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UNIT 1

Working in the Office

Focus

In this unit, you will acquire the abilities to:

- ✧ name office facilities and common positions in a company.
- ✧ take telephone messages.
- ✧ make business appointments.
- ✧ give directions in the workplace.
- ✧ receive visitors.
- ✧ understand and illustrate business tables.
- ✧ write business memos.

SECTION I LISTENING

Getting Familiar with Office Routines

Task I Naming These Facilities

Write proper words in the blanks according to the pictures, then listen and check.

notice board
photocopier

filing cabinet
fax machine

file folder
computer

shredder
stapler



1. Can you bring me the documents in the second _____ from the right?

2. Sarah, this is about the regulations of using the new meeting room. Can you stick it on the _____?



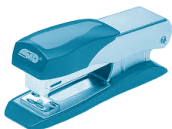
3. Paper _____ work by cutting sheets of paper into many very small pieces.

4. Please put these _____ away, Miss Wang. Some of the documents in them are confidential.



5. I was wondering if you could show me how to use the new _____ and scanner?

6. Sorry. There is something wrong with the _____. I'll fax the catalog to you as soon as it is fixed.



7. A _____ is a mechanical device that joins sheets of paper or similar material by driving a thin metal staple through the sheets and folding the ends.

8. Using a _____, you can keep millions of records for customers in a space as small as a hard disk.



Task 2 Taking a Message

Listen to the dialogue about taking a message and fill in the blanks with the missing words, phrases or sentences.

Susan: Good morning! Sparkle Electronics Company. May I help you?

Jim: Hello! This is Jim Carter from Macon Trading Company. Could I speak to Mr. White?

Susan: ① _____, please ... I'm sorry, but he is on another line this moment. Would you care to hold?

Jim: Well, I need to leave in a minute. ② _____?

Susan: Yes, certainly. ③ _____. I'll get a pen. (pause) OK, please carry on.

Jim: I'm the ④ _____ of Macon Trading Company.

Susan: OK.

Jim: I was ⑤ _____ to meet Mr. White for lunch at 12:00 with a guest from America, Miss Robinson.

Susan: Miss Robinson. OK.

Jim: But Miss Robinson's flight ⑥ _____, she won't be here until 12:30. So please tell him that the time is ⑦ _____ to 1:00.

Susan: One o'clock.

Jim: And I heard that Miss Robinson likes to eat Chinese food, so I want to ⑧ _____ her at Oriental Restaurant.

Susan: Oriental Restaurant.

Jim: If there's any problem with Mr. White, please call me at ⑨ _____.

Susan: OK. Mr. Carter. Thanks for calling. ⑩ _____.

Jim: Thank you. Good-bye!

Susan: Good-bye!

Task 3 Having a Meeting

Listen to the conversation about a meeting and finish the tasks.

1. Match the English words with their Chinese equivalents.

1) financial crisis

2) promotion

3) motion

4) compromise

5) after-sale service

6) partially

A. 提议

B. 部分地

C. 金融危机

D. 售后服务

E. 妥协, 折中的方法

F. 反对, 异议

7) objection

G. 促销

8) transfer

H. 转移

2. Listen to the conversation and decide what the suggestions are made by the participants of the meeting to increase the sales of cars? Please tick the correct answers in the following list.

- | | |
|---|--|
| <input type="checkbox"/> A. cut the number of employees | <input type="checkbox"/> B. improve the quality |
| <input type="checkbox"/> C. reduce the price | <input type="checkbox"/> D. reduce the production of cars |
| <input type="checkbox"/> E. improve the sale service | <input type="checkbox"/> F. improve the after-sale service |

3. Listen to the conversation again and choose the best answer to each question.

- 1) What is the purpose of the meeting?
 - A. To expand the international market.
 - B. To discuss the sales of the cars.
 - C. To discuss the effect of financial crisis.
 - D. To make plans for the next quarter.
- 2) What problem is the company facing?
 - A. The company has to reduce the price of cars because the sales drop sharply.
 - B. The sales of cars are so good but the company doesn't have enough cars in stock.
 - C. The sales of cars drop sharply because of the ineffective promotion strategy.
 - D. The sales of cars drop sharply because of the financial crisis.
- 3) Why is it practical to have cut-price sale?
 - A. Having cut-price sale helps to reduce inventory (库存).
 - B. Having cut-price sale helps to ease the economic situation.
 - C. Having cut-price sale transfers part of profit to consumers and lets them have the real benefit.
 - D. Both A & C.

4. Think about it.

- 1) Do you have any other good suggestions for the problem in the meeting?

- 2) What are the key factors to a successful meeting?

SECTION II READING

Working in the Office

Task 1 Table Reading

Read the table carefully and finish the sentences with the information you get from the table.

Sales and market share of mobile phone companies

	2Q08	2Q08	2Q09	2Q09
Company	Sales (\$)	Market Share(%)	Sales(\$)	Market Share(%)
Nokia	120,353.3	39.5	105,413.3	36.8
Samsung	46,376.0	15.2	55,430.2	19.3
LG	26,698.9	8.8	30,497.0	10.7
Motorola	30,371.8	10.0	15,947.8	5.6
Sony Ericsson	22,951.7	7.5	13,574.2	4.7
Others	57,970.6	19.0	65,260.2	23.0
Total	304,722.3	100	286,122.7	100

Note: 2Q= the second quarter

1. _____, _____ and _____, these three company's sales and market share decreased during this period.
2. The company that achieved the greatest increase in market share is _____.
3. _____ witnessed the greatest decrease in sales and market share.
4. The market share of Samsung _____ by 2.8%.
5. The sales of LG company _____ \$30,497.0 in the second quarter of 2009.



Task 2 Passage Reading

Read the passage and finish the tasks followed.

First Day at a New Job

Starting a new job can make us feel like we've gone back in time to our first day of junior high school. We want people to like us,

nerve /nɜ:v/ *n.* 神经

stressful /'stresfʊl/ *adj.* 有压力的

cheesy /'tʃi:zi/ *adj.* 俗气的
mellow /'meləʊ/ *adj.* 成熟的
hyper /'haɪpə/ *adj.* 亢奋的

phony /'fəʊni/ *n.* 装腔作势的人

crucial /'kru:ʃəl/ *adj.* 重要的
overwhelming
/əʊvə'hweɪlɪŋ/ *adj.* 压倒性的, 无法承受的

observe /əb'zə:v/ *v.* 观察

assumption /ə'sʌmpʃən/ *n.* 假定, 设想

irregularly /ɪ'regju:ləli/ *adv.* 不规则地

attire /ə'taɪə/ *n.* 服装

cue /kju:/ *n.* 暗示

gossip /'gɒsɪp/ *n.* 闲话
banter /'bæntə/ *v.* 逗弄

but we don't want to seem too eager. We hope we've worn the right clothes and dressed up enough, but not too much. The self-confidence we had in the interview that landed us the job is slowly taken over by **nerves** as our first day approaches, and we worry about making a good first impression.

But new jobs should be exciting, not **stressful**. We're taking on a new role, a fresh start, one filled with opportunities and a future — we're not going to the dentist^[1]. Use the following five ways to fit in at your new job.

1. Show your true colors — it got you the job, after all.

Before any big “first day,” remember what our parents always told us, “Just be yourself!” It sounds **cheesy**, but it's true. For example, if you're more of a calm, **mellow** kind of person and on your first few days at the office you're overly friendly, **hyper**, and super smiley, chances are your act won't last. When your true colors show a few weeks down the line, people might think you're a **phony**. The classic rule of being polite and smiling goes a long way.

2. Let people talk about themselves.

In a new job, it's **crucial** to remember people's names and titles, so meeting all your new coworkers on the same day can be **overwhelming**. Try writing things you want to remember in a note book. When meeting a new coworker, simply ask, “So tell me about yourself. How did you end up at this company?” The person's reaction and answer can tell you a lot about him/her. Hearing a little bit of his/her story will help you to remember his/her name, position, as well as his/her manner.

3. Observe company culture.

Learn the company's culture through observation — never make **assumptions**. Your last job might have allowed coffee breaks throughout the day, but your new one might not encourage leaving the office **irregularly** when there's work to be done. Does everyone leave at five o'clock sharp? Is there a separate area for taking personal calls? As for work **attire**, always dress a little nicer than expected; it's better than being underdressed. Take **cues** from your coworkers and follow their lead. Remember, you're new — you kinda have to be a sheep^[2] (for a little while, anyway).

4. Stay away from gossip, and be professional.

Avoid gossip at all costs. Even if it seems like friendly **banter**,

remain professional, and steer clear of water cooler gossip. Be above it, ignore it, and move on. You'll earn a lot of respect by doing so and influence others to do it less. A better way to learn workplace **personalities** is to ask questions about **preferences** and processes. A good indicator is to study people's email **etiquette**. For example, Mrs. Smith always includes a "Good Morning!" and "Thanks so much for your help!", while Mrs. Simmons never greets people in her emails. Learn by example and study how employees write and communicate with one another and between departments. You should do the same.

5. Your moment to shine will come.

However much you want to shed the **rookie** status, realize that your coworkers have been there longer than you have — they **deserve** your respect and full attention. Resist the **impulse** of trying to impress everyone with all your new ideas.

Stick to the job you were hired for. In time, you'll earn your coworkers' trust and they will help guide you through the company. Save up those ideas and perfect them until it's your time to shine.

First day nerves are **inevitable**, but remember, you got the job — the hard part is over. And although there will always be **bullies** and brown-nosers^[3] (just like in junior high), stressful days, and mistakes, remember that you are a professional. Walk into that first day and simply observe, adapt, learn, and succeed. In the end, your first day only lasts eight hours — it will be over before you know it.

personality /ˈpɜːsəˈnæləti/ *n.*

个性

preference /ˈprefərəns/ *n.*

偏爱

etiquette /ˈetɪket/ *n.* 礼节

rookie /ˈrʊki/ *n.* 新手

deserve /dɪˈzɜːv/ *v.* 值得

impulse /ˈɪmpʌls/ *n.* 冲动

inevitable /ɪnˈevɪtəbl/ *adj*

不可避免的

bully /ˈbʊli/ *n.* 欺负弱小者

Notes

[1] we're not going to the dentist: 这句话的意思是没必要太紧张。

[2] sheep: 这里指温顺、听话的人。

[3] brown-noser: 马屁精。也可以做动词, 例如: He brown noses his supervisor. 他拍他上司的马屁。

Exercises

1. Are the following statements true (T) or false (F) according to the passage?

- ☐ 1) "Just be yourself!" means you can say whatever you want to say and do whatever you want to do.
- ☐ 2) You can remember people better by writing things you want to remember on a note book

and asking them to talk about themselves.

- ☐ 3) You will know how to act in a new company by observing your colleagues.
- ☐ 4) According to the author, gossip is a good way to learn about your colleagues and the company.
- ☐ 5) You should grasp every possible opportunity to impress your coworkers.

2. Translate the following sentences into Chinese.

- 1) The self-confidence we had in the interview that landed us the job is slowly taken over by nerves as our first day approaches.

- 2) The classic rule of being polite and smiling goes a long way.

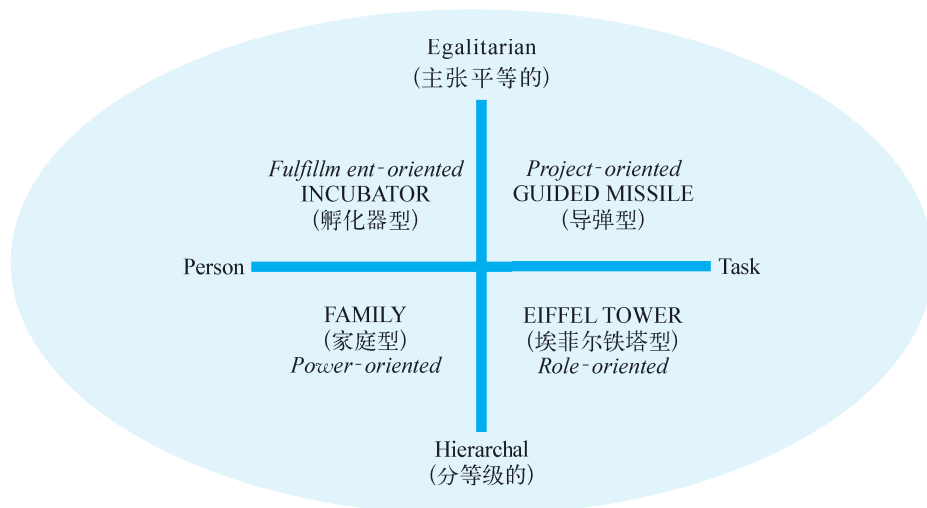
- 3) Hearing a little bit of his/her story will help you to remember his/her name, position, as well as his/her manner.

- 4) Learn the company's culture through observation — never make assumptions.

- 5) Save up those ideas and perfect them until it's your time to shine.

3. Read the following charts about corporate culture and answer the questions.

Four Basic Types of Corporate Culture



<p style="text-align: center;">Incubator</p> <ul style="list-style-type: none"> • organizations secondary to individual fulfillment • existence precedes organization • aim at self-expression and self-fulfillment • personal and egalitarian • minimal structure; minimal hierarchy • emotional commitment • creative, innovative <p>(Sweden)</p>	<p style="text-align: center;">Guided Missile</p> <ul style="list-style-type: none"> • highly Egalitarian • task-oriented, impersonal • team approach emphasized • cross-disciplinary • performance emphasized • loyalty to professions / project greater than to company • Motivation intrinsic <p>(USA, UK, Canada)</p>
<p style="text-align: center;">Family</p> <ul style="list-style-type: none"> • personal, close face-to-face relationship • hierarchal (“father knows best”) • power-oriented (leader is fatherly figure) • home-like work atmosphere • long-term relationships of employee to company; high loyalty • values, norms, atmosphere set by “father” or “elder brother” <p>(Japan, Singapore, South Korea, Spain, Italy, India)</p>	<p style="text-align: center;">Eiffel Tower</p> <ul style="list-style-type: none"> • hierarchal • structure more important than function • leader is boss (not father) • relationships specific; status ascribed • highly bureaucratic, depersonalized • rules dominate; roles before people • careers depend upon professional qualifications • symbolic of machine age <p>(Germany, Austria)</p>

- 1) What are the four different types of corporate culture and what are the basic features of each?
- 2) What type does China belong to?
- 3) Which corporate culture do you want the company you work in to have? Why?

SECTION III SPEAKING

Accomplishing These Office Routines

Task I Making Appointments

Cultural Awareness

Business people always make an appointment before they go to see or visit their clients or potential customers so that they can make their work more efficient. The most important thing to remember when making appointments is that you are selling the appointment, not your product or services. Therefore, you do not want to be talking too much. You can expand on what you have to offer when you get to the appointment.

1. The following sentences are from a dialogue about making an appointment. Reorganize the scrambled sentences into a dialogue and practice with your partner.

- 1) How about next Monday?
- 2) Hello, Lin Chun speaking.
- 3) Tell Mr. King I'm looking forward to seeing him.
- 4) Let me check my schedule. Mm ... I'm afraid I'll be tied up the rest of the week.
- 5) That will be fine.
- 6) Hello, this is Sara Li. Mr. King's secretary. My boss would like to see you sometime this week.
- 7) I'll be free in the afternoon. How is two o'clock at my office?

Answers:



2. Listen to the dialogue and complete the table below.

Caller	Person called	Original appointment	Reason for the change	New arrangement
	Mr. Williams			

3. Situational dialogue: Form in pairs and make a dialogue about making an appointment according to the roles and the situation given below.

Speaker A

You are Kate, the *secretary* of Brown Automobile Company. You are phoning the Business Design Center in Beijing. You wish to arrange an appointment between William Bush, your manager, and George Smith, who is in charge of an automobile exhibition. Mr. Bush would like to meet Mr. Smith on Thursday at 12:00 for lunch.

Speaker B

You are George Smith of the Business Design Center. You would meet William Bush sometime this week to discuss about the automobile exhibition. But you will not be free until Friday afternoon.

Language tips

Asking to meet

Does/would Monday suit you?

Can we meet on the 15th?

Is next Tuesday convenient for you?

When is the best time for you?

Are you available on the 17th?

How does the 3rd sound to you?

What about sometime next week?

Agreeing on a date

Yes, Thursday is fine.

I prefer this afternoon.

Thursday would be perfect.

Monday is fine for me.

Thursday suits me.

That's perfect. I'll meet you then.

Suggesting a different date

I'm afraid I can't make it on the 3rd. What about the 6th?

I'm sorry, I won't be able to make it on Monday. Could we meet on Tuesday instead?

Ah, Wednesday is going to be a little difficult. I'd much prefer Friday, if that's alright with you.

I really don't think I can make it on the 17th. Can we meet up on the 19th?

Anytime except today. Please give me a call before you come.

Sorry, the whole afternoon is filled up here. Will tomorrow do?

Setting a time

What sort of time would suit you?

Is 3pm a good time for you?

If possible, I'd like to meet in the morning.

How does 2pm sound to you?

How about this time next Monday?

Do you have a time in mind?

Shall we say ten o'clock.

What about Wednesday morning? Let's say 9 o'clock. Is that OK?

Changing an arrangement

You know we were going to meet next Friday? Well, I'm very sorry, but something urgent has come up.

I'm afraid that I'm not going to be able to meet you after all. Can we fix another time?

Something has just cropped up and I won't be able to meet you this afternoon. Can we make another time?

I wonder if we could postpone the appointment to tomorrow afternoon.

I wonder if it's convenient to change our appointment from tomorrow to next Wednesday, still at the same time.

Task 2 Giving Directions in the Workplace

1. Getting familiar with various departments

Complete the following ten sentences by using the department names in the table below.

Then describe the departments to your partner. Follow the example.

Dispatching	Research & Development	Production	Sales
Purchasing	Human Resources	After-sales	Finance
Marketing	Import & Export	Public Relations	Logistics

Example:

A: *What does the IT department do?*

B: *They deal with computer problems.*

- 1) _____ Department deals with employees.
- 2) _____ Department develops new products.
- 3) _____ Department makes goods in the factory.
- 4) _____ Department buys goods for the company.
- 5) _____ Department advertises and markets products.
- 6) _____ Department sells the company's products.
- 7) _____ Department sends goods to the customers.
- 8) _____ Department organizes payments.
- 9) _____ Department deals with customers' problems.
- 10) _____ Department establishes and promotes a favorable relationship with the public.

2. Getting familiar with positions.

1) Look at the people in the pictures below and guess their positions.



① _____



② _____



③ _____



④ _____ ⑤ _____ ⑥ _____

2) Put the Chinese of each position in the brackets and discuss with your partner in which departments the people in the following table work. Follow the example.

Example:

A: Which department does a training supervisor work in?

B: I think a training supervisor works in the Human Resources Department.

Market Analyst ()	Purchasing Manager ()	Technician ()
Training Supervisor ()	Sales Manager ()	Maintenance Engineer ()
Promotion Manager ()	Quality Controlle ()	Trainer ()
Sales Representative ()	Recruitment Specialist ()	Accountant ()
Auditor ()	PR Manager	Line Supervisor ()
After-Sales Clerk ()	Marketing Director ()	HR Assistant ()
Salesperson ()	Production Manager ()	Export Manager ()

3. Situational dialogue: You are an HR assistant named Tom Bruce. Your partner is a new employee named Sandy Lee. Look at the floor plan below and show your new colleague around the company. The “tour” starts at the reception.

Language tips

This way, please. Here is the ...
 Opposite the reception is ...
 On the left / right is ...
 As we go along/down the corridor ...
 Next to the conference room is ...
 At the end of the corridor is ...

Canteen (食堂)	Marketing Department	Sales Department	Conference room (2)	
				Coffee room (咖啡间)
Customer Services Department		Conference room (1)		
		Finance Department		
		Photocopying room (复印室)		
		Gents'		
		Ladie's		
			Main Entrance (大门)	Reception
				Purchasing Department
				General Manager's office
				Human Resources Department
				Staff lounge (员工休息室)

Task 3 Receiving Visitors

Work in groups of four. Two of you are hosts, and two of you are visitors. One of the hosts knows one of the visitors. The visitors have arrived at the hosts' company for a meeting about signing a business contract, and the hosts need to greet and welcome them. Make a conversation by going through the following steps with the help of the language tips.

Step I Greetings	Long time no see! Glad to see you again! How are you doing recently? Welcome to our company!
-----------------------------	---

Step 2 Making introductions	<p>Let me introduce you to our manager, Mr. White. I'd like you to meet Mary Brown, our department manager. I'd like to introduce myself. My name is Jane. Let me introduce myself. My name is Jason. Nice to meet you! Mr. White. Glad to meet you! Miss Jane. Pleased to meet you! Jason.</p>
Step 3 Small talks	<p>Would you like a coffee? Would you like to drink? Did you have a good journey? How was your trip? How was your flight? Did you have any trouble finding us? How's your hotel?</p>
Step 4 Getting down to business	<p>Let's get down to business. Let's get started. Shall we get down to business? Shall we get started?</p>
Step 5 Closing the talk	<p>I think we have covered every point. I think that covers everything! It's been nice talking to you. Thanks for coming. Thank you for your cooperation. I look forward to seeing you again.</p>
Step 6 Farewells	<p>See you. See you soon. Take care. Bye.</p>

Task 4 For or Against

Do you agree with the following statements? Use specific reasons and examples to support your position.

1. A study recently published in the *Journal of Management Studies* says that ingratiating (讨好) yourself to your employers (also known as “sucking up” or “brown-nosing”) can have benefits

for both your career and your mental health. A lot of people think kissing your boss's ass is more important than working hard and strong skills.

Pros	Cons
Brown-nosers have a better chance of moving up the corporate ladder.	You can't brown nose your way to success.

2. With the wireless technologies boom, home working increased rapidly. Many people predict that traditional office will be replaced by more home workers.

Pros	Cons
The worker does not have to commute to work, and has a bit more time and freedom.	There are more distractions at home than at office.

SECTION IV WRITING

Writing to Make Things Clear

Task I Table Illustration

Guidelines for a good illustration

Does the illustration have a suitable structure?

— Does it have an introduction, body and conclusion?

- Does it include connective words to make the writing cohesive within sentences and paragraphs?
- Does it focus on the important trends presented in the table?
- Does it describe the whole table adequately?

Does the illustration use suitable grammar and vocabulary?

- Does it include a variety of sentence structures?
- Does it include a range of appropriate vocabulary?

1. Sample study

Study the table below which describes different types of cars and finish the illustration by translating the sentences in the brackets.

Make	Price	Country of origin	Engine size	Miles per gallon
Toyota Corolla	\$15,550	Japan	1,400cc	48
Volkswagen Golf	\$18,250	Germany	1,600cc	40
Ford Focus	\$15,800	USA	1,400cc	50
Nissan Micra	\$15,500	Japan	1,200cc	52

The table compares four types of cars on the basis of their price, engine size and fuel consumption.

Introduction

① _____ (这一组里最贵的车是 VW Golf), at over \$18,000. This is three thousand dollars more expensive than the other three cars, which all cost between \$15,000 and \$15,800. The German Volkswagen also had the biggest engine size. It had a 1,600cc engine. ② _____

(相反,这里最便宜的车是 Nissan Micra), has the smallest engine, at only 1,200cc. ③ _____ (它的耗油量也最低), at 52 miles per gallon. This figure is similar to the fuel consumption for the other Japanese car, the Toyota Corolla, and for the American car, the Ford Focus. However, the Volkswagen Golf, has the worst fuel consumption, at only 40 miles per gallon. This is due to its larger engine size.

Body

④ _____ (总之,车越大价格就越贵) and the lower the fuel efficiency. Customers have to choose carefully between power, features and cost before making their dream purchase!

Conclusion

2. Situational writing — the following table is about the sales of office furniture of Diamond Trading Company. You are required to read the table carefully and write an illustration of it.

Sales of office furniture of Diamond Trading Company in 2008 and 2009

Office furniture	2008	2009	Increase (%)
Desks	\$80,000	\$144,000	80%
Chairs	\$110,000	\$176,000	60%
Filling cabinets	\$220,000	\$330,000	50%
Tables	\$40,000	\$50,000	25%
Total	\$450,000	\$700,000	55.6%

The table compares Diamond Trading company's sales of four major products of office furniture in 2008 and 2009. _____

Language tips

amount to/ reach 达到了 the greatest increase of all 增长幅度最大
 x% increase in sales 销售量增长了 x% the sales increased by x% 销售量增长了 x%
 the sales jumped up from ... to ... 销售量从……增长到了……
 an x% increase over the figure in 2008 比2008年增长了 x%
 the overall increase 总增长量

Task 2 Memo Writing

Memo (short for memorandum) is a Latin word which means “thing to be remembered”. Memos grew out of a need to streamline correspondence to communicate swiftly, directly and concisely among employees of the same company. They can be sent by one person to another or a group of people. This internal communication can be from superior to subordinate down the chain of command or the other way round. Memos usually serve the following purposes:

- △ To inform of decision, events, etc.
- △ To demand actions, responses, etc.
- △ To remind of arrangement, rules, etc.
- △ To provide any kind of information.

Simply speaking, a memo is something between a business letter and a note in terms of the form of communication.

1. Sample study

	Memo		
Heading	{	To: Ms. Iris Anderson, Trust Office	
		From: Mr. Sam Jones, Payroll Accounting	
		Subject: Request for Update on Stock Option Participation	
		Date: 23 October 2011	
Body	{	We need an update on those employees in your department who are participating in the company stock options plan.	Opening
		Please list the names of those who are currently participating and their years of service. Also list anyone who will be eligible for participation next year.	Focus
		Be sure to turn in this information to me by 28 October.	Closing

A business memo usually includes the following parts:

● Heading

MEMORANDUM	
To:	(reader's name and job title)
From:	(writer's name and job title)
Date:	(complete current date)
Subject:	(what the memo is about)

● Body

- Opening** State the purpose of a memo, the context and problem of the specific assignment or task.
- Focus** Include all the details that support your ideas. Separate into paragraphs, each dealing with a particular theme.

