

# Unit 1

## Book 4

序号	单元	主要内容	教学要求	学时
1	Advertisement	Reading I Advertising Reading 11 The Mixed Blessing of Advertising Technology	1.Pre-reading 2.Text 3.Exercises 4.Post-reading 5. Extended Activities Function and Structure : Persuasion Practical Reading: Language of Advertising Basic Writing : Sentence Writing(I) Additional Vocabulary Business World Humor Time	10
2	Business Communication	Reading I How to Write Magnetic Sales Letters Reading 11 Using Audience Analysis to Adapt Your Message	1.Pre-reading 2.Text 3.Exercises 4.Post-reading 5. Extended Activities Function and Structure : Expressions at the Post Office Practical Reading : Leaflet : Swift Service Basic Writing : Sentence Writing(II) Additional Vocabulary Business World Humor Time	10
3	Organizational Culture	Reading I The Organizational Culture and the Discourse Community Reading II Honda of America	1.Pre-reading 2.Text 3.Exercises 4.Post-reading 5Extended Activities Function and Structure : Expressing Curiosity & Asking for Information Practical Reading : A Case	10

			Study Basic Writing: Topic Sentence Additional Vocabulary Business World Humor-rime	
4	Family	Reading I Magic of a Full Moon Reading 11 The“New Father”——No Real Role Reversal	1.Pre-reading 2.Text 3.Exercises 4.Post-reading 5. Extended Activities Function and Structure : Explanation Practical Reading : Advertisements for Properties Basic Writing : Unity and Coherence Additional Vocabulary Business World Humor Time	10
5	Sightseeing	Reading I Big Fun Reading 11 Follow Summer Waterfalls	1.Pre-reading 2.Text 3.Exercises 4.Post-reading 5. Extended Activities Function and Structure : Expressions for Sightseeing Practical Reading: Itinerary Basic Writing : Paragraph Development Additional Vocabulary Business World Humor Time	10
6	Public Relations	Reading I Public Relations Reading 11 A General Introduction to Public Relations	1.Pre-reading 2.Text 3.Exercises 4.Post-reading 5. Extended Activities Function and Structure : Expressions at a Hotel Practical Reading : Hotel Brochures Basic Writing : Telephone	10

			<p>Messages</p> <p>Additional Vocabulary</p> <p>Business World</p> <p>Humor Time</p>	
7	Modern Office	<p>Reading I The Modern Office</p> <p>Reading II Rule Number One: Clear That Desk</p>	<p>1.Pre-reading</p> <p>2.Text</p> <p>3.Exercises</p> <p>4.Post-reading</p> <p>5. Extended Activities</p> <p>Function and Structure : Receiving Guests</p> <p>Practical Reading : the Communicative Processes</p> <p>Basic Writing: Notes</p> <p>Additional Vocabulary</p> <p>Business World</p> <p>Humor-rime</p>	10
8	Production	<p>Reading I New Process Designs</p> <p>Reading II The Two Basic Methods of Production</p>	<p>1.Pre-reading</p> <p>2.Text</p> <p>3.Exercises</p> <p>4.Post-reading</p> <p>5. Extended Activities</p> <p>Function and Structure : Describing Products</p> <p>Practical Reading: Production Activities</p> <p>Basic Writing: Memos</p> <p>Additional Vocabulary</p> <p>Business World</p> <p>Humor time</p>	10
9	Automobiles	<p>Reading I Cars: On a Road to Nowhere</p> <p>Reading II Merging Hand—made Craftsmanship with World—class Manufacturing</p>	<p>1.Pre-reading</p> <p>2.Text</p> <p>3.Exercises</p> <p>4.Post-reading</p> <p>5. Extended Activities</p> <p>Function and Structure: Travel by Car</p> <p>Practical Reading: Car Ads</p> <p>Basic Writing: E-mails</p> <p>Additional Vocabulary</p> <p>Business World</p> <p>Humor Time</p>	10
10	Insurance	<p>Reading I Types of Insurance</p>	<p>1.Pre-reading</p> <p>2.Text</p>	10

		Reading II Basic Insurance Concepts	3.Exercises 4.Post-reading 5. Extended Activities Function and Structure : Conversational Strategies Practical Reading: Insurance Basic Writing: Fax Additional Vocabulary Business World Humor Time	
总学时				100

## Reading I

### **Pre-reading:**

#### **1. Brainstorming:**

media	methods	verbs
<i>Television</i> <i>radio</i> <i>press</i> <i>magazines</i> <i>newspapers</i> <i>public transport</i> <i>cinema</i> <i>stadium</i> <i>mail</i> <i>Internet</i> <i>telephone directories</i> <i>billboards</i> <i>hoardings</i> <i>posters</i> <i>leaflets</i> <i>brochures</i> <i>pamphlets</i> <i>booklets</i> <i>sportswear</i>	<i>jingles</i> <i>commercials</i> <i>free samples</i> <i>slogans</i> <i>exhibition</i> <i>shop window display</i> <i>point-of-sale</i> <i>word-of-mouth</i> <i>sponsorship</i> <i>sales promotion</i> <i>mail shots</i> <i>telephone shots</i>	<i>promote</i> <i>run</i> <i>target</i> <i>place</i> <i>launch</i> <i>research</i> <i>sponsor</i> <i>publicise</i> <i>exhibit</i> <i>appeal to</i> <i>distribute</i> <i>persuade</i> <i>urge</i> <i>attract</i> <i>tempt</i> <i>display</i> <i>motivate</i>

1)What is the purpose of advertising?

--- to attract the most attention

2)What are the basic elements of a typical advertisement?

--- a promise of some sort; an emotional appeal; a rationale offering evidence to make the promise credible; an instruction...

3) Could you list a few advertising practices most in use?

--- Comparing your products with your competitors';...

4) What do you think makes a good advertisement?

--- It must be clever; interesting; funny; inspiring; eye-catching; powerful; humorous; informative; well-organized; brief; easy to remember; ...

## 2. Choose the best answer to complete the following sentences.

1. c                      2. d                      3. b                      4. d                      5. d

## 3. Give the English word for the meaning provided.

- |                |               |
|----------------|---------------|
| 1. solicitor   | 2. supplement |
| 3. commercial  | 4. insert     |
| 5. legislation | 6. channel    |
| 7. sponsor     | 8. poster     |
| 9. hoarding    | 10. tempt     |
| 11. heading    | 12. leaflet   |

## 4. Put the correct forms of the following expressions in the blanks.

- |                        |                   |
|------------------------|-------------------|
| 1. as well as          | 2. expenditure    |
| 3. has been exposed to | 4. maximum        |
| 5. nuisance            | 6. was restricted |
| 7. regulations         | 8. supplement     |
| 9. is aiming to        | 10. tempt         |
| 11. are subject to     | 12. to ensure     |

## 5. Rewrite the following sentences and replace the *italicized words* with the appropriate phrases from the text.

1. The firm is concentrating on expanding its markets overseas.
2. The 10 am express to Beijing will be taken off next month.
3. The proportion of imports to exports is ten to one, which is worrying the government.
4. The expenses should be limited to the funds you can raise.
5. Advertising in Britain is subject to the supervision of the Advertising Standards Authority.

## 6. Word Study

1

- a. The organization aims at promoting international understanding and maintaining world peace.
- b. When the boss said that someone was always late for work, he was aiming at John.
- c. A non-profit organization like this one should aim for the best social results it can produce, rather than how much money it can make.
- d. The organization's aims are to provide food for homeless people and help them find

somewhere to live.

2.

- a. The company will arrange for a taxi to meet the guests at the railway station at eight tonight.
- b. The local newspaper will make arrangements for an interview with Professor Huang at a proper time.
- c. It would usually cost 500 yuan, but I'm sure we can come to some kind of arrangement.

3

- a. There's no limit to what you can do if you try.
- b. I've been asked to limit my speech to ten minutes maximum.
- c. Regulations are designed to limit environment damage to the lowest.
- d. Despite the limitations of the survey, it did suggest some general trends.

4

- a. The use of this website is subject to the following terms and conditions.
- b. It was Clinton who brought up the subject of sports facility.
- c. Her husband subjected her to years of torture.

5

- a. She restricted herself to one meal a day in order to lose weight.
- b. Sale of firearms is subject to many legal restrictions in almost every country.
- c. Travel is my dream, but the busy working life restricts my opportunities.

**Post-reading** (key for reference)

Advertising Media	Advantages	Disadvantages
Newspapers	A large circulation; Easy access, able to be saved for later consultation; Cheap in cost; Daily newspapers offer the advantage of timeliness (An advertiser can prepare and publish an advertisement within a day), quickly reflect a sudden demand for certain merchandise; Most adults read a daily newspaper and many of them specifically check the ads for information about products, services, or special sales.	Dull presentation, giving neither sound nor action; Drowned in an enormous number of ads, most are to be ignored; Readers' attention is easily distracted; Only effective in a very short period of time.
Magazines	A large (nationwide) circulation; Being read in a leisurely manner; Being effective in a relatively longer period of time, as they are often kept	Highly specialized, hence having a smaller number of readers; Lack of timeliness;

	<p>for weeks or months before being discarded;</p> <p>Each copy can be read by more than one person;</p> <p>Offering better and more colorful representations of products.</p>	<p>Unable to give prompt information;</p> <p>Limited in content and size.</p>
Television	<p>Bringing sight, sound, and action directly to consumers in their homes; voices and music added to color and pictures to catch the ear as well as the eye;</p> <p>A wide coverage;</p> <p>Easily understood.</p> <p>Reaching a vast audience at a relatively very low cost per viewer;</p> <p>Attractive, powerful, pervasive, and persuasive.</p>	<p>High in producing and broadcasting cost;</p> <p>Commercials inserted in TV programs are often regarded as annoying;</p> <p>Lasting only a short period of time.</p>
Radio	<p>People can listen to programs while doing other things;</p> <p>Having more commercial time per hour than television stations;</p> <p>Radio audiences usually stick to particular stations and programs they choose to listen. And by advertising on these stations, advertisers can reach the people who are most likely to buy the products.</p>	<p>Listeners often hear so many commercials that it is hard for any one ad to make an impression;</p> <p>Lack of vividness and variety;</p> <p>Unable to be kept and consulted later;</p> <p>Not impressive.</p>
Direct Mail	<p>Directly reaching a wide scope of consumers according to their occupation, age, income, or interests ;</p> <p>Conveying information promptly and accurately.</p> <p>Providing pictures of products, prices, etc.;</p> <p>Having great persuasive power.</p>	<p>Sometimes regarded as rubbish and discarded without having a glance at it.</p>
Outdoor Signs	<p>Constant in people's views;</p> <p>Large, colorful signs easily attract attention.</p>	<p>Most passers-by see a sign only for a few seconds;</p> <p>Not being able to contain much information.</p>
Internet	<p>A worldwide coverage;</p> <p>Viewers unlike TV audience are not compelled to access the information;</p> <p>Highly reciprocal and sensational.</p>	<p>Not very reliable;</p> <p>No obvious effect on viewers</p> <p>Limited in number of viewers.</p>

	Quick and prompt information The number of viewers can be accurately counted.	
--	--	--

## Reading II

### ***Dictation***

Advertising is a message designed to promote a product, a service, or an idea. In everyday life, people come into contact with many kinds of advertising. Printed advertisements make up a large part of newspapers and magazines. Poster ads appear in streets, on buses and in subway stations. Commercials interrupt TV and radio programs.

The purpose of most advertising is to sell products or services. Manufacturers advertise to try to persuade people to buy their products. Large business firms also use advertising to create a favorable "image" of their companies. Local businesses use it to gain new customers and increase sales. Advertising thus plays a key role in the competition among businesses for the consumer's dollar. In many businesses, the volume of sales depends largely on the amount of advertising done.

### ***Comprehension***

Write "T" for true, "F" for false or "NM" for not mentioned.

1. T    2. F    3. F    4. F    5. T  
6. T    7. T    8. F    9. NM    10. T

### ***Vocabulary***

Guess the meaning of the following italicized words and expressions from the text.

1. b    2. a    3. c    4. c    5. a  
6. b    7. c    8. a    9. b    10. c

### ***Special Use: -ing and -ed adjectives***

I. Complete the following sentences with the correct adjective forms.

1. boring    2. excited    3. charming    4. pleased  
5. pleasing    6. touching, touched    7. discouraged  
8. discouraging    9. Boiling    10. confused    11. confusing  
12. pressing    13. amused    14. escaped    15. retired

II. Put the following phrases into Chinese:

1. 闪烁的星星    2. 严寒    3. 狂暴的风雨  
4. 令人鼓舞的演说    5. 炙人的热气    6. 凋零的花朵  
7. 迷惑不解的表情    8. 热烈的讨论    9. 勉强的微笑  
10. 闹鬼的房子    11. 落叶    12. 挂号信

### ***Translation***

I. Translate the following sentences into English, using the expressions in the



parentheses.

1. I regard that commercial as one of the worst I've ever seen.
2. In a commercial negotiation the negotiators must ensure the fundamental benefit of their company from being injured.
3. In order to meet the needs of the international market, the factory is aiming at a 50% increase in production this year.
4. In Britain, advertising on television is subject to various rules and regulations.
5. These small businesses have benefited greatly from the fall in interest rates.
6. The cassette tape is broken. Can you splice the ends together?
7. Due to the massive absorption of foreign capital and advanced technology, the country has been transformed into a powerful industrial nation in only 20 years.
8. After his painstaking management, the company ended up as one of the 500 best in the world.
9. All the arrangements of the company were turned upside down by the sudden devaluation of U.S dollars.
10. The new international agreement opens up the possibility of much greater co-operation against terrorism.

II. Translate the following advertising sentences from English into Chinese:

1. 超越视觉感受 ——索尼！
2. 喝可口可乐，万事顺意！
3. 一朝品尝，一生钟爱。
4. 夏普产品，来自智慧的结晶！
5. 派克笔，无与伦比的交流享受！
6. 人类发明了时间，精工表使之完美。
7. 有路就有丰田车。

### ***Cloze***

1. c    2. c    3. d    4. a    5. b    6. a    7. b    8. c    9. c    10. b  
11. c    12. d    13. c    14. b    15. d

### **Extended activities**

#### **A. Function and Structure**

1. Complete the following dialogues.

1) Mary: I can't stand Mr. Bright any more. He is such a nasty man, rude, selfish, stonehearted, always blaming others for his own faults.

Betty: Oh, come on, Mary. Don't forget he is your boss.

Mary: Surely I'll tell him what I think of him if he treats me rudely next time.

Betty: Don't for goodness' sake. I'm sure you wouldn't like being fired from such a well paid job.

2) Mrs. Smith: Darling, the Wilders just called to invite us to their house. They are giving a party for their eldest son's sixteenth birthday tonight.

Mr. Smith: I'm tired and I'd like to go to bed early. You can go yourself if you

really want to.

Mrs. Smith: Oh, come, dear. I'm sure you will enjoy yourself.

Mr. Smith: I don't like parties, you know.

Mrs. Smith: Not even for me? It won't be the same without you.

Mr. Smith: I've told you thousands of times I hate parties and all those noises and nonsense.

Mrs. Smith: Seriously, oh come. Just this once. You're not going to let me down, are you?

Mr. Smith: I think I have made it quite clear to you I have not a bit interest in your silly parties.

- 3) Mr. Johnson: This is their quotation sheet. I think we'd better try another supplier.

Mr. Wells: Maybe so, but wouldn't you agree that they have a good reputation in this field?

Mr. Johnson: Yes, but their offer is about 2% higher than the ruling market price. It's really too much.

Mr. Wells: That's true, but there are other considerations. For example, they guarantee a prompt delivery.

Mr. Johnson: Yes, perhaps you have a point there.

- 4) Jack: Are you really sure you would quit the job?

Bob: Yes, I've made up my mind. I will hand in my resignation tomorrow.

Jack: I don't want to talk you into accepting it, but surely it's in your interest to reconsider your decision. Remember it's not so easy to get another job immediately at the moment.

Bob: With my education background and work experience, I don't think it would be a problem to find a better job for myself.

Jack: Yes, but do you think it might be rather more sensible if you find a new job first and then leave your present one?

Bob: Oh, yes. You may well be right.

- 5) Mr. Harper: Too high? You must be kidding. That's the lowest prices we can offer now. The price of crude oil is soaring, you know.

Mr. Bowman: Yes, but if we look at the whole picture, we can see the prices of other raw materials are sharply down.

Mr. Harper: That's true, but I wonder if you have taken everything into account. For instance, our after-sale service is of the best.

Mr. Bowman: I see what you mean, but another way of looking at it would be that the prices you've offered are not competitive. I don't think I can persuade my president to accept your present offer. Thus, could you be persuaded to adjust your prices, say, 4% off?

Mr. Harper: I'm afraid I can't. You see, I'm very eager to establish business with you, but if you insist on such a reduction, I have to drop the deal...

Mr. Bowman: Are you quite sure you won't reconsider my proposal? I don't want to talk you into accepting it, but surely it's in your interest to make some

concessions. You know very well it is not a small order. You could make a fortune out of it even if you bring your prices down by 5% or 6%.

Mr. Harper: Maybe so, but wouldn't you agree that both parties should make some concessions? 2.8% off. That's the best I can do. It's almost cost price.

Mr. Bowman: Well, that's settled.

### B. Practical reading

1. (a) →(7)      (b) →(3)      (c) →(8)      (d) →(4)  
(e) →(6)      (f) →(1)      (g) →(5)      (h) →(2)

2. (1) Yes, there are also some other advertising techniques.

First, take 'repetition' for example. If you keep talking about something for long enough, eventually people will pay attention to you. Many advertisements are based on this principle. If we hear the name of a product many times a day, we are much more likely to find that this is the name that comes into our head when the shopkeeper asks 'What brand?' We usually like to choose things for ourselves, but if the advertiser plants a name in our heads in this way he has helped to make the choice for us.

Second, take 'keep up with the Joneses' for example. Advertisers may try to make us want a product by suggesting that most people, or the 'best' people, already use it and that we will no doubt want to follow them. No one likes to be inferior to others and these advertisements suggest that you will be unless you buy the product.

Third, some figures of speech, such as simile, metaphor, parallelism, rhetorical question, hyperbole, personification, rhyme, and irony, are often used in advertisements to attract more audience.

3. (1) Association of ideas, Key words, 'The camera never lies', 'Science', and Brand names.  
(2) association of ideas, key words, before and after, and simile.  
(3) association of ideas, key words, before and after, and metaphor.

### C. Basic writing

1. (1) SVO      (2) SVC      (3) SVOiOd      (4) SVOC      (5) SVC  
(6) SVOC      (7) SV(A)      (8) SVO      (9) SVOiOd      (10)SV

2. (1) Mr. Edward is on the board of directors.

(2) John lacks the necessary work experience.

(3) He thinks his salary too low.

(4) I'll send you the price list of our company in my next letter.

(5) The client arrived in Hong Kong on time this morning.

(6) Miss Smith works late on Mondays and Fridays.

(7) These figures are really not accurate.

(8) He gave us a 10% discount.

(9) I saw the secretary leave the file on the manager's desk.

(10)A business letter can reflect a company's identity.

3. (1) I flunked Introduction to Business, but I managed C's in BEC2 and

International Business Communication.

- (2) We didn't receive their letter, for it was sent to the wrong address.
- (3) In comparison with oral communication, written communication gives structure and form to our ideas, so it has the advantage of providing records, reference, and legal defense.
- (4) You must hurry up, or you'll be late for the board meeting.
- (5) Unfortunately, a lot of people begin to believe in TV commercials, and of course TV gives people a false sense of reality.
- (6) I'll go to the lecture, for I'm interested in modern business management.
- (7) He has not done his work very well, so it needs improving.
- (8) People are well informed in this country, for many newspapers can easily be bought.
- (9) Now we export to Europe and Latin America, but we would like to start exporting to the Asian countries.
- (10) Make up your mind immediately, or you'll miss the opportunities of making money.

D. Additional vocabulary

- |   |                   |
|---|-------------------|
| 1. television advertising                           | l. 电视广告           |
| 2. consumer advertising                             | s. 消费品广告          |
| 3. film advertising                                 | b. 电影广告           |
| 4. sky advertising                                  | n. 空中广告           |
| 5. postcard advertising                             | f. 明信片广告          |
| 6. specialty advertising                            | q. 纪念品广告          |
| 7. product advertising                              | a. 商品广告           |
| 8. professional advertising                         | v. 商品服务广告         |
| 9. industrial advertising                           | o. 工业品广告          |
| 10. corporate advertising                           | h. 公司广告           |
| 11. one shot  | k. 报刊上的一次性广告      |
| 12. display advertisement                           | w. 造型广告           |
| 13. advertising budget                              | c. 广告支出预算         |
| 14. advertising media                               | x. 广告传播媒介         |
| 15. international advertising agency                | g. 国际广告公司         |
| 16. full service advertising agency                 | u. (提供) 全套服务的广告公司 |
| 17. advertising agency network                      | r. 广告公司网络         |
| 18. lay-out of an advertisement                     | d. 广告设计模型         |
| 19. buying space                                    | y. 购买广告权          |
| 20. directory advertising                           | m. 在各种手册中刊登广告     |
| 21. size of an advertisement                        | t. 广告规格           |
| 22. advertisement originator                        | i. 广告编制人          |
| 23. repeat an advertisement                         | e. 重复广告, 重登(重播)广告 |
| 24. place an advertisement, put up an advertisement | p. 登广告            |
| 25. advertising material, advertising               | j. 广告材料           |

## Unit 2

### Reading I

Pre-reading:

#### 1. Brainstorming: (key for reference)

Written Forms	<i>letter</i> , fax, telex, electronic mail, memorandum, notice posted on bulletin boards, contract, document, report...
Oral Forms	<i>conversation</i> , voice mail, phone call, talk, quarrel, discussion, argument...
Other Forms	<i>smile</i> , blink, frown, sigh, yawn, hand-shaking, finger-touching, look straight in the eye, click a pen, fiddling with one's glasses, cross one's arms...

1. **Pairwork:** Discuss with your partner the following questions

- 2) What factors often influence your decision when you are considering which communication form to choose?  
--- speed, accuracy, cost, efficiency, coverage, ability to promote goodwill, audience (age, sex, status, occupation, etc.)...
- 3) What do you think are some of the advantages/ disadvantages of communicating with someone in a face-to-face meeting?  
--- more personal, more interaction and feedback possible, making more impact, exert emotional influence;  
--- unable to unsay what has been said, may not be remembered, unable to organize your thoughts, may leave out some important points, rather expensive if travel involved...
- 4) What do you think are some of the advantages / disadvantages of communicating in writing?  
--- much cheaper, a record can be kept for the files, errors can be changed, can write when you're in the right mood, can take your time over planning, can consider how to express complicated and delicate details...  
--- take more time preparing, no feedback or the feedback is delayed, no personal touch, no smiles, no handshakes...

#### Exercise

#### 2. Choose the best answer to complete the following sentences.

1. b                      2. c                      3. d                      4. a                      5. d

#### 3. Give the word according to the meaning provided.

- |               |               |                 |
|---------------|---------------|-----------------|
| 1. script     | 2. enthusiast | 3. perspective  |
| 4. infatuated | 5. deduce     | 6. subconscious |
| 7. inevitable | 8. widget     | 9. minimalist   |

10. premise

**4.Put the correct forms of the following expressions in the blanks.**

- |                         |                  |                  |
|-------------------------|------------------|------------------|
| 1. prospects            | 2. perspective   | 3. far from      |
| 4. downright            | 5. premise       | 6. deduced       |
| 7. in question          | 8. irrelevant    | 9. odds          |
| 10. merits              | 11. subconscious | 12. settle for   |
| 13. More often than not | 14. categorised  | 15. self-evident |

**5.Rewrite the following sentences and replace the *italicized words* with the appropriate phrases from the text.**

1. From my point of view, the new trading policy is not practical.
2. It's management that's at fault rather than the work-force.
3. With its superb design and reasonable price the upgraded product appeals to the customers.
4. I hate to spring the news on you at such short notice.
5. Particular attention should be given to the prospects.
6. The president of the firm once had an intimate knowledge of import and export business.

**6.Word study**

**1**

- a. Every guest should settle their bills before leaving the hotel.
- b. They had hoped to get a great deal from that contract but had to settle for a lot less.
- c. The management and union members met to try to settle their dispute.

**2**

- a. There is no reason to suppose that her new book will be any better than her last one.
- b. The meeting was supposed to take place on Tuesday, but we have postponed it.
- c. The police are acting on the supposition that she took the money.

**3**

- a. Powerful advertising can convince people to buy almost anything.
- b. Convinced of the quality of the product, the buyer signed the contract on the spot.
- c. It took me a day or two to convince her that I was not going to harm her.
- d. Investigators have not found a convincing motive for the crime.

**4**

- a. Many Chinese businessmen pursue a middle course when doing business.
- b. China has pursued the foreign policy of peaceful co-existence.
- c. Feeling an urge for further study he decided to pursue a doctor's degree after obtaining his master's degree.
- d. People are having to move to other areas in pursuit of work.

**5**

- a. Would anyone care to respond to the last question?
- b. After this kind of stoves hit market consumers responded favorably to them.
- c. The new exhibition has met with a favourable response from the public.

***Post-reading (key for reference)***

**Principles for Producing an Effective Sales Letter**

- ✧ Be especially careful that your letter appears to be easy to read.
- ✧ Making your sentences short and direct and breaking up your copy frequently into short paragraphs, with indentions at the beginning of each and spaces between paragraphs.
- ✧ Using a direct style and personalizing the message as much as possible.
- ✧ Using the customer's name in the body of the letter. Keep in mind You ( the customer) is always a key word to success.
- ✧ Using fewer adjectives and adverbs, sticking with nouns and verbs as much as possible, thus your letter will be more believable.
- ✧ Using the most accurate figures possible and not round them off in quantifying, which will make your letter more credible.
- ✧ Having specific objectives, stating specific facts in the clearest terms possible.
- ✧ Showing the prospect why it is in his or her interest to consider your offer and focusing on the customer's self-interest.
- ✧ Showing the customer what benefits you can offer (some typical benefits customers seek are saving money, making money, getting a better job, being more attractive, being more healthy, being more secure, losing weight, acquiring higher prestige and status, having an easier life, being admired by others, being loved, having someone to love, avoiding disasters and many similar emotional desires)
- ✧ Knowing which goal you are in pursuit of and which goal you should be aiming at before writing.
- ✧ Concerning yourself with the two factors: promise and proof (Offer the properly motivating promise --- what you offer will benefit the customer – and the proof, the rationale that you can and will keep the promise. Be careful you don't dilute the impact of your letter by promising something unrealistic. The sales appeal should be built around one central feature, one major benefit that you believe will have wide appeal and that you believe you can back up. Then concentrate on proving that promise to be a valid one: far better a modest promise that you can back up than a blue sky promise that you can't substantiate.
- ✧ Don't allow the message in your letter to end abruptly and indecisively, hanging uncertainly in the air. Tell the reader what you want him or her to do. If you fail to do this, many customers will do nothing at all.
- ✧ Put your most important information first. Two of the most important parts of your sales letter are the benefits and the offer — both should come early in your letter. Tell people what you are selling, why they need it, and (in most cases) what it costs. Prospects should have a good general grasp of your offer by the second or third paragraph.
- ✧ Emphasize your vital information. For instance, use a headline and subheadings to proclaim your most important points. Detail your product or service's features with bullets, linking each feature with the benefit it will give a customer.
- ✧ Include a P.S. Studies show that most people read the P.S. before they read the



rest of the letter. You can even include a second and third P.S. in hard-selling letters to business opportunity seekers, sweepstakes players, and others who appreciate enthusiasm.

- ✧ Break your copy into short sections. Professional writers often keep their paragraphs to two or three sentences. Why? Most readers are in a big hurry. Long paragraphs look intimidating and hard to read. Short chunks of copy separated by white space immediately say “get this information fast.”
- ✧ Be especially careful that your letter appears to be easy to read.
- ✧ Making your sentences short and direct and breaking up your copy frequently into short paragraphs, with indentions at the beginning of each and spaces between paragraphs.
- ✧ Using a direct style and personalizing the message as much as possible.
- ✧ Using the customer’s name in the body of the letter. Keep in mind **You** ( the customer) is always a key word to success.
- ✧ Using fewer adjectives and adverbs, sticking with nouns and verbs as much as possible, thus your letter will be more believable.
- ✧ Using the most accurate figures possible and not round them off in quantifying, which will make your letter more credible.
- ✧ Having specific objectives, stating specific facts in the clearest terms possible.
- ✧ Showing the prospect why it is in his or her interest to consider your offer and focusing on the customer’s self-interest.
- ✧ Showing the customer what benefits you can offer (some typical benefits customers seek are saving money, making money, getting a better job, being more attractive, being more healthy, being more secure, losing weight, acquiring higher prestige and status, having an easier life, being admired by others, being loved, having someone to love, avoiding disasters and many similar emotional desires)
- ✧ Knowing which goal you are in pursuit of and which goal you should be aiming at before writing.
- ✧ Concerning yourself with the two factors: promise and proof (Offer the properly motivating promise --- what you offer will benefit the customer – and the proof, the rationale that you can and will keep the promise. Be careful you don’t dilute the impact of your letter by promising something unrealistic. The sales appeal should be built around one central feature, one major benefit that you believe will have wide appeal and that you believe you can back up. Then concentrate on proving that promise to be a valid one: far better a modest promise that you can back up than a blue sky promise that you can’t substantiate.
- ✧ Don’t allow the message in your letter to end abruptly and indecisively, hanging uncertainly in the air. Tell the reader what you want him or her to do. If you fail to do this, many customers will do nothing at all.



## Reading II

### ***Dictation***

Business depends on communication. People must communicate to plan products; hire, train, and motivate workers; coordinate manufacturing and delivery; persuade customers to buy; and bill them for the sale. Indeed, communication is the way people get their points across and get work done.

Communication takes many forms: face-to-face or phone conversation, informal meetings, e-mail messages, letters, memos, and reports. All of these methods are verbal communication, or communication that uses words. Nonverbal communication does not use words. Pictures, computer graphics, and company logos are nonverbal. Interpersonal nonverbal signals include smiles, who sits where at a meeting, the size of an office, and how long someone keeps a visitor waiting.

### ***Comprehension***

Write “T” for true, “F” for false or “NM” for not mentioned.

- |       |      |      |      |       |
|-------|------|------|------|-------|
| 1. NM | 2. F | 3. T | 4. F | 5. NM |
| 6. T  | 7. F | 8. T | 9. T | 10. T |

### ***Vocabulary***

Guess the meaning of the following italicized words and expressions from the text.

- |      |      |      |      |       |
|------|------|------|------|-------|
| 1. c | 2. b | 3. a | 4. d | 5. a  |
| 6. b | 7. c | 8. c | 9. a | 10. c |

### ***Special Use***

- |            |            |            |             |                |              |
|------------|------------|------------|-------------|----------------|--------------|
| 1. Almost  | 2. most    | 3. badly   | 4. bad      | 5. differently | 6. different |
| 7. well    | 8. good    | 9. real    | 10. really  | 11. surely     | 12. sure     |
| 13. late   | 14. lately | 15. fair   | 16. fairly  | 17. hard       | 18. hard     |
| 19. hardly | 20. high   | 21. highly | 22. largely | 23. wide       | 24. widely   |
| 25. just   | 26. justly | 27. most   | 28. mostly  | 29. low        | 30. lowly    |

### ***Translation***

Translate the following sentences into English, using the expressions in the parentheses.

- From my point of view, the best way for the company to shake off the crisis is to upgrade its products.
- Parcels of this kind, more often than not, should be sent by EMS (Express Message Service).
- The issue in question is how to develop international market for the product.
- Have you given any more thought to setting up in business / going into business?
- Don't expect me to make the elevator work immediately. I've just had the job sprung on me.
- I really don't know why he is always finding fault with the way I do things.

7. If you consider yourself qualified for the job, please mail us two photos in attachment to your application form.
8. I can't attend the meeting in person, but I'll send my deputy to speak for me.
9. Acting on the accusation letter from the local people, the police immediately banned the illegal organization.
10. Germany saved face by getting a goal in the last minute to draw the match.

### ***Cloze***

1. a    2. d    3. b    4. d    5. c    6. b    7. d    8. d    9. a    10. b  
 11. c    12. a    13. c    14. c    15. d

### **Extended activities**

#### A. Function and Structure

Complete the following dialogues.

- 1) Client: Could you tell me how much it would cost to send a letter to France by regular mail?  
 Clerk: I'll have to check. Anything else I can do for you?  
 Client: Yes. I'd like 10 airmail stamps.  
 Clerk: Here you are.
- 2) Client: What's the postage on this parcel to Australia, please?  
 Clerk: Just a second. I'll weight it first. Oh, the charge will be 2 dollars and 48 cents.  
 Client: How much more have I got to pay if I send this by special delivery?  
 Clerk: You've got to pay 5 dollars more for special delivery.  
 Client: I see. Thank you.
- 3) Client: What's the cost for a letter to Canada?  
 Clerk: Fifty cents.  
 Client: I'm wondering approximately how long it will take to get there by airmail?  
 Clerk: I should say it will take at least three days by airmail.
- 4) Client: What's the rate for telegrams to Paris?  
 Clerk: Just a moment. I'll make sure. If you send your telegram full rate to Paris, it will cost you 20 cents per word, minimum 10 words.  
 Client: I'd like to have it sent by an urgent telegram. What's the rate?  
 Clerk: If your telegram is urgent, the rate will be doubled.  
 Client: Ok. Please give me a message form.  
 Clerk: Don't forget to write your telegram in block letters.
- 5) Client: Would you please tell me how to send a package abroad?  
 Clerk: My pleasure. First please fill out this customs slip stating the contents and value. Do you want it insured?  
 Client: What's the insurance fee?  
 Clerk: The insurance is \$ 1.25.  
 Client: There're only some clothes in it. I don't want to have it insured.  
 Clerk: And how would you like to send it, surface mail or airmail?

Client: Gee. I'm not sure about that. How much would each cost and how long would each take?

Clerk: Airmail would cost \$12.6 per kilo and it would take about 10 days. Surface mail would be cheaper, but it wouldn't arrive for about 2 months. The rate is \$4.6 per kilo.

Client: Airmail, please. By the way, what's the size and weight limit for the package?

Clerk: 3 kilos, no more than 33 inches by 25 by 12.

Client: One thing more, when will the post be dispatched?

Clerk: Oh, I think you still have time to catch the early post. The early post goes out at 9: 30 in the morning.

6) Clerk: Next please! Hi, can I help you, sir?

Client: Yes. What do I have to do to mail these photos?

Clerk: You can send them by ordinary mail or airmail.

Client: Can I send them as printed matter?

Clerk: No, I'm afraid you can't. Anyway, although the rate for printed matter is cheaper, it doesn't go as quickly as ordinary or airmail mail.

Client: I see.

Clerk: Where would you like to send them?

Client: China.

Clerk: Yes. Do you wish to send them by ordinary mail or airmail?

Client: It's much better to use airmail, isn't it?

Clerk: Yes, it's much quicker.

Client: What's the airmail rate to China?

Clerk: Airmail to China is 48 cents per ounce and we demand a surcharge of 4 cents per gram for the overweight.

Client: Could you weigh them for me?

Clerk: Sure. It's 6 grams overweight. You'll have to pay 24 cents extra for the overweight. That comes to 72 cents, please. Anything else I can do for you?

Client: Yes. I want a postcard, please.

### B. Practical Reading

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1. b  | 2. c  | 3. d  | 4. d  | 5. d  |
| 6. a  | 7. c  | 8. a  | 9. c  | 10. b |
| 11. d | 12. c | 13. a | 14. c | 15. b |

### C. Basic Writing

- 1.(1) As the job market is constantly changing, the counselor urged each/every student to make plans for the future.
- (2) The tax committee, after much debate, finally reached a consensus.
- (3) A number of college graduates want to apply for a job in a big company.
- (4) The employer increased salaries to improve the workers' morale.
- (5) Keep this information on file for reference.

- (6) The engineer suggested purchasing a QWIP machine to transmit test reports between plants.
- (7) The project manager asked him to consider whether they should change the specifications.
- (8) In 2000 wage rates declined by 6 percent, and employee turnover was high.
- (9) As a rule, we would ask you to calculate container transport to Brisbane for onward shipment.  
We would usually ask you to calculate container transport to Brisbane for onward shipment.
- (10) In my opinion, the firm's difficulties are due to bad management and overtrading.  
I think the firm's difficulties are due to bad management and overtrading.
- (11) Whatever the secretary does, she works seriously/with great care, and does her best to do it well.
- (12) The Advertising and Marketing Department clearly know when the new sales campaign will begin.
- (13) The Japanese suppliers are visiting the factory.
- (14) He told us honestly that neither of the plans had an acceptable cost.
- (15) This product was jointly designed by Mr. Smith and some of his younger colleagues.  
This product was designed by Mr. Smith in collaboration with some of his younger colleagues.
2. (1) (Run-on sentence) Although/Though the price had been lowered, the house remained unsold.
- (2) (Faulty parallelism) The interview will be about your interests, your abilities, and your aspirations.
- (3) (Misplaced modifier) Our overhead includes nearly 400 pairs of blue jeans.
- (4) (Dangling modifier) As it was the final report of the year, Ms. Smith made up her mind to complete it with extra care.
- (5) (Fragmentary sentence) When I worked for Far East Enterprises, they were just a local firm dealing with toys.
- (6) (Dangling modifier) If you want to be a good salesman, endless patience is needed.  
To be a good salesman, one needs endless patience.
- (7) (Faulty parallelism) Jenny got the promotion because of her excellent sales record, her long service with the firm, and her systematic approach to management.
- (8) (Fragmentary sentence) The committee decided to give you another week, considering the strength of your recent proposal.
- (9) (Dangling modifier) As I was confused by too many technical terms, the manual was of no use to me.
- (10) (Faulty parallelism) The purpose of the study group will be to coordinate research and development, to monitor new product development, and to recommend funding for promising projects.

- (11)(Fragmentary sentence) You can make requests for something, including an illustrated catalogue and the latest price list.
- (12)(Run-on sentence) Mr. Peterson called this morning. He said the new software package should be available about the second of next month.  
Mr. Peterson called this morning; he said the new software package should be available about the second of next month.  
Mr. Peterson called this morning, and he said the new software package should be available about the second of next month.
- (13)(Misplaced modifier) On the loading dock we found a package that should have been shipped last Friday with the Beason order.
- (14)(Dangling modifier) The company saved money by consolidating our shipping department.
- (15)(Misplaced modifier) We need feedback from our customer relations officers so that we can maintain an efficient service.
3. (1) To review the results of the most recent series of tests, Mary will arrive tomorrow.
- (2) As/Because/Since all of our yearly sales targets have been reached, I propose we offer a special bonus to the sales representatives.
- (3) I went to the export commodities fair, but I didn't stay long.
- (4) Despite/In spite of forgetting to have the report with him, he managed to give us the main figures.
- (5) Having received your inquiry, we will immediately mail you the samples.
- (6) Introduced by his assistant, the manager began his talk with an opening statement.
- (7) The secretary must attend all meetings, call the roll, and keep the minutes.
- (8) Unexpectedly, he decided to take the job.
- (9) After a five-week slump, sales increased.
- (10)The vice-president thinks the new procedure is superior.
- (11)Unless the workers work overtime this weekend, they won't make deliveries on time.
- (12)Being able to communicate effectively in English, he is responsible for the Public Relations Department.
- (13)Although the manufacturers have agreed to replace the equipment, they will not compensate for the damage.
- (14)The staff who work on the first floor have complained about the noise.
- (15)Though our goods are new products, they have the fine workmanship and competitive prices, so they enjoy popularity in the European market.

#### D. Additional Vocabulary

- |                              |         |
|------------------------------|---------|
| 1. zip code, postcode        | i. 邮政编码 |
| 2. mail, post, postal matter | q. 邮件   |
| 3. registered mail           | e. 挂号邮件 |
| 4. air mail                  | a. 航空邮件 |
| 5. surface mail              | k. 平寄邮件 |

- |                                   |                |
|-----------------------------------|----------------|
| 6. special delivery               | u. 特快专递        |
| 7. postal service                 | x. 邮政（业务）；邮政部门 |
| 8. mail drop, postbox, pillar box | v. 邮筒；邮箱       |
| 9. postmark                       | m. 邮戳          |
| 10. postman, mailman              | o. 邮递员         |
| 11. postage free                  | y. 邮资免付        |
| 12. postage paid                  | p. 邮资已付        |
| 13. branch post office            | l. 邮政支局        |
| 14. general post office           | h. 邮政总局        |
| 15. postal savings                | g. 邮政储蓄        |
| 16. remit by post                 | w. 邮汇          |
| 17. telegraphic transfer          | b. 电汇          |
| 18. money order                   | c. 汇票          |
| 19. commemorative stamp           | j. 纪念邮票        |
| 20. printed matter                | f. 印刷品         |
| 21. telegram                      | t. 电报          |
| 22. mailbag                       | d. 邮袋          |
| 23. mail clerk, post clerk        | s. 邮局办事员       |
| 24. stamped envelope              | r. 邮简          |
| 25. mail order, buy by mail       | n. 邮购          |

#### F. Humor Time

- |           |            |            |
|-----------|------------|------------|
| 1. Yogurt | 2. Apple   | 3. Shampoo |
| 4. Bread  | 5. TV food |            |

### Unit 3

#### Reading I

*Pre-reading:*

##### 1. Brainstorming: (key for reference)

Nouns	Definitions
culture	<p>1) the beliefs, way of life, art, and customs that are shared and accepted by people in a particular society</p> <p>E.g</p> <ul style="list-style-type: none"> <li>✧ In our culture, it is rude to ask someone how much they earn.</li> <li>✧ I love working abroad and meeting people from different cultures.</li> <li>✧ Western/American/Japanese etc culture</li> <li>✧ Business is one of the major forces in modern culture.</li> </ul> <p>2)</p> <p>the attitudes and beliefs about something that are</p>

	<p>shared by a particular group of people or in a particular organization</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>✧ Every government department has its own particular culture.</li> <li>✧ corporate/business/company culture</li> </ul> <p>Changing the corporate culture is a long and difficult process.</p>
custom	<p>something that is done by people in a particular society because it is traditional</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>✧ local/ancient/French etc custom</li> <li>✧ The guide offers information on local customs.</li> <li>✧ It's the custom for the bride's father to pay for the wedding.</li> </ul>
convention	<p>behaviour and attitudes that most people in a society consider to be normal and right synonym custom</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>✧ Playing together teaches children social conventions such as sharing.</li> <li>✧ They defied the conventions of the time by living together without being married.</li> </ul>
tradition	<p>a belief, custom, or way of doing something that has existed for a long time, or these beliefs, customs etc in general</p> <p>E.g.</p> <p>Spain still has a strong tradition of small local shops. the ancient traditions of South East Asia</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>✧ Both brothers followed the family tradition and became doctors.</li> <li>✧ There is a lot of emphasis on maintaining local traditions.</li> </ul>
manners	<p>1) polite ways of behaving in social situations</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>✧ Her children all had such good manners.</li> <li>✧ It's bad manners to talk with your mouth full (=talk and eat at the same time).</li> <li>✧ You mind your manners , young man! '</li> <li>✧ 'Some people have no manners . '</li> </ul>

	2) [formal] the customs of a particular group of people E.g. ✧ a book about the life and manners of Victorian London
habit	something that you do regularly or usually, often without thinking about it because you have done it so many times before E.g. ✧ Regular exercise is a good habit for kids to develop. ✧ Jeff was in the habit of taking a walk after dinner. ✧ Some people drink alcohol as much from habit as from desire.

2. Pairwork: Discuss with your partner the following question.

2) What do you know about organizational culture?

Basically, organizational culture is the personality of the organization. Culture comprises the assumptions, values, norms and tangible signs (artifacts) of organization members and their behaviors. Members of an organization soon come to sense the particular culture of an organization. Culture is a term that's difficult to express distinctly, but everyone knows it when they sense it. For example, the culture of a large, for-profit corporation is quite different than that of a hospital which is quite different than that of a university. You can tell the culture of an organization by looking at the arrangement of furniture, what they brag about, what members wear, etc. — similar to what you can use to get a feeling about someone's personality.

In brief, organizational culture or corporate culture may include: attitudes, values, beliefs, norms, customs, philosophies, assumptions, rituals, routines...of an organization

3) How can you get a sense of an organization's culture?

An organization's culture is a result of the values, beliefs, underlying assumptions, attitudes, and behaviors shared by its employees. We can see culture live in the common language, symbols, stories, legends, and daily work practices of an organization. The following organizational culture-embedding mechanisms tell us a lot about an organization's culture.

- ✓ Organization design and structure
- ✓ Organizational systems and procedures
- ✓ Organizational rites and rituals
- ✓ Design of physical space, facades, and buildings



- ✓ Stories, legends, and myths about people and events
- ✓ Formal statements of organizational philosophy, values, and creed
- ✓ What leaders pay attention to, measure, and control on a regular basis
- ✓ How leaders react to critical incidents and organizational crises
- ✓ Criteria by which leaders allocate scarce resources, rewards and status
- ✓ Criteria by which leaders recruit, select, promote, retire, and excommunicate organizational members

4) What is the importance of understanding organizational culture?

Organizational culture is enduring and complex, and may have both a positive and a negative effect on the staff and the workplace. In many ways culture will determine the survival of an organization over the long term, especially in volatile industries. Understanding the organizational culture can help you to understand why change does not take place, or why a project fails. It will also help you to determine where to strive to make changes to the culture. Understanding the culture and, as required, changing it, can mean the difference between attracting and retaining good employees and driving away the best employees with an environment that doesn't encourage, challenge, or reward them.

5) What organizational culture do you think is more desirable for your personal progress in the career?

There are different types of culture just like there are different types of personality. Researcher Jeffrey Sonnenfeld identified the following four types of cultures.

**Academy Culture** Employees are highly skilled and tend to stay in the organization, while working their way up the ranks. The organization provides a stable environment in which employees can develop and exercise their skills. Examples are universities, hospitals, large corporations, etc.

**Baseball Team Culture** Employees are "free agents" who have highly prized skills. They are in high demand and can rather easily get jobs elsewhere. This type of culture exists in fast-paced, high-risk organizations, such as investment banking, advertising, etc.

**Club Culture** The most important requirement for employees in this culture is to fit into the group. Usually employees start at the bottom and stay with the organization. The organization promotes from within and highly values seniority. Examples are the military, some law firms, etc.

**Fortress Culture** Employees don't know if they'll be laid off or not. These organizations often undergo massive reorganization. There are many opportunities for those with timely, specialized skills. Examples are savings and loans, large car companies, etc.

Exercise

2. Choose the best answer to complete the following sentences.

1. d                      2. c                      3. b                      4. a                      5. d

3. Give the word according to the meaning provided.

1. prize                      2. villain                      3. diversity                      4. flip                      5. verbally

6. philosophy    7. homogeneity    8. discipline    9. litigation    10. superior

4. Put the correct forms of the following expressions in the blanks.

- |                   |               |                       |
|-------------------|---------------|-----------------------|
| 1. allocation     | 2. creativity | 3. be consistent with |
| 4. diversity      | 5. see...as   | 6. overlapping        |
| 7. deferential to | 8. seniority  | 9. with emphasis on   |
| 10. spanned       | 11. prized    | 12. address...as      |
| 13. sensitive     | 14. pursuing  | 15. worked out        |

**5. Rewrite the following sentences and replace the *italicized words* with the appropriate phrases from the text.**

1. be deferential to
2. is not consistent with
3. address him as
4. be sensitive to
5. saw a lawyer as being eloquent in argumentation

**6. Word study**

For each of the following clues, use the given prompts to produce sentences in the same way as is shown in the model.

**1**

- a. Alaska is the largest of the fifty states that constitute the USA.
- b. Congressmen and business representatives constituted the delegation.
- c. The spread of international crime and corruption constitutes a major threat to the global economy.

**2**

- a. Creative employees are much respected in a company that values talents.
- b. We choose to travel by plane, for it offers the best value for our money.
- c. A salesman should value any opportunity within his reach to get his company's products sold.

**3**

- a. The precondition to signing the contract is that profits be shared equally among the partners.
- b. You must accept your share of responsibility for the failure of the firm.
- c. Anticipating a rise in the price of the company shares, he bought 1000 shares in the company.

**4**

- a. The company introduced new methods to enhance the competitiveness of the product.
- b. Such a move enhanced the company's image in the eyes of customers.
- c. A corporate body should enhance its awareness of law constantly.

**5**

- a. By closely analyzing the sales figures they found the regional variations.

- b. The actual situation should be analyzed to decide where and how much to invest.
- c. The analysis of the grammatical function of the parts of a sentence may help you understand.

**Post-reading** (key for reference)

1.

<i>Analyzing an organization's Culture</i>	<i>Analyzing a Discourse Community</i>
■ Tell me someone in this organization you admire. Why is he/ she so successful?	■ What specialized terms might not be known to outsiders?
■ Tell me about someone who failed in this organization. What did he / she do wrong?	■ What topics do members talk or write about? What topics are considered unimportant or improper?
■ What rituals does this organization observe? Why are they important?	■ What channels do members use to convey messages?
■ Why will someone join this group rather than one of its competitors?	■ What forms of language do members use to build goodwill or to demonstrate competence or superiority? ■ What strategies or kinds of proof are convincing to members? ■ What formats, conventions, or rules do members expect messages to follow?

2.

Analyzing your teacher	Analyzing your classmates
■ What goals matter most to your teacher?	■ What do your classmates do in their spare time?
■ What pressure is he/ she under?	■ What challenges do they face?
■ In grading your work, does your teacher want details or just the general picture?	■ To what extent do their lives outside affect their responses to school study situations?
■ What are his/ her pet peeves (经常抱怨的问题)?	■ What do your classmates value?
■ Is punctuality more important than creativity to him/her, or vice versa?	■ What are their pet peeves (经常抱怨的问题)?
■ If you have a question, would your teacher rather answer in person, by e-mail, or in a memo?	■ How committed are they to organizational goals?
■ Is he/she more approachable in class or after class?	■ How satisfying do they find their subject of study?

## Reading II

### Dictation

Most organizations and their managers realize the importance of maintaining good human relations. A climate of openness and trust encourages better performance and more loyalty from employees. For example, everyone at Walt Disney Productions — including the president — wears a name tag with first name only. At Microsoft, employees at any level are invited to send electronic mail to Bill Gates, who personally reads and answers every message. This kind of open atmosphere can only have a positive effect on human relations. In addition, when employees are satisfied with the interpersonal component of their jobs, productivity usually improves.

### Comprehension

Write “T” for true, “F” for false or “NM” for not mentioned.

- |       |       |      |      |       |
|-------|-------|------|------|-------|
| 1. NM | 2. NM | 3. T | 4. F | 5. T  |
| 6. T  | 7. NM | 8. T | 9. F | 10. F |

### Vocabulary

Guess the meaning of the following italicized words and expressions from the text.

- |      |      |      |      |       |
|------|------|------|------|-------|
| 1. b | 2. d | 3. a | 4. d | 5. d  |
| 6. c | 7. b | 8. a | 9. c | 10. d |

### Special Use: Words or Expressions Denoting Frequency and Accuracy

I.

Degree of frequency	1	2	3	4	5
Class A	<i>never</i>	<i>rarely</i> <i>seldom</i>	<i>sometimes</i> <i>occasionally</i>	<i>usually</i> <i>generally</i> <i>often</i>	<i>always</i> <i>at any time</i>
Class B	<i>yearly</i> <i>annually</i> <i>biannually</i>	<i>monthly</i> <i>bimonthly</i> <i>quarterly</i> <i>once a month</i>	<i>weekly</i> <i>fortnightly</i>	<i>every other day</i>	<i>daily</i>

1. Usually, I don't have to work at weekends.
2. She rarely finishes her work on time.
3. There is an audit once a year.
4. You should always read the small print.
5. You must never turn a customer away.

- II.
- |                 |                 |                    |                   |
|-----------------|-----------------|--------------------|-------------------|
| 1. around/about | 2. more or less | 3. estimated       | 4. in the rough   |
| 5. or so        | 6. roughly      | 7. close to/on     | 8. about/around   |
| 9. exactly      | 10. some        | 11. almost         | 12. approximately |
| 13. nearly      | 14. precisely   | 15. or thereabouts |                   |

### ***Translation***

Translate the following sentences into English, using the expressions in the parentheses.

1. In many multinational companies, employees are not necessarily deferential to the wishes of their superiors. Instead, they have the right to make suggestions to a plan.
2. I simply can't see him as the future president of the company.
3. People in this company address each other as 'colleague', giving no regards to the position one holds.
4. It is generally assumed that a salesman should be sociable. However, honesty and professional dedication are also important factors in judging a salesman.
5. There is a wide diversity of opinion regarding when China will enter the World Trade Organization.
6. We clearly realized that it was wrong to pursue the development of industry at the expense of environmental pollution.
7. Researchers needed several months to work out a plan for long-term development.
8. The future of our company is closely related to all the employees and everyone here should be actively involved in its management and decision-making.
9. Due to some mistakes in budget making, we have to make some adjustments and reduce capital investment in this project.
10. In order to further explore the market in Asia, the company has assigned Mr. Frank Smith as the chief representative to its branch in Singapore.

Translate the following from English to Chinese:

上海通用的远景目标是建立一支充满活力和具有高度责任感的员工队伍, 全面贯彻“精益管理”的经营原则, 使上海通用在生产安全、顾客导向、质量意识和生产效率等方面成为在世界上处于领先地位的制造企业。

上海通用的价值观表现为: 对员工关怀备至、让顾客满意放心、对工作精益求精、对公司忠诚奉献。

“精益管理”是公司经营原则的核心。它要求每一位员工树立这样的信念, 那就是: 在工作中提高效率, 消除浪费, 为公司的每一步成功作出自己应有的贡献。

### ***Cloze***

1. b    2. c    3. a    4. b    5. d    6. b    7. c    8. a    9. d    10. d  
11. d    12. b    13. a    14. c    15. c

### **Extended activities**

#### ***A. Function and Structure***

Complete the following dialogues.

- 1) Mr. Evans: Excuse me, is this Mr. Price, the export sales coordinator's office?  
Miss Jones: No, it isn't. It's the conference room.

Mr. Evans: Oh, really? Can you tell me where Mr. Price's office is?

Miss Jones: My pleasure. One flight up to the fifth floor. The third room on your right. You can't miss it.

- 2) Clare: Miss Lucas, you come from Argentina? I'm rather keen to know whereabouts you come from in Argentina.

Miss Lucas: Er... I live in Buenos Aires, but I was raised in Mendoza.

Clare: Oh, really? What a coincidence! My eldest uncle used to live in Mendoza. A beautiful city, isn't it?

- 3) Mr. White: How do you do, Mr. Gray. I've been looking forward to meeting you. I suppose it must be very tiring to fly so many hours, isn't it?

Mr. Gray: Yeah, but not too bad. If only I knew why the flight's delayed for three hours.

Mr. White: I think it must be the fog. You're lucky. I learn from the announcement some flights from Paris have been cancelled.

- 4) Sue: Is it possible to obtain any information about the interview?

Cathy: Don't ask me. I wish someone could tell me something about it.

- 1) Mary: Mr. Johnson, I hope you don't think I'm being inquisitive, but I'd like to know what you do for a living.

Mr. Johnson: I don't have regular jobs. I have attempted many ways to earn my living: carpenter, gardener, lorry driver, technician, and now I'm working for a small advertising company.

- 6) Jack: Any idea why the bus is late?

Sue: I wish I knew.

- 7) Jackie: Doesn't anyone know Mr. Silver's address?

John: I'm afraid nobody can help you here. Mr. Silver moved to his new apartment last week.

Jackie: Oh, no. What I'd like to know is how to get in touch with him now. It's urgent. Would you mind telling me his mobile phone number?

- 8) Cathy: Know anything about Cubism?

Fanny: I'm sorry to say cubism is not something I know very much about.

- 9) Susan: Do you happen to know the man standing beside the managing director?

Maggie: Oh, I haven't got the slightest idea who he is.

Juliet: He is the new chief accountant, Mr. Hobbes. That's what I heard.

- 10) Billy: Hi, George. Could you give me some information about my latest offer.

George: My information is that they don't think your quotation is very competitive. You see, they contacted several suppliers at one time.

Billy: So I guess. But thank you for telling me this.

### B. Practical Reading

1. (1) c      (2) d      (3) a      (4) b      (5) b

2. (1) They are responsible for teaching the German-based assembly line technology to the workers. They are also responsible for four floor supervisors who oversee the thirty assembly line workers.

(2)

	<b>Ms. Graus' opinion</b>	<b>Mr. Arango's opinion</b>
Attitude towards Subordinates	Mr. Arango is too friendly.	Ms. Graus is very cold and unfriendly.
Control	The floor supervisors have enough information to carry out their jobs and she and Mr. Arango should be making all the decisions.	The floor supervisors should be given more responsibility and control over their workers and they should be given more information related to their jobs and more decision-making power.
Competition	Competition in which workers with the greatest output are rewarded with a bonus would raise company spirits.	Competition actually lower morale not raise it.

### C. Basic Writing

1. (1) b      (2) d      (3) a      (4) b      (5) c

2.

- (1) The stock market has three direct effects on business investment. One is that the market has traditionally served as a general barometer of the expectations of the business-minded community as a whole. A second direct effect of the stock market on investment has to do with the ease of issuing new securities. Finally, when the market is very low, companies with large retained earnings may be tempted to buy up other companies, rather than use their funds for capital expenditure.
- (2) Californians and New Englanders are both Americans. They speak the same language and abide by the same federal laws. But they are very different in their ways of life. Mobility — both physical and psychological — has made a great impression on the culture of Californians. Lack of mobility is the mark of customs and morality of New Englanders.
- (3) The French, as would be expected, have a genuine appreciation of fine workmanship, expensive materials, originality, harmony and style. Middle managers may not own a lot of clothes but what they do own is of the highest quality. French businessmen prefer the “uniform” but will accessorize their dark suits with colorful ties or carry a designer briefcase. They never loosen their ties or roll up their sleeves. That would be unstylish. Local businesswomen are stylish. Painted nails and high heel shoes should not be mistaken as a sign that they lack business acumen. The French actually put care and thought into the style and quality of their dressing.
- (4) Among these self-reliant pioneer families, certain ideas began to take root and grow. The pioneers were free women and men who had created homes in the



wilderness. They were individualists, for their success depended on their own strength and skill. But the pioneers also believed in cooperation, for only by helping one another could they clear land and build houses. They felt themselves to be the equals of other men and women, for they saw most of their neighbors living similar lives. Finally they were optimists, for they saw the forests yielding to their axes. They saw homes and villages springing up in what had been wilderness land. And they saw neighbors who had started with nothing raising their families in security and increasing comfort.

- (5) Finding a part-time job in a college town is not easy. On the one hand, students are many and of various majors. On the other hand, jobs are few. It is not unusual to see a long waiting list for just one or two positions. Sometimes, even when you finally get a job opportunity, the working hours do not fit in your schedule for classes and experiments. Before you can make any adjustment, the vacancy has already been filled. Thus, finding a part-time job in a college town is highly competitive.

3. (1) b      (2) d      (3) a      (4) b      (5) c

D. Additional Vocabulary

- |                      |             |
|----------------------|-------------|
| 1. cost              | e. 成本       |
| 2. profit            | k. 利润       |
| 3. invest            | i. 投资       |
| 4. market share      | w. 市场份额     |
| 5. launch cost       | a. 启动成本     |
| 6. pricing policy    | r. 价格政策     |
| 7. productivity      | b. 生产力      |
| 8. profitability     | j. 获利能力     |
| 9. interest rate     | q. 利率       |
| 10. recession        | v. 经济衰退期    |
| 11. monopoly market  | p. 垄断市场     |
| 12. proactive        | d. 积极进取型    |
| 13. reactive         | u. 被动反应型    |
| 14. boom             | c. 繁荣       |
| 15. "green" consumer | f. 环保消费者    |
| 16. sales            | m. 销售额      |
| 17. autocratic       | s. 独裁管理     |
| 18. delegate         | x. 授权, 权力下放 |
| 19. substitute       | l. 替代品      |
| 20. comparable       | g. 可比的      |
| 21. life cycle       | o. 生命周期     |
| 22. patented         | y. 获专利的     |
| 23. speciality good  | h. 特殊商品     |
| 24. promotion        | t. 促销       |
| 25. distribute       | n. 分销       |



### F. Humor Time

a—7; b—5; c—1; d—6; e—8; f—4; g—3; h—2

## **Unit 4**

### Reading I

*Pre-reading:*

*1. Brainstorming:*

Who are they in the family?	What family are you in?	Other elements concerning family
<i>Grandpa</i> , grandfather, grandma, father, mother, son, daughter, brother, sister, cousin, nephew, father-in-law, mother-in-law, younger/elder brother (sister), uncle, aunt, grandnephew, great-uncle	<i>Nuclear</i> , linear, extended, composite, separate, small, large, traditional, happy, single-parent, one-person household	<i>Marriage</i> (registration, age, certificate), marital status, ever-married, single, unmarried, family disintegration, divorced, widowed, separated, monogamy, polygamy, birth control, family planning, couples of child-bearing age, pregnancy, contraception, sterilization, (induced) abortion

### **Exercise**

#### **2. Choose the right answer to complete the following sentences.**

1. d      2. b      3. a      4. d      5. c

#### **3. Give the title according to the meaning provided.**

1. untracked      2. glow      3. tiptoe      4. specimen      5. glide  
6. picnic      7. bubble      8. serene      9. inspiration      10. meander  
11. cider      12. bucketful      13. exhilaration      14. ski      15. intricate

#### **4. Put the correct forms of the following expressions in the blanks.**

1. lapping      2. meanders      3. gaze at      4. falls on      5. By the time  
6. marked      7. motioned      8. inspiration      9. intricate      10. specimen  
11. bubbled with      12. twinkled      13. respectively      14. abandon      15. bring up the rear

#### **5. Rewrite the following sentences and replace the *italicized words* with the appropriate phrases from the text.**

- The child gazed at the twinkling stars, wondering where on earth they were from.
- The pupils walked ahead; the teachers brought up the rear.
- When human beings run out of natural resources, they will be dragged into a very serious crisis.
- It looks as if our company is heading for another record year.
- Mother's Day fell on my mother's birthday this year.

## 6. Word study

1

- a. We spread a cloth on the table to avoid making it greasy.
- b. A lot of companies regard television advertising as the most effective way of spreading the word.
- c. The only way to prevent the spread of the disease is to cure those infected by the disease.

2

- a. With the combined effort of both parties the talks yielded substantial results.
- b. New farming methods should not take more from land than it is capable of yielding.
- c. Yields on gas shares increased by 15% this year due to the rise in sales volume.

3

- a. The achievement inspired them to make even greater progress.
- b. The whole company got inspired with the first month's sales results.
- c. Inspiration came to him as he started to write for the second time.

4

- a. We must explore the potentiality of the market before we invest.
- b. We can use this small house as a base for explorations into the mountains around.
- c. An exploratory surgery is needed to find the cause of the pain in his knee.

5

- a. The company is casting its net wide in its search for a new sales manager.
- b. His muddled evidence cast doubt on his reliability as a witness.
- c. The entire cast of the play deserves praise for this performance.

## Reading II

### Dictation

Some say happiness comes from within, from a peaceful mind demanding little, but others prefer to get their thrills via career success and making money. It seems that Singapore's youth are opting for the second: they are so busy that they are hardly finding the time to raise families. No matter what happiness you pursue, the Singapore government has told its young, you should fall in love first. The government will even offer money to young couples to encourage more babies born.

"Family is the greatest source of happiness," an official said.

### Comprehension

Write "T" for true, "F" for false or "NM" for not mentioned.

- 1. T    2. T    3. F    4. F    5. T
- 6. F    7. T    8. F    9. F    10. T

### Vocabulary

Guess the meaning of the following italicized words and expressions from the text.

- 1. c    2. a    3. b    4. c    5. d

6. a      7. b      8. d      9. d      10. c

*Special use: **Position of Adjectives***

**Key:**

I.

1. c      2. b      3. c      4. a      5. a  
6. c      7. b      8. b      9. d      10. b  
11. a      12. b      13. a      14. c      15. a

II.

1. an unusual gold ring
2. a nice old lady
3. a good-looking young man
4. an attractive modern house
5. black leather gloves
6. an old American film
7. a large red nose
8. a lovely sunny day
9. a nice hot bath
10. an ugly orange dress
11. an elegant German clock
12. an old little red car
13. a small black metal box
14. a fascinating new historical novel
15. an interesting old French painting

III.

1. The museum houses several ancient Japanese stone vases.
2. My grandfather kept his money in a funny old red can.
3. As he opened the cell door, there was a blinding white flash of light.
4. My mother always says that I was a healthy baby with large round blue eyes.
5. My cousin lives in a large old Dutch canal boat.
6. The actor was wearing a long red silk scarf.
7. The necklace was made of beautiful pink glass.
8. He went to a famous American university

IV.

1. a good swimmer (=He is good at swimming.)
2. The swimmer is good. (=He is kind.)
3. a bad sailor (=He is poor at sailing.)
4. The sailor is bad. (=He is not kind.)
5. a light sleeper (=He doesn't have enough sleep.)
6. The sleeper is light. (=The sleeper is not fat.)

7. a late train (=a train scheduled to run late in the day)
8. The train is late. (=The train comes after the scheduled time.)
9. the members present (到场的 = the members being in the place)
10. the present members (现在的 = the current members)
11. the concerned doctor (= the worried doctor)
12. the doctor concerned (= the doctor who is responsible for this)

### *Translation*

Translate the following sentences into English, using the expressions in the parentheses.

1. By the time that more tax is to be deducted, his salary will only amount to little more than half the nominal amount.
2. The climbers stood at the top of the mountain, gazing at the splendid view.
3. We all followed our guide up the path, Marcus and I bringing up the rear.
4. The evening sun casts long shadows across the garden.
5. She was careful to mark her place/where she stopped reading with a pen before she shut the book.
6. The suspect invented all kinds of excuses to mask his crime.
7. Being one of China's pillar industries, the automobile industry should take an active role in the world market.
8. The executives wanted a greater participation in the decision-making process to make up for the losses and increase profits.
9. I know all the people in the office with the exception of the girl with pigtail.
10. Do not take it for granted that your part of work is insignificant. If you look at your job in the context of the whole department, you will discover its value.

### **Cloze**

1. b    2. c    3. d    4. a    5. d    6. b    7. d    8. c    9. a    10. b  
 11. a    12. c    13. d    14. b    15. d

### *Extended activities*

#### A. Function and Structure

Complete the following dialogues.

- 1) John: Look at my Yo- Yo. It still can't work properly. Would you explain to me why the Yo- Yo can't roll back up the string?

Jim: Er... Let me tell you why. One reason is that you looped the string incorrectly, which throw the Yo-Yo off balance.

- 2) Susan: What do you mean by keeping three C's in your mind while drafting a business letter?

Peter: What I meant was we could sum up the essential qualities of a business letter in the 3 C's, that is to say, Clearness, Conciseness, and Courtesy. Perhaps I

could make it clearer by saying this --- while you are drafting a business letter, make sure your letter is clear and easy to read and sounds polite to your recipient.

- 3) Jessica: Could you elaborate a little on how to make a call from a public telephone, Mr. Smith?

Mr. Smith: All right. The process should be performed according to the following procedure: lift the receiver and insert a coin. Listen for the dialing tone and dial the number. Then you will hear a tone telling you that the number is ringing.

Jessica: I see. Mr. Smith, you explained to us how to make a call by IDD just a moment ago. Could you give me an example?

Mr. Smith: To exemplify what I mean, let us make a call by IDD from the UK to Shanghai of PRC. You can do it like this: the first step is to dial the international code 010; the second step is to dial the country code 86; then the area code 21, and finally the number you require.

- 4) Sue: Mr. Cox asked me to send him a report about staff's reaction to reducing coffee break time. Actually I don't have any idea where to put my hand.

Mary: Let me show you how you do it. The first thing you should do is to interview staff members from different departments and assemble the necessary material for your report...

- 5) Lee: Mr. Johnson, you said you Americans admire self-made men very much. Could you explain what you meant by "self-made" men?

Mr. Johnson: Let me explain. A self-made man is a man raised to success and wealth by his own effort, usually starting without education, money, or social position.

Lee: I see. Could you give me an example?

Mr. Johnson: Of course. A good example of this would be Abraham Lincoln, the 16<sup>th</sup> president of the USA.

- 6) Susan: Mr. Smith, you mentioned in your talk the IT revolution is giving birth to a whole new breed of businesspersons, the "digital elite". Could you elaborate a little on this point?

Mr. Smith: Ur, nowadays many big companies are finding it difficult to expand their business activities, but net ventures are doing fine. You see, many people have left the rigid structure of big businesses, or rather, started their own enterprises, whereas it used to be the major established companies that attracted the elite.

- 7) Mr. Black: What do you mean by "exercising extreme caution while dealing with this firm"?

Mr. White: It means the firm doesn't enjoy a good reputation, in other words, it's inadvisable to enter into any credit transaction with it.

### B. Practical Reading

1. b    2. d    3. a    4. c    5. d    6. d    7. b    8. b    9. a    10. c

C. Basic Writing

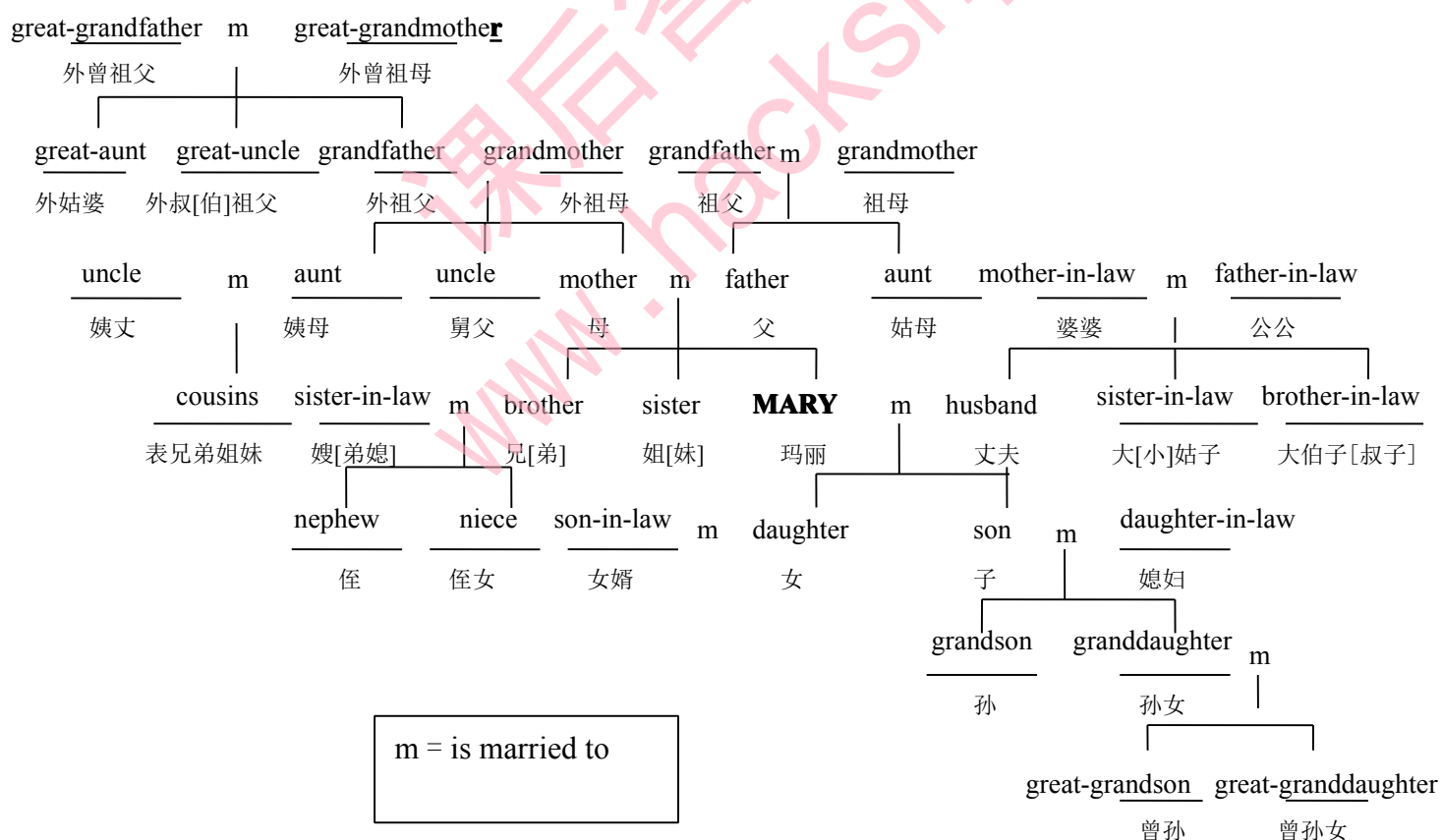
1. (1) d      (2) d      (3) e      (4) b

2. (1) When we watch a person walk away from us, his image shrinks in size. But since we know for a fact that he is not shrinking, we make an unconscious correcting and “see” him as retaining his full stature. I think I am not so easily misled by vision. Most of the things before my eyes are plainly there, not mistakable for other things. Past experience tells us what his true stature is with respect to our own. Any same and dependable expectation of the future requires that he have the same true stature when we next encounter him. Our perception is thus a prediction; it embraces the past and the future as well as the present.
- (2) People have certain advantages over animals. First, they are able to make more different sounds so that they are able to speak. If you want to communicate with people abroad, you first have to remove the language barriers there. Second, the thumb gives a person the power to grasp things. To thumb a lift means to ask passing motorists for a free ride by holding out one’s hand with the thumb raised. Third, a person’s combined senses are greater than those of animals. Finally, people live longer than most animals, so they have a better chance to use what they learn.
- (3) My favorite reading matter is science fiction because I enjoy using my imagination. When I involve myself in fantastic situations in the distant future, my mind seems to open up, and I feel more alive; my imagination is full of space ships, time warps, anti-matter, and black holes. Maybe that is why I am doing so poorly at school. I simply hate to read dry, technical prose — you know, the kind you find in most textbooks. My teachers think that I am lazy, and some think my speculations are idle-daydreams. I know that scientific and technological progress is made by people who dream and imagine and speculate — who live at least a part of their lives in the future. That is why I recommend science fiction to anyone interested in developing his or her creative abilities.
- (4) In rock music there is a distinct and almost overwhelming beat. No single beat is characteristic of the music today. But each song has an early recognizable rhythm. Light music can relieve people’s tiredness or share their sadness. Modern music makes people happy and strengthens their spirits. Young people like pop music because it can express their feelings. As you listen to a song, your foot usually starts to pick up the beat. Before long, your entire body seems to be moving with it. Your head pounds with the beat, and there is no room for thought. Only the surge of the music is important. In its own way, rock music is as dominant as the Rock of Gibraltar. Its message is an overpowering emotional one.

3. (1) Yet; Because; In addition; Therefore; In fact  
(2) To begin with; Then; Gradually; After that; In the end

4. (1) Our manager likes travelling by train better than by airplane for four reasons. Firstly, travelling by train costs less, so a lot of money can be saved. Secondly, it gives him a closer look at the cities and countryside than he could get from a plane. Thirdly, he finds the passengers on the train are easy to talk with and they are good source of useful information; on the other hand, many airplane passengers are businessmen who keep busy with their work while flying. Fourthly, trains seem to be safer than airplanes. For these reasons, our manager prefers trains to airplanes unless he has to get somewhere in a hurry.
- (2) Speaking and writing are different in many ways. Speech depends on sounds; writing, on the other hand, uses written symbols. Speech developed about 500,000 years ago, but written language is a recent development. It was invented only about six thousand years ago. Speech is usually informal, while the word choice of writing, by contrast, is often relatively formal. Although pronunciation and accent often tell where the speaker is from, they are ignored in writing because a standard diction and spelling system prevails in the written language of most countries. Speech relies on gesture, loudness, and the rise and fall of the voice, but writing lacks these features. Careful speakers and writers are aware of the differences.

#### A. Additional Vocabulary



### Unit 5

## Reading I

### **Pre-reading:**

#### **1. Brainstorming: (key for reference)**

##### **Around the Town**

<b>What to know</b>	<b>Where to go</b>	<b>How to go</b>	<b>What to carry</b>
weather	art galleries	by bus/ double-decker	maps
history	exhibitions	by taxicab	travel books
folk custom	museums	by subway	travel newsletters
places of interest	beaches	by ferry/ boat/ canoe	sunglasses
health information (good hospitals)	restaurants	by trolley bus/ streetcar/ tramcar	passport
accommodation	nightclubs	by coach/ carriage	id card
activities	theatres	by bicycle/motorcycle	Money/ credit card
transport	pubs/bars	on foot	
car rental	temples	taking a package tour	medicine
police	zoos	taking a guided tour	camera
speciality/ special local products	parks	explore with friends	video camera
nightlife	souvenir shops	explore alone	clothes

### **Exercise**

#### **2. Choose the best answer to complete the following sentences.**

1. b                      2. d                      3. c                      4. b                      5. d

#### **3. Give the words according to the meaning provided.**

- |                   |                 |                 |
|-------------------|-----------------|-----------------|
| 16. vibrant       | 17. musical     | 18. ballet      |
| 19. double-decker | 20. vast        | 21. gallery     |
| 22. navigate      | 23. spectacular | 24. prehistoric |
| 25. adorn         | 26. boast       | 27. parade      |

#### **4. Put the correct forms of the following expressions in the blanks.**

- |                       |                 |                 |
|-----------------------|-----------------|-----------------|
| 1. sell off           | 2. alternative  | 3. insight      |
| 4. boasts             | 5. spoilt       | 6. on show      |
| 7. atmosphere         | 8. switch on    | 9. valid        |
| 10. adorned           | 11. stopped off | 12. work... out |
| 13. take advantage of |                 |                 |
| 14. going for         |                 |                 |
| 15. retreated         |                 |                 |



**5. Rewrite the following sentences and replace the *italicized words* with the appropriate phrases from the text.**

1. With several major companies competing to gain the contract, a new round of market war was switched on.
2. The two companies are dependent on each other for development and their partnership dated back to 1960.
3. I'll stop off in Paris for a few days to visit my brother who is learning painting there.
4. I'm sure you can easily work out where to invest your money if you read that article.
5. It looks as if our company is heading for another record year.

**6. Word study**

For each of the following clues, use the given prompts to produce sentences in the same way as is shown in the model.

1

- a. Before trying to solve the puzzle, let us consider the best way to approach it.
- b. The club has made an approach to a local business firm for sponsorship.
- c. To gain an insight into the problem, we have to approach it from different angles.

2

- a. The plane reduced speed as it approached the airport.
- b. We have reduced the price of the coat from \$150 to \$50.
- c. Business was reduced to local buying and selling when international trade ceased.
- d. The company promised they would make no staff reductions for at least two years.

3

- a. Putting on a show of this kind involves considerable organisation.
- b. She is not a very organized person and she always arrives late at meetings.
- c. You must organize your thoughts before you deliver a speech.

4

- a. The branch company is to be located in this town where labour is much cheaper and water transportation is convenient.
- b. Macau's new small hotel has a beautiful location.
- c. The rescue crew members are trying hard to locate in the vast ocean the exact place where the boat capsized.

5

- a. Having exhausted all other possibilities, I asked Jan to run the firm.
- b. Each time she exhausted herself but managed never to become ill.
- c. She was too exhausted and distressed to talk about the tragedy.
- d. The city's streets are polluted by the exhausts from cars.

**Post-reading**

Table (A) *What's there to see in London?*

Place to go	What to do/ see
Oxford Street, Regent Street	London's famous shopping streets/ to see spectacular Christmas decorations and lights during Christmas season
Buckingham Palace	To see soldiers in red uniforms and bearskin hats parading in front of it
The House of Parliament	To see Big Ben
The Thames	To see Tower Bridge
Trafalgar Square, the National Gallery	To see works of art by some of the world's greatest artists
Holborn, the British	To see works of art and objects dating from prehistoric

Museum	times to the present day
South Kensington	To visit the Science Museum and the Natural History Museum
Covent Garden	To buy clothes and fashion items
China Town	To taste exotic Chinese, Vietnamese, Thai and Japanese food

## Reading II

### **Dictation**

The peaceful island of Madeira, for many years a favourite with British travelers, lies far out in the Atlantic off the north-west coast of Africa. It is a green, fertile island of great mountains, rising to over 6,000 feet high, running east to west.

Great valleys run down from the mountains and little fishing villages are usually found where they reach the sea. Miles of old artificial water-courses carry water from the wild interior to the coast where every available piece of land is under cultivation.

The influence of the Gulf Stream gives Madeira a lovely climate. Exotic plants flower throughout the year. Bananas and sugar-cane flourish. And the grapes which produce the world-famous Madeira wine ripen gently in the warm sun.

### **Comprehension**

Write "T" for true, "F" for false or "NM" for not mentioned.

1. T      2. F      3. F      4. F      5. T
6. F      7. T      8. F      9. T      10. T

### **Vocabulary**

Guess the meaning of the following italicized words and expressions from the text.

1. b      2. c      3. a      4. d      5. c
6. a      7. b      8. d      9. c      10. a
11. c 12. a 13. d      14. c 15. b

### **Special Use: Position of Adverbs**

I.

1. b      2. c      3. b      4. c      5. d

II.

1. The team plays well at home.
2. No one had said much but Paul seemed strangely quiet.
3. The police found his story hard to believe.
4. The exam looked tough at first but I'm sure I did well.
5. Most of our athletes ran superbly this morning.
6. I'm looking for a quiet, but centrally located flat in this area.
7. The forest fire spread incredibly quickly.
8. He studied the book carefully.
9. She looked calmly at the angry crowd.
10. She turned angrily to the man behind her.

III.

1. It is practically impossible to finish the work in three days.
2. I have never been to Canada. (never)
3. Have you ever been on board a ship on a rough sea? (ever)
4. I think Tom has already left. (already)
5. The train stopped here at nine o'clock. (here)

6. Take the sauce to the kitchen right away. (right away)
7. Jane practises the piano upstairs every evening. (upstairs)
8. The boys are still playing happily in the garden. (happily)
9. Mr. Smith often has to work late at night. (often)
10. She comes to the office occasionally on weekends.
11. Bob is frequently absent from school. (frequently)
12. I have seldom seen him downtown. (seldom)
13. She waited only because we asked her to. (only)
14. She sings folksongs wonderfully. (wonderfully)
15. The wind blew all night violently. (violently)
16. I'm terribly sorry to be late. (terribly)
17. Her mother is an awfully nice person. (awfully)
18. He kindly gave me a lift. OR: He gave me a lift kindly.
19. The kids spent all their money foolishly. OR: The kids foolishly spent all their money.
20. The plane landed smoothly right on time.

#### IV.

1. They decided to leave the town secretly. (secretly modifies leave.)
2. They secretly decided to leave the town. (secretly modifies decide)
3. Just sign here. (just modifies sign, emphasizing the action)
4. Sign just here. (just modifies here, emphasizing the place)

#### **Translation**

Translate the following sentences into English, using the expressions in the parentheses.

1. The store is selling off their old television sets to make room for the latest models.
2. The newly staged policy takes into consideration the rights and interests of the workers, as well as the benefit of the enterprise.
3. Wuhan, a metropolis located/situated in the middle reaches of the Changjiang River, is the political, economic and cultural centre of Hubei Province.
4. Chances are / It's quite possible that firms from across the country will compete with us for the contract.
5. With this special instrument you can set the machine to switch on by itself while you're out.
6. Many big enterprises, in order to acquire a share in the world market, have no other alternative but to adopt strategies that help them go global.
7. From the hovering helicopter, we had a bird's eye view of the whole city.
8. The boy looked in awe upon the hero who saved several lives from the scoundrels.
9. The firemen plunged into the burning building to rescue the child with no thought of their own safety.
10. The cliffs soared 500 metres into the air and we felt ourselves at the edge of the world.

Translate the following from English to Chinese:

在美国，有着数不尽的瀑布、水流平稳的河流、或像五大湖那样的大湖。苏必利尔湖是世界上最大的淡水湖，它冲向岸边的浪头就像一阵阵海浪。在冬天和春天，那晴朗的天空和令人眼花缭乱、五光十色的山石吸引着野营者。甚至是死亡谷的荒凉景色也吸引着许多冬季旅游者。

#### **Cloze**

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1. d  | 2. c  | 3. b  | 4. a  | 5. c  |
| 6. a  | 7. c  | 8. c  | 9. b  | 10. d |
| 11. a | 12. d | 13. d | 14. b | 15. b |

## Extended Activities

### A. Function and Structure

Complete the following dialogues.

- 1) Mary: Hi, Sally! Haven't seen you for ages. Where have you been these days?  
Sally: Hello, Mary. I went on a guided tour to Paris.  
Mary: Really? How wonderful it is! Would you please tell me some of the attractions there?  
Sally: Well, there's so much to say about it. I just don't know where to begin. If you have a chance to go there, I think you had better see the Eiffel Tower first. It's the symbol of the city, you know. From up there you can have a bird's eye view of the city.
- 2) Susan: Any plan for the weekend?  
Peter: I'd like to go camping. We plan to take a boat up the river and camp wherever we like.  
Susan: I've never gone camping before. What an exciting idea!
- 3) Bill: We're going on a guided tour to Qindao.  
Joan: Qindao? Is there anything interesting to see?  
Bill: There's so much to see in Qindao. It is one of the most famous tourist resorts in China. The city is famous for its beach, harbor and exotic architecture. Just imagine, wind, sunshine, sand and sea, what a fascinating combination!
- 4) Jack: I'll go to London on business next week. I'd have a couple of days free so I intend to do some sightseeing around the capital. Would you recommend some places of renown for me to see?  
Sue: Well, what do you particularly want to see?  
Jack: I want to visit museums, art galleries, do some shopping, go to the theatre...  
Sue: There are many places of interest in London. I'm afraid two days' time isn't enough for you to see all of them.  
Jack: Then, what would you advise me to see there?  
Sue: I think there's nothing interesting to see outside London. The places you should really go to have a look are Buckingham Palace, the National Gallery, the British Museum, Oxford street, and Shaftsbury Avenue. I also suggest you take a boat trip; you can enjoy the magnificent views along the Thames.
- 1) Philip: Would you care to go on a tour to Kenya?  
Fanny: Kenya? Are there any scenic spots to see in Kenya?  
Philip: In Kenya, you can visit the coast and enjoy the beautiful beaches. I would like to see those old Arab cities too. The Game Reserve(野生动物保护区) is also really worth visiting. Imagine the wild animals of Africa you can see, lions, elephants, hippopotamus(河马)...  
Fanny: What's the most important feature about the country?  
Philip: From the guidebook, one special feature about Kenya is the Mountains of Kenya (肯尼亚山) where you can see snow on the Equator(赤道).
- 2) Helen: I'm thinking about spending my next vacation in China.  
Harris: Really? There must be a lot of interesting places in China. Which city would you like to go first?  
Helen: The place I have in mind is Suzhou. A lot of my friends recommended me to have a look at it.  
Harris: What's the city famous for?  
Helen: Suzhou is famous for its traditional architecture and ancient gardens. The city is also known for its silk, embroidered clothes and other hand-made craftwork.  
Harris: I think you should go on a package tour, thus you needn't to worry about your accommodation, meals, tickets, and above all, your poor Chinese.

### B. Practical Reading

1. (1) a (2) c (3) c (4) d (5) a (6) b (7) b (8) a

2.

HOW WILL YOU ENJOY YOURSELF?			
Date of departure	Routing	Planned Major Activities	Place to Stay
Apr 5	UK – Channel Crossing – Brussels	travel to the channel port for a short ferry crossing; join a tour on the Continent and set off by coach to Brussels	Hotel Palace or Delta
1)Apr 6	2)Brussels–Volendam	enjoy the old world charm of Brussels; 3)see some of the 19 windmills of Kinderdijk; see the great port of Rotterdam	4)Hotel Spaander
5)Apr 7	6)Amsterdam – Volendam	7)explore Amsterdam	8)Hotel Spaander
9)Apr 8	10)Volendam – Paris	Retrace the route and relax in the coach	11)Hotel Campanile
Apr 9	12)Paris	13)visit the Notre Dame cathedral, La Sorbonne, the Eiffel Tower, the Opéra, the Champs Elysées, the Rue de Rivoli, and the Palace of Versailles	Hotel Campanile
Apr 10	14)Paris – Channel Crossing – UK	take a last look at Paris; 15)travel to the Channel Port for a short ferry crossing; join the Feeder Service to home destination	/

### C. Basic Writing

1. (1) Classification (2) Process (3) Comparison (4) Definition  
 (5) Exemplification (6) Cause and effect (7) Comparison and contrast  
 (8) Classification (9) Space (10) Definition  
 (11) Process (12) Cause and effect (13) Exemplification  
 (14) Time (15) Comparison and contrast

2. Paragraph (1) 2) — 1) — 5) — 4) — 3)  
 Paragraph (2) 4) — 2) — 5) — 3) — 1)

- Paragraph (3) 1) — 4) — 2) — 6) — 3) — 5)  
 Paragraph (4) 2) — 4) — 5) — 1) — 3)  
 Paragraph (5) 5) — 2) — 1) — 3) — 4)

### D. Additional Vocabulary

Scenic Spots (English)	Scenic Spots (Chinese)	Locations
The Forbidden City/the Imperial Palace	故宫	北京
The Summer Palace	颐和园	北京
Shaolin Temple	少林寺	河南

Lushan Mountain	庐山	江西
Beidaihe	北戴河	河北
Mogao Caves	莫高窟	敦煌
Yellow Crane Tower	黄鹤楼	武昌
West Lake	西湖	杭州
Yellow Mountain	黄山	安徽
Sun Yat Sen Mausoleum	中山陵	南京
Confucius Temple	孔庙	曲阜
Forest of Stele	碑林	西安
Tai Lake	太湖	无锡
Three Gorges	三峡	重庆
Tombs of Emperor Qin Shi Huang	秦皇陵	西安
Mount Tai	泰山	泰安
Big Goose Pagoda	大雁塔	西安
Great Buddha Statue at Leshan	乐山大佛	乐山
Heavenly Pond	天池	新疆
Huangguoshu Falls	黄果树瀑布	贵州
Stone Forest	石林	云南
Potala Palace	布达拉宫	拉萨
Guilin	桂林	广西
Jiuzhai Gou Scenic Reserve	九寨沟风景区	四川
Terracotta Army	兵马俑	西安
Wulingyuan Scenic Reserve	武陵源风景区	湖南
Longmen Caves	龙门石窟	洛阳
Tengwang Pavilion	滕王阁	南昌
Xishuangbanna	西双版纳	云南
Zhangjiajie	张家界	湖南

## Unit 6

### Reading I

Pre-reading:

#### 1. Brainstorming: (*for reference*)

press relations	<i>Process of communicating with reporters and editors from newspapers, magazines, and radio stations and television networks</i>
press release	<i>Brief statement or video program released to the press announcing new products, management changes, sales performances, and other potential news</i>

	<i>items; also called a news release</i>
press conference	<i>Gathering of media representatives at which companies announce new information; also called a press briefing</i>

## 2. Pairwork:

### 1) What do you know about PR — Public Relations?

Public relations (PR) is the practice of conveying messages to the public through the media on behalf of a client, with the intention of changing the public's actions by influencing their opinions.

PR is conducted for many purposes, in many situations, and in many ways. Not all PR is the product of professional PR specialists, for many — perhaps most — of us find it necessary to practice a bit of PR at times, even when we do not realize that it is PR that we are practicing.

PR is commonly regarded as free advertising, but arranging news coverage for PR purposes is often far more costly in the end than buying space or air time. PR is more effective than paid advertising.

### 2) What major purposes does PR serve?

The various purposes PR serves may include but not be limited to: building a general image; creating news; creating and shaping public opinions; selling an idea or a point of view; and gaining direct publicity for the product and service, which is the most common objective of PR efforts. Entrepreneurs use PR to advertise the products and services they sell; candidates for office use PR to win votes; authors use PR to promote the sale of their books; and professional speakers use PR to win more speaking engagements and larger fees... Therefore it would be a rare case, indeed, when a PR campaign was undertaken for any purpose other than selling something, directly or indirectly.

### 3) What practices are often used in Public Relations?

**News release** (known also as the press release, publicity release) — by far the most widely used, most readily available, least expensive and most easily created tool of PR. An unending stream of releases is generated daily by individuals and organizations everywhere and on every conceivable subject

**Direct mail** — a convenient vehicle for carrying out PR campaigns. Many organizations run advertisements inviting readers to send for information packages. Such direct-mail packages are far more closely related to PR than to normal advertising and direct marketing tactics. Of course, such packages utilize brochures and other materials, as well as letters.

**Product release** — in more than one magazine there is a section describing new products, usually with photos, brief descriptions, and prices.

**Press kit** — used as a major tool in PR, especially when you are preparing to conduct a press conference, setting up a booth in the exhibit hall of a convention or trade show, or otherwise wooing the press. A typical press kit may include also brochures, photographs suitable for reproduction, writing materials for the convenience of the users, and other such items.

**Public information office** — the function of a public information office and its staff are to answer specific queries from anyone who calls or writes and to mail out publicity/information materials in general.

**Free speaker's bureau** — many organizations maintain a free speaker's bureau made up of the organization's executives and/or technical and professional specialists, who are sent out to address interested groups, often with movies or other audiovisual materials

#### **Miscellaneous**

✧ Furnishing merchandise to TV shows and moviemakers for the mention of contributors (e.g., after a TV show, you will see such lines as “Miss Smith's gowns by \_\_\_\_\_?” or “The Whites' wardrobe furnished by \_\_\_\_\_?” for the benefit of the providers of these costumes.)

✧ Displaying products as props in movies and TV shows with labels showing plainly



- ✧ Getting the products' names worked into the dialogues in TV show and movies
- ✧ Being present at events where the press is busy ( Many entertainers and others in public attend affairs that really bore them solely for this reason )
- ✧ Using the news "leak" or "planted" story (The PR professional uses his or her many "contacts" to furnish a news item to or plant a story concerning the public figures with a columnist, talk-show host, reporter, free-lance magazine writer, or other individuals who are in a position to get the item published.) This is especially the case with PR conducted in behalf of well-known public figures.
- ✧ Making contributions to charity, education, etc.
- ✧ Sponsoring sports events

#### 4) What impression do PR practitioners make on you?

Students' impression about PR practitioners usually comes from fictions and films. For years fiction writers and film makers have portrayed and presented PR specialists as those who are glib, flamboyant, ingeniously inventive and deceitful, as fast talkers or con artists, and even as somewhat shifty and unscrupulous characters. PR profession is described as a less than respectable profession. People are fond of presenting PR as the practice of thinking up and staging absolutely outrageous stunts that compel the press to publicize an event and the people involved in scare headlines and full front-page stories. The truth is, of course, far less romantic than that. PR is a sober-sided, serious profession, depending far more on patient and lengthy, ongoing campaigns of continuous small publicity victories than on individual spectacular stunts.

#### **Exercise**

#### **2. Choose the right answer to complete the following sentences.**

1. c                      2. c                      3. a                      4. b                      5. d

#### **3. Give the words according to the meaning provided.**

- |                 |                |              |
|-----------------|----------------|--------------|
| 1. analyst      | 2. hospitality | 3. integrate |
| 4. specialize   | 5. standard    | 6. positive  |
| 7. strength     | 8. hoax        | 9. fake      |
| 10. influential |                |              |

#### **4. Put the correct forms of the following expressions in the blanks.**

- |                           |                               |                     |
|---------------------------|-------------------------------|---------------------|
| 1. following up           | 2. strength                   | 3. rolled out       |
| 4. looking to             | 5. hospitality                | 6. coverage         |
| 7. treated to             | 8. red carpet                 | 9. victims          |
| 10. took to               | 11. more than twice as likely | 12. demonstrate     |
| 13. under the umbrella of | 14. standard                  | 15. pointed ... out |

#### **5. Rewrite the following sentences and replace the *italicized words* with the appropriate phrases from the text.**

1. Writers of history often attempt to integrate the past with the present so that their works may assume certain social value.
2. This company no longer looks to television sets as their major source of income.
3. Reporters and journalists are treated to luxurious hotel rooms and interviews with top leaders of the company so that they can give the company a favorable report.
4. Convinced of the importance of publicity the enterprise has been placing emphasis on effective marketing ever since it was founded.
5. A company with a good public image has a big edge over a less respected one.

#### **6. Word study**

1

- a. The insurance company suspected that he had faked his grandfather's signature on the certificate of insurance.
- b. Knowing that he would make a mess of the whole matter he faked illness to avoid direct involvement in it.
- c. It's illegal to bring fake Chanel bags into this country.
- d. With the uniform on he looked every inch a policeman but he was really a fake.

**2**

- a. All of the department reports should be integrated into one annual statement.
- b. The city council tries to ensure that every new building is integrated with the existing appearance of the city.
- c. He thinks we are living in a fully integrated society.
- d. Americans support the integration of disabled people into mainstream society.

**3**

- a. The upcoming APEC meeting to be held in Shanghai will have its emphasis on economic development.
- b. The president's speech emphasized recovering the ruined national economy and building up the people's confidence.
- c. Since the company aims for upgraded products, it lays a major emphasis on the retraining of its employees.

**4**

- a. Don't release this news to the public until we give you the go-ahead.
- b. He was looking for some form of release from an unbearable situation.
- c. The auction of several poorly run branches released this company from overburdening.

**5**

- a. Students are recommended to read book on this list.
- b. I bought the house on the John's recommendation and have regretted it ever since.
- c. We recommend booking early as this is a popular event.

### **Post-reading** (for reference)

#### Task 1

<b>Advertising</b>	<b>Public Relations</b>
<ul style="list-style-type: none"> <li>● Space or time in the mass media must be paid for.</li> <li>● You determine the message.</li> <li>● You control timing.</li> <li>● One-way communication — using the mass media does not allow feedback.</li> <li>● Message sponsor is identified.</li> <li>● The intention of most messages is to inform, persuade, or remind about a product — usually with the intention of making a sale.</li> <li>● The public may view the message negatively, recognizing it as an attempt to persuade or manipulate them.</li> </ul>	<ul style="list-style-type: none"> <li>● Coverage in mass media, if any, is not paid for.</li> <li>● Interpretation of the message is in the hands of the media.</li> <li>● Timing is in the hands of the media.</li> <li>● Two-way communication — the company should be listening as well as talking and immediate feedback is often provided.</li> <li>● Message sponsor is not overtly identified.</li> <li>● The intention is often to create good will, to keep the company and/or product in front of the public, or to humanize a company so the public relates to its people or reputation</li> </ul>

<ul style="list-style-type: none"> <li>• Very powerful at creating image.</li> <li>• Writing style is usually persuasive, can be very creative, often taking a conversational tone — may even be grammatically incorrect.</li> </ul>	<p>rather than viewing the company as a non-personal entity.</p> <ul style="list-style-type: none"> <li>• The public often sees the messages that have been covered by the media as more neutral or believable.</li> <li>• Can also create image, but can sometimes stray from how it was originally intended.</li> <li>• Writing style relies heavily on journalism talents — any persuasion is artfully inserted in the fact-based content.</li> </ul>
--	--

## Task 2

### ***Small Business Advertising Strengths:***

- The biggest advantage with small business advertising is your complete control over the message. You get to focus on whatever you want, write the text, and choose the visuals. You ensure that your marketing message is delivered.
- You control placement. You choose the exact timing and media in which your advertising is placed. This is a huge advantage because naturally you are going to choose to place your ads where your target market is most likely to see them.
- You can repeat your messages over and over again. Effective small business marketing incorporates a high degree of repetition and consistency. Advertising can and should be run on regular schedules.
- With advertising, you (and your budget) control your marketing saturation. You can run the same ad across different publications serving the same market, run matching Internet advertising, put an ad on the radio, do cable TV, do outdoor advertising, etc. Ideally you need to be reaching your target market at least 4 different ways for them to respond.

### ***Small Business Advertising Weaknesses:***

- Advertising generally costs money. Most small businesses don't have a huge budget for marketing.
- Small business advertising needs to be very targeted to be effective. Sometimes the only choices you have in your community are mass-market like newspapers. You still need to advertise, but some of your marketing dollars will be spent to advertise to people who don't want or need what you're selling.

### ***Small Business PR Strengths:***

- It's free! OK, you might incur a very small charge if you hire someone to write and distribute a press release for you, but this is minimal.
- Press is trusted more than advertising. If you read a review that says that a new restaurant is the best thing in town, there's some credibility there. We tend to assume that a person who is writing an article is an expert, and that they are an uninterested third party.
- You can distribute PR globally. As long as what you are doing is actually interesting globally, you can distribute your press releases globally.

### ***Small Business PR Weaknesses:***

- You have no control over what the press is actually going to write or say about you. They may spell your name wrong, they may get some details wrong, or they may choose to focus on something you don't want to highlight. — PR tends to be single exposure. Unless circumstances are really unusual, the press is not going to run the same story over and over again.

— There is no guarantee that you're even going to get coverage. Depending on what's going on you may get tons of press or none at all.

## Reading II

### Dictation

An important part of the practitioner's job is working with the media. This working relationship between the news media and the public relations depends on practitioners' providing information that news people consider to be of public interest — is it newsworthy? In plain terms, the function of the public relations is to present its employers to best advantage, making use of the news media when an employer's viewpoints or activities are newsworthy. As a matter of fact, it is a difficult task. The practitioner has to serve three masters. One is the employer. Another is the news media, gatekeeper to the public. The third is the public interest.

### Comprehension

Write "T" for true, "F" for false or "NM" for not mentioned.

- |       |      |      |      |       |
|-------|------|------|------|-------|
| 1. NM | 2. T | 3. F | 4. T | 5. F  |
| 6. F  | 7. F | 8. F | 9. T | 10. T |

### Vocabulary

Guess the meaning of the following italicized words and expressions from the text.

- |      |      |      |      |       |
|------|------|------|------|-------|
| 1. b | 2. a | 3. c | 4. d | 5. a  |
| 6. b | 7. d | 8. a | 9. c | 10. b |

### Special use: Indefinite Pronouns

I.

- |               |          |              |          |             |
|---------------|----------|--------------|----------|-------------|
| 1. his or her | 2. their | 3. they      | 4. it    | 5. yourself |
| 6. yourselves | 7. her   | 8. she or he | 9. their | 10. it      |

II.

- Everyone had the wrong price tag in it. (every one )
- All of the food had too much salt in them. (it)
- Each's address should be checked carefully. (the address of each )
- The red one is mine, but the blue one is someone else. (someone else's)
- Lily, Ben and I agree to help each other. ( one another )
- A few of the containers had nothing in it. (them)
- Both of these are fine novels. You can read any of them. (either)
- This book is too difficult. Can you lend me something easier to read? (none)
- Some one is asking for you on the phone. (someone )
- Some of the sheep had shed its wool. (their )

## Translation

Translate the following sentences into English, using the expressions in the parentheses.

- The company looks to computers as its major source of income, but it also develops a lot of other produces as a supplement.
- We must take firm action to deal with the problem before it spreads to other areas.
- Salesmen usually follow up on their phone calls to make detailed inquiries into their customers' suggestions and requirements.
- I think I'll treat myself to a holiday in France next year.
- In order to impress us, the salesman pointed out all the new features of the hi-fi set.
- Before a new product enters market, its manufacturer will give it full publicity through the media.
- Shanghai General Motors is a newly built joint venture, featuring the production of high quality automobiles.
- This project aims at building a computer that can process huge amount of data per second.

9. Since we share the common interest, we should be able to settle our disputes and seek development on both sides.
10. In order to serve the needs of the people in this community, Hualian Supermarket Co. has decided to open a branch in this area to bring convenience to people.

## Cloze

1. b   2. c   3. b   4. d   5. d   6. a   7. c   8. d   9. b   10. b  
11. d   12. b   13. a   14. c   15. d

## Extended activities

### A. Function and Structure

Complete the following dialogues.

- 1) Receptionist: Good evening, sir. Welcome to our hotel.  
Client: Good evening. Do you have any vacancies?  
Receptionist: Yes. Could you tell me what kind of room you want?  
Client: I'd like a single room with a bath. A telephone, if possible.  
Receptionist: Well, we have a very nice single room on the fourth floor.  
Client: What is the rate for it?  
Receptionist: \$ 49.00 a night, plus tax. How long will you be staying?  
Client: Oh, I'll be staying for about three nights. Can I have a look at it first?  
Receptionist: Certainly. Just follow the bellboy.
- 2) Receptionist: Yes, sir. May I help you?  
Client: My name is David Henderson. I believe you have a room reserved for me.  
Receptionist: Just a moment, please. Let me check. That's right. You have a reservation for a two-room suite for tonight.  
Client: I'm afraid there's been a mistake. I only reserved a single room, not a suite.  
Receptionist: I'm sorry, Mr. Henderson, but this is what's available now. Your reservation arrived too late. There's a large conference in town this week and we're fully booked up.  
Client: But, but what's the price difference between a single room and a suite?  
Receptionist: Don't worry about that. We still charge you at the rate of a single room and you will only pay 20 dollars extra for the service.  
Client: Well, if that's the way it is, I'll have to take it.  
Receptionist: Please sign the register here. Your suite is 1148. Here is your key and the elevator is on your right. I'll get the porter to take your luggage up.
- 3) Client: Good morning. Can I book a room in your hotel?  
Receptionist: Welcome, sir. When for?  
Client: From Tuesday to Friday.  
Receptionist: How many people are in your party?  
Client: There will be five in our party.  
Receptionist: What kind of rooms would you like?  
Client: Could you manage two doubles and one single facing south?  
Receptionist: Let me see. I'm afraid the rooms facing south are all full for this week.
4. Client: I'd like to have a double room with a bath. How much do you charge for it?  
Receptionist: \$ 50 a night, including heating fee, but excluding service charge.  
Client: Does it include meals?  
Receptionist: Sorry. Meals are extra.  
Client: We have got two kids. Do we have to pay the full price for children?  
Receptionist: You needn't pay full price for children. We can arrange for extra beds for you. For each additional bed, there'll be an extra charge of \$5 per day.  
Client: Does your hotel have a restaurant?  
Receptionist: Oh, yes, we have a very good restaurant on the first floor.  
Client: Can I have my meals in my room?  
Receptionist: Yes. If you want to have your meals in the room, just dial room service.

- Client: Is there a phone in the room?  
 Receptionist: Yes. You can make a long distance call just from your room.  
 Client: What if I've got something to be sent to the laundry?  
 Receptionist: If you have anything to be sent to the laundry, just leave it in the laundry bag behind the door of the bathroom.  
 Client: Thank you very much. By the way, what sundry services do you offer?  
 Receptionist: We can make arrangement for you if you need a taxi or want to hire a car. You can find a brochure at your room. There's detailed information about our services in it. If you need anything, just call the desk or ring for the attendant.
5. Client: I'd like to have a room here.  
 Receptionist: Are you with company?  
 Client: No, I'm by myself.  
 Receptionist: For how long?  
 Client: I'll be here for at least a week.  
 Receptionist: What sort of price do you have in mind?  
 Client: How much do you charge for the best single room in your hotel?  
 Receptionist: The best single room is \$129.00 a night, with service, tax extra.  
 Client: I'd like to make a reservation for my friends too.  
 Receptionist: When for?  
 Client: They will arrive here tomorrow evening.  
 Receptionist: I see. What kind of rooms do you want?  
 Client: Could you manage 4 doubles and 6 singles... for a week. I prefer rooms overlooking the sea, on the same floor, if possible.  
 Receptionist: Oh, we won't be able to guarantee you rooms on the same floor. We're heavily booked for this week. You may come to confirm your reservation tomorrow morning.  
 Client: I see. By the way, is there a discount for company booking?  
 Receptionist: Sorry. This is the peak period for tourism. We don't offer any reduction for a company of less than 30 people.
6. Client: I want to check out, please. Could I settle my bill now?  
 Receptionist: Just a minute, please. What's your name, please?  
 Client: My name is Bill Johnson. Here's my key.  
 Receptionist: Well, here's your bill, sir.  
 Client: Excuse me, what's this charge?  
 Receptionist: Oh, that's Room Service charge.  
 Client: OK. This is the total, right?  
 Receptionist: Yes, \$358 altogether. You are paying by credit card?  
 Client: Yes.  
 Receptionist: Well, then, just sign here. Here's your receipt. Thank you.

### B. Practical Reading

1. b    2. a    3. b    4. b    5. a    6. a    7. c    8. c    9. d    10. c

### C. Basic Writing

1.

A Message	
<b>FOR</b>	<u>Mr. T Dryce</u>
<b>DATE</b>	<u>April 14</u>
<b>FROM</b>	<u>Mr. E Collis</u>
<b>MESSAGE</b>	<u>Mr. E Collis called twice. He is staying at the Newmarket Hotel with Mrs. Collis until the eighteenth and would like to catch up with you. He wishes to have a meal with you there. Please leave a message if they happen to be out when you call.</u>
<b>TAKEN BY</b>	<u>Miss Blake</u>
<b>A READING PRODUCT</b>	
<input checked="" type="checkbox"/>	TELEPHONED
<input type="checkbox"/>	CALLED TO SEE YOU

2.

<b>A Message</b>			
<p><b>FOR</b> <u>Ms. Strong</u></p> <p><b>DATE</b> <u>May 24</u></p> <p><b>From</b> <u>Mr. L Williams</u></p> <p><b>MESSAGE</b> <u>Mr. Williams wants to have an appointment with you at 4 p.m. next Thursday. He has trouble giving a gift of some shares to his children without contravening any tax regulations. He also wishes to query something in his last tax return.</u></p> <p><b>TAKEN BY</b> <u>Jeff Hawkins</u></p> <p><b>A READING PRODUCT</b></p>			
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <input type="checkbox"/> TELEPHONED  <input type="checkbox"/> WANTS YOU TO PHONE  <input type="checkbox"/> WILL PHONE LATER         </td> <td style="width: 50%; border: none;"> <input type="checkbox"/> CALLED TO SEE YOU  <input type="checkbox"/> WILL CALL BACK  <input checked="" type="checkbox"/> WANTS TO SEE YOU         </td> </tr> </table>		<input type="checkbox"/> TELEPHONED <input type="checkbox"/> WANTS YOU TO PHONE <input type="checkbox"/> WILL PHONE LATER	<input type="checkbox"/> CALLED TO SEE YOU <input type="checkbox"/> WILL CALL BACK <input checked="" type="checkbox"/> WANTS TO SEE YOU
<input type="checkbox"/> TELEPHONED <input type="checkbox"/> WANTS YOU TO PHONE <input type="checkbox"/> WILL PHONE LATER	<input type="checkbox"/> CALLED TO SEE YOU <input type="checkbox"/> WILL CALL BACK <input checked="" type="checkbox"/> WANTS TO SEE YOU		

3.

<b>A Message</b>			
<p><b>FOR</b> <u>Mr. E Mann</u></p> <p><b>DATE</b> <u>September 3</u></p> <p><b>From</b> <u>Mrs. Fuller</u></p> <p><b>MESSAGE</b> <u>Mrs. Fuller lives opposite the new block of units being erected on Dally Road. She has called to complain about the noise of the jackhammers which disturbs her sleep on Sunday mornings. She wants to confirm that they will be going on for only four more weeks and that they will be used strictly between 7a.m. and 4 p.m. She will ring back in two days to find out.</u></p> <p><b>TAKEN BY</b> <u>Jennifer Long</u></p> <p><b>A READING PRODUCT</b></p>			
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <input type="checkbox"/> TELEPHONED  <input type="checkbox"/> WANTS YOU TO PHONE  <input type="checkbox"/> WILL PHONE LATER         </td> <td style="width: 50%; border: none;"> <input type="checkbox"/> CALLED TO SEE YOU  <input checked="" type="checkbox"/> WILL CALL BACK  <input type="checkbox"/> WANTS TO SEE YOU         </td> </tr> </table>		<input type="checkbox"/> TELEPHONED <input type="checkbox"/> WANTS YOU TO PHONE <input type="checkbox"/> WILL PHONE LATER	<input type="checkbox"/> CALLED TO SEE YOU <input checked="" type="checkbox"/> WILL CALL BACK <input type="checkbox"/> WANTS TO SEE YOU
<input type="checkbox"/> TELEPHONED <input type="checkbox"/> WANTS YOU TO PHONE <input type="checkbox"/> WILL PHONE LATER	<input type="checkbox"/> CALLED TO SEE YOU <input checked="" type="checkbox"/> WILL CALL BACK <input type="checkbox"/> WANTS TO SEE YOU		



4.

<b>A Message</b>	
<p><b>FOR</b> <u>Mr. Wiley</u>  <b>DATE</b> <u>December 7</u>  <b>From</b> <u>Mr. James Edgar</u>  <b>MESSAGE</b> <u>Mr. Edgar had not been credited with a cheque for \$160. There was a mistake in the addition of the statement — the total was \$10 too much. He had decided to pay the cheque to be sure he qualified for 2.5% cash discount.</u></p> <p><b>TAKEN BY</b> <u>Maria Braun</u></p> <p><b>A READING PRODUCT</b></p>	
<p><input type="checkbox"/> TELEPHONED  <input type="checkbox"/> WANTS YOU TO PHONE  <input type="checkbox"/> WILL PHONE LATER</p>	<p><input type="checkbox"/> CALLED TO SEE YOU  <input type="checkbox"/> WILL CALL BACK  <input type="checkbox"/> WANTS TO SEE YOU</p>

5.

<b>A Message</b>	
<p><b>FOR</b> <u>Peter Wong</u>  <b>DATE</b> <u>October 15</u>  <b>From</b> <u>Mr. T Tompson</u>  <b>MESSAGE</b> <u>Mr. T Tompson called to find out whether the goods he asked for could be sent to Tompson's Store, Crown Street, Wollongong by this afternoon's passenger train. They are four Avce vacuum cleaners with Cat. No. 86, plain mirror back, decorated front sliding doors, and three sets of tables and chairs with Cat. No. 105. If they can't be sent today, see that they're on tomorrow's train or give him a ring.</u></p> <p><b>TAKEN BY</b> <u>Michael Kennedy</u></p> <p><b>A READING PRODUCT</b></p>	
<p><input type="checkbox"/> TELEPHONED  <input checked="" type="checkbox"/> WANTS YOU TO PHONE  <input type="checkbox"/> WILL PHONE LATER</p>	<p><input type="checkbox"/> CALLED TO SEE YOU  <input type="checkbox"/> WILL CALL BACK  <input type="checkbox"/> WANTS TO SEE YOU</p>

*D. Additional Vocabulary*

- |                                   |               |
|-----------------------------------|---------------|
| 1. attendant, hotel boy, page     | (7) 服务员       |
| 2. desk clerk                     | (2) 值班服务员     |
| 3. lobby                          | (5) 门厅, 大堂    |
| 4. lounge                         | (26) 休息室      |
| 5. parlour                        | (13) 客厅       |
| 6. information desk               | (12) 问询处      |
| 7. hotel register                 | (6) 旅客登记簿     |
| 8. cloak room                     | (22) 衣帽间      |
| 9. buffet                         | (18) 小餐厅      |
| 10. roof garden                   | (25) 屋顶花园     |
| 11. single room                   | (1) 单人房间      |
| 12. twin-bed room                 | (11) 双床房间     |
| 13. deluxe suite                  | (28) 豪华套间     |
| 14. penthouse, presidential suite | (30) 总统套房     |
| 15. double room with bath         | (21) 带浴室的双人房间 |
| 16. shutters, blinds              | (3) 百叶窗       |
| 17. sideboard                     | (24) 餐具柜      |
| 18. bathtub                       | (17) 浴盆       |
| 19. bath towel                    | (4) 浴巾        |
| 20. towel rack, towel rail        | (10) 毛巾架      |
| 21. dressing-table                | (19) 梳妆台      |
| 22. clothes-hanger                | (8) 衣架        |
| 23. toilet roll, toilet paper     | (14) 手纸       |
| 24. men's, ladies', restroom      | (9) 盥洗室       |
| 25. bedside table, night table    | (16) 床头柜      |
| 26. bedcover, bedspread           | (20) 床罩       |
| 27. rug                           | (15) 小地毯      |
| 28. thermos flask                 | (27) 热水瓶      |
| 29. ventilator                    | (23) 通风机      |
| 30. fitness room                  | (29) 健身房      |

#### F. Humor Time

1→j; 2→c; 3→e; 4→i; 5→h; 6→a; 7→f; 8→k; 9→g; 10→d; 11→b

## Unit 7

### Reading I

*Pre-reading:*

#### 1. Brainstorming: (key for reference)

**a.**

photocopier	duplicating machine	digital duplicator
fax machine	intercom	telecommunications system
laser printer	color bubble jet printer	teleconferencing system
video telephone	electronic time clock	scanner
overhead projector	recorder/ camcorder	calculator
executive desk	swivel chair	filing cabinet
display rack	computer	PDA (Personal Digital Assistant)
paper shredder	paper cutter	paper punch

binding machine	letter opener	automatic label peeler
document collator	counterfeit detector	digital voice recorder

**b.**

file                      folder/portfolio   marker pen                      correction fluid   stapler  
 perforator   pen rest                      paper weight                      red ink paste                      office pin  
 paper clip   drawing pin                      glue                      wastebasket                      memo pad

## 2. Pariwork (key for reference)

1) What makes a modern office different from the traditional one?

All changes in the office environment were and still are driven by advances in technology. The overwhelming impact of computers on office work has resulted in redesigning the office around. In many instances the computers have changed not only the shape of the office and the way office work is done, but it has also affected even the lifestyle of office workers.

5) Use your imagination and describe how different office work will be in the future.

- ♦ The future office will be strongly affected by the changing nature of work. People will increasingly be employed on short-term contracts with virtual companies or participate in virtual co-operatives. They may often work from home or in telework centers. We can expect a great deal of assistance from computers in our future work, making us much more productive. Computers may understand and speak most major languages, making it much easier to communicate with them. They may even understand gestures and body language. They will of course be linked together by high-speed networks and the boundaries between machines will be blurred. The user will have easy access not only to information around the world, but services and processing too. People could work with their colleagues around the world almost as if they shared the same office. Geography will be much less significant, and computer proxies help reduce the problems of time zones. The future office will make widespread use of chips, not just in computers, but in our environment. A wide variety of sensors will monitor the work environment and adjust it for our comfort. They may alter the office climate, and may respond to stress or discomfort. They will monitor equipment, arrange for testing or repair before the user has even noticed a fault, and connect appliances together. They will allow appliances to adjust for the preferences of the occupants, diverting calls to the nearest terminal, wherever the person roams.

## Exercise

### 2. Choose the right answer to complete the following sentences.

1. a                      2. c                      3. b                      4. d                      5. d

### 3. Give the words according to the meaning provided.

1. via                      2. return                      3. elaborate                      4. back-up                      5. incredible  
 6. certificate                      7. receipt                      8. unfounded                      9. sort                      10. permanent  
 11. invoice                      12. drudgery                      13. collate                      14. demise                      15. streamline

**4.Put the correct forms of the following expressions in the blanks.**

- |               |                |                |                   |                 |
|---------------|----------------|----------------|-------------------|-----------------|
| 1. automation | 2. speed up    | 3. access      | 4. procedure      | 5. via          |
| 6. streamline | 7. manual      | 8. retrievable | 9. in relation to | 10. edit        |
| 11. unfounded | 12. capable of | 13. set up     | 14. distribute    | 15. eliminating |

**5.Rewrite the following sentences and replace the *italicized words* with appropriate phrases from the text.**

1. The secretary was asked to key in/ feed in the document and e-mail it to the client as quickly as possible.
2. More and more computers find their way into office, which leads to a revolution in the way business is done.
3. E-commerce has many advantages over traditional way of doing business. In the case of efficiency, it can greatly accelerate the speed of information exchange.
4. The company will undergo changes in relation to what was decided at the board meeting the other day.
5. In case of power failure, push the red button and you'll get immediate help.

**6.Word study**

For each of the following clues, use the given prompts to produce sentences in the same way as is shown in the model.

1

- a. Global warming and youth crime are the key issues in this conference.
- b. The publisher hopes that this book will be issued as a paperback, as this will increase sales.
- c. An organization was established to issue visas and represent the interests of the government.

2.

- a. She was a very vigorous sort of person and seemed to be just the right sort for the job.
- b. When she saw how her colleagues had been fawning on the boss she felt sort of sick.
- c. All the data collected in the experiment are going to be sorted into three categories.
- d. The secretary wants to get everything sorted before she go away.

3

- a. I'll store that piece of information away for a time when I might need it.
- b. In case of war the company kept a large store of raw materials in advance.
- c. If the electricity goes off, we have several candles in store in the closet.

4.

- a. The vegetables are fed into the machine at one end and soup comes out the other.
- b. We were all fed up with him for he made no effort to solve his problems independently and constantly asked others for help.
- c. Domestic animals like cattle and sheep feed on grass.

5

- a. Through e-mail, the information that originally took days or months to arrive will be transmitted to anywhere within seconds.
- b. Cultural values are transmitted from parent to child.

- c. New telephone lines allow faster data transmission by fax or modem.
- d. Some diseases can be transmitted by sexual behavior.

### ***Post-reading***

<b>Widespread Use of Computers in Modern Office</b>	
<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>◆ Free office workers from time-consuming and tedious work, such as compiling and checking lists of figures, calculating, issuing standardized letters and forms;</li> <li>◆ Greatly speed up and simplify office process;</li> <li>◆ Store and organize vast amounts of data into easily retrievable form;</li> <li>◆ Transmit information electronically;</li> <li>◆ Provide an easy and swift access to valuable information, especially via the Internet;</li> <li>◆ Analyze available data and put irrelevant information into order;</li> <li>◆ Offer help in scheduling, filing, documenting, decision-making, conference-organizing, etc.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Important data may be lost in case of computer or power failure;</li> <li>◆ Handling computers all the time, people begin to feel like machines themselves;</li> <li>◆ Computers reduce everything to keyboarding and make work rather boring;</li> <li>◆ The more functions computers perform, the more complicated the operation will become. People are compelled to keep pace with the rapid development in computer industry;</li> <li>◆ The wide use of computers will make people more and more dependent on computers (computerized) and their thinking power may suffer.</li> </ul>

## **Reading II**

### ***Dictation***

Secretaries often complain that meetings are a headache to them. Whenever there is one, they must be completely involved in the whole process. Generally, their work will involve three stages: before the meeting; during the meeting; after the meeting. They must make a complete and careful preparation before it starts, considering almost everything that may happen at its duration. During the meeting, they will focus their attention on taking notes and converting them into detailed minutes. When the meeting is over, their work concerning the meeting will extend to a certain period of time. They still have a lot of things to do after the meeting.

### ***Comprehension***

Write "T" for true, "F" for false or "NM" for not mentioned.

1. T    2. NM    3. F    4. T    5. F
6. NM    7. F    8. T    9. NM    10. F

### ***Vocabulary***

Guess the meaning of the following italicized words and expressions from the text.

1. b    2. d    3. b    4. a    5. c
6. d    7. a    8. b    9. c    10. b

*Special Use: Direct, and indirect Speech (1): affirmative sentences*

I. Change the following to indirect speech:

1. He told me that the pipe had been leaking for a long time, but they hadn't yet had time to have it repaired.
2. He told me that he didn't like the novel I had bought.
3. Mr. Li told me that his family would spend their holiday in Hangzhou.
4. Mike said he was tired of his job and wanted to quit.
5. The teacher said that most snakes are harmless, but there are also a few very poisonous ones.
6. He said when they were living in Paris, they learned a little French.
7. Tom said that the man/burglar had come in through the window.
8. She said it was time they began planning their holidays.
9. She said she had been living in that village since she was a child.
10. Mother said Tom had been playing the piano the day before in that room.

II. Change the following to direct speech:

1. He complained, "I've been looking for you everywhere."
2. She said, "I often hear someone crying in the next room."
3. Mr. Smith said, "We'll discuss it tomorrow."
4. Ireen said, "I'm looking for the library card that I left in this drawer."
5. They said to me, "We'll be expecting your whole family at the party."
6. The boy said, "I'm feeling very dizzy. I need to lie down for a while."
7. They said, "We'll have finished the book by the end of the year."
8. He said, "We'll consider this as soon as possible."
9. He said to me, "I'll have that one by the window."
10. He said, "I haven't seen her before."

## Translation

Translate the following sentences into English, using the expressions in the parentheses.

1. A company can conduct effective and time-saving e-business via e-mail addresses. However, in practice, e-business is always ignored.
2. It is a long and arduous task to set up a complete modern industrial system, but we must work hard towards this goal.
3. Many of the company's employees had not received any professional training, which led to low efficiency and poor quality of the products.
4. The government raises money through the issuing of treasury bonds to construct large public facilities.
5. The reform and opening-up policy have created fine opportunities for many coastal cities to speed up the development of their economy.
6. Unemployed workers have received welfare assistance and rent allowance equivalent to half their usual income.
7. Talk to people who've been through all this, and see how they tackled the problem.
8. On New Year's Day, a constant stream of visitors came to the temple to make their best wishes.
9. The principal keeps all our school reports and particulars on file.
10. The hot weather and the closed windows made her feel that she was going to suffocate.

### ***Cloze***

- |       |       |       |       |       |      |      |      |      |       |
|-------|-------|-------|-------|-------|------|------|------|------|-------|
| 1. a  | 2. c  | 3. c  | 4. d  | 5. b  | 6. d | 7. a | 8. c | 9. a | 10. b |
| 11. c | 12. d | 13. c | 14. a | 15. d |      |      |      |      |       |

#### ***A. Function and Structure***

Complete the following dialogues.

- 1) Miss Simpson: Excuse me, are you Mr. Park?

Mr. Park: Yes, I'm Edward Park, from Bibury Chemicals.

Miss Simpson: Nice to see you, Mr. Park. Come this way, Mr. Johnson is expecting you.

- 2) Mr. White: Excuse me, you must be Mr. Alex Carson.

Mr. Carson: Yes.

Mr. White: I'm Chris White, the sales export coordinator. Mr. Carson, welcome to Miami.

Mr. Carson: How do you do, Mr. White. It's very kind of you to meet me here.

Mr. White: Oh, it is certainly a great pleasure for me to come to meet you.

Mr. Carson: Let me give you my card.

Mr. White: Thank you. Here is my card.

- 3) Mr. Evans: Let me introduce our new expert, Mr. Lucas.

Mr. Jones: How do you do, Mr. Lucas. We've heard of you. We are fortunate in having with us such a prestigious expert like you.

Mr. Smith: Mr. Lucas, welcome to Chicago. Take a seat, please.

Mr. Lucas: Thank you.

Mr. Smith: Would you like to have some drink, say, tea or coffee?

Mr. Lucas: Tea, please. It's chilly, isn't it?

Mr. Jones: Yes, the weather is cold today. We're having a cold spell. What sort of weather are you having in your country now?

Mr. Lucas: Much warmer.

Mr. Smith: Is this your first visit to Chicago?

Mr. Lucas: Yes. I've only been to New York and Detroit before.

Mr. Jones: Have you seen much of Chicago? What's your impression of the city?

Mr. Lucas: In fact, I just arrived here this morning.

Mr. Smith: Really. I hope we'll be able to show you around. If there is any place you want to visit in particular during your stay here, please don't hesitate to let me know.

Mr. Jones: Mr. Lucas, we'll do our best to make your stay here a pleasant one.

Mr. Lucas: Thank you very much. You are so kind to me.

- 4) Miss Gray: Excuse me, are you Mr. Smith?

Mr. Smith: Yes, I'm Peter Smith.

Miss. Gray: Peter Smith? I'm awfully sorry, I've got the wrong person. I'm looking for a Robin Smith from New York.

- 5) Miss Gray: Excuse me, you must be Mr. Robin Smith from New York.

Mr. Smith: Yes, I'm Robin Smith.

Miss Gray: Hello, Mr. Smith. I'm Liz Gray, Mr. Dobson's assistant. I'm honored to have the opportunity to welcome you to our company.

Mr. Smith: How do you do, Miss Gray.

Miss Gray: Please call me Liz. Mr. Smith, did you have a nice trip?

Mr. Smith: Yeah, not too bad.

- 6) Mr. Evans: Hello, Mr. Brown. I've been looking forward to meeting you.

Mr. Brown: Me too.

Mr. Evans: Hope you had a good trip. You must be very tired after such a long flight.

Mr. Brown: It's all right. I quite enjoyed the trip.

Mr. Evans: I know you have got a very busy schedule. We deeply appreciate your coming to our university. I've arranged for Miss Green to take care of your accommodation here. We hope you'll find your stay here satisfactory.



Mr. Brown: It's very considerate of you.

Mr. Evans: If there is anything you want to do in particular during your stay here, please just let me know.

Mr. Brown: Thank you very much for your hospitality.

**B. Practical Reading**

1. b    2. a    3. d    4. c    5. d    6. b    7. a    8. c    9. b    10. c

**C. Basic Writing**

1.

1)

安娜:

今天中午 12 点我要去机场接一名美国客户。如果你来得早, 能否等我或来电再约个时间?

迈克

2)

安妮斯顿女士:

你能否给我提供一张你的照片? 我在上个星期检查公司所有员工档案时, 发现在我们的档案里没有你的照片。如你所知, 我们有必要在档案里留有一张你的近照。多谢!

2.

1)

Henry,

We are very pleased to learn that your company was listed among the "2004 World Top 500 Enterprises" published by Fortune. We applaud the striking achievements you have made, and firmly believe that your success is the fruit of your 10-year tireless effort.

We sincerely hope that you will be able to maintain this position of market leader in the field of computer.

Roger Cruise

2)



Jennifer,

Here is good news for you. There will be a fall fashion show this Friday evening at the International Exhibition Hall. I am sure it must be wonderful. Here I leave you a ticket. The show will begin at 7:00 p.m. Let's meet at the gate of my company at 6:15 p.m. this Friday.

Rick

3.

1)

Dear Mr. Wang,

It is a pity that you are not available in your office. I'm leaving for New York tomorrow. I would like to express my gratitude for your hospitality and assistance throughout my stay in Shanghai. Also, would you be so kind as to give my best regards to your team members and tell them of my deep appreciation of their kindness and help.

Sincerely yours,

Jack White

2)

Ruth,

Our college is giving a party to welcome Prof. Allan Fisher from Harvard University. He is coming to attend a seminar on global business strategies. The party will be held at the Green Wood Club, on Thursday, September 8, at 7:00 p.m. It will give all the faculty an opportunity to meet Mr. Fisher. I hope you will be there.

Paul

3)

Dear Mr. Robbins,

I would like very much to express my apologies for not being able to keep our 8 o'clock appointment. I didn't expect that I would be caught in the traffic jam on the expressway this morning. I will come over to your house on Saturday, October 8, at 8:30 a.m. if that is convenient for you. Please call me at 65657788 tonight and let me know if it is all right.

Yours sincerely,

Tim Stone

#### D. Additional Vocabulary

Sign1—10; Sign2—18; Sign3—2; Sign4—22; Sign5—21;  
 Sign6—20; Sign7—6; Sign8—24; Sign9—5; Sign10—9;  
 Sign11—7; Sign12—19; Sign13—13; Sign14—23; Sign15—4;  
 Sign16—28; Sign17—8; Sign18—26; Sign19—25; Sign20—27;  
 Sign21—3; Sign22—11; Sign23—14; Sign24—29; Sign25—15;  
 Sign26—1; Sign27—17; Sign28—16; Sign29—30; Sign30—12

#### F. Humor Time

1				r	e	c	i	p	i	e	n	t
2	s	u	b	m	i	t						
3				b	r	i	e	f				
4		e	x	e	c	u	t	i	v	e		
5				s	u	m	m	a	r	i	z	e
6				c	l	a	s	s	i	f	y	
7				d	r	a	f	t				
8	p	a	r	a	g	r	a	p	h	s		
9				c	o	l	o	n				
10				c	h	e	c	k				
11			a	p	o	s	t	r	o	p	h	e
12	a	c	c	u	r	a	t	e				
13					m	e	m	o	r	a	n	d
14					p	e	r	i	o	d		

## Unit 8

### Reading I

Pre-reading:

2. Brainstorming: *(key for reference)*

<b>production</b>	<b>products</b>	<b>People in Production</b>
Automation 自动化	product range 产品系列	line workers 流水线工人
bulk (mass, large-scale, ) production 大批生产	prototype 样机[品]	supplier 供应 厂商
assembly line 生产流水线, 装配线	main product 主要产品	production manager 生产经理
production cycles 生产周期	typical product 代表产品	technical consultant 技术顾问
productivity 生产力	semi-finished product 半成品	line manager 生产线管理人员
working conditions 工作环境	finished product 成品, 产品	blue-collar worker 蓝领工人
standardization 标准化	accepted product 合格产品	production worker 生产工人
production standards 生产标准[规格]	sub-quality product 次品	productive worker 生产效率高的工人
quality control 质量管理	substandard product 等外品	average worker 中等熟练程度的工人
final inspection 最后检验	off-test product, unsatisfactory product 不合格产品	semi-skilled worker 半熟练工
machinery 机器	off-grade product 等 外品	skilled worker 熟练工
equipment 设备	by-product, accessory product, subsidiary product 副产品	engineer 工程师
maintenance 维修; 保养	completely defective product 完全废品	technical worker 技工
safety measures 安全措施	standard product 标准产品	auxiliary worker 辅助工
safety device 安全装置	custom-made goods 定做或定制的产品	maintenance man 维修工
input 进[给]料	assembled product 装配产品	bench worker 钳工
raw material 原料	competitive product 有竞争能力的产品	shift worker 按班轮换的工人
output 产量	unsalable product	quality inspector

	没有销路的产品	(产品)质量检验员
annual product 年产量	spare part 备件	operator 操作人员
stoppage 停工	quality certificate 合格证	attendance rate 出勤率
shutdown 停产	guarantee 货物保证书	staff / labour turnover 职工流动率

## 2. Pairwork: (key for reference)

- 1) Could you tell which of the following businesses are
  - engaged in industrial production?
  - **NOT** engaged in industrial production?

### ***Businesses engaged in industrial production:***

bakeries / breweries / clothing manufacturers / electric generating plants flour and feed mills / food processing plants / mining operations  
paper mills / soft drink bottling plants / vehicle assembly lines

### ***Businesses not engaged in industrial production:***

accounting firms / banks / car and truck washes / hotels and motels  
laundries / law firms / mobile phone services / movie theaters  
restaurants / retail stores

- 2) What activities do you think the production process may involve?  
Generally speaking, the production process includes the following activities:
  - ✧ Design, research, and development for production of a product
  - ✧ Removal of raw materials from stock to begin production activities
  - ✧ Actual production activities that effect changes to produce the product
  - ✧ Testing and quality control of the product
  - ✧ Placement of the product in finished goods inventory or, if the item is not placed into inventory, the last production process before loading the product for shipment
- 3) What is the impact of modern computer technology on industrial production?  
Increasingly, computers are not only being integrated into the machinery of production but are replacing much of the human labor as well. Computerization has made assembly lines faster and more accurate and has given them more flexibility. Through computerized instructions, the design and manufacture of many mass-produced products can easily be modified to suit the needs of the individual customer.
- 4) What do you think a production manager's routine work may involve?  
Although their duties vary from plant to plant, production managers share many of the same major responsibilities. These responsibilities include production scheduling, staffing, procurement and maintenance of equipment, quality control, inventory control, and the coordination of production activities with

those of other departments. Their daily routine may include:

- ✧ working both on the factory floor as well as at a desk in the office
- ✧ reviewing the performance of people working for you
- ✧ meeting strict deadlines under intense pressure
- ✧ handling emergencies with a cool head
- ✧ hiring and firing
- ✧ setting production quotas
- ✧ keeping an eye on the stock of raw materials
- ✧ making sure machinery is well taken care of
- ✧ making sure safety guidelines are followed
- ✧ measuring product quality
- ✧ meeting with other managers

5) What knowledge should a production manager have to be competent for his or her job?

- ✧ Production and Processing — Knowledge of raw materials, production processes, quality control, costs, and other techniques for maximizing the effective manufacture and distribution of goods.
- ✧ Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- ✧ Mathematics — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.
- ✧ Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.
- ✧ Mechanical — Knowledge of machines and tools, including their designs, uses, repair, and maintenance.
- ✧ Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
- ✧ English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- ✧ Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- ✧ Engineering and Technology — Knowledge of the practical application of engineering science and technology. This includes applying principles, techniques, procedures, and equipment to the design and production of various goods and services.

### ***Exercise***

**2. Choose the best answer to complete the following sentences.**

1. b                      | 2. c                      | 3. d                      | 4. a                      | 5. b

**3. Give the words according to the meaning provided.**

1. flexible	2. dissimilar	3. tolerance	4. accuracy
5. payoff	6. de-emphasize	7. outmaneuver	8. adapt
9. dismantle	10. customize	11. transmission	12. gear
13. recoup	14. agile	15. churn	

**4. Put the correct forms of the following expressions in the blanks.**

- |                         |                     |                |                  |
|-------------------------|---------------------|----------------|------------------|
| 1. recoup               | 2. adapted to       | 3. accompanied | 4. geared toward |
| 5. incurred             | 6. competence       | 7. falls into  | 8. responded to  |
| 9. churned out          | 10. flexible        | 11. dismantle  | 12. accuracy     |
| 13. being outmaneuvered | 14. benefiting from | 15. declined   |                  |

**5. Rewrite the following sentences and replace the *italicized words* with the appropriate phrases from the text.**

- This factory churned out blue jeans to meet the increasing market demand.
- One's quality and competence are best shown when he is under an emergency case and will have to decide for himself how to respond to it.
- Experts have observed that many social crimes are associated in one way or another with violence shown on television programs or video games.
- After the setup costs we were bankrupt, so much so that we had without even so much as paying our employees.
- Since you've decided to join this company, you might as well get adapted to its style of work first.

**6. Word study**

For each of the following clues, use the given prompts to produce sentences in the same way as is shown in the model.

1

- With the improvement of medical service, the number of people suffering from the country's No.1 killer, heart disease, is declining.
- There has been a gradual decline in the island's population since the Second World War.
- He declined my invitation to the dinner though I was sincere.

2

- I wonder why you should refuse such a job with both a good salary and a range of benefits.
- Many international companies spare no efforts to establish a good public image for they are sure they could benefit from it later on.
- People believe that the improvement of working conditions will benefit the company though it seems to do good only to workers.

3

- Manufacturers have expended a lot of time and effort trying to improve computer security.
- When you are travelling on business you should keep all necessary receipts to claim travel expenses when you are back.
- The chemical factory was shut because it was operated at the expense of the environment.

4

- a. In order to boost sales the shape and size of the product have been adapted to suit the needs of particular customers.
- b. The movie “The Lord of the Rings” was adapted from the book of the same name.
- c. Alcohol and drug abuse often appear as a result of poor adaptation to one’s surroundings.
- d. Most students have little difficulty adapting (themselves) to college life.

5

- a. People think that this reform is going to dismantle the social security system.
- b. The bankrupt plant dismantled all its equipment and furniture to repay its debt.
- c. If the United States insists on building the National Missile Defense system, the current balance of power may be dismantled.

### Post-reading

	Hard manufacturing	Flexible manufacturing	Focused factory
Definitions	use of specialized production equipment that cannot readily be moved, generally associated with repetitive manufacturing	use of computer-controlled machines that can adapt to the manufacturing of various versions of the same operation; also called soft manufacturing	Manufacturing facility that deals with only one narrow set of products
Applications	Mass-production of a certain product	Desirable for a job shop; products with customized features	A narrower set of products for a particular market
Advantages	Economical if similar items are produced at a steady rate; long-term savings on setup costs	Plants can be smaller, more specialized, closer to important markets; respond more quickly to changes in the marketplace	With clear objectives, support from top management and sufficient experience, it can be more efficient, more competitive, and easier to manage.
Limitations	Involves producing one unchangeable product design in large volume and therefore its applications in many of today’s markets are limited Requires specialized equipment for each of the operations, so the initial investment is high.	Requires similarly sized machines, accuracy, power, tolerance, standardized parts; Requires a long period of planning and development before any payoff is realized.	If the engaged line declines, it’d be difficult to shift resources to another industry; too concentrated on a narrow set of products, so losses, if incurred, cannot be recouped by profits from products in other lines.

## Reading II

### Dictation

Every machine is held together by its “nuts and bolts”. Without them, the machine would fall apart. That is also true of an organization. Its “nuts and bolts” are its basic, necessary elements. They are the parts that make the organization work.

The extreme importance of “nuts and bolts” was expressed by a poet. He wrote:

For want of a nail, the shoe is lost,  
 For want of a shoe, the horse is lost,  
 For want of a horse, the rider is lost.  
 Benjamin Franklin carried these lines even further. He wrote:  
 For want of a rider, the battle was lost,  
 For want of a battle, the kingdom was lost,  
 And all for the want of a horseshoe nail.

### Comprehension

Write "T" for true, "F" for false or "NM" for not mentioned.

- |      |      |      |       |       |
|------|------|------|-------|-------|
| 1. T | 2. F | 3. T | 4. NM | 5. T  |
| 6. F | 7. F | 8. T | 9. T  | 10. F |

### Vocabulary

Guess the meaning of the following italicized words and expressions from the text.

- |      |      |      |      |       |
|------|------|------|------|-------|
| 1. b | 2. c | 3. a | 4. c | 5. d  |
| 6. b | 7. a | 8. d | 9. b | 10. c |

### Special Use: *Direct and Indirect Speech (2) commands, requests & exclamations*

I. Write out the following in indirect speech:

11. The tourist exclaimed that it was beautiful.
12. Ann's friends encouraged her to try again.
13. He ordered his children not to leave the room until he returned.
14. He advised me to take off my coat.
15. She *advised* us not to drink the water.
16. I *advised* him to wait.
17. He asked me to keep him informed.
18. She offered to bring me some stamps.
19. He wished me good luck.
20. He ordered all persons to go ashore.
21. He gave an exclamation of satisfaction.
22. Her parents ordered her to forget all about the young man and told her not to see him again or answer his letters.
23. My friends warned me not to leave my car unlocked as there had been a lot of stealing from cars.
24. She begged him not to drink too much, reminding him that he would have to drive home.
25. They congratulated him, saying that he had won first prize.

II. Write out the following in direct speech:

- (1) He said, "Get out of here."
- (2) "Please, please don't take any risks," said his wife.
- (3) "Don't forget to book the tickets," said Mrs. Pitt.
- (4) He said, "What a dreadful idea!"
- (5) He cried, "Help!"
- (6) He said, "Happy birthday!"
- (7) The notice said, "Welcome to Shanghai!"



- (8) “Go out to play!” said my mother. “Your father is sleeping after his tiring journey.”
- (9) His uncle advised him: “Don’t look for your girlfriend. Start your own business.”
10. “Stand back!” said the policeman to the people. “Don’t crowd round the vehicle.”

### **Translation**

Translate the following sentences into English, using the expressions in the parentheses.

1. After they were reported of the case they hurried to the scene of the crime, only to find it was completely spoiled.
2. Since your company had annulled the contract groundlessly, your company shall bear full responsibility to any of our company’s financial losses incurred therefrom.
3. Being critical of the resolution reached by the board of directors, he left in anger, without so much as a goodbye.
4. Ever since the reform and opening up, China’s economy has been developing at a rate unparalleled in history.
5. Before an economic plan is formally staged, it is usually tested in some areas on a small scale to ensure its practicality.
6. The increasingly competitive international and domestic markets require that enterprises respond to market changes timely and adopt effective measures.
7. In order to let the machine reach its destination in time, we must take it apart to make transportation easier.
8. It is an expensive investment, but in the long run, our company will get considerable benefit from it.
9. A new car factory will be established soon. To say it another way, there will be a more intense competition in car manufacture.
10. Only those products that please the average taste may have more market share.

### **Cloze**

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1. a  | 2. c  | 3. d  | 4. d  | 5. c  |
| 6. b  | 7. b  | 8. c  | 9. c  | 10. d |
| 11. a | 12. a | 13. d | 14. a | 15. c |

### **Extended Activities**

#### A. Function and Structure

1. Complete the following short dialogues between **Party A** and **Party B** with the above listed expressions.

<b>Party A:</b>	<b>Party B:</b>
As I mentioned on the phone, our company has recently developed a new range of products which may be of interest to you.	Yes, we found your range of equipment quite interesting, particularly the model WB500 photocopier.
I’d like to bring to your attention to a product which I believe you will find interesting.	Yes, your product impresses me. But can you explain how we might benefit from using it?

I'm sure you'll find our new products interesting.	We are certainly interested in your new products, but we would like more information about it.
Let's get down to business. What will you show us today?	Take a look at these basic designs. (I would just like you to take a look. I'd like to bring to your attention to a product which I believe you will find interesting.)
What do you think it can do for us?	It can detect any eavesdropping devices within 20 feet. You won't be afraid somebody has planted a bug somewhere.
Is it easy to operate?	Certainly. It operates at the touch of a button. (It works by voice control.)
How does this new model differ from the previous one?	Well, as you can see, we've added some important safety features and reduced the overall size of the unit.
What material do you use for this new model?	We have new materials --- specially treated plastics. They are much more flexible and durable than the old model material.
Can you go over the new features you've added to the latest model?	Sure, my pleasure. Basically, there are two new features. They are the automatic selection key and the remote operation function. Both of these features make the unit considerably easier to use.
Are there any other refinements?	Yes, of course. We have made several improvements designed to increase speed and reliability. The main ones are shown here in this brochure.
Yes, I see. No doubt there's a price increase with these improvements.	We've had to make a modest price increase of about 5%, but I think you'll agree it's well worth the extra cost.
I'm not sure whether our customers will like this new design. We'd better conduct a market survey in this area first.	It has met with a warm reception and quick sale in most European countries. I have full confidence that it will also command a ready sale in your market.
Are you able to provide comprehensive after-sales services?	You may rest assured. We have a fully trained team of technicians providing 24-hour after-sales services.

#### B. Practical Reading

1. a    2. d    3. c    4. b    5. b    6. a    7. b    8. d    9. c    10. d

C. Basic Writing

1.

**MEMO**

TO: All Office Staff

Subject: Annual Spring Outing

From: Office Manager

Date: May 12, 2005

**This year's spring outing has been arranged for Saturday, 12 May. We shall be visiting the Taihu Lake, Wuxi, for the day. The coach will leave the entrance to our firm at 6:30 a.m. Those who wish to come on the outing should let me know by Wednesday 10 May at the latest. If there are still seats available on the coach after all those who want to go have signed up, they can be offered to relatives at a nominal charge of 10 yuan.**

**The coach will leave the Taihu Lake for Shanghai at 6:30 p.m. Hope the weather will be fine and that this outing will prove satisfactory.**

2.  
(1)

**MEMO**

**To: All Personnel Staff**

From: Richard Berry, Personnel Manager (Staff Relations)

Subject: Flexible Working Hours Pilot Scheme

Date: 22 March, 2005

We are currently looking into the feasibility of introducing a flexible working hours system in the company.

A pilot scheme of the proposed system will be carried out between 14 April and 14 July. Initially we are intending to offer three possible starting times: 8:00, 8:30 and 9:15 (subject to Department/Section Head's approval).

If you are interested in taking part in the pilot scheme, please inform your Section Heads before Christmas. I shall then

(2)

## MEMO

To: All workers, Dispatch Department  
From: Mary Kunkel, Managing Director  
Subject: Dispatching Books  
Date: 8 October, 2005

Several complaints have been received from customers who have either been sent correct orders with wrong invoices or wrong orders with correct invoices. Please take extra care to ensure that both orders and invoices are correct.

I am aware that we have several new members of staff in this department and I am not putting the blame onto them. However, if anyone has a problem they should speak to Mr. Michael Jones who will be able to assist them.

**I am concerned as this problem has never happened before.**

(3)

## MEMO

To: All Section and Department Heads  
From: Fred Foust, Office Manager  
Subject: Annual Staff Dinner  
Date: 28 November, 2005

Our Annual Staff Dinner is only three weeks away!

I know you are all very busy, but I need to ask for your help in making the final arrangements.

Please check with all the staff for whom you are responsible and send me a detailed list of names of those in your section or department who intend to come to the Dinner, how many are bringing a guest and whether special diets are required.

Here is a reminder of the general information:

Date: 20 December, 2005  
Time: 7:00 p.m. to 8:30 p.m.  
Place: The restaurant in The Hilton Hotel  
Dress: informal

The meal for each member of staff and one guest is free. As in previous years, wine and other drinks are the responsibility of individual staff members.

**E. Additional Vocabulary**

- |  |                |
|--|----------------|
| 1. electric shaver                         | b. 电动剃须刀       |
| 2. CD player                               | p. 激光唱机        |
| 3. camcorder                               | l. (可携式) 摄像放像机 |
| 4. video recorder                          | e. 磁带录像机       |
| 5. hi-fi stereo system                     | t. 高保真立体声音响系统  |
| 6. automatic washing machine               | a. 全自动洗衣机      |
| 7. vacuum cleaner                          | o. 真空吸尘器       |
| 8. electric cooking stove; electric cooker | x. 电灶, 电炉灶     |
| 9. microwave oven                          | k. 微波炉         |
| 10. electric oven                          | c. 电烤炉         |
| 11. electric heater                        | f. 电暖炉         |
| 12. super-bowl                             | d. 煮饭宝         |
| 13. timer rice cooker; jar cooker          | z. 电饭煲         |
| 14. grill pan (multi cooking)              | h. (多功能) 电锅    |
| 15. food grinder                           | u. 食物碾磨机       |
| 16. electric coffee maker                  | g. 电咖啡器        |
| 17. electric tea kettle                    | q. 电茶壶         |
| 18. multi cutter                           | w. 多功能切碎机      |
| 19. multi dishwasher                       | n. 多功能洗碗机      |
| 20. floor polisher                         | v. 擦地板机, 地板擦光机 |
| 21. fruit juice extractor                  | s. 榨果汁机        |
| 22. electric bath water heater             | j. 电浴水加热器      |
| 23. juicer blender                         | m. 榨汁搅拌器       |
| 24. steam spray iron                       | y. 蒸汽电熨斗       |
| 25. drier; electric hair dryer             | r. 电吹风机        |
| 26. automatic toaster                      | i. 面包烘烤机       |

### F. Humor Time

1 f a c i l i t a t e  
 2 i n s e r t  
 3 p o s i t i o n  
 4 r e s o u r c e s  
 5 s t r e a m l i n e  
 6 s e t b a c k s  
 7 d i s m a n t l e  
 8 b y - p r o d u c t  
 9 a l t e r  
 10 m a i n t e n a n c e  
 11 e n l a r g e  
 12 m a n p o w e r

## Unit 9

### Reading I

Pre-reading:

1. Brainstorming: (key for reference)

<i>Vehicles</i>	<i>Repairs &amp; Maintenance</i>	<i>Diving</i>
van	oiling	to brake
jeep	breakdown	to change gear
trailer	lubrication	to step on the gas
station wagon	patch	to start up
automobile	antifreeze	to overtake
tractor	mechanical failure	to decelerate
fire engine	to skid	to back

taxicab	to tow	to get on/in
ambulance	accident insurance	to get off
sports car	repair shop	top speed
formula car	puncture	speed limit
limousine	to charge a battery	to park
sedan	to adjust	to swerve
roadster	pump/ air pump	parking lot/ car park
camper	petrol pump	to put one's foot down
wrecker	jack	to switch off the motor
racing car	tyre pressure	motorway/freeway/
compact car	to fill the tank	superhighway
bumper car	to inflate	toll road
police car	spare parts	traffic accident
lorry	tow car/ truck	traffic jam
mail car	breakdown lorry/ van	highway code
garbage truck	toolkit	driving license
	fuel	one-way traffic
	gasoline/ petrol	intersection

**2. Pairwork:** Discuss with your partner the following questions.

2) How has our life changed since the invention of motor cars?

The invention of motor cars has brought fundamental changes to our life. In many developed countries, motor cars have become an integral part of people's daily life. By giving workers rapid, convenient transportation, motor cars have freed them from having to near their place of work. This has fostered the growth of the suburbs, but it has also led to traffic problems in the city. In addition, motor cars have contributed to the weakening of neighborhood ties by making it easy to keep up friendships at a distance and to enjoy leisure activities far from home. Family life has been affected in various ways too. Cars help to keep families together when it is used for picnics, outings, camping trips, and other shared experiences. For many people the automobile is a necessity as well as a convenience. But for some, it is also a mark of social status, an important middle-class symbol; and for young people, a sign of becoming an adult.

5) Do you think Chinese households should be encouraged to own private cars?

Positive Arguments:

- ✧ In the past, owning a private car was just a dream for most Chinese people because prices could be ten times more than the annual income of average wage earners. In recent years, however, along with the increase in living standards and the drop in car prices, the private car is no longer a luxury for most Chinese people.
- ✧ Many automakers have developed compact, low-cost and energy-saving cars suitable for family use. This has given common people hope that their dream of owning a car will come true in the near future.
- ✧ Vehicle emissions certainly are one of the major pollution sources globally, but no country in the world has ever imposed any restrictions on the development of the auto industry. In the meantime, people are not entirely helpless in their struggle against pollution caused by vehicles. In developed countries, the integration of technological progress and the devoted participation of governmental departments and enterprises have contributed to an encouraging achievement in this field, despite increasing vehicle



ownership. A world with increasing vehicle ownership but lower pollution is not a miracle.

- ✧ In regard to energy, China has transformed from an exporter into a net importer of oil. However, this should never be an excuse for restricting the development of the auto industry and denying people's access to a car culture. Effective measures to save oil, lower the average vehicle's oil consumption and employ substitute energy resources would ensure that existing annual oil consumption is enough to cover future rising demands. Also, the development of the auto industry would give impetus to the development of new energy resources.
- ✧ The rule of global economic development indicates that the auto industry's effect on the national economy is far bigger than that of any other ordinary consumer commodity. The auto industry is regarded as a bellwether in developed countries, which vividly conveys the industry's influence and guiding role on the whole industrial structure of national economies.
- ✧ The auto industry serves as a driving force for the national economy, which will lead China to prosperity and modern civilization. China's success with industrialization will be impossible without the flourishing of its private auto industry.
- ✧ The auto industry is the pillar industry in many developed countries, which generates huge output value and contributes the most to the GDP of these countries. In order to boost domestic demand and promote economic growth, China must give priority to the private auto industry.
- ✧ The auto industry can create enormous social wealth as well as more job opportunities by advancing both the upper-stream industries of auto parts and materials and the lower-stream industries of vehicle-related services.
- ✧ As the auto industry develops, workers engaged in auto manufacturing and auxiliary industries will get rich and therefore increase consumption, which, in turn, will lead to the increase of other industries' income and help more households be able to afford cars.

#### Negative Arguments:

- ✧ More and more people have begun to realize that the automobile is a mixed blessing. Traffic accidents are increasing steadily, and large cities are plagued by traffic jams. Worst of all, perhaps, is the air pollution caused by the internal-combustion engine. As a result, people who are deeply concerned about environmental protection, urban construction and the quality of life cannot help but ask: "Do we really need an era of cars in every household?"
- ✧ The economic development in China's vast area is quite uneven and a large part of China's population still lives in poverty. Hence, there is a long way to go before the private car enters most Chinese households.
- ✧ The automobile is certainly one of the greatest achievements of modern civilization, but it will exert a long-range negative influence on nature and human life, causing traffic jams, excessive energy consumption and

environment pollution. We must be cautious about prompting the growth of automobiles unreasonably.

- ✧ A small number of car owners consume more public resources, impacting the overall interests of society and the public. It is a wiser choice to actively develop public transportation facilities. Only by balancing various interests can we embrace a better life.
- ✧ It is naïve to think that more roads can be built to accommodate more vehicles. The speed of road construction always lags behind that of the increase in the number of automobiles. On the other hand, we cannot build roads endlessly. Can a city consisting of only road network be regarded as a city? The city will become ugly and unfit for human habitation.
- ✧ To build more roads is obviously not the therapy. Experts point out that inefficient utilization of road resources and structural defect of the urban road network are the two main reasons for heavy traffic in China's major cities. To ease traffic pressure, it is essential to build a comprehensive passenger system that combine high-speed, large capacity forms of public transportation.
- ✧ The national conditions of China and ultimately the environment will limit the increase of private cars. According to statistics, every 1,000 Chinese own 1.2 vehicles, while in Germany every 1,000 residents own 510 in 1994. To keep abreast with Germany, China needs 600 million vehicles, which if put end to end would circle the Earth 67 times, far beyond the endurance of the planet.

## Exercises

### 2. Choose the best answer to complete the following sentences.

1. d                      2. b                      3. d                      4. c                      5. b

### 3. Give the words according to the meaning provided.

- |                |               |               |                 |                |
|----------------|---------------|---------------|-----------------|----------------|
| 1. exhaust     | 2. attachment | 3. combustion | 4. convoy       | 5. bonnet      |
| 6. intelligent | 7. prediction | 8. swing      | 9. diminish     | 10. windscreen |
| 11. motorist   | 12. lane      | 13. gridlock  | 14. accelerator | 15. fraction   |

### 4. Put the correct forms of the following expressions in the blanks.

- |                |                |                |
|----------------|----------------|----------------|
| 1. fumes       | 2. lay idle    | 3. lane        |
| 4. attachment  | 5. fitted with | 6. diminished  |
| 7. predictions | 8. fraction    | 9. tow         |
| 10. get round  | 11. in convoy  | 12. charged up |
| 13. went off   | 14. swung      | 15. has ceased |

### 5. Rewrite the following sentences and replace the *italicized words* with the appropriate phrases from the text.

1. Since no one knows how to operate the imported machine, it has lain idle for over a year.
2. For years this company has been harassed by over employment, but now it gets round this problem by introducing several new production lines.
3. He knows more about car business in the region than all the others put together.

4. Fitted with a trafficator, the car by 2020 will automatically move you into the outer lane if there is no car in the way.
5. The globalization of economy makes it clear that no company is able to develop on its own. It must help others and get helped.

## 6. Word study

For each of the following clues, use the given prompts to produce sentences in the same way as is shown in the model.

### 1

- a. The applicants want to know how the company operates its pension scheme.
- b. After making a careful examination of the wound, the doctor decided to operate on her immediately.
- c. The surgeon examines the patient and then decides whether or not to operate on his spine.
- d. Company finance is to provide funds for the everyday operation of the business.

### 2

- a. Being the capital of many dynasties, Xi'an is viewed as one of the cities that can best represent the ancient Chinese culture.
- b. In my view, if a company wants to survive the fierce competition in the world market it must make its business go global.
- c. He entered for the TOFEL examination with a view to further his study abroad.

### 3

- a. The expensive operation helped him very little and our hope for his recovery continued to diminish.
- b. We should not put great expectations on outdated goods. They have diminished greatly in value.
- c. He is not a trustworthy fellow for he always elevates himself by diminishing his colleagues' achievements.

### 4

- a. Although several people lost their balance on the icy path, I succeeded in keeping my balance.
- b. These figures don't balance. Either I've added them wrong or I've left something out.
- c. The boss asked the accountant to balance this year's profit and loss to see what had been gained.

### 5

- a. He was left in charge of the shop when the manager was away on business.
- b. If you want to have your traveler's check cashed at a bank, the bank will charge one percent of the total as the handling fee.
- c. This company practices a new policy and all its goods are delivered free of charge.

## Post-reading

### 1.

tyre 轮胎	bonnet (US hood) 发 动机盖	bumper 保险杠、缓冲器	registration number 牌 照号
headlight 前车灯	roof 车顶	windscreen (US windshield) 挡风 玻璃	number-plate (US license plate) 牌照

indicator light (US turn signal) 转向灯	rear window 车后窗	windscreen wiper 雨 雪刷	steering wheel 方向盘
rear light (US tail light) 尾灯	door 车门	wing (US fender) 挡泥板	roof-rack 行李架
sidelight (US parking light) 边灯	boot (US trunk) 行李箱	wing mirror (US side mirror) 后视镜	exhaust-pipe 排气管

2.

1. bonnet (US hood) 发动机盖	6. headlight 前车灯	11. rear window 车后 窗	16. tyre 轮胎
2. boot (US trunk) 行 李箱	7. steering wheel方 向盘	12. registration number 牌照号	17. windscreen(US windshield) 挡风玻璃
3. bumper 保险杠、 缓冲器	8. indicator light (US turn signal) 转向灯	13. roof 车顶	18. windscreen wiper 雨雪刷
4. door 车门	9. number-plate (US license plate)牌照	14. roof-rack 行李架	19. wing (US fender) 挡泥板
5. exhaust-pipe 排气管	10. rear light (US tail light) 尾灯	15. sidelight (US parking light) 边灯	20. wing mirror (US side mirror)后视镜

### *Dictation*

Most automakers bring out new models every year. But high costs prevent them from making major changes or introducing an entirely new car that often. Manufacturers make mostly minor yearly changes to add features, to meet new standards, to correct problems in earlier models, or to give the car a fresh look and so attract buyers.

Developing a new vehicle is a task that requires many people, many processes, and many parts. From the initial idea of what the car will be like until the first one is sold takes three to five years. Automakers must therefore try to predict what the market conditions, consumer tastes, and products of their competitors will be several years ahead as they begin the process of designing and developing a new automobile.

### *Comprehension*

Write "T" for true, "F" for false or "NM" for not mentioned.

1. T    2. F    3. NM    4. T    5. F  
6. F    7. T    8. F    9. T    10. T

### *Vocabulary*

Guess the meaning of the following italicized words and expressions from the text.

1. d    2. b    3. a    4. c    5. b  
6. a    7. a    8. d    9. a    10. c

Special Use: *Direct and Indirect Speech (3) questions*

I. Change the following to indirect speech:

26. I asked her what her name was.
27. I asked her how she was feeling then.
28. He asked me if I would give him some of my tomatoes.
29. The doctor asked whether I could read without my spectacles.
30. Mrs. Baker asked Mr. Brown whether his son was sleeping or studying.
31. The doctor asked him when he first felt the pain in his chest.
32. The shopkeeper asked the old man if there was anything else that he wanted.
33. One of the committee members asked when they should hold their next meeting.
34. The man asked if anybody had called the ambulance yet and added that that child was badly hurt.
35. She asked who was knocking at the door and told Andy to see who it was.

II. Change the following to direct speech:

1. She asked, "What do you want?"
2. The travel agent asked, "Do you want to go by air or sea?"
3. He asked, "Shall I wait for them or go on?"
4. He asked, "When shall we start?"
5. He asked me, "Did you go to Beijing on business last week?"
6. He asked, "If you have enough money, will you buy it?"
7. "Do you want to leave a message, or ring back later?" he asked the caller.
8. Lily said, "Susan, have you finished reading the book that you bought last month?"
9. "Did you manage to find your uncle's house easily?" I asked her. "I was very worried about you."
10. "There are some strange, flickering lights in the sky. Do you see them?" Henry asked his friends.

**Translation**

Translate the following sentences into English, using the expressions in the parentheses.

1. These factories manufacture more color televisions than other factories put together, so it goes without saying that they are leading manufacturers of the color television.
2. Since no one was able to operate and maintain these machines, they lay idle and resulted in a waste of money.
3. Controlled by computers, cars by 2020 will be able to speed up or slow down automatically, to match the speed of the car in front, which in turn will make car driving comparatively safe.
4. The way they got round the problem was worth learning. It not only guaranteed the benefit of the factory, but was also in the interest of the workers.
5. It is said that the big company is in financial difficulties and can't settle the crisis all on its own.
6. I expect to work in a large car company like General Motors, which is renowned for its car manufacturing.
7. The airline has come up with a novel solution to the problem of jet-lag.

8. The earth's atmosphere is composed mainly of nitrogen, oxygen, and carbon dioxide.
9. The Liberal Democratic Party has announced their plan to merge with the Social Democrat Party.
10. The government has set out to make new policies to stimulate consumption and enhance investment.

### Cloze

- |       |       |       |       |       |      |      |      |      |       |
|-------|-------|-------|-------|-------|------|------|------|------|-------|
| 1. a  | 2. c  | 3. d  | 4. b  | 5. d  | 6. b | 7. a | 8. c | 9. d | 10. a |
| 11. b | 12. c | 13. d | 14. c | 15. a |      |      |      |      |       |

### Extended Activities

#### A. Function and Structure

Complete the following dialogues.

- 1) A: Good morning, Dazhong Taxi Service. Can I help you?  
 B: Yes. Please send a taxi to the Hilton Hotel. My name is James Blake. Room 2108. I've got to catch the 14:25 plane.  
 A: Mr. Blake, the Hilton Hotel, room 2108. Is it all right? Don't worry. A cab will be there in 5 minutes.
- 2) A: Is this taxi taken?  
 B: No, sir.  
 A: Can you take us to A&B Company. It's on the Eighth Avenue.  
 B: Sure. Get in, please.  
 A: I'm meeting the president at 10:30. Do you think I can make it?  
 B: I think we can get there in time unless there's a traffic jam.
- 3) A: Are you engaged?  
 B: No, sir. Where're you going?  
 A: Drive me to the Kennedy Airport, please. I've got to be at the airport by 11:20. Can you make it?  
 B: Don't worry. We should make it if we take a route without much traffic.
- 4) A: Could you give us a ride to Central Station? I have to be there by 8:30.  
 B: It's not far away from here and if the traffic is not too bad today, you'll be there in plenty of time.  
 B: Here we are. \$15, please.  
 A: Here's 20 dollars, and give me 2 dollars back, please.
- 5) A: Do you think you can get me to Union Station by 8:15?  
 B: I shouldn't have any trouble if the traffic isn't too heavy.  
 B: You've got plenty of time. That's \$8.65.  
 A: Thank you very much. Here's 10 dollars, and keep the change.
- 6) A: Taxi! The Sheraton Hotel, please. I have a 10:30 appointment. Do you think you can get me there in time?  
 B: We should make it if we don't hit many red lights.  
 A: Oh, we're in a traffic jam.  
 B: Don't worry. We can go back to the last intersection and cut through a small passage that'll bring us out at the main entrance to the hotel. Hold the strap, please. I'm making a turn now.  
 A: Are you sure we're on the right road?

B: Oh, no! I think we may have made a wrong turn at the last traffic light. We'd better stop at that gas station for directions.

A: At what speed are you driving? Look, the traffic cop's signaling.

B: I think we are doing 50 miles an hour, sir

A: But the speed limit on this road is only 40 miles per hour. Please drive a bit slowly. If the policeman stopped you, I would really be late for my appointment.

A: This is it. Just drop me here. I'll walk over to the hotel.

B: \$15.65, please.

A: Here you are.

7) A: Can I park here?

B: Sorry, you can't stop here. No standing or parking here at any time.

A: In that way, where can I park the car?

B: You can drive straight on for three blocks and turn left onto Green Street. There is a parking lot over there. You can leave your car there.

#### B. Practical Reading

1. c
2. a
3. b
4. d
5. d
6. b
7. a
8. c
9. b
10. a

课后答案网  
www.hackshp.cn



### **C. Basic Writing**

1.

To Peter White, Sales Manager, Global Furnishings Co., site@western.com  
From Richard Brown, Purchasing Manager, Western Office Furniture  
SuppliesCo., wofsc@link.com  
Subject Computer Tables  
Date 12 November, 2005

Thank you for your e-mail of 10 October in which you informed us that the office furniture we ordered had been shipped.

However, unfortunately, we have not yet received the computer tables which were a part of this order. We would be grateful if you could deliver these as soon as possible or refund our money.

**We look forward to your early reply by e-mail.**

2. (1)

To Anne Gavin, Office Manager, Travid Electronics Ltd.,  
telectronics@sohu.com  
From Henry Smith, Sun Translation Co., sto@iberianet.sp  
Subject Translation  
Date 4 May, 2005

I'm very pleased to receive your e-mail of 3 May. I agree to translate your Spanish contracts, letters, telexes, faxes, and other messages for the fee of \$25 per hour. I further agree to complete the work by 9 September.

I hope you will pay messenger service fees between your office and mine, parking fees when I have to consult at your downtown offices,

To Kitty Wright, kw@freenet.co.uk  
From Charlotte Weisse, cweisse@sos.com.sn  
Subject Recommending a Publisher  
Date 26 June, 2005

My heartiest congratulations on your finishing another book. As a matter of fact, I do know someone whom I think you ought to see while you're in New York. Mr. Morris has his own literary agency that deals almost exclusively with novels.

I will certainly send you a brief letter that will introduce you to him. In this case, I feel that I'm doing both you and Mr. Morris a favor by putting you in contact with each other. I'm sure your new book is

(2)

To Paolo Fellini, General Manager, Lotus Auto Co.,  
lotusauto@universal.net  
From Rose White, Marketing Manager, Alphe Automobile Co.  
Ltd., alpheauto@western.com  
Subject Tokyo Motor Show  
Date 18 July, 2005

**As you are no doubt already aware, the Tokyo Motor Show will take place in August. It will attract manufacturers and buyers from all over the world. Last year alone, nearly half a million visitors attended. Therefore, we expect that you will send several representatives to attend it.**

**Our latest model, SW-0602, will be on display. It is a multiple-activity vehicle which is considered to be of stylish design, comfortable four-passenger seat, and convenient use. Besides, this car is to be sold at a price 30% lower than similar cars in the automotive market.**

**We are confident that your customers will definitely be interested in these cars, and we can assure you that export orders will be delivered by the end of this year.**

**If you want to get further information, please contact us.**

(3)

### **D. Additional Vocabulary**

- |   |          |
|---|----------|
| 1. main thoroughfare                          | g. 大街    |
| 2. car lane                                   | m. 汽车道   |
| 3. bicycle lane                               | b. 自行车道  |
| 4. lane separator                             | u. 路栏    |
| 5. side barrier                               | n. 护栏    |
| 6. pavement, sidewalk                         | a. 人行道   |
| 7. streetlight, streetlamp                    | o. 路灯    |
| 8. footbridge                                 | x. 天桥    |
| 9. underpass, subway                          | h. 人行地道  |
| 10. boulevard, avenue                         | s. 林荫道   |
| 11. roadside plants                           | c. 林荫树   |
| 12. alley, side road                          | l. 胡同    |
| 13. crossroads, main intersection             | d. 十字路口  |
| 14. T-intersection, T-road                    | t. T 字路口 |
| 15. a fork in the road, threeway intersection | v. 三岔路口  |
| 16. flyover, overpass                         | k. 立交桥   |
| 17. car park                                  | e. 停车场   |
| 18. traffic lights                            | z. 交通信号灯 |
| 19. zebra crossing                            | p. 人行横道  |
| 20. safety island                             | j. 安全岛   |
| 21. police stand                              | f. 交通岛   |
| 22. expressway, motorway                      | w. 高速公路  |
| 23. toll-paying road                          | q. 收费公路  |
| 24. tollgate                                  | i. 收费处   |
| 25. gas station, petrol station               | r. 加油站   |
| 26. traffic accident                          | y. 交通事故  |

## **Unit 10**

### **Reading I**

#### ***Pre-reading:***

#### **3. Brainstorming:** (key for reference)

Parties involved in insurance: *the insurer, the insured, underwriter, insurance agent, policy-holder, policy-owner, beneficiary...*

Types of insurance: *life insurance, property insurance, liability insurance, crime insurance, automobile insurance, health insurance, fire insurance, marine insurance,...*

Other terms related to insurance: *insurance policy, coverage, premium, insurance product, expiration of policy, time limit for filing claims...*

Verbs used in insurance: *to apply for an insurance policy, to file a claim, to settle claims, to cover/insure goods against All Risks (综合险), to effect insurance...*

4. **Pairwork:** Discuss with your partner the following questions

1) Mention some prestigious insurance companies in China or in the world.

中国人民保险公司	The People's Insurance Company of China
中国人寿保险公司	China Life Insurance (Group) Company
中国平安保险公司	Ping An Insurance Company of China
中国太平洋保险公司	China Pacific Insurance (Group) Co., Ltd
中宏人寿保险有限公司	Manulife-Sinochen Life Insurance Co., Ltd
太平洋安泰人寿保险有限公司	Pacific-Antna Life Insurance Company Ltd
安联大众人寿保险有限公司	Allianz-Dazhong Life Insurance Co., Ltd
金盛人寿保险有限公司	AXA-Minmetals Life Insurance co., Ltd
日本住友生命	Sumitomo Life Insurance
英国伦敦劳合社	Corporation of Lloyd's
法国安盛公司	AXA
德国安联公司	Allianz

荷兰国际集团	Ing Group
英国皇家太阳联合保险集团	Royal & Sun Alliance Insurance Group
瑞士苏黎士金融服务	Zurich Financial Services

2) What do you think is the purpose of insurance?

The major purpose of insurance is to protect oneself against loss or damage as one gets compensation for the insured item if any loss or damage happens to it, either the full amount of the loss or a specified percentage of the amount of loss.

4) What sorts of questions are you expected to answer when you apply for a life or property insurance policy?

When you apply for life insurance, you will be asked all sorts of questions. For example, the agent will ask you about your age, gender, address, etc. Depending on your age and the amount of insurance you're buying, you will probably be asked to have a medical examination. When a company is deciding whether or not to offer you property insurance, it will want to know about your economic conditions, how many risks you hope the insurance may cover and how much premium you'd like to pay.

5) Do you think buying insurance is a better way than putting money in a bank? Why or why not?

We buy insurance for the security of knowing that we and our family are taken good care of in times of need. Should we suffer an auto accident, damage to our home through fire or flood, job loss, or temporary or permanent job leave due to an accident, our insurance is there to cover the costs of the damage, or to pay off (insured) existing loans. By ensuring that we have all the necessary insurance, we can rest assured that in the event of an accident or job loss, paying for the damage or continuing to make our loan payments will be no worry on our mind.

### Exercise

#### 2. Choose the best answer to complete the following sentences.

1. d                      2. c                      3. a                      4. b                      5. c

#### 3. Give the words according to the meaning provided.

1. investment      2. beneficiary      3. premium      4. survive                      5. insurer  
6. hail                      7. vandalism      8. policy      9.                      savings-oriented  
10. endowment  
11. liability      12. premature

#### 4. Put the correct forms of the following expressions in the blanks.

- |                 |                    |                 |
|-----------------|--------------------|-----------------|
| 1. Vandalism    | 2. was entitled to | 3. investment   |
| 4. sue          | 5. benefit         | 6. premiumS     |
| 7. portion      | 8. theft           | 9. pay out      |
| 10. premature   | 11. built up       | 12. beneficiary |
| 13. liabilities | 14. in force       | 15. face value  |

**5. Rewrite the following sentences and replace the *italicized words* with the appropriate phrases from the text.**

1. A large-scale reduction in workforce resulted from the fact that business had been slow for half a year.
2. Though a Chief Executive Officer is entitled to deal with any issues concerning the management on his own, he is supposed to consult the board of directors for suggestions before big decisions are made.
3. We'll have to pay out large amounts of money for the rented classrooms every month, which apparently hinders the further development of the school, so we decide to get a loan from the bank to buy some deserted workshops which, after a facelift, can serve as classrooms.
4. Some consumers sued the travelling agency for overcharging them during the journey.
5. Though the law is still in force, it has little binding power to those whose are in power..

**6. Word study**

For each of the following clues, use the given prompts to produce sentences in the same way as is shown in the model.

1

- a. An underground water supply is good insurance against drought.
- b. Convinced by what the insurance salesman said the woman insured her life for \$500,000.
- c. The moment the car was bought it was insured with a local insurance company against accidental damage and theft.

2

- a. He held that the company's policy of making further investment in that area was wrong and would bring the company huge losses if it was implemented.
- b. Scientists declare that a new data disk has been invented, which can hold about 3 billion characters.
- c. Holding her father by the sleeve, the little girl refused to leave and insisted that her father buy that teddy bear in the window.
- d. Make sure you keep hold of my hand when we cross the road.

3

- a. The old woman who survived her husband for ten years saw the great changes taking place in her hometown.
- b. Overstaffed and poorly managed, this company can hardly survive the approaching economic crisis.
- c. After much consideration I decided to turn down that job offer for I could hardly survive on the meager wage it offered.
- d. A lot of small companies are having to fight for survival in the depression. (= work hard in order to continue to exist in the depression)

4

- a. In the short term we expect to lose money on this project but in the long term we

hope to make large profits.

- b. According to the terms of the agreement, this company should supply raw materials for us for at least ten years.
- c. Many American presidents run for a second term after their first four years of office expired and many of them indeed won.
- d. These developments are loosely termed 'advanced manufacturing techniques'.

5

- a. We will cancel our order if your company fails to conform to the terms previously agreed upon by both companies.
- b. The flight to Paris was temporally cancelled due to the bad weather conditions.
- c. The restaurant is fully booked this evening, but we will let you know if there are any cancellations.

Post-reading (For Reference):

Property and liability insurance encompasses the most basic coverage a small business needs. Any business owner who has property — whether inventory, a building full of equipment or a personal computer — needs property insurance. Property insurance basically covers a building and its contents from losses due to most common perils such as fire, theft and wind damage.

Liability insurance protects a business when it is sued for injury or property damage to third parties. It generally pays damages related to bodily injury, property damage, personal injury (e.g., libel or slander) or advertising injury. It also pays for the defense and related legal costs for a covered claim or lawsuit.

Any firm with computers may need to extend its basic property coverage with a small computer policy that will cover all hardware and software and pay to replace any lost critical information. Additional coverages can be purchased for a variety of special needs, such as earthquake and flood insurance, workers' compensation insurance which protects both you and your employees in the event of job-related injury or sickness by providing medical and disability coverage, or automobile insurance.

Most small business owners choose a package policy, generally known as a Business Owner's Policy, or BOP for commercial insurance coverage. A BOP combines essential insurance coverages in one package that generally costs less than individual policies purchased separately. It usually includes property, liability and crime coverage, as well as a number of specialty coverages.

Depending on the nature of the business, a company can opt for one or a number of specialty coverages. For example, fidelity bonds, also known as dishonesty insurance, can protect a company against employee dishonesty. If a fire or other covered peril shuts down a business, business income insurance pays the loss of net profit and ongoing expenses during that period.

Many property insurance policies exclude losses of money and securities, and small businesses should also consider crime insurance. Coverage for crime losses can be purchased as part of a package policy such as a storekeeper's burglary and robbery policy or an office burglary and robbery policy. A company may need special



pollution coverage to cover potential liability for cleanup and removal of pollutants; debris removal coverage to pay to remove debris before a building can be reconstructed after a fire.

## ***Reading II***

### ***Dictation***

Insurance that protects you, your spouse, and your children against financial loss due to illness, disability, or death is personal insurance. Health and life insurance are two common examples of personal insurance.

Another form of loss is the loss of the income or services of someone who helps support the family. For example, suppose Brad and Susan are married. Brad works as a pharmacist, and Susan is a stay-at-home mom. If Brad died, the family would lose his income. If Susan died, Brad would have to hire someone to take care of the children and the house. In either case, life insurance could help the family survive financially the loss of a loved one.

### ***Comprehension***

Write “T” for true, “F” for false or “NM” for not mentioned.

1. T    2. F    3. T    4. T    5. F  
6. NM    7. T    8. F    9. T    10. NM

### ***Vocabulary***

Guess the meaning of the following italicized words and expressions from the text.

1. b    2. d    3. c    4. b    5. d  
6. a    7. c    8. b    9. d    10. b

### ***Special Use: Direct and Indirect Speech (4) review***

Rewrite the following in indirect speech:

1. The father asked the boy what he would do next. The boy replied that he would wait till the postman went round to the back of the house. Then the father asked him which house he meant. The boy pointed at one of the houses, saying that that was the one he meant. The father asked whether he meant the red house. The boy said he didn't mean the red one but the one next to it. The father wanted to know why the postman would go round to the back of the red house. The boy explained that the postman would only go to the side-door of the red house, but would go all the way round to the back of the other one. The boy assured his father that he could do the job and told him not to worry.
2. The interviewer asked Dr. Smith if it was true that he had been living for over a year with gorillas. Dr. Smith said that it was quite true. He was then asked how long he had spent with his gorillas in all. He replied that he had been in Africa for a term of twenty months. The gorillas had soon become quite used to his presence. Dr. Smith went on to explain that when he arrived at the edge of their group, the gorillas would look up and then usually continued with their daily routine. The interviewer asked if the gorillas really live/lived in groups. Dr. Smith confirmed that and added that each group consists/consisted of five to thirty animals.
3. When father saw me there he was very angry. He scolded me, saying I shouldn't idle my time away like that since he had told me to review my lessons. He ordered me to go upstairs and not to come down until I had finished my work.

### Translation

Translate the following sentences into English, using the expressions in the parentheses.

1. Only members of the company are entitled to use the facilities.
2. After the accident, the workmen successfully sued the boss for damages.
3. It pays to buy a new car if you have to pay out large sums of money to repair an old car like that.
4. A traffic jam occurred as vehicles built up on the roads into the city.
5. This international conference will be held on Sunday and the traffic control in the city will be put in force that noon.
6. Many key universities, which are under the direct control of the Ministry of Education, are seeking various ways of cooperation with local governments.
7. Your traveling costs will be reimbursed to you if you send in a reasonable claim.
8. The company has been drilling in the western desert in the hope of discovering large mineral deposits.
9. Unwilling to be tied to household chores, more and more women have joined the labor force.
10. This insurance offers financial cover in the event of you being disabled in an accident.

### Cloze

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 1. a  | 2. c  | 3. b  | 4. a  | 5. d  |
| 6. b  | 7. c  | 8. d  | 9. a  | 10. b |
| 11. c | 12. d | 13. a | 14. c | 15. d |

### Extended Activities

#### A. Function and Structure

Complete the following dialogues.

- 1) Susan: How do you like last night's party?  
Mary: Great, wasn't it?  
Susan: Rather!
- 2) Philip: I hope you don't mind my asking, but haven't we met somewhere before?  
Mike: I don't think so. I'm new here.
- 3) Jackie: I'm sorry to trouble you, but could you show me how to open the case?  
Jessica: Certainly. Just press the red button on the back, the case will open automatically.  
Jackie: How amazing! Well, I never.
- 4) Betty: Jack, would you mind driving me to the airport?  
Jack: Sure, why not?
- 5) Ann: I haven't seen the Greens for years. How are they?  
Sue: They got divorced the year before.  
Ann: Oh, no. I couldn't believe it.

- Sue: I think I can understand how you feel. I was greatly surprised too when I first heard about it.
- Ann: How come?
- Sue: It's hard to say. Oh, it's 9:50. Please excuse me, I've go to dash now.
- 6) A: Excuse me, but can you tell me where I can get a snack near here please?  
B: With pleasure. At Jack's Snack Bar. That is the nearest place. It's down this street on the left next to the cinema.
- A: Do you think I can get something to eat at this time?  
B: I guess so.
- 7) Tom: How was the conference?  
Ted: The conference was good, but the return flight was a disaster.  
Tom: How come?  
Ted: The plane was delayed for an hour even before it took off.  
Tom: That's too bad. What went wrong?  
Ted: A passenger suddenly felt sick and had to be taken to the hospital.
- 8) Jim: ... anyway, I felt pretty upset, I can tell you.  
Sue: Well, something even worse happened to a colleague of mine in New York...  
Jim: Really? Tell me more.  
Sue: He flied to London but his luggage was sent somewhere else...  
Jim: How come?  
Sue: The check-in clerk had put the wrong label on his case and it had the tag for a different flight on it...  
Jim: Fancy that.
- 9) Mr. Hay: Excuse my asking, but are you Mr. Smith from M & M company?  
Mr. Smith: Yes, that's right.  
Mr. Allen: I'm Allen Hay. I believe we met at a trade fair in Lyon last July. I have your business card.  
Mr. Smith: Oh, yes. I remember you. You are the sales representative of Heli Industries. How have you been?  
Mr. Hay: Fine. Is this your first visit to Shanghai? What's your impression of it?  
Mr. Smith: I only arrived here a couple of days ago. So I haven't had much opportunity to go sightseeing. But I really think Shanghai is a very beautiful city.  
Mr. Hay: Sure. I've been here almost one year. I find the city more and more attractive to me.  
Mr. Steward: It's been so nice talking with you. But I must be getting on my way. I have a meeting in ten minutes.

### **B. Practical Reading**

1. a    2. d    3. c    4. c    5. c    6. a    7. b    8. b    9. d    10. c

***C. Basic Writing***

To Wang Wei  
Company Shanghai Textile Imp. & Exp. Corp.  
From Tom Smith  
Date 20 July, 2005  
Fax No. 01186(29)334952  
Subject Recommending the Best Selling Product  
No. of Pages 1

You will be interested to hear that we have recently developed a new product, which is selling very strongly on the home market.

Because of its success in this country, we thought there might be a sales potential abroad.

If you agree we shall be glad to supply you with our samples for you to show to the potential customers.

1.

2.

致 玛丽·布朗  
公司 海外贸易公司  
自 丹尼尔·托马斯  
日期 2005年9月21日  
传真号码 69437661  
事由 修改第2786号信用证  
页码 1页

我方欣悉通知,你方由日本三菱银行开立的第2786号信用证已收悉。然而,经审阅其中条款,我们遗憾地发现你方信用证要求5%的佣金,这显然与合约条款不符。为此,请通知你方银行修改该信用证,不胜感激。盼早日收到有关的修改书,并预致谢意。

3. (1)

To Oliver Johnson  
Company Peace Hotel, Room 301  
From Helen Ford  
Date 24 October, 2005  
Fax No. 35636766  
Subject Details of Appointments  
No. of Pages (including this one) 1

Your appointments for the period 1 ~ 7 November are as follows:

1 November 12:30 p.m. Mr. Blake ABC International Co. (lunch appointment);

2 November 9:45 a.m. Mr. Smith Wright & Company (regarding decoration of the conference room);

4 November 1:20 p.m. Miss Walker (regarding sales promotion plan);

5 November 10:30 a.m. Mr. Long (regarding staff training);

7 November 2:00 p.m. Mr. Adams (regarding the arrangement of a board meeting)

Please let me know by fax if you wish me to rearrange

(2)

To John Wilson  
Company Transglobe Co.  
From Rose Russell  
Date 7 August, 2005  
Fax No. 93334212  
Subject Congratulations on Promotion  
No. of Pages 1

My heartiest congratulations on your promotion!

Your promotion to national marketing manager certainly came as no surprise to me considering your brilliant record of achievements while you worked as the regional sales manager in the West, and I always knew that you would become a great success someday.

I wish you continued success as well as happiness in this

### ***D. Additional Vocabulary***

- |     |                              |    |        |
|-----|------------------------------|----|--------|
| 1.  | <i>perils of the sea</i>     | m. | 海上风险   |
| 2.  | natural calamity             | g. | 自然灾害   |
| 3.  | fortuitous accidents         | q. | 意外事故   |
| 4.  | extraneous risks             | w. | 外来风险   |
| 5.  | total loss                   | b. | 全部损失   |
| 6.  | partial loss                 | d. | 部分损失   |
| 7.  | general average              | s. | 共同海损   |
| 8.  | particular average           | t. | 单独海损   |
| 9.  | free from particular average | a. | 平安险    |
| 10. | all risks                    | h. | 一切险    |
| 11. | general additional risk      | c. | 一般附加险  |
| 12. | <i>shortage risk</i>         | n. | 短量险    |
| 13. | leakage risk                 | r. | 渗漏险    |
| 14. | clash and breakage risk      | i. | 破损、破碎险 |
| 15. | sweat and heating risk       | p. | 受潮、受热险 |
| 16. | breakage of packing risk     | j. | 包装破裂险  |
| 17. | war risk                     | l. | 战争险    |
| 18. | strikes risk                 | f. | 罢工险    |
| 19. | on deck risk                 | y. | 舱面险    |
| 20. | failure to deliver risk      | v. | 交货不到险  |
| 21. | insured amount               | o. | 保险金额   |
| 22. | insurance policy             | z. | 保险单    |
| 23. | insurance certificate        | e. | 保险凭证   |
| 24. | combined certificate         | u. | 联合凭证   |
| 25. | open policy                  | k. | 预约保单   |
| 26. | endorsement                  | x. | 批单     |

### ***F. Humor Time***

1					F	I	L	L						
2	C	O	M	P	E	N	S	A	T	I	O	N		
3	P	R	O	P	O	S	A	L						
4					O	U	T							
5					P	R	E	M	I	U	M			
6			C		L	A	I	M						
7					I	N								
8	P	O	L		I	C	Y							
9			C	O	V	E	R							



HIDDEN WORD