



Unit 1

Non-stop Digital Media

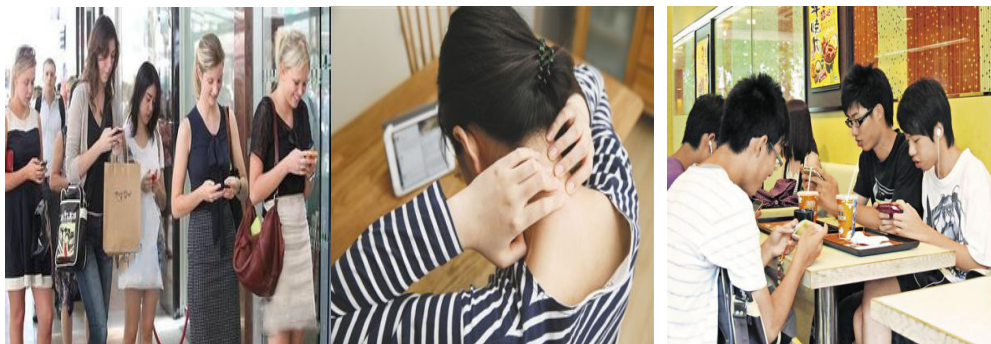
随着无线网络技术的发展和移动设备的普及，一支号称“低头族”的大军正迅速崛起并日益壮大。他们普遍存在听力下降、眼睛疲劳、“手机手”“颈椎病”等亚健康症状；他们沉迷于互联网构筑的虚拟世界，整日里俯首弓背、行色匆匆、淡漠社交，很多都沦为了“逼婚族”。这一切令人不由深思：该如何尽力避免科技发展带来的弊病呢？



Part I

Picture Description

Describe the following pictures and predict what will be talked about in this unit.



Part II

Audio News

Did you know...

Fact

Nowadays, everyone seems to be listening to music with *a portable electronic device* in one form or another. However, studies show there are potential *hazards* behind this craze.

Language Tip

Hearing loss means an increase in the threshold of audibility caused by age, infirmity,



or prolonged exposure to intense noise.

Culture Tip

International Ear Care Day is an annual advocacy event held on 3 March. Designated at the First International Conference on Prevention and Rehabilitation of Hearing Impairment in Beijing, China in 2007, the Day aims to raise awareness and promote ear and hearing care across the world.

2A Discussion

Before you listen to the news, discuss with your partner about “*the potential hazards of listening to music with earbuds for a long time*”.

2B Topic-related Words and Collocations

Match the underlined words and expressions with their explanations based on the contexts.

Sentences	Explanations
1. They were asked about their use of <u>portable</u> music devices. Some of the most popular are Apple Computer’s iPod, C.D. players and portable laptop computers.	A. small earphones worn in the ear for use with a mobile phone
2. Forty percent of students and adults said they set the sound levels, or <u>volume</u> , at high on their iPods.	B. easily or conveniently transported



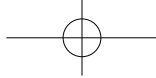
(续表)

Sentences	Explanations
3. They say large earphones that cover the whole ear are probably safer than the smaller <u>earbuds</u> that come with most music players.	C. not capable of being reversed or returned to the original condition
4. Earbuds are thought to be less effective than earphones in <u>blocking out foreign noises</u> .	D. the magnitude of sound
5. Hearing loss may not be apparent for years. But once it happens, it is <u>permanent</u> .	E. to prevent noises outside

2C True-false

🔊 Listen to the news for the first time and decide whether the following statements are true or false.

1. Studies show listening to music with electronic devices in an inappropriate way may lead to hearing loss.
2. The study found that adults were more likely to suffer from hearing loss than students.
3. Earbuds are considered to be more effective than earphones in warding off external noises.
4. According to experts, hearing loss from loud noises happens immediately and can be recovered within a short time.
5. To protect hearing, it's better to control the sound level and listening time while



listening to music.

2D Blank Filling

🔊 Listen to the news again and complete the following passage with the words or expressions you hear.

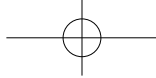
Electronic devices are changing the way people listen to music. But studies show the devices may be causing _____ 1 _____ in many people. Some experts say people may be playing them too loud and for too long.

Researchers from Zogby International did a study for the American Speech-Language-Hearing Association. It involved three hundred high school students and one thousand adults. They were asked about their use of portable music devices. Some of the most popular are Apple Computer's iPod, C.D. players and _____ 2 _____.

Forty percent of students and adults said they _____ 3 _____, or volume, at high on their iPods. But students were two times more likely to play the music at a very loud volume. More than half of the students said they would probably not limit their listening time. And about a third said they were not likely to _____ 4 _____.

The study found that more than half of the students and less than forty percent of the adults had at least one kind of hearing loss. Some reported difficulty hearing parts of a discussion between two people. Others said they had to _____ 5 _____ on a television or radio to hear it better. And, some experienced ringing in their ears or other noises.

Hearing experts say part of the problem is _____ 6 _____ people are using. They say



large earphones that cover the whole ear are probably safer than the smaller earbuds that come with most music players. Earbuds are thought to be less effective than earphones in blocking out foreign noises.

Hearing loss may not be apparent for years. But once it happens, it is ____ 7 ____.

About thirty million Americans have some hearing loss. One third of them lost their hearing as a result of loud noises.

Experts at the Mayo Clinic in Minnesota say any sound above ninety decibels for long periods may cause some hearing loss. But most portable music players can produce sounds up to one hundred twenty decibels.

The American Speech-Language-Hearing Association is working with manufacturers and government officials on setting rules for use of portable music devices. The group says the best way to protect your hearing is to reduce the volume, limit listening time and using earphones that ____ 8 ____.



Print News

Did you know...?

Fact

Experts say *a long sit* may lead to all kinds of *health hazards*.

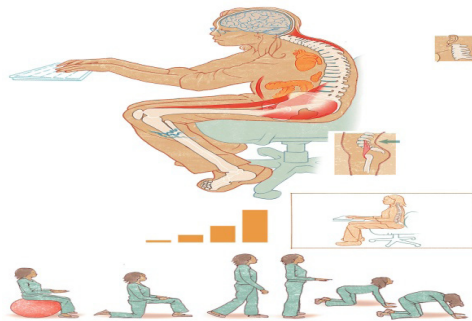


Language Tip

Sedentary means requiring sitting or little activity.

3A Discussion

Look at the following picture and discuss with your partner about “*the health hazards of sitting too much*”. Refer to the topic-related expressions given in the box if necessary.



slump in a chair

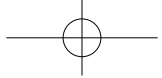
pose a threat to

be at risk

3B Interview

Interview five of your classmates about their habits of sitting and complete the following table.

Interviewee	Habits of sitting	Time length of sitting per day	Sedentary tasks	Health problems



The Health Hazards of Sitting

We know sitting too much is bad, and most of us intuitively feel a little guilty after a long TV binge. But what exactly goes wrong in our bodies when we park ourselves for nearly eight hours per day, the average for a U.S. adult? Many things, say four experts, who detailed a chain of problems from head to toe.

Organ damage

Heart disease

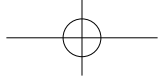
Muscles burn less fat and blood flows more *sluggishly* during a long sit, allowing fatty acids to more easily clog the heart. *Prolonged* sitting has been linked to high blood pressure and elevated cholesterol¹, and people with the most *sedentary* time are more than twice as likely to have cardiovascular disease² than those with the least.

Overproductive pancreas³

The pancreas produces insulin⁴, a hormone that carries glucose⁵ to cells for energy. But cells in idle muscles don't respond as readily to insulin, so the pancreas produces more and more, which can lead to diabetes and other diseases. A 2011 study found a decline in insulin response after just one day of prolonged sitting.

Colon cancer

Studies have linked sitting to a greater risk for colon, breast and endometrial cancers. The reason is unclear, but one theory is that excess insulin encourages cell growth. Another is that regular movement boosts natural antioxidants that kill cell-



damaging— and potentially cancer-causing — free radicals.

Muscle degeneration

Mushy abs

When you stand, move or even sit up straight, abdominal muscles keep you upright. But when you slump in a chair, they go unused. Tight back muscles and wimpy abs form a posture-wrecking alliance that can exaggerate the spine's natural arch, a condition called hyperlordosis, or swayback.

Tight hips

Flexible hips help keep you balanced, but chronic sitters so rarely extend the hip flexor muscles in front that they become short and tight, limiting range of motion and stride length. Studies have found that decreased hip mobility is a main reason elderly people tend to fall.

Limp glutes

Sitting requires your glutes to do absolutely nothing, and they get used to it. Soft glutes hurt your stability, your ability to push off and your ability to maintain a powerful stride.

Leg disorders

Poor circulation in legs

Sitting for long periods of time slows blood circulation, which causes fluid to pool in the legs. Problems range from swollen ankles and varicose veins⁶ to dangerous blood



clots called deep vein thrombosis (DVT).

Soft bones

Weight-bearing activities such as walking and running stimulate hip and lower-body bones to grow thicker, denser and stronger. Scientists partially attribute the recent surge in cases of osteoporosis⁷ to lack of activity.

Trouble at the top

Foggy brain

Moving muscles pump fresh blood and oxygen through the brain and trigger the release of all sorts of brain-and mood-enhancing chemicals. When we are sedentary for a long time, everything slows, including brain function.

Strained neck

If most of your sitting occurs at a desk at work, craning your neck forward toward a keyboard or tilting your head to cradle a phone while typing can strain the cervical vertebrae and lead to permanent imbalances.

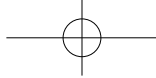
Sore shoulders and back

The neck doesn't slouch alone. Slumping forward overextends the shoulder and back muscles as well, particularly the trapezius, which connects the neck and shoulders.

Bad back

Inflexible spine

When we move around, soft discs between vertebrae expand and contract like



sponges, soaking up fresh blood and nutrients. But when we sit for a long time, discs are *squashed* unevenly. Collagen hardens around supporting tendons and ligaments.

Disc damage

People who sit more are at greater risk for herniated lumbar discs. A muscle called the psoas travels through the abdominal cavity and, when it tightens, pulls the upper lumbar spine forward. Upper-body weight rests entirely on the ischial tuberosity (sitting bones) instead of being distributed along the arch of the spine.

Mortality of sitting

People who watched the most TV in an 8.5-year study had a 61 percent greater risk of dying than those who watched less than one hour per day.

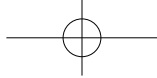
(By Bonnie Berkowitz and Patterson Clark, The Washington Post, Jan. 20, 2014)

Topic-related Words

hazard	a source of danger
sluggishly	moving slowly
prolonged	relatively long in duration
sedentary	requiring sitting or little activity
squash	to compress with violence, out of natural shape

Proper Names

1. cholesterol 胆固醇



- | | |
|---------------------------|------------|
| 2. cardiovascular disease | 心血管疾病; 冠心病 |
| 3. pancreas | 胰腺 |
| 4. insulin | 胰岛素 |
| 5. glucose | 葡萄糖 |
| 6. varicose veins | 静脉曲张 |
| 7. osteoporosis | 骨质疏松症 |

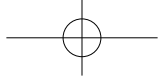
3C Blank Filling

Complete the following sentences by filling in the blanks with words appear in the news. Change the form where necessary.

1. A _____ lifestyle may cause people to suffer more from heart diseases than an active one.
2. Elderly people fall easily primarily because their hip _____ lowers as they get old.
3. Prolonged sitting slows blood _____, leading to dangerous blood clots in the legs.
4. The recent rise in weakness of lower-body bones can be _____ to lack of activity in some way.
5. Chemicals that can boost brain and mood are _____ when muscles are moving, supplying the brain with fresh blood and oxygen.

3D Role Play

Suppose Tom has been playing video games for all day long and his mother tries to



Video News

Did you know...

Language Tip

Phubbing(低头族), a blend of phone and snubbing, refers to the act of snubbing someone in a social setting by looking at your cell phone instead of paying attention.

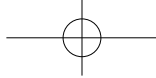
 You are going to watch a video clip on “*The life of the Phubbing*”.



Topic-related Words

delusion erroneous belief that is held in the face of evidence to the **contrary**

adulation servile flattery; exaggerated and hypocritical praise



recluse	withdrawn from society; seeking solitude
roam	move about aimlessly or without any destination
hype	blatant or sensational promotion

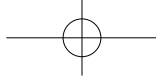
4A Answer Questions Based on the Video

1. Why do I still feel lonely though I have hundreds of net friends?
2. What is missing during online communication?
3. What kind of person is not likely to make world's greatest dad?
4. Why shouldn't we waste our life getting caught in the net?
5. As suggested at the end of the video, how should we live our life?

4B Comment on the Phubbing

People who are caught in the net are indulged in this virtual life and not enthusiastic about socializing. They feel isolated, lonely, confused and are indifferent to people and things around them. Comment on this group of people by presenting your critical views. Refer to *the topic-related collocations* provided below if necessary.

- be slaves to the technology
- follow the hype
- stare at your menu or at your contact list
- become unsocial
- waste your life getting caught in the net



- engage with one another
- look up from your phone
- shut down the display
- take in your surroundings
- live life the real way



Group Presentation

Topic

Internet and digital devices have great impact on us. Are they a blessing or a curse?

Requirement

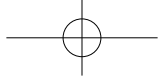
Air your views by referring to the following audio, video and print news first. While giving your presentation, be sure to use *the topic-related information and words/collocations* you have learned in this unit.

For Your Further Reference

Video News

The Internet is exerting influences on the way we live and think

http://v.youku.com/v_show/id_XNTU0NDE1MjA0.html (03:53)



Print News

How good software makes us stupid - BBC News

<http://www.bbc.com/news/technology-11263559>