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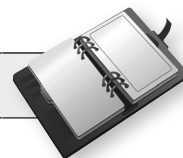
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Unit 1

Essentials of Business

Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : Basic Concept of Business

2. Language Focus (内容重点)

— **Key Words:** I. production, manufacture, service, merchandise, trade, land, labor, capital, entrepreneurship, distribute, accomplish, perform, go bankrupt, creditor, venture, profit; II. company, firm, a business, wholesaler, retailer, competitor, rival, compete, go into business, go out of business

— **Phrases:** I. relate ... to/with, be extracted ... from, to a certain extent, make ... of value, be responsible for, look for, decide on, up to, refer to, pay for, distribute ... to/among; II. in bulk, compete for, keep ahead of, have an advantage over, give an edge on

— **Useful Structures:** V+-ing as subj. “where ...” relative clause
not ... unless ... “whether ...” concessional clause

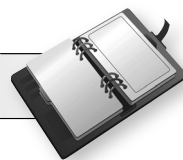
— **Grammar:** Countable and Uncountable Nouns

3. Communicative Skills (交际技能)

— **Expressions:** Expressions of “Meeting People”

— **Reading:** Timetables

Lead-in 导入



>>>>>> Listening Comprehension Tasks

Difficult Words & Expressions

1. occupation: job; vocation 职业
2. be closely associated with: 同……紧密联系在一起
3. commerce: the buying and selling of goods and services, especially on a large scale 商业
4. an enormous range: 一个庞大的系列
5. household item: 家用产品
6. contribute to: 对……作出贡献
7. quality of life: 生活质量
8. donate: to give as a contribution 捐赠
9. rest house: 疗养院
10. terminally ill: 处于疾病晚期的
11. transform: to change 转变

Passage Script

The word business has many meanings. It can refer to a person's occupation, to a type of occupation, to a person's behavior, to a trade or commerce, or to a firm's activity, when he or she buys and sells. The modern word "business" comes from an old English word which meant "to do things". Nowadays business is about buying and selling. Business is the way that buyers buy and sellers sell goods and services. For buyers, business is about how they get what they want. For sellers, business is about how they do their selling and receive their money and income.

In our everyday life, we constantly come into contact with business. All businesses offer something to the community. No matter how big or small, businesses have an important role to play in society. Stores aim to meet the specific needs of certain groups. Department stores offer an enormous range of household items. Even though these stores represent a small part of the business environment, they play important roles within our society. They provide goods and services to meet the wants and needs of the community.

Businesses play a large social and economic role in our society. The social role can be seen when the actions of businesses contribute to the quality of life and happiness of members of our society. Businesses also play an enormous economic role by creating wealth, employment, and choice. Businesses provide employment and investment opportunities. Through the skill of business people, new ideas are transformed into products that enable us to enjoy a high standard of living.

Key

II. 1. c 2. a 3. d 4. a 5. c 6. d 7. d 8. d

III. 1. how 2. short 3. everyday 4. big 5. play 6. social 7. creating 8. opportunities
9. economic 10. Without

>>>>> Spot Dictation

Business includes the activities of all commercial producers of goods and services. These producers range from small shops owned by one person to huge organizations owned by thousands of stockholders who have shares in the companies. The word *business* may refer to producers of the same product or service, such as the clothing business or the insurance business. An individual enterprise may also be called a business.

Background Information (背景知识)



1. Business

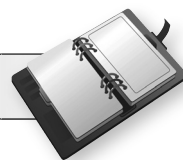
Business can mean buying or selling goods or services. That is, the activity of making money by producing or buying and selling goods, or providing services. When it is used in this meaning, it is uncountable. It can also be used to refer to an organization such as a company, shop, or factory that produces or sells goods or provides a service. When it is used in this meaning, it is countable.

2. Becoming a successful business

Becoming a successful business takes time, energy, motivation, and a bit of luck. Getting an idea, testing an idea, finding the right people and help, locating access to capital and credit, understanding and

using technology, and planning ahead are just a few of the steps to the process. Throughout the various stages of the business lifecycle — starting, financing, expanding, training and counseling, management assistance, advocacy, and eventually closing a business — the right help at the right time can make all the difference between failure and success. Besides access to capital and credit, business owners need management and technical assistance, training and education, counseling and user-friendly access to information all along the way.

Language and Culture Focus (语言文化要点)



>>>>>> Reading I

1. civilization: The word *civilization* comes from the Latin *civilis*, meaning *civil*, related to the Latin *civis*, meaning *citizen*. Civilization is an advanced state of human society, marked by progress in the arts and sciences, the extensive use of writing, and the appearance of complex political and social institutions. The level of advancement of a civilization is often measured by its progress in agriculture, long-distance trade, occupational specialization, and urbanism. Aside from these core elements, civilization is often marked by any combination of a number of secondary elements, including a developed transportation system, writing, standards of measurement (currency, etc.), contract and tort-based legal systems, characteristic art styles (which may pertain to specific cultures), monumental architecture, mathematics, science, politics, and astronomy. 文明; 文明社会

【例句】 the history of Western civilization 西方文明的全部历史

Chinese civilization is one of the oldest in the world.

2. Making airplanes, building buildings, and constructing paper boxes...: The *-ing* form of the verb can be used as the subject of a sentence.

【例句】 Seeing is believing.

Taking good photos requires patience as well as keen eyes.

Watching television at spare time is a good entertainment.

3. relate: relate sth. to sth. else. 与……有关

【例句】 The report seeks to relate the rise in crime to an increase in unemployment.

4. 辨析 capital & money: **Capital** is the money or property that you use to start a business or to make more money. **Money** is what you earn by working and you use in order to buy things.

【例句】The recycling industry is making huge capital investments in equipment.

Do you have enough money to pay for the sandwiches?

Therefore, collocations related with **capital** are: capital intensive industries (资本密集产业); venture/risk capital (风险资本); intellectual capital (智识资本), etc.

Collocations related with **money**, on the other hand, are: money bags (有钱人); Money makes a mare go. (有钱能使鬼推磨); money worshiper (金钱至上主义者).

5. Other forms of business include merchandising, which is the selling of products, and providing various services, such as accounting, distributing, and repairs.

【译文】其他形式的商务包括销售,即出售产品、提供诸如会计、分销及修理等各种各样的服务。

merchandise: to try to sell goods or services using methods such as advertising; 买卖; 推销

【例句】If this product is properly merchandised, it should sell very well.

这一产品如果促销得当,该是很畅销的。

We merchandise our furniture by advertising in newspapers.

我们在报上登广告推销家具。

distribute: to supply goods to shops and companies so that they can sell them 分发; 分销;

synonym: give out

【例句】distribute sth. among/to sb.

Clothes and blankets have been distributed among the refugees.

Milk is distributed to the local shops by Herald's Dairies.

6. entrepreneurship: Entrepreneurship is a frequently used concept in English-speaking countries, but it is difficult to define and translate. It generally refers to a management concept characterized by development and renovation and the ability to implement this concept in marketing. (它指的是一种发展的、革新的经营观念,以及将这种观念贯彻在市场中的能力。) Successful entrepreneurs have an unshakable belief in themselves and in their ideas. They have drives, and can always bounce back after frustrations. That is, no matter what goes wrong, they can get up and try again. 企业家素质

7. refer to: 提到, 涉及; 指(的是)

1) refer to sb. or sth.

【例句】We agreed never to refer to the matter again.

Although she didn't mention any names, everyone knew who she was referring to.

2) refer to sb. or sth. as.

【例句】He likes to be referred to as "Doctor Khee".

8. "where ..." relative clause: "Where" can be used to introduce a relative clause.

【例句】The crisis has reached a point where the receiver (破产管理人) will have to be called in.

This is the hotel where we spent our honeymoon.

The place where he was going is dangerous.

“Where” functions as an adverbial in the relative clause. The other adverbs that can introduce relative clause are “when” and “why”.

【例句】She remembered the day when Paula had first walked into her office.

This is the place where I hid the key.

In 1963 we moved to Boston, where my grandparents lived.

9. extract: extract something from sth. else. 拉出; 提取

1) to remove an object from somewhere, especially with difficulty.

【例句】He extracted an envelope from his inside pocket.

2) to carefully remove a substance from something which contains it, using a machine, chemical process etc.

【例句】This substance is extracted from seaweed. 这种物质是从海藻中提取的。

Oils are extracted from the plants.

10. accomplish: succeed in doing sth.; successfully finish doing sth.; achieve. 完成; 达到; 实现

【例句】I don't think our visit really accomplished anything.

We have accomplished a great deal in the last few days.

“Accomplished” means “skilled”, so a singer can be “accomplished”, so can a writer or painter be. “Accomplished fact (既成事实)”, however, is a legal term, which means something that is known to be true and cannot be doubted. “Accomplishment” is the noun form, which means “achievement” or “a skill”.

【例句】Our 15% increase in sales last year was a major accomplishment.

Being able to play the piano well is one of his many accomplishments.

11. Therefore, to a certain extent the next factor, capital, can be used to replace labor or reduce the amount of physical and mental labor that humans have to use in order to conduct business.

【译文】因此, 下一要素: 资金, 在某种程度上可用于替代劳动力或减少人们为开展业务而所化的体力与脑力的付出。

to a certain extent: indicating that sth. is partly true, but not entirely true; partly (= to some extent). 在某种程度上

【例句】We all to some extent /to a certain extent remember the good times and forget the bad.

I do agree with him to a certain extent.

replace: to remove someone from their job or sth. from its place, and put a new person or thing there. 代替

【例句】replace A with B 以B代替A

They replaced the permanent staff with part-timers.

12. of value

1) worth a lot of money. 值钱的

【例句】The thieves took nothing of value.

2) useful. 有价值的

【例句】I hope this book will be of value to both teachers and students.

13. be responsible for: 为……负责; 是造成……的原因

【例句】Police believe that the same man is responsible for three other murders in the area.

We are determined to bring the people responsible to justice.

14. not ... unless ...: 除非……, 就不会……

Here “unless” is used to introduce a statement expressing a case in which an exception to a preceding statement may or will exist.

【例句】Do not leave the building unless you are instructed to do so.

Don't call me at the office unless it's absolutely necessary.

Sometimes “not” can be used with “unless” to indicate the only condition.

Then the phrase “not unless” means “only if”.

【例句】— Will you go with her?

— Not unless she wants me to.

Nowhere to land, not unless you had a spaceship.

The old man had gone to bed with instructions not to be disturbed, not unless the plan failed.

In conditional clauses, “unless” is used to express that something will happen or be true if something else does not happen or is not true. So simply stated, it is a negative “if” clause “if ... not ...”.

【例句】Unless some extra money is found, the theatre will close.

I think you should complain — unless, of course, you are happy with the way things are.

He won't go to sleep unless you tell him a story.

I can't leave her unless I know she's all right.

15. initiate: to arrange for sth. important to start, such as an official process or a new plan. 开始; 发动

【例句】initiate a reform 开始改革

They have decided to initiate legal proceedings against the newspaper.

Intellectuals have initiated a debate on terrorism.

16. innovative: an innovative idea or way of doing sth. that is new, different, and better than those that existed before. 创新的; 有新意的

【例句】an innovative approach to language teaching



innovative plans for recycling waste materials

17. look for: 寻找

synonym: search for

【例句】 Could you help me look for my contact lens?

If you're looking for a bargain, try the local market.

18. decide on/upon sth.: to choose sth. or someone after thinking carefully. 对……作出决定

【例句】 Have you decided on a date for the wedding?

19. “whether ...” concessional clause: “Whether” can be used to introduce a concessional clause (让步从句).

【例句】 I will go, whether you come with me or stay at home.

It's not important whether he comes himself or sends a substitute.

Whether you like it or not it's going to happen.

Whether we do it now or later, it's got to be done.

20. bear: to bravely accept or deal with a painful, difficult, or upsetting situation. 负担, 忍受, 带给 (past tense: *bore*; past participle: *borne*)

synonym: stand

【例句】 She was afraid she wouldn't be able to bear the pain.

Make the water as hot as you can bear.

Experts were worried the financial system would not be able to bear the strain.

21. 辨析 pay & pay for

The most frequently used format is **pay (sb.) for (sth.)**.

【例句】 How soon can you pay me for the work?

Did you pay for that car?

Pay for may also mean “receive punishment or suffering for (为……而受惩罚; 为……而吃亏/倒霉)”.

【例句】 These people must be made to pay for their crimes.

He paid dearly for his unfaithfulness to her.

I'll let him pay for ruining my chances.

We are paying for the fine summer with a wet winter.

今年夏季天气晴好, 而冬季却雨水不断。

On the other hand, **pay** means giving someone money for something you buy or for a service.

【例句】 How much would you like to pay?

You'd get a discount for paying cash.

I paid him 5 to cut the grass.

After **pay** you can use the following words as object: bill, cash, cost, credit, debt, dollar, expenses, fee, fine, interest, loan, money, price, salary, rent, sum, tax, wage.

The other phrases using **pay** are: pay attention to, pay respect to sb., pay sb. a visit, or pay a visit to a place.

>>>>> Reading II

1. 辨析 a company, a firm, and a business

A **company** is an organization made up of people who work together for the purposes of making or selling goods or services in order to get money.

- 【例句】an insurance company 保险公司
 a pharmaceutical company 医药公司
 an automobile company 汽车公司
 a private company 私人公司
 a state-owned company 国营公司

A **firm** refers to a small business company that makes goods or provides services such as giving legal or financial advice.

- 【例句】a law firm 法律公司
 an engineering firm 工程公司

A **business** is a shop, a factory or a company that sells goods or provides services, especially one that employs a small number of people or even only one person.

- 【例句】to start up a new business 新开一家商号
 He runs a small business in the town. 他在镇上经营着一家小铺子。

【相关词】

corporation: a large company that employs a large number of people, such as IBM, Kodak, etc.

multinational: a very large company that has offices or factories in many different countries. 跨国公司

2. **be said (据说)**: Followed by the infinitive “to do”, this phrase can be used to introduce information or message. Besides “said”, some other verbs can also be used, such as “assumed, believed, considered, estimated, expected, recognized, recommended, regarded, reported, supposed”, etc.

- 【例句】He is said to be the richest man in the world.
 The manager is supposed to be at his office now.
 There is said to be plenty of gold in this area.

This structure can also be changed into “it is said that ...”. “That” introduced a clause.

【例句】It is said that he is the richest man in the world.

It is supposed that the manager is at his office now.

It is said that there is plenty of gold in this area.

- 3. go into business:** This phrase means “begin business, begin to make or sell goods or provide service for the purpose of making money”. Its opposite is “go out of business”. There are also some other verbs that can be used with “business”.

【例句】set up a business run/manage a business expand business

- 4. stop doing and stop to do:** Grammatically speaking, in the phrase “stop doing”, “doing” is the object; while in “stop to do”, “to do” functions as the adverbial of purpose. There they carry different meanings. “Stop doing” means “to give it up (停止做某事)”. “Stop to do” means “to give up doing one thing and begin to do something else (停下来去做……)”.

【例句】stop talking 停止说话

stop smoking 停止吸烟

stop to read 停下手头的事开始阅读

stop to have a rest 停下来休息

- 5. get (as a linking verb):** When used as the linking verb, “get” can be followed by the adjective or the subject complement.

【例句】get angry get big get broken get cold
get dark get divorced get dressed get married
get old get ready

- 6. expand:** to increase sth. so that it covers a wider area or range of activities.

【例句】expand business expand operation
expand market expand knowledge

Shanghai is to further expand its hotel facilities for the coming of the World Expo.

Its noun form is “expansion”, and the adjective is “expansive”.

- 7. tonne:** metric ton (公吨), measurement of weight, which is equal to 1, 000kg. It is also spelled as “ton”. In the West, “pound (磅)” is also a frequently used measurement for weight. A pound is equal to 0.454 kilograms, that is, less than half a kilo gram.

- 8. increase production by 10%:** Here the preposition “by” indicates the amount or degree of increase, and the Chinese for it is 增加了. Similarly, “to reduce ... by” means 减少了. If we use another preposition “to”, it indicates the total amount including the part that has been increased. Therefore the Chinese for it is 增加到/减少到.

【例句】The price of oil fell by 2 a barrel.

Our car production has increased by 10 percent to 33, 000 a year.

9. in bulk: in large quantities.

【例句】 buy/sell in bulk 整批或大批购买 / 出售

We always buy in bulk. It is so much more economical.

Since we got our freezer we always buy things in bulk.

Related to the verb phrase “buy in bulk”, there is also a noun phrase “bulk buying”, which means buying goods in large quantities.

【例句】 Bulk buying has enabled the company to cut costs.

10. 辨析 wholesale & retail: Wholesale (批发) refers to the sale of goods in large quantities at a time, usually to storekeepers or others who will in turn sell them in small quantities to users. A wholesale merchant is called a wholesaler (批发商). **Retail** is the sale of goods in small quantities at a time, directly to the consumer. A retail dealer is called a retailer (零售商).

11. compete for: Used as the verb, “compete” means “to try to win something”. The preposition “for” is used as the aim of the competition.

【例句】 compete for attention 争着出风头

compete for the contract 为赢得合同而竞争

The phrase “to compete with/against” introduces rivals.

【例句】 compete with/against each other 相互竞争

compete with a trading company for the contract

When Mr. and Mrs. Dell asked their son what he wanted to do, young Michael said, “To compete with IBM.”

“Be in competition” carries the same meaning as the verb “compete”.

【例句】 be in competition with a trading company for the contract

A competitor (竞争者) is a person who tries hard to win or gain something wanted by others.

“Competitive” is the adjective.

12. keep ahead of: be in a more successful position than ..., surpass. 胜过; 优于

【例句】 Our company keeps ahead of its main rivals.

If she works hard, she will surely keep ahead of her colleagues.

13. have an advantage over: If you have the/an advantage over somebody, or something gives you the/an advantage over somebody else, you are in a better position than he is. (与……相比具有优势)

Here the preposition “over” introduces somebody or something being compared.

【例句】 She has an advantage over other girls.

The company has an advantage over others.

Her beauty gives her an advantage over other girls.



Her teaching experience gave her a big advantage over the other applicants for the job.

His strength gives him the advantage over us.

14. give/have an edge: to have an advantage that makes sb. or sth. stronger or more likely to be successful.

【例句】 Her wide relations give her an edge on the job market.

“Give sb./sth. an edge on ...” or “have an/the edge on ...” is used to mean “to be slightly better than or have a slight advantage over”. The preposition “on” may be used to introduce somebody or something being compared.

【例句】 Her wide relations will give her an edge on other applicants.

She has the edge on the other students because she spent a year in England.

>>>>>> Extended Activities

A. Function and Structure: Meeting People

1. Using right vocabulary and phrases is important when you meet someone or introduce yourself in English. First impressions are important, so here's some guide to using the right expression in the right situation.

Two friends' meeting:

Friends often say “Hi” to each other. Then they often ask a general question, such as “How are you?” or “How are things?” or “How's life?” The reply to this question is normally positive. “Fine thanks, and you?” “Fine thanks, what about yourself?” “Not bad.” or “Can't complain.”

Greeting people you don't know:

You can say “Hello” to people you don't know. A more formal greeting is “Good morning/afternoon/evening.” The other person normally replies with the same greeting as you have used, and then makes some polite conversation, such as “How was your trip?” or “Did you find our office easily?”

2. Chinese like to greet each other by asking questions such as “Where are you going (去哪呀)?” “Have you had dinner yet (吃过了吗)?” or “Are you eating your lunch (吃饭呐)?” For Chinese, these questions are asked simply as sort of a greeting rather than a genuine request for information. But in English it is not appropriate to greet people in this way. Questions of this sort are usually interpreted as a lead-in to a suggestion or invitation; otherwise, it seems rather weird or rude to ask about something quite obvious or very personal.

3. Americans use “small talk” when they first meet another person. The most common topic of small talk is the weather; another very common topic is the speakers’ current surroundings — the room or building they are in, the sidewalk where they are standing, etc. Later, Americans may talk about past experiences they have both had, such as watching a particular TV program, going to New York, or eating at a particular restaurant. Besides these very general topics of small talk, Americans talk about different things according to the life situation of people involved and the setting in which the conversation is taking place. Students are likely to talk about their teachers and classes; if they are of the same sex, they are likely to discuss their social lives. Adults may discuss their jobs, interests, houses, or family members. Men are likely to talk about sports or cars. Housewives are likely to talk about their children or about household matters or personal care (e.g., hairdos). Americans are taught not to discuss religion and politics unless they know the people they are talking to fairly well. Politics and religion are thought to be “controversial”, and discussing a controversial topic can lead to an argument. There are other topics Americans generally avoid because they are “too personal”. Financial matters is one. Inquiries about a person’s earnings or about the amount someone paid for an item are usually not acceptable topics.

B. Special Use: Countable and Uncountable Nouns

1. 不可数名词

不可数名词通常指不能直接计数的名词(如land, advice等), 表示材料和成分的物质名词, 如coal, oil, air, cloth等, 和表示抽象概念的抽象名词, 如music, love, equality, modernization, competition, trade, service, education等。

2. 集合名词的单复数用法

集合名词指的是同一类人或物的集合体, 其中有的是复数含义。例如police, cattle, clothes, people, goods等; 但有的集合名词也是不可数名词, 如furniture, equipment, merchandise, machinery等。

3. 名词单复数的特殊变化

- 一些以o结尾的可数名词复数需要加-es。例如: echoes, embargoes, heroes, Negroes, potatoes, tomatoes, vetoes, mosquito(e)s, buffalo(e)s等。

- 一些以f或fe结尾的可数名词复数需要把f或fe变为ves。例如halves, knives, leaves, lives, loaves, selves, shelves, thieves, wives, wolves。

- 不规则变化:

foot — feet

tooth — teeth

woman — women

man — men

goose — geese

mouse — mice

child — children

ox — oxen

- 单复数形式相同的名词：

barracks (兵营)	deer (鹿)	fish (鱼)	headquarters (总部)
means (方法)	series (系列)	sheep (羊)	species (物种, 种类)

但 fish 若指不同种类的鱼, 复数为 fishes。

- 复合名词的复数变化：

passers-by	lookers-on	sisters-in-law
grown-ups	shoe-makers	step-mothers

如中心名词由 man 或 woman 修饰, man 或 woman 要随中心名词一起变为复数。例如: women doctors, men servants。

- 外来词的复数变化：

stimulus — stimuli	formula — formulae	bacterium — bacteria
curriculum — curricula	datum — data	analysis — analyses
basis — bases	crisis — crises	diagnosis — diagnoses
thesis — theses	criterion — criteria	
phenomenon — phenomena		

4. 可数名词和不可数名词的转化

- 不可数名词表示种类时, 可以加不定冠词 a, 也可以有复数形式。例如:

This is a famous French wine.

I work in all weathers.

Some foods are more nutritious than others. (几种食物)

- 当抽象名词表示抽象概念时, 为不可数名词; 但当抽象名词的意义具体化时, 该名词为可数名词。例如:

She was a beauty in her youth. (美人)

She had much beauty in her youth. (美丽动人的气质)

There are two deaths in this area this month. (死亡事故)

The sense of sight may affect our judgement. (视觉)

There are many beautiful sights in Shanghai. (景点)

Knowledge is power. (力量)

China is now one of the five greatest powers in the world. (大国)

He is good at drawing. (画画的技能)

Are these drawings by Gogh? (一张张的画)

- 当物质名词纯粹表示物质时, 为不可数名词; 但当物质名词表示个体时, 为可数名词。

例如:

The bridge is made of stone. (石头)

He threw a stone at the bird. (一块石头)

• 不可数名词的复数形式有“广大”的意思。例如: waters 表示水域; seas 表示海域; snows 表示大片积雪。

• 动物的名称作个体解释时为可数名词; 作肉解释时为不可数名词。例如:

There are many chickens in the yard. (小鸡)

I like chicken. (鸡肉)

• iron 解释为“铁”时为不可数名词; 解释为“熨斗”时为可数名词。例如:

Iron is harder than aluminum. (铁)

We need an iron. (熨斗)

• experience 解释为“经验”时, 为不可数名词; 解释为“经历”时, 为可数名词。例如:

We share a common experience. (经历)

I have not much experience in teaching. (经验)

• hair 解释为“头发”时, 是不可数名词; 但若强调一根根头发或几缕头发, 则可数。例如:

These old men have long hair. (长头发)

Look! A hair is in my soup. (一根头发)

She has some grey hairs. (几根花白的头发)

• paper 解释为“纸张”时, 为不可数名词; 解释为“考卷”、“报纸”或“文件”时, 为可数名词。

• room 解释为“房间”时, 是可数名词; 解释为“空间”时, 是不可数名词。例如: make room for sb.。

• glass 表示“玻璃”时, 是不可数名词; 解释为“玻璃杯”时, 是可数名词; glasses 还可以解释为“眼镜”, 是复数形式。

• space 表示“空间; 太空”时, 为不可数名词; 表示“空格”时, 为可数名词。

• word 表示“词语”时, 为可数名词; 表示“消息”时, 为不可数名词。例如:

How many words are there in this article? (单词)

Word came that the war had ended. (消息)

5. 一些名词与数量词的搭配

• cattle 为集合名词, 含有复数意义, 不与 a 连用。另外, cattle 也不能与 one, two, three 连用。但我们可以说: some cattle, many cattle, a lot of cattle, these cattle, those cattle。

• plenty of 既可以和可数名词连用, 也可以和不可数名词连用。例如: plenty of crops, plenty of rain。

• 同样, a large quantity of 既可以和可数名词连用, 也可以和不可数名词连用。

• this, that 既可以和可数名词连用, 也可以和不可数名词连用。例如: this job, this work, that job, that work。

• some 与可数名词单数连用表示“某一个”。例如: some book (某一本书)。

C. Practical Reading

时间表是一种实用文体,形式直观,阅读的关键是要注意通过纵横坐标确定要寻找的信息的位置。时间表往往涉及以下内容:事件及其发生的时间;事件的顺序,排位。

在考查这类文体的阅读效果时,往往是图表给出了一部分内容,要求学生根据文章填出其他部分或其他环节等。要完成这类任务,学生需要在准确把握文字内容的基础上,读懂图表,并能够利用图表解决有关问题。本题要求学生能通过文字部分完成列车时刻表,考查学生跳读(也叫寻读,即 scanning skill: glancing from point to point of, often hastily, casually, or in search of a particular item)的能力和推理的能力(inferring skill: deriving as a conclusion from facts or premises)。

根据原文前面3句话,我们可以将从Stone这个地方始发的时间,按照先后,一一列举出来。每个小时里的15和50分各有一班。

1. 50分这一班中途不停,直达目的地Keel,是快车,所用时间是4小时20分。利用这一线索,我们可以知道6点50分、7点50分、8点50分、9点50分从Stone出发的列车,到达Keel的时间分别是11点10分,12点10分,13点10分和14点10分。

2. 15分这一班在一小时和两小时15分后分别到达Mont和Trent,这样我们就可以得到6点15、7点15、8点15、9点15从Stone始发的列车分别到达Mont, Trent以及终点站的时间。

3. 8点25分和9点25分另有两趟慢车,到达三个站所需时间与15分始发车一样。

4. 注意:题目要求我们完成的只是时刻表的一部分。

5. 有了这个时刻表,要完成后面回答问题的练习,就一目了然了。

Notes

1. a stopping train: 每站停靠的列车,慢车。

2. a through train: 快车,直达列车。这里through的意思是without stopping。

3. community college: In Canada and the United States, a community college, sometimes called a junior college, is an educational institution providing post-secondary education and lower-level tertiary education, granting certificates, diplomas, and associate's degrees. 美国、加拿大的社区大学,有点近似于我国培养大专生的地方性大学。

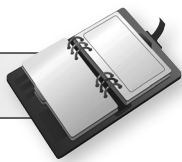
4. graduation ceremony: 毕业典礼

5. attend a conference: 参加会议

6. do a survey on: 做关于……的调查

7. marketing: 营销。注意营销不同于销售(sales)。营销是一个范围广泛、内容丰富的概念,是“人或组织进行的社会的、管理的过程,是通过创造并交换产品 and 价值来满足他们的基本需求和个性需求的过程”。(a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others — Philip Kotler)

Teaching Tips (教学提示)



1. 本单元导入(Lead-in)部分安排了听力理解和听写填空两项任务。听力理解部分围绕关于business意义的一个短篇共设有3项活动。第一项为预听活动(Warming-up Exercise), 主要目的是让学生对所听语篇的主旨(Gist)有所了解, 为接下来的听力活动做好词汇和背景知识的准备。完成预听后, 建议教师将Difficult words and expressions讲解一遍, 以扫除语言障碍; 第二项练习为多项选择题(Multiple-choice Questions), 旨在考查学生对语篇主旨的把握和辨析细节的能力。第三项练习为完型填空(cloze), 帮助学生掌握相关重点词汇和表达方式, 解决在上两项练习中可能碰到的听音上的问题。教师可先不提供第二项练习的正确答案, 让学生在完成第三项练习后, 以pair work或group work形式自行讨论并检查。听写填空(Spot Dictation)是关于主题business基本概念, 可以作为导入活动安排在ReadingII课文讲解之前进行。
2. Reading I 的读前准备活动(Pre-reading)设两项任务。Brainstorming 部分, 全班学生通过自由讨论的形式, 复习与本单元主题(Essentials of Business)相关的已知词汇, 列出英语中“从事商务活动的个人或组织”、“开展商务活动的地点”以及其他与商务活动相关联的单词和词组。教师可采取一定的奖惩措施, 以提高学生参与的积极性。Pairwork部分, 由学生双人结对, 讨论与单元主题相关的若干问题, 旨在引导学生进入单元主题, 进一步激发学生学习课文(Text)的兴趣。教师可在学生讨论的基础上, 作相应的点拨和总结; 也可邀请部分学生对其讨论的结果作简短的陈述和介绍。读前准备活动的目的为: 将单元主题的内容和学生以前获取的相关信息链接和沟通, 为课文的学习做好心理准备。教师可视学生的实际情况对读前活动作适当的调整。
3. Reading I 的练习1至2题的目的为检查并加深学生对课文的理解。在处理练习1时, 教师应注意引导学生用自己的话来回答问题, 培养学生的分析、归纳和口头表达的能力, 而不是生搬硬套原文。在做练习2时, 教师应要求学生援引课文内容, 作一定的说明, 提高学生对篇章的综合理解能力。
4. 本单元ReadingI 的练习3至6的目的为: 加深学生对本课词汇的理解并提高学生对重点词汇的灵活运用能力。练习3要求学生在对课文理解和熟悉的基础上, 用课文中所学的词汇完成句子。因此, 不要把该练习当作单纯的词汇练习使用。练习4教师可要求学生先复习本课新单词, 然后再独立完成。做练习时不得参阅前面的词汇表, 可在完成后对照词汇表检查完成情况。练习5针对课文的重点词组设计, 教师要引导学生举一反三, 掌握这些词组的正确使用方法, 并对句中的个别难点予以解释。练习6为词汇替换练习, 进一步帮助学生巩固所学的词汇。词汇学习(Word Study)是对五个基本词汇(risk, perform, replace, limit, share)的操练和扩展, 要求学生练习中给出的基本词举一反三, 对其不同的词义, 不同的词性, 不同的用法, 不同的派生词进行操练, 掌握这些词的用法。教师可先对这些词汇的主要用法予以介绍, 注意引导学生掌握不同



的派生词,然后要求学生在连词成句,进行复习和巩固;也可以让学生在练习中自己归纳领会这些词汇的不同用法,最后由教师总结归纳。词汇学习的练习已一起移入书后,教师可根据情况,选择学生课堂练习或回家作业。

5. Post-reading系综合性的课堂交际活动,教师可视学生的实际语言运用能力和对单元主题的熟悉程度对活动要求进行适当的调整,合理安排活动的时间(如有些对专业知识的了解要求较高的活动,可安排在完成阅读II后进行)。该项任务旨在使学生将课文中所学的内容和相关商务实践有机结合,融会贯通,灵活运用于各种交际活动。本单元Post-reading设计的是一个采访活动。学生双人结对,分别扮演商界巨子和电视节目主持人。教材中提供了若干用于采访的问题供学生参考,回答这些问题既是对课文I相关内容的复习和巩固,又需要学生运用自己的想象力,对平时所积累的商务知识予以延伸。教师可鼓励学生根据自己的兴趣和爱好设计、添加更多的采访问题。双人活动结束后,教师可邀请部分学生或鼓励学生自荐在全班面前表演他们的采访活动。
6. Reading II 是对Reading I的补充和强化,以帮助学生进一步了解与单元主题相关的知识并相应地提高其语言技能。针对Reading II 课文的理解,设有阅读理解(Comprehension)、讨论题(Discussion Questions)和词汇练习(Vocabulary)三项练习。
7. 针对商务英语专业学生在以后工作实践中经常会运用到听写、翻译等技能, Reading II部分还特别设计了其他几项练习:专项用法练习(Special Use):主要目的是帮助学生复习一些重要的语法知识,系统实用。本单元复习的是可数名词和不可数名词的一些特殊用法;翻译练习(Translation):复习Reading I 和Reading II 中出现的重点词语,同时掌握一定的翻译技巧;完形填空(Cloze)的内容也与单元主题相关,该练习既能使学生对单元主题有更多的了解,也能训练其语言的运用能力。

8. Additional Vocabulary

Fortune 500 Top 50 (《财富》杂志500强2003年排名前50位的公司):

排 名	公 司 名 称	中 文 名 称	总部所在地	主 要 业 务
1	General Motors	通用汽车	美国	汽车
2	Wal-Mart Stores	沃尔玛商店	美国	零售
3	Exxon Mobil	埃克森美孚	美国	炼油
4	Ford Motor	福特汽车	美国	汽车
5	DaimlerChrysler	戴姆勒克莱斯勒	德国	汽车
6	Mitsui	三井物产	日本	贸易
7	Mitsubishi	三菱商事	日本	贸易
8	Toyota Motor	丰田汽车	日本	汽车
9	General Electric	通用电气	美国	电子电气
10	Itochu	伊藤忠商事	日本	贸易

(续 表)

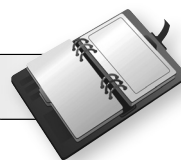
排 名	公 司 名 称	中 文 名 称	总部所在地	主 要 业 务
11	Royal Dutch/Shell Group	皇家荷兰壳牌集团	荷兰/英国	炼油
12	Sumitomo	住友商事	日本	贸易
13	Nippon Telegraph & Telephone	日本电报电话	日本	电讯
14	Marubeni	丸红商事	日本	贸易
15	AXA	安盛	法国	保险
16	Intl. Business Machines	国际商用机器	美国	计算机
17	BP Amoco	英国石油阿莫科	英国	炼油
18	Citigroup	花旗集团	美国	多种金融
19	Volkswagen	大众	德国	汽车
20	Nippon Life Insurance	日本生命	日本	保险
21	Siemens	西门子	德国	电子电气
22	Allianz	安联	德国	保险
23	Hitachi	日立	日本	电子电气
24	Matsushita Electric Industrial	松下电器	日本	电子电气
25	Nissho Iwai	日商岩井	日本	贸易
26	US Postal Service	美国邮政总局	美国	邮件包裹货运
27	Ing Group	荷兰国际集团	荷兰	保险
28	AT & T	美国电话电报	美国	电讯
29	Philip Morris	菲利普莫里斯	美国	烟草食品
30	Sony	索尼	日本	电子、娱乐
31	Deutsche Bank	德意志银行	德国	银行
32	Boeing	波音	美国	航空航天
33	Dai-ichi Mutual Life Insurance	第一生命	日本	保险
34	Honda Motor	本田汽车	日本	汽车
35	Assicurazioni Generali	忠利保险	意大利	保险
36	Nissan Motor	日产汽车	日本	汽车
37	E. ON (Veba and Viag)	(费巴、维尔格合并)	德国	贸易
38	Toshiba	东芝	日本	电子电气
39	Bank of America Corp.	美洲银行公司	美国	银行
40	Fiat	菲亚特	意大利	汽车
41	Nestlé	雀巢	瑞士	食品



(续 表)

排 名	公 司 名 称	中 文 名 称	总部所在地	主 要 业 务
42	SBC Communications	西南贝尔电信	美国	电讯
43	Credit Suisse	瑞士信贷	瑞士	银行
44	Hewlett-Packard	惠普	美国	计算机
45	Fujitsu	富士通	日本	计算机
46	Metro	麦德龙	德国	零售
47	Sumitomo Life Insurance	住友生命	日本	保险
48	Tokyo Electric Power	东京电力	日本	电力供应
49	Kroger	克罗格	美国	零售
50	Total Fina Elf	道达尔菲纳埃尔夫	法国	炼油

Key (练习答案)



>>>>>> Reading I

Pre-reading

I.

People or Organizations Engaged in Business	Places to Conduct Business Activities	Other Terms Frequently Used in Business Operation
company	market	sell
salesman	department store	goods
businessman	supermarket	buy
joint-venture	stock exchange	order
manager	hotel	profit
enterprise	restaurant	invoice
merchant	bank	customer

- II.** 4. These points are often thought to be key to business success: good management; adequate planning; sufficient financial resources; healthy cash flow; controlled spending and the ability to collect money owing; effective marketing; a good product and service.

Exercises

- II.** 1. d 2. c 3. b 4. d 5. d
- III.** 1. Business ... services 2. Land 3. Labor ... goods 4. Capital
5. Entrepreneurship 6. loss 7. bankrupt ... debts 8. innovative
9. initiates ... business
- IV.** 1. distribute 2. accomplish 3. manufacture 4. conduct
5. bankrupt 6. secure 7. purchase 8. capital
9. finance 10. profit 11. initiate 12. share
13. data 14. extract 15. process
- V.** 1. look for 2. up to 3. pay for 4. extracted from
5. responsible for 6. going bankrupt 7. related to 8. to a certain extent
9. referred to 10. to decide on
- VI.** 1. Some raw materials may be extracted from the air.
2. To conduct business successfully involves a lot of factors
3. The entrepreneur should bear all the risks of the business.
4. This letter relates to the sale of the house
5. If the company goes bankrupt, many people will lose their jobs
6. He failed to secure the top job with the bank.

Post-reading

Top 10 Checklist for Start-ups

- ☐ *Are you ready to start a business?* Know what you want and understand what will be involved, including the personal sacrifices. Be willing to devote long hours to your endeavor.
- ☐ *Have you done your homework?* Conduct research to ensure there is a need for your product or service. Be sure market conditions can support your business. Talk with friends, family, and advisers to obtain business information. Government agencies, trade associations and other organizations offer services and programs to help get businesses started.
- ☐ *How will you utilize your skills and compensate for your weaknesses?* Evaluate your personal

qualities and skills. Use your talents and recognize the areas you need help with.

- ☐ *What form will your business take?* Decide on a structure — incorporation, partnership or sole proprietorship.
- ☐ *How will you promote and market your business?* Just how are you going to distinguish yourself from the competition?
- ☐ *What is your pricing strategy?* What does the price say about your product (and its quality versus the competition)? Think about what you will charge people for your product/service. Estimate your break-even point and revenues.
- ☐ *Have you prepared a detailed business plan?* It is imperative.
- ☐ *What funding sources will fuel your enterprise?* Secure sufficient financial resources for start-up and operations.
- ☐ *Where will you locate?* Pick a business location that makes sense for you and your customers.
- ☐ *How will your business operate on a daily basis?* How will you deliver your product or service and manage your business? Figure out what you will need for the day-to-day smooth functioning of your business.

>>>>>> Reading II

Exercises

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

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

- IV.** 1. The crew of an airliner should be responsible for the safety of all the passengers.
 2. Please distribute these English newspapers and magazines to every subscriber as soon as possible.
 3. The college has decided on a lecture series and Business English majors must be present.
 4. For additional explanation, please refer to page 58 of the teacher's reference book.
 5. Most people will be interested in what relates to themselves.
 6. Recently, more and more people have gone into business.
 7. A businessman who sells goods in bulk is called a wholesaler.
 8. It's reported that nowadays wages are, to a certain extent, still one step ahead of prices.

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

>>>>> Extended Activities

A. Function and Structure

I. Greeting People

1. Tim: Hi!

Dan: Hi, Tim!

Tim: How are you?

Dan: Not bad.

2. *(John sees a friend on the bus.)*

John: Hi, Jane!

Jane: Hi, John.

John: What's happening?

Jane: Nothing much.

3. *(Two classmates greet each other on the school campus.)*

Rita: Hi, Mark! How are you doing?

Mark: Not so good. I've got a bad cold.

Rita: Yeah, a lot of people have colds. It's this crazy weather — cold one minute and hot the next.

4. *(in an office)*

Secretary: Good morning, Mr. Edwards.

Mr. Edwards: Good morning, Mary. How are you?

Secretary: Fine, thank you.

II. Saying Good-bye

1. *(Two classmates have just met for the first time and are ending their conversation.)*

Bob: Well I've got to go. I have a class at nine. Nice to meet you.

Ted: You, too. See you later.

Bob: Yeah. See you around.

2. *(Two roommates are getting ready to leave the house in the morning.)*

Jeff: It's already nine. I've got to hurry.

Brad: Me, too. See you tonight.

Jeff: So long.

3. *(A student is talking to his academic advisor.)*

David: I really should leave for class now. Thank you very much for your help.

Ms. Williams: You're welcome, David. Have a good time. Good-bye.

David: The same to you. Good-bye.

4. (*A student meets one of her former teachers in a bookstore. After they chat a while, they say good-bye.*)

Rebecca: It was so good to see you again, Mrs. White.

Mrs. White: I hope so, too. Have a good day.

Rebecca: The same to you. Good-bye.

Mrs. White: Bye.

B. Special Use

- | | | | | |
|--------------------------|-------------------------|----------------|---------------|----------------|
| 1. equipment | 2. an assistant manager | 3. land | 4. data | 5. capital |
| 6. trade | 7. wealth | 8. competition | 9. service | 10. activities |
| 11. quality ... quantity | 12. materials | 13. production | 14. education | 15. Memos |
| 16. a space | 17. experience | 18. advice | 19. lives | 20. varieties |

C. Practical Reading

I.

Stone Dep.	Mount Dep.	Trent Dep.	Keel Arr.
06 : 15	07 : 15	09 : 30	10 : 55
06 : 50	—	—	11 : 10
07 : 15	08 : 15	10 : 30	11 : 55
07 : 50	—	—	12 : 10
08 : 15	09 : 15	11 : 30	12 : 55
08 : 25	09 : 25	11 : 40	13 : 05
08 : 50	—	—	13 : 10
09 : 15	10 : 15	12 : 30	13 : 55
09 : 25	10 : 25	12 : 40	14 : 05
09 : 50	—	—	14 : 10

II. 1. 12 : 55.

2. 1 hour 25 minutes.

3. The 12 : 30 train from Trent.

4. 7 : 15, 10 : 15.

D. Additional Vocabulary

1-1; 2-7; 3-2; 4-12; 5-11; 6-6; 7-18; 8-3; 9-4; 10-5;
11-14; 12-17; 13-8; 14-20; 15-15; 16-13; 17-9; 18-16; 19-10; 20-19