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Industrial Design

Part I

Reading and Translating

■ Reading A

Read the following passage, paying attention to the questions on the left.

Industrial Design

1. What is a successful industrial art?

Industrial design is the art and science involved in the creation of machine-made products. It is concerned with aesthetic appearance as well as with functional efficiency. The success of a design is measured by the profit it yields its manufacturer and the service and pleasure it affords its owner.

2. What are the criteria of an effective industrial design?

Under prevailing standards of design, a product should have beauty of line, color, proportion, and texture; high efficiency and safety of operation; convenience or comfort in use; ease of maintenance and repair; durability; and expression of function in terms of form. The relative importance of any of these standards may vary depending on the object. Thus, line and proportion may be more desirable in a sofa than in a tractor, where durability and easy maintenance



may be paramount. A consideration basic to all good designs is the factor of realistic cost. Thus, effective industrial design requires, besides artistic ability, combined knowledge of engineering principles and materials, production techniques and cost, and marketing conditions.

Today industrial design has been applied to practically all consumer products, notably to home appliances, office equipment, electronic communications equipment, bathroom and lighting fixtures, furniture, hardware and tableware, automobiles, and photographic equipment. Industrial design is applied also to products involved in distribution, such as trucks and automatic vending machines, and to industrial materials and equipment.



The industrial designer must be concerned not only with product design but with the conditions under which products are sold. In planning retail stores and display areas, for example, the industrial designer works with the architect to increase the revenue-producing interior space and to create arrangements and atmosphere conducive to sales. Industrial designers also work to facilitate the profitable operation of railroad stations, airports, hotels, shopping centers, exhibitions, restaurants, public auditoriums, television stations, and offices.

3. What are the main applications of industrial art?

The fundamental problem of design in packaging is to provide all the essential information, such as the instructions for the use of the product and the legally required identification of its contents, while fulfilling the broader purpose of selling the product. Because of the current trend toward self-service in merchandising, the importance of packaging increases constantly.

Industrial design has made valuable contributions in the field of transportation. Only the largest industrial-design offices are equipped to design the interior of ocean liners, aircraft, trains, buses, and other public vehicles. The exterior and dynamic characteristics of these highly complex mechanisms impose strict interior design limitations. In jet airliners, for example, interior space must be maximally utilized to increase the payload without sacrificing the comfort of the passengers.

Every design problem requires special procedures, timing, and techniques, but there is a general routine applicable to all. After the industrial designer is informed of the needs of the client, specialists associated with the designer conduct a study of competitive products and an extensive field survey of the manufacturer's plant. A design program is planned, and preliminary designs of the proposed product are then sketched on the basis of the available plant facilities. Rough sketches are chosen for further refinement and study, and the client is then presented with design studies, often in the form of a small model or of a mock-up. Following the selection of the approved design, working drawings indicating the choice of materials and the specifications for finishing and assembly are prepared. A handmade working model is then manufactured and submitted to the client for approval. In the case of an automobile, for example, one or several are handmade and tested at proving grounds before final machine dies are



ordered and production begins.

4. Can you say something about the methods of industrial design?

The industrial designer is essentially the creator of a pattern to guide the operations of skilled persons or machines. The development of industrial design led to the creation of new procedures, such as the method of encasing a product to be redesigned in soft modeling clay, in order that the modifications in the design may be molded directly from the old products. Another industrial design method is based on the fact that small models do not reflect accurately the design characteristics of the full-scale product. Distortion often occurs in magnification as a result of highlights and shadows that change basic spatial relationships. To view the design in full scale, the profession employs a photographic system in which a small drawing is projected to full scale on a section of a wall. Revisions of the design are then made directly on the wall projection by the industrial designers.

NEW WORDS AND EXPRESSIONS

aesthetic /i:s'θetɪk/ *a.*

aircraft /'ɛəkrɑ:ft/ *n.*

architect /'ɑ:kɪtekt/ *n.*

auditorium /,ɔ:di'tɔ:riəm/ *n.*

conducive /kən'dju:sɪv/ *a.*

die /daɪ/ *n.*

distortion /dɪs'tɔ:ʃən/ *n.*

durability /'dʒʊərəbɪlɪtɪ/ *n.*

dynamic /daɪ'næmɪk/ *a.*

encase /ɪn'keɪs/ *v.*

exterior /ɪk'stɪəriə(r)/ *n.*

facilitate /fə'sɪlɪteɪt/ *v.*

fixture /'fɪkstʃə(r)/ *n.*

fundamental /,fʌndə'mentəl/ *a.*

hardware /'hɑ:dwɛə(r)/ *n.*

identification /aɪ,dentɪfɪ'keɪʃən/ *n.*

impose /ɪm'pəʊz/ *v.*

interior /ɪn'tɪəriə(r)/ *n.*

legal /'li:gəl/ *a.*

magnification /,mæɡnɪfɪ'keɪʃən/ *n.*

maintenance /'meɪntənəns/ *n.*

mechanism /'mekənɪzəm/ *n.*

merchandise /'mɜ:tʃəndaɪz/ *v.*

美学的

航空器；飞机

建筑

礼堂

有助于…的

硬模，冲模

歪曲

耐久性；耐用

有活力的

装入，包住

室外

使容易

固定装置

基本的

五金制品

识别

强加于

室内

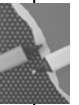
法制的；合法的

放大

维护；保养

机制；机械系统

经商



paramount /'pærəmaʊnt/ *a.*
 payload /'peɪləʊd/ *n.*
 prevailing /prɪ'veɪlɪŋ/ *a.*
 proportion /prə'pɔːʃən/ *n.*
 revenue /'revənjuː/ *n.*
 routine /ruː'tiːn/ *n.*
 specification /ˌspesɪfɪ'keɪʃən/ *n.*
 tableware /'teɪblwɛə(r)/ *n.*
 texture /'tekstʃə(r)/ *n.*
 yield /jiːld/ *v.*

automatic vending machine
 display area
 home appliance
 mock-up
 ocean liner
 public vehicles
 project to
 retail store

至关重要的
 有效载荷
 流行的
 比例
 收入；税收
 程序，常规
 规格
 餐具
 质地
 产生

自动售货机
 展区
 家用电器
 (供试验的机器等的)大模型
 远洋班轮
 公用交通工具
 投射于
 零售店



Check Your Understanding

I. Mark the following statements with *T* (true) or *F* (false) according to the passage.

- () 1. The success of a design is measured by the beauty it yields its manufacturer.
- () 2. A product should have beauty of line, color, proportion, texture and so on.
- () 3. The industrial designer must be concerned not only with product design but with the conditions under which the products are sold.
- () 4. Industrial design has made little contributions in the field of transportation.
- () 5. Every design problem requires special procedures, timing, and techniques, so there is no general routine applicable to all.
- () 6. The development of industrial design didn't lead to the creation of new procedures.
- () 7. Distortion often occurs in magnification as a result of highlights and shadows that change basic spatial relationships.
- () 8. The passage tells us much about the history of industrial design.



Build Up Your Vocabulary

II. Match the items listed in the following two columns.

A

1. interior

B

a. relationship between one part and another in size

- | | |
|---------------|--|
| 2. aesthetic | b. quality of roughness or smoothness of a substance |
| 3. proportion | c. inside of something |
| 4. texture | d. regularly fixed way of doing things |
| 5. architect | e. produce |
| 6. dynamic | f. powerful and active |
| 7. routine | g. flying machine |
| 8. exterior | h. art of building |
| 9. aircraft | i. outside of something |
| 10. yield | j. science of beauty, esp. in art |

III. *Fill in the following table by giving the corresponding translation.*

English	Chinese
automatic vending machine	
	家用电器
retail store	
	展区
durability	
	美学的
proportion	
	质地



Translation

IV. *Complete the following sentences by translating the Chinese given in the brackets.*

- The new underground railway _____ (将为去机场提供方便). (facilitate)
- The new policy _____ (已经产生了积极效果). (yield)
- I'm afraid the drawing of the children _____ (比例失调) (proportion); they make arms and legs look like sticks.
- _____ (他建立起了新的生活秩序) after retirement and he feels quite happy. (routine)
- The material of which the new skirt is made _____ (手感像丝绸). (texture)
- The new manager _____ (是一个能干的、充满活力的人). (dynamic)

V. *Translate the following into Chinese paying special attention to the underlined words.*

- This research has been in progress since 2000 and has now yielded a lot of information.
- To many people light music can create an atmosphere conducive to sleep.



3. There is no use in manufacturing an item unless you can merchandise it.
4. Her convictions were absolute, yet not once did she attempted to impose these upon me.
5. It is a helpless distortion of truth.
6. She wore her hair in the prevailing fashion.
7. A canal was being built to facilitate commerce between these two cities.
8. The interior walls of the building were painted green.

■ Reading B

Foreword to an Exhibition

It is my modest belief that this exhibition, "New Glass Economy: Contemporary British Glass from the University of Wolverhampton" could, with time acquire historical significance, presenting as it does the first substantial exposure of new British glass practices in art and design to a contemporary Chinese audience.

It is the first public statement of a long-term academic and professional collaboration that is bringing together artists, designers, makers, academics and students from the University of Shanghai, College of Fine Arts, and the University of Wolverhampton, School of Art & Design.

We are grateful for the active partnership, support and encouragement of the Directorate of the new Shanghai Library, and colleagues in the Culture and Education Section of the British Consulate-General in Shanghai.

This exhibition opening also marks our installation of the first public glass sculpture commission in China as a permanent feature of the main entrance hall of the new Shanghai Library. This work, designed and made by the glass sculptor Golin Reid, is a contemporary interpretation, on a monumental scale and in new materials, of ancient Chinese literary artifacts.

Ancient and modern. Knowledge and creativity. There could be no more appropriate venue for these linked events.

NOTES

College of Fine Arts	艺术学院
Golin Reid	戈林·瑞德
School of Art & Design	艺术及设计学院
the Culture and Education Section of the	英国驻上海总领事馆文化教育参赞处
British Consulate-General in Shanghai	
the University of Wolverhampton	伍尔弗汉普顿大学

New WORDS

academic /ækə'demɪk/ a.	学术的
acquire /ə'kwɪə/ v.	获得; 学到
artifact /'ɑ:tɪfækt/ n.	手工艺品

collaboration /kələbə'reɪʃən/ <i>n.</i>	协作
colleague /'kɒli:g/ <i>n.</i>	同事; 同僚
commission /kə'mɪʃən/ <i>n.</i>	委托; 委任; 佣金; 回扣; 中介费
directorates /dɪ'rektərɪt/ <i>n.</i>	理事会
exposure /ɪks'pəʊʒə/ <i>n.</i>	陈列; 暴露
foreword /'fɔ:wɜ:d/ <i>n.</i>	前言; 序
installation /ɪnstə'leɪʃən/ <i>n.</i>	安装
interpretation /ɪntɜ:pri'teɪʃən/ <i>n.</i>	解释; 诠释
monumental /mɒnju'mentl/ <i>a.</i>	纪念碑的; 不朽的
partnership /'pɑ:tnəʃɪp/ <i>n.</i>	合作关系
substantial /səb'stænʃəl/ <i>a.</i>	真实的; 充实的
venue /'venju:/ <i>n.</i>	会合地点; 集合地点

I. Complete the following sentences by translating the Chinese given in the brackets.

- _____ (依鄙人所见) that the development of the high-tech products will help open the international market for us.
- The merge of the two companies will _____ (随着时间的推移显现出重要的历史意义).
- There has been _____ (学术和专业上的长期合作) between the two universities.
- The exhibition aims to _____ (把英国玻璃艺术和设计方面的新成就展示给当代中国观众).
- Project Hope has been carried out _____ (以宏大的规模) in China.

II. Give brief answers to the following questions.

- Why was the exhibition particularly important?

- What kind of collaboration was involved for preparing the exhibition?

- Why did the writer express his thanks to the Directorate of the new Shanghai Library?

- Who was Golin Reid?

- How do you understand the expression "these linked events" in the last paragraph?

III. Mark the following statements with T (true) or F (false) according to what you have read.

- () 1. The exhibition also presented some Chinese glass practices in art and design.
- () 2. The opening ceremony was held in the University of Shanghai.
- () 3. The writer spoke highly of the exhibition.
- () 4. In the main entrance hall of the new Shanghai Library, a British glass sculpture was



placed as a permanent feature.

- () 5. The exhibition features the marvelous combination of the ancient style with the modern style on the one hand and knowledge with creativity on the other.

Part II

Simulated Writing

Commercial Letters

英语商务信函主要包含: 信头 (Letterhead)、日期 (Date)、信内地址 (Inside Address)、收信人 (Attention)、称呼 (Salutation)、事由 (Subject or Reference)、正文 (Body)、客套结语 (Complimentary Close)、签名 (Signature)。有些信件还包括: 附件 (Enclosure)、附言 (Postscript)、副本抄送 (Carbon Copy) 等。如下图所示:

Letterhead 信头	
Inside Address 信内地址	Date 日期
Attention 收信人	
Salutation 称呼	
Subject/Reference 事由	
Body 正文	
Complimentary Close 客套结语	
Signature 签名	
Enclosure 附件	
Postscript 附言	
C. C. 副本抄送	

英文书信的格式通常有 3 种: 缩进式、齐头式和混合式。

1. **缩进式 (Indented Style)** 信每段开头通常缩进 4 个字母。在地址等需要分行的地方, 后行比前行缩进 2~3 个字母。



Sample Reading 1

Unison International 1400 Bayhill Drive, #228 Bronx, New York 13350	
August 22, 2006	
Calnap Trading Co. Steward Street Birmingham B36 7AF	
Attn: Sales Manager	
Dear Sir or Madam,	
Re: <u>Inquiry about Jewelry</u>	
With reference to your advertisement in last month's <i>Jewelry</i> magazine, kindly send me the full details, prices and pictures of your jewelry.	
Yours faithfully,	
John Smith Marketing Manager	

NOTES

attn.	attention 的缩写; 经手人
with reference to	关于...

2. 齐头式 (Block Style) 除信头之外; 所有部分的每一行都从最左边对齐; 成一垂线。

Sample Reading 2

Calnap Trading Co. Steward Street Birmingham B36 7AF
September 10, 2006
Marketing Manager Unison International 1400 Bayhill Drive, #228



Bronx, New York 13350

Attn: Mr. John Smith

Dear Sir,

Re: Reply to Your Inquiry

Thank you for your letter of August 22 inquiring about our jewelry.

We are pleased to enclose our new brochure and price list.

We look forward to receiving your first order.

Yours faithfully,

Peter Rembold
Sales Manager

Enclosures: 2

NOTE

brochure /brəʊ'ʃʊər/ n.

小册子；公司简介

3. 混合式 (Modified Style) 整体布局与缩进式相似；不同之处在于每段开头不缩进。

Sample Reading 3

Mangood Corporation

**680 Van Houten Avenue
Clifton, New Jersey 07015**

Feb. 15, 2006

Mayer Wildman Co.
Birmingham C22 8JK
England

Attn: Sales Manager

Dear Sirs,

Re: Purchase Order No. 5538

Thank you for your letter of Feb. 1, enclosing your catalogue, price list, and followed by samples of your Christmas gifts.

We are satisfied with your products and prices.

Enclosed please find our purchase order and we will open an irrevocable confirmed Letter of Credit as soon as we receive your pro-forma invoice.

Yours faithfully,
(Signature)
F. J. Sarknas
Marketing Manager

Enc: 1

NOTES

enclosed please find

随函附上…请查收

an irrevocable confirmed Letter of Credit

不可撤销的保兑的信用证

pro-forma invoice

形式发票

Check Your Understanding

I. Answer the following questions based on the above letters.

Sample Reading 1

1. Who is the Marketing Manager of the Unison International?

2. In which magazine was the jewelry advertised?

3. What does Mr. John Smith ask for?

Sample Reading 2

1. What is Peter Rembold?

2. Who is the letter written to?





12

3. What items are enclosed with the letter?

Sample Reading 3

1. What is enclosed in the letter?

2. How will Mangood Corporation pay for the order?

3. When will Mangood Corporation open a Letter of Credit?

Follow-Up Writing

II. *Remember the following sentences that are often used to begin a business letter.*

1. To introduce oneself:

We write to introduce ourselves as a big dealer in arts and crafts in the country.

We are a state-operated corporation handling both the import and export of arts and crafts.

We wish to introduce ourselves to you as ...

2. To express willingness to do business with sb:

We are writing to you with a desire to do business with you.

Your name has been mentioned by our chief supplier as the most reliable firm.

We have seen your advertisement in the *New York Times* and should be glad to have your prices and details of your terms.

3. To reply to sb.'s letter or request:

We are pleased to receive your letter of July 10 concerning ...

We are sorry to learn from your letter of June 28 that ...

We have pleasure in sending you our catalogue requested by you. !

4. To inform sb. of sth:

We have pleasure in advising you that ...

We regret to inform you that our buyers here find your price much too high.

We are sorry we no longer supply this kind of jewelry.

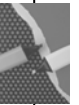
III. Remember the following sentences that are often used to end a business letter.

1. We look forward to hearing from you soon.
2. We are looking forward to receiving your early reply.
3. We look forward to your favorable reply.
4. Your early reply will be appreciated.
5. We hope to have the pleasure of hearing from you.
6. Your prompt reply is eagerly awaited.
7. May we expect your early response?
8. Please let us have your early reply.
9. If you find it acceptable, let us have your reply as soon as possible.
10. We hope that this will meet your immediate attention.

IV. Complete the following business letters by putting the Chinese in the brackets into English.

Letter 1

Mossberg Co., Ltd.	
28 Drawer Street, Topway, Devon TQ3 8BD, England	
May 18, 2006	
Merrow Corporation 10 Oslo Avenue Malmo Sweden	
Dear Sir / Madam,	
RE: _____	1 _____ (询问工艺钟的价格)
With reference to _____ 2 _____ (贵方在 5 月 18 日《亚洲周刊》	
刊登的广告), would you please _____ 3 _____ (将工艺钟	
的详细资料、价目表和图片寄给我方)?	
Yours faithfully,	
<i>Edward Swan</i>	
Marketing Manager	



Letter 2

Merrow CORPORATION
10 OSLO AVENUE, MALMO, SWEDEN

June 1, 2006

Mossberg Co., Ltd.
 28 Drawer Street,
 Topway,
 Devon TQ3 8BD
 England

Dear Sir,

Re: Reply to the Inquiry of May 18

Thanks _____ 1 _____ (贵方 5 月 18 日来函).
 We have pleasure in _____ 2 _____ (随信寄上我方
 新产品目录和价格单). _____ 3 _____ (我们期
 待着贵方的首份订单).

Yours faithfully,

*Bernin Smith***Part III****Listening and Speaking****Retailing & Shopping****Sample Dialogue 1**

- W: Good morning. Will you please take a look at the pyjamas? They are new arrivals.
 M: Sorry. I do not need any pyjamas, but I may get one for my wife.
 W: We have lots of styles of night gowns, too. Maybe your wife prefers gowns to pyjamas.
 M: Good idea. Is it made of real Chinese silk?
 W: Certainly. How do you like this check design?
 M: Have you got any brighter ones? Something more Chinese?
 W: How about the floral design with blue and yellow birds? It's the traditional design and the colors are bright. What's your wife's favorite color?
 M: Pink or beige, I suppose.
 W: Pink is quite in fashion this year.
 M: Thank you for your advice. Get me one in size S, please.

Sample Dialogue 2

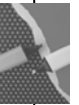
M: Good afternoon, Madam. Can I help you?
W: I'm looking for a gift for my friend. Could you show me some traditional Chinese arts and crafts?
M: The sandalwood fan is one of the typical Chinese arts and crafts.
W: Would you show me some?
M: Certainly. These are made of real sandalwood. Those are made of mahogany with scent added.
W: They really smell fragrant. How much do you want for a real sandalwood fan?
M: 100 yuan. What else are you interested in?
W: Are those silk fans?
M: Yes. There are several kinds: round, square and leaf-shaped. Which style do you like best?
W: I would like to take the square one with paintings.

Sample Dialogue 3

M: Good morning. I'd like to buy a set of Chinese-style furniture for my living room.
W: Come this way, please. What about these living room sets?
M: What are they made of?
W: Mahogany, sir. And they are in the Qing Dynasty style.
M: Oh, what elegant carvings! Can I sit in this chair?
W: Go ahead, please.
M: I like the dark color. But the table and chairs seem a bit too large to fit my living room.
W: I'm afraid this is the best we've got for you.
M: Then, how much are you asking for this set?
W: It's worth 28 000 yuan.
M: What a high price! It's too expensive.
W: Well, sir, taking into account the quality and workmanship, you will find the price justified. I've already quoted you the bottom price, and really we make very little on this line of goods.
M: OK, I'll take it.

Sample Dialogue 4

W: Here is the famous Culture Street. The buildings are of ancient Chinese style. You may get some real Chinese handicrafts, such as clay figures, cloisonné, porcelains, jade-ware, stone carvings, etc.
M: Great!
W: What are you interested in?
M: I want to buy some real typical Chinese souvenirs for my friends and relatives.
W: Would you like to have a look at the brooches, rings and bracelets? They are over there.
M: Of course. Aren't they lovely!
W: How do you like this ring? It's inlaid with emerald and diamond in a coiled dragon design.
M: How exquisite! And so rich in color!



W: Here is a jade brooch in the shape of a lamb. And here's a sapphire in the shape of a phoenix.

Oh, and a little tiger!

M: I'll take these three. One for my wife, and the rest will come in handy for presents. Where shall I pay?

W: At the cashier's desk.

NOTES

arts and crafts	工艺美术品
bottom price	最低价
clay figure	泥塑; 陶人
come in handy	迟早有用
in fashion	流行
living room	起居室
sandalwood fan	檀香扇
stone carving	石刻
take into account	考虑到
the cashier's desk	收银台

NEW WORDS

beige /beɪʒ/ <i>n.</i>	米黄色
bracelet /'breɪslɪt/ <i>n.</i>	手镯
brooch /brəʊtʃ/ <i>n.</i>	胸针
carving /'kɑ:vɪŋ/ <i>n.</i>	雕刻; 雕刻品
check /tʃek/ <i>n.</i>	方格图案
cloisonné /klwɑ:'zɔneɪ/ <i>n.</i>	[法语]景泰蓝
elegant /'elɪɡənt/ <i>a.</i>	端庄的; 雅致的
emerald /'emərəld/ <i>n.</i>	绿宝石
exquisite /'ekskwɪzɪt/ <i>a.</i>	精致的; 高雅的
floral /'flɔ:rəl/ <i>a.</i>	花草的
fragrant /'freɪgrənt/ <i>a.</i>	芬芳的; 香的
gown /gaʊn/ <i>n.</i>	睡袍
handicraft /'hændɪkrɑ:ft/ <i>n.</i>	手工艺品
jade-ware /'dʒeɪdwɛə/ <i>n.</i>	玉器
justify /'dʒʌstɪfaɪ/ <i>v.</i>	证明...是正当的
lamb /læm/ <i>n.</i>	羔羊
mahogany /mə'hɒɡəni/ <i>n.</i>	红木
phoenix /'fi:nɪks/ <i>n.</i>	凤凰; 长生鸟
porcelain /'pɔ:slɪn/ <i>n.</i>	瓷器

pyjamas /pɪ'dʒɑ:məz/ <i>n.</i>	睡衣
quote /kwəʊt/ <i>v.</i>	报价
sandalwood /'sændlwud/ <i>n.</i>	檀香木
sapphire /'sæfəɪə/ <i>n.</i>	蓝宝石
scent /sent/ <i>n.</i>	气味; 香味
souvenir /su:və'niə/ <i>n.</i>	纪念品
workmanship /'wə:kmənʃɪp/ <i>n.</i>	手艺; 技艺

USEFUL EXPRESSIONS AND PATTERNS

1. I want one that goes well with my blouse.
2. We have this style in several sizes and colors.
3. Both the color and shape fit you admirably.
4. Blue is out of fashion.
5. Both close-fitting (紧身) and loose-fitting (宽松) are in fashion now.
6. Can the goods be refunded at your counter?
7. Will you try this on for size, please?
8. We've just got in a new batch of pearl necklaces.
9. As white as jade, as thin as paper and as melodious as *qing* (白如玉; 薄如纸; 音如磬).
10. I'd prefer something with a pattern — either stripes (条纹) or checks (方格) or even spots (点) — and not just a plain piece.
11. They are of attractive appearance, up-to-date styles and well-selected materials.
12. I'm sure you'll be rich and magnificent in this dress.
13. Could you please gift-wrap it for me?
14. I've already quoted you the bottom price.
15. Could you give me a 15% discount if I buy two?

I. *Role-play the sample dialogues.*

II. *Complete the following dialogues by translating the Chinese into English orally.*

A: Good morning, sir. Is anybody waiting on you?

B: (*Pointing to a set of blue and white tableware*) _____ 1 _____ (这是地地道道的中国传统图案, 是吧)?

A: Yes, indeed. _____ 2 _____ (这是优质瓷器—薄胎瓷 (egg-shell porcelain), 但仅供陈列). It's made in Jingdezhen.

B: Jingdezhen? Oh, I know it. Isn't it called _____ 3 _____ (“瓷都”)?

A: Yes, sir. There are few others like it. It is known to be “_____ 4 _____” (白如玉; 薄如纸; 音如磬).

B: _____ 5 _____ (难怪这么贵).

A: Thank you. _____ 6 _____ (请到那边收银台付款). Shall I wrap them together or separately?

B: Separately, please.

III. Complete the following dialogue by completing the unfinished sentences with the key words orally.

A: Can I help you?

B: Yes, please. 1. _____ (would like to, have a look at, fur wear)

A: Right over there.

B: 2. _____ (show, silver fox, first)

A: Here you are.

B: 3. _____ (charming, but, do not, think, what I want)

A: Why don't you take this white squirrel coat then?

B: 4. _____ (how, delicate, bright, hairs, and, it, light, in weight)

A: Yes, it's of the top quality. It's the latest fashion, very popular.

B: 5. _____ (may, try on)

A: Yes, please. 6. _____ (fitting-room, at the corner).

IV. Learn to communicate in the given situation.

Student A: Customer

Student B: Saleslady

A is looking for some clay figures in the arts and crafts shop. Make up a dialogue with the following expressions and items.

be interested in

imitation terra cotta warriors

Qin Dynasty

life-size

kneeling figure

life-size Qin warriors are RMB ¥19 000 a piece

the kneeling figures are for RMB ¥9 000 each

reproductions

come back

make up my mind