

UNIT 7 JUST A BRAND NAME, NOT YOUR NAME



☀ Words for Production

1 identity n. [U] (abbr. ID) 認同；身分

- ◇ When performing at a concert overseas, the singer showed her strong sense of national identity by holding up the national flag. (_____)
- ◇ After finding the _____ boy and _____ his _____, the police quickly contacted his parents. (失蹤的；確認身分)
- ☺ Many teenagers love the comics Naruto because they can easily identify with the main character. (_____)

2 vital adj. 重要的，要緊的

- ☺ Teamwork is _____ in learning. By exchanging ideas with each other, students learn better. (很重要)
- ☺ She is always bursting with vitality and new ideas. (_____)

3 survey n. [C] 調查 vt. 調查...的意見

- ☺ A _____ showed 75% of those questioned were in _____ of the plan. (近期調查；支持)
- ☺ The researchers surveyed the attitudes of 2500 college students. (_____)

4 conduct vt. 執行，實施 * [ˈkɒndʌkt] n. [U] (fml.) 行為

- ☺ We are _____ a _____ to find out _____ our customers think _____ their local bus service. (進行調查；對於...的看法)
- ☺ The club has a strict code of conduct. (_____)

5 prefer vt. (_____, _____, _____) 偏好，更喜歡

- ☺ 她週末喜歡待在家勝過去看電影。

- ☺ Surely a diplomatic solution is _____ war. (更合適的 adj.)
- ☺ I have a _____ sweet over spicy food. (n. [U] 偏好，偏愛)

6 commercial adj. 商業的，商務的 n. [C] 商業廣告

- ☺ The _____ of the company looks very _____. (商業前景；光明)
- ☺ The _____ Takeshi Kaneshiro. (那廣告主打...)
- ☺ the leaders of _____ and _____ (工商界大老/ n. [U] 商業，貿易)

7 celebrity n. [C] 名人

- ☺ She only invited A-list celebrities to his parties. (_____)
- ☺ The diary charts her path from obscurity to international celebrity. (_____)

8 endorsement n. [C] 宣傳，支持 * _____ vt.

- ☺ Products which _____ an _____ a celebrity are often popular. (有名人代言的商品)
- ☺ They spent a fortune having the pop diva endorse their latest product. (_____)

9 ambassador n. [C] 代言人；大使

- ◇ An ambassador is the chief official of the embassy, who has to serve as a spokesperson. (_____；_____)
- ☺ She's a _____ the United States. (前任駐美代表)

10 suitably adv. 適當地，妥當地

- ◇ Each of the guests must be _____ for the dinner party. (穿著得宜)
- ☺ The film is _____ children. (適合兒童觀賞)
- ☺ You should wear more red - it suits you. (_____；_____ vt.)

11 refreshment n. [U] 恢復精力；n. pl. 點心，飲料 * _____ vt.

- ☺ After the _____, the players took a break for _____. (密集訓練；恢復體力)
- ☺ Light refreshments will be available at the back of the hall. (_____)
- ☺ I looked the word up to refresh my memory of its meaning. (_____)

12 ironically adv. 諷刺地，反諷地 * _____ adj. * _____ n. [U]

- ◇ _____, Fred was beaten by the competitor he had _____ down _____ the most. (諷刺的是；輕視)
- ☺ She sent him a ironic sideways glance. (_____)
- ☺ "England is famous for its food," she said with a note of irony. (_____)

13 contribute vi. 促成；捐獻

- ☺ Medical negligence was said to have _____ her death. (導致)
- ☺ We _____ £5 000 _____ the earthquake relief _____. (捐錢；賑災基金)
- ☺ 這項發明對道路安全作出了卓越貢獻 (n. [C])。 (_____)

14 establishment n. [U] 建立，成立 * _____ vt.

- ☺ With the _____ of new markets, the economy is _____. (設立；蓬勃發展)
- ☺ She has established himself as the leading candidate in the election. (_____)

15 signal vt. 表達；示意 n. [C] 信號

- ☺ The police officer _____ us a _____ to stop. (示意)
- ☺ He _____ the waiter for the bill. (向...示意)

16 purchase vt. (fml.) 購買 n. [U] (fml.)

- ☺ They _____ the land _____ \$1 million. (以多少錢買下)
- ◇ The basketball fan spent most of his _____ on the _____ of a pair of _____ edition basketball shoes. (把積蓄花在買限量版球鞋)

17 enable vt. 使能夠

- ☺ The software _____ you _____ the Internet in seconds. (使能存取網路)

18 originality n. [U] 獨特性，創意

- ◇ Sally's _____ made her artworks _____ out from others'. (創意；與眾不同)
- ☺ The land was returned to its original owner. (_____)

19 phenomenon n. [C] (pl. _____)

- ☺ The betel nut beauty is a _____ unique to Taiwan. (_____；文化現象)
- ☺ Her rise to fame was quite phenomenal - in less than two years she was a household name. (_____；_____)
- ☺ The 21-year-old phenom [ˈfi nɑm] has become the best player in baseball. (_____)

20 evident adj. 明顯的，明白的

- ☺ Any growth in unemployment is a self-evident matter of extreme seriousness. (_____)
- ☺ There is _____ of a link between exposure to sun and skin cancer. (有說服力的證據 n. [U])

21 tremendous adj. 極大的

- ☺ Colors have a _____ on us. (巨大的影響)
- ☺ We all enjoyed ourselves tremendously. (_____)

22 version n. [C] 樣式，版本

- ◇ The car is available _____ two _____: a standard one and a luxury one. (兩個版本)
- ☺ The TV series is a watered-down version of the movie, especially designed for family viewing. (_____)

23 garment n. [C] (fml.) 衣服

- ☺ If you are going to visit Hokkaido in winter, I suggest that you should wear the _____ . (防風衣物)

24 exceed vt. (fml.) 超過，超出

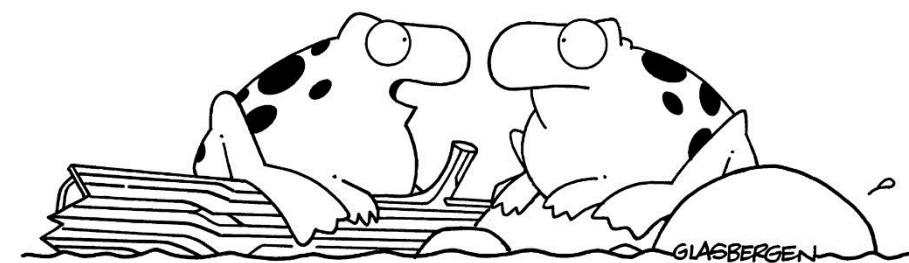
- ◇ According to the traffic rule, drivers must not _____ a speed _____ of 90 kilometers _____ hour when going through this tunnel. (超過每小時速限)
- ☺ Are you suffering from an _____ of stress in your life? (過度壓力)

25 logo n. [C] 商標，標誌

- ☺ The _____ of Nike _____ for the wing of the Greek goddess of victory. (Nike 的商標；代表)



Early Facebook



“Looks aren't everything. It's what's inside you that really matters. A biology teacher told me that.”