzhou writing brush is a traditional Chinese brush pen that is believed to have a history of over 2,000 years. The brush, Hui ink, Xuan paper, and Duan ink slab are considered the “four treasures” of Chinese stationery. The craft of making the Huzhou writing brush was listed as a national intangible cultural heritage in 2006. The writing brush is an important contributor to the local economy.





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## 电商助力湖州毛笔销售

1.湖州毛笔制造商借助电商平台实现了逆衰退增长。

2.善琮镇位于湖州南浔区，这里有大约400家毛笔制造企业，其中半数以上开设了网店或开启直播渠道，以应对线下销售的萎缩。事实证明，他们开拓线上平台的努力卓有成效。





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3.官方统计数据显示, 2021年善琰镇毛笔产业总产值达9.5亿元 (1.357亿美元), 同比增长11.8%。在这400家企业中, 200多家企业的年线上销售额超过5亿元。据资深湖州毛笔制造商姚玉琳介绍, 她在一场3小时的直播促销活动中能卖出价值2万多元的毛笔。

4.当地政府也通过提供免费直播场地和培训课程来支持毛笔制造商。今年早些时候, 南浔区启用了一个专业直播中心。该中心副总经理钟国林表示, 今年前11个月, 该中心举办了300多场直播, 销售额达550万元。





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5.善琰镇党委书记沈敏勇表示,该设施的建立将有助于延长毛笔产业链,还能作为展示平台吸引潜在客户。

6.湖州毛笔是中国传统毛笔,据信已有2000多年历史。湖笔、徽墨、宣纸和端砚被视为中国文房“四宝”。2006年,湖州毛笔制作技艺被列为国家级非物质文化遗产。毛笔对当地经济贡献巨大。





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1. **achieve** v. 达到 ;取得 ;实现 n. achievement

e.g. Scientists achieved a breakthrough in renewable energy after years of dedicated research.

The government aims to achieve economic growth while maintaining social stability.







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2. **launch** v. 发射； 发起 n. 发射； 上市

e.g. The company plans to launch a new smartphone with advanced AI features next month.

The space agency successfully launched a satellite into orbit to monitor climate change.





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3. **tap into** 利用，开发，挖掘

e.g. Companies need to tap into customer preferences to design better products.

The new policy aims to tap into renewable energy to reduce carbon emissions.

常见搭配：

tap into a market (开拓市场)

tap into creativity (激发创造力)

tap into potential (挖掘潜力)





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4. **live stream** n. 现场直播； 直播流媒体 v. 进行直播

e.g. You can watch a live stream of her speech on our website.

I used my phone to live stream from Times Square, New York City.

join/watch a live stream (加入/观看直播)

live stream platform/app (直播平台/应用)

live stream a concert (直播音乐会)

live stream sales (直播带货)





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5. **consider** v. 考虑，细想；认为，视为

e.g. We are considering buying a new house next year.

She considers him (as) the most reliable partner in the team.





**Task ①** Each of the following statements contains the information given in one of the paragraphs of Passage 2. Identify the paragraph from which the information is derived.

3 A. More than half of the writing brush enterprises in Shanlian town had an annual online sales of over five million.

6 B. The Huzhou writing brush is one of the “four treasures” of study in traditional Chinese culture.

2 C. Because the offline sales are shrinking, more than half of the writing brush enterprises turned to e-commerce.

5 D. The establishment of the live streaming center is also used as a display platform to attract potential customers.

4 E. A live streaming center was provided by the local government for the enterprises to use for free.





## Vocabulary

**Task 2** Complete the sentences with the words or expressions in the box.  
Change the form where necessary.

recession

output

stationery

veteran

tap into

shrink

session

extend

venue

cope with





1. The company is making efforts to tap into the overseas market.
2. The band will be playing at 20 different venues on their UK tour.
3. Will this shirt shrink if I wash it?
4. The course is made up of 12 two-hour sessions.
5. The show has been extended for another six weeks.





6. The veteran soldier has fought many memorable battles.
7. Many old people find it difficult to cope with change.
8. His factory closed down during the period of economic recession.
9. Manufacturing output has increased by 8%.
10. She has bought paper, pens, and other stationery.







**Task 3** Complete the passage with suitable words in the box. You may not use any of the words more than once.

- |                |                   |                |              |             |
|----------------|-------------------|----------------|--------------|-------------|
| A. highlighted | B. representation | C. demonstrate | D. estimated | E. designed |
| F. retailers   | G. dramatically   | H. calculated  | I. specific  | J. vendors  |
| K. e-commerce  | L. manufacture    | M. spreading   | N. shrinking | O. session  |





## Reading



E-commerce stands for electronic commerce and refers to a digital platform and a business model where you can buy or sell products online. Every time you purchase a product online, you're participating in the 1 \_\_\_\_\_ **K** \_\_\_\_\_ economy.

Live stream e-commerce is a business model in which 2 \_\_\_\_\_ **F** \_\_\_\_\_, social media influencers, or celebrities sell products and services via online video streaming. The presenters 3 \_\_\_\_\_ **C** \_\_\_\_\_ and discuss the products in detail and answer audience questions in real-time. A live stream 4 \_\_\_\_\_ **O** \_\_\_\_\_ could take place on an e-commerce website or on a social media platform. It can be a store or a 5 \_\_\_\_\_ **I** \_\_\_\_\_ brand; influencers can also host live stream events promoting items from various 6 \_\_\_\_\_ **J** \_\_\_\_\_.

Live stream e-commerce has been surging 7 \_\_\_\_\_ **G** \_\_\_\_\_ in China. According to Forbes, this industry is 8 \_\_\_\_\_ **D** \_\_\_\_\_ to earn \$60 billion annually. On Taobao's 2020 annual Single-Day Global Shopping Festival (November 11th), the live stream e-commerce accounted for \$6 billion in sales (twice the amount from the prior year).





## Reading



This trend is 9           M           beyond China, to the United States and other countries. TikTok teamed up with Walmart and presented its first live stream selling event in December 2020. Ten influencers promoted Walmart products with some try-on demonstrations during the one-hour event. People could browse the list of 10           A           items and even place an order directly within the TikTok app during the event.



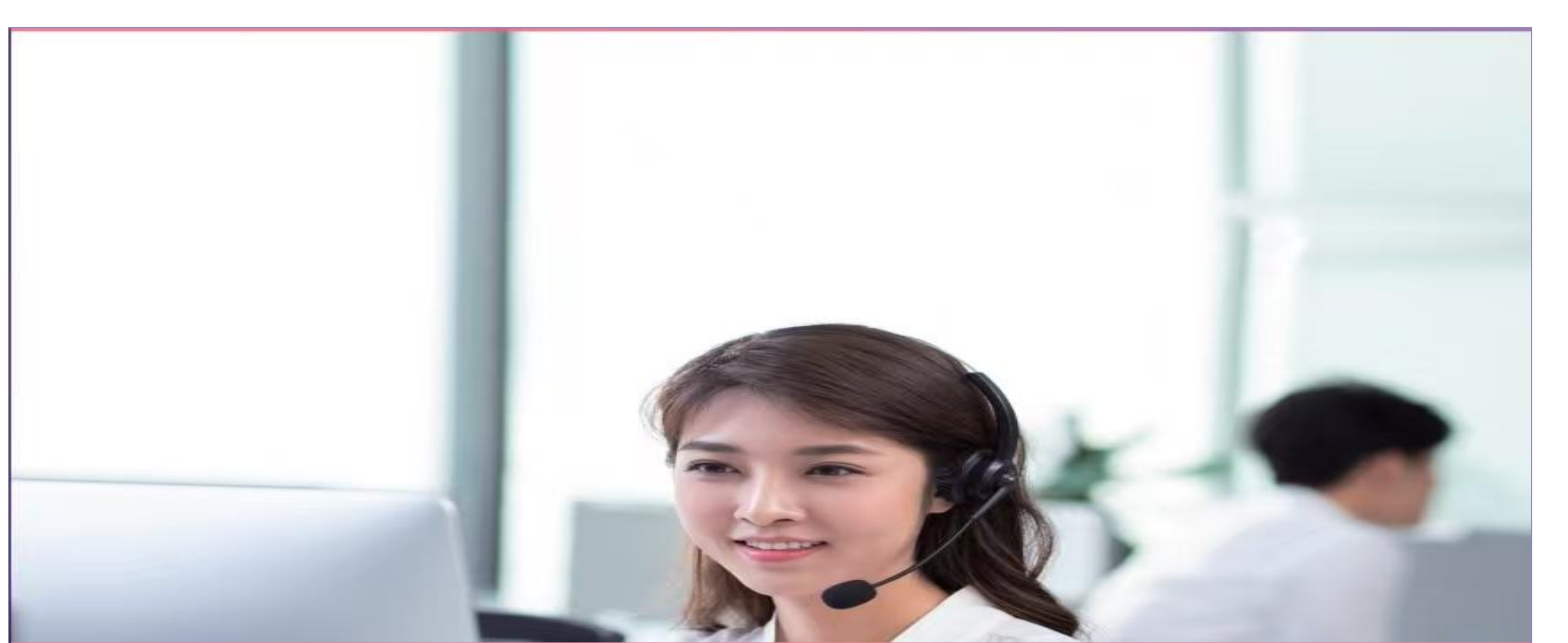
## Translation

### Task ④ Translate the following Chinese paragraph into English.

湖州毛笔与徽墨、宣纸、端砚并称为“文房四宝”，是中华文明悠久灿烂的重要象征。湖州毛笔的制作工艺于 2006 年被列为国家级非物质文化遗产。善琏镇，便是湖笔的发源地和主要产地。近年来，该镇积极引导湖笔行业开展电商业务，借力媒体网平台“直播带货”，助推湖笔行业高质量转型发展。

**Huzhou writing brush, together with Hui ink, Xuan paper, and Duan ink slab, is known as the “Four Treasures of the Study” and is an important symbol of the long and brilliant Chinese civilization. The craft of making the Huzhou writing brush was listed as a national intangible cultural heritage in 2006. Shanlian town is the birthplace and main origin of Huzhou writing brush. In recent years, the town has actively guided the writing brush industry to carry out e-commerce business, and boosted the high-quality transformation and development of the industry with the help of “live streaming selling” on social media platforms.**





04

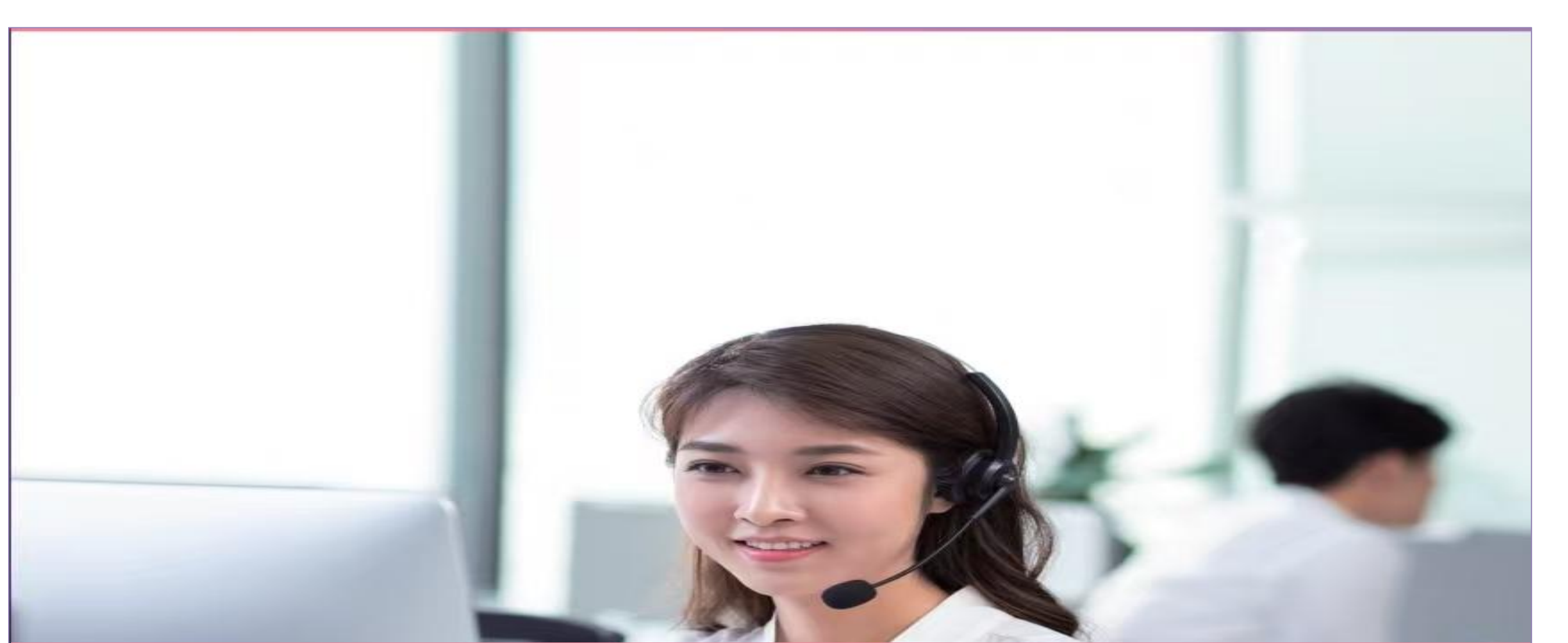
Writing



## Directions

For this part, you are allowed 30 minutes to write a short essay entitled **Online Shopping**. You should write at least 120 words following the outline given below:

1. 网络购物越来越流行
2. 人们喜欢网络购物的原因
3. 网络购物是否会替代实体店购物



05

Cultural Reading



## Chinese Poetry

Poetry holds a uniquely significant place in Chinese culture, where it has been celebrated for millennia as one of the highest forms of artistic expression.

Chinese classical poetry is generally said to have reached the height of its perfection in the Tang Dynasty (618—907). This period held two of the most revered poets of all Chinese history—Li Bai and Du Fu. The shi style was perfected in this time, and other styles emerged as well. Perhaps the most notable was the ci style, developed at the very end of the Tang Dynasty.

Shi style is a broad term for Chinese classical poetry. Shi poems are composed of couplets. They are poems of two more coupled lines. The two lines of a couplet, generally with 4-7 syllables per line, usually rhyme and match rhythmically and complement each other tonally.





Ci poetry can be described as poems that have patterns of syllables and tonal patterns. In making a ci poem, a poet chooses words that fit a specific pattern. These patterns may have once been part of a song. But the music has been lost. There are various patterns that provided affective settings for various effects or moods.

### Exemplary Poets

#### Li Bai (701—762)

Li Bai was one of the great poets of the Tang Dynasty. He traveled widely and lived in both Chang An far to the north and Sichuan in the southwest. He wrote about places he visited and things he saw. His poetry is known for its clear imagery and conversational tone. He is described as a romantic poet.





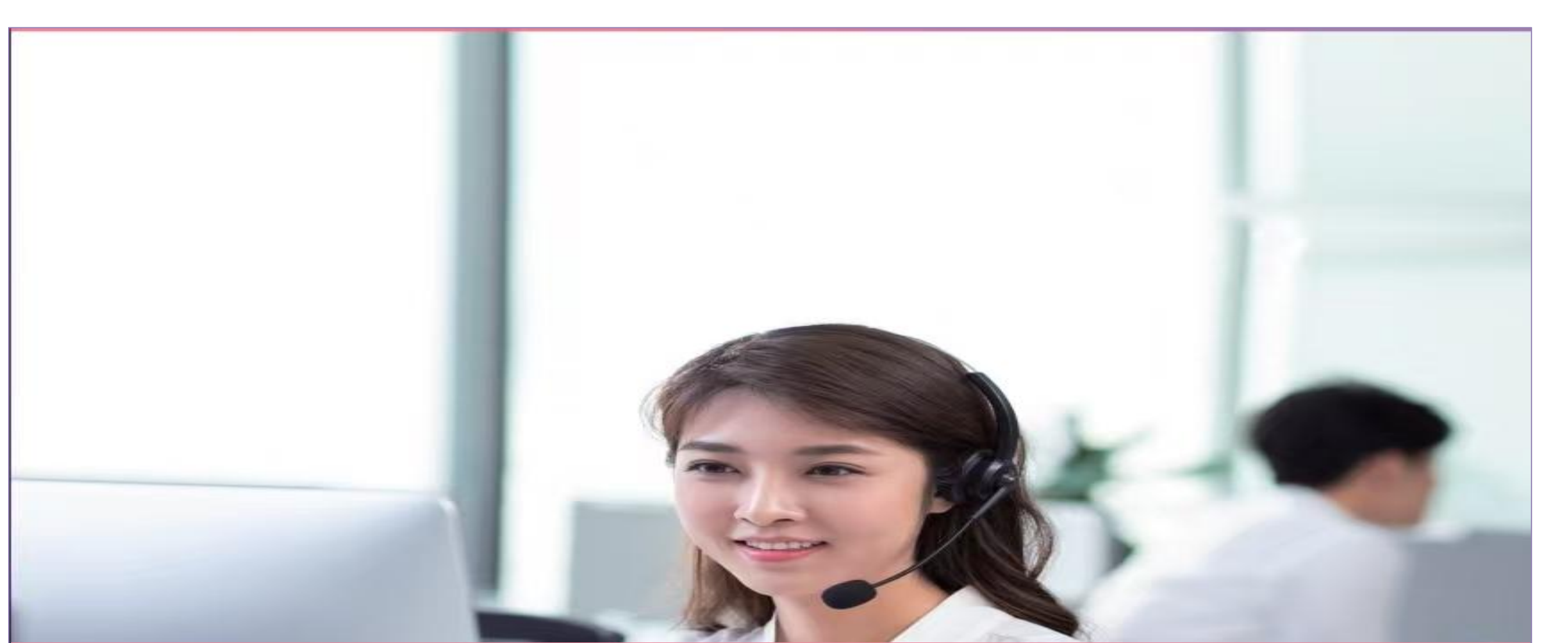
### Du Fu (712—770)

Du Fu liked to write in a structured form of poetry that was called Lu Shi, or regulated poetry. He is thought of as one of the greatest realist poets of China. His poems reflect the hard realities of war, people dying next to rich rulers, and primitive rural life. It is thought that he lived in a simple hut near the end of his life where he wrote many of his best realist poems. Perhaps more than 1,400 of his poems survived, and his poetry is still read and appreciated by modern Chinese people.



Translation

Translate the last paragraph into Chinese.



06

Glossary



## Passage 1

double-edged sword 双刃剑

consequence ['kɒnsɪkwəns] n. 结果；后果

fake [feɪk] a. 假的

specific [spə'sɪfɪk] a. 特定的

in charge of 负责，掌管

content ['kɒntent] n. 内容，主要内容

uplift [ˌʌp'lift] v. 提高.....的修养，使振奋

mean [mi:n] a. 刻薄的，卑鄙的





highlight ['haɪlaɪt] v. 突出； 强调

showcase ['ʃəʊkeɪs] v. 展示， 表现

character ['kærəktə(r)] n. 品质， 性格； 特点

document ['dɒkjument] v. 记录， 记载（详情）

passionate ['pæʃənət] a. 热情的， 狂热的

peril ['perəl] n. 危险

representation [ˌreprɪzen'teɪʃn] n. 代表

boundary ['baʊndri] n. 边界， 界限





## Passage 2

writing brush 毛笔

district ['dɪstrɪkt] n. 区，行政区

cope with 处理，应付

shrink [ʃrɪŋk] v. 收缩，缩小；缩水

offline [ˌɒf'laɪn] a. 线下的，未联机的

tap into 利用，开发；挖掘

output ['aʊtpʊt] n. 产量

year-on-year 与上年同期数字相比的





veteran ['vetərən] n. 经验丰富的人，老手；老兵

venue ['venju:] n. (活动的)场所；(事件的)发生地点

session ['seʃn] n. 一场，一节，一段时间；会议，会期

vice [vaɪs] a. 副的，任副职的

general manager 总经理

Party secretary 党委书记

extend [ɪk'stend] v. 延长，扩大，扩展

industrial chain 产业链







display [dɪ'spleɪ] n. 展示；展览，陈列

ink slab 砚台

stationery ['steɪʃənri] n. 文具

intangible [ɪn'tæŋdʒəbl̩] a. 无形的（指没有实体存在的资本性资产）

intangible cultural heritage 非物质文化遗产

contributor [kən'trɪbjətə(r)] n. 促成物；做出贡献者





THANKS

