

内容提要

《英语》（高职高专版）（第三版）系列教材是“普通高等教育‘十一五’国家级规划教材”，供高职高专非英语专业低起点学生使用。

与前两版相比，第三版教材更新了原书中比较陈旧的内容。

《英语》（高职高专版）（第三版）系列教材继承了《高职高专教育英语课程教学基本要求（试行）》的精神，更贴近《高等职业教育英语课程教学要求（试用稿）》，内容更简明，练习更有针对性，更加符合当前形势下的涉外实际需要。

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第三版前言

《英语》（高职高专版）（第三版）系列教材是“普通高等教育‘十一五’国家级规划教材”，供高职高专非英语专业低起点学生使用。《英语》（高职高专版）（第三版）共4册，即《英语》（1~4），供入学水平在800词左右的学生使用。其中第1~2册为初级教程，学习基础语法和常用交际词汇，累计词汇量达到2 000词；第3~4册为中级教程，学完基础语法，累计词汇量达到3 300词。

本教材以培养学生的实用涉外交际能力为主旨，围绕实用涉外交际话题编写，学完一个话题学生即能围绕该话题进行简短实用的英语口语和书面交际。学完1~4册即可达到2000年教育部颁布的《高职高专教育英语课程教学基本要求（试行）》的标准，学生在学完第3册后即可参加“高等学校英语应用能力考试”的B级考试，学完第4册可参加A级考试。

《英语》（高职高专版）（第三版）系列教材每册3本，即《英语》、《英语教师参考书》和供自学用的《英语拓展教程》。

第3、4册采用统一的单元编排模式，即分为1. Integrated Skills Development; 2. Applied Writing; 3. Grammar Focus; 4. Merry Learning; 5. Words & Phrases五部分。其中Integrated Skills Development是单元重点，围绕本单元的交际话题设计了听说读写译综合训练，按照“阅读理解”(Check your understanding)、“扩大语言积累”(Build up your language stock)和“语言技巧训练”(Practice your language skills) 3个步骤进行。其中“扩大语言积累”部分是核心，侧重培养学生通过使用和掌握交际话题所涉及的语言手段(句型和词语)来提高实用英语交际能力。本教材的指导思想是引导学生围绕交际话题进行语言表达(language production)训练。

本书为教材的第4册，包含十个单元和两个测试单元。此次修订更换了部分课文及相应练习，对少数原有课文也进行了局部调整，更换或修改了部分练习。

多年来，本教材第一版、第二版得到广大高职高专师生的爱护和支持，第三版在总结以往使用本教材的经验基础上进行了改进。能以一本真正实用的英语教材为大家服务我们感到十分欣慰。这次修订后依然会存在缺陷和不足，我们一如既往地欢迎大家批评和指正。

《英语》（高职高专版）（第三版）系列教材由孔庆炎教授任总主编，第4册由余渭深教授任主编，黄贇琳任副主编，其他编者为兰橙、刘琳、尹晓宇和邹远鹏。

修订者
2011年5月

第二版前言

修订后的《英语》（高职高专版）（第二版）仍为4册，即《英语》（1~4）。其中第1~2册为初级教程，学习基础语法和常用交际词汇，累计词汇量达2 000词；第3~4册为中级教程，学完基础语法，累计词汇量达3 300词。

本教材以培养学生的实用涉外交际能力为主旨，围绕实用涉外交际话题编写，学完一个话题学生即能学会围绕该话题进行简短实用的英语口语和书面交际。学完1~4册即可达到2000年教育部颁布的《高职高专教育英语课程教学基本要求（试行）》，学生在学完第3册后即可参加“高等学校英语应用能力考试”的B级考试，学完第4册可参加A级考试。

修订后的教材依然为每册配套共3本，即综合教程、教师参考书和学生练习册。

本教材第3、4册采用统一的单元编排模式，即分为：1. Integrated Skills Development; 2. Applied Writing; 3. Grammar Focus; 4. Merry Learning; 5. Words & Phrases五部分。其中Integrated Skills Development是单元重点，为听说读写译综合训练，其核心话题是本单元的交际话题。综合训练围绕1篇紧扣单元交际话题的文章展开，按照“阅读理解”（Check your understanding）、“扩大语言积累”（Build up your language stock）和“语言技巧训练”（Practice your language skills）3个步骤进行。其中“扩大语言积累”部分是核心，侧重培养学生通过学习实际使用和掌握交际话题所涉及的语言手段（句型和词语）来提高实用英语交际能力。换句话说，本教程的指导思想是引导学生围绕交际话题进行语言表达（language production）训练。

本书为教材第4册的教师参考书，共10个单元，每单元涉及一个交际话题，内容包括各单元的教学目的与要求（Aims and Requirements）、综合技能训练（Integrated Skills Development）、应用写作（Applied Writing）、语法重点（Grammar Focus）、趣味学习（Merry Learning）、主教材练习答案（Key to Exercises）和主教材阅读文章参考译文（Text Translation for Reference）。

以上说明是为了帮助使用本教材的老师和同学更全面地了解本教材的编写和修订思路，更好地发挥教材的长处，避开其短处。多年来本教程受到广大高职高专师生的欢迎和支持，我们会因能用一本实用英语教材为大家服务而感到十分欣慰。这次修订后依然存在缺陷和不足，我们仍一如既往地欢迎大家的批评指正。

本教材的修订由孔庆炎教授任总主编，第4册由余渭深教授任主编，参加本册修订的有黄赟琳、周梅和卢桂华。

修订者
2005年10月

第一版前言

教育部2000年颁布的《高职高专教育英语课程教学基本要求（试行）》（以下简称《基本要求》）中规定的高职高专英语课程的教学目的是：“经过180～220学时的教学，使学生较好地掌握英语基础知识和技能，具有一定的听、说、读、写、译的能力，从而能借助词典阅读和翻译有关英语业务资料，在涉外交际的日常活动和业务活动中进行简单的口头和书面交流，并为今后继续提高英语交际能力打下基础。”

为了充分地体现上述教学目的，《英语》系列教材吸纳了先进的教学思想，并结合高职高专层次学生的实际情况和实际需要，确立了本教程的编写指导思想和特点。

《英语》系列教材的编写指导思想和特点

打基础与学以致用相结合：

1. 基础是必要的，又是相对的，基础的厚实程度在很大程度上取决于培养目标和教学时数。由于英语专业、本科非英语专业、高职高专非英语专业英语课程的培养目标和教学时数各不相同，因此对语言基础的要求和可能达到的程度也不尽相同。

2. 高职高专英语教学要贯彻“学用结合、学用一致”的原则，改变英语教学脱离实际、效率低下局面。

处理好语言基础、应用能力和实用能力的关系：

1. 语言基础是指学习者对语言基本知识和语言基本技能掌握的程度，应用能力是指应用语言知识和技能的能力，实用能力则指在实际涉外交际环境中使用英语进行实际交际的能力。从广义的角度讲，应用能力可以涵盖实用能力，但进一步区分应用能力和实用能力对高职高专英语教学具有重要的意义。

2. 应用能力是通过语言知识和技能训练来培养的，但语言知识和技能还必须用于实际的涉外交际中才能转化为实用能力。

3. 实用能力是应用能力的最重要的方面，对于接受高职高专教育的学生尤其如此。他们更希望

看到英语学习的“即期”实用效果，并把所取得的即期实用效果转化为进一步学习的动力。因此，高职高专英语教学既要注意培养应用能力，更要注意培养实用能力，即贯彻“学用结合”的原则。

4. 外语学习的目标要分层次实现，不能一步到位，所以，打基础不应超越高职高专英语教学的现状。

听、说、读、译、写综合发展：

1. 《基本要求》要求学生具有一定的“听、说、读、写、译”的能力，扭转了忽视听说基本功训练的倾向。以往的英语教学片面强调阅读和翻译能力的培养，在很大程度上导致了“哑巴”英语的现象，不利于总体培养目标的实现，也不利于语言教学本身，因此适当降低高职高专英语阅读能力的要求并加强其听、说、写的能力的培养，以适应改革开放对涉外业务交际能力的需求，是高职高专英语教学改革的重要方面。

2. 读、译、写的重点应该是涉外应用文献，而不是所谓的“本专业”的专业书刊。也就是说，应该加强“实用阅读”(Practical Reading)的训练与培养，即加强对应用文献的阅读和模拟套写的训练，使“学”与“用”更紧密地结合起来，体现“培养实际应用英语的能力”的方向和目标。

3. 改革开放提供了更多的涉外活动的机会，特别是涉外就业的机会。这些机会首先涉及口头交际和简短的书面交际，而不是长篇文章的读和译。

4. 就高职高专英语教学而言，写的要求应更着重于模拟套写，即套写那些在涉外业务活动中经常遇到的应用文，而不是创造性地写一般性的文章。

体现分级教学的思想：

《基本要求》规定：高职高专英语教学要求“分为A、B两级”，“A级是标准要求，B级是过渡要求。入学水平较高的学生应达到A级要求，入学水平较低的学生应达到B级要求。”“完成《基本要求》规定的教学内容后，采用‘高等学校英语应用能力考试国家级题库’的命题进行检测。检测分为A、B两级（含笔试与口试）。”

本套教材体现了上述分级教学的思想，即学生学完1~3册，基本能达到B级的要求；学完1~4册，基本能达到A级的要求。

体现典型性、思想性、时代感、趣味性和可模拟性：

1. 典型性：选材必须是实际交际需要的，而且要具有典型性，这是本教程选材所遵循的首要原则。本教程所选用的语言材料和语言情景，力求符合实际交际的需要，如求职、求学、导游、导购、接待、信函传真处理等。

2. 思想性：外语教学要充分体现改革开放、对外友好的精神和中华民族的文化素养，与此同时，更要体现不卑不亢、自强不息的爱国主义精神。

3. 时代感：所选的材料具有时代感，交际的情景反映了当代生活的实际状况，如导购中的支付手段为现金、支票、信用卡，通讯手段为电话、传真、电子邮件等。

4. 趣味性：教材选材充分体现了趣味性，此外，还专门编写了“轻松学习” (Merry Learning) 一节。

5. 可模拟性：所选择的应用文除重视其典型性外，还特别注意其可模拟性，便于在教学中培养学生模拟套写涉外业务应用文的能力。

《教师参考书》的编写思路和使用建议

《教师参考书》的任务是帮助教师备课和上课，这涉及两个方面：一是教学所需的补充资料，二是教学方法指导。虽然教学法有宏观的指导原则，但具体的教学方法却灵活多样，因人因时因地而异。本套《教师参考书》以提供有关教学资料为主，仅在介绍练习的编写意图时提出了一些教法建议。也就是说，本书以向教师提示教学要求、教学重点、教学资料和补充练习为主，教法部分则请教师根据教学实际灵活使用。

本册教参的编写模式如下：

1. 教学目的与要求：包括每单元的重点词语、句式和各项技能要求。

2. 补充资料：包括背景资料、文章难点注释和词汇用法。
3. 练习指导和补充练习：针对每个练习都作了简要提示，对某些重要练习还加编了补充练习，以加强这一方面的训练。
4. 语法提示和补充练习：教师可根据学生的实际水平灵活选用补充练习。
5. 轻松学习：教参为每课提供了语言程度适中的补充资料。
6. 答案和译文：教参提供了主教材的练习答案和课文的参考译文。
7. 模拟试卷：为便于教师使用，教参提供了4套按照《高等学校英语应用能力考试大纲和样题》编写的模拟试卷。

编者

2001年5月

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Test 2

Unit

1

E-mail and the Internet



I. Aims and Requirements

I Language Focus

1. Focal Words and Expressions

community	access	range	the Internet	isolation
lounge	navigate	on-line	voluntary	website
a handful of	come out	digital cameras	range from... to...	thanks to

2. Focal Functions and Patterns

- 1) Thousands of Americans over 50 are discovering friends, fun, and new ideas on an Internet-based community called SeniorNet.
- 2) A fifth of Americans with Internet access, or 8–10 million people, are over 50.
- 3) Subjects ranging from cooking and knitting to digital cameras and politics are discussed.
- 4) It's a place where one can break the isolation of a bedroom without having to leave it, where you can comfort one another in times of sickness.
- 5) It is also a place where you can share in the happy moments of life, be it birthdays or even weddings.

II Skills Development

1. Reading and Translating

- 1) Reading: skimming for the main idea
- 2) Translating: the techniques helping to translate non-restrictive attributive clauses

2. Listening and Speaking

- 1) Listening: listening for details
- 2) Speaking: eliciting and expressing ideas

3. Writing

Writing a fax



II. Integrated Skills Development

I Background Information

1. Introductory Remarks of the Passage

Computer network plays a more and more important role in people's lives. This passage tells us about the popularity of SeniorNet, the usual topics covered on SeniorNet and the functions of SeniorNet.

2. Background Remarks

“Computer network” is an important means for institutions and individuals to obtain and exchange information. It may include LAN (Local Area Network) and VAN (Vast Area Network). The former refers to a computer network within an office or a building while the latter is one which is spread all over the country or even the world.

The “Internet” is the worldwide network of computer links which allows computer users to connect with computers all over the world, and which carries electronic mails.

“Websites” can fall into different types according to the services they provide. For example, SeniorNet is a website which serves senior people. Sina and Sohu are websites which mainly provides up-to-date news. Yahoo is one where people can do online search. In addition, there are also personal websites.

“Digital cameras” are cameras whose pictures can be recorded in digital forms.

“Chat rooms” are virtual places on the net where people can exchange ideas by talking in writing. There can be different types of chat rooms, for example, the men's lounge and the women's lounge.

Language Points

1. Notes to the Passage

1) Para 2: I am an old lady — except on-line when I am 37, blonde and ready to roll.

The above sentence means that “I am an old lady, but on-line I am only 37, blonde and can move quickly at any time”. *Except* here is a conjunction often followed by *that / when / where*, denoting the only thing that a statement does not apply to, or a fact that prevents a statement from being completely true.

2) Para 2: ... a respectable member of SeniorNet, a true community of seniors that includes a 104-year-old member.

A true community of seniors is the apposition of *SeniorNet* giving the explanation of the term.

3) Para 4: SeniorNet is a non-profit site that develops very quickly thanks to voluntary contributions from its 25 000 members and a handful of retirees who design the website and manage more than 200 discussion groups set up on the network.

That develops very quickly is a relative clause used to modify *a non-profit site*. *Set up on the network* is a past participle clause used to modify *200 discussion groups*.

4) Para 6: “It’s a place where one can break the isolation of a bedroom without having to leave it, where you can comfort one another in times of sickness,” Gilbert says.

Where one can break the isolation of a bedroom without having to leave it and *where you can comfort one another in times of sickness* are both relative clauses used to modify *a place*. The former can be paraphrased as *you don’t have to leave your bedroom to make friends and communicate with people*.

5) Para 6: But it is also a place where you can share in the happy moments of life, be it birthdays or even weddings.

This sentence means that it is also a place where people can talk about their happy activities, whether it should be a birthday or even a wedding. *Be it birthdays or even weddings* is in subjunctive mood where in formal English *it* should be *they* and often the conjunction of *whether* is used to introduce the concessive clause. This usage is common in English. For example, *home is home, be it so homely*.

6) Para 8: This group permits men and women to discuss issues that, in their youth, would have been shameful to them.

Would have been shameful to them is in subjunctive mood to indicate what they regarded as shameful in the past is now no longer so.

7) Para 9: ... to come out at that time was a bit like signing your death sentence.

To come out at that time is an infinitive clause, which functions as the sentence’s subject. Conventionally, *It* can be used as a formal subject to replace the infinitive clause. So, the above sentence can be rewritten as: It was a bit like signing your death sentence to come out at that time.

2. Word Usage

community: *n.* people living in one place, district or country, considered as a whole 社团; 社区

the ... community: ...社团

e.g. The police haven't really done anything for the black community in particular.
警察尚未给黑人社团做过什么特别的事情。

access: *n.* right or opportunity to see or use sth. 享用权

have access to: 有权进入; give access to...: 让...使用; accessible: 易接近的; 可到达的

e.g. All residential students can have access to the computers.
所有在校生都可以使用计算机。

The facilities have been adapted to give access to wheelchair users.
那些设备经调整已适合坐轮椅的残疾人使用。

range: *v.* vary between limits 变化

range from ... to ... / range between... and... 涉...范围 / 从...到...

e.g. These clothes range in price from US\$15 to US\$50. / These clothes range in price between US\$15 and US\$50.
这些衣服的价格从15美元到50美元不等。

on-line (also, online): *a.* on a computer network 在线的

e.g. They are doing on-line / online search.
他们正在进行在线检索。

比较: **online:** *ad.* 在线

e.g. go online: 上网

thanks to: as the result of, owing to 多亏

e.g. Thanks to your help, we finished the work on time.
多亏了您的帮助, 我们才得以按时完工。

a handful of: a small number of 少数

e.g. Only a handful of passengers took the coach.
只有少数乘客乘坐长途汽车。

come out: declare 公开承认 (羞愧之事)

e.g. He comes out for the fact he's a gay.
他承认自己是同性恋。

比较: come about: 发生

e.g. How did it come about? 这是怎么发生的?
come across: 偶然发现或遇见某人 (某物)

e.g. I came across John on the street yesterday.
昨天我在街上碰到了约翰。

come through: (重病后) 康复, 脱险

e.g. This old man had a weak heart, but he managed to come through.

这位老人心脏功能很弱, 但最后挺过来了。

come to: 恢复知觉

e.g. It was incredible that she came to her senses after fainting for two days.

她昏迷两天后又苏醒过来了, 这简直令人难以置信。

come up with: 产生, 想出 (解决办法)

e.g. He thought hard and finally came up with a good idea.

他认真思考, 终于想出了一个好办法。

3. Additional Topic-related Sentences

The following sentences are often used to describe the popularity and roles of computer nets.

Popularity of Nets

1. Both the parents and children in the family tend to monopolize the computer.
2. I have chatted with those guys till 5 a.m.

Roles of Nets

1. She uses the Internet to provide the support and continuity she needs as a woman whose husband's work may take him to sea for months at a time.
2. It's possible to make decisions about crops and stock sale and purchase using the computer.
3. The loneliness is now eased considerably by receiving E-mails, including scanned photographs.
4. The virtual world is a natural extension of people's lives.
5. She has online access to journals and periodicals that she would otherwise have to spend hours ordering from the library.
6. The home computer is an invaluable family member — facilitating teen romance, distracting toddlers and keeping loved ones in touch.
7. Online medical advice is changing the way we access health care.

Additional Classroom Comprehension Exercise

Complete the summary of the text by filling in the blanks with the words and phrases from the text.

SeniorNet is a 1) _____ for people over 50. The usual topics on SeniorNet 2) _____ from housework to hi-tech and politics. Seniors can find 3) _____ on SeniorNet. They find it a wonderful place where they can break the 4) _____ of a bedroom without having to leave it, where they can seek 5) _____ from each other in times of 6) _____, and where they feel free to discuss 7) _____ which would have been 8) _____ to them when they were young. Through any of the learning centers on SeniorNet, people can also learn the basics on 9) _____ the Internet and get tips on 10) _____ a website.

Key: 1) website

2) range

3) fun

4) isolation

- 5) comfort 6) sickness 7) issues 8) shameful
9) navigating 10) setting up

M Guide to Exercises and Supplementary Exercises

1. **Exs. 1–2:** *These exercises are designed to check how much the students have understood the passage. They may be done either as a lead-in exercise or as a post-reading exercise. The additional exercise is given below. Decide whether the following statements are true (T) or false (F) according to the passage.*

- 1) Only people who are over 60 are referred to as senior people.
- 2) Health and financial questions are frequently discussed on SeniorNet.
- 3) Senior people can discuss the issues which are shameful to young people.
- 4) People must pay to go to any of the computer learning centers.
- 5) It can be inferred that people are more open-minded on the net than in realistic places.

Key: 1) F 2) T 3) F 4) F 5) T

2. **Exs. 3–5:** *These exercises are provided for the students to concentrate on practicing some focal words and expressions chosen from the text. Choose the correct words to complete the following sentences. The two exercises are given below as additional exercises.*

Choose the best answers.

- 1) All the seniors can have _____ to SeniorNet.
a. entrance b. enrollment c. admission d. access
- 2) He is a senior University student, but he has never been _____ the Internet.
a. at b. on c. in d. with
- 3) His well-written short stories made him a _____ man.
a. respectable b. respectful c. respective d. respecting
- 4) When he was in Australia, he did a lot of _____ work.
a. volunteer b. voluntary c. vulnerable d. volatile
- 5) She spends too much on her clothes and thus is often frustrated with _____ problems.
a. fiscal b. monetary c. physical d. financial

Key: 1) d 2) b 3) a 4) b 5) d

Translate the following into English phrases and expressions.

- | | | |
|----------|------------|---------|
| 1) 做贡献 | 2) 宣布 | 3) 涉及 |
| 4) 多亏... | 5) 与...相联系 | 6) 建立网站 |

Key: 1) make contributions 2) come out 3) range from... to...
4) thanks to... 5) be linked with... 6) set up a website

3. **Exs. 7–8:** *Students should be reminded to pay attention to the skimming skill before reading the passage. The additional exercise is given below.*

Read the Reading Passage in the textbook (p5) again and decide whether the following statements are true(T) or false(F) .

- 1) The survey was carried out by three parties.
- 2) According to the survey most of the managers use PCs.
- 3) Managers find it disturbing to use computers to automate manual processes.
- 4) Most of the managers use information technology to improve work quality.
- 5) It is argued that PCs should be also used to enhance marketing.

Key: 1) F 2) T 3) F 4) F 5) T

4. **Exs. 9–10:** *These exercises are designed as listening practices. Ex.9 may be used as either a warming-up exercise or as a post-listening exercise. Ex.10 is designed as a detailed comprehension exercise.*

5. **Exs. 11–12:** *These exercises are designed to help students to talk about working in a computer company. They are better done either in pairs or in groups.*

6. **Ex. 13:** *This exercise is designed to practice translating skills of non-restrictive attributive clauses. A non-restrictive English attributive clause does not restrict its antecedent. Instead, it gives the antecedent a further description or explanation. A non-restrictive attributive clause can be translated as an independent Chinese clause. More examples are given below.*

Translate the following sentences into Chinese using the above skill.

- 1) She wants to bring home a boyfriend from the other side of the world, with whom she's been having a virtual relationship for months.
她想将男友从世界的那边带回家。她和男友在网上保持了数月的恋爱关系。
- 2) She has also built a website for Jane, her best friend in the US, whom she met online.
她还为美国好友简建立了一个网站。她是在网上遇见简的。
- 3) Gordon, who met Mona in an online chat room four years ago, works nights as a security guard and goes online in the morning.
戈登是位上夜班的保安，他早晨上网。他是在几年前一个网上聊天室遇见莫娜的。
- 4) The first time when he visited the online chat room was in 1998, when he was only 10 years old.
他第一次访问网上聊天室是在1998年。那时，他仅10岁。
- 5) The Net is also helping the couple run a 93-hectare farm business, which they own in partnership with their friends.
网络也帮助这对夫妇经营着93公顷的农场。这农场是他们和朋友合伙经营的。
- 6) He received an E-mail message from his supervisor over the company's computer network, which he read at home.
通过公司计算机网络，他收到了上司的一封电子邮件。他在家阅读了这封电子邮件。



III. Applied Writing

I Structure Analysis

A cover sheet of a fax is its first page, which first of all gives the information about the sender and receiver of the fax, the date the fax is sent and the number of pages the fax contains. The fax message appearing afterwards is written in a similar way as the body of a letter. The following expressions are commonly used in writing a business fax message:

Stating a reference

1. Thank you for your letter of / dated..., asking if / inquiring about / enclosing / concerning...
2. Further to...,
3. We are writing in connection with / with reference to...

Faxes

1. I am faxing this letter now but I will forward the top copy to you or your records / files.
2. The original copy of this fax follows by post.

Giving good news

I'm pleased / delighted / happy to inform / tell / advise you that...

Giving bad news

1. I regret / am sorry to tell / inform / advise you that...
2. We regret that...

Making a complaint

1. Unfortunately, we have not yet received the delivery.
2. I should like to point out that we have already paid for these... We must insist, therefore, that you deliver them immediately.
3. Unless..., we will be forced to take legal action.
4. I should like to draw your attention to the fact that...
5. I should like to point out that...
6. I should like to remind you that...
7. I hope that it is not necessary to remind you that...

Giving reasons

1. This is owing to... / due to...

2. As a result of...
3. Because of...

Apologizing

1. I am terribly sorry that...
2. I must apologize that...
3. Please accept our apologies once again.
4. We hope that this has not caused you any inconvenience.
5. With apologies once again.

Making a request

1. We would appreciate it if you could give us some further details about... / let us know if... / inform us about...
2. It would be greatly appreciated if you could...
3. We would like to know if / about...

Closing remarks

1. If you have any queries, please let us know.
2. Please contact us if you need any further information.

Referring to future contact

1. We are looking forward to your early reply.
2. Your early reply would be greatly appreciated.

Additional Samples of the Specified Type of Applied Writing

Fax: Chongqing 023-6510XXXX 15-10-2010 9:30 a.m. p. 01

Fax Cover Sheet

For the attention of: Mabel Li
 To: Cultural and Educational Section
 The British Consulate General
 Fax No: 023-6373XXXX
 Date: 15 Oct. 2010

College of Foreign Languages
 Chongqing University
 Shapingba
 Chongqing 400044
 Tel/Fax: 023-6510XXXX

Dear Mabel,
 Re: The Coming English Movie Week

Thank you for your fax of 14 October, informing us of the coming English Movie Week at the Global Cinema in Metropolitan Tower from 19 to 26 October, 2010.

I have already made an arrangement with a student. He will go to collect the tickets at 10 o'clock tomorrow morning at your office. If there are any changes, please let me know.

I wish you in advance a successful English Movie Festival in Chongqing!

Best wishes,

Shirley Xiang
Shirley Xiang



IV. Grammar Focus

Non-restrictive Clause

I Grammar Notes

- 1) A non-restrictive clause is separated by a comma from its antecedent.
- 2) Relative pronouns: *who(m)*, *which*, *whose*
- 3) Relative adverbs: *when*, *where*

II Additional Exercises

Complete the following sentences, choosing from *who*, *whom*, *which*, *where*, *when*, *whose*.

- 1) ADSL uses your existing phone line, _____ connects to a central switch.
- 2) He met her in the online chat room, _____ was then a college student.
- 3) He became the sales manager in 2010, _____ he just graduated from the university.
- 4) Finally he married her, with _____ he had a virtual relationship for months.
- 5) She was on good terms with Dave, without _____ help she might not have passed the computer test.
- 6) A lot of people do search on the Internet, _____ they have access to many state-of-the-art articles.

Key: 1) which 2) who 3) when 4) whom
 5) whose 6) where



V. Merry Learning

My friend, in his mid-forties, was with his two-year-old son when a passerby taken up with the boy's thick, curly hair exclaimed, "Your granddaughter is so beautiful!"

As the woman continued on, my friend said to his son, "Matthew, I think we've both just been insulted!"



VI. Key to Exercises

Integrated Skills Development

1. Americans over 50
 2. make friends, discover fun
 3. health, financial questions, cooking, knitting, politics
 4. breaks the isolation
 5. the computer learning centers
2. **Users of SeniorNet**
 Americans over 50
Reasons to access the Net
 - a. To share ideas
 - b. To share feelings**Benefits**
 - a. Discovering fun.
 - c. Discovering friends easily.
 - d. Learning new skills.
3. (J) 互相安慰 (A) 自愿捐助
 (G) 判处死刑 (B) 组织讨论组
 (F) 言论自由 (M) 打破隔离
 (I) 因特网使用权 (K) 因特网上的虚拟社团
 (O) 建立一个网络系统 (D) 浏览因特网

4

Housework

cooking
wives
knitting

Life in School

learning topics
birthdays teacher
computer fun
respectable
centers

The Internet

community
site
web

- 5
1. Thanks to the active participation of the students, the football match went on very smoothly.
 2. This film describes the happy moments of an old Chinese man.
 3. The wide use of the Internet has changed the way we used to discover new friends and new ideas.
 4. Among the great number of websites, many are non-profit ones.
 5. SeniorNet provides the opportunity for some American seniors to express their feelings.
 6. The conversation topics of the students range from culture to politics.
 7. The old man often comforted others even in times of sickness.
 8. It seems that we can not avoid a handful of difficult problems.
 9. This learning center has set up net-work links with many research centers.

6 (Open.)

7 c.

8 Only 6% of the managers surveyed believe that their computers are used to the maximum effect.
Managers use their PCs only to automate manual processes.

Editing documents on PCs is a waste of time.

PCs should be used to change work patterns and business practices, share information and ideas,
monitor the fast-changing market.

9 **Script**

One day, when Dell Bradford was sixteen and still at high school, a teacher asked everyone in his class the same question, "What do you want to be when you're older?"

The other students gave answers like "engineer", "doctor" or "lawyer". But Bradford said, "A millionaire."

"That wasn't my real ambition. I didn't want to tell anyone about that," he said.

A few years later, Bradford went to university, where he got a degree in computer engineering. Then, he borrowed some money from a friend and started his own software company. When he was twenty-seven, he became a millionaire. But what was his real ambition when he was sixteen?

He wanted to be 15 centimeters taller! But after the teacher asked him that question, he changed his mind. "I couldn't do anything about my height, but I could do something about other things in my life," he answered.

Key: 1. F 2. F 3. F 4. T 5. T 6. T

10 1. to grow 15 centimeters taller

2. computer engineering
3. after university study
4. His friend
5. change his height, do something else

11 (Open.)

12 (Open.)

13

	2分	1分	0.5分	0分
1	B	A	C	D
2	D	C	B	A
3	A	C	D	B
4	B	A	C	D
5	C	B	D	A

Applied Writing

- 1 1. Ms. Stenlund
2. Ashworth Bookshops Ltd.
3. the Worldwide Encyclopaedia
4. please do not hesitate to contact me
5. Mr. Russell

Grammar Focus

- 1 1. B 2. C 3. C 4. A 5. D
6. C 7. D 8. A 9. A 10. A

- 2 1. He said that environmental protection, which was a key issue, was everyone's responsibility.
2. Lockville, where used to be a chemical plant, is now a beauty spot.
3. We made many mistakes in the past, when we knew less than we do now.
4. The managing directors of the company have more responsibilities, which is known to all the staff.
5. The industries, which we criticize, produce the products (which) we buy.
6. She made all kinds of suggestions, most of which I couldn't understand.
7. Small computers need only small amounts of power, which means that they will run on small batteries.
8. This happened in 1975, when I was still a baby.



VII. Text Translation for Reference

老人在网上找乐子

成千上万的50岁以上的美国人在一个以因特网为媒介的社团里寻找朋友、快乐和新观点，这个虚拟社团就是老年网。

一位受尊敬的老年网成员曾这样说道：“我是个老太太，但在网上我却只有37岁，金发碧眼，还能摸爬滚打。” 她所加入的老年网是一个名副其实的老年社团，其年龄最大的成员已是104岁高龄。

美国有1/5的因特网使用者年龄在50岁以上，也就是说，有800万~1 000万的因特网使用者是老年人。

老年网是一个非营利性网站，发展非常迅速。它的25 000位成员自愿奉献，而且一些退休人员对网站进行设计，并参与管理网络中建立的200多个讨论组。

“当然，网上经常讨论的许多话题涉及老年问题——例如健康和经济，但是，它们不是网站中唯一的讨论话题。” 该网站发展主管格伦·吉尔伯特这样说道。他说在网上讨论的话题还包括烹饪、编织、数字照相机和政治。

吉尔伯特还说：“老人虽然待在家里，却可以在网上摆脱孤独；人们在患病期间也能从网上得到他人的安慰。除此而外，人们还可以在老年网上分享他人过生日或举行婚礼时的快乐。”

网络给人们提供了充分的表达自由，因而男人们可以避开妻子参加网上的“男士沙龙”；人们甚至还可以参与“老年同性恋”组的讨论。

在这个讨论组中，老年的男人和女人可以讨论那些他们青年时代感到羞耻的问题。

一位老年人说：“作为一名教师，如果年轻时对人公开承认自己是同性恋，就有点像判了自己死刑。”

老年网还设立了130个网络计算机学习中心。在那里人们可以学习浏览因特网的基本技能和建立网站的技巧。同时这些中心还为那些缺乏设备的网友提供计算机供其使用。

Unit

2

Personal Selling



I. Aims and Requirements

I Language Focus

1. Focal Words and Expressions

analysis

assume

concentrate

constitute

distinguish

oriented

sound

2. Focal Functions and Patterns

- 1) The first one concentrates on high-pressure-technique such as those in selling encyclopaedias and cars.
- 2) This form of selling assumes that the customers are not likely to buy except under pressure, that they will be influenced by a direct presentation and aggressive manners, and they will not be sorry after signing the order, or if they are, it doesn't matter.
- 3) In the customer-oriented approach, the salesperson learns how to listen and question in order to identify customer needs and come up with a good product solution.
- 4) Type 2 is similar in that he also shows little concern for the customer but differ in that he is very concerned to get the sale.

- 5) He has a tried and tested technique mixing customer concern and product emphasis; this is what is often called the soft sell.

II Skills Development

1. Reading and Translating

- 1) Reading: making generalizations
- 2) Translating: how to translate a complicated sentence by cutting it up into constituent clauses or translating a phrase into a Chinese clause

2. Listening and Speaking

- 1) Listening: understanding time sequence in description
- 2) Speaking: expressing one's view

3. Writing

Laying out a business letter and its envelope



II. Integrated Skills Development

I Background Information

1. Introductory Remarks of the Passage

Have you noticed the differences in selling styles? Which selling style do you prefer — the hard sell or the soft sell? Why? This passage can provide more information for you to think over these questions.

2. Background Remarks

The term *salesperson* covers a wide range of positions, from the clerk selling in a retail store to the engineering salesperson who consults with client companies.

II Language Points

1. Notes to the Passage

- 1) **Para 1: This form of selling assumes that the customers are not likely to buy except under pressure, ...**

Except here is used as a conjunction and introduces an elliptical structure. The missing part can be resumed as *except they buy under pressure*.

The whole sentence can be paraphrased as: People who are for high-pressure-technique in selling think that customers can't buy anything unless they are forced to.

- 2) **Para 2: In the customer-oriented approach, the salesperson learns how to listen**

and question in order to identify customer needs and come up with a good product solution.

Here *approach* is a noun, meaning a way to deal with something or think about something.

e.g. We will be exploring different approaches to gathering information.

Customer-oriented is a compound adjective made up of N + V-ed. Similar structure can be found in *student-centered*, *export-oriented*, *knowledge-based*, etc.

- 3) **Para 2: This approach assumes that customers have hidden needs that constitute company opportunities, that they appreciate good suggestions and that they will be loyal to representatives who have their long-term interests at heart.**

In this complex sentence, there are four clauses introduced by *that*, all of which are the object clauses of the verb *assumes* except the second one — *that constitute company opportunities*, which in itself is a relative clause modifying *needs*. The clause introduced by *who* is also a relative clause modifying *representatives*.

- 4) **Para 3: Blake and Mouton distinguish various selling styles by examining these two dimensions: concern for the sale and concern for the customer.**

For Blake and Mouton, concern for sale and concern for customers are the two essential criteria for them to distinguish selling styles. In this sentence *dimensions* means aspects.

- 5) **Para 7: He aims to be the customer's friend, to understand him, develops a bond which ties him to the salesman and therefore the product.**

In the sentence *which ties him to the salesman and therefore the product* is a relative clause modifying *bond*, where the verb *ties* takes two objects *the salesman* and *the product* with *therefore* inserted to show the cause-effect link.

The whole sentence may be paraphrased as: He wants to be the customer's friend, and tries to understand his customer and establishes a bond to link his customer with him and finally to make his customer accept the product he is selling.

2. Word Usage

fundamental: *a.* of forming a foundation; of great importance 根本的

e.g. English is one of the fundamental courses in the university.

英语是大学的一门基本课程。

concentrate (on): *v.* bring or come together to one point 集中

e.g. The boss concentrates on the high-pressure-technique in solving the conflict between the employer and the employees.

这个老板专用高压手段解决劳资双方的冲突。

oriented: *a.* given direction or guidance to... 以...为目标的

e.g. The fundamental difference in a selling style is between the sales-oriented and the customer-oriented approach.

销售方式的根本差异在于是以推销为目标，还是以客户为目标。

encyclopaedia: *n.* a book or a set of books, giving information about every branch of knowledge, or on one subject, with articles in ABC order 百科全书

e.g. Her mother bought her an encyclopaedia.

她妈妈给她买了一本百科全书。

assume: *v.* suppose 假定

e.g. They assume that the customers are not likely to buy except that the goods they sell are really good.

他们认为顾客不大可能会买他们的货，除非他们的货确实很好。

presentation: *n.* introduction; show 展示

e.g. The customers will be influenced by a direct presentation of the goods.

对产品的直接展示会对顾客产生影响。

analysis: *n.* a careful examination of sth. in order to understand it better 分析

e.g. The analysis skill is very useful in reading an article.

分析技巧在阅读文章时非常有用。

constitute: *v.* make up 构成

e.g. Seven persons constituted a team.

7人成一组。

opportunity: *n.* favorable time or chance 机遇

e.g. I take this opportunity to thank you for your help.

我借此机会感谢你的帮助。

concept: *n.* idea underlying a class of things; general notion 概念；观念

e.g. This concept is totally beyond him.

他完全无法理解这个概念。

distinguish: *v.* see, hear or understand the differences 区分；辨别

e.g. Chinese pronunciation distinguishes a lot from that of English.

汉语的发音与英语有很大不同。

pile on: *v.* put things on top of one another 堆积

e.g. His work had piled on during his absence.

他不在时，工作便堆积了起来。

extreme: *n.* the furthest end of something 极端

e.g. He likes to carry things to the extreme.

他做事爱走极端。

consult with: *v.* go to somebody for advice, information or opinion 与某人商量

e.g. You should consult with your teacher whenever you meet with difficulties.

无论何时你遇到困难都应该向老师请教。

defensive: *a.* used or intended for protecting 有戒备的

e.g. Some buyers are defensive about the goods they want to buy.
一些买主对他们要买的货物是有戒备的。

3. Additional Topic-related Sentences

The following sentences are often used in selling and marketing.

- 1) Price is the monetary figure put on a product or service.
- 2) Value is the mix of cost-benefit elements perceived by the customer or buyer.
- 3) In more widespread communities the sales-force will operate mainly as “order-takers”.
- 4) Product benefits are centered on what the product is — a bundle of benefits.
- 5) Every contact is important in building a sound customer relationship.
- 6) From the reception area to the selling environment, the customer needs to feel that the company cares about their comfort.
- 7) A system of providing literature on request is essential.
- 8) Companies like Microsoft and IBM have help lines and information desks to help customers in difficulties with computer software programs and hardware applications.
- 9) Always give your maximum effort, even on tasks that appear trivial in nature.
- 10) Develop a reputation for successfully completing every task that you are assigned.

Additional Classroom Comprehension Exercise

Answer the following questions according to the passage.

1. How does the sales-oriented approach look at the customers?
2. Why does a customer-oriented salesperson like to listen to his customers?
3. In the customer-oriented approach, why do the customers' hidden needs look so important?
4. What is the customer-oriented salesperson, the hard seller or the soft-seller?
5. In what way does Type 1 selling style differ from Type 2 selling style?
6. Why is Type 3 called soft sell?
7. In what way does Type 4 differ from Type 5?
8. Why do Blake and Mouton argue that no one sales style will be effective with all buyers?

Key:

1. They assume that the customers won't buy except under pressure.
2. He wants to identify their needs and come up with a good product solution.
3. They seem to constitute company opportunities.
4. The soft-seller.
5. There is no pressure imposed on the customers with Type 1 selling style.
6. Because the customer's concern and the product emphasis are combined.
7. Both are based on the customer-oriented approach but Type 5 is more impersonal.
8. Because buyers vary greatly in their styles of buying.

V Guide to Exercises and Supplementary Exercises

- Exs. 1–2:** *These exercises are designed to check how much the students have understood the passage. They will be done either as a lead-in exercise or as a post-reading exercise.*
- Exs. 3–5:** *These exercises are provided for the students to concentrate on practicing some focal words and expressions chosen from the reading passage. The following exercise may be used as an additional exercise.*

Translate the following phrases and expressions into Chinese.

- | | | | |
|--------------|------------------|-----------------|----------------------|
| 1. hard sale | 2. high pressure | 3. aggressive | 4. sale-oriented |
| 5. defensive | 6. assume | 7. consult with | 8. customer-oriented |

Key: 1. 强行推销 2. 巨大的压力 3. 积极主动的 4. 以销售为中心的
5. 有戒备的 6. 假定 7. 请教 8. 以顾客为中心的

- Ex. 7:** *Students should be reminded to pay attention to how to make generalizations while reading. One additional passage is given below. Study the information in the passage and write your own generalization, which should be based on the specific information contained in the passage.*

In the field of data processing, in 1965, the average annual salary of a senior programmer was \$14 400. In 1980, the salary of a senior programmer was over \$20 000 a year. In the same field, in 1965, the annual salary of a director of data processing was \$19 000. In 1980, the salary for the same position was over \$33 000 a year.

Generalization about salary in the field of data processing.

Key: The salaries tend to increase.

- Exs. 8–9:** *These exercises are designed for listening practice. Ex. 8 aims to check students' global comprehension of the listening passage, and Ex. 9 to check students' comprehension of the details.*
- Ex. 10:** *This exercise is designed to help students talk about some personal qualities for a successful manager.*
- Ex. 11:** *This exercise is designed to train students to acquire the translation technique of "adding words" in the Chinese version. More examples are given below.*
 - 1) He has been pursued, day by day, year by year, by a most phenomenal and astonishing luckiness.
一天又一天，一年又一年，他始终吉星高照。这的确令人惊叹不已。
 - 2) The price limits its production.
它价钱昂贵，限制了批量生产。

- 3) The dust, the uproar and the growing dark threw everything into chaos.
 烟尘滚滚, 人声嘈杂, 夜色愈深, 一切都陷入混乱之中。
- 4) With science and technology modernized, industry and agriculture will develop rapidly.
 如果科学技术现代化了, 工业和农业就会迅速发展。
- 5) The fame of Washington stands apart from every other one in history shining with a truer lustre and a more benignant glory.
 华盛顿在历史人物中独树一帜。他的声望放射出更为纯正的光彩和更为慈祥的光芒。



III. Applied Writing

I Structure Analysis

信函是一种通用文书, 是应用文的一种基本文体, 也是应用文写作的基础。英语信函, 特别是业务信函的体例与格式与汉语有较大差异。因此写信函时首先要严格遵照英语的信函格式与体例, 还要注意学习掌握典型的词语和句式。

II Additional Samples of the Specified Type of Applied Writing

You, Mr. Zhang Limin, are the Purchasing Supervisor at Small World Supermarkets, 13 Station Road, Chongqing, China. Your manager has just sent you this memo. Complete the letter to be sent to Corona, according to the memo given below.

Small World Supermarkets

To Purchasing Supervisor
 From Manager

Date: 21 February 2011
 Subject: Order 564

We sent an order for orange juice to Corona on 4th January but we still have not had a delivery.

Please write to the Sales Director, Mr. Pat Brown and ask him when he can deliver the orange juice. The address is 340 Calle Mayor, Madrid, Spain.

Small World Supermarkets

13 Station Road, Chongqing, China

Telephone: 023 65234467

Fax: 023 65234634

Mr. 1) _____,
2) _____ Director,
Corona,
340 Calle Mayor
3) _____,
Spain

25 February 2011

Dear Mr. Brown,

Re: 4) _____

I'm writing about order 564, which was sent to you on 5) _____.

You promised immediate delivery. So far, we haven't received the 6) _____ yet and have not heard from you since.

Please arrange for immediate 7) _____ and inform us when it will arrive.

Yours sincerely

Zhang Limin

Zhang Limin

8) _____

Key:

1) Pat Brown

2) Sales

3) Madrid

4) Order 564

5) 4th January

6) delivery

7) delivery

8) Purchasing Supervisor



IV. Grammar Focus

Relative Pronouns

I Grammar Notes

1. whom在定语从句中的作用

关系代词whom在定语从句中可以用作动词的宾语和介词的宾语，还可用于一些特殊结构中，如all of whom, none of whom, any of whom, some of whom, neither of whom, five of whom, each of whom, with whom, among whom, 等。

2. whose在定语从句中的作用

Whose在定语从句中可加上名词作从句的主语、动词的宾语和介词的宾语。Whose多用于指人，虽也可用于指物，但指物时多用of which。

II Additional Exercises

Translate the following sentences into English.

- 1) 他试了3件夹克，没有一件中意。
- 2) 他们弄到3辆小车，有两辆是他们从来没见过的。
- 3) 她有许多朋友，其中大多是她的同学。
- 4) 我昨天晚上在电话里和卡特先生进行了交谈，他对我们的计划表示出兴趣。
- 5) 很幸运，我们有一张地图，要是没有它我们一定会迷路。
- 6) 杰克有3个兄弟，都已结婚。
- 7) 安有许多藏书，大多数她都没读过。

Key:

- 1) He tried on three jackets, none of which fit him.
- 2) They have got three cars, two of which they have never seen.
- 3) She has a lot of friends, many of whom she went school with.
- 4) Mr. Carter, to whom I spoke last night on the phone, is very interested in our plan.
- 5) Fortunately we had a map, without which we would have got lost.
- 6) Jack has three brothers, all of whom are married.
- 7) Ann has a lot of books, most of which she hasn't read.



V. Merry Learning

Soon after we were married, my husband and I experienced some financial trouble and turned to my father for help. He agreed to lend us some money, which he arranged to leave at our house.

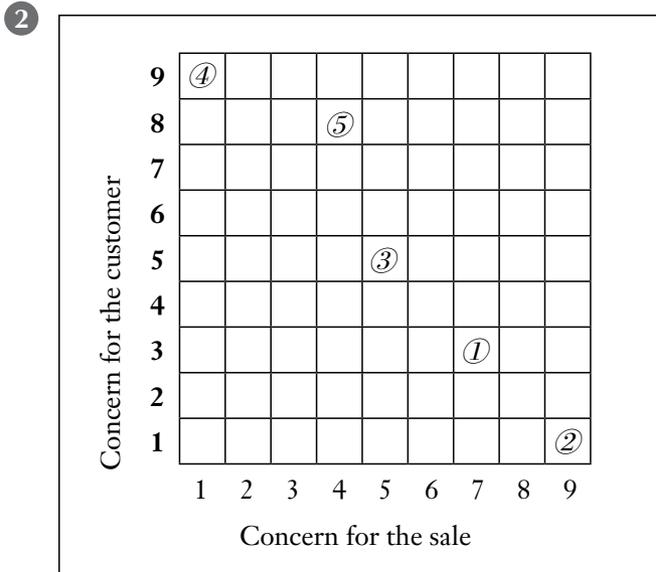
Returning from work, I found a note saying that the money was in a safe place in the study. Eventually I found it hidden between the pages of a book. Its title: *Hidden Power for Human Problems*.



VI. Key to Exercises

Integrated Skills Development

- ① 1. A 2. D 3. B 4. B 5. D



- ③ (E) 提出解决方法 (J) 弄清楚顾客的需求
 (G) 签订单 (N) 建立一种联系
 (D) 销售方式 (L) 销售观念
 (A) 综合考虑顾客的需求和产品的特点 (B) 需求分析技能

(H) 明智的购买决策

(I) 长期利益

- 4 1. training 2. Being 3. Working 4. more personal
5. encourage 6. unqualified 7. uncomfortable 8. trustworthiness
9. strengthened 10. competitors
- 5 1. Selling styles differ in many ways, but we should know their fundamental differences.
2. We can assume that this meeting is not likely to start on time.
3. The views of his parents will influence his decision.
4. The staff in the Marketing Department have shown great concern for the company's development.
5. When having any problems, you can consult with an experienced colleague of yours.
6. For some jobs writing skills are secondary to presentation skills.
7. Sales people need to learn how to identify the needs of customers.
8. Children's needs are as varied as those of adults.
9. We should consider not only the country's short-term interests but also the long-term interests.
10. As a result of the conference, some departments have come up with solutions to the crisis.
- 6 (Open.)

7

Text	The way facts are listed	Generalization	Facts
Passage 1	因果关系	Effects of the increasing emissions of human-made aerosols	1. decrease in daily surface solar radiation 2. less sunshine 3. decrease in clearness index 4. affecting the magnitude and variability of solar radiation and sunshine duration
Passage 2	时间顺序	Development in Chongqing	1. 2007, the national reform and experimental area 2. 2008, first inland port zone 3. 2009.2, central city 4. 2010.2, comprehensive bonded zone 5. 2010.6, 3rd New Area
Passage 3	分类关系	Ant's habits	1. Interesting habits 2. Three categories 1) males 2) females 3) neuters or workers

8 Script

James Wolf: Can we go over our schedule for the New York trip, Max?

Max: Of course, Mr. Wolf. Well, your flight arrives at Kennedy Airport the day after tomorrow, that's Tuesday the seventh, at 5:45 p.m. local time. There's nothing planned for Tuesday evening, but on Wednesday morning, you're appearing on a breakfast-time TV talk show at 8:15 a.m.

James Wolf: A great way to start the day!

Max: Then you're visiting the Jasper Johns show at the Castelli Gallery around 10:30 a.m.

James Wolf: Oh, yes, I'm looking forward to that.

Max: Then lunch at your favorite Chinese place on Canal Street. That's with some of the New York staff, at 12:45. In the afternoon you're attending a strategy meeting in the main conference room at 2 o'clock. Here are your notes for that, by the way.

James Wolf: Thanks.

Max: That should finish around 4:30. At 6 p.m. you're visiting our recording studio, and later you're having dinner at a French restaurant with some people from CBS Sony.

James Wolf: What time is that?

Max: The reservation is for eight o'clock.

James Wolf: All right. And Thursday?

Max: You're opening the new Third Avenue store at 11 a.m., then back to Kennedy. The London flight leaves at 6:10 in the evening.

James Wolf: Fine. Thanks. Now, let's go through my notes for the strategy meeting.

Key: 1. c 2. f 3. a 4. d 5. e 6. b

- 9 1. 5:45 p.m. 2. Appear on a breakfast-time TV talk show 3. Wednesday
4. 12:45 5. 2 o'clock 6. 6 p.m.
7. 8 o'clock 8. Open a new store 9. London flight leaves

10 (Open.)

11

	2分	1分	0.5分	0分
1	C	B	A	D
2	A	B	D	C
3	B	D	A	C
4	D	B	C	A
5	A	B	C	D

Applied Writing

- 3 1. Ms. Alison Freeman
Marketing Coordinator
United Packaging Inc.
11 East Shore Drive
2. Mr. R.G. Flinders
Sales Manager
Independent Products Ltd.
18 Canberra Way

Green Bay
Wisconsin
W1 53405
U.S.A.

Liverpool
NSW 2170
Australia

- 4 1. c 2. b 3. c 4. a 5. c
6. a
- 5 1. A 2. C 3. B 4. G 5. E
6. F 7. H 8. D

Grammar Focus

- 1 1. Regarding this matter, we have sent three salespersons to talk with the customers, none of whom has really identified the needs clearly.
2. Ten people have applied for the job of a secretary, most of whom are suitable.
3. Two candidates entered the competition, both of whom won a prize last year.
4. Mr. Weston with whom I had a long talk put forward the new working system.
5. Mr. Milton with whom colleagues would consult when they had any problems was a respected member of the marketing group.
6. The speaker with whom I agreed on most of the points failed to make the last point clear.
7. There were a lot of people at the party, some of whom I had met before.
8. Many positive suggestions were made to the members of the committee, all of whom responded quickly.
- 2 1. C 2. B 3. C 4. B 5. C
6. A 7. D 8. B 9. D 10. A



VII. Text Translation for Reference

销售风格

销售风格在很多方面有差异，但其根本差异在于是采用以推销为目标，还是以客户为目标的方式。第一种方式突出高压推销术，就像销售百科全书和轿车时采用的方式。采用这种销售方式的人认为，只有处于压力之下，客户才可能购买；对产品的直接介绍以及积极主动的推销态度会对顾客产生影响；客户签了订单后不后悔；即使后悔，也无关紧要。

以客户为目标风格则不同，销售人员要学会听取意见和提出问题，只有这样才能了解客户需求并提出恰当的产品购买方案。与需求分析技能相比，产品介绍技能是次要的。采用这种销售方式的人认为，客户的隐性需求就是公司的机遇；客户会欢迎好的建议，并

会十分相信那些心里装着他们长期利益的销售代理。根据这种销售观念，推销人员的形象应是一个友好的参谋，而不是一个硬性推销人或订单承接人。

布莱克和莫顿通过审视对销售的关注和对客户的关注两个方面来区别不同类型的销售风格。

第一种风格主要是订单承接人的风格。他将产品摆在客户面前，然后期望产品能够自己售出。即使不能售出，也无关紧要。

第二种风格与第一种风格的相似之处是销售人员对客户极少关注；两者的差异是第二种风格的销售人员只关心产品的推销；他极力推销自己的产品，给客户逐渐制造一种压力以确保产品的售出。

第三种风格介于前两种风格之间。具有该风格的销售人员使用反复尝试和检验过的销售方法。他们既关注客户又突出产品的特点。这种风格又常常被称为软销售。

第四种风格属于典型的以客户为目标的风格，是第二种硬销售风格的另一个极端。具有该风格的销售人员致力于成为客户的朋友，了解客户的需求，并在客户和销售人员之间建立一种联系，因此，也在客户和产品之间建立一种联系。

最后，第五种风格和第四种风格相似。销售人员也对客户表示关注，只是这种关注更具有公事公办的味道。销售人员力求与客户商量，了解其需要，然后做出明智的销售决策。这种解决问题的销售态度与总的市场营销概念一致。

布莱克和莫顿认为没有任何一种销售风格对所有的购买者都有效。购买风格和销售风格一样是多种多样的。购买者购买的目的和对销售人员的关注也不尽相同。有些购买者对产品不太在乎；有些又过于谨慎；另一些则只愿意听取那些著名公司销售人员的意见。

Unit 3

Job Hunting



I. Aims and Requirements

I Language Focus

1. Focal Words and Expressions

clinch	compassion	conflict	contrive	episode	glimpse
interfere	naturally	occur	outgoing	positive	rambler
relate	shatter	trap	trial	trick	unique

2. Focal Functions and Patterns

- 1) The coming early summer is again the time when college students are busy with job interviews in the hope that four years' high priced education was not in vain.
- 2) Personnel experts say that preparation is the thing.
- 3) Learn how to play the game of hard questions, which is what a job interview is all about.
- 4) Interviewers may differ in technique, but there are some common questions most of them always ask.
- 5) Someone who rambles a lot is on shaky ground.

II Skills Development

1. Reading and Translating

- 1) Reading: scanning for specific information
- 2) Translating: omitting some words in the original to achieve a better translation version

2. Listening and Speaking

- 1) Listening: understanding time sequence in narrating
- 2) Speaking: practicing an interview based on an ad.

3. Writing

Learning to write a resumé



II. Integrated Skills Development

I Background Information

1. Introductory Remarks of the Passage

Job interview now is very popular in China. Nearly all college students have to face it before they finish their college study. It is very important for them to be successful in getting their desired work. But how to be successful in the job interview is a serious problem to most college students. This passage tells the graduates how to prepare their job interview.

2. Background Remarks

- 1) Carnegie Mellon University, Pittsburgh — is located in Pittsburgh, Pennsylvania U.S.A.
- 2) Job hunter — a person who is eager to find a job.
- 3) Job interview — a face to face talk between the employer and the potential employee who wants to get a job from the employer's company.

II Language Points

1. Notes to the Passage

- 1) **Para 1: The coming early summer is again the time when college students are busy with job interviews in the hope that four years' high priced education was not in vain.**

Senior students are usually busy with job interviews in the coming early summer. Interviews are very important for them. If they fail in the interview, their four years' high priced education will not pay off.

- 2) **Para 2: If that happens, his dreams of employment are shattered at least with one employer.**

If he fails the job interview, he will lose at least one chance of employment.

3) **Para 3: ... thanks to an outgoing personality.**

Here *thanks to* means because of.

The whole sentence can be paraphrased as: Some people are naturally better than others just because they are quite open in personality.

4) **Para 6: This occurs during the small talk before the hard questions begin. If you can relate some unique experience that will make the interviewer remember you, you may clinch a job.**

The small talk refers to the first 60 to 80 seconds of the interview.

The sentence means: Though not many hard questions are asked in it, yet if you can give some special experience to let the interviewer remember you, it may help you get the job.

5) **Para 7: But it must be done without appearing to be contrived.**

The phrase *without appearing to be contrived* means naturally.

This sentence can be paraphrased as: It must be done naturally, don't let others know it is done with an intention.

6) **Para 12: One should always try to present a weakness in a positive light.**

The phrase *in a positive light* means positively.

The sentence can be rewritten like this: One should give positive comment on his own weakness.

7) **Para 14: Never bad-mouth anyone.**

The sentence means: Don't speak ill of anybody.

2. Word Usage

clinch: *v.* manage to get 最终赢得

e.g. He clinched the title as the best salesperson of the year.

他赢得了年度最佳销售人员称号。

compassion: *n.* pity or sympathy for the sufferings and misfortunes of the others 同情

e.g. We should have compassion on those who suffered a loss.

我们对那些遭受损失的人深表同情。

conflict: *n.* a state of being in opposition (to another or each other) 冲突

e.g. Your behavior is in conflict with the law.

你的行为与法律冲突。

an armed conflict 一次武装冲突

contrive: *v.* make a great effort in doing sth. 设计

e.g. The young engineer contrived a new machine.

那个年轻的工程师设计了一台新机器。

We have to contrive to live on our own income.

我们的生活必须设法量入为出。

episode: *n.* one separate event 片断

e.g. He recalled to us an episode about his country life.

他给我们回忆了他在农村生活的一个片段。

glimpse: *n.* a quick look at or incomplete view of 一瞥

e.g. Her answer provides a glimpse of her character and interest.

她的回答有助于我们了解她的性格和兴趣。

interfere: *v.* get in the way of another, block the action of another 干扰

e.g. Don't interfere with me while I'm reading.

别打扰我读书。

You must not let pleasure interfere with business.

不可让玩乐妨碍事业。

naturally: *ad.* according to the born characters of someone or something 天生地

e.g. Some people are naturally better at singing than others.

有的人天生比别人会唱歌。

occur: *v.* happen, take place 发生

e.g. This occurred during the anti-Japanese war.

这件事发生在抗日战争时期。

outgoing: *a.* having or showing eagerness to mix socially with others; friendly 外向的

e.g. That girl has an outgoing personality.

这个女孩性格外向。

positive: *a.* having no doubt about something, sure 积极的; 肯定的

e.g. She answered my question with a positive manner.

她对我的问题给予了肯定的答复。

How can you be positive about his innocence?

你怎么能肯定他是无辜的呢?

rambler: *n.* a person that rambles 闲聊者

relate: *v.* to see or show a connection between 叙述

e.g. If you can relate some unique experience in your former work, you may clinch a new job.

如果你能在面试中谈一谈你以前的工作经历, 这将有助于你得到新的工作机会。

This letter relates to the sale of the house.

这封信与卖房有关。

shatter: *v.* (cause to) break suddenly into small pieces 使破碎

e.g. His dream of employment was shattered, because of his illness.

患病使他工作的梦想破灭了。

trap: *n.* an apparatus for catching and holding animals or birds, or a plan for deceiving or tricking people 陷阱

e.g. You should know that there is always a trap for ramblers in a job interview.

你应该知道面试总是给那些漫谈者设下许多陷阱。

trial: *a.* related to tests 实习的

n. testing to find quality, value, usefulness, etc. 试验

e.g. He is engaged in a trial job in a school factory.

他在校办工厂实习。

We shall put the machine into further trial.

这台机器还需进一步试验。

trick: *n.* an act needing special skill 计谋

e.g. You should know that there are many tricks designed to bring out your weaknesses when you talk with the employer.

你应该知道当你与面试者交谈时，他会使用许多技巧让你暴露自己的弱点。

unique: *a.* being the only one of its type 特别的

e.g. He has some unique experience in teaching.

他的教学经历很特别。

3. Additional Topic-related Sentences

The following sentences are not closely related to the passage, which is actually about the techniques to handle the hard and tricky questions at an interview. What have been provided are the sentences which help you to advertise yourself.

- 1) My major is English oriented to the administration of foreign affairs. (computer science, business administration, etc.)
- 2) After graduation from Xi'an Foreign Language Institute, I have been an English teacher at a senior high school for two years.
- 3) It made me very active in mind and very young in spirit to be with my students.
- 4) So far I've never abandoned my study, and I know no one is too old to learn.
- 5) I believe I will be qualified to be a teacher, as I have the sense of responsibility, the good qualities as a person and the necessary education as a teacher.
- 6) I am longing for my opportunity in the city full of challenge.
- 7) Since you can supply a challenging, creative and promising job, I'm eager to take this service.
- 8) Moreover, I spur up myself with reading more, practicing more and absorbing more to improve my own quality.
- 9) My resumé is enclosed. I would appreciate your consideration or any advice you may give as to where and how I should apply for such a position.
- 10) During the course of college life, I am the committee member in charge of organizational work, so I am good at organizing and administrating.

Additional Classroom Comprehension Exercise

The following additional exercise can be used to check students' understanding of the passage.

Decide whether the following statements are True or False according to the passage.

- 1) People with outgoing personality usually do better in a job interview.
- 2) Preparations for the job interview are not important to some people.
- 3) Interviewers may ask some common questions in a tricky way.
- 4) The first 60 to 80 seconds of the job interview is less important than the remaining part which contains some hard questions.
- 5) The presentation of some unique personal experiences must be natural.
- 6) Many people may fail to answer some harmless questions which seem quite easy to answer.
- 7) One should try to avoid presenting his own weakness in the interview.
- 8) One should be frank to talk about his boss' weakness.

Key: 1) T 2) F 3) T 4) F
5) T 6) T 7) F 8) F

Guide to Exercises and Supplementary Exercises

1. **Exs. 1–2:** *These exercises are designed to check how much the students have understood the passage. They may be done either as a lead-in exercise, or as a post-reading exercise. The following exercise can be used as an additional exercise to check students' comprehension of the passage.*

Read the passage carefully and try to answer the following questions.

- 1) How should you present your own unique experience during the interview?
- 2) Why does the interviewer often ask the interviewee to talk about themselves?
- 3) How can you present your former boss?
- 4) According to the passage what question seems to be the hardest to answer?
- 5) Why does the author mention the example of a lawyer being interviewed?

Keys:

- 1) You should tell your own unique experience without appearing to be contrived.
- 2) Because the interviewer wants to see how quickly the interviewee organizes his thoughts and how well he communicates.
- 3) When you speak of your former boss you should be careful and never bad-mouth him.
- 4) The question hardest to answer is "What is your weakness?"
- 5) Because it shows the good way one's character can be presented.

2. **Exs. 3–5:** *These exercises are provided for the students to concentrate on practicing some focal words and expressions chosen from the reading passage.*

Fill in the blanks in the following sentences with the given words. You may change the form of

selection, try to locate the answer to the question indicated as quickly as possible. Write your answer in the space provided.

What organizations use group therapy to help individuals cope with their problems?

One of the most recent innovations in psychotherapy (心理治疗) is group therapy. This method is based on the belief that an individual may feel freer to reveal himself when interacting with others who are also troubled. The idea is to create a community feeling in which the individual discovers that he has many experiences and feelings in common with other people. Group therapy is designed to counteract the feeling of alienation of being “different,” or totally alone. A number of techniques, including physical contact and psychodrama, are employed to facilitate interaction. Many groups like Alcoholics Anonymous, Synanon, Gamblers Anonymous, and Weight Watchers now use a modified form of group therapy with considerable success in helping individuals with specific behavioral problems. Lately family therapy also has been tried in an effort to treat the disturbed individual in the environment that possibly contributed to his disturbed behavior.

Key: (Alcoholics Anonymous, Synanon, Gamblers Anonymous, and Weight Watchers)

4. **Exs. 9–10:** *These exercises are designed as listening practice. Ex.9 may be used as either a warming-up exercise or as a post-listening exercise. Ex. 10 may be used as a discussion on the detailed information.*
5. **Ex. 11:** *This exercise is designed to help students talk about the jobs they like to do in the future. The exercise may be done in pairs or in groups.*
6. **Ex. 12:** *It is designed to practice translating skills: lexical omission.*

More examples are given below.

- 1) *The earth moves round the sun.*
地球绕太阳转。
- 2) *Different metals differ in their conductivity.*
不同的金属具有不同的导电性能。
- 3) *It was thought that all atoms of the same element were exactly alike.*
曾经有人认为同一种元素的所有原子都是完全相同的。
- 4) *When the pressure gets low, the boiling-point becomes low.*
气压低, 沸点就低。
- 5) *Every liquid has its own boiling point, which is invariable under the same condition.*
每种液体都有在同样的情况下不会改变的沸点。



III. Applied Writing

I Structure Analysis

The form of a resumé often consists of one's name, address, age, education background and some special experience.

II Additional Samples of the Specified Type of Applied Writing

Resumé

Name: Tong Xiaocen

Address: No. 143, Xin Hua Road
Chongqing 400023

Tel: 023-6532XXXX

Personal Data

Year of birth: August 6, 1982

Sex: male

Marital status: single

Work experience

2008: Technician, Architectural Machinery Plant, Chongqing

Education

2005: Graduated from Tongji University Adult College, Shanghai
Mechanical Engineering Department

2001: Graduated from 210 Middle School, Guangzhou

Interests: Painting and music

Others: High level in English, can handle daily communication in English
Good at using computer data base and navigating the Internet
Outgoing personality, get on well with all sorts of people



IV. Grammar Focus

Subjunctive Mood

Grammar Notes

1. 虚拟语气用于非真实条件句。

虚拟条件句与主句中谓语动词的形式如下表：

Type	Adverbial Clause of Condition	Main Clause
Supposition contrary to the present fact	V-ed ₁ (动词过去式) or <i>were</i>	<i>would / should + V</i>
Supposition contrary to the past fact	<i>had + V-ed₂</i> (动词过去分词形式)	<i>would / should + have + V-ed₂</i>
Future doubtful supposition	<i>should + V</i> or <i>were + to V</i>	<i>would / should + V</i>

2. 除虚拟条件句外，虚拟语气还可以用于以下几种情况：

1) 表示建议、要求、愿望和命令时，从句的谓语动词用 *should + V* 或 *V*。如：

(1) It is recommended that electronic computers *be used* in the bank.

(2) Our British friends suggested that we *should visit* the Buckingham Palace while we were in London.

(3) It is necessary that the claims of advertisements *should be checked* against the actual goods.

(4) The director's order is that we *should complete* the task this week.

2) 用于 *wish* 后的宾语从句中，表示不能实现的愿望，谓语动词用 *V-ed₁* 或 *were*, *had + V-ed₂*, 或 *would (could) + V*, 分别表示对目前、过去或将来事件的愿望。如：

(1) I wish I *knew* how to operate the electronic computer.

(2) We wish our teacher *had joined* us in our discussion last evening.

(3) I wish all the advertisements which appear in the newspapers *would give* customers true information about the goods.

3) 用于方式、让步和目的状语从句中。如：

(1) He shouted as if his life *were* in danger.

(2) Every country, whether it *be* large or small, has its right to take part in the world games.

(3) The doctor did everything he could in order that he *might save* the life of the patient.

Additional Examples

Rewrite the following sentences after the example.

Example: If there were no water on the earth, plants and animals could not live.

Were there no water on the earth, plants and animals could not live.

1. We should not have succeeded in the experiment if it had not been for his help.
2. If there were no friction, we could not stop a car.
3. If the workshop had not been automated, the production would not have increased so greatly.
4. If he had been very careful, he would not have made such a mistake in the exam.
5. What would happen to oxygen in the air if there were no plants?

Key:

1. Had it not been for his help, we could not have succeeded in the experiment.
2. Were there no friction, we could not stop a car.
3. Had the workshop not been automated, the production would not have increased so greatly.
4. Had he been very careful, he would not have made such a mistake in the exam.
5. Were there no plants, what would happen to oxygen in the air?

Translate the Chinese into English.

1. If metals did not had such good properties, (就不会用来制造机器).
2. Had the teacher explained the law clearly, (对它就会理解得更好).
3. Without electricity, (就没有现代工业).
4. In the absence of memory, (人们就不会增长经验).
5. If there were no water and food, (人类和动物就会消亡).

Key:

1. they would not be used to make machines
2. it would have been understood better
3. there would be no modern industry
4. people could not learn from experience
5. human beings and animals might die out



V. Merry Learning

It Is Still There

One evening, a young man at Oxford who was known to be something of a poet read one of his poems to a small group of friends in his room. The poem was greatly admired, but as they

2. The monitor handled that difficult argument skillfully.
3. The noise in the street interfered with my work.
4. Don't stress the difficulties in work whenever you meet with trouble.
5. I finished my job in time owing to your help.
6. We tried in vain to persuade him to give up the plan to go abroad.
7. His behavior is in conflict with the public's interest.

6 (Open.)

7

Salary	At least <u>13 000 pounds</u>
Age	<u>30-50</u>
Responsibilities	Providing a wide range of <u>leisure activities</u> for <u>the employees</u> of the organization.
Other benefits	<u>Car and flat</u>

8 Lucy Francis should get the job because she has no family burden and can do evening and weekend work. She once taught art and music and can get on well with all sorts of people. She can satisfy all the requirements.

9 **Script**

Well I studied economics at university, and then I was lucky and went to get a job as an accountant in a local department store. It wasn't exactly what I wanted, but you know it was a first job. I stayed there for four years altogether. After three years I was promoted to accounts manager, and I stayed in that job for a year, but then I really got bored, so I decided to leave and I applied for other jobs in the area. But I had no luck getting a second job at all, and I was very short of money, so in the end I had to get a job working as a waitress in a restaurant. Well it wasn't very successful because I'm not good at it, you see and I kept dropping things, so after a few weeks they gave me the sack. And then, just by chance I met an old friend who I was with at university, and he was working in television. And he got me a job as a television researcher on a program called "Business Today". And after a few months they really decided that they wanted younger presenters of the program, and I got the job — and I love it.

Key: A. 7 B. 8 C. 3 D. 5 E. 1 F. 9 G. 4
H. 6 I. 2

- 10 1. Because she (really) got bored.
2. Because she was not good at it and she kept dropping things.
3. An friend helped her to get a job there.
4. The job as a television researcher on a program called "Business Today".
5. Yes.

11 (Open.)

12

	2分	1分	0.5分	0分
1	B	C	A	D
2	A	C	D	B
3	C	A	B	D
4	A	C	B	D
5	D	A	B	C
6	C	A	B	D
7	C	A	D	B
8	D	A	B	C

Applied Writing

1

Zheng Mengyi

Address	No.143, Xin Hua Road Chongqing 400023 Tel: 023- 6532XXXX
Personal Data	Year of birth: 1982 Sex: male Marital status: single
Work Experience	2005 – 2008: Da Li Food Company, Chengdu, China certified accountant
Education	2005: Graduated from Accountant Dept. Chongqing University 2008 – 2011: Shanghai Jiaotong University, MBA
Interests	Literature and music
Others	High level in English, can handle daily communication in English Good at using computer data base Outgoing personality, get on well with all sorts of people

Grammar Focus

- ① 1. B 2. A 3. D 4. B 5. C
- ② 1. would not be used 2. would have been understood
3. would be 4. could not
5. would die out
- ③ 1. His friend requests that he (should) meet him at the railway station.

2. It is essential that one (should) learn about sound before he tries to tackle noise pollution.
3. It is natural that products of high quality (should) sell well.
4. In the letter the old man expressed his strong desire that his son (should) come to see him.
5. Everyone was given the order that no one (should) be let into the building.



VII. Text Translation for Reference

成功的面试

即将到来的夏季又是大学毕业生忙于求职面试的时光。他们期望四年昂贵的高等教育不至于徒劳无益。

一个求职者即使持有世界上最好的文凭，也可能在求职面试中失败。如果面试失败一次，求职者的一个就业梦就会破碎。

有的人性格开朗，天生就比其他人在面试时表现得更为出色。他们的成功不仅仅在于进行了一次顺利的谈话，而在于获得了一次工作的机会。

人事部门的专家说：面试的准备至关重要。人们应该学会如何巧妙地应答面试者可能提出的种种难题。面试者的面试提问技巧各不相同，但他们所提的问题却大致相同。

“最初的60秒至80秒是面试最重要的一段时间。”匹兹堡卡内基梅隆大学研究生院院长爱德·莫热说。

他说：“这是在难题提出之前进行的简短谈话。如果这时能讲出一些独特的经历，给面试者留下深刻的印象，那就有希望获得一份工作。”

但这一切必须做得自然，不能留下故意策划的痕迹。我记得一位女士曾在谈话中提到她会编织，恰好面试她的那位先生的妻子也会编织。

面试中有些问题看起来无关紧要，但实际上对这些问题的回答可以展示出应试者的缺点和优点。

“谈谈你的生活情况。”这个问题几乎是所有的面试都要提到的。对那些喜欢闲聊的人来讲这个问题却像一个陷阱。根据你的回答，面试者可以判断你能否快速组织思想，能否自如地与人交流。那些不着边际闲聊的人在面试中往往不会成功。

通过回答问题，可以反映你的性格和兴趣。莫热回忆了一家大公司面试一位见习律师的情况。“她提到她曾获得滑雪奖牌。这表明她喜欢获胜。”因而她得到了这份工作。

另一类问题通常使人放弃警惕，即：你的缺点是什么？

这是一个最难回答的问题。应试者应该从积极的方面解释自己的缺点。你可以说：“我的缺点是对什么事都追求尽善尽美。由于我常把工作带回家，影响了我的个人生活。”

或许最危险的陷阱就是当你被问及这样的问题：谈谈对你的前任老板或公司的看法。

“决不要说任何人的坏话”，莫热劝告说。如果你被解雇了，尽量把它归咎于性格不

合，而不要怪罪别人。但同时还必须强调这种性格不合并不会妨碍你干好自身的工作。

当提到你的前任老板时，更要小心谨慎。你可以这样说：“他帮助我学到了某些技巧，”或者“他的压力很大。”这些话会给人留下好的印象。你还可以说：“如果我处在他的位置，我会用不同的方法来处理这事，我会对雇员表示更多的同情。”

Unit

4

Overseas Students



I. Aims and Requirements

I Language Focus

1. Focal Words and Expressions

similarity	evident	atmosphere	casually	credit
concerned	edge	amaze	plummet	stereotype
dominate	stem from	let sb. down	miss out on sth.	shy away from

2. Focal Functions and Patterns

- 1) Some evident differences are a more relaxed atmosphere where people live casually and work to live rather than live to work.
- 2) This has taught me that I highly value my work ethic and I will push to do my personal best.
- 3) Some students here work hard, but generally the students are more relaxed and less concerned about grades than students in the United States.
- 4) I shy away from talking to new people and prefer to remain comfortable and safe.
- 5) However, I realize that I can talk to new people and try extreme events that challenge me to

overcome my apprehension.

- 6) Slowly, I am able to overcome my fear of starting conversations with strangers.

II Skills Development

1. Reading and Translating

- 1) Reading: inference
- 2) Translating: lexical addition

2. Listening and Speaking

- 1) Listening: understanding details
- 2) Speaking: practicing a conversation to reply to an ad. for au pair girls

3. Writing

Learning to write an application letter



II. Integrated Skills Development

I Background Information

1. Introductory Remarks of the Passage

A stereotype is a fixed idea or image that many people have of a particular type of person or thing. This passage tells us how the writer discovers his own identity as well as the culture and people of New Zealand.

2. Background Remarks

Exchange students became popular after World War II. It can help to increase the participants' understanding and tolerance of other cultures, as well as improving their language skills and broadening their social horizons. An exchange student typically stays in the host country for a relatively short period of time, often 6 to 10 months.

II Language Points

1. Notes to the Passage

- 1) **Para. 1: Perhaps some evident differences are a more relaxed atmosphere where people live casually and work to live rather than live to work.**

Where people live casually and... is a relative clause which is used to define *atmosphere*. We can use *in which* to replace *where*.

- 2) **Para. 2: Perhaps this stems from my up bringing in the individualistic culture of the US which promotes competition and personal achievement.**

Which, a relative pronoun, introduces a relative clause defining *the individual culture of the US*.

- 3) Para. 2: One of my Kiwi friends in my organizational economics classes complained about how he would have to miss his rugby game because of our final exam.

In this sentence, *would* is used as a way to express future in the past.

- 4) Para. 3: I also went bungee jumping, something I was scared to do.

Something I was scared to do is the apposition to *bungee jumping*.

- 5) Para. 3: Standing on the edge of a plank under the Auckland Harbor Bridge, I felt the swell of wind in my face as I gazed at the ocean below.

Standing on the edge of a plank is a phrase of present participle operating like a clause of time.

- 6) Para. 4: I expect to grow and realize much more about myself, New Zealand, and the way in which cultural stereotypes dominate our global community.

In which cultural stereotypes... is a relative clause. *In* cannot be omitted because the phrase should be *in the way*.

2. Word Usage

similarity: *n.* the state of being like sb./sth. but not exactly the same 相似点

e.g. She is also 25 and a native of Birmingham, but the similarity ends there. 她也是25岁，是伯明翰人，但（她们的）相似之处仅此而已。

There were many similarities between the mother and her son. 这对母子有很多相似的地方。

evident: *a.* clear, easily seen 显而易见的

e.g. The prospect became more evident. 前景变得更加明朗了。

It is evident that smoking is harmful to health. 很显然，抽烟有害健康。

atmosphere: *n.* the mood or feeling that exists in a place and affects the people who are there 氛围

e.g. I enjoy the university's atmosphere of collaboration. 我喜欢这所大学的协作氛围。

casually: *ad.* without concern 无忧无虑地

e.g. She might have casually mentioned about it to somebody else. 她可能不经意向别人提起过。

credit: *n.* a part of a college or university course that you have completed successfully 学分

e.g. Each twenty hours spent in the classroom equals one credit. 每二十学时等于一学分。

concerned: *a.* worried 担心的

e.g. The concerned parent talked to the teacher. 忧心忡忡的家长和老师进行了交谈。

The manager is deeply concerned about this issue. 经理对这个问题深感忧虑。

edge: *n.* the outside limit of an object, a surface or an area; the part furthest from the center

边缘

e.g. The glass is set on the edge of the table. 玻璃杯摆在桌子的边缘。

They had brought the whole city to the edge of disaster. 他们使整座城市濒临灾难。

amaze: *v.* fill with a feeling of great surprise or wonder 使惊奇

e.g. He amazed us by his knowledge of British history. 他的英国历史知识之丰富令我们大为惊叹。

It amazed us to hear that you were leaving. 听到你要走，我们都很吃惊。

plummet: *v.* to fall suddenly and quickly from a high level or position 陡直落下

e.g. The plane burst into flames and plummeted to the ground. 飞机突然猛烈燃烧起来，一头栽到地上。

The Prime Minister's popularity has plummeted to an all-time low in recent weeks. 最近几周，首相的支持率跌到历史最低点。

stereotype: *n.* a fixed idea or image that people have of a particular type of person or thing, but which is often not true in reality 模式化的观念

e.g. I am well aware that we all conform to one stereotype or another. 我很清楚，我们都遵从各自的一套模式化的观念。

dominate: *v.* to control or have a lot of influence over sb./sth., especially in an unpleasant way 支配

e.g. Women are no longer dominated by men in their relationships. 在恋爱关系中，女性不再受男子的支配。

He tended to dominate the meeting. 他往往左右着开会的内容。

stem from... 源于

e.g. The present wave of strikes stems from discontent among the lower-paid. 当前的罢工浪潮起因于低工资雇员的不满情绪。

let sb. down 使某人失望

e.g. The boy let his parents down badly. 这个男孩让他的父母大失所望。

miss out on sth. 错失机会

e.g. He missed out on a chance to go to college because of his illness. 他因患病失去了上大学的机会。

shy away from... 避开

e.g. She's always shied away from close friendships. 她总是避免与人深交。

3. Additional Topic-related Sentences

The following sentences are often used to describe overseas students' life and study.

- 1) There is no better and more effective way to learn a language than to be immersed in a culture that speaks the language you are learning.
- 2) You're surrounded by the language on a daily basis and are seeing and hearing it in the proper

cultural context.

- 3) Students who experience cultural differences personally can come to truly understand where other cultures are coming from.
- 4) You will encounter situations that are wholly unfamiliar to you and will learn to adapt and respond in effective ways.
- 5) While abroad, you will meet not only natives to the culture in which you are studying, but also other international students who are as far from home as yourself.
- 6) Students who study abroad return home with new ideas and perspectives about themselves and their own culture.
- 7) The encounter with other cultures enables students to see their own culture through new eyes.
- 8) International learning and knowledge propels students towards acceptance and understanding of an array of different cultural and community perspectives.

Additional Classroom Comprehension Exercise

A summary is very important for the students to get the main idea. To do the following exercise helps them to catch the important points in the article.

Complete the summary of the text by filling in the blanks with words from the text. You may change the form of the word when necessary.

While the culture of New Zealand is quite 1) _____ to that of the United States, people in New Zealand enjoy more 2) _____ and 3) _____ life. As an American student, I work very hard to achieve my personal best because American culture encourages 4) _____ and personal 5) _____. I find that New Zealand students consider sports, friends more important than gaining a highest 6) _____ in school. I also practice talking to strangers in New Zealand, which is always my fear. My experience in New Zealand enables me to discover my 7) _____ and weakness and further get rid of cultural 8) _____.

Key: 1) similar 2) relaxed 3) casual 4) competition
5) achievement 6) mark 7) strengths 8) stereotypes

Guide to Exercises and Supplementary Exercises

1. **Exs. 1–2:** *These exercises are designed to check how much the students have understood the passage. They may be done either as a lead-in exercise or as a post-reading exercise. The additional exercise is given below.*

Decide whether the following statements are true (T) or false (F) according to the passage.

- 1) The culture of New Zealand is quite different from that of the United States.
- 2) American visitors feel comfortable in New Zealand.
- 3) The culture of New Zealand promotes competition and achievement.

- 4) New Zealand students generally work very hard in classes in order to compete for the highest marks.
- 5) Kiwis are so friendly that you can easily start conversations with them.
- 6) Doing sports is an important part of life for many young people in New Zealand.
- 7) The writer has stayed an entire semester in Auckland.
- 8) In the writer's opinion, many New Zealand students do not care about their study.

Key: 1) F 2) T 3) F 4) F 5) T 6) T 7) F 8) F

2. Exs. 3–5: *These exercises are provided for the students to concentrate on practicing some focal words and expressions chosen from the reading passage. Choose the correct words to complete the following sentences. The following two exercises are given as additional exercises.*

(1) Choose the best answers.

- 1) The old harbor is still full of _____ and well worth visiting.
 - a. mood
 - b. atmosphere
 - c. air
 - d. environment
- 2) Even a _____ observer could hardly have failed to notice the heightening of an already tense situation.
 - a. formal
 - b. determined
 - c. motivated
 - d. casual
- 3) They had five centuries of _____ by the Romans.
 - a. dominate
 - b. domination
 - c. discipline
 - d. restriction
- 4) What we are planning is cutting-_____ technology never seen in Australia before.
 - a. edge
 - b. side
 - c. border
 - d. line
- 5) His footprints were clearly _____ in the heavy dust.
 - a. evident
 - b. transparent
 - c. invisible
 - d. written
- 6) How much will it cost Scarborough to miss out _____ promotion?
 - a. off
 - b. of
 - c. on
 - d. in
- 7) He is a bit _____ by the low grade he got.
 - a. getting on
 - b. let down
 - c. let off
 - d. giving up
- 8) The relationship between a parent and a child is instinctual and _____ basic human nature.
 - a. shy away from
 - b. originates
 - c. stems from
 - d. similar to

Key: 1) b 2) d 3) b 4) a 5) a 6) c 7) b 8) c

(2) Translate the following phrases and expressions.

- | | |
|----------------------------------|----------------------------|
| 1) 明显的不同之处 | 2) 为了工作而生活 |
| 3) 个人主义的文化 | 4) 从三开始倒数 |
| 5) 令我自己感到惊奇 | 6) stem from |
| 7) let his parents down | 8) the edge of a plank |
| 9) the cord attached to my ankle | 10) plummet into the water |

- Key:** 1) evident differences
 2) live to work
 3) individualistic culture
 4) count down from three
 5) amaze myself
 6) 起源于
 7) 使他的父母失望
 8) 一条木板的边缘
 9) 系在我脚踝上的绳子
 10) 猛然跌入水中

3. **Ex. 7:** *Students should be reminded to pay attention to the logical contextual sequence before reading the passage. Read the following passage and answer the questions.*

The Bedouin tribes of the Arabian peninsula evolved a lifestyle which was well adapted to the harsh desert conditions in which they lived. Their management of the desert's limited natural resources —wells, camels and grazing land — provided a difficult but sustainable lifestyle that was relatively unchanged from the time of Muhammad to the early 20th century. The arrival of a strong, central government, an oil-based economy and a modern transportation and communications structure radically altered this traditional lifestyle.

The Rashid of the Hadhramaut experienced a complete transformation of their lifestyle under a generation. The mainstays of their economy until the 1950s had been camel breeding and the organization of camel trains north to the Hejaz (supplemented by periodic inter-tribal raiding). The roads which were built in this period and the arrival of trucks almost immediately destroyed the basis of this economy. As a result, many of the nomads settled in the booming oil towns which had developed and found jobs in this new sector. The centuries-old culture of the desert had disappeared forever.

Question: What is the relationship between the two paragraphs? (View and example. / General and particular.)

After arriving in their new country, migrants are faced with many challenges. They may have to learn a new language, find accommodation and work and adjust to a different culture and lifestyle.

Question: What is the relationship between the two sentences? (View and example. / General and particular.)

4. **Exs. 8–9:** *These exercises are designed as listening practices. Ex. 8 may be used as either a warming up exercise or as a post-listening exercise. Ex. 9 is designed as a detailed comprehension exercise.*
5. **Ex. 10:** *This exercise is designed to help students talk about au pair system. It is better done in groups or in pairs.*
6. **Ex. 11:** *It is designed to practice translating skills. More examples are given below.*

- 1) Matters can be changed into energy, and energy into matter.
 物质可以转化为能量，能量也可以转化为物质。
- 2) Some substances are soluble, while others are not.

有些物质是可溶的，而另一些是不可溶的。

3) Heated, water will change to vapor.

如水受热，就会汽化。

4) Air pressure decreases with altitude.

气压随海拔高度的增加而下降。

5) Heat from the sun stirs up the atmosphere, generating winds.

太阳发出的热量搅动大气，于是产生了风。



III. Applied Writing

I Structure Analysis

An application letter body usually involves the following three aspects:

A. Referring to the job advertisement

B. Proving you are qualified by supplying information about your own education and work experience

C. Giving reasons to choose the new job

II Additional Samples of the Specified Type of Applied Writing

Chongyu District
Chongqing 400032
Tel: 65784233
May 5, 2009

Sunway Hotel
12 Zhongxing District
Chongqing 400017

Dear Sirs,

I saw your advertisement for an Assistant Manager in *Business Daily* and I should like to apply for the position.

I enclose my CV and a recent photograph.

As you see I have been Assistant Manager at the Yama Hotel in Chengdu for a year and I would very much like to have experience of hotel work in Chongqing.

I am at present on holiday in Chongqing and staying with friends at above address. I shall

be returning to Chengdu at the end of the month.

Yours faithfully,

Yang Li

Yang Li

Enc. C.V.



IV. Grammar Focus

V. + to do & V. + doing V. + to do和V. + doing的区别

I Grammar Notes

- 1) 要求动词+ ing作宾语的动词
admit, advise, allow, anticipate, appreciate, avoid, consider, delay, deny, endure, enjoy, escape, excuse, fancy, finish, imagine, include, involve, justify, keep, mind, miss, pardon, permit, postpone, practise, prevent, quit, resent, resist, risk, suggest, understand, stand等。
- 2) 要求动词+ to do作宾语的动词
afford, agree, aim, arrange, ask, assist, attempt, bear, beg, bother, care, cease, choose, claim, continue, dare, decide, demand, deserve, desire, determine, dislike, endeavour, expect, fail, fear, hate, help, hesitate, hope, intend, learn, long, manage, need, neglect, offer, plan, prepare, pretend, promise, propose, refuse, require, strive, swear, tend, think, undertake, want, wish等。
- 3) 要求动词+ ing或者+ to do作宾语的动词, 两种结构之间的意义差别较明显(本单元重点)
forget, mean, regret, remember, stop, try等。

II Additional Exercises

Choose the best answers.

- 1) I don't remember _____ to Mr. Smith during my last visit to Chongqing University.
 - a. having introduced
 - b. having been introduced
 - c. to have introduced
 - d. to have been introduced

Full-time study is extremely demanding, requiring a commitment of perhaps 50 or more hours per week. The university provides free child-care on weekdays but the number of places available is very limited and you must contact the Student Center at least two months before your arrival date.

Deciding whether to bring your children or not can be difficult. Although it can create considerable financial and practical problems, you should consider the stresses caused by separation.

Key:

1. take their children
 2. A. Appropriate visa arrangements
B. Child care
C. Stresses, separation.
- 9 1. a tourist visa 2. three months 3. 50 or more
4. free child-care 5. the Student Center, two months

11

	2分	1分	0.5分	0分
1	A	B	D	C
2	D	C	B	A
3	A	D	C	B
4	B	C	A	D
5	C	B	D	A
6	B	A	C	D
7	A	C	D	B
8	B	C	A	D

Applied Writing

- 1 1. Assistant to the Print Production Manager
2. Ann Jones
3. 25 Thimble Road, Canley Covertry, CV4 8FN
4. 213-241XXXX
5. First Certificate Examination
6. I am at present the paper buyer for the offset company; I have been in this position for three years. Before I was promoted I worked for six years in various departments including the finishing department, and I have some experience of the colour processes. I had contacts with colleagues in other departments.
I have been able to find sources of supply which have brought down our costs by 4.5%.
7. 8, Sept. 2010
8. Ann Jones

2

No. 37 Xinhua Street
 Bailin District, Yuzhou 400034
 9 September, 2010

Dear Sir or Madam,

I'm interested in your advertisement for an assistant to the Export Sales Manager.

I'm twenty years old. As you can see from the enclosed curriculum vitae, I have done work involving telephoning, typing and clerical work. I can speak English and Japanese in addition to my mother tongue, Chinese. I also developed an interest in international communications, and therefore am extremely interested in the position you are advertising.

I hope I may be of interest to you, and I look forward to hearing from you.

Yours faithfully,

Wang Lin

Wang Lin

Grammar Focus

1. to inform 2. telling 3. to close 4. being introduced
 5. riding 6. to help 7. talking 8. to read
 9. to turn off 10. applying for / to apply for
2. 1. They stopped eating. They stopped to look at the film star.
 2. They stopped to have a rest under trees. They stopped climbing the hill.
 3. They stopped writing. They stopped to have a break.
 4. They stopped to look out of the window. They stopped watching television.
3. 1. C 2. A 3. C 4. A
 5. C 6. B 7. C 8. A



VII. Text Translation for Reference

在新西兰的自我发现和定向思维

新西兰文化呈现出很多与美国文化相似的地方。也许两者明显的不同之处在于新西兰的氛围更轻松自在，这儿的人无忧无虑地生活，工作不是生活的目的，相反，工作是为了有更好的生活。这种略微自在舒适的熟悉环境让美国的游客们感到愉快、放松。

尽管我只需要拿到C就能拿到新西兰的课程学分，但是我察觉到自己为了做到最好，学习非常刻苦。从中我懂得了自己非常看重职业道德，并尽力做到最好。这也许源于我从小接受的教育，崇尚个人主义的美国文化鼓励竞争和个人成就。新西兰的一些学生学习很努力，但是通常那儿的学生和美国学生比起来更轻松，更少担心他们的分数。我相信新西兰的学生对待学业的态度跟专业人员对待他们工作的态度是一样的。他们学习的努力程度只要能通过考试就足够了，不一定要争得最高分。因为他们还有其他同样重要的事情要做，比如运动，或是与朋友和家人欢度时光。我上组织经济学课程时遇到一位新西兰同学，他向我抱怨他因期末考试而不得不错过橄榄球比赛。对他而言，橄榄球比赛远比一场学校的考试重要；而且为了一场考试，他不得不让他的队友失望，错过参加自己喜爱的比赛机会，他认为这样不公平。

我也认识到我能努力使自己更加开朗并且尝试新事物。通常，我会避开和不熟悉的人说话，并且喜欢舒适、安全的独处。但我意识到，与陌生人谈话和尝试极限运动能考验我，从而让我战胜自己的恐惧。慢慢地，我开始和陌生人交流，克服自己的恐惧。友好的新西兰人更容易沟通，所以新西兰就成了我操练与陌生人交谈的绝佳场所。我也尝试了我过去害怕的蹦极跳。站在奥克兰海港大桥下的跳板的边缘，凝视着脚下的大海，我感到迎面涌来的风。教练从三开始倒数的时候，我就感到胃特别难受。当自己从跳板跳入空中的那一刻，我很震惊，我相信系在脚踝上的绳子能阻止我跌入水中。

在奥克兰度过的一个月，我对自己有了更深刻的认识，这超出了我在美国的大学一个学期的收获。它让我发现了自己作为学生和一个成人的强势和弱势。生活在崭新文化背景下的经历也使我了解了不同的世界观。我希望自己成长起来，加深对自己和新西兰的了解，并认识到文化定向思维是在如何支配着我们的世界。

Unit 5

A Manager Is Wanted



I. Aims and Requirements

I Language Focus

1. Focal Words and Expressions

critical	overall	effective	seek	motivate
candidate	undercut	inspire	supervisor	potential
alliance	strategy	vision	competence	recognize
lead to	care about	take away... from	deal with	focus on

2. Focal Functions and Patterns

- 1) Instead of being motivated by self-interest, women are more driven by what they can do for the company.
- 2) It's no surprise, then, that some executives say they're beginning to develop a new hiring bias.
- 3) At the same time, female managers' strengths have long been undervalued, and their contributions in the workplace have gone largely unnoticed and unrewarded.
- 4) By working so hard to get great results, they often take away time from building critical business alliances.

- 5) Many women admit that because they spend so much time focusing on getting results, they don't think enough about strategy and vision — qualities said to be the most important in a top executive.
- 6) Interpersonal skills may be recognized as important, but they aren't explicitly seen as corner-office skills.

Skills Development

1. Reading and Translating

- 1) Reading: making sound judgments
- 2) Translating: joining the smaller English clauses into one compact Chinese clause or sentence

2. Listening and Speaking

- 1) Listening: listening for details
- 2) Speaking: describing a person's qualities

3. Writing

Writing a job advertisement



II. Integrated Skills Development

Background Information

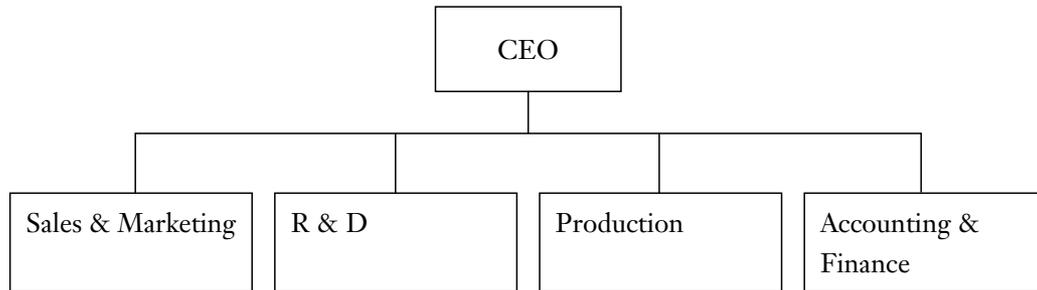
1. Introductory Remarks of the Passage

Nowadays, it seems women share equal rights with men in the workplace: some companies claim they want more female managers due to their effectiveness and efficiency. While the truth is not as good as what they declare: women's contributions are largely ignored. Actually, women's biggest strengths can also become their biggest weaknesses. They spend too much time on the details so that they always get stuck in the middle. If they want to get promoted to the top management level, they should focus more on strategy and vision, which are the most important qualities for a top executive.

2. Background Remarks

Functional organization structure is one example of basic structures for business organization. Functional organizations are structured around job functions. This type of business structure is suitable for small to medium-sized businesses that do not have a wide range of products or production requirements. Ultimately, you will need to choose and tailor a structure that best fits your business goals and needs — either adopting a basic model or combining different models.

Functional Organization Structure



Language Points

1. Notes to Passage

- 1) **Para. 1: Women think through decisions better than men, are more collaborative and seek less personal glory.**

This sentence is made up of three smaller English clauses, which share the same subject *Women*. It can be put into one compact Chinese clause or sentence. Pay attention to its Chinese translation.

- 2) **Para. 2: If forced to choose between equally qualified male and female candidates for a top-level job, they say they often pick the woman...**

If expresses conditions in adverbial clause (if-clause). The principal and subordinate clause have the same subject *they (some executives)*, so in the subordinate clause, the subject is omitted. The passive voice is also used in the clause. The full form should be “*If they are forced to choose...*”

- 3) **Para. 2 ... not because of affirmative action or any particular desire to give the female a chance but because they believe she will do a better job.**

Not... but... is an emphatic sentence structure. *They believe she will do a better job* is the part emphasized in the sentence.

- 4) **Para. 3: Most women get stuck in jobs that involve human resources or public relations — posts that rarely lead to the top.**

That introduces a restrictive relative clause whose antecedent is *jobs*. The dash further explains those jobs. *Posts* is the antecedent of the second restrictive relative clause. *Rarely* is a negative word.

- 5) **Para. 3: Some businesses view women only as workhorses, well-suited for demanding careers in middle management but not for prime jobs.**

The latter part of the sentence is an absolute construction. The present participle *being* is omitted.

- 6) **Para. 4: Employees who feel cared about by their bosses or are inspired by them often produce higher-quality work.**

The main sentence structure is *employees produce higher-quality work*. The antecedent *employees*

is modified by a restrictive relative clause led by *who*.

7) **Para. 5: ... qualities said to be the most important in a top executive.**

Qualities acts as the object in the adjective clause, pronoun *which/that* can be eliminated.

8) **Para. 6: ... it takes a lot more than competence to make it to the top.**

The phrase *more than* means not enough. It emphasizes *competence* is not the only quality the top manager should have.

9) **Para. 6: Getting the best performance evaluations in the company's history may not be nearly enough.**

The gerund phrase *getting the best performance evaluations* acts as the subject.

2. Word Usage

critical: *a.* forming or having the nature of a turning point; crucial or decisive 关键的

e.g. In order to assure that you will be paid properly, it is extremely critical that you complete your time sheet carefully.

仔细填写工作时间记录卡非常重要，这样才能保证你获得应得的薪酬。

She is going into labor and it is critical that we get her to a hospital right now.

她就要生产了，现在必须送她去医院。

overall: *a.* regarded as a whole; general 大体上

e.g. The overall economic decline furthered this company's bankruptcy.

整体经济形势的下滑加速了这家公司的破产。

The overall design of your reports is an important part of your marketing effort.

你报告中的总体规划是你营销效能的重要部分。

effective: *a.* having an intended or expected effect; operative 有效的

e.g. Effective measures were taken to reverse the depressed economy.

采取有效措施扭转经济颓势。

The generic drugs are just as effective treating the flu as the brand name ones.

一般性药品和品牌药对治疗流感都很有效。

seek: *v.* try to locate or discover; search for 寻找

e.g. Tortured by fear, he decided to seek the aid of a psychiatrist.

他终日恐惧不安，决定寻求心理医生的帮助。

We sought her out to tell her of her success.

我们找到她，告诉她她成功了。

motivate: *v.* provide with an incentive; move to action; impel 激励

e.g. He is just sitting there doing nothing. He needs to be motivated.

他坐在那儿什么也不干。他需要一点动力去激发他。

A good teacher is one who can motivate his students.

好老师是能激励学生的老师。

candidate: *n.* a person who seeks or is nominated for an office, prize, or honor 候选人

e.g. The candidate is ready to pack his campaign in and admit defeat.

这名候选人准备停止选举活动，并承认失利。

He seemed a likely candidate to become Prime Minister.

他似乎是成为首相的合适人选。

undercut: *v.* diminish or destroy the effectiveness of 削弱

e.g. If our two companies were to join forces we could undercut all our competitors.

如果我们两家公司联合，我们可以削价同我们所有的竞争对手抢生意。

Some members of the board were trying to undercut the chairman's authority.

委员会的某些成员试图削弱主席的权力。

inspire *v.* stimulate to action; motivate 激发

e.g. The great achievements of revolutionary heroes inspire us to move forward forever.

革命先烈以光辉业绩激励我们不断向前。

The theory of this thinker is good enough to be passed down so as to inspire later generations.

这位思想家的理论足以激发后人。

supervisor: *n.* one who is in charge of a particular department or unit 主管

e.g. If you still want to see this site, someone must type in the supervisor password.

如果仍想查看该站点，必须输入监督人密码。

The supervisor always starts his new employee on night shift.

主管总是让刚开始工作的新职员值夜班。

potential: *a.* capable of being but not yet in existence 潜在的，可能的

e.g. Education can develop one's potential abilities.

教育可以发展一个人的潜能。

The most perceptive of the three, she was the first to realize the potential danger of their situation.

她在三个人中最敏感，首先意识到她们处境的潜在危险。

alliance: *n.* a close association of nations or other groups, formed to advance common interests or causes 联盟

e.g. Entering into an alliance is a strategy for a small country to win a war.

加入联盟是小国家赢得战争的一种战略。

We declare our alliance with our neighbors to the south.

我们宣布与南部的近邻结成同盟。

strategy: *n.* plan or tactics 战略

e.g. The strategy was designed to wear down the enemy's resistance.

这一策略旨在逐步削弱敌人的抵抗力。

Each country needs to forge its own industrial development strategy.

每个国家都需要制定自己的工业发展战略。

vision: *n.* unusual competence in perception; intelligent foresight 远见

e.g. We need someone with real vision to lead the party.

我们需要具有真知灼见的人来领导这个党。

The architect illustrated with drawings and models his vision for the new buildings.

这个建筑师用图画和模型描述了他对未来建筑的憧憬。

competence: *n.* the state or quality of being adequately or well qualified; ability 能力

e.g. Her competence in physics allowed us to finish the project three months ahead of schedule.

她在物理方面的杰出才能使我们提前三个月完成了项目。

This vocational institution attaches great importance to fostering its students' competence in manufacturing.

这所职业学校十分看重培养学生在制造业中的竞争力。

recognize: *v.* perceive or show acceptance of the validity or reality of 认可

e.g. His thorough knowledge and competence were recognized.

他渊博的学识和工作能力得到了承认。

He recognized that he was not qualified for the post.

他承认自己没有资格担任那个职务。

lead to 通向; 导致

e.g. All roads lead to Rome.

条条大道通罗马。

Such a mistake would perhaps lead to disastrous consequences.

这一错误可能导致灾难性的后果。

care about 关心; 在乎

e.g. I don't care about the price, so long as the car is in good condition.

我不计较价钱, 只要车好用就行。

Don't you care about this country's future?

难道你不为国家的前途担忧吗?

take away... from 从...取走

e.g. Wives were taken away from their husbands.

妻子从丈夫身边被夺走。

That doesn't take away from his merit.

这不会影响他的功绩。

deal with 应付, 处理

e.g. While I was working for that company, I had to deal with consumer affairs.

就职于那家公司时, 我要处理和客户的关系事宜。

focus on 致力于; 关注

e.g. We should also focus on the corruption that exists in our own country.

我们也应注意到本国的腐败现象。

I can't focus on my assignment due to the row next door.

隔壁的吵闹声让我无法集中注意力写作业。

3. Additional Topic-related Passage

Why so few women? One answer is obvious: women are more likely than men to care for children. But women are now reaching positions just below CEO level in greater numbers than ever before.

However, women still face three big problems in climbing the corporate ladder. First, they fail to get the really stretching jobs. Women also need tough, broad assignments to win experience and promotion.

Second, women lack networks, not because they are deliberately excluded, but because people bond when they have much in common, and gender matters here. Women are more likely to separate their working life from their home life, which makes it harder to go for a drink with the boss.

Third, women find it more difficult than men to develop an image compatible with leadership. “Aggressive” male leaders are admired; female ones are disliked, especially by other women.

Additional Classroom Comprehension Exercise

Complete the Summary of the text by filling the blanks with the words and phrases from the text. You may change the form of the word when necessary.

In contemporary workplace, women managers are normally 1) _____ by self-interest. They are more 2) _____ than their male counterparts who sometimes get higher marks in some 3) _____ areas. So more companies say they prefer to choose qualified female 4) _____ for a top-level job. But for one thing, most women still get stuck in jobs, their strengths are 5) _____ and their 6) _____ are largely unrewarded. In fact, an 7) _____ employee can produce higher-quality work. For another, women managers don't think enough about 8) _____ and vision, and they even don't build important business 9) _____. All in all, it takes a lot more than 10) _____ to make it to the top.

Key: 1) motivated 2) effective 3) critical 4) candidates
 5) undercut 6) contributions 7) inspiring 8) strategy
 9) alliances 10) competence

Guide to Exercises and Supplementary Exercises

1. Exs. 1–2: *These exercises are designed to check how much the students have understood the passage. They will be done either as a lead-in exercise or as a post-reading exercise. The following exercise can be used as an additional exercise.*

Decide whether the following statements are true (T) or false (F) according to the passage.

- 1) Generally speaking, female managers are more effective than males, especially in some critical areas, like strategic ability and so on.
- 2) Women are less driven by self-interest, they think more about what they can do for the

company.

- 3) Companies are likely to choose female candidates because they want to give the female a chance.
- 4) Some businesses consider women well-suited for prime jobs due to their hard working.
- 5) Caring bosses can help employees to work more effectively and efficiently.
- 6) Most women spend much time in getting great results, so they ignore strategy and vision.
- 7) Enough mentoring are unavailable to women.
- 8) In conclusion, corner-office skills are interpersonal skills, which are extremely important.

Key: 1) F 2) T 3) F 4) F
 5) T 6) T 7) T 8) F

2. Exs. 3–5: *These exercises are provided for the students to concentrate on practicing some focal words and expressions chosen from the reading passage. The following two exercises can be used as additional exercises.*

Choose the correct words to complete the following sentences.

- 1) The young army officer has been _____ to captain.
 A) promoted B) taken C) held D) carried
- 2) There are _____ periods in an animal's life when it is capable of learning a great deal in a very short time.
 A) urgent B) violent C) serious D) critical
- 3) The stronger the _____, the more quickly a person will learn a foreign language.
 A) favor B) requirement C) motivation D) pattern
- 4) Although nuclear weapons present grave _____ dangers, the predominant crisis of overpopulation is with us today.
 A) potential B) overwhelming C) constant D) inevitable
- 5) I remember seeing you several months ago, but I can't _____ where it was.
 A) remind B) recognize C) recall D) memorize
- 6) All her energies are _____ on her children and she seems to have little time for anything else.
 A) guided B) focused C) aimed D) directed
- 7) No one doubts that using a cell phone can cause lapses in attention, yet many people tend to _____ cell phone laws when driving.
 A) undermine B) ignore C) oversee D) conform to
- 8) We can't _____ the suspects to be guilty simply because they've decided to keep silence.
 A) resume B) consume C) assume D) assure

Key: 1) A 2) D 3) C 4) A
 5) C 6) B 7) B 8) C

Translate the following phrases and expressions.

- | | |
|------------------------|------------------------|
| 1) business alliance | 2) critical areas |
| 3) pipeline problem | 4) corner-office skill |
| 5) qualified candidate | 6) 高级别工作 |
| 7) 成为现实 | 8) 取得好成绩 |
| 9) 社交网络 | 10) 战略和远景 |

- Key:**
- | | |
|-----------------------------|-------------------------|
| 1) 商业联盟 | 2) 关键领域 |
| 3) 人才选拔问题 | 4) 晋升高层的技能 |
| 5) 合格的候选人 | 6) a top-level job |
| 7) translate into reality | 8) get good results |
| 9) network of communication | 10) strategy and vision |

3. **Ex. 7:** *Students should be reminded to pay attention to how to make sound judgment while doing this exercise.*

The two passages below can be used as an additional exercise to train the students to make sound judgments based on reading passage. The answers required are not directly stated in the passage; students will have to make inferences in order to answer them.

Paragraph 1

In the mirror John Bell noticed that his hair was graying at the temples. As he picked up the morning paper, he realized that he could no longer see well at all without his glasses. Looking at the hands holding the paper, he saw that they were wrinkled.

Question: What is the person thinking of himself?

Key: He is aging.

Paragraph 2

Their actions, on this sunny afternoon, have been carefully organized and rehearsed. Their works began weeks ago with a leisurely drive through a quiet residential area. While driving, they noticed particular homes that seemed isolated and free of activity. Over the next week, similar drives were taken at different times of the day. Finally, a house was chosen and their work began in earnest. Through careful observation and several phone calls, they learned where the occupants worked. They studied the house, noting entrances and windows and anticipating the floor plan. Finally, they were ready to act. Phone calls made that morning confirmed that the occupants were at work.

Question: What was about to happen in this description?

Key: A daytime burglary was about to happen.

4. **Exs. 8–9:** *These exercises are designed for listening for details.*

5. Ex. 10: *This exercise is designed to help students talk about personal qualities to be a perfect manager.*

6. Ex. 11: *This exercise is designed to practice translating skills. More examples are given below.*

1. The king of the oilfield is the driller. He is a very skilled man.
油田的主角是那个技术熟练的钻井工。
2. In that case the deposits at the North Pole may rest where they are forever.
在那种情况下，北极的油矿将永远沉睡在原地。
3. It was in mid-August, and the repair section operated under the blazing sun.
八月中旬，修理部人员在骄阳下工作。
4. The Post Office was helpful, and Marconi applied in June 1896 for the world's first radio patent.
在英国邮局的帮助下，马可尼于1896年6月申请了世界第一项无线电专利。



III. Applied Writing

I Structure Analysis

A job advertisement usually covers the following aspects:

- A. Brief account of the advertising company;
- B. Description of the position wanted;
- C. Qualifications needed: education received, past work experience and personal qualities;
- D. Salary and benefits offered;
- E. The way to apply and the contact address.

II Additional Samples of the Specified Type of Applied Writing

Castle Hotel

Assistant Manager

A privately owned group of hotels with extensive leisure facilities catering for overseas visitors is looking for an enthusiastic person to assist in the expansion of the hotel.

The successful applicant will have experience of all aspects of hotel work and at least one year's experience as an Assistant Manager.

Applicants need a good knowledge of English and possibly two other languages.

Generous salary, bonus, good holidays and excellent prospects for promotion within the group.

Apply in confidence with full curriculum vitae and a recent photograph to:

Mr. H. Davies,

Castle Hotel, Green Street, Barton BR2 9QT



IV. Grammar Focus

Participial Absolute Structures

I Grammar Notes

注意分词独立结构中的V-ing和V-ed，当动词V的执行者为分词独立结构的逻辑主语时，应为V-ing；当动词V的承受者为分词独立结构的逻辑主语时，应为V-ed。此外，有的分词短语可以独立存在，在句中没有任何逻辑上的、主语。它们实际上已经变成习惯用语。常见的有：judging from、generally speaking、talking of...、assuming... 等等。例如：

Generally speaking, your pronunciation is better than your spelling.

Talking of the football match, who won?

II Additional Exercises

Choose the best answers.

- 1) That _____ the case, I will do it.
a. is b. be c. being d. will be
- 2) The old man was standing there with his arms _____.
a. folded b. folding c. fold d. to fold
- 3) The boys were wet through, their shirts _____ through.
a. were soaked b. soaked c. to soak d. soak
- 4) How can you study with all the noise _____ outside the windows?
a. will go on b. go on c. going on d. went on
- 5) With this experiment _____, we started new investigations.
a. carry out b. carries out c. carrying out d. carried out
- 6) Everything _____, she is the best person for this post.
a. is considered b. considered c. has considered d. considering
- 7) _____ what you say, she has done her best.
a. Judged from b. Judge from c. Judging from d. To judge from
- 8) _____ that everyone has read the drafted plan, let's put it to the vote.
a. Assume b. To assume c. Assumed d. Assuming
- 9) This question _____, we went back to our respective posts.
a. settled b. has been settled. c. settling d. was settled

10) _____, this book is worth reading.

- a. Generally speaking b. Generally speak c. To speak generally d. Generally spoken

Key: 1) c 2) a 3) b 4) c 5) d
 6) b 7) c 8) d 9) a 10) a



V. Merry Learning

“I made my husband a millionaire,” said a woman to her friend. “And what was he before you married him?” asked the friend. “A billionaire,” replied the woman.



VI. Key to Exercises

Integrated Skills Development

1

STRENGTHS	WEAKNESSES
1. Female executives are considered to be more <u>effective</u> , <u>collaborative</u> , <u>hard-working</u> , <u>affirmative</u> and can make <u>better decisions</u> than men. 2. They are not driven by <u>self-interest</u> , instead, they are more motivated by <u>making contributions</u> / <u>doing great things</u> for the company. 3. They seek less <u>personal glory</u> .	1. A pipeline problem: most women <u>get stuck</u> in HR or PR. 2. They focus on (<u>great</u>) <u>results</u> too much, so they lack <u>strategy and vision</u> , which are the most important qualities for a top executive. 3. They are not like <u>heroic figures</u> , which is the deep-seated image of top managers.
OPPORTUNITIES	THREATS
1. A new <u>hiring bias</u> : some companies would prefer to pick the woman candidates because of <u>the better job</u> they will do.	1. Male counterparts excel in <u>strategic ability</u> and <u>technical analysis</u> . 2. Female managers’ strengths are <u>undervalued</u> and <u>undercut</u> , their contributions were <u>unnoticed and unrewarded</u> .

OPPORTUNITIES	THREATS
	3. They were regarded as <u>workhorses</u> by some companies, which are not suitable for <u>prime jobs</u> .

- 2
- 1) typical skills, translated into reality
 - 2) workhorses, prime jobs, middle management
 - 3) deal with conflicts, inspire
 - 4) critical business alliances, informal networks
 - 5) collaborative leaders, heroic figures, interpersonal skills
- 3
- | | |
|----------------|--------------|
| (J) 非正式的社交网络 | (K) 英雄人物 |
| (I) 中层管理 | (F) 绩效评估 |
| (N) 根深蒂固的观念 | (B) 重要商业联盟 |
| (P) 人际关系 | (O) 技术分析 |
| (G) 个人荣耀 | (L) 积极的行动 |
| (C) 性别差异 | (E) 潜在障碍 |
- 4
- | | | | |
|------------------------|------------------|----------------|----------------|
| 1. employees, employer | 2. effectiveness | 3. hero | 4. analyzing |
| 5. recognition | 6. inspiration | 7. performance | 8. supervision |
| 9. sought | 10. development | | |
- 5
1. He is more than a lecturer; he is a writer, too.
 2. We clearly undervalued him as a member of our team.
 3. The most important quality of being a top executive is not excellent performance evaluation but strategy and vision.
 4. Some people still hold the deep-seated belief that women cannot be heroic figures in society.
 5. The law in our country doesn't recognize unregistered marriage.
 6. He focuses on that book so much that he doesn't care about anything around him.
 7. The project suffers from a lack of capital and gets stuck at the very beginning.
 8. Some people say that violent movies are potential factors for crimes committed by young people.
 9. Nothing can take away the pain of losing a child from his parents.
 10. This mess is a poor explanation to her competence.
- 7
- | | | | | | |
|------|------|------|------|------|------|
| 1. F | 2. F | 3. T | 4. F | 5. F | 6. T |
|------|------|------|------|------|------|

8 **Script**

W: What about this post of Sales Manager we're going to advertise, Peter? What kind of person are we looking for?

M: Well, it's a job which requires a sense of responsibility,... and... er... independence, since the person selected will be running ten stores with about 100 staff.

W: So at the moment we're looking for someone who's responsible and independent.

M: That's it. But also someone who's able to deal with up to 100 or 150 staff.

W: Then I guess we want someone with a certain amount of selling experience.

M: Absolutely, and he or she would have to be at least 30.

W: Yes, OK. How about education?

M: Well, it would be nice to have someone well-educated — with a good degree in business, say — but it's not essential. What is essential, though, is the personal skills and the right experience... oh, and the language.

W: Yes, I was coming to that. We're an American Company based in France, so that person should be fluent both in English and French.

M: Yeah, that's absolutely essential, and with at least one other language, since a lot of the employees will probably be from other countries.

- Key:**
1. They are colleagues
 2. advertise, a Sales Manager
 3. In France
 4. Probably from other countries

9

1. SALES MANAGER WANTED	
Requirements:	* Responsible and 2. <u>independent</u> .
	* Able to deal with as many as 3. <u>100 or 150</u> staff
	* With a certain amount of 4. <u>selling experience</u> .
	* 5. <u>At least 30</u> .
	* With a good degree 6. <u>in business</u> .
	* What is essential is 7. <u>the personal skills</u> , 8. <u>the right experience</u> and 9. <u>the language</u> .
	* Fluent both in 10. <u>English and French</u> as well as at least 11. <u>one other language</u> .

10 (Open.)

11

	2分	1分	0.5分	0分
1	B	A	D	C
2	A	B	C	D
3	D	C	A	B
4	B	A	C	D
5	A	B	C	D
6	A	D	B	C
7	C	D	B	A
8	C	B	A	D

Applied Writing

1

Items	Advertisement 1	Advertisement 2
Name of the company	1. Rider Instruments Inc.	Sunny Electric Co.
Post needed	2. Sales Manager	3. Marketing Manager
Business Scope	4. Business machines	5. Home electrical products
Responsibilities assigned		6. A senior appointment Develop market share
Type of person required	7. Be hungry for results with at least ten years of highly successful sales experience	
Pay and benefits		8. £20 000 per year + car + profit

2

1. College diploma or above
2. Relevant working experience for two years or more
3. Good social ability and communication skill
4. Good organization capability and spirit of cooperation
5. Self-motivated and result-oriented
6. You will play a key role in further expanding our market share.
7. Attractive salary and benefit package.
8. A comfortable working environment with opportunities for personal career development

Grammar Focus

1

1. Business growing, companies found it easy to promote their products.
2. The pupils having done a very good job in the sports meeting, the teacher agreed to take them to the park.
3. Water changed into a solid, we call it ice.
4. We all went to the classroom, he remaining behind.
5. Economy developing, more opportunities will be available to bright young people.
6. Computers replacing clerical jobs, some managers didn't need any secretaries.

2

1. watching 2. bleeding 3. closed 4. hanging
5. approaching 6. made up 7. held 8. encouraged

3

1. C 2. B 3. C 4. D
5. A 6. D 7. D 8. A



VII. Text Translation for Reference

女高管，不易当

性别差异通常不是一个严重问题。在一些关键领域，比如战略能力和技术分析方面，男性往往获得高分。但是，总体来说，和男性高管相比，女高管办事更有效。女性在思考问题时更为谨慎、更加合作、且较少地追求个人荣誉。女性不是受个人利益的驱动，而是更加关注自己能够为公司做什么贡献。

因此，不足为奇的是，一些高管在选拔人才上开始出现偏见了。在遴选高职位时，和同样条件的男性候选人相比，他们更愿意选择女性——这倒不是因为希望行动或者特别想给女性一个机会，而仅仅是因为他们相信女性会做得更好。

一方面女性高管会遭遇选拔问题：大多数女性会在涉及人力资源或者公共关系等工作岗位止步不前，这些岗位极少有人能够攀上高位。同时，女性经理的能力长期以来被低估，她们在工作中的贡献也总是被忽视，且得不到回报。很多公司总是说希望女性能把自身特有的技能带入工作中来，然而这一说法看上去就像花言巧语，极少实现。一些行业甚至只把女性看成能够吃苦耐劳的好手，能吃苦耐劳是对中层管理者的要求，但并非针对高层管理。

女性的优势还常常被供职的公司不经意间削弱：公司认为人际交往能力并非商务能力。而实际上，人际交往能力与商务能力这两者是不可分割的。比如，受到上司关爱和激励的员工工作质量会更高，知道如何处理矛盾冲突的主管管理会更有效。

另一潜在的威胁则是，女性最大的优势同样也会成为其最大的劣势。为了取得佳绩，她们工作得相当卖力，以至忽略建立重要的商业联盟。同时，女性仍缺乏必要的引导，并且常常被排除在非正式的社交网络之外。很多女性承认她们花了太多的时间和精力为了取得成果，而对战略和远景思考不够——而这两点恰恰是成为高层管理人员最重要的素质。

最后，要想荣升高层，仅有能力是远远不够的。光靠刷新公司的绩效考核成绩是不行的。公司也许自称需要具有合作精神的领袖，而实际上却顽固地坚信公司的高层应该是英雄形象。人际交往能力虽说很重要，但这显然不是角落办公室技能（公司高管会在办公室角落拥有自己的私人办公室，因此成为高管的能力被称为“角落办公室技能”）。

Test

1

(Unit 1–Unit 5)

Scripts:

Part I Listening Comprehension

Section A

- W: Bill, have you finished the research paper for biology?
M: Not yet, I always seem to put things off until the last minute.
Q: What did the man mean?
- W: Have you practiced using the new words in sentences?
M: No. I'm afraid I've failed to do that.
Q: What has the man failed to do?
- M: What time is it? It shouldn't look so dark at 4:00.
W: My watch says 5:30, but it is not reliable. It usually gains 5 minutes a day.
Q: What's the correct time now?
- W: Excuse me. When will the 7:15 bus arrive?
M: It's been delayed two hours because a bridge was broken.
Q: What do we learn from this conversation?
- M: The front tire is flat, and the seat needs to be raised.
W: Why not take it to Mr. Smith?
Q: What kind of work does Mr. Smith probably do?

Section B

Conversation 1

- M: I want to make sure my son receives this letter. It has an important certificate in it.
W: You can send it either by certified mail or registered mail. If you only want to make sure it is received, send it by certified mail. It's less expensive.
M: OK. How about this package?
W: What's in it?
M: A watch.

W: You should insure it for the value of the watch, and send it by registered mail. It's more expensive, but it's the safest way.

Questions 6 and 7 are based on the conversation you have just heard.

6. What is in the letter?
7. In which way do you think the man will send the letter?

Conversation 2

W: I hear you got a new job. How did you find it?

M: I went over to the Ace Employment Agency.

W: That's a private agency, isn't it? Doesn't that cost a lot?

M: Yes, 15% of my first year's earnings.

W: Wow! That's a lot. Do you have to pay them all at once?

M: No. They said that I could pay them gradually over one year period.

Questions 8 to 10 are based on the conversation you have just heard.

8. How did the man find his new job?
9. How much must he pay for his new job?
10. How could the man pay the cost of his new job?

Section C

Women are more involved in sports than they used to be. And, they are frequently beating their male counterparts in events like marathon running and long distance swimming, events that require endurance as well as strength.

What gives women their greater endurance? The answer seems to lie in the female physiology. Endurance depends not on muscle, but on fat. Although a man has a higher percentage of muscle tissue than a woman, the woman has relatively more fat. On the average, 25 percent of their body weight is fat, compared with only 15 percent in men.

Questions 11 to 15 are based on the passage you have just heard.

11. In what kind of sport events do women outperform men?
12. According to the speaker, more or fewer women are involved in sports now?
13. In what way is man's physiology different from a woman's?
14. What percentage of Man's weight does fat account for?
15. Why do women have better endurance than men?

Key:

Part I Listening Comprehension

Section A

1. C 2. D 3. A 4. C 5. A

Section B

6. B 7. A 8. B 9. B 10. A

Section C

11. marathon running, long distance swimming
 12. More
 13. muscle
 14. 15%
 15. fat

Part II Vocabulary and Structure**Section A**

16. D 17. C 18. A 19. A 20. A
 21. B 22. B 23. A 24. C 25. B

Section B

26. yourself/yourselves 27. to send 28. traditional 29. solution
 30. analysis 31. Personally 32. tell 33. able
 34. stores 35. ensure

Part III Reading Comprehension**Task 1**

36. B 37. D 38. C 39. B 40. D

Task 2

41. C 42. A 43. C 44. A 45. D

Task 3

46. job interview
 47. traditional job interview
 48. behavioral job interview
 49. ability to communicate
 50. past experience

Task 4

51. M, I 52. N, G 53. C, A 54. E, F 55. B, K

Task 5

56. Mr. Rogan.
 57. Chief Executive, Bubble Recordings, U.S.A.

- 58. Because he is one of the best American clients of Alpha Discs.
- 59. He wants to see the technical side of record production.
- 60. Because he does a lot of business with Alpha Discs.

Part IV Translation

- 61. D 62. C 63. A 64. D
- 65. 亲爱的怀特先生:

感谢您上周五的精彩演讲。我代表中心的全体学生和老师写信向您表示，我们都非常欣赏您的报告。您的报告让我们了解到IT业国际市场近期的发展动向。我们对于您能光临本校，做如此精彩和内容丰富的报告非常感谢。我们再次感谢您的到来并期望能再次聆听您的演讲。

李明谨启

Part V Writing

Dear Mr. Jackson,

We have currently appointed a new overseas Sales Manager, Mr. Zhang, who will visit the United States, and especially Washington in the coming months. We are writing this letter to introduce him to you and we should be much obliged if you could extend to him the courtesy and help which you gave to his predecessor, Mr. Wang.

Mr. Zhang is thoroughly conversant with the U.S. market and would like to discuss various schemes which he feels might be to our mutual advantages.

Yours ever
Li Li

Unit

6

We Need Retraining



I. Aims and Requirements

I Language Focus

1. Focal Words and Expressions

communicate	conduct	enable	essential	evident
executive	investigate	involve	notable	process
respond	vehicle	be likely to	consist of	go on

2. Focal Functions and Patterns

Roles of communication

- 1) Your work in business will involve communication... because communication is a major and essential part of the work of business.
- 2) Communication enables human beings to work together.
- 3) It is the vehicle through which management performs its basic functions.

Form of communication

Oral communication is a major part of this information flow. So, too, are various types of forms and records provided by computers.

Relation to promotion

- 1) If you perform well, you are likely to be rewarded with advancement.
- 2) The higher you advance, the more you will need your communication ability.

II Skills Development**1. Reading and Translating**

- 1) Reading: guessing the meaning of new words based on word formation
- 2) Translating: translation of multiples

2. Listening and Speaking

- 1) Listening: taking short notes
- 2) Speaking: expressing one's idea in a discussion

3. Writing

Learning to write an employment contract

**II. Integrated Skills Development****I Background Information****1. Introductory Remarks of the Passage**

Communication is very important in modern society, particularly in the business world. College graduates, with higher education training behind, often fail in communication in a line of business. Is it necessary for them to improve this skill?

2. Background Remarks

Communication is a message that is sent to someone by, for example, making a telephone call, or sending a letter or fax, or having a conversation.

II Language Points**1. Notes to the Passages****1) Para 2: Everywhere workers receive and send information as they conduct their work.**

Here *as* is used as a conjunction introducing an adverbial clause of time. The whole sentence may be translated as “每个员工都在工作时接受和发出信息。”

e.g. As I closed the door, I remembered the key.

我关上了门，才想起了钥匙。

2) **Para 3: So, too, are various types of forms and records provided by computers.**

The sentence can be paraphrased as: Various types of forms and records provided by computers make a major part, too. The word *so* in the sentence refers to *a major part of this information flow* mentioned in the first sentence of this paragraph. Be careful of the inverted order in the sentence.

e.g. He is happy and so is everybody else in the party.

他很高兴，参加晚会的其他人也都如此。

3) **Para 4: In a business, it is the vehicle through which management performs its basic functions.**

The vehicle here refers to *communication* and *through which* is used to introduce a restrictive relative clause modifying *vehicle*. *Prep. + which/whom* is commonly used in written language.

e.g. This is the book about which I told you.

Do you know the man to whom your sister writes?

4) **Para 5: Among the recent studies that support this observation, perhaps the most notable reports that one of the four major criticisms of today's college-trained people is their "poor communication and, especially, written communication."**

That support this observation is an relative clause modifying *studies*.

College-trained people refers to those who have received the college education 受过大学教育的人

Similar structure can be found in:

e.g. a snow-covered mountain; a self-educated man; a state-run factory

5) **Para 6: Whatever position you have in business, your performance will be judged largely by your ability to communicate.**

The sentence may be paraphrased as: No matter what you do in business, you will be judged mainly by your ability to communicate.

Here *whatever position you have in business* is an adverbial clause of concession, meaning no matter what position you have in business. Some other *wh*-words such as *whoever*, *whichever*, *whenever*, *wherever*, *however* can function the same.

e.g. Whatever you eat, it doesn't matter very much.

不管你吃什么，都没有多大关系。

Whenever you need help, just call me.

在你需要帮助时，打电话给我。

6) **Para 6: And the higher you advance, the more you will need your communication ability.**

Pay attention to the structure: The + *adj.* ..., the *adj.* ...

e.g. The older I get, the happier I am.

我年岁越大越快活。

The more learned a man is, the more modest he is.

越有知识的人越谦虚。

7) **Para 6: Improving your communication skills improves your chances for success in business.**

Here *improving your communication skills* is a gerund phrase, used as the subject of the sentence. The whole sentence may be paraphrased as: If you improve your communication skills, you are more likely to be promoted in business.

Chance here means probability.

e.g. There is a chance that the sick child will get well.

生病的小孩有可能痊愈。

What are the chances of his coming?

他来的可能性有多大?

2. Word Usage

communicate *v.* exchange ideas, news, information, etc. 交流

e.g. I don't think the boss communicated his thoughts clearly.

我认为老板没把他的意思说明白。

We can communicate with each other by E-mail now.

我们现在可以通过电子邮件相互联系。

n. communication 交流

e.g. Mean of our communication is in body language and tone of voice.

我们的交流大多通过身体语言和语气来表达。

a. communicative 愿意交流的

e.g. I don't find Peter very communicative.

我觉得彼得很不善交际。

conduct *v.* direct, control, manage 进行

e.g. Every year a national examination is conducted to select secondary school graduates for higher education.

每年都要进行全国考试, 选拔中学毕业生接受高等教育。

enable *v.* make... able to do sth. 使...能

e.g. This bird's large wings enable it to fly very fast.

这种鸟的大翅膀使它能飞得非常快。

The conference will enable greater international cooperation.

这次会议能进一步促进国际间的合作。

essential *a.* necessary, indispensable; most important 必不可少的, 基本的

e.g. Is money essential to happiness?

金钱对于幸福是必不可少的吗?

It is essential to set realistic targets.

设定实际的目标是最重要的。

n. essence 本质

evidence *n.* information that proves sth.; trace 证据; 迹象

e.g. Have you any evidence to support your statement?

你这种说法有依据吗?

The room bore evidence of struggle.

房间里有搏斗过的痕迹。

executive *n.* person in a business organization with managerial power 经理, 行政领导

e.g. The President of the U.S.A. is the chief executive.

美国总统是最高行政长官。

She is a marketing executive of a travel agency.

她是一家旅行社的市场营销主管。

investigate *v.* examine in order to find out the truth 研究

e.g. Scientists are investigating the cause of the air crash.

科学家们正在调查这次飞机失事的原因。

We might be able to help you to investigate the market for your product.

我们也许能帮助你做你的产品的市场调查。

involve *v.* include or affect in operation 涉及, 包含

e.g. The strike involved many people.

许多人参加了罢工。

Success involves hard work.

成功离不开艰苦努力。

notable *a.* worthy of notice 显著的

e.g. The scientist is praised for his notable discovery.

科学家因他引人注目的发现受到赞扬。

His father is a notable lawyer.

他的父亲是一位著名律师。

process *v.* handle, deal with 处理

e.g. It may take a few weeks for your application to be processed.

处理你的申请可能需要几个星期。

The primary function of the computer is processing data.

计算机的主要功能是处理数据。

respond *v.* give an answer 答复

e.g. His wife asked where he'd been, but he did not respond.

他妻子问他去哪儿了, 他没回答。

He didn't respond to my letter.

他没有给我回信。

n. response 回答, 反应

e.g. She made no response.

她没有回答。

vehicle *n.* something in or on which people or goods can be carried from one place to another, usually having wheels 运载工具

e.g. Carriages, bicycles, cars and buses are all vehicles.

马车、自行车、轿车和大客车都是交通工具。

The vehicle would not have the capacity to make the journey on one tank of fuel.

这种车加一箱油跑不了全程。

be likely to 易于

e.g. He is likely to make grammar mistakes.

他容易犯语法错误。

The sky is cloudy. It is likely to rain.

天上有乌云，看来要下雨。

consist of 包括

e.g. The committee consists of ten members.

委员会由10位委员组成。

The United Kingdom consists of Great Britain and Northern Ireland.

联合王国由大不列颠和北爱尔兰组成。

go on 发生

e.g. What is going on in the gym?

健身房里出什么事了？

There must be a party going on in the Smith's.

史密斯家里准是在举行聚会。

3. Additional Topic-related Sentences

- 1) Colleges teach one thing that is perhaps most valuable for the future employees to know. But very few students bother to learn it. This one basic skill is the ability to organize and express ideas in writing and speaking.
- 2) As soon as you move one step from the bottom, your effectiveness depends on your ability to reach others through spoken or written language.
- 3) And the further away your job is from manual work, the larger the organization of which you are an employee, the more important it will be that you know how to convey your thoughts in writing or speaking.
- 4) In the very large organization... this ability to express oneself is perhaps the most important of all the skills a person can possess.

Additional Classroom Comprehension Exercise

1. The following exercise is designed to help students understand better the main idea of the text. Students are required to complete the summary of the text by filling in the blanks with the information from the text.

Your work in business will involve a lot of communication because communication is a

major and essential part of the work of business. Throughout a company workers send and 1) _____ information as they 2) _____ their work.

Communication 3) _____ human beings to work together. In a business, it is the vehicle through 4) _____ management performs its basic functions. Managers direct, 5) _____ and control through communication.

Because communication is so important in business, businesses want and need people with good communication 6) _____. Unfortunately, most employees do not communicate 7) _____. Even the college trained are criticized by a recent report for their “8) _____ communication and, especially, written communication.”

In fact, no matter what position you have in business, your performance will be 9) _____ largely by your ability to communicate. So, if you can improve your communication skills, you improve your 10) _____ for success in business.

Key: 1) receive 2) conduct 3) enables 4) which 5) coordinate
6) skills 7) well 8) poor 9) judged 10) chances

2. The exercise is designed to help students practice some key sentence patterns from the text. Students are required to translate the sentences into English trying to use the words or patterns learned in the text.

1. 所有销售部的人员都卷入了关于工资的纷争。

The staff of the Sales Department are involved in the dispute over salaries.

2. “五四”运动发生在1919年。

The May 4th Movement occurred in 1919.

3. 我们前面停着一辆车。

A vehicle parked in front of us.

4. 这次会议涉及许多科技术语，英语专业毕业生从来都没听说过。

The conference involved many technical terms that the English majors had never heard of.

5. 语言是一种交际工具，人们可以通过它来表达思想。

Language is a means of communication, through which people can express their ideas.

6. 委员会由有造诣的教授、商务专家和行政人员组成。

The committee consisted of established professors, business experts and executives.

7. 你开始得越早，就会结束得越快。

The sooner you start, the more quickly you'll finish.

8. 我的同学今晚很可能给我打电话。

My classmate is likely to ring me tonight.

N Guide to Exercises and Supplementary Exercises

1. Exs. 1–2: *These exercises are designed to check how much the students have understood the passage. They may be done either as a lead-in exercise or as a post-reading exercise.*

2. Exs. 3–5: *These exercises are provided for the students to concentrate on practicing some focal words and expressions chosen from the reading passage. More exercises are given below as additional exercises.*

- 1) One foolish mistake can _____ you in a good deal of trouble.
a. involve b. result c. insolate d. treat
- 2) The patient quickly _____ to treatment.
a. answered b. recovered c. cured d. responded
- 3) The central topic for today's _____ is how to maintain world peace.
a. quarrel b. discussion c. issue d. question
- 4) This telescope is used for the _____ of distant stars.
a. conversation b. operation c. consideration d. observation
- 5) The committee members were asked to _____ proposals on this matter.
a. submit b. admit c. handle d. send
- 6) Do you know the _____ of building a ship?
a. prospect b. produce c. performance d. process
- 7) Which doctor will _____ the operation on the patient tomorrow?
a. contrive b. perform c. shatter d. distinguish
- 8) He was _____ from clerk to associate manager last month.
a. drawn b. praised c. promoted d. benefited

Key: 1) a 2) d 3) b 4) d
5) a 6) d 7) b 8) c

3. Exs. 7–8: *Students should be reminded to pay attention to the word formation analysis, that is to guess the meaning of the new words through prefixes and suffixes. More examples are given below as additional exercises.*

Translate the following words into Chinese by using the clues from the prefixes or suffixes.

- 1) **misfortune** 2) **reopen** 3) **inter-city** 4) **substandard**
- 5) **unqualified** 6) **teleswitch** 7) **subcontinent** 8) **prehistoric**
- 9) **monitor** 10) **homeward**

Key: 1) 不幸 2) 重新开业 3) 城际的 4) 低于标准的
5) 不合格的 6) 遥控开关 7) 次大陆 8) 史前的
9) 班长 10) 归家的

4. Ex. 9: *This listening exercise is designed to train students to take short notes.*

5. Ex. 10–11: *These exercises are designed to help students to learn how to ask for and give one's opinion. It is better done in groups or in pairs.*

6. Ex. 12: *It is designed to practice translating skills: How to translate English multiples (n times as... as;*

n times more than ...; n +fold ..., etc.) into Chinese. More exercises are given below for additional practice.

- 1) We've produced twice as much cotton this year as we did in 2009.
今年我们生产的棉花比2009年多了一倍。
- 2) My command of English is not half so good as yours.
我英文掌握得还不及你的一半好。
- 3) Twice as many pictures were made this year as in the previous year.
完成的画比前一年增加了一倍。
- 4) Since the first transatlantic telephone cable was laid, the annual telephone calls between UK and Canada has increased sevenfold.
自从第一条横跨大西洋的电话电缆铺设以来,英国和加拿大之间的年通话量增加了6倍。
- 5) There are now three times as many high schools in our town as in 1980.
我们城里的高中数量比80年代增加了两倍。



III. Applied Writing

I Structure Analysis

An employment contract is a legal document which is binding on both the employer and the employee. Generally speaking, it consists of the following three parts:

- A. Reasons to make the contract
- B. Body of the contract
- C. Ending of the contract

The first part gives the reason to sign this contract. The second essential part is the body of the contract, which stipulates the various contract terms, such as the job to be done, the rights and obligations, the salary and benefits, holidays, the validity of the contract and other terms involved. The third part involves the signature and the date.

II Additional Samples of the Specified Type of Applied Writing

CONTRACT

- I. Party A _____ wishes to engage the service of Party B _____ as _____. The two parties, in a spirit of friendly cooperation, agree to sign this contract and pledge to fulfill conscientiously all the obligations stipulated in it.
- II. The period of service will be from the _____ day of _____, 20 _____ to the day of _____, 20 _____.
- III. Party B's monthly salary will be _____, _____% of which can be converted into

foreign currency monthly.

IV. Part A's Obligations

1. Party A shall introduce to Party B the laws, decrees and relevant regulations enacted by the Chinese government, the Party A's work system and regulations concerning administration of foreign experts.
2. Party A shall conduct directions, supervision and evaluation of Party B's work.
3. Party A shall provide Party B with necessary working and living conditions.
4. Party A shall provide co-workers.
5. Party A shall pay Party B's salary regularly by the month.

V. Party B's Obligations

1. Party B shall observe Party A's work system and regulations concerning administration of foreign experts.
2. Party B shall complete the tasks agreed on schedule and guarantee the quality of work.
3. Party B shall respect the Chinese People's moral standards and customs.

VI. Revision, Cancellation and Termination of the Contract

1. Both parties should abide by the contract and should refrain from revising, canceling, or terminating the contract without mutual consent.
2. The contract can be revised, canceled or terminated with mutual consent. Before both parties have reached an agreement, the contract should be strictly observed.

VII. When either of the two parties fails to fulfill the contract, it must pay a breach penalty of US\$ 500 to 2 000 (or the equivalent in RMB).

VIII. This contract takes effect on the date signed by both parties and will automatically expire when the contract ends.

This contract is signed at _____, in duplicate, the _____ day of _____, 20 _____ in the Chinese and English language, both texts being equally authentic.

Party A
(signature) _____
(date) _____

Party B
(signature) _____
(date) _____



IV. Grammar Focus

Antecedent *It* (1)

I Grammar Notes

- 1) 先行代词it可以代替不定式、动词-ing形式及由that引导的名词从句作主语。
- 2) 以dangerous, no good, no help, no use, useless, funny, worthwhile等作表语的句子中，用it指代动词-ing形式作主语。

II Additional Exercises

Rewrite the following sentences using *it* as an antecedent.

1. To make good use of your time in class is necessary.
2. Talking to such a kind of person like John wouldn't be any good.
3. What the boss meant by saying that is not clear to me.
4. That we should stick to the rules is important.
5. That these herbs can be used to relieve pain is true.

Key:

1. It is necessary to make good use of your time in class.
2. It wouldn't be any good talking to such a kind of person like John.
3. It is not clear to me what the boss meant by saying that.
4. It is important that we should stick to the rules.
5. It is true that these herbs can be used to relieve pain.



V. Merry Learning

Landon had made an unsuccessful attempt at the recitation, and the teacher, somewhat annoyed, said, "Landon, you don't seem to be getting on very fast in this subject. You seem to lack ambition. Why, at your age Alexander the Great (亚历山大大帝) had conquered half the world."

“Yes,” said Landon, “he couldn’t help it, for you will recall the fact, Doctor, that Alexander the Great had Aristotle (亚里士多德) for a teacher.”



VI. Key to Exercises

Integrated Skills Development

1

Company Staff		How is communication involved in their work?
Workers throughout a company	They	1. <u>send and receive</u> information, 2. <u>process</u> information with computers, 3. <u>write</u> messages, 4. <u>fill out</u> forms, 5. <u>give and receive</u> orders, 6. <u>talk over</u> the telephone.
Salespeople	They	1. receive <u>instruction and information</u> from the home office, 2. send back <u>orders</u> and <u>weekly summaries</u> of their activities.
Executives	They	1. use letters and telephone calls to <u>initiate business</u> with customers and other companies, 2. <u>respond to</u> incoming letters and calls.
Production Supervisors	They	1. receive work orders, 2. <u>issue instructions</u> , 3. <u>submit production summaries</u> .
Research specialists	They	1. receive problems to <u>investigate</u> , 2. <u>communicate their findings</u> to management later.
Managers	They	1. <u>direct</u> through communication, 2. <u>coordinate</u> through communication, 3. <u>control</u> through communication.

2

1. Because in business everybody’s work involves communication.
2. Oral communication, written communication and communication on the computer.
3. Because they are poor at communication, particularly written communication.
4. He advises people to improve communication skills in order to get success in business.
5. Your ability to communicate / communication skills / communication ability will help you get

promotion. And the higher you advance, the more you will need your communication ability / communication skills.

- | | |
|----------------|----------------|
| (G) 回复来函 | (I) 必不可少的一部分 |
| (H) 研究问题 | (B) 做生意 |
| (M) 高层管理人员 | (N) 发挥基本作用 |
| (K) 改进交际技巧 | (D) 提交生产简报 |
| (P) 最值得注意的报告 | (F) 发出指令 |

- 4 1. communication 2. investigated 3. directions
4. response 5. performance 6. processed

- 5 1. Business work involves a lot of oral and written communication.
2. Even the college-trained employees should improve their communication skills.
3. Communication enables people to understand each other and work together.
4. We can receive various kinds of information through the Internet.
5. Whatever job you do, you need constant retraining.
6. This English test consists of three parts: listening, reading and translation.
7. If you have some work experience, you are likely to be employed.
8. The larger the city (is), the more essential the measures for environment protection (will be).

6 (Open.)

- | | |
|--------------|-----------------|
| 7 (C) 适应 | (L) 合群的, 爱交友的 |
| (E) 下岗工人 | (B) 突破 |
| (F) 获利的 | (A) 令人大开眼界的事物 |
| (G) 家务管理 | (J) 误解, 没有读懂 |
| 8 (E) 不合格的 | (J) 归家的 |
| (H) 婚前的 | (D) 低于标准的 |
| (G) 细分 | (F) 电信 |
| (C) 办公室间的 | (I) 编辑 |
| (A) 怀疑 | (B) 重新措辞 |

9 **Script**

W: The next item on the agenda is the new Spanish sales organization. As you know, we're going to open a new sales office in March and so we need to discuss recruitment. Any views on this, Marcel?

M1: Yes. The important thing here is product knowledge, not language. The French sales staff have already got the product knowledge. They know how the company operates too. I think we should teach them Spanish and transfer them.

W: How do you feel about that proposal, Carlos?

M2: I don't agree. It takes years to learn a language. But why don't we employ Spanish staff and send them to France for technical training?

M1: No. It's a waste of time if they can't speak French.

M2: What do you think, Nancy?

W: I don't know. How long does it take to train a new sales rep., Marcel?

M1: I depends on the rep., usually about a year.

W: Mmm. That is a problem. But I think nationality is important here. It's a Spanish branch so I don't think we should employ French nationals. Now I know you're not going to agree with me here, Marcel, but as I see it we have no choice...

Key:

Alternatives	Marcel	Carlos	Nancy
Recruit new Spanish sales reps.	A	F	F
Transfer French sales reps.	F	A	A

- 10 1. technical training 2. transfer them 3. Nationality
 4. to train 5. new sales representative 6. product knowledge
 7. the company operates 8. learn a language

11 (Open.)

12

	2分	1分	0.5分	0分
1	A	C	D	B
2	C	B	D	A
3	C	B	D	A
4	C	B	A	D
5	B	C	A	D
6	D	C	B	A
7	A	C	B	D
8	B	A	C	D
9	C	B	D	A
10	B	A	D	C

Applied Writing

- 1 1. He will be given 4 hours rest.
 2. Holidays fixed by law such as Saturday, Sunday, New Year's Day etc.
 3. One month ahead.
 4. It encourages employees to join a trade union.
 5. He should complain to the head of the department.
- 2 a. 12 Jianxin Road, Jiangbei District, Chongqing
 b. Chongqing Neptunus Pharmaceutical Co. Ltd.
 c. The period of service is fixed to be three years, commencing on May 1, 2009 and ending on May 1, 2012.

- d. Five days a week, eight hours a day.
 e. For the three months trial period, the salary will be 2 500 *yuan* per month, and after this period, the monthly salary will be 5 000 *yuan*.
 f. John Smith
 1. a 2. c 3. d 4. e 5. b 6. f

Grammar Focus

- ① 1. It is useful to have a flexible method of study.
 2. It was a hard job to move the stone blocks without machinery.
 3. It was difficult getting everything ready in time.
 4. It is harmful to health to get up late.
 5. It is useless arguing about this point.
 6. It is funny hearing your voice on a tape recorder.
 7. It is an honor to have been introduced to you.
 8. It is a good idea for John to study in France.
- ② 1. C 2. B 3. D 4. B 5. A 6. C
- ③ (Open.)



VII. Text Translation for Reference

提高交际能力

商务活动离不开交际，而且涉及大量交际。交际活动是商务工作一个主要且必要的方面。

公司上上下下的员工都在发出和接收信息。他们用电脑处理信息、写文件、填表格、发出和接收指令并用电话交谈。具体来说，销售人员接收总部指令和信息，送回订单和每周工作报告。业务员利用信件和电话联系客户，拓展与其他公司的业务，回复来函和电话。生产监管接收生产命令、发出指令并提交生产简报。研究人员接受研究课题，然后将研究成果提交管理层。公司的每个岗位都进行着大量类似的交际活动。每个员工都在工作时接受和发出信息。

口头表达是信息交换的重要方式。电脑提供的各种交流方式和信息也同样重要。除此之外，另一重要的交际方式便是书面表达——信函、备忘录和报告。

所有这些交际方式都在商务活动中大量运用，它们是商务活动中协作关系形成的基本条件。交际加强了人们的相互配合。在商务中，管理要通过交际才能发挥作用。经理的指

挥、协调和控制离不开交际。

由于交际在商务中的作用如此重要，商界迫切需要有良好交际技巧的人才。但这类人才又极为缺乏。大多数雇员，甚至那些受过大学教育的雇员也不能很好地交际。最近有一份研究报告证实了人们的这种观察，引起人们的注意，报告指出目前许多受过大学教育的专业人员的交际能力很差，特别是书面表达能力更差。缺乏交际能力是社会对他们提出的四条批评之一。

当认识到目前雇员在交际上存在严重的缺陷以及交际在商务活动中的重要性，你就会明白为什么必须努力改进交际技巧。不管你在商务中担任何种角色，你的表现很大程度上取决于你的交际能力。如果表现好，就很可能被赏识，获提升。任职越高，越需要交际能力。一研究报告说，高层管理人员中85%的工作时间用于交际。事实表明：为了确保在商界的成功率，人们必须提高交际能力。

Unit

7

Conference



I. Aims and Requirements

I Language Focus

1. Focal Words and Expressions

establishment	minimal	legislation	prototype	forthcoming
renewable	automatic	manually	footprint	combine with
appeal to				

2. Focal Functions and Patterns

Indirect quotations

1. Barratt chief executive Mark Clare said it would not be easy to reduce the cost of the prototype to commercial levels but was confident it could be done.
2. The important thing, he added, was to build houses people would buy.
3. ... he said, adding he was confident the new house would be accepted by buyers after winning 22 000 votes from the public in a competition in 2007.

Giving examples

1. Barratt's Green House is packed with the latest technology including solar panels, rain water harvesting and an air-source heat pump.
2. House builders... had wanted to be able instead to invest in off-site renewable energy, such as wind turbines.

Explanation

1. Its new kind of concrete walls and floors, combined with super insulation and triple-glazed windows makes it airtight, meaning the requirement for heating is minimal.
2. A zero-carbon house must produce almost all its energy on-site or very nearby in, say, a communal heat and power system.
3. He said it gave the houses excellent "thermal mass" and would last well over a hundred years, meaning the building's lifetime carbon footprint would be extremely low.

II Skills Development**1. Reading and Translating**

- 1) Reading: guessing the meaning of new words using the context clues
- 2) Translating: translating multiples (decrease)

2. Listening and Speaking

- 1) Listening: to understand a stretch of continuous speech — a short presentation of Volvo Motor
- 2) Speaking: asking for and giving advice

3. Writing

Learning to write a conference invitation

**II. Integrated Skills Development****I Background Information****1. Introductory Remarks of the Passage**

In recent years, energy shortages and environmental pollution problems become the focus of world attention so the development of low power consumption and low emission, marked by low-carbon economy is becoming a common choice in the world. But comparatively high cost for related technology is a main obstacle for its development. The passage demonstrates the UK's first zero-carbon house by a volume house builder, Barratt Developments and shows different opinions from builders and the government. The latest technology will change the house industry quickly and dramatically.

2. Background Remarks

stamp duty 印花税

It is a tax collected by requiring a stamp to be purchased and attached (usually on documents or publications).

carbon footprint 碳足迹

It is the total amount of Carbon Dioxide (CO₂) that released into the atmosphere as a result our daily activities such as driving, heating the rooms and using lights.

Language Points

1. Notes to the Passage

1) Para.1: One of Britain's biggest builders, Barratt Developments, unveiled today what it said was the UK's first zero-carbon house built by a volume house builder.

Here *what it said* is a sentence as parenthesis. Parenthesis is a part inserted in a sentence, which does not serve as any sentence part or has structural relation to any sentence part or plays the role of connection and mood. There are five common types of parenthesis: adjective, adverbial, prepositional phrase, participle and sentence.

The usual cases of parenthesis include: *I am sure, I believe, I suppose, I'm afraid, you see, what's more, that is to say, as we know, believe it or not*, etc.

e.g.: Some animals only half-hibernate, that is to say, their sleep is not such a deep one.

有些动物只是半冬眠，就是说，它们的睡眠并不是深度睡眠。

He can't pass the exam, because he doesn't study hard. What's more, he isn't so clever.

他没通过这次考试，因为他学习不认真，更何况他又不太聪明。

2) Para.2: Developed at the Buildings Research Establishment in Watford, Barratt's Green House is packed with the latest technology including solar panels, rain water harvesting and an air-source heat pump.

Developed is a past participle as an adverbial modifier.

Including is a present participle as an attribute modifying *the latest technology*.

Participle is a kind of finite verb, including past participle and present participle. It keeps most features of verbs as well as some features of adjectives and adverbs. Participle has the change of tense and voice. It can be followed by object and modified by adverbial adjunct. Participle is mainly used as attribute, adverbial adjunct and predicative.

3) Para.3: Fresh air entering the passes through a heat exchanger, which transfers the heat from the outgoing stale air and puts it back into the house.

Here *which transfers the heat from the outgoing stale air and puts it back into the house* is a Non-restrictive modifying *heat exchanger*

Different from restrictive attributive clause, non-restrictive attributive clause cannot take *that* as an antecedent.

e.g.: 1. I like the book, which was bought yesterday. 我喜欢这本书，这是昨天买的。

2. I like the book which / that was bought yesterday. 我喜欢昨天买的那本书。

4) Para.4: House builders in the UK will be forced by government legislation to build

only zero-carbon houses from 2016 onwards but, given the long lead time in the industry, they are already trying to meet that target.

The sentence may be paraphrased as:

Because of government legislation, only zero-carbon houses are allowed to be built since 2016. But house builders in the UK are already trying to build such houses now considering the long time before the first zero-carbon house can be built.

- 5) **Para.9: House builders had been unhappy at the added construction costs of going zero carbon and had wanted to be able instead to invest in off-site renewable energy, such as wind turbines, which would be cheaper.**

The sentence may be paraphrased as:

House builders had been unhappy due to more cost in building a zero-carbon house. Instead they would like to be able to invest in off-site renewable and cheap energy, such as wind turbines.

2. Word Usage

establishment *n.* an organization founded and united for a specific purpose 机构

e.g. This establishment opened under the sponsorship of a large corporation.

这一机构是在一家大企业赞助下开办的。

They lived in bitter disillusionment, to see the establishment they had overthrown replaced by a new one, just as hard-faced and stuffy.

他们极度失望，看到他们推翻的权力机构又被新机构替代，而新机构依旧是那样冷酷，那样毫无生机。

v. establish 建立

e.g. Our hospital was established in 1950.

我们的医院建于1950年。

How do you establish your credibility?

你如何建立起自己的权威？

minimal *a.* the least possible 最小的

e.g. What are the minimal transport costs?

最少的运输成本是多少？

I stayed with friends, so my expenses were minimal.

我住在朋友家，所以我的花费很小。

legislation *n.* law enacted by a legislative body 法律，法规

e.g. The new legislation almost dried up immigration.

新的法案几乎使移民来源枯竭。

The bill seeks to repeal the existing legislation.

该议案企图废除现存的有关立法。

a. legislative 立法的；制定法律的

e.g. legislative committees

立法委员会

v. legislate 立法；制定法律

e.g. It has been proved necessary to legislate against gambling.

事实证明，必须立法制止赌博。

prototype *n.* a standard or typical example 样本；典型

e.g. Metal-wheeled chariots are the prototype of the tanks of modern warfare.

金属轮战车是现代战争中坦克的原型。

This simple device is the prototype of the commercial alternating current generator, or alternator.

这个简单装置就是商用交流发电机的原型。

forthcoming *a.* of the relatively near future 即将到来的

e.g. The forthcoming talks hold out the hope of real peace.

即将进行的谈判带来了真正和平的希望。

He was exhilarated by the thought of his forthcoming trip.

他想到即将到来的旅行，就兴高采烈。

renewable *a.* capable of being renewed; replaceable 可再生的

e.g. Electricity companies pay a premium for renewable energy.

电力公司为可再生能源支付额外的费用。

The petroleum is non-renewable resource.

石油是非再生资源。

automatic *a.* operating with minimal human intervention; independent of external control 自动的

e.g. In it was an expensive-looking 9mm automatic pistol.

里面有一支看来相当高级的9毫米自动手枪。

The oven has an automatic timer and other refinements.

这个烤箱有自动定时器及其他改进装置。

manually *ad.* by hand 手动地

e.g. These leftover directories can usually be removed manually.

这些残余目录通常可以手动删除。

How can we manually perform full computer check?

我们如何以人手操作执行完全的电脑检查？

footprint *n.* a trace suggesting that something was once present or felt or otherwise important 足迹

e.g. The heavy rain obliterated all footprints.

大雨冲掉了所有的脚印。

The footprints put the police on the scent.

警察沿着脚印跟踪追捕。

combine with... 与...结合

e.g. We must combine revolutionary vigor with scientific approach.

我们必须把革命精神和科学态度结合起来。

They often create some unique sports activities and make sports combine with entertainment perfectly.

他们经常会创造出一些别出心裁的体育活动方式，使体育与娱乐完美地融合在一起。

appeal to... 对...产生吸引力

e.g. The idea of living abroad do not appeal to everybody.

在国外居住并不对每个人都有吸引力。

We think the superb workmanship as well as the novel design will appeal to your customers.

我们认为其高超的工艺及新颖的设计会对你方顾客有吸引力。

3. Additional Topic-related Sentences**Indirect quotations**

- 1) Andrew Sutton from Gaunt Francis, which designed the house, acknowledged that the heavy use of concrete in the house released some carbon in its manufacture...
- 2) Bell pointed out that many investors in history were “talented tinkers” who worked independently and were ignorant of contemporary science.
- 3) ... he said it gave the houses excellent “thermal mass” and would last well over a hundred years.

Giving examples

- 1) Some inventors made important contributions to leading industries. For example, Alexander Graham Bell invented the telephone.
- 2) Cities provide convenience and modern lifestyle, but they also bring about some problems such as pollution, traffic jam, and crime.

Explanation

- 1) When you meet up with someone during those New Year days, be sure to say “Kung Hei Fat Choi” in Cantonese which means, “Wishing you prosperity and wealth.”
新年期间，你遇见任何人，千万要记得讲“恭喜发财”，意思是“祝愿你繁荣和富有。”
- 2) People who can neither hear nor speak (that is, deaf and dumb people) talk to each other with the help of their hands.
那些既听不见也不会说话的人（即聋哑人）借助双手相互交谈。
- 3) Thirdly, the author summarizes the major social functions of students’ vogue vocabulary, i.e. marking identity, strengthening solidarity, facilitating interaction, promoting prestige.
最后，作者总结了学生流行语的四大社会功能，即：体现身份、加强关系、促进气氛、带来声望。

Additional Classroom Comprehension Exercise

Students are required to complete the following summary by using words or phrases from the text.

One of Britain's biggest builders, Barratt Developments, unveiled the UK's first zero-carbon house built by a volume house builder.

It is packed with the latest 1) _____ including 2) _____ panels, rain water harvesting and an air-source heat 3) _____.

House builders in the UK will be forced by government 4) _____ to build only zero-carbon houses from 2016 onwards.

Barratt chief executive Mark Clare said it would not be easy to reduce the cost of the 5) _____ to commercial levels but was confident it could be done. The UK Green Building Council released a report defining in detail when a house can be called zero carbon.

House builders had been unhappy at the added 6) _____ costs of going zero carbon and had wanted to be able instead to invest in off-site 7) _____ energy. But the government is likely to endorse the GBC 8) _____ that a zero-carbon house must produce almost all its energy on-site or very nearby in, say, a 9) _____ heat and power system.

The house designer Andrew Sutton acknowledged that the heavy use of concrete in the house released some carbon in its 10) _____, but he said it gave the houses excellent "thermal mass" and would last well over a hundred years.

Key: 1) technology 2) solar 3) pump 4) legislation
 5) prototype 6) construction 7) renewable 8) proposals
 9) communal 10) manufacture

Guide to Exercises and Supplementary Exercises

- Exs. 1–2:** *These exercises are designed to check how much the students have understood the passage. They may be done either as a lead-in exercise or as a post-reading exercise.*
- Exs. 3–5:** *These exercises are provided for the students to concentrate on practicing some focal words and expressions chosen from the reading passage. The following translation exercise is given below for the teacher's use.*

- 该工厂是家经营良好的企业。
- 依照西方人的标准，所有这些对第一夫人来说似乎都是最少的活动。
- 现在来评价新法规的效果为时尚早。
- 什么时候最适于发布新闻？
- 即将举行的会谈给实现真正的裁军带来了希望。
- 那个架子上的书可以更新。
- 对那项议案我投了赞成票。
- 旅馆里的取暖系统是自动调温的。

- 9) 他试着使理论和实际相结合
10) 你有没有兴趣到合资企业去工作?

Key:

- 1) The factory is a well-run establishment.
 - 2) By Western standards, all that might seem minimal activity for a First Lady.
 - 3) It is too early to assess the effects of the new legislation.
 - 4) When is the best moment to release news?
 - 5) The forthcoming talks hold out the hope of real arms reductions.
 - 6) Books on that shelf are renewable.
 - 7) I cast a vote for the proposal.
 - 8) The heating system in the hotel has an automatic temperature control.
 - 9) He tried to combine theory with practice.
 - 10) Does the idea of working for a joint-venture company appeal to you?
3. **Ex. 7–8:** *Word formation analysis is not always enough to help us to guess the meaning of a word in a reading passage, and very often we need to look at the context, which will help us a lot in understanding the particular meaning of the word in the context without stopping to use a dictionary. The exercises are designed to help students develop their ability to discover the meaning of an unfamiliar word by using the context clues. More examples are given below.*
- Read each sentence and figure out the meaning of each bold-typed word, using the information provided in the context.
1. Although my grandfather is 82, he is far from **infirm**, he is active, ambitious, and healthy. (weak)
 2. My **unscrupulous** uncle tried to sell us an antique, a rocking chair he bought just last year. (dishonest)
 3. Many cultural systems are **dynamic**; they change with environment, innovations and contact with other groups. (full of changes)
 4. The economy was in continual **flux**; inflation increased one month and decreased the next. (the state of not being stable)
 5. My brother lives in the **remote** hills of Kentuck, so he seldom has the opportunity to shop in cities. (far away)
4. **Exs. 9:** *The listening exercise is designed to train students to understand a stretch of continuous speech — a short presentation of Volvo Motor.*
5. **Ex. 10:** *The exercise is designed to help students to learn how to give advice. It is better done in groups or in pairs.*
6. **Ex. 11:** *It is designed to practice translating skills using **n times as... as; n times less than...; v. + n times.***

More examples are given below.

- 1) The output of coal has been increased three times as against 1990's.

煤产量比1990年增加了两倍。

- 2) Switching time of the new-type transistor is shortened 3 times.
新型晶体管开关时间缩短了2/3。
- 3) The power output of the machine is twice less than its input.
该机器的输出功率比输入功率小1/2。
- 4) The sales of industrial electronic products have multiplied six times since 1980.
自1980年以来，工业电子产品销售量增加了五倍。
- 5) The voltage has dropped five times.
电压降低了4/5。



III. Applied Writing

I Structure Analysis

A conference invitation gives information about the meeting, such as the date, the place, the theme of the conference, the conference program and the means of registration. It also contains some specific requirements set for the conference participants and guests.

II Additional Samples of the Specified Type of Applied Writing

International Floral Festival (花卉节)
in Manila 2010
“Trends 21st: Working with Nature”
June 13–19, 2010
New World Renaissance Hotel
Manila, Philippines

In welcoming the year 2010, flowers as a product need to be actively promoted to highlight their significance not only to the economy but to the environment and ecology as well.

The design to be prepared will use fresh material, with special focus on tropical flowers, foliage (叶) and locally-made accessories (附件).

Each design should showcase the future with emphasis on locally available materials while demonstrating the competitors' creative skills, styles and techniques.

If you need more information, please contact before the end of May 2010 with:

Mary Klassen
 Tel: 63(2) 521- XXXX
 Fax: 63(2) 521- XXXX
 Email: teleflora@compuserve.com



IV. Grammar Focus

Antecedent *It* (2)

I Grammar Notes

1. 先行代词it可以代替不定式、动词-ing形式及由that引导的名词从句作宾语。
2. 以dangerous, no good, no help, no use, useless, funny, worthwhile等作宾语补足语的句子中, 可用it代替动词-ing形式作宾语。

II Additional exercises

Choose the best answers.

- 1) _____ is not known what they discussed in the meeting.
 a. That b. He c. This d. It
- 2) It is not worthwhile _____ too much trouble on such a small thing.
 a. taking b. to take c. take d. takes
- 3) The use of radar _____ for the police to listen to most speakers secretly.
 a. makes that possible b. makes possible
 c. makes it possible d. make it a possibility
- 4) It is impossible _____ in advance what will happen.
 a. know b. knowing c. to know d. known
- 5) Progress in using atomic power makes _____ to build a fire power station here.
 a. unnecessary b. it unnecessary c. us unnecessary d. that unnecessary
- 6) It was reported _____ after the flood.
 a. people died b. which people died
 c. that many people died d. where people died

- 7) The young man found _____ to be a tourist guide.
 a. interesting b. interested c. it interested d. it interesting
- 8) Does _____ surprise you to know that you are made of elements?
 a. that b. what c. this d. it

Key: 1) d 2) a 3) c 4) c
 5) b 6) c 7) d 8) d



V. Merry Learning

Bob and Jim once worked in the same factory. One day Bob lent Jim ten pounds, but then Jim left his job and went to work in another town without paying back the ten pounds.

Bob didn't see Jim for a year, and then he learnt from another friend that Jim was in town and staying at a hotel. So he went there to see him late in the evening. From the waiter at the desk downstairs, he knew which Jim's room was, and went up to look for him. When he got to the room, he saw Jim's shoes near the door.

"Well, he must be in," he thought, and knocked at the door. There was no answer. He knocked again, then he said, "I know you're in, Jim, your shoes are out here."

"I went out in my boots (靴子)," answered a voice from inside the room.



VI. Key to Exercises

Integrated Skills Development

- 1 Read the passage carefully and give brief answers (in no more than 3 words) to the following questions.
1. Buildings Research Establishment
 2. harvesting, heat pump
 3. 22 000 votes
 4. solar photovoltaic cells
 5. preventing the house

- 2 Complete the following table with the information you've got from the passage. (in no more than 3 words for each blank)

Barratt chief executive Mark Clare	He said	1. it would not be easy to reduce the cost of the prototype to <u>commercial levels</u> . 2. they will build houses that <u>appeal to</u> consumers and are <u>affordable</u> . 3. he was confident the new house would be accepted by buyers.
Housing minister Caroline Flint	He said	Their goal is to build not just <u>more</u> homes, but <u>better</u> homes.
UK Green Building Council	It	released a report <u>defining in detail</u> when a house can be called zero carbon.
Andrew Sutton from the architects Gaunt Francis	He	1. acknowledged that <u>the heavy use</u> of concrete in the house released some carbon in its <u>manufacture</u> . 2. said the building's lifetime carbon footprint would be <u>extremely low</u> .
The Government	It	is likely to endorse the GBC <u>proposals</u> .
Other House builders	They	1. had been unhappy at the <u>added construction costs</u> of going zero carbon. 2. had wanted to be able to <u>invest in</u> off-site renewable energy. 3. are already trying to <u>meet that target</u> of building only zero-carbon houses.

Build up your language stock

- 3 Find words or phrases in the passage which have the same meanings as the following.

1. solar 2. concrete 3. minimal 4. legislation 5. prototype
6. endorse 7. forthcoming 8. proposal 9. force 10. discount

- 4 The following expressions are taken from the passage you have just read. Match these expressions with the Chinese equivalents given in the table by putting the corresponding letters in the bracket.

- | | |
|-------------|--------------|
| (H) 自动百叶窗 | (A) 太阳能电池板 |
| (O) 碳足迹 | (J) 三层玻璃窗 |
| (E) 首席执行官 | (L) 住房大臣 |
| (F) 风力涡轮机 | (I) 印花税 |

- (B) 雨水收集系统 (K) 热交换器
 (M) 再生能源 (C) 空气源热泵

5 Translate the following sentences into English by using the given words or phrases.

- If he had combined his natural ability with hard work, he should have been very successful.
- The travel agency booked a car to transfer us from the airport to our hotel.
- Infectious disease is like a genie that can hardly be put back into its bottle.
- Do these paintings appeal to you?
- Limitless as the heat of the sun is, we have not found an effective way to make use of it in industry.
- The lectures and seminars of the course are to be backed up by a heavy program of field work.
- The three accounts add up to 65 000 *yuan*.
- It is said that the State Ministry of Construction will update the data and release related details, without doubt, with tougher standards.

6 (Open.)

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

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

9 **Script**

Thank you for coming this afternoon, ladies and gentlemen.

Today, the world faces many environmental problems: global warming, pollution and many others. Most people think that governments should solve these problems; but we at Volvo believe that industry should help, too. As an auto manufacturer, it is our responsibility to make products that are environmentally friendly. But we also have to satisfy the consumer, in terms of comfort, price, and efficiency.

As a result of research, we now realize that we should change our methods of production; for example, we are now reducing the amount of freon used to make plastic auto parts.

It is essential to agree on international standards for protecting the environment. The problems are serious, and everyone should be concerned; but we believe that positive action will have results. With effort and cooperation, we can have a green future. Thank you.

- Key:** 1. Global warming, pollution
 2. environmentally friendly
 3. comfort, price, efficiency
 4. production methods
 5. International standards

10 1. A: There is a mistake on this invoice. What shall I do?

B: You'd better not accept it. You'd better return it to the store.

2. A: I have got a conference invitation on the application of data base. What shall I do?

B: You'd better not reply immediately. You'd better ask your boss whether you are allowed to go.

3-5: (Open.)

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

Applied Writing

- 1 1. Warsaw.
2. July 25–29, 2006.
3. Teaching English
4. An abstract.
5. telephone, fax, E-mail

2

INVITATION TO THE 3RD CONFERENCE OF WCS

The 3rd Conference of the Wildlife Conservation Society opens at the Sub-association of China Wildlife Conservation Association in Chengdu, China on 7th July, 2012.

The theme of this year's conference is "The development and preservation of the natural environment." All people involved are cordially invited.

If you are interested, please contact:

Janet Moss Tel: 294XXXX

Fax: 769531IAP34NAI

Grammar Focus

- 1 1. We all thought it a pleasure to have your family here.
 2. Do you think it necessary to argue with him about the plan?
 3. I don't think it worthwhile typing the letter again.
 4. These young people made it their business to take care of the old people in the neighborhood.
 5. The finding of the study will make it possible to predict exactly how daily life will change in future.
 6. People think it easier to start a conversation with others by talking about the weather.
 7. Many of them can read English quite well, but find it difficult to understand spoken English and to speak English.
- 2 1. I've found it pleasant to work with him.
 2. I feel it my duty to take care of the boy.
 3. The manager didn't think it necessary to send an engineer there.
 4. None of them thought it necessary to pay a visit to the lab.
 5. We consider it no use doing the experiment again.
 6. I think it strange for her to offer no apology for her rudeness.
 7. Do you consider it wise to negotiate with him?
 8. We thought it wrong not to tell her the truth.



VII. Text Translation for Reference

巴莱特推出零碳房屋

英国最大的房屋建造商之一巴莱特开发公司今日公布据它称为本国第一所由大型房屋建造商建造的零碳房屋。

巴莱特的绿色房屋建在沃特福德房屋科学研究中心。它采用了大量最新技术，包括太阳能电池板、雨水收集系统和空气源热泵。

它采用的新式混凝土墙壁和地板与超强隔热的三层玻璃窗相结合使其密封性好，这意味着它的热需求量将达到最小。该住宅借助热交换器让新鲜空气进入室内，并利用热交换器从排出的废气中收集热量，将之重新输入室内。而雨水收集系统可收集雨水用于抽水马桶。

2016年以后，在英国，官方法律将强制房屋建造商只能建设零碳住宅。但是，考虑到该产业漫长的研制周期，房屋建造商已经在研究修建零碳住宅了。

巴莱特开发公司的首席执行官马克·克莱尔表示，将样板房的成本降低到商业开发的水平并不容易，但是他相信最终一定能达到。他表示，重要的是建造人们愿意购买的住宅。

他说：“我们不会建不适合消费者需求的住宅。但是它们也必须是消费者买得起的。”他相信这种新式住宅将会被消费者接受，因为在2007年的一项竞赛中，它获得公众2.2万张选票。

英国住房大臣卡洛琳·弗林特说：“我们的目标是不仅要建更多住宅，而且要建更好的住宅。因此从2016年开始所有新住宅必须实现零碳标准，今后数年将有更多严格标准出台。”

本周早些时候，英国绿色建筑委员会发布了一份报告，其中对零碳住宅进行了详细的描述，这可能成为政府不久后将制定的法规的基础。

房屋建造商对建造零碳房屋所增加的建筑成本不满意。他们曾经希望能够通过投资外部可再生能源来替代，比如风力涡轮机，那会更便宜些。但是政府更赞同绿色建筑委员会的提议，那就是零碳房屋必须是在原地或非常近的地方产出它几乎所有的能源，也就是共享热能和动力系统。

巴莱特的住宅不使用煤气。空气源热泵的动力全年都由屋顶的太阳能光电池板产生的电提供。热水主要是由屋顶的太阳能热电池板产生，而冬天则依靠热泵。窗户上的自动百叶窗能避免住宅在夏季变得太热，尽管也可以通过手动调整百叶窗的开合程度。

设计该房的安德鲁·萨顿来自冈特·弗朗西斯建筑设计所，他承认使用的大量混凝土在房屋建造过程中会释放一定碳。但是他说这给房屋提供了极好的“热量”，这种“热量”将很好地持续上百年。也就是说建筑物生命周期内的碳痕迹将非常少。

为了鼓励房屋建造商参与，成本达50万英镑的零碳住宅在2012年前都免印花税。而价格在50万英镑以上的住宅则有1.5英镑的印花税折扣。

Unit

8

Making an Apology



I. Aims and Requirements

I Language Focus

1. Focal Words and Expressions

address	sprain	particularly	annoy	irritate
timid	humiliate	upbringing	first-name	stuffed shirt
deal with	get a glimpse of	show respect	speak up	feel like

2. Focal Functions and Patterns

Popularity of first-naming

- 1) The first-naming is almost always done by people young enough to be our children.
- 2) This form of address is common not simply in doctors' and dentists' offices, but almost everywhere.
- 3) The young woman who was dealing with me wished me "Merry Christmas, Thomas."
- 4) The young receptionist called my turn, saying, "This way, Tom."

People's reaction to first-naming

- 1) No one has ever called me Patricia, except my mother when she was angry about something.

- 2) The whole experience is insulting, and the “Adelaide” from this youngster was insufferable.
- 3) I felt like calling him “Sonny” or “Junior”, but my upbringing prevented me.

I Skills Development

1. Reading and Translating

- 1) Reading: understanding cause-effect relationship with the help of its lexical markers
- 2) Translating: passive voice

2. Listening and Speaking

- 1) Listening: for scanning a particular kind of message, naming in our case
- 2) Speaking: making apologies

3. Writing

Learning to write a letter of thanks or apology



II. Integrated Skills Development

I Background Information

1. Introductory Remarks of the Passage

Addressing people appropriately is very important in enhancing interpersonal relationship. This passage tells us that first-naming does not sound as pleasant to old people as they seem to be.

2. Background Remarks

- 1) Addressing people by name is inevitable in daily communication, and this is not a matter of personal wish, but governed by social rules. Proper addressing can not only show the identity of both the addresser and the addressee, but also mediate the interpersonal relationship between them.
- 2) There are four English titles most frequently used to address people on formal occasions. They are: *Mr.* for a male adult; *Mrs.* for a married woman; *Ms.* for a female adult; *Miss* for an unmarried woman. *Mr./Mrs.* must be followed by a surname/family name rather than by a first name or Christian name. For example, we can either address a person as *Mr. Smith* or simply as *John*, but we cannot address him as *Mr. John*. We cannot use *Miss Mary*, either. This is because *Mary* and *John* are first names which cannot follow a title.
- 3) It must be noted that addressing is culture specific. There are differences between Chinese addressing and English addressing. For example, in Chinese we can title a first name by saying “玛莉小姐” or “大卫先生”, but in English we can only address them as *Mary* or *David*. Another difference in addressing is that in Chinese we use a lot of professional titles

while in English we don't except for *Dr.*, *Prof.* and a few others. That's why we cannot address our teacher as *Teacher Smith*. Instead, we should call him *Mr. / Mrs. Smith* or *Prof. Smith*.

- 4) In English sales assistants in shops and clerks in other service sectors address their customers as *Madam* or *Sir*. They are not followed either by a first name or a surname.
- 5) In English communication, people sometimes use first-names in addressing people so as to build up a closer relationship. For example, they sometimes introduce themselves by saying, "My name is Dave Jones. Please call me Dave." However, it must be remembered that first-naming especially first-naming seniors is not always preferred.

Language Points

1. Notes to the Passage

- 1) **Para 1: The first-naming is almost always done by people young enough to be our children.**

The above sentence is in passive voice, which is used specially to emphasize the agent *people young enough to be our children*. Compare "People young enough to be our children almost do the first-naming". In this sentence, the emphasis is laid on the act of *do the first-naming*. The adjective clause *young enough to be our children* is used to post-modify *people*.

- 2) **Para 1: The young receptionist called my turn, saying, "This way, Tom."**

Saying is a present participle to accompany the act *called my turn*. For example, she was dancing on the stage, smiling to the audience. (她一边在舞台上跳舞, 一边向观众微笑。)

- 3) **Para 1: I noted a paradox when the doctor, who was almost exactly my age, said: "That's a very serious sprain, Mr. Middleton."**

Who was almost exactly my age is a non-restrictive relative clause introduced by *who* to give a further description of the doctor.

- 4) **Para 3: When at a party, I met a young man who had recently become a doctor.**

Who had recently become a doctor is in past perfect tense, which shows the act *meeting a young man* happened after the act *becoming a doctor*. For example, I had finished my homework before my mother got home. (我在妈妈到家前就做完了家庭作业。)

When at a party is an elliptical clause with its S-V (*I was*) omitted.

- 5) **Para 3: ... as a doctor, he should call his patients, no matter what their age, by their first names...**

No matter what their age is an adverbial clause of concession, where "is" is omitted.

- 6) **Para 4: That must be especially irritating — to have strangers call you Patricia.**

That is a pronoun, referring to *to have strangers call you Patricia*.

Another example: That must be very annoying — to be pushed by the crowd. (在人群中推来推去实在令人生气。)

2. Word Usage

address: *v.* speak to, using a title 称呼

address sb. as ... 把某人称呼为...

e.g. I heard him addressing her as darling.

我听见他称她为亲爱的。

first-name: *a.* calling people by their first names, rather than having to use a more formal title 直呼其名的

e.g. Most old ladies feel annoyed at the first-name custom of youngsters.

大多数老太太对年轻人直呼其名的习惯感到生气。

sprain: *v.* damage a joint by twisting it or bending it violently 扭伤

e.g. He fell and sprained his ankle.

他跌了一跤，将脚踝扭伤了。

annoy: *v.* make rather angry 使恼怒，使生气

be annoyed with sb. 对某人生气 / be annoyed at sth. 对某事生气

e.g. He was annoyed with his students because they didn't do their homework.

他对他的学生感到生气，因为他们没有做作业。

He was annoyed at the noise from the construction site in the midnight.

他讨厌深更半夜从建筑工地上传来的噪音。

annoying *a.* 使人烦恼的

e.g. It's annoying to miss a train.

没能赶上火车，让人心烦。

annoyance *n.* 烦恼

e.g. All these little annoyances did not spoil her sweet temper.

所有这些小小烦恼都未破坏她的温和脾气。

irritate:

irritating *a.* 被激怒的

e.g. They also have the irritating habit of interrupting.

他们也有爱打断别人说话的讨厌习惯。

v.

① make angry or annoyed; excite the temper of 激怒；使急躁

e.g. They were irritated by the sound of crying.

他们被哭声激怒。

② cause discomfort to (part of the body); make sore or inflamed 使（身体某部位）感到不适；刺激；使痛或发炎

e.g. Wear rubber gloves while chopping chilies as they can irritate the skin.

剁辣椒时要戴上橡皮手套，因为辣椒会刺激皮肤。

irritation *n.* 愤怒；刺激；感到痛或发炎

e.g. For the first time he felt irritation at her methods.

他第一次对她的方式感到愤怒。

timid: *a.* shy, nervous, and having no courage or self-confidence 羞怯的

be timid about... 对…胆小, 对…不好意思

e.g. She is timid about singing alone before a large audience.

她不好意思在许多观众面前独唱。

timidity *n.* 胆怯, 羞怯

e.g. She doesn't ridicule my timidity.

她不嘲笑我的怯懦。

timidly *ad.* 胆怯地, 羞怯地

e.g. The little boy stepped forward timidly and shook Leo's hand.

小男孩胆怯地走向前去, 握住里奥的手。

Ant.: *confident* *a.* 有信心心的

e.g. She is a confident woman who is certain of her views.

她是一个信心十足的女人, 对自己的观点很自信。

ass: *n.* a stupid person (*colloq.*) 笨人

pompous ass: 自大的、华而不实的蠢人

e.g. He told every one of us that he did very well in the exam, but it turned out that his name was at the bottom of the list. He is really a pompous ass.

他告诉我们大家他考得很好, 但是, 结果他却排名倒数第几。他真是一个自以为是的蠢货。

ass 原意为驴子, 在 **pompous ass** 一词中为隐喻用法, 指笨人。英语中, 动物的隐喻用法很常见, 例如: a fat cat 大款, a dark horse 始料未及之人/事。

humiliate:

humiliating *a.* 使蒙受耻辱的, 丢脸的

e.g. The Conservatives have suffered a humiliating defeat.

保守派遭到耻辱的失败。

v. say or do something which makes sb. feel ashamed or stupid 羞辱, 使丢脸

e.g. humiliate oneself 丢人, 丢面子

Syn. *insulting* *a.*

e.g. He uses many insulting words to his rivals. 他说了很多话去羞辱他的对手。

humiliation *n.* 羞辱, 耻辱

e.g. She faced the humiliation of discussing her husband's affair.

她面临了讨论她丈夫婚外恋一事的耻辱。

upbringing: *n.* the way that parents treat their children and the things that they teach their children when they are growing up 教养, 抚育

e.g. She was born of a rich family and had a good upbringing and schooling.

她出身于一个有钱人家, 受过良好的教育, 具备良好的教养。

stuffed shirt: *n.* a pretentious or pompous person (*colloq.*) 摆架子的人; 神气十足的人

e.g. Since he took office, he has been a stuffed shirt.
自从他就职以来，就神气十足。

deal with: *v.* 对待；打交道

e.g. When I worked in Florida I dealt with British people all the time.
我在佛罗里达工作时，一直与英国人打交道。

get a glimpse of: 瞥见

e.g. Some of the fans had waited 24 hours outside the Hyde Park Hotel to get a glimpse of their heroine.
一些影迷为了能瞧上一眼女主人公，在海德公园宾馆外等了24个小时。

instead of: 代替

e.g. They raised prices and cut production, instead of cutting costs.
他们提高了价格，减少了产量，而没有降低成本。

speak up: 大胆地说

e.g. I am not suggesting that individuals never speak up about wrong-doing.
我并不是说个人从来不谴责不正当的行为。

feel like: 喜欢，意欲

feel like doing sth.

e.g. Neither of them felt like going back to sleep.
他们俩都不想回去睡觉。

3. Additional Topic-related Sentences

The following sentences are often used to describe the popularity of first-naming and people's reaction to it.

Popularity of first-naming

This young man, whom I had just called, "Dr. Jones," said, "Adelaide, climb up here, and we'll see about that pain in your shoulder."

People's reaction to first-naming

- 1) We involved the entire party in the discussion, and, not surprisingly, everyone over 40 expressed great displeasure at being first-named by people whose first names they didn't even know.
- 2) One lady, who had been introduced as Patty, said she was particularly annoyed at being called "Patricia".
- 3) That must be especially irritating — to have strangers call you Patricia when every one who knows you calls you Pat.
- 4) The irritation at being first-named is widespread and we really should speak up.

Additional Classroom Comprehension Exercise

Complete the summary of the text by filling in the blanks with the words and expressions from the passage. You may change the form of the word when necessary.

The author was 1) _____ at being 2) _____ by the younger generation. His first name was 3) _____ in hospitals, 4) _____ and other places. He found that many people over 40 felt in the same way as he did. He called on people to 5) _____ since the irritation was 6) _____.

Key: 1) irritated 2) first-named 3) called
4) banks 5) speak up 6) widespread

Guide to Exercises and Supplementary Exercises

1. **Exs. 1–2:** *These exercises are designed to check how much the students have understood the passage. They may be done either as a lead-in exercise or as a post-reading exercise. The additional exercise is given below.*

Read the passage again and fill in the following table.

Who addresses Whom	Addressing	Situation
The young receptionist — the author	1)	At the doctor's office.
The young woman — the author	2)	At the bank.
Patty's mother — Patty	3)	When the mother was angry about something.
The young doctor — Adelaide	4)	At the doctor's office.

Key: 1) Tom 2) Thomas 3) Patricia 4) Adelaide

2. **Exs. 3–5:** *These exercises are provided for the students to concentrate on practicing some focal words and expressions chosen from the reading passage. Choose the correct words to complete the following sentences. The two additional exercises are given below for the teacher's use.*

Choose the best answers.

- 1) The boy _____ his ankle on his way to school
a. fell b. slipped c. damaged d. sprained
- 2) It's very strange. He's walking around the garden in his sleeping _____.
a. suit b. dress c. gown d. shirt
- 3) The scorching sun _____ my eyes.
a. irritated b. annoyed c. appalled d. frustrated

- 4) They _____ being first-named by young people as a thoroughly humiliating experience.
 a. felt b. recognized c. regarded d. thought
- 5) Yesterday I went to the bank, where a middle-aged woman _____ my account.
 a. treated b. received c. accepted d. handled

Key: 1) d 2) c 3) a 4) c 5) d

Translate the following phrases and expressions into English.

- 1) 与...打交道 2) 大胆地说出 3) 瞥见
 4) 华而不实的人 5) 阻止...干... 6) 使...卷入...

Key: 1) deal with... 2) speak up 3) get a glimpse of
 4) a pompous ass 5) prevent... from... 6) involve... in...

3. **Ex. 7:** *Students should be reminded to pay attention to the markers of cause and effect before reading the passage. The additional exercise is given below.*

Read the following passage carefully and underline the expressions of cause and effect.

For the last hundred years the climate has been growing much warmer. This has had a number of different effects. Since the beginning of the 20th century, glaciers (冰川) have been melting very rapidly. For example, the Muir Glacier in Alaska has retreated 2 miles in 10 years. Secondly, rising temperatures have been causing the snowline to retreat on mountains all over the world. In Peru, for example, it has risen as much as 2 700 feet in 60 years.

As a result of this, vegetation has also been changing. In Canada, the agricultural cropline has shifted 50 to 100 miles northward. In the same way cool-climate trees like birches and spruce have been dying over large areas of Eastern Canada. In Sweden the tree line has moved up the mountains by as much as 65 feet since 1930.

The distribution of wildlife has also been affected, many European animals moving northwards into Scandinavia. Since 1918, 25 new species of birds have been seen in Greenland, and in the United States birds have moved their nests to the north.

Finally, the sea has been rising at rapidly increasing rate, largely due, as was mentioned above, to the melting of glaciers. In the last 18 years it has risen by about 6 inches, which is about four times the average rate of rise over the last 9 000 years.

4. **Exs. 8–9:** *These listening exercises are designed for scanning a particular kind of message.*
5. **Ex. 10:** *This exercise is designed to help students practice making apologies and responses to apologies. It is better done in pairs.*
6. **Ex. 11:** *This exercise is designed to practice translating sentences which are in passive voice.*

As the passive voice is used much more frequently in English than in Chinese, an English passive clause can often be translated into a Chinese clause in active voice. For example, "He was

asked to sweep the floor by the teacher.”（老师让他扫地。）If the agent is not known in the original English clause, the clause can be translated into Chinese still in passive voice by the use of words such as “被”或“给”，“遭受”，“为…所”，“把”，“使”和“由”。

For example:

The lion in the zoo was tamed.（动物园的狮子给驯服了。）

The throne was not easily cleaned.（王座是不容易清洁的。）

When he was away yesterday, his flat was burgled.（他昨天不在家时，他的房子遭到偷窃。）

Additional exercise:

Translate the following sentences into Chinese using the above techniques.

- 1) They're expected to endure rather than to voice any unhappiness.
人们期望他们忍受而不是吐露任何不快。
- 2) Our conversation was interrupted by an unexpected visitor.
一位不速之客打断了我们的谈话。
- 3) She was accompanied by her husband while she was in hospital.
住院期间，她由丈夫陪着。
- 4) He was irritated by those rude words.
他被那些无礼的言语激怒。
- 5) The equipment was installed by the two technicians.
这台设备是由两位技术员安装的。



III. Applied Writing

I Structure Analysis

In most English speaking countries, people usually write to acknowledge with thanks anything received or enjoyed, such as a gift, a dinner party and so on. A thank-you letter should be brief and sound sincere. A letter of apology is needed when an inconvenience is caused. The following structure and expressions are commonly used in writing a letter of thanks and a letter of apology:

A letter of thanks:

1. Expressing thanks	<ol style="list-style-type: none"> 1. We want to thank you for... 2. We'd like to thank you for... 3. Thank you very much for... 4. We are very grateful for... 5. We really appreciate...
2. Giving the reason(s)	<ol style="list-style-type: none"> 1. The food was delicious. 2. The painting fits in perfectly well with the curtains. 3. We also enjoyed meeting your friends. 4. It was very interesting.
3. Expressing thanks again	<ol style="list-style-type: none"> 1. Thank you again.

A letter of apology:

1. Making an apology	<ol style="list-style-type: none"> 1. We must apologize for... 2. We apologize for... 3. We are extremely sorry for... 4. We are terribly sorry that... 5. We regret to inform you that...
2. Giving the reason(s)	<ol style="list-style-type: none"> 1. I can't go to meet you at the airport this Sunday. 2. I forgot to return your book on time. 3. I have to cancel the appointment with you.
3. Apologizing again	<ol style="list-style-type: none"> 1. With apologies once again. 2. We hope that this has not caused you any inconvenience. 3. Please accept our apologies once again.

Additional Samples of the Specified Type of Applied Writing**A letter of thanks**

CHONGQING ORPHANAGE • 86 BEIJING RD • CHONGQING
PHONE: (023) 8253XXXX • FAX: (023) 8253XXXX

General Manager
New Star Computer Company
29 West Street
Hong Kong

November 28, 2010

Dear Sir or Madam,

On behalf of the children of Chongqing Orphanage, I would like to thank you for the generous donation of 50 computers. I assure you that the computers will play an important role in the education of the children. Our previous educational materials were quite outdated so this timely gift is most appreciated.

Faithfully yours,

Alice Wong
Principal

A letter of apology

Customer Service
Telecom Company
Shapingba
Chongqing 400044
November 28, 2010

Dear Mr. Bodfish,

We regret to inform you that you have been overcharged on your telephone bill. Due to a technical error on our part you were charged an extra 187 *yuan* last month. The amount will be subtracted from your bill next month. Thank you for your understanding and patience in this matter.

With apologies once again.

Sincerely,
Philip Chan
Customer Service
China Telecom



IV. Grammar Focus

Emphasis and Omission

I Grammar Notes

- 1) It + be + 强调部分 *that...* *that* can be replaced by *who* if the emphatic part refers to people
e.g. It was his son that/who won the first prize for the Speech Contest.
 是他的儿子获得了演讲比赛的第一名。
 It was two o'clock in the morning that he got home.
 他回到家时，已是凌晨两点。
- 2) In a compound or a complex sentence, elements in the second clause can be omitted if they repeat what we have in the first clause.
e.g. I will go shopping today, and he will (go shopping today) too.
 我今天要购物，他今天也要购物（省略go shopping today）。
- 3) In a complex clause, omission is usually made in the sub-clause. Omission in the main clause is usually made at the beginning of the clause.
e.g. If (it is) necessary, I'll give him some private tuition.
 如果有必要的话，我将给他进行个别辅导（省略从句中的it is）。
 (It's) Too bad she failed in the exam.
 她考试没及格，太糟糕了（省略主句中的It's）。

II Additional Examples

- 1) Use the emphatic pattern *It... that / who...* to emphasize the underlined parts.
 - (1) The volcanoes roared for five days and nights. (It was for five days and nights that the volcanoes roared.)
 - (2) In a market across the road, some women sit over trays of ladyfinger bananas and red bell peppers. (It is in a market across the road that some women sit over trays of ladyfinger bananas and red bell peppers.)
 - (3) An hour later came a horrific explosion along the western shores of the harbor. (It was a horrific explosion that came an hour later along the western shores of the harbor.)
 - (4) At the end of the wharf, a woman gazes across the harbor towards the smoking cone. (It is a woman who, at the end of the wharf, gazes across the harbor towards the smoking

cone.)

(5) That night we thought we might die there. (It was that night that we thought we might die there.)

2) Rewrite the following sentences by omitting those words which can be omitted.

(1) If you like me to help you, I'll give you a hand. (If you like, I'll give you a hand.)

(2) She likes dancing and he likes singing. (She likes dancing and he singing.)

(3) What a fine day it is! (What a fine day!)

(4) I'm pleased to meet you. (Pleased to meet you.)

(5) When he is alone, he tends to be lost in his thought. (When alone, he tends to be lost in his thought.)



V. Merry Learning

My husband, an airline pilot, often has difficulty locating items around the house. One day he asked me where the salt was. Annoyed, I responded, "How on earth do you find the airport at night when you can't find the salt in your own kitchen?"

"Well, darling," he replied, "they don't move the airports."



VI. Key to Exercises

Integrated Skills Development

- ① 1. Young people 2. the first-naming 3. Common
4. displeasure 5. irritated
- ② 1. last, first 2. Last year 3. withdrawal slip
4. school 5. Humiliating experience
- ③ irritation irritating displeasure annoyed humiliating insulting angry
- ④ 1. note 2. deal with 3. particularly 4. thoroughly
5. involve... in 6. junior 7. address 8. a glimpse of
9. loan 10. upbringing
- ⑤ 1. It is considered impolite in China to first-name one's seniors.
2. He has noted that many women get irritated at being first-named.

3. In some countries, not simply does the senior first-name the junior, but also the junior first-names the senior.
 4. My parents have dealt with that company for more than ten years.
 5. I got a glimpse of him and can't remember his appearance clearly.
 6. Don't involve him in the quarrel.
 7. I feel like taking a walk alone on campus.
 8. She will never forget the humiliating experience of being first-named by her son in public.
 9. It seems that she is used to being addressed by her first name.
 10. Some people think that you could show respect for others by addressing them by their surnames rather than by their first names.
- 7
1. one student doesn't have an adequate mathematics course in high school
 2. so
 3. because of that
 4. the students who have to take jobs don't have much time to study
 5. as a result
 6. consequently
 7. they spend their time doing other things and then fail

8 **Script**

Most Australians have three names, the first two of which are chosen by the parents when a child is born. These are called the first names, given names or Christian names. The last name is the family name coming from the father and is automatically given to all his children. The family name can also be called the surname or the last name. Some people have only one given name and some several, but people usually have two.

In Australia, however, sometimes first names are not used. For example, it is rare for children to call their parents by the first name and they would usually call other adults "aunt" or "uncle" together with the first name. In some formal situations, such as interviews for jobs or important business meetings, it is also usual not to use first names. Instead a title is used together with the family names.

Key:

1. Three. The first two are the given names. The last one is the family name. (two first names + one family name.)
 2. The given names.
 3. The family name.
 4. Rarely.
 5. They call them "aunts" or "uncles" with their first names.
 6. In some formal situations.
- 9 A. (F) B. (T) C. (F)
- 10
1. A: Sorry to have kept you waiting for so long.
B: Never mind. / That's all right.
 2. A: I'm terribly sorry, but I have lost your book.

- B: Never mind. I have already read it through.
3. A: I'm sorry to have run you down. Let me take you to the hospital.
B: That's all right. Thank you.
4. A: I'm afraid I can't go to the party with you tonight.
B: That's all right. Perhaps another time?

11

	2分	1分	0.5分	0分
1	B	D	A	C
2	A	D	C	B
3	A	D	B	C
4	B	A	C	D
5	D	B	A	C

Applied Writing

1

Letter one (thanks)	Preposition	Reasons
I want to thank you	for	1. the lovely dinner party last Saturday evening. 2. <u>the delicious food.</u> 3. <u>the opportunity to meet your friends.</u>
Letter two (apology)	Reason	
I'm very sorry	4. <u>I can't go to James' birthday party on Friday.</u>	

- 2 Thank you very much for the pleasant evening I have had. I liked the restaurant we went to very much. I enjoyed the delicious Indian food and also the fair-sounding Indian folk songs.

Thanks again.

3

31 January, 2011
Dear Susan,

I'm awfully sorry I forgot to meet you at the airport last Saturday. We had an end-of-term party in our bedroom the night before. We were so proud of our final exam results that everyone drank like a fish all night. I felt dizzy all day Saturday and had little sense of what I should do that day. It was in the evening that I realized I forgot to meet you at the airport. Since then, I've tried to call you several times, but I feel you are still angry with me and

wouldn't answer my phone call.

I promise this will not happen again and wish you would forgive me.

Hoping to see you soon.

Love
James
James

Grammar Focus

1. haven't
 2. but not English
 3. studying English
 4. easy as expected
 5. it's not
 6. than me
 7. so difficult
2. B. No. It was Germany that I went to.
 - B. It was gestures that helped a lot.
 - B. No. It was for three weeks that I stayed there.
 - B. No. It was via Hong Kong that I came back.
 - B. No. It was my mother who met me at the airport.



VII. Text Translation for Reference

直呼其名的习惯

那些年龄跟我们孩子一般大的年轻人几乎总是对人直呼其名。去年，我在上班的路上扭伤了脚。我步履蹒跚地来到医生的办公室。轮到我时，年轻的接待员招呼道，“汤姆，这边来。”然而，我注意到医生对我的称呼截然不同。医生与我年龄差不多大。他对我说，“密德尔顿先生，您的脚伤得不轻。”

不仅医生和牙医在办公室里这样直呼其名，几乎所有的人在任何场合都习惯这样称呼。有一天，在本地一家银行里，一位接待我的年轻女士在核对了提款回单上我的姓名后，向我祝福道，“汤姆斯，祝你圣诞快乐！”

医生和牙医的助手似乎对直呼其名感到有点不好意思。我对其中的原因似乎有所察觉。几个月前的一次聚会，我遇到一位刚当上医生的年轻人。他告诉我他在学校受的教育，作为医生，不管病人的年纪多大，要对他直呼其名。但是，病人却应称呼他为吉尔伯特医生。这样称呼以表示对他的尊敬。我们让出席晚会的所有的人对此发表意见。结果不出所料，四十岁以上的人都表示不愿意被那些连对方名字也不知道的人直呼其名。一位叫帕蒂的女士说她特别气愤别人叫她“帕蒂里西亚”。她说，“除了我母亲生气时，没有人这样称呼我帕蒂里西亚”。

熟悉你的人才称呼你帕特、帕特西、帕蒂、特莉西或者特莉西亚；米格、玛吉、佩格或者佩吉；莉莎、莉兹、贝施、贝蒂或者贝特西。而陌生人称呼你帕蒂里西亚或玛格丽特或伊丽莎白实在令人十分难堪。

我们大部分人都不好意思要求别人称呼自己为某某先生、某某夫人、某某小姐或某某女士，因为那样会被人认为是自负或者虚荣。但是，如果被人直呼其名也普遍令人气愤，所以我们应该表明这一态度。

多年来，我常听见一些女士讲述她们被人直呼其名的经历，她们认为这些经历令人感到耻辱。在她们的来信里常这样写道，“上星期，我见了一位年龄与我孙子差不多大的医生，在我刚称呼完他“琼斯医生”后，他却说，‘爬到这上面来，阿德莱德。让我看看你的肩痛。’此时，我正穿着他们提供的那种令人难受的病服，你都无法想像我当时的反应。整个经历使人有失身份。“阿德莱德”这一称呼从这个年轻人口里说出，让人无法忍受。我真想回敬他为‘小家伙’或者‘年轻人’。但是，我没有那样做，因为我有良好的教养。”

Unit 9

Welcoming



I. Aims and Requirements

I Language Focus

1. Focal Words and Expressions

conscious	assume	significant	hostile	aggressive
adjust	appropriately	conflict	reflect on	misinterpret
timing	procedural	confirm	negotiate	jump to conclusion
tone down	in this case			

2. Focal Functions and Patterns

The key to effective cross-cultural communication

- 1) First, it is essential that people understand the potential problems of cross-cultural communication, and make a conscious effort to overcome these problems.
- 2) Second, it is important to assume that one's efforts will not always be successful, and adjust one's behavior appropriately.

Examples of how to have effective cross-cultural communications

- 1) One should always assume that there is a significant possibility that cultural differences are

causing communication problems, and be willing to be patient and forgiving, rather than hostile and aggressive, if problems develop.

- 2) One should respond slowly and carefully in cross-cultural exchanges, not jumping to the conclusion that you know what is being thought and said.
- 3) Often intermediaries who are familiar with both cultures can be helpful in cross-cultural communication situations. For instance, they can tone down strong statements that would be considered appropriate in one culture but not in another. They can also adjust the timing of what is said and done. Some cultures move quickly to the point.
- 4) Yet sometimes intermediaries can make communication even more difficult. In this case engaging in extra discussions about the process and the manner of carrying out the discussions is appropriate, as is extra time for confirming and re-confirming understandings at every step in the dialog or negotiating process.

II Skills Development

1. Reading and Translating

- 1) Reading: making conclusions
- 2) Translating: prepositional phrases

2. Listening and Speaking

- 1) Listening: understanding the detailed message and taking short notes
- 2) Speaking: talking about how to have effective cross-cultural communication

3. Writing

Learning to write a welcoming speech



II. Integrated Skills Development

I Background Information

1. Introductory Remarks of the Passage

Cross-cultural communication (also frequently referred to as intercultural communication, which is also used in a different sense, though) is a field of study that looks at how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavor to communicate across cultures. This passage tells us the key to effective cross-cultural communication and the examples of how to have effective communication.

2. Background Remarks

Effective cross-cultural communication is an important aspect of organizational communication.

Cross-cultural communication refers to communication between individuals of different cultures. Cultural misunderstandings tend to lead to poor cross-cultural communications. Communications of cross-cultural work groups will enhance the efficiency and effectiveness of organizational communication. Improving communication of cross-cultural work groups involves education, patience, and an open mind. The three components to effective cross-cultural communication are: knowledge (= information necessary to interact appropriately and effectively); motivation (e.g. positive effect toward the other culture, empathy); skills (= behavior necessary to interact appropriately and effectively)

Language Points

1. Notes to the Passage

- 1) **Para 1: It is essential that people understand the potential problems of cross-cultural communication, and make a conscious effort to overcome these problems.**

This is one form of subjunctive mood with the basic structure “It is essential/necessary/advisable/indispensable that + subject +should (should can be omitted) + clause” to express a command, request, or suggestion that has not yet occurred.

e.g. It is advisable that the development of economy be slowed down at an appropriate pace.

明智的做法是应该适当地放慢经济发展的速度。

- 2) **Para 2:... that there is a significant possibility that cultural differences are causing communication problems, ... not jumping to the conclusion that you know what is being thought and said.**

The basic sentence structure is a noun clause as the appositive or the appositive clause: noun (e.g. possibility, fact, opinion, news, evidence, conclusion, etc.) + that (that cannot be omitted) + sentence to be the appositive of the noun to explain it in details.

e.g. The king's decision that the prisoners would be set free surprised all the people.

国王决定释放所有犯人, 这让所有人吃了一惊。

- 3) **Para 3: ... reflect on what is going on before you act. ... I misinterpreted what they said, or they misinterpreted me?**

The basic structure of the object clause in the sentence is a verb followed by a noun clause. Some of the words that introduce noun clauses are *that, whether, who, why, whom, what, how, when, whoever, where, and whomever*.

e.g. They tried to figure out who committed the crime.

他们尽力去搞清楚是谁犯的罪。

The students feel confused at what their teacher is talking about.

学生不明白老师的讲解。

- 4) **Para 4: Often intermediaries who are familiar with both cultures can be helpful in cross-cultural communication situations... A mediator or intermediary who understands this can explain the problem, and make appropriate procedural adjustments.**

The basic syntactic structure in the first sentence is *Often intermediaries can be helpful in cross-*

cultural communication situations and The basic syntactic structure in the second sentence is *A mediator or intermediary can explain the problem, and make appropriate procedural adjustments.* In those two sentences, *intermediaries* and *A mediator or intermediary* as subject is followed by the attributive clause *who are familiar with both cultures* and *who understands this* to be the modifiers. In the passage, you can find similar structures.

e.g. For instance, they can tone down strong statements that would be considered appropriate in one culture but not in another.

他们能缓和一些激烈言辞，而这些激烈言辞对其中一种文化是恰当的，而对另一种不恰当。

5) Para 4: They can also adjust the timing of what is said and done.

The basic syntactic structure of the sentence is *They can also adjust the timing* where *what-* clause is the post-modifier of the object *timing*. Similarly, you could find the same structure in the following sentence.

e.g. Much of what he said is not true.

他说的许多话都是不真实的。

6) Para 4: Others talk about other things long enough to establish rapport or a relationship with the other person.

In this sentence, *long enough* is an expression with adjective+ *enough* to modify the adjective while the expression should be *enough* + noun when *enough* is used to modify the noun

e.g. She plays well enough for a beginner.

对于初学者来说，她弹奏得已相当不错了。

He has enough courage to make a public speech.

他有足够的勇气去公开演讲。

7) Para 5: In this case engaging in extra discussions about the process and the manner of carrying out the discussions is appropriate, as is extra time for confirming and re-confirming understandings at every step in the dialog or negotiating process.

The basic syntactic structure of the sentence is *engaging in extra discussions is appropriate.* *engaging in* is -ing particle used as subject. *As* (conjunction) is usually followed by *be* or *do* + subject which means *and so too*.

e.g. He is a doctor, as were his wife before she had children.

他是医生，他妻子生儿育女之前也当过医生。

2. Word Usage

conscious: *a.* (of actions, feelings, etc.) realized by oneself; intentional (指行为、感情等) 有意识的

e.g. I had to make a conscious effort not to be rude to her.

我得刻意约束自己不要对她粗鲁。

be conscious of sth./that: be aware of ; notice 知道的；察觉的

e.g. I was not conscious of having made a mistake.

我没意识到犯了错误。

They were conscious that he disapproved.

他们意识到他不赞成。

subconscious: *a.* 下意识的

consciousness: *n.* 知觉

assume: *v.* accept (sth.) as true before there is proof 假设; 假定

e.g. I am assuming that the present situation is going to continue.

我认为目前的情况将会继续下去。

注意: assume 和 resume 的区别: assume (假定); resume (重新开始)

significant: *a.* important; considerable 有意义的; 显著的

e.g. There is a significant difference between two figures.

两组数据之间存在显著差异。

e.g. Their change of plan is strange but I don't think it's significant.

他们改变了计划, 十分奇怪, 但我觉得没有什么意义。

hostile: *a.* (towards sb./sth.) showing strong dislikes or enmity; very unfriendly 怀有敌意的; 不友好的

e.g. Their hostile looks showed that he was unwelcome.

他们怀敌意的表情说明他不受欢迎。

Ant: hospitable: *a.* pleased to welcome and entertain guests (人、其行为) 好客的, 热情友好的

aggressive: *a.* (of things or actions) for or of an attack; offensive 好争斗的; 挑衅的

e.g. Their aggressive attitude makes the situation tense.

他们攻击性的态度让事态紧张。

conflict: *n.* serious disagreement; argument; controversy 冲突; 争执

e.g. It is not surprising that such a view has led to very considerable conflict.

这样的一种观点引起很大的分歧是不足为怪的。

reflect on: consider 考虑; 思考

e.g. I need time to reflect on what you have suggested.

我需要时间来考虑你的建议。

misinterpret: *v.* interpret (sb./sth.) wrongly; make a wrong inference from (sth.) 误解

e.g. He misinterpreted her silence as indicating agreement.

他误以为她的沉默就是同意。

mis是构词前缀, 表示否定

e.g. mislead (误导); misfortune (不幸); misunderstand (误解); misplace (放错); misuse (误用)

procedural: *a.* of steps 程序上的; 步骤的

e.g. The business of the committee was delayed by procedural difficulties.

委员会的事务因程序上有困难而耽搁了。

confirm: *v.* provide evidence for the truth or correctness of; establish the truth of 确认

e.g. When asked, she confirmed that she was going to retire.

别人问她的时候，她证实自己即将退休。

negotiate: *v.* try to reach agreement by discussion 谈判；协商

e.g. The government negotiated with the opposition party over the new law.

政府就新法与反对党进行了协商。

jump to conclusion: come to a decision about sb./sth. too quickly, before one has thought about all the facts (未经全面考虑) 匆匆下结论

e.g. He often jumps to conclusion, never weighing the advantages and disadvantages.

他经常匆匆下结论，从不权衡利弊。

tone down: cause sth. to become less tense 缓和

e.g. You'd better tone down the more offensive remarks in your article.

你最好把文章里的攻击性词句写得含蓄些。

in this case: in this situation; in this circumstance 在这种情况下

e.g. in this case, you have to work much harder.

这样的话，你就得更加努力了。

3. Additional Topic-related Sentences

The following sentences are also used to describe how to have effective cross-cultural communication.

- 1) Active listening can sometimes be used to check this out by repeating what one thinks he or she heard, one can confirm that one understands the communication accurately.
- 2) In order to be an effective communicator cross-culturally, you must be willing to adapt, adjust and empathize.
- 3) Evaluate nonverbal communication cues to determine if others understand your message.
- 4) Looks of bewilderment and confusion can be indicators you need to try a new approach to communicate your message.
- 5) Do not become upset if your message does not get interpreted correctly the first time around. Instead, try to send your message a different way, whether through different word choice or other mediums, like graphics or a translator.
- 6) By keeping an open mind, you can learn new strategies to implement in the workplace and gain a new perspective on your work.

Additional Classroom Comprehension Exercise

Complete the summary of the text by filling in the blanks with the words and phrases from the text. You may change the form of the word when necessary.

In the cross-cultural communication, it is much likely that cultural differences will cause

communication problems, such as heated 1) _____. So, first, it is essential that people understand the 2) _____ problems of cross-cultural communication, and make a conscious effort to 3) _____ these problems. Second, it is important to assume that one's efforts will not always be successful, and 4) _____ one's behavior appropriately. For example, when the situation gets tense, it is a good idea to be willing to be patient and 5) _____ rather than 6) _____ and aggressive, then, to stop, listen and think. Often turning to intermediaries who are 7) _____ with both cultures can also be helpful.

Key: 1) conflicts 2) potential 3) overcome 4) adjust
5) forgiving 6) hostile 7) familiar

N Guide to Exercises and Supplementary Exercises

1. Exs. 1–2: *These exercises are designed to check how much the students have understood the passage. They may be done either as a lead-in exercise or as a post-reading exercise. The additional exercise is given below.*

Decide whether the following statements are true (T) or false (F) according to the passage.

- 1) In cross-cultural communication, we should change our behavior accordingly.
- 2) When cultural differences lead to communication problems, it is advisable that we should respond immediately.
- 3) “Go to the balcony” approach means withdraw from the situation and drop the communication.
- 4) Intermediaries who are familiar with both cultures can help as well as make the cross-cultural communication more difficult.
- 5) People from the culture that needs a “warm-up” prefer to establish rapport before the negotiation.

Key: 1) T 2) F 3) F 4) T 5) T

2. Exs. 3–5: *These exercises are provided for the students to concentrate on practicing some focal words and expressions chosen from the reading passage. Choose the correct words to complete the following sentences. Two more additional exercises are given below for the teacher's use.*

Choose the best answers.

- 1) It is not easy for a new arrival to _____ to the new culture.
 - a. adopt b. admit c. adjust d. admire
- 2) The experts _____ that the inflation will continue.
 - a. resume b. assume c. consume d. assure
- 3) Dogs are trained to be _____ and easy to attack people.
 - a. ambitious b. aggressive c. domestic d. docile
- 4) We should carefully reflect _____ what we are discussing.
 - a. at b. in c. to d. on

- 5) A famous saying often goes like “_____ and tide wait for no man.”
 a. time b. timely c. timeliness d. timetable
- 6) Both two sides take cooperative and friendly attitude in the business _____.
 a. speech b. address c. conflict d. negotiation

Key: 1. c 2. b 3. b 4. d 5. a 6. d

Translate the following phrases and expression.

- 1) 跨文化交际 2) 与...建立和谐关系 3) 缓和 4) 热身
 5) 程序上的调整 6) 考虑 7) 放慢 8) 时机

Key: 1) cross-cultural/inter-cultural communication 2) establish rapport with
 3) tone down 4) warm-up 5) procedural adjustment
 6) reflect on 7) slow down 8) timing

3. **Exs. 7–8:** *Students should be reminded to pay attention to the markers of conclusions before reading the passage.*

4. **Exs. 9–10:** *These listening exercises are designed for understanding the detailed message and taking short notes. The additional exercise is given below.*

Read the Reading Passage in the text book (P148) again and decide whether the following statements are true (T) or false (F) according to the passage.

- 1) The survey is about English reading habits of overseas postgraduates. (T)
 2) The informants spent more time on academic journals than on academic books. (F)
 3) The number of informants who read regional or local newspapers is larger than that who read national daily newspapers. (T)
 4) Neither Sunday newspapers or fiction was as popular as newspapers and general magazines. (T)
 5) It can be inferred that the informants didn't have pressure on academic studying. (F)

5. **Ex. 11:** *This exercise is designed to help students to talk about the culture shock foreigners might experience in China. It is better done in pairs or in groups.*

6. **Ex. 12:** *This exercise is designed to practice skills of translating prepositions. English prepositions are usually translated into Chinese verbs or other word classes. An additional exercise is given below.*

Translate the following sentences into Chinese. Pay attention to the translation of the prepositions.

- 1) He will be at the airport to meet you.
 他会到机场去接你。
- 2) I'm afraid this dress isn't for me.
 恐怕这件连衣裙我穿不适合。
- 3) I wasn't in that particular argument.
 我没有参与那场特别的辩论。

- 4) David is eating, his eyes on his food.
大卫一边吃，一边盯着食物。
- 5) The meeting was off since the sales manager couldn't come.
由于销售经理不能来，因此会议被取消。
- 6) He is down with flu.
他得了流感，病倒了。



III. Applied Writing

I Structure Analysis

A welcoming speech usually consists of three parts: 1. welcoming; 2. related topics to the audience; 3. wishes.

II Additional Samples of the Specified Type of Applied Writing

Good afternoon ladies and gentlemen,

It gives me much pleasure on behalf of this company to extend a warm welcome to the members of the British delegation of medicine manufacturing, who have been invited to visit China by our company. I understand that the arrangements are being made for a comprehensive program and I need not say about this now.

I have, however, just heard that agreement has been reached between our company and some British companies for the exchange of technicians. This is a great step forward for our cooperation in the industry of medicine manufacturing and I am sure everyone at present will be pleased at the news.

Once again, I would like to welcome you on behalf of our chief manager and hope you will enjoy a happy stay in China.



IV. Grammar Focus

“As” Clause

I Grammar Notes

- 1) as + *a./ad.* + as + adverbial clause
e.g. At the party, she did her utmost to know as many people as she could.
 晚会上，她尽量去结识更多的人。
- 2) as + adverbial clause of cause
e.g. As he was ill, he didn't take the exam.
 因为他生病了，所以没有参加考试。
- 3) as + adverbial of time
e.g. She fainted as she dashed to the finishing line.
 当她冲刺到终点线时，她昏倒了。
- 4) as + relative clause
e.g. As is agreed, we all will work overtime.
 大家都同意，我们全部加班。

II Additional Exercises

Translate the following sentences into English using an *as*-clause.

- 1) 他出生在一个穷苦人家，想方设法多赚钱。(He was born to a poor family and tried to earn as much money as he could.)
- 2) 因为她只有16岁，所以不能独自去看那部影片。(As she is only 16 years old, she cannot go to see that movie on her own.)
- 3) 当老太太正要离开时，她的儿子来了。(The old woman's son came as she was going to leave.)
- 4) 众所周知，周总理是一位杰出的外交家。(As is well-known, Premier Zhou was an outstanding diplomat.)
- 5) 由于她是单亲母亲，因此她既要工作又要照看孩子。(As she is a single mother, she not only has to work, but also take care of the child.)



V. Merry Learning

One morning my wife and I were at the local market, where she loves to bargain with stall (小摊) holders. She soon found a pair of sandals (凉鞋) she liked.

“How much are they?” she asked the owner.

“\$50,” replied the stall holder.

My wife asked if she could have the sandals for \$25.

“Certainly madam,” he said. “But you will have to choose between the left or the right one.”



VI. Key to Exercises

Integrated Skills Development

1. 1. the potential problems, adjust their behavior
2. Cultural differences
3. stop, listen, think
4. strong statements
5. support, understand

2

Communication problems	e.g. heated conflicts
Possible causes	Cultural differences
Solutions	1. to be willing to be patient and forgiving rather than hostile and aggressive
	2. to stop, listen and think

Solutions	3. to turn to intermediaries	helpful intermediaries: 1. tone down strong statements 2. adjust the timing of what is said and done
		unhelpful intermediaries: 1. a mediator from the same culture or nationality as one of the disputants: bias or more support or understanding of the person of his/her own culture. 2. a mediator from a third group: the potential for cross-cultural misunderstanding increases

- 3 (F) 文化差异 (L) 仓促地得出结论
 (J) 激烈言辞 (A) 做出调整
 (G) 解决问题 (I) 建立和谐关系
 (C) 有意识地去努力 (K) 谈判进程
 (H) 切入正题 (D) 激烈冲突

- 4 1. essentially
 2. assumption
 3. significance
 4. aggression
 5. tension
 6. misinterpreting
 7. inappropriate
 8. supportive
 9. adjustment
 10. increasingly

- 5 1. The key to effective cross-cultural communication is your knowledge of the potential problems.
 2. Every new arrival in a country should adjust his way of life to cultural differences.
 3. Their hostile attitude makes the situation even tenser.
 4. We should slow down the economic development for a better environmental protection.
 5. People often misinterpret what others mean due to language barriers.
 6. He is familiar with people's way of life and way of thinking in this country.
 7. They finally choose to forgive after a careful reflection on the causes for this conflict.
 8. We must ask you to tone down your remarks because they are giving offence to some of our

guests.

9. The result confirmed that we should persist rather than give up.
10. It is common for people to have differences in the negotiation.

6 (Open.)

7

Drawing a logical conclusion	Basis
It may be concluded that fewer people now get married in a church.	<ol style="list-style-type: none"> 1. For civil ceremonies there is an increase of 33 every 10 years. 2. For Church of England/Wales marriages there is a decline of 36 every 10 years.

8 books and journals on their own subject

9 Script

If someone does something that is culturally unfamiliar, Americans will not usually say, "That's OK, he's a foreigner. He is not expected to know American customs." Although the majority of Americans are European, racially and culturally, Americans include people from every race and cultural background. For this reason, a person who has a foreign accent, is not light-skinned, or dresses or acts a little differently from most Americans is usually not given special attention. In fact, because the population in the U.S. includes so many races and cultures, foreign visitors or immigrants are sometimes mistaken for native-born Americans.

Key: 1. F 2. T 3. F 4. T 5. T

1. is culturally unfamiliar
2. That's OK, he's a foreigner
3. Europeans
4. every race and cultural background
5. special attention
6. the population in the U.S. includes so many races and cultures

11 (Open.)

12

	2分	1分	0.5分	0分
1	D	C	A	B
2	A	D	B	C
3	B	C	A	D
4	B	A	C	D
5	C	B	D	A

Applied Writing

1. 很高兴认识你们这些有理想、有抱负的年轻人。
2. 我相信你们具有技能、知识和健康。
3. 很高兴欢迎大家的到来。

4. 很高兴你们将与我们在此并肩工作。
5. 欢迎你们来到策划部。
6. 我们的确需要拥有新观念和专业技能的年轻人。
7. 希望你们摒弃过时的价值观念，进行创造性地思维和工作。
8. 十分感谢大家的光临。
9. 很高兴大家的光临。
10. 很高兴你们这一行如此有趣的贵宾的光临。
11. 你们这些贵客光临，我方不胜荣幸。
12. 谢谢大家远道而来。
13. 我向大家表示欢迎。

2 Ladies and gentlemen,

Good evening.

First of all, on behalf of all the leaders and staff in this company, I would like to give you a warm welcome.

As you have known, this company is a large company with a history of 100 years. The development of the company can not simply depend on tradition. We need new blood like you to make our company greater and stronger. You are equipped with up-to-date knowledge, new ideas, and new insights. We expect you to work for the development of the society, the company and yourself.

We would like to extend a warm welcome to you once again. We do hope that you will enjoy your stay here.

Grammar Focus

- 1
 1. Let's go out for a meal as there isn't anything to eat in the house.
 2. I listened carefully as he explained what I had to do.
 3. Tom fell as he was climbing out of the window.
 4. We came in very quietly as we didn't want to wake anyone up.
 5. I had to walk home as I didn't have enough money for a taxi.
 6. She didn't look at me as she passed me in the street.
 7. She dropped her bag as she was getting out of the car.
 8. We all waved goodbye to Tom as he drove away in his car.
- 2
 1. The station was nearer than I thought. The station wasn't as far as I thought.
 2. I go out less often than I used to. I don't go out as often as I used to.
 3. The hotel is cheaper than I expected. The hotel isn't as expensive as I expected.
 4. The examination was easier than we expected. The examination wasn't as difficult as we expected.

5. The horse ran slower than it usually does. The horse didn't run as fast as it usually does.



VII. Text Translation for Reference

有效跨文化交际的关键

知识是有效地进行跨文化交际的关键。首先，人们有必要认识到跨文化交际中潜在的问题，并且有意识地去努力克服这些问题。其次，重要的是要估计到人们的这些努力并不一定都能成功，要根据情况适当地调整自己的行为。

例如，人们都应该估计到文化差异极可能导致沟通问题，而且当问题产生时，应该采取耐心和宽容的态度，而不是敌对和挑衅。在跨文化交际中，人们应该沉稳而慎重地做出反应，不要仓促地认为你对双方的观点和想法都很了解。

对于交际中产生的激烈冲突，威廉·尤里的建议是停下来、倾听和思考，这就是他提出的事态紧张时所采取的“退到阳台”理论。他的观点是：先抽身出来、退后一步、仔细地斟酌情况，然后再采取行动。这种策略同样适合跨文化交际，当事态可能恶化时，先停下来或者放慢速度，然后思考：这是怎么回事？可能是我误解了他们说的意思？还是他们对我有所误解？

很多情况下，求助于对双方文化都很熟悉的中间人进行协调有益于跨文化交际。例如，他们能够缓和一些激烈的言辞，这些激烈的言辞对其中一种文化是恰当的，而对另一种文化则不恰当。他们同样能够调整发言和行动的时机。比如说，来自一些文化的人们在交际中会很快切入正题，而来自另一些文化的人们却需花很长时间闲聊和正题无关的事情，建立融洽的人际关系。如果太快进入正题，那些需要“热身”文化的人们会感到不适应。了解这些情况的中间人能解释清楚这些问题，并恰当地进行程序上的调整。

但是有的时候，中间人可能使沟通更加困难。如果中间人同争议方中的一方来自同一文化或同一国家，人们往往会觉得他会有偏见，即使这种情况并不存在。而且常见的情况是，即使中间人不是故意地偏袒，他也会更加支持和理解与他同一文化的人，只是因为他们彼此更加了解。但是，当中间人来自第三方时，产生跨文化交际误解的可能性会增大。在这种情况下，恰当的做法就是：双方应花额外的时间对讨论的过程和采取的方式进行洽谈，也就是说，在对话和谈判中的每一个阶段，双方都应该花额外的时间去确认和再次确认对问题的理解和看法。

Unit 10

Saying Goodbye



I. Aims and Requirements

I Language Focus

1. Focal Words and Expressions

chat	depressed	freshman	immaturity	independent
loneliness	polish	sorrow	treasure	after all
cheer up	little by little	look back	settle down	
from the bottom of one's heart				

2. Focal Functions and Patterns

- 1) I've forgotten the last time that I cried. But I really can't cheer up now.
- 2) Being half drunk, he was speaking from the bottom of his heart.
- 3) Some soon-to-be graduates become sad and drown their sorrows in alcohol.
- 4) Though excited at the start of the evening, they gradually become depressed.
- 5) They treasure this period of time.
- 6) I've no regrets from my four years.

II Skills Development

1. Reading and Translating

- 1) Reading: using logical connectors in reading comprehension
- 2) Translating: how to handle long sentences in E-C translation

2. Listening and Speaking

- 1) Listening: to understand a complete dialog or a story
- 2) Speaking: talking about the careers students might have to face

3. Writing

Learning to write a farewell speech



II. Integrated Skills Development

I Background Information

1. Introductory Remarks of the Passage

It's quite popular now for the soon-to-be graduates to gather together, chatting while drinking and eating for hours in a restaurant. This is the way many students choose to enjoy their last moments at college. While recalling the leisurely days they had in the previous years at the university, they feel very sad of departing and some are uncertain about their future.

2. Background Remarks

professor (正)教授 associate professor 副教授 guest professor 客座教授 lecturer 讲师 senior lecturer 高级讲师 teaching assistant 助教 president 校长 faculty director 大学院长 dean 系主任 vice president 副校长 dean of studies 教务长 school uniform 校服 school banner 校旗 school badge 校徽 freshman 一年级学生 sophomore 二年级学生 junior 三年级学生 senior 四年级学生

II Language Points

1. Notes to the Passage

1) Para 1: ... a graduate majoring in physics at a state university.

Majoring in..., a present participle, acts as a post-modifier, modifying *graduate* and meaning *specializing in or doing physics* at college. As a student, you can take a minor course (辅修科目) in addition to your major (主修科目).

2) Para 1: Philip drank a lot of wine while having supper with a few friends.

When a participle clause acts as an adverbial in a sentence, it can take a corresponding conjunction, such as *while, when, if, unless*, etc. Hence we have here *while having supper...* In

these cases, the participle clause shares the same subject with the main clause and therefore the sentence can be rewritten as: Philip drank a lot of wine while *he was* having supper with a few friends. Similar structure can be found in:

Unless meeting with trouble, I'll be there on time.

只要不遇到麻烦，我将准时到那儿。

Although living miles away, he arrived on time.

虽然住在几英里以外，他却准时到达了。

Though told to stop, he kept on working.

虽然让他停下来，但他仍继续工作。

3) Para 5: They just need polishing...

When an “-ing” form is used as the object of such verbs as *need*, *demand*, *deserve*, etc. it carries the meaning of passive voice. *Need polishing* is equal to *need to be polished*. We could also say:

The front gate needs/wants/requires mending.

4) Para 6: “... except one thing — that what is outside campus is different from their colleges or universities.”

That introduces an appositive clause to give a further explanation of one thing, and in this clause *what is outside campus* is a subject clause.

5) Para 7: “It is college life that teaches them to say goodbye to immaturity and makes them relatively independent little by little.”

It is... that... is an emphatic structure, by which the subject *college life* is emphasized.

6) Para 7: They treasure this period of time when they experience happiness, sadness, love, friendship, hopes and loneliness.

When (= during which) introduces a relative clause to modify *time*.

7) Para 9: To eat and drink as they do is a real waste.

To eat and drink here acts as the subject of the sentence and *As they do* is an adverbial clause of manner, where *do* stands for *eat and drink*.

2. Word Usage

chat: *v.* talk in a friendly familiar informal manner 闲谈

e.g. The teacher chatted with the students before the class. 课前，老师和学生聊着天。

They sat by the fire and chatted all evening. 他们坐在火边聊了一个晚上。

depressed: *a.* low in spirits; sad 抑郁的

e.g. She felt depressed about the exam result. 得知考试成绩以后，她的情绪很低落。

We were greatly depressed at the news of the earthquake. 得悉地震的消息我们感到十分悲伤。

freshman: *n.* a student in his / her first year at college or university 大学一年级学生

e.g. The freshmen found it difficult to get used to the new campus life.

大学新生觉得很难适应新的校园生活。

Some freshmen feel very puzzled about the university life.

有些大学一年级学生对大学生活感到困惑。

immaturity: *n.* the state of not being fully formed or developed 不成熟

e.g. There were complaints about my immaturity and lack of judgement.

有人抱怨我不成熟，缺乏判断能力。

People laugh at his immaturity.

人们嘲笑他的幼稚。

independent: *a.* not needing other things or people 独立的

e.g. We wanted to encourage independent thought. 我们鼓励独立的想法。

The students went camping so as to be independent of hotels. 学生们去露营，免得住旅馆。

loneliness: *n.* the state of being alone 孤独

e.g. People feel lonely when there is nobody around. 周围没人时，会感到寂寞。

They suffer from isolation, poverty and loneliness. 他们与世隔绝、贫穷和孤单。

polish: *v.* make (a speech, piece of writing, artistic performance, etc.) as perfect as possible
润饰

e.g. Your article needs polishing before you publish it. 你的文章在发表前需要润一下色。

The musicians gave a very polished performance. 音乐家们献上了一场非常优美的演出。

sorrow: *n.* (a cause of) unhappiness over loss or wrongdoing; sadness; grief 悲哀

e.g. They didn't show sorrow for having done wrong. 他们没有对做的错事表示遗憾。

Life has its sorrows, as every rose has its thorns. 如同玫瑰有刺一样，生活也有伤痛。

treasure: *v.* keep as precious; regard (a possession) as valuable 珍惜

e.g. I treasure our friendship and I don't want to lose you. 我珍视我们之间的友谊，我不愿失去你。

Such a lesson should be treasured up in your memory. 这样的教训你应该铭记在心。

cheer up *v.* 高兴起来

e.g. We are trying to cheer her up. 我们努力让她高兴起来。

I cheered up a little. 我高兴了一点儿。

from the bottom of one's heart 衷心地

e.g. They have shown their thanks from the bottom of their heart. 他们表示了真诚的感谢。

The words were spoken from the bottom of her heart. 这是她发自内心的话。

little by little 逐渐地

e.g. His English is improving little by little. 他的英语一点点在进步。

After the operation, my father was gaining in health little by little.
手术后，我父亲渐渐康复了。

look back 回顾

e.g. Looking back on my childhood, I feel very lucky. 回顾我的童年，我感到很幸运。
From this time on, we never looked back. 从此以后，我们就没有走过回头路。

settle down 安下心来

e.g. I settled down in my chair to read an English newspaper. 我在椅子上坐下来读一份英语报。

3. Additional Topic-related Sentences

The following sentences are often used to describe university life and future career.

- 1) From the time when they gathered as freshmen at the very beginning, everything was new, and anything was possible.
- 2) Now, it is ending, and they'll go their different ways.
- 3) When faced with its end, they find it difficult to accept the reality.
- 4) In order to gain an upper hand in the fierce competition, some college students are strengthening themselves in all aspects.
- 5) A higher academic degree means being more competitive in job hunting.
- 6) There are some benefits gained from studying abroad.

Additional Classroom Comprehension Exercise

The following exercise is designed to help students better understand the passage. Decide whether the following statements are true (T) or false (F) according to the text.

- 1) The students are very happy because they are leaving the college.
- 2) The students are certain about their future.
- 3) They often come together, eating and drinking to enjoy their last moments at college.
- 4) They never appreciate the time at college.
- 5) They know for sure that their future life is quite different from their campus life.
- 6) They think they have learned a lot besides knowledge.
- 7) The students are always busy with their papers until the last minutes before they leave the college.
- 8) They think it easy for them to get used to the reality.
- 9) Everyone feels hopeless of the future.
- 10) Most of the students are financed by their parents.

Key: 1) F 2) F 3) T 4) F 5) T
6) T 7) T 8) F 9) F 10) T

IV Guide to Exercises and Supplementary Exercises

1. Exs. 1–2: These exercises are designed to check how much the students have understood the passage. They

may be done either as a lead-in exercise or as a post-reading exercise.

- 2. Exs. 3–5:** *These exercises are provided for the students to concentrate on practicing some focal words and expressions chosen from the reading passage. The additional exercise is given below.*

Translate the following phrases and expressions.

- | | | |
|-----------------------|------------------------|-----------------------|
| 1) in vain | 2) a state university | 3) accept the reality |
| 4) be uncertain of... | 5) give an explanation | 6) 毕业论文 |
| 7) 对...一无所知 | 8) 衷心地 | 9) 面对 |
| 10) 高兴起来 | | |

- Key:**
- | | | |
|--------------------------|-----------------------------------|----------------------|
| 1) 徒劳, 白辛苦 | 2) 国立大学 | 3) 接受现实 |
| 4) 对...无把握 | 5) 作出解释 | 6) graduation papers |
| 7) know nothing about... | 8) from the bottom of one's heart | |
| 9) be faced with | 10) cheer up | |

- 3. Ex. 7:** *Students should be reminded to pay attention to the logical connectors before reading the passage. The sentences below can be used as an additional exercise.*

Read the following sentences and then answer the questions. You should pay attention to the logical connectors indicating different relationships.

- 1) Tea contains caffeine and can cause insomnia. Herbal tea, in contrast, does not and is therefore a recommended pre-bedtime drink.

Question: What is the relationship between the two sentences? (Contrast.)

- 2) The factor most commonly associated with driving accidents is excessive speed. The second most common factor is alcohol.

Question: What is the relationship between the two sentences? (Addition.)

- 4. Exs. 8–9:** *These listening exercises are designed to understand a complete dialog or a story.*

- 5. Ex. 10:** *This exercise is designed to help students talk about future careers. It is better done in groups or in pairs.*

- 6. Ex. 11:** *It is designed to practice translating skills: translating long sentences. More examples are given below.*

- 1) The widening gap between the information enabled and information disabled is going to be a greater social problem than any seeming social problem we've ever had in the past, including racial and economic problems.

擅长使用信息技术的人和不擅长使用信息技术的人之间差距的日益扩大将会成为更严重的社会问题, 远远超过了我们过去所遇到的任何表面上的社会问题, 包括种族和经济问题。

- 2) Children who recorded the weakest lung function were found to be smokers themselves and to have parents or brothers and sisters who smoked.

查出的肺功能最差的儿童要么自己抽烟，要么父母或兄弟姐妹抽烟。

- 3) We are much less conscious of the extent to which work provides the cultural life that can make the difference between a full or an empty life.

我们对工作在促进精神生活方面所起的作用知道得还很少。这方面的作用是人生过得充实或者空虚的决定因素。

- 4) The growth stage lasts roughly from birth to age 14 and is a period during which the person develops a self-concept by identifying with and interacting with other people such as family, friends, and teachers.

成长阶段大致从出生到14岁。这是一个人通过和其他人，如家人、朋友和老师认识和交流来发展个人意识的阶段。



III. Applied Writing

I Structure Analysis

A farewell speech usually involves the following aspects:

- A. Addressing
- B. Looking back at what has been done
- C. Expressing thanks
- D. Looking forward to the future

II Additional Samples of the Specified Type of Applied Writing

My dear teachers, friends, it's my honor to be here to say a few words on behalf of the graduates.

First of all, I want to thank you all for coming to this party. We have thrown this party, because all the graduates wanted to thank you all for being kind to us while we have been here.

Looking back, it seems like a very short four years studying and living here. All of us still remember the first day we came to this university, and every thing looked so strange and new, compared with our middle schools. The first several months were a difficult time, but we tried very hard to adapt ourselves to the new environment, new lifestyle. There were times of disappointment, sadness, and loneliness, and there were also times of joy, excitement, and happiness. Through them all, you have always been with us to share the sorrow and happiness, and we are deeply grateful to you for that. We have gradually grown up and become independent and mature. You are our good examples and we are looking forward to our new responsibilities. We all believe we will enjoy all the challenges lying ahead.

Now let's toast for our university, our teachers as well as our bright future.



IV. Grammar Focus

Inversion

I Grammar Notes

- after negative expressions and “Only...”
 - e.g. Seldom had I seen a remarkable creature.
Hardly had I arrived when I had a new problem to cope with.
Only after a year did I begin to see the results of my work.
On no account are visitors allowed to feed the animals.
- after a prepositional phrase of place
 - e.g. On a hill in front of them stood a great castle.
Under the table was lying a half-conscious young man.
- with verbs of reporting
 - e.g. “I’ve had enough,” said John.

II Additional Exercises

Choose the best answers.

- _____ from the tenth floor when the policeman pointed his pistol at him.
 - Jumped down the burglar
 - Down jumped the burglar
 - Down the burglar jumped
 - Jumped the burglar down
- Under no circumstances _____ the computer.
 - may he use
 - he may use
 - he uses
 - he may be using
- So little known _____ that the explorers had to proceed without maps.
 - was the forest
 - the forest was
 - the forest
 - a forest was
- Only when it rains _____.
 - the river does overflow
 - overflow does the river
 - the river overflows
 - does the river overflow
- _____ for my illness I would have lent him a helping hand.
 - Without being
 - Not being
 - Not having been
 - Had it not been

3. different from
4. accept the reality
5. a real waste

- ② 1. gather 2. found 3. finished 4. time 5. used
6. uncertain 7. treasure 8. made 9. experienced 10. enjoy

- ③ (F) 享受最后的时光 (K) 体验孤独
(A) 接受现实 (J) 浪费时间
(H) 珍惜时间 (G) 日日夜夜地
(L) 点菜 (B) 做出解释
(C) 学术生涯 (I) 借酒消愁

- ④ 1. independent 2. explanation 3. hopeless 4. depressed
5. uncertain 6. loneliness 7. fortunately 8. Immaturity

- ⑤ 1. He cheered up at the thought of seeing his son again.
2. Your graduation paper needs polishing before being submitted.
3. They know nothing about the product except its name.
4. Working as a receptionist in a large company is different from working in a small one.
5. It is the television that helps people know in time what happens around them.
6. These people treasure the period of time when they lived together with the peasants thirty years ago.
7. When the students graduate and go their different ways, they'll find it difficult to say goodbye to each other.
8. He felt very disappointed at finding that the reality was far from what he had expected.
9. We tried in vain to persuade her to join us.
10. It's time to call Mr. Jones about the next business meeting.

⑥ (Open.)

- ⑦ 1. b 2. b 3. d 4. c 5. c

⑧ **Script**

M: Do you have any plan for the future?

W: Well, I'd like very much to go to Shanghai. I expect I'll go there, maybe I'll find a job.

M: Oh, that's great. But I have to stay with my parents. They want me to help with their company.

W: So you don't worry about your future. You're so lucky.

M: Well, first I'm going to have a long holiday. I've been very busy lately and I think I need a rest.

W: I don't think your parents will object to that.

M: No, they won't. However, I just expect I will work there for one year, maybe, just to earn some money and gain some experience in management.

W: Really? You don't want to depend on them?

M: No. I am thinking of going abroad and studying MBA after that.

Key: 1. To go to Shanghai and find a job there.

2. They want him to help with their company.
3. Because he doesn't need to worry about his future.
4. To have a long holiday.

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

10 (Open.)

11

	2分	1分	0.5分	0分
1	A	D	B	C
2	B	A	D	C
3	C	A	D	B
4	C	A	B	D
5	D	B	C	A

Applied Writing

1

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

2

Ladies and gentlemen, it gives me great pleasure to be here to say a few words about Mr. Smith, who is retiring soon.

First of all, let me remind you how valuable Mr. Smith has been to the company. He came to work here after he graduated from university. Since then he has had a number of positions in the company. So far he has worked and made his contribution for 40 years. Five years ago, he was promoted as the assistant manager.

I know that all of us who have worked with him have been impressed not only by his politeness and kindness but also his great achievement in increasing the sales of the company. Thus he has been greatly respected. We'll feel very sad to see him leave.

On the other hand, on his retirement, Mr. Smith can enjoy family life and have a good rest.

Finally, I'm sure that you will all join me in wishing him the very best for the future and in thanking him for everything he has done here for us. Mr. Smith, I have the honor to present you with a gift. I hope it will remind you of your days with us.

Grammar Focus

- 1 1. Scarcely had I finished speaking when James jumped to his feet.
2. Never before have I heard such a lot of nonsense.
3. We got in the bus and off did we go to Britain.

4. She opened the box and out jumped a live mouse.
 5. Not once did she tell me that she would be coming round.
 6. Not only did they spend all my money, they also wasted a good deal of my time.
- 2 1. So do I. 2. Neither do I. 3. Neither could I. 4. So would I.
 5. Neither have I. 6. So was I. 7. So should I. 8. So did I.
 9. Neither did I.



VII. Text Translation for Reference

开端和结尾

“我已忘记我最后一次哭泣的情景了，现在我确实无法高兴起来。”菲利普，一个在大学学物理专业的毕业生如是说。菲利普在与一些朋友吃饭时喝了很多酒，喝得半醉，他说的是肺腑之言。

随着毕业的临近，一些即将毕业的学生变得多愁善感起来，他们借酒消愁。

晚上他们找了一家餐馆，要些菜和啤酒，边吃边聊。开始大家很兴奋，但慢慢地就变得沮丧起来。

这些毕业生是对将来的生活感到茫然，还是觉得将来没有希望？

一个学生说，“到目前为止，几乎人人都找到了一份工作，没必要再去理会它了，况且毕业论文也快完成，只需润色和打印最后一稿了。”

对此，一个心理学教授作了深刻的解释。“大学四年的经历对学生来讲很特别，而且很重要。这些年他们学习、生活在一起。当他们成为大一新生时就在一起，那个时候他们觉得什么事都很新鲜，什么事都能办到。而现在，面临毕业，大家即将各奔前程——他们对自己的将来一无所知，只知道校园外边与校内不一样。”

“大学生活使他们告别了不成熟并使他们逐渐独立起来。他们珍视这段时光，因为在这段日子里，他们经历了幸福、悲伤、爱情、友谊、希望和孤独。面临这一切的结束，他们难以接受现实，就喝酒，甚至哭泣。”

菲利普补充到，“三年以前，我还是一个新生。系里一个高年级学生对我说不要浪费时光。此话至今还回荡在我耳边。回忆过去这些年，我一点没有遗憾，而这对我来讲就足够了。可叹的是我花费了很多时间而没有收获，现在该我告诫别的学生了。”

大卫，一位大学老师说，“我能理解他们。我也曾有过相同的大学经历。然而我认为整天喝酒、闲聊不好。这些学生的家长花钱让他们受教育。像他们那样泡馆子、喝酒是一种浪费——这样对他们的身体也没好处。他们应该寻找别的方式来享受在大学的最后时光。”



Test
2

(Unit 6–Unit 10)

Scripts:

Part I Listening Comprehension

Section A

1. W: Aren't you going to work today?
M: I called my boss and said I was sick. I'm going to play golf with Bill.
Q: Why isn't the man going to work?
2. M: May I see Mr. Smith?
W: I'm sorry, he's visiting New York. He won't be back till Thursday. But you might telephone on Tuesday or Wednesday to make sure.
Q: Which day is the earliest possible day for the man to see Mr. Smith?
3. W: This package is going to Tokyo. I want to insure it for \$25.
M: That will be \$3.5 postage and another \$1 for the insurance, Ma'am.
Q: Where is this conversation taking place?
4. W: Are you going to Canada during your winter vacation?
M: Well, I don't enjoy cold weather at all, and Canada is freezing in wintertime.
Q: What do we learn from this conversation?
5. M: The air conditioner in my room is broken and I can't work.
W: Why not go to the library?
Q: What does the woman mean?

Section B

Conversation 1

- W: Hello, this is Nancy. I'm calling you from France.
M: Oh, Nancy, how are you?
W: Fine, thank you. Is it OK if I come in and see you during my visit next month?
M: Yes, why not?
W: Now, what about the morning of Tuesday 10th April? Is that OK? Say, at about... er... 11?

- M: I'll see if I can find the time. Oh, the next day might be better, just after lunch.
W: Right, so that's Wednesday. In fact that'll suit me fine. Shall we say... um... 2:15?
M: Er... Certainly, 2:15, that's fine. I'll wait for you.

Questions 6 and 7 are based on the conversation you have just heard.

6. Where is Nancy now?
7. When will the two speakers meet next month?

Conversation 2

- W: I saw a terrible accident last night.
M: Where did it happen?
W: On North Street, near the modern office building at the crossroads.
M: Was anyone injured?
W: Well, a car was hit by a fuel truck carrying gasoline. An ambulance took both drivers to the hospital.
M: Why did the accident happen?
W: I think the man in the car was driving too fast, and he couldn't stop when he saw the fuel truck.

Questions 8 to 10 are based on the conversation you have just heard.

8. What are the two speakers talking about?
9. What happened?
10. What could probably be the cause of the accident?

Section C

John Bill is English and his wife Rollis is American. They live in Singapore, where John works for a large insurance company. When they got married, just over six months ago, John was very busy and they didn't have time to take a holiday. They decided to wait until early summer, and then go to Europe for a whole month. Rollis has never been to Europe, and John is looking forward to showing her sights. They discussed the trip with their travel agent in Tokyo, and he gave them a lot of good advice about the best ways to travel and the best places to stay. Now, with only five days left before their holiday begins, John and Rollis visit the travel agent to go over the final details of the trip.

Questions 11 to 15 are based on the passage you have just heard.

11. What is Rollis' nationality?
12. Where does John work?
13. Why didn't they take a holiday six months ago when they got married?
14. How long are they going to stay in Europe?
15. From whom did they get a lot of good advice about the trip?

Key:**Part I Listening Comprehension****Section A**

1. D 2. D 3. C 4. C 5. A

Section B

6. A 7. C 8. A 9. B 10. C

Section C

11. is American
12. a large insurance company
13. John was very busy then
14. a whole month
15. their travel agent

Part II Vocabulary and Structure**Section A**

16. C 17. C 18. D 19. C 20. D
21. D 22. A 23. C 24. B 25. A

Section B

26. caring for 27. is 28. to find 29. would come
30. enabled 31. loyalty 32. computerized
33. being discussed 34. imagination 35. attendance

Part III Reading Comprehension**Task 1**

36. D 37. B 38. A 39. A 40. D

Task 2

41. C 42. C 43. B 44. A 45. C

Task 3

46. instruction manual
47. operate the floppy discs
48. a monitor
49. a keyboard
50. the disc drive

Task 4

51. F, I 52. L, K 53. E, G 54. J, M 55. N, B

Task 5

56. The delay in delivering goods.
57. Losing one of the best customers.
58. On the 3rd June.
59. The goods must have been delivered by the 13th June.
60. The buyer will cancel the order.

Part IV Translation

61. A 62. B 63. D 64. C
65. 总部设在新加坡的一家月刊杂志《亚洲之星》现需要一名分管该杂志社艺术部的设计编辑。主要工作是为新闻报道部门绘制地图、制作图表和各种插图。该杂志在香港、曼谷、东京等主要亚洲城市刊印发行。同时也在全世界发行。

Part V Writing

Ladies and gentlemen,

Good morning. The first thing that I would like to do is to say a few words of hearty welcome to Mr. White, who has just come here from America. Mr. White is well known to the world for his great achievements in the field of computer science. It's my pleasure to be able to have him working with us in the coming year.

Ours is the largest computer company in this city, and it has been developing rapidly. By having an outstanding expert like Mr. White, we feel we are lucky and we can do more and do better in the future.

Again, on behalf of all the staff, I would like to extend our sincerest welcome to Mr. White and wish you, Mr. white all the best during the time that you will be with us. Thank you.