

第二版前言

《新编商务英语精读》出版后,承蒙广大师生厚爱,在全国多所大专院校使用。随着时代的发展和商务英语教学的深入,也暴露了一些缺陷,如部分材料陈旧,部分单元选题不当,缺少听力练习等。针对这些缺陷,此次对全书进行了一次全面修订,在《新编商务英语精读》基础上扩展为《新编商务英语综合教程》,教师用书也随之进行了修订,根据新的学生用书作了相应的修改和调整。

如何编写一本教师喜欢的教师用书?我们认为一本好的教师用书应在五方面给予教师指导:

1. 策略性指导。
2. 引导性指导。
3. 程序性指导。
4. 教学活动补充或拓展材料。
5. 参考答案。

策略性指导是对课堂教学的策略加以说明;引导性指导是为课堂教学提供一些引导性的参考资料;程序性指导是对课堂教学的过程有明确的指导;教学活动补充或拓展材料是对本单元的课堂教学提供补充或扩展活动的教学材料,以便进一步就本单元的教学内容展开深入的教学活动。参考答案是教师用书必不可少的,有助于减轻教师负担。本教程的策略性指导体现在本书的“用法说明”,对教材主要内容作了宏观指导,对教学法和教学模式进行了说明,这些策略性指导对全书的教学理念和方法作了概括性的提示,同时在全书中每单元的“教学目的”、扩展活动的部分注释以及部分教学提示也对教学策略给予了足够的指导;引导性指导体现在提供每单元的背景知识、语言点知识及丰富的例句。在学习语言和商务知识并重的主题单元教学大纲中,背景知识使教师能够为学生提供更多的输入,使学生在语言知识的同时,学习商务知识。语言知识的讲解是教学的重点,语言知识之于交际如同砖瓦之于建筑,没有语言知识,交际是一句空话。同时学生学习语言需要有语境,大量的例句既为教师减轻备课的负担,又为学生提供了大量的语境。因此教师用书在词语解释和语法运用方面下了很大功

夫,提供了详尽的语言点知识和丰富的例句,教师还可利用这些例句编写课堂练习。程序性指导体现在导入和扩展活动的注释以及每单元的教学提示(Teaching Tips)。课堂教学是教材的活化,从这个意义上说,每一位教师都能创造性地运用教材,使之适应自己的学生。作为教材的编写者,对教材的使用有自己的看法,为此我们提供一些可操作的教学提示,供教师参考。这些提示是我们的教学心得,是从课堂实践中得来的,因此具有较强的可操作性。教学活动补充或拓展材料为课堂活动提供丰富的素材。在强调语言交际功能的今天,丰富多彩的课堂活动是语言教学的必须,教师往往苦于找不到合适的课堂活动素材,教师用书在这方面为教师准备了不少素材,供教师在开展课堂活动时选用。练习答案是教师用书必不可少的,本教程在原有的基础上进行了修订,增加了导入(Lead-in)部分的听力材料原文和练习答案,供教师参考。但由于语言的复杂性,书中的不少答案不是唯一正确的答案。又由于课堂活动的随机性,不可能有所谓的正确答案。因此教书用书中提供的答案有些只是一个参考答案。

修订后的教师用书第三册的每个单元设置六大板块:一、教学目的(Teaching Aim)列出本单元的重点;二、导入(Lead-in)增加了听力材料原文、练习答案,以及听写答案;三、背景知识(Background Information)为教师提供相关的背景材料;四、语言文化重点(Language and Culture Focus)为阅读 I 和 II 的课文提供详细的注释和词汇、语法方面的知识;为扩展性练习(Extended Activities)中的功能与结构(Function and Structure)提供文化和交际方面的注释;为专项用法(Special Use)提供详细的讲解和例句;为实用阅读(Practical Reading)提供阅读技能方面的注释;五、教学提示(Teaching Tips)提出一些教学的建议以及提供进一步开展课堂活动的素材;六、练习答案(Key)。

教师是教学成功与否的关键,教师用书只是一个工具,希望教师能各显神通,创造性地运用这个工具,在教学中取得成绩。同时也希望广大教师不吝赐教,对本书提出宝贵的意见。

编 者

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于华东师范大学

第二版使用说明

本教材共分5册,每册有10个单元,每个单元都紧扣一个商务主题展开:

导入 (Lead-in) 部分安排了听力理解和听写填空两项任务。听力理解部分包含passage或dialogue一至两篇,设有若干练习,题型为多项选择 (Multiple-choice Questions)、填空 (Blank Filling) 或配对 (Matching), 以考查学生对语篇主旨的把握和细节的辨析。在操作时建议教师先做练习1,然后将Difficult Words and Expressions讲解一遍,以扫除语言障碍;接着做练习2、3。听写练习(Spot Dictaion) 的内容紧密围绕单元主题,旨在提高学生手、耳并用的能力,可以安排在Post-reading活动之前或Reading II之前进行,以检验学生对Reading I 课文的掌握和作为Reading II的热身。

阅读 I (Reading I) 的读前准备活动 (Pre-reading) 设两项任务。Brainstorming 部分,全班学生通过自由讨论的形式,复习与单元主题相关的内容。Pairwork部分,由学生双人结对,讨论与单元主题相关的若干问题,旨在引导学生进入单元主题,进一步激发学生学习课文 (Text) 的兴趣。教师可在学生讨论的基础上,作相应的点拨和总结;也可邀请部分学生对其讨论的结果作简短的陈述和介绍。读前准备活动的目的为:将单元主题的内容和学生以前获取的相关消息进行链接和沟通,为课文的学习做好心理准备。教师可视学生的实际情况对读前活动作适当的调整。

阅读 I (Reading I) 后配有丰富的练习题。练习 I 的目的为检查并加深学生对课文的理解。在处理练习 I 时,教师应注意引导学生用自己的话来回答问题,培养学生的分析、归纳和口头表达的能力,而不是生搬硬套原文。在校对练习 II 时,教师应要求学生援引课文内容,作一定的说明,提高学生对篇章的综合理解能力。练习 III 至 V 的目的为:加深学生对本课词汇的理解并提高学生对重点词汇的灵活运用能力。练习 III 要求学生在对课文理解和熟悉的基础上,用课文中所学的词汇完成句子。因此,不要把该练习当作单纯的词汇练习使用。练习 IV 针对课文的重点词组设计,教师要引导学生举一反三,掌握这些词组的正确使用方法,并对句中的个别难点予以解释。练习 VI 为词汇替换练习,进一步帮助学生巩固所学的词汇。原书中每

课5个基本词汇学习的练习已放入光盘,教师可在课堂将基本词的不同词义,不同词性,不同用法,以及相关词和各种搭配予以介绍,引导学生举一反三,自己操练,连词成句,掌握这些词的用法。也可以让学生在练习中自己归纳领会这些词汇的不同用法,最后由教师总结归纳。

读后活动(Post-reading)系综合性的课堂交际活动,教师可视学生的实际语言运用能力和对单元主题的熟悉程度对活动要求进行适当的调整,合理安排活动的时间(如有些对专业知识的了解要求较高的活动,可安排在完成阅读Ⅱ后进行)。该项任务旨在使学生将课文中所学的内容和相关商务实践有机结合,融会贯通,灵活运用于各种交际活动。

阅读Ⅱ(ReadingⅡ)系对阅读Ⅰ的补充和强化,以帮助学生进一步了解与单元主题相关的知识并相应地提高其语言技能,对该部分的内容教师不必精讲,只需针对学生的理解难点作一些点拨即可。针对阅读Ⅱ课文的理解,设有阅读理解(Comprehension)、讨论题(Discussion Questions)和词汇练习(Vocabulary)三项练习。教师可根据教学的具体情况,决定取舍,有些课文和练习可由学生自主学习或作为第二课堂的活动材料。

针对商务英语专业学生在以后工作实践中经常会运用到听写、翻译等技能,阅读Ⅱ部分还特别设计了其他几项练习:翻译练习(Translation)——复习阅读Ⅰ和阅读Ⅱ中出现的重点词语,同时掌握一定的翻译技巧;完形填空(Cloze)的内容也与单元主题相关,该练习既能使学生对单元主题有更多的了解,也能训练其语言的运用能力。

扩展性练习(Extended Activitis)主要对课文的内容提供进一步的知识和语言练习。功能与结构(Function and Structure)系统介绍一些日常生活或商务情景下常用的表达方式,并在充分的语言输入和操练基础上,辅之以灵活多样的交际任务,进一步提高学生的口语交际能力,在日后各种工作场景下均能轻松应对,教师可根据教学需求安排一些课堂教学活动开展交际任务;专项用法(Special Use)主要目的是帮助学生复习一些重要的语法和词汇用法知识,教师可根据学生的水平和教学需求进行讲解和操练;实用阅读(Practical Reading)采用商务往来中使用的真实语言材料,如数据、图表、案例、文函、广告等,实用性强,旨在帮助学生更好掌握语言基础知识并熟悉商务活动的真实场景;词汇扩展(Additional Vocabulary)进一步扩充学生对和主题相关的词汇的扩充,教师可鼓励学生在课外阅读中注意积累相关词汇,提高其学习的兴趣和自学的能力;商务世界(Business World)介绍商务和文化活动方面的小知识,旨在开阔学生的眼界,教师可鼓励学生多利用报

刊、杂志、专业书籍和因特网等资源,发掘相关材料,互相交流,进一步拓展知识面,提高学习的主动性。

本书的教学建议以交际法为主,充分发挥结对学习和小组学习的作用,在任务和交际中学习英语。教师可根据教学实际,利用本教程提供的内容丰富、专业面广、趣味性强的商务材料开展灵活多样的英语课堂和课外活动,帮助学生掌握英语语言的基础知识,培养学生商务实践的基本技能。商务英语教学是一项艰巨的任务,在教学中一定要发挥学生的主动性,提高学生的学习兴趣,精讲多练,课堂内外相结合,定能使学习效果事半功倍。

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Unit 1

Men and Women

Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : Difference between Men and Women

Nouns about a human body

2. Language Focus (内容重点)

- **Key Words:** I. equality, contact, muscle mass, belie, capacity, aggressive, instinct, endurance, attain, vital, exhale, respiration, orientation, reference, distract, stimulus, tolerance, fatigue; II. identical, zip, cute, decorate, nurture, mammal, symbolize, anticipate, horizontal, stripe, adolescence, incorporate, indicator, fasten, preference, enlarge, bulky, angularity, tight, hose, suppress, conceal, constitute, attribute, flatter, divert, qualification, guarantee, prosperity, maternity, contour, curve.
- **Phrases:** I. keep fit, in comparison to, put up with, take on, in order, have an edge, draw the line, have a lot to do with, in top form, keep one's eye on, point of reference, pick ... out of, result from, on the part of, even ... out, make a/no difference; II. in recognition of, attach to, call attention to, by means of, center interest on.
- **Useful Structures:** be unfit to do,
were/had + subj. ... subjunctive conditional clause
As is pointed out earlier, ...

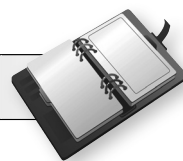
3. Communicative Skills（交际技能）

— **Expressions:** Expressing comparisons and generalizations

— **Reading:** Pie Graphs

4. Special Use（专项用法）: Subject and Verb Agreement (3)

Lead-in（导入）



>>>>>> Listening Comprehension Tasks

Difficult Words and Expressions

- discrimination: treating a person or group differently (usually worse) than others 歧视
- notion: idea of belief; concept 观念; 信念; 概念
- bias: prejudice 偏见
- chartered accountant: 注册会计师
- embed: to fix something deeply and firmly 将某物深而牢地固定于
- analyst: a person skilled in making analyses 分析家
- interaction: a mutual action 相互作用
- hemisphere: half of a sphere 半球
- verbal: of or relating to or formed from words in general 言语的
- intuition: instinctive knowing (without the use of rational processes) 直觉
- spatial: of or concerning space 空间的
- nuance: subtle difference in meaning, colour, feeling etc. (意义、颜色、感觉等的) 细微差异
- appraisal: (act of) appraising sb./sth.; valuation 评价; 评定
- prosperity: a state of being successful or rich 成功; 富足
- pronounced: very noticeable 非常明显的

Passage Script

Passage I

Sex Discrimination at Work Hits Men Too

Sex discrimination is common in certain professions but it affects men as well as women, according to a research which challenges the traditional notion that women are the only victims of sexism in job applications.

Researchers found significant evidence of a bias against men in jobs for chartered accountants and computer analysts, which are already considered more gender neutral than some. While women are being passed over for engineering jobs, men are even more likely to be turned away from secretarial posts. The study blames embedded ideas about what jobs men and women should do.

The economists sent off two fake applications for more than 400 jobs in the four professions. Each applicant had equal experience, qualifications and age profiling but one bore a man's name, the other a woman's. They found women were half as likely to be invited for an interview for an engineering job compared with men, and men were nearly four times less likely than women to get an interview for the secretarial posts. Men also faced significant bias in accountancy, where 30% of the workforce is already female, and in the computer analyst jobs, where one in five is a woman.

According to a report, the pay gap between men and women currently stands at 17.1%. It is expected to focus on the reason why women are far more likely to be in low-paid jobs. The report is expected to ask, for example, why female-dominated caring professions such as nursing and childcare, are paid much less than male-dominated construction jobs.

Jenny Watson, Chair of the Equal Opportunities Commission, said: "Discrimination does occur against men, and it's important to tackle the barriers. However, women still suffer most from inequalities."

Passage II

Scientists have come to accept that a few fundamental differences between men and women are biological. It turns out that men's and women's brains, for example, are not only different, but the way they use them differs too. Women have larger connections and more frequent interaction between their brain's left and right hemispheres. This accounts for women's ability to have better verbal skills and intuition. Men, on the other hand, have greater brain hemisphere separation, which explains their skills for abstract reasoning and visual-spatial intelligence.

Based on these biologically explained differences, some psychological distinctions between men and women can be established:

- Men grasp a situation as a whole and think globally, while women think locally, relying on details and nuances.
- Men are builders and creators. They take risks and experiment, while women select the most valuable knowledge and pass it over to the next generation.
- Men are more independent in their thoughts and actions, while women are more willing to follow the ideas suggested by others.
- Women's self-appraisal is lower than that of men. Women tend to criticize themselves, while men are more satisfied with their own performance.
- Men and women have different sources of satisfaction. For men it's career and prosperity, while women value family and kids.
- Men have a pronounced need to fulfil their goals, and women rank relationships with others first.
- Men get sick twice as often as women, although women tend to be more concerned about their health.

Key

II. 1. FALSE

Correction: Women still suffer more sexism in job applications compared with men.

2. TRUE

3. FALSE

Correction: The pay gap between men and women currently stands at 17.1%.

4. FALSE

Correction: Eighty percent of the computer analysts are men.

5. FALSE

Correction: Caring professions are paid much less than male-dominated construction jobs.

IV. 1.

Column A	Column B
Men: b d e Women: a c f	a. larger connections and more frequent interaction between brain's left and right hemisphere b. greater brain hemisphere separation c. better verbal skills d. better skills for abstract reasoning e. better visual-spatial intelligence f. better intuition

2.

Men	Women
Men grasp a situation as a whole and think globally.	Women think locally, relying on details and nuances.
Men are builders and creators. They take risks and experiment.	Women select the most valuable knowledge and pass it over to the next generation.
Men are more independent in thoughts and actions.	Women are more willing to follow the ideas suggested by others.
Men are more satisfied with their own performance.	Women's self-appraisal is lower and tends to criticize themselves.
Men's sources of satisfaction are from their career and prosperity.	Women's satisfaction is from family and kids.
Men have a pronounced need to fulfil their goals.	Women think relationships with others are the most important.
Men get sick twice as often as women.	Women are more concerned about their health.

>>>>> Spot Dictation

The term *sexism*, also known as gender discrimination or sex discrimination, is most often used in relation to discrimination against women. Sexist attitudes are frequently based on beliefs in traditional stereotypes of sex role. For example, males are defined as ambitious and competitive, while females are defined as deferential and emotional. In this regard, males are encouraged to seek out positions of leadership, whereas females are expected to be supportive helpers and quick to show their feelings.

Sexism is not just a matter of individual attitudes, but is built into many societal institutions. A recent study of American public schools showed there is a cultural bias in education that favours boys over girls. The bias is unintentional and unconscious, but it is there nevertheless, and it is influencing the lives of millions of schoolchildren every year. From nursery schools to postgraduate courses, teachers were shown to call on males in class far more than on female students. This behaviour has a great impact on the learning process, for in general, those students who become active classroom participants develop more positive attitudes and go on to higher achievement.

Difficult Words and Expressions

gender: sex; A person's gender is the fact that they are male or female. 性别

【例句】 Women are sometimes denied opportunities solely because of their gender.

妇女有时仅仅因为性别而无法获得种种机会。

sexism: the belief that the members of one sex, usually women, are less intelligent or less capable than those of the other sex and need not be treated equally. 性别歧视

【例句】 Groups like ours are committed to eradicating racism and sexism.

一些像我们这样的团体致力于消除种族歧视和性别歧视。

stereotype: a fixed general image or set of characteristics that a lot of people believe represent a particular type of person or thing. 模式化的形象(或特征); 固定印象

【例句】 Many men feel their body shape doesn't live up to the stereotype of the ideal man.

很多男人都觉得自己的体形不符合人们心目中惯有的理想男性形象。

deferential: polite and respectful (towards someone else) 恭敬的

【例句】 The traditional requirement for Asian women is submissive and deferential to men.

亚洲传统要求妇女对男人顺从和恭敬。

Background Information (背景知识)



1. Gender Discrimination

Gender discrimination is discrimination based on gender. This is considered a form of prejudice and is illegal in most countries. Discrimination based on gender is often based on the gender stereotypes promoted by a particular society. For instance, in the United States media, men are often depicted as physically stronger than women, while women are depicted as being physically weaker, more emotional and more sensitive than men.

2. Gender Role

Gender role refers to the pattern of masculine or feminine behavior of an individual that is defined by a particular culture and that is largely determined by a child's upbringing. Most researchers recognize that the concrete behavior of individuals is a consequence of both socially enforced rules and values, and individual disposition, whether genetic, unconscious, or conscious. Gender roles can influence all kinds of behavior, such as choice of clothing, choice of work and personal relationships. The traditional feminine role is an *expressive* one, whereas the masculine role is *instrumental*. Expressive activities of the woman fulfill

“internal” functions, for example, to strengthen the ties between members of the family. The man, on the other hand, performed the “external” functions of a family, such as providing monetary support. The process through which the individual learns and accepts roles is called *socialization*. Socialization works by encouraging wanted and discouraging unwanted behavior. Families, schools, and the media make it clear to the child what behavioral norms the child is expected to follow.

3. Gender roles: Nature or Nurture?

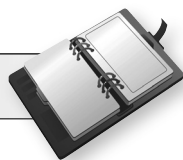
Traditional theories of gender usually assume that one’s gender identity, and hence one’s gender role, is a natural given. For example, it is often claimed in Western and other societies that women are naturally more fit to look after children. The current trend in Western societies toward men and women sharing similar occupations, responsibilities and jobs suggests that the sex one is born with does not directly determine one’s abilities. While there are differences in average capabilities of various kinds (E.g., physical strength) between the sexes, the capabilities of some members of one sex will fall within the range of capabilities needed for tasks conventionally assigned to the other sex. Women in most societies are more likely to end up in the role of homemaker. It has been suggested by scientists that biology plays a role in this, while other scientists argue that it is the result of socially constructed gender roles (as well as economic pressures). Many scientists and feminists believe that gender behavioral differences occur because of both factors.

4. Female Gender Role

Most feminists argue that traditional gender roles are oppressive for women. They assume that the female gender role was constructed as an opposite to an ideal male role, and helps to perpetuate (使永存) patriarchy (父权制). For approximately the last 100 years women have been fighting for the same rights of men and were able to make changes to the traditionally accepted feminine gender role. Numerous studies and statistics show that even though the situation for women has improved during the last century, discrimination is still widespread: Women earn a smaller percentage of aggregate income (总收入) than men, occupy lower-ranking job positions than men and do most of the housekeeping work. Women who choose to pursue careers and higher education are often accused of “trying to become a man” and “abandoning their children” if they pursue anything outside the role of mother, mistress, and maid. In recent times, the female gender role is dichotomized (被分成[两个部分]) into either being a “stay at home-mother” or a “career woman”. In reality, women usually face a double burden: The need to balance job and childcare deprives women of spare time. Whereas the majority of men with university educations have a career as well as a family, only 50 percent of academic women have children. When feminism

became a conspicuous protest movement in the 60's, critics oftentimes argued that women who wanted to follow a traditional role would be discriminated against in the future and forced to join the workforce.

Language and Culture Focus (语言文化要点)



>>>>>> Reading I

1. **equality**: *n.* a position or situation in which people have the same rights, advantages, etc. 平等

【例句】 Women have yet to achieve full equality with men in the work-place.

racial/sex/political/economic equality: 种族/男女/政治/经济平等

同根词

equal

① *adj.* 相等的

【例句】 Jennifer cut the cake into 6 equal pieces.

equal to

【例句】 A pound is roughly equal to 500 grams.

of equal power/strength/weight...

【例句】 Choose two stones of equal weight and size.

② *adj.* 平等的

【例句】 Our constitution states that all men are equal.

equal opportunities/rights: 平等的机会/权利

③ *adj.* 有能力的

【例句】 I'm sure he's quite equal to this task.

④ *n.* 平等/相等的人

【例句】 It's a relief to find a boss who treats employees as equals.

⑤ *linking verb.* 等于; 与……相同

【例句】 Two plus two equals four.

Trade should balance when supply equals demand.

⑥ *vt.* 比得上; 达到

【例句】 Thompson equaled the world record.

相关表达

on equal terms 地位平等; 互不占优

【例句】 a new law to enable small businesses to compete on equal terms with large multinational corporations

all (other) things being equal 假如所有(其他)情况相同

【例句】 I'd rather go by train, all other things being equal.

be without equal 或 have no equal 无可匹敌; 首屈一指

【例句】 His paintings are without equal in the Western world.

All Men Are Born Free and Equal. 人人生来自由平等。

2. **be unfit to do sth/for sth:** not having the right qualities or skills to do sth/for sth. 不适合(做)某事

【例句】 She is unfit for motherhood/this job.

He is unfit to hold public office.

3. **contact**

① *n.* a state in which two people or things touch each other. 接触

【例句】 Children need close physical contact and interaction with a caring adult.

This disease is spread by contact between animals.

in contact (with): 接触

【例句】 For a second, his hand was in contact with mine.

come into contact (with)

【例句】 She screamed as her body came into contact with the water.

contact points/area/surface, etc.: 接触点/区/面……

【例句】 The contact points of the two surfaces must be clean and dry.

② *n.* communication with a person, organization, country, etc. 联系; 联络; 交往

【例句】 He's not had any contact with his son for months.

There's very little contact between the two countries.

be/stay/get in contact with

【例句】 We stay in contact with each other by telephone.

make/lose contact with: 与(某人)取得/失去联系

【例句】 I've lost contact with most of my friends.

put (sb) in contact with: 使(某人)与……取得联系

【例句】 Sarah put me in contact with an expert in the field.

③ *vt.* to write or to telephone someone 联系

【例句】 Give the names of two people who can be contacted in case of emergency.

④ *adj.* 可供联系的

【例句】The school requires a contact number of each child.

相关表达

point of contact

① 联系点; 联系人

【例句】Primary health care teams are the first point of contact for users of the health service.

② 结合点

【例句】It's difficult to find a point of contact between theory and practice.

contact (lens) 隐形眼镜

4. **muscle mass:** the amount of material in muscle. 肌肉质量

【例句】I am interested in increasing my muscle mass.

Building muscle mass has been the tradition for centuries with power athletes.

5. **were/had + subj...:** subjunctive conditional clause used to talk about “*unreal*” or improbable present situations = If *subj.* were/had...

【例句】Were you in my position, you would do the same.

Had I time, I would come.

Had he told me the truth two days before, I would have definitely been of some help.

6. **keep fit:** to remain healthy 保持健康

【例句】He did exercises to keep fit.

These are foods that help to keep you fit.

keep-fit class: 健美班

7. **belie**

① *vt.* to give someone a false idea about something. 使人对……产生错觉; 使人对……误解; 掩饰

【例句】Her pleasant manner belied her true character.

② *vt.* to show that sth is false or mistaken. 显示……不真实; 证明……是虚假的

【例句】Two large tears belied the girl's brave words.

8. **in comparison to/with:** compared with 与……比较

【例句】The driver's injuries were trivial in comparison with those suffered by his passengers.

In comparison to many other countries all over the world, this is a very great achievement of the Chinese educational system.

9. **put up with:** to suffer or bear patiently 忍耐; 忍受

【例句】She could hardly put up with that fellow any longer.

She put up with her noisy neighbors for years.

Sheep, tigers and dogs can put up with Horses.

10. capacity

① *n.* ability to hold things. 容量; 容积; 容纳力

【例句】The stadium has a seating capacity of 50,000. 这座体育场可坐5万人。

The fuel tank has a capacity of 12 gallons.

capacity crowd: 座无虚席

【例句】The game was watched by a capacity crowd/audience of 50,000 (= the place was completely full).

filled to capacity: 挤满的; 充满的

【例句】The hall was filled to capacity when the lecture was started.

② *n.* ability to do sth. 能力; 才能

【例句】a child's capacity for learning

an infinite capacity for love

capacity to do sth: 有(做)……的能力

【例句】a capacity to think in an original way 创新思维的能力

③ *n.* an amount that a factory, etc. can produce or deal with. 产量; 生产力

【例句】Our factories have been working at full capacity all year.

11. aggressive

① *adj.* determining to succeed. 有进取心的; 有冲劲的; 执着的

【例句】A successful businessman has to be aggressive.

② *adj.* behaving in an angry, threatening way, as if you want to fight or attack someone. 好斗的; 挑衅性的

【例句】The men were drunk, aggressive and looking for fight.

③ *adj.* intended to achieve the right result. 雄心勃勃的

【例句】an aggressive marketing campaign

同根词

aggression

① *n.* 攻击性行为; 敌对行为(心理)

【例句】Television violence can encourage aggression in children.

② *n.* 挑衅; 侵犯; 侵略

【例句】territorial aggression

act of aggression

【例句】an unprovoked act of aggression on a peaceful nation

aggressor: *n.* 挑衅者; 攻击者; 侵略者

12. instinct: a natural tendency to do something. 本能; 直觉; 天性

instinct for

【例句】an instinct for self-protection

instinct to do sth

【例句】a lion's instinct to hunt

by instinct

【例句】act by instinct

Birds can fly by instinct.

同根词

instinctive: *adj.* 出于本能的; 出于天性的; 出于知觉的

【例句】instinctive behavior

an instinctive sympathy with the younger boys

instinctively: *adv.* 本能地

【例句】Instinctively, we dived for cover.

13. **endurance:** physical or mental strength to continue doing something under difficulties or pain (忍) 耐力

【例句】The marathon really tested his endurance.

The pain was bad beyond endurance.

同根词

endure

① *vt.* 忍耐; 容忍; 坚持

【例句】There are limits to what human bodies can endure.

This country has now endured several years of war.

② *vi.* 生活下去; 持续存在

【例句】a city built to endure

enduring: *adj.* 持久的; 持续的

【例句】the enduring appeal of the short story

14. **take on**

① to agree to do some work or be responsible for something 接受(工作等); 承担责任

【例句】I'm worrying about her. She's taking on too much work. She looks awful.

② to start to employ someone 开始雇佣某人

【例句】We're taking on 50 new staff this year.

③ to begin to have a particular quality or appearance 开始具有[某种特征]; 呈现; 露出

【例句】His face took on a worried look.

These insects can take on the color of their surroundings.

15. in order: (arranging things) one after another systematically 整齐; 有条理

【例句】You should keep the files in order.

What orders are those videos supposed to be in?

16. First of all, taking on this impressive list in order, women's smaller hearts can work relatively harder than men's without any ill effects.

【参考译文】首先, 让我们按顺序来看看这一不同寻常的单子, 女性心脏较小, 心率相对较快, 但却不产生任何不良效果。

17. attain

① *vt.* to succeed in reaching a particular level or in getting something after trying for a long time.
实现; 获得; 赢得

【例句】More women are attaining positions of power in public life.

② *vt.* to reach a high level. 达到; 涨到

【例句】Share prices attained a high of \$3.27.

同根词

attainment: *n.* 获得; 达到; 实现

18. vital

① *adj.* necessary in order to keep you alive. 维持生命所必需的

【例句】the vital organs 要害器官
the body's vital processes

② *adj.* extremely important and necessary for something to succeed or exist. 极其重要的; 必不可少的

【例句】Choosing the right equipment is vital.

vital to

【例句】Such measures are vital to national security.

It is vital that

【例句】It is vital that you keep accurate records.

vital importance: 极其重要

【例句】The industry is of vital importance to the national economy.

play a vital role

【例句】He played a vital role in the team's success.

③ *adj.* full of energy in a way that is exciting and attractive. 有生命的; 充满活力的; 生机勃勃的

【例句】a strong, vital man

The drawings are crude but wonderfully vital.

同根词

vitality: *n.* 生命力; 生气; 朝气; 活力

【例句】Despite her age, she is full of vitality.

The process of restructuring has injected some much needed vitality into the company.

19. **exhale:** *vi./vt.* to breathe air out of your lungs. 呼气 **反义词**: **inhale:** *vi./vt.* 吸入

【例句】Take a deep breath, then exhale slowly.

Your doctor may want to measure the rate at which you can exhale air from your lungs.

同根词

exhalation: *n.* 呼气

【例句】It's dangerous to inhale ammonia fumes (氨气).

He lit another cigarette and inhale deeply.

同根词

inhalation: *n.* 吸入(空气、烟雾或气体)

20. **respiration:** *n.* the process of breathing. 呼吸

【例句】Her respiration was slow and difficult.

artificial respiration: 人工呼吸

同根词

respirator: *n.* 防毒面具; 呼吸器

【例句】wear a respirator

respiratory: *adj.* 与呼吸有关的; 呼吸道的

【例句】the human respiratory system 人的呼吸系统

respiratory disease 呼吸道疾病

21. **have an edge:** to have an advantage 有优势

【例句】These students have an edge over others who may not have English language training or an internationally recognized certification of their language skills.

Research shows students who begin school in small classes have an edge.

22. **draw the line**

① to tell the exact difference (between...). 区分

【例句】How do you draw the line between retaliation and defending oneself?

It's hard to determine where to draw the line between being nice and not hurting people's feelings and standing up for what you believe.

② to fix a limit beyond which one will not do or agree to (something). 限定范围, 规定不得做某事

【例句】Of course I want to help you, but I draw the line at lying.

我当然愿意帮助你, 但有个限度, 我决不撒谎。

I had to draw the line at his staying out past midnight.

我不得不规定他午夜前必须回家。

23. have a lot to do with: to be greatly related to. 与……密切相关

【例句】 Translation has a lot to do with the translator's command of both languages in question.

相关表达

have something to do with 有关联/联系

have nothing to do with 没有关联/联系

24. in top form: in the best physical conditions. 处于最佳状态

【例句】 Our athletes are in top form.

I'm working to improve in every game and so to be able to start the season in top form.

25. orientation

① *n.* an ability to find out one's position in space. 定向; 定位

【例句】 visual orientation 视觉定向

orientation reflex 定向反射

a new orientation in life

② *n.* the aims or interests of a particular activity or organization. 目标; 目的; 兴趣

【例句】 an orientation to/towards world affairs

the orientation of post-war policies

同根词

orientate [美语 **orient**]

vt. at someone or something, or make (something) suitable for a particular group of people

① 按……调整; 为……设计; 使适应, 定位于

【例句】 an English language course that is orientated towards the needs of businessmen

an export-orientated company 定位于出口的公司

The colleges put more emphasis on practical, career-orientated teaching (实用的, 职业定向的教学).

She wants to turn the company into a profit-orientated organization (盈利机构).

② *vt.* 确定……的位置; 定位

【例句】 The climbers stopped to orientate themselves before descending the mountain.

26. Another difference between the sexes is spatial orientation. Men are supposedly better at orienting themselves in space — at “keeping their eye on the ball” using their own physical position as a reference point to activity around them.

【参考译文】 男女性别之间的另一个区别在于空间方向感。人们认为, 与女性相比, 男性空间方向感较强——更善于“着眼于一点”, 以自己身体为参照点, 看待旁物。

27. keep one's/an eye on: to keep one's attention to (sth) around him. 留神

【例句】 He must keep his eye on the enemy in order to be adequately prepared should he suddenly be attacked with massive force.

If re-elected, Lapp said he would keep his eye on state government and concentrate on the city budget.

Let me go to buy the ticket and you keep an eye on our luggage.

28. reference

① *n.* relation or connection with somebody or something. 参照; 参考

【例句】 Use this dictionary for easy reference.

Keep their price list on file for future reference.

② *n.* mentioning. 谈到; 提及

【例句】 There is no direct reference to her childhood in the novel.

make reference to 提及, 涉及

【例句】 When I spoke to him about the expedition, he did not make any reference to your coming with us.

He made no reference to what had happened.

③ *n.* something that tells a reader where the information came from that is used in a piece of writing 附注; 出处; 参考书; 参考章节

【例句】 a list of references at the end of the article

You must make your references standard.

④ *n.* a piece of written information about someone's character, ability, etc. when they are looking for employment 证明书; 介绍信; 推荐信

【例句】 We will need to have references from your former employers.

We will lend you the money if you can provide a banker's reference (银行证明书).

相关搭配

in/with reference to [正式] 关于

【例句】 With reference to your recent letter, I'm instructed to inform you ...

关于你最近的来信, 谨向你奉告……

reference book 参考书; 工具书

reference library [图书不外借的] 参考阅览室

cross-reference 参照(注释); 互见

【例句】 In this dictionary cross-reference are shown in capital letters.

terms of reference 授权范围; 职权范围; 受委托事项

【例句】 This problem is outside the committee's terms of reference.

同根词

refer

① *vt.* 提到; 说起

【例句】The scientist referred to the discovery as the most exciting new development in this field.

Which companies was she referring to when she spoke of competing firms?

The figures in the left-hand column refer to our overseas sales.

② *vt.* 参考; 查看; 查阅

【例句】to refer to a dictionary

Let me just refer to my notes to find the exact figures.

29. **point of reference:** something which one uses to help one understand a situation. 参照标准; 参照依据

【例句】The web site offers a convenient point of reference for a growing number of Canadian organizations and businesses that are seeking information on the issue of corporate social responsibility.

Suffice it to say that airports provide a geographical point of reference.

They provide a constant point of reference, a standard to measure yourself and others against.

30. **distract:** *vt.* to take one's mind off something 分散注意力; 使分心

【例句】a distracting influence 令人精神涣散的影响

She was distracted from her work by the noise outside.

Try not to distract the other students.

The celebrations distracted public attention from the government problems.

同根词

distracted: *adj.* 心烦意乱的; 慌张失措的

【例句】a distracted look

After the argument, the wife felt so distracted to work.

distraction: *n.* 使人分心的事/人

【例句】There are too many distractions here to work properly.

I have to study in the library — there are too many distractions at home.

Let's invite her to disco — she needs distraction.

31. **pick...out of...:** to recognize (sb/sth) among a group. 在……中找出……

【例句】The cops practically have to do DNA testing to pick him out of this crowd.

You can pick names out of a phone book and make the phone calls.

Some children, as Marshall remarks, pick the plums out of the pudding to eat first, while others save them until the last, and many do not pick them out at all; and adults differ in

the same way.

32. stimulus: *n.* something that causes activities 促进因素; 刺激(物)

【例句】Light is a stimulus to growth in plants.

The finding of oil has provided a great stimulus to their economy.

同根词

stimulate

① *vt.* 促进; 促使; 刺激

【例句】Light stimulates plants/plant growth.

I hope my warning would stimulate her to greater efforts.

② *vt.* 激发; 激励; 鼓励

【例句】An inspiring conductor can stimulate the singers to excel.

stimulant: *n.* 兴奋剂; 刺激物

【例句】Caffeine is a stimulant.

The lowering of interest rates will act as a stimulant to economic growth.

33. tolerance

① *n.* the ability to stand pain or hardship etc. 忍受能力; 耐久力

【例句】Many old people have a very limited tolerance to/of cold.

② *n.* willingness to accept or allow behavior, beliefs, customs, etc., which does not like or agree with, without opposition. 容忍; 忍受; 宽容

【例句】Try and show some tolerance.

This is a country with a reputation for tolerance towards religious minorities.

同根词

tolerant: [of/towards] *adj.* 容忍的; 宽容的

【例句】a tolerant father

tolerate: *vt.* 容忍; 宽容; 忍受

【例句】I won't tolerate your bad manners any longer.

He never could tolerate bores.

toleration: *n.* 容忍(精神); [尤指对异教的]宽容

【例句】religious toleration

34. result from: to be caused by. 由……而引起

【例句】The accident results from careless driving.

Efforts should be made to prevent marine pollution resulting from ship and port discharge.

相关表达

result in: 导致

【例句】His careless driving resulted in the accident.

35. **on the part of:** as far as (sth/sb) is concerned. 就……而言; 就……方面

【例句】It was a mistake on the part of Jone/on Jone's part to sign the contract without reading it.

The past 2 years have seen a substantial amount of work on the part of China to reduce the general level of tariffs and remove non-tariff barriers.

36. **fatigue**

① *n.* great tiredness; exhaustion 疲乏; 疲劳; 劳累

【例句】He was pale with fatigue after his sleepless night.

② *vt.* to make tired 使疲劳; 劳累

【例句】He felt irritable and fatigued after the long journey.

37. **make a /some/no difference:** to have an/no effect (on sb/sth). 有些/没有……影响

【例句】Can you recognize these people who made a difference in American history?

Who was the teacher that made a difference in your life?

It made no difference whether he came or not.

If he had seen you taking his point of view seriously, that might have made some difference in how he reacted.

>>>>> Reading II

1. **cut** *n.*: the style in which clothes are made. 服装的式样或款式

【例句】the cut of a suit a fashionable cut 时髦的款式

2. **in recognition of:** accepting the fact that something exists or is true. 认可

【例句】He was awarded a knighthood in recognition of his great contribution to country.

由于他对国家作出的贡献, 他被授予了骑士/爵士头衔。

People paid very high prices for his pictures in recognition of his talent.

3. **special terms for clothing**

1) pull-on: (a garment) that is loose-fitting and is designed to be easily pulled on without any fastening. 无扣套穿的

【例句】a pull-on shirt 套头衬衣 a pull-on sweater 套头毛衫

2) slacks: loose trousers. 宽松裤

3) zip jacket: 拉链式夹克衫

【例句】A zip is a fastener used on clothes, bags, and other things. Zips consist of two rows of metal or plastic teeth that are pulled together in order to fasten a skirt, pair of trousers, etc. 拉链

4) **garment**: an article of clothing. 衣服

5) **gathers**: small folds and pleats produced by pulling the thread together. 褶子

6) **ruffles**: small folds made or sewn as a decoration round the edge of something, especially at the neck or wrist of a garment. 饰边, 褶边, 褶饰

7) **bows**: a knot formed by doubling a string or cord into two curved loops, and used for decoration in the hair or in tying shoelaces, etc. 蝴蝶结.

【例句】girls with bows in their hair

She tied the ribbon in a loose bow. 她把带子系成了一个宽松的蝴蝶结。

8) **high-heeled shoes**: women's shoes that are raised very high at the back; shoes with high heels. 高跟鞋

【例句】I only wear high-heeled shoes on special occasions.

9) **sack suit**: ordinary men's suit consisting of the classic jacket, shirt, tie and trousers. 普通男式西装(包括上衣、衬衫、领带和西裤等)

10) **gown**: long dress which women dress on formal occasions. 长礼服

4. **navy a.**: also navy blue, a very dark blue color 深蓝色.

【例句】She tried on a navy suit.

5. **cute a.**: attractive in an amusing or interesting way. 可爱的

【例句】a cute house

What a cute little baby!

6. **domestic animals**: animals that are not wild but kept in a house or on a farm to produce food or just as a pet. 家畜

7. **vigorously adv.**: actively, showing strength, energy and enthusiasm. 充满活力的

【例句】We shook hands vigorously.

Lolita stretched out her hands, nodding vigorously.

8. **nurture v.**: to give care, food and protection while something or somebody is growing and developing; take care of. 养育

【例句】plants nurtured in the green house 温室中栽培的植物

A mother's duty is to nurture her children.

He walked round the garden looking fondly at the plants he had nurtured.

9. **mammal n.**: a type of animal which is fed when young on milk from the mother's body. 哺乳动物

【例句】Human beings, dogs, lions, and whales are all mammals.

10. **alternatively adv.**: We use alternatively to introduce a statement in which we mention something different from what has just been mentioned. 二者择一地

【例句】You are welcome to come with us in our car. Alternatively you could go later with Mary.

你可以乘我们的车来,也可以稍晚一些和玛丽一起来。

We can arrange for a car to be delivered or, alternatively, you may book through our London office. 我们可以安排车辆送货,或者你也可以通过我们在伦敦的办事处订购。

11. symbolize *v.*: to be a symbol of. 成为……的象征,象征

【例句】A wedding ring symbolized the union of husband and wife.

订婚戒指象征着夫妻双方的结合。

The final division of Germany was symbolized by the completion of the Berlin Wall.

柏林墙的建成标志着德国的分裂。

12. kitten *n.*: a very young cat. 小猫

13. tendency *n.*: a general movement or development in a certain direction or towards a certain condition; trend 趋势

【例句】tendency towards inflation 通货膨胀趋势

There is a growing tendency for people to work at home.

14. nouns for different parts of human body

cheek 脸颊	brow 眉毛	chin 额,下巴
shoulder 肩	armpit 腋窝	arm 手臂
upper arm 上臂	elbow 肘	forearm 前臂
wrist 手腕	hand	chest 胸
breast 胸,乳房	stomach 腹部	abdomen 腹部
navel 肚脐	waist 腰	back 背
leg 腿	foot 脚	calf 小腿肚
thigh 大腿	knee 膝盖	ankle 踝
heel 脚后跟	hip 髋部	buttocks 臀部

15. anticipate *v.*: to realize that something may happen before it actually happens; expect. 预期

【例句】an anticipated growth rate of 5% 预期5%的增长率

The secretary had anticipated the question.

Incomes rose faster than anticipated.

We anticipated meeting a certain amount of resistance to our plan.

我们预计在计划执行过程中会遇到一些阻力。

16. figure *v.*: the shape of the body considered from the point of view. 身材

【例句】She has a lovely figure.

She's always worried about her figure.

He's doing exercises to improve his figure.

She is past forty now, but she has kept her figure.



17. **emphasize** *v.*: to put emphasis on; to indicate strongly that something is particularly important or significant. 强调

【例句】I'd like to emphasize that we are ready to meet the manager at any time.

I keep emphasizing how dramatically things have changed.

18. **horizontal stripes**: a band of color parallel to level ground. 水平条纹

stripe *n.*: a band of color among one or more other colors.

【例句】black stripes 黑色条纹

a white shirt with a thin grey stripe

horizontal *a.*: in a flat or level position with the ground; along or parallel to level ground. 水平的

【例句】a horizontal line 水平线

a horizontal surface 水平面

19. **rear** *n.*: the part of the body on which one sits; buttocks. 臀部

【例句】She slapped him on the rear.

20. **... through the strategic placement of gathers and trimmings**: through the planned arrangement of fringes (边缘) such as gathers (折褶) and trimmings (装饰物).

strategic *adj.*: useful or right for fulfilling a particular purpose or achieving what one wants. 战略的, 策略的

【例句】strategic withdrawal 战略撤退

long-term strategic investment 长期战略投资

21. **adolescence** *n.*: the period of one's life in which one develops from being a child into being an adult. Usually it refers to the period between 13 and 16. 青春期

【例句】Adolescence is a difficult period.

His adolescence was not a happy time for him.

22. **incorporate** *v.*: to make something a part of the whole or of something larger; include. 合并, 纳入

【例句】They incorporated her suggestions into their plans.

The new plan incorporates the old one.

23. **indicator** *n.*: a fact or quality that gives information or tells the way people think or feel. 指示物, 指示者

【例句】All the main economic indicators suggest that trade is improving.

所有这些主要经济指标表明贸易正在改善。

The union's attitude to the press is always seen as a critical indicator of how negotiations are progressing. 工会对待媒体的态度是谈判进展情况的晴雨表。

24. **fasten** *v.*: to make or become firmly fixed. 系; 扎牢; 使固定

【例句】Fasten your seat-belt, please.

He shut the door and fastened the belt.

The dress fastens at the back.

- 25. dominance** *n.*: having the most important place or position; having great power or controlling influence. 优势, 支配地位

【例句】Agriculture has lost its economic dominance here.

农业失去了在经济中的主导地位。

Our dominance of the market is seriously threatened by this new product.

我们的市场优势受到了新产品的威胁。

- 26. muscular strength**: the strength of muscles. 肌肉力量

muscular *a.*: of or consisting of muscles. 肌肉的

【例句】muscular disease 肌肉疾病

muscular pain

muscular system

“Muscle” is the noun form, which means the pieces of elastic material in the body which connects two different bones and can tighten to produce movement, especially bending of the joints. 肌肉

【例句】You can develop your muscles by playing sports or by lifting heavy weights.

通过体育活动和举重练习, 你可以锻炼你的肌肉。

The boys couldn't help admiring their bulging muscles.

孩子们禁不住羡慕他们发达的肌肉。

- 27. preference** *n.*: liking for one thing rather than another. 偏爱

【例句】I didn't know your preferences, so please help yourself.

Of the two, my preference is for the smaller car.

I have no strong preference.

- 28. warrior** *n.*: brave and experienced fighting man or soldier, especially in former times. 武士

【例句】a noble warrior 高贵的武士

a Zulu warrior 祖鲁族武士

stories of ancient kings, warriors and great battles

These warriors valued glory and honor above life.

这些武士珍惜荣耀胜于自己的生命。

- 29. attach oneself to**: make oneself belong to or be associated with. 隶属于

【例句】I got lost so I attached myself to another party of tourists. 我迷路了, 只好加入另一个旅行团。

- 30. enlarge** *v.*: to become larger or wider.

【例句】They have enlarged the kitchen by building over part of the garden.

The company is looking for new ways of enlarging its market.

- 31. strong colors**: bright and intense colors that have powerful effect on the mind or senses. 鲜艳的色彩

- 32. bulky** *adj.*: very large and heavy. 巨大的, 大量的



【例句】 a bulky parcel a bulky sweater

33. ... and to emphasize angularity with rectangular shapes and sharp points: Angles in clothes can display the toughness and the strength of male body, so rectangular shapes and sharp points are used to emphasize these traits of men.

angularity *n.*: the shape of something which is not rounded, with the bones being able to be seen clearly. 成为角状

rectangular *a.*: in the shape of a rectangle, with four straight sides forming four right angles. 矩形的, 长方形的

34. Men's garments therefore tended to enlarge the body through the use of strong colors and bulky materials and to emphasize angularity with rectangular shapes and sharp points.

【参考译文】 因此男人的服装往往通过使用鲜艳的色彩和宽大的衣料来增加身体的体积, 通过四四方方的形状和尖角来强调男性的棱角。

35. call attention to: to notice something and be interested in it.

36. by means of: by using... 通过……

【例句】 We expressed our thoughts by means of words. 我们通过语言表达思想。

37. suppress *v.*: to prevent from being shown. 抑制

【例句】 You should suppress your feeling of anger. 你应该抑制住自己的怒火。

She would hardly suppress a smile.

Morgan was careful to suppress such information.

38. conceal *v.*: to hide; keep from being seen or known. 隐藏

【例句】 She concealed her surprise.

He concealed his debts from his wife.

He was found to be carrying a concealed weapon. 人们发现他身藏武器。

39. constitute *v.*: to form or make up; represent. 组成

【例句】 These 50 states constitute the U.S.A.

These 75,000 men constituted the whole strength of the Dutch Army.

Your attitude constitutes a direct challenge to my authority.

There is considerable speculation as to whether these sounds constitute a language.

对于这些声音是否组合成了语言, 仍有许多质疑。

40. broad *adj.*: wide. 宽广的; 宽阔的

【例句】 broad river broad street

He is a tall man with broad shoulders.

41. slim *adj.*: attractively thin, not fat. 纤细的

【例句】 a slim elegant girl

to keep slim by taking regular exercise

a tall, slim girl with long, straight hair

42. **flat** *n.*: smooth and level, not rounded. 平坦的, 扁平的

【例句】I need something flat to write on.

43. **As pointed out earlier**: In this phrase, *is* is omitted, so the complete phrase should be *As is pointed out earlier*. *As* here is a relative pronoun introducing non-restrictive relative clause (非限制性关系从句), = a fact which.

【例句】As has been said above, grammar is a set of rules.

As is known to all, Shanghai is the largest city in China.

44. **attribute** *n.*: quality or feature that someone or something has. 品质, 特征, 属性

【例句】Kindness is one of his best attributes.

They appeared to possess all the attributes of a ruling class.

45. **flattering** *adj.*: making sb look more attractive. (胜过本人或实物)更具魅力

【例句】a flattering photograph 比本人漂亮的照片

The photo is not very flattering. 这张照片不如本人漂亮。

That's a very flattering dress!

46. **sunken chest**: chest which curves inwards especially because of tiredness, old age or illness. 凹陷的胸膛

【例句】sunken eyes 凹陷的双眼 sunken cheeks 凹陷的双颊

47. **pot** *n.*: short form for "potbelly", referring to a large rounded stomach. 大肚皮

48. **athletically built**: having a strong and active body, with plenty of muscle and speed. 运动员一样的体格

49. **divert attention**: to turn attention away; distract. 转移注意力

【例句】The outbreak of fighting in the Persian Gulf has diverted public attention away from domestic problems. 海湾战争的爆发转移了公众对国内问题的关注程度。

50. **physical qualification**: physical features and qualities. 身体条件

51. **focus attention on**: to direct one's attention to something. 注意

【例句】Focus your attention on your work.

Today we're going to focus our attention on the question of homeless people.

今天我们将关注流浪汉问题。

52. **...in a world in which class membership is a safer guarantee of prosperity than pure brawn, an expensive version may have considerable erotic charm....**: Since the society values one's social status rather than one's physical strength, expensive clothes may make men very attractive to women, especially to those who are looking for a rich husband.

guarantee *n.*: a firm promise; a kind of certainty that something will happen or something is true. 保证

【例句】Can you give me your guarantee that the goods will be delivered before Friday?

你能保证货物在周五之前发送吗？

There is no guarantee that they're telling the truth. 很难保证他们在说真话。

He argued that the best guarantee of economic growth was the confidence of business community. 他说商业团体的信心是经济发展的最佳保证。

prosperity *n.*: a condition in which a person or community is doing well economically and has a good standard of living; good fortune and success. 繁荣

【例句】Class membership refers to one's social status, while pure brawn indicates one's physical strength.

brawn *n.*: physical strength. 强壮的肌肉

【例句】He's got more brawn than brains.

Too little bone and brawn made Bernard less competitive.

An expensive version stands for an expensive style of clothing which can mark out the social status of the wearer.

version *n.*: style of clothing. 衣服的款式

【例句】This dress is a cheaper version of the one we saw in that shop.

charm *n.*: the power or quality to please, attract or delight others. 魅力

【例句】a man of great charm

This lovely old town has a charm you couldn't find in big cities.

这个可爱而古老的小镇有着大城市无法比拟的魅力。

The narrow streets of the old town are full of charm.

Her great personal charm makes her a very popular member of the staff.

I had to use all my charms to persuade them to come.

erotic charm: a kind of charm which produces sexual love and desire. 性感

【例句】erotic picture erotic feeling erotic dream

She loved him with a wild erotic joy.

53. In a world in which class membership is a safer guarantee of prosperity than pure brawn, an expensive version may have considerable erotic charm, especially for women who are looking for husbands rather than lovers.

【参考译文】在一个阶级成分比强壮的肌肉更能保证身家兴旺发达的世界上，一套昂贵的行头往往使人更具性感，尤其对那些寻找丈夫而不是寻找情人的妇女来说。

54. costume *n.*: the clothes worn by people at a particular period in history or in a particular country.

【例句】actors in 18th-century costumes

costume drama 古装剧

a museum of costumes

55. maternity *n.*: the state of being a mother. 母性

56. contour *n.*: the outer shape or outline. 轮廓

【例句】 the irregular contours of the British coastline

the contour of the hillside

the contour of her brow

57. center on: to have something as a main subject of attention.

【例句】 The dispute centers on the question of overtime pay. 争论集中在加班费问题上。

Our thoughts were centered on the girl who had died.

His interests are centered on his family.

58. glowing colors: colors showing strong feelings and emotions. 热烈的色彩

59. full-cut gowns: clothes with loose, wide folds which emphasize the roundness of the female body.

宽松的长袍或长外衣; full-cut: 宽松款式的

60. sweeping curves: long, wide and stretched out curves.

curve *n.*: smooth, gradually bending line. 曲线, 弧线

61. accommodate *v.*: to make changes to meet the needs of. 调节, 调整, 使适应

【例句】 The union has made every possible effort to accommodate the management.

行会竭尽所能调整管理。

The bank appears to be accommodating its customers more than it used to.

62. pregnant *adj.*: having an unborn child or baby in the body. 怀孕的

【例句】 How long has been pregnant?

She's five months pregnant.

She married and immediately got pregnant.

A woman normally gives birth to a baby after she has been pregnant for nine months.

63. Renaissance: the humanistic revival of classical art, architecture, literature and learning which originated in Italy in the 14th century and later spread throughout Europe. 文艺复兴

64. Baroque: An era and extremely elaborate and ornate artistic style in art history occurring from 1600–1750, whose art and architecture are characterized by theatrical effects, high drama, tension, movement, intense lighting, extravagance, and above all, appealing to the senses. The Baroque style was known in the visual arts, architecture, literature, music and drama. It reached its peak in Spanish America in the 18th century. 巴洛克风格

65. refined *adj.*: showing good education, delicacy of feeling, and gentleness of manners; polite and well-mannered. 优雅的

【例句】 a refined way of speaking
a thin, blond, refined gentleman in a bow-tie
She is delicate, refined and sensitive.

66. Rococo: A style of design, painting, and architecture that was popular in Europe in the first three quarters of the 18th century. Rococo architecture and furnishings emphasized ornate but small-scale and detailed decoration, curvilinear forms, and pastel colors. Rococo painting has a playful, light-hearted romantic quality and often pictures the aristocracy at leisure. The Rococo style is often considered the last stage of the Baroque. 洛可可风格

>>>>>> Extended Activities

A. Function and Structure

1. Compare vs Contrast

To compare is to explain the similarities between things; to contrast is to describe their differences. These are the two sides of a single coin. Comparison and contrast both emphasize apparent traits, seeing that which is similar and different. Undoubtedly, comparison and contrast is an essential feature of many rhetorical modes, allowing us to describe things, to define things, to analyze things, to make an argument... When people compare and/or contrast two phenomena, most of them will structure their speeches by one of the following ways:

- ☐ First they compare, then contrast (or vice versa).
- ☐ First they describe one trait; then the other.
- ☐ They talk about the comparable and contrastable elements of each idea one by one.
- ☐ They only compare or only contrast, not both.

2. Generalization

A generalization is a statement that says that something is true in most situations or for most people. A generalization is made about a large group or a class of items based on observation of or experience with a part of that group or class. We should always remember that a generalization is not a fact and it represents the writer's or the speaker's judgment only about a particular set of facts.

B. Special Use: Subject and Verb Agreement (3)

在这一课中,我们将继续讨论主谓一致问题。

1. 句子主语含并列结构

- (1) 当 and 或 both...and... 连接的并列主语表示的是两个或两个以上的人或物, 谓语动词通常为复数形式; 若所指的只是一个人或物, 或表示不可分割的意思, 谓语动词通常用单数形式。

例如:

The poet and the musician are visiting our school today. (两个人)

The poet and musician is visiting our school today. (一个人, 既是诗人又是音乐家)

The noted philosopher and poet was reluctant to lecture. (一个人, 既是哲学家又是诗人)

Your screeching and shouting is making her nervous. (一个概念, 都表示叫喊)

Much pumping and much repairing of machinery are required. (两个概念)

Bread and butter is liked by Westerners. (黄油涂在面包上)

Fish and chip is a specialty of the local restaurant. (一道菜)

Vinegar and oil is my favorite dressing. (醋和油混在一起)

The candlestick and candle sells for one hundred dollars. (烛台和蜡烛是一套)

A watch and chain was found on the desk. (表和表链连在一起)

Early to bed and early to rise makes a man healthy, wealthy and wise. (早睡早起为一个概念, 不可分割)

有时含并列结构的主语中, 中心词是单数, 但意义为复数, 此时应遵循意义一致原则, 谓语动词为复数形式。例如:

Black and milk coffee are quite different. (两种咖啡)

- (2) 当 and 连接的并列名词被 each, every 或 many a 等限定词修饰, 随后的动词常用单数形式。

例如:

Each boy and girl wears a badge.

Every man, woman, and child here is an expert swimmer.

- (3) or, either...or..., nor, neither...nor..., 以及 not only ... but also ... 等并列结构, 通常采用就近原则。例如:

One or two problems have been solved.

Either cookies or cake is available for dessert.

Either the college president or the college trustees are responsible for setting the policy.

Neither time nor effort is enough to improve his grade.

Not only the city council members but also the mayor opposes the new act.

Not only the workers but also the manager is against the radical change.

2. 句子主语为主语从句

- (1) 主语从句通常表达一个意思, 所以句子的谓语动词也通常为单数形式。例如:

Whether we should go or not is not decided yet.



How we will solve the problem is none of your business.

Whatever is worth doing is worth doing well.

若主语从句包含 and 或 both...and... 等并列结构,表示两个或以上的意思,则谓语动词为复数形式。例如:

What I say and think are none of your business.

- (2) 在“主语从句 + 谓语 + 表语”的结构中,有时主语的单复数含义很难分辨,但表语的单复数含义却十分明显。此时谓语动词的单复数形式由表语决定。例如:

What she desires are a handsome husband, a large house and a pretty car.

3. 定语从句中的主谓一致

定语从句中也存在主谓一致情况,即从句的谓语动词的单复数形式通常与先行词保持一致。例如:

Mr. Taylor, who works in the University of London, came to Shanghai last week.

在“one of + 复数名词 + 定语从句”结构中,定语从句中的动词通常用复数形式。例如:

This is one of the few books that have ever been written this year.

但当 one 被 the 或 the only 修饰时,定语从句中的动词通常为单数形式。例如:

This is the only one of the best books that has been published.

This is the only one of the books that has interested me.

4. 分裂句中的主谓一致

分裂句主要是起强调的作用。当被强调的部分是句子的主语时,就会牵涉到主谓一致问题。例如:

It is Mr. Smith that is going to resign.

在这种情况下,that 之后的动词通常由被强调的主语所决定。例如:

It is he who is to blame.

5. 存在句中的主谓一致

存在句中的主谓一致遵循就近原则,即谓语动词的单复数形式由最靠近它的主语部分决定。例如:

There is a man and a woman in the room.

There are two men and a woman in the room.

6. 其他结构的主谓一致

- (1) 当主语中既包含肯定部分,又包含否定部分时,谓语动词与肯定部分的主语一致。例如:

Not you but I am wrong.

I, not you, am to blame.

Not he but you are to be selected.

- (2) 当主语中包含介词词组等构成的插入语时,这些插入语不是主语。动词谓语的单复数形式

应由介词前面的主语决定。例如：

No one, besides Helen and Marsha, is to console me.

The heartbeat, as well as other factors, causes blood to flow throughout the body.

Physics as well as chemistry is taught at this school.

The president of the college, together with the deans, is attending a conference.

Franklin, in addition to three salesmen, plans to attend the convention.

All the students except John were present.

All but one man were drowned.

The teacher rather than the students is to blame.

C. Practical Reading

Pie Graphs

第1题：Pie Graphs 是很直观的。要正确完成本题中的内容，主要是要细心比较两个饼图中相关内容的关系。第1题是比较30%和5%的大小，前者比后者大5倍（比较：也可以说成前者“是”后者的6倍），答案是d。第2题中的4个选项是饼图中工作类别中的具体化，其中 sportsman, lawyer, and manager 都属于 “Managerial and professional” 这一类，只有 secretary 属于 “Clerical and related”。第3题是32%和11%的关系，是3倍，答案是d。第4题是28%（Craft or similar）和21%（Other manual）+ 6%（General laborers）=27% 相比较，几乎相同，答案为b。第5题可以采用排除法，答案为c。

第2题：本题中的前4题都是简单的判断和比较，注意第5题是用1 992与1 932的差（即4）与1 932的总数12相比，因此答案是b（1/3）。

Teaching Tips（教学提示）



1. Lead-in 本单元导入部分安排了听力理解和听写填空两项任务。听力理解部分包含两个语篇：《一》职场男性也会受到性别歧视；《二》男女在生理和心理上的主要差异。在处理第一个语篇前，即进行第一和第二项听力活动前，教师可以请学生说说 “For which jobs are men usually preferred and for which are women favoured instead?”；在处理第二个语篇前，即进行第三和第四项听力活动前，教师可以结合 Reading I Pairwork 中第2题，请学生谈谈他们所了解的男女在生

理和心理上的一些主要差异。听力练习的编排和以往各单元一样,练习一和练习三均属预听活动,主要目的是在进行精听练习之前,让学生对所听语篇的主旨(gist)有所了解,初步把握词汇和理解上的难点所在,为接下来的听力活动做好语言和心理上的准备。练习二为正误辨析题,要求学生根据所听到的内容进行单句的正误辨析,并对错误的句子予以改正。由于要求辨析的句子是在语篇之后出现,学生很难把握并记忆听音的重点,此题具有相当的难度。练习四包含两项任务:第一项系归类题,要求学生把B栏中列出的男女性别特征进行归类,指出各项特征分别归属于男性还是女性;第二项系完成表格题,题目的顺序和录音材料中相关内容出现的顺序基本一致,学生比较容易捕捉所需填写的信息。

2. 听写填空(Spot Dictation)是一篇关于性别歧视的短文,重点填关于性别歧视的名词、动词、形容词以及介词短语,说明什么是性别歧视,让学生对性别歧视概念有所了解,可以作为导入活动安排在背景知识(Background Information)讲解之后进行。听写前,教师先讲解听写材料中的个别生词和词语,然后可以请学生简单回答以下问题:

Do you think school teachers tend to treat boy and girl students differently in class?

If teachers treat male and female students differently in class, do you think it will influence students' learning process?

3. 阅读 I Brainstorming 学生通过集体讨论的形式,列出他们所知道的用于描绘人体(human body)、性情(disposition)、智力(mind)和情绪(emotion)的单词和词组。在讨论第一栏关于人体各构成部位时,可参照Additional Vocabulary部分提供的人体图,以加深学生直观印象,提高学生学习兴趣。以下资料供教师参考。

The human body, like the bodies of all animals, consists of systems, which consist of organs, which consist of tissues, which consist of cell.

Human organ systems

- ✧ Circulatory system(循环系统): blood circulations with heart and blood vessels
- ✧ Digestive system(消化系统): processing food with mouth, stomach and intestines
- ✧ Endocrine system(内分泌系统): communicating within the body using hormones
- ✧ Immune system(免疫系统): defending against disease-causing agents
- ✧ Integumentary system(外包皮系统): skin, hair and nails
- ✧ Lymphatic system(淋巴系统): structures involved in the transfer of lymph between tissues and the blood stream
- ✧ Muscular system(肌肉系统): moving the body

- ✧ Nervous system (神经系统): collecting, transferring and processing information with brain and nerves
- ✧ Reproductive system (生殖系统): the sex organs
- ✧ Respiratory system (呼吸系统): the organs used for breathing, the lungs
- ✧ Skeletal system (骨骼系统): structural support and protection through bones
- ✧ Urinary system (泌尿系统): the kidneys and associated structures involved in the production and excretion of urine

Common names of well known parts of the human body (from top to bottom)

(Refer to Note 14 of Reading II)

skin

head — forehead — eye — ear — nose — mouth — tongue — teeth — jaw — face — cheek — chin

neck — throat — Adam's apple — shoulders

arm — elbow — wrist — hand — fingers — thumb

spine — chest — breast

abdomen — belly button (肚脐) — Sex organs (性器官) — anus (肛门)

hip — buttocks — leg — thigh — knee — calf — heel — ankle — foot — toes

Common names of internal organs (in alphabetical order)

appendix (阑尾) — bladder (膀胱) — brain — eyes — gall bladder (胆囊) — heart — intestines (肠) — kidney (肾) — liver (肝) — lungs (肺) — pancreas (胰腺) — skin — spleen (脾) — stomach (胃) — thyroid (甲状腺) — veins (血管) — womb (子宫)

Many organs can be transplanted from a healthy or recently deceased person to another with a diseased or damaged organ. Work is underway to allow some organs to be transplanted from other animals to humans.

3. 阅读 I Pairwork 由学生双人结对, 讨论与本单元主题 difference between men and women 相关的一些话题。讨论题 1 要求学生根据教材给出的提示性问题向同伴描绘自己的个性。在进行该项活动时, 教师可提醒学生参考本单元阅读 I Brainstorming 中所涉及的单词和词组, 尤其是“性情 (disposition)”一栏中列出的表达方式; 讨论题 2 ~ 5 均围绕“男女差异 (differences between

men and women)”这一主题。讨论时,教师可以结合听力理解语篇《二》,先请学生回忆复述他们所听到的男女在生理和心理上的主要差异。教师还可根据具体教学需求和学生实际口语能力,在讨论完2~4题的基础上,针对第五题“Do you agree that women are a weak sex?”设计组织一场班级的辩论(debate)活动。下文供教师在处理讨论题2~5时参考。

Brain Sex: the Real Difference between Men and Women

Throughout infant, teenage, and adult life, the way the brain was forged will have, in subtle interplay with the hormones, a fundamental effect on the attitudes, behavior, and intellectual and emotional functioning of the individual. The brain, the chief administrative and emotional organ of life, is differently constructed in men and in women; it processes information in a different way, which results in different perceptions, priorities and behavior.

It has been long noticed that baby girls are more easily comforted by soothing words and singing. Even before they can understand language, girls seem to be better than boys at identifying the emotional content of speech. From the outset of life, girl babies show a greater interest in communicating with other people.

The area where the biggest differences have been found lies in what scientists call “spatial ability”. That’s being able to picture things, their shape, position, geography and proportion, accurately in the mind’s eye — all skills that are crucial to the practical ability to work with three-dimensional objects or drawings. The male superiority in spatial ability is confirmed by literally hundreds of different scientific studies.

Boys also have the superior hand-eye co-ordination necessary for ball sports. Those same skills mean that they can more easily imagine, alter, and rotate an object in their mind’s eye. Boys find it easier than girls to construct block buildings from two-dimensional blueprints, and to assess correctly how the angle of the surface level of water in a jug would change when the jug was tilted to different angles. This male advantage in seeing patterns and abstract relationships — what could be called general strategic rather than detailed tactical thinking — perhaps explains the male dominance of chess and the male superiority in map reading.

While the male brain gives men the edge in dealing with things and theorems, the female brain is organized to respond more sensitively to all sensory stimuli. Women do better than men on tests of verbal ability. Females are equipped to receive a wider range of sensory information, to connect and relate that information with greater facility, to place a primacy on

personal relationships, and to communicate.

Girls say their first words and learn to speak in short sentences earlier than boys and are generally more fluent in their pre-school years. They read earlier, too, and do better in coping with the building blocks of language like grammar, punctuation and spelling. Later, women find it easier to master foreign languages, and are more proficient in their own, with better command of grammar and spelling. They are also more fluent: stuttering and other speech defects occur almost exclusively among boys.

Women hear better than men. When the sexes are compared, women show a greater sensitivity to sound. They are also more adept in noticing small changes in volume. Men and women even see some things differently. Women see better in the dark. They are more sensitive to the red end of the spectrum, seeing more red hues there than men, and have a better visual memory. Men see better than women in bright light. Intriguing results also show that men tend to be literally blinkered; they see in a narrow field — mild tunnel vision — with greater concentration on depth. They have a better sense of perspective than women. Women, however, quite literally take in the bigger picture. They have wider peripheral vision, because they have more of the receptor rods and cones in the retina, at the back of the eyeball, to receive a wider arc of visual input.

Women react faster, and more acutely, to pain, although their overall resistance to long-term discomfort is greater than men's. In childhood and maturity, women have a tactile sensitivity much superior to men's and the least sensitive woman is more sensitive than the most sensitive man.

Besides, women are better equipped to notice things to which men are completely blind and deaf. Women are better at picking up social cues, picking up important nuances of meaning from tones of voice or intensity of expression. Women tend to be better judges of character. Women have a better memory for names and faces, and a greater sensitivity to other people's preferences. Women can store, for short periods at least, more irrelevant and random information than men.

Actually the biggest behavioral difference between men and women is the natural, innate aggression of men, which explains to a large degree their historical dominance of the species.

4. 阅读 I Post-reading 该活动由两项任务组成。任务1通过表格填写的形式为学生提供一个复习并巩固阅读 I 课文内容的机会。教师应敦促学生在认真阅读原文的基础上完成表格的填写, 尽

量不要照搬照抄课文原文，要对原文进行适当的归纳和总结；任务 2 是一个案例分析的活动。以下材料供教师参考使用。

Single-sex education is the practice of conducting education where male and female students attend separate classes or in separate buildings or schools. The practice was predominant before the early- to mid-twentieth century, particularly in secondary education and higher education. Single-sex education is often advocated on the basis of tradition, as well as religious or cultural values. It is practiced in many parts of the world. A number of studies starting in the 1990s are showing statistical data that children from single-sex schools are outperforming students from coeducational schools, although some studies also say that these are non-conclusive. In 2002, because of these studies and bipartisan support, the US law of 1972 was revoked and funding was given in support of the single-sex option. There are now associations of parents who are advocating for single-sex education.

Arguments in favor of single sex schools

- ✧ Many supporters of single-sex education hold that it can help students learn more effectively. This argument is based on assumptions including:
- ✧ Boys and girls learn differently.
- ✧ Gender roles can be subverted in a single-sex environment; boys will be more likely to pursue the arts, and girls more likely to pursue math and science.
- ✧ Without the presence of the opposite sex, students will be less distracted from their academics.
- ✧ Female graduates of single-sex schools go on to achieve greatness in typically male-dominated careers and statistically obtain more high-ranking positions in Fortune 1000 companies than girls who were educated in a co-educational setting.
- ✧ Most of the best schools in England are single-sex schools.

Arguments against single sex schools

- ✧ Segregated learning facilities are inherently unequal. System bias will reinforce gender stereotypes and perpetuate societal inequalities in opportunities afforded to males and females.
- ✧ Single-sex schools in fact accentuate gender-based educational limitations and discrimination. Boys' schools do not offer cheerleading or home economics classes,

while girls' schools do not offer football or wood shop.

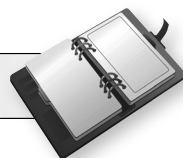
- ✧ Without the presence of the opposite sex, students are denied a learning environment representative of real life. This deprives them of the opportunity to develop skills for interaction with peers of all genders in their work environment and fosters ignorance and prejudice towards the other gender.
- ✧ Intersexuals (阴阳人, 双性人) and transgendered (变性的) individuals would defeat the purpose of single-sex education, as they would not be one or the other.

5. 阅读 II Cloze

- Blank 2 选 c. offices。此处 office 意思是“a position of responsibility and power, especially in government (尤指政府中的) 官职, 公职”, 既可作可数名词又可作不可数名词用, 如“to nominate her for the office of Vice President 提名由她担任副总统一职; to seek office 谋求公职; to run for office 竞选公职; to take office 就职; to resign/leave office 离任; to hold office 担任公职; the party in /out of office 执政/在野党”等。
- Blank 8 选 b. on。“be on a committee”是习惯用语, 意思是“任委员会委员”。
- Blank 9 选 b. resolution。此处 resolution 指“a formal decision or statement made by the vote of a group 决议; 决定”, 如: “to pass a resolution 通过一项决议; The resolution was carried at the previous plenary session. 决议在上次全会上获得通过。”因为文章中指的是委员会通过一致的决议, 用“决议 resolution”比“决定 decision”好。
- Blank 12 选 d. physical。此处“physical strength 体力”与“as they had no great mental strength because of lack of education...”一句中“mental strength 智力”相对应; 而文中也有“Their physical strength was their pride mental strength...”一说。
- Blank 13 选 b. timid。此处 timid 的意思是“胆怯, 怯懦”, 它强调“lack of courage and daring”, 常含有“extreme cautious and fearful of change or of venture into the unknown or uncertain”之意。比如说, “a timid reply 战战兢兢的答复; as timid as a hare 胆小如鼠; too timid to protest 过于怯懦而不敢反抗”。选项 a. shy 意为“drawing back from contact or familiarity with others 羞怯的; 畏缩不前的”, 可能是天性如此, 也可能是由于缺乏经验而致。选项 c. coward 常用作名词, 其形容词形式为“cowardly”; 所谓 coward 是指“someone who is easily frightened and who avoids dangerous and unpleasant situations 胆小的人; 懦弱的人”; coward 也可直接作形容词用, 如“a coward cry for help 胆怯的求救声”。

Blank 15 选 b. have been。此处用完成时态，意思是“不管她们的生活有多么艰难，你不会发现有女人会处于这样的状态（指上文提到的 Suffolk 村落里的男人们为繁重的农活所累而筋疲力尽的状态）。”

Key（练习答案）



>>>>>> Reading I

Pre-reading

I.

Human body	Disposition	Mind	Emotion
head	selfish	clever	love
throat	genial	intelligent	hate
chest	amiable	sharp	fear
brain	cheerful	shrewd	anger
lung, heart, liver, urine, joint, muscle, bone, skeleton, nerve, rib, buttock, hip, waist, back, shoulder, neck, thigh, navel, abdomen...	lenient, generous, tolerant, sinister, treacherous, lively, patient, gentle, kind, open, sensitive, bossy, susceptible docile, meek...	slow, stupid, bright, keen, dull, foolish, smart, resourceful, having quick/ ready wits...	sorrow, pride, anxiety, excitement, jealousy, joy, bitter, joyful, sad, gloomy, fearful, depressed, dismal...

Exercises

II.

1. a

2. c

3. b

4. d

5. b

III.

1. barrier

2. instinct

3. fatigue

4. capacity

5. endurance

6. unfit

7. contact

8. build

9. favor

10. distract

11. stimulus

12. bruise

IV.

1. has an edge

2. exertions

3. buoyancy

4. instinct

5. has taken on

6. attain

7. keep your eye on

8. have a lot to do with

9. to catch up with

10. even, out

11. was, suited to

12. tolerance

13. in order

14. vital

15. on the part of

- V. 1. pick Bob's father out of the crowd
 2. evened out his payments
 3. draw the line
 4. in top form
 5. has a lot to put up with
 6. resulted from

Post-reading

Difference Between Men and Women

Differences	Men	Women
<i>Strength</i>	on average, (a third) stronger	Given opportunities, the strength gap would narrow considerably; some sportswomen are as strong as male athletes.
<i>Muscle mass</i>	more	less (only half the muscle mass of men)
<i>Heart</i>	bigger	smaller, but can work relatively harder without any ill effects
<i>Pulse rates</i>	lower	higher; a girl of 15 can attain a pulse of 200; while adult women athletes during exertion can reach 180 easily, 20 beats faster than a man
<i>Lung capacity</i>	30% greater	smaller; no large-scale studies done on female respiration
<i>Aggressive instinct</i>	higher; play rough and prefer bruising physical contacts; encouraged to be aggressive since infancy	Lower; punished for displays of aggressiveness since childhood
<i>Body fat</i>	less	more, even physically active women have more fat, not necessarily affecting performance
<i>Spatial orientation</i>	better; using their own physical positions as a reference point to activity around them	poorer; using peripheral objects as points of reference; easily distracted by visual stimuli
<i>Endurance</i>	supposedly becoming exhausted less quickly	greater tolerance for fatigue
<i>Final conclusion:</i> Physical differences between men and women don't necessarily make much of a difference in athletic performance.		

>>>>>> Reading II

- I.** 1. F 2. F 3. F 4. F 5. T
 6. NM 7. T 8. F 9. T 10. F
III. 1. a 2. b 3. a 4. d 5. c
 6. a 7. c 8. b 9. d 10. c

- IV.** 1. No matter how badly the company performed, its staff should face the challenges from the market in top form.
 2. These measures tend to improve working conditions.
 3. Her friends try to divert her thoughts from her sad loss.
 4. The successful marketing of our new product results from the wisdom and courage on the part of our CEO.
 5. In market economy, the government needs to gradually even out the distance between the poor and the rich by means of taxation.
 6. Unable to put up with his headache any longer, he had to see a doctor.
 7. It is not easy to draw the line between carefulness and anxiety.
 8. The achievements in learning have a lot to do with students' learning methods.
 9. Since I'll do the job on my own/independently, it makes no difference to me whether he is experienced or not.
 10. While doing a market research, we need to use some data as points of reference.

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

>>>>>> Extended Activities

A. Function and Structure

- I.** 1. *The Times* newspaper differs from *the Sun* in that *the Times* is more serious.
 2. The main difference between Chinese food and Japanese food is that Chinese food is richer.
 3. Jean has an advantage over Joan in that she can speak three languages.
 4. A public school comes off better than a state school because it has more money and a better teaching staff.

5. Travelling by car is not so good to your health as travelling by bike because you can get more exercise riding a bike.
6. There is no comparison between fresh fruit and tinned fruit because fresh fruit is far more delicious.
7. There is a tendency for people to come to work by car.
8. Children tend/ seem/ appear to like chocolate and ice-cream.
9. In the vast majority of cases, historic buildings have been preserved by the local government.
10. Very intelligent children are inclined to get/ be bored at school.
11. Most people tend/ seem to choose holidays which differ from their daily routine.
12. Generally (speaking), women are more careful than men.

B. Special Use

- | | | | | |
|-------------------|---------------|-------------|-------------|--------------|
| I. 1. oppose | 2. are | 3. is | 4. offers | 5. speaks |
| 6. Are | 7. are | 8. goes | 9. is | 10. has |
| 11. are | 12. is | 13. am | 14. has | 15. are |
| 16. have | 17. are | 18. are | 19. is | 20. are |
| 21. is | 22. makes | 23. was | 24. was | 25. was |
| II. 1. have → has | 2. are → is | 3. are → is | 4. / | 5. / |
| 6. are → is | 7. were → was | 8. / | 9. are → is | 10. are → is |

C. Practical Reading

- | | | | | |
|----------|------|------|------|------|
| I. 1. d | 2. a | 3. d | 4. b | 5. c |
| II. 1. c | 2. a | 3. d | 4. b | 5. b |

D. Additional Vocabulary

- | | | | |
|-------------|--------------|--------------|--------------|
| 1. hair | <u>头发</u> | 13. elbow | <u>肘</u> |
| 2. brow | <u>眉毛</u> | 14. waist | <u>腰</u> |
| 3. temple | <u>太阳穴</u> | 15. navel | <u>肚脐</u> |
| 4. cheek | <u>颊</u> | 16. buttocks | <u>臀部</u> |
| 5. chin | <u>颏, 下巴</u> | 17. wrist | <u>腕</u> |
| 6. neck | <u>颈</u> | 18. thigh | <u>股, 大腿</u> |
| 7. shoulder | <u>肩</u> | 19. leg | <u>腿</u> |



- | | | | |
|-------------|-----------|-----------|--------------|
| 8. back | <u>背</u> | 20. knee | <u>膝</u> |
| 9. arm | <u>臂</u> | 21. calf | <u>小腿肚</u> |
| 10. armpit | <u>腋窝</u> | 22. shin | <u>胫, 小腿</u> |
| 11. chest | <u>胸部</u> | 23. ankle | <u>踝</u> |
| 12. stomach | <u>腹部</u> | 24. heel | <u>脚后跟</u> |

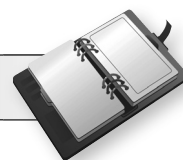
F. Humor Time

Answer: b

Unit 2

Auction

Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : Auction

2. Language Focus (内容重点)

— **Key Words:** I. auction, equivalent, host, desperate, anniversary, bidding, lot, propel, slap, facility, inspection; II. assemble, spoil, stick, acquaint, knock-out, whereby, illegally, nominate.

— **Phrases:** I. pop up, in the course of, rush back, end up, in need of, date back to, rely on, be limited to, from afar, for one thing; II. knock down, in the form of, play on, come off.

— **Useful Structures:** until recently, ...

known as ...

in the hope of

3. Communicative Skills (交际技能)

— **Expressions:** Expressing certainty and possibility

— **Reading:** A line graph

4. Special Use (专项用法) : Modal Verbs (1)

Lead-in (导入)



>>>>>> Listening Comprehension Tasks

Difficult Words and Expressions

- auction: a public sale in which goods or property are sold to the highest bidder 拍卖
- ascend: to rise 上升, 升高
- bid: to offer (a certain price) for something, especially at an auction 喊(价), 出(价)
- subsequent: coming after something in time; following 随后的, 后来的
- bidder: a person or group that offers to pay an amount of money to buy something 出价人
- proxy: a person authorized to act on behalf of another 代理人, 代表
- prominently: noticeably 显著地, 显眼地
- auctioneer: a person who conducts auctions by accepting bids and declaring goods sold 拍卖商
- seal: to close securely 密封
- simultaneously: at the same time 同时
- tender: to make a formal written offer to carry out work, supply goods, or buy land, shares, or another asset for a stated fixed price 投标
- lease: to grant (property) on lease; let 租赁
- Vickrey auction: 维克瑞拍卖(又称第二价格拍卖)
- variation: a change or slight difference in condition, amount, or level 变化
- commission: a sum of money paid to a salesman for every sale that he or she makes 佣金
- arena: the centre of an activity or of attention in a particular situation or context 活动场所, 舞台
- collectible: an item valued and sought by collectors 收藏品
- vintage: a very good wine which was made in a particular year 佳酿酒
- surplus: a quantity of something that is extra or more than is needed 剩余物
- bankruptcy: the state of being unable to pay your debts 无力清偿债务, 破产
- livestock: the animals kept on a farm, for example cows or sheep 家畜

Passage Script

Passage I

Types of Auction

English auction, also known as an open ascending price auction, is the most common form of auction in use today. Participants bid openly against one another, with each subsequent bid higher than the previous bid. Bidders may call out their bids themselves or have a proxy call out a bid on their behalf. If the seller has set a minimum sale price in advance (the “reserve” price) and the final bid does not reach that price the item remains unsold. The English auction is commonly used for selling goods, most prominently antiques and artwork, but also secondhand goods and real estate. At least two bidders are required.

Dutch auction is also known as an open descending price auction. In the traditional Dutch auction the auctioneer begins with a high asking price which is lowered until some participant is willing to accept the auctioneer’s price. The winning participant pays the last announced price. In practice, however, the Dutch auction is not widely used.

Known as a first-price sealed-bid (FPSB) auction, sealed first-price auction requires all bidders simultaneously submit sealed bids so that no bidder knows the bid of any other participant. The highest bidder pays the price they submitted. This type of auction is different from the English auction, in that bidders can only submit one bid each and bidders cannot adjust their own bids afterwards. Sealed first-price auctions are commonly used in tendering, particularly for government contracts and auctions for mining leases.

Vickrey auction, also known as a sealed-bid second-price auction, is identical to the sealed first-price auction except that the winning bidder pays the second highest bid rather than his or her own. Although extremely important in auction theory, in practice Vickrey auctions are rarely used.

Passage II

An auction is a process of buying and selling goods or services by offering them up for bid, taking bids, and then selling the items to the highest bidder. In economic theory, an auction may refer to any mechanism or set of trading rules for exchange.

There are several variations on the basic auction form, including time limits, minimum or maximum limits on bid prices, and special rules for determining the winning bidder(s) and sale price(s). Participants in an auction may or may not know the identities or actions of other participants. Depending on the auction, bidders may participate in person or remotely through a variety of means, including telephone and the Internet. The seller usually pays a commission to the auctioneer or auction company

based on a percentage of the final sale price.

Almost anything can be sold at auction. Some typical auction arenas include the following:

The antique business, where besides being an opportunity for trade they also serve as social occasions and entertainment;

The sale of collectibles such as stamps, coins, fine art and luxury real estate;

The wine auction business, where serious collectors can gain access to rare bottles and mature vintages, not typically available through retail channels;

The sale of all types of real property including residential and commercial real estate, farms, vacant lots and land;

The sale of consumer second-hand goods of all kinds, particularly farm and house clearances and online auctions;

The sale of industrial machinery, both surplus or through bankruptcy;

Livestock auctions where sheep, cattle and other livestock are sold.

Key

II.

Column A	Column B
1. English auction: <u>b d g</u>	a. the bidder who accepts the <u>auctioneer's</u> price gets the item
2. Dutch auction: <u>a b h</u>	b. an open price auction
3. sealed first-price auction: <u>d e i j</u>	c. the winning bidder pays <u>the second highest</u> bid instead of his or her own
4. Vickrey auction: <u>f c</u>	d. the <u>bidder</u> who offers the highest bid gets the item
	e. the bidders can bid only once and are not allowed to <u>adjust</u> their bid
	f. rarely used
	g. commonly used for selling antiques and artwork, secondhand goods and <u>real estate</u>
	h. an descending price auction
	i. all bidders sealed bids <u>simultaneously/at the same time</u>
	j. usually used for government <u>contracts</u> and auctions for mining leases

IV. Outline

I. Definition of auction: a process of buying and selling goods or services

II. Variations on the basic auction form

1. time limits
2. minimum or maximum limits on bid prices
3. special rules for deciding the winner and sale prices

III. Typical auction arenas

1. antique business
2. collectibles: stamps, coins, fine art and luxury real estate
3. wine
4. real property: residential and commercial real estate, farms, vacant lots and land
5. second-hand goods: farm and house clearances, online auction
6. industrial machinery: surplus or through bankruptcy
7. livestock auction: sheep, cattle, etc.

>>>>> Spot Dictation

Auction is a sale at which people bid for articles being sold. An auctioneer conducts the sale and receives the bids. In conducting the sale, the auctioneer usually acts as an agent for the seller, although he or she may also have an interest in the goods offered. The auctioneer divides the property to be sold into “lots”. Either through a spoken announcement or printed catalog, the auctioneer describes the lots and outlines the legal and financial conditions for the auction. In the English system of auction, the auctioneer begins at a low price and participants keep raising their bids until the highest bid has been reached.

Each type of auction has its specific qualities such as pricing accuracy and time required for preparing and conducting the auction. Open bidding during an extended period of time with many bidders will result in a final bid that is very close to the true market value.

An online auction is an auction which is held over the internet. Online auctions come in many different formats, but most popularly they are ascending English auctions, descending Dutch auctions, Vickrey auction, sealed first-price auction, or sometimes even a combination of different types of auctions. Online auctions break down and remove the physical limitations of traditional auctions such as geography, presence, time, space, and a small target audience. In 2002, online auctions were projected to account for 30% of all

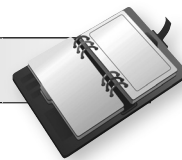
online e-commerce due to the rapid expansion of the popularity of the form of electronic commerce.

Difficult Words and Expressions

descending: *adj.* moving from a higher level to a lower one 递减的

project: *v.* If something is *projected*, it is planned or expected 计划; 预计

Background Information (背景知识)



1. Auction

Auctioning can be traced as far back as 500 B.C. In economic theory, an auction is a method for determining the value of a commodity that has an undetermined or variable price. Auctions can be with reserve or minimum, or without minimums, or absolute or no reserve. In reserve auctions, there is a minimum bid or reserve price; if the bidding does not reach the minimum, there is no sale (but the person who puts the item up for auction may still owe a fee to the auctioneer or auction company). In absolute or no reserve auctions, the sale is guaranteed, with only the price left to be determined. In the context of auctions, a bid is an offered price. Auctions are publicly seen in several contexts and almost anything can be sold at auction. Some typical auction arenas include the following:

- ☐ the antique business, where besides being an opportunity for trade, they also serve as social occasions and entertainment
- ☐ in the sale of collectibles such as stamps, coins, classic cars, fine art, and luxury real estate
- ☐ the wine auction business, where serious collectors can gain access to rare bottles and mature vintages, not typically available through retail channels
- ☐ in the sale of all types of real property including residential and commercial real estate, farms, vacant lots and land
- ☐ for the sale of second-hand goods of all kinds, particularly house clearances and online auctions
- ☐ in commodities auctions, like the fish wholesale auctions

- ☐ in legal contexts where forced auctions occur, as when one's farm or house is sold at auction on the courthouse steps

2. Auction Houses & Auctioneers

The world's three largest auction houses are Christie's, Sotheby's and Bonhams. Internet auctions have become very popular; the world's largest auction site is eBay. Auction catalogs are frequently printed and distributed before auctions of rare and/or collectible items; these catalogs may be very elaborate works, with considerable details about the items being auctioned. Auctioneers are usually trained in the legal and practical aspects of conducting auctions. Some jurisdictions require auctioneers to be licensed and bonded.

3. Types of Auctions

In terms of security/privacy, there are two main types of auctions:

- ☐ In a *private auction* the identities of the bidders are hidden, so anyone that buys the item can remain anonymous. This is normally done for either security reasons such as rare gems or art, or to avoid embarrassment if the item is more risque.
- ☐ In a *public auction*, the bidders' identities are not hidden and anyone is welcome to attend the auction.

In terms of auctioneers and auction items, we can differentiate three types of auctions:

- ☐ *exchange auction* — also known as commodity auctions or exchange-commodity auctions, are the most closed to the new participants. The participants include a number of core professional buyers, who monitor each other to ensure that no one is “cheating” on the community
- ☐ *sale auction* — for art and one-of-a-kind items
- ☐ *dealer auction* — for collectibles, cars or machinery

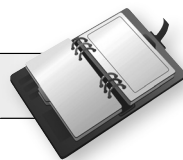
A more detailed differentiation would be between:

- ☐ *English auction*: This is what most people think of as an auction. Participants bid openly against one another, with each bid being higher than the previous bid. The auction ends when no participant is willing to bid further, or when a pre-determined “buy-out” price is reached, at which point the highest bidder pays the price. The seller may set a “reserve” price and if the auctioneer fails to raise a bid higher than this reserve the sale may not go ahead.
- ☐ *Dutch auction*: In the traditional Dutch auction the auctioneer begins with a high asking price which is lowered until some participant is willing to accept the auctioneer's price, or a predetermined minimum price is reached. That participant pays the last announced price. This type of auction is convenient when it is important to auction goods quickly,

since a sale never requires more than one bid. The Dutch auction is named for its best known example, the Dutch tulip auctions. “Dutch auction” is also sometimes used to describe online auctions where several identical goods are sold simultaneously to an equal number of high bidders. Economists call the latter auction a *multi-unit English ascending auction*.

- *Absolute auction*, also known as a *No-reserve auction* or *Auction without reserve*: An auction with no minimum bid amount. The starting price is set at 0. The highest bidder gets the property no matter how low the bid. This type of auction presents the greatest opportunities for the buyer.
- *Sealed first-price auction*: Also known as *Sealed High-Bid Auction* or *First-Price Sealed-Bid Auction*. In this type of auction all bidders simultaneously submit bids so that no bidder knows the bid of any other participant. The highest bidder pays the price they submitted.
- *Silent auction*: This is a sealed variant often used in charity events, but involving the simultaneous sale of multiple items. Participants submit bids normally on paper, near the item. They may or may not know how many other people are bidding or what their bids are. The highest bidder pays the price they submitted.
- *Reverse auction* or *procurement auction*: This kind of auction reverses the roles of seller and buyer. The buyer puts out a request for proposal for a given commodity and providers offer progressively lower prices in hopes of getting the business. At the end of the auction, the lowest bid wins.
- *Open outcry auction*: This type of auction can refer to any auction where the auction is conducted orally for people to hear. This type of auction also refers to what is used in stock exchanges and commodity exchanges, where trading occurs on a trading floor and traders may enter verbal bids and offers simultaneously. Transactions may take place simultaneously at different places in the trading pit or ring. This type of auction is being replaced by electronic trading platforms.
- *Buy-out auction*: This auction has a predetermined buy-out price in which the bidder can end the auction by accepting the buy-out price. The buy-out price is set by the seller. The bidder can choose to bid or use the buy-out option. If no bidder chooses to utilize the buy-out option, the auction ends with the highest bidder winning the auction.

Language and Culture Focus (语言文化要点)



>>>>> Reading I

1. **until recently**: until very lately. 直到最近

【例句】 He did not return until very recently.

Not until recently did he consider the possibility of winning the election.

Josh believes he was born to question everything, and only until recently did he decide to defend in what he believes is right.

2. **auction**

① *n.* a public sale of goods to the person who offers the most money. 拍卖

【例句】 to bid at a furniture auction

put...up for auction: 拍卖……

【例句】 They've put the contents of their house up for auction.

I listed a couple of items in my store, and then decided to put them up for auction.

at/by auction: 拍卖掉

【例句】 It was sold at/by auction.

Dutch auction: 荷兰式拍卖 (逐步降价的拍卖)

【例句】 to sell fruits by Dutch auction

② *vt.* [off] to sell by auction. 拍卖

【例句】 We welcome any other web creators who'd like to auction stuff off, collect donations, or raise money in whatever other fashion to help the Red Cross assist refugees from Louisiana.

I have tried to auction textbooks off starting at one cent and not had any bidders on it after having it listed for a month.

同根词

auctioneer: *n.* 拍卖人

3. **equivalent**

① *n.* something that is equal to something else. 等同/价物; 对等物; 对应的词语

【例句】 Some American words have no British equivalents.

Change this money for gold or its equivalent in dollars.

A company car is the equivalent of an extra 2,000 dollars a year on your salary.

② *adj.* same; equal. 相等的, 相同的, 等值的; 等量的

【例句】He changed his pounds for the equivalent amount in dollars.

Changing his job like this is equivalent to giving him the sack.

同根词

equivalence: *n.* 对等; 对等物; 对应词

4. host

① *vt.* to act as a host of. 做东道主/节目主持人

【例句】a chat show hosted by a celebrity

Beijing will host the 2008 Olympics.

Which country is going to host the next World Cup?

② *n.* a person who receives guests and provides food, drink, and amusement for them. 东道主; 主人

【例句】At the end of the party we thanked our host and went home.

③ *n.* a person, place, or organization that provides the necessary space, equipment, etc., for a special event. 主办人/地方/机构……

play host to

【例句】the host country for the next Olympic Games

The Grand Hotel is playing host to this year's sales conference.

④ *n.* a person who introduces other performers. 节目支持人

⑤ *n.* a large number of. 大量; 许多

【例句】a host of possibilities

The machine comes with a whole host of useful accessories.

Note: hostess: 女主人; 女主持人

5. They are then quickly transported to nearby auction centers, the largest of which covers the equivalent of about 200 soccer fields and can host up to 2,500 buyers.

【参考译文】人们把花迅速运送了附近的拍卖中心,最大的一个拍卖中心大约有200个足球场大小,能容纳2 500个买花者。

6. in the course of: during. 在……期间

【例句】Human society is still faced with grave challenges in the course of its development.

In the course of conducting research, researchers may create, use, or disclose identifiable health information.

In the course of evolution, the principle of the fittest will survive is fully embodied.

7. rush back: to go hastily back to. 快速返回

【例句】Migrant workers rush back home during the spring festival.

His blood ran cold when childhood memories came rushing back.

I thought thunder was the sound of the air rushing back into the vacuum created by the lightning.

8. end up: to finish in a particular place or way. 以……告终

【例句】The criminal ended up in prison.

After a lot of consideration, he ended up with telling his wife the truth.

He ended up in the hospital and was in a coma all night.

9. in need of: having a need for. 需要

【例句】We are in need of an interpreter.

The scenic spots are in need of repair.

These poor families are in need of assistance.

Enterprise development is in need of improvement.

10. desperate

① *adj.* suffering extreme need, anxiety, or loss of hope. 极需要的; 极焦急的; 绝望的

【例句】She's desperate for work/money.

They are desperate to escape.

② *adj.* ready for any wild act and not caring about danger, esp. because of loss of hope; reckless. 不顾一切的; 拼命的

【例句】a desperate criminal

③ *adj.* extremely difficult and dangerous; grave. 危急的; 极严重的

【例句】a desperate shortage of food

The country is in a desperate state.

同根词

desperation: *n.* 不顾一切; 铤而走险; 绝望

【例句】He kicked at the door in desperation.

11. anniversary: *n.* a day which is an exact year or number of years after a particular event. 周年纪念日

【例句】a wedding anniversary 结婚周年纪念日

anniversary celebrations 周年庆典

It's the 20th anniversary of our country's independence.

12. known as/to be: reputed as/to be. 以……著称/闻名; 被誉为

【例句】America has long been known as a melting pot.

Suzhou and Hangzhou are known as "paradise on earth".

13. date back to: to have existed since. 回溯到

【例句】Chinese history dates back to over 5,000 years ago.

The oldest structures still standing today date back to 1856.

Records for the city date back to 1877.

14. lot

① *n.* something that is sold, esp. at an auction. 卖品; (尤指) 拍卖品

【例句】 Lot fifteen is a box of books.

Lot 49, a fine old silver cigarette case.

② *n.* a piece of land. 一块地

【例句】 playing on an empty lot

parking lot

③ *n.* any of a set of objects of different sizes or with different markings used for making a choice or decision by chance. 签; 阄

draw lots: 抽签; 抓阄

【例句】 The children drew lots to see who would go first.

④ *n.* fortune, fate. 命运

【例句】 Learn to be content with your lot in life.

15. propel: *vt.* to move, drive, or push forward. 推动; 推进

【例句】 a rocket-propelled grenade

A sailing boat is propelled by wind.

He was propelled to power when he received 70 percent of the vote in 1997, capturing the support of women and young people.

His decision comes little more than one year after he was propelled into the leadership.

16. slap

① *vt.* to place or put quickly, roughly, or carelessly. [与 on 连用] 啪的一声放下, 猛掷, 漫不经心地扔

【例句】 He slapped the document down on the desk.

He slapped the paint thickly on the wall.

The council has slapped a demolition order on the old building.

② *vt.* to move against a surface with a sound. 拍击; 拍打

【例句】 The small waves slapped against the wharf/bank.

③ *vt.* to hit quickly with the flat part of the hand. 用巴掌打, 拍打

【例句】 She slapped the naughty child.

If you touch me again, I'll slap your face.

④ *n.* a quick hit with the flat part of the hand. 一巴掌; 一拍

【例句】 He gave her a slap on the cheek.

slap in the face: 侮辱; 打击; 断然拒绝

【例句】It was a slap in the face for her parents when she ignored their advice and give up her job.

slap on the back: 表扬; 赞许; 感谢; 祝贺

【例句】We gave her a big slap on the back for helping to organize the concert.

slap on the wrist: 轻微的处罚; 温和的警告

【例句】The law ought to be tougher; we shouldn't just give criminals a slap on the wrist.

slap down: 压制; 阻止

【例句】I try to make intelligent contributions at meetings, but the chairman always slaps me down.

17. **Once purchased, the flower lots are slapped with bar codes identifying the buyers and the prices, and delivered to the various buyers' shipping areas.**

【参考译文】这些花一经购买,即被盖上条形码,表明买者及价格,然后被运送到不同购买者的运输场所。

18. **rely on:** depend on. 依靠; 依赖

【例句】Rely on yourself for success.

Many people today rely on the Internet to make a living.

19. **To judge the goods on offer, they rely on high quality digital images and strict quality control by the auctioneers.**

【参考译文】他们依靠高品质的电子图象及拍卖商严格的质量控制来判断所拍卖商品的质量。

20. **facilities:** things such as buildings, shops, or services that are useful or help one to do sth. 设施

【例句】The house is well situated in reach of good shopping and transport facilities.

The school has excellent sporting facilities.

21. **be limited to:** to be restricted to. 限于

【例句】The length of the composition is limited to 2,000 – 4,000 words.

Participation is limited to 300.

Technical summary is limited to four A4 size pages.

22. **from afar:** from a great distance. 从远处

【例句】friends from afar

watching from afar

Forest policemen come from afar to reinforce forest firefighting in northeast China.

23. **inspection:** *n.* the act of examining the details of something. 检验; 检查; 视察

【例句】a tour of inspection 巡查

an official inspection

I gave the car a thorough inspection before buying it.

He thought it was a moth, but on closer inspection it turned out to be a butterfly.

同根词

inspect

① *vt.* 检查；检验

【例句】After they had finished building the wall the foreman inspected it to make sure they'd done it properly.

Nobody inspected my ticket before I got on the train.

② *vt.* 视察

【例句】The general inspected the three armies.

inspector: 检察员；监督员；督察

24. for one thing: as the first point; to start with (used to introduce a reason). (用于引出原因) 首先

【例句】For one thing, you're probably drawing from a biased sample.

For one thing, everyone knows how much the players are paid and that becomes part of the fans' assessment of how good a player really is.

For one thing, she did not love him as much as he loved her.

25. pop up: to happen or appear suddenly or unexpectedly. 突然/意外地出现，冒出来

【例句】Just when everything seemed perfectly organized, chaos popped up.

A rumor has popped up that a new president will arrive.

Everything popped up in my mind.

>>>>>> Reading II

1. officially *adv.:* formally and publicly. 正式地

【例句】They have officially announced their engagement. 他们正式宣布订婚。

The new hospital was officially opened last week.

The war officially ended the following year.

2. assemble *v.:* to gather together into a group or into one place for a particular purpose. 集合，聚集

【例句】At the beginning of the day, we all assemble in the main hall to be addressed by the headmaster.

一大早，我们就聚集在大厅里，等着听校长发言。

The four leaders assembled in Paris for a summit meeting.

Wait until all the guests are assembled.

She announced to the assembled relatives that she intends to sell the house and move abroad.

3. **offer** *n.*: the amount of money that people say they will pay to buy something.

【例句】Morgan's offer was the more attractive.

I'll make you one final offer: 20 pounds.

4. **figure** *n.*: particular amount expressed as a number, especially of money and statistics.

【例句】They are asking a high figure for their house.

We decided on a figure of ten thousand.

The crowd was very big, but I couldn't put a figure on it. 我不能准确说出人数。

Recent government figures show that there are 150,000 families with four or more children.

5. **knocking down the goods**: announcing the end of the deal by knocking or hitting the hammer on the table

6. **bang** *v.*: to knock, beat or hit violently with a loud noise. 重击

【例句】She banged the chair against the wall.

They were banging on the door with their fists.

7. **hammer** *n.*: a tool with a heavy piece of metal at the end of a handle used for hitting things, for example nails into walls or for breaking things by force. 锤子

【例句】We knocked holes with a hammer and a big nail.

8. **rostrum** *n.*: a raised platform on which someone stands in front of a large group of people, usually in order to speak to them. 讲台, 讲坛

【例句】Inside the building, there is a high rostrum for preaching.

9. **spoils** *n.*: things taken by the army from the defeated enemy. 战利品

【例句】the spoils of victory the spoils of war

They divided up their spoils.

10. **spear** *n.*: a weapon consisting of a long pole with a sharply pointed end. 矛

【例句】to hurl a spear 投掷长矛

He snatched up his spear. 他紧握长矛。

11. **candle** *n.*: a stick or block of hard wax containing a length of string through the middle which give slight when it burns. 蜡烛

【例句】I blew out my candle and went to sleep.

12. **stay alight**: to keep burning and lit up. 保持燃烧

13. **hide** *n.*: the skin of a large animal such as a cow, horse, or elephant, which can be used for making leather. 兽皮

14. **cocoa** *n.*: a brown powder which is made from the crushed seeds of the cacao tree, and which is used in making chocolate. 可可粉

15. **property** *n.*: Here "property" means land, building, or both together. 财产, 地产

【例句】a property developer 房产开发商



Several properties in this street are for sale.

The city is growing and property in the center is becoming more and more expensive.

随着城市的发展,市中心的地皮越来越贵。

16. **china** *n.*: also chinaware, objects such plates, cups, saucers, dishes, etc. which are made of fine clay or porcelain by baking at high temperatures. 瓷器

【例句】 Please put the china away carefully.

17. **works of art**: something that is produced by artists. 工艺品

【例句】 Her collection contained all sorts of valuable works of art.

18. **Christie's**: the world's oldest fine arts auctioneer which has sold pictures, furniture, works of art, jewelry and wine since the first sale was conducted by James Christie in London in 1766. 佳士得拍卖行

19. **Sotheby's**: one of the world's two largest auctioneers of fine arts, antiques and collectibles, offering property in over 80 collecting categories, among them paintings, jewelry, decorative arts and books. 苏富比拍卖行

20. **advertise** *v.*: to make known to the public in newspapers, on television, or on poster etc. in order to persuade people to buy. 登广告, 做广告

【例句】 a big poster advertising a new shampoo 新型洗发水的宣传海报

I advertised my house in the "Daily News".

Are lawyers allowed to advertise their services?

21. **advertisement**: 广告

【例句】 job advertisement

TV advertisements between programs

to put an advertisement in the newspaper

22. **beforehand** *adv.*: in advance; earlier than a particular time or event. 预先

【例句】 We knew they were coming, so we bought some food beforehand.

I'd rung up beforehand to book a table.

They got married without telling anyone beforehand.

23. **particulars** *n.*: detailed information or facts. 细节, 详细情况

【例句】 The policeman took down all her particulars.

I'd like you to give us full particulars of the incident.

She refused to go into particulars.

24. **The auctioneer need not begin with Lot 1 and continue in numerical order: he may wait until he registers the fact that certain dealers are in the room and then produce the lots they are likely to be interested in.**

【参考译文】 拍卖师不必从编号1的拍品开始,然后按编号逐一拍卖,他可以等待,直到他注意

到某些买主到场才拿出他们可能感兴趣的拍品。

register: realize or notice and then remember (it) 意识到; 注意到

I'd been standing there for several minutes before he registered my presence.

25. **percentage** *n.*: a fraction or amount stated as if it is a part of a hundred. 百分率

【例句】 a small percentage

area with a very high percentage of immigrants 移民比例很高的地区

It's a tiny income of the total percentage.

26. **push up**: to cause to increase at a steady rate.

【例句】 War in the Gulf pushed up the price of oil.

27. **accurately** *adv.*: exactly correctly; precisely. 精确地

【例句】 I may not have drawn it accurately enough.

28. **current** *adj.*: in the present period of time; of the present day. 当前的

【例句】 an interest in current affairs 对时事的兴趣

the current issue of "Business Weekly" 本期的《商业周刊》

They are expecting projects of over 2 million dollars in the current year.

今年的投资项目预计将超过200万美元。

The word is no longer in current use.

Our current methods of production are far too expensive.

At the current rate of growth, this should prove a valuable investment.

29. **be acquainted with**: to have met socially; know somebody slightly. 与……相识

【例句】 We are already acquainted with each other.

Mr. Oliver is acquainted with my father.

30. **play on**: to try to make use of feelings and attitudes of others for one's own advantage; exploit. 利用

【例句】 The film about handicapped people is just playing on people's sympathy.

He used to play on their prejudices and their fears.

31. **rivalry** *n.*: competition; being rivals or competitors. 竞争, 竞赛

【例句】 There was a friendly rivalry between the two women.

There was fierce rivalry between the two companies to get the contract.

Rivalry with other schools is encouraged.

The focus on money and position tends to foster rivalry between workers.

对金钱和职位的关注将造成工人之间的竞争和敌对状态。

32. **He will also play on the rivalries among his buyers and succeed in getting a high price by encouraging two business competitors to bid against each other.**

【参考译文】他也会利用买主中的竞争对手，鼓励两个竞拍者相互抬高竞买，从而使拍品卖出高价。

33. **fix a reserve price:** to make a price limit below which something is not to be sold, especially in an auction. 定底价

【例句】They put a reserve price of 30,000 pounds on the house.

The portrait sold for almost three times the reserve price.

34. **knock-out** *n.*: being inoperative and useless.

35. **whereby** *adv.*: by means of which. 以……方式；藉此；由此

【例句】a system whereby we can work more efficiently

I had worked out a rotating arrangement whereby each person would have a different roommate each term. 我制定了一套轮换住宿安排系统，以此方式，每个人每学期都将有不同的室友。

36. **nominate** *v.*: to suggest or name someone officially for a position, office, duty, or honor, etc. 提名

【例句】I wish to nominate John Harrison as president of the club.

I nominate John to represent us at the meeting.

The manager nominated me as his assistant.

I've been nominated for a senior lectureship. 我被提名为高级讲师。

One third of the committee members are nominated by the local authority.

37. **in the hope of /that:** 希望能 (After *hope* of prepositional phrase or that clause can be used.)

【例句】Should they sell now or hang on in the hope that the shares will soon be worth serious money?

We came to the island in the hope of finding a simpler way of life.

38. **If such a knock-out comes off...**: If it happens that an auction is made inoperative...

knock out: to make inoperative and useless.

come off: to happen or take place. 发生，进行

【例句】The wedding came off as planned.

How will you feel if the marriage comes off?

>>>>>> Extended Activities

A. Function and Structure

1. Modal verbs can be used to say for instance that a situation is certain, probable, possible or

impossible. The most definite degree of certainty or impossibility can be expressed by *must*, *will/won't*, and *can't/couldn't*. Please refer to the Notes of Special Use in this unit for details.

2. *Modal verbs + have done* can be used to express degrees of certainty and possibility in the past. Once more, *must*, *won't*, and *can't/couldn't* express the most certainty, whereas *would / wouldn't*, *might/could* or *mightn't* express possibility.

It won't have been Sue you saw — she's blonde and is five feet tall.

He must have finished the task.

It can't/couldn't have been much fun out on the boat — there were gale-force wind.

That would have been Ted you saw — he's seven feet tall.

It wouldn't have been Sue you saw — she's blonde and is five feet tall.

Where can they be? They should have been here a long time ago.

Where can they be? They shouldn't have taken this long.

She may have dropped by — we were out all morning.

She may not have been able to see properly in the heavy rain.

He might have had an accident!

She mightn't have even known we were going to be here.

3. Certainty can also be expressed by

- 1) adjectives: *sure*, *certain*

We're sure/certain Tom will succeed.

The new policy is sure/certain to win support from the workers.

It is certain that the news will soon spread all over the town.

- 2) adverbs: *surely*, *certainly*, *definitely*, *undoubtedly*

The construction (建筑工程) will surely/certainly/definitely/undoubtedly affect the people in the neighbourhood.

- 3) sentence patterns: *There's no doubt that.../ (I have) no doubt that...*

There is no doubt that earthquakes will cause damage.

I have no doubt that they'll get married soon.

No doubt he'll win the championship again.

4. Possibility can also be expressed by

- 1) adjectives: *possible*, *probable*, *likely*

It is possible/probable/likely that we will arrive on New Year's Eve.

- 2) adverbs: *possibly*, *probably*, *perhaps*, *maybe*

Turn on the radio, please, possibly/ probably/perhaps/ maybe there's some cheerful music on.

- 3) sentence patterns: *There is a possibility/chance that.../of doing sth.*



There is a possibility/chance of my going to Tibet to work for a period.

There is a possibility/chance that some teachers will be sent abroad for further study.

B. Special Use: Modal Verbs (1)

在英语中，情态动词属于助动词。除了作简略回答外，它们一般不能单独使用，它们必须与动词原形一起使用构成句子的谓语。不同的情态动词会有不同的意义和用法。有时，同一个情态动词在不同的语境中也会产生不同的含义。下面我们将讨论这些情态动词的用法。

1. 情态动词的推测性用法和非推测性用法

情态动词一般有两种用法：推测性用法 (epistemic use) 和非推测性用法 (non-epistemic use)。推测性用法是指做出推测，预测事物发生的可能性；非推测性用法则指情态动词本身的基本含义，如 can 表示能力，may 表示许可，must 和 should 表示必须和义务，need 表示需要等。例如：

I *can* swim. (非推测性用法)

This *can* be true. (推测性用法)

You *may* go now. (非推测性用法)

He *may* be ill now. (推测性用法)

You *must* finish it before lunch time. (非推测性用法)

He *must* be at home for he never goes out at dinner time. (推测性用法)

我们把英语中的九大情态动词按其推测性和非推测性用法列表如下：

情态动词	非推测性用法	推测性用法
can / could	能力/许可 (ability / permission)	可能 (possibility)
may / might	许可 (permission)	可能 (possibility)
will / would	意愿 (volition)	预言性 (predictability)
should / ought to	责任和义务 (obligation)	应该是 (logical necessity)
must	责任和义务 (obligation)	一定, 肯定 (logical necessity)

情态动词用于推测性时，might 可能性最小，must 可能性最大，情态动词的推测性用法的可能性列表如下：

Uncertainty	might
	may
	could
	can
	ought to

↓

would
will
certainty must

Might can be considered as the most uncertain, *must* as the most certain. The negative form of *must* is *can't*.

2. may和might表示可能性

表示可能性比较大时, 我们用 *may*; 如果可能性比较小, 我们用 *might*。例如:

He *might* tell his friends. (可能性小)

He *might* be waiting at the gate. (可能性小)

He *may* be at home. (可能性大)

Tom *may* lend you the bike. (可能性大 = It is very likely that...)

Tom *might* lend you the bike. (可能性小 = I think it is unlikely.)

might 也可以表示过去的可能性。例如:

If you invited him, he *might* come.

We may go to the party — we haven't quite decided yet.

You may not be able to get in if you turn up at the last minute.

He might be at home, but he usually goes shopping on Saturday morning.

若要表示不可能, 我们用 *can't* 或 *couldn't*。例如:

He *can't* be the manager. He is only a junior clerk.

在问句中, *may* 只能用来表示允许, 不能表示可能性; 否则, 我们用 *can*, *do you think*, *is it likely that*, *is it possible that* 等结构来表示可能。例如:

— *May* I come in? (表示许可)

— Yes, come in please.

— Where *can* he be? (表示可能性)

— He *may* be in the office.

may 可与 *have done* 连用, 构成 *may have done*, 表示某一事件在过去发生的可能性。例如:

— Why hasn't she come?

— She *may have missed* the train.

He isn't back yet. He *may have had* an accident.

另外, *might have done* 还有虚拟的含义, 表示与事实相反。例如:

You were stupid to try climbing up there. You *might have killed* yourself.

3. can和could表示可能性

can 和 *could* 可以表示事物实际发生的可能性。如果逻辑判断是现在或说话时刻作出的, 用 *can*。*could* 用来判断可能性, 不确定性和委婉的语气要更强一些。例如:

Can / Could the news be true?

If you don't have a guide, you *could* lose your way.

He *could* be at home, but he usually goes shopping on Saturday morning.

另外, *can* 的这种用法多出现在否定句中, 表示不可能。例如:

It *can't / couldn't* be true.

The moon *can't* always be at the full.

She *can't* be serious.

You *can't* be serious! That's just totally illogical!

He *couldn't* be there now, surely. He always leaves at 4.30.

Note: *couldn't* expresses a greater degree of certainty.

can not have done 表示过去的时间发生的可能性很小。例如:

The door *can't* have been open for I locked it myself.

4. *must* 表示极大的可能性

must 的此种用法, 指的是逻辑上较大的可能性, 表示“一定、肯定”, 比 *will* 和 *should* 语气更强。

例如:

You *must* be mad to do that. (干那事你一定是疯了。)

must 表示推测通常只用于肯定形式, 其否定形式为 *can't*。例如:

You *must* have difficulty getting the tickets.

You *can't* have any difficulty getting the tickets.

对过去动作的推测通常用 *must have done* 来表示, 否定形式是 *can't have done*。例如:

He *must have taken* sleeping pills last night.

You *can't have left* your handbag in the theatre.

I *don't* think he *can have heard* you. Call again.

— Can I have some sweets? I am hungry.

— You *can't* be hungry. You've just had dinner.

— A man answered the telephone. I suppose it was her husband.

— It *can't* have been her husband. He has been dead for ages.

must 表示猜测的可能性比 *may* 的可能性大许多。比较:

1) 钥匙圈上有三把钥匙, 其中一把是开房门的。当我们拿起其中一把时, 我们说: This *may / might* be the key. 当试了两把钥匙门都没有开后, 我们拿起第三把钥匙。这时我们说: This *must* be the key. (因为这是最后一把钥匙了。)

2) 看下面的对话:

— I wonder why Tom hasn't answered my letter.

— He *might* be ill. (他可能病了, 但也有其他的可能, 如他太忙了, 等等。)

5. should和ought to表示极大可能性

should和ought to的这种用法指通过逻辑推断得出的极大可能,可以理解为“应该是”(= It is extremely likely that...). 例如:

That *should* not be a difficult problem for Kate. (不应该是个难题。)

It *should* be ten o'clock now.

We *should* be able to go to Spain next holidays if we keep saving at this rate.

It *shouldn't* take us long to clean up this mess if we all help.

6. will和would表示预言

在这种用法中,will / would表示情况肯定会是这样。但would的可能性比will小。例如:

1) — Where is Tom?

— He *will* be in the library.

2) — There is someone coming.

— It *will* be Mary.

比较will和should在推测性用法中语气的差异:

Tom *should* know the address. (我想Tom应该知道 = I expect Tom knows it.)

Tom *will* know the address. (我肯定Tom会知道的 = I am sure Tom knows it.)

从以上的例子中不难看出,will用来表示猜测时,语气比should更加肯定。另外,should表示推测不能用于贬义的(或令人感到不悦的)语境中。例如:

Let's not go shopping now. The shops *will* be very crowded. (这里不能用should)

Let's go shopping now. The shops *will/should* be fairly empty. (这里也可以用ought to)

C. Practical Reading

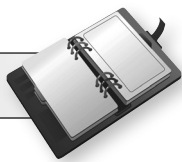
线形坐标走势图是商务文体中常见的图示材料。阅读是要先搞清楚横坐标和纵坐标分别代表的是什么,这要结合图表上的文字说明来看。例如,本图中的横坐标代表的是年份;纵坐标代表的是销售额(文字部分说明了以1 000美元为单位)。

然后要看清楚坐标中的线条的不同分别代表的是不同的比较目标。本图中粗的实线表示Blenheim;细实线表示Sprite;虚线表示Gladiator。

就线条的走势而言,要注意的不仅是上升和下降的大趋势,还要注意由升转降或者由降转升的转折点,要搞清楚在这些转折点时横坐标和纵坐标的值。

只要注意以上几点,要找到本题的答案就不难了。当然,有时需要简单地计算一下。

Teaching Tips (教学提示)



1. **Lead-in** 本单元导入部分安排了听力理解和听写填空两项任务。听力理解部分包含两个语篇。语篇《一》介绍了四种最常见的拍卖方式: English auction、Dutch auction、Sealed first-price auction 以及 Vickrey auction。在进行本单元听力活动前,教师可以事先让学生在课外收集、准备一些关于这四种拍卖方式的背景资料,在课上互相交流;教师也可结合背景知识1和3中的内容予以相应的讲解。语篇《二》介绍了拍卖的一些基本知识,如拍卖的定义、拍卖基本形式的变化,以及拍卖主要运用的场所等。在处理语篇《二》前,即进行第三和第四项听力活动前,教师可以结合 Reading I Pairwork 中第1和第2题,请学生谈谈他们所了解的有关拍卖的信息。听力练习的编排和以往各单元一样,练习一和练习三均属预听活动,主要目的是在进行精听练习之前,让学生对所听语篇的主旨(gist)有所了解,初步把握词汇和理解上的难点所在,为接下来的听力活动做好语言和心理上的准备。练习二为配对归类题,要求学生把B栏中列出的不同拍卖方式的特性予以归类,指出各项特性分别归属于English auction、Dutch auction、Sealed first-price auction 和 Vickrey auction 具体哪一种拍卖方式。练习四为笔记填空题,要求学生在听完语篇材料后,完成所听内容的大纲概要,用于填空的词可以是录音中出现的原词,也可以是在语义上与原文一致且语法上与填空短文相适应的单词。该类题型对培养学生把握语篇整体结构,提高学生点面结合的能力很有帮助。
2. **听写填空(Spot Dictation)** 是一篇关于拍卖的短文,重点填关于拍卖的名词、动词以及介词短语和连接词语,特别增加了网上拍卖的内容,可以作为导入活动安排在阅读II课文讲解之前进行。听写前,教师可先讲解听写材料中的个别生词和词语,以扫除听写的障碍。
3. **阅读 I Brainstorming** 学生通过集体讨论,写出他们所知道的与 auction 相关的英语表达方式。由于 auction 对大部分学生来说还是一个相当陌生的概念,若条件许可,教师可准备一些含拍卖会场景的电影、录像片段、图片或幻灯片在课上放映或展示,给学生一定的直观印象。在讨论相关 auction 用语时,教师可通过提问的方式对学生加以引导,如:“What do we call the parties involved in an auction?” “Where do auctions usually take place?” “What do people usually do before, in the course of and after an auction?” “What are usually sold at auctions?” “What types of auctions do you know?” ……
4. **阅读 I Pairwork** 学生双人结对谈论他们所知道的关于 auction 的一些常识性的背景知识,以及他们对 auction 与一般销售方式相比较所存在的优缺点的认识。考虑到拍卖这一销售形式与大部分学生的日常生活尚有一定距离,教师可先邀请参加过拍卖(包括网上拍卖)的学生向其他学生介绍他们的经历和感受,再结合 Background Information 中提供的信息为学生进一步介绍 auction 的相关知识。

5. 阅读 I 练习 4 Sentence 2 中 “a wonder in the world” 意思是 “世界奇迹”。下表列出的是古代世界上 7 处宏伟的人造景观, 它们被合称为 “世界七大奇迹”。

Listed in order of their construction, the seven ancient wonders are:

Wonder	Date	Builder	Destroyed	Cause
Great Pyramid of Giza 埃及吉萨的金字塔	2550 BC	Egyptians	still standing	still standing
Hanging Gardens of Babylon 巴比伦的空中花园	600 BC	Babylonians	after 1st century BC	earthquake
Temple of Artemis at Ephesus 土耳其以弗所的亚底米神庙	550 BC	Lydians, Greeks	356 BC	fire
Statue of Zeus at Olympia 希腊奥林匹亚的宙斯神像	435 BC	Greeks	5th–6th centuries AD	fire
Mausoleum of Maussollos at Halicarnassus 土耳其的摩索拉斯王陵墓	351 BC	Persians, Greeks	by 1494 AD	earthquake
Colossus of Rhodes 希腊罗得岛的太阳神铜像	292–280 BC	Hellenistic Greece	224 BC	earthquake
Lighthouse of Alexandria 埃及的亚历山大灯塔	3rd century BC	Hellenistic Egypt	1303–1480 AD	earthquake

Sentence 4 中 “contract” 一词作动词用, 意思是 “to arrange by formal agreement to have a job, services, etc., done by another company or organization 把(工作等)承包出去”; 如: Many councils are contracting out services such as rubbish collecting to private companies to cut down costs (许多市政会把垃圾收集类的服务项目承包给私人公司以减少费用。).

Sentence 5 中 “Egypt” 指 “埃及。” Egypt is a country of northeast Africa on the Mediterranean Sea. It became an independent state in 1922. Cairo is the capital and the largest city. Kuwait 指 “科威特”。 Kuwait is an Arab kingdom in Asia on the north western coast of the Persian Gulf. It is a major source of petroleum.

Sentence 8 中 “tsunami-stricken areas” 指 “遭受海啸袭击的地区”。stricken 常用于构成复合词, 表示 “受灾的, 遇难的; 患病的; 受罪的; 愁苦的; 衰老的; 受了创伤的……”; 如: poverty-stricken 贫穷不堪的; panic-stricken 惊惶失措的; conscience-stricken 受良心谴责的; grief-stricken 悲伤之极的; fever-stricken 发高烧的; terror-stricken 惊恐万状的……

6. 阅读 I Post-reading 有两项任务。任务 1) 要求学生分组讨论完成表格的填写。教师应鼓励学生在充分理解课文的基础上, 结合 Pre-reading 活动中讨论过的以及教师在课文讲解时介绍过的关于 auction 的相关专业知识, 提出对三种拍卖形式的长处和短处的自己的观点和看法。课文

对 Dutch Auction 和 English Auction 有较为详细的介绍。E-Auction 也常称为 Internet Auction、Online Auction 或 Digital Auction。下文供教师参考。

Online auctions are sales transactions involving competitive bidding that are conducted over the Internet. Whether the sales take place between individuals, between consumers and merchants, or between businesses, online auctions have enjoyed a rapid increase in popularity. The value of goods and services traded through consumer online auctions more than doubled from \$3 billion in 1999 to \$6.4 billion in 2000. In fact, some business analysts claim that online auctions — by giving both buyers and sellers access to a vast global marketplace — have created a whole new way of doing business.

When one thinks of online auctions they typically think of eBay, the world's largest online auction site. Like most auction companies, eBay does not actually sell goods that it owns itself. It merely facilitates the process of listing and displaying goods, bidding on items, and paying for them. It acts as a marketplace for individuals and businesses that use the site to auction off goods and services.

Several types of online auctions are possible. In an *English auction* the initial price starts low and is bid up by successive bidders. In a *Dutch auction*, multiple identical items are offered in one auction, with all winning bidders paying the same price — the highest price at which all items will be sold (treasury bills, for example, are auctioned this way). Almost all online auctions use the English auction method.

Strengths of Online Auction

No time constraints. Bids can be placed at any time. Items are listed for a number of days (usually between 1 and 10, at the discretion of the seller), giving purchasers time to search, decide, and bid. This convenience increases the number of bidders.

No geographical constraints. Sellers and bidders can participate from anywhere that has Internet access. This makes them more accessible and reduces the cost of “attending” an auction. This increases the number of listed items (i.e., number of sellers) and the number of bids for each item (i.e., number of bidders). The items do not need to be shipped to a central location, reducing costs, and reducing the seller's minimum acceptable price.

Intensity of social interactions. The social interactions involved in the bidding process are very similar to gambling. The bidders wait in anticipation hoping they will “win” (eBay

calls the successful bidder the “winner”). Much like gambling addiction, many bidders bid primarily to “play the game” rather than to obtain products or services. This creates a highly loyal customer segment for eBay.

Large number of bidders. Because of the potential for a relatively low price, the broad scope of products and services available, the ease of access, and the social benefits of the auction process, there are a large numbers of bidders.

Large number of sellers. Because of the large number of bidders, the potential for a relatively high price, reduced selling costs, and ease of access, there are a large number of sellers.

Network economies. The large number of bidders will encourage more sellers, which, in turn, will encourage more bidders, which will encourage more sellers, etc., in a virtual spiral. The more the spiral operates, the larger the system becomes, and the more valuable the business model becomes for all participants.

任务2) 系角色扮演活动。全班分成若干个小组, 每个小组准备几样小物件供拍卖用。活动前每组要挑选一位成员扮演拍卖师的角色, 商量好每件拍品的底价。教师可鼓励学生在介绍拍品时充分发挥自己的想象力, 如: “This article used to be Princess Diana’s favorite.”, “The watch is made of pure gold and its surface is decorated with 12 diamond stars.”等。为增加游戏的趣味性, 拍卖前, 全班约定好每小组可动用的资金最高总额, 并规定拍卖中不得透支; 拍卖结束后, 教师可让各小组公布每件拍品的底价, 比一比哪个小组是最为精明的竞拍者, 所花费的钱最少, 所拍得的拍品价值最大。

5. 阅读 II Cloze

Blank 3 此处选 d. contrast to。Contrast to 意为形成鲜明的差别 (something that is very different from something else), 例如: The red stems of this bush provide a contrast to the brown of the rest of the winter garden.

Blank 5 此处选 a. without, 因为接下来的两段详述了两种拍卖的形式: “auctions with reserve” 和 “auctions without reserve”, 见最后两段文字的首句。

Blank 7 此处选 b. to the contrary。to the contrary 指“相反地, 相反的 showing or proving the opposite”, 如:

- Show me some evidence to *the contrary* (= proving something is not true). 给我看看相反的证据。
- I will expect to see you tomorrow unless I hear anything *to the contrary* (= that

you are not coming). 除非你说不能来了, 我明天会等你的。

而选项 a. on the contrary 意思是“与此相反, 恰恰相反”, 常用来引导“与已说的话相反或与预期的相反 used to introduce something in opposition to what has been stated or what is expected”, 如:

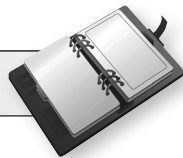
- I'm not sick; on the contrary, I'm in the peak of health. 我没有病; 恰恰相反, 我健康极了。
- “You must be tired.” “On the contrary, I feel wide awake.” “你一定很累了。” “相反, 我感觉很清醒。”

Blank 12 句中最后一词应为 contract, 不是 contrast。

Blank 13 此处选 c. provision。此处 provision 指“规定, 条款 a stipulation or qualification, especially a clause in a document or an agreement”。如:

- This provision ensures for us a voice in the subject. 这个规定使我们对这个问题有了发言权。
- Both sides have to act according to the provisions of the agreement. 双方都应按照协议条款办事。

Key (练习答案)



>>>>>> Reading I

I. auctioneer	bid	bidding block
bidder	tender	auction block
tenderer	bid up	auctioneer hammer
tenderee	bid/ tender for	a Dutch auction
agent	bid in	auction hall/ center
participant	auction off	base price

Exercises

- | | | | | |
|--------------|---------|--------------|--------|-----------|
| II. 1. b | 2. c | 3. c | 4. d | 5. a |
| III. 1. slap | 2. host | 3. desperate | 4. lot | 5. propel |

6. anniversary 7. facilities 8. exotic 9. focal 10. inspection
11. bidding
- IV. 1. in, need of 2. dates back to 3. for one thing 4. rely on
5. in the course of 6. is, limited, to 7. popped up 8. perish
9. from afar 10. equivalent 11. ended up 12. was rushed to
- V. 1. for one thing, for another
2. relies heavily on
3. am in need of
4. pop up
5. 23 minutes or so
6. In the course of

Post-reading

Groupwork: Discussion & Role-play

	Dutch auction	English auction	E-auction
The way it is conducted	Starts with a high price set by the auctioneer and the price then drops until a buyer signals that he will take the goods.	The auctioneer offers a base price and bidders push the price up from below until the highest bid has been reached.	Participating buyers connect their office PCs to the auction centers via high-speed phone lines.
Advantage/ disadvantage	Much faster Tend to generate higher prices	Slower An unreasonably high price may be generated if the bidding turns white-hot; the articles being auctioned may sell rather cheap.	Allowing wholesalers to purchase online from remote sites. Participants are able to get a better sense of overall pricing and supply by participating in several auctions at once.
Where (not) suited to apply	Ideal for a large quantity of easily evaluated goods which must be sold quickly.	Unsuitable to be used to highly perishable goods, say, flowers and vegetables.	Not suited to the transactions demanding a precise and thorough physical inspection or in-depth information.
Your comment	English auctions are more widely used and more common than Dutch auctions. Most E-auctions are conducted in the English way today. But as more and more people are recognizing the advantages of Dutch auctions, it's certain that more e-businesses will adopt the Dutch method, especially with those time-sensitive ones.		

>>>>>> Reading II

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

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

- IV. 1. With the rapid development of the information technology, many a dot com company pops up in China.
2. After a fierce competition in bidding, the auction ended up at a record high price.
3. They have to rely on the river for drinking water.
4. This Multinational Corporation purposefully pushed up the price of the commodity.
5. The sales manager should be acquainted with the major buyers of the company as soon as possible.
6. It is on the advice of the consultants that the company directed the product to meet the needs of the middle class.
7. When the currency is greatly depreciated, it will be in urgent need of the intervention of the central bank.
8. When the financial crisis came off, the central bank of Thailand tried its best to stabilize the market price of its currency.
9. The grand temple dates back to the tenth century.
10. We came to the isolated island in the hope of finding a simpler way of life.

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

>>>>>> Extended Activities

A. Function and Structure

- I. 1. Mary: What do you think of that picture?
Jason: I'm not really sure what to say about the picture. I can never understand modern art.
Mary: There's no doubt that it is horrid. I think a child of 5 years old can do better than that.
Jason: Maybe you are right. The painter might well dump layers of paint onto the canvas.
2. Sue: Well, what's wrong with the TV?

- Emily: I can't say for certain. I just can't get a clear picture.
- Sue: Do you think it is possible there's something wrong with the antenna?
- Emily: Probably. The exterior antenna must have been moved by yesterday's snowstorm.
3. Jessica: Fred, are you going to the party tonight?
- Fred: Definitely! To tell you the truth, I'm one of the organizers of the party. What about you?
- Jessica: Perhaps.
- Fred: Only perhaps?
- Jessica: Yeah, I am in two minds about it.
- Fred: Why? You are quite a party lover, I know.
- Jessica: I think there is a possibility Prof. Smith will give us a quiz on Chapter V tomorrow.
- Fred: Relax. It is impossible that we will have a quiz tomorrow. Prof. Smith will attend our party too.
4. Christine: Who's the woman talking with our dean? She looks rather familiar.
- Fanny: She's Miss Mason, a new foreign teacher in the Department of Foreign Languages.
- Christine: Are you sure who she is?
- Fanny: Yes, I'm absolutely sure who she is. I attended her lecture this morning. She is terrific.
5. Bob: I'm told that Christians believe in life after death. Do you believe it?
- Billy: Yes, I'm quite convinced about it. The Bible says so and the church says so too.
- Bob: Is there any doubt in your mind about this being true? No one can prove there is life after death yet. I'm rather doubtful about it.
- Billy: No one can prove there is no life after death, either.
6. Jack: In your prediction, who will be elected monitor?
- Jim: There's no question that Joseph will win.
- Jack: Positively? There is still some doubt in my mind about who will be elected monitor.
- Jim: I have no doubt about it. Joseph is bound to win the election. He is generous and always ready to help others. Almost everyone in the class likes him very much.
- Jack: But he doesn't study very hard. He often hands in his homework behind schedule and is always late for classes. I think the likelihood of his being elected is slim.
- Jim: Nonsense! Who do you think will be elected except Joseph?
- Jack: Maybe Carol.
- Jim: Carol? That bashful little girl? Not a chance!
- Jack: I think there is a good chance she will win. She is the top student in the class and

every teacher likes her.

Jim: I bet there is no chance that Carol will be elected. She is only a bookworm. She doesn't even know how to organize a class meeting.

7. Police officer: Are you absolutely sure that it was around 11:00 when the accident occurred?

Eyewitness A: Yes, absolutely sure!

Eyewitness B: There's no question about it. We left work at 10:50 and had driven for only about 10 minutes when we saw the accident.

Police officer: Did you see what kind of car hit the old lady?

Eyewitness A: Certainly. It was a yellow taxi.

Eyewitness B: I can't say for certain it was a taxi or not because of the dim streetlight. What I'm sure is it was going very fast, er, without headlights.

Police officer: The car didn't stop or slow down after it hit the woman?

Eyewitness A: Definitely not! In fact, it sped up and flew away.

Police officer: Did you happen to get a look at the driver?

Eyewitness A: As far as I can recall, the driver was a young white man with long hair.

Eyewitness B: He also had a beard.

Police officer: Sure?

Eyewitness A: Sure! I'm quite positive about it. The car came towards us and we happened to see his face clearly.

Police officer: Could you tell me anything about his body frame?

Eyewitness A: It's hard to tell. He wore a big loose T-shirt. He appeared thin. I'm not really sure about it.

Eyewitness B: No, he was rather heavy.

Police officer: Did you by any chance notice the license plate number of the car?

Eyewitness A & B: It's dark and the car rushed by fast, so it is impossible that we can see the plate number.

B. Special Use

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

- II. 1. Have you noticed the traffic jam? There must be an accident on the highway.
 2. You are her good friend, so you ought to know her address.
 3. She will stay in the laboratory for days and nights until the experiment is finished.

4. Sometimes it can be very cold in winter in Shanghai.
5. According to the opinion polls, we will win quite easily.

C. Practical Reading

- | | | | | |
|--------------|-----------|-------------|------------|---------------|
| I. 1. 1979 | 2. 35,000 | 3. more | 4. 5,000 | 5. 25,000 |
| 6. increased | 7. 1985 | 8. increase | 9. low | 10. Gladiator |
| 11. Sprite | 12. 1981 | 13. 30,000 | 14. 25,000 | 15. 1982 |
| 16. 1989 | 17. 1984 | 18. 1987 | 19. ceased | 20. two |
| II. 1. a | 2. b | 3. c | 4. b | 5. d |

D. Additional Vocabulary

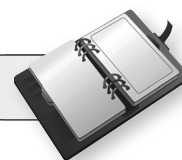
- | | | | | | | | | | |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1-d; | 2-g; | 3-j; | 4-o; | 5-a; | 6-t; | 7-f; | 8-s; | 9-n; | 10-c; |
| 11-i; | 12-p; | 13-e; | 14-m; | 15-b; | 16-h; | 17-q; | 18-l; | 19-r; | 20-k |

Unit 3

Money



Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : Different Forms of Money

2. Language Focus (内容重点)

— **Key Words:** I. slang, obsolete, currency, relish, account, insert, slot, punch, mall, transfer, switch, drawbacks; II. mixture, destination, cheque, sterling, commission, impractical, settlement, convert, debit.

— **Phrases:** I. spring from, roll in, spit out, punch in, imbed (in), communicate with, ring up, keep track of, hook up to, get access to, on occasion, dole out; II. debit ... from/ to

— **Useful Structures:** *adj.* + as sth may seem/be...,
be not without ...
... whereas ...

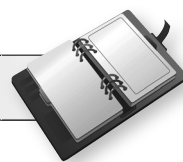
3. Communicative Skills (交际技能)

— **Expressions:** Giving advice and suggestions

— **Reading:** Cash cycle

4. Special Use (专项用法) : Words used to describe graphs

Lead-in (导入)



>>>>> Listening Comprehension Tasks

Difficult Words and Expressions

- immigrant: a person who comes to live permanently in a foreign country (外来) 移民, 侨民
- enrich: make wealthy or richer 使……富有
- Haitian: 海地的, 海地人的
- verify: to check that something is true or accurate 核实
- discretion: the freedom or power to decide what should be done in a particular situation 斟酌决定权
- 7-Eleven: an international chain of convenience stores, operating under Seven-Eleven Japan Co. Ltd., which operate for 24 hours.
- remittance: a sum of money that is sent to sb. in order to pay for sth. 汇款
- cellular tower: a high building for sending message to mobile phones (cellular phones) 移动电话信号塔
- hurdle: a problem or difficulty that must be solved or dealt with before one can achieve sth. 障碍, 难关
- provision: a condition or an arrangement in a legal document 条文, 条款
- Maastricht Treaty: 《马斯特里赫特条约》
- criteria: standard on which a judgment or decision may be based 评判标准
- budget deficit: 预算赤字
- inflation: a general increase in the prices of goods and services in a country 通货膨胀
- non-physical form: 无形货币
- cease: come or bring to an end 停止, 终止
- successor: a person or thing that succeeds another 接替人, 接替的事物
- legal tender: 法定货币
- convertible: able to be converted into other forms (货币、证券等) 可兑换的
- escudo: the unit of money in Portugal and Cape Verde (replaced in Portugal in 2002 by the euro) 埃斯库多 (葡萄牙在 2002 年采用欧元之前的货币单位)
- monetary: relating to money or currency 货币的

Passage Script

Passage I

Mobile Money for the Next 2 Billion People

Mobile phones are probably the most successful telecommunication devices in history, effectively reaching more people than computers, cameras or credit cards in less than 15 years. Now they may start taking over money.

I recently spoke with Bill Barhydt, founder and chief executive of m-Via, a service that enables immigrants in the United States to send money overseas. For now, he is marketing the service to Mexican and Haitian immigrants who want to enrich friends and family back home, but there seems no reason why his service could not become more widely available, to different nationalities and in other countries.

Here is how it works: Someone in the United States joins m-Via's associated banking service, called Boom, for \$10. Once verified, they can go into any of 15,000 locations, including many 7-Eleven stores, and have money loaded into their account. The money can then be sent via text message to a smart phone in Mexico. The person receiving the message is instructed how to set up his or her own account (there is no fee for this). The money can be withdrawn or used for goods across thousands of stores in Mexico, at the discretion of the owner.

"About half of the remittances to Mexico are to rural areas," Mr. Barhydt says. "They may not have an ATM there, but they have a store and a cellular tower."

The system still has its hurdles. Boom seems to have a number of hidden fees, including a \$25 annual card fee, a \$2 money loading fee and a \$1 fee to check your balance. While this amounts to a lot less than the fees charged by traditional cross-border money transfer services, nobody likes discovering such surprise charges.

Passage II

Introduction of the Euro

Euro was established by the provisions in the 1992 *Maastricht Treaty*. To participate in the currency, member states are meant to meet strict criteria, such as a budget deficit of less than three percent of their GDP, a debt ratio of less than sixty percent of GDP, low inflation, and interest rates close to the EU average.

The name "euro" was officially adopted in Madrid on 16 December 1995. The rates were determined by the Council of the European Union, based on a recommendation from the European Commission based on the market rates on 31 December 1998. They were set so that one European

Currency Unit (ECU) would equal one euro. The currency was introduced in non-physical form (traveller's cheques, electronic transfers, banking, etc.) at midnight on 1 January 1999, when the national currencies of participating countries (the eurozone) ceased to exist independently. Their exchange rates were locked at fixed rates against each other. The euro thus became the successor to the European Currency Unit (ECU). The notes and coins for the old currencies, however, continued to be used as legal tender until new euro notes and coins were introduced on 1 January 2002.

Even after the old currencies ceased to be legal tender, they continued to be accepted by national central banks for periods ranging from several years to forever. The earliest coins to become non-convertible were the Portuguese escudos, which ceased to have monetary value after 31 December 2002, although banknotes remain exchangeable until 2022.

Key

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

IV. 1992: Euro was established by the provisions in Maastricht Treaty.

Dec. 16, 1995: "Euro" was officially adopted in Madrid.

Jan. 1, 1999: Non-physical form of the currency was introduced.

Jan. 1, 2002: New euro notes and coins were introduced.

Jan. 1, 2003: Portuguese escudos ceased to have monetary value.

2023: Portuguese banknotes will become non-convertible.

>>>>> Spot Dictation

You see, dollars, euros, pounds, etc. are all different currencies. People may need to exchange currencies in a number of situations. For example, people intending to travel to another country may buy foreign currency in a bank in their home country, where they may buy foreign currency cash, traveller's cheques or a travel-card. From a local money changer they can only buy foreign cash. At the destination, the traveller can buy local currency at the airport, either from a dealer or through an ATM. They can also buy local currency at their hotel, or at a bank branch. When they purchase goods in a store, they can use a credit card, which will convert to the purchaser's home currency at its prevailing exchange rate. If they have traveller's cheques or a travel card in the local currency, no currency exchange is necessary. Then, if a

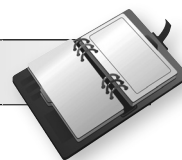
traveller has any foreign currency left over on their return home, may want to sell it, which they may do at their local bank or money changer. Besides, in order for international trade to take place, countries have to buy and sell foreign currency. This is done on the foreign exchange market.

The value of a currency on the foreign exchange market changes frequently and the price at which money can be exchanged at a particular time is called the exchange rate. The exchange rate as well as fees and charges can vary significantly on each of these transactions, and the exchange rate can vary from one day to the next. There are always problems of foreign exchange if the exchange rate changes suddenly. If one currency rises or falls against another, the change can cause losses. The changes in the exchange rate are influenced by many factors.

Difficult Words and Expressions

prevailing: *adj.* most frequent or common 普遍的; 盛行的

Background Information (背景知识)



1. Evolution of Money

Money evolved as a way of avoiding the complexities and difficulties of barter. Money is any asset that is recognized by an economic community as having value; historically, such assets have included, among other things, shells, stone disks, gold, and bank notes. Many ancient communities, for instance, took cattle as their standard of value but used more manageable objects as means of payment. Exchange involving the use of money is a great improvement over barter, since it provides generalized purchasing power that the participants in the exchange may use in the future. From the earliest times precious metals have had wide monetary use, owing to convenience of handling, durability, divisibility, and the high intrinsic value commonly attached to them. Paper currency first appeared about 300 years ago. The world's first durable plastic currency was introduced by Australia in 1992. Plastic bills are more resistant to counterfeiting than paper, and a number of countries now issue some plastic currency. Electronic payment systems, already in place for use by credit-card processors, were adapted in the 1990s for use in e-commerce on the Internet. Such "digital cash" payments allow customers to pay for on-line orders.

2. Functions of Money

Money is a term that actually refers to two concepts: the abstract unit of account in terms of which the value of goods, services, and obligations can be compared, and anything that is widely established as a means of payment. Money simplifies the exchange of goods and services and facilitates specialization and division of labor. It does this by serving as a medium of exchange, as a measure of value, and as a store of value.

Money as a medium of exchange. Used as a medium of exchange, money means that parties to a transaction no longer need to barter one good for another. As a medium of exchange, money tends to encourage specialization and division of labor, promoting economic efficiency.

Money is a measure of value. As a measure of value, money makes transactions significantly simpler. Using money as a measure of value reduces the number of prices determined in markets and vastly reduces the cost of collecting price information for market participants. Instead of focusing on such information, market participants can focus their effort on producing the good or service in which they specialize.

Money as a store of value. Money can also serve as a store of value since it can quickly be exchanged for desired goods and services. Many assets can be used as a store of value, including stocks, bonds, and real estate. However, there are transaction costs associated with converting these assets into money in order to purchase a desired good or service. These transaction costs could include monetary fees as well as time delays involved in the liquidation process. In contrast, money is a poor store of value during periods of inflation, while the value of real estate tends to appreciate during such periods. Thus, the benefits of holding money must be balanced against the risks of holding money.

3. Essential Characteristics of Money

Money has developed over the years from gold, silver, copper, brass, iron, stones, or shells to paper, or electronic entries being managed by complex international banking systems. To function as money, the monetary item should possess a number of features:

To be a medium of exchange, it should have liquidity, and be easily tradable, with a low spread between the prices to buy and sell, in other words, a low transaction cost. It should be easily transportable; precious metals have a high value to weight ratio. This is why oil, coal, or water is not suitable as money even though they are valuable. Paper notes have proved highly convenient in this regard. It should be durable. Money is often left in pockets through the wash. Gold coins are often mixed with copper to improve durability, and coins are made with ridges around the rim to prevent coin shaving or debasement.

To be a unit of account, it should be divisible into small units without destroying its value; precious

metals can be coined from bars, or melted down into bars again. This is why leather, or live animals are not suitable as money. It should be fungible: that is, one unit or piece must be exactly equivalent to another, which is why diamonds, works of art or real estate are not suitable as money. It must be a specific weight, or measure, or size to be verifiably countable.

To be a store of value, it must be able to be reliably saved, stored, and retrieved — and be predictably useful when it is so retrieved. It should be long lasting, durable. It must not be perishable or subject to decay. This is why food items, expensive spices, or even fine silks or oriental rugs, are not generally suitable as money. It should have a stable value. It should be difficult to counterfeit, and the genuine must be easily recognizable.

4. Modern Forms of Money

Banknotes (also known as paper money) and coins are the most liquid forms of tangible money and are commonly used for small person-to-person transactions. Today, gold is commonly used as a store of value, but is not often used as a medium of exchange or a unit of account. But central banks do use gold as a unit of account. There are also less tangible forms of money, which nevertheless serve the same functions as money. Checks, debit cards and wire transfers are used as means to more easily transfer larger amounts of money between bank accounts. Electronic money is an entirely non-physical currency that is traded and used over the Internet. Paper money's greatest failure is that as a stable store of value, all paper money is plagued by inflation, the devaluation of money over time. Today, gold can be traded electronically via online systems.

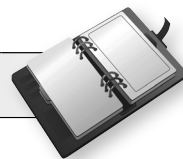
5. Credit Card

A credit card is a small card that authorizes the person named on it to charge goods or services to his or her account. Credit-card use originated in the U.S. in the 1920s. Credit cards may be issued by a business, such as a department store or an oil company, to make it easier for consumers to buy their products. Alternatively credit cards may be issued by third parties, such as a bank or a financial services company, and used by consumers to purchase goods and services from other companies. There are two types of cards — credit cards and charge cards. Credit cards such as Visa and MasterCard allow the consumer to pay a monthly minimum on their purchases with an interest charge on the unpaid balance. Charge cards, such as American Express, require the consumer to pay for all purchases at the end of the billing period. An alternative to credit cards is the debit card, which is used to deduct the price of goods and service directly from customers' bank balances.

The growth of credit cards has had an enormous impact on the economy — changing buying habits by making it much easier for consumers to finance purchases and by lowering savings rates (because consumers do not need to save money for larger purchases). Oil companies, carmakers, and retailers have also used the cards to market their goods and services, using credit as a way

of encouraging consumers to buy. Concern has been voiced over widespread distribution of bank credit cards to consumers who may not be able to pay their bills; costly losses and theft of cards; inaccurate (and damaging) credit records; high interest rates on unpaid balances; and excessive encouragement of consumer debt. Technology advances have facilitated the use of credit cards. Merchants are now connected to banks by modem, so purchases are approved rapidly; on-line shopping on the Internet is possible with credit card payment. Credit card companies are also experimenting with smart cards that would act like a small computer, storing account and other information necessary for its use.

Language and Culture Focus (语言文化要点)



>>>>>> Reading I

1. **slang**: *n.* very informal language that includes new and sometimes not polite words and meanings, is often used among particular groups of people, and is usu. not used in serious speech or writing. 俚语
The following is a conversation at school. The words in **bold** are the slang used by students.

Speaker	a conversation at school	Explanation
A	You seem really ticked off . What's up ?	You seem really <i>angry</i> . <i>What's the matter</i> ?
B	Just get out my face , would you?!	Just <i>leave me alone</i> , alright?!
A	Chill out ! What's eating you , anyway?	<i>Relax</i> ! <i>What's the matter with you</i> , anyway?
B	Sorry. It's just that I blew the final and now my parents are going to get all bent out of shape .	Sorry. It's just that I <i>failed the final examination</i> and now my parents are going to <i>get all upset</i> .

Here are some useful phrases of slang:

kick something around: 思考某事

have a soft spot for: 偏爱

on top of the world: 高兴极了

2. **spring from**: to be a product or result of; have as its origin. 由……而来; 源于
【例句】 His fear of dogs springs from a bad experience as a child.



The company, which sprang from the ashes of a deteriorating state-run factory in 1985, is now the world's second-largest maker of refrigerators.

3. **roll in**: to come or arrive in large quantities. 滚滚而来; 大量涌进

【例句】Invitations kept rolling in.

比较: **roll up**: to arrive late or in some unacceptable way (尤指姗姗来迟地或以某种不当的方式) 抵达; 到达

【例句】I might have known you wouldn't roll up until the meeting had nearly finished.

4. **vital as "greenbacks" and cold harsh cash" may seem...**: The pattern "adj. as sth may seem/be" means "although sth may appear/be + adj. ..." 虽然(某物)看起来/好像……

【例句】Strange as this may seem, this is something that can be very effective.

Important as this may seem to us, it is not our present focus.

Vital as that may be, we do not have enough time to take care of it.

5. **obsolete**: no longer in use, out of date. 过时的

【例句】obsolete machinery/ideas/words

It is an obsolete idea in today's modern world to bully (欺凌) small or less powerful countries.

6. **currency**

n. the type of money that a particular country uses. 货币

【例句】currency dealer: 货币商

the different currencies of European countries

The British teachers in China are paid in local currency.

相关表达

currency control: 货币管理

currency note: 现钞

currency value: 币值

currency revaluation: 货币升值

currency devaluation: 货币贬值

7. **relish**

① *vt.* to enjoy; be pleased or satisfied with. 享受; 爱好, 喜欢

【例句】He didn't relish the prospect of having to explain his behavior.

Tom won't relish having to wash all those plates.

② *n.* great enjoyment, esp. of food; pleasure and satisfaction. 享受; 滋味; 美味; 乐趣

【例句】He drank up the wine with relish.

③ *n.* a substance eaten with a meal to add taste and interest. 开胃小菜; 调味品

8. **Plastic and microchips are the currency of modern banking and even those who now relish the**

feel of change in their pockets may one day be just as attached to a smart card.

【参考译文】塑料卡和微型集成电路片是现代银行使用的货币,即使那些现在喜欢口袋中零钱感觉的人或许有一天也会同样迷恋智能卡。

just as: equally 同样地

【例句】His last album sold half a million copies and we hope this one will be just as (=equally) popular.

be attached to sb/sth: to like someone or something very much, because you have known them or had them for a long time 依恋

【例句】Regular babysitters can become deeply attached to the children they take care of.

9. account

① *n.* money kept in a bank that can be added or withdrawn. (银行) 户头

【例句】My salary is directly paid into my bank account.

Have you got an account with us?

checking account: 支票账户

current account: 活期存款账户

deposit account: 有息存款账户

checking-savings account: 支票储蓄账户

② *n.* a written or spoken report; description. (对事件、人物等的) 报道; 叙述; 描写

【例句】a detailed account of the whole event

Give us an account of what happened.

③ *n.* a record or statement of money received or paid out. 账目

【例句】audit the accounts 稽核帐目

The accounts show that business is improving.

同根词

accountancy: *n.* 会计工作

【例句】a degree in accountancy

accountant: *n.* 会计(员/师)

相关表达

on account of: 由于

【例句】Why did you do it? Was it on account of what I said yesterday?

take account of sth/take sth into account: 考虑; 注意

【例句】His exam results were not very good, but we must take into account his long illness.

The teachers promised to take account of the wishes of the parents before making any changes.

Their estimate of the cost takes no account of inflation.

Your objections will be taken into account.

on no account/not on any account: 决不可以; 切莫

【例句】On no account must you tell him. 你决不可告诉他。

account for: 对……作出满意的解释

【例句】The defendant couldn't account for the fact that the money was found in his house.

How do you account for losing five games in a row?

10. insert

① *vt.* [in/into] to put or place sth in sth. 插入; 放进

【例句】to insert a key in a lock

to insert an amendment into the contract

② *n.* sth that is or can be inserted, esp. written or printed material put in between the pages of a book. 插入物; (尤指)书中的插页

【例句】inserts in a book

同根词

insertion: *n.* 插入

【例句】The insertion of the needle under the skin made him wince.

11. slot

① *n.* a long straight narrow opening or hollow space, esp. in a machine or tool. (尤指机器或工具上的)狭孔, 长口, 狭槽

【例句】put a coin in the slot 把硬币放入投币口

a slot in the top of a screw

② *n.* a place or position in a list, system, organization, etc. 位置; 职位; 空位; 时间

【例句】to fill advertising slots 填补广告空挡

He's been given a regular ten-minute slot on the radio.

12. punch

① *vt.* to use a metal tool to cut a hole in sth. 打孔

【例句】The ticket collector punched my ticket/punched a hole in my ticket.

② *vt.* [in/on] to hit hard with the fist. 用拳猛击

【例句】He punched the man in the chest/on the nose.

③ *n.* [in/on] a quick strong blow made with the fist. 用拳打; 殴打

【例句】a straight punch on the jaw

I'd like to give that man a punch on the nose.

④ *n.* a metal tool for cutting holes. 打孔器

【例句】a ticket punch 剪票夹; 票剪

相关词汇

punchy: *adj.* [俚语]有力的; 深刻的; 尖刻的

【例句】short, tight, punchy sounds, used in certain styles of music

Other related expressions:

punch ball/bag: [练习拳击用的]皮吊袋; 皮吊球

punch line: (笑话、故事中最后几句点题或抛出笑料等的)妙语; 警句; 画龙点睛的结尾语

punch in

① to put information into a computer by quickly pressing its buttons. 键入

【例句】Punch in the word “playboy” and you will get a list of the “Playboy Magazine” web pages and of other sites that have a link to the “Playboy” site.

② to record the time when one arrives at work, usu. on a special card. 打上班卡

【例句】All employees are requested to use their own card to punch in and out so that the company can keep track of the door activities of the entrance.

同义词 clock in

反义词 punch out: 打下班卡

③ to arrive at work. 上班

【例句】We usually punch/clock in at 9 o'clock.

13. spit out:

① to let (sth) out. 送出, 吐出

【例句】If your password is correct, the ATM will spit out the money.

② to say or express sharply or angrily, as if spitting. 唾骂; 尖刻地说; 愤怒地表示

【例句】She spat out her reply. 她愤愤地回答。

14. The machine makes sure you have enough in your account to cover your present request, then spits out the cash.

【参考译文】机器首先确认你的账户中有足够的钱以满足你目前的提款要求, 然后就吐出现金。

15. mall: *n.* [美国英语] a large shopping center, often enclosed, where cars are not permitted. 购物中心; 商场

【例句】shopping mall 购物中心

Internet shopping mall 网上购物商城

16. imbed (in): to fix (sth) deeply in (sth) else. 嵌入; 埋置

【例句】A handrail was imbedded in the wall.

He has a jewel imbedded in his ink pot.

同义词 embed; implant; engraft



17. Already banks are test-marketing “smart” cards that have a tiny microchip imbedded in them.

【参考译文】银行已经在“试销”内嵌微型集成片的“智能”卡。

18. communicate (with): to exchange information with. 交流; 沟通

【例句】He's a shy boy who can't communicate well.

Deaf people use sign language to communicate.

Bats communicate with each other by making high-pitched noises.

19. ring up: to record on a cash register how many items are being bought and calculate the cost. 把款项打入现金记录器

【例句】He sold me the shoes and rang up \$12. 他卖给我鞋子, (按收银机)收下12美元。

20. transfer

① *vt.* to move (sth) from one place to another. 转移; 调动

【例句】The management decided to transfer production of the newspaper to its new plant in Scotland.

That football player is hoping to transfer/be transferred to another team soon.

I've transferred my allegiance to this new brand. 我已改用这种新牌子。

② *vt./vi.* to (cause to) move from or change from one vehicle to another in the course of journey. 转车; 转乘; 改乘

【例句】At London we transferred from the train to a bus.

③ *n.* an act or process of transferring. 转移; 职务调动; 换乘

【例句】the electronic transfer of money

She's hoping for a transfer to another part of the company.

相关表达

transfer passenger: 转机/车等的乘客

【例句】Transfer passengers should report to the transfer desk in the air terminal.

risk transfer: 风险转移

call transfer: 转移呼叫

transfer of business: 业务转移

21. keep track of: to keep informed about (sth). 掌握……情况的进展

【例句】It is difficult to keep track of all the new ideas and developments in education.

Scholars must keep track of the latest development of his field of study.

反义词 **lose track of:** 失去……的线索

【例句】I lose all track of time when I listen to this music.

22. hook up to: to connect to a power supply or central system. [常用于被动语态] 给……接通电源

(中央系统)

【例句】The BBC is hooked up by satellite to the American network in order to broadcast the President's speech.

The alarm systems in the banks are hooked up to the local police station.

I have my computer hooked up to a cable modem.

23. switch

① *vi./vt.* to change esp. suddenly. 转换; 转变; 改变

【例句】The wind has switched round from north or east.

He got tired of teaching and switched to writing stories.

Let's switch positions.

Wait until the lights have switched to green.

② *vt.* to change or move by a switch. [用开关]转换

【例句】Switch the freezer to the extra cold setting.

③ *n.* an apparatus for stopping or starting the flow of an electric current, esp. one which is moved up or down with the hand. 开关; 电闸

【例句】a light switch 电灯开关

相关表达

switch off: 关上; 关掉

【例句】Switch off when you've finished using the electric typewriter.

Switch the television off.

switch on: 打开开关; 接通

【例句】“It doesn't work”. “Have you switched it on?”

Switch on the light.

switch over

① 彻底地转变

【例句】She switched over from supporting the Republicans to supporting the Democrats.

② 转换频道; 换台

【例句】I'm tired of this program; switch it over to the other channel.

24. be not without: with. 并非没有; 有

【例句】He is not without shortcomings, but he is a good man in general.

Although Kongfu tea is a daily recreation for ordinary citizens, it is not without certain etiquette.

Ohio is not without its share of race problems.

25. drawback: *n.* difficulty or disadvantage; sth that can cause trouble. 困难; 不利条件; 弊端;

障碍

【例句】The only drawback of the plan is that it costs too much.

The high cost is a major drawback.

相关表达

overcome a drawback: 克服弊端/不利条件

have drawbacks: 有缺点

26. **get access to:** to succeed in obtaining (sth). 取得

【例句】They can get access to the database online by using their accounts.

There's a lot of discussion about whether or not people have got access to health care.

27. **on occasion:** sometimes but not often. 有时

【例句】He would visit me on occasion.

On occasion, he made grammar mistakes in writing.

28. **dole out:** to give (food, money) in small amounts. 少量发放

【例句】He doled out the money.

I doled out food to all the children.

>>>>>> Reading II

1. **a universal problem for travelers:** a problem concerning and involving all travelers.

universal *adj.*: concerning or relating to all members of a group or society. 普遍的

【例句】They touched on various topics of universal interests. 他们谈论了大家都感兴趣的话题。

2. **Whatever the amount they take:** no matter how much money they take.

Whatever (*determiner*): no matter what. 无论

【例句】Whatever I suggest, he always disagrees. 无论我如何提议,他总是反对。

Whatever you do, don't keep him waiting. 不管你做什么,可千万别让他久等。

Whatever the cost, the building must be saved. 无论代价如何,我们必须拯救这幢大楼。

3. **advisable** *adj.*: sensible and wise. 明智的

【例句】It is advisable to wear a seat-belt when you're driving. 开车时系上安全带是明智之举。

It is advisable to ring up first to make an appointment. 先打电话预约是明智之举。

4. **mixture** *n.*: the combination of things or people of different types. Here it refers to the combined ways of carrying money.

【例句】I listened to his excuse with a mixture of amusement and disbelief.

我仔细地听着他说的借口,既感到好笑,又有些许不相信。

At the conference, you could hear an amazing mixture of languages.

在会上,你可以惊讶地听到不同的语言。

She stared at the cold green soup in a mixture of disgust and hunger.

她看着这碗绿色的凉汤,感到既饥饿,又恶心。

- 5. destination** *n.*: a place where someone is going or where something is sent, especially at the end of a long journey. 目的地

【例句】 I reached my destination around half past two.

The parcel was sent to the wrong destination.

We eventually arrived at our destination.

- 6. traveller's cheque:** a cheque bought from a bank or travel agency that can be exchanged for the money of the country one is in, used when traveling abroad. 旅行支票

【例句】 to cash one's traveller's cheque 把旅行支票兑现

He changed the first of his traveller's cheques.

- 7. cheque** *n.*: a written order to a bank, usually made on a specially printed sheet of paper supplied by the bank, to pay a certain amount of money from one's bank account to oneself or to another person.

【例句】 I'd like to pay by cheque rather than in cash. 我想用支票支付,而不是现金。

She wrote me a cheque. 她给我开了张支票。

Ellen gave the landlady a cheque of 500 dollars.

- 8. theoretically** *adv.*: according to theory or based on theory; not practically. 理论上地

【例句】 First I'll explain theoretically how it works, then I'll give you a practical demonstration.

首先我会从理论上解释机器的工作原理,然后会进行一次操作演示。

Theoretically he's in charge, but in fact his wife makes all the decisions.

理论上讲,他负责一切。但实际上,一切都由他妻子决定。

Laws still theoretically controlled the availability of alcohol.

从理论上讲,法律条文仍然控制着酒精的供应。

- 9. fixed** *adj.*: not changeable. 固定的

【例句】 a fixed pattern of behavior 固定的行为模式

The date is fixed. 日子已经定好了。

He has very fixed ideas on this subject. 他对这门学科的看法很固执。

- 10. handling fee:** expenses to be paid for charging traveller's cheques when they are used to make purchases. 手续费

- 11. 20 plus foreign currencies:** more than 20 foreign currencies.

currency *n.*: the particular type of money in use in a country. 货币)

【例句】 foreign currency 外汇

currency dealer 货币商

the different currencies of Europe 不同的欧洲货币

The British teachers in China were paid in local currency.

在中国的英国教师的工资以当地货币的形式支付。

12. **cash** *v.*: to exchange a cheque for money in the form of notes. 用现金兑换

【例句】 Can you cash these traveller's cheques for me? 你能用现金为我兑换旅行支票吗?

Where can I get this cashed? 这在哪里可以兑换成现金?

13. **porter** *n.*: a person employed to carry travellers' bags at railway stations, airports, etc. 行李搬运工

14. **need advance notice**: to need to be told ahead of time. 需要事先通知

15. **sterling** *n.*: the money system of Great Britain. 英国货币

【例句】 the pound sterling 英国英镑

The value of sterling has risen.

Sterling has once again become one of the strong currencies.

16. **exchange rate**: the value of the money of one country compared to that of another country. 汇率

17. **favorable** *a.*: advantageous. 有利的

【例句】 favorable atmosphere

The company will lend you money on very favorable terms. 以非常优惠的条件

18. **commission** *n.*: sum of money paid to a salesman or person for every sale that he or she makes. 佣金, 提成

【例句】 He gets a 10% commission on everything he sells.

他可以从所售物品中得到10%的佣金。

They get commission on top of their basic salary.

他们除了底薪之外, 还有提成。

There is a salary of \$10,000 plus the opportunity to earn commission.

除了一万美元的工资, 还有提成。

You have to pay a 25p commission on each cheque you cash.

每兑换一张支票, 就要支付25便士的佣金。

19. **impractical** *adj.*: not sensible or realistic. 不切实际的

【例句】 a totally impractical view 完全不切合实际的观点

an impractical suggestion 不切合实际的建议

To expect protection from the police is impractical.

期待得到警方的保护是不切合实际的。

20. **restrict** *v.*: to keep within limits or put a limit on something. 限制

【例句】 to restrict wage increase 限制工资的增长

laws which restrict the sale of alcohol 限制酒精销售的法律

I restrict myself to two cigarettes a day. 我控制自己每天抽两根香烟。

We had to restrict the number of students on this course.

我们不得不限制这门课程的学生人数。

- 21. import** *v.*: to bring in from another place or especially another country. 进口

【例句】cars imported from Japan 从日本进口的汽车

imported sugar 进口糖

The government had an interest in importing scientific equipment of this kind.

政府对进口此类科学仪器设备非常感兴趣。

Even the smallest piece of their machinery is imported.

他们最小的机器也是进口的。

- 22. postcheque** *n.*: cheque which is bought from one post office and can be cashed in another post office. 邮政支票

- 23. accompany** *v.*: to exist or appear at the same time or the same place. 陪伴

【例句】The text is accompanied by a series of color photographs.

课文中有许多彩色照片。

A high fever often accompanies a mild infection.

高烧常伴有轻度的感染。

His words were accompanied by exclamations from the audience.

他的话语中伴有观众的欢呼声。

- 24. included free with your first order of cheques:** when you buy postcheque for the first time, you may get a free Postcheque Card.

- 25. draw** *v.*: to take money out from the bank so that one can use it. 取钱

【例句】I drew out \$100 from my bank account today. 我今天从银行账户中取出了 100 美元。

He drew 50 pounds from his savings account. 他从存款账户中取了 50 英镑。

- 26. local currency:** the particular type of money that can be used in the local area. 本地货币

- 27. the Mediterranean:** 地中海 an almost land-locked sea between southern Europe and Northern Africa, connected with the Atlantic Ocean by the Strait of Gibraltar (直布罗陀海峡) and with the Red Sea by the Suez Canal. (苏伊士运河)

- 28. the Bahamas:** a country consisting of a group of islands off the southeastern coast of Florida, part of the West Indies. 巴哈马

- 29. Access:** also Access Card, a credit card given by British Banks to their customers, who use it to obtain money, goods, and services which they pay for later.

- 30. Mastercard:** one of the most important international cards, introduced in 1977. 万事达卡

31. **Eurocard:** a credit card which can be used for making payments in most European countries. 欧洲卡
32. **Barclaycard:** a credit card introduced in 1966 by Barclay Bank, one of the main British banks.
33. **Visa:** one of the most important international cards, formally introduced in the U.S. in 1970. 威世信用卡
34. **outlet** *n.*: shops, companies, and other organizations which sell goods and products made by a particular manufacturer. 批发商店, 商行, 销售公司
- 【例句】 retail outlet 零售店
- Several commercial outlets had already expressed their interest in the project.
一些商业专卖店对这个项目表示出极大的兴趣。
35. **acceptability** *n.*: the degree to which something can be allowed. 可接受程度
36. **whereas:** We use “whereas” at the beginning of a clause in which we mention an opposite or different fact or situation that contrasts with what we mention in the other part of the sentence; but. 然而
- 【例句】 They want a house, whereas we would rather live in a flat.
他们想住大房子, 而我们宁愿住公寓。
- Radar employs radio waves whereas sonar uses sound waves.
雷达利用的是无线电波, 而声纳利用的是声波。
- Humans are capable of error whereas the computer is not.
人类会犯错误, 但计算机不会。
- I used to think that money was incredibly important, whereas now I look at it in quite a different way.
我以前认为金钱非常重要, 但现在的看法改变了。
37. **Continental petrol stations:** petrol station in the mainland of Europe. (位于欧洲)大陆的加油站
38. **cash advances:** loan in cash against a future payment. 预付现金
39. **deposit** *n.*: money paid when one starts renting a car or flat. The money is returned if one does not damage what he or she has rented. 押金, 保证金
- 【例句】 You may have to pay a deposit to open an account.
如果要开户, 你必须支付保证金。
- When you return the car, we'll return your deposit.
你把车还了之后, 我们就会退还押金。
40. **charge card:** a small plastic card provided by a particular shop which allows one to obtain goods there, with the cost being charged to one's account and paid later. 记账卡
41. **American Express:** the earliest international card, introduced in the U.S. in 1958. 美国运通卡
42. **Diner's Club:** the first credit card widely used in the U.S. for consumption. It is issued by Diner's

Club Inc. (part of the Citi Corp.) Diners Club Card is a charge card with no pre-set spending limit and no annual card membership. 迪纳斯俱乐部卡; 大莱卡

43. **interest-free** *adj.*: without interest. 无息的

44. **settlement period**: a period in which one makes the payments of money claimed 偿还期
settlement *n.*: a payment of money claimed. 清偿

【例句】We are sending you a cheque for \$400 in settlement of your claim.

我们给你寄上400美元支票一张,以清偿你的索赔。

45. **pre-set** *v.*: to set in advance. 预先布置, 预先调整

【例句】to bake in a pre-set oven for 45 minutes 在预先调好的烤箱中烤45分钟

You can pre-set the video to record programs while you are out.

你不在时,可以利用预先调好的录像机录制节目。

46. **American Express and Diner Club are less widely accepted than credit cards and the interest-free settlement period is shorter but there is no pre-set spending limit.**

【参考译文】美国运通卡和大莱卡不如信用卡使用广泛,无息偿还期也更短,但它们不预先设定消费的限制。

47. **initial** *adj.*: which is at the beginning. 最初的, 初始的

【例句】initial investment

the initial stage of learning English 学习英语的最初阶段

The initial talks formed the basis of the later agreement.

最初的交谈为之后的协议奠定了基础。

After she had overcome her initial shyness, she became very friendly.

在克服了最初的羞涩之后,她变得非常友好。

After the initial shock, I began to get accustomed to life in the new town.

经历了最初的震惊之后,我开始习惯小镇的新生活。

48. **annual** *a.*: happening every year or once a year; happening over a period of one year. 每年的

【例句】an annual event/festival/meeting 每年举行或发生的时间/节日/会议

annual income 年收入

What's your annual salary? 你的年薪是多少?

49. **processing charge**: payment made to go through procedures or for the service provided. 手续费

50. **convert** *v.*: to change. 转变, 转换

【例句】to convert pounds into dollars 把英镑换成美元

Coals can be converted to gas. 煤可以转换为煤气。

51. **Eurocheque**: a special sort of cheque which can be used for making payments from one's own bank account in most European countries.

52. make out: to write in complete forms with all the necessary information. For example:

to make out a check/bill/list. 开一张支票/账单/名单

【例句】I made out a check for \$1,200.

Did you make out a receipt? 你们开发票吗?

53. be debited to: to record in financial accounts the amount of money that has been spent or that is owed (debit something against/to something). 记入借方

【例句】Please debit \$1,000 to Mr. Smith's account.

请将 1 000 美元记入史密斯先生的账上。

54. transaction *n.*: a piece of business deal; the activity carried out by two or more people through negotiation. 交易

【例句】a business transaction 商业交易

The bank charges a fixed rate for each transaction.

银行针对每笔交易都收取固定的费用。

55. roughly *adv.*: approximately; about, not exactly. 大概的, 粗略的

【例句】There are roughly 200 people there. 大概有 200 个人。

Roughly speaking, there are 200 people. 粗略地说, 共有 200 个人。

The cost of the two systems is roughly the same. 这两个系统的成本大致相同。

>>>>> Extended Activities

A. Function and Structure

1. Most Americans don't like to get advice from the members of their family. When they need advice they don't usually ask the people they know. Instead, many Americans write letters to newspapers and magazines that give advice on different subjects, including family problems, the use of language, health, cooking, child car, clothes and how to buy a house or a car. Most newspapers regularly print letters from readers with problems. Every other week along with the letters there are answers sent by people who are thought to know how to solve such problems. Some of these writers are doctors; others are lawyers or educators. Experience is their preparation for giving advice.

2. In English, there are several different structures that you can use when giving advice:

➤ *Should*

This is probably the most common of the structures for giving advice. It is also common to use "I

think” and “I don’t think” with should.

➤ *Had better*

This structure is common in spoken English and it is usually used in the contracted form.

➤ *If I were you*

This version of the second conditional is often used when giving advice, especially in spoken English.

➤ *Ought*

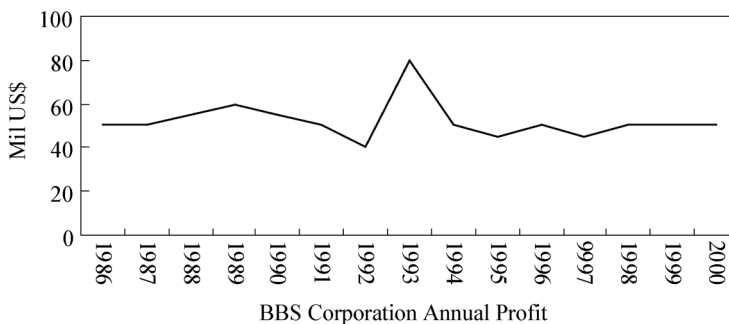
This is the most formal of the structures used for giving advice, and so it isn’t so common.

B. Special Use: Words Used to Describe Graphs

英语中的图表有多种形式, 主要包括折线图 (line graph)、饼图 (pie chart) 和柱状图 (bar chart, 我们在第二册第三单元所学的条形图也是其中的一种) 等。这里, 我们将主要讨论如何阅读并描述折线图。

折线图由三部分组成: 垂直轴线、平行轴线和指示折线。平行轴线表示自变量, 往往代表时间; 垂直轴线表示因变量, 代表一定意义的数量, 此数量的意义往往通过轴线旁的文字来界定; 指示折线则表示某一数值在垂直轴线和平行轴线之间的变化。折线图擅长表示在一定的时间范围内某一数值的动态变化。

阅读折线图的要点是: 1. 先看图上方或下方的文字说明, 确定题意; 2. 再看两条轴线, 确定它们之间的关系, 要特别注意轴线旁的文字, 单位和数字; 3. 最后看曲线的变化, 特别是其代表的最高和最低值。请看下图:



此图表示BBS公司从1986至2000年利润的变化, 金额单位为百万美元。这些信息就是下面和左边的文字提供的。利润的变化从持平开始, 经缓升、缓降、急剧上升、急剧下降、波动复归持平。在描写中要将这些变化趋势都表达清楚, 还要对整个趋势进行总结, 并作出自己的判断。下面是此图的描写:



折线图的描写是一种信息转换(information transfer), 因此成功的描写应该把图的重要信息客观的转换成文字。要描写动态变化需要一些表示增加、减少、持平、波动的词汇和句型, 还需要一些对变化进行修饰的词汇, 下面将它们分类用表列出。

名词和动词

	持平	增加	减少	急剧增加	急剧减少	波动
动词	remain level remain stable remain constant stay the same level off even out	go up increase rise climb grow	go down decrease drop fall decline sink	jump soar shoot up	collapse slump plunge	fluctuate
名词	little change no change	increase rise growth	decrease fall drop decline	jump	slump	fluctuation

修饰语

	缓慢	显著	急剧
形容词	steady smooth slow slight gradual moderate	significant noticeable substantial	sudden rapid dramatic sharp steep
副词	steadily smoothly slowly slightly gradually moderately	significantly noticeably substantially	suddenly rapidly dramatically sharply steeply

最高、最低点的描写

最高点	peak (v.) reach a peak reach a high (point)
-----	---

(Continued)

最低点	bottom out reach the bottom reach a low (point)
高平台	reach a plateau

常用句型

- ✓ The graph illustrates /shows/ indicates ...
- ✓ According to the graph, there was a rapid rise in the number of cars from April to November.
- ✓ The number of mobile phones increased dramatically from April to November.
- ✓ The number of the unemployed decreased steadily between April and November.
- ✓ There was a significant fall in the monthly profit of the company in July.
- ✓ The sales fluctuated between April and November.
- ✓ There was a fluctuation in sales between April and November.
- ✓ The number of cars sold remained stable from April to November.
- ✓ There was no / little change in the number of cars sold between April and November.
- ✓ The figures peaked in May.
- ✓ The figures reached a peak in May.
- ✓ The situation bottomed out at 20% in June.
- ✓ The situation hit a trough at 20% in June.

C. Practical Reading

这是一种流程图。阅读这种图, 要注意确定起点、终点、和箭头方向。本图中以现金为起点的箭头不止一个, 以现金为终点的箭头也不止一个。以现金为起点的箭头中, 有四个指向的终点没有第二个箭头, 说明现金直接进入了这四个方面, 即税收、红利、资本投入、工资。

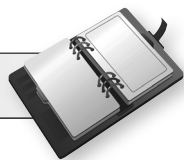
而唯一一个具有循环的箭头指向的是供应商 (suppliers) 的, 然后分别是原材料、组织生产 (work-in-progress, 这时产生库存 stock)、成品以及消费者/顾客, 最后顾客支付的现金成为新的现金来源之一。

另外一个现金来源是一个独立指向现金的起点框, 即 Loan (贷款), share issues (发行股票), and bank overdrafts (从银行透支) 而来的现金。

经过以上分析, 答案就比较容易确定。

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

Teaching Tips (教学提示)



1. Lead-in 本单元导入部分安排了听力理解和听写填空两项任务。听力理解部分紧扣单元主题 Different Forms of Money 安排了两个语篇,共4项练习。语篇《一》介绍了随着手机移动支付技术发展而兴起的一种新型货币形式。语篇《二》介绍了欧洲实施单一货币欧元的进程。在进行听力训练前,教师可以结合下面所给出的关于欧元区形成过程以及其他相关内容,予以一定的背景介绍。听力练习的编排和以往各单元一样,第一和第三项练习均属预听活动,主要目的是在进行精听训练之前,让学生对所听语篇的主旨(gist)有所了解,初步把握听音和理解上的难点所在,为接下来的听力活动做好词汇和心理上的准备。第二项练习为多项选择题(multiple-choice exercises),侧重考察学生理解、辨析语篇细节和关键信息的能力。第四项练习要求学生在充分理解所听语篇内容的基础上,完成欧元实施过程之大事记。该练习要求学生边听边捕捉、并记录相关重要信息,学生书上出现的文字材料和他们所听到的语音材料并不完全一致。学生在听音前,先要快速预读所要完成的句子,对要求填写的空格内容进行积极的预测,明确听音时记忆的重点。教师应根据学生实际能力,对学生进行一定的听力笔记技能的辅导,如缩写、常用笔记符号的运用等。

以下内容供教师参考:

Maastricht Treaty: A treaty that is responsible for the creation of the European Union, signed in Maastricht, a city in the Netherlands. The Maastricht Treaty was signed on February 7, 1992, by the leaders of 12 member nations, and it reflected the serious intentions of all countries to create a common economic and monetary union. Also known as the Treaty on European Union.

欧元区的形成过程

1992年,欧盟首脑会议在荷兰马斯特里赫特签署了《欧洲联盟条约》(亦称《马斯特里赫特条约》),决定在1999年1月1日开始实行单一货币欧元和在实行欧元的国家实施统一货币政策。1999年1月1日,欧盟当时15个成员国中的12个成员国:奥地利、比利时、芬兰、法国、德国、希腊、爱尔兰、意大利、卢森堡、荷兰、葡萄牙和西班牙,达到了《欧洲联盟条约》在1992年确立的欧洲经济一体化并向欧元过渡的四项统一标准,因此,欧元成为这12国的单一货币。1998年6月,欧洲中央银行于

法兰克福正式成立。1999年1月,欧元进入国际金融市场,并允许银行和证券交易所进行欧元交易。欧元纸币和硬币于2002年1月才正式流通;2002年7月,本国货币退出流通,欧元成为欧元区唯一的合法货币。2007年1月1日,斯洛文尼亚加入欧元区。塞浦路斯于2008年1月1日零时与马耳他一起加入了欧元区,从而使欧元区成员国从之前的13个增至目前的15个。由于英国、瑞典和丹麦决定暂不加入欧元。目前,使用欧元的国家为德国、法国、意大利、荷兰、比利时、卢森堡、爱尔兰、希腊、西班牙、葡萄牙、奥地利、芬兰、斯洛文尼亚、塞浦路斯、马耳他、斯洛伐克(于2009年1月1日加入欧元区),称为欧元区。目前欧元区共有16个成员国,人口超过3亿2千万。

2. 听写填空 (Spot Dictation) 是一篇关于汇款的短文,主要填写与货币交换相关的名词、动词以及介词和连接词语,可以作为导入活动安排在阅读 II 课文讲解之前进行。听写前,教师可先讲解听写材料中的个别生词和词语,以扫除听写的障碍。
3. 阅读 I Brainstorming 全班通过集体讨论的形式,列出他们所知道的关于 Money 的英语表达方式。教材此处将相关单词和词组分为四栏,以帮助学生分门别类记忆和掌握。第一栏是现代经济金融活动中所认可的、并广为接受的各类货币支付形式,如现金、支票、银行汇票、信用证等;第二栏是人们获取货币的各种常见途径,如工资收入,佣金收入,投资收益,红利收入、津贴等;第三类是各个国家主要流通货币的名称。此处教师应向学生指出,随着1999年欧元的启用,许多国家,尤其是欧盟国家原先使用的货币逐渐停止流通,退出历史舞台。如以前为大家所熟悉的葡萄牙埃斯库多 (escudo), 荷兰盾 (guilder), 德国马克 (mark), 法国法郎 (franc), 意大利里拉 (lira), 西班牙比塞塔 (peseta) 等都逐渐被欧元所替代。也有许多国家以欧元代替美元作为对外流通和结算的主要货币。此处建议结合 Additional Vocabulary 部分一起使用。第四栏是与人们货币活动相关的一些常用动词。教师可要求学生用这些动词造句以巩固学生对这些单词的掌握。下文是关于欧元的一些背景知识,供教师参考。

Euro Common currency of the European Community nations. The Euro was introduced to world financial markets as an accounting currency in 1999 and launched as physical coins and banknotes in 2002. All EU member states are eligible to join if they comply with certain monetary requirements, and eventual use of the euro is mandatory for

all new EU members. The Euro was officially adopted as a unit of exchange on January 1, 1999 by 11 European nations — Austria, Belgium, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Portugal and Spain, followed by Greece in 2001. Britain and Sweden decided not to adopt the euro immediately, and voters in Denmark rejected it. Those who advocated the currency believed it would strengthen Europe as an economic power, increase international trade, simplify monetary transactions, and lead to pricing equality throughout Europe.

2. 阅读 I Pairwork 学生双人结对讨论与本单元主题Money相关的话题。讨论题1中列出了一些关于Money的英语谚语。教师可先请学生讨论这些谚语的含义(参见本教参“答案”部分),然后再请他们自由表述各自对金钱的理解。教师也可挑选一到两句最具争议性的谚语,组织学生展开辩论(debate)活动。讨论题2,教师可参考“背景知识”1. Evolution of Money,在学生讨论的基础上对相关背景知识予以介绍。讨论题3,教师可引导学生携带的便利性(convenience)、安全性(safety)、可接受性(acceptability)、可兑换性(convertibility)、稳定性(stability)等角度着手;教师也可将此题作为lead-in question,安排学生在学习Reading II课文之前进行讨论。讨论题4和5,教师可参照“背景知识”部分提供的关于Credit Card的知识,先向学生介绍信用卡的相关信息和中国发行的一些信用卡,再鼓励学生对信用卡的使用提出自己的看法和观点。

部分中国信用卡的英语译法如下:

- ✧ Peony Card 牡丹卡
- ✧ Money-Link Card 灵通卡
- ✧ Peony Debit Card 牡丹借记卡
- ✧ Peony International Card 牡丹国际卡
- ✧ Peony Special Card 牡丹专用卡
- ✧ The Great Wall Card 长城卡
- ✧ Dragon Card 龙卡
- ✧ Golden Spike Card 金穗卡

3. 阅读 I 练习4 Sentence 7 中Levi Strauss & Company指“利维-施特劳斯公司”。该公司旗下的利维牌牛仔裤(Levi's),已有150年历史之久。19世纪50年代,美国西部发现大片金矿,无数做着发财梦的人们如潮水般涌向荒凉萧条的西部。20岁出头的利维·施特劳斯(Levi Strauss)也在黄金的诱惑,加入到浩浩荡荡的淘金人流中。利维来到旧金山,由于淘金者甚多,当机立断,放弃从沙土里淘金,改从淘金者身上“淘金”。他在当地开办了一家销售日用百货的小店,生

意十分兴旺,但是所采购的大批搭帐篷、马车篷用的帆布却无人问津。为处理积压的帆布,利维试着用其裁做低腰、直腿统、臀围紧小的裤子,兜售给淘金工,由于比棉布裤更耐磨,大受淘金工的欢迎。“利维的裤子”不胫而走。利维开办了专门生产帆布工装裤的公司。1874年,利维开始销售带铜铆钉的蓝色牛仔裤。自1936年起,利维公司开始把白金色的“LEVI's”的红旗缝于后裤袋上,这成为日后Levi's注册的标记。如今的利维公司仍为利维家族的后裔所拥有,系全球最大的牛仔裤生产公司之一。

Levi Strauss & Co. Leading U.S. manufacturer of casual and active clothing, noted especially for its blue denim jeans. The company traces its origin to Levi Strauss (1829–1902), a Bavarian immigrant who sold dry goods to miners during the California gold rush. Hearing of the miners' need for durable pants, he hired a tailor to make garments out of tent canvas, later substituting denim. In 1873 he and an associate received a patent for the copper riveting they used to strengthen their pants. The company's most spectacular growth occurred after 1946, with the decision to concentrate wholly on manufacturing clothing under its own label. In 1959 it began exporting, and during the 1960s Levi jeans became enormously popular worldwide. The company went public in 1971 and was returned to private control (by Strauss's descendants) in 1985.

Sentence 10 中 soak up 的意思是“吸收”,如:

soak up information/ knowledge 吸收信息/知识

The ground soaked up the rain. 地面吸干了雨水。

We sat on the beach soaking up the sun. 我们坐在海滩上晒太阳。

4. 阅读 I Post-reading 设有两项任务。任务 1) 是一个小调查问卷。学生先自行完成问卷,然后和伙伴交流他们对待金钱的态度和管理个人财务的方式。教师要向学生指出,此类题项均无所谓的标准答案,完全由学生按个人实际情况作答。该活动结束后,还可让学生轮流扮演“理财顾问 (financial advisor)”的角色,为各自伙伴的“财商”打分,并提出一些能帮助伙伴提高理财能力的建议。任务 2) 中学生分组活动,讨论信用卡使用的优缺点以及信用卡未来的发展趋势和信用卡对现代生活的影响。本教参“答案”部分有参考答案提供,教师也可参考“背景知识”
5. Credit Card 以及下文所提供的信息。

Pluses & Minuses of Using Credit Cards

- ◆ As well as convenient, accessible credit, the cards offer consumers an easy way to track expenses, which is necessary both for monitoring personal expenditures and the tracking of work-related expenses for taxation and reimbursement purposes.
- ◆ Credit cards have now spread worldwide, and are offered in a huge variety of permutations with differing credit limits, repayment arrangements such as automatic payment from a personal bank account (some cards offer interest-free periods, while others do not but compensate with much lower interest rates), and other perks (such as rewards schemes in which points earned by purchasing goods with the card can be redeemed for further goods and services or credit card cashback).
- ◆ For merchants, a credit card transaction is often more secure than other forms of payment, such as checks, because the issuing bank commits to paying the merchant the moment the transaction is verified. The bank charges a commission, to the merchant for this service and there may be a certain delay before the agreed payment is received by the merchant. In addition, a merchant may be penalized or have their ability to receive payment using that credit card restricted if there are too many cancellations or reversals of charges.
- ◆ The low security of the credit card system presents countless opportunities for fraud. This opportunity has created a huge black market in stolen credit card numbers, which are generally used quickly before the cards are reported stolen. Most Internet fraud is done through the use of stolen credit card information which is obtained in many ways, the simplest being copying information from retailers, either online or offline. There have been many cases of crackers obtaining huge quantities of credit card information from company databases. It is not unusual for employees of companies that deal with millions of customers to sell credit card information to criminals.
- ◆ An argument is that there are additional costs to the merchant in other forms of payment. For cash payments, these include frequent trips to the bank or use of an armored delivery service, theft, and employee error, such that cash is actually not cheaper for the merchant than credit cards.
- ◆ There also exists an economic argument that credit card use increases the “velocity”(周转率) of money in an economy, the result, higher consumer spending rates and higher GDP. Although there is many a sad story of credit card abuse, the trend is increasing use, with some predicting a cashless society in the not so distant future. Credit card debt has soared, particularly among young people.

小组讨论结束后,教师可邀请各小组推举一名代表向全班作一个简短的陈述 (presentation), 向其他小组报告讨论的结果。教师应鼓励其他小组对讨论结果提出自己的看法,予以补充或质疑。

5. 阅读 II Translation Sentence 7 中 cash flow 指“(公司、政府等的)现金流转”。

Cash Flow Financial and accounting concept. Cash flow results from three major groups of activities: operating activities, investing activities, and financing activities. A cash-flow statement differs from an income statement in reflecting actual cash on hand rather than money owed (accounts receivable). Its purpose is to throw light on management's use of its available financial resources and to help in evaluating a company's liquidity.

Sentence 8 中 settlement 指“结清, 结算”。

Sentence 9 中 handling fee 指“手续费”; 而 commission 指“佣金”。

6. 阅读 II Cloze

Blank 4 此处选 d. tolerate。tolerate 与 admire, approve 在句中作并列谓语, 它们共同的宾语为 eccentricities。

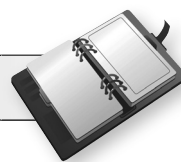
Blank 9 此处选 a. in itself。in itself 的意思是“就其本身而言 without considering the rest”, 如:
The problem is unimportant in itself, but its long-term effects could be very serious.
这个问题就其本身而言并不重要, 但其长远影响可能是很严重的。
选项 c. by itself 的意思是“alone, without help 独自地, 无需外力地”, 如:
The door opened all by itself. 门自动开了。

Blank 10 此处选 c. spend。该句中 except 作连接词用, 意思是“除了”。如:
She can do everything except cook.
她除了烹饪, 什么都会做。

I have done nothing except send for the police.
除了派人去叫警察, 我什么也没做。

Blank 15 此处选 d. the reverse。该句中 case 指“事实; 实际情况; 现实 actual fact; reality”。如:
We suspected the money was stolen by him, and this proved to be the case.
我们怀疑钱是他偷的, 这证明是事实。
全句的意思是“为什么我们都相信金钱能买到幸福, 而事实很明显正相反”。

Key (练习答案)



>>>>>> Reading I

I. <i>cash</i>	<i>salary</i>	<i>dollar/ buck/greenback</i>	<i>spend</i>
<i>change</i>	<i>dividend</i>	<i>franc</i>	<i>earn</i>
foreign currency	capital	lira	save
coin	interest	peso	make
banknote	fund	pound	lend
check	subsidy	mark	borrow
exchange rate	allowance	yen	owe
savings account	pocket money	rupee	pay
credit card	tip	shrilling	pay back
checking account	commission	cent	withdraw
interest (rate)	bonus	dime	deposit
bank draft	premium	penny	exchange
paper currency	wages	sterling	loan

II. ➤ Money isn't everything.

In many cases, there are more important considerations than how much money somebody has or can earn.

➤ Money is a good lever..

Money helps one a great deal.

➤ Money talks.

Money or wealth can influence events to the advantage of its owner.

➤ Money is the root of all evil.

The desire to have riches is the cause of all crimes and evil situations.

➤ Time is money.

To waste time is as expensive as to waste money.

➤ Money doesn't grow on trees.

You can't earn money without effort.

➤ Money is a good servant, but a bad master.

If you adopt a right attitude to money, money will be a good servant to make you enjoy the life

and help you to success; while if you are avaricious for money, money will be a bad master to make you corrupted and lead you to the evil. (须做金钱主人, 勿为金钱奴隶。)

➤ Money makes the mare go.

You can do anything if only you have the money.

➤ Where there's muck there's money.

You can earn good money if you don't mind dirtying your hands.

➤ A fool and his money are soon parted.

While a wise man spends his money prudently, a foolish man spends his without thought and is soon penniless, so he is 'parted' from his money.

Exercises

- | | | | | |
|------------------------------|----------------------------|--------------------|---------------|-----------|
| II. 1. b | 2. d | 3. b | 4. a | 5. c |
| III. 1. stuff | 2. mall | 3. switch | 4. fixture | 5. slot |
| 6. automatic | 7. account | 8. relish | 9. punch | 10. imbed |
| 11. teller | 12. insert | 13. spit | 14. microchip | |
| IV. 1. to communicate with | 2. will ring up | 3. punching in | | |
| 4. will be, transferred into | 5. springs from | 6. is hooked up to | | |
| 7. outlets | 8. to dole out | 9. rolling in | | |
| 10. relished | 11. spitting, out | 12. kept track of | | |
| 13. be embeded in | 14. on occasions | 15. get access to | | |
| V. 1. spring from | 2. have been communicating | 3. keep track of | | |
| 4. hooked up to | 5. punch, spit out | | | |

Post-reading

- A credit card usually is necessary to reserve an airline ticket, hotel room or rental car today.
- Using a credit card when shopping by telephone, mail or on the Internet can speed delivery and simplify a return or exchange.
- You can buy now, pay later with your credit cards.
- Credit cards can help you build an excellent credit rating.
- Use your credit card for purchases and you have additional protection that you just don't get when you pay by cash or check. You can dispute a charge if merchandise you order is not delivered as agreed (in the wrong quantity, the wrong color, or on the wrong date, for example).

You have up to 60 days from the date the card issuer mailed the statement showing the disputed charge to complain.

- Lose your wallet or purse filled with cash and you may be out of luck. Though losing your credit cards may cause a little trouble, you don't lose money if you can cancel the cards promptly and get them replaced.
- One advantage to using credit cards overseas is the fact that you usually get a better exchange rate than you can on your own through local merchants.
- The main disadvantage to credit cards is that they don't always feel like real money, so some people charge more than they can really afford.
- People who shop with a credit card usually spend more than people who pay cash.

>>>>>> Reading II

Exercises

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

III. 1. d 2. c 3. a 4. b 5. d 6. c 7. a 8. d 9. c 10. a 11. b

IV. 1. When the company was in financial crisis, offers of helps from a number of banks rolled in.

2. The use of traveller's cheques involves a fixed handling fee.
3. In the U.S., travellers can easily cash the cheques at hand.
4. At the meeting, the Premier stressed the importance of state-owned enterprises in particular.
5. According to general accounting practice, personal expenses of the entrepreneur should be debited to his/her private account.
6. When travelling abroad, you need to exchange for local currencies.
7. Both individuals and companies should keep track of their own cash flow.
8. Despite the fact that goods have been sold out, the settlement of the money receivable still needs some time.
9. In addition to the handling fee, you still need to pay a certain amount of commission for each transaction.
10. In order to secure an advantageous position in competition, a company should make efforts to get access to the information concerning its rivals.

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

>>>>> Extended Activities

A. Function and Structure

- I. 1. Jane: I can't decide whether to go to university or get a job. What do you think?
 Emily: Well, if I were you, Jane, I'd go on studying.
 Jane: But I don't even know what to study. Could you give me some advice on it?
 Emily: You are good at calculating. I advise you to take economics.
 Jane: That's what my parents want me to do.
 Emily: I think you should take their advice. They know what's best for you.
 Jane: But you see, if I go to university, I'll have to ask my parents for pocket money and I hate to do so at my age.
 Emily: Don't you think it might be a good idea to find a part-time job? You will have some money, too.
 Jane: Yes, you are right. Thank you for your advice.
2. Susan: Sam, digging gardens is not a job for a university graduate. Why don't you get a decent job for a change?
 Sam: But the money is not bad and there's plenty of fresh air.
 Susan: Come on, you really must think of the future. Have you ever thought of taking a new course, teaching, accountancy...
 Sam: Accountancy? Anything but that. It's so boring. Tell you, I'd like to be a doctor.
 Susan: Well, I think you'd better think very seriously about that. It means a lot of study, and then working all sorts of hours.
 Sam: Yes, maybe. But the idea appeals to me.
 Susan: Well, then, I think you ought to get more information about it as soon as possible.
3. Peter: I've been putting on weight lately. It really worries me. Do you think there is any point in going on a diet?
 George: Going on a diet is not a good way. Take my advice and do more exercise, say, taking a walk after dinner every day.
 Peter: That sounds like a good idea. I will take a walk after dinner today.
4. John: Have you ever been to Beijing before?
 Troy: Yeah, I've been there several times.
 John: Great. I'm planning a trip to Beijing and I'd like your advice about it.
 Troy: Well, then, I think you really ought to go in the fall. Beijing is at its best at that time of

the year.

5. Linda: My car has broken down. What should I do?

Lee: It's my suggestion that you call for a mechanic.

Linda: But there's no mechanic nearby.

Lee: Why don't you ask Philip for help. He is an all-rounder.

Linda: It's an idea, I suppose, but how can I find Philip at the moment?

6. Jimmy: I failed in the examination again. Could you give me some advice on how to do well in an examination?

Betty: It's quite simple. My advice would be to study hard before an examination and relax during the examination.

Jimmy: Come on! I know all this stuff. Anything new?

Betty: Well, here's more advice. Have a good sleep the night before examination.

7. Billy: Sue, I want to start painting as a hobby. Do you think I should take a course in painting? But I'm afraid I can't afford the time.

Sue: Don't you think it might be a good idea to buy a teach-yourself-painting video?

Billy: Yes, I think your suggestion is excellent. And then could you give me some advice about what to buy?

Sue: Well, I think you should start with a student's paint set. That contains twelve different color oil paints.

Billy: A good idea. Do you think it's worth buying some canvas?

Sue: As a beginner, I advise you to buy some painting boards. Canvas is too expensive and paper is too weak for oil painting.

Billy: Yes, that's fine. Thank you very much.

8. Peter: I'm really annoyed with my landlady. She doesn't fix things in my apartment. What would you do in my position?

Jack: If I were you, I would speak to her directly about it.

Peter: I don't think I will, but thank you all the same.

Jack: Why? I don't understand. If she neglects fixing things and bothers you so much, why don't you bring up the matter?

Peter: I guess I should. But I don't like to complain to people's faces.

Jack: Well, but have you ever considered that it's better than complaining behind people's backs?

Peter: I think you're right. I really should talk with her face to face. Thanks for Your advice.

B. Special Use

I.

upward movement	increase rise climb upturn go up rocket creep up surge gain recover grow ascend jump peak
downward movement	decrease drop downturn go down fall decline slump plunge descend
little or no movement	level off bottom out stagnant remain level fluctuate remain constant
words used to modify a movement	stable steady rapid sharp steep dramatic gradual slight slow smooth sudden

II. 1. R 2. N 3. R 4. S 5. S 6. R 7. S 8. S 9. N 10. S

III. 1. remained level 2. rose sharply 3. reached 4. in
5. fell 6. a rapid increase 7. has fallen steadily 8. remained almost level
9. fell 10. reached 11. rose to 50 per thousand 12. kept falling

C. Practical Reading

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

D. Additional Vocabulary

- I.**
- | | |
|---------------|--|
| 1. dollar 元 | f. USA |
| 2. pound 镑 | j. UK |
| 3. euro 欧元 | h. twelve European Union member states |
| 4. yen 日元 | e. Japan |
| 5. dong 盾 | c. Vietnam |
| 6. rupee 卢比 | b. India, Pakistan |
| 7. won 元 | g. South Korea |
| 8. rouble 卢布 | k. Russia |
| 9. yuan 元 | a. China |
| 10. baht 铢 | i. Thailand |
| 11. riyal 里亚尔 | d. Saudi Arabia |
| 12. peso 比索 | l. The Philippines |

- | | |
|------------------|-----------------|
| 13. rial 里亚尔 | m. Iran |
| 14. lira 里拉 | p. Turkey |
| 15. cruzado 克鲁扎多 | n. Brazil |
| 16. rand 兰特 | o. South Africa |

II.

Currency	Country		Symbol / Abbreviation
dollar	Singapore 2. <u>Australia</u> 4. <u>Hong Kong</u>	1. <u>USA</u> 3. <u>Canada</u> 5. <u>New Zealand</u>	6. \$
pound	Malta 8. <u>Sudan</u>	7. <u>UK</u> 9. <u>Egypt</u>	10. £
euro	Luxembourg 11. <u>Germany</u> 12. <u>France</u> 13. <u>Austria</u> 14. <u>the Netherlands</u> 15. <u>Italy</u>	Portugal 16. <u>Greece</u> 17. <u>Spain</u> 18. <u>Finland</u> 19. <u>Belgium</u> 20. <u>Ireland</u>	21. €

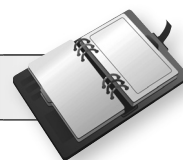
F. Humor Time

- | | |
|----------------------|----------|
| 1. counterfeit money | 2. penny |
|----------------------|----------|

Unit 4

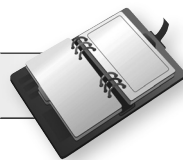
Banking

Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : The Concept of Banking
2. Language Focus (内容重点)
 - **Key Words:** I. issue, authorize, substitute, medium, circulation, inflation, stabilize, allocate, valuables, possession, minimum, specify; II. safeguard, civilization, extend, security, cancel.
 - **Phrases:** I. in terms of, exchange for, take the form (of), serve as, be backed by, be in doubt, act as, rest upon, in relation to, change hands; II. a range of, split into.
 - **Useful Structures:** whatever + *n.* + *subj.* + *v.*, ...
... only when ... (Credit is offered only when ...)
in ... case(s), ... (in many cases, ...)
3. Communicative Skills (交际技能)
 - **Expressions:** Expressions at the bank
 - **Reading:** Life story of a cheque
4. Special Use (专项用法) : Modal Verbs (2)

Lead-in (导入)



>>>>> Listening Comprehension Tasks

Difficult Words and Expressions

- teller: a person employed to deal with customers' transactions in a bank 出纳
- alert: quick to notice any unusual and potentially dangerous or difficult circumstances 警觉的
- identification: official papers or a document that can prove who you are 身份证明
- transaction: a piece of business that is done between people, especially a procedure of buying or selling 交易 ; 业务
- dispense: to give out sth. to people 分配
- multiple: a quantity that contains another quantity an exact number of times 倍数
- beep: to make a short high sound 发短促而尖利的声音
- applicable: relevant or practical 可实施的
- slip: a small piece of paper 纸片 , 纸条
- debit card: 借记卡
- sequence: a set of numbers 序列
- clear: pass through a clearing house so that the money goes into the payee's account 把 (支票) 兑现

Passage Script

Passage I

How to Use an ATM

ATMs, standing for "Automatic Teller Machines", are an easy, convenient way to access your account from almost anywhere. If you're new to them, don't worry. It's easy. The instructions are right there.

1. Be alert. As you approach the ATM, look around for other people. If it is night time, pick an ATM in a well-lit location. If you are uncomfortable with the area or the people around the machine, find a different machine or use the machine some other time.
2. Insert your card into the machine.
3. Select a language. Note that this option often only comes up when your card is registered from another country whose language is not English.

4. Enter your PIN (Personal Identification Number), and then press Enter. Make sure you enter the correct pin.
5. Select a transaction.
6. Deposit money. If you want to deposit money: Enter the amount you will deposit. Confirm the amount. Insert the notes into the deposit slot when the machine opens it. Note that some ATMs will not allow you to deposit money. In this case, you need to find another one or go to a nearby branch office.
7. Withdraw money. If you want to withdraw money, select or enter the amount to withdraw. Most machines dispense money in fixed amounts. You may be given a choice between common amounts or you may be asked to enter a number that is a multiple of \$20. Take the cash when the door opens. Put it directly into your wallet.
8. Choose whether to do an additional transaction. Select Yes or No.
9. Choose whether you want a receipt, select Yes or No. Take the receipt if you requested it.
10. Wait while the system processes your transaction(s).
When the machine beeps at you, take your card, cash, and receipt (if applicable). Always make sure that you have both your cash and your card.

Passage II

Going to the Bank

- John: I'd like to make a deposit today. I have some checks I want to add to my savings.
- Teller: All right, sir. What is your savings account number?
- John: It's 1302453. Do I need to fill out a deposit slip for these checks?
- Teller: No, you don't, since you aren't requesting any cash back. Do you have any other transactions I can help you with today?
- John: Yes. I'd like to have an ATM card for my checking account. A debit card would be quite useful during those times when I don't have any cash on me and I don't want to write a check.
- Teller: I can help you with that. Would you write out what pin number you would like for this card? I can program it right onto the card and have it ready for you in a few minutes. The number sequence must be four digits long.
- John: I'd like you to use 0111. Will the card work like a credit card as well as a debit card — just in case a place doesn't take debit cards but does accept Visa or Mastercard?
- Teller: Yes, this particular card can be used as a Visa as well. Is there anything else I can help you with today?
- John: Yes. I'd also like to make a withdrawal from my checking account. Will you please give me \$100?

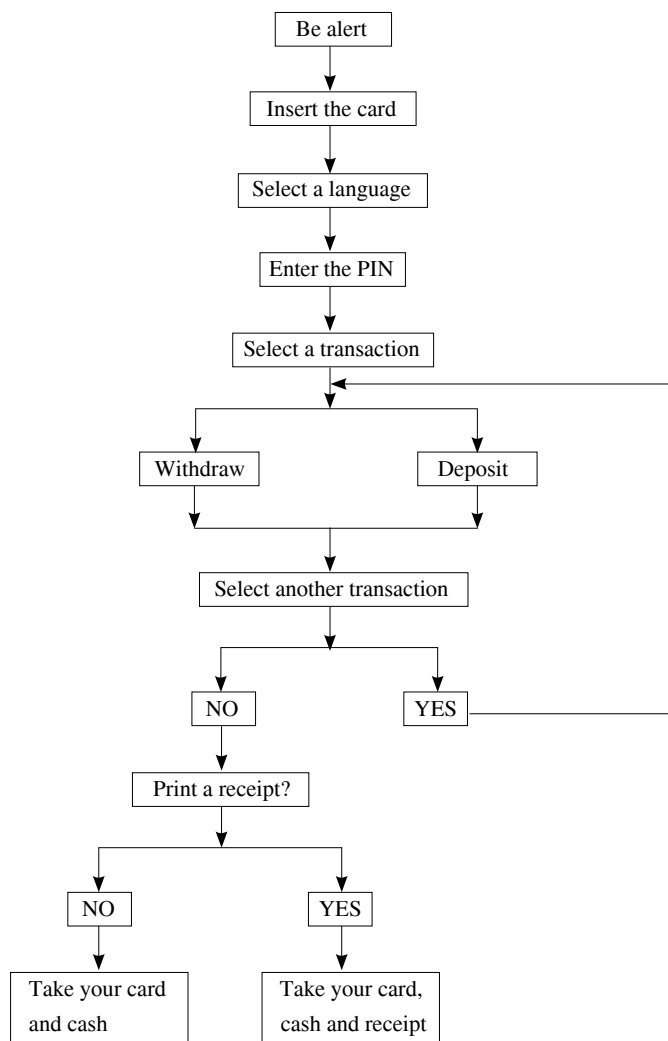
Teller: I can help you with that. Do you need to order any checks today, or do you have enough at the moment?

John: Thanks, but I have enough checks for now. That'll be all.

Teller: I have deposited the checks for you. The money will be available after the checks have been cleared; that usually takes about five days. Thanks for banking at West Bank!

Key

II.



IV. 1. Three. He deposits the money into his savings account, has a new ATM card and withdraws \$100 from his checking account.

2. 1302453.

3. 4.
4. 0111.
5. About five days.

>>>>> Spot Dictation

As payment agents, banks provide almost all payment services by conducting checking or current accounts for customers, paying checks drawn by customers on the bank, and collecting checks deposited to customers' current accounts. Banks also enable customer payments via other payment methods such as transfers and automated teller machine (ATM).

Besides, banks borrow money by accepting funds deposited on current accounts, and by issuing debt securities such as banknotes and bonds. Banks lend money by making advances to customers on current accounts, by making installment loans, and by other forms of money lending. Banks provide different payment services, and a bank account is considered indispensable by most businesses and individuals.

A bank can generate revenue in a variety of different ways including interest, transaction fees and financial advice. The main method is via charging interest on the capital it lends out to customers. The bank profits from the difference between the level of interest it pays for deposits and other sources of funds, and the level of interest it charges in its lending activities.

Difficult Words and Expressions

installment loans: amounts of money that a person, or business, borrows, especially from a bank and are paid regularly over a period of time until something has been paid for 分期偿还的借款

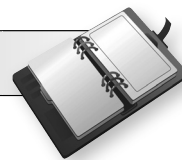
securities: **Securities** are stocks, shares, bonds, or other certificates that you buy in order to earn regular interest from them or to sell them later for a profit. 有价证券

bonds: When a government or company issues a **bond**, it borrows money from investors. The certificate which is issued to investors who lend money is also called a **bond**. (政府或公司发行的) 公债, 债券

advances: An advance is money which is lent or paid to someone before they would normally receive it. 贷款; 预付款

indispensable: absolutely essential 必不可少的; 不可或缺的

Background Information (背景知识)



1. General History of Banking

Banking is primarily the business of dealing in money and instruments of credit. A simple form of banking was practiced by the ancient temples of Egypt, Babylonia, and Greece, which loaned at high rates of interest the gold and silver deposited for safekeeping. Private banking existed by 600 B.C. and was considerably developed by the Greeks, Romans, and Byzantines. The forerunners of modern banks were frequently chartered (特许设立) for a specific purpose, e.g., the Bank of Venice (1171) and the Bank of England (1694), in connection with loans to the government; the Bank of Amsterdam (1609), to receive deposits of gold and silver. Banking developed rapidly throughout the 18th and 19th century, accompanying the expansion of industry and trade, with each nation evolving the distinctive forms peculiar to its economic and social life. In the last decades of the 20th century, computer technology transformed the banking industry. The wide distribution of automated teller machines (ATMs) by the mid-1980s gave customers 24-hour access to cash and account information. On-line banking through the Internet and banking through automated phone systems now allow for electronic payment of bills, money transfers, and loan applications without entering a bank branch.

2. Roles of Banks

Banks are organizations that accept deposits, make loans, pay checks, and perform related services for the public. Banks act as middlemen between suppliers of funds and users of funds, substituting its own credit judgment for that of the ultimate suppliers of funds, collecting those funds from three sources: checking accounts, savings, and time deposits; short-term borrowings from other banks; and equity capital. Banks earn money by reinvesting these funds in longer-term assets. Commercial banks invest funds gathered from depositors and other sources principally in loans. Investment banks manage securities for clients and for their own trading account. In addition, banks act as agents for customers in a number of bank-related functions: initiating payment orders to third parties, either by check or electronic funds transfer; purchasing or selling securities, as for a trust account customer; and operating cash management for corporate customers.

3. Types of Banks

Banks' activities can be characterized as retail banking, dealing directly with individuals and small businesses, and investment banking, relating to activities on the financial markets. Most banks are profit-making, private enterprises. However, some are owned by government, or are non-profit making.

- ☐ *Central banks* are non-commercial bodies or government agencies often charged with controlling interest rates and money supply across the whole economy. They act as lender of last resort in event of a crisis.
- ☐ *Commercial banks* are banks engaging in banking activities, whereas investment banks were limited to capital markets activities. The term “commercial bank” is often used to refer to a bank or a division of a bank that mostly deals with deposits and loans from corporations or large businesses.
- ☐ *Community banks* are locally operated financial institutions that empower employees to make local decisions to serve their customers.
- ☐ *Community development banks* are regulated banks that provide financial services and credit to underserved markets or populations.
- ☐ *Postal savings banks* are savings banks associated with national postal systems.
- ☐ *Private banks* manage the assets of high net worth individuals.
- ☐ *Investment banks* “underwrite” (guarantee the sale of) stock and bond issues, trade for their own accounts, make markets, and advise corporations on capital markets activities such as mergers and acquisitions.
- ☐ *Universal banks*, more commonly known as a financial services company, engage in multiple activities. In Europe and Asia, big banks are very diversified groups that, among other services, also distribute insurance.

4. International Banks

The International Bank for Reconstruction and Development (World Bank) was organized (1945) to make loans both to governments and to private investors. The discharge of debts between nations has been simplified and facilitated through the International Monetary Fund (IMF), which also provides members with technical assistance in international banking.

5. Current Banking System in China

Current banks or financial institutions in China mainly fall into the following categories: state banks, policy banks, share ownership commercial banks, urban co-operative banks, international trust and investment corporations. Each of these institutions is established for specific purposes.

State Banks (国家银行)

The People's Bank of China has become China's central bank and the banking regulator since 1984. Currently, there are four state banks, which account for 90% of total assets and 70% of all lending in the system. They are: *The Agriculture Bank of China*, specializing in agricultural and rural industrial projects; *The Bank of China*, focusing on foreign exchange; *The China Construction Bank*, specializing in fixed-asset investments; and *The Industrial and Commercial Bank of China*, focusing on commercial

banking with a far-reaching banking network in China.

Policy Banks (政策银行)

In 1994, China formed three policy banks: China Development Bank (国家开发银行), China Agricultural Development Bank (农业发展银行), The Export-Import Bank of China (中国进出口银行). These banks take over the policy lending functions from the state banks so that they could (in theory) focus on commercial business.

Share Ownership Commercial Banks (股份制商业银行)

The banking restructure process in China led to the development of a new type of bank — the share ownership commercial banks. Various levels of government, Chinese institutions, and in some cases, individuals hold shares in these banks. There are about 12 such banks, the last two of the above listed banks are the only banks listed on the stock exchanges in China at this moment.

City Commercial Banks (城市商业银行)

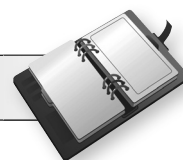
Another new type of financial institution that was established during the commercialization process was the urban cooperative bank, which evolved out of 5,000-plus of China's urban credit cooperatives through financial restructuring. The first one was Shenzhen City Commercial Bank in 1995. In 1998, PBOC announced that all urban cooperative banks change their name to city commercial bank. And there are 69 city commercial banks set up from 1995 to 1998. In 2005 there were 112 city commercial banks in all of China. This number has increased through additional transformations to 140 in 2009. Most city commercial banks have strong ties to their local government and are majority or wholly state owned. The city commercial banks' market orientation is towards supporting the regional economy, but also towards financing local infrastructure and other government projects. Since 2008 a strong trend has emerged for city commercial banks to extend business beyond their home region.

CATEGORIES		NAME OF BANK
State Banks	Central Bank	➤ The People's Bank of China (中国人民银行)
	Four Major State Banks	➤ The Industrial and Commercial Bank of China (中国工商银行) ➤ The Agriculture Bank of China (中国农业银行) ➤ The Bank of China (中国银行) ➤ The China Construction Bank (中国建设银行)
Policy Banks		➤ The State Development Bank (国家发展银行) ➤ The Export & Import Bank (中国进出口银行) ➤ The Agricultural Development Bank (中国农业发展银行)

(Continued)

CATEGORIES	NAME OF BANK
Share Ownership Commercial Banks	<ul style="list-style-type: none"> ➤ China Minsheng Bank (中国民生银行) ➤ The Bank of Communications (中国交通银行) ➤ CITIC Industrial Bank (中信实业银行) ➤ China Everbright Bank (中国光大银行) ➤ China Merchants Bank (中国招商银行) ➤ Huaxia Bank (华夏银行) ➤ Fujian Industrial Bank (福建兴业银行) ➤ Guangdong Development Bank (广东发展银行) ➤ Shenzhen Development Bank (深圳发展银行) ➤ Shanghai Pudong Development Bank (上海浦东发展银行)
City Commercial Banks (城市商业银行)	

Language and Culture Focus (语言文化要点)



>>>>> Reading I

1. **in terms of/in...terms:** with regard to; from the point of view of. 至于; 关于; 从……观点来看

【例句】The book has been very well reviewed, but in terms of actual sales/in sales terms it hasn't been very successful.

In business terms the project is not really viable, but it would add to the prestige of the company.

It sounds like a good suggestion, but I wonder what it will mean in practical terms.

2. **exchange for:** to give (sth) and receive (sth) in return. 交换

【例句】Where can I exchange my dollars for pounds?

The prizes cannot be exchanged for cash.

They exchanged foreign coins for domestic coins.

3. **take the form (of):** to appear in a particular way. 表现为……的形式

【例句】The oral test takes the form of an interview.

In sleep, fantasy takes the form of dreams.

Female competition generally takes nonviolent form, but includes intense verbal and nonverbal harassment that has profound social and physiological consequences.

4. **serve as:** to do the work for; give service to. 为……工作; 为……服务

【例句】 to serve as a member of the parliament

Let Nanjing serve as a lesson from history.

The first building to serve as the state capitol was built in 1832.

5. **be backed by:** to be supported by. 受到……的支持

【例句】 Bombing of Iraq is backed by most American voters.

This decision is backed by all the board members.

6. **issue**

① *vt.* to publish or give out something for the public to use. 发行; 发表

【例句】 We also issued agricultural loans.

This magazine is issued monthly.

Banknotes of this design were first issued 20 years ago.

The government is expected to issue a statement about the crisis.

② *vt.* to give or supply something to sb. 提供; 发给

【例句】 to issue a visa

The new employees were issued with uniforms.

Each student was issued with a textbook.

7. **authorize:** *vt.* to give official permission for something or for sb to do sth. 授权; 许可; 批准

【例句】 Any new buildings have to be authorized by the planning department.

He authorized his secretary to sign letters in his absence.

Who authorized this expenditure?

同根词

authorization: *n.* 授权(书); 许可证

【例句】 I cannot spend the money without authorization from the head office.

Do you have the owner's authorization to drive the car?

8. **They perform the function of substitute money and are known as “instruments of credit”.**

Credit is offered only when creditors believe that they have a good chance of obtaining legal tender when they present such instruments at a bank or other authorized institutions.

【参考译文】 它们(支票和汇票)具有金钱替代物的功能,并以“信贷契据”而闻名。只有当债权人认为自己如把诸如此类的契据呈交银行或其他权机构,就往往能获得合法货币时,他们才会发放信贷。

have a good chance of 有很大的可能

9. substitute

① *n.* a person or thing that takes the place of sb/sth else. 代替者; 替换者; 代用品; 后备

【例句】The player was injured so the substitute was sent on to play.

The leading singer couldn't appear, and her substitute clearly didn't know the role very well.

The recipe calls for butter, but you can use margarine as a substitute.

② *vt.* to put a person or thing in the place of sb/sth else. 取代; 代替

【例句】You can substitute margarine for butter.

The company illegally substituted cheap bolts and screws for more expensive materials.

③ *vt.* to act as a substitute; be used instead. 替代; 替换; 代理

【例句】He substituted for the worker who was ill.

相关表达

There's no substitute for 没有比……更好的方法了

【例句】There's no substitute for sensible eating and exercise if you want to keep it.

substitute teacher 代课老师

同根词

substitution: *n.* 替代; 替换

【例句】The England manager made two substitutions in the second half.

The substitution of wine for water would improve the taste of the stew.

10. ...only when....: 只有当……时候 (*Only* here is used for emphatic purpose.)

【例句】We excavate only when something interesting is found.

In writing and formal speech, you can put *only* before a *when* clause. In this case, the subject and verb in the main clause should be inverted.

【例句】Only when the injured limb is fully recovered will the runner be allowed to run.

Only when you study hard can you pass the exam.

Only when the result is good can you justify your means.

11. **be in doubt:** to be in a condition of uncertainty. 疑惑

【例句】I am in doubt whether I should agree to the plan.

I will ask for your help whenever I am in doubt.

The whole matter is still in doubt.

12. medium

① *n.* (复数形式为 *media*) a means you can use to express or communicate sth. 媒介/方法/手段

【例句】Many actors feel that the theatre is a more rewarding medium than the cinema.

He tried to keep the story out of the media (=television, radio and newspapers).

A fish in water is in its natural medium.

Sound travels through the medium of air.

② *n.* a middle position. 中庸; 折中; 中间

【例句】There's a happy medium between eating all the time and not eating at all!

③ *adj.* of size or amount that is neither very large nor very small; average. 中等; 中间的; 适中; 平均

【例句】a medium-sized dog

She was of medium height and weight.

Would you like the small, medium or large packet?

相关表达

medium wave 中波

electronic media 电子媒介

media manager 媒介经理

media specialist 媒介人员

13. The value of money is basically its value as a medium of exchange, or, as economists put it, its “purchasing power”.

【参考译文】钱的价值基本体现在它作为交易媒介的价值,或按照经济学家的说法,体现在它的“购买力”。

14. circulation

① *n.* the passing of something from one person or place to another. 流传; 流通

【例句】the circulation of news, information, rumors, etc.

② *n.* the number of copies of a newspaper, magazine, etc that are sold each time it is produced.
(报纸、杂志等的)发行量

【例句】a mass-circulation newspaper

This newspaper has a circulation of over a million.

③ *n.* the movement of blood around the body. 血液循环

【例句】If you have bad circulation, your hands and feet get cold easily.

Bad circulation makes you feel cold.

同根词

circulate

① *vi./vt.* (使)循环; (使)流通

【例句】Blood circulates through body.

Money circulates in the economy.

② *vi./vt.* (使)流传; 传播; 散布

【例句】The news of the enemy's defeat quickly circulated around the town.

A lot of false information has been circulated.

Rumor of a military coup began to circulate.

相关表达

in circulation: 在流通中

【例句】Old five pence coins are no longer in circulation.

These ideas have been in circulation for quite some time.

out of circulation: 不参加社交生活

【例句】She is out of circulation at the moment because she's working for an exam.

15. inflation

① *n.* a general rise in prices; increase in supply of money, regarded as cause of such a rise. 物价飞涨; 通货膨胀

【例句】the inflation rate/rate of inflation 通胀率

High wage rises cause inflation.

Inflation now stands at 10%.

The government is taking measures to control inflation.

② *n.* the act of inflating or state of being inflated. 充气; 膨胀

【例句】the inflation of a balloon

同根词

inflate: *vi./vt.* (使)充气; (使)膨胀/胀大

【例句】She inflated the balloon.

Pull this cord to inflate the life jacket.

inflated

① *adj.* 价格飞涨的; 通货膨胀的

【例句】charging ridiculously inflated prices for their goods

② *adj.* 言过其实的; 夸大的; 华而不实的

【例句】an inflated opinion of himself

artificially inflated statistics

③ *adj.* 充了气的

【例句】an inflated lung/balloon

inflationary: *adj.* (引起)通货膨胀的

【例句】inflationary pressures in the economy

inflationary wage increase

inflatable: *adj.* 必须充气才能使用的；可充气的

【例句】an inflatable raft/life jacket

相关表达

inflation-proof: 不受通货膨胀影响的

【例句】inflation-proof pension

inflationary spiral: 膨胀螺旋；螺旋形膨胀（工资增加和物价提高交互作用引起的物价和工资持续上涨）

【例句】The economy is caught in an inflationary spiral.

16. stabilize: *vi./vt.* to become or to make something stable. (使)稳定

【例句】He suffered a second heart attack two days ago but his condition has now stabilized.

Since the early 1970s, the proportion of high school graduates going to college has stabilized at 50%.

Effort has been made to stabilize the prices.

同根词

stabilizer: *n.* 稳定器；平衡器；安定剂

【例句】The ship's stabilizers keep it steady in bad weather.

stability: *n.* 稳定性；稳固性

【例句】a long period of political stability

His constant absences threaten the stability of his marriage.

反义词 **instability**

17. allocate:

① *vt.* to give sth to sb as his/her share or to decide to use sth for a particular purpose. 分配；分派

【例句】As the project leader, you will have to allocate jobs to people.

6,000 seats for next Saturday's football match have been allocated to Liverpool supporters.

② *vt.* to set apart for a particular purpose. 拨款

【例句】The government is allocating \$10 million for health education.

同根词

allocation: *n.* 拨给；分配；配给

18. valuable

① *n.* the small things that you own that are worth a lot of money, such as jewellery, etc. 贵重物品（如珠宝等）

【例句】Please put your valuables in the hotel safe.

Guests may deposit their valuables in the hotel safe.

② *adj.* worth a lot of money. 贵重的；值钱的；名贵的

【例句】a valuable painting/property

③ *adj.* having great usefulness or value. 宝贵的; 有价值的

【例句】years of valuable service

valuable advice

a waste of my valuable time

比较: **invaluable** (无价的; 珍贵的) & **valueless** (无价值的) & **priceless** (无价的)

19. possession

① *n.* [作可数名词, 通常为复数形式] something that you have or own. 所有物; 财产

【例句】to insure your possessions

Bob packed all his possessions into a suitcase and left without a word.

② *n.* the state of having or owning sth. (某物的) 有 / 持有 / 拥有 / 占有

【例句】He was arrested for possession of an illegal weapon.

③ *n.* a country controlled or governed by another. 领地; 属地; 殖民地

【例句】Britain's former overseas possessions

同根词:

possess

① *vt.* [不用于进行时] 拥有; 占有; 具有

【例句】The police asked me if I possessed a gun.

② *vt.* [指感情或想法] 迷住; 缠住; 支配

【例句】I don't know what possessed him to drive so fast down that busy street.

possessed: *adj.* 疯了的; 鬼迷心窍的; 着魔的

【例句】He was waving the knife and screaming like a man possessed.

possessive:

① *adj.* 占有欲强的; 在感情上自私自利的

【例句】a possessive father who resents his daughter's boyfriend

② *n.* 所有格

【例句】“Hers” is the possessive of “she”.

possessor: *n.* 拥有者

【例句】He is a proud possessor of a fine singing voice.

相关表达

take possession of: 拥有

【例句】Enemy forces took possession of the hill.

come into possession of: 拥有; 继承

【例句】When her father died, she came into possession of a large fortune.

in possession of/in sb's possession: 拥有; 占有

【例句】 Dangerous drugs were found in her possession.

She was found in possession of dangerous drugs.

Two youths were caught in possession of stolen goods.

20. minimum: *n./adj.* (being) the smallest number or amount. 最少量(的), 最低限度(的), 最低额(的)

【例句】 I need a minimum of seven hours' sleep.

The minimum he will accept is \$15,000 a year.

We will try and keep the cost of the tickets to a minimum.

What's the minimum age for leaving school in Britain?

He couldn't join the police because he was below the minimum height allowed by the rules.

同根词

minimal: *adj.* 最小的; 极少的

【例句】 The storm did minimal damages.

Her clothing was minimal.

minimize

① *vt.* 把……减至最低数量或程度

【例句】 We had about 12 hours' warning, so we were able to minimize the effects of the flood.

② *vt.* 轻视

【例句】 It would be most unwise to minimize the dangers of this course of action.

反义词 **maximum**

相关表达

maximum wage: 最低工资

maximum temperature: 最低温度

21. act as: to play the part. 充当

【例句】 A trained dog can act as a guide to a blind man.

He acted as a matchmaker.

Developed nations must act as role models on climate change.

22. rest on/upon

① to be based on. 在……基础上; 以……为依据

【例句】 Your argument rests on a statement that can't be proved.

We've tried everything: now it all rests on him.

② to lean on; be supported by. 依……, 靠……, 被……支撑着

【例句】The bridge rests on stone arches.

23. **in/with relation to:** about; with regard to; concerning. 关于; 与……有关

【例句】a list of selected laws in relation to the free flow of information

references with relation to studies of the planet Mars

One text is in relation to other texts in various ways.

I have a lot to say in/with relation to that affair.

Describe the location of the following lands, seas and cities in relation to New Zealand.

比较: **in connection with:** 关于; 有关

【例句】In connection with your request of March 18th we are sorry to tell you...

The police are interviewing two men in connection with the jewel robbery.

24. **change hands:** (property) to pass from one owner to another. 换手

【例句】1,100 properties changed hands in the area last month.

The car has changed hands several times.

Trillions and trillions of dollars, pesos, euros, pounds, and francs change hands every day for goods and services around the world.

25. **whatever + n. + subj. + v., ...:** = no matter what. 不管……

【例句】Whatever reason you may have, the mistake you committed is unforgivable.

Whatever measure you may take, you may not win the game.

We shall love you whatever happens, Diana.

People will judge you whatever you do.

>>>>> Reading II

1. **establishment** *n.*: a place or institution such as a shop or business run for a special purpose. 机构, 组织

【例句】a research establishment 研究机构

The hotel is a well-run establishment. 这家宾馆经营有道。

2. **safeguard** *v.*: to prevent something from being harmed or destroyed; protect. (保护)

【例句】to safeguard human life

to safeguard the interests of the landowners 保护土地所有者的利益

They have to fight to safeguard their future.

This agreement will safeguard the newspapers from government interference.

这份协议将保护报纸免受政府的干预。

3. rather than: We use “rather than” to say what people don’t do in contrast to what they actually do.

【例句】He left rather than cause trouble.

The parents should be blamed rather than the children.

受责骂的该是父母,而不是孩子。

The decision was made for political rather than military reasons.

该决定是出于政治方面的考虑,而不是军事方面的原因。

I used familiar English names rather than scientific Latin ones.

Rather than disappointed them, he responded quickly and correctly.

他作出了快速而正确的反应,并没有使他们失望。

4. checking account: (American English, also “current account” in British English) a personal bank account which usually does not earn interest and from which money can be taken out at any time by cheque or credit card. 活期存款账户

【例句】It’s not usual to be paid interest on your checking account.

给你的活期存款账户支付利息是不太常见的。

5. deposit v.: to put money into a bank account or other savings account. 存款

【例句】Work out what your tax should be and deposit this money in a savings account.

算一下你要缴的税,然后存入你的账户中。

depositor *n.*: a person who puts money into a bank account. 存款人

6. fund *n.*: a supply or sum of money set apart for a special purpose. 基金,专款

【例句】government fund 政府基金 disaster fund 灾害基金

Part of the school sports fund will be used to improve the football pitch.

学校将用一部分体育基金改建足球场。

We made a contribution to the famine relief fund. 我们向赈灾基金捐了款。

Congress cut back the funds for the program. 国会削减了对该项目的拨款。

A fund was established to maintain the building.

他们建立了专项基金来用于大楼的日常维护。

7. a wide range of: a large number of different things or products that are involved or included.

【例句】a country with a wide range of temperature 气温跨度极大的国家

They were questioned about their attitudes on a wide range of subjects from politics to astronomy. 他们被问到了诸如从政治学到天文学的各类问题。

They stock a wide range of electric goods. 他们储存了各类电器产品。

8. Banking is nearly as old as civilization: Banking is in existence since the beginning of civilization. civilization *n.* 文明

【例句】the danger that threatens modern civilization 威胁着现代文明的危险

the entire history of western civilization 西方文明的全部历史

The Romans brought civilization to many of the lands they conquered.

罗马人将文明带到了他们所征服的土地。

9. advanced *adj.*: reaching a high level of development. 先进的

【例句】 the advanced industrial nations of the world 世界先进工业国

advanced technology 先进的科技

10. vast *adj.*: very large and wide; great in amount or area. 巨大的

【例句】 the vast majority of people 大多数人

The vast plains stretch for hundreds of miles. 大片的草原绵延数百英里。

The actors were brought from New York to London at vast expense.

他们花费了巨大的代价把演员们从纽约请到了伦敦。

11. extend *v.*: to make longer or greater; to include or affect more. 眼神, 拓展

【例句】 The hot weather extended into October. 炎热的天气一直持续到十月。

The kingdom extended hundreds of miles in every direction.

这个王国四面八方绵延数百英里。

The company plans to extend its activities to produce videos.

公司计划拓展业务, 生产录像机。

Import controls were extended to the paper industry. 制纸业也收到了进口管制。

Congress wants the law extended to cover all states. 国会希望该法律能适用于所有的州。

12. the Roman Empire: an ancient empire lasting from 27 BC until the 4th–5th century. 罗马帝国

At the greatest extent, the Roman rule or influence extended from Armenia (亚美尼亚) and Mesopotamia (美索不达米亚) in the east to the Iberian Peninsula (伊比利亚半岛) in the west, and from the Rhine (莱茵河) and Danube (多瑙河) in the north to Egypt and provinces on the Mediterranean coast of North Africa. The great Empire was divided into the Western and Eastern Empire in 395 AD.

13. split into: to divide into separate parts. 分裂, 分开

【例句】 The river splits into three smaller streams at this point. 这条河在这里分成三条小溪。

I think the article would be easier to read if you split it into sections.

我想, 如果你能将这篇文章分成几部分, 将更容易读懂。

14. the West Roman Empire: originally part of the Roman Empire, which split from the latter in

395 AD. 西罗马帝国 The West Roman Empire comprised Italy, Spain, Gaul, Britain, Illyricum, and northern Africa and lasted until 476. It was revived in 800 and continued to exist as the Holy Roman Empire until 1806.

15. the Justinian Code: a collection of laws issued in the 500's in the East Roman Empire by Emperor

Justinian I. 查士丁尼法典 Justinian I (查士丁尼一世), 483–565, Byzantine (拜占庭) emperor (527–565) who held the eastern frontier of his empire against the Persian and reconquered former Roman territories in Africa, Italy, and Spain. His chief accomplishment was the codification of Roman law.

16. the East Roman Empire: also Byzantine Empire (拜占庭帝国), the eastern part of the later Roman Empire, dating from A.D. 330. 东罗马帝国 Its extent varied greatly over the centuries, but its core remained the Balkan Peninsula (巴尔干半岛) and Asia Minor. The empire collapsed in 1453.

17. Florence: a city in central Italy, on the Arno River. 佛罗伦萨

18. Rome: the capital of Italy in the central part, on the Tiber. It's also the ancient capital of the Roman Empire. 罗马

19. Venice: a seaport in the northeast of Italy, built on numerous small islands. 威尼斯

20. profitable *adj.*: producing or resulting in profit or advantage. 有利可图的

【例句】a profitable deal 盈利的交易

It's a very profitable business. 这是赚钱的买卖。

The farm is a highly profitable business. 经营农场利润丰厚。

It was more profitable to export the crops. 出口这些庄稼将获得更大的利润。

21. savings account: a bank account into which personal savings are paid and on which the bank usually pays a slightly higher rate of interest. Small sums can be drawn out on demand but due notice must be given before taking out larger sums. 储蓄账户, 存款账户

22. certificate of deposit: document from a bank showing that money has been deposited at a certain guaranteed interest rate for a certain period of time. 定期存款单

23. deal in: to buy and sell; trade in. 经营, 做买卖

【例句】She deals in men's clothing. 她经营销售男装。

The shop deals only in trousers. 这家店卖裤子。

24. short-term *adj.*: a short period of time; in the near future.

【例句】short-term borrowing 短期借贷

This is only a short-term solution to our problems.

这个解决问题的办法并不是长远之计。

The artificial heart is designed only for short-term use. 这个人造心脏只供短期使用。

25. securities *n.*: an official piece of writing, such as a piece of stock, or some other document, giving the owner the right to certain property. 证券

【例句】There has been heavy trading in government securities.

政府发行的有价证券交易十分活跃。

26. means of payment: ways of payment. 付款方式, 支付方式

27. **cancel** v.: to give up; stop from happening; cause something to be no longer valid or effective. 取消

【例句】to cancel a check 取消支票

to cancel the performance 取消演出

to cancel the flight 取消航班

She cancelled her trip to New York as she felt ill. 因身体不适, 她取消了纽约之行。

The match had to be cancelled owing to the bad weather.

由于糟糕的天气, 比赛被迫取消。

We regret to announce that the 10:30 train to Glasgow has been cancelled.

我们很遗憾地宣布开往格拉斯哥的 10:30 的火车被取消了。

I cancelled my subscription to the magazine. 我取消订阅这份杂志。

He said he would cancel the debt if he could marry your daughter.

他说如果他能够娶你的女儿, 就可以取消这笔债务。

28. **proof** n.: fact, information or document, etc. that proves something. 证据

【例句】scientific proof 科学证据

I don't need any proof. 我不需要任何证据。

Have you got any proof of ownership? 你有所有权证明吗?

29. **People can pay for their purchases at stores and other establishments by using the cards to charge sums up to a total amount determined by the bank.**

【参考译文】人们可以通过信用卡赊购, 来为他们在商店和其他机构消费的付款, 最多可透支银行所规定的全部信用额度。

30. **in... cases:** in ... situations/examples. 在……情况下; 在……事例中。常用于以下结构: in some/many/most ..., etc. case(s)

【例句】*In many cases*, standards have greatly improved.

Over a hundred people were injured, *in several cases seriously*.

We have lots of applications from people who want to study here and *in each case* we consider the candidate very carefully.

I wouldn't normally agree but I'll make an exception *in this case*.

比较: in that case: 因此

There's no coffee left? *In that case* (= Because that is the situation) I'll have tea.

31. **cardholder** n.: the person who hold the card. 持卡人

32. **income** n.: the amount of money which one receives regularly as payment for one's work or interest from investments.

【例句】low-income families 低收入家庭

fixed income 固定收入

monthly income 月收入

Half of our income goes on rent. 我们一半的收入交了房租。

33. operating expenses: amount of money spent on daily management and operation. 运营支出

>>>>>> Extended Activities

A. Function and Structure

1. How to open bank accounts

Opening a bank account is part of everyday life and is something most people should do by the time they begin earning money.

STEP 1: Talk with friends and relatives about where they have their accounts. Find out what they think and whether they are satisfied with their own banks.

STEP 2: Determine what type of account(s) you want. The most typical accounts are checking and savings. A savings account allows you to deposit money and receive interest on the money held in the bank. A checking account generally does not generate interest, but allows you to write checks.

STEP 3: Determine what services are important to you — low prices, Automatic Teller Machine (ATM) access, customer service by phone, Internet banking or how close the branch is to your home or business.

STEP 4: Go to the bank of your choice, fill out an application and provide the bank with money with which to open the account. You will be given an account number (or two) as well as an ATM card if you choose that option. You will also be given a book of checks if you decide to open a checking account.

Tips & Warnings

- ☐ Open your account(s) at a bank near your home or office so that it is convenient for you to make deposits, use an ATM or talk with bank employees.
- ☐ Consider how many ATMs the bank offers whether they charge a fee and whether 24-hour customer service is available by phone.
- ☐ Low price does not always mean best choice. Look into the services you are getting for your money. Do they meet your needs or will you have to spend extra to get those services?

2. Traveler's Check

A traveler's check is a check issued by a financial institution such as American Express, Visa, or Mastercard that allows travelers to carry travel funds in a more convenient way than cash. The traveler

buys the checks, often for a nominal fee, with cash, a credit card, or a regular check at a bank or travel service office and then signs each traveler's check. The check can then be used virtually anywhere in the world once it has been countersigned (会签) with the same signature. The advantage to the traveler is that the traveler's check cannot be used by someone else if it is lost or stolen, and can be replaced usually anywhere in the world.

B. Special Use

下面是这些情态动词非推测性用法的用法说明。

1. may和might表示允许

may可以与不同的人称搭配,表示许可、允许。例如:

May I know your name?

You may be the first to leave if you are in a hurry. (我允许你第一个离开。)

You may keep the book for two months. (我允许你借。)

In certain circumstances a police officer *may* ask a driver to take a breath test.

May用在疑问句中,经常表示“允许、许可”的意思。例如:

May I know your name?

May I come in?

might可以用来表示过去时态,也可以表示委婉语气。例如:

She said that he *might* take her dictionary. (may的过去式)

Might I have a word with you? (委婉用法)

I wonder if I *might* have more salad. (委婉用法)

但在回答中,我们一般用may加强肯定的语气,而不用might。例如:

Yes, of course you *may*.

may not可用来表示禁止或不许,因语气较强,所以不用might not。例如:

Students *may not* stay out of the dormitory after midnight without written permission.

must not也可以表示禁止,而且语气比may not更强,强调上级对下级的不允许。

另外, may/might as well 也是一个常用的词组,后接动词原形,意思是“不妨,最好”相当于 had better

It's very late. We *might as well* go home.

2. can和could

1) 表示能力

can, could 和 be able to 都可以表示能力。

但若要表示在过去某个具体场合下能够做某事的能力,我们用 was/were able to。例如:

— Thank you for your help.

— I'm glad I *was able to* help you. (在这种情况下能够帮你, 而且已经帮了。)

所以 *was/were able to* 不仅表示过去的某个具体场合下的能力, 还强调动作已经成功完成, 相当于 *manage to do* 或 *succeed in doing*。例如:

We *were able to* save him. (把他救活了。)

He *was able to* explain what had happened. (他能解释, 而且也解释了。)

He *could* explain what had happened. (他能做出解释, 但可能没有说。)

但这种区别只局限在陈述句。在否定句中, *be able to* 和 *could* 可以互换。例如:

He was so drunk that he *couldn't* / *was not able to* find the front door.

有时, *could* 表示的并不是 *can* 的过去式, 而是一种委婉的语气。例如:

Could you run the business yourself?

I *could* give you a chance.

Could you please give me your reply as soon as possible?

could have done 有虚拟的含义, 即本来能够做, 但事实上却没有做。例如:

You *could have told* me earlier.

I *could have helped* her.

I *could have passed* the exam if I had worked harder.

2) 表示许可

can 也可以用来表示允许。例如:

Can I smoke here?

You *can* use my dictionary now.

The policeman says we *can't* park our car here.

Could 可以使句子更显礼貌。但在肯定回答中, 我们一般用 *can* 代替 *could*, 加强肯定的语气。即 Yes, of course you can.

3) 其他用法

can not 与 *help*, *bear*, *stand* 等动词连用, 表示“禁不住, 受不了”。例如:

If one had talent, one *can't help* showing it.

I *can't stand* waiting any longer.

但是 *can't but* 后面接动词原形, 表示“只能”。

3. must表示必须

must 的这种用法, 体现了说话者的权威性, 所以 *must* 通常用于上级对下级、长辈对小辈。例如:

You *must* be back by ten o' clock.

Teacher: You *must* use a dictionary. I'm tired of your spelling mistakes.

注意 *must* 和 *have to* 的区别: *must* 表示出于说话者本人的主观愿望, 必须去做某事; 而 *have to*

表示受外部条件的影响,不得不做某事。例如:

I *must* leave now. (我自己想离开,主观愿望)

I *have to* leave now. (也许我还想坐一会儿,但我有要事,不得不走了。)

He *must* say it in English. (除了英语,他可能还懂其他语言,但我的主观愿望是他必须说英语。)

He *has to* say it in English. (客观条件是他只懂英语,所以不得不用英语说。)

另外,由于 *must* 没有将来时态,所以我们通常用 *will / shall have to* 来表示;由于 *must* 没有过去时态,所以我们通常用 *had to* 来表示。例如:

We'll *have to* do it again.

I *had to* leave at 6:30 yesterday.

但有时,我们也可以在表示过去的上下文中使用 *must*。例如:

I told him that he *must* mind his own business.

must 有两种否定形式: *mustn't* 和 *needn't / don't have to*。 *mustn't* 表示不可以, *needn't / don't have to* 表示不必。例如:

You *mustn't* talk like that. (不可以 = You are not allowed to talk like that.)

— *Must* you leave so soon?

— No, I *needn't*.

4. *should*和*ought to*

should 和 *ought to* 通常可以交互使用,意义没有多大的区别,表示应该。*should* 和 *ought to* 的这种用法通常表示建议、敦促或怂恿。

比较: *must*, *have to* 和 *should / ought to* 所表示的不同语气:

钢琴老师对某学生说:

You *must* practise at least an hour a day. (*must* 显示了老师的权威。)

这个学生然后对他的朋友说:

I *have to* practise an hour a day! (*have to* 表示我本身不想练,但迫于老师的压力,不得不练。)

他的朋友会说:

You *ought to / should* practise for more than an hour. (表示不是来自外界权威或压力,而是来自平辈同学或朋友的建议:如要做个好学生,弹好钢琴。)

另外, *should have done / ought to have done* 表示本该发生的事没有发生;表示不该发生的事却发生了。例如:

You *should have told* me earlier.

You *ought to have been* more careful.

5. *will*和*would*

will 和 *would* 作情态动词使用,主要有以下的用法:

1) 表示意愿。

will 和 would 表示的意愿可强可弱。意愿弱时表示愿意做某事(willingness); 意愿强时表示坚持要做某事(insistence)。例如:

Will you go with us?(愿意)

Will you pass me the salt?(愿意)

Let us have a talk, will you?(愿意)

I will marry her although my parents are strongly against our marriage.(表示坚持)

would 可以表示过去的愿意, 一般用于间接引语中。例如:

He said he would come.

在其他情况下, would 不表示过去, 而表示委婉的语气。例如:

Would you please make a copy for me?

但在回答中, 为了加强肯定的语气, 我们用 will。例如:

— Would you let me hear from you soon?

— Yes, I will.

2) 表示能力、趋势或必然性

will 和 would 的这种用法一般以东西作为主语, 表示其内在的性能或特征性倾向。例如:

Oil will float on water.

Gold won't dissolve in acid.

否定形式 won't 还可以表示某事没有达到我们期望的效果。例如:

The car won't start.

The door won't open.

(注意, 这里用主动语态。)

3) 表示习惯性的动作

Every morning he will sit in the office doing nothing.

He will often say something and then forget it.

在这种用法中, would 是 will 的过去式。例如:

He would never let anybody know what he was doing.

In those days he would work day and night, with no time to care for his children.

6. shall

shall 通常有以下用法:

1) 表示说话者的决心或承诺。例如:

I shall never give up.

The invaders shall be wiped out.

You shall get your salary tomorrow. (= I promise...)

He shall get his share. (= I promise...)

You *shall* stay with us as long as you like. (= I promise...)

2) 表示命令, 语气很强。例如:

You *shall* go at once.

You *shall* do as I say.

You *shall* never tell lies.

此种语气因太专横, 所以一般不用。但在法律文件和合同条款中, 我们通常用 *shall* 表示权利和义务。例如:

Party A *shall* advise Party B promptly concerning any information that comes to Party A's attention...

Party A *shall*, within 14 days of receipt of a written request by Party B, deliver to Party B a written report on Party A's activities ...

Party A *shall* be an independent contractor in all its operations.

3) 疑问句中用来征求意见。例如:

Shall I pick you up at six? (Do you want me to pick you up at six?)

Shall we go together?

Shall he go on an errand? (Do you want him to go on an errand?)

Let's have a rest, *shall* we?

7. need

need 可以作行为动词, 也可以作情态动词。*need* 作行为动词时, 有时态的变化, 后面跟动词不定式或名词, 其否定式和疑问式要用助动词; *need* 作情态动词时, 后面只跟动词原形, 其否定式和疑问式不用助动词, 而是直接在 *need* 后面加上 *not* 构成否定式, 疑问句直接把 *need* 提前。例如:

You *needn't* come. (情态动词)

I wonder if we *need* take sleeping bags. (情态动词)

I *need* your help. (行为动词)

I *need* to have a look. (行为动词)

Need we work today? (情态动词)

Yes, we must. (No, we *needn't*.)

need 作情态动词, 表示“需要”, 常用在否定句、疑问句或 *if* 引导的从句中。在回答 *need* 引导的问句中, 肯定回答用 *must* 加强语气, 表示“必须”; 否定回答用 *needn't*, 表示“不必”, 相当于 *not have to*。

needn't have done 表示没有做某事的必要, 该事本不必做, 但却做了; *don't need to* 只是表示不必做某事, 而且该事也确实没有做。例如:

I *didn't need to* go to the station. (没有去车站)

I *needn't have gone* to the station. (去了车站)

8. dare

dare 可以作行为动词，也可以作情态动词。dare 作行为动词时，有时态的变化，后面跟动词不定式，其否定式和疑问式要用助动词；dare 作情态动词时，后面只跟动词原形，其否定式和疑问式不用助动词，而是直接在 dare 后面加上 not 构成否定式，疑问句直接把 dare 提前。例如：

I wonder how she *dared* to say that. (行为动词)

We wouldn't *dare* to play with you. (行为动词)

Does she *dare* to go there alone? (行为动词)

Dare you jump over the ditch? (情态动词)

She *dare* not go out at night. (情态动词)

I *dared* not tell him the bad news. (情态动词)

9. had better

had better 的意思是“最好”，表示建议，相当于 It's better for you to...。had better 后跟省略了 to 的动词不定式，即 had better do；其否定式为 had better not do，表示“最好不”。例如：

We *had better* start now.

You *had better* not take the risk.

C. Practical Reading

本题虽然标题为支票的故事，但其实就是一个支票流程图。阅读这类材料，要注意起点，箭头方向以及相关文字说明。本图中的起点是怀特先生将自己欠的钱开成支票并将支票送至 Blacks 公司，Blacks 公司接收该支票后，将支票通过银行 A 兑入自己的账户。银行 A 将其所有的支票进行分类，然后同其他银行（银行 B、C、D）一样，将支票送至总行，有总行汇总处理后，再由银行 A 将送至清算银行，清算银行再将这些支票向各个受票银行出示，各个受票银行再分别送至其总行进行处理，最后由怀特先生的存款银行（银行 B）从他的账户上划账。只要认真解读以上说明，题后的答案就容易找到。答案为：

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

Teaching Tips（教学提示）

1. Lead-in 本单元导入部分安排了听力理解和听写填空两项任务。听力理解部分包含两个语篇。语篇《一》是关于自动取款机（ATM）的使用说明。在进行语篇《一》听力活动前，教师可以让

学生尝试用英语描述一下自动取款机的使用步骤。语篇《二》是一段发生在银行出纳员和客户之间的对话。在处理语篇《二》前,即进行第三和第四项听力活动前,教师可以结合 Reading I Brainstorming 中的词汇练习,请学生说说他们所知道的和银行业务相关的单词和表达方式,为接下来的听力训练作好词汇上的准备。听力练习的编排和以往各单元一样,练习一和练习三均属预听活动,主要目的是在进行精听练习之前,让学生对所听语篇的主旨(gist)有所了解,初步把握词汇和理解上的难点所在,为接下来的听力活动做好语言和心理上的准备。练习二要求学生根据所听到的内容,完成一张ATM自动柜员机使用流程图。流程图的排列顺序和语篇内容顺序一致,学生在练习过程中只要能辨别并快速记录语篇所提及的ATM使用主要步骤即可。练习四要求学生在听完语篇材料后,回答5个问题。有些题目的答案语篇中并未直接给出,需要学生综合多处信息,进行简单计算才能得出。

2. 听写填空(Spot Dictation)是关于银行业务的一篇短文,填充内容涉及一些银行业的专业术语以及相关动词的用法,有助于学生了解银行业务,掌握相关的词汇和用法,可以作为导入活动安排在阅读Ⅱ课文讲解之前进行。
3. 阅读 I Brainstorming 全班通过集体讨论的形式,列出他们所知道的关于Banking的英语单词或词组。教师可以通过提问的方式对学生进行进一步启发和提示,如:“Why do we go to the bank?”;“What do we do at the bank?”;“How do we deposit or withdraw money at the bank?”;“What are the top banks in China/in the world?”;“What services do banks typically offer?”等。教师也可结合教材“Additional Vocabulary”以及“Business World”部分一起讲解。
4. 阅读 I Pairwork 学生双人结对讨论与本单元主题Banking相关的话题。Question 1是关于历史上曾作为流通货币使用过的各类支付形式。下文详细介绍了从古代金属货币到现代电子货币的演变过程,供教师参考。

Money, as a common denominator, is capable of expressing the current value of all expenditure. Money is also a standard for deferred payment. That is, the use of money enables trade to take place at a price agreed today, but that payment is to be made in the future. Throughout history money has taken various forms. Metals such as gold and silver have been widely used as money, but stones, shells, beads, salt, slaves and cattle have all been used as money at one time or another. Money in the modern world consists of notes, coin and bank deposits.

In the early stage, the first money, such as seashells and coins, was flexible, highly distinctive, and exchanged in various ways. Objects were gradually replaced by standardized commodities such as gold and silver, and these in turn by paper money. Paper money was at first issued by private banks, local governments, and other entities, usually

backed by gold or silver.

Later, nearly all major countries have a single system of national currencies and bank checks. Most have elaborate infrastructures built around commercial banks and a central governing body such as the Federal Reserve Bank. That body is usually the only facility allowed to issue money. Perhaps because of their monopoly structures, money systems tend to resist change and innovation. Traders can move millions of dollars around the globe at the touch of a button. But the small check-based transactions of consumers can take days to clear. And chartered airplanes physically transport billions of checks around the country every workday.

Nowadays, e-cash comes to stage. E-cash is digital money that moves through a multiplicity of networks instead of the current bank system. It comes in lots of guises, is created by lots of individual parties, and is backed by gold, dollars, and yen, whatever. It is the ultimate, and inevitable, currency for the wired world. Competition is intense, producing rapid innovations. Using money downloaded to your PC or a palm-size electronic “wallet”, you’ll be able to zap money to merchants on the Net or buy a newspaper faster than you can grab a greenback. If you’re a business owner, you can bypass banks and move E-cash directly to customers and suppliers. The advantages are convenience, speed, cost savings. The technology is complex, but to the user, E-cash is as easy as pushing a button.

Question 2是关于现代银行的主要功能。教师应向学生指出,银行的功能随着时代的变迁也在不断演变,在人类经济活动中起着越来越重要的作用;此外,不同性质的银行其功能也是各有侧重的。此题教师可参考“背景知识”2. Roles of Banks 以及3. Types of Banks,在学生讨论的基础上对相关背景知识予以介绍。

Question 3是关于银行提供的各项服务。在经济高速发展的现代,银行和人们的生活关系已是密不可分。尤其是近年来随着现代信息科技的快速发展,银行在传统的存取款、汇兑,贷款,代收付费等常规服务项目上不断推陈出新,信用卡、网上银行、电话银行、自助终端等金融电子业务的服务方式已逐渐普及。下文供教师参考。

Services typically offered by banks

Although the type of services offered by a bank depends upon the type of bank and the country, services provided usually include:

- ☐ Taking deposits from their customers and issuing checking and savings accounts to individuals and businesses
- ☐ Extending loans to individuals and businesses
- ☐ Cashing checks
- ☐ Facilitating money transactions such as wire transfers and cashiers checks
- ☐ Issuing credit cards, ATM cards, and debit cards
- ☐ Storing valuables, particularly in a safe deposit box
- ☐ Financial transactions can be performed through several different channels: Branch, ATM, Mail, Telephone, and Internet.

The current banking system in China still lacks some of the services and characteristics that are considered basic in most countries.

Question 4 系 open-ended question, 无确定的答案, 教师应注意调动学生的积极性和参与性。下文供教师参考。

Positive: It is common sense that money is much safer left in a bank than at home. A checking account with a bank provides an easy way to pay bills. Also, money deposited in many types of bank accounts earns additional money (interest) for the depositor.

Negative: The current interest rate offered by the bank is rather low. It would be more profitable if we invest our extra money in other ways. Services provided by the bank are not satisfactory: complicated depositing and withdrawing procedures, limited outlet numbers and interbank relations, unreasonable handling charges, just to name some. It would be most inconvenient if you happen to forget the code of your account. In addition, money is not safe at all in the bank. Hackers today can easily break into even the most advanced computerized banking system, stealing money, erasing or tampering with balance records.

Question 5 教师可参考 Notes for Function & Structure, 1. How to open bank accounts 部分。

3. 阅读 I 练习 4 Sentence 8 中 decimal coins 指十进位币制。英镑为英国的本位货币单位, 由英格兰银行发行。辅币单位原为先令 (Shilling) 和便士 (Penny), 1 英镑等于 20 先令, 1 先令等于 12 便士, 1971 年 2 月 15 日, 英格兰银行实行新的货币进位制, 辅币单位改为新便士 (New Penny), 1 英镑等于 100 新便士。目前, 流通中的纸币有 5、10、20 和 50 面额的英镑, 另有 1、2、5、10、20、

50新便士及1英镑的铸币。

Sentence 11 中 the United Nations 指联合国。联合国成立于1945年10月24日,当时共有51个国家承诺通过国际合作和集体安全来维护和平。今天联合国共有192个会员国。联合国有六个主要机关。其中大会、安全理事会、经济及社会理事会、托管理事会和秘书处五个机关设在纽约联合国总部。第六个主要机关是国际法院,设在荷兰海牙。联合国的核心宗旨是维护世界和平,多年来,联合国在协助解除国际危机和解决长期冲突方面发挥着重要作用。

The United Nations is an international organization founded (1945) at the end of World War II to maintain international peace and security, develop friendly relations among nations on equal terms, and encourage international cooperation in solving intractable human problems. The UN has six principal organs: the Economic and Social Council, the United Nations General Assembly, the International Court of Justice, the Secretariat, the United Nations Security Council, and the United Nations Trusteeship Council. In 2005 the UN had 191 member countries.

4. 阅读 I Post-reading 设有两项任务。任务1) 要求学生在仔细阅读课文的基础上判断句子的对错,可安排在课文讲解结束后由学生当堂完成,凡是学生认为有误的句子,要求学生根据课文内容予以改正。

任务2) 学生分组活动,通过个案分析,讨论中国银行是否应该仿效外资银行提供有偿服务,收取服务费用的问题。对于银行业的收费服务社会各界众说纷纭,褒贬不一。由于中国的四大国有银行属国有资产单一资产性质,消费者理所当然认为它们应该为社会公众提供免费服务。但是随着银行业改革不断深化,市场化程度不断提高及银行业竞争日趋激烈,我国银行业的盈利模式和结构面临着巨变。一直以来,在国内商业银行的盈利结构中,利息收入占据了大部分份额,这和国外银行形成了明显的反差。在它们的收入结构中,非利息收入也即普遍意义上的中间业务收入是主要的收入来源。因此,加大中间业务收入已经成了国内银行业扩展收入来源、调整收入结构的突破口,也符合国际银行业的发展趋势。银行有权力通过优化自己的品种结构、优化选择自己的服务对象、优化配置自己的资源,来改善自己的经营状况;银行的服务收费是一种正常的市场化交易行为。但是客户在为银行服务掏腰包的时候,必定会考虑自己购买的服务是否物有所值。客户在付费的同时,必然也对服务标准提出更高的要求。要使提供收费服务的银行权责利对等,就必须让客户享受到他们应当享受的权利,否则收费服务就成了一种垄断行为。因此,银行应进行积极的金融创新,调整现有金融产品结构,发展技术含量高、附加值高的服务项目,既提高自身的服务水平和竞争能力,又能让社会公众充分感受到银

行服务带来的便利。

小组讨论结束后,教师可邀请各小组推举一名代表向全班作一个简短的陈述(presentation),向其他小组报告讨论的结果。教师应鼓励其他小组对讨论结果提出自己的看法,予以补充或质疑。

5. 阅读 II Translation Sentence 8 中 WTO 指“世界贸易组织(World Trade Organization)。

WTO is an international organization established in 1995 as a result of the final round of the General Agreement on Tariffs and Trade (GATT) negotiations, called the Uruguay Round. The WTO is responsible for monitoring national trading policies, handling trade disputes, and enforcing the GATT agreements, which are designed to reduce tariffs and other barriers to international trade and to eliminate discriminatory treatment in international commerce. Unlike GATT, the WTO is a permanent body but not a specialized agency of the United Nations; it has far greater power to mediate trade disputes between member countries and assess penalties. In the Uruguay Round, agreement was reached to reduce tariffs on manufactured goods by one third. Under the WTO, subsidies and quotas are to be reduced on imported farm products, automobiles, and textiles, which were not covered by GATT; there is also freer trade in banking and other services and greater worldwide protection of intellectual property. Negotiations to eliminate subsidies and protections for agricultural products, however, have proved to be a stumbling block. The WTO is headquartered in Geneva and also holds international ministerial conferences; it has 150 members currently (2006).

6. 阅读 II Cloze

Blank 7 此处选 d. Their。Their 在句中指 Central banks'。

Blank 13 此处选 d. short of。short of, 形容词短语, 意思是“缺乏, 不足”, 如: We're short of hands at present. 我们现在缺人手。You looked short of sleep. 你看上去好像缺少睡眠。选项 a. lack of 虽然也有“缺乏”的意思, 但它是名词词组, 如: The boy displayed a complete lack of courtesy. 这个男孩表现极端无礼。A lack of protein in one's diet will lead to serious health problems. 饮食中缺乏蛋白质会导致严重的健康问题。There is a certain lack of enthusiasm for it. 人们对此没有多大兴趣。Lack 也可作动词用, 如: The child lacks/ is lacking in confidence. 这孩子缺乏信心。

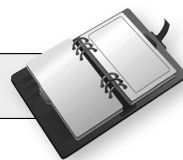
7. Extended Activities Business World 中列出了世界最主要的三十家银行的中英文名称和所属国。下表为 2006 年按资产排列全球银行前七强名单。

Top 7 banking groups in the world ranked by assets

Figures in U.S. dollars, and as at end-2006

- ☐ Citigroup — 79.4 billion 花旗集团
- ☐ HSBC Holdings — 74.4 billion 汇丰集团
- ☐ Bank of America — 74 billion 美洲银行
- ☐ JP Morgan Chase & Co. — 72.5 billion 摩根大通
- ☐ Mitsubishi UFJ Financial Group — 63.9 billion 日本三菱日联金融集团
- ☐ Crédit Agricole — 60.6 billion 法国农业信贷集团 (东方汇理)
- ☐ Royal Bank of Scotland — 48.6 billion 苏格兰皇家银行

Key (练习答案)



>>>>>> Reading I

I. *annual interest rate* n.

teller n.

payment

balance

a checking account

a savings account

minimum deposit

overdraft

exchange rate

a current account

denomination

remittance

a safe deposit box

money order

pass book

open (an account) v.

deposit v.

draw on

charge

issue (checks)

exchange

convert

pay

borrow

load

cash (a check)

rent

withdraw

fall due

break (the 100-dollar note)

receipt	endorse (the check)
account number	fill out (a withdrawal form)
client	notify
cashier	transfer

Exercises

- II.** 1. d 2. d 3. c 4. c 5. a
- III.** 1. authorize 2. reckonable 3. allocate 4. substitute 5. rapidity
6. valuable 7. liquidity 8. innumerable 9. fluctuation 10. render
11. predictable 12. stabilize
- IV.** 1. acting as 2. has allocated 3. having changed hands 4. be stabilized
5. in circulation 6. rests upon 7. takes the form of 8. were, issued
9. are, concerned with 10. In terms of 11. Backed by 12. in doubt
- V.** 1. in doubt 2. in relation to 3. exchange ... for 4. In terms of 5. concerned with

Post-reading

- a. (F) b. (F) c. (T) d. (T) e. (F)
- f. (F) g. (T) h. (F) i. (F) j. (T) k. (T)

>>>>> Reading II

- I.** 1. F 2. T 3. NM 4. F 5. T 6. NM 7. T 8. T 9. T 10. F
- II.** 1. c 2. a 3. a 4. b 5. d 6. b 7. c 8. d 9. c 10. d

- IV.** 1. Although the company is of a small scale, it sells a wide range of products.
2. Many economists suggest that the transnational corporation should be split into two.
3. This small firm deals in computer hardware as well as web design.
4. People often consider economic problems in terms of their own experience.
5. After negotiation, the two parties undertook not to promote the same product.
6. In order to enhance productivity, we should allocate the resources more reasonably.
7. The success of the enterprise rests upon first class management rather than good equipment.
8. By five o'clock the next morning, all the agreements in relation to the WTO had been successfully

prepared.

9. In spite of the fact that illness had rendered him rather weak, he still persisted in attending the class.

10. They were authorized by this transnational / multinational corporation to sell its product in China.

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

>>>>>> Extended Activities

A. Function and Structure

- I. 1. Client: Could you tell me the current rate for US dollars, please?
Clerk: All right. Please wait a moment, I'll find out the exchange rate for you. ... Oh, the exchange rate today is...
Client: Could you change some money for me, please? I'd like to change these pounds to dollars.
Clerk: Yes, of course. How would you like it, small bills or large?
Client: Twenties and some smaller bills, please.
Clerk: Anything else?
Client: Yes, could you tell me my balance? Here's my account number.
Clerk: Um...I'm afraid your deposit is exhausted.
2. Susan: I wan to open a savings account, sir. What's the proper procedure for opening a savings account?
Clerk: First, you fill out the application form and then we'll issue you a passbook.
Susan: Is there a minimum for the first deposit?
Clerk: No. Even one dollar is all right. Here is your passbook, sir; just sign your name on it.
Susan: What is the annual interest rate?
Clerk: It varies from time to time. At present it is 2.8%. And how much money do you plan to deposit with us?
Susan: I want to deposit \$500 in my account. By the way, can I open a checking account too? I think I need a checking account so that I can pay my bill.
Clerk: Sure. But you have to deposit enough money before you can write out your checks. Could I see your I.D.?
Susan: Is my passport okay?

- Clerk: Yes... Here's your passbook.
3. Peter: Good morning.
- Clerk: Good morning, sir. What can I do for you?
- Peter: Oh, yes. I want to withdraw some money from my deposit account, please.
- Clerk: Do you have your passbook with you?
- Peter: Yes, here you are, my passbook.
- Clerk: Now would you please enter your code? All right, and how much do you want to withdraw?
- Peter: 1, 000 dollars.
- Clerk: Yes. Please fill out a withdrawal form.
- (Peter is writing the withdrawal form.)*
- Peter: Is it okay?
- Clerk: That's it. Here's your receipt and passbook. Please fill in the receipt in duplicate.
4. Clerk: Mar I help you, madam?
- Mrs. Smith: Yes, I'd like to have \$1,500 transferred from my savings account to my checking account.
- Clerk: Could you fill out these two slips, please? This one is for withdrawal and this one is for your deposit.
- Mrs. Smith: I see.
- Clerk: And don't forget to write down your account numbers and the amount.
- Mrs. Smith: No, I won't. Here you are.
- Clerk: Thank you. It's O.K. Is there anything else?
- Mrs. Smith: Yes, I'm expecting some money from New York. Is it in yet?
- Clerk: Let me check. Sorry, your remittance hasn't reached us yet. We'll notify you as soon as your remittance comes.
5. Clerk: Next, please... Hello, can I help you?
- Robert: Yes, I'd like to withdraw some money.
- Clerk: Right, Er... How much do you want to withdraw?
- Robert: \$500.
- Clerk: Well, \$500. Here's a withdrawal sheet and fill in your account number, the amount and your signature, please.
- Robert: O.K. ... Is it all right?
- Clerk: Er, yes. In what denomination?
- Robert: Four 50-dollar bills, the rest in 10-dollar bills.
- Clerk: Here is 500 dollars. Please check it.

- Robert: One thing more. Can I rent a safe-deposit box here?
- Clerk: Yes, there are various sizes: small, medium and large.
- Robert: How much do you charge for a medium-sized safe-deposit box?
- Clerk: \$50 a year. Do you want one?
- Robert: Yes, please.
- Clerk: First, you have to fill out this form and then we'll give you the keys to your box.
6. Lee: I'd like to open an account here. Could you please help me?
- Clerk: By all means. Do you have any account in our bank?
- Lee: No, I don't.
- Clerk: Since you are opening a new account, Could I see your I.D.?
- Lee: Sure. Here's my passport.
- Clerk: Then what kind of account do you want to open?
- Lee: I'm not sure.
- Clerk: You can open either a savings account or a current account.
- Lee: I see. Would you please make a suggestion?
- Clerk: I think you need a savings account. It allows you to earn a little interest on your money.
- Lee: But I need to pay my bills.
- Clerk: Then how much do you want to put in?
- Lee: Er... about 800 pounds.
- Clerk: Um...I think you can put 100 pounds into a current account. The rest can be put into a savings account. The more capital in that account, the higher the interest rate.
- Lee: Thanks for your advice.
- Clerk: All right. Please fill in this form and sign your name in the bottom right-hand corner.
7. David: I'm going to France for a holiday and I want to get some travelers checks. Can I order travelers checks through you?
- Clerk: Yes, of course.
- David: Erm, and how do I go about it? Do you...
- Clerk: Well, you can order them now and collect them at a date just before departure for your holiday.
- David: Do you charge for checks?
- Clerk: Yes. Each check you write will cost \$1.5.
- David: Can I use them in England? We may also go to England.
- Clerk: Yes, you can. They're stamped very clearly that they're negotiable throughout the world. So if you are travelling through various countries, you can actually use them

- in any country you want.
- David: In what denominations do you have them?
- Clerk: Between five dollars and up to a hundred dollars.
- David: I see. By the way, can I cash these checks?
- Clerk: Yes. If you want to cash checks, please endorse them.

B. Special Use

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

- II. 1. He could speak three languages by the age of six, but at that time he was not even able to count to thirty.
2. First-year students needn't choose optional courses, because all the courses have already been set for them.
3. The general manager said that he would telephone me after lunch.
4. She shall get her money as soon as she finishes the work.
5. The floor should often be washed, but you don't have to wash it daily.

C. Practical Reading

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

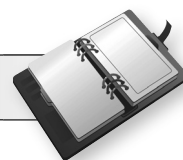
D. Additional Vocabulary

- 1-e; 2-h; 3-n; 4-c; 5-q; 6-v; 7-m; 8-p; 9-d; 10-w;
 11-l; 12-a; 13-y; 14-u; 15-k; 16-b; 17-s; 18-j; 19-x; 20-g;
 21-t; 22-o; 23-r; 24-f; 25-i

Unit 5

Shopping

Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : Shopping in Supermarkets

E-Shopping

2. Language Focus (内容重点)

— **Key Words:** I. scheme, self-conscious, aisle, code, queue, pang, transmit, tally, alienate, outlook, notion, flash, incentive, trick; II. minivan, glimpse, virtual, dedicate, deli, subtotal, sort, fraction, redeem, coupon, hassle, peruse, offset.

— **Phrases:** I. patch into, pipe up, pull in, shoot round, head for, on one's way (to), tip off, on top of, come in; II. trade for, log on, check out, sort, set foot in, on sale.

— **Useful Structures:** number + money unit / percent + off

Prep. Phrase + be + Subj. (Inversion)

N + Ved... (Absolute Construction)

within one's budget

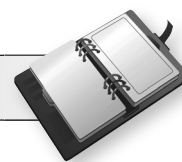
3. Communicative Skills (交际技能)

— **Expressions:** Expressions in shopping

— **Reading:** Invoices

4. Special Use (专项用法) Words used to describe an object

Lead-in (导入)



Listening Comprehension Tasks

Difficult Words and Expressions

- intermediary: a negotiator who acts as a link between parties 中间人
- conventional: normal and ordinary 普通的, 常见的
- vendor: a person who sells things 卖主
- fraud: the crime of cheating sb. in order to get money or goods illegally 骗局
- fraudulent: intended to cheat sb. usually in order to make money illegally 欺骗性的, 诈骗的
- spam: unwanted email 垃圾邮件
- telemarketing: the marketing of goods or services by means of telephone calls 电话推销
- open house: 招待会
- drawing: lucky draw 幸运抽签
- door prize: 门票对号奖
- television and radio spot: 电视、广播广告
- food drive: 食品募捐
- walkathon: a long-distance walk organized as a fund-raising event (以筹款为目的的) 步行马拉松
- flier: a small sheet of paper that advertises a product or an event and is given to a large number of people 小(广告)传单
- windshield wiper: (汽车的) 风挡雨刷
- tack: to fasten or fix in place with tacks 用大头钉钉

Passage Script

Passage I

Online Shopping

Online shopping is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the Internet without an intermediary service.

Once a particular product has been found on the web site of the seller, most online retailers use



shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities. A “checkout” process follows in which payment and delivery information is collected. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail confirmation once the transaction is complete.

Advantages

Convenience

Online stores are usually available 24 hours a day while a visit to a conventional retail store requires travel and must take place during business hours.

Price and selection

Customers can quickly seek out deals for items or services with many different vendors. Search engines and online price comparison services can be used to look up sellers of a particular product or service.

Disadvantages

Fraud and security concerns

Given the lack of ability to inspect merchandise before purchase, consumers are at higher risk of fraud than in a physical store. Merchants also risk fraudulent purchases using stolen credit cards.

Privacy

Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant. In response, many merchants promise not to use consumer information for these purposes.

Hands-on inspection

Typically, only simple pictures and or descriptions of the item are all a customer can rely on when shopping online, so customers will not have a full understanding of the item they are buying. However, Written Reviews from previous buyers can be helpful for prospective customers, but these reviews can be sometimes subjective and based on personal preferences that may not reflect end-user satisfaction once the item has been received.

Passage II

The success of your business relies greatly on your ability to attract a steady stream of customers. So if you're not as busy as you'd like to be, try a few of these methods and watch your sales soar.

Steps:

1. Launch a Web site. Web sites provide your company with worldwide exposure and give your customers convenient access to your services and products.
2. Host a grand opening or open house. Invite local business owners and residents from surrounding neighborhoods. Provide refreshments, drawings for door prizes, free merchandise samples, and have plenty of business cards and company brochures on hand.
3. Monitor the quality of your services and products constantly. Satisfied customers who spread the word about your business are the best source of new customers. Pay attention to pricing, customer service, product availability and prompt delivery.
4. Explore various types of traditional advertising methods, such as classified ads, yellow page ads, television and radio spots, and display ads in magazines and on other web sites. Go with what meets your budget and best reaches your target group.
5. Support a local charity by sponsoring a fundraising event, such as a food drive, toy drive or walkathon. Arrange for a formal presentation of your donation with cameras at the ready and try to get a local newspaper to publish the photograph.
6. Distribute fliers and business cards door to door, place them under car windshield wipers and tack them to local apartment, college and community center bulletin boards.
7. Maintain a visible presence within your industry. Participate in trade shows, attend community events and offer to speak on your area of expertise at seminars.

Key

II. 1. B 2. B 3. C 4. B 5. A

IV.1. TRUE

2. FALSE

Correction: A web site can make your services and products known worldwide.

3. FALSE

Correction: With a website, you still need various types of traditional advertising methods.

4. TRUE

5. FALSE

Correction: Make sure that your pictures in charity activities will be published in the newspapers.

6. TRUE



>>>>>> Spot Dictation

Since I live in New York City, people expect me to know the stores very well. However, I often get empty-handed and exhausted after a trip to a big department store. All that changed, however, the day I discovered online shopping. You shop online at home and enjoy the experience of saving money and finding all online products that Best Buy, Amazon.com and most other shopping websites carry, which you can find here in one mall. You can go from buying airline tickets, accessing deals on hotels.com, downloading ebooks, to credit card applications. You can begin your unique online shopping mall tour with browsing shopping websites on the laptop and use a credit card to make payments, or pay by alternative means, such as cash on delivery (C.O.D.), cheque, debit card, or gift cards. Whether you are shopping for a special occasion or decorating a new home, online shopping mall makes it possible to shop the world from one site and helps you choose what you really want from the rich variety of department store goods.

Difficult Words and Expressions

Best Buy: a large American electronics chain 百思买(大型电子连锁店)

Amazon.com: an American multinational electronic commerce company with headquarters in United States. It is the world's largest online retailer. 亚马逊网/卓越网

ebook: 电子书 An e-book is a book which is produced for reading on a computer screen. E-book is an abbreviation for(缩略=) 'electronic book'

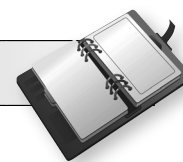
laptop: A laptop is a small portable computer. 便携式电脑; 手提电脑

debit card: A debit card is a bank card that you can use to pay for things. When you use it the money is taken out of your bank account immediately. 借记卡

gift card: A gift card is a monetary equivalent that is issued by retailers or banks to be used as an alternative to a non-monetary gift. The recipient of the gift card can use it at his or her discretion within the restrictions set by the issuing agency. 代金卡; 购物卡

special occasion: An occasion is an important event, ceremony, or celebration and a special occasion can be an official occasion(正式场合) or a family occasion(家庭聚会). 重大活动; 仪式; 庆典

Background Information (背景知识)



1. Online Shopping

Online shopping is the process consumers go through to purchase products or services over the Internet. An online shop, Internet shop, webshop or online store evokes the physical analogy of buying products or services at a retailer or in a shopping mall. Online shopping is popular mainly because of its speed and ease of use. An advantage of shopping online is being able to use the power of the Internet to seek out the lowest prices for items or services. For example, if one is buying a digital camera he/she should enter “digital camera” into a search engine or a price search engine. Most price comparison services have the advantage of store ratings and reviews. Getting the lowest price is important but it is more important to make sure the merchant or store the customer is purchasing from is reputable.

Steps when buying online

- ✧ Browse product categories using a web browser
- ✧ Put items into virtual shopping cart (or market basket).
- ✧ Just as in a physical store viewing the contents of the cart can be done at any time.
- ✧ Quantities of products can be changed or deleted.
- ✧ Checkout
- ✧ Log in or register by choosing a username and a password.
- ✧ Enter personal data.
- ✧ Billing address
- ✧ Shipping address (can be different from the billing address)
- ✧ Phone number
- ✧ E-Mail address (usually optional)
- ✧ Choose means of payment
- ✧ Choose delivery speed and method (post, courier and logistics service, etc.)
- ✧ Confirm order
- ✧ After editing the personal data a confirmation page is displayed so that the online shopper can approve, change or abort the order.
- ✧ Logout

Means of payment

- ✧ Online shoppers commonly use their credit card for making payments, however some systems

enable users to create accounts and pay by alternative means, such as

- ✧ Debit card
- ✧ Various types of electronic money
- ✧ Cash on delivery (C.O.D.)
- ✧ Check
- ✧ Postal money order

Once a payment has been accepted the goods or services can either be downloaded from the Internet or delivered to the consumer via traditional means.

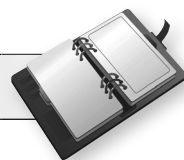
2. Supermarkets

A supermarket is a departmentalized self-service store offering a wide variety of food and household merchandise. It is larger in size and has a wider selection than a traditional grocery store. Most supermarkets also sell a variety of other household products that are consumed regularly, such as alcohol, household cleaning products, medicine, clothes, and some sell a much wider range of non-food products.

The traditional supermarket occupies a large floor space on a single level and is situated near a residential area in order to be convenient to consumers. Its basic appeal is the availability of a broad selection of goods under a single roof at relatively low prices. Other advantages include ease of parking and, frequently, the convenience of shopping hours that extend far into the evening. Supermarkets are often part of a chain that owns or controls (sometimes by franchise) other supermarkets located in the same or other towns; this increases the opportunities for economies of scale.

Supermarkets usually offer products at low prices by reducing margins (成本与售价的差额). Certain products (typically staples such as bread, milk and sugar) are often sold as loss leaders, that is, with negative margins. To maintain a profit, supermarkets attempt to make up for the low margins with a high overall volume of sales, and with sales of higher-margin items. Customers usually shop by putting their products into shopping carts (trolleys) or baskets (self-service) and pay for the products at the check-out. At present, many supermarket chains are trying to reduce labor costs further by shifting to self-service check-out machines, where a group of four or five machines is supervised by a single assistant. A larger full-service supermarket combined with a department store is sometimes known as a hypermarket. Other services that supermarkets may have include banks, cafés, photo development, video rental, pharmacies, and/or gas stations.

Language and Culture Focus (语言文化要点)



>>>>> Reading I

1. scheme

① *n.* an official plan or system for doing or organizing sth. (正式或官方的) 计划/方案

【例句】 a new scheme to provide houses in the area

lay/map/work out a practical scheme

He has a scheme for increasing his income.

Are you paying into a private pension scheme?

② *n.* a secret or devious plan; a plot. 阴谋秘密的或不正当的计划; 计划

【例句】 He planned to steal the money, but his schemes were discovered.

He's thought of a new scheme for making money fast.

a get-rich-quick scheme 快速致富计划

③ *vt.* to plot. 谋划

【例句】 scheming their revenge

④ *vt.* to contrive a plan or scheme for. 设计图谋、计划或方案

【例句】 scheme a new method of bridge building

相关搭配

color scheme: 色彩调配

bubble scheme: 空头计划, 骗局

contrive/form/lay a scheme: 订计划, 拟方案; 策划

in the scheme of things: 在某事发展过程中

prepare a scheme of: 作……的计划

2. self-conscious

① *adj.* too worried about what other people think about you. (因过于担心别人对自己的看法而) 不自在/不自然

【例句】 Men are often very self-conscious about losing their hair.

② *adj.* socially ill at ease. 忸怩的怕难为情的; 害羞的

【例句】 a self-conscious teenager

③ *adj.* excessively conscious of one's appearance or manner. 过分注重自己仪表或行为的

【例句】 a young, self-conscious executive



3. patch into: to connect to a computer network temporarily. 短时连接电脑网络

【例句】 These students could patch into the network and watch the classroom from their home.

4. The small directional speaker in the handle hums faintly as the miniaturized radio receiver waits for the store's computer to patch into the national wide-area network that links all 3,500 Safeway stores.

【参考译文】 微型广播接收器在等待商店电脑与 Safeway 全国 3 500 家分店的广域网进行联结时,推车手柄上的小型定向扬声器会发出微弱的蜂鸣声。

5. pipe up: to speak up; raise your voice. 说

【例句】 At first, no one answered, but finally some one piped up.

I want to be the first female president!" piped up one of the little girls.

6. aisle

① *n.* passage between rows of pews or seats in a theater or in a car. [美] (戏院、客车等内的)过道,通道

【例句】 across the aisle

② *n.* any narrow passage. 任何狭长的通路

【例句】 operating aisle

7. number + money unit / percent + off: a discount of... 多少(折)钱的折扣

【例句】 Buy now and you will get *10 percent off* the standard price.

If you purchase a canvas smaller than 20 × 30 inches you will receive *10 dollars off*!

8. Prep. Phrase + be + Subj.: This is the construction of inversion which is usually used to emphasize the prepositional phrase in the sentence.

【例句】 *In the drawer* is a box with a pill in it.

On the east bank of the Huangpu River stands the Oriental Pearl Radio and Television Tower.

9. code

① *n.* a group of numbers, letters, etc that is used for identifying sth. 代码, 编码

【例句】 a bar code (a pattern of lines printed on goods, that a computer can read)

What's the code for Stockholm?

② *n.* a system of words, letters numbers, etc. used instead of other words, letters, etc. so that messages, information, etc. can be kept secret. 密码

【例句】 They succeeded in breaking/cracking the enemy code.

The letter was written in code and I could not understand it.

③ *n.* a group of rules for criterion. 规范; 礼法

【例句】 a code of behavior/conduct 行为规范

code of the school 校规

相关搭配

a traffic code: 交通法规

civil code: 民法

criminal code: 刑法

moral code: 道德准则

【例句】The Torah is the basis for all the Jewish laws and their moral code.

dress code: rules about what to wear 服饰规范

【例句】There were plans to introduce a dress code for civil servants.

code of practice: a set of rules that people in a particular business or profession agree to obey 操作惯例

【例句】The Textile Services Association has drawn up a code of practice endorsed by the Office of Fair Trading.

break a code: 识破密码

同根词

decode v. 解码

encode v. 编码

10. **pull in prices from...:** bring in prices from... 将价格从……收入

11. **shoot round:** to walk round very quickly. 大步流星地四处走

【例句】He shot round several stores before deciding on a T-shirt.

12. **head for:** to go in a particular direction. 向……走

【例句】It had been a cold and depressing day, but he felt good as he headed for home.

If people want to head for disaster, they will go down the road to hell no matter what you do.

13. **queue**

① *n.* a line of waiting people or vehicles. 行列; 排队等待的人或车辆

【例句】to join the end of a queue

We had to wait in a queue for hours to get tickets.

The queue at the ticket window extended all the way to the street corner.

② *vi.* to form a line when you are waiting for sth. 排队; 排队等候

【例句】They queued for a taxi.

People are queuing to buy tickets.

相关搭配

jump the queue: 插队; 不按顺序排队等候; 企图抢先获得某种东西

【例句】 They try to jump the queue without struggling, without forcing others away.

queue up for(to): 排队等候

【例句】 to queue up for a bus

They're queuing up to see the film.

queue-jump: 插队; 加塞

queue-jumper: 插队者

14. pang

① *n.* a sudden sharp spasm of pain. 阵痛; 突发的尖锐的痉挛痛; (肉体上)一阵剧痛

【例句】 the pangs of the toothache

pangs of hunger

② *n.* a sudden, sharp feeling of emotional distress. 伤心, 痛苦突发的极度悲痛

【例句】 the pangs of conscience

She left her children with a pang of regret.

a pang of guilt 一种突然的负罪感

15. transmit

① *vi./vt.* to send out radio signals. 发射信号; 发射; 广播

【例句】 The survivors of the shipwreck transmitted a distress signal every hour.

The TV program was transmitted by satellite throughout the world.

The match was transmitted live all over the world.

② *vt.* to cause to spread; pass on. 传染; 传播

【例句】 transmit an infection

The information is transmitted from one computer to another through a telephone line.

③ *vt.* to impart or convey to others by heredity or inheritance; hand down. 遗传; 传下去

【例句】 transmit knowledge from one generation to another

Parents transmit some of their characteristics to their children.

④ *vt.* to convey (force or energy) from one part of a mechanism to another. 传送; 传导

【例句】 Iron transmits heat.

Glass transmits light.

同根词

transmission

① *n.* 传送; 传播; 播送

【例句】 the transmission of disease

② *n.* 播送节目

【例句】 We interrupted our normal transmissions to bring you a special news flash.

transmitter: *n.* 传送者; 传达者; 发报机

16. tally

① *vt.* to reckon or count. 计算

【例句】tally a score

Students then tally the number of correct answers.

② *vi.* to cause to correspond or agree. 符合; 吻合; 使……与(另一事物)相一致

【例句】Our figures don't tally — you've made it twenty pounds more than me.

The report tallies with your description of the accident.

③ *n.* a record of things done, points made in a game, etc. 记录; 记分; 得分; 账目

【例句】Don't forget to keep a careful tally of what you spend.

相关搭配

buy on [upon] tally: 赊购

make a tally in a game: 在比赛中得分

17. on one's way (to): in the direction that somebody is going. 在……途中

【例句】I met him on my way home.

On his way to the department store, he bought this shirt.

18. It still gives you a pang of guilt to walk straight out of the store, but before you have reached the car the trolley has transmitted your last transaction, the server has tallied your bill and the electronic debit is on its way to your bank's computer.

【参考译文】没有付钱而径直走出商店让你有了一丝负罪感,但在你走到自己的汽车前,购物推车已经把你的最后一笔交易传输了出去,服务器已经对你的账单进行了计算,电子借记也正在与你存款银行的电脑进行连接。

19. Goods loaded, you push the trolley to the collecting area, ...: This is an Absolution Construction (独立主格结构), in which the participles (分词) can have their own subjects different from the subject of the main clause. In "Goods loaded", the past participle expresses passive meaning (=Goods have been loaded), so the 'N/Pron + Ved... construction' here is passive in meaning (表示被动的意义).

【例句】The manager sat quietly in the office, (his) eyes closed.

经理静静地坐在办公室里,双目紧闭。

His homework done, Jim decided to go and see the play. (=After his homework was done, Jim decided to go and see the play.) 家庭作业完成之后,杰姆决定去看戏。

This done, we have nothing to worry about.

The president assassinated, the whole country was in deep sorrow.

Note: 独立主格结构的其他形式:

1) 名词(代词) + 现在分词

【例句】Weather permitting, we are going to visit you tomorrow.

The village having been destroyed by the flood, the villagers had no where to go.

Their room was on the third floor, its window overlooking the sports ground.

他们的房间在三层楼上, 窗户俯视着操场。

2) 名词 + 形容词

【例句】The floor slippery, he walked with caution.

The Trojans asleep, the Greek soldiers crept out of the hollow wooden horse.

The children were watching the acrobatic show, their eye (being) wide open.

孩子们在看杂技表演, 眼睛睁得很大。

3) 名词 + 副词

【例句】The meeting over, the students went back to their classrooms.

4) 名词 + 介词短语

【例句】Every afternoon a very old woman hobbled past the ramshackle house, a vast load of firewood on her back.

Her shirt caught on a nail, she could not move. =As her shirt was caught on a nail, she could not move. 由于裙子被钉子钩住, 她不能移动。

5) with 型独立主格结构

【例句】With a revolver in his right hand, Johnny hurled his muscular body against the door and smashed it down with a crash.

20. alienate: *vt.* to cause to become unfriendly or hostile; estrange. 使疏远; 使变得不友好或敌视; 离间

【例句】alienate a friend

alienate potential supporters by taking extreme positions.

alienate him from his friend

She was alienated from her friend by her foolish behavior.

同根词

alienation: *n.* 离间; 疏远; 疏离感

【例句】The boring and repetitive nature of manufacturing jobs has led to the alienation of many workers.

21. outlook

① *n.* expectation for the future; what will probably happen. 前景; 前途; 展望

【例句】the long-term outlook for economic growth.

the economic outlook

The outlook for the economy is not good.

② *n.* a point of view; an attitude. 观点看法; 态度

【例句】a positive outlook.

an optimistic outlook on life

outlook on life

③ *n.* the view seen from a place. 景致; 景色

【例句】a pleasant outlook

a pleasing outlook from the bedroom window onto the garden

22. notion

① *n.* a belief or opinion. 思想或观念

【例句】old-fashioned notion of women as home-makers

the notion that the sun moved round the earth

I haven't the faintest notion that you're talking about.

② *n.* a sudden desire; whim. 突然的念头; 奇想

【例句】She took/had a sudden notion to visit all her relatives.

23. tip off: to give (sb) some useful information about something. 告知; 通风报信

【例句】The police must have been tipped off.

The thieves did not rob the bank as planned because someone tipped them off.

24. flash

① *vi.* to appear as a sudden very bright flame or flare. 闪过; 闪亮

【例句】I saw something flash past the window.

The lightning flashed.

His eyes flashed with anger.

② *vt.* to make a flash with; shine for a moment. 使闪光; 使闪耀

【例句】Why is that driver flashing his lights at me?

Stop flashing that light in my face.

He flashed a smile at her and drove away.

③ *vt.* to show for a moment. 亮出; 闪出

【例句】They flashed a message up on the cinema screen.

She flashed a \$5 note at the man by the door and he let her in.

④ *n.* flashes of lightning; a bright light that you use with a camera for taking photographs when the light is not good, the apparatus for producing this light: 闪电; 闪光; (用来照相的) 闪光; 闪光灯

【例句】a flash of lightning

photograph by flash.

The light's not very good. You'll need a flash.

相关搭配

a flash in the pan: 昙花一现的人[事物]

【例句】His brilliant novel turned out to be a flash in the pan; he never wrote another one.

as quick as a flash: 快如闪电般地

【例句】The runner is as quick as a flash.

in a flash: 转瞬间, 立刻

【例句】I'll be back in a flash.

25. Consider the notion of the intelligent larder: you program your home computer to maintain levels of certain foodstuffs. When the critical empty tin of tomatoes hits the brainy bin, it tips off the electronic housekeeper, which flashes an order over the line to the store.

【参考译文】想象智能食品储藏室的情景吧: 你对家庭电脑进行编程, 保持储藏室内一定的食物储存量。当临界的西红柿空罐触碰到智能容器时, 它就会告诉电子管家, 而电子管家则会通过网络迅速把订单传到商店。

26. incentive

① *n.* something which encourages one to greater activity. 刺激; 鼓励; 奖励

【例句】economic incentive

wage incentive

work incentives

an incentive bonus for high productivity

be an incentive to further study

Money is still a major incentive in most occupations.

incentive to do sth.

【例句】He hasn't much incentive to work hard.

Our research has not shown us anything so far, so there is little incentive to continue with it.

He has no incentive to do it, yet he does it anyway.

反义词

disincentive: *n.* 障碍因素; 起抑制作用的事物

【例句】This tax will be a disincentive to industrial development.

Other related expressions:

give sb. an incentive to do sth. 激发某人去干某事

【例句】This will give him an incentive to try even harder.

27. trick

① *n.* a convention or specialized skill peculiar to a particular field of activity. 技艺; 诀窍

【例句】learn the tricks of the trade/winemaking

Is there a trick to getting this window to stay up?

There is a trick to open this lock.

② *n.* an act or a procedure intended to achieve an end by deceptive or fraudulent means. 诡计, 花招

【例句】He got the money from me by a trick.

a double-dealing trick 两面派手法

③ *n.* a mischievous action; a prank. 恶作剧; 淘气的行动; 戏弄

【例句】play a trick/tricks on 捉弄; 恶作剧

The children played a trick on their teacher.

They love playing tricks on me.

④ *n.* an act that uses special skills to make people believe sth. which is not true. 把戏; 戏法

【例句】The magician performed a trick in which he made a rabbit disappear.

⑤ *adj.* full of intentionally hidden and unexpected difficulties. 有意捉弄人的; 有陷阱的

【例句】That's not fair; it was a trick question!

⑥ *vt.* to deceive. 欺骗

trick sb. into/out of sth./doing sth.

【例句】The police tricked him into making a confession.

He tricked me into giving him the money.

Stella was tricked out of her share of the money.

同根词

tricky

① *adj.* 复杂的; 棘手的

【例句】a tricky question

I'm in a rather tricky position; can you help me out?

② *adj.* 狡猾的; 诡计多端的

tricky customer: 狡猾的家伙

【例句】Be careful how you deal with him; he's a tricky customer.

相关搭配

hat trick: 帽子戏法(一场比赛中连进三球)

【例句】A hat-trick in sports is associated with succeeding at anything three times in three consecutive attempts.

None of your tricks! 别耍花招!

play sb. a dirty trick: 对某人耍卑鄙手段

trick of the imagination: 错觉



trick or treat! 不请客就捣乱(万圣节前夕孩子们挨户要礼物的用语)

tricks of fortune: 命运的捉弄

tricks of the trade: 某门生意或职业的诀窍

28. **come in:** to become fashionable. 流行

【例句】When platform shoes came in, I thought they looked ridiculous.

When did the miniskirt come in?

29. **on top of:** in addition to. 另外; 除……之外

【例句】On top of everything else, I now owe my parents \$ 10,000.

on top of the world: 极其高兴的

【例句】When I heard that she'd been released I felt on top of the world!

>>>>>> Reading II

1. ... **a week's worth of grocery shopping:** food and other items which will be enough for the consumption of the following week.

2. **minivan** *n.*: small van. 小型货车

3. ... **do your shopping from the comfort of your home:** shop while enjoying the comfort of the home; in other words, shopping can be done at home.

4. ... **people have traded their shopping carts for keyboards:** the traditional shopping style of putting goods into shopping carts has been replaced by shopping online.

trade...for: to exchange products or goods for. 交换

【例句】I traded my radio for a typewriter. 我用收音机换了一台打字机。

The early settlers traded copper for corn. 早期的定居者用铜换谷物。

5. **Chicago:** a city in the northeast of Illinois, on Lake Michigan (密歇根湖). It is the second largest city in the U.S. 芝加哥

6. **San Francisco:** a seaport in the west of California (加利福尼亚), on San Francisco Bay (旧金山湾), famous for the Golden Gate Bridge and Hollywood (好莱坞) films. 旧金山

7. **log on to:** to gain access to the system, usually by giving a special word or name so that the computer can check whether one is allowed to use it. 登录

【例句】In order to log on to the system, you have to type in a special password.

要登录系统, 你必须要输入密码。

8. **Peapod:** an online system which provides shopping and delivery service.

9. **online:** directly connected to a computer or the Internet. 联机, 在线

【例句】an online printer 联机打印机
an online database 在线数据库

10. **give us a glimpse into:** to let us briefly experience or learn something so that we may understand or appreciate it better. 让我们大致了解

glimpse: a brief experience or idea of something that helps one understand or appreciate it better.
一瞥

【例句】to give us a glimpse into what life will be about in the future
让我们大致了解未来的生活

11. **virtual store:** computer-based stores that offer online shopping. 虚拟商店

12. **pioneer** *n.*: a person who is first involved in something and so makes it possible to develop or easier for others to do. 先驱, 先锋

【例句】He was a pioneer of photography. 他是摄影领域的先驱。
He was a pioneer of heart transplant operations. 他是心脏移植手术方面的先驱。

13. **be dedicated to:** to be very interested in or working very hard for an idea, purpose, etc.; be committed to. 献身于, 专注于

【例句】She is very dedicated to her work. 她专心工作。
These people are dedicated to social and political reforms.
这些人积极投身于社会和政治改革。

14. **PC:** personal computer. 个人电脑

15. **produce** *n.*: food or other agricultural material that is grown in large quantities to be sold. 产物, 农产品

【例句】The wine bottle was marked "Produce of Spain". 酒瓶上表着“产于西班牙”。
Sugar became the chief produce of the Caribbean. 糖是加勒比地区的主要产物。
British produce came under pressure from foreign competition.
英国产品面临来自外国产品的巨大竞争压力。

16. **deli** *n.*: also delicatessen, food that is cooked and ready to eat. 熟食

17. **bakery** *n.*: a place where bread and cakes are made and/or sold. 面包房

18. **click** *v.*: to strike or move with a slight short sound. 发出滴答声

【例句】click the mouse 按动鼠标
She clicked her fingers in time to the music. 她用手指跟着音乐打拍子。
The soldier clicked his heels together. 士兵用脚跟踩出踢踏声。

19. **instantly** *adv.*: at once. 立即

【例句】The police came to my help instantly. 警察立即来帮我。
I replied and instantly regretted it. 我作出了回答, 但马上又后悔了。

20. subtotal *n.*: the total of a single set of figures, especially on a bill, which will be added to others to form a whole total. 账单上的累计

21. within your budget: within the amount of money that you can afford to spend. 在预算之内

【例句】The project was completed within budget.

budget: a financial plan which a person, institution, or government has, and which shows in detail how much money there is available and how it is to be spent. 预算

【例句】They were on a tight budget. 他们的预算很紧。

The sales director is preparing the company's advertising budget for 1995.

销售经理正在计划公司1995年的广告预算。

It's important to balance one's budget. 平衡预算很重要。

相关表达

over budget: 超支

under/below budget: 节余预算

【例句】If you come in *under budget*, everyone will be very impressed.

Feature movies always run *over budget*.

22. check out: to find out whether something is true by making inquiries; to discuss or examine carefully to make sure that something is correct or safe. 检查, 核对

【例句】The police are still checking out his story.

警方仍在核查他所说的是否符合。

It might be difficult to transfer your money, so check it out with the manager.

你的钱很难汇出去, 请去经理处核对。

The building was being checked out for a bomb.

警方正在对大楼进行搜查, 看是否有炸弹。

23. special *n.*: product which is available or shown at a certain time, or which is made for a special purpose; advertised reduced price in a shop. 特价商品

24. nutritional *adj.*: involving or relating to the food that one eats and the proteins, vitamins, minerals, etc. in the food which helps one remain healthy. 营养的

【例句】the nutritional value of steak 牛排的营养价值

From a nutritional point of view, quality of food matters more than quantity.

从营养角度考虑, 食品的质量比数量更重要。

25. sort *v.*: to put things into different groups according to kind, rank, etc. so that one can arrange them in a useful or sensible order. 分类

【例句】I've been sorting these old papers to see what can be thrown away.

我正在对这些旧报纸进行分类, 看是否可以扔掉一些。

Her job is to sort letters in the post office.

他的工作是在邮局对信件进行分类。

26. content *n.*: the amount of the stated substance contained in something. 含量

【例句】the lead content 铅含量

foot with a high fat content 脂肪含量高的食物

27. schedule *n.*: a planned list or order of things to be done. 安排, 时间表, 进度表

【例句】to draw up a factory production schedule 编制工厂的生产进度

a full/tight/busy schedule 紧凑的安排

28. partner store: store which shares and helps in the same stated activities. 合伙商店

29. a fraction of: a very small piece or amount of. 小部分

【例句】When the factory closed, the machinery was sold off for only a fraction of its true value.

当工厂倒闭时, 机器设备都被贱卖了。

The car missed me by a fraction of an inch. 车子差一点撞到我。

I hesitated for a fraction of a second. 我犹豫了一会儿。

30. redeem coupons: to turn in coupons and receive something in exchange. 用券换取某物

redeem: to turn in (sth) and receive something in exchange 用(票券等)换取某物

coupon: a ticket that gives one the right to pay less than usual for something or to get something without paying for it. 优惠券

【例句】This coupon is worth five pounds. 这张优惠券值5英镑。

Tear off this coupon and use it to get 25p off your next jar of coffee.

购买第二瓶咖啡时, 如果你使用这张优惠券, 可以便宜二角五分。

31. hassle *n.*: something that is difficult and annoying; trouble. 麻烦, 争论

【例句】Washing is a real hassle in a house with one cold tap. 在家里用冷水洗东西真麻烦。

He didn't want to go through all that divorce hassle again. 他不想再经历离婚的麻烦。

It's a real hassle to get the children to eat. 让孩子吃东西真是麻烦。

I came by bus because I couldn't be bothered with the hassle of parking.

因为我受不了停车难的麻烦, 所以我乘公共汽车来了。

32. category *n.*: a set of people, actions, objects, etc. which all have a particular characteristic or quality in common. 种类; 范畴

【例句】the broad category of engineering 工程学的广义范畴

Gestures fall into six main categories. 手势可以分为六大类。

33. peruse *v.*: to read; look through. 细读

【例句】After breakfast he perused the newspapers. 早饭后, 他开始仔细读起了报纸。

He took the letter and perused it. 他拿起信, 看是细读了起来。

34. on sale: available for buying in shops, especially at lower prices than usual. 廉价出售

【例句】 I got this hat on sale; it was very cheap.

这帽子我是廉价买来的，很便宜。

The latest model of this video recorder is now on sale in this shop.

这种最新型号的摄像机正在这家店廉价出售。

The first of the computers may be on sale in the new year.

第一批电脑会在新年廉价出售。

35. ... request that items be arranged: When a clause following request, suggest, decide, etc. and indicating a suggestion, request, order or decision, etc., we should use the subjective form “should do” in the clause, and should can be omitted.

【例句】 I suggest that a meeting (should) be held as soon as possible. 我建议尽快开会。

The law requires that everyone (should) have his car checked at least twice a year.

法律规定每个人每年要验两次车。

36. alphabetically adv.: in the order of the alphabet. 按字母顺序地

【例句】 Books are catalogued alphabetically by author.

这些书按照作者姓名的字母顺序分类。

37. We can request that items be arranged alphabetically, by brand, by price per unit, by package size, or, we can even request a listing by nutritional value.

【参考译文】 我们可以要求将物品按字母顺序排列，按品牌排列，按单元价格排列，按包装尺寸排列，或者我们甚至可以要求按营养价值列表。

38. Online shopping is here to stay: Shopping online has been accepted and will continue to exist.

39. link up with: to be joined or connected. 连接，联系

【例句】 In the second part of the program, we'll be linking up with VOA for an interview with the President.

在节目的第二部分，我们会连线美国之音，对总统进行采访。

My own work links up with the research you are doing.

我的工作与你的研究又关联。

40. baby-sit v.: to look after children while their parents are out. 担任保姆，照顾婴儿

【例句】 Young students will occasionally baby-sit in the evenings.

年轻学生有时会在晚上做做保姆。

Grandmother helps with washing, cleaning and baby-sitting.

奶奶会帮忙洗衣、清扫、照顾孩子。

41. set foot in: enter or go into. 进入

【例句】 She said she wouldn't set foot in the room until it had been properly cleaned.

她说只有房子清洁过之后,她才会进入。

He lived in Paris for years without ever setting foot in Louvre.

他在巴黎住了多年,但从未去过卢浮宫。

>>>>> Extended Activities

A. Function and Structure

1. Shopping is the purchase of goods and services from retailers and is sometimes considered a recreational activity of psychological interest. “Window shopping” is an American/English phrase meaning to look into glass windows of a shop for entertainment and imagine purchasing items without actually purchasing, possibly just to pass the time between other activities, or planning a purchase.
2. In Western countries, retail prices are often so-called *psychological prices* or *odd prices*: a little less than a round number, e.g. \$ 6.95. In Chinese societies, prices are generally either a round number or sometimes some lucky number. This creates price points. Often prices are fixed and displayed on signs or labels. Alternatively, there can be price discrimination for a variety of reasons. The retailer charges higher prices to some customers and lower prices to others. For example, a customer may have to pay more if the seller determines that he or she is willing to. The retailer may conclude this due to the customer’s wealth, carelessness, lack of knowledge, or eagerness to buy. Price discrimination can lead to a bargaining situation often called *haggling* — a negotiation about the price.
3. Shops are divided into multiple categories of stores that sell a selected set of goods or services. Many shops are part of a chain: a number of similar shops with the same name selling the same products in different locations. The shops may be owned by one company, or there may be a franchising (专卖权的) company that has franchising agreements with the shop owners. Compared with shops in China, most shops in western society are closed on Sundays.
4. In spite of all the modern conveniences boasted by online shopping, a good number of people still prefer to do their shopping in the physical retail stores. Consumers feel that it is essential for the stores to provide knowledgeable and helpful sale assistants who can greet them personally, provide product information, and make purchase recommendations. Consumers are most interested in having knowledgeable sales help when shopping for infrequently purchased durable goods, such as major appliances, small appliances, consumer electronics, furniture, lighting, and hardware.

B. Special Use: Words Used to Describe an Object

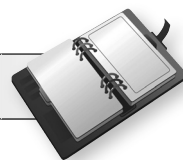
描写物体,即描写自然界客观存在的物体和人类发明、创造出来的器物、用具等。描写物体的目的是使读者对所描摹的物体有一个准确而鲜明的具体印象,这就要求描写者掌握一些描写的词语,以便对事物进行有序的描写。描写的要点如下:

- ✧ 熟记学生用书中所列的描写用语,并掌握它们的意义和用法。
- ✧ 要认真、细致而全面地观察物体、弄清物体的颜色、大小、形状、轻重、气味、材料、质地、性能、作用和风格等,并看清该物体与其他物体的区别,及该物体各个部分的不同之处。
- ✧ 为了使被描写的物体具体而形象地呈现在读者眼前,必须在描写时注意抓住物体的特征,既抓住物体的整体特征也要抓住物体的局部特征和细节特征。为此就具体从哪些方面进行描写,需要作者周密的思考。摹形要准确、生动,适当进行比较,使用比喻,并注意详略得当,重点突出。
- ✧ 描写物体应按一定的条理顺序进行。其顺序与观察顺序有关,与物体本身构造有关,也与主题表达的需要有关。依据观察的习惯,对物体的描写可以由部分到整体,由表面到内部,或是由形状、色彩到位置、结构。按照物体的构造,其描写顺序可以由上到下、由前而后,从左至右,或由主要部分到次要部分,或由外部结构到内部结构。按照主题,描写的顺序必须与物体的主要内容相呼应,以体现物体内蕴的意义。

C. Practical Reading

发票是最常见的商务文件,往往包含一些重要的商务信息,如卖方、买方、商品名、商品型号、商品单价、商品数量、总价、付款日或付款到期日、付款期限、付款方式、交货日、装运港口、目的港口等。从题目提示中我们得知 Universal Utensils 公司的地址是 347 E. 22nd St., New York, NY 10023。从左上方的文档中我们可以得知买方是 HOWARD GERBER, 卖方是 DAVID CHAPMAN, 购买数量是 35 罗 (GROSS, 1 罗=12 打=144 件), 型号是 A7D, 卖方参考号 (seller's reference) 是 8302。从右上方的文档中可以知道提及产品的单价是 \$1.80。从右下方的文档中得知卖方订单号 (即卖方参考号) 是 03764, 付款到期日是 30 April, 2001, 付款期限是 30 天, 既从交货日算起后的 30 天, 这样反过来可以知道交货日是 Before 31 March, 2001; 装运港口是 New York, 目的港口是 Los Angeles; 品名是 sensor switches。根据以上信息我们可以逐项完成发票中的内容。详见答案。选择题部分, 第一题中 DAVID CHAPMAN 是开票的一方, 即买方。答案为 B。第 2 题中的开票日是 3 月 31 号 (约定装运日期), 而实际装运日期是 3 月 25 号, 因此答案为 d。第 3 题问最终单价, 应该是 10% 折扣后的单价, 即 $1.8 - (1.8 \times 10\%) = 1.62$, 答案为 c。第 4 题信息在左下角的文档中, 答案是 a。第 5 题答案为 a。第 6 题是简单的计算, 答案是 d。

Teaching Tips (教学提示)



1. **Lead-in** 本单元导入部分安排了听力理解和听写填空两项任务。听力理解部分包含两个语篇。语篇《一》介绍了网络购物的优缺点,如购物的便利性、价格的比对、可供选择的货品种类、支付的安全性、消费者隐私保护等。在进行本单元听力活动前,教师可以请学生谈谈他们自身的网购体验: How often do you shop online? How do you like your online shopping experiences so far? What do you prefer to buy online and what do you prefer to buy from a brick-and-mortar store? 语篇《二》介绍了成功经营增加销售的7个妙招。听力练习的编排和以往各单元一样,练习一和练习三均属预听活动,主要目的是在进行精听练习之前,让学生对所听语篇的主旨(gist)有所了解,初步把握词汇和理解上的难点所在,为接下来的听力活动做好语言和心理上的准备。练习二为单选题型,练习四为改错题型,听力练习中最为常见的题型。由于此两项练习以考查学生对语篇细节信息(details)的理解为主,为了加强学生对语篇整体信息的综合理解,教师还可以训练学生捕捉语篇框架结构、快速笔记的能力,要求学生在笔记的帮助下复述所听到的语篇大意。听力笔记最常见的形式为大纲式笔记(outline-formatted)和分栏式笔记(column-formatted)。在进行分栏式笔记时,把重要信息点(major points)记录在左栏,在右栏中记录次要信息点,如细节或例子(minor points, 即 details and examples)。以语篇《二》为例,左栏列出了7个步骤的要点,右栏则记录细节信息(此处具体内容可由学生完成)。理解语篇信息点的逻辑关联(logic links)、衔接方法(connective devices)和捕捉关键词(key words or phrases),是听力笔记的关键。教师在听力训练中要着重培养学生这方面的能力。

Main Idea / topic: <u>Methods (steps) to attract a steady stream of customers and boost your sales.</u>	
Major Points	Minor Points
1. <u>Launch a Web site</u>	Why?
2. <u>Host a grand opening or open house</u>	How?
3. <u>Monitor your service/product quality</u>	Why & How?
4. <u>Explore traditional advertising methods</u>	What?
5. <u>Support a local charity</u>	How?
6. <u>Distribute fliers and business cards</u>	Where?
7. <u>Maintain a visible presence within your industry</u>	How?

2. 听写填空 (Spot Dictation) 是一篇关于网购的短文, 填空内容主要是网购的一些名词、动词、网站以及一些关联词, 希望通过练习使学生了解网购的特点和优势, 学习相关的语言, 可以作为导入活动安排在阅读 II 课文讲解之前进行。
3. 阅读 I Brainstorming 该活动的主要目的是帮助学生复习各类日常用品的英语表达方式。教师可以让学生先在自己的购物清单上列出物品的类别 (category), 如:

alcoholic products,	baby foods and products,	bakery,
car care products,	confectionery,	cosmetics,
clothing and footwear,	dairy products,	diet foods,
electrical items,	flowers,	fruits and vegetables,
greeting cards,	books and magazines,	housecleaning products,
non alcoholic beverages,	personal hygiene products,	pet foods and products,
snacks, toys,	kitchen supplies,	bath & hair care,
meat,	fish and shellfish,	seafood,
frozen food,	canned food,	delicatessen,
nuts	dried fruits,	general merchandise (日用杂货)
hardware (五金器具)	cereals,	medicines and first aid items.

然后再让学生在每个类别项下分别填入所需物品。如 milk, butter, cream, light cream, sour cream, whipping cream, margarine, yogurt, yogurt drink, cheese 等均可归入 dairy 项下。下文是关于传统纸质和现代化电子购物清单 (shopping list) 的介绍, 供教师参考。

A **shopping list** is a list of items to be purchased by a shopper. Consumers often compile a shopping list of groceries to purchase on the next visit to the grocery store. The list may be compiled immediately before the shopping trip or incrementally as shopping needs arise through out the week. The shopping list itself may be a scrap piece of paper or something more elaborate. There are pads with magnets for keeping an incremental list handy on the refrigerator. Any magnetic clip with scraps of paper can be used to achieve the same result. Many shopping carts come with a small clipboard to fit shopping lists on.

Home computers enable consumers to print their own custom list so that items are simply checked off instead of written down or they can manage the list completely on the computer with custom shopping list software. PDAs eliminate the need for a paper list completely and may be used to aid comparison shopping. Electronic commerce websites typically provide a shopping list online for repeat shoppers at

the site. Incremental lists typically have no structure and new items are added to the bottom of the list as they come up. If the list is compiled immediately before use, it can be organized by store layout (i.e. frozen foods are grouped together on the list) to minimize time in the store.

2. 阅读 I Pairwork 学生双人结对讨论与本单元主题 Shopping 相关的话题。Question 1 的主要目的是帮助学生熟悉各类零售商店的名称。建议教师结合 Additional Vocabulary 部分提供的词汇一起使用。

Question 2 ~ 5 均系 open-ended questions, 无确定的答案, 学生可以自由谈论他们的购物习惯和喜好, 想象未来世界的人们将如何购物。教师应注意调动学生的参与热情, 鼓励学生积极发挥想象力。Question 5 的目的在于导入阅读 I Text。在讨论该题时, 教师应向学生强调, 我们未来的购物方式和购物体验无论会有什么样的变化, 都离不开科技的发展和创新。下文可供教师在 Question 5 讨论结束时总结用。

Shopping can be traced back to 7000 B.C. and the development of shopping can be plotted by following the changes that enabling technologies have brought, from the invention of money to large open span buildings, the first escalator to bar codes and air-conditioning. Along the way, advances in technology and changes in people's attitudes have made shopping as much a past-time and social experience as it is a necessity. It can be expected that modern technology opportunities will create a more intuitive, personalized, and empowered shopping experience. All in all, the real revolution in shopping will be realized as a transfer of power. The technological revolution will put the power of the retail system into the hands of the consumer. It will enable shoppers to easily control their own information, obtain meaningful information from the places they are shopping, as well as about the products and services they are shopping for. It will also enable them to make informed decisions based on their needs and desires.

3. 阅读 I 练习 4

Sentence 7 中 malls 指 shopping malls, 大型的, 常是封闭的购物中心, 包括许多商店、娱乐场所以及餐馆, 它们通常都带有步行道以供出入。

A shopping mall (or simply mall), shopping center, or shopping arcade is a building or set of buildings that contain stores, and has interconnecting walkways enabling visitors to easily walk from store to store. The walkways may or may not be enclosed. In the British Isles and Australia, these structures are known as “shopping centers” or “shopping arcades” and are not normally referred to as “shopping malls”. In North America, the term “shopping mall” (or “mall” for short) is usually applied to enclosed retail structures, while “shopping center” refers to open-air retail complexes.

Sentence 8 中 Southampton 指南安普敦, 位于英格兰中南部地区, 是英国的一个重要港口城市。

4. 阅读 I 练习 5

Sentence 5 中 Newcastle, 纽卡斯尔, 是英国的一个城市, 位于英格兰东北部的泰纳河畔。13 世纪起纽卡斯尔成为一个煤炭出口港口, 16 世纪以后成为主要的煤炭出口中心。它在煤炭贸易中的杰出地位引出这样一句话 “to carry coal to Newcastle (送煤给纽卡斯尔)”, 意思是 “多此一举” (Newcastle is a borough of northeast England on the Tyne River north of Leeds. It became a coal-shipping port in the 13th century and was the principal center for coal exports after the 16th century. Its prominence in the coal trade gave rise to the expression “to carry coals to Newcastle”, meaning “to do something superfluous or unnecessary.”)。另, 澳大利亚东南部有一港口城市, 美国 Pennsylvania 州西部也有一城市叫做 Newcastle。

5. 阅读 I Post-reading 设有两项任务。任务 1) 要求学生在仔细阅读课文的基础上对传统购物和未来购物从购物的含义、支付的方式、交易的过程、购物的环境、结账、商店服务等方面进行比较。教师可参考本教参 “答案” 部分。任务 2) 是任务 1) 的扩展。小组讨论结束后, 教师可邀请各小组推举一名代表向全班作一个简短的陈述 (presentation), 向其他小组报告讨论的结果。教师应鼓励其他小组对讨论结果提出自己的看法, 予以补充或质疑。这两项任务都是针对课文内容设计的, 旨在帮助学生更好地理解课文。

作为延伸, 教师还可让学生对传统购物 (traditional shopping) 和网络购物 (online shopping) 进行比较。网络购物作为一种新兴的商业模式, 与传统购物模式有很大差别。近年来计算机网络技术的快速发展以及人们对网络更多的了解、接受和需要都为网络购物提供了发展的环境和空间。与传统购物相比, 网络购物具有很多优势, 但是, 这种新兴的商业模式, 同样也存在许多先天的不足之处。下文供教师组织讨论活动时参考。

Advantages of traditional shopping:

Identity Customers can easily authenticate the identity of a merchant simply by walking into a bricks-and-mortar store. Stores can be members of a community and neighborhood; they can be part of customers' daily experience. There is a concreteness about a physical store that no amount of HTML will ever match.

Immediacy Customers can touch and feel and hold the merchandise. Tactile cues can drive the decision to buy. A transaction that is face-to-face is usually unmediated: your communication with the merchant is not in the hands of a third party or technology (as with ordering by phone).

Value The item at the center of the commerce transaction — the product, service, or property that is to be sold/bought — has some kind of value. Its price is determined and validated through the performance of the transaction. The seller agrees to a selling price, and the buyer agrees to a buying price. The value of an item, especially the relative value an item has for the buyer, is much easier to appraise if that item is close at hand.

Discourse Customers can converse with the merchant face-to-face; unmediated conversation is basic to human communication. People want the feedback available from non-verbal behavior, which forms a large part of our judgment process.

Community Customers can interact with other customers and gain feedback about the merchant from other customers, as well as by observing the merchant interacting with other customers.

Privacy Customers can make purchases anonymously with cash; they usually don't have to give their name or address. They don't usually have to worry about what a store will do with their personal information. Privacy is often a measure of how much of his or her identity a buyer wants to invest in a transaction; sometimes, we just want to quietly make our purchase and leave with it.

An online commerce customer faces mediation in every element and at every stage of the commerce transaction. Customers can't see the merchant, only the merchant's website; they can't touch the merchandise, they can only see a representation; they can't wander a store and speak with employees, they can only browse HTML pages, read FAQs, and fire off email to nameless customer service mailboxes; they can't explore the store's shelves and product space, they can only search a digital catalog. A customer at an online commerce site lacks the concrete cues to comfortably assess the trustworthiness of the site, and so must rely

on new kinds of cues. The problem for the online customer is that the web is new — to a large sector of the online audience — and online commerce seems like a step into an unknown experience.

Advantages of online shopping

There are many advantages to shopping online, but probably the most notable one is convenience. The ability to find anything and everything you need without even leaving your home can be a great time saver. No longer do you have to make the trek to the grocery or discount store. You can order anything you want with the click of your mouse.

Another thing to think about is that many online shops offer free shipping if you order over a certain amount. So, not only do you not have to pay for the gas to drive to the mall or store, you don't even have to pay the shipping cost for the items you order.

You will never be able to match the selection of items that you will find online. You can find anything from books, music CD's, and DVD's to electronics, cameras, and computers. You will find a never-ending selection of clothes to choose from, in sizes to fit the entire family. Not to mention shoes in every style. Jewelry and accessories are available as well. You can even order food and grocery items online.

The Internet is especially helpful when you are looking for an item that is hard to find. You can find any type of collectible imaginable, like art prints, comic books, coins, dolls, games, and cards, just to name a few. Or maybe you are looking for a part for your car that your local auto parts store doesn't carry. You can likely find it online. Along with a tool, you can use to install it.

Some websites allow you to comparison shop for items. One such site is www.shoppingland.us. ShoppingLand.us allows you to search for the items you are looking for, and then compare the prices of these items from several different online shops in one place. This sure beats running all over town in search of the best deal!

6. 阅读 II Cloze

- Blank 4 此处选 b. stuff。stuff 在句中作动词用,意思是“塞满,填满 to fill with”。如:
His head is stuffed with silly ideas. 他满脑子的愚蠢想法。
The grandparents stuffed the stocking with Christmas presents.
祖父母在袜子里塞满了圣诞礼物。

The nurse stuffed the baby with food. 保姆喂饱了孩子。

Blank 6 此处选 d. roughly。roughly 在句中的意思是“粗略地,大致地 about; not exactly。”如:

There were roughly 500 people there. 那里大约有 500 人。

I had roughly four kilometers to go. 我还要走大约 4 公里。

The cost of the two systems is roughly the same. 两种系统所需费用大致相同。

Blank 8 此处选 a. stupendous。stupendous 在句中的意思是“巨大的 amazingly large or great; huge”。

Blank 11 此处选 b. produce。produce 在句中作名词使用,意思是“农产品,尤指新鲜水果和蔬菜 farm products, especially fresh fruits and vegetables”。如:

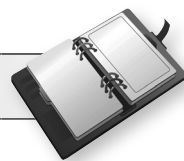
the agricultural produce 农产品

the native produce 土特产

Liechtenstein 列支敦士登,欧洲中部阿尔卑斯山中的一个公国,位于奥地利和瑞士之间。列支敦士登建于 1719 年,于 1866 年取得独立。首都瓦杜兹,人口 27 076 (Liechtenstein is a small Alpine principality in central Europe between Austria and Switzerland. The principality was created in 1719 and became independent in 1866. Vaduz is the capital. Population, 27,076)。

Arizona 亚利桑那,位于美国西南部的一个州,与墨西哥接壤。1912 年成为美国第 48 个州。菲尼克斯为该州首府和最大城市。人口 3 677 985 (Arizona is a state of the southwest United States on the Mexican border. It was admitted as the 48th state in 1912. Phoenix is the capital and the largest city. Population, 3,677,985.)。

Key (练习答案)



>>>>> Reading I

I.	1.fruit	6. flower	11. book
	2. CD	7.wine	12.camera
	3.perfume	8.bread	13.dress
	4.vegetable	9. MP3	14. shampoo
	5.meat	10.milk	15.DVD

Exercise

- II. 1. a 2. c 3. d 4. c 5. b
- III. 1. gloomy 2. incentive 3. mutter 4. miniaturize 5. queue
6. code 7. alienate 8. outlook 9. scheme 10. notion
11. larder 12. challenge
- IV. 1. loyalty 2. transmitted 3. has gone full circle 4. on his way to
5. on top of 6. alienating 7. shooting round 8. heading for
9. came in 10. reward 11. had been minimized 12. were tipped off
- V. 1. patch into 2. pipe up 3. on top of 4. were tipped off
5. heading for 6. shooting round

Post-reading

Comparison	Traditional shopping	Future shopping
<i>notion of shopping</i>	going out to shop at corner stores or supermarkets	intelligent larder — program your home computer to maintain levels of certain foodstuffs and the “electronic housekeeper” will flash an order over the line to the store if anything is running short. Then the store will deliver the goods to your home.
<i>mode of payment</i>	with cash, credit card, check...	with smart card integrated with radio transmission
<i>procedure of a transaction</i>	take the goods you choose to the checkout; wait in a line to pay for your goods with cash or credit card and then you can take them away.	when you put the goods, each with a tiny, disposable radio transmitter, into your trolley, the receiver in the trolley will note the codes and pass the information to a central processor. So before you reach your car, the trolley has transmitted your last transaction, the server has tallied your bill and the electronic debit is on its way to your bank’s computer.
<i>environment of shopping</i>	sometimes very crowded and noisy.	very neat and orderly; highly automated; speaking with a machine sometimes makes you feel embarrassed and self-conscious
<i>checkout</i>	to pay at the cashier’s; sometimes should stand in a long queue waiting for your turn to pay	fully automated; no queues; a radio transmitter will replace bar codes.

(Continued)

Comparison	Traditional shopping	Future shopping
<i>trolley</i>	a two or four-wheeled handcart to carry goods; customers with kids can also seat their kids on it; no other special use.	with a smart-card reader, a directional speaker, a radio receiver and transmitter.
<i>service at the shop</i>	very helpful shop assistants; they will greet you warmly and offer you some information or suggestions about your purchase; sometimes you may get annoyed at the inefficient service and some shop assistants' bad manners or out-of- place remarks	efficient, automatic, good, considerate, thoughtful, uniform, not humanly...
<i>advantage/ disadvantage</i>	more personal and interesting; fulfill certain social function	more efficient and convenient
<i>Which do you prefer? Why?</i>	I prefer the traditional way of shopping. Sometimes we go shopping not only because we really short of something, but we are feeling lonely. We just want to be with others, to chat with others, to achieve a sense of belonging, to assure ourselves that we are an indispensable part of all the hustle and bustle... So, to some extent, shopping is a social function. In the future way of shopping, I think shopping has lost its social function and thereupon no fun at all.	

>>>>> Reading II

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

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

IV. 1. Seeing a truck heading for us, we stepped aside.

- Although the company could gain profits from the project, the manager refused to participate in the bidding despite himself.
- In order to get a better score, he has to trade entertainment time for the preparation of the math exam.
- He often writes articles for magazines on top of his regular job.
- John has to offset his small salary by living economically.
- A member of the committee tipped off the media about the future development plan of the city.
- Doctor Wang was dedicated to improving the hospital/medical conditions in this district all his life.
- It was not until 1988 that foreign insurance companies were allowed to set foot in the insurance market in China.



9. The new style of skirts is certain to come in this summer.

10. Keeping a project within budget depends on an efficient system of cost control.

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

>>>>>> Extended Activities

A. Function and Structure

- I. 1. Assistant: Can I help you, Madame?
Customer: Sure. Can you show me some lipsticks?
Assistant: What brand do you have in mind?
Customer: Um... I don't often wear makeup. Can you give me some idea?
Assistant: You see, we have a wide selection of lipsticks: Mary Kay, Chanel, Christin Dior, Red Earth... You can find almost all well-known makes in our store.
Customer: I don't care what the brand is if you have the right color.
Assistant: How do you like this one, then? It's very fashionable.
Customer: Ur ... Do you think it is too dark for an evening party? Have you anything in a little bit lighter shade?
Assistant: Yes. Will this do?
Customer: Um ... I think it's OK. I'll take it. How much do you ask for this lipstick?
Assistant: Our usual price for this is \$49.99.
Customer: Oh, it's rather dear. I'll have to think it over.
Assistant: The price is moderate enough. You won't get it cheaper anywhere in the town.
2. Assistant: Good morning, what can I do for you, sir?
Customer: Yes. I need something for my daughter. It's her birthday. Can you recommend some to me?
Assistant: How old is your daughter? And how much do you want to spend?
Customer: Oh, money doesn't matter. She is 18.
Assistant: Well, I think a nice ring would be the best thing for her birthday.
Customer: That's a good idea. Umm... You have got so many beautiful rings on display. What kind of rings would you suggest for a young girl like my daughter?
Assistant: Let me see. Well, is this one all right? It's 18-carat gold and only costs \$259.99.

- Customer: Ur ... I'm afraid not quite the right design for my daughter. Show me others, please.
- Assistant: Yes. How about this one, then? It's made of pure gold and pearl. It's the latest fashion now and is very popular among young girls.
- Customer: Latest fashion? I think my daughter will like it. It's beautiful, isn't it? What is it worth?
- Assistant: \$ 1,259, sir.
- Customer: Can you come down a bit? I'm a regular customer to your shop.
- Assistant: In that way, I can give you a discount of 10%.
- Customer: Can't you make it cheaper? Can you sell it for \$1,000?
- Assistant: Sorry, I can give you only 10% off. That's the best I can do.
3. Assistant: Excuse me. Are you being attended to?
- Customer: No. Can I have a look at some shoes?
- Assistant: Yes, of course. Would you like some dress shoes or just casual ones?
- Customer: Umm... Could you bring me that pair of brown suede shoes? It looks nice.
- Assistant: What size do you take?
- Customer: Size 38, please.
- Assistant: Ur... I'm afraid we're out of them today. I can do the size, but not the color you want. Will this black pair do?
- Customer: No. I don't like think I like that color.
- Assistant: How do you like these shoes? They're made of the color you want. It's made of genuine leather, very soft. They wear well and keep their shape.
- Customer: Umm... I'm not sure. Could I try them on?
- Assistant: Certainly. Here's a pair in your size. Please sit here and try them.
- Customer: Hmm... I like it. What's the price of them?
- Assistant: They sells at \$199.99 a pair.
- Customer: Oh, I don't think I could afford to spend so much money for a pair of shoes. Will you give me any discount?
- Assistant: Sorry, we don't give discounts. They're the latest fashion and of good quality. Don't you think they are really nice shoes?
- Customer: Yes, they are very nice. But... Oh, are these shoes on sale?
- Assistant: Yes.
- Customer: Give me that pair, yes, the red ones. What does they cost?
- Assistant: \$49.99. They're almost 60% off. We happen to have your size.

- Customer: I like them very much, the color, the price, the design... It's a real bargain.
- Assistant: You're quite right. You get a chance like this only once in a blue moon, I dare say.
4. Assistant: Good evening, miss. Is someone taking care of you?
- Customer: No, I'm afraid not.
- Assistant: What can I show you, then?
- Customer: I'd like to buy a woolen sweater.
- Assistant: We have quite a range here. How about this one? It's made of pure wool, very soft.
- Customer: Is this pink one too bright for me? I look awful in this pink sweater.
- Assistant: Umm-hmm. It's a very bright pink. Try this red one. It's lovely, isn't it?
- Customer: Yes. I like it. Oh, it's too tight. Get me a larger one, please.
- Assistant: Sorry, but we don't have that in your size. The best we can offer now is size 8.
- Customer: What a pity. I really like this red one very much. The color suits my complexion.
- Assistant: We expect to have a new supply coming in this weekend. Look in again next week, if you are really fond of it.
5. Assistant: Good morning, sir. Could I be of service to you?
- Customer: Yes. Do you sell vases made of glass like this?
- Assistant: Sorry, we've run short of them.
- Customer: Out of stock? What a pity! Do you think you'll be getting any more in?
- Assistant: I'm not sure. But we have a great variety of vases at the shop. I'm sure you will find something to your taste among them... How do you like that one? It's made of crystal. Look at the pattern on it. Very beautiful, isn't it?
- Customer: I don't think it matches my vase. It's too showy. I just want to find one to match this vase.
- Assistant: We haven't got that in stock at the moment, but we could order it for you.
- Customer: That's very kind of you.
- Assistant: Please leave your name, address and telephone number, so that we can get in touch with you when we have it.
- Customer: All right. Thanks a lot.
6. Assistant: Is there anything you'd like to buy, sir?
- Customer: Yes, I'd like to buy some cushions.
- Assistant: How about these? They're of top-selling brands. The quality is excellent.
- Customer: How much does it cost?
- Assistant: The price is on the tag, sir.
- Customer: Oh, it's priced at \$69.99 each. My, that's a fortune! Do you have any cheaper

ones?

Assistant: Yes. Have a look at those cushions. They are on sale.

B. Special Use

- I. 1. concave 2. convex 3. circular 4. china 5. fragile 6. flat
7. circular 8. tapering 9. pointed 10. iron 11. small 12. straight
13. black 14. hard 15. tapering 16. pointed 17. flat 18. round
19. white 20. soft 21. black 22. compact 23. cylindrical 24. circular

III. a.

Lost

Gold lady's watch
With a circular surface of 1.5 cm
in diameter
and a white leather band.
The ID Number on the back
is 2435695.
Left in Room 118, building No. 3.
Those who find it please
contact the owner at
62223735.
(Oct. 5th)

b.

Found

a string of keys
includes 2 small bronze keys,
3 medium-sized aluminum keys,
and 1 key with a crown on it.
It also has two ornaments:
a small yellow fluffy bear
and a deep brown rectangular
leather tag.
Will the owner please contact
Room 245, Dorm 3?
(Nov. 18)

C. Practical Reading

I.

INVOICE

Seller (Name, Address, VAT Reg No.) UNIVERSAL UTENSILS 347 E. 22nd St., New York, NY 10023	CCCN No.	
	Invoice No. and Date (Tax Point) 31 March, 2001	Seller's Reference 8302
	Buyer's Reference 03764	
Consignee	Buyer (if not Consignee)	

(Continued)

		Country of Origin of Goods	Country of Destination
		Terms of Delivery and Payment <i>Delivery: Before 31 March, 2001</i> <i>Payment due: 30 April, 2001</i>	
Vessel/Aircraft, etc.	Port of loading New York		
Port of Discharge <i>Los Angeles</i>			
Marks and Numbers Number and Kind of Packages: Description of Goods		Gross Weight (Kg)	Cube (M ²)
Specification Commodities <div style="text-align: right;"><i>Sensor Switches TYPE A7D</i> Order No. 03764</div>		Quantity <div style="text-align: center;"><i>35 gross</i> (5,040 pcs)</div>	Amount (State Currency) <div style="text-align: center;"><i>\$8,164.80</i></div>
		TOTAL <i>\$8,164.80</i>	
It is hereby certified that this invoice shows the actual price of the goods described, that no other invoice has been or will be issued, and that all particulars are true and correct.		Name of Signatory	
		Place and Date of Issue New York, 31 March, 2001	
		Signature <i>David Chapman</i>	

II. 1. b 2. d 3. c 4. a 5. a 6. d

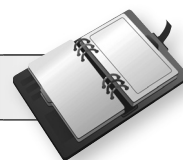
D. Additional Vocabulary

1-h; 2-l; 3-b; 4-q; 5-d; 6-p; 7-i; 8-t; 9-a; 10-e;
 11-w; 12-k; 13-v; 14-x; 15-c; 16-j; 17-y; 18-s; 19-o; 20-g;
 21-n; 22-r; 23-u; 24-m; 25-f

Unit 6

Stock Exchange

Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : History of the Exchange

Stock Exchange

2. Language Focus (内容重点)

— **Key Words:** I. inclination, govern, tag, advent, commodity, popularity, association, blossom, abolition, tariff, accelerate, high-volume, disseminate, speculation, trigger, reach, efficiency, spin, endeavor; II. locate, stature, roster, hamper, stringent, boost, reign, supreme, defection, skyrocket.

— **Phrases:** I. be accustomed to, be unheard of, coincide with, log on to; II.. in pursuit of, boast of, on the floor of, take sth in stride.

— **Useful Structures:** over... years, ...
put ... spin on
at the expense of
no wonder

3. Communicative Skills (交际技能)

— **Expressions:** Stressing and decisions-making

— **Reading:** Newspaper articles

4. 专项用法 (Special Use) : Troublesome verbs and nouns

Lead-in (导入)



>>>>>> Listening Comprehension Tasks

Difficult Words and Expressions

- redemption: repayment of the principal amount of a debt or security at or before maturity (as when a corporation repurchases its own stock) 赎回
- dividend: part of the earnings of a corporation that is distributed to its shareholders 股息
- derivative: a financial instrument whose value is based on another security 衍生工具, 衍生产品
- unit trust: 信托投资公司
- pooled investment product: 混合的投资产品
- compulsion: using force to cause something 强制, 强迫
- over-the-counter (OTC): (of securities) not quoted on a stock exchange 场外交易
- capitalization: an estimation of the value of a business 市值
- NASDAQ: National Association of Securities Dealers Automated Quotation 全国证券交易商自动报价系统协会
- trillion: 万亿; 兆; 例如: 12.5 trillion 12.5 万亿
- successor: a thing or person that immediately replaces something or someone 继承者, 后续的事物
- NASDAQ Composite: a stock market index of the common stocks and similar securities listed on the NASDAQ stock market, meaning that it has over 3,000 components. It is highly followed in the U.S. as an indicator of the performance of stocks of technology companies and growth companies 纳斯达克综合指数 (= NASDAQ Composite Index)
- inception: a first part or stage of subsequent events 起初
- large-cap: a corporation with a large capitalization (市场资本总额超过 50 亿美元的) 大盘股

Passage Script

Passage I

A stock exchange is a form of exchange which provides services for stock brokers and traders to trade stocks, bonds, and other securities. Stock exchanges also provide facilities for issue and redemption of securities and other financial instruments, and capital events including the payment of income and dividends. Securities traded on a stock exchange include shares issued by companies, unit trusts, derivatives, pooled investment products and bonds.

To be able to trade a security on a certain stock exchange, it must be listed there. Usually, there is a central location at least for record keeping, but trade is increasingly less linked to such a physical place, as modern markets are electronic networks, which give them advantages of increased speed and reduced cost of transactions. Trade on an exchange is by members only.

The initial offering of stocks and bonds to investors is by definition done in the primary market and subsequent trading is done in the secondary market. A stock exchange is often the most important component of a stock market. Supply and demand in stock markets are driven by various factors that, as in all free markets, affect the price of stocks.

There is usually no compulsion to issue stock via the stock exchange itself, nor must stock be subsequently traded on the exchange. Such trading is said to be off exchange or over-the-counter. This is the usual way that derivatives and bonds are traded. Increasingly, stock exchanges are part of a global market for securities.

The New York Stock Exchange, commonly referred to as NYSE, is a stock exchange located at 11 Wall Street, New York City, United States. It is by far the world's largest stock exchange by market capitalization of its listed companies at US\$71 trillion as of Nov. 2011. Average daily trading value was approximately US\$47 billion in the first four months of 2011.

Passage II

The NASDAQ Stock Market, also known as simply the NASDAQ, is an American stock exchange. "NASDAQ" originally stood for "National Association of Securities Dealers Automated Quotations". It is the second-largest stock exchange by market capitalization in the world, after the New York Stock Exchange. As of September 30, 2011, there are 3,488 listings, with a total capitalization of over \$4.9 trillion. The NASDAQ has more trading volume than any other electronic stock exchange in the world.

NASDAQ was founded in 1971 by the National Association of Securities Dealers (NASD). It is owned and operated by the NASDAQ OMX Group. It is regulated by the Financial Industry Regulatory Authority (FINRA), the successor to the NASD.



When the NASDAQ stock exchange began trading on February 8, 1971, it was the world's first electronic stock market. At first, it was merely a computer bulletin board system and did not actually connect buyers and sellers.

NASDAQ was the successor to the over-the-counter (OTC) system of trading. As late as 1987, the NASDAQ exchange was still commonly referred to as the OTC in media.

Over the years, NASDAQ has become more of a stock market by adding trade and volume reporting and automated trading systems. NASDAQ was also the first stock market in the United States to start trading online. Its main index is the NASDAQ Composite, which has been published since its inception. However, its exchange-traded fund tracks the large-cap NASDAQ-100 index, which was introduced in 1985 alongside the NASDAQ 100 Financial Index.

In 1992, it joined with the London Stock Exchange to form the first intercontinental linkage of securities markets.

In 2006 NASDAQ changed from stock market to licensed national exchange. On November 8, 2007, NASDAQ bought the Philadelphia Stock Exchange (PHLX) for US\$652 million. PHLX is the oldest stock exchange in America—having been in operation since 1790.

Key

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

IV.	
1971:	Founded by the National Association of <u>Securities Dealers</u> : the world's <u>first</u> electronic stock market Owned and operated by the NASDAQ OMX Group Regulated by the Financial Industry Regulatory <u>Authority</u>
1992:	Joined with the <u>London</u> Stock Exchange to form the first <u>intercontinental</u> linkage of securities markets
2006:	Changed from stock market to <u>licensed national exchange</u>
Nov. 8, 2007	Bought the <u>Philadelphia</u> Stock Exchange
Sept. 30, 2011	Listings: <u>3488</u> Total capitalization: over <u>\$4.9 trillion</u> , the <u>second-largest</u> stock exchange in the world

>>>>>> Spot Dictation

The New York stock market crashed on Oct. 29, 1929, and this day, known as Black Tuesday, is often regarded as a starting date of The Great Depression, which was a worldwide economic downturn

and led to a severe and lasting economic crisis in the world.

Share prices on the New York stock exchange had begun rising in 1924, and in 1928 and 1929 they rocketed to unbelievable levels. Soon the market took off again. People could stock for 10% of its value and borrow the remaining 90%. The lending rate varied from 7% to 12%. Almost everyone was optimistic. It all ended on 21 October, 1929. The market opened badly and there was heavy selling. Share prices fell dramatically and kept on falling. The boom was over. But its consequences would last for years to come.

The market crash marked the beginning of a decade of high unemployment, poverty, low profits, deflation, and lost opportunities for economic growth and personal advancement. As the largest and most important economic depression in modern history, it is used in the 21st century as a benchmark on how far the world's economy can fall.

Difficult Words and Expressions

downturn: *n.* If there is a *downturn* in the economy or in a company or industry, it becomes worse or less successful than it had been. 下降趋势; (经济的) 衰退

【例句】They predicted a severe economic downturn

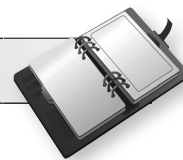
他们预言会有严重的经济衰退。

benchmark: *n.* a standard by which something can be measured or judged 基准; 水准点

【例句】The auto industry is a benchmark for the economy.

汽车工业是衡量经济的一个基准。

Background Information (背景知识)



1. Overview of the Stock Exchange

A stock exchange or a share market is a corporation or mutual organization that provides facilities for stockbrokers and traders, to trade company stocks and other securities. Stock exchanges also provide facilities for the issue and redemption of securities, as well as, other financial instruments and capital events including the payment of income and dividends. To be able to trade a security on a certain stock exchange, it has to be listed there. The initial offering of stocks

and bonds to investors is by definition done in the primary market and subsequent trading is done in the secondary market. Usually there is a local & central location at least for record keeping, but trade is less and less linked to such a physical place, as modern markets are electronic networks, which gives them advantages of speed and cost of transactions. Increasingly more and more stock exchanges are part of a global market for securities.

2. Role of the Stock Exchange

- *Raising capital for businesses* The Stock Exchange provides companies with the facility to raise capital for expansion through selling shares to the investing public.
- *Mobilizing savings for investment* When people draw their savings and invest in shares, it leads to a more rational allocation of resources because funds, which could have been consumed, or kept in idle deposits with banks, are mobilized and redirected to promote business activity with benefits for several economic sectors such as agriculture, commerce and industry, resulting in a stronger economic growth and higher productivity levels.
- *Facilitating company growth* Companies view acquisitions as an opportunity to expand product lines, increase distribution channels, hedge against volatility, increase its market share, or acquire other necessary business assets. A takeover bid or a merger agreement through the stock market is one of the simplest and most common ways to company growing by acquisition or fusion.
- *Redistributing of wealth* By giving a wide spectrum of people a chance to buy shares and therefore become part-owners (shareholders) of profitable enterprises, the stock market helps to reduce large income inequalities. Both casual and professional stock investors through stock price rise and dividends get a chance to share in the profits of promising business that were set up by other people.
- *Achieving corporate governance* By having a wide and varied scope of owners, companies generally tend to improve on their management standards and efficiency in order to satisfy the demands of these shareholders and the more stringent rules for public corporations by public stock exchanges and the government. Consequently, it is alleged that public companies (companies that are owned by shareholders who are members of the general public and trade shares on public exchanges) tend to have better management records than privately-held companies (those companies where shares are not publicly traded, often owned by the company founders and/or their families and heirs, or otherwise by a small group of investors).
- *Creating investment opportunities for small investors* As opposed to other businesses that require huge capital outlay, investing in shares is open to both the large and small stock

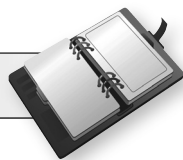
investors because a person buys the number of shares they can afford. Therefore the Stock Exchange provides an extra source of income to small savers.

- *Raising capital for government's development projects* Governments at various levels may decide to borrow money in order to finance infrastructure projects such as sewage and water treatment works or housing estates by selling another category of securities known as bonds. These bonds can be raised through the Stock Exchange whereby members of the public buy them, thus loaning money to the government. The issuance of such municipal bonds can obviate the need to directly tax the citizens in order to finance development, although by securing such bonds with the full faith and credit of the government instead of with collateral, the result is that the government must tax the citizens or otherwise raise additional funds to make any regular coupon payments and refund the principal when the bonds mature.
- *Being barometer of the economy* At the stock exchange, share prices rise and fall depending, largely, on market forces. Share prices tend to rise or remain stable when companies and the economy in general show signs of stability and growth. An economic recession, depression, or financial crisis could eventually lead to a stock market crash. Therefore the movement of share prices and in general of the stock indexes can be an indicator of the general trend in the economy.

3. Stock & Stock Trading

In financial markets, stock is the capital raised by a corporation through the issuance and distribution of shares. A person or organization that holds shares of stocks is called a shareholder. The aggregate value of a corporation's issued shares is its market capitalization. While in the United Kingdom, the word stock refers to a completely different financial instrument — the bond. It can also refer more widely to all kinds of marketable securities. The term “share” still means the stock issued by a corporation, however. A stock exchange provides a marketplace (either physical or virtual) for trading shares, where investors (represented by stock brokers) may buy and sell shares in a wide range of companies. A given company will usually list its shares in only one exchange by meeting and maintaining the listing requirements of that particular stock exchange. In the United States, through the inter-market quotation system, stocks listed on one exchange can also be bought or sold on several other exchanges, including relatively new internet-only exchanges. Stocks are broadly grouped into NYSE-listed and NASDAQ-listed stocks and exchanges where NYSE-listed stocks may be bought are generally not the same group as the exchanges where NASDAQ-listed stocks may be bought. Many large foreign companies choose to list on a U.S. exchange as well as an exchange in their home country in order to broaden their investor base. Large U.S. companies also list in foreign exchanges for the same reason. Although it makes sense for some companies to raise capital by offering stock on more than one exchange, in today's era of electronic trading, there is little opportunity for private investors to make profit on pricing discrepancies between one stock exchange and another.

Language and Culture Focus (语言文化要点)



>>>>>> Reading I

1. Many people assume the current trend towards market pricing is merely a return to mankind's natural inclination towards a barter and negotiation system.

【参考译文】很多人认为,目前市场定价的趋势只不过是人类天然倾向于物物交换体制和商议定价体制的一种回归。

2. inclination

- ① *n.* a tendency toward a certain condition or character. 倾向

【例句】the alkaline inclination of the local waters

He has an inclination to become fat.

- ② *n.* a characteristic disposition to do, prefer, or favor one thing rather than another; a propensity. 性格; 爱好; 倾向

【例句】My own inclination, if I were in your situation, would be to look for another job.

I have no inclination to be a doctor.

My inclination is to say 'no', but what do you think?

Has he any inclinations toward life as a doctor?

- ③ *n.* the act of inclining or the state of being inclined; a bend or tilt. 倾斜; 俯首; 弯腰

【例句】express one's consent with an inclination of the head

The inclination of the child's head suggested sleep.

He gave an inclination of the head.

- ④ *n.* a deviation or the degree of deviation from the horizontal or vertical; a slant. 倾度; 倾角; 斜坡

【例句】the steep inclination of a roof

inclination of an orbit/ vehicle

同根词

incline

vi. 倾向于(某个信念或意见)

【例句】He has always inclined to the belief that all men are capable of great evil.

I incline to accept the official version of events.

The child has always inclined towards laziness.

vt. 使去做某事; 使倾向于(某观点)

【例句】I know that you acted hastily, but that does not incline me to forgive you.

inclined

adj. 有……倾向的; 有……意向的

be inclined to do sth.

【例句】She is inclined to tell lies.

He has some strange ideas, but on this occasion I'm inclined to agree with him.

adj. 想要做某事

【例句】You can even swim in the lake — if you feel inclined to do so.

相关表达

against one's inclination: 违反本意

follow one's own inclination: 随心所欲

have an inclination for: 爱好, 欢喜

mathematically/musically/linguistically inclined: 有数学/音乐/语言天赋

3. govern

① *vt.* to control, fix, or guide. 操纵, 控制, 领导

【例句】a change in the rules governing the use of safety belts

The price of coffee is governed by the quantity that has been produced.

You should govern your temper.

Our decision will be governed by the amount of money we have to spend.

② *vt.* to make and administer the public policy and affairs of; exercise sovereign authority in. 统治; 治理

【例句】to govern a country

Britain is governed by the Prime Minister and the Cabinet.

同根词

governing adj. 有统治权的

【例句】The governing party doesn't want an election yet.

government n. 政府

governor n. 统治者; 管辖者

相关表达

the board of governors: 理事会

governing body: 主管机构

4. In the Renaissance, the kings of England ordered a fair price to manage inflation and the debasement of coinage.

【参考译文】文艺复兴时期, 英格兰国王发布命令, 稳定商品的价格, 以防止通货膨胀及货币贬值。

5. be accustomed to: to be used to. 习惯

【例句】 He has become accustomed to the weather in the south.

Are you accustomed to his extraordinary habit?

6. tag

① *n.* a small piece of card, material, etc. fastened to sth. to give information about it, label. 标签

【例句】 sale tags on all coats and dresses.

a name tag

How much is this dress? There isn't a price tag on it.

② *vt.* to label, identify, or recognize with or as if with a tag 加标签于; 识别; 认出

【例句】 I tagged him as a loser.

Tag the bottles now or we'll forget which is which.

③ *vt.* to charge with a crime 起诉; 指控; 责备

【例句】 The suspect was tagged for arson.

The captain was tagged for the loss of the game.

相关表达

keep a tag on: 记录; 检查; 监视

tag questions: 附加疑问句

Note: 附加疑问句是由陈述句加简短附加问句构成的, 可分为两类: 一类是反意的附加疑问句, 一类是非反意的附加疑问句。由于前一类型用得比较多, 故又通常把附加疑问句译作“反意疑问句”。这里主要谈谈非反意的附加疑问句:

非反意疑问句, 即句子的陈述部分与疑问部分或者是同肯定的, 或者同是否定的, 这类附加疑问句有时带有感情色彩, 表示讥讽、轻蔑或是威吓的口吻, 有时是重复对方的话, 强调一下新得到的信息。这类非反意的附加问句一般是不要回答的。例:

1) — You'd better not come. You can't swim so far.

— So I can't swim so far, can't I?

2) — You must do as I tell you.

— Oh, I must, must I?

3) — I'm afraid you failed.

— I failed, did I? What a shame!

4) — I'm sorry. Mr. Smith has already gone.

— He's gone, has he? I'll come back tomorrow then.

最后还有一种附加疑问句介于反意、非反意的问句之间, 其结构是陈述部分为一个省略句, 加上反意的疑问部分, 表示说话人接过对方的话加以肯定或否定, 疑问部分不徒具形式, 也不要回答。例:

1) — Mother will be furious when she finds out.

— Yes, she will, won't she?

2) — Visitors disturb the office routine.

— Yes, they do, don't they?

有时,说话人接过对方的话并不一定要重复第一句的谓语动词,可根据具体情况而定,用其他操作词。例:

1) — My secretary ought to have rung you.

— But she didn't, did she?

2) — He promised to pay us this month.

— But he hasn't, has he?

7. **advent** *n.* the coming or arrival, especially of something extremely important. [正式] 出现, 来临 (特指极为重要的事物的来临)

【例句】 the advent of the computer

This area was very isolated before the advent of the railway.

the advent of spring

8. **commodity** *n.* something sold for profits. 商品

【例句】 commodity market/broker

The prices of the commodities are quite stable this year.

Salt was once a very valuable commodity.

There have been big rises in commodity prices, esp. copper and tin.

Note: commodity, goods, merchandise

commodities 为可数名词, goods 表示“货物、商品”时必须以复数出现, merchandise 为集合名词, 不能用于复数。

9. **be unheard of**: to be so unusual that it has never happened or been known before. 闻所未闻的

【例句】 That kind of training is unheard of in the fast economy of Silicon Valley.

This is unheard of and never been done before.

It is unheard of to let a president come in and change the Constitution just because he wants to do things his way.

10. **over...years**: during...years. 在……年中

【例句】 Over the past ten years, he has been learning French.

They have totally changed over the years.

11. **popularity** *n.* the quality or state of being liked by many people. 受欢迎; 爱戴; 普及; 流行

【例句】 to lose/enjoy/win popularity

his declining popularity

The Green Party has been gaining in popularity recently.

同根词

popular *adj.* 流行的; 普遍的; 大众的; 公众的

【例句】popular song/holiday resort

popular opinion

He is popular with his students.

popularize *vt.* 普及; 推广; 使受欢迎

【例句】popularize science and technology

popularization *n.* 普及; 推广

12. association

① *n.* a group of people or organizations who join or work together for a particular purpose. 协会;
社团

【例句】a housing association

the British Medical Association

the football association

Chinese Translators' Association

② *n.* the act of joining or working with another person or group. 参与; 共事; 结交

【例句】We work in association with our New York office.

I benefited much from my association with him.

③ *n.* the act of connecting sb./sth. to sb./sth. else in one's mind. 联想

【例句】an association of ideas

Hospitals have rather unpleasant associations for me.

13. blossom

① *vi.* to develop; flourish. 成长, 繁荣

【例句】a blossoming friendship

The child blossomed into a beauty.

She had blossomed (out) into a lovely young girl.

His business blossomed.

② *vi.* to come into flower; bloom. 开花; 盛开

【例句】The apple trees are blossoming.

③ *n.* a flower or cluster of flowers. 花; 花簇

【例句】apple blossoms

the blossom on the trees

The peach tree has an excellent blossom this year.

④ *n.* a period or condition of maximum development. 全盛期迅速生长和发展的时期

相关表达

come into blossom: 开始开花

in blossom: 开花 (常指树木, 特指果树)

【例句】peach trees in blossom.

blossom (out) (into sth.): 发展/成长得很好

【例句】Jane is blossoming out into a beautiful girl.

14. **coincide with:** to happen at the same time by chance. 巧合; 同时发生

【例句】His birthday coincided with the new year's eve.

Her holidays don't coincide with mine.

The Queen's visit has been planned to coincide with the school's 200th anniversary.

15. **The blossoming of exchanges and market pricing has coincided with the growth of personal political freedom.**

【参考译文】股票交易和市场定价的繁荣兴旺与个人政治自由的发展同时发生。

16. **abolition** *n.* the act of doing away with or the state of being done away with; annulment. 废除; 取消

【例句】the abolition of slavery

the abolition of capital punishment

同根词

abolish *vt.* 废除; 取消

【例句】Slavery was abolished in the US in the 19th century.

The government plans to abolish state pension.

17. **tariff** *n.* a tax that has to be paid on goods brought into a country. 关税

【例句】tariff reform

eliminate non-tariff barriers

raise tariff walls against foreign goods

There is a very high tariff on jewelry.

相关表达

agreement tariff: 关税协定; 协定关税

autonomous tariff: 自主税率

bargaining tariff: 互惠协定关税; 协议税则

standard tariff: 统一运价表

transit tariff: 过境运价表

tariff for the transit of goods: 过境商品运价

18. **high-volume** *adj.* of large volume. 大容量的

【例句】 high-volume printing/photocopiers

19. **disseminate** *vt.* to spread abroad; promulgate. 散布；传播

【例句】 disseminate information/rumors/Buddhism

After some one placed it on the Internet, it was quickly disseminated around the world.

同根词

dissemination *n.* 散布；传播

20. **speculation**

① *n.* to make a large profit by buying goods, property, shares etc and then selling them, but with the risk of losing them. 投机买卖

【例句】 Speculation is a dangerous way of trying to make fortune.

② *n.* an opinion, or a theory reached by conjecture. 推论；推断

【例句】 There's some speculation that the Prime Minister already knew of the scandal.

Your speculations were all quite close to the truth.

③ *n.* contemplation or consideration of a subject; meditation. 沉思；思考

【例句】 His remarks have led to intense speculation about the possibility of tax cuts.

同根词

speculate

① *vi./vt.* 思索；沉思；猜测；推测

【例句】 to speculate on the stock market

to speculate about the result of the next election

We don't know all the circumstances, so it would be pointless to speculate on/about what happened.

The police are speculating that this incident may be linked to a similar attack two weeks ago.

② *vi.* 投机买卖

【例句】 He'd been speculating in gold shares, and lost a lot of money.

speculator *n.* 投机人士；炒家

【例句】 property speculator

speculative *adj.* 投机的；冒险的

【例句】 a speculative guess/purchase

相关表达

buy sth. as a speculation: 投机购买某物

engage in speculation: 从事投机，做投机生意

speculation on/about...: 关于……的猜测

【例句】Jury will disregard the speculation on the causes of the murder.

It is the second type of question which is aimed at arousing speculation about possible solutions.

on speculation: 投机, 碰运气地

21. trigger

① *vt.* to set off; initiate; to cause sth to start or happen. 引发, 触发

【例句】a high-level meeting that triggered bitter bureaucratic debates.

The smoke from her cigarette triggered off the fire-alarm.

② *n.* the piece of metal that you press to fire a gun. (枪的)扳机

【例句】to pull the trigger

22. reach

① *n.* range of understanding or influence. (理解/影响)能及的范围

【例句】a subject beyond my reach

It's beyond my reach of imagination.

② *n.* the distance that one can touch by stretching. 伸手可及的距离

【例句】The bottle was within/out of my reach.

③ *n.* a straight stretch of water between two bays in a river. 直线河道; 笔直河段

【例句】the lower reaches of the food chain

the upper/middle/lower reaches of the river

③ *vt.* to arrive at; attain. 达到, 得到

【例句】reached a conclusion; reached their destination

They reached London.

The heat of summer has reached its climax.

The two sides were unable to reach agreement.

The old man's reached the crisis in his illness.

④ *vt.* to get in contact with or communicating with. 与……联络/联系

【例句】They reached us by telephone.

Our newsletter reaches a very specialized readership.

相关表达

within/beyond/above/out of one's/the reach: 在……范围之内/达不到的/力所不及的/不能理解的

within easy reach of: 在容易达到……的地方

reach for: 伸出手去抓

reach out: 伸手

【例句】The monkey reached out a hand for the banana.

as far as the eye could reach: 在眼睛所能及的范围之内

【例句】We could see nothing but houses as far as the eye could reach.

23. efficiency

① *n.* the quality or property of being efficient. 效率；效能

【例句】the efficiency of the train service

I was impressed by her speed and efficiency.

The management seems to expect staff to be constantly achieving higher levels of efficiency and productivity.

The program was implemented with great efficiency and speed.

同根词

efficient *adj.* 效率高的

【例句】Our efficient new machines are much cheaper to run.

She is a quick efficient worker.

反义词 **inefficiency**

Note: **efficient, effective, efficacious**

efficient 是指效率高的，effective 是指某件事情“产生预期效果的，有效的”，efficacious 是指药物、措施等“有效的”。

【例句】an efficient worker

an effective treatment for hair loss

an efficacious remedy

24. spin

① *n.* a way (of dealing with something). (处理) 方式/风格

【例句】The innovative chef puts a new spin on traditional food.

② *n.* an act of spinning; a swift whirling motion. 旋转；快速的旋转运动

【例句】to put some spin on a ball

a spin of ten turns per second

③ *n.* a short drive in a vehicle. 兜风

【例句】took a spin in the new car

④ *vt.* to turn round quickly. 急速转动

【例句】Mary spun round when she heard someone call her name.

My head spun after doing a cartwheel.

After three glasses of whisky, my head was spinning.

The heavy blow sent the enemy spinning to the ground.

The car was spinning along the highway.

⑤ *vt.* to draw out and twist (fibers) into thread. 纺纱

【例句】Before weaving we spin the thread/spin the wool into thread.

同根词

spinner *n.* 纺纱工

spin-off *n.* 副产品

相关表达

spin (one's) wheels: [非正式]徒劳无益

go for a spin (=have a spin): (开车, 骑马等)兜风

25. **log on to:** to get into a computer system and use it. 进入电脑系统; 登录

【例句】log on to a computer/the Internet

Do you know how to log on to Windows XP if I forget my password?

26. **endeavor**

① *n.* a conscientious or concerted effort toward an end. 努力; 尽力

【例句】They couldn't do it, despite their best endeavors.

She made no endeavor/every endeavor to help us.

② *vt.* to try. 尝试; 试图

【例句】The government endeavored to improve the quality of life in the inner city.

She endeavored to make the best of a very difficult situation.

We must always endeavor to improve our work.

>>>>> Reading II

1. **from scratch:** starting from the beginning with nothing. 从零开始, 白手起家

【例句】It's completely ruined, so we'll have to start from scratch.

一切都毁了, 我们不得不从零开始。

2. **Where do you want to be listed?:** In which stock market do you want your shares bought or sold?

3. **the New York Stock Exchange:** also NYSE, one of the largest stock exchanges in the world. The NYSE is the world's leading and most technologically advanced equities market. A broad spectrum of market participants, including listed companies, individual investors, institutional investors and member firms, create the NYSE market. Buyers and sellers meet directly in a fair, open and orderly market to access the best possible price through the interplay of supply and demand. On an average day, 1.46 billion shares, valued at \$46.1 billion, trade on the NYSE. In 2004, the NYSE was again the most competitive venue for trading its listed stocks, providing investors with

the lowest costs, deepest liquidity and best prices. 纽约证券交易所

4. **locate** *v.*: to fix or set in a certain place; situate. If something is located in a particular place, it has been built there.

【例句】The house is located by the river. 这幢房子坐落在河边。

The offices are conveniently located in the centre of town. 办公室位于市中心，非常方便。

The house is located in the heart of the city. 这幢房子位于市中心。

5. **Wall Street**: the New York City financial district located in lower Manhattan where the New York and American stock exchanges and many banks and brokerage firms are headquartered. 华尔街
6. **downtown** *adv./adj.*: in the business centre of a town or city. 商业中心区

【例句】downtown restaurant 市中心的餐馆

downtown offices 市中心的办公室

We went downtown to buy a new pair of shoes. 我们去市中心买新鞋。

7. **Manhattan**: Manhattan is the name of an island alongside the lower Hudson River and also one of the five boroughs of New York City. The Empire State Building, the theatre district around Broadway, New York University, Columbia University, the financial centre around Wall Street, Lincoln Centre for the Performing Arts, Harlem, the American Museum of Natural History, Chinatown, and Central Park are all located on this densely populated island. 曼哈顿
8. **leading** *adj.*: the most important; chief; main. 主要的

【例句】to play a leading role

the leading women's organizations in the world 世界主要妇女组织

Among ten leading American cigarettes, only one has a low tar rating.

在美国十大香烟品牌中，只有一种焦油含量较低。

He was one of the leading composers of his time.

他是当时世界著名作曲家之一。

9. **Although Tokyo and London have enjoyed periods in the last 15 years**: in the last 15 years, stock exchanges in Tokyo and London have been prosperous.

10. **stature** *n.*: the importance and reputation that somebody or something has. 才干，非凡的气质，高水平，高境界

【例句】a new achievement of international stature 达到国际先进水平的新成就

11. **at the expense of**: If you do something at the expense of something else, you do it in a way that harms them or reduces their importance; causing the loss of. 以……为代价

【例句】He finished the job at the expense of his health.

他牺牲了自己的健康完成了这项工作。

Economic growth must not be pursued at the expense of environmental pollution.

经济增长不能以牺牲环境为代价。

12. **benefit from:** to gain advantage or receive help or profit as a result of sth. 从……中获益

【例句】They benefited from his ingenuity. 他的聪明才智使他们获得巨大收益。

Who is mostly likely to benefit from the old lady's death?

谁最有可能从这位老太太的死亡中获益?

These small businesses have benefited greatly from the fall in interest rates.

利息下跌使这些小公司大大受益。

13. **swing** *n.*: a noticeable sudden change especially in people's attitudes, beliefs, or political opinions.
观点等的明显改变

【例句】There has been a big swing in public opinion.

公众的观点有了明显的改变。

14. **to be sure:** We use this phrase when we are admitting that something is true; it must be accepted that; admittedly. 可以肯定的是, 诚然

【例句】Some people may disagree, to be sure, but that doesn't mean I'm wrong.

可以肯定, 有些人会提出不同意见。但这并不表示我错了。

To be sure, such people do not commit these crimes very often.

可以肯定, 这样的人不会经常犯这样的罪行。

15. **superior** *adj.*: of higher or better quality. 上级的, 上好的

【例句】superior craftsmanship 高超的工艺

The school prided itself upon its policy of providing superior education.

该学校以提供高质量的教育为荣。

16. **the 1990s:** 二十世纪九十年代. Similar example:

the 20s 二十年代 the 50s 五十年代

Note: The article "the" should be used in such expressions.

17. **have a lot to do with:** to have a lot of connection with. 与……有很大关系

【例句】His job has a lot to do with computers. 他的工作与计算机有关。

What he does has nothing to do with his teacher. 他所做的与他的老师无关。

18. **one out of four:** one from among four; one fourth. 四分之一

19. **triple** *v.*: to grow to three times the amount or number. 增至三倍

【例句】Their profits tripled last year. 去年他们的利润增至三倍。

In three years the company has tripled its sales.

在三年中, 公司的销售增至三倍。

During the period, the income of the Japanese company has tripled.

在这期间, 这家日本公司的收入增至三倍。

20. The NYSE's international roster is led by companies from Britain, Canada, Chile, and Mexico:

Companies from Britain, Canada, etc. occupy the top positions in international listings at NYSE.

roster *n.*: a list of names. 名簿, 花名册

Chile: a republic in the southwest of south America, on the Pacific coast. 智利 Its capital is Santiago (圣地亚哥).

21. hamper *v.*: to cause difficulty in movement or activity. 妨碍

【例句】The search was hampered by the stormy weather.

His attempts were hampered.

They were hampered by a constant stream of visitors. 络绎不绝的参观者打扰了他们。

Her heavy skirts hampered her movements. 她重重的裙子妨碍了她的行动。

22. stringent *adj.*: severe; making difficult demands; strictly controlled or enforced. 严厉的, 迫切的, 银根紧的

【例句】stringent laws/restrictions 严厉的法律/限制

stringent measures to deal with street crimes 对付街头犯罪的严厉措施

We need to introduce stringent controls. 我们需要采取严厉的控制。

He gave his sister one hundred dollars per month under the stringent condition that she would never enter his house again. 他每月给妹妹一百美元, 但严格规定她不能进他的家。

23. the U.S. Securities and Exchange Commission: also SEC, established in 1934 to enforce the newly-passed securities laws, to promote stability in the markets and, most importantly, to protect investors after the Great Depression. The primary mission of the U.S. Securities and Exchange Commission is to protect investors and maintain the integrity of the securities markets. The SEC consists of five presidentially-appointed Commissioners, four Divisions and 18 Offices. With approximately 3,100 staff, the SEC is small by federal agency standards. Headquartered in Washington, DC, the SEC has 11 regional and district offices throughout the country. 美国证券交易委员会

24. It is also attracting a record number of Nasdaq transfers....: a record number of companies originally listed at Nasdaq are now attracted by and determined to go public at NYSE.

Nasdaq: see Lead-in notes

25. high-profile technology companies: well-known technology-oriented companies. 著名的高科技公司
profile *n.*: the state of being noticed by other people. 姿态, 引人注目的状态

【例句】He is attracting most of the criticism partly because of his high political profile at the moment. 由于他在政治上的高调, 他受到了诸多批评。

The government is trying to keep a low profile on this issue.

政府在这个问题上保持低姿态。

26. American Online: a U.S. company famous for its online services which mainly engages itself

in interactive services, Web brands, Internet technologies and electronic commerce services. 美国在线

27. Gateway 2000: a direct marketer of personal computers and related products and services. The company develops, manufactures, markets, and supports a broad line of desktop and portable PCs, servers and workstations. It also offers diversified products and services beyond the box, such as software, peripherals, Internet access services, training programs, support programs and financing programs.

28. in pursuit of: following or chasing with great determination. 追求 If you do something in pursuit of a particular result, you do it in order to achieve the result.

【例句】The government is selling off the railways in pursuit of its policy of privatization.

为了追求私有化, 政法正在卖掉铁路。

How far should any of us go in pursuit of what we want?

我们应该在多大程度上追求我们所想要的?

29. initial public offering: also IPO, which refers to the first time when the shares of a company are placed to be transacted on the stock exchange.

30. reign *v.*: to exist noticeably; prevail. 统治, 支配, 占优势

【例句】Peace has reigned in Europe. 欧洲一片和平。

After the dictator's death, anarchy and confusion reigned for several years.

独裁者死后, 无政府主义和混乱状态控制国家达数年之久。

31. supreme *adj.*: the greatest possible; highest in degree. 最高的

【例句】one of the century's supreme achievements

tasks of supreme importance 非常重要的任务

supreme courage 极大的勇气

supreme happiness 极大的快乐

Soldiers who die for their country are said to have made the supreme sacrifice.

那些为国捐躯的士兵作出了极大的牺牲。

32. ...over 700 companies have gone public on the NYSE: shares of more than 700 companies have been placed for trading on the NYSE so that anyone can buy or sell them.

33. prestige *n.*: general respect or admiration felt for someone or something because they have high quality, social influence, success, etc. 声望, 名誉

【例句】The old universities of Oxford and Cambridge still have a lot of prestige.

历史悠久的牛津和剑桥大学享有很高的声誉。

They had other means of acquiring wealth, prestige and power.

他们有其他办法获得财富、名誉和权力。



He is looking for a job with some prestige. 他正在寻找一份体面的工作。

34. **the “Big Board”**: the New York Stock Exchange. Board here means stock exchange.

35. **global profile**: global image. 全球形象

36. **despite high-profile defections**: despite the desertion of some important technology companies
defection *n.*: the act of leaving one's country, political party or group in order to join an opposite one. 背叛

【例句】What caused his defection? 是什么造成了他的背叛?

The number of defections has increased in recent years.

近年来, 背叛的人数有所增加。

37. **boast** *v.*: to have or contain something that is unusual or a cause of unreasonable pride. 自夸, 吹擂

【例句】The new computer boasts a number of ingenious features.

新计算机有许多创意之举。

The company boasted an array of gifted directors.

这家公司自夸有许多才华横溢的董事。

38. **Despite high-profile defections, however, Nasdaq still boasts many of the leading technology companies, many of whom have a strong sense of loyalty to a market that took them when NYSE would not.**

【参考译文】然而, 尽管不少著名的公司弃它而去, 纳斯达克仍然拥有许多重要的高科技公司, 这些公司中不少曾被纽约股票交易市场拒之门外, 因此它们对接纳它们的
市场有高度的忠诚感。

39. **sky-rocket** *v.*: to go up suddenly and steeply. 骤然上升

40. **on the floor of**: The floor of a stock exchange is the large open area where trading is done. “Floor” refers to a public space for activities such as dancing and having formal discussions.

【例句】The minister's involvement in the arms deal will be discussed on the floor of the House of Commons (= in Parliament) tomorrow. 明天下院将讨论部长被卷入武器交易的丑闻

He stated his position openly on the floor of the House.

他在议会公开表明了自己的立场。

41. **all-time** *a.*: being the greatest, biggest, most, etc. ever known. 前所未闻的, 空前的

【例句】all-time record 空前的记录

The shop's sales have reached an all-time high.

商店的销售达到了史无前例的高度。

Prices are at an all-time high. 价格空前的高。

42. **no wonder**: (it is) not surprising; naturally. 难怪, 不足为奇

【例句】No wonder today we are in such a mess. 难怪今天一团糟。

No wonder people feel afraid. 难怪人们感到害怕。

43. the bull market: a situation on the stock market when the price of shares is likely to rise, allowing people to make a profit by buying at a low price and selling again when the price has risen. 牛市

44. volume *n.*: the volume of trade, imports, etc. is the amount or total of it, especially when it is a large amount or total. 量

【例句】 the growing volume of business with European countries

不断增加的与欧洲国家的贸易额

It carries the largest volume of traffic in the world.

这里承担了世界上最大的交通运能。

45. top *v.*: to be higher, better, or more than. 超过, 高于

【例句】 Our profits have topped 1 million pounds this year.

今年我们的利润超过了一百万英镑。

U.S. investments here topped fifty million dollars.

美国在这里的投资已经超过了五千万美元。

46. without a hitch: without much difficulty. 轻而易举, 毫不费力

【例句】 The royal visit went off without a hitch.

这次皇室的访问进行得非常顺利。

47. take...in stride: to accept and deal with an unpleasant or unfamiliar situation calmly and sensibly without considering it to be a problem. 轻而易举或不费力地解决棘手的事情

【例句】 Some people would have been shocked and unable to work, but he takes everything in his stride. 有些人大大为吃惊, 不能工作; 而他却毫不费力地解决了问题。

She takes examinations in her stride. 她对付考试轻松自如。

When you become a politician, you soon learn to take criticism in your stride.

当你成了一名政治家, 你就会学会如何轻松自如地对付外界的批评。

48. efficiency *n.*: the quality of being able to do a task successfully and without wasting time or energy. 效率

【例句】 an increase in business efficiency 公司效率的提高

to improve the efficiency of their reading 提高他们的阅读效率

It would improve our efficiency if we used more up-to-date methods.

如果我们采用更为现代的方法, 这将提高我们的效率。

49. investor *n.*: a person who buys shares or who pays money into a bank in order to receive a profit. 投资人

【例句】 The investor is entitled to a reasonable return on his money.

投资人有权从他的投资中得到合理的回报。

>>>>>> Extended Activities

A. Function and Structure

1. Decision Making in the Business and Management Section

Decision making, also referred to as problem solving, is the process of recognizing a problem or opportunity and finding a solution to it. Many decisions are relatively simple and routine, such as ordering production supplies, choosing the discount rate for an order, or deciding the annual raise of an employee. These routine types of decisions are known as *programmed decisions*, because the decision maker already knows what the solution and outcome will be. However, managers are also faced with decisions that can drastically affect the future outcomes of the business. These types of decisions are known as *non-programmed decisions*, because neither the appropriate solution nor the potential outcome is known. Examples of non-programmed decisions include merging with another company, creating a new product, or expanding production facilities.

Decision making typically follows a six-step process:

- 1) Identify the problem or opportunity.
 - 2) Gather relevant information.
 - 3) Develop as many alternatives as possible.
 - 4) Evaluate alternatives to decide which is best.
 - 5) Decide on and implement the best alternative.
 - 6) Follow-up on the decision.
- ✧ In *step 1*, the decision maker must be sure he or she has an accurate grasp of the situation. Before proceeding to step 2, it is important to pinpoint the actual cause of the situation.
 - ✧ In *step 2*, the decision maker gathers as much information as possible because having all the facts gives the decision maker a much better chance of making the appropriate decision.
 - ✧ In *step 3*, the decision maker attempts to come up with as many alternatives as possible. A technique known as “brainstorming”, whereby group members offer any and all ideas even if they sound totally ridiculous, is often used in this step.
 - ✧ In *step 4*, the alternatives are evaluated and the best one is selected. The process of evaluating the alternatives usually starts by narrowing the choices down to two or three and then choosing the best one. The decision maker must attempt to select the alternative that will be the most effective given the available amount of information, the legal obstacles, the public relations issues, the financial implications, and the time constraints on making the decision.

- ✧ Once the decision has been made, *step 5* is performed. Implementation often requires some additional planning time as well as the understanding and cooperation of the people involved. Communication is very important in the implementation step, because most people are resistant to change simply because they do not understand why it is necessary. In order to ensure smooth implementation of the decision, the decision maker should communicate the reasons behind the decision to the people involved.
- ✧ In *step 6*, after the decision has been implemented, the decision maker must follow-up on the decision to see if it is working successfully. If the implemented decision has not produced the desired result. The decision maker can decide to give the decision more time to work, choose another of the generated alternatives, or start the whole process over from the beginning.

2. Strategic, Tactical, and Operational Decisions

Strategic decisions, which affect the long-term direction of the entire company, are typically made by top managers. Examples of strategic decisions might be to focus efforts on a new product or to increase production output. These types of decisions are often complex and the outcomes uncertain, because available information is often limited. Managers at this level must often depend on past experiences and their instincts when making strategic decisions.

Tactical decisions, which focus on more intermediate-term issues, are typically made by middle managers. The purpose of decisions made at this level is to help move the company closer to reaching the strategic goal. Examples of tactical decisions might be to pick an advertising agency to promote a new product or to provide an incentive plan to employees to encourage increased production.

Operational decisions focus on day-to-day activities within the company and are typically made by lower-level managers. Decisions made at this level help to ensure that daily activities proceed smoothly and therefore help to move the company toward reaching the strategic goal. Examples of operational decisions include scheduling employees, handling employee conflicts, and purchasing raw materials needed for production.

3. Group Decisions

Group decision-making has many benefits as well as some disadvantages. The obvious benefit is that there is more input and therefore more possible solutions to the situation that can be generated. Another advantage is that there is shared responsibility for the decision and its outcome, so one person does not have total responsibility for making a decision. The disadvantages are that it often takes a long time to reach a group consensus and that group members may have to compromise in order to reach a consensus. Many businesses have created problem-solving teams whose purpose is to find ways to improve specific work activities.

B. Special Use

Troublesome Verbs and Nouns

英语中有许多拼写、含义相似的名词和动词。因为它们拥有相同的词根或词素,是同源词,因此初学者很容易混淆它们的不同用法,造成一些语言错误。有些动词,通过添加后缀或变换词形,可以转换成不同的名词,而且这些名词的意义也有所差别。这里,我们将根据练习中出现的各组名词和动词,就动词和相应名词的正确用法进行一些探讨和辨析。

1. advice/advise

advice是名词,而且是不可数名词,所以应该说some advice,不用复数形式;或者说a piece of advice。advise是动词,主要用法有:

advise something

advise doing something

advise somebody to do something

advise somebody that... (后接从句)

请看例句:

The doctor advised complete rest.

He advised leaving early.

I advised him to wait.

I advised that he should wait.

2. lose/loss

lose是动词,可以与许多名词构成动宾搭配,常用的有:

lose time (时间来不及)

lose patience (失去信心)

lose one's temper (发脾气)

lose heart (灰心)

lose sight of (忘记,忽略)

lose confidence (失去信心)

lose one's way (迷路)

loss是名词,可以有以下用法:

a great loss

suffer heavy losses

a loss of \$ 2 million

make a big loss

be at a loss (不知所措)

3. succeed/success/succession

succeed是动词,意思是“成功”,常用的搭配是succeed in doing something。例如:

The police have finally succeeded in solving the mystery.

但succeed也有“继承”的意思,后面的介词用to。例如:

When the duke dies, his eldest son will succeed to the title.

succeed 还可以表示“随……之后, 跟随”。例如:

A silence succeeded his words.

success 是 succeed (成功) 的名词。例如:

achieve success/make a success (获得成功)

a low success rate (低成功率)

The new book was a great success.

succession 是 succeed (继承, 连续) 的名词。

her succession to the throne (她对王位的继承)

a succession of visitors (接踵而来的访问者)

It happened four times in succession. (这种情况接连发生了四次。)

4. choose/choice

choose 是动词, 可以有以下的用法:

choose him a book choose teaching as my career

Choose your words carefully.

They chose to ignore his advice.

There is nothing to choose between them. (两者难分高下。)

choice 是名词, 可以有以下的用法:

a wide choice of software make a good choice

I didn't have to work all day. I did it by choice.

choice 也可以作名词, 表示“上等的, 精选的, 品质优良的”。例如:

choice apples (上等苹果)

5. affect/effect

affect 是动词, 意思是“影响”。例如:

an important decision that will affect the future of the company

a disease that will not affect humans (不会侵害人体的疾病)

Smoking affects health.

Will the strike affect the price of oil?

affect 也有“感动”的意思。例如:

She was deeply affected by the news of his death.

effect 是名词, 表示“效果”的意思。例如:

take effect (生效)

in effect (在实施中, 生效, 实际上)

the effect of this medicine

The advertising campaign didn't have much effect on sales.

(这些广告攻势对销售没有起到多大作用。)

effect也有动词用法,表示“引起,产生(cause, produce)”。例如:

We have tried our best to effect reconciliation between the two parties.

(我们已做了最大努力促成双方和解。)

6. bathe/bath

bathe是动词,表示“洗澡”或“用水浸洗”。例如:

He is bathing the baby.

Bathe your ankle twice a day. (每天浸洗脚踝两次。)

bath是名词,经常有以下的搭配和用法:

have/take a bath a bath towel (浴巾)

7. breathe/breath

breathe是动词,表示“呼吸”的意思。例如:

Fish cannot breathe out of water.

The doctor told me to breathe deeply.

The man next to me breathed alcohol/tobacco.

(坐我隔壁的男子喷出一股酒气、烟味。)

She breathed a sigh of relief when she heard that she had passed the exam.

(她听说自己考试及格之后,轻松地吐了一口气。)

breath是名词,有以下的一些用法:

out of breath/short of breath (上气不接下气)

take a deep breath (深呼吸)

hold one's breath (屏住呼吸)

Let's go out for a breath of fresh air. (让我们出去呼吸呼吸新鲜空气。)

8. contend/content

contend表示“竞争,斗争”,是动词,后常接介词against, for, with等。例如:

They are contending for the championship. (他们为争夺冠军而拼搏。)

I've got enough problems to contend with. (我要应付的问题够多了。)

而content表示“满意,满足”,它可以作名词,也可以作动词和形容词。例如:

to one's heart content (心满意足, content作名词)

As he had to drive home after the party, he contented himself with two glasses of beer. (content oneself to: 使自己满足于……, content作动词)

be content with life (content作形容词)

John seems content to sit in front of the television all night.

(约翰整晚上坐在电视机前,看起来心满意足的样子。 content作形容词)

有时, content 作名词时, 还可以表示“内容”。例如:

I like the style of the book but I don't like its content.

9. complain/complaint

complain 是动词, 表示“抱怨, 发牢骚”, 后面经常接介词 about, to 等。例如:

complain to the police

Mary is always complaining.

They complain about the injustice of the system.

而 complaint 是名词用法。例如:

make a complaint receive complaints

10. desert/dessert

desert 作名词表示“沙漠”, 作动词表示“舍弃, 丢弃”。例如:

the Sahara Desert (撒哈拉沙漠)

desert wind (沙漠热风)

the silent deserted streets at night (夜晚寂静无人的街道)

The baby's mother deserted him soon after he was born.

而 dessert 表示“甜食, 甜点心”, 是名词。例如:

a large choice of desserts, cheeses, and fresh fruit

We had ice cream for dessert.

11. intend/intent/intention

intend 是动词, 表示“计划, 打算”。例如:

She intended to catch the early train, but she didn't get up in time.

I intend to report it to the general manager.

We do not intend that they should know the secret.

(我们并不打算让他们知道这个秘密。)

intent 是名词, 表示“目的, 意图”。例如:

The court has to decide if he entered the building with intent to steal.

(法庭必须对他进入大楼时是否怀有偷窃动机作出判决。)

另外, intent 还可以作形容词, 表示“专心的, 专著的”, 后接介词 on。例如:

be intent on one's work (专心工作)

He's intent on going abroad to further his study. (他一心想出国继续深造。)

intention 是名词, 与作名词的 intent 用法相似。例如:

It wasn't my intention to hurt her.

I have no intention of changing my mind.

He is full of good intentions, but he can't really do anything to help me out.

12. think/thinking/thought

think 是动词,意思是“思考,认为”。例如:

What are you thinking about?

I think it is a good idea.

thinking 是 think 的动名词形式,强调思考的过程或方法。例如:

the way of thinking (思维方式,思考方式)

I've been doing some thinking and I've decided to change my job.

thought 也是 think 的名词形式,但 thought 更加强调“思绪、想法”。例如:

read one's thought (看透某人的心思)

He sat there, deep in thought. (他坐在那儿,陷入沉思。)

C. Practical Reading

这是一篇股票市场的新闻报道,这样的报道通常都配有股票走势图。我们应该看懂股票走势图,例如:上涨(rise),下跌(fall),崩盘(collapse),暴涨(shoot up),顶峰(peak),反弹(recover/bounced back)等。除此之外,这种报道一般还会解释造成股票走势的原因分析,以及股票未来走势的预测等内容。例如本文提到上周股票价格的反弹是因为有关监管机构出台了一些刺激市场的举措(market-boosting measures announced by the top authorities)。要读懂这类文章,还要了解股票市场的一些术语及其意义。例如:funds(基金);dividend(配股/分红);bank deposits(银行存款);treasury bonds(国债);substantial gains(极大收益);composite index(综合指数);transaction volume(交易量)等。

第1题反弹的原因,原文第1段末句即原因。答案为a。

第2题答案在原文第2段第一句,答案为d。

第3题答案在原文第2段第3行,答案为b。

第4题是简单的排除,答案在原文第3段答案为c。

第5题答案在原文第4段,答案为b。

第6题是一个简单的计算题: $3,17-2,75=0.42$,答案为d。

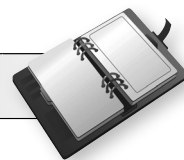
第7题答案在原文倒数第2段,答案为a。

第8题答案在原文倒数第4段为c。

第9题答案在原文倒数第2段b。

第10题答案在原文倒数第1段为a。

Teaching Tips (教学提示)



1. Lead-in 本单元导入部分安排了听力理解和听写填空两项任务。听力理解部分包含两个语篇：语篇《一》介绍了证券交易的一些基本常识，以及全球最大证券交易所，纽约证券交易所的概况；语篇《二》介绍了NASDAQ（全美证券商协会自动报价系统）的概况。纳斯达克是全球第一家电子证券交易市场，在纳斯达克挂牌上市的公司以高科技公司为主，包括微软（Microsoft）、英特尔（Intel）、戴尔（Dell）和思科（Cisco）等。在进行听音训练前，教师可以结合“补充词汇”部分内容，让学生说说他们所了解的有关证券交易所或指数的知识，如：“What do you know about the major stock exchanges/ stock indexes in the world?”。

Three Major Stock Indexes

Dow Jones Industrial Average

The Dow Jones Industrial Average is the oldest and most popular of the stock indexes in the market today. It began on May 26, 1896, when Charles Dow listed 12 stocks into the index. The index is now composed of 30 stocks and is representative of many different sectors of the U.S. economy despite the word “industrial” in the title. The Dow Jones Industrial Average is a price weighted index and is calculated by adding the prices of all 30 components and dividing the sum by a divisor that is maintained and updated by the Dow Jones Company, the owner of the index.

Standard and Poor's 500 Index

The Standard and Poor's 500 Index is an index of 500 large cap common stocks that represent all different sectors of the market. Stocks must have a minimum market capitalization of \$3 billion to be included in the index. The index is a capitalization weighted index where stocks with a larger market capitalization have more weight in the index.

NASDAQ 100 Index

The NASDAQ 100 index is the third major stock index. This index is composed of the largest 100 companies that trade on the NASDAQ exchange excluding financials. The index was started in 1985, and is primarily a capitalization weighted index, which means that larger stocks have more weight in the index.

Major Stock Exchanges

American Stock Exchanges The two largest stock exchanges in North America are the New York Stock Exchange and the NASDAQ. These two exchanges attract companies from all over the world. Two other major stock exchanges are the Toronto Stock Exchange and American Stock Exchange. The largest stock exchange in South America is the Sao Paulo Stock Exchange.

European Stock Exchanges The largest stock exchanges in Europe are the London Stock Exchange; Euronext, an international market platform; and the Deutsche Börse, located in Frankfurt, Germany. Smaller stock exchanges include the Milan Stock Exchange, the Madrid Stock Exchange and Nordic OMX.

Asian Stock Exchanges The largest Asian stock exchange is the Tokyo Stock Exchange. There are numerous notable stock exchanges, including the Hong Kong Exchange, China's Shanghai Stock Exchange and Shenzhen Stock Exchange, the Korea Exchange and India's Bombay Stock Exchange and the National Stock Exchange of India.

African Stock Exchanges The most important African Stock Exchange is the Johannesburg Securities Exchange, based in South Africa. Notable stock exchanges also include the Cairo and Alexandria Stock Exchange.

Oceania Stock Exchanges The largest exchange in Oceania is the Australian Securities Exchange, based in Sydney. Also notable is the Indonesian Stock Exchange, based in Jakarta.

听力练习的编排和以往各单元一样,练习一和练习三均属预听活动,主要目的是在进行精听练习之前,让学生对所听语篇的主旨(gist)有所了解,初步把握词汇和理解上的难点所在,为接下来的听力活动做好语言和心理上的准备。练习二为选择题,考查学生对语篇中一些重要细节或事实的听辨和理解。练习四为完成表格题,要求填写内容的顺序和录音材料中相关内容出现的顺序基本一致,学生比较容易捕捉所需填写的信息;但表格的文字表述与原文不尽相同,学生要对所听的内容予以不断地归纳和总结。在听音前,熟悉表格内容,对所需填写部分的信息进行积极预测。

2. 听写填空(Spot Dictation) 是一篇关于美国30年代股市崩盘和经济大萧条的短文,填空内容主要是描写股市动态的动词、名词和描写经济萧条的一些词语,也有一些功能词的填空,希望学生通过此听写练习了解这方面的语言,为后面的课文和练习提供预热活动,可以作为导入活动安排在阅读II课文讲解之前进行。听写前,教师可以询问学生是否听说过: Black Tuesday 或 New York Stock Market Crash。

3. 阅读 I Brainstorming 全班学生通过自由讨论的形式,列出他们所知道的关于 Stock Exchange 的英语表达方式。鉴于学生一般对股票交易方面的知识了解不多,教师可以事先请学生从英语报纸杂志或因特网上收集相关资料,再让他们在课上一起互相交流。在进行该活动时,教师可结合“补充词汇(Additional Vocabulary)”部分提供的常用证券术语一起使用。
4. 阅读 I Pairwork 学生双人结对讨论与 stock exchange 相关的话题。由于大部分学生对股票交易知之甚少,缺乏直观印象,教师可布置学生在课前作一些调研工作,如向亲朋好友中有股票投资经验的了解股票交易的相关知识等。
 - 1) 讨论题1 建议教师参考“背景知识”2. Role of stock exchange。该篇材料从政府机构、公司企业以及中小投资者等不同层面对 stock exchange 在拓宽投资融资渠道、加强宏观调控,刺激货币流通、促进财富再分配等现代经济活动中所起的作用作了详尽的介绍。
 - 2) 讨论题2 教师应提醒学生:高回报往往伴随着高风险而来。因此在挑选投资项目或投资品种时,要仔细考虑各项潜在的风险因素(risk factors),根据个人具体的风险承受力(risk-bearing)来设定合理的预期投资收益回报率(expected ROI);特别要注意区分投资(investment)和投机(speculation)这两个不同的概念。

Investment refers to the process of exchanging income for an asset that is expected to produce earnings at a later time. In an economic sense, an investment is the purchase of goods that are not consumed today but are used in the future to create wealth. In finance, an investment is a monetary asset purchased with the idea that the asset will provide income in the future or appreciate and be sold at a higher price. The building of a factory to produce goods and the investment one makes by going to college or university are both examples of investments in the economic sense. In the financial sense, investments include the purchase of bonds, stocks or real estate property. Investment may be influenced by rates of interest, with the rate of investment rising as interest rates fall, but other factors more difficult to measure may also be important, for example, the business community's expectations about future demand and profit, technical changes in production methods, and expected relative costs of labor and capital. Investment cannot occur without saving, which provides funding. Because investment increases an economy's capacity to produce, it is a factor contributing to economic growth. Investment connotes the idea that safety of principal is important. Speculation, on the other hand, is far riskier.

Speculation refers to the practice of engaging in business in order to make quick

profits from fluctuations in prices, as opposed to the practice of investing in a productive enterprise in order to share in its earnings. The term is sometimes applied to investment in a venture involving abnormal risks along with the chance to earn unusually large profits, but most speculation consists in the buying and selling of commodities and stocks and bonds with the object of taking advantage of rapid changes in price. While the investor seeks to protect his principal as it yields a moderate return, the speculator sacrifices the safety of his principal in hopes of receiving a large, rapid return. The practice is defended as tending to stabilize prices and guide investment; it is attacked as the mechanism of financial crisis and panic when prices decline rapidly and as an inflationary factor when a commodity is in shortage and speculation drives up its price. Speculation should not be considered purely a form of gambling, as speculators do make informed decision before choosing to acquire the additional risks. Additionally, speculation cannot be categorized as a traditional investment because the acquired risk is higher than average. More sophisticated investors will also use a hedging strategy in combination with their speculative investment in order to limit potential losses.

讨论题3 “股市有风险,入市须谨慎”。股票投资是一种具有不小风险性的投资方式,在可能获取丰厚投资收益的同时,也有出现惨重亏损的可能。如何有效控制股票投资风险一直是投资者所关注的问题。一般而言,股票投资面临的风险可以分为两种:一是个股风险,二是市场风险。个股风险是指某只股票由于其上市公司的经营、财务、信用、道德等方面的问题而面临的风险。要回避这种风险有两个办法:一是深入研究公司的各方面情况,尽量剔除那些质量不高的公司的股票;二是分散投资,避免把所有鸡蛋都放在同一个篮子里,这样就算选到了非常差的股票,其他股票上的收益也可以弥补绩差股的下跌风险。市场风险是指股票市场中所有股票都将面对的风险。这种风险是由宏观性因素决定的,如经济政策、经济周期、政治因素、自然灾害等。它作用的时间长,涉及面广,往往使整个股市发生剧烈的价格波动。通常情况下,这种市场风险普通投资者很难事先预计,也难以通过分散投资的方法加以规避。下文探讨了股市运行规律,股市风险的形成原因,风险管理、风险防范以及个人投资者投资基本策略,供教师参考。

Stock prices fluctuate widely, in marked contrast to the stability of (government insured) bank deposits or bonds. This is something that could affect not only the individual investor or household, but also the economy on a large scale. The following deals with some of the risks

of the financial sector in general and the stock market in particular. This is certainly more important now that so many newcomers have entered the stock market, or have acquired other “risky” investments (such as “investment” property, i.e., real estate and collectables).

Risk Management

There have been innumerable recommendations about how to make the stock market easier and safer for the casual, non-professional investor. Few, if any, are likely to prove useful or effective. However, in order to minimize the risks of financial market imbalances, it is important that there be a well thought-out legislative, regulatory, and supervisory infrastructure that functions properly, smoothly, and honestly. This is a never-ending task that requires the participation of all concerned.

Today, average individuals face sometimes very difficult risk management decisions that were not required of previous generations. Both opportunities and risks for the individual investor have been amplified many times over. Yet the average investor still lacks the relevant knowledge. Everyone cannot be a specialist in risk management and financial theory.

The behavior of the stock market

Investors may temporarily pull financial prices away from their long-term trend level and thus over-reactions may occur — so that excessive optimism may drive prices unduly high or excessive pessimism may drive prices unduly low. Various explanations for large price movements have been promulgated. For instance, some research has shown that changes in estimated risk, and the use of certain strategies, such as stop-loss limits and Value at Risk limits, theoretically could cause financial markets to overreact.

Other research has shown that psychological factors may result in exaggerated stock price movements. Psychological research has demonstrated that people are predisposed to “seeing” patterns, and often will perceive a pattern in what is, in fact, just *noise*. In the present context this means that a succession of good news items about a company may lead investors to overreact positively (unjustifiably driving the price up). A period of good returns also boosts the investor’s self-confidence, reducing his (psychological) risk threshold.

Another phenomenon — also from psychology — that works against an objective assessment is *group thinking*. As social animals, it is not easy to stick to an opinion that differs markedly from that of a majority of the group. An example with which you may be familiar is the reluctance to enter a restaurant that is empty; people generally prefer to have their opinion validated by those of others in the group.

The stock market, as any other business, is quite unforgiving of amateurs. Inexperienced investors rarely get the assistance and support they need. In the period running up to the recent Nasdaq crash, less than 1 per cent of the analyst's recommendations had been to sell. The media amplified the general euphoria, with reports of rapidly rising share prices and the notion that large sums of money could be quickly earned in the so-called new economy stock market.

Irrational behavior

Because a considerable part of the stock market is comprised of non-professional investors, sometimes the market tends to react irrationally to economic news, even if that news has no real effect on the technical value of securities itself. Therefore, the stock market can be swayed tremendously in either direction by press releases, rumors and mass panic.

Furthermore, the stock market comprises a large amount of speculative analysts, or pencil pushers, who have no substantial money or financial interest in the market, but make market predictions and suggestions regardless. Over the short-term, stocks and other securities can be battered or buoyed by any number of fast market-changing events, turning the stock market in a generally dangerous and difficult to predict environment for those people whose lack of financial investment skills and time does not permit reading the technical signs of the market.

Investment strategies

One of the many things people always want to know about the stock market is, "How do I make money investing?" There are many different approaches; two basic methods are classified as either fundamental analysis or technical analysis. Fundamental analysis refers to analyzing companies by their financial statements. Technical analysis studies price actions in markets through the use of charts and quantitative techniques to attempt to forecast price trends regardless of the company's financial prospects. Additionally, many choose to invest via the index method. In this method, one holds a weighted or unweighted portfolio consisting of the entire stock market or some segment of the stock market. The principal aim of this strategy is to maximize diversification, minimize taxes from too frequent trading, and ride the general trend of the stock market.

Finally, one may trade based on inside information, which is known as insider trading. However, this is illegal in most jurisdictions (i.e., in most developed world stock markets).

讨论题4 投资者,尤其是中小投资者权益的保护关系到证券市场的生存和发展。为了保护广大投资者的权益,推动我国证券市场的健康发展,我国政府采取的主要措施有:对上市公司严格把关、加强对信息披露(information disclosure)的管理、大力发展机构投资者(institutional investors)、建立中小投资者权益保护的法律体系、成立中小投资者保护协会等。不可否认,与其他拥有成熟的证券市场、完善的金融体系的国家相比,我国政府对投资者权益的保护还有待加大力度。它山之石可以攻玉,下文较为详细地介绍了泰国政府在投资者权益保护方面所采取的一些措施,供教师参考。

Investor protection plays a critical role in enhancing investor confidence and contributing to market growth. Such protection is best understood as a combination of different, but closely integrated measures — including, but not limited to, market regulation & enforcement, trading and settlement system reliability, information disclosure and equal accessibility.

Market Regulation

Market players, including member companies, stockbrokers, custodians, and listed companies, are regulated and must follow strict rules. Both the Securities and Exchange Commission (SEC) and the Stock Exchange of Thailand (SET) play an important role in regulatory enforcement; however, investors are advised to take the first step in investor protection by ensuring that they deal only with securities companies licensed by the Ministry of Finance upon a recommendation of the SEC. Investors are also encouraged to report any suspected misconduct or to file a complaint formally to the SET, the SEC or the Economic Crime Division of the Royal Thai Police.

Systems Reliability

The SET trading system has been fully-computerized since 1991, expanding trading capacity as well as improving efficiency and transparency. The trading system, the ASSET, has the capacity to handle 600,000 orders daily.

Clearing and Settlement Process

To ensure investor confidence during the whole trading cycle, the reliability of the clearing and settlement process is also of great importance. Clearing and settlement is handled by The Thailand Securities Depository Company Ltd. (TSD), which also handles securities deposits and is Thailand's main share registrar. The SET clearing and settlement cycle of T + 3 is on par with global standards. The TSD has also been addressing risk management to minimize settlement risk for all members.

Market supervision

The market surveillance functions at the Stock Exchange of Thailand are enhanced by a computerized electronic monitoring system. Comprised of three main systems for the alert, detection and documentation functions, the ATOMS system was introduced in 1995 to monitor, analyze and facilitate the investigation of suspicious activities. Its effectiveness and reliability continue to play a key role in ensuring proper surveillance, exposing trading malpractice, supporting Exchange investigations and effective enforcement in the process.

Information Disclosure

In line with the global trends of capital markets with regard to disclosure-based screening for listing securities on the Exchange, a key goal of the Stock Exchange of Thailand is to develop a “well-informed” market by ensuring full disclosure of important information deemed relevant to investor’s decision-making. This will ensure that investors are well-placed to assess, and protect their own interests in the market. Investors are also invited to conduct their own market research by accessing the SET market data section.

讨论题5 随着信息技术的飞速发展,网络化风潮席卷全球,全球金融电子交易系统的形成和完善从根本上引发了证券交易方式的革命,其中最引人注目的就是证券网上交易的发展。它具有成本低、不受地域限制、安全性高、高效便捷等特点,在国际上日益成为一种新型的交易委托方式。以下材料供教师参考。

Technology's Influence on Stock Trading

Even though the origins of stock trading go back to the 13th century, the market as we know it today did not catch on strongly until the late 1800s. Co-production between technology and society has led the push for effective and efficient ways of trading and has allowed the stock market to grow tremendously. Most of the recent advancements with the trading have been due to the Internet. In contrast to the past where only those who could afford the expensive stock brokers, anyone who wishes to be active in the stock market can now do so at a very low cost per transaction. Stock trading can even be done through Computer-Mediated Communication (CMC) use of mobile devices such as handheld computers and cellular phones. The advent of Internet-based trading will change the face of

the capital market very soon in terms of the volume of transactions, the nature and settlement of trade, and the profile of market participants. The growth of Internet-based trading as a mass trading technique is unstoppable and when it ultimately gathers momentum, the biggest beneficiary will be the investor, who will be able to trade with greater speed and transparency, and at lower costs.

How Online Trading Works

The client, after signing an agreement with the Net broker, gets a password which enables him to get the trading terminal on his computer. This terminal gives real-time information on the offers and bids, as also various market information such as the index, volume last traded, rate, quantity and so on. The client can also set up his own market watch of shares in which he has an interest. The trader can set up a portfolio watch so that the value of his portfolio can be updated on a real-time basis. When the client feeds in the order, the order goes to the broker's trading server and from there to the National Stock Exchange (NSE) system. Once the trade is executed, the confirmation along with the order number and trade number and time of execution flows back to the client.

Major Advantages of Online Trading

Traditionally, investors have been doing stock transactions with their broker either by placing orders on the phone or by visiting the brokers' offices. During times of heightened market activity, investors find it difficult to get the broker on telephone or fax. Even if the client goes to the broker's office, the attention he gets on a busy day is based on the size of his order, often resulting in frustration, arguments and disputes. The retail broking business is a mass business activity and a broking company cannot afford to have dissatisfied clients. Internet trading is seen as the only solution to this problem and investors will have the facility to trade as and when they want, provided they have an Internet connection. Online trading provides a differential brokerage system, and clients who trade through the Internet will be able to do it with a lower transaction cost compared to traditional brokers. On the other hand, the online trading system helps the broker to expand his business and his client base without much capital investment.

Difficulties with Online Trading

Online exchanges must also compete with investors' general skepticism with regard to trading on the Internet. Customer fraud, impersonations, file-corruption, and theft are all legitimate fears to those concerned with making transactions through a web page. At

a traditional brokerage, clients articulate to a broker exactly what they want. As online brokerages and exchanges remove that human element, insecurities increase. Another, possibly more serious problem for online trading is the potential for “glitches”, power outages that can undermine investors’ confidence in the exchange. On February 4 and 5, 1999, a glitch, caused by the installation of new software at discount-brokerage *E*Trade* left thousands of customers unable to learn whether their mutual fund and securities trades were carried out. Online investors took to the Internet to lodge complaints with more than 1,500 angry e-mails and nasty notes in dozens of chat rooms.

Perhaps the biggest disadvantage that on-line investors face is their own lack of financial savvy and trading experience. While Internet exchanges offer lower transaction costs and reduced spreads, investors may unwittingly rely on poor research, unreliable message boards, and misinformed “chat rooms” when making their purchases. In addition, they run the risk of not completely understanding the rules that apply to different types of transactions.

5. 阅读 I Post-reading 要求学生在熟悉课文的基础上完成表格的填写。教师可参考教参“答案”部分。

6. 阅读 II Translation

- 1) Sentence 1 中出现的“信息技术 (Information Technology)”和“网络公司 (dot com companies)”现在已经成为家喻户晓的名称,但它们各自的出典和确切的含义却并不为大家所熟悉。下面两段文字供教师在向学生介绍这两个术语时参考。

Information Technology (IT) is an umbrella term for the entire computer industry and its latest moniker, which took hold in the 1990s. It actually took 40 years before the industry settled on what to call itself. First it was “electronic data processing” (EDP), which was followed by “management information systems” (MIS) and then “information systems” (IS). Depending on whom you talk to, the term may embrace or exclude the telecommunications and networking industry. However, all information that is created and disseminated by computers is moved via networks and common carriers. Therefore, it would seem that information technology naturally embraces everything that delivers information to a user.

A *Dot-com company*, or simply a dot-com, was any company that promoted itself as an Internet business during the Dot-com boom. The name stems from the popular top-level

domain, “.com”, in turn derived from the word “commercial”. During the subsequent stock market crash, the many failed and failing companies became known as *dot-bombs*. Many were startups formed to take advantage of the surplus of venture capital funding and were launched with very thin business plans, sometimes with nothing more than an idea and a catchy name. The stated goal was often to “get big fast” i.e. capture a majority share of whatever market was being entered. Others were existing companies that re-style themselves as Internet companies, many of them legally changing their names to incorporate a .com suffix. Nowadays a dot-com company refers to an organization that offers its services or products exclusively on the Internet. Although a company that makes only Web-based software might be in the dot-com industry, it is generally not considered a dot-com company. Amazon.com, Yahoo! and eBay are typical dot-com companies.

7. 阅读II Cloze

- 1) Blank 2 此处选 c. associated。be associated with, 同……联系在一起。如：
China is always associated with the Great Wall. 人们总是把中国和长城联系在一起。
- 2) Blank 4 此处选 d. boom。boom 指“激增，突然的增长 a sudden increase”。如：a business boom 商业的繁荣；economic boom 经济繁荣；baby boom 生育高峰。
- 3) Blank 9 此处选 c. voyage。
voyage 主要指“长途乘船的水上旅行”，也可指“空中旅行”。如：
He got seasick during the voyage. 在航行中他晕船。
The voyage from England to India used to take six months.
从英国到印度的航程过去需要六个月的时间。
trip 为一般用语，指“任何方式的，从事业务或游览的旅行”，往往着重于“短途或有目的的旅行”，如：
He made a trip to the Great Wall yesterday. 昨天他游览了长城。
I forgot to buy milk so I had to make another trip to the supermarket.
我忘了买牛奶，只得再去一次超市。
journey 应用范围很广，指“有预定地点的陆上、水上或空中的单程长、短途旅行”，一般来说，它着重指“长距离的陆上旅行”，如：
He decided to make a train journey across Europe. 他决定乘火车横跨欧洲。
If you're going on a long car journey, make sure the vehicle's in good condition.
如果你打算驾车做长途旅行，一定要确保车况良好。

excursion 指“娱乐性的短途旅行”，如：

She went on excursion to the West Lake. 她到西湖去游玩了。

The travel company arranges excursions round the island. 旅行社安排环岛旅行。

另 *tour* 和 *expedition* 两个单词也有“旅行”的意思。

tour 指“以游览、视察、购物等为目的地旅行”，常含有“最后回到出发点”的意思，如：

He is going to make a round-the-world tour. 他要周游世界。

The Queen was in Sydney today on the first leg of her Australian tour.

女王今天抵达悉尼，这是她出访澳大利亚的第一站。

expedition 指“有特定目的的远征或探险”，如：

They're going to make an expedition to the North Pole. 他们要去北极探险。

- 4) Blank 14 此处选 c. leveled off. level off, 动词词组, 意思是“(升或跌之后)呈平稳状态, 作水平运动 to stop climbing higher or falling lower, and continue at a fixed height”。如：

After the government had taken some effective measures, prices began to level off. 政府采取了一些有效措施后，物价开始稳定。

Share values have levelled off after yesterday's steep rise.

股票价格经昨天急剧上扬后已趋平稳。

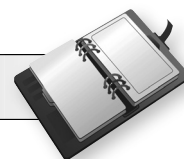
8. Extended Activities Additional Vocabulary

- mutual fund (共同基金) — An investment company that continually offers new shares and buys existing shares back on demand and uses its capital to invest in diversified securities of other companies.
- common stock (普通股) — Ordinary capital shares of a corporation that have exclusive residual claim on the net assets and net income of the corporation after all prior claims have been paid.
- preference stock (优先股) — Capital stock having priority over a corporation's common stock in the distribution of dividends and often of assets. Also as “preferred stock”.
- blue chip (蓝筹股) — A blue chip stock is one that is well-established, financially sound, and historically secure. Blue chip companies are those that have a history of posting earnings and paying dividends, all while continuing to increase profits. While there will always be some fluctuation in markets, and all companies go through occasional downturns, blue chip companies are known for their strong executive management teams that make intelligent growth decisions, and for their high-quality products and services. Blue chip stocks, which are also known as large cap stocks (because the companies have a high market capitalization of \$1 billion or more), tend to rise and fall in conjunction with the stock market in general.
- bonus share (红利股) — Free shares of stock given to current shareholders, based upon the number of shares that a shareholder owns. While this stock action increases the number of shares owned, it

does not increase the total value. This is due to the fact that since the total number of shares increases, the ratio of number of shares held to number of shares outstanding remains constant.

- rights issue (权利股发行; 增股)— An offering of common stock to existing shareholders who hold subscription rights or pre-emptive rights that entitle them to buy newly issued shares at a discount from the price at which they will be offered to the public later.

Key (练习答案)



>>>>>> Reading I

I.	<i>stock</i>	share	allotment	share bill/ list
	<i>shareholder</i>	stock jobber	dealer	stock broker
	<i>dividend</i>	capital stock	index	face value
	<i>invest</i>	speculate	stock issue	stock transfer
	return on equity	split-off	stockholders' meeting	share warrant
	joint stock company	share consolidation	stock subscription	stock yield
	appreciation of stock	stock market quotation	dividend rate	share premium
	bear market	bull market	blue chips	stock exchange

Exercises

- II. 1. c 2. a 3. b 4. d 5. b
- III. 1. endeavor 2. tariff 3. capitalization 4. accelerate 5. convergence
6. phenomenon 7. inclination 8. coinage 9. barter 10. autocratic
11. advent 12. commodity
- IV. 1. to have been triggered 2. is unheard of 3. coincided with 4. functioning
5. have been, governed 6. logged on to 7. to be accustomed to 8. generated
9. inclination 10. Did, participate in 11. spin 12. speculated
- V. 1. be accustomed to 2. coincided with 3. participate in 4. unheard of 5. log on

Post-reading

When?	What happened?	Notes (what consequences/ purposes/ conclusion?)
In the Renaissance	The kings of England ordered a fair price.	To manage inflation and the debasement of coinage.
Song Dynasty(10th ~ 13th centuries)	Fair pricing governed by imperial rulers.	The blossoming of exchanges and market pricing has coincided with the growth of personal political freedom.
The Middle Ages	Accounts report Syrian and Jewish traders accustomed to freely negotiated prices were surprised to see the price tags commonly used in Italian markets.	
16th century	The establishment of stock exchanges throughout Europe.	
18th century	The advent of free trade.	
Early 18th century	The first American exchanges were established in New York city.	
1818	The abolishment of Prussian tariffs in Europe.	The concept of free trade began to be widely exercised in Europe.
1848	The Chicago Board of Trade, the first commodity exchange in the US, was established.	The continual improvement in communication has accelerated the ability of exchanges to set market prices.
In 1851	The first trans-Atlantic telegraph cable was laid to link the New York and London stock exchanges.	
By the 1920s	The exchanges were also linked by private telephone connections.	
In 1865	The circulation of the <i>London Times</i> was less than 50,000.	The improvement of paper manufacturing and high-volume printing caused tremendous growth in the distribution of daily newspapers.
By 1900	The circulation of the <i>London Times</i> was over one million.	
In the 1920s	Stock boom	General public began to participate in a stock exchange.
In the 1930s	the Great Depression	
	The London stock Exchange moved to an all-electronic system.	The modern electronic computer, the microprocessor, and the Internet further increased the efficiency, reach and capacity of stock, commodity and other exchanges.
In 1995	Jerry Kaplan founded ONSALE.	
At present	NASDAQ stock exchange, the second-largest exchange in the world, exists in the memory of the NASD computer systems.	

>>>>> Reading II

Exercises

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

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

- IV. 1. Information technology is still very weak in China, and dot com companies have just been established from scratch.
2. In spite of our best endeavors, it was impossible to contact her.
3. In pursuit of high profits, the company was invested heavily in the development of the new product.
4. With the development of international trade, American culture entered the small country without a hitch.
5. She is so experienced a teacher that she could take various kind of emergencies in stride.
6. The new marketing approach was unheard of to this company, so they dare not adopt it without careful consideration.
7. The two returned overseas students coincided on the idea of developing electronic commerce; thereby they established their own enterprise six months later.
8. With the reform and opening-up to the outside world, the remote barren land has blossomed into an important industrial base.
9. The development of distance learning greatly makes up for the deficiencies in China's education and fuels the popularity of higher education.
10. The introduction of a great amount of foreign investment greatly accelerated the industrializing process of the developing countries.

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

>>>>> Extended activities

A. Function and Structure

- I. 1. Jack: I have made up my mind to go to the Engineering School of University of New York.
What about you, Sam?
- Sam: Oh, I'm still hesitating about which university to go to, Michigan or Columbia

University. My father hopes I can follow in his steps and become a doctor. He wants me to apply for the Medical School of Michigan.

Jack: Then what do you want to study?

Sam: I'm always thinking of becoming a professional writer.

Jack: In that way I'd like to focus your attention on the fact that Columbia has a better School of Journalism. Anyway we must remember that it's for you to decide.

2. Mary: Have you decided where to spend your holiday this year, Susan?

Susan: Um...My husband is always talking about Egypt recently. Maybe we'd like to go there.

Mary: Yes, Egypt is an interesting country to see.

Susan: But we haven't made up our minds yet. As you know, a round-trip ticket to Egypt costs a lot.

Mary: Maybe you can go by sea.

Susan: But don't you think it would take a long time and...

Mary: Of course, you are free to decide for yourself. But I want to insist that you go by sea. It's cheaper. You may save at least half of the money if you go by ship. And you can enjoy the scene of the sea and the rising sun as well. Just imagine how wonderful it is.

3. Shop assistant: Have you decided which sweater to take, Madame?

Customer: Oh, I find it difficult to decide. I like the color of this one and the design of that one. Can you make some suggestion?

Shop assistant: I think both of them look very well on you. I'd like to lay stress on the price and knitting material. This sweater is made of pure wool and it's soft and comfortable. And that one is made of 50% of wool and 50% of nylon, but it is cheaper. I think while you are making your decision, you may consider this factor. Anyway, the decision is yours.

4. Mr. Jackson: Michael, I'm told that you plan to quit school?

Michael: Yes, Mr. Jackson. I'm determined to quit school and get a job now. You know, I'm already 21 years old, but I still have to ask my parents for my tuition, pocket money. Quite a few of my old schoolmates are earning a good salary now.

Mr. Jackson: Maybe you are right in a sense, but let me emphasize the importance of a university degree. A university degree is necessary for a young person to find a good job in a good business. Always keep that in mind if you want to earn more, learn more.

5. Mr. Smith: Mr. Young, I'm sorry, but we have come to a decision that we can't accept your price. It's much higher than what we have expected.

Mr. Young: I admit our price is a bit higher than that of our rivals. But I want to stress the superiority of our products. Ours are more durable, making less noise...

B. Special Use

- | | |
|---|---|
| 1. a. advise b. advice | 2. a. lose b. lost c. losses |
| 3. a. succession b. success c. succeeded | 4. a. choose b. choices c. choice |
| 5. a. affects b. affected c. effect d. effected | 6. a. bath b. bathe |
| 7. a. breath b. breathe | 8. a. contended b. content c. contented |
| 9. a. complaining b. complaints | 10. a. deserted b. desert c. dessert |
| 11. a. intend b. intent c. intention | 12. a. thought b. thought c. thinking |

C. Practical Reading

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

D. Additional Vocabulary

- I. 1-8; 2-20; 3-9; 4-24; 5-26; 6-13; 7-23; 8-4; 9-18; 10-3
 11-22; 12-6; 13-6; 14-14; 15-1; 16-25; 17-15; 18-11; 19-21; 20-17;
 21-2; 22-27; 23-28; 24-7; 25-30; 26-29; 27-19; 28-12; 29-5; 30-16

II.

Up	Down	Same
risen	dipped	levelled off
firmed	ended lower	steadied
soared	sliding	
gained	declined	

F. Humor Time

Across

- | | | | | |
|--------------|----------------|--------------|--------|------------|
| 1. Frankfurt | 5. commodities | 6. Dow Jones | 7. PLC | 9. footsie |
| 10. future | 11. share | | | |

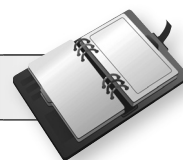
Down

- | | | | |
|-----------------|--------------|---------|-----------|
| 2. rights issue | 3. blue chip | 4. bond | 8. Bourse |
|-----------------|--------------|---------|-----------|

Unit 7

Environment Preservation

Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : Environment Preservation

2. Language Focus (内容重点)

— **Key Words:** I. ozone, depletion, species, devastating, extinct, profound, knock-on-effect, ecosystem, emission, bio-diversity, intractable, sustainable, ensure, poach, corruption, endemic, skeptical, local, log, stagnant, annual, delay, certify, disheartening, estimate, gigantic, outcome; II. summit, regulation, greenhouse, quiz, carbon, sustainability, woolly, tumble, greenery, discernible, stiffen, slacken, energy-efficiency, carbon-neutral, watchdog, solar, constraint, cynicism, embrace, dump, palm-oil, tropical, deforestation, scarcity, sanitation, ghastly, detergent, forthcoming, think-tank, curb.

— **Phrases:** I. a host of, in doubt, for sb's benefit, for sport, in theory, intend for, at most, make sense, make a mess of; II. get into green, be consistent with, in response to, rinse off.

— **Useful Structures:** leave + sb/sth. + *adj./Ved/Ving*

What is not in doubt is...

Provided... (引导条件状语从句)

turn one's thoughts (to)

make a noise about...

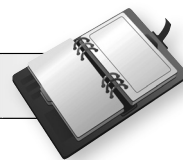
3. Communicative Skills (交际技能)

— **Expressions:** Showing satisfaction, boredom and displeasure

— **Practical Reading:** Resources exploitation

4. Special Use (专项用法) Nouns and prepositions

Lead-in (导入)



>>>>> Listening Comprehension Tasks

Difficult Words and Expressions

- eco-friendly: not harmful to the environment 生态友好型的
- emission: the act of emitting; causing to flow forth 排放
- atmosphere: the mass of air surrounding the Earth 大气
- renewable: capable of being renewed; replaceable 可再生的
- landfill: a large deep hole in which very large amounts of garbage are buried 垃圾填埋场
- leach: permeate or penetrate gradually 浸出, 浸析
- sustainable: capable of being sustained 可持续发展的
- transition: a change from one place or state or stage to another 过渡, 转变
- cope with: deal with it successfully (成功地) 处理, 应付
- infrastructure: the stock of basic facilities and capital equipment needed for the functioning of a country or area 基础设施, 公共建设
- crucial: of extreme importance 重要的, 决定性的
- asset: all the things a company or a person owns 资产
- tackle: make determined efforts to deal with (a problem or difficult task) 处理

Passage Script

Passage I

How Businesses Affect the Environment

The place you work can affect the environment either positively or negatively to a very large degree. How eco-friendly your employer is when it comes to using energy to heat and cool the building, to bring products into it, and to remove waste from it has a major impact on your community and the planet.

You may be surprised by some specific examples of ways the working world damages the environment:

1. Heating and air conditioning systems pump greenhouse gas emissions from offices into the atmosphere and use up vast amounts of electricity. Many buildings aren't designed to include energy-efficient systems or technology to reduce the amount of heat and air conditioning they use.
2. Many buildings are built from materials that don't come from renewable sources. Office buildings have a huge appetite for electricity to power lighting, air conditioning, computers, printers, and photocopiers. Equipment may be left on 24 hours a day, seven days a week — even when no one's working.
3. Offices consume vast amounts of paper. Even with more offices recycling paper, a large amount of paper waste still goes to landfill sites.
4. In addition to paper, offices produce a lot of other wastes, including equipment (especially computers), because companies regularly upgrade their equipment to stay competitive. Electronics such as photocopiers and computers can end up in landfills, where they don't break down and, even worse, can leach harmful chemicals into the ground and water.

According to the U.S. Environmental Protection Agency, industrial and commercial energy use accounts for nearly 30 percent of total U.S. greenhouse gas emissions.

Passage II

The government is taking action to cut carbon emissions, create the conditions for green growth, and cope with climate change. All these elements contribute to the development of a sustainable green economy.

Why is a Green Economy important?

The transition to a Green Economy is essential for delivering sustainable development and long term growth. By using new technologies, adopting different ways of living and working, and investing

in infrastructure, we achieve continued growth without destroying the capacity of the environment to support our quality of life in the long term. While these changes may involve some short-term costs and difficult choices, they also create new business opportunities and green jobs, as well as increasing the ability of recovery of our economy. Above all, they will help us avoid potentially much larger costs in the long term and allow sustained economic growth.

What do we need to do differently?

Achieving a green economy involves transforming what we produce and how we produce it. We need a balanced and environmentally sustainable economy to support strong business investment and new opportunities.

To enable this transition to a green economy, businesses and consumers must take advantage of the benefits of resource efficiencies. All sectors of the economy will need to grow with less environmental impact and greater ability of recovery to future environmental challenges, including adaptation to climate change, material scarcity and emergencies.

It is therefore crucial that natural assets are managed sustainably and used efficiently across all sectors of the economy and that their value is reflected in all production. This includes the need to take action on developing a green economy domestically, but also working internationally to tackle long term challenges.

Key

II. 1. TRUE

2. FALSE

Correction: Many buildings are not designed to include energy-efficient systems to reduce the energy they use.

3. FALSE

Correction: Most buildings now are built from materials that don't come from renewable sources.

4. TRUE

5. FALSE

Correction: Even with more offices recycling paper, a large amount of paper waste still goes to landfill sites.

6. TRUE

7. FALSE

Correction: Industrial and commercial energy use accounts for 30% of total U.S. greenhouse gas emissions.

IV. I. Introduction:

The government is taking action to cut carbon emissions, create the conditions for green growth, and cope with climate change.

II. The Importance of a Green Economy: It is essential for delivering sustainable development and long term growth.

A. Ways to a Green Economy:

1. Using new technologies.
2. Adopting different ways of living and working.
3. Investing in infrastructure.

B. Benefits of a Green Economy:

1. Creating new business opportunities and green jobs.
2. Increasing the ability of recovery of our economy.
3. Helping us avoid potentially much larger costs in the long term.
4. Allowing sustained economic growth.

III. Things to be done differently:

A. Taking advantage of the benefits of resource efficiencies.

B. Managing assets sustainably and using them efficiently.

>>>>>> Spot Dictation

Recycling is processing used materials into new products to prevent waste of potentially useful materials, reduce the consumption of fresh raw materials, reduce energy usage, reduce air pollution and water pollution by reducing the need for “conventional” waste disposal, and lower greenhouse gas emissions.

Recyclable materials include many kinds of glass, paper, metal, plastic, textiles, and electronics. Materials to be recycled are either brought to a collection center or picked up, then sorted, cleaned, and reprocessed into new materials for manufacturing.

In the strictest sense, recycling of a material would produce a fresh supply of the same material — for example, used office paper would be converted into new office paper. However, this is often difficult or too expensive, so “recycling” of many products or materials involves their reuse in producing different materials (e.g., paperboard) instead.

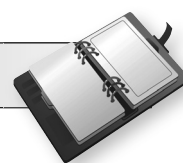
Difficult words and expressions

recycling: the process of treating used objects or materials so that they can be used again Recycling is important to help protect our environment. (资源、垃圾的) 回收利用; 再循环利用

disposal: the act of getting rid of sth (垃圾的) 处理

be converted into: If one thing is **converted** or **converts into** another, it is changed into a different form. 转变成

Background Information (背景知识)



1. Environmental Preservation

While many countries have responded to environmental crises with meaningful legislation that has improved regional air and water quality, environmental problems are increasing. Global climate change, rapidly decreasing biodiversity and growing extinction rates, dwindling resources, deforestation, worldwide overfishing, and pollution are serious and escalating threats. Environmental issues are inextricably linked to human rights, animal protection, and economic and political issues. For example, placing polluting industries in poor neighbourhoods is both an environmental and social justice issue. On a global scale, something as ubiquitous as the burning of fossil fuels contributes to pollution, acid rain, and climate change. These problems, in turn, contribute to human health declines and increased weather-related disasters. The ownership by multinational corporations of natural resources, such as water, causes shortages — for humans and animals alike — and contributes to poverty. Urban sprawl leads to decreased biodiversity and habitat and increased competition for limited space and resources. We all depend on the natural world for our survival, so every environmental issue becomes an issue for both humans and nonhuman animals. Environmental concerns are frequently pitted against human rights, inhibiting the search for solutions that benefit both people and the natural world. For example, we are asked to choose between loggers and owls, as if there is no way to protect jobs and other species. And species viability is often pitted against individual animals, so that we choose between trapping and killing certain animals to protect an ecosystem. Humane Education invites people to explore more complex and far-reaching solutions to these either/or scenarios.

2. Green Economy

A green economy is defined as one that results in improved human well-being and social

equity, while significantly reducing environmental risks and ecological scarcities. In its simplest expression, a green economy can be thought of as one which is low carbon, resource efficient and socially inclusive. Practically speaking, a green economy is one whose growth in income and employment is driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services. These investments need to be catalyzed and supported by targeted public expenditure, policy reforms and regulation changes. This development path should maintain, enhance and, where necessary, rebuild natural capital as a critical economic asset and source of public benefits, especially for poor people whose livelihoods and security depend strongly on nature. A wide range of indicators can help measure the transition towards a green economy. The indicators being developed can be roughly divided into the following three groups:

- ✧ Economic indicators: for example, share of investments or the share of output and employment in sectors that meet a sustainability standard, such as green GDP.
- ✧ Environmental indicators: for example, resource use efficiency or pollution intensity at either the sectoral or economy-wide level, for example, energy use/GDP, or water use/GDP.
- ✧ Aggregate indicators of progress and well-being: for example, macroeconomic aggregates to reflect natural capital depreciation, including integrated environmental and economic accounting, or broader interpretations of well-being beyond narrow definitions of per capita GDP.

3. Benefits of Recycling & Use of Recycled Materials

Recycling refers to the process of recovering and reusing waste products — from household use, manufacturing, agriculture, and business — and thereby reducing their burden on the environment. In recent years the environmental benefits of recycling have become a major component of waste management programs. For many years direct recycling by producers of surplus and defective materials constituted the main form of recycling. Industry has found that when it undertakes serious recycling programs, the savings can sometimes be considerable. In addition to reducing manufacturing and materials costs, such programs can insulate the companies from liability for environmental violations. However, indirect recycling, the recycling of materials after their use by consumers, became the focus of activity. Recycling turns materials that would otherwise become waste into valuable resources. Collecting used bottles, cans, and newspapers and taking them to the curb or to a collection facility is just the first in a series of steps that generates a host of financial, environmental, and social returns. Some of these benefits accrue locally as well as globally.

- ✧ Recycling reduces the need for landfilling and incineration.
- ✧ Recycling prevents pollution caused by the manufacturing of products from virgin materials.
- ✧ Recycling saves energy.
- ✧ Recycling decreases emissions of greenhouse gases that contribute to global climate change.
- ✧ Recycling conserves natural resources such as timber, water, and minerals.
- ✧ Recycling helps sustain the environment for future generations.

Products that are recycled in large quantities include paper and paperboard, ferrous metals, aluminium and other nonferrous metals, glass, plastics, and yard wastes. The quality of recycled items is often inferior (often due to the mixture or age of the materials in the items being recycled) and not suitable for their original purpose; the price for many recycled materials remains low and makes recycling economically nonviable in some instances. New uses have been created for recovered waste material in an attempt to solve this problem. Crushed glass, for instance, can be substituted for gravel or sand in road surfacing and other construction applications; the resulting product is called “glassphalt.” Scientists and entrepreneurs are also working on ways to turn the world’s growing piles of discarded automobile tires into new products or to use them to generate safe energy.

4. Human Impact on the Natural Environment

In the past, human interaction with nature, although often having a disruptive effect on nature, often also enriched the quality and variety of the living world and its habitats — e.g. through the creation of artificial landscapes and soil cultivation by local farmers. Today, however, human pressure on the natural environment is greater than before in terms of magnitude and efficiency in disrupting nature and natural landscapes.

Agriculture Modern agriculture is responsible for the loss of much wildlife and their habitats, through reduction and fragmentation of habitats and wildlife populations. The drainage of wetlands, the destruction of hedgerows and the intensive use of fertilizers and pesticides can all pose a threat to wildlife. Highly specialized monoculture is causing significant loss in species abundance and diversity.

Energy All energy types have potential impacts on the natural environment to varying degrees at all stages of use, from extraction through processing to end use. Generating energy from any source involves making the choices between impacts and how far those impacts can be tolerated at the local and global scale. This is especially of importance for nuclear power, where there are significant risks of radioactive pollution such as at Chernobyl.

Fisheries The principle environmental impact associated with fisheries activities is the unsustainable harvesting of fish stocks and shellfish and has consequences for the ecological balance of the aquatic environment. The sector is in a state of “crisis”, with over capacity of the fleet,

overexploitation of stocks, debt, and marketing problems. Growing aquaculture industry may increase water pollution.

Forestry As an economic sector, forestry has also impacted severely on the naturalness of forests: soils have been drained, pesticides and fertilizers applied, and exotic species planted. In many areas monocultures have replaced the original diverse forest composition. Monocultures are extremely sensitive to insect infestations, fires or wind, and so can lead to financial losses as well as biological decline.

Industry Almost all forms of industry have an impact on the natural environment and its sustainability. The impact varies at different stages in the life cycle of a product, depending upon the raw materials used through to the final end use of the product for waste residue, re-use or recycling. Industrial accidents and war damage to industrial plants can also endanger the natural environment.

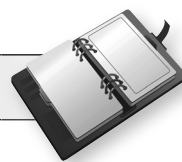
Tourism and Recreation Tourism and recreation impact in various ways on the natural environment. On the one hand, natural areas form the very basis of many touristic attractions by highlighting scenic value or exceptional encounters with fauna and flora. However, some forms of tourism can be extremely detrimental to ecologically sensitive areas, resulting in habitat degeneration or destruction, in the disturbance or hunting even rare or threatened species.

Transport and Infrastructure Transport is perhaps the major contributor to pollution in the world today, particularly global environmental issues such as the greenhouse effect. The key impacts of transportation include fragmentation of habitats and species and genetic populations, disruption of migration and traffic mortalities to wildlife.

5. Sustainable Development

Sustainable development is a pattern of economic growth in which resource use aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for generations to come. There is an additional focus on the present generations' responsibility to improve the future generations' life by restoring the previous ecosystem damage and resisting contributing to further ecosystem damage. Sustainable development ties together concern for the carrying capacity of natural systems with the social challenges faced by humanity. The concept of sustainable development, which stresses the balance between the interests of economic growth and environmental protection, the importance of inter-generational transfers and the preservation of non-renewable resources, is often broken out into three constituent parts: environmental sustainability, economic sustainability and socio-political sustainability.

Language and Culture Focus (语言文化要点)



>>>>> Reading I

1. preserve

1) v. prevent (someone or something) from being harmed or destroyed. 保护, 保存

【例句】The ancient Egyptians knew ways to preserve dead bodies (from decay).

I think these interesting old customs should be preserved.

2) v. to cause (a condition) to last; keep unchanged. 维护, 保持(状况不变)

【例句】He's managed to preserve his independence.

It's the duty of the police to preserve public order.

3) v. to treat (food) in such a way that it can be kept a long time. 腌制, 保存(食物)

【例句】preserved fruit

4) n. [usu. pl. 一般用复数] *becoming old-fashion*. a substance made from fruit boiled in sugar, used esp. for spreading on bread; jam. [渐过时] 果酱

【例句】strawberry preserve

5) n. an area of land or water where animals are protected. 禁猎地区或水域, 生物保护区

【例句】a natural preserve

同根词

preservation n. the act of preserving or state of being preserved. 保持, 维护; 保存, 保护; 保养

【例句】The old building is in a state of good preservation except for the wooden floors.

preservative n. *adj.* (a usu. chemical substance) that can be used to preserve foods. (常指化学品) 防腐的; 防腐剂

【例句】artificial preservatives

2. a host of: a large number of. 大量的

【例句】I'm sure the audience has a host of fascinating questions for our team of experts.

3. range from ... to ... vary between limits; reach from one limit to another. 在某范围内变化(参见第一册 Unit 2 Word Study)

4. depletion n. great loss or reduction. 消耗; 消减

同根词

deplete v. to lessen greatly in amount, contents, etc. 大大减少, 使枯竭

【例句】The seamen's strike has seriously depleted the country's stocks of food.

5. what is not in doubt : what is quite certain. 毫无疑问的是……

【例句】What is not in doubt is if you don't work hard, you will not achieve the goals set by the marketing department.

相关表达

in (no) doubt: (not) feel uncertain or unsure about something. 对某事(不)确定,(不)持怀疑态度

【例句】I'm in no doubt that human activities have already had serious effects on global climate.

6. species *n.* class of animals or plants whose members have the same characteristics. 物种(单复数同形)

相关表达

endangered species: in danger of becoming extinct 濒危物种

7. carry on: continue to do something or do or take part in a particular kind of work. 继续作某事(尤指不顾干扰或困难)

【例句】With all the noise around she was not in the least disturbed and carried on reading.

In spite of his old age, he carried on with his Open University studies.

8. in some way: in a particular point, to some extent. 在某一点上,在某种程度上

【例句】In some way it's quite a good idea, but the high cost makes it impossible.

相关表达

in a way: to some extent. 在一定程度上

【例句】In a way I can see what you mean, even though I don't share your point of view.

in no way: never. 决不

【例句】The result should in no way be seen as a defeat for the government.

9. And the danger is that, if you remove one species from this very complex web of interrelationships, you have very little idea about the knock-on-effects on the ecosystem.

【译文】危险的是如果一个物种从这个错综复杂的相互依存的关系网中消失,你根本无法知道它对整个生态系统所产生的连锁反应。

10. web *n.*

1) a fine net made by a spider to catch insects. (蜘蛛)网

【例句】The spider is spinning/ making a web.

2) a complicated pattern or structure, with many different connections and relationships. 网状物; 错综复杂的事物

【例句】a web of deceit

the web of social life

the complex web of reasons

11. interrelationship: 又作 **interrelation**, a (close) connection; relation of dependence. 相互的(密切)关系; 相互的依存关系

【例句】the interrelationship between wages and prices

同根词

interrelate: v. to connect or be connected to each other or with something else in a way that makes one depend on the other. (使)相互关联; (使各部分)紧密联系

【例句】Wages and prices interrelate / are interrelated.

12. **knock-on-effects:** a set of events, actions, etc., each of which is caused by the one before. 连锁反应

【例句】These price rises will have a knock-on-effect throughout the economy.

13. **Unlike global warming and ozone depletion — which, if the political will was there, could be reduced by cutting gas emissions — preserving bio-diversity remains an intractable problem.**

【译文】如果政府下决心保护环境,全球变暖和臭氧层消减可以通过减少气体排放来控制,而保护生物多样性则不同,这是一个颇为棘手的难题。

14. **will** *n.*

1) the power of the mind to make decisions and act in accordance with them, sometimes in spite of difficulty or opposition. 意志(力),决心

【例句】free will

freedom of the will

iron will

2) what is wished or intended (by the stated person). (某个人的)意愿,心愿亦指目的

【例句】In a democracy, the government is supposed to reflect the will of the people.

The prisoner was forced to sign a confession against his will.

She donated the money of her own free will.

3) a strong determination to act in a particular way; intention. 决心;决断;意图

【例句】Where there's a will, there's a way.

They set to work with a will.

15. **emission:** the release of something such as gas or radiation into the atmosphere. (气体或辐射物的)排放

【例句】The reduction of emissions of sulphur and nitrogen oxides is vital.

同根词

emit v. to send out (esp. heat, light, smell, sound, etc.). 发出,散发(光、热、气味、声音等)

【例句】The fireball emits a first heat wave lasting only a fraction of a second.

16. **sustainable:** that can be kept going. 可持续性的

【例句】sustainable development

同根词

sustain *v.* maintain or keep something going for a period of time. 保持, 维持

【例句】 They do not have enough money to sustain a strike.

The problem was how to create and sustain public interest

They had nothing to sustain them all day except two cups of coffee.

sustained *adj.* kept up for a long time; used of things which require effort. 持续的, 持久的

【例句】 We had a long, sustained discussion on the problem of unemployment.

17. **for one's benefit**: bring help, advantage, or profit to someone. 对某人有益

【例句】 Man preserve wildlife for his own benefit.

Many parents cooperate for their children's benefit.

相关表达

of benefit to sb.=for one's benefit

18. **provided**: *conj.* 又作 **provided that, providing, providing that**

1) if. 如果, 假如

【例句】 He said he was prepared to give jobs to both of us provided I could assure him I intended to stay.

We'll buy everything you produce, provided of course the price is right.

2) and only if; on condition that. 只有……才……; 以……为条件

【例句】 Provided that you have the money in your account, you can withdraw up to \$100 a day.

19. **be left alive**: be allowed to go on living. 使得以存活

leave + sb/sth. + adj./Ved/Ving: to cause to be or remain in a particular state or position 留下, 使仍处于某种状态(详见本单元 Word Study 的 leave 条)

20. **ensure** *v.* make (something) certain to happen. 确保某事发生; 担保; 保证

【例句】 They made a change in the law that will ensure fair treatment for people of all races.

If you want to ensure that you pass the job interview, make good preparations.

This medicine will ensure you a good night's sleep.

21. **continued** *adj.* (又作 **continuing**) existing in the same state without change or interruption. 持续的, 不间断的

【例句】 We are grateful for your continued/ continuing support.

continued interest

continuing involvement

22. **for sport**: for fun or amusement. 为了好玩, 为了乐趣

【例句】 He was obviously chasing rabbits for sport rather than for food.

In Britain people used to hunt fox for sport, which was regarded as too bloody.

23. **inhabitant**: *n.* a person or sometimes an animal, that lives in a particular place regularly, usually, or

for a long period of time. 居民; 栖居的动物

【例句】Shanghai is a huge city of 23 million inhabitants.

同根词

inhabit: v. (esp. of animals or large groups of people) to live in (a place or area). (尤指动物或大批人)居住于(某地)

【例句】There are some primitive tribes who inhabit the tropical forests.

inhabitable: *adj.* (of an area) suitable for living 可居住的

24. **in theory**: (something is) thought to be true or to happen in the way stated, but in reality it may not be true or happen in that way. 理论上, 就理论而言

【例句】In theory everybody was born equal, but in practice unfairness exists in all aspects of life.

25. **local**: *n.* [often *pl.* 常用复数] someone who lives in the area where one finds them. 当地居民, 本地人

【例句】The locals were very friendly to me when I went on a holiday in the countryside in France.

同根词

local *adj.*

1) of, in, or serving the needs of, a certain place or area, esp. the place one lives in. 地方性的, 当地的

【例句】local news

a local radio station

local government

2) limited to one part, esp. of the body. (由指身体上)局部的

【例句】a local infection 局部感染

26. **This sounds like + noun phrase**: It seems to be ... 听起来好像……

【例句】This sounds **like** a wonderful idea to me, does it really work?

听起来这个主意很不错, 真的能行吗?

相似句型: It sounds **as if + clause** 听起来好像……

【例句】It sounded **as if** he were trying to say something. 听上去他好像试图要说些什么。

It sounds **as if** they might have made a dreadful mistake.

听起来他们似乎犯下了一个可怕的错误。

27. **endemic**: *adj.* (a condition or illness) found natural or common in a particular place. (某种情况或疾病)地方性的, 流行的

【例句】This chest disease is endemic among miners in this area.

Violent class conflict is endemic in this Arabian country.

28. **be intended for**: to have a plan for (something) in one's mind. 为……而准备; 预定

【例句】This chair was intended for you, but she took it away.

This budget was intended for adults' continuing education.

29. when it comes to... : when ... is concerned. 当涉及……时, 谈到……时

【例句】The job interview went on well, but when it came to wages, the interviewer suddenly kept silence.

I'm no match for her when it comes to selling goods to customers.

30. log v.: to cut down trees in a forest for their wood. 伐木

同根词

logging *n.* 伐木业, 伐木工作

logger *n.* 伐木工人

log *n.* a thick piece of wood that is cut from or has fallen from a tree 原木, 木材

【例句】chopping logs for the fire 为生火劈柴

a log fire 篝火

相关表达

log book: an official record of events during a particular period of time, esp. a journey on a ship or plane 航海日志; 飞行日志

31. incentive *n.* something which encourages one to greater activity. 刺激; 鼓励; 奖励

【例句】His interest gave me an incentive and I worked twice as hard.

The promise of a bonus acted as an incentive to greater effort.

32. stagnant *adj.*

1) (esp. of water) not flowing or moving, and often bad-smelling. (尤指水)不流动的, 停滞的; 有臭味的

【例句】a stagnant pond 一潭死水

2) not developing or growing; inactive; static. 不发展的; 不景气的; 停滞不前的

【例句】Due to low investment, our industrial output has remained stagnant.

同根词

stagnate: *v.* to become stagnant; stop moving or developing. 停滞; 不流动; 不发展

【例句】She didn't want to stagnate in her dull office job until she retired.

33. at (the) most: not more than; if not less. 至多, 最多, 不超过

【例句】The repairs will cost \$35, at the very most.

In the speech contest he could win the second place at the most.

34. make sense

1) to have a clear meaning. 有明确意义的

【例句】No matter how I tried to read it, the sentence didn't make (any) sense (to me).

I looked at the printed page, but the words made no sense.

2) to be a wise course of action. 有道理, 合乎情理; 明智

【例句】 It makes sense to take care of your health.

It makes no sense to buy gold when the price has reached such a high level.

35. delay

1) *v.* to not do sth until a later time or to make sth happen at a later time.

【例句】 He delayed his decision on whether to make another deal.

Don't delay — call us today!

delay sth. for sth.

【例句】 Our meeting was delayed for ten minutes.

delay doing sth.

【例句】 Big companies often delay paying their bills

He delayed telling her the news, waiting for the right moment.

delay sth. until sth.

【例句】 The opening of this section of the road is delayed until September.

2) *v.* to make someone or something late. 同义词 hold up

【例句】 Thousands of commuters were delayed for over an hour.

The flight was badly delayed because of fog.

3) *n.* a period of time when sb./sth. has to wait because of a problem that makes sth. slow or late

【例句】 Commuters will face long delays on the roads today.

We apologize for the delay in answering your letter.

a delay of two hours / a two-hour delay

4) *n.* a situation in which sth does not happen when it should; the act of delaying.

【例句】 There's no time for delay.

Report it to the police without delay (= immediately).

36. certify *v.*

1) to declare that (something) is correct or true, esp. after some kind of test. (尤指通过某种检验)
证明…… 无误(真实)

【例句】 I certify that I witnessed the signing of this document.

He received a piece of paper certifying the payment of his taxes.

2) to give a certificate to (someone) declaring successful completion of a course of training for a profession. 给(某人)颁发(完成专业培训的)合格证书

【例句】 a certified teacher

同根词

certified mail [美] 挂号邮件

certified milk [美] 经检验无菌的牛奶, 消毒牛奶



37. **go out of business**: not make enough money to operate as a business. 停业, 无法继续经营

【例句】 These big increases in rents could put a lot of small shops out of business.

38. **Unfortunately, unrestricted logging is so much more profitable that wood prices from managed forests would cost up to five times more — an increase that consumers, no matter how “green”, are unlikely to pay.**

【译文】 遗憾的是, 不加以限制的砍伐比有证经营有更大的利润空间, 所以持证砍伐的木材价格会高出5倍之多。这样的价格, 即使消费者再环保, 也难以承受。

39. **disheartening**: *adj.* discouraging. 令人沮丧的

【例句】 It's disheartening news that he once again failed to achieve the sales goal and had to leave the company.

同根词

disheartened: *adj.* disappointed about something and have less confidence and less hope. 感到沮丧的

【例句】 Don't be disheartened. Try again.

dishearten: *v.* cause to lose hope and confidence; discourage. 使沮丧, 使灰心; 使失去信心

40. **gigantic**: *adj.* usually and surprising large in size, amount or degree. 巨大的, 庞大的

【例句】 The company has made gigantic losses this year, and will probably go out of business.

41. **outcome**: *n.* the result or effect of an action or process. 结果; 效果

【例句】 There were not many people who dared predict the outcome of the general election.

It was a complicated sequence of events that led to this most extraordinary outcome.

42. **make a mess of**: spoil or ruin. 扰乱, 弄乱, 弄糟

【例句】 This illness makes a mess of my holiday plans.

The economic crisis made a mess of the company's sales plans.

>>>>>> Reading II

1. **2009 UN climate summit**: The 2009 United Nations Climate Change Conference (2009年联合国气候峰会), commonly known as the Copenhagen Summit, was held in Copenhagen, Denmark, between 7 December and 18 December, 2009. At the end of the summit, the Copenhagen Accord was drafted by the United States, China, India, Brazil and South Africa, but it was not passed unanimously. The document recognized that climate change is one of the greatest challenges of the present day and that actions should be taken to keep any temperature increases to below 2°C. However, many countries and non-governmental organizations were opposed to this agreement at that time. The document did not contain any legally binding commitments for reducing CO₂ emissions.

2. **get into green:** to begin to be involved in the protection of the environment. 进入绿色 (开始注意环境保护)

get into sth. become involved; to begin to be involved in doing sth. 开始涉及

【例句】 How did you first get into script writing?

She was starting to get into business.

green: concerned with the protection of the environment. 有关环境保护

3. **regulation:** an official rule made and maintained by a government or an authority. 规章制度

【例句】 against the regulation 违反规章制度

safety regulation 安全规定

regulations banning the sale of guns 禁止出售枪支的条例

Under the new regulations, spending on office equipment will be strictly controlled.

4. **greenhouse-gas emission:** 温室气体排放 the process of sending out greenhouse gas in the atmosphere that absorbs and emits radiation (吸收和释放红外线辐射). This process is the fundamental cause of the greenhouse effect. The primary greenhouse gases in the earth's atmosphere are water vapour (水蒸气), carbon dioxide (二氧化碳), methane (甲烷), and ozone (臭氧). Greenhouse gases greatly affect the temperature of the earth; without them, the earth's surface would average about 33 °C colder than at present.

5. **summit:** an important meeting or set of meetings between the leaders of several governments. 峰会

【例句】 The two presidents agreed to hold a summit in the spring.

6. **The summit was expected to lead to new regulations restricting greenhouse-gas emissions.**

【译文】 峰会的初衷是建立一个新的规范来限制温室气体的排放。

7. **turn one's thoughts to:** If you **turn** your attention or thoughts **to** a particular subject, you start thinking about it. 开始思考; 使(注意力等)转向……

【例句】 We turned our thoughts to the practical matters relating to forming a company.

我们开始考虑有关成立公司的具体事宜。

8. **quiz:** to ask questions to discover some particular information.

【例句】 Four men were quizzed about the murder.

We were quizzed on our views about air pollution.

He quizzed me about where I had been.

9. **Ernest & Young:** one of the largest professional service firms in the world and one of the “Big Four” accounting firms. Ernst & Young is a global organization of member firms in more than 140 countries, headquartered in London, UK. It was ranked by *Forbes* magazine as the 8th largest private company in the United States in 2011. 安永会计师事务所

10. **eco-friendly:** good for the environment. 生态环保的

11. **respondent:** a person who answers a questionnaire. 调查对象, 受访者
12. **sustainability:** In ecology, sustainability describes how biological systems remain diverse and productive over time, which is a necessary precondition for the well-being of humans and other organisms. 可持续发展
13. **woolly:** vague or confused in expression or character. 模糊不清的, 混乱的
 【例句】woolly thinking 混乱的思维
 a woolly mind 混沌的头脑
14. **2008 financial crisis:** also known as the Global Financial Crisis, considered by many economists to be the worst financial crisis since the Great Depression of the 1930s. It resulted in the threat of total collapse from large financial institutions, the bailout (援助) of banks by national governments, prolonged and widespread unemployment, and downturns in stock markets (股市下跌) around the world. The crisis played a significant role in the failure of key businesses and declines in the housing market as well as consumer wealth. 2008年金融危机
15. **Of Ernst & Young's respondents, 44% said their company's spending on sustainability — a woolly term that refers partly to the welfare of employees but mainly to green strategies — had increased since the 2008 financial crisis.**
 【译文】根据安永公司的调查, 44%的受访者表示他们公司在可持续发展项目(针对公司绿色战略同时兼顾雇员福利的含糊措辞)上的投资从2008年金融危机之后都有所增长。
16. **tumble:** to decrease suddenly by a large amount. In the text, the phrase tumbling public spending refers to the sharp decrease in public spending.
17. **greenery:** green foliage or vegetation; the green business. 绿化; 绿色商业
18. **Another 44% said that, unlike tumbling public spending on greenery, it had stayed the same.**
 【译文】另外44%的受访者表示, 不像政府在公共项目上的投入急剧下滑, 企业用于可持续发展的投入都比较稳定。
19. **be consistent with:** be in agreement with. 与……相一致
 【例句】The results are completely consistent with our earlier expectation.
20. **discernible trend:** trend that can be seen easily. 很容易看到的趋势
21. **make commercial sense:** to gain profits; have business value. 具有商业价值
22. **Many companies have found that, even with little carbon regulation, some sorts of green investment make commercial sense.**
 【译文】许多公司发现, 即使在较少的碳排放管制下, 一些环保方面的投资仍然具有商业价值。
23. **energy efficiency:** efficient energy use. 能源的有效使用
24. **stiffen:** become stronger or more severe, and less likely to be changed. 变得更严厉或强硬
 【例句】stiffen the penalties for drunk driving 加大对酒后驾驶的处罚力度

25. slacken: become less tight or intense; loosen.

【例句】The rain began to slacken.

The Depression slackened off and prosperity was returning 萧条逐渐缓和, 正在恢复繁荣

His grip slackened and she pulled away from him.

26. With oil prices so high, small changes can save a lot of money, which is why companies that adopted ambitious emissions-reduction targets around the time of Copenhagen have tended to stiffen, not slacken, them.

【译文】面对如此高的油价, 一些小小的改变就可以节省一大笔开支, 这就是为什么许多公司在哥本哈根会议期间雄心勃勃地制定了一系列减排目标, 并要求严厉执行这些减排措施, 而不是放松尺度。

27. Walmart: an American multinational retailer corporation that runs chains of large discount department stores and warehouse stores. The company is the world's third largest public corporation, according to the Fortune Global 500 list in 2012. It is also the biggest private employer in the world with over two million employees, and is the largest retailer in the world. It is one of the world's most valuable companies. 沃尔玛

28. Tesco: a British multinational grocery and general merchandise retailer headquartered in Cheshunt, United Kingdom. It is the third-largest retailer in the world measured by revenues (after Wal-Mart and Carrefour) and the second-largest measured by profits (after Wal-Mart). It has stores in 14 countries across Asia, Europe and North America. 乐购

29. carbon neutral: This refers to achieving net zero carbon emissions by calculating your total climate-damaging carbon emissions, reducing them where possible, and then balancing your remaining emissions, often by purchasing a carbon offset: paying to plant new trees or investing in "green" technologies such as solar and wind power. 碳中和, 碳平衡

30. the Carbon Disclosure Project: an organization based in the United Kingdom which works with shareholders and corporations claiming to disclose the greenhouse gas emissions of major corporations. In 2008, it published the emissions data for 1550 of the world's largest corporations. 碳排放披露项目

31. watchdog: a person or group whose job is to make sure that companies do not act illegally or irresponsibly. 监察人, 监督机关

【例句】a permanent watchdog service 常设的监察机构

32. renewable energy: energy which comes from natural resources such as sunlight, wind, rain, tides, and geothermal heat (地热能), which are renewable and naturally replenished. 可再生资源

33. pay for themselves: be profitable and make gains. 获得回报, 获得收益

34. According to the Carbon Disclosure Project (CDP), a watchdog that collects information on the



emissions of over 500 large companies, 59% of emissions-reducing investments made so far — mostly in energy efficiency or renewable energy — will pay for themselves within three years.

【译文】碳排放披露项目收集了超过500家大型公司关于碳排放的数据,根据该监督机构收集的数据显示,迄今为止59%的减排投资(主要集中在能源利用效率提升与可再生能源开发上)都会在三年之内获得回报。

35. distributed solar and wind energy: solar and wind energy that is spread over an area and can be shared and used by people in different places. 分散分布的太阳能和风能

36. turbine: a machine or an engine that receives its power from a wheel that is turned by the pressure of water, air or gas. 涡轮机

37. make the most noise about...: make the most complaints. 抱怨最多

make a (lot of) noise (about something): to complain loudly; to talk about something a lot, so that people will notice it — used in order to show disapproval (对……)抱怨

【例句】Apparently Bradford is interested in having it and Bristol has also made noises about it.

I made noises about the absence of a bank in this so-called international airport; but what choice did I have?

38. constraint: *n.* something that limits your freedom to do what you want. 限制 同义词 restriction

【例句】Constraints on spending have forced the company to rethink its plans.

对开支的限制迫使公司重新考虑它的计划。

There have been financial constraints on development.

impose/place constraints on sb./sth. 对……实行限制

【例句】This decision will impose serious constraints on all businesses.

这个决定将对所有公司实行严格限制。

39. cynicism: the belief that people only do things for self-interest rather than for good or honest reasons. 愤世嫉俗(不信世间有真善美,认为人心皆自私),悲观

【例句】The discussion finally led to the cynicism and pessimism about human nature.

这场讨论最终导致了对人性的怀疑和悲观。

40. Yet that is not necessarily a reason for cynicism.

【译文】这也没有必要成为我们愤世嫉俗和悲观的理由。

41. Unilever: a British — Dutch multinational consumer goods company. Its products include foods, beverages, cleaning agents and personal care products. It is the world's third-largest consumer goods company measured by 2011 revenues (after Procter & Gamble and Nestlé) and the world's largest maker of ice cream. 联合利华公司

42. Nestlé: a Swiss multinational nutritional and health-related consumer goods company. It is the largest food company in the world measured by revenues. Nestlé was formed in 1905 and the

company grew significantly during the two World Wars, eventually expanding its offerings beyond its early condensed milk and infant formula products. 雀巢公司

43. PepsiCo: an American multinational corporation with interests in the manufacturing, marketing and distribution of grain-based snack foods, beverages, and other products. Based on net revenue, PepsiCo is the second largest food & beverage business in the world. Within North America, PepsiCo is ranked (by net revenue) as the largest food and beverage business. 百事公司

44. embrace of greenery: willingly accepting the idea of the green business. 完全接受绿色商业
embrace:

1) *v.* to put your arms around sb as a sign of love or friendship. 拥抱

【例句】She embraced her son warmly.

2) *v.* to accept an idea, a proposal, a set of beliefs, etc., enthusiastically. 热情接受

【例句】You'd be a fool not to embrace an opportunity as good as that.

3) *n.* the act of embracing. 拥抱

【例句】They greeted each other with a warm (= friendly) embrace.

4) *n.* giving welcome to; wholehearted acceptance. 欢迎; 完全接受

【例句】the country's eager embrace of modern technology

45. in response to: as an answer or reaction to. 作为对……的反应或回答

【例句】The product was developed in response to customer demand.

46. activist: a person who works to achieve political or social change, especially as a member of an organization with particular aims. 激进分子, 积极分子
green activist 环保激进分子

47. HFC refrigerant gases: also spelled as hydro-fluorocarbon refrigerant gas. 含有氢氟碳化物的制冷气体, 即氟利昂制冷剂

48. dump: *v.* to throw away or dispose of rubbish, waste, or unwanted materials, especially in a place which is not suitable. 倾到

【例句】Toxic waste is being dumped into the ocean.

49. tie: connection. 联系, 关系

【例句】economic ties 经济联系

This India company has close ties with/to an American corporation

这家印度公司与一家美国公司关系密切

50. palm-oil: 棕榈油

51. tropical deforestation: the act of cutting down and destroying trees in the tropical area. 在热带地区滥伐森林

52. scarcity: shortage.

【例句】the scarcity of resources 自然资源的缺乏
the scarcity of food 食物的缺乏

53. **sanitation:** conditions relating to public health, especially the provision of clean drinking water and adequate sewage disposal to make sure that the place is free from dirt and disease. 环境卫生

【例句】They live in conditions of appalling sanitation. 他们在恶劣的卫生状况下生活。

54. **ghastly:** unpleasant and terrible. 讨厌的, 可怕的

【例句】a ghastly crime 可怕的罪行

The empty glasses and full ash-trays were a ghastly sight.

空空的酒杯和慢慢的烟灰缸让人看上去讨厌。

55. **put the money where your mouth is:** to support something that you believe in, especially by giving money. 以实际行动支持……(不仅是嘴上说说,而是要看行动,尤其是金钱上的投入)

【例句】If people are really interested in helping the homeless they should put their money where their mouth is.

Congress needs to put its money where its mouth is and really support energy conservation.

56. **detergent:** a chemical substance, usually in the form of liquid or powder that is used for washing things such as clothes or dishes. 洗涤剂

57. **rinse off:** to wash with clean water to get rid of the soap or detergent. 清洗

58. **forthcoming:** going to happen or appear. 即将到来的

【例句】the forthcoming presidential election 即将到来的总统选举

the forthcoming soccer season 即将开始的足球赛季

the forthcoming books 即将出版的书

59. **the McKinsey Global Institute:** a global management consulting firm. Since its foundation by James O. McKinsey in 1926, McKinsey presently has had 88 branches across 44 countries and has now grown into a global partnership serving two-thirds of the *Fortune* 1000. 麦肯锡全球研究院

60. **think-tank:** an organization that conducts research and engages in advocacy in areas such as social policy, political strategy, economics, military, technology issues and in the creative and cultural field. Most think tanks are non-profit organizations funded by governments, advocacy groups, or businesses, or derive revenue from consulting or research work related to their projects. 智囊团, 智库

61. **curb:** to control and keep within fixed limits. 抑制, 控制

【例句】curb one's temper 控制脾气

curb inflation 控制通货膨胀

curb oil imports 限制石油进口

>>>>> Extended Activities

A. Function and Structure

Showing satisfaction, boredom and displeasure

1. Life Satisfaction between American and Chinese Students

Life satisfaction is defined as “a global assessment of a person’s quality of life according to his chosen criteria”. It could be divided into general life satisfaction and domain specific life satisfaction. General life satisfaction is the overall evaluation to a person’s quality of life. Domain specific life satisfaction is the evaluation to different specific domains of life (e.g. satisfaction with family, school, community, etc.)

A recent cross-cultural study showed that Chinese students got higher scores than American students on friend, school and general life satisfaction. The result is involved with the cultural background that the students lived in. Chinese emphasize harmonization among inner members and peer relation is the most important relation in middle school students. So, to adolescents who grow up in Chinese cultural background, their subjective experience to the quality of life on dimensions of school and friend impact their psychological well-being directly. In other words, most of Chinese students experienced higher life satisfaction because they were satisfied with the two life domains. Contrasts with Chinese, Americans emphasize the fulfilment of individual value. So, American students reported lower satisfaction on the domains which emphasize collective cultural atmosphere.

The study also found that American boys’ living environment satisfaction were higher than Chinese boys, Chinese boys’ self satisfaction were higher than American boys and American girls’ self satisfaction were higher than Chinese girls. These results also reflect the cultural difference between these two countries. Influenced by the traditional idea of androcentrism (大男子主义), Chinese men are apt to bear more responsibility, and they bear more stress, which come from family and society, than American men. So, Chinese boys’ living environment satisfaction was lower than American boys. The remains of feudal idea that men are worshipful and women are lowly still exist in a way in today’s Chinese society. And to some extent, women are attached to men and are protected. Contrast to China, independence of fair sex is emphasized in America. Women’s self consciousness is stronger and they think much of their self development. Thus, they are inclined to experience more self achievement. So, American girls’ self satisfaction was higher than Chinese girls.

2. Satisfaction Survey

Are You Satisfied With Your Life?

Below are five statements that you may agree or disagree with. Using the 1 - 7 scale below indicate your agreement with each item by placing the appropriate number on the line preceding that item. Please be open and honest in your responding.

7 — Strongly agree

6 — Agree

5 — Slightly agree

4 — Neither agree nor disagree

3 — Slightly disagree

2 — Disagree

1 — Strongly disagree

___ **In most ways my life is close to my ideal.**

___ **The conditions of my life are excellent.**

___ **I am satisfied with my life.**

___ **So far I have gotten the important things I want in life.**

___ **If I could live my life over, I would change almost nothing.**

35 ~ 31 *Extremely satisfied*

26 ~ 30 *Satisfied*

21 ~ 25 *Slightly satisfied*

20 *Neutral*

15 ~ 19 *Slightly dissatisfied*

10 ~ 14 *Dissatisfied*

5 ~ 9 *Extremely dissatisfied*

3. Know More about Boredom

Boredom is a state of mind in which one interprets one's environment as dull, tedious, and lacking stimuli. People often experience boredom in circumstances where they are forced to wait and in social situations where attention is demanded. This might be at school, at work (often in a meeting or presentation), or even among family when there is no natural motivation to pay attention. In a learning environment, a common cause of boredom is lack of understanding, for instance, if one is not following or connecting to the material in a class or lecture, it may seem boring. However, the opposite is also true; something that is too

easily understood to the point of being predictable to the students is likely to bore them. Some people hold the belief that having too much spare time causes boredom; for example, parents might encourage their children to fill their time with extracurricular activities or homework. Others disagree, arguing that few environments are inherently “boring”, and that boredom reflects a lack of imagination, initiative and creativity.

Far from being a minor annoyance, boredom can have major negative impacts on people. Perhaps more importantly, boredom is often a symptom of deeper problems, such as depression, ineffective teaching, or ineffective management in a workplace. This can also be due to the fact that some people just communicate poorly. Boredom in the workplace does more than just waste time. Studies have shown that stock traders can enter into “overtrading” (buying or selling even without any objective reason to do so) because they feel bored when they have nothing “productive” to do. Boredom in the workplace also hurts people’s sense of self-worth, which can cause them to work less effectively when their work is truly needed. There is an inherent anxiety in boredom; people will expend considerable effort to prevent or remedy it, yet in many circumstances it is accepted as an inevitable suffering to be endured. A common way to escape boredom is through creative thoughts or daydreaming.

B. Special Use

Confusing Transitive and Intransitive Verbs

英语动词的用法比较复杂, 这里我们将讨论及物动词 (transitive verb) 和不及物动词 (intransitive verb) 的用法。

1. 及物动词的用法

及物动词后能直接跟宾语, 充当宾语的可以是名词、代词、动词不定式、分词结构等。例如:

This *proved* his innocence.

I can’t *tell* you.

You *took* it the wrong way.

You don’t *need* to go with them.

We don’t *allow* smoking here.

有时, 可以是整个从句做动词的宾语, 即所谓的宾语从句。例如:

I *think* he is right. (think 后面跟的整个从句作宾语)

有时, 及物动词后可以接两个宾语, 即双宾语结构。例如:

He *gave* me a cup of coffee.

通常, 双宾语结构中的两个宾语能够变换位置。例如:

He *gave* a cup of coffee to me.

又如:

She *showed* him her passport.

Please *call* me a taxi.

Mother has *made* him a new coat.

Her father *chose* her a very pretty dress.

He *got* her a splendid present.

I'm going to *play* you a new record.

有时,及物动词后可接宾语和宾语补足语结构,宾语补足语主要说明宾语的情况或状态。充当宾补的结构可以是形容词、分词、动词不定式、名词等结构。例如:

I *think* your action very childish. (childish 是宾语补足语,是对宾语 action 的补充说明。)

I *had* my radio *repaired* yesterday. (repaired 说明了宾语 radio 的状况,是宾语补足语。)

He *had* his hair *cut* short. (cut 说明了宾语 hair 的情况,是宾语补足语。)

The teacher *had* the students *finish* their homework at school. (finish 说明了与宾语 students 的关系,是宾语补足语。)

又如:

I can't *keep* my hands warm.

I *find* English difficult to learn.

I *have* my hands full with the work.

I always *regarded* him as innocent.

I'll *leave* you exhausted at the end of the lesson.

They *got* the traffic move again.

He *proved* himself a great soldier.

He *calls* himself a servant of people.

They *made* him their team leader.

2. 不及物动词的用法

不及物动词后不接名词。例如:

At last no one *came*.

We are *traveling* light. (light 是副词,相当于 with little luggage。)

He can *dive* very deep. (deep 是副词。)

The course of true love never *runs* smoothly.

有时不及物动词后可接介词,然后与名词搭配。例如:

When did he *come* to the party?

另外需要注意,不及物动词没有被动语态。

3. 及物动词与不及物动词的比较

及物动词和不及物动词之间的关系并不是绝对的,而是相对的。一词多类在英语中是比较普

遍的。有的动词在某一句子中可能是及物的,但在其他句子中则可能是不及物的。例如:

The boys are *flying* kites. (fly 是及物动词。)

Birds can *fly*. (fly 是不及物动词。)

They at last *got* there. (get 是不及物动词。)

I *got* my M.A. degree last year. (get 是及物动词。)

We've *got* everything ready. (get 是及物动词。)

英语中的有些动词意义非常接近,但在用法上存在及物和不及物的差别。例如:

- lie (不及物) 和 lay (及物)。例如:

Shanghai *lies* in the east of China.

He *laid* the book on the shelf.

- rise (不及物) 和 raise (及物)。例如:

Look! The sun is *rising*.

If you have any questions, please *raise* your hand.

- sit (不及物) 和 seat (及物)。例如:

He is *sitting* at his desk.

The meeting room can *seat* 100 people.

Please be seated. (及物动词有被动形式。)

- wait (不及物) 和 await (及物)

Don't keep her *waiting*.

I'm *waiting* for them.

I'm *awaiting* their reply.

She is in prison *awaiting* trial.

- object (不及物) 和 oppose (及物)

I'd like to open the window, if no one *objects*.

I strongly *object* to being treated like a child.

The president *opposed* offering military aid to the country.

英语中类似的动词还有很多,学习者在使用时要注意区分。

C. Practical Reading

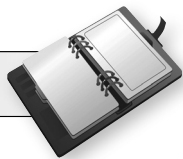
此篇阅读的主题是资源的开发与利用。教师应引导学生根据图标的文本特点,寻找关键词和主题句,把握文本的主旨和框架结构。All environmental issues are essentially about the use and distribution of resources. 是主题句,然后就是两大板块的内容:自然资源的分类和Resource Base。

自然资源的分类包括可再生资源(renewable / flow resource)和不可再生资源(non-renewable /

stock resource)。阅读此部分时,学生要明确这两种资源的概念。另外,教师也需要提醒学生注意细节,区分每种能源所属的类别。例如:不可再生资源包括石油、煤等矿石燃料(fossil fuel)、磷肥(phosphate fertilizer)、黄金等;可再生资源包括鱼类资源、太阳能(solar radiation / solar energy)、潮汐能(tidal energy)、土壤及森林生态系统(forest ecosystem)等。

关于Resource Base,教师应引导学生理解文本中提到的不同层面的能源储备,例如proven reserves(已被开发利用的能源储备), conditional reserves(在现有技术条件下还不具备开发价值的能源储备), speculative resources(在地质条件优越地区有可能被发现的资源), hypothetical resources(有可能存在于已知的矿井或油田中但迄今还没有被发现的资源),以及unconceived resources(现在不具备商业价值,其价值有待今后开发的能源)。学生应结合Resource Base的图,理解这些不同层面的资源。

Teaching Tips (教学提示)



1. Lead-in 本单元导入部分安排了听力理解和听写填空两项任务。听力理解部分包含两个语篇:语篇《一》描述了人类工商业活动对环境的影响;语篇《二》探讨了大力发展绿色经济(Green Economy)的重要意义以及实施策略。听力练习的编排和以往各单元一样,练习一和练习三均属预听活动,主要目的是在进行精听练习之前,让学生对所听语篇的主旨(gist)有所了解,初步把握词汇和理解上的难点所在,为接下来的听力活动做好语言和心理上的准备。练习二为正误辨析题,要求学生根据所听到的内容进行单句正误辨析,并对错误的句子予以改正。由于要求辨析正误的句子是在语篇之后出现,学生很难把握并记忆听音的重点,此题具有相当的难度。教师要提醒学生在听音的同时,对所听到的内容进行快速的逻辑分析,并不断归纳、总结,语篇中出现的 key information、具体数字、专有名词等进行一定的笔记。练习四属于大纲笔记题。听音前,教师应该让学生快速预读大纲(outline),根据大纲的结构,预测将要听到的语篇信息的基本组织构架方式,通过捕捉空格前后的语法结构、词语固定搭配以及并列结构等“信号”提示,积极预测所要填写空格的内容,如词性、在句中充当的成分,大概的意思等。
2. 听写填空(Spot Dictation) 是一篇关于再循环利用的短文,填充内容主要是废物处理和再利用的一些动词、名词,以及一些功能词,可以作为导入活动安排在阅读II课文讲解之前进行。
听写前,教师可以结合Background Information部分内容先请学生说说:
 - ◆ What materials are recyclable in our life?
 - ◆ How will recycling benefit both manufacturers and consumers?
3. 阅读 I Brainstorming 学生通过结对讨论,列出他们所知道的目前正困扰着人类社会发展和进

步的主要环境问题。教师可以结合 Additional Vocabulary 进行讲解。

4. 阅读 I Pairwork 学生双人结对, 结合本单元主题, 就环境问题的起因、其对生态系统的影响, 以及环境保护意识的培养等问题予以探讨。进行讨论活动时, 教师可以联系生活实际, 结合以下材料, 以及 Background Information 中提供的信息对学生予以相应地引导和提示。

How can Humans Improve Damaged Ecosystems

We have overworked the planet. Still, we can stop environmental degradation by following certain rules. Creating awareness about the duties and responsibilities of the citizens of EARTH is equally important. Now that we know how humans affect the environment, let us not sit back leaving all the responsibility of conserving our planet on a handful of people. Each one of us can make a valuable contribution towards preserving our environment. Let us do our own bit, for, in the well-being of the environment lies the key to our survival.

- ✧ Passing and implementing strict laws for industries and colonies. Those who are responsible for polluting air and water should be severely punished.
- ✧ Creating protected wildlife reserves. Certain species that are on the verge of extinction should be declared as “protected species” by respective governments.
- ✧ Breeding certain species, and releasing them afterwards so that they can live in their own habitat. Preserving and creating proper habitats.
- ✧ Planting as many trees as possible. Reforestation or re-greening the damaged areas can help avoid desertification of land.
- ✧ Creating awareness by celebrating “Earth Day”, “Green Day”, “Tree Day”, etc.
- ✧ Eliminating foreign species to help native species of plants to grow.
- ✧ Cleaning the rivers, ponds and lakes.
- ✧ Avoiding use of plastic bags.
- ✧ Separating dry and wet garbage, composting, using wet garbage as manure.
- ✧ Avoiding use of pesticides and chemical fertilizers.
- ✧ Using innovative and different energy forms like solar energy, wind energy, etc.
- ✧ Limiting the use of vehicles by following the rule of carpool, taking stairs, walking or taking a bike ride whenever possible.
- ✧ Eating local products can help avoid wastage of gas and air pollution; as food products are transported by trucks, trains, ships or airplanes. They are processed with machines which require electricity to run.

5. 阅读 I Post-reading 设有两项任务: 小组讨论和课堂辩论。学生首先就“快速经济发展是否必然会导致对环境的破坏?”和“加速经济发展是否必须要以牺牲环境为代价?”两个问题展开讨论, 为接下来进行课堂辩论做好准备。除了语言交际技能, 课堂辩论还能培养学生团队合作、人际互动、口头陈述、批判性思维等方面的能力。课堂辩论的目的不在于要分出孰是孰非, 谁对谁错, 而在于激发学生从多层次多角度思考环境保护和经济发展之间关系。教师可以结合背景知识中的内容, 引导学生从发达国家和发展中国家不同的国情, 经济发展模式的可持续性等方面去思考问题。对大多数贫穷的国家来说, 发展经济、提高劳动生产效率也许是其生存所必须的, 低效率、低科技含量的生产模式对环境的压力和破坏也许更大。关键是发展的模式, 如何把对环境的负面影响降低到最低。

在组织课堂辩论时, 教师可以安排学生在课前做一些相关 research, 准备一些图片、视频或 PPT 幻灯片资料等, 在辩论中说明支持自己的观点。下文介绍的方法在课堂辩论中运用得较为广泛, 但教师可以根据班级具体情况, 如学生人数、课堂参与积极性等采取不同的方式组织辩论。

Classroom Debates

The classroom debates are exercises designed to allow you to strengthen your skills in the areas of leadership, interpersonal influence, teambuilding, group problem solving, and oral presentation. All group members are expected to participate in the research, development, and presentation of their debate position. Preparation will require substantial library research. Each participating member will receive the same group grade.

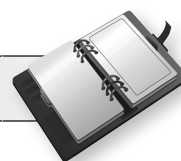
The debate will take the form of timed individual and/or group presentations and responses separated by timed group work periods. The rules applied may deviate from the formal rules of debating. When questions arise, the judgment of the instructor will provide the definitive ruling.

Prior to the beginning of the class period, both teams are to position their desks facing each other at the front of the room. Each team is to write its team name, debate position, and debate position statement on the blackboard behind their desks.

Team members may speak either from their desks or from the podium, as they desire. Audiovisuals may be used at any time, including, but not limited to, handouts, flipcharts, transparencies, slides, audio and videotapes, etc. While a team is not required to use all of the time allocated to each debate component, speakers must stop immediately when the allocated time runs out. Team members are prohibited from speaking to the audience or opposing team except at the times specifically allocated to them. Thus, there can be no immediate, reciprocal interchange of comments between the teams. The sequence of the position

summaries will be determined by a random procedure at the conclusion of the final work period. Note that no new information may be introduced during the summary. Doing so may result in disqualification of the offending group. If either team feels that their opponents are introducing new information during the summary, they may challenge them immediately and request a ruling from the instructor.

Key (练习答案)



>>>>> Reading I

I.

General Environmental Concerns			
<i>global warming</i> , rise of sea levels, air pollution, land pollution, noise pollution, light pollution... vehicle/ auto exhaust fumes	<i>ozone depletion</i> , coastal erosion, nuclear waste, chemical leakage, overpopulation, diminishing of natural vegetation, depletion of natural resources	acid rain, changing climate, soil impoverishment, destruction of rainforests, deforestation	greenhouse effect, radiation emergency, illegal sewage, oil spills, smog, toxic wastes, water pollution

Exercises

- II. 1. c 2. a 3. b 4. c 5. d
- III. 1. emission 2. skeptical 3. devastating 4. ensure 5. disheartening
6. endemic 7. return 8. logging 9. corruption 10. species
11. poach 12. stagnant 13. outcome 14. certify 15. depletion
- IV. 1. sustainable 2. corruption 3. stagnant 4. extinct 5. ensure
6. depletion 7. for sport 8. endemic 9. poaching 10. intended for
11. outcome 12. in theory 13. disheartening 14. a host of 15. delay
- V. 1. Although she did not mention my name, I know her remarks were intended for my benefit.

2. The storm came unexpectedly and delayed the arrival of the ship, which made a mess of (spoilt) the whole plan.
3. It doesn't make sense to purchase such expensive raw materials when the cheaper ones are just as good.
4. In theory, this plan is feasible. However, we must also consider the practical side before we decide to implement it.
5. People have been slow in responding to our call, we can raise \$2,000 at most for this project.

Post-reading

(没有标准答案, 具体参见本单元 Teaching Tips 第五条进行操作)

Reading II

- | | | | | |
|-----------|------|------|-------|-------|
| I. 1. F | 2. T | 3. F | 4. T | 5. T |
| 6. F | 7. T | 8. T | 9. NM | 10. T |
| III. 1. c | 2. b | 3. d | 4. a | 5. b |
| 6. b | 7. d | 8. a | 9. b | 10. b |

- IV. 1. It is always necessary to be strict with children for their own benefit.
2. Though vigorous reforms have been carried out in the company, but with the huge debt and backward technology, it is still in doubt whether this company can make up the deficits and get profits.
 3. The figures in the accounts must be consistent with the information given in the annual report.
 4. Little did we expect that he would betray us at this crucial moment, which made a mess of our overall investment plan.
 5. Under the present situation, we have two alternatives at most. One is that we stand still and refuse to make any progress, waiting to be pushed out of the competition. The other is that we strive vigorously forward and open overseas market for our product, thus achieving further development.
 6. In response to local demand, we will be opening this store from 9 a.m. till 7 p.m. on Sundays from now on.
 7. Although the energy conservation measures will in the long run pay for themselves by improving the business' competitiveness, some companies still make some noise about the cost.
 8. The current difficulty in local economy is tied to/with the knock-on effects of the real estate.

9. The new constraints imposed on companies made the investor turn their thoughts to other areas.

10. It does not make any commercial sense to spend so much energy collecting the stuff.

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

>>>>>> Extended activities

A. Function and Structure

1. Jessica : I'm really upset about
2. Monica : It's annoying
Betty : I won't put up with him
3. Sophia : I find ... most offensive
Mary : really unhappy about
4. Jack : I find it rather boring
5. Daddy : I can't say how delighted I am
6. Teddy : I'm bored can't stand
Teddy : Terrific
7. Mr. Green : It gives me great pleasure to
8. George : I don't take great interest in football

B. Special Use

- | | | | |
|----------------------------|-------------------|------------------|------------------|
| 1. a. lay | b. laid | 2. a. raised | b. will rise |
| 3. a. awaiting/waiting for | b. could not wait | 4. a. were paid | b. were paid for |
| 5. a. fell | b. was felled | 6. a. was seated | b. sat down |
| 7. a. objected/was opposed | b. opposed | 8. a. joined | b. joined in |
| 9. a. entered into | b. entered | | |

C. Practical Reading

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



6. c

7. d

8. c

9. d

10. d

D. Additional Vocabulary

1-i;	2-q;	3-b;	4-w;	5-h;	6-m;	7-x;	8-a;	9-z;	10-l;
11-s;	12-d;	13-r;	14-v;	15-c;	16-e;	17-t;	18-k;	19-p;	20-f;
21-y;	22-n;	23-u;	24-j;	25-o;	26-g				

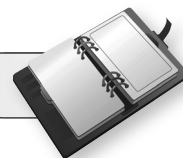
F. Humor Time

1. Noise
2. Water, Fire, Earth, Wind

Unit 8

Doing Business in China

Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : Doing Business in **China**

2. Language Focus (内容重点)

- **Key Words:** I. complex, appreciation, blunder, assign, status, disrespect, due, tone, confrontation, threatening, versus, ethic, embody, accountability, workplace, parallel, collective, pinpoint, essence, venture, specific, specifics, orient, barrier, short-term, long-term, acquisition, bureaucracy, hamper, eliminate, bureaucratic, authority, frustrate, empower; II. outlet, lag, counterpart, chain, concoction, flavor, push, de facto, gathering, revenue, offset, aspirational, sophistication, capability, luxury, volume, premium, higher-margin, specialty, pricey, juggling, urbanization, turnover, compile, compensation, package, proposition.
- **Phrases:** I. pertain to, for the most part, derive from, by contrast, to some/a certain/ large extent, thrive on, worry about, red tape; II. live up to take-out orders, dine-in service, status symbol, roll out, transplant into , in large, as well as.
- **Useful Structures:** be of the essence
take... as a sign of

position... as

proved +Ved (shortsighted and ill-fated)

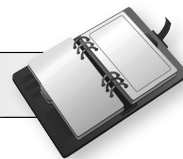
3. Communicative Skills (交际技能)

— **Expressions:** Ordering

— **Practical Reading:** Order forms

4. Special Use (专项用法) Attributive and predicative adjectives

Lead-in (导入)



>>>>>> Listening Comprehension Tasks

Difficult Words and Expressions

- lucrative: producing a sizeable profit 赚钱的
- imperative: requiring attention or action 必要的, 势在必行的
- etiquette: rules governing socially acceptable behavior 礼节, 礼仪
- bureaucracy: a system of government in which most of the important decisions are taken by state officials rather than by elected representatives 官僚体制
- connotation: an idea that is implied or suggested 暗示, 隐含意义
- construe: interpret (a word or action) in a particular way 解释
- deteriorate: become worse 恶化, 变坏
- innovation: the introduction of new ideas, methods, or things 创新, 革新
- pledge: promise solemnly and formally 保证
- protectionism: the policy of imposing tariffs or quotas on imports in order to protect home industries from overseas competition 保护主义, 贸易保护主义

Passage Script

Passage I

Doing Business in China

Improved international relations, government reforms, an expanding economy and increased foreign investment make doing business in China a potentially lucrative affair.

Doing business in China means that business people will come into increasingly frequent contact with Chinese business people and officials. It is imperative that those doing business in China learn about business etiquettes to maximize the potential of their business.

Meeting & Greeting

Doing business always involves meeting and greeting people. In China, meetings start with the shaking of hands and a slight nod of the head. Be sure not to be overly vigorous when shaking hands, as the Chinese will interpret this as aggressive.

Business cards are exchanged on an initial meeting. Make sure one side of the card has been translated. Mention your company name, rank and any qualifications you hold.

Building Relationships

Relationships in China are very formal. Remember, when doing business, you are representing your company, so always keep dealings at a professional level.

When doing business in China, establishing a contact to act as an intermediary is important. This brings with it multiple benefits. It can act as a reference, be your interpreter and navigate you through the bureaucracy, legal system and local business networks.

Giving Gift Etiquette

Unlike many countries, the giving of gifts does not carry any negative connotations when doing business in China. Appropriate gifts should always be exchanged for celebrations, as thanks for assistance and even as a sweetener for future favors. However, it is important not to give gifts in the absence of a good reason or a witness. This may be construed differently.

When the Chinese want to buy gifts it is not uncommon for them to ask what you would like. Do not be shy to specify something you desire. However, it would be wise to demonstrate an appreciation of Chinese culture by asking for items such as ink paintings or tea.

Passage II

China Business Environment for U.S. Firms Fails to Improve

The business environment in China for U.S. companies has failed to improve and has in some cases worsened, according to a survey by the American Chamber of Commerce in Shanghai.

Nearly two-thirds of the U.S. companies in China surveyed said the regulatory environment has “not changed” or has deteriorated over the past year, according to the report released today. A total of 71 percent of the companies surveyed said China’s enforcement of intellectual property rights has remained the same or gotten worse, an increase from the 61 percent that answered similarly in the Chamber’s survey last year.

Chinese rules including one to promote domestic innovation have led the companies and the U.S. government to express concerns about the treatment for foreign investors in the world’s fastest growing major economy. The Chinese government has pledged that China will create a stable and transparent environment for both foreign and domestic companies and address the concerns of foreign investors.

U.S. companies are concerned about rising protectionism in China, with 48 percent saying they see the regulatory environment as favoring Chinese firms, according to the Chamber’s report, which surveyed 346 companies between November and December of last year.

Foreign direct investment in China rose to a record \$105.7 billion last year, according to government data. China had a \$252 billion trade surplus with the U.S. in the first 11 months of this year, according to the U.S. Commerce Department.

The Chamber’s survey found that more U.S. companies in China were profitable last year, with 79 percent of the U.S. companies in China saying they were profitable this year compared with 65 percent last year. The survey also found that 41 percent of the companies surveyed said they expected to increase their investment in China by more than 15 percent this year.

Key

- II. 1. Improved international relations, government reforms, an expanding economy and increased foreign investment.
2. Shaking hands, a slight nod of the head.
3. Your company name, rank and any qualifications you hold.
4. It can act as a reference, be your interpreter and navigate you through the bureaucracy, legal system and local business networks.
5. Do not give gifts in the absence of a good reason or a witness.
- IV. 1. 71% of the companies surveyed said China’s enforcement of intellectual property rights has remained the same or gotten worse, an increase from the 61% last year.
2. 48% of the companies thought the regulatory environment favored Chinese firms.
3. 346 companies were surveyed between November and December of last year.
4. Foreign direct investment in China rose to \$105.7 billion last year.
5. China’s trade surplus with the U.S. in the 11 months of this year was \$252 billion.

6. 79% of the U.S. companies in China said they were profitable this year compared with 65% last year.
7. 41% of the companies surveyed said they expected to increase their investment in China by more than 15% this year.

>>>>> Spot Dictation

With a population of 1.3 billion, China has an enormous consumption potential. The Chinese market has been regarded by investors as a big market yet to be developed fully worldwide. Over the past ten-plus years, the scale of China's economy has been growing steadily, people's purchasing power has been increasing at an accelerated pace and the domestic market has been becoming increasingly brisk. Foreign investors can explore the Chinese market by investing and building enterprises in China.

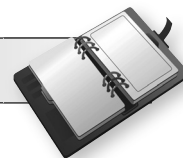
Because of environment preservation, many Foreign investors start to pay more attention to getting into green for sustainable development. Recently British retailer Tesco plc signed a letter of intent with China to promote the sustainable development of the Chinese retail industry. In the agreement, which was signed by the Chinese Commerce Ministry's Department, Tesco has reportedly agreed to exchange technologies and environmental innovation on sustainable retail development with local government departments, retailers, trade organizations, suppliers and consumers.

The cooperation between a big business such as Tesco and the Chinese government sets a good example for the potential of future government partnerships.

brisk: *adj.* very active 活跃的, 兴隆的

letter of intent 意向书

Background Information (背景知识)



1. Cultural differences & Doing Business in China

Despite China's global presence, many U.S. and European multinationals still find doing business

in China can be a long, grueling process. One primary reason is that Western-based MNCs do not appreciate the important role and impact of Chinese culture. An important dimension of Chinese culture is *guanxi*, which means “good connection.” *Guanxi* networking offers a number of potential benefits, including lower costs of doing business, increased business, higher sales revenue, more sources of information, greater prospecting opportunities, and the facilitation of future transactions. In other words, having connections with the appropriate individuals and authorities is often more crucial than having the right product and/or service.

When dealing with the Chinese, one must realize they are a collective society in which people pride themselves on being members of a group. This is in sharp contrast to the situation in the Western countries, where individualism is highly prized. For this reason, one must never single out a Chinese and praise him or her for a particular quality, such as intelligence or kindness, because doing so may embarrass the individual in the presence of his or her peers. It is equally important to avoid using self-centered conversation, such as excessive use of the word “I”, because it appears that the speaker is trying to single him or herself out for special consideration.

The Chinese also are much less animated than Westerners. They avoid open displays of affection, do not slap each other on the back, and are more reticent, retiring, and reserved than North or South Americans. They do not appreciate loud, boisterous behavior, and when speaking to each other, they maintain a greater physical distance than is typical in the West. During meetings, such as those held when negotiating a contract, the Chinese may ask many questions and nod their assent at the answers. This nodding usually means that they understand or are being polite; it seldom means that they like what they are hearing and want to enter into a contract. For this reason, when dealing with the Chinese, one must keep in mind that patience is critically important.

Other cultural highlights that affect business negotiating in China can be summarized as follows. In negotiations, reciprocity is important. If the Chinese give concessions, they expect some in return. Additionally, it is common to find them slowing down negotiations to take advantage of Westerners desiring to conclude arrangements as quickly as possible. The objective of this tactic is to extract further concessions. Because negotiating can involve a loss of face, it is common to find Chinese carrying out the whole process through intermediaries. This allows them to convey their ideas without fear of embarrassment. During negotiations, it is important not to show excessive emotion of any kind. Anger or frustration, for example, is viewed as antisocial and unseemly. Negotiations should be viewed with a long-term perspective. Those who will do best are the ones who realize they are investing in a long-term relationship.

2. Essential Tips to invest and do business in China

Have clear understanding of China It is essential to understand the culture of the country before

investing in it. Understanding China is vital as China is a land of vast diversity. As such it is important for the company to understand the culture and the society's values before establishing operations in China. Only through understanding the culture and values strong foundations can be built and higher chance of success can thus be achieved.

Understand local business practices Given China's distinct culture differences from the rest of the world, understanding China's business culture is extremely crucial. What works in one's country will not be applicable at all in China. Understanding how the local people think and their business practices can allow one to engage better and faster with them. Original organizational culture and practices may have to change in order to accustom to China's practices. Thus flexibility and adaptability is the key for any organization to be successful in China.

Acquire local knowledge and establish local presence Establishing a representative office in conjunction with a strong domestic private sector partner that has access to all necessary information and contacts in their field is the widely practiced formula practiced by foreign firms who already enjoyed success in China. Another way will be through setting up joint venture. Most importantly it has to be the selection of the correct partner. Finding the right partner may require more time, patience and experience but it is never a hassle to spend more efforts in choosing the partner because a wrong partner will definitely guarantees failure. Chinese expertise and local talent must also be incorporated into management or consulted during decision-making since local knowledge is essential as a source of information, access to networks and social and cultural learning, especially in China.

Need for establishing business relationships Guanxi (relationship) is an important element in achieving successful business in China. Top management must learn to nurture close relationships with their local counterparts. This not only helps them to understand the Chinese domestic market, but also creates avenues for help in times of trouble or in need of assistance. Building strong relationships with business partners can aid in mitigating strategic and operational risks.

Establish close relations with government officials Because the China government plays an important role in influencing market movement and administering foreign investments, a strong government relationship remains an important factor to do business successfully in China. Fewer hiccups may be met during paperwork applications or achieving local authorization if a strong relationship with government officials is in place.

3. General business climate in China

China officially joined the World Trade Organization (WTO) in November 2001, and foreign investment and trade has grown rapidly as a result. Under the WTO, tariffs on agreed products have been reduced, and market access to various regulated industries has been phased in gradually. A more open market will attract know-how, technology, services and materials. These imports,

together with China's rich manpower, both skilled and unskilled, have turned China into one of the most important manufacturing bases in the world. Large areas of China's economy are increasingly becoming more market oriented, and a smaller range of sectors and products is now under administrative control. Current industrial policy places emphasis on strengthening basic industries, infrastructure, energy, and transport. Market forces are now playing a more dominant role in China, and the business climate is less subjected to state administrative guidance than before. Foreign participation in investment projects continues to be encouraged by the Chinese authorities, and measures are being taken to make the investment climate more favorable and less bureaucratic. Priority areas for foreign investment remain those where modern technology, environmental protection, energy and water conservation are required. The coastal areas have experienced a greater degree of industrial development than the inland areas, offering improved infrastructural facilities and a number of other benefits to foreign investors. In addition, the government has issued a series of laws and regulations intended to encourage foreign investment in the central and western regions of China.

4. What determines business success or failure in China

Why some foreign-funded enterprise became successful when entering the China market while others fail, and why some grow relatively faster than the rest? Reasons to explain all these are complex and varied. The following factors can determine how well or bad foreign-funded enterprise fare in China:

- ⊗ Establishment and implementation of enterprise's development strategy. In China, successful MNCs and foreign-funded enterprise will definitely implement long-term development strategy, adopting a long-term outlook for their business, unlike other unsuccessful companies which do not look far and only concentrate on short-term gains. Besides adopting a development strategy that is of long time horizon, the strategy will need to be a flexible one as market conditions are constantly changing due to the presence of globalization. The enterprise need to be flexible as to react immediately to any changes without affecting its business operations.
- ⊗ Leadership of the top management plays a decisive role in deciding the success of the company. In face of greater competition brought about by globalization, management today will need to possess stronger judgment, decision ability, adaptability and greater foresight. Ability to look far is crucial as one need to be able to foresee unforeseen circumstances in order to be ready at all times to react to any changes.
- ⊗ Form key competitiveness for the enterprise, and grow together with the economy. Treat your staff with an open heart, cultivate the enterprise's values and vision constantly into them to foster togetherness within the organization and strengthen the organization's strengths.

- ☼ Build and strengthen the institutional framework and economic system of the enterprise. MNCs usually will establish main or Asian headquarters in key cities in China. Besides that, research and development centre, training centre and logistic base will also be built. Therefore it is vital for the organization to have a strong organization structure dealing with its cash flow, flow of information and manpower movement in order to ensure its success in China.
- ☼ It is essential for the foreign-funded enterprises to understand the China's culture, especially regarding the culture of Guangxi (relationship), so as to be able to gain the popularity and trust of China population. With a good relationship, business can become smoother and probability of failure will be greatly reduced. Stronger bonds can also be built with the customers, suppliers and partners.

5. Tesco (乐购)

Tesco plc is a British multinational grocery and general merchandise retailer headquartered in Cheshunt, United Kingdom. It is the third-largest retailer in the world measured by revenues [after Wal-Mart (沃尔玛) and Carrefour (家乐福)], and the second-largest measured by profits (after Wal-Mart). It has stores in 14 countries across Asia, Europe and North America. The company was founded in 1919 by Jack Cohen as a group of market stalls. The Tesco name first appeared in 1924, after Cohen purchased a shipment of tea from T. E. Stockwell and combined those initials with the first two letters of his surname, and the first Tesco store opened in 1929 in Burnt Oak, Middlesex. His business expanded rapidly, and by 1939 he had over 100 Tesco stores across the country. Originally a UK-focused grocery retailer, since the early 1990s Tesco has increasingly diversified geographically and into areas such as the retailing of books, clothing, electronics, furniture, petrol and software; financial services; telecoms and internet services; DVD rental; and music downloads. Tesco entered China in 2004 and has built up a network of more than 100 stores across provinces along the Eastern Seaboard. Tesco currently employ more than 26,000 people and serve around 4.4 m customers every week.

6. Starbucks (星巴克)

Starbucks is an international coffee company and coffeehouse chain based in Seattle, Washington. It is the largest coffeehouse company in the world, with 19,555 stores in 58 countries, including 12,811 in the United States, 1,248 in Canada, 965 in Japan, 766 in Great Britain, 580 in China and 420 in South Korea. Starbucks-brand ice cream and coffee are also offered at grocery stores. From Starbucks' founding in later forms in Seattle as a local coffee bean roaster and retailer, the company has expanded rapidly. In the 1990s, Starbucks was opening a new store every workday, a pace that continued into the 2000s. The first store outside the United States or Canada opened in the mid-1990s, and overseas stores now constitute almost one third of Starbucks' stores.

7. Burger King (汉堡王)

Burger King is a global chain of hamburger fast food restaurants headquartered in Florida, United States. The company began in 1953 as Insta-Burger King, a Jacksonville, Florida-based restaurant chain. After Insta-Burger King ran into financial difficulties in 1955, its two Miami-based franchisees, David Edgerton and James McLamore, purchased the company and renamed it Burger King. At the end of fiscal year 2011, Burger King reported it had more than 12,400 outlets in 73 countries; of these, 66 percent are in the United States and 90 percent are privately owned and operated. The Burger King menu has evolved from a basic offering of burgers, French fries, sodas, and milkshakes to a larger, more diverse set of product offerings.

8. Dunkin' Donuts (唐恩都乐)

Dunkin' Donuts is an international doughnut and coffee retailer founded in 1950 by William Rosenberg in Quincy, Massachusetts. While the company originally focused on doughnuts and other baked goods, over half of its business today is in coffee sales, making it more of a competitor to Starbucks than to more traditional competitors such as Krispy Kreme (卡卡圈坊) and Tim Hortons (提姆霍顿甜甜圈). The company has more than 10,000 locations in 32 countries worldwide, which include more than 6,700 Dunkin' Donuts locations throughout the United States and more than 3,000 international locations. In 2011, Dunkin' Donuts earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for the fifth year in a row.

9. Best Buy (百思买)

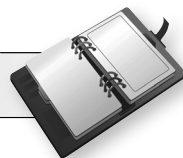
Best Buy is an American specialty retailer of consumer electronics in the United States, accounting for 19% of the market. It also operates in Puerto Rico, Mexico, Canada and China. Best Buy was named "Company of the Year" by Forbes magazine in 2004. On March 9, 2009, Best Buy became the largest electronics retail store (online and bricks and mortar) in the eastern United States. Many locations feature in-store pickup, which can be arranged through the company's website. In 2011, during the three-month period ended February 26, Best Buy saw its revenue and profits slide, generating a profit of \$651 million on revenue of \$16.26 billion. In 2012, Best Buy announced it would be closing fifty stores in the USA, including a high-profile store on Newbury Street in Boston, as part of a "transformation strategy".

10. Home Depot (家得宝)

Home Depot is an American retailer of home improvement and construction products and services. The Home Depot operates many big-box format stores across the United States, all ten provinces of Canada, Mexico and China. The Home Depot is headquartered at the Atlanta Store Support Center in Cobb County, Georgia, in Greater Atlanta. In terms of overall revenue reported to the U.S. Securities and Exchange Commission, The Home Depot is the largest home improvement retailer in the United States, ahead of rival Lowe's. The store operates out of large warehouse style buildings averaging

105,000 ft² (9,755 m²) with megastores operating in larger facilities (the company's largest store, located in Union, New Jersey is 225,000 ft²).

Language and Culture Focus (语言文化要点)



>>>>> Reading I

1. **where we choose to do:** in which we decide to do. 我们决定做(生意)的(国家)

choose to do: decide to do 决定……(参看 Book 1 Unit 5 教参 Word Study Notes)

【例句】He chose to take English as his major.

He chose not to go home until later.

where: *relative adv.* used after words or phrases that refer to a place or situation to mean “at” in or to which.

【例句】It's one of the few countries where people drive on the left. (限制性定语从句)

We then moved to Paris, where we lived for six years. (非限制性定语从句)

用法辨析: where 在这里是关系副词, 用于引导定语从句, 比较以下两句 where 的用法:

1) Where there's a will, there's a way.

2) There was a signpost where the two paths converged.

1) 句中的 where 是连词, 引导地点状语从句; 2) 句中的 where 是关系副词, 引导定语从句, 修饰前面的名词 signpost。同样可引导定语从句的关系副词有: when, why。(参看 Book 1 Unit 1 教参 Reading I Note 8)

2. **complex:** *adj.* made of many different things or parts that are connected; difficult to understand. 复杂的; 难以理解的 [同义词] complicated:

【例句】a complex argument / problem / subject

Peter seemed to have an instant understanding of the most complex issues.

It was a very complex relationship between two complex people.

3. **international community:** all the countries of the world. 国际社会

【例句】This terrorist attack has been condemned by the entire international community.

community: a group of people living together and/or united by shared interests, religion, nationality, etc. 社区; 社会; 团体; 界

- 【例句】 the black community 黑人社区
 rural communities 村落
 the academic community 学术界

相关表达

community center: 社区活动中心

community college: [美]社区大学

community service: 社会服务工作; (给责令罪行轻的犯人所做的)社会监督劳动

4. appreciation *n.*

1) understanding of the good qualities or worth of sth. 欣赏, 鉴赏, 赏识

【例句】 The audience showed their appreciation with loud cheers.

2) a judgment of the worth or facts of sth. 评定; 判断

【例句】 The pupils wrote an appreciation of the play they had just seen.

同根词

appreciate *v.*

1) to recognize and enjoy the good qualities or worth of. 欣赏, 鉴赏, 赏识

【例句】 She doesn't appreciate good wine.

2) to understand fully. 完全了解, 明白

【例句】 I don't think you appreciate the difficulties this will cause.

3) to be thankful or grateful for. 感激

【例句】 I appreciate your help.

appreciative *adj.* feeling or showing admiration or thanks; showing appreciation. 赞赏的; 有欣赏力的; 感激的

【例句】 He was very appreciative of his colleagues' support during his illness.

5. pertain to: to have a connection with; concern. [正式] 有关, 关于

【例句】 Any inquiries pertaining to the planning permission should be addressed to the Town Hall.

The rules pertaining to one of circumstances do not necessarily pertain to another.

6. blunder

1) *n.* a big mistake, especially one which seems to be the result of carelessness or stupidity. 愚蠢之错, 疏忽

【例句】 Signing the agreement was a major blunder on the director's part.

I made an awful blunder — switched off his computer while he was working on it.

2) *v.* to make a big mistake, esp. a careless or stupid one. 犯愚蠢之错误, 出漏子

【例句】 Clearly, he had blundered badly when he was signing the contract.

3) *v.* to move awkwardly or unsteadily, as if blind. 瞎闯; 跌跌撞撞

【例句】He blundered through the dark forest.

7. **status** *n.*

1) one's legal position, or condition. 身份; 状况

【例句】What's your status in your country? Are you a citizen or an alien?

2) the prestige or importance that you have in the eyes of other people. 重要地位, 要人身份

【例句】They think owning such an expensive car will give them status.

3) one's social or professional rank or position, considered in relation to other people. 社会地位; 专业资格

【例句】What's her status in the organization?

4) a state or situation at a particular time. 情形, 状态, 状况

【例句】What's the status of the talks between the two companies?

相关表达

status quo: the state of things as they are; existing state of affairs. 现状

【例句】They are opposed to changes in the tax laws; they want to maintain the status quo.

8. **assign** *v.*

1) to give as a share or duty. 分配; 分派

【例句】I've been assigned the job of looking after the new students.

She had been assigned to work in the fields for six months.

They had assigned someone to watch the child twenty-four hours a day.

2) to fix or set aside for a purpose; decide on. 指定, 确定

【例句】We assigned a day for our outdoor party.

同根词

assignment *n.* a duty or a piece of work that is given to a particular person. (分配、指派的)任务, 工作

【例句】She's going to India on a special assignment for her newspaper.

His assignment was to follow the spy.

9. **taken as a sign of:** regarded as showing... 被看作是……的迹象

【例句】You can't take our patience as a sign of weakness.

sign: sth. that shows or points to the presence or likely future existence of a particular condition, fact or quality. 迹象, 痕迹, 征兆

【例句】The economy is showing signs of improvement.

take sth as sth.: consider them in a particular way. (以特定方式)看待, 对待

【例句】She took what he said as a compliment.

Nobody in the firm took the project as a success.

相关表达 **take sb./sth. to be sth.:** 把……看作……

【例句】 I took her to be his daughter.

10. **disrespect**: *n.* lack of respect or politeness. 不尊敬; 无礼, 失礼

【例句】 Some people showed increasing disrespect for the forces of law and order.

同根词

disrespectful: *adj.* showing no respect in speaking or behavior. 不尊敬的; 无礼的

【例句】 It's disrespectful for the students to talk loudly when the teacher is giving his lecture in class.

11. **official title**: 正式头衔; 职称

【例句】 Kamprad's official title with the company now is senior adviser.

坎普拉德对外宣称的头衔是宜家高级顾问。

I was the only person in the delegation without an official title.

我当时是代表团中唯一没有官衔的人员。

Your official title is Accounting Clerk. 你正式的职称是会计事务员。

title: *n.* a name that describes their job or status in an organization. 职位; 职称

【例句】 He was given the title of deputy prime minister... 他被授予副总理之职。

“Could you tell me your official job title?” — “It's Data Processing Manager.”

“能告诉我您的正式职务名称吗?” —— “数据处理部经理。”

12. **commissioner**: *n.* an important official in a government department or other organization. 专员, 委员; 负责某部门的官员

【例句】 He was appointed United Nation High Commissioner for refugees.

他获任命为联合国难民事务高级专员。

Mark is Canada's Commissioner General for Expo 2010 here in Shanghai.

大山是2010年上海世博会加拿大总代表。

commission: *n.*

1) a group of people who have been given the official job of finding out about something or controlling sth. 委员会; 调查团

【例句】 The Government set up a commission to investigate allegations of police violence.

2) an extra amount of money that is paid to a person or organization according to the value of the goods they have sold or the services they have provided. 佣金; 回扣

【例句】 The dealer takes a 20% commission on the sales he makes.

You get a 10% commission on everything you sell.

He earned £ 2,000 in commission last month.

In this job you work on commission (= are paid according to)

3) a piece of work that someone is asked to do and is paid for. 受托之事; (接受报酬的)任务

【例句】 Just a few days ago, I finished a commission.

就在几天前,我完成了一项委托创作任务

13. **due:** *adj.* proper, correct or suitable. 恰当的, 相称的

【例句】 In designing the machines due attention was paid to the people who would work them.

He paused a moment, giving my comments due consideration.

相关表达

with (all) due respect: 恕我冒昧

【例句】 With all due respect, I think that you will find the situation is not as you have described.

14. **tone:** the quality of sb.'s voice, especially expressing a particular emotion. 声调, 语调, 口气

【例句】 speaking in hushed / low / clipped / measured, etc. tones

I still didn't like his tone of voice... 我还是不喜欢他说话的语气。

Don't speak to me in that tone of voice (= in that unpleasant way).

不要用这样的口气与我说话。

Her tone implied that her patience was limited. 她的口气暗示她的耐心是有限的。

15. **confrontation:** *n.*

1) a situation in which there is a lot of angry disagreement between two people or groups. 对峙, 对抗, 冲突

【例句】 The government is ready to face a confrontation with the unions.

The commission remains so weak that it will continue to avoid confrontation with the local government.

该委员会的力量仍然十分薄弱,所以将继续避免与地方政府发生冲突。

There was a head-on confrontation between management and unions.

管理层与工会之间发生了正面冲突。

There was an ideological confrontation between two sides.

2) a fight, battle, or war. 战斗, 战争

【例句】 The police were obviously anticipating a confrontation, as they were heavily armed.

Two people were killed and several wounded in the confrontation.

He tended to avoid direct confrontation with unpleasant truths.

She had stayed in her room to avoid another confrontation.

同根词

confront: *v.*

1) to face bravely or threateningly. 勇敢地面对; 对抗; 正视

【例句】 They have confronted the problem of terrorism with great determination.

2) to be faced with and have to deal with. 面临; 遇到

【例句】 He prepared answers for the questions he expected to confront during the interview.

相关表达

confront sb. with sth.: to force to deal with or accept the truth of; bring face to face with. 使不得不面对; 使对质

【例句】 When the police confronted her with the evidence, she admitted that she was guilty.

16. **threatening:** *adj.* likely to cause harm. 危险的; 险恶的

【例句】 The world faces dangers greater and more threatening than any known in the past.

He was well-known for his violent and threatening behaviour.

他因暴力和威胁行为而恶名远扬。

His words slowly relaxed her threatening attitude. 他的话渐渐缓和了她的威胁态度。

同根词

threaten: *v.*

1) to express a threat against (someone). 威胁, 恐吓某人

【例句】 The strikers were threatened with dismissal if they did not return to work.

The terrorists threatened to blow up the plane if their demands were not met.

2) to be a danger or threat to; seem likely to harm. 威胁到, 危及

【例句】 Noisy traffic threatens the peace of the village.

threat: *n.*

1) an expression of an intention to hurt, punish, cause pain, etc. esp. if one's instructions or demands are not obeyed. 威胁, 恐吓

【例句】 Those children do not take their father's threats seriously.

2) a person, thing, or idea regarded as a possible danger. 可能造成危险的人、事、想法

【例句】 While the killer goes free, he is a threat to everyone in the town.

3) a sign, warning, or possibility of coming danger. 凶兆, 坏兆头

【例句】 The threat of bankruptcy hung over the company.

相关表达

empty threat: 虚张声势的威胁

under threat of: 受……的威胁

17. **versus:** *prep.* against; in opposition to. 与……相对; (比赛等)……对……

【例句】 The oil versus nuclear energy is a hot issue. 使用石油还是核能之间是争议的热点。

It's going to be Mexico versus Holland in the final.

18. **for the most part:** mostly, in most places, usually. 多半, 就大部分而言

【例句】 This orange drink is for the most part water.

The New Guinea forest is, for the most part, dark and wet.

19. They judge success on advancement toward individual career and personal goals and their “motivation derives from the ethic of individual effort which embodies competitive behavior, individual responsibility, and accountability”.

【译文】他们判断成功的标准是个人职业的发展和目标的实现,他们的动力源自个人奋斗的伦理道德,具体表现为好强的行为、个人责任感和敢于承担。

20. **derive from**: come from; obtain ... from ... 来自; 从……中得到

【例句】His power derives mainly from his popularity with the army.

He derives a lot of pleasure from meeting new people.

21. **ethic**: *n.* an idea or moral belief that influences the behavior, attitudes, and philosophy of life of a group of people. 道德规范; 伦理标准

【例句】The modern ethic seems to be to get as much money as you can without worrying how you get it.

相关表达

work ethic: 职业道德

同根词

ethics: *n.* 伦理学; 伦理标准, 道德规范

ethical: *adj.* 伦理的, 道德的; 合乎道德的

22. **embody**: *v.*

1) to express (an idea, principle, etc.) in a real or physical form that can be seen or noticed; to be a symbol or expression of that idea or quality. 具体表现, 体现(思想, 原则等)

【例句】The country's constitution embodies the ideals of freedom and equality.

Words embody thoughts and feelings. 言语具体表现各种思想和感情。

2) to include; incorporate. 包括; 收录

【例句】The new car embodies many improvements.

The dictionary embodies many new words which are quite popular on the internet in recent years.

同根词

embodiment: *n.* someone or something that represents, includes, or is very typical of sth. 具体表现, 体现, 化身

【例句】The fluctuation of ocean freight is the embodiment of market risk. 运费波动是航运市场风险的集中反映。

23. **accountability**: the condition or quality of being responsible. 对……负有责任

【例句】demands for an increase in police accountability

the accountability of a company's directors to the shareholders

同根词

accountable: *adj.* responsible. 负有责任的

【例句】The manager requires that everyone in the company be more accountable to his or her work.

24. **by contrast/ in contrast:** to indicate how something is different from something else. 相比之下(参见 Book2 Unit 5 Reading I Notes)

【例句】The coastal areas have mild winters, but by contrast the central plains become extremely cold.

25. **whether it be in the family, community, or workplace:** whether it is in the family, community or workplace. 不管在家、在社区、还是在上班……

In formal English, the form “be” is used in “whether…” clause to indicate subjunctive mood (虚拟语气).

【例句】You need to keep up long — distance running *whether* it be windy or snowy.

刮风也罢,下雪也罢,你都要坚持长跑。

When the subject is “they” or “it”, both the subject and “be” can be omitted.

【例句】A fresh pepper, whether red or green, lasts about three weeks.

不管是红辣椒还是青辣椒都只能保鲜大约3周。

26. **workplace:** *n.* the place where you work. 车间,工厂,工作场所

【例句】Conflict between management and workers makes for inefficiency in the workplace.

资方与工人之间的冲突使得工厂生产效率很低。

An overcrowded workplace can be a major source of stress.

拥挤的工作空间可能是压力的主要来源。

Workplace stress can cause back injuries. 工作环境的压力能引起背部损害。

27. **pinpoint:** *v.*

1) to find or describe exactly (the nature or cause of sth.). 准确找出或描述(事物的性质和原因)

【例句】Investigators are trying to pinpoint the causes of the crash.

It was almost impossible to pinpoint the cause of death. 几乎不可能确认死因。

The commission pinpoints inadequate housing as a basic problem threatening village life.

该委员会明确指出住房不足是威胁村民生活的根本问题。

2) to show the exact position. 为……准确定位

【例句】Can you pinpoint the headquarters of the company on the map for me?

I could pinpoint his precise location on a map with the help of GPS.

借助GPS我能在地图上指明他的准确位置。

28. **thrive on:** to enjoy and do well as a result of, perhaps unexpectedly. (出乎意料地)乐意干(某事)

【例句】Most people wouldn't like to have so much responsibility in one piece of work, but she seems to thrive on it.

He's the sort of person who thrives on hard work. 他是那种以刻苦工作为乐的人。

29. venture: v.

1) to risk going somewhere or doing something (dangerous). 冒险 (去某地或做某事)

【例句】The manager of the company didn't venture to sign the contract for fear that he might be cheated.

2) say in a cautious, hesitant manner. 敢说, 大胆表示

【例句】If I may venture an opinion, I'd say the plan needs closer examination.

May I venture to suggest a few improvements in this proposal?

相关表达

venture on/upon: to attempt (something dangerous or risky) 冒险做……

【例句】Now is not the time to venture on such an ambitious project.

同根词

venture: n. a course of action, esp. in business, of which the result is uncertain and there is a risk. 风险项目, 风险投资

【例句】joint venture 合资企业

30. is of the essence: is very important; If you say that something *is of the essence*, you mean that it is *absolutely necessary* in order for a particular action to be successful. 是至关重要的; 不可缺少的

【例句】Perseverance is of the essence on one's way to success.

Speed was of the essence in a project of this type. 对于这种项目来说, 速度至关重要。

Time is of the essence for a manager. 对管理人员而言, 时间是至关重要的。

essence: n.

1) the central or most important quality of a thing. 本质, 实质; 要素

【例句】The essence of his work ethic is responsibility. 他工作观的核心是责任感。

2) something removed from a substance, usu. in the form of a liquid or jelly, having a strong smell or taste of the original substance. 香精, 精油

【例句】essence of roses

相关表达

in essence: in nature, essentially. 本质上; 基本上

【例句】In essence, the problem is a sociological and political one.

31. orient: (also *orientate*) v. to arrange or direct with a particular purpose. 按……调整; 使适应, 以……为导向

【例句】Our students are oriented towards science subjects.

We run a commercially oriented operation.

an export-oriented company

profit-orientated organizations

orient yourself: 1) to find your position in relation to your surroundings.

【例句】The mountaineers found it hard to orient themselves in the fog.

2) to make yourself familiar with a new situation.

【例句】It took him some time to orient himself in his new school.

orientation: *n.*

1) the type of aims or interests that a person or an organization has; the act of directing your aims towards a particular thing. 定位, 取向

【例句】The course is essentially theoretical in orientation.

2) Orientation is basic information or training that is given to people starting a new job, school, or course. (岗前、学前等的) 情况介绍, 培训

【例句】They give their new employees a day or two of perfunctory orientation.

他们对新员工进行了一两天例行公事的培训。

... a one-day orientation session. 为期一天的迎新会。

32. **barrier:** *n.*

1) a problem, rule or situation that prevents sb from doing sth, or that makes sth. impossible. 障碍; 壁垒; 阻碍

【例句】Duties and taxes are the most obvious barrier to free trade.

关税和税收是自由贸易的最大壁垒。

Trade barrier is broken gradually, country economy is more free.

贸易壁垒被逐渐打破, 各国经济更为自由。

Lack of confidence is the biggest barrier to investment in the region.

缺乏信心是在这一地区投资的最大障碍。

They soon overcame the language barrier (= overcame the difficulty to communicate with each other because they do not speak the same language). 不久他们便克服了语言上的障碍。

2) an object like a fence that prevents people from moving forward from one place to another. 关卡; 栅栏

【例句】The demonstrators broke through heavy police barriers. 示威者们冲破了警察的重重设防。

The angry crowds would not keep back the barrier. 愤怒的人群不肯站在栅栏后面。

3) an object or layer that physically prevents something from moving from one place to another. 障碍物; 屏障

【例句】This mountain is a natural barrier to the north-west. 此山脉是西北的天然屏障。

Ozone is the earth's barrier against ultra-violet radiation. 臭氧层是地球挡住紫外线的屏障。

33. **Harvard Business Review (HBR)**: a general management magazine headquartered in Watertown, Massachusetts and published by Harvard Business Publishing. *Harvard Business Review*, published 10 times a year, is a research-based magazine that focuses primarily on management techniques and breakthrough idea and its primary customer segments are new managers, emerging leaders, and experienced leaders. *Harvard Business Review*'s worldwide English-language circulation is 250,000. There are also 12 licensed and independently run editions of the magazine, including Chinese, Italian, German, Japanese, Turkish, Polish, Hungarian, Portuguese (Brazil), and an English-language South Asia edition.《纽约商务评论》
34. **Pye**: Lucian W. Pye, Ford Professor of Political Science at MIT, is a specialist on Asian affairs. He has been an adviser to U.S. government officials negotiating with the Chinese, and his research on the experiences of American and Japanese business negotiators led to his book, *Chinese Commercial Negotiating Styles*. The following quotation is extracted from his article "China Trade: Making the Deal" in *Harvard Business Review* issued in July, 1986.

35. **to a large extent**: to a large degree. 在很大程度上

【例句】The failure of the company is, to a large extent, due to the misjudgment of the manager.

I agree with what you say to a large extent.

相关表达

to some/ a certain extent: partly. 在某种程度上

36. **the fault for this must go to the Americans**: it must be the Americans' fault to.

【译文】这必定是美国人的错。

37. **specific**: *adj.*

1) detailed and exact. 明确的, 确切地; 详尽的

【例句】You say your factory is in England; can you be a bit more specific?

2) particular, fixed, determined or named. 具体的, 特有的

【例句】There are specific instructions for each task in the activity.

同根词

specifically: *adv.* 特有地; 明确地

【例句】It is not a specifically Christian idea but is found in many religions.

The manager has specifically told his employees what to do in the project.

specifics: *n.* matters to be decided exactly; details 具体问题; 细节

【例句】Now that we have agreed on the general principles, let's get down to specifics and formulate a plan.

specify: *v.* to state exactly 指定, 指明

【例句】 Did the boss specify who should be in charge of the office when he was absent?

38. **short-term:** *adj.* (concerning) a short period of time. 短期的, 暂时的

【例句】 short-term planning/ borrowing 短期计划/ 借代

long-term: *adj.* (concerning) a long period of time. 长期的

【例句】 No one knows what the long-term effects of the new policy will be.

39. **acquisition:** *n.* getting or being given sth. 获得, 取得, 习得

【例句】 The real estate company refused to reveal the cost of the acquisition of the land.

Motivation plays an essential role in the acquisition of a language.

同根词

acquire: *v.* to gain or come to possess, esp. by one's own work, skill, or action, often over a long period of time. 取得, 获得, 得到

【例句】 The company has recently acquired a large office building in central London.

相关表达

acquired taste: sth. that one may learn to like after a while. 逐渐养成的嗜好

40. **worry about:** to be anxious (about), esp. over a period of time. 担心, 烦恼

【例句】 When you draft the contract, you don't have to worry about the details; the lawyer will pay close attention to them.

I work in a school so I don't have to worry about finding someone to look after my little boy. 我在学校工作, 所以不用为找人照顾我年幼的儿子而操心。

It's just a simple check-up. There's nothing to worry about.

41. **bureaucratic:** *adj.* (rules or procedures) complicated causing long delays. (因系统引起的) 官僚的; 繁琐的

【例句】 In this city you have to go through complex bureaucratic procedures to have your company registered.

In this company you have to go through complex bureaucratic procedures just to get a new pencil. 在这个公司里即使是领一支新铅笔, 也必须通过繁琐的手续。

42. **bureaucracy:** *n.*

1) a complicated official system which is annoying or confusing because it has a lot of rules, processes. 官僚制度

【例句】 The company's huge bureaucracy limits creativity and independent thinking.

公司庞大的官僚体制往往会限制人们的创新精神和独立性。

2) all the rules and procedures followed by government departments and similar organizations, especially when you think that these are complicated and cause long delays. 官僚作风; 官僚主义

【例句】People usually complain about having to deal with too much bureaucracy.

人们经常抱怨不得不应付太多的繁文缛节。

同根词

bureaucrat: *n.* an official who works in a bureaucracy. 官僚

43. **hamper:** *v.* cause difficulty in movement or activity. 阻碍, 妨碍; 牵制

【例句】The search was hampered by appalling weather conditions.

The project was seriously hampered by lack of funds.

44. **authority:** *n.*

1) the ability, power, or right to control and command. 权力, 权威, 威信

【例句】The manager enjoyed exercising his authority over his staff.

He doesn't have the authority to make such an important decision in the company.

2) [often *pl.* 常用复数] a person or group with the power or right, esp. in public affairs. 当权者; 官方, 当局

【例句】The authorities in America refused to allow him to enter the country.

The problem should be reported to the authorities concerned.

3) a person, book, etc. whose knowledge or information is dependable, good, and respected. 权威者, 大师; 有权威之著作

【例句】The professor is one of the leading authorities on American history.

同根词

authorize: *v.* to give formal permission to or for. 授权, 批准, 许可

【例句】I've been authorized by the general manager to make use of this sum of money.

相关表达

authorization: right or official power to do sth. 授权(书), 许可(证)

【例句】I cannot spend this money without authorization from Head Office.

45. **In the United States, a good business practice in recent years has been to go directly to the source of supply for the products and services desired, thereby eliminating unnecessary marketing costs.**

【译文】近年来在美国, 良好的贸易方式是直接去产地获取理想的产品和服务, 这样能消除不必要的营销成本。

46. **eliminate:** *v.*

1) to remove completely. 消除

【例句】It's impossible to eliminate all the unfairness in life.

It's not safe to eliminate all fat and starches from the diet.

2) to remove sth. from a group or list. 剔除, 排除

【例句】The secretary eliminated all the spelling errors from the report before handing it in.

The police have eliminated all the other suspects, so only one now remains.

3) to defeat someone in a competition. 淘汰

【例句】Our team was eliminated from the debate in the first round.

4) to murder or kill. 杀害, 干掉

【例句】The gangsters attempted several times to eliminate him but failed.

同根词

elimination: *n.*

【例句】The police realized, by a process of elimination, that the husband must have been the murderer.

47. **empower:** *v.* to give (someone) the power or legal right to do sth. 授权给(某人), 给(某人)做……的权力

【例句】His assistant will be empowered to act on his behalf in less weighty matters.

48. **Foreign Economic Relations and Trade Committee:** a government institution dealing with foreign trade affairs 对外经济贸易委员会(简称: 外经贸委), 是各级政府综合管理本行政区对外经济贸易工作的职能部门, 现在已经并入商务部门管理领导。

49. **red tape:** (disapproving) official rules that seem more complicated than necessary and prevent things from being done quickly. 繁文缛节, 繁琐的程序

【例句】Because of all red tape at immigration, I missed my connecting flight.

由于移民局方面令人讨厌的繁琐公事程序, 我误了联程航班。

I've given up trying to get a visa; there is too much red tape involved.

我不想再去搞签证了, 繁文缛节太多。

>>>>>> Reading II

1. **outlet:** a shop or an organization that sells goods made by a particular company or of a particular type. 商店, 经销店

【例句】a fast-food outlet 快餐店 a retail outlet 零售店

The business has 30 retail outlets in this country.

2. **lag:** to fail to keep up with others in movement or development. 落后

【例句】The little boy lagged behind his parents.

If trade or investment lags, it does not do as well as before 停滞不前

【例句】Production lagged and unemployment rose. 生产停滞, 失业增加。

3. **counterpart:** a person or thing that has a similar function or position in another place or organization.
对应的人或物

【例句】 the Red Cross Society and its American counterpart 中国红十字会和美国红十字会
the Chinese merchant bank and its American counterpart 中国商业银行和美国商业银行
The minister held talks with his Chinese counterpart.

4. **chain:** a group of similar shops, restaurants, or hotels in different places, that are owned by the same person or company. 连锁商店

【例句】 a chain of supermarket / a supermarket chain
He now owns a chain of 28 food stores.

5. **What did Starbucks do to succeed in a market where so many other Western food and beverage brands such as Dunkin Donuts and Burger King have failed to live up to their own expectations?**

【译文】 当西方许多其他的食品和软饮料品牌如 Dunkin Donuts 以及 Burger King 在中国市场表现不尽如人意时, 星巴克到底做了什么, 使其在中国市场大获成功?

6. **Dunkin Donuts:** It is an international doughnut(油炸圈饼, 甜甜圈) and coffee retailer founded in 1950 by William Rosenberg in Massachusetts.(参见本单元背景知识部分)。

7. **Burger King:** It is a global chain of hamburger fast-food restaurants headquartered in Florida.
汉堡王

8. **live up to:** to fulfil; to do as well as other people expect you to. 达到(预期的要求), 不辜负(期望)

【例句】 The new album didn't live up to my expectations. 新的唱片没有我预期的好。
The Prime Minister lived up to his promise to set Britain swiftly on a new path.

9. **What Starbucks did right in China is a textbook case study in how food brands can succeed despite rising labor and real estate costs and increased competition on the Mainland.**

【译文】 星巴克的成功给我们提供了一个教科书般的案例, 它告诉我们: 在劳动力和土地价格上涨、行业竞争激烈的中国大陆, 国外品牌依然能够占有一席之地。

10. **whip cream-covered frozen coffee concoctions** 泡沫冰咖啡

A concoction is food or drink made out of several ingredients mixed together. 调制品, 调和物

If you whip cream or egg white, you stir it very fast until it is thick and frothy or fairly stiff. (搅打奶油或蛋清, 直到变稠发泡或半凝固)

A whip is a kind of pudding made from egg white or cream stirred until it is fairly stiff. 由蛋清或奶油搅打至变稠发泡, 变为半凝固状态后制成的布丁

11. **flavor:** taste of food or drink. 口味

【例句】 the flavor of the honey
The yoghurt has eight fruit flavors.



The tomato gives extra flavor to the sauce.

12. **appeal to:** to be attractive and interesting.

【例句】a film that can appeal to different tastes 迎合不同口味的电影

This topic will appeal to youngsters.

Jogging appeals as much to girls as to boys. 慢跑在女孩中和男孩中一样受欢迎。

13. **take-out orders** 外卖订单

A takeout or takeaway is a shop from which cooked meals can be taken away to be eaten somewhere else. 外卖

【例句】a pizza takeout 匹萨外卖

Let's get a takeout. 让我们叫外卖吧。

14. **account for:** to take a proportion of. 占……比例

【例句】Computer software accounts for 70% of our range of products.

15. **dine-in service:** a kind of service offered by a restaurant that customers can stay inside and enjoy the meal. 店内用餐服务

16. **de facto:** in actual fact, though not perhaps justly or according to law. 事实上, 实际上

【例句】a de facto agreement 事实协议

a de facto tax increase for everybody 对人人都不例外的实际增税

It was not a statutory company but a de facto form initially.

它最初是以一种事实上的而非法定的公司形态出现的。

This puts them de facto at a comparative disadvantage.

这使它们事实上处于比较上的劣势地位。

These e-business applications created by the developers has become a de facto standard.

由这些开发商创建电子商务应用已经成为事实标准。

17. **In other words, Starbucks adapted its business model specifically for the Chinese, rather than trying to transplant everything that worked in America into China, as so many brands such as Best Buy and Home Depot have done.**

【译文】换句话说, 星巴克专门为中国人调整了自己的经营模式, 而不是像 Best Buy 和 Home Depot 等品牌那样, 直接照搬在美国的那一套做法。

18. **transplant ... into:** to move something to a different place or environment.

【例句】Japanese production methods have been transplanted into many American factories.

19. **Home Depot:** It is the largest retailer of home improvement and construction products and services in the United States. The Home Depot now operates many big-box format stores across the United States, all ten provinces of Canada, Mexico and China.

20. **prove + adj./n./to be:** *linking verb* if sth proves dangerous, expensive, etc. or if it proves to be

dangerous, etc., you discover that it is dangerous, etc. over a period of time **同义词** turn out

【例句】The opposition proved too strong for him.

Employees must forge their own career paths, seek out promotions and prove their worth every single day.

相关表达

prove to be sth.

【例句】The design proved to be a success.

The promotion proved to be a turning point in his career.

21. **ill-fated:** destined to fail or have bad luck. 倒霉的, 注定要失败的

【例句】ill-fated boating expedition 倒霉的乘船出游经历

22. **The challenge with pushing dine-in service in large, comfortable outlets rather than take out is that revenue per square meter is less than in the U.S.**

【译文】星巴克在舒适宽敞的店面内推广店内用餐服务, 这也给他们带来了挑战: 每平方米的营业收入比在美国的少。

23. **revenue per square meter:** 每平方米的收入

Revenue here is the money that a company or organization receives over a fixed period of time. 收入

【例句】the drop in advertising revenue 广告收入的减少

enjoy immense revenues from the oil industry 从石油产业中获得的巨额收入

The company's annual revenues rose by 30%.

24. **Starbucks offset the relative lack of revenue in China's outlets by positioning the company and its products as aspirational purchases.**

【译文】因为营业收入上的相对不足, 星巴克决定依靠自己的产品定位和销售来弥补这些损失。

25. **offset:** to counteract by having an equal and opposite force or effect; balance. 抵消

【例句】The wage increase was offset by higher prices. 工资的增加被物价上涨所抵消。

The gains offset the losses. 得失相当。

Donations can be offset against tax. 捐赠可以冲抵缴税。

26. **position:** v. to to carefully put sb/sth in a particular position 安放; 放置; 给……定位 **同义词** place

【例句】Large television screens were positioned at either end of the stadium.

She quickly positioned herself behind the desk.

position (a products) as...: to put in a product in the market to meet the needs of specific customers. 将(产品)定位于(某一特定顾客群); (市场)定位于

【例句】The company positioned the new camera as a luxury to compete in foreign markets.

该公司将此新相机定位为奢侈品在国际市场竞争。

27. **aspirational purchase:** the strong desire to buy sth.



aspiration: the ambition or strong desire to achieve sth. 志向, 渴望

【例句】 the political aspiration of the ordinary people

the aspiration to earn a lot of money

I have no aspiration for fame. 我不图名利。

28. Carrying a Starbucks cup is seen as a status symbol, a way to demonstrate sophistication and the capability to afford a personal luxury for the up-and-coming middle class in China.

【译文】 在中国, 拿着一杯星巴克被视为一种身份的象征, 一种证明自己成熟魅力的方式, 它表明了前途无量的中产阶级拥有奢侈品的能力。

29. status symbol: a perceived indicator of one's economic or social status. Many luxury goods are often considered status symbols. 地位的象征

30. demonstrate sophistication: 展示出优雅与成熟

sophistication: the quality of being experienced in social situations and having knowledge about culture, fashion, and other matters that are considered socially important. 成熟优雅

31. luxury: sth. that is expensive and enjoyable but not essential 奢侈品

【例句】 luxury industry 奢侈品产业

32. up-and-coming: likely to be successful and popular in the future. 有希望的, 大有前途的

【例句】 an up-and-coming young singer 前途无量的年轻歌手

33. sales volume: the quantity or number of goods sold or services provided by a company in a specified period. (商品或服务)的销售量

34. Not only does Starbucks's premium pricing strategy fit market demands but it also allows it to regularly roll out higher-margin specialty products, such as gift sets that offset rising commodity costs.

【译文】 星巴克的高价战略不仅迎合了市场的需求, 而且它也在定期推出礼盒等利润率更高的特别产品, 这就抵消了商品成本上升的损失。

35. premium price: higher price than usual probably because of superior quality. 高价

【例句】 premium wages 高额工资

36. roll out: to introduce a new product for widespread sales to the public. 大规模销售

37. margin: profit. 利润

【例句】 higher-margin product 高利润产品

a gross margin of 40% 40%的毛利

a narrow margin of profit 微利

38. pricey: expensive. 昂贵的

【例句】 pricey clothes 昂贵的衣服

a pricey handcrafted antique 昂贵的手工艺古玩

a plain and pricey lady 一位其貌不扬但却身价不菲的妇人

39. Still, it will be an ongoing juggling act for Starbucks.

【译文】这仍然是星巴克将继续玩下去的把戏。

40. juggle: throw a set of three or more objects such as balls into the air and catch and throw them quickly again, one at a time. 玩杂耍

juggling act: an act that can keep more than two activities in rapid motion or progress at the same time. In the text, it refers to the launch of premium pricing strategy to fit market demands on the one hand, and the introduction of higher-margin products to offset rising commodity costs on the other hand.

41. urbanization: the process by which towns and cities are formed and become larger as more and more people begin living and working in central areas. 城市化, 都市化

42. retain employees: to keep employing staff. 继续雇佣

retain: continue to keep or hold 保留, 保持

【例句】retain the right to remain silent 保留沉默的权力

retain effective control over the armed forces 保持对军队的有效控制

She managed to retain a certain reserve and dignity. 她能保持一种矜持和尊严。

She retains a clear memory of her school days. 她对学生时代保持着清晰的记忆。

The house retains much of its original charm. 这房子保持着原来的风貌。

43. turnover: the rate at which employees leave a company and are replaced by others. (人员的)更替和调整

【例句】a large/high turnover of personnel/staff 人员大调整

The group has an extremely high turnover of members. 这个团队的人员更迭极为频繁。

44. compile: to write or produce by collecting and putting together many pieces of information. 汇编, 编制

【例句】compile a report 编制一份报告

compile a list of the names and addresses of taxpayers

列一份有关纳税人姓名和住址的清单

The program was compiled and presented to the director. 这个方案将汇编后呈交给董事长。

45. compensation package: the combination of benefits that an employer offers to employees. It may include wages, insurance, vacation days, guaranteed raises, and other perks. Strong compensation packages are often used to attract and keep good employees, and to promote certain company values. 补偿方案

46. proposition: an idea or plan that is suggested, especially in business. 提议, 主张

【例句】an attractive proposition



a detailed investment proposition 一份详细的投资方案

Would you like to consider this proposition?

I'd like to put a business proposition to you.

47. **core value:** the guiding principles of an organization that form the foundation on which people work and conduct themselves. 核心价值

>>>>>> Extended Activities

A. Function and Structure

1. Steps of ordering goods from abroad

Ordering products from abroad can be complicated, but it pays off in both immediate profit and long-term success. The process is becoming easier and easier thanks to the trend of globalization and advances in international trade technology.

- Step 1: Find the products you're interested in. There are many sources available and the internet is the easiest one to start with. By means of various web listing services, you can register your username, post the products of your interest, and receive tons of products supply information and perhaps a price list.
- Step 2: Establish a relationship with potential suppliers. Select a few potential suppliers to communicate with. When qualifying suppliers, you can ask them how long they have been in business, which trade shows they attend, how long they have been attending these trade shows and which companies they manufacture for. Check and confirm everything that you can. Narrow down to the suppliers that you really want to work with. Discuss the price and trade relationship. Obtain product samples and review them (and their packaging, instructions, and any other collateral) for quality. Discuss shipping and payment terms. Gather all necessary information to prepare for placing a trial order. When placing the purchase order, include as many details as you can think of.
- Step 3: Understand trade terms and use them properly. Before placing any order, you need to understand and confirm with your suppliers about shipment terms, which are closely related to your landing cost calculation and risk assessment. You can consult an import management company and a freight forwarder for detailed break-down on the costs and risks. You can also use an import management company to negotiate the trade terms.
- Step 4: Understand payment terms. Somewhat common is to pay 30% at time of order, and the

remaining 70% when the product ships. The down payment gives the manufacturer/supplier funds necessary to begin production. These terms are negotiable.

- Step 5: As the importer, you (not the supplier) are legally responsible for making sure that goods brought into the country meet all national regulatory requirements. You need to understand the relevant import compliance regulations beforehand. Compliance issues can be very complicated for some products. It is highly recommended to consult a good customs house broker before placing any order.
- Step 6: Place a trial order with a written purchase order if everything goes well. In the purchase order, besides typing out a detailed description of the products, product requirements, packaging requirements, etc., and trade terms, list all needed shipping documents.
- Step 7: Appoint an inspection company to check your goods on site in the factory, and give you a detailed report. It is very helpful to provide the inspection company details about what to check. You may also consider having inspections done of components that are going into assembly early in the process. This can help avoid last minute quality problems.
- Step 8: Track the transportation and customs clearance. Your forwarder and customs broker should take care of your transportation and customs clearance. However, you also need to track the process and assistance, such as providing additional products information and endorsing bill of landing.

2. Useful tips for ordering from Chinese suppliers

- a. The standard way to place an order with a supplier in China is to issue a PO, or purchase order. This document basically outlines what you are ordering, quantity, lead time (订货到交货的时间; 交付周期) expected, shipping method and more.
- b. Establishing healthy personal relationship with the key employees of your supplier is very important when doing business with Chinese people. Learn the term *guanxi*, which loosely means relationship, and keep in mind that saving face is very important for Chinese people.
- c. Having a good estimate of the landing cost before you make your order. Landing cost = cost of the goods FOB + transport costs by forwarder + import duties (if any) + local transport costs + cost of service providers (inspections, agents, etc.). There may be many hidden costs and you can consult an import management company, but the best way to avoid bad surprises is to make a first order of a small quantity, and collect all costs and fine tune your landing cost estimate.
- d. Import duties depend on HS (海关编码; 商品税则编码) code of the goods you import, the countries of origin (China) and destination. If your Chinese supplier has some export

experience, he shall know what the HS code for your product is, but do your homework and check the product description of the HS code corresponds to the product you import. A wrong HS code may delay the custom clearance of your shipment.

- e. Generally, unless you have a long term relationship built with the supplier, you will need to pay 100% prior to shipment. Sometimes this is divided up into 2 payments. For example, 50% deposit prior to production, and 50% balance post-production/pre-shipment. Email your PO to your supplier and ask them to issue you a PI (pro forma invoice). The PI will act as your PO confirmation. Make sure to read over all the terms on the PI before sending payment.
- f. A letter of credit is commonly used in trade with China. Go to your bank to get detail formality and cost.

B. Special Use

1. Some adjectives are usually used only after a link verb. These adjectives are called predicative adjectives. The following is a list of such adjectives.

afraid	asleep	due	ready	unable
alive	aware	glad	sorry	well
alone	content	ill	sure	safe
likely	apart	unlikely		

2. Some adjectives are usually used only in front of a noun. These adjectives are called attributive adjectives. The following is a list of such adjectives.

eastern	northern	southern	western	atomic
countless	digital	existing	indoor	outdoor
introductory	maximum	neighboring	occasional	adoring
phonetic	reproductive			

C. Practical Reading

1. 订购单 (Order Form) 是买卖双方经交易磋商, 最后成交、订立合同后, 由买方向卖方订购货物

时所使用的一种文书。订购单一般有以下特点:

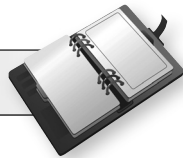
一、完备性。订购单中对所订购的商品或货物要作详细而完备的表述。诸如货物或商品的名称、价格、包装方式、运输方式、付款方式、订购日期等方面要一应俱全。

二、简明性。订购单的内容主要是围绕所订购的货物或商品,与此无关的内容一概不写,这就决定了订购单的简明性。

订购单按照形式的不同,一般可分为两种:一种是书信体订单,一种是印制的标准订单。不管是书信体订单,还是印制的标准订单,其内容一般包括以下几个部分:商品名称与质量;商品规格与数量;商品价格;包装方式;装运期;付款方式与条件;订购日期与负责人签名。

2. 第一题订购单中, *CUSTOMER NO.*、*ORDER NO.*、*PRODUCT DESCRIPTION* 分别指的是“客户编号、订单编号、产品说明。”
3. 第二题订购单中, *PHONE SOCKETS* 的意思是“电话插座”; *RADIO PAGING* 指的是“无线寻呼系统”; *Please print one letter in each box* 的意思是“用印刷体书写,每格一个字母”; *Company's line of business* 指的是“公司营业范围”。

Teaching Tips (教学提示)



1. **Lead-in** 本单元导入部分安排了听力理解和听写填空两项任务。听力理解部分包含两个语篇。语篇《一》介绍了外商在中国进行经营贸易活动应注意的一些商务礼仪,如日常会晤与问候、业务人际关系的处理以及礼品赠送等。在进行本单元听力活动前,教师可以事先让学生在课外收集、准备一些相关的背景资料,在课上互相交流;教师也可结合背景知识的内容予以更详尽的介绍。语篇《二》介绍了美国上海商会(American Chamber of Commerce in Shanghai)对在华美国企业就中国的投资环境、监管状况、赢利情况等所做的一项调查。听力练习的编排和以往各单元一样,练习一和练习三均属预听活动,主要目的是在进行精听练习之前,让学生对所听语篇的主旨(gist)有所了解,初步把握词汇和理解上的难点所在,为接下来的听力活动做好语言和心理上的准备。练习二要求学生根据所听到的语音材料回答5个问题。和一般简答题不同,由于问题答案的部分内容已经给出,学生在捕捉问题答案时,还要进行快速的分析和归纳,以确保填入空格的成分在语义和语法上均符合原句要求。在练习前,教师可以让学生根据通过上下文意思,空格前后的语法结构和词语固定搭配,词语间的并列结构等线索进行积极预测。练习四也系填空题,考查学生对数字,包括小数、百分数的理解和记录。根据学生的具体程度,教师可以对英语小数、百分数的读法予以一定讲解。

Numbers with a decimal point may be read as a cardinal number, followed by “point”, and then by the digits of the fractional part. This is modified when the first cardinal is zero, in which case neither the zero nor the “and” is pronounced, but the zero is optional in the “point” form of the fraction.

- Percentage:

2. 听写填空 (Spot Dictation) 是关于中国市场的一篇短文, 填充内容是关于中国经济和外商投资的一些词汇, 注意一些中文概念的英语表达, 如: 可持续发展、购买力、消费潜力、稳定增长、意向书、商务部、零售商、供货商等, 同时也有数字和习语的听写, 可以作为导入活动安排在阅读 II 课文讲解之前进行。
3. 阅读 I Brainstorming 学生通过结对讨论, 列出他们认为在海外投资必须予以考虑的若干因素, 并根据他们个人的理解, 按照这些因素的紧要程度依次排序, 说明理由。本书提供的参考答案中文意思如下:

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(Continued)

13) social system 社会体制	14) political stability 稳定的政治局面
15) unfair competition 不公平竞争	16) economic stability 经济稳定
17) a stable currency 稳定的货币	18) favorable investment environment 有利的投资环境
19) a complete legal guarantee system 完善的法律保障体系	20) extensive telecom networks 发达的电讯网络覆盖

以下材料介绍对外投资 (foreign investment) 的两大主要形式 FDI (Foreign Direct Investment 外商直接投资) 和 FPI (Foreign Portfolio Investment 外商间接/证券投资), 以及相关决定因素, 供教师组织课堂讨论时参考

Factors Influencing Foreign Investment Decisions

It is important to understand various factors that influence where and why companies decide to invest overseas. These factors relate not only to the overall economic outlook for a country, but also to economic policy decisions taken by foreign governments — aspects that can be very political and controversial.

FDI is a category that refers to international investment in which the investor obtains a lasting interest in an enterprise in another country. Most concretely, it may take the form of buying or constructing a factory in a foreign country or adding improvements to such a facility, in the form of property, plants or equipment. Direct investors tend to look at a number of factors relating to how they will be able to operate in a foreign country:

- ⊗ the rules and regulations pertaining to the entry and operations of foreign investors
- ⊗ standards of treatment of foreign affiliates, compared to “nationals” of the host country
- ⊗ the functioning and efficiency of local markets
- ⊗ trade policy and privatization policy
- ⊗ business facilitation measures, such as investment promotion, incentives, improvements in amenities and other measures to reduce the cost of doing business. For example, some countries set up special export processing zones, which may be free of customs or duties, or offer special tax breaks for new investors

- ⊗ restrictions, if any, on bringing home earnings or profits in the form of dividends, royalties, interest or other payments

FPI is a category of investment instruments that are more easily traded, may be less permanent, and do not represent a controlling stake in an enterprise. These include investments via equity instruments (stocks) or debt (bonds). Because portfolio investment earnings are more likely to be tied to the broader macroeconomic indicators of a country, such as overall market capitalization of an economy, they can be more sensitive to factors such as:

- ⊗ high national economic growth rates
- ⊗ exchange rate stability
- ⊗ general macroeconomic stability
- ⊗ levels of foreign exchange reserves held by the central bank
- ⊗ general health of the foreign banking system
- ⊗ liquidity of the stock and bond market
- ⊗ interest rates

In addition to these general economic indicators, portfolio investors also look at the economic policy environment as well, and especially at factors such as:

- ⊗ taxes on capital gains
- ⊗ regulation of the stock and bond markets
- ⊗ the quality of domestic accounting and disclosure systems
- ⊗ the speed and reliability of dispute settlement systems
- ⊗ the degree of protection of investor's rights

4. 阅读 I Pairwork 学生双人结对谈论文化差异对跨国商业活动的影响。Best Buy撤离了, eBay退出了, DHL也撑不住了……诸多全球顶尖企业在中国市场集体遭遇滑铁卢, 跨国公司在华水土不服原因何在? 这其中当然有战略和管理上的失误, 但对中西方文化差异的忽略难辞其咎。戴维·A·利克斯曾说过: “凡是跨国公司大的失败, 几乎都是因为忽略了文化差异所招致的结果。”随着全球一体化进程步伐的加快, 越来越多跨国公司进入中国市场, 文化差异会全方位地影响跨国公司的运作。文化差异是决定跨国公司顾客满意度、忠诚感的重要因素。跨国公司与国内供应商、分销商的关系也往往受到文化因素的影响。跨国公司对其在华投资的系统化管理也会受到文化差异的影响, 因为控股公司和总部以及各分支机构沟通与协作的好坏很大程度上取决于文化差异是否得到了足够的重视和妥善的处理。跨国公司要维持其竞争优势, 减少文化差异对组织效率的负面影响便成为一种必要。解决文化差异的手段很多, 培训是公认的一项基本手段, 跨文化培训被认为是人力资源发展的重心所在。跨文化培

训的主要内容有对文化的认识、文化的敏感性训练、语言学习、跨文化沟通及冲突处理、地区环境模拟等跨国公司跨文化管理中需要解决的一些基本问题。进行讨论活动时,教师可以结合 Background Information 中提供的信息予以一定引导和提示。

Here are some examples showing how cultural ignorance can and does lead to negative (and much of the time humorous) consequences. These cultural blunders are presented to illustrate to people how crucial cultural awareness is in international business today.

- ❁ American Motors tried to market its new car, the Matador, based on the image of courage and strength. However, in Puerto Rico the name means “killer” and was not popular on the hazardous roads in the country.
- ❁ A sales manager in Hong Kong tried to control employee’s promptness at work. He insisted they come to work on time instead of 15 minutes late. They complied, but then left exactly on time instead of working into the evening as they previously had done. Much work was left unfinished until the manager relented and they returned to their usual time schedule.
- ❁ A US telephone company tried to market its products and services to Latinos by showing a commercial in which a Latino wife tells her husband to call a friend, telling her they would be late for dinner. The commercial bombed since Latino women do not order their husbands around and their use of time would not require a call about lateness.
- ❁ Proctor & Gamble used a television commercial in Japan that was popular in Europe. The ad showed a woman bathing, her husband entering the bathroom and touching her. The Japanese considered this ad an invasion of privacy, inappropriate behavior, and in very poor taste.
- ❁ A Japanese manager in an American company was told to give critical feedback to a subordinate during a performance evaluation. Japanese use high context language and are uncomfortable giving direct feedback. It took the manager five tries before he could be direct enough to discuss the poor performance so that the American understood.
- ❁ One company printed the “OK” finger sign on each page of its catalogue. In many parts of Latin America that is considered an obscene gesture. Six months of work were lost because they had to reprint all the catalogues.
- ❁ A golf ball manufacturing company packaged golf balls in packs of four for

convenient purchase in Japan. Unfortunately, pronunciation of the word “four” in Japanese sounds like the word “death” and items packaged in fours are unpopular.

- ❁ FEDEX (Federal Express) wisely chose to expand overseas when it discovered the domestic market was saturated. However, the centralized or “hub and spoke” delivery system that was so successful domestically was inappropriate for overseas distribution. In addition, they failed to consider cultural differences: In Spain the workers preferred very late office hours, and in Russia the workers took truck cleaning soap home due to consumer shortages. FEDEX finally shut down over 100 European operations after \$1.2 billion in losses.
- ❁ Mountain Bell Company tried to promote its telephone and services to Saudi’s. Its ad portrayed an executive talking on the phone with his feet propped up on the desk, showing the soles of his shoes — something an Arab would never do!

5. 阅读 I Post-reading 设有两项任务。首先要求学生阅读一些由外籍人士针对中国独特的社会、文化、商业环境给出的在中国做生意的窍门和要诀, 由学生来判断这些建议在现代商务世界是否还行之有效——哪些可能是对中国文化的错误理解, 哪些只是流于表层较为肤浅的理解, 哪些确是深得中国商业文化的精髓。这些问题, 智者见智, 仁者见仁, 教师应鼓励学生各抒己见, 大胆发表自己的观点。第二项任务, 在第一项活动的基础上, 由学生通过小组讨论, 对在华外国企业或商务人士给出建议, 帮助他们更好地了解中国的文化个商务礼仪。以下资料供教师参考。教师还可结合背景知识部分相关内容予以补充介绍。

Useful cultural & business etiquette in China

Meeting and Greeting

- ❁ Shake hands upon meeting. Chinese may nod or bow instead of shaking hands, although shaking hands has become increasingly common.
- ❁ When introduced to a Chinese group, they may greet you with applause. Applaud back.
- ❁ Senior persons begin greetings. Greet the oldest, most senior person before others. During group introductions, line up according to seniority with the senior person at the head of the line.

Names and Titles

- ❁ Use family names and appropriate titles until specifically invited by your Chinese

host or colleagues to use their given names.

- ✿ Address the Chinese by Mr., Mrs., Miss plus family name. Note: married women always retain their maiden name.
- ✿ Chinese are often addressed by their government or professional titles. For example, address Li Pang using his title: Mayor Li or Director Li.
- ✿ Chinese generally introduce their guests using their full titles and company names. You should do the same. Example: Doctor John Smith, CEO of American Data Corporation.

Meeting & negotiation

- ✿ Business cards are exchanged upon meeting. Business cards should be printed in English on one side and Chinese on the other. Make sure the Chinese side uses “simplified” characters and not “classical” characters, which are used in Taiwan and Hong Kong.
- ✿ English is not spoken at business meetings, although some Chinese may understand English without making it known. Hire an interpreter or ask for one to be provided.
- ✿ The Chinese will enter a meeting with the highest-ranking person entering first. They will assume the first member of your group to enter the room is the leader of your delegation. The senior Chinese person welcomes everyone. The foreign leader introduces his/her team, and each member distributes his/her card.
- ✿ Seating is very important at a meeting. The host sits to the left of the most important guest.
- ✿ A contract is considered a draft subject to change. Chinese may agree on a deal and then change their minds. A signed contract is not binding and does not mean negotiations will end.
- ✿ Observing seniority and rank are extremely important in business. The status of the people who make the initial contact with the Chinese is very important. Don’t insult the Chinese by sending someone with a low rank.
- ✿ If the Chinese side no longer wishes to pursue the deal, they may not tell you. To save their own face, they may become increasingly inflexible and hard-nosed, forcing you to break off negotiations. In this way, they may avoid blame for the failure.

Dining and Entertainment

- ✿ Dining is used to probe positions without any formal commitment. Business is

generally not discussed during meals. Meals are a vehicle for indirect business references.

- ✿ The Chinese sponsoring organization generally hosts a welcoming banquet. Foreign guests should reciprocate toward the end of their visits. Invite everyone with whom you have dealt.
- ✿ Always arrive exactly on time for a banquet. Never arrive early for dinner. This implies that you are hungry and might cause you to lose face.
- ✿ Spouses are not usually included in business entertaining, however, businesspeople may bring their secretaries.
- ✿ The Chinese are superb hosts. Twelve-course banquets with frequent toasts are a Chinese trademark. Be prepared to make a small toast for all occasions.
- ✿ It is not necessary to always drain your glass after a *ganbei* (bottoms up) although a host should encourage it.
- ✿ Do not drink until you toast others at the table. Chinese consider drinking alone to be rude. Simply raising your glass and making eye contact is sufficient. If you are toasted, sip your drink in reply.
- ✿ A toast to friendship among companies will help cement a business relationship.
- ✿ Unless you are totally drunk, it is not advised to refuse a drink. Sipping your drink is perfectly acceptable.
- ✿ Leave some food on your plate during each course of a meal to honor the generosity of your host. It is bad manners for a Chinese host not to keep refilling guests' plates or teacups.
- ✿ Seating is very important. The guest of honor is always placed at the head of the room, facing the door. Allow the host to begin eating before joining in.
- ✿ Do not discuss business at dinner unless your Chinese counterpart initiates it.
- ✿ Cover your mouth with your hand when using a toothpick. Put bones, seeds, etc. on the table, never in your rice bowl.
- ✿ Chopsticks are used for all meals. Tapping your chopsticks on the table is considered very rude. When finishing eating, place your chopsticks neatly on the table or on the chopstick rest.
- ✿ The host (the one who invites) pays the bill for everyone.
- ✿ If you are the guest of honor at a dinner, leave shortly after the meal is finished, as no one will leave before the guest of honor.

- ☼ Guests are rarely invited to a Chinese home. It is an honor to be a guest. Be on time or a little early for an invitation, and take a small gift.
- ☼ Bedrooms and kitchens are private. Don't enter these rooms unless you are invited to do so.
- ☼ All dishes are served at once in a home. The host will place portions of each dish on guests' plates. Sample each dish.

Gifts

- ☼ Present a gift with both hands. Gifts are generally not opened upon receiving. Always give a gift to everyone present or don't give gifts at all.
- ☼ Older Chinese usually refuse a gift at first to be polite. Offer a second time.
- ☼ Never give a gift of great value until a clear relationship is established. This would cause embarrassment and may not be accepted. Never give gifts in sets (i.e., dishes), but never in sets of four (a number associated with death).
- ☼ Avoid white, which is symbolic of death, especially of parents, and black, which symbolizes tragedy or death.
- ☼ When invited to someone's home, always bring a small gift for the hostess, such as brandy, chocolates or cakes.
- ☼ Always give gifts to each member of the Chinese delegation that meets you in the order in which they were introduced. Suggested gifts: cigarettes, French brandy, whiskey, pens, lighters, desk attire, cognac, books, framed paintings. Give more valuable gifts — like cellular phones or small CD players — to senior level people.
- ☼ Give a group gift from your company to the host company. Present this gift to the leader of the delegation.

Other Helpful Hints

- ☼ Chinese find "no" difficult to say. They may say "maybe" or "we'll see" in order to save face.
- ☼ Return applause when applauded.
- ☼ Do not be insulted if the Chinese ask personal questions such as "How much money do you make?" "How many children do you have?" or "Are you married?" Just change the subject if you do not want to answer.
- ☼ Most Chinese women don't wear wedding rings. Don't assume marital status.

Key (练习答案)



>>>>>> Reading I

I.	1. preferential policies	2. enormous consumption potential
	3. a huge domestic market	4. the scale of economic construction
	5. increasing purchasing power	6. rapid economic growth
	7. low labor cost	8. the quality of work force
	9. taxation system	10. the supply of raw materials
	11. perfect infrastructure	12. commercial services
	13. social system	14. political stability
	15. unfair competition	16. economic stability
	17. a stable currency	18. favorable investment environment
	19. a complete legal guarantee system	20. extensive telecom networks

Exercise

- II. 1. c 2. b 3. c 4. c 5. d
- III. 1. parallel 2. bureaucracy 3. specifics 4. pinpoint 5. appreciation
6. confrontation 7. authority 8. motivation 9. accountability 10. eliminate
11. blunder 12. ethic 13. versus 14. empower 15. acquisition
- IV. 1. empowered 2. hampered 3. to such an extent 4. thrive on 5. assigned
6. parallels 7. due 8. barrier 9. pertaining to 10. venture
11. versus 12. pinpoint 13. red tape 14. bureaucratic 15. orient
- V. 1. Do you know that the English word "silk" derives from the Chinese language?
2. She said that she was interested in anything pertaining to photography.
3. For the most part, we would forgive his misgivings, but not this time. He is going too far to be pardoned.

4. It's silly worrying about things which are outside your control.
5. By contrast, the company achieved comparatively better sales results this year despite the unprecedented economic slowdown.

Post-reading

Any acceptable answers. 该练习的两项任务没有标准答案, 教师可请参考本单元的 Teaching Tips 第五条给予评价。

>>>>> Reading II

- | | | | | |
|-----------|------|------|------|-------|
| I. 1. NM | 2. F | 3. F | 4. T | 5. T |
| 6. T | 7. F | 8. T | 9. F | 10. T |
| III. 1. b | 2. d | 3. a | 4. d | 5. b |
| 6. c | 7. a | 8. d | 9. b | 10. c |

- IV. 1. He wanted only to do the work assigned to him and didn't want to get involved in anything pertaining to management and salary distribution.
2. I have no complaints even though company work is hard, for I can derive pleasure and sense of achievement from it.
3. This office is too bureaucratic, as the red tape has delayed the progress of our program.
4. To a certain extent, there is something true in what you've suggested, but, for the most part, that's not feasible.
5. It's of essence to investigate the market carefully before the company positions its product in it.
6. Lack of workplace experience is not a barrier to your success, but lack of confidence to overcome the language barrier is.
7. This is not a life style that can appeal to young men with sophisticated metropolitan taste.
8. Our overseas earnings have not lived up to expectations this year and only accounted for 9 percent of the total profits.
9. The sudden rise in oil prices was taken as a sign of a new economic crisis.
10. Although this kind of business is not a very lucrative one at the moment, but in the future it will prove quite profitable.

- | | | | | |
|-------------|------------|-----------|----------------|----------------|
| V. 1. gain | 2. respect | 3. manage | 4. spite | 5. willingness |
| 6. overcome | 7. when | 8. commit | 9. environment | 10. through |

>>>>>> Extended Activities

A. Function and Structure

- I. 1. Mr. Spring: Do you see any sales possibilities for our sesame seed oil?
 Mr. Golden: Sorry. We are well stocked now. Buyers are reluctant to commit themselves, owing to the big drop in the market.
2. Mr. Gibson: I am from China National Arts & Crafts Import & Export corporation. Is there any opportunity to work up a good deal in the line of chinaware?
 Mr. Little: I'm afraid we have fully covered our demand for the moment.
3. Mr. Red: We are experienced importers of building materials. We have a great interest in your waterproof wall papers.
 Mr. Gray: I appreciate your inquiry very much, but I'm afraid we have no supplies available at present. There is a heavy demand from house furnishers in various districts and regions, which we are finding difficult to satisfy.
4. Mr. Vernon: We are approached by one of the famous hotels in our city for the supply of tablecloths. The tablecloths they require should be made of best-quality linen in handsome designs. I wonder whether this article comes under your export program.
 Mr. Sparks: I'm very glad to say that we have many years' experience in this particular line of business. Can you tell me the exact amount you intend to order?
 Mr. Vernon: I'd like to order 5,000 pieces on a trial basis if your price is competitive. If the trial order goes well, repeat orders will follow.
 Mr. Sparks: Your order is by no means a substantial one and I believe we can offer from stock.
 Mr. Vernon: Are you sure that you can offer from stock?
 Mr. Sparks: Certainly. We assure you of our close cooperation at all times and any order from you will receive our careful attention.
5. Mr. Snow: From Nelson & Co., Ltd, we learn that you are one of the leading importers of tools and instruments in England and you are interested in trading with Chinese companies in these lines. Would you tell me which items you are interested in?
 Mr. White: We are very keen on Chinese sewing machines. Does the article happen to come under your export program?
 Mr. Snow: I'm sorry our company doesn't specialize in export of sewing machines. We usually handle complete plants and equipment, bulldozers, hoisting jacks, cranes, and quite big things.

- Mr. White: What a pity. There is no demand for those items at the moment.
6. Mr. Mason: We are large dealers in textiles and believe there is a promising market in our area for your products. We're hoping to place an initial order for your all cotton bed-sheets and pillowcases.
- Mr. Nelson: Thank you very much for your order, but we have to explain; since our all cotton bed-sheets and pillow-cases are extremely popular in the international market, we are fully booked with orders for months to come, and we have no alternative but to decline your order.
- Mr. Mason: Do you think you can offer again in the near future?
- Mr. Nelson: We don't have much hope that we'll be able to supply it in the near future.
- Mr. Mason: What a pity!
- Mr. Nelson: Mr. Mason, I feel very sorry that I can't help you at the moment, but I will keep your requirement in mind and I shall let you know as soon as we offer them again.
7. Mr. South: May I know the main items you deal in?
- Mr. Sydney: The main line of our business is exporting hand-made gloves in a variety of genuine leather, such as chamois and doeskin.
- Mr. South: Oh, Mr. South, there is a steady demand for gloves of high quality in our market. I'd like to order some from you. Can you show me the catalogue and the samples?
- Mr. Sydney: All right. ... After examining them, I think you will agree that the quality of the materials used and the high standard of craftsmanship will appeal to the most selective buyers.
- Mr. South: You are absolutely right. I want to place an order for DD-001, DD-005 and XX-012, 10,000 pairs each.
- Mr. Sydney: Thank you very much for your order, but I have to point out that the demand for our leather gloves is rather high both at home and abroad. I don't think we can supply such a large quantity at present. There is just a limited quantity at present.
- Mr. South: If you can't arrange the entire quantity, please offer us at least one half.
- Mr. Sydney: Let me look into it with our production manager.
8. Mr. Wright: We've been doing a very good business with your natural honey, and we don't know if you can also supply us with tea.
- Mr. Wang: I'm very glad to say we are one of the leading exporters of foodstuffs and all sorts of tea in China. Won't you have a look at the catalogue and see what might have a chance in your market?
- Mr. Wright: There is a high demand for Chinese green and black tea in our market.

- Mr. Wang: As you have already known we have a very efficient supply network of Chinese native produce and we can assure you of our regular supply if you order from us.
- Mr. Wright: May I have a copy of your price list?
- Mr. Wang: Here you are. Perhaps you could give me a rough idea of the amount you intend to order.
- Mr. Wright: I'm afraid I couldn't. The size of our order depends greatly on the price you quote.

B. Special Use

- I.
1. Since he is *ready*, let's leave it to him.
 2. Nobody can deny she is glad.
 3. After his story was published in the newspaper, the editor received *countless letters*.
 4. It is *sure* that he will fail in the examination.
 5. The policewoman found *a frightened* child in the hut.
 6. No employer would like to hire a *sick* employee.
 7. *Two atomic bombs* were dropped into the Japanese cities Hiroshima and Nagasaki.
 8. His wife ran off with another man. What a poor and *lonely* man he is now.
 9. When you take this medicine, remember that three pills a day is *a maximum dosage*.
 10. He's the *only man* that survives the car accident.
- II.
1. China and Russia are neighboring countries.
 2. It seems that he is very sure of himself.
 3. Let us know if you are unable to do it.
 4. It is always very important to read the introductory paragraph.
 5. Just make a call and a taxi is due in five minutes.
 6. Young people are more interested in an outdoor party.
 7. Now he feels sorry about leaving school.
 8. It's more popular nowadays to wear a digital watch.
 9. Hainan Island lies in southern China.
 10. However hard up they were, they stayed content.

C. Practical Reading

- I.
- | | |
|--------------------------|------------------------------|
| 1. 21 May | 2. Mr. Liu |
| 3. Modern Bathrooms Ltd. | 4. Pacific Bathroom Supplies |

- | | |
|-----------------------|-------------------------|
| 5. order | 6. Duplex taps |
| 7. steel | 8. brass |
| 9. Emperor washbasins | 10. Standard washbasins |
| 11. 150 | 12. white |
| 13. blue | |
| 14. 1898 | |
| 15. Frederick Wong | |

II.

USER ORDER FORM

PHONE SOCKETS (√/number required)

1-5	6-10	11-15	16-20	21+
				√

RADIO PAGING (35p a day): NARUTE OF BUSINESS USE

Salesman/	Executive	Contact
-----------	-----------	---------

ELECTRONIC BUSINESS SYSTEMS (√/system required)

MONARCH 140		PREMIERE		HERALD	
GREY	BROWN	GREY	BROWN	GREY	BROWN
√					

Person Contacted.....

Name: *Jane Fern*Job Title: *PA to Managing Director*

COMPANY NAME (Please print one letter in each box)

N	E	O	F	A	X	A		L	T	D				
---	---	---	---	---	---	---	--	---	---	---	--	--	--	--

ADDRESS

N	E	R	O		H	O	U	S	E					
M	O	O	R	G	A	T	E		E	C	I			

TELEPHONE NUMBER

3	5	2		6	3	5	8							
---	---	---	--	---	---	---	---	--	--	--	--	--	--	--

Company's line of business: *Supply office copiers*Number of employees: *70*Signature: *Jane Fern*Date: *19th July*Date convenient for installation: *25th July*Office use
only



D. Additional Vocabulary

1-f; 2-l; 3-r; 4-t; 5-a; 6-i; 7-o; 8-d; 9-b; 10-m;
11-g; 12-q; 13-n; 14-h; 15-e; 16-k; 17-s; 18-c; 19-p; 20-j

Unit 9

Meeting

Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : Meeting Procedure

Meeting Pitfalls & Meeting Planning

2. Language Focus (内容重点)

- **Key words:** I. procedure, entitle, commence, subsequent, motion, move, second, agenda, irrelevant, resume, poll, resolution, cite; II. elaborate, chief, ploy, block, justify, consensus, boundary, exclusive, pinch, propound, confusion, communal, highlight, sideshow, moderate.
 - **Phrases:** I. be entitled to do, preside over, call upon, insist on, keep to the point, be put to, vouch for, take down; II. for a start, side issue, act upon.
 - **Useful structures:** it is *adj.* (usual) for... to inf.
 - be adept at doing...
 - be inversely proportional to
 - gain the upper hand
- #### 3. Communicative Skills (交际技能)
- **Expressions:** Speech expressions

— **Practical Reading:** Agenda and minutes

4. Special Use(专项用法) Words for meetings

Lead-in (导入)



>>>>>> Listening Comprehension Tasks

Difficult Words and Expressions

- handout: a document which gives information about a particular company, event, etc., and is used to publicize that company or event 传单, 免费宣传品
- break down: 分解
- administer: give or apply 派发
- compile: put together out of existing materials 汇编
- conscious: showing realization or recognition of something 意识到的
- mega: very large; huge 宏大的, 巨大的
- pointer: a piece of advice or information that helps one to understand a situation or to find a way of making progress 建议, 提示
- make the best of: 充分利用
- attendee: a person who is present and participates in a meeting 出席者, 在场者
- groom: to give a neat appearance to 打扮
- attire: clothing of a distinctive style or for a particular occasion 服装, 着装
- travel well: 适合旅行
- rumpled: extremely disorderly 凌乱的; 弄皱的
- vulnerable: easily hurt physically or emotionally 易受伤害的
- approachable: easy to meet or converse or do business with 亲切的
- psych: mentally prepare for (a testing task or occasion) 心理上做好准备
- uninhibited: not restrained 不受约束的, 放纵不羁的

- implement: put (a decision, plan, agreement, etc.) into effect 实施, 执行

Passage Script

Dialogue I

Gary: Sam, could you review the results of the survey on leisure sporting activities again? We need to plan out our proposal for this Friday's business meeting.

Sam: Sure, Gary. I've summarized the results in the handout, broken down by consumer age groups and sporting activities. The survey was administered to 550 men and women between the ages of 18 and 55 years old, and the results have been compiled in the following age groups: 18 to 26, 27 to 35, 36 to 45, and 46 to 55. According to the results, the most active group involved in sporting activities are those between 18 and 26 years old, followed by those 36 to 45 years old.

Gary: Okay.

Sam: As far as particular sports are concerned, people in these two groups cited jogging as their favorite recreational sport followed by skiing, tennis, swimming, and cycling.

Gary: And what about these groups broken down by gender?

Sam: Oh, Gary, thanks for bringing that up. Men appear to be slightly more active than women in the 18 to 26 year-old age group, but women seem more active in the other three groups.

Gary: Hmm. Based on what you have said, I think we should consider targeting the 18 to 26 year-old age group more in the future. I also feel we should consider expanding our line of athletic shoes, particularly jogging and tennis footwear. We also have to come up with a more appealing slogan aimed at this age group.

Sam: I see what you mean. However, when these results are compared with the survey carried out three years ago, we can see a growing trend among older consumers — those 46 to 55 — who are becoming more conscious and concerned about staying fit. I believe this trend will continue, so we should focus on this group instead.

Gary: I see your point. Well, let's meet again on Wednesday to iron out more of the details of this proposal.

Passage II

Business Meetings

Business meetings range from gatherings of small groups of people to large conferences with hundreds, or even thousands, in attendance. It is those mega meetings that many people find stressful.

Here are pointers to help you make the best of business meetings and relieve some of the stress you may feel when you find you have to attend one.

Before You Go to a Business Meeting

Meet Other Attendees in Advance: Get to know as many people as possible before you attend the conference.

Look Your Best: When you look good, your confidence goes up. Make sure your hair and nails are well groomed.

Dress Appropriately: Find out what type of attire is needed.

Bring Clothes that Travel Well or bring an iron. You don't want your clothes to look rumpled.

Pack Comfortable Shoes: You may be on your feet for long periods of time.

At the Business Meeting

Introduce Yourself to Others: Making the first move may make you feel less vulnerable.

Smile: Smiling (only when appropriate, of course) helps you look approachable.

Psych Yourself Up: Remember the qualities others like about you.

Get People to Talk About Themselves: Everyone likes to do this and it will take the focus off you.

Beware of Alcohol: You don't want to become too uninhibited.

When the Business Meeting is Over

Take Home Something Valuable: This could be an idea you may be able to implement or a new person to add to your network.

Keep in Touch: Maintaining contact with those you met at the conference will make the next conference easier.

Key

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

IV.

Pointers	Details
Meet Other Attendees in Advance:	Get to know as many people as possible before you attend the conference.
Look Your Best:	Make sure your hair and nails are well groomed.
Dress Appropriately:	Find out what type of attire is needed.
Bring Clothes that Travel Well or bring an iron.	Don't make your clothes to look rumpled.
Pack Comfortable Shoes:	You may be on your feet for long periods of time.

(Continued)

Pointers	Details
Introduce Yourself to Others:	It may make you feel less vulnerable.
Smile:	Smiling helps you look approachable.
Psych Yourself Up:	Remember the qualities others like about you.
Get People to Talk About Themselves:	It will take the focus off you.
Be ware of Alcohol:	You don't want to become too uninhibited.
Take Home Something Valuable:	This could be an idea you may be able to implement or a new person to add to your network.
Keep in Touch:	Maintaining contact with those you met at the conference will make the next conference easier.

>>>>> Spot Dictation

Ladies and gentlemen,

I'd like to spend a few minutes of your time looking back over the year. I'm going to divide my review into three areas: firstly, finance; secondly, personnel; and finally technology.

On the financial front, the results have been very pleasing. Turnover has increased by 14%, costs have dropped by 3% and profits are up by 16%. So the company as a whole has performed well.

Right, let's move on to personnel. Our policy of personnel development through training and promotion opportunities has continued to be a great success.

Finally, technology. I thought you would be interested to have an update since this is vital for our future growth. Over the last year, our Research Department has thoroughly tested a new prototype engine. Results so far have looked promising.

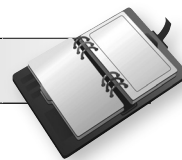
Right, those are the three main areas – finance, personnel and technology. Are there any questions, before I go on? ...

Difficult Words and Expressions

update: *n.* a news item containing the latest information about a particular situation. 最新消息; 快讯

prototype: *n.* a new type of machine or device which is not yet ready to be made in large numbers and sold. 原型; 样品

Background Information (背景知识)



1. Meetings in Today's Business

Meetings, while disliked by many, are an essential part of myriad business operations. They are often the best venue for communications to take place, for issues to be discussed, for priorities to be set, and for decisions to be made in various realms of business management. Because it is more common for responsibility to be spread out across an organization these days, and because cross-functional efforts are common at almost every business, meetings are the best method for achieving organizational participation. Holding successful meetings, then, is essential. Poorly run meetings waste time and fail to generate ideas, and unfortunately, far too high a percentage of business meetings are characterized by ineffective processes. Indeed, some analysts estimate that up to 50 percent of meeting time is wasted. Entrepreneurs and business managers should thus take the appropriate steps to ensure that the meetings that they call and lead are productive.

2. Planning a Successful Business Meeting

The most important step in holding a successful meeting is planning. This includes determining who should attend, who will run the meeting, and what will be discussed. Before the meeting, finalize a list of attendees. This is especially important for meetings where a quorum is needed to conduct official business. Without a quorum, it is usually best to simply postpone the meeting until more group members can attend.

When determining who to include in a meeting, we should weigh several criteria. The most important personnel to invite are those people who can best achieve the objective of the meeting. This can be people who are affected by a problem, those who will be most affected by the outcome of the meeting, experts on the subject at hand, or people who are known to be good problem-solvers or idea generators. Inviting people solely for political reasons should be avoided, although experts recognize that this may not always be possible. Finally, some meeting topics may benefit from the inclusion of an informed outsider who has no stake in the issue; sometimes a fresh, objective perspective can be most beneficial.

Once the meeting's moderator has determined who needs to be in attendance, he or she should develop an agenda and circulate it in advance of the meeting. There are two schools of thought on how to order the agenda. One school recommends starting the agenda with less-important items that can be handled quickly and easily. The theory is that this helps to build a positive atmosphere and makes it

easier to move on to tougher issues later in the meeting. The other school of thought, however, feels that this is a waste of time and that the agenda should be prioritized, with the most important items coming first. This means jumping right into the most significant issue. Regularly scheduled meetings, such as staff meetings, lend themselves to the “most important first” style. Agendas need to be more fluid and dynamic, yet still need to be structured and effective.

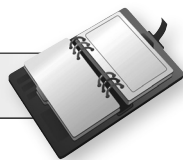
Once an agenda has been established, it is recommendable to point a meeting facilitator in advance of the meeting itself. It is the facilitator’s job to keep the meeting focused and on-schedule. He or she must remain “issue neutral” and encourage the free exchange of ideas without taking sides. The best facilitators are good listeners and communicators who successfully blend assertiveness with tact and discipline with humor, set a cooperative tone, and are achievement-oriented. The facilitator should remain focused and not allow side issues to distract from the agenda.

3. Common Meeting Pitfalls

Despite the best efforts and the strongest facilitator, meetings can quickly spin out of control. Following are some common pitfalls that beset meetings, launching them into downward spirals of inaction or flawed decision making:

- ✧ The facilitator puts aside the meeting agenda for his or her own personal agenda
- ✧ The facilitator allows interruptions such as telephone calls, etc.
- ✧ Loud group members are allowed to dominate the meeting
- ✧ Decisions are made based on generalizations, exaggeration, guesswork, and assumptions
- ✧ Discussions consistently wander off the topic
- ✧ Key members of the group are not present
- ✧ Overly ambitious agendas
- ✧ Meetings that exceed previously agreed-upon time limits
- ✧ Minutes that are inaccurate or biased
- ✧ Too many participants
- ✧ Waiting for latecomers to arrive
- ✧ An unclear, or inappropriate, decision-making process.

Language and Culture Focus (语言文化要点)



>>>>>> Reading I

1. procedure

① *n.* a manner of proceeding; a way of performing or effecting sth. 程序

【例句】 legal procedure

break the normal procedure

The new work procedure is a great improvement on/over the old one.

It is very important to follow the safety procedures laid down in the handbook.

They also establish working and administrative procedures and policies.

Each of our businesses will develop management procedures for environmental assurance.

Trade officials were slow to adopt new export procedures which came into force in January.

② *n.* a series of steps taken to accomplish an end. 步骤; 手续

【例句】 a long therapeutic procedure

procedure in production

What is the correct procedure for opening a bank account?

同根词

procedural *adj.* 程序性的; 手续上的

【例句】 procedural difficulties

相关表达

admission procedure: 招生手续; 入学手续

operational procedure: 操作程序; 运行程序

procedure of teaching: 教学程序; 教学步骤

2. entitle

① *vt.* to furnish with a right or claim to sth. 授权

【例句】 The coupon entitles the bearer to a 25 percent savings.

Every citizen is entitled to equal protection under the law.

This ticket entitles you to a free lunch.

You are not entitled to travel first class.

② *vt.* to give a name or title to. 给……题名或命名; 给……称号

【例句】 be entitled “Your Excellency”

be entitled to praise

The novel is entitled "Pride and Prejudice."

同根词

entitlement *n.* 授权; 资格

【例句】 You've used up all your holiday entitlement. (=all the days you are allowed to take)

3. commence *vi./vt.* to begin; start. 开始; 着手

【例句】 commence learning English

We commence building/to build on March 18th.

The mass meeting commenced in Tian'anmen Square at 8 o'clock.

同根词

commencement *n.* 开始; 开端; [美]学位授予典礼; [大学及高中的]毕业典礼

4. subsequent

adj. coming after or later. 后来的; 随后的; 接着发生的

【例句】 the period subsequent to the war

I thought that was the end of the matter but subsequent events proved me wrong.

同根词

subsequently *adv.* 后来

【例句】 He said he was wealthy, but it subsequently emerged that he was a cheat.

5. it is *adj.* (usual) for... to inf.

【例句】 It is important for me to make this speech.

It is unusual for him to speak like this.

It is necessary for them to attend the meeting.

Note: The adjectives usually used in this pattern are as following:

annoying, astonishing, clever, crazy, curious, difficult, doubtful, easy, fascinating, important, interesting, necessary, stupid, suspicious, urgent, usual, etc.

6. preside over: to be chairperson of a meeting. 主持(会议)

【例句】 Until the 1960s, it was common practice for the Vice President to preside over daily Senate sessions.

The ceremony was presided over by the vice chairman.

On March 15, President Jiang Zemin presided over a work conference on family planning and environmental protection.

7. call upon/on

① to formally ask (sb.) to do sth. 正式请某人做……

【例句】 The congress has called on the president to answer these questions.

I now call on the best man to make a speech.

② to pay a short visit to 短暂拜访

【例句】We can call on Mary tomorrow.

③ to need to use 需用

【例句】to call on all one's strength

8. insist on/upon

① to demand forcefully. 坚持要求

【例句】They are insisting on immediate repayment.

He insisted on my going there together with him.

② to consider very important; place great importance on. 认为……非常重要; 强调

【例句】He insisted on discipline in the class.

I insist on having a holiday abroad every year.

9. motion

① *n.* a suggestion formally made at a meeting. 提议; 动议

【例句】His motion was rejected.

The motion to increase the club's membership charges was carried/defeated by 15 votes to 10.

The committee passed a motion that the bar should remain open until midnight.

② *n.* the act or process of changing position or place. 动; 运动; 移动

【例句】the motion of the planets

The gentle rolling motion of the ship made me feel sleepy.

③ *n.* a meaningful or expressive change in the position of the body or a part of the body; a gesture.

姿势; 动作

【例句】She made motions to him to follow.

With a motion of his hand he summoned the waiter.

④ *vt.* to direct by making a gesture. 打手势; 以动作示意

【例句】motioned us to our seats

motion sb. out

⑤ *vi.* to signal by making a gesture. 示意以手势指导

【例句】motion to sb. to come

motioned to her to enter

同根词

motionless *adj.* 静止的; 一动不动的

【例句】He lay there, motionless.

相关表达

go through the motions 做姿态; 装样子; 敷衍地做

【例句】The doctor was sure that man wasn't ill, but he went through the motions of examining him.

put/set sth. in motion 使运转; 使开始

【例句】Pull this handle to set the machine in motion.

If we are all agreed, we can put the plans in motion straight away.

motion picture [美] 电影

in slow motion 慢动作

【例句】Parts of the film were shown again in slow motion.

10. move

① *vi.* to make a formal motion in parliamentary procedure. 提议; 动议

【例句】move for an adjournment

He moved that the meeting be continued after dinner.

② *n.* the act or an instance of moving. 移动; 移动的行为

【例句】made some intricate moves on the dance floor

With one move he was by her side.

③ *n.* an action taken to achieve an objective; a maneuver. 措施; 策略; 对策

【例句】a move to halt the arms race

None of the moves to halt inflation has been successful.

④ *vi.* to change in position from one point to another. 移动

【例句】moved away from the window

⑤ *vt.* to prompt to an action; rouse. 激起; 感动

【例句】Anger moved her to speak out.

What moved you to do this?

He was moved to tears.

⑥ *vt.* to change the place or position of. 迁移; 搬家

【例句】moved her office

move home

相关表达

make a move: [Br. informal] to leave a place. 离开

【例句】It's getting late — we ought to make a move.

move in: 搬进

move out: 迁出

move house: 搬家

11. second

① *vt.* to support sb's proposal or idea at a meeting so that it can then be discussed and voted on. 赞

成;附议(某提案等)

【例句】second another person's idea

His view was seconded by many experts.

Deeds must second words. 言行必须一致。

② *vt.* to move sb. from his/her job for a fixed period of time to do another job. 暂时调任/调派(某人)做其他工作

【例句】Our teacher has been seconded to another school for a year.

Someone will have to be seconded from another department to do this work.

③ *adj.* another, additional. 另一的;附加的

【例句】It is not likely that you will be given a second opportunity.

④ *n.* secondary product; products that are not up to the standard. 二等品;次品

【例句】These gloves are seconds.

相关表达

second best 仅次于最好的

second nature 第二天性;根深蒂固的习惯

second to none 不比任何人差;最好的

【例句】Russia is second to none in size.

second self 第二自我(指心腹朋友等)

12. agenda

n. a list or program of things to be done or considered. 议事日程;日常工作事项

【例句】They share with them an agenda beyond the immediate goal of democratization of the electoral process.

What's on your agenda today?

place/put/list sth. on the agenda: 把某事提到日程上来

【例句】Many items were listed on the agenda for the week-long session of the National People's Congress.

After China has made great success in its economic system reform, the reform of political system has also been put on the agenda.

action agenda: 行动记录册

approved agenda: 审定议程(最后通过的会议议程)

provisional agenda: 临时议程

13. The chairman should call upon speakers by name, should be impartial, should insist on a motion or amendment being moved and seconded before he allows any discussion about a certain matter (otherwise the motion lapses), should see that matters are dealt with according

to their order on the agenda and should give persons present sufficient opportunity to speak so that opposing views are presented.

【译文】董事会主席应该以点名的方式请与会者发言,应该公正无私,应该在讨论一个提议或修正案之前确保该提议或修正案获得了足够的支持(否则该提议就被放弃了),应该确保会议以日程安排的顺序进行,应该给与会者充分的发言机会,这样就可以听到相反的观点。

14. irrelevant

① *adj.* unrelated to the matter at hand. 不相干的; 离题的; 不相关的

【例句】mentioned several irrelevant facts before finally coming to the point

If he can do the job well, his age is irrelevant.

What you have just said is irrelevant to the subject.

A question about arithmetic is irrelevant in a music lesson.

② *adj.* impertinent; improper. 不恰当的

【例句】make irrelevant comment on sth

irrelevant remarks

反义词 relevant *adj.* 相关的; 贴切的

15. keep to the point: to say sth. relevant to the topic being discussed. 扣住主题

【例句】Let's keep to the point; if we don't, we will never reach any decisions

Keep To The Point. When you write a business letter, you must try not to waste your reader's time.

反义词

off/beside the point: 离题

【例句】We've gone too far off the point. Let's return to the topic under discussion.

To build another skyscraper in the city is beside the point.

16. resume

① *vt.* to assume, take, or occupy again. 重新占用; 恢复

【例句】The dog resumed its post by the door.

Kindly resume your seats, ladies and gentlemen. 女士们先生们, 请回到你们的座位。

② *vi./vt.* to begin or take up again after interruption. 重新开始, 再继续

【例句】resumed our dinner

Let's resume where we left off.

We resumed our discussions after a short while.

We'll stop now and resume working at two o'clock.

③ *vt.* to take on or take back again. 重新采用

【例句】 resumed my original name

同根词

resumption *n.* 重新开始; 恢复; 重获

【例句】 the resumption of business after a holiday

相关表达

resume traffic: 恢复交通

resume one's spirit: 重新振作起来

resume lost territory: 收复失地

resume the thread of one's discourse: 言归正传, 回到话题上来

17. poll

① *n.* (also opinion poll) a survey of the public or of a sample of public opinion to acquire information or the result of such a survey. [又称 opinion poll] 民意调查; 民意调查的结果

【例句】 The Conservatives had a five point lead over Labour in the latest poll.

We're conducting a poll to find out how many people are in favor of nuclear power.

The latest poll gives the Republicans a 5% lead.

② *n.* the casting and registering of votes in an election. 选举投票

【例句】 The result of the poll is still uncertain.

The conservatives were defeated at the polls.

③ *n.* the number of votes recorded at an election. 投票数

【例句】 There was a heavy poll at the local elections. (= a lot of people voted.)

④ *vt.* to receive or record the votes of. 获得……选票

【例句】 She polled 10,372 votes.

⑤ *vt.* to question in a survey; canvass. 对……进行调查; 民意测验

【例句】 Of those polled, only 20 per cent were in favour of changing the law.

polling *n.* 投票

【例句】 Polling was quite heavy.

相关表达

poll parrot: 胡说八道的人

poll tax: 人头税

18. The chairman should see that the motion is in an affirmative and not in a negative form.

【译文】 董事会主席应该确保提议明确支持某个观点, 而非模棱两可观点不明。

19. put to...: to be put forward to. 向……提(问); 向……提(建议)

【例句】 I'd like to put a question to the speaker.

Each time the question was put to him, he dodged.

20. resolution

① *n.* a formal statement of a decision or expression of opinion. 决议; 决定

【例句】 to pass a resolution

The resolution was carried at the previous plenary session.

She's always making good resolutions.

The UN resolution condemned the invasion.

② *n.* the state or quality of being resolute; firm determination. 坚定; 果断

【例句】 She lacks resolution.

③ *n.* a firm decision; sth. one makes one's mind to do. 决心要做的事

【例句】 Rose made a New Year's resolution to give up smoking.

She's always making good resolutions but she never carries them out.

④ *n.* a resolving to do sth. 解决

【例句】 the resolution of our difficulties

The lawyer's advice led to the resolution of this difficult problem.

21. vouch for

① to prove the truth; guarantee. 确保; 保证

【例句】 I've read this report carefully and I can vouch for its correctness.

Members shall vouch for and make every reasonable effort to substantiate the authenticity of all materials offered for sale.

② to take the responsibility for the future good behavior of. 为……未来的行为负责

【例句】 I'll vouch for my son, officer.

22. His duties also include his signature to vouch for the correctness of the minutes of the meeting and his declaration of the opening and closure of the meeting.

【译文】 董事会主席的职责也包括签字保证会议记录的准确性、宣布开会及休会。

23. take down: to write down what others say on the paper. 记在纸上

【例句】 Please take the word down.

If you don't understand what your colleagues said, just ask them and take down some notes.

You should take down all these words in your notebook and check out their meanings using a dictionary.

He read out the names and his secretary took them down.

24. be adept at: (+ Ving) highly skilled. 熟练的; 内行的

【例句】 He was very adept at making up excuses for his lateness.

She is adept at/in growing roses.

Of all our staff, Peter is the most adept at dealing with difficult customers.

The teacher enables the student to become more adept at putting forth effort for longer periods of time.

25. cite

① *vt.* to quote or mention as an authority or example. 引用; 引证

【例句】It's no use citing the Bible to a non-Christian.

The minister cited the latest crime figures as proof of the need for more police.

She cited the high unemployment figures as an example of the Government's bad management.

② *vt.* to summon before a court of law. 传唤(某人)出庭

【例句】He was cited in a divorce case.

③ *vt.* to honor formally. 正式给予荣誉; 嘉奖

【例句】cited for bravery in an official report

同根词

citation *n.* 引文; 引语; 引证; 引用; 嘉奖

>>>>>> Reading II

1. **For a start:** We use "for a start" to indicate what we are saying is the first in a list of facts, reasons, etc.; to begin with; first of all. 首先

【例句】For a start, you're too young. 首先, 你太年轻了。

It won't work: to start with, it would take too long, and secondly it would cost too much.

这没用: 首先, 这样做时间太长; 其次, 成本太高。

2. **For a start, the number of people attending a meeting tends to be inversely proportional to their collective ability to reach conclusions and make decisions.**

【译文】首先, 出席会议的人数多少会与他们达成结论和进行决策的集体能力成反比。

3. **... the number of people ... tends to be inversely proportional to their collective ability:** the greater the number of people attending a meeting, the lower is their ability to reach a conclusion.
be inversely proportional to: 与……成反比

比较 be proportional to: 与……成正比

If one thing is proportional to another, it increases or decreases at the same rate as the other thing increases or decreases, so that there is always the same relationship between the two things.

【例句】The output should be proportional to the input. 产量应该与投入成正比。

As a rule, the suicide rates are proportional to the size of the city.

通常, 自杀率与城市大小成正比。

The payment he will have to make will be proportional to the amount of damage he has done. 他的赔款将与损害程度成正比。

If there is an inverse relationship between two things, one of them becomes smaller as the other becomes larger.

【例句】His enthusiasm for a job seems to be inversely proportional to the workload of the job.

他对于工作的热情似乎与工作量的大小成反比。

= The less he works, the more he likes it.

4. **collective** *adj.*: shared by or involving every member of a group. 集体的

【例句】their collective opinion 他们共同的观点

collective ownership 集体所有权

collective leadership 集体领导

It's a collective decision. 这是集体决定。

We all bear collective responsibility for this decision. 我们对这个决定负有集体责任。

5. **element** *n.*: a part of the whole. 元素, 要素

【例句】Honesty is an important element in anyone's character. 诚实是人性中的重要因素。

The different elements in the play are hard to balance properly. 很难平衡剧中的各种元素。

6. **side issue**: minor problem. 小问题

7. **elaborate** *adj.*: carefully planned with a large number of detailed parts. 精心制作的, 精细的

【例句】She made elaborate preparations for the party, and then no one came.

她精心准备了这次晚会, 但却没有人光顾。

The curtains had an elaborate pattern of flowers. 窗帘上有精心制作的花案。

8. **in common**: shared with someone else. 有共同之处

【例句】John and I have nothing in common. 约翰和我没有共同之处。= no shared interests or qualities

What have these names in common? 这些名字有什么共同之处吗?

9. **... it is usually a he**: the chairperson is usually a male.

10. **informal** *adj.*: not formal; not following official or established rules, methods, etc.; relaxed and casual rather than correct and serious. 非正式的

【例句】an informal agreement 非正式协议

an informal meeting 非正式会议

an informal interview 非正式采访

a relaxed and quite informal discussion 轻松而非正式的讨论



We have made informal approaches to the committee.

我们与该委员会进行了非正式的接触。

11. upper hand: a position of advantage; control. 上风; 控制权

gain/get the upper hand (over sb): have or get more power or advantage than sb else 占上风; 取得有利地位

【例句】 After many hours fighting, we began to gain the upper hand (= started to win the fight).

经过几个小时的打斗, 我们开始占据上风。

At last, the company gains the upper hand over its rivals in the market competition.

12. the “can’t do” type: the group of people who are so conservative that they do not want any change made to the present situation.

13. status quo: the state of things as they are; the situation that exists at a particular time without any changes being made to it. 现状

【例句】 They are opposed to changes in the tax laws: they want to maintain the status quo.

他们反对修改税法: 他们想保持现状。

They will quickly retreat and the status quo will be restored.

他们将迅速撤退, 并恢复原状。

14. quote v.: to mention or refer to something as an example to add force or authority to one’s argument. 引用

【例句】 She quoted several cases of unjust imprisonment.

她引用了一些在监禁期间不公正对待犯人的案例。

They quote figures to compare the costs of adult education in different countries.

他们引用了一些数据来比较不同国家之间成人教育的成本。

15. historical adj.: connected with events in the past. 历史的, 与历史有关的

【例句】 historical experience 历史经验 = experience accumulated in the past

the historical events 历史事件

a historical figure 历史人物

16. ... a ploy to block change: a strategy to prevent any change.

ploy n.: strategy or policy; something carefully planned and done in order to gain an often unfair advantage. 策略

【例句】 His usual ploy is to pretend to be ill, so that people will feel sorry for him.

他的策略就是装病, 这样人们就会同情他了。

The offer was widely viewed as a management ploy to weaken support for the union among the workforce. 这被广泛认为是一种管理策略, 以削弱工人对工会的支持。

Men have a number of ploys which they use to make their inferiors feel awkward.

人们有许多策略使他们的下属感到尴尬。

This headache was clearly a delaying ploy. 很明显, 这次头疼是个拖延战术。

The announcement was a clever ploy to deflect criticism of the government.

这个公告是个聪明的策略, 转移了对政府的批评。

block *v.*: to prevent from happening or being completed. 妨碍

【例句】 One of the directors blocked her appointment. 一位董事阻止了对她的任命。

The legislation was blocked by the House of Lords. 上院阻止了这项立法。

He couldn't block the deal. 他没能阻止这次交易。

Agreement had been blocked by the government. 这个协定被政府阻止了。

17. **A more subtle version of the “can’t do” type:** a “can’t do” type of people who tend to express their objections in a less direct way and hence not easily recognizable as such.

subtle *adj.*: not so easy to notice, understand or explain; delicate 微妙的

【例句】 a subtle taste 微妙的口味

a subtle change 微妙的变化

a subtle problem 微妙的问题

subtle differences in meaning 意义上的微妙区别

There's a subtle distinction between these two words. 这两个词有着微妙的区别。

version *n.*: description or account of an event or idea, which disagrees with another person's description of the same event or idea. 描述

【例句】 Each of the two women would have a different version of what actually happened that day. 对于那天发生的事情, 这两位女子描述得各不相同。

The committee accepted Charlie's version of the incident.

委员会接受了查理对事件的描述。

The two newspapers gave different versions of what had happened.

这两份报纸对所发生的一切给出了不同的描述。

18. **emerge** *v.*: to appear or come out from inside or a position where one cannot be seen. 出现

【例句】 The sun emerged from behind the clouds. 太阳从云层里出来了。

Several interesting new poets have emerged in recent years.

最近几年出现了几位有趣的诗人。

The chick becomes independent as soon as it emerges from its shell.

小鸡一破壳而出就独立生活了。

19. **bear** *v.*: to suffer or accept without complaining. 忍受

【例句】 She bore the pain with great courage. 她以极大的勇气忍住了疼痛。

I can't bear to listen any longer, so I left the room.

我受不了了,不能再听下去了;所以我离开了房间。

I can't bear being kept waiting. 我受不了了,不能再等了。

I couldn't bear staying in the same town as that man.

我受不了像那个人一样住在同一个镇里。

The disaster was more than some of them could bear.

灾难超过了她们所能承受的程度。

20. Another whole sub-set of characters: another whole type of characters.

sub-set *n.*: a set that is part of a larger set. 子集

character *n.*: a person in a book, play, or film, etc. 人物, 角色

【例句】the two main characters in the film 电影中的两个主角

It's a good story, but I find some of the characters rather unconvincing.

故事很好,但有的角色不能令人信服。

21 speciality *n.*: a special field of work or study. 特性, 专长

【例句】Her speciality is ancient Greek mythology. 她的专长是古希腊神话。

Work with children is their speciality. 他们的专长就是与孩子在一起。

They enjoy talking about their own specialities. 他们喜欢谈论自己的专长。

22. justify *v.*: to give a good reason for; explain satisfactorily. 合理解释

【例句】How can you justify such an expense? 你如何解释这一开支?

The government will find it difficult to justify this decision to the public.

政府发现很难就这个问题向民众作出合理解释。

The decision has therefore been fully justified. 这一决定得到了合理的解释。

I'm not going to try and justify or excuse myself. 我并不想为自己找理由或借口。

She had no need to justify herself. 她没有必要为自己找理由。

23. consensus *n.*: a general agreement among a group of people; the opinion of most of the people in a group. 一致同意

【例句】What is the consensus of opinion, gentlemen? 先生们,你们达成的一致意见是什么?

Can we reach a consensus on this issue? 我们能就这个问题达成一致意见吗?

I don't know if there is a medical consensus about jogging.

我不知道医学界是否有关于慢跑的一致意见。

24. Meetings can also provide attenders with a sense of identification of their status and power.

【译文】会议也能向与会者提供显示他们地位和权力的身份。

25. managers arrange meetings as a means of communicating to others...: by arranging meetings and inviting members to attend, managers make it clear to others who belongs to the same group and who doesn't.

boundary *n.*: the limit which distinguish one thing from others of a similar kind. 分界线

【例句】the boundaries of the problem 问题的界限

The boundaries of human knowledge are constantly being extended.

人类知识的局限被不断打破。

exclusive *adj.*: used or owned by only one person, group, or organization. 唯一的

【例句】an exclusive interview 独家采访

The bathroom is for the President's exclusive use. 这个浴室供总统专用。

They have exclusive use of the machine. 这台机器是供他们专用的。

26. **pinch** *v.*: to steal or take without permission. 偷

【例句】My car's been pinched. 我的车被偷了。

I pinched four pence from the box. 我从盒子里拿了四便士。

Quite a few people have tried to pinch this idea. 相当多的人有这样的想法。

27. **suggestion ... which is not picked up**: suggestion which is not discussed.

If one picks up an idea or a piece of information, he gets it into his mind from what he hears, reads, or sees.

【例句】Only seconds later, I was wondering where I had picked up this piece of misinformation.

几秒钟之后,我就是在想我是在哪里得到这错误的消息的。

I need to pick up a couple of useful ideas for my new book.

我需要为我的新书找一些有用的想法。

28. **figure** *n.*: a person of a particular type. 人物

【例句】a key figure in the negotiation 谈判的关键人物

He was one of the leading political figures of this century.

他是本世纪主要的政治人物之一。

This incident made him a national figure. 这起事件使他成为国人皆知的人物。

29. **propound** *v.*: to suggest an argument, idea, or point of view for consideration. 提议, 提出

【例句】to propound a problem to propound a theory

This line of argument is propounded largely by the more influential U.S. commentators.

30. **The suggestion is of course identified with the player rather than the initiator**: The player refers to a more senior member of the company; the initiator, usually a junior or female, is the one who has made the suggestion earlier. However, it is taken for granted that the suggestion is the contribution of the senior member, but not the junior member.

be identified with: to be closely connected or associated with someone or sth. 与……有联系

【例句】He is too closely identified with the administration to be given a job in the new government. 他与管理层的关系过于密切, 所以不能在新政府任职。



Of the 34 candidates, nearly half were identified with revolutionary groups.

在34位候选人中,几乎一半与革命团体有关。

initiator *n.*: the first person to do something important. 创始人,发起者

31. **end in**: to have as a result at the end. 结束,结局

【例句】The battle ended in victory. 战斗以胜利结束。

Their marriage ended in divorce. 他们的婚姻以离婚告终。

32. **communal** *adj.*: shared or used by all the members of a group rather than an individual. 公共的

【例句】a communal dining-room 公共餐厅

communal ownership 集体所有

The fields are communal property and no one really owns them.

这些田地是公共财产,私人不得占有。

We organized the cleaning on a communal basis.

我们组织大家进行一次公共大扫除。

33. **act upon**: to do what has been suggested or advised.

【例句】Why didn't you act upon my warning? 为什么你没有按照我的警告行事?

They were content to provide information upon which others could act.

他们很高兴能提供一些使其他人有所行动的信息。

34. **conflict** *n.*: serious disagreement or argument between opposite groups or opposing ideas or principles. 矛盾

【例句】political conflict 政治矛盾

family conflict 家庭矛盾

There is a growing conflict of interest between her position as a politician and her business activities. 她的政治家地位和商业活动之间存在着不断增加的利益冲突。

There have been a number of conflicts in the automobile industry. 汽车工业矛盾诸多。

35. **intercourse** *n.*: an exchange of feelings, which make people know each other more closely; communication between two people or two groups.

【例句】social intercourse 社交

There is increasing intercourse between the scientific community and the ordinary people.

During ordinary social intercourse, it is considered rude to interrupt other people.

36. **highlight** *v.*: to emphasize or pick out by drawing special attention and explaining the importance in detail. 使显著,突出

【例句】The survey highlighted the needs for working women. 调查特别强调了对工作女性的需求。

This problem was highlighted in her book. 她的书中突出反映了这个问题。

37. **identity** *n.*: who or what a particular person or thing is. 身份

【例句】The identity of the murdered woman hasn't been established yet.

被谋杀女子的身份还没有确定。

She experienced a loss of identity after giving up her career to get married.

在辞职结婚之后,她经历了自我身份的迷失。

The clue he left didn't establish his identity. 他所留下的线索并没有显示他的身份。

38. They are, in fact, a necessary though not necessarily productive psychological sideshow:

meetings are necessary activities as they give attenders a sense of satisfaction, but they in essence may not yield any contributive results to the company.

sideshow *n.*: a less interesting or less serious activity compared with a more serious main one. 附属事件

The brief conflict was a mere sideshow compared with the world war that followed.

和之后的世界大战相比,这一次小冲突只是一个小事事件。

39. Perhaps it is our civilised way of moderating, if not preventing, change: Maybe it is the usual way for our cultivated people to deal with change: they may not directly prevent changes, but alternatively they may minimize the effect of change indirectly.

civilised /civilized: A society that is civilized has a highly developed culture, technology, social organization, and system of government, and this kind of society can provide a comfortable way of life for most of its people.

【例句】a civilised country 文明的国度

civilised life 文明的生活

The aim is to create an orderly, harmonious and civilised society.

我们的目标是创建一个有序、和谐、文明的社会。

If a person is civilised, he is polite, charming, and reasonable in his attitude and behavior towards other people, without rough manners.

【例句】a civilised man 讲文明的人,有文化的人

moderate *v.*: to make or become less extreme or violent and more manageable or acceptable; reduce. 缓和

【例句】She has been given instructions to moderate her tone.

命令要求她缓和一下说话的语气。

The bad weather has moderated. 糟糕的天气有所缓和。

He should moderate his language when children are present.

当孩子在场时,他应使自己的语言更温和一些。

Her fury moderated when she learned why she had done it.

当她得知她因何这样做时,她的愤怒有所缓和。



>>>>>> Extended activities

A. Function and Structure

1. Conducting a Successful Meeting

Here are some simple rules which can dramatically increase the likelihood that your meeting will be a productive one.

If you are facilitating the meeting, arrive early and be prepared. No exceptions to this rule are allowed. A late facilitator dampens the mood and gets the meeting off on the wrong foot because it makes it impossible for the meeting to start on time. Indeed, provided the facilitator is present, the meeting should begin at the time scheduled, even if other scheduled participants have not yet arrived. Waiting for latecomers rewards them for their behavior and implies that you value their time more than you value the time of those who showed up on time. If one of the latecomers is essential to the first agenda item, be flexible and move on to a later agenda item to keep things moving.

Facilitators interested in making certain that the meeting proceeds effectively should set the appropriate tone from the outset. Chit-chat should be kept to a minimum, especially at the start of the meeting. Do not be a dictator — social interaction is an important part of building a cohesive team — but do not let valuable meeting time be wasted either.

Be sure to stick to the timed meeting agenda. This keeps one long-winded group member from dominating the meeting. Using a phrase such as “We would like to hear what you have to say, but in order for the group to be out on time we have to move on,” is a very successful tactic.

If some members of the group are not participating, actively seek out their opinion. Groups tend to be dominated by the most outgoing or opinionated members, but the quiet members often have great ideas of their own. Do not let one person or group dominate the floor.

Schedule meetings for times that are likely to encourage concentration on agenda items. For example, facilitators may want to consider holding short meetings before lunch and quitting time, when staff are less likely to dawdle over non-work related subjects. Conversely, many analysts believe that meetings that are held immediately after lunch, when people are often at their least energetic, are apt to be less effective.

2. Minutes

Minutes are the instant written record of a meeting or hearing. They often give an overview of the structure of the meeting, starting with a list of those present, a statement of the various issues before the participants, and each of their responses thereto. They are often created at the moment of the hearing by

a typist or court recorder at the meeting, who may record the meeting in shorthand, and then type the minutes and issue them to the participants afterwards. Alternatively, the meeting may be audio-recorded and the minutes typed later. Generally, minutes begin with the organization name, place, date, list of people present, and the time that the chair called the meeting to order. Minutes then record what actually happens at a meeting, usually in the order that it actually happens, regardless of whether the meeting follows (or ignores) any written agenda.

Since the primary function of minutes is to record the decisions made, any and all official decisions must be included. If a formal motion is made, seconded, passed, or not, then this is recorded. The vote tally may also be included. The part of the minutes dealing with a routine motion might note merely that a particular motion was “moved by Ann, seconded by Bob, and passed unanimously.” Where a tally is included, it is sufficient to record the number of people voting for and against a motion (or abstaining), but requests by participants to note their votes by name may be allowed. If a decision is made by roll call vote, then all of the individual votes are often recorded by name. If it is made by consensus without a formal vote, then this fact may be recorded. Tallies may be omitted in some cases (e.g. a minute might read “After voting, the Committee agreed to...”).

If the members of the committee or group agree that the written minutes reflect what happened at the meeting, then they are approved, and the fact of their approval is recorded in the minutes of the current meeting. If there are errors or omissions, then the minutes will be re-drafted and submitted again at a later date. Minor changes may be made immediately, and the amended minutes may be approved “as amended.” It is normally appropriate to give a draft copy of the minutes to the other members in advance of the meeting so that the meeting need not be delayed while everyone reads and corrects the draft. It is not usually considered appropriate to vote to approve minutes for a meeting which one did not attend. It is also not wise to approve minutes which one has not read.

3. Agenda

Originally agenda was a plural word, a Latin term for “actions to be taken” . What is now known as an agenda is a list of individual items, each of which was originally referred to as an *agendum*. In modern English, however, it is equally acceptable, and more common, to refer to the list as a whole as the agenda for the meeting. This modern English word is singular, and has a plural of *agendas*.

In business meetings of deliberative bodies, the agenda may also be known as the orders of the day. The agenda is usually distributed to a meeting’s participants prior to the meeting, so that they will be aware of the subjects to be discussed, and are able to prepare for the meeting accordingly. In parliamentary procedure, an agenda is not binding upon an assembly unless its own rules make it so, or unless it has been adopted as the agenda for the meeting by majority vote at the start of the meeting.

Otherwise, it is merely for the guidance of the chair.

The agenda is usually headed with the date, time and location of the meeting, followed by a series of points outlining the order of the meeting. Points on a typical agenda may include:

1. Welcome/open meeting
2. Approve minutes of the previous meeting
3. Matters arising from the previous meeting
4. A list of specific points to be discussed — this section is where the bulk of the discussion in the meeting usually takes place.
5. Any other business (AOB) — allowing a participant to raise another point for discussion.
6. Arrange/announce details of next meeting
7. Close meeting

B. Special Use

Words for Meetings

会议英语的主体为口头英语,但和口语中代表性的日常会话用语,在格调上又有很大的差异。会议英语是以标准英语(Standard English)中的正式英语(Formal English)和一般英语(General English)为主体,非标准英语(Nonstandard English)绝对不用,非正式英语(Informal English)也要看情况使用。

1. 会议英语的特征

(1) 语言要求合乎文法,内容要求严密准确。虽然是口头英语,但并不是以口语化说法为主体,同时比书信英文等书面英语更简洁、精要。

(2) 因为是口头英语,因此可以用口语化的转折、连接、转移、变更、区分话题,使听众容易了解,并吸引听众的注意力。

(3) 可用重音、语音语调等来表达书信英文所无法表达的细微的感情差异,起到强调、讽刺、幽默等功能;同时也可以用手势、脸部表情、姿态等非言语的动作,来表达书信英文所无法表达的上述功能。但有时这些非言语的信号,也会带来负面的效果。

2. 会议英语的使用要点

当你在主持会议时,及时地集中大家的注意力是至关重要的。最好的开始会议的方式就是给出直接的陈述,如 The purpose of this meeting is to decide on the company logo, 并避免类似以下的间接的陈述: Well, here's the agenda 或是 Maybe we should get started. 否则你会马上失去别人的关注。

商务讨论有时会跑题。因此需要采用非常巧妙的方式让别人重新集中注意力。如果感觉讨论不是很有效率,无论在一个大型会议中或是和同事的非正式谈话中,你都可以说: Let's move on to the next point. 这就保证了你始终拥有讨论的控制权。

有时你需要否定别人的意见。而且如果不能有效的表达你的反对意见,那你就很容易被人忽视。“I'm afraid I can't agree with this plan”是礼貌而又清楚的表达否定的方式。要比“Well, I'm not sure”好得多。

另外,使用会议英语,要考虑使用的场合、使用者和对象、使用的目的和表达的内容等。这样,才能做到 Proper words in proper places。

语用信息: 常用的会议英语词汇和表达

大会 assembly	会议 convention, conference
欢迎会 welcome meeting	招待会 reception
董事会 board of directors	讨论会 symposium
研讨会 seminar	开幕会议 opening session
全体会议 plenary session	会期, 会议期间 session
情况介绍 presentation	小组讨论 panel discussion
主题 theme	议题 topic for discussion
一轮会谈 one round of talks	决议 resolution
举行谈判 enter into negotiation	
交涉 make representations with sb. on sth./deal with sb.	
事物性会谈 talks at working level	
双方商定的议程 schedule mutually agreed upon	
谅解备忘录 memorandum of understanding	
同有关单位磋商 hold consultations with the organizations concerned	
纠缠这个问题 entangle this issue	
促进密切合作 spur/promote intensive cooperation	
尊敬的朋友们 distinguished/honorable/respected friends	
现在开会 I declare the meeting open.	
请……发言 I invite ...to take the floor.	
现在人都到了, 咱们开始, 怎么样?	
Now that we are all here, let's begin the talk, shall we?	
我们现在开始, 好吗?	



What do you think if we begin now?

你要是不介意,我们就开始吧。

If you don't mind, I think we'd better begin right away.

现在我们开始怎么样?

Suppose we get down to business now?

我们直截了当谈问题吧。

Let's get straight down to business now?

我知道你们都特别忙,那就赶紧开始吧。

Well, I know you're all extremely busy, so why don't we get started?

大家都是熟人,我们就开门见山吧。

As we are familiar with each other, let's come straight to the point.

您看是先谈原则问题呢,还是先谈具体问题?

I wonder if you would like to start with matters of principle or specific issues?

下面我给各位简要介绍一下上海的经济情况。

Now I would like to give you a brief overview of Shanghai's economy.

我的介绍完了,谢谢。That's all for my presentation. Thank you.

我先说这么多。So much for my remarks for now.

我要说的就是这些。That's all for what I want to say.

我提议休会十分钟。I propose a ten-minute break.

我想接着刚才的问题讲下去。I will pick up where we left off just now.

对不起,我插一句。Sorry for the interruption but ...

当然可以。By all means.

怎么都行。Whatever you say.

我没有异议。I have no objection.

我方对这个问题有异议。We take exception to this question.

我们高兴地看到 We note with pleasure that

这个日期贵方觉得合适吗? I wonder if this date would be suitable for you?

咱们离题太远了,还是回到正题上来吧。

We've gone too far off the point. Let's return to the topic under discussion.

咱们谈谈交货问题,好吗?

Let's have a word about delivery, OK?

你要是不反对,我们就谈谈付款条件。

Let's have a talk over the question of payment terms, if you don't mind.

谈到付款方式,能否告诉我,你们这方面通常怎么做?

Speaking of mode of payment, can you advise me of your general practice in this respect?

现在我们转到下一个议题:如何赔偿损失。

Now let's move on to the next issue, which is how to compensate for the loss.

如果允许的话,我想接着谈谈改善销售的问题。

If you'll allow me, let me go on to the question of improving sales performance.

现在付款方式问题解决了,我很想知道你能否5月份装运。

Now that the problem of payment terms has been dealt with, I'm eager to know if you can effect shipment in May?

很高兴我们各项条款讨论取得完全一致意见,剩下就只是包装问题了。

I'm glad we have arrived at a complete agreement on the clauses discussed so far. There remains only the question of packing.

我们接下来讨论什么呢?我建议谈谈保险问题。

What shall we discuss next? I suggest we have a word about insurance.

下面我想听取出席会议每位先生的意见。

Next, we'd like to hear the comments by everyone present at the meeting.

首先,我想简单介绍一下当前市场情况。

To begin with, I'd like to make a brief introduction of the current market situation.

我想先向大家谈谈市场的最新发展情况。

I'd like to begin by telling you about the latest development of the market.

首先,我来大概介绍一下当前面临的问题。

First, let me outline the current problems we are facing.

首先,我们要解决双方关于供货品质的分歧意见。

First of all, we have to settle our disputes about the quality of your supplied goods.

其次,我想分析一下造成货损的原因。

Secondly, I'd like to look at the causes of the damage.

再次,我们来看看解决问题的方法是否可行。

Thirdly, we'll see if our solution is workable.

而后,我将阐述其主要特征。

I will then go on to describe the main features.

这以后,我们将设法寻找解决这些问题的方法。

After that, we'll try to find out the ways to solve these problems.

再往下,我们将对这些事故进行深入研究。

Following that, we'll go into details of these accidents.

继而,我将提出一些可能的解决方法。

Following on from there, I'll suggest some possible solutions.

而后,我要花点时间探讨其他可采用的方法。

Next, I'll spend a few minutes looking at the other methods available now.

最后,我想对包装材料变更提出一些建议,并以此结束我的发言。

Finally, I'd like to conclude by recommending a few changes in packaging.

最后,我们将讨论如何顺利执行合同。

Last but not least, we'll discuss how to carry out the contract smoothly.

不知你们上午谈得怎样? I wonder how the meeting went this morning?

我方很希望贵方能尽早给予肯定的答复。

We would greatly appreciate it if you could give us your favorable and prompt commitment as soon as possible.

您的日程很紧,我们的会见是否就到此为止。

As you have a tight schedule, I will not take up more of your time.

我一定向他转达您的问候和邀请。

I'll surely remember you and your invitation to him.

欢迎多提宝贵意见。Your valuable advice is most welcome.

不虚此行。It's a rewarding trip.

欢迎美商来上海投资。

American businessmen are welcome to make investments in Shanghai.

请代我问候……先生。Please remember me to Mr.

感谢光临。Thank you so much for coming.

欢迎再来。Hope you'll come again.

欢迎以后多来上海。Hope you'll visit Shanghai more often.

多保重。Take care.

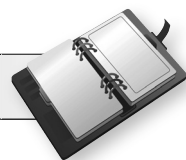
祝您一路平安。Have a nice trip.

愿为您效劳。At your service.

C. Practical Reading

会议议程 (Agenda) 和会议记录 (Minute) 是有紧密关系的两个文件。议程上有会议的性质、日期、时间、地点和会议日程等内容。其中的一头一尾是常规议程, 其他部分是本次会议议程。会议记录里, 有出席者名单 (主席一般排在第一)、会议日期/时间和主持人、缺会情况、上次会议记录审议、本次会议各项记录以及别的事务等内容。只要了解这些特点, 答案就比较容易找到。答案为: 1. b 2. b 3. a 4. d 5. c 6. c 7. d 8. b 9. a 10. c

Teaching Tips (教学提示)



- Lead-in** 本单元导入部分安排了听力理解和听写填空两项任务。听力理解部分包含两个语篇: 第一个语篇中, 两名男子在商讨、规划会议提案; 语篇《二》针对如何减轻参与大型会议的紧张压力, 按照会前、会中、会后三个阶段给出了建议。和以往各单元一样, 练习一和练习三均属预听活动, 主要目的是在进行精听练习之前, 让学生对所听语篇的主旨 (gist) 有所了解, 初步把握词汇和理解上的难点所在, 为接下来的听力活动做好语言和心理上的准备。练习二为选择题, 考查学生对语篇中一些重要细节或事实的听辨和理解。练习四为完成表格题, 要求填写的内容的顺序和录音材料中相关内容出现的顺序基本一致, 学生比较容易捕捉所需填写的信息。在听音前, 教师应提醒学生认真研读、熟悉表格内容, 对所需填写部分的信息进行积极预测。
- 听写填空 (Spot Dictation)** 是一篇企业年终总结的短文, 填充内容主要是总结企业业绩的常用词语和一些百分数, 以便学生学习总结用语和掌握百分数的听写, 可以作为导入活动安排在阅读 II 课文讲解之前进行。
- 阅读 I Brainstorming** 学生通过自由讨论的形式, 学习并掌握英语中各类“会议”的不同表达方式及含义。本单元 Special Use 语用信息部分列出了常用的会议英语词汇和表达, 教师可结合其中相关词汇一起予以讲解

Various meetings	What do they mean?
Conference	a formal meeting held so that opinions and ideas on a subject, or a number of subjects, can be exchanged 如: a fact-finding conference 调查会 a press /news conference 记者招待会 hold a parent-teacher conference 举行家长会 Geneva Trade Conference 日内瓦贸易会议 International Monetary Conference 国际货币会议

(Continued)

Various meetings	What do they mean?
Seminar	<p>a small group, especially a class of advanced students meeting to discuss a particular subject with a teacher or an expert</p> <p>如: a marketing seminar 市场营销研讨会</p> <p>a workshop or seminar on educational technology</p> <p>以教育技术为主题的研讨会</p> <p>The purpose of this seminar is to reform the old closed system so as to establish a new system of educational assessment.</p> <p>本研讨会旨在改革旧的封闭式评估制度，从而建立新的教育评估体系。</p>
Session	<p>a formal meeting of an organization, especially a law-making body or court</p> <p>如: the summer session 夏季学期</p> <p>full-business-day's session 交易所全天营业的盘市</p> <p>morning/ afternoon session 前市, 上午市/ 午盘(市)</p> <p>Be seated! This court is now in session.</p> <p>请坐下! 本庭现在开庭。</p> <p>Parliament won't be in session again until after Christmas.</p> <p>国会将等到圣诞节后才再进入会期。</p>
Congress	<p>a formal meeting of representatives from organizations, countries, etc. , to exchange information and opinions</p> <p>如: the National People's Congress 全国人民代表大会</p> <p>Congress makes the laws; the President executes them. 国会制定法律; 总统执行法律。</p> <p>The American Congress corresponds to the British Parliament.</p> <p>美国的国会相当于英国的议会。</p> <p>The President has lost the support of the Congress.</p> <p>总统已经失去了国会的支持。</p>
Assembly	<p>a meeting of people who gather together regularly for a certain purpose</p> <p>如: General Assembly (联合国) 大会</p> <p>legislative assembly 美国各州的两院制议会</p> <p>Morning assembly is held in the school hall.</p> <p>晨会在学校礼堂举行。</p> <p>It's an unlawful assembly. 这是非法集会。</p> <p>People have the rights of assembly and expression.</p> <p>人们有集会和发表言论的权利。</p>
Symposium	<p>a meeting or conference for discussion of a topic, especially one in which the participants form an audience and make presentations</p> <p>如: hold an international symposium on women's rights</p> <p>举行国际妇女权利的专题讨论会</p> <p>annual symposium 年会</p> <p>educational symposium 教育专题讨论会</p>

4. 阅读 I Pairwork 学生双人结对讨论与本单元主题 business meetings 相关的话题。

讨论题1 要求学生根据给出的提纲描述参加过的一次会议。描述的要点包括：会议时间、会议持续时间、会议地点、召开会议的目的、会议参加者（参加人数、与会者身份等）、会前准备工作（如果有的话）、会议进程、会议结果。学生还被要求对会议主持人的表现、会议的组织工作以及会议的成效进行评论。教师可以通过一些延伸性的问题来进一步激发学生参与讨论的热情。如：“If you were to chair the meeting, how would you handle the issue/ problem/ situation...? If you were the organizer of the meeting, what other preparatory work would you do to ensure the success of the meeting? If it's up to you to decide, would you make any change to the time/duration/venue/participants/procedure ... of the meeting? And why would you make such changes?”

讨论题2 教师应注意调动学生的参与性和积极性，鼓励学生充分表达各自的观点。以下供教师组织讨论时参考。

Some common opinions about business meetings:

Negative

- ☐ More time is wasted during meetings than any other business activities.
- ☐ Most meetings are unnecessary. They are just a way of making people feel important.
- ☐ The purpose of most meetings is to decide when the next one will take place.
- ☐ A meeting is a group of people who can decide nothing alone and who decide together that nothing can be done.
- ☐ The chairman is always domineering, monopolizing meeting discussion time and attempting to impose personal views.

Positive

- ☐ Meetings lead to better decisions because of the exchange of information.
- ☐ A meeting may be the only chance the members of a group actually see each other face to face.
- ☐ Meetings help everyone to feel personally involved in decision-making process.
- ☐ Brainstorming is often very productive to generate new ideas or concepts.
- ☐ Meetings ensure that everyone concerned has the same understanding of information.

讨论题3 教师可从讨论题1导入对该题的讨论：In Question 1, you described various meetings you attended before. Some are a great success, while others are not as successful as expected. Now we will probe into some of them further to learn what accounts for the success or failure of a

meeting.

教师组织讨论时可参考本单元“背景知识”部分 2. Planning a Successful Business Meeting 以及下面的材料。

To have a successful meeting, generally, you should consider five basic elements: task (a consideration of the work to be done in the meeting and of the equipment necessary to do that work), comfort (various aspects of environment, such as temperature, ventilation, etc.), acoustics (the ability of people to hear one another), visibility (everyone must be able to see the speaker or visuals to be used), and interference (interruptions should be prevented and background noise eliminated if possible).

Much of the effort that goes into making a meeting successful occurs before the meeting happens. Only through careful planning and thorough preparation can you ensure a meeting as successful as possible. As you prepare for an important meeting, you should consider the following questions.

- ☐ What is the objective of the meeting?
- ☐ Who should attend the meeting?
- ☐ How should people be notified of the meeting?
- ☐ When and where will the meeting be held?
- ☐ How much time will the meeting probably take?
- ☐ What information, if any, do participants need before the meeting?
- ☐ What follow-up, if any, will be needed after the meeting?
- ☐ What agenda will the meeting follow?
- ☐ What physical arrangements (materials, equipment, refreshments, room layout, etc.) need to be made for the meeting?

The physical location of a meeting and equipment used during a meeting have a powerful impact on the success of the meeting. As a result, you should give careful consideration to the physical facilities to be used during the meeting.

讨论题4 是关于如何做好会议的准备工作。通过对第3题的讨论,学生应该已经充分认识到会议的准备工作对会议的成功与否的重要性。讨论题4可以作为讨论题3的延伸和深入。建议教师在组织该题的讨论时参考“背景知识”部分 2. Planning a Successful Business Meeting 以及讨论题3中提供的部分材料。

此题中单词 chair 作动词用,解释为“担任(会议、委员会等的)主席”。如:

✧ to chair a meeting / a discussion 主持会议 / 讨论

✧ to chair a committee 担任委员会主席

chair 在英语中也可以用作名词, 解释为“(会议的)主席”。如:

✧ to address the chair (开会时) 向主席要求发言。

✧ The chair called the meeting to order. 主席宣布会议开始。

讨论题5 单词chairperson此处指“(会议)主席”, 它还可以解释为“议长、董事长、会长”。同Ms. 一样, chairperson 也是女权运动消除性别歧视的产物。

✧ The terms *chairperson*, which dates from the 1970s, is a typical example of a non-sexist neologism that was invented to replace the conventional *chairman*, used to describe the presiding officer of a meeting, organization, committee, or other deliberative body. *Chair* and *chairwoman* (depending on gender) may also be used in similar context.

✧ *Ms.* has come to be widely used in both professional and social contexts. Many women prefer it to *Miss* or *Mrs.* because they feel that information about their marital status properly belongs to the realm of private life and is often inappropriate to many of the contexts in which such titles are used. Many people also find *Ms.* convenient, since information about an addressee's marital status is not always available. But there are also many women who continue to prefer *Miss* or *Mrs.*, and practices vary widely according to the region and social setting. The use of *Ms.* is equivalent to that of *Mr.*

会议主席在会议的准备、进行以及善后工作中扮演着至关重要的角色。一名合格的会议主席必须具备一定的素质和技能。以下材料供教师组织讨论时参考。

Chairing a meeting means ensuring that a meeting achieves its aims. The meeting should have been called for a specific purpose and all discussion at the meeting must be steered to this end. This may sound simple in theory but in practice it is a very demanding task. A tactful but assertive chairman will facilitate an effective meeting, and that's what everyone wants.

Impartiality A chairman is like a judge in a court. He should ensure that all participants have an opportunity to express their point of view. It can be difficult to leave your own opinions at home, but if you can't remain impartial, you shouldn't have taken the job.

Assertiveness Ensuring that everyone gets a hearing will almost certainly involve stopping

someone from dominating the proceedings. The more contentious the issue the more likely you are to require firmness. You don't need to be rude or dogmatic. Phrases such as "I think we should hear from Ms. Smith on this" or "can we have some comments from the engineering department on this" should be sufficient in most cases. Once you provide this opening, however, you need to ensure that there are no interruptions while the next speaker has their say.

Staying on course How often have you seen an agenda left totally aside? The meeting starts off well but becomes embroiled in a particular topic (perhaps the first item on the agenda) and ends when time runs out. A Chairperson must assess the importance of each item on the agenda, and allot time to each topic as required. If one issue begins to dominate, the chairperson must take control. You might suggest a further meeting to discuss the issue at a later date, or that the main parties concerned could continue the discussion at the end of the meeting. Sometimes it will be necessary to call for a decision and then move on to the next topic. You need to stay alert and make sure that the issue has been given an adequate and impartial hearing within the allotted time.

Summarizing Summarizing can be used to end a topic, to end a discussion, to limit the need for discussion and at the end of a meeting to ensure that everyone has a clear overview of what took place or what action is now required. It is an invaluable skill for a chairperson. Summarizing requires active listening. You have to state concisely what was said in an impartial way and end with a clear statement about what is expected to happen next. It takes practice to summarize well, but it is a skill well worth developing.

Many people feel that being a chairman means opening the meeting and stopping rows. There is much more to it than that. Prior to the meeting, a chairman should consult with the secretary regarding the agenda, ensure that all interested parties have been notified, assess the level of interest and the potential for divisiveness for each item, and allot time to each item, based on decisions required and number of people attending.

During the meeting, the chairman must focus on the decisions required of the meeting, ensure that all participants are accorded adequate time, decide when to end debate on each topic, use appropriate questions to elucidate information or re-direct discussion, listen carefully to all contributions, and clearly summarize proceedings with an emphasis on decisions taken and future plans.

3. 阅读 I Post-reading 设有两项任务。任务 1) 的主要目的是加强学生对课文的进一步理解和熟悉。在进行该活动时,教师可以先请学生对阅读 I Pairwork 讨论题 4 和 5 作一个简单回顾,

结合阅读 I 课文提供的信息完成表格的填写。任务 2) 中学生分组活动, 讨论如何应对会议中可能出现的一些问题。小组讨论结束后, 建议教师把各小组讨论的结果作一个汇总和对比, 看看哪个小组的应对策略更为可取。教师也可让学生对教师建议的对策(参见下文)和他们自己想到的方法作一个比较。

- ✧ A member who dominates the meeting out of a desire to show off his or her knowledge.

You might politely interrupt with a summarizing statement and ask someone else a direct question: “*Tom*, you’ve made some interesting points, but I want everyone to have a chance. Let’s hear what *Tina* thinks about this.” In addition, you could assign the member some specific responsibility.

- ✧ A member who babbles incessantly and invariably takes the group away from the topic and on to something else.

When the member stops for a breath, you might thank him or her and move back to the relevant topic with a question to the group. Or you could refer to the agenda and ask the member which topic he or she is discussing.

- ✧ Members who insist on conducting private meetings of their own, whispering or muttering to each other during the meeting.

You could direct a question to the member: “*Susan*, what do you think of that?” *Susan* either will have to answer, which automatically brings her back into the discussion, or she will have no idea what you are talking about, and her embarrassment will keep her involved in the discussion.

- ✧ A member who has a problem of his or her own and continually brings the group back to that problem.

You could have the group discuss the member’s problem and then return to the original topic. In addition, you might talk about the behavior and suggest that the member’s problem be considered when the group has completed its current task: “*Bob*, you keep raising this problem. How about if we hold off on it for a while and talk about it when we have finished what we are doing?”

- ✧ A member who lacks communication skills, speaking too softly or expressing ideas poorly.

The member’s ideas may be good, but no one can tell because he or she is inaudible or incomprehensible. To assist this sort of member, you may need to repeat the member’s comments for everyone to hear or you might repeat his or her ideas in your own words: “In

other words, you are suggesting that..."

- ✧ A member who does not care about the topic, looking out of the window or doing something of his or her own.

To deal with the situation, you might direct a question to the uninterested member and ask for experiences as they relate to the topic. In addition, you could assign the member some specific duty. Have him or her collect information, list possible solutions, and so on. You might also play this game: ask the member for his or her opinion, and when it is given, disagree. By starting an argument, you are likely to stir his or her interest and draw him or her back into the group.

- ✧ A member who is interested in the topic but prefers to listen rather than speak and contribute any ideas.

To build such a listener's participation, you might ask him or her to give an opinion whenever the member shows either agreement or disagreement nonverbally: "*Betty*, you seem to agree/ disagree with *Mike's* point. Why do you feel that way?" You also could direct questions to the member or try to bring the topic around to an area in which the member has some experience. Then ask the member to recount those experiences.

- ✧ A member who sits quietly for fear of ridicule or disapproval or seeming stupid in other participants' eyes.

To gain a fearful member's participation, you could ask him or her a question that you know he or she can answer and then praise the answer given. In addition, you might turn frequently to the member for agreement or approval, thus building his or her status in the eyes of other members. You should try to protect the member from ridicule or attack. Take his or her side and provide a defense any time another member launches an attack.

4. 阅读 I 练习IV

Sentence 2 本句中的exercise用作动词,意思是“使用;运用(to put into play or operation; employ)”。如:to exercise patience运用忍耐力;to exercise self-control运用自控力;to exercise sound judgment运用正确的判断力;to exercise one's skills运用技能;to exercise one's brain开动脑筋;to exercise one's influence on对……施加影响;to exercise one's constitutional rights行使宪法赋予的权利。本句的意思是:凡有投票资格的都被要求在即将来临的大选中

行使这项权利。

5. 阅读 II Cloze

Blank 5 此处选c. motions。motion, 名词, 意思是“提议、动议 (a suggestion formally made at a meeting)”。如:

- ✧ The committee rejected a motion that the bar should remain open until midnight.

委员会否决了酒吧要营业到午夜的提议。

- ✧ His motion to adjourn was carried/ adopted. 他要求休会的提议通过了。

Blank 6 此处选a. seconded。second, 动词, 意思是“支持, 附议 (to support a suggestion made at the meeting formally, so that argument or voting can follow)”。如:

- ✧ — Will anyone second this motion? 有人支持这项提议吗?

— I second it, Mr. Chairman. 主席先生, 我附议。

- ✧ Deeds must second words.

言行必须一致。

Blank 9 此处选d. informal。informal指“非正式的, 不正规的 (not following official or established rules, methods, etc.)”, 与前文formal相对照。选项b. casual 的意思是“随意的, 偶然的, 临时的”。

Blank 10 此处选b. to the point。词组to the point的意思是“相关的, 切题的, 与正在讨论的事件有关的 (concerning or with relevance to the matter at hand)”。如:

- ✧ Your suggestion is very much to the point. 你的建议非常中肯。

相关的词组还有:

- ✧ I'm in a hurry, so please *come/ get to the point*.

我忙着呢, 挑最重要的说吧。

- ✧ I'm sorry, but the fact that you're his brother is *beside the point*.

对不起, 但是你是他兄弟这一事实和我们正在讨论的事情无关。

- ✧ The remarks made by her were rather *off the point*.

她说的那些话不着边际。

Blank 11 此处选c. regarding。regarding, 介词, 意思是“关于, 至于, 就……而论 (in reference to; with respect to; concerning.)”。如:

- ✧ I wrote a report regarding the future of reform.

我撰写了一篇关于改革的前途的报道。

Blank 13 此处选d. Minutes。minutes, 复数形式, 指“会议记录, 议事录 (an official written record of what is said, and what decisions are taken there)”。选项a. 中的proceedings, 复数形式, 指“协会或俱乐部的活动记录、会议记录 (the records of business, activities, etc., at the meetings of an association or club)”; 选项b. 中motion指“提议, 动议 (a suggestion

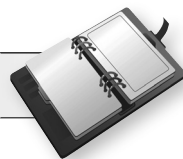
formally made at a meeting)”; 选项 c. 中 report 指“报告 (an account or description of events, experience, business records, etc., which is prepared in order to provide people with information)”。

Blank 14 此处选 a. present。present, 形容词, 意思是“出席的; 到场的”。absent 是它的反义词。如:

- ✧ How many people were present at the meeting? 有多少人出席会议?
- ✧ There are twenty children present. 在场的有 20 个孩子。
- ✧ Present at the meeting were the leading members of the departments concerned. 出席会议的有各有关部门的负责人。

Blank 15 此处选 c. readership, 抽象名词, 指“读者的身份”。

Key (练习答案)



>>>>>> Reading I

I. Various meetings	What do they mean?
Conference	A formal meeting held so that opinions and ideas on a subject, or a number of subjects, can be exchanged
Seminar	A group of students meeting to discuss a particular subject with a teacher or an expert
Session	A formal meeting of an organization, especially a law-making body or court
Congress	A formal meeting of representatives from organizations, countries, etc. , to exchange information and opinions
Assembly	A meeting of people who gather together regularly for a certain purpose
Symposium	A meeting in which experts or scholars discuss a certain subject

Exercise

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

- III. 1. preserve 2. amendment 3. lapse 4. agenda 5. procedure
 6. entitle 7. preside 8. resolution 9. resume 10. minutes
 11. irrelevant 12. vouch
- IV. 1. be cited 2. eligible 3. adept 4. to vouch for 5. insisted on
 6. resolution 7. entitles, to 8. declaration 9. presided over 10. keep to the point
 11. put, to (= suggest the idea to) 12. be taken down
- V. 1. called upon/on, for 2. to preside over 3. to keep to the point
 4. is to be put to 5. are entitled

Post-reading

Task 1.

CHAIRING A MEETING		
	<i>You should</i>	<i>You shouldn't</i>
<i>Before the meeting</i>	Make sure that proper notice of the meeting has been given; Make sure that all the documents of the meeting are ready;	Change the meeting time and place at will; Call a meeting without any idea what you are to achieve;
<i>At the beginning of the meeting</i>	Call people's attention; Declare the meeting open; Invite introductions from participants; State what you hope to achieve; Introduce the subject; Present the agenda and discuss the ground rules;	Be late for the meeting without a proper reason; Greet your friends or acquaintances only;
<i>During the meeting</i>	Make sure that rules of the meeting are obeyed and that order is preserved; Make sure that the minimum agreed number of persons is present throughout the meeting; Insist on a motion or amendment being moved and seconded before any discussion about a certain matter is allowed; Know how to handle adeptly when personal disputes occur; See that matters are dealt with according to their order on the agenda;	Be partial to one while neglecting the other; Turn a deaf ear to opposing viewpoints; Dominate the meeting all the time; Break the rules of meeting; Jump ahead or look back and go over

(Continued)

CHAIRING A MEETING		
	<i>You should</i>	<i>You shouldn't</i>
<i>During the meeting</i>	<p>Give persons present sufficient opportunity to speak so that opposing views are presented; Stop people who talk too much; Encourage people to give their opinions Exclude irrelevant motions and/ or amendments or those that are not stated clearly or not mentioned in the notice paper; Ask the speaker to keep to the subject, to apologize, to resume his seat or even to leave; Determine when and how a poll should be taken; Give all persons eligible a reasonable opportunity of voting; See that the motion is in an affirmative and not in the negative form; See that amendments do not lose the initial identity of the motion and that any amendments are put to the meeting before the motion is put and not after; Give a casting vote himself if there is equal voting;</p>	<p>Something that has already been discussed; Interfere in any rightful motion; Exert pressure or personal influence on certain matters; State directly and clearly that you are not in favor of a certain speaker's views.</p>
<i>At the end of the meeting</i>	<p>Sum up what has been achieved; Declare the closure of the meeting</p>	<p>Withdraw early without any reason;</p>
<i>After the meeting</i>	<p>Sign to vouch for the correctness of the minutes of the meeting</p>	<p>Leak any confidential news or information at the meeting</p>

Reading II

- I. 1. F 2. T 3. NM 4. T 5. F 6. T 7. F 8. F 9. F 10. T
- III. 1. c 2. b 3. d 4. a 5. c 6. b 7. d 8. a 9. a 10. c
11. c 12. a

- IV.** 1. We'll discuss the situation of the domestic market for a start, and then deal with the international market.
2. Economists tell us that the price of a certain commodity is inversely proportional to the demand of the market.
3. After fierce competition, the company gained the upper hand of its opponents and gained fifty percent of the market share.
4. According to the contract, they are entitled to sell the products of the company.
5. Considering the importance of the meeting, the CEO specifically flew here/came here by air to preside over the meeting.
6. Her suggestion was very important to the project, so the general manager called upon her to give a talk.
7. If what he proposes will benefit the company, we will act upon/on it.
8. The hypothesis was identified with him because he was the first to put forward it in his research paper/thesis.
9. The theme of the meeting is resource allocation, and thus motions irrelevant to the theme could not be put to the meeting for discussion.
10. Dr. Smith has checked the reports and vouches for the accuracy of the information.
- V.** 1. b 2. c 3. a 4. d 5. c 6. a 7. b 8. c 9. d 10. b
 11. c 12. b 13. d 14. a 15. c

>>>>> Extended Activities

A. Function and Structure

- I.** 1. b 2. h 3. d 4. c 5. g
 6. g 7. e 8. c 9. j 10. i
 11. a 12. f 13. d 14. f 15. i
 16. j 17. k 18. l 19. c 20. d

B. Special Use

- I.** 1. c 2. k 3. j 4. b 5. m 6. l 7. h 8. n
 9. o 10. f 11. a 12. e 13. g 14. i 15. d 16. p



- II. 1. calls/convenes 2. agenda 3. minutes 4. motion 5. agenda
6. consensus 7. power of attorney 8. proxy 9. casting vote

C. Practical Reading

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

D. Additional Vocabulary

- 1-f; 2-t; 3-a; 4-k; 5-y; 6-r; 7-b; 8-h; 9-w; 10-c;
11-p; 12-d; 13-s; 14-m; 15-i; 16-x; 17-v; 18-g; 19-e; 20-u;
21-j; 22-o; 23-q; 24-n; 25-z; 26-l

F. Humor Time

1. UNANIMOUS

2. ABSTAIN

3. PROPOSE

4. VOTE

5. ITEM

6. MINUTES

7. CASTING

8. CHAIRMAN

9. FAVOUR

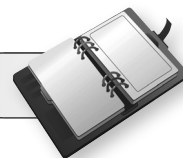
10. AGENDA

HIDDEN WORD: ABSTENTION

Unit 10

Exhibition

Teaching Aim (教学目的)



1. Cognitive Information (认知信息) : Exhibition & Fair

2. Language Focus (内容重点)

— **Key Words:** I. niche, convey, relevant, surround, demonstration, stage, theme, jungle, execute, evocative, stamp, individuality, tunnel, clone, outlay, tactics; II. exposition, last, contest, amusement, entertainment, carnival, souvenir, concession, harness, admission, showcase, cone, erect, explore.

— **Phrases:** I. break through, turn upside-down, cut through, stand out, put together, complete with, pull in business, dress up, call for; II. confine to, centre on.

— **Useful Structures:** There is no question that...

it is not a question of..., but rather of...

take an active part in

3. Communicative Skills (交际技能)

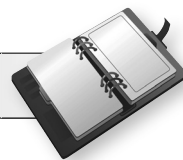
— **Expressions:** Asking and directing the way

— **Reading:** A floor plan of an exhibition

4. Special Use(专项用法)

Unit nouns

Lead-in (导入)



>>>>>> Listening Comprehension Tasks

Difficult Words and Expressions

- promotional: relating to the publicizing of a product so as to increase sales 促销的
- convention center: 会展中心
- booth: an enclosed area for rent at a fair or an exhibition 展位
- audiovisual: involving both hearing and seeing 视听的
- padding: soft material put on something or inside it in order to make it less hard, to protect it, or to give it a different shape 填充物
- floral: resembling or made of or suggestive of flowers 花的
- lead recording: 重要记录/录像
- signage: signs collectively (especially commercial signs or posters) 标识
- loading dock: 码头
- warehouse: a storehouse for goods and merchandise 仓库
- marketing collateral: 市场宣传资料
- giveaway: something a company or organization gives to someone, usually in order to encourage people to buy a particular product (用以招揽顾客的) 赠品
- outlay: money paid out 花费, 支出
- pop up display: 拉网展架, 墙型展示架
- banner: long strip of cloth or paper used for decoration or advertising 旗帜, 横幅

Passage Script

Passage I

How to Prepare a Trade Show

Trade shows accommodate industry associations, businesses or non-profit associations and other promotional groups. These events range in size, varying from a small group of exhibitors in a hotel ballroom to large-scale affairs in a convention center. Regardless of the size of your event, follow these steps to prepare for a trade show exhibit.

Instructions

1. Contact the event sponsor or organizer. This person can assist you with selecting exhibit space, payment information and event services.
2. Select your exhibit space, goals for the show, size of your exhibit booth, and exhibition location. If you do not own a booth, you may rent booth materials from event service companies.
3. Determine your booth requirements for electricity, audiovisual, telephone and Internet connections, carpeting and padding, labor for booth set up, porter services, floral arrangements, catering and lead recording. The event services company provides order forms.
4. Consider additional services such as hanging signage over your booth, labor for set up and tear down, and material handling for transporting your products or equipment from the shipping warehouse or loading dock to your booth.
5. Advertise your trade show to customers through direct or email campaigns, and publicize the show in appropriate publications through press releases. If you have a website, include information about your show.
6. Prepare product or service brochures, or similar marketing collateral, to promote your company during the trade show.
7. Purchase inexpensive giveaway items to attract passersby to your booth. Consider hosting a drawing to obtain business cards from your customers.

Passage II

Benefits of Attending an Exhibition or Trade Fair

Many companies now see industry events like exhibitions and trade fairs as a key aspect of their marketing strategies. More businesses are now aware of the impact that effective exhibition displays can have at these events and their relative advantages over traditional advertising such as television or print media.

Large target audience

Exhibitions and trade fairs are frequently held up and down the UK all throughout the year. Over the course of a year, these events attract very large numbers of people who already have an interest in your particular industry. This constitutes a very large target audience which significantly increases the likelihood of your marketing to be successful. In terms of resources, this also represents a far more economical option than traditional forms of advertising, which may be ignored and provide little or no positive return at all.

Affordable

Exhibiting at an event is a cost effective alternative to most other promotional strategies, as resources such as exhibition stands are relatively inexpensive. Your only real outlay will be for the stand, the exhibition rent and for some extra promotional materials such as pop up displays and banners.

Interaction

Exhibitions and trade fairs provide the opportunity for you to directly interact with an interested and enquiring public. This is obviously a great way for your sales staff to attract new customers, but it is also a good way to receive feedback and learn the opinions of those who you wish to do business with.

Key

II. How to Prepare a Trade Show:

1. Contact the event sponsor or organizer.
2. Select your exhibit space, goals for the show, size of your exhibit booth, and exhibition location.
3. Determine your booth requirements for electricity, audiovisual, telephone and Internet connections, carpeting and padding, labor for booth set up, porter services, floral arrangements, catering and lead recording.
4. Consider additional services.
5. Advertise your trade show to customers through direct or email campaigns, and publicize the show in appropriate publications through press releases.
6. Prepare product or service brochures, or similar marketing collateral, to promote your company during the trade show.
7. Purchase inexpensive giveaway items to attract passersby to your booth.

IV. 1. FALSE

Correction: Exhibitions are more effective than traditional advertising such as television and print media.

2. TRUE

3. FALSE

Correction: Traditional forms of advertising may be ignored and provide little or no positive return at all.

4. FALSE

Correction: To attend an exhibition, you have to pay for the rent, the stand and some extra

promotional materials.

5. TRUE

>>>>> Spot Dictation

Fair is a market exhibition at which producers, traders, and consumers meet either to buy or sell goods and services. It is normally of the essence of a fair that it is temporary; some last only an afternoon while others may last as long as ten weeks. Fairs are also known by many different names around the world, such as exhibition, festival, and show. Flea markets and auto shows are sometimes incorporated into a fair.

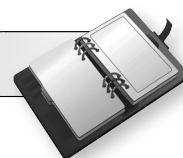
Before the development of transportation and marketing, fairs provided the primary opportunity for the exchange of merchandise, and served as centers of community social life. With the expanding of commerce, trade fairs declined and to a large extent were replaced by outdoor and indoor general markets. In the 17th century pleasure fairs, dominated by entertainment such as plays, became popular. International trade fairs, devoted solely to commercial display and directed toward businessmen, have also become popular since World War II. Today the exposition which combines entertainment and commerce is a new form of fairs.

Difficult Words and Expressions

incorporate: to make something a part of the whole or of something larger; include 合并, 纳入

flea market: an open-air street market for inexpensive or secondhand articles 跳蚤市场; (露天的) 旧货市场

Background Information (背景知识)



1. World's Fairs

World's Fairs, sometimes called international expositions, are specially constructed attractions showcasing the science, technology, and culture of participating countries and enterprises. They usually last for between 3 and 6 months, often featuring outstanding architectural designs and

introducing significant inventions. The official sanctioning body is the Bureau of International Expositions (BIE). BIE-approved fairs are divided into a number of types: *universal*, and *international* or *specialized*. Today, world expositions are probably the third largest event in the world in terms of economic and cultural impact, after the FIFA World Cup and the Olympic Games. The first Expo was held in The Crystal Palace in Hyde Park, London, in 1851 under the title “Great Exhibition of the Works of Industry of All Nations”. The “Great Exhibition” as it is often called was an idea of Prince Albert, Queen Victoria’s husband, and was the first international exhibition of manufactured products. As such, it influenced the development of several aspects of society including art and design education, international trade and relations, and even tourism. Also, it was the precedent for the many international exhibitions, later called “World’s Fairs”, which were subsequently held until the present day. Since their inception in 1851, the character of world expositions has evolved. Three rough eras can be distinguished: the era of industrialization, the era of cultural exchange, and the era of nation branding. Today’s world expositions embody elements of all three eras. They present new inventions, facilitate cultural exchange based on a theme, and are used for city, region and nation branding.

2. Universal Expositions

Universal Expositions encompass universal themes that affect the full gamut of human experience. These Universal Expos usually have themes based on which pavilions are made to represent the country’s opinion on that theme. The theme for the 2005 Expo in Japan was “nature’s wisdom”. World Expo 2010 in Shanghai China, with the theme “Better City, Better Life,” will be aimed at solving various common problems faced in city life, such as the competition for space due to population concentration, the clashing of cultures, insufficient resources, and the destruction of the environment, and the pursuit of sustainable city life. Universal expositions are usually held less frequently than specialized or international expositions because they are more expensive. To distinguish them from lesser fairs, they require total design of pavilion buildings from the ground up. As a result, nations compete for the most outstanding or memorable structure. Sometimes pre-fabricated structures are also used to minimize costs for developing countries or for countries from a geographical block to share space. BIE has moved to sanction expos only every five years, starting with the 21st century; with the 1980s and 1990s overflowing with expos back to back, some see this as a means to cut down potential expenditure by participating nations. The rule may apply to all expos, or it may end up that Universal expositions will be restricted to every five years or so, with International or Specialized expositions in the in-between years for countries wishing to celebrate a special event.

List of hitherto official world expositions according to the BIE:

1851 London (United Kingdom)	1933 Chicago (United States)
1855 Paris (France)	1937 Paris (France)
1862 London (United Kingdom)	1939 New York City (United States)
1867 Paris (France)	1958 Brussels (Belgium)
1873 Vienna (Austria)	1962 Seattle (United States)
1876 Philadelphia (United States)	1967 Montreal (Canada)
1878 Paris (France)	1968 San Antonio (United States)
1880 Melbourne (Australia)	1970 Osaka (Japan)
1884 Turin (Italy)	1974 Spokane (United States)
1888 Barcelona (Spain)	1982 Knoxville (United States)
1889 Paris (France)	1984 New Orleans (United States)
1893 Chicago (United States)	1986 Vancouver (Canada)
1897 Brussels (Belgium) and Stockholm (Sweden)	1988 Brisbane (Australia)
1900 Paris (France)	1992 Seville (Spain)
1904 St. Louis (United States)	1993 Daejeon (South Korea)
1905 Liège (Belgium)	1998 Lisbon (Portugal)
1906 Milan (Italy)	2000 Hanover (Germany)
1910 Brussels (Belgium)	2005 Nagoya (Japan)
1913 Ghent (Belgium)	2008 Zaragoza (Spain)
1915 San Francisco (United States)	2010 Shanghai (China)
1929 Barcelona (Spain)	

3. International or Specialized Expositions

International expositions are usually united by a common theme — such as “Transportation” (Vancouver Expo ’86) and “Leisure in the Age of Technology” (Brisbane Expo ’88). Such themes are narrower than the worldwide scope of Universal expositions. Specialized expositions have a narrow theme, such as the International Garden Expositions, held in Osaka, Japan (1990) and Kunming, China (1999), or the Lisbon Expo ’98 dedicated to the Oceans. Specialized and international expositions are usually smaller in scale and cheaper to run for the host committee and participating nations because the architectural fees are lower and they only have to rent the space from the host committee, usually with the pre-fabricated structure already completed. Some say this leads to better creative content as more money can be spent in this area. Specialized and international are similar in that the host organization provides the rental space to participating countries, as well as the building itself, which is usually pre-fabricated. Countries then have the option of “adding” their own colors, design etc. to the outside of the pre-fabricated structure and filling

in the inside with their own content. One example of this is China, which invariably has chosen to add a Chinese archway in the front of its pre-fabricated pavilions to symbolize the nation.

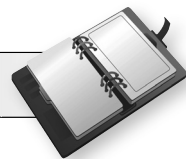
4. Trade Fairs

A trade fair (or trade show) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their new products and services. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press, therefore tradeshow are classified as either “Public” or “Trade Only”. Trade fairs often involve a considerable marketing investment by participating companies. Costs include space rental, display design and construction, telecommunications and networking, travel, accommodations, promotional literature, and “give away” items. In addition, costs are incurred at the show for services such as electrical, booth cleaning, internet services, floral decoration within the booth and drayage (also known as material handling). Consequently, cities often promote trade shows as a means of economic development.

5. The Canton Fair

The Chinese Export Commodities Fair, also known as the Canton Fair (广交会), is a trade fair held in the spring and autumn seasons each year since the spring of 1957 in Guangzhou, China. Among China's largest trade fairs, the Canton Fair has the largest assortment of products, the highest attendance, and the largest number of business deals made at the fair. Like many trade fairs it has several traditions and functions as a comprehensive event of international importance. Fifty trading delegations, being composed of thousands of China's best foreign trade corporations (enterprises), take part in the Fair, including foreign trade companies, factories, scientific research institutions, foreign invested enterprises, wholly foreign-owned enterprises, private enterprises, etc. The fair leans to export trade, though import business is also done here. Apart from the above-mentioned, various types of business activities such as economic and technical co-operations and exchanges, commodity inspection, insurance, transportation, advertising, consultation, etc. are also carried out in flexible ways.

Language and Culture Focus (语言文化要点)



>>>>>> Reading I

1. **There is no question that....** It is completely certain that... 毋庸置疑……

【例句】There is no question that China is becoming wealthier.

There is no question that some people have naturally good memories.

There is no question that the government knew about the deal.

2. niche

① *n.* a special area of demand for a product or service. 产品或服务所需的特殊领域

【例句】 niche market 利基市场; 机会补缺市场

One niche that is approaching mass-market proportions is held by regional magazines.

地方性杂志所占的市场份额正在逼近以大多数人为消费对象的市场份额。

② *n.* a hollow place in a wall, often with a shelf. 壁龛

【例句】 a urn in the niche

③ *n.* a job, position, etc. that is valuable for you. 合适的职务/位置

【例句】 found her niche in life.

He found a niche for himself in the book trade.

相关表达

a niche in the temple of fame 流芳百世, 不朽的名誉

find the right niche for oneself 适得其所

3. relevant

① *adj.* connected with what is happening or being talked about. 有关的; 恰当的; 贴切的; 切题的

【例句】 relevant details

not relevant to the present question

Please enclose all the relevant documents with your visa application.

Much of what was said was not directly relevant to my case.

② *adj.* important and useful. 重要且有用的

【例句】 Many people feel that poetry is no longer relevant in today's world.

反义词 **irrelevant**

同根词 **relevancy**

4. The intuitive, all-encompassing nature of marketing messages conveyed at an exhibition can make them more relevant than ever, and therefore more likely to break through the clutter barrier.

【参考译文】 营销信息在本质上靠直觉传达、靠对观众无处不在的信息轰炸, 这一本质在展会中得以表现, 使其比以往显得更为妥帖, 因此也更有可能打破壁垒杂波。

Note: break through the clutter barrier (打破壁垒杂波) 是一个广告术语, 大致意思为, 如果营销者可以采用有效的营销方式, 往往可以改变顾客头脑中对某种产品的态度, 进而影响产品的销售。请阅读以下论述来加深对 clutter barrier 的理解:

Breaking through the clutter implies that there is some kind of barrier to break through — and that is exactly the case. There is a “clutter barrier” that all consumers have that allows persuasive

messaging to resonate if it is presented effectively. We choose (consciously or not) to allow the messaging that is most effective to break through into our “considered set.” Our “considered set” contains those brands or products that we prefer and the messaging attached to them. Thus, messages that are not on target will be quickly discarded into our “mental garbage”, never to appear again unless the messaging changes. But those that effectively break through will continue to stay with us and work effectively until other messages come along to replace them. In order for persuasion to be effective, the presentation is the key.

5. surround

① *vt.* to extend on all sides of simultaneously; encircle. 围绕

【例句】a city surrounded by suburbs

A wall surrounds the garden.

The fence surrounds the school.

The whole affair is surrounded by controversy.

② *vt.* to enclose or confine on all sides so as to bar escape or outside communication. 包围

【例句】The police surrounded the house.

③ *n.* something, such as fencing or a border, that surrounds. 围绕物; 围饰

【例句】This old fireplace has a very attractive surround.

同根词

surrounding *adj.* 周围的; 附近的

【例句】in the surrounding area

surroundings *n.* 环境; 气氛

【例句】The house is situated in very pleasant surroundings.

She grew up in comfortable surroundings.

6. break through

① to force a way through. 突破; 突围; 冲垮

【例句】At last, the sun broke through the clouds.

We broke through the enemy's defenses.

② to make a new advance or discovery. 突破; 作出新的发现

【例句】Scientists hope to break through soon in their search for a cure in this type of cancer.

同根词

breakthrough *n.* 突破; 突围, 作出新的发现

【例句】make/produce/achieve/effect a breakthrough in 在……作出突破

7. demonstration

① *n.* an act of showing or explaining to sb how to do sth. or how sth. works. 示范; 展示

【例句】the demonstration of a machine

The salesman gave me a demonstration of what the computer could do.

② *n.* conclusive evidence; proof. 证明; 无可置疑的证据

【例句】This accident is a clear demonstration of the system's faults.

③ *n.* a public display of group opinion, as by a rally or march 游行示威

【例句】peace demonstrations

Many thousands took part in a demonstration for greater political freedom.

同根词

demonstrate

① *vt.* 论证; 证明; 证实

【例句】His last remarks demonstrated his total ignorance of this subject.

Galileo demonstrated that objects of different weights fall at the same speed.

② *vt.* 表明; 示范; 演示

【例句】He demonstrated how to do the exercise.

The first-aid instructor demonstrated the correct way to bandage a wound.

③ *vi.* 游行示威

【例句】They demonstrated against the government's war policy.

demonstrative

① *adj.* 感情外露的

【例句】He is not very demonstrative.

② *adj.* 表明; 证明

【例句】The report is demonstrative of the government's concern about this matter.

demonstrator *n.* 游行示威者

相关表达

teach by demonstration: 进行示范教学

demonstrative pronoun: 指示代词

8. An exhibition can also allow a detailed product demonstration and a hand-on element, allowing people to see, hear and feel the product without having pressure to buy.

【参考译文】展会上可以进行详细的产品展示, 观众与产品零距离接触。展会使观众可以用眼睛看、用耳朵听、用手去感受产品, 但却没有一定要购买该产品的压力。

9. turn upside down

① to change completely. 完全改变

【例句】Don't turn our arrangements upside down.

The girl was turning everything upside down.

② with the top at the bottom and the bottom at the top. 上下颠倒；倒过来

【例句】 To get the plant out of the pot, turn it upside down and give it a gentle knock.

I turn the box upside down and bring it out empty.

We could turn the glass upside down and sideways without having the water pour out because air pressure pushes in all directions.

③ to search everywhere in a place, esp. untidily or roughly. 翻箱倒柜地搜索

【例句】 The police turned his flat upside down, looking for drugs.

The burglars have turned our house upside down.

10. stage

① *vt.* to put on or to organize (a show). 上演；表演；举办

【例句】 stage a boxing match

stage a play/performance/art show/football game

② *vt.* to cause to happen, esp. for public effort. 举行；发起

【例句】 The union staged a one-day strike.

The pop star staged a row with his manager in a restraint to get maximum publicity.

③ *n.* a raised and level floor or platform. 舞台

【例句】 stage effect

④ *n.* a particular point or period in the course of process or series of events; state reached at a particular time. 阶段；时期

【例句】 The plan is still in its early stages/at an early stage.

At this stage of negotiations, it would be unwise to comment on their chances of success.

相关表达

stage fright: 怯场

at a later stage: 后来

be/go on the stage: 当演员

bring/put (an opera/tragedy) on the stage: 上演（歌剧/悲剧）

by stages: 分阶段地，分期地

hiss sb. off the stage: 把某人嘘下台

stage name: 艺名

set the stage for: 为……做准备；促成

【例句】 The unjust peace treaty merely set the stage for another war.

11. cut through: to overcome (difficulties, etc.). 克服（困难等）

【例句】 The power of internet is able to cut through barriers which seem insurmountable.

He repeatedly worked out ways and cut through difficulties to make certain the research needs of faculty and those of their graduate students were met.

12. You'll have to tell them your story in a way that cuts through the clutter.

【参考译文】你必须向顾客展示你的强项,以最大限度地吸引顾客。

Note: 关于 clutter 的理解, 可以参看 Note 4。

13. stand out

① to be prominent. 突出

【例句】The new road sign is easy to read; the words stand out well.

Didn't you realize she was interested in you? I have thought it stood out a mile! (=very clear)

② to be much better or the best. 比……好的多; 最杰出; 最出色

【例句】Among all the teachers in this school, he stands out as a real good teacher.

③ to be firm in opposition. 坚决反对; 不屈服

【例句】I'm standing out against his idea.

14. theme

① *n.* an implicit or recurrent idea; a motif. 主题

【例句】to set a theme 确定主题

a theme of powerlessness that runs through the diary

a favorite theme for poetry

The basic theme of these stories never varies.

The 2010 Shanghai World Exposition takes as its theme "Better City, Better Life."

② *n.* a topic of discourse or discussion. 话题; 题目

【例句】The theme of today's discussion will be "Our changing cities".

③ *n.* the principal melodic phrase in a composition. 主旋律

【例句】Patriotism was the speaker's theme.

A slow theme introduces the first movement.

第一乐章以缓慢的主旋律开始。

相关表达

theme park: 主题公园

theme song: 主题歌

15. jungle

① *n.* a dense tropical thicket or growth. 热带丛林; 密林

【例句】the jungles of Africa and South America

② *n.* a dense, confused mass; a jumble. 使人迷惑而且杂乱的大量事物

【例句】sorting through the jungle of regulations

相关表达

law of the jungle: 丛林法则; 弱肉强食的原则

concrete jungle: “混凝土建成的野兽世界”(指资本主义国家弱肉强食的大城市)

16. execute

① *vt.* to put into effect; carry out; to perform a task, etc. 执行; 实行; 履行

【例句】a government that executes the decisions of the ruling party

execute a command/contract/deed/will

execute one's duties

The plan was good, but was badly executed.

The house-to-house search was executed with military precision.

② *vt.* to kill as a lawful punishment. 依法处死

【例句】be summarily executed 就地正法; 当场处决

She was executed for murder.

同根词

execution

① *n.* 依法处决

【例句】Executions used to be held in public.

② *n.* 执行; 实施; 完成

【例句】The idea was never put/carried into execution.

executioner *n.* 执行死刑的人; 行刑者

17. evocative

adj. tending or having the power to evoke. 引起……记忆的; 唤起……感情的

【例句】evocative words

Those old toys are evocative of my boyhood.

His talk was evocative of the bygone days.

同根词

evoke *vt.* 引起; 唤起

【例句】That old film evoked memories of my childhood.

18. stamp

① *n.* something that shows a particular quality or that sth was done by a particular person. 特征; 印记; 特点

【例句】the stamp of the age

bear the stamp of suffering

Her novels have the stamp of genius.

Her remarks bear a stamp of truth.

- ② *n.* a small piece of paper that you stick onto a letter or parcel to show that you have paid for it to be posted. 邮票

【例句】stamp collector

Three 26p stamps, please.

- ③ *n.* a small object that prints some words, a design, the date, etc when you press it onto a surface. 印章

【例句】a rubber stamp 橡皮印章

- ④ *n.* the mark made by a stamp. 印记; 戳记

【例句】a stamp in my passport

a date stamp 日期戳

- ⑤ *vt.* to put your foot down very heavily on the ground or on sth else. 用力踩; 跺脚

【例句】He stamped on the spider and squashed it.

It was so cold that I had to stamp my feet to keep warm.

- ⑥ *vt.* to print some words, a design, the date, etc by pressing a small object onto a surface. 打上印记; 盖章

【例句】to stamp a passport

The date is stamped on the receipt.

相关表达

bear the stamp of: 带……标记; 具有……迹象

rubber stamp: 橡皮图章; 官样文章; 老套的话

stamp down: 蹂躏; 践踏

stamp to the ground: 蹂躏; 践踏

stamp on sth.: 踩在某物上面; 拒绝; 否绝

stamp out: 踏灭; 根绝; 扑灭

【例句】The police are trying to stamp out this kind of crime.

19. individuality

n. the qualities that make sb/sth different from other people/things. 个性

【例句】a man of marked individuality

a woman lacking individuality

Young people often try to express their individuality by the way they dress.

同根词

individual

- ① *adj.* 个别的; 单独的

【例句】 Each individual leaf on the tree is different.

② *adj.* 个人的; 个体的

【例句】 individual economy 个体经济

Individual attention must be given to every fault in the material.

对于材料的瑕疵要有专人来处理。

③ *adj.* 独特的; 个人特有的

【例句】 She wears very individual clothes.

④ *n.* 个人; 个体

【例句】 The rights of the individual are perhaps the most important rights in a free society.

individualism *n.* 个人主义

individualist *n.* 个人主义者

Note: 英文中的 individualism 和其汉语译文“个人主义”并不对等, 因为文化的差别, 前者在英文中是褒义词, 或最少不带贬义。但后者在汉语中却往往是贬义, 与“集体主义”相对。英汉两种语言中, 这样的词不在少数, 学习时要特别留心区别。再例如:

汉语中的“革命”是一个褒义词, 使用非常广泛, 但“revolution”在给西方人的概念却往往是“流血”、“暴乱”, 与汉语“革命”并不完全对应。

20. put together: to join different parts together. 拼装; 装配; 凑成

【例句】 to put a team together

to put together a proposal

His share was more than all the others' put together.

21. complete with: additionally supplied. 齐备的; 备有……的

【例句】 We bought the house complete with furniture.

She bought a lovely Beverly Hills mansion, complete with a swimming pool.

22. tunnel

① *n.* a passage under the ground, sea, etc. 隧道

【例句】 The train disappeared into a tunnel.

The prisoners dug a tunnel to try to escape.

② *vi./vt.* to dig a tunnel. 挖掘隧道(穿过)

【例句】 They tunnelled for weeks before they reached the other side of the hill.

Engineers are tunneling under the river.

The prisoner tunneled their way to freedom.

相关表达

tunnel vision: 目光短浅; 一孔之见

light at the end of the tunnel: 一线希望

the Channel Tunnel: 连接英吉利海峡英法两国的海底隧道

23. clone

① *n.* an identical copy of a plant or animal that is produced by artificial methods. 克隆

【例句】 Although two clones are identical genetically, they may develop in different ways.

② *n.* a person or thing that seems to be a copy of someone or something else. 酷似的人或物

【例句】 He's got no originality — he's only a David Bowie clone.

③ *vt.* to cause sth to grow as a clone. 无性繁殖; 克隆

【例句】 clone a frog

clone a plant variety

human cloning

cloned sheep/cow

24. outlay

n. money that is spent, especially in order to start a business or a project. 花费; 开支

【例句】 the weekly outlay on groceries

outlays for national defense

educational/equipment outlay

House buyers usually have a large initial outlay on carpets and furniture.

25. pull in business: to attract people to come and buy. 招揽生意

【例句】 Cheap land and labor pull in business into Vietnam.

A lovely website with gorgeous graphics and logo won't pull in business if it can't be found.

Learn how to stop wasting cash on ads that don't work and design ads that pull in business consistently.

26. it is not a question of..., but rather of...: 不是……的问题, 而是……的问题

【例句】 It is not a question of money, but rather of time.

It is not a question of aid or debt relief, but rather of an end to class exploitation.

27. dress up

① to make something seem more interesting and attractive. 对……加以润色; 伪装

【例句】 He dressed the facts up to make them more interesting.

② to put on formal clothes or one's best clothes. 穿上礼服; 着盛装

【例句】 Don't bother to dress up for the party.

③ to wear someone else's clothes for fun and pretence. 穿别人的衣服; 装扮

【例句】 to dress up as an astronaut

The little girl likes dressing up.

28. call for

① to demand. 要求；把……召来

【例句】to call for the waiter/bill

The opposition have called for an immediate inquiry into the behavior of the police.

② to need or deserve. 需要；值得

【例句】That remark was not called for. 那样的评语是不适当的。

This sort of work calls for a lot of patience.

③ to go and get someone from their house, office, etc. 去接某人

【例句】I'll call for you at 9 o'clock.

29. tactics *n.* the skilful arrangement and use of military forces in order to win a battle. 策略；谋略；战术

【例句】Strategy wins wars; tactics wins battles.

Different circumstances involve adopting different tactics.

The general planned his tactics for the following day's battle.

In order to avoid taking immediate action, they adopted the classic delaying tactics of setting up a committee of inquiry.

同根词

tactical

① *adj.* 策略上的；战术上的；战术性的

【例句】a general of great tactical skills

This is only a tactical withdrawal.

② *adj.* 战术上使用的

【例句】tactical nuclear missiles 战术核导弹

tactician *n.* 谋略家；策略家；战术家

相关表达

shock tactics: 突击战术

win the battle by surprise tactics: 以出奇制胜的战术打赢仗

steam-roller tactics: 高压手段

>>>>>> Reading II

1. **agricultural *adj.*:** involving or relating to the practice or science of farming, especially of growing crops. 农业的

【例句】modern agricultural method 现代农业方法

agricultural products 农业产品

the agricultural problems of Third World countries 第三世界国家的农业问题

2. **exposition** *n.*: an international show or exhibition of products, goods, or works of art, etc. 博览会, 展览会

【例句】 the Montreal Exposition of 1967 1967年蒙特利尔博览会

3. **last** *v.*: to continue for the length of time indicated; go on. 持续

【例句】 The lessons lasted less than an hour. 课持续了不到一个小时。

The hot weather lasted for several weeks. 炎热的天气持续了数周。

His speech lasted for exactly fifteen minutes. 他的演讲持续了15分钟。

Her fifth marriage lasted only a month. 她的第一次婚姻仅仅持续了一个月。

4. **exhibitor** *n.*: a person or a company etc. whose work is being shown in an exhibition. 展出者, 参展商

【例句】 All exhibitors must remove their displays before eight o'clock.

所有的参展商必须在八点之前搬走展品。

5. **contest** *n.*: a competition or game in which people try to do better than others in order to win a prize. 比赛, 竞赛

【例句】 a beauty contest 选美比赛

a fishing contest 钓鱼比赛

6. **livestock** *n.*: animals kept on a farm, such as cattle or sheep. 家畜, 牲畜

【例句】 The government encouraged farmers to keep more livestock.

政府鼓励农民饲养更多的牲畜。

7. **poultry** *n.*: farmyard birds such as hens, ducks, geese, turkeys, etc., kept for supplying eggs and meat. 家禽

【例句】 Poultry is cheaper these days. 最近家禽的价格比较便宜。

8. **amusement** *n.*: a way of passing the time pleasantly without getting bored. 娱乐

【例句】 Big cities have theatres, films, football matches, and many other amusements.

大城市有看戏、电影、足球赛和其他的娱乐活动。

What amusements have you found to keep a young boy out of mischief?

你发现有什么娱乐可以使年轻男孩摆脱悲伤?

9. **entertainment** *n.*: shows, performances, or films, etc. that people watch for pleasure. 娱乐

【例句】 the entertainment business 娱乐活动

this week's entertainment 本周的娱乐

He performs magical tricks for entertainment. 他表演了一个魔术节目来招待大家。

The law applies to theatres, cinemas, and other places of public entertainment.

这个法律适用于剧院、电影院和其他的公共娱乐场所。

entertainer *n.*: a person whose job is to amuse and please people, e.g. by singing, dancing, or telling jokes. 表演娱乐节目的人, 演艺人员

【例句】a popular television entertainer 受欢迎的电视艺人

10. carnival midway: a festival in the midst of the fair.

carnival: a special occasion or period of time that involves public enjoyment and merrymaking, with eating, dancing, drinking, and often processions and shows 嘉年华

【例句】When are we going to start organizing next year's carnival?

我们什么时候开始组织明年的嘉年华?

11. audience *n.*: the group of people listening to or watching a performance, speech, television show, etc. 观众, 听众

【例句】an appreciative audience 具有鉴赏力的观众

a TV program with an audience of 12 million visitors 一台有一千二百万观众的电视节目

a show with a lot of audience participation 观众参与度高的节目

She spoke before the audience of school children. 她面对一群学生发表演说。

Cinema audiences are becoming more sophisticated. 电影观众变得越来越有欣赏力。

The audience applauded loudly at the end of the concert.

观众们在音乐会结束时大声地鼓掌喝彩。

12. grandstand *n.*: a covered or roofed stand with several rows of seats from which people watch sports matches and races, etc. 正面看台, 大看台

13. coliseum *n.*: a large sports stadium or building for public entertainment. 大剧场

14. souvenir *n.*: something kept as a reminder of an event, trip, place, etc. 纪念品

【例句】a souvenir shop 纪念品商店

She spent the morning buying souvenirs. 她花了一个早上购买纪念品。

She kept a spoon as a souvenir of her journey. 她保存了一把调羹作为旅行的纪念品。

He bought a little model of the Eiffel Tower as a souvenir of his holiday in Paris.

他买了一个艾菲尔铁塔的小模型作为在巴黎度假的纪念品。

15. concession stand: stand rented from the organizers of the exhibition. 特许摊位

stand: a small shop or stall with an open front, usually outdoors or in a large public building, which provides various services such as selling food or newspapers or giving information 售货亭, 摊位

【例句】an ice-cream stand 卖冰淇淋的摊位

an information stand 提供信息的摊位

Come and find out more about the new car at our company's stand at the exhibition.

请在展览会上光临我们公司的展位, 了解更多新车的信息。

There is a hamburger stand at the entrance to the station.

在火车站的入口有一个卖汉堡包的摊位。

concession *n.*: a special right or privilege that is given to perform business activities in a place which belongs to the giver of the right. 特许权

【例句】oil concessions in the North Sea 北海石油开采的特许权

a concession to sell food in the town hall 在市政厅销售食物的特许权

Foreign oil companies were granted concessions. 外国石油公司被授予了特许权。

16. **harness racing**: a form of horse racing in which a horse pull a two-wheeled vehicle and its driver. 挽车赛马运动

harness *n.*: a set of leather straps and metal links fastened round a horse's head or body so that the horse can have a carriage, cart, or plough fastened to it 挽具, 马具

17. **rodeos** *n.*: an exhibition of cowboys' skill in handling animals. 牧马骑术表演

18. **fireworks** *n.*: small objects with chemicals inside it that burns and explodes with colored flames, sparks, smoke and loud noises. 焰火

【例句】Large number of fireworks are lit to entertain people on special occasions.

在特殊的场合,人们总是点燃大量的焰火招待来宾。

A few loud fireworks went off. 焰火呼啸着绽放。

19. **center on**: to have something or somebody as the main subject of attention or area of concern. 集中; 聚焦

【例句】The dispute centers on the question of overtime pay. 争论主要集中在加班费问题上。

His interests are centered on his family. 他的兴趣就是他的家庭。

Attention was for the moment centered on Michael Jordan.

此刻的焦点都集中在迈克尔·乔丹身上。

In promising them money, she was inevitably forced to center on the exact sum offered.

在答应给他们钱之后,她就不得不盘算着这笔钱的数目。

20. **confine oneself to**: to keep within limits. 限制

【例句】Please confine yourself to the subject under discussion. 请紧紧围绕讨论的话题。

They confined themselves to discussing the weather. 他们只谈天气。

The report does not confine itself to married women. 这份报告并不只是针对已婚妇女。

21. **to provide commercial exposure for the products**: to promote the sale of the products. 促销; 进行商品展示活动

exposure: a lot of publicity that is given by television, newspapers, etc. to a person or event. (商品等)展示

【例句】to give the widest possible exposure to scenes of casualties and damage

大张旗鼓宣扬伤亡和损失的画面

I threatened them with public exposure. 我以在公众面前曝光来威胁他们。

Repeated exposures of government corruption have appeared in the newspapers.

政府腐败的丑闻不断见诸报端。

- 22. admission** *n.*: allowing or being allowed to enter or join a school, club, building, etc. 允许进入

【例句】 the admission of China to the World Trade Organization 中国加入世贸组织

They campaigned for the admission of women to the club.

他们开展活动鼓动妇女加入该俱乐部。

No admissions are permitted 15 minutes after the examination.

考试开始15分钟后不得进入考场。

- 23. Biblical times:** times depicted in the Bible (from ancient time to the 4th century)

Biblical: of, like, or about the Bible. 圣经的

【例句】 to write English in a Biblical style 用圣经的风格写英语

the Biblical account of creation 圣经对创造万物的描述

- 24. Christianity:** the religion based on the life and teachings of Jesus Christ and the belief that he was the son of God 基督教

【例句】 How can people reconcile astrology with Christianity?

人们如何在占星术和基督教之间做出调和?

He learned Hebrew and Greek in order to pursue his researches in Christianity.

为了研究基督教,他学习了希伯来语和希腊语。

- 25. the church:** the organization of Christian believers, or of any of the various branches of Christianity. 教会

【例句】 the Church of England 英国教会,英国圣公会

the Catholic Church 天主教会

- 26. take part in:** to be involved in an activity, sport, event etc. with other people. 参加; 参与 同义词
participate in

【例句】 About 400 students took part in the protest.

She wanted to take part but she was too ill.

I asked her if she'd take part in a discussion about the uprising.

He denied that he took part in the game. 他否认参加了这场比赛。

take an active/leading part 积极参加

【例句】 At college I took an active part in student politics.

They want to take an active part in their country's affairs. 他们想积极参与国家的事务。

She took an active part in a debate. 她积极参加辩论

- 27. sponsor** *v.*: to pay some or all of the expenses connected with something such as an event, a

theatrical production, or an athletics meeting. 资助, 赞助

【例句】 a government-sponsored research program 政府资助的研究项目

My trip was sponsored by the Microsoft Company.

我的这次行程是由微软公司资助的。

The conference, which ended on Saturday, was sponsored by CNN.

周六结束的会议是由CNN资助的。

The baseball match is being sponsored by a cigarette company.

这场棒球比赛是由一家烟草公司赞助的。

28. **observance** *n.*: a part of a religious ceremony. 宗教典礼

【例句】 ritual observances 例行的宗教仪式

religious observances 宗教仪式

29. **During the early centuries of Christianity, the church took an active part in sponsoring fairs as part of the observance of religious holidays and seasons.**

【参考译文】 在基督教传播的初期,教会积极资助各类展览会,作为宗教节日和节期中宗教礼仪的一部分。

30. **feature** *v.*: to be included as an important part or quality. 以……作为特色

【例句】 a sign outside a café featuring a one-eyed pirate 咖啡馆外挂画有独眼海盗的标牌

This film features two of my favorite actors. 电影由我最喜欢的两位演员主演。

Fish features very largely in the diet of these islanders.

鱼是这些岛国居民餐桌上的主要食物。

31. **World's fair is an international exposition that features exhibits dealing with commerce, industry, and science.**

【参考译文】 世界展览会是一个世界性的博览会,它的特点是展示商业、工业和科学各方面的展品。

32. **tourism** *n.*: the business of providing sightseeing trips, hotels, restaurants, etc. for travelers on holidays. 旅游业

【例句】 The country depends on tourism for much of its income. 该国的主要收入倚赖旅游业。

Tourism is a big industry in Thailand. 旅游业是泰国的主要产业。

33. **the Crystal Palace:** a large building of iron and glass, like a giant greenhouse, designed by Sir Joseph Paxton for the Great Exhibition of 1851 in Hyde Park. (英国伦敦)海德公园, London. It was later fallen apart and re-erected at a London suburb, but was accidentally burnt down in 1936. 水晶宫

34. **handicraft** *n.*: objects that are produced by careful use of the hands such as sewing, weaving, making baskets and pottery, etc. 手工艺



【例句】 These handicrafts were produced by families to be sold in local shops.

这些手工艺品由家庭制作,然后在当地的商店里出售。

35. **the reaper:** a machine for cutting and gathering crops. (收割机).

【例句】 A rabbit got caught in the blades of the reaper.

一只兔子卡在了收割机的刀刃上。

36. **the Colt revolver:** revolver made by Samuel Colt (1814–1862), an American gun-maker. 科尔特左轮手枪

revolver: a pistol or a small gun which has a revolving container for bullets, allowing several shots to be fired quickly without reloading 左轮手枪

37. **showcase** *n.*: a situation or setting in which something is displayed or presented to its best advantage. 陈列橱窗

【例句】 The 2008 Olympics ought to be a showcase of Chinese culture and spirits.

2008年奥运会是展示中国文化和精神的窗口。

The new play is a good showcase for her talents.

新的剧目展示了她的非凡才能。

38. **Alexander Graham Bell:** 1847–1922, Scottish-born scientist and inventor of the telephone who founded the Bell Telephone Company in 1877.

39. **centennial** *n.*: the year in which one celebrates something important that happened exactly one hundred years earlier. 一百周年纪念

【例句】 an exhibition of Picasso in the centennial year of his birth

为纪念毕加索诞辰100周年而举办的展览

the centennial celebrations 百年庆祝

40. **Philadelphia:** a major city in Pennsylvania, U.S. with many historic buildings, one of which is Independence Hall where the Declaration of Independence was adopted. 费城

41. **Louisiana:** a state in the south of the United States. 路易斯安娜

42. **St. Louis:** a port in eastern Missouri, on the Mississippi. 圣路易斯

43. **Missouri:** a state in the central United States, with Jefferson City as its capital. 密苏里

44. **ice cream cone:** a thin pastry container for ice cream, pointed at one end, to be eaten together with its contents; also ice cream cornet. 冰淇淋蛋筒

【例句】 Do you want an ice cream cone? 你想要冰淇淋蛋筒吗?

cone *n.*: a hollow or solid object shaped with a round base and a point at the top 锥形物

【例句】 The volcanic cones of central Japan 日本中部的锥形火山

The police put those cones in the road as warning signs.

警察把锥形物放在马路当中作为警示。

45. the Eiffel Tower: a wrought-iron structure designed and built by Alexandre Gustave (1833–1923), a tower 300 meters in height. Also designed by Gustave was the Statue of Liberty in New York harbor. (法国巴黎)埃菲尔铁塔

46. erect v.: to build or establish. 建立, 树立

【例句】This monument was erected to Queen Charlotte. 他们为夏洛特女王建立这个纪念碑

It would be splendid to erect a memorial to President Lincoln.

为林肯总统建一个纪念碑真是太好了。

47. Seattle: a seaport in western Washington. 西雅图

48. dawn n.: the beginning or first appearance of a new period, idea, feeling, etc. 开端, 萌芽

【例句】the dawn of civilization 文明的开端

the dawn of modern technology 现代科技的萌芽

This marked the dawn of a new era in human history. 这标志着人类历史新纪元的开始。

49. Okinawa: the largest city of the Ryukyu Islands, in the northern Pacific, southwest of Japan. The city was taken by U.S. forces in the last major amphibious campaign of World War II. 冲绳

50. Knoxville: a city in eastern Tennessee, on the Tennessee River. 诺克斯维尔

51. Tennessee: a state in the southeast of the United States, with Nashville being its capital. 田纳西

52. Vancouver: a city on the western coast of the Pacific in Canada. 温哥华

53. transportation n.: a means or system of carrying passengers or goods from one place to another. 交通, 运输

【例句】Moscow's public transportation system is among the finest in the world.

莫斯科的公共交通系统是全球最完善的。

The Department of Transportation is responsible for the country's roads and railways.

交通部对国家的公路和铁路负责。

54. Brisbane: an Australian seaport, capital of Queensland. 布里斯班

55. explore v.: to examine or think about a subject or a question carefully in order to find out more and assess whether it is possible or a good idea. 探究

【例句】issues that the group had already explored 小组成员已经讨论过的问题

We must explore all the possibilities. 我们必须考虑这些可能性。

The conference explored the possibility of closer trade links.

这个会议主要探讨建立更近一层贸易联系的可能性。

Stop the tape and explore the implications of what you've heard.

让磁带停下来。仔细想一想你听到的是什么意思。

56. leisure n.: time when one is free from work and can relax; free time. 空闲, 闲暇

【例句】leisure shoes 便鞋, 休闲鞋

She's very busy; she doesn't get much leisure time. 她很忙,没有闲暇时间。

Fishing is a popular leisure activity. 钓鱼是受大众欢迎的休闲活动。

Not everybody wants more leisure. 不是每个人都想要更多的闲暇。

57. Osaka: a city on the south of Honshu, in southern Japan. 大阪

58. Seville: a port in the southwest of Spain, on the Guadalquivir River. 塞维利亚

59. celebrate *v.*: to mark an event or special occasion by enjoying oneself. 庆祝

【例句】 We celebrated her birthday by going out to a restaurant.

我们去了一个餐馆庆祝她的生日。

Those good results have given us something to celebrate.

这些好消息让我们庆祝了一番。

Independence Day is celebrated annually. 独立日每年都庆祝。

His victory was celebrated with music and dance.

我们用音乐和舞蹈庆祝他的胜利。

60. Christopher Columbus: 1451–1506, Italian explorer, who discovered America between 1492 and 1504 哥伦布

61. voyage *n.*: a long journey on a boat or ship. 航海

【例句】 an arduous voyage of many weeks or months 长达数周或数月的艰辛航程

the long voyage from London to Bombay 从伦敦到孟买的漫长航程

The voyage from England to India used to take six months.

以前,从英格兰航海到印度要花六个月。

When I retire, I shall go on a long sea voyage. 我退休之后,会去航海。

62. New Netherland: a Dutch colony in North America in the early 17th century with New Amsterdam (presently New York) as its center. 新尼德兰

63. colony *n.*: a country or area under the political control of a distant country 殖民地

【例句】 a former French colony in Africa 法国以前在非洲的殖民地

India used to be a colony of Britain 印度曾经是英国的殖民地。

64. New Amsterdam: a former Dutch town on Manhattan, the capital of New Netherland, renamed New York by the British in 1664. 新阿姆斯特丹

65. primarily *adv.*: mainly; chiefly. 主要的

【例句】 Ten years ago, it was primarily a fishing village, but now it's a thriving tourist center.

十年前,这里还主要是个渔村;但现在已经是一个发达的旅游胜地了。

Most linguists would say they were concerned primarily with the structure of languages.

大部分语言学家说他们关注的主要是语言的结构。

66. New Jersey: a state in the eastern United States, on the Atlantic coast 新泽西

>>>>> Extended activities

A. Function and Structure

Tips for giving and following directions

Giving Directions

- ✧ Explain every step in its correct order, giving details so that your listeners can predict each step.
- ✧ Use gestures, drawings or objects to help you.
- ✧ Check that the other person has understood.
- ✧ Use landmarks to help, e.g.,
 - “On your left you’ll see a hospital” .
 - “Just after shopping centre (or mall).”
 - “Go past the petrol station / the garage.”

Following Directions

- ✧ Look directly at the speaker and listen closely.
- ✧ Show that you understand. For example, nod your head.
- ✧ Picture each step in your mind.
- ✧ Repeat the directions to yourself or to the speaker.
- ✧ Ask the speaker to explain anything you do not understand.

B. Special Use: Unit Nouns

单位量词 (Unit Noun) 通常表示物品的量, 可数名词和不可数名词都可以与单位量词搭配使用。例如:

a group of students	a box of books	
an article of furniture	an item of news	a piece of meat

我们可以通过使用单位量词, 对不可数名词计数。有些单位量词如 *piece* 等使用非常广泛, 可与许多不可数名词搭配, 但英语中也还有许多其他单位量词, 用法非常丰富。

1. 表示形状的单位量词。这类词包括 *bar, blade, block, box, bunch, bundle, chunk, clump, coat, cube, drop, ear, flight, grain, heap, loaf, lump, packet, plot, sheet, slice, spiral, spool, stick* 等。例如:

a bar of chocolate	a blade of grass	a block of ice
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a box of books	a bunch of flowers	a bundle of firewood
a chunk of wood	a clump of earth	a coat of paint
a cube of ice	a drop of blood	an ear of wheat
a flight of stairs	a grain of sand	a heap of rubbish
a loaf of bread	a lump of sugar	a packet of cigarettes
a plot of land	a sheet of paper	a slice of ham
a spiral of stairs	a spool of film	a stick of chalk

2. 表示容积、体积的单位量词。这类词包括 bottle, bowl, bucket, can, carton, cup, glass, handful, jar, jug, pail, pot, spoonful 等。例如：

a bottle of ink	a bowl of rice	a bucket of milk
a can of lemonade	a carton of milk	a cup of tea
a glass of beer	a handful of clay	a jar of honey
a jug of water	a pail of water	a pot of tea
a spoonful of hot water	a tube of toothpaste	

3. 含动作意义或表示状态的单位量词。这类词包括 attack, beam, burst, cut, display, fit, flash, flight, gleam, glimmer, gust, heat, peal, ray, round, shaft, shower, spasm, stroke, thread 等。例如：

an attack of fever	a burst of anger	a cut of pork
a display of courage	a fit of fever	a flash of hope
a flight of fancy	a gleam of hope	a glimmer of hope
a gust of wind	a heat of steel	a peal of thunder
a ray of light	a round of applause	a shaft of lightning
a shower of criticism	a shower of stones	a spasm of coughing
a stroke of luck	a thread of hope	

4. 表示成双、成组、成套、成群的单位量词。这类词包括 army, bench, board, brood, collection, crowd, drove, flock, gang, group, herd, pack, pair, school, set, suit, swarm, troupe 等。例如：

an army of soldiers	a bench of judges	a board of directors
a brood of chickens	a collection of stamps	a crowd of students
a drove of pigs	a flock of birds (flock 与鸟类搭配)	
a gang of hooligans (gang 有贬义用法)		
a group of people	a herd of elephants (herd 与牛, 羊等四脚兽搭配)	
a pack of dogs	a pair of shoes	a school of fish
a set of books	a suit of clothes	
a swarm of bees (swarm 与昆虫搭配)		a troupe of actors
a yoke of oxen		

5. 其他含义的单位量词。例如:

a change of clothing

a dose of herb medicine

C. Practical Reading

本楼层图 (floor plan) 属于一种俯视图, 就像将楼顶去掉, 然后从直升机上向下看。看楼层图先看总体, 图形大概是什么形状, 有无出口, 然后逐步由外朝里看, 只要仔细对比, 答案都不难。试以 1—7 题为例说明。第一题问前厅有几台电梯, 从图上看出有两个 escalators, 答案是 b。第二题问到 China National Machinery & Equipment Imp. & Exp. Corp 的路径, 从 Official List 里查到该公司的展位是 1502, 属于 E 区, 如果从前台正门进来, 直走就能到达 E 区。第三题: 从图中清楚地看出 A 区最小, E 区最大。第四题: 问 organizer office 的位置, 图中显示在 staff room 和 the press room 之间。答案为 a。第五题: 最大的展位 booth 是 1501, 符合其位置的说法是 c。第六题: 就展位数字而言, 符合事实的是 d, F 区的展位最多。第七题: A 区 5 个, B、C、D 区都是 6 个, 答案 a。其他各题答案也容易找到。

Teaching Tips (教学提示)



1. Lead-in 本单元导入部分安排了听力理解和听写填空两项任务。听力理解部分包含两个语篇: 《一》准备贸易展会的步骤; 《二》参加商贸展会的好处。在处理第一个语篇前, 即进行第一和第二项听力活动前, 教师可以结合 Reading I, Pairwork 中第 5 题, 请学生说说 “How would you prepare for a trade show exhibit?” 或 “What can we do to shine at a Trade Fair?”. 听力练习的编排和以往各单元一样, 练习一和练习三均属预听活动, 主要目的是在进行精听练习之前, 让学生对所听语篇的主旨 (gist) 有所了解, 初步把握词汇和理解上的难点所在, 为接下来的听力活动做好语言和心理上的准备。练习二要求学生根据所听到的内容, 完成录音材料中提及的备战贸易展会 7 个步骤。要求填写的句子的顺序和录音材料中相关内容出现的顺序基本一致, 学生比较容易捕捉所需填写的信息。教师应提醒学生在听音前, 仔细阅读相关句子, 并对空格部分内容进行积极预测, 判定其词性, 在句中的成分和功能等。练习四为正误辨析题, 要求学生根据所听到的内容进行单句的正误辨析, 并对错误的句子予以改正。在听音前, 教师应建议学生仔细阅读待辨析的句子, 把握关键词, 以便在听音过程中, 快速反应, 捕捉相关信息。
2. 听写填空 (Spot Dictation) 是一篇关于 fair (商品展销会) 的短文, 主要介绍了其各种特点、形式和历史演变过程, 填充内容包括商品展销会的各种名称, 历史演变过程的时间, 以及一些相关

的名词和动词,可以作为导入活动安排在阅读Ⅱ课文讲解之前进行。教师可以结合 Background Information 中介绍的关于 World's Fairs 和 Trade Fairs 的相关内容,对 Fair 的历史演变过程,发展方向予以一定讲解。

3. 阅读 I Brainstorming 学生通过自由讨论的形式,列出他们所知道的与会展相关的英语单词或词组。除教参给出的答案外,教师还可参考“补充词汇”部分。阅读 I Pairwork 学生双人结对讨论与 exhibition & fair 相关的话题。

讨论题1 建议教师布置学生课前从报纸、杂志或网络媒体上收集相关信息。

讨论题2 鉴于学生可能对商务会展(trade shows, fairs, events, & exhibitions)比较陌生,若条件许可,教师可组织学生进行实地参观,或展示相关视频或图片资料。

讨论题3 在现代商务活动中,会展被称为“the markets of marketing”,其重要性由此可见。以下材料供教师组织讨论时参考。

Exhibiting at a trade show offers you one of the best ways to get in front of a lot of customers and prospects in a relatively short amount of time. Trade shows give you the opportunity to not only show your product or describe your service, but also create that all important first impression. The primary objectives of exhibiting might include:

- ✧ to raise awareness of your business in a given geographic location or industry sector
- ✧ to collect leads to follow up or to generate a mailing list
- ✧ to make direct sales
- ✧ to launch or promote a new product or service
- ✧ to meet and/or entertain existing customers
- ✧ to meet potential suppliers/partners/agents/distributors

Whatever your objectives, the important thing is to quantify. How many visitors do you want to be exposed to overall? How many visitors do you expect on your stand? How many will take your literature, or leave their business card? Think about the budget you are prepared to spend to achieve these objectives. Think through how you can best achieve your objectives and make sure you have the practical tools there on the day to help you achieve them — so if you want to build a mailing list, is it enough just to collect business cards or do you want an intelligent database that gives you a little bit more information so that you can target any mailings to specific needs? A soft approach is often very effective — ask their permission to keep them informed about changes to your product range, special offers or send them useful information. If people have a genuine need, they are likely to want such information; if they are time wasters you don't want them on your prospect list or database anyway.

讨论题4 建议教师在组织讨论时, 结合 Business World 中提供的相关信息以及下面的材料。

Exhibition stands can be a very effective marketing tool when used correctly. Exhibitions attract many different kinds of people that can help make your product, or company a success. As a result, it is important to make the most of your exhibition stands. Following these five tips should help you to have a successful exhibition.

1. Respect and give attention to all visitors at your stand. You should use the same philosophy as “the customer is always right.” What that implies is that anyone visiting your stand should be given respect and attention. Showing disrespect or ignoring them will not yield the results you desire. There are many different types of people that come to exhibitions. Ensure that you don’t simply ignore certain demographics (like seniors, for example). Every person is important, so seek out the people who are wandering in the aisles and are not getting attention from anyone else. Talking to them and giving them respect is a great way to get them to remember your message.

2. Adjust to the types of visitors you will have. A great “pitch” can work wonders, but if the same pitch is used on media, buyers, advertising sales staff, consultants, and all other visitors it will simply not be effective. Adjust your pitch to the type of visitor you are dealing with. Does an old person looking to buy your product care if Jessica Simpson endorses it? Does a young person want a job that is good for seniors? Keep these types of questions in mind when talking to your visitors.

3. Go after actual leads at the exhibition. Some exhibitors believe very strongly that they need to get “names” at an exhibition. This could not be more untrue. Names are not important; actual leads are. Actual qualified leads are visitors that have the capability to fulfill an organizational objective (such as a sale or job interview) and whom you have enough information about so you can respond to them specifically after the exhibition. It wouldn’t make sense to send a sales letter to a job applicant and a job application to a member of the media. Having accurate information about your visitors (besides just their names) is paramount.

4. Time limits should always be set. There will be many people visiting your stand. You cannot spend a great amount of time on one person because then others will be neglected. Every person visiting is important and should thusly be given a due amount of consideration. A five-minute time limit for dealing with a visitor is a good idea. It ensures that the exhibition keeps moving, and that your specific stand does not get clogged up with too many people at

once.

5. Follow up on your exhibition leads. Many people take the time and effort to set up a beautiful exhibition and do not follow up on their leads. Why even set up a stand if you won't use the information you acquire? Exhibition stands are great ways to help the success of your company, so use your information wisely.

讨论题5 本题可作为讨论题4的扩展和延伸。教师应向学生指出：作为参展方，无论决定采取何种方式博取观众的注意力，都必须认真考虑这四个问题：1) Why are you exhibiting? — Are you trying to extend your relationship with existing customers? Introducing a new product? Positioning your company within the market? Generating qualified leads for new sales? Countering a competitor's claim? 2) Who is your target audience? 3) What is the message you want to convey? 4) What do you want to get out of the show? 以下材料供教师组织讨论时参考。

Exhibition based marketing gives you an opportunity to make a high impact impression on clients and prospects because you have the opportunity to attack all of their senses and they can engage interactively with you and potentially with your products, through demonstrations and trials. What type of physical presence you want at the exhibition will be quite different depending on your objectives. For a product launch for example you may have a far more dramatic stand and plan hi-impact, media appealing activities around the stand. The people manning the stand might be from your PR team, to handle media enquiries, or technicians if you are launching to a technically well informed audience.

4. 阅读 I Exercises IV

Sentence 3 standing在句中作名词，意思是“持续时间（time during which something has remained in existence）”。如：

His opposition to the plan is of long standing.

他长期以来一直反对这项计划。

We signed with IBM an agreement of five years' standing.

我们和IBM公司签订了一个长达五年的协议。

Sentence 9 Ronald Reagan 罗纳德·里根，美国第四十任总统。

President of the United States from 1981–1989, Ronald Reagan began his career as a sports announcer on radio, then moved to Hollywood and became a movie star. Reagan made over fifty movies as a reliable supporting actor, but his real calling seemed to be in politics. He served as the governor of California (1967–1975) and then in 1980 defeated Democrat Jimmy Carter to become the 40th U.S. president. He advocated lower taxes and higher defense spending, and aggressively challenged the Soviet Union. He stepped down after two full terms and was succeeded by his vice-president, George Bush the elder. In 1994 Reagan announced that he suffered from Alzheimer's Disease. He spent the next ten years in seclusion and increasingly poor health until his death in 2004.

5. 阅读 I Post-reading 设有三项任务。任务1) 要求学生对三种常见的营销方式(展览会、电视广告、顾客体验)的优缺点进行比较,同时也为任务2)作铺垫。

任务2) 中学生分组讨论,决定采取那种营销手段推广下列产品:办公设备、洗衣粉、软饮料、烟草、香水、多维维他命片剂、计算机软件程序以及女子时装。组织活动时,教师可以先和学生一起回顾一下以前学过的marketing & advertising方面的知识,再让学生思考下列问题:上述产品的生产商主要采取哪些手段来推广他们的产品?他们采取的推广手段是否有效?需要做哪些改进?是否有更好的推广策略?上述产品中哪些适合在展会中推出?哪些适用于电视广告或顾客体验?教师应向学生指出,推广手段的选择主要取决于产品的性质和产品的受众(When you're advertising, you need to choose the most cost-effective media to get your message to the right people. To make your advertising choice, you must bear these two questions in your mind: What's your product or service? Who's the target audience for that product or service?)。

任务3) 小组讨论结束后,教师邀请各小组推举一名代表向全班作一个简短的陈述(presentation),向其他小组报告讨论的结果。教师应鼓励其他小组对讨论结果提出自己的看法,予以补充或质疑。下文详细介绍了广告的各种形式,供教师参考。

Forms of Advertising

Advertising can take a number of forms, including advocacy, comparative, cooperative, direct-mail, informational, institutional, outdoor, persuasive, product, reminder, point-of-purchase, and specialty advertising.

Advocacy Advertising Advocacy advertising is normally thought of as any

advertisement, message, or public communication regarding economic, political, or social issues. The advertising campaign is designed to persuade public opinion regarding a specific issue important in the public arena. Almost all nonprofit groups use some form of advocacy advertising to influence the public's attitude toward a particular issue.

Comparative Advertising Comparative advertising compares one brand directly or indirectly with one or more competing brands. This advertising technique is very common and is used by nearly every major industry, including airlines and automobile manufacturers. One drawback of comparative advertising is that customers have become more skeptical about claims made by a company about its competitors because accurate information has not always been provided, thus making the effectiveness of comparison advertising questionable. In addition, companies that engage in comparative advertising must be careful not to misinform the public about a competitor's product. Incorrect or misleading information may trigger a lawsuit by the aggrieved company or regulatory action by a governmental agency.

Cooperative Advertising Cooperative advertising is a system that allows two parties to share advertising costs. Manufacturers and distributors, because of their shared interest in selling the product, usually use this cooperative advertising technique. An example might be when a soft-drink manufacturer and a local grocery store split the cost of advertising the manufacturer's soft drinks; both the manufacturer and the store benefit from increased store traffic and its associated sales. Cooperative advertising is especially appealing to small storeowners who, on their own, could not afford to advertise the product adequately.

Direct-Mail Advertising Catalogues, flyers, letters, and postcards are just a few of the direct-mail advertising options. Direct-mail advertising has several advantages, including detail of information, personalization, selectivity, and speed. But while direct mail has advantages, it carries an expensive per-head price, is dependent on the appropriateness of the mailing list, and is resented by some customers, who consider it "junk mail."

Informational Advertising In informational advertising, which is used when a new product is first being introduced, the emphasis is on promoting the product name, benefits, and possible uses. Car manufacturers used this strategy when sport utility vehicles were first introduced.

Institutional Advertising Institutional advertising takes a much broader approach, concentrating on the benefits, concept, idea, or philosophy of a particular industry. Companies often use it to promote image-building activities, such as an environmentally friendly business

practices or new community-based programs that it sponsors. Institutional advertising is closely related to public relations, since both are interested in promoting a positive image of the company to the public. As an example, a large lumber company may develop an advertising theme around its practice of planting trees in areas where they have just been harvested. A theme of this nature keeps the company's name in a positive light with the general public because the replanting of trees is viewed positively by most people.

Outdoor Advertising Billboards and messages painted on the side of buildings are common forms of outdoor advertising, which is often used when quick, simple ideas are being promoted. Since repetition is the key to successful promotion, outdoor advertising is most effective when located along heavily traveled city streets and when the product being promoted can be purchased locally.

Persuasive Advertising Persuasive advertising is used after a product has been introduced to customers. The primary goal is for a company to build selective demand for its product. For example, automobile manufacturers often produce special advertisements promoting the safety features of their vehicles. This type of advertisement could allow automobile manufactures to charge more for their products because of the perceived higher quality the safety features afford.

Product Advertising Product advertising pertains to non-personal selling of a specific product. An example is a regular television commercial promoting a soft drink. The primary purpose of the advertisement is to promote the specific soft drink, not the entire soft-drink line of a company.

Reminder Advertising Reminder advertising is used for products that have entered the mature stage of the product life cycle. The advertisements are simply designed to remind customers about the product and to maintain awareness. For example, detergent producers spend a considerable amount of money each year promoting their products to remind customers that their products are still available and for sale.

Point-of-Purchase Advertising Point-of-purchase advertising uses displays or other promotional items near the product that is being sold. The primary motivation is to attract customers to the display so that they will purchase the product. Stores are more likely to use point-of-purchase displays if they have help from the manufacturer in setting them up or if the manufacturer provides easy instructions on how to use the displays. Thus, promotional items from manufacturers who provide the best instructions or help are more likely to be used by

the retail stores.

Specialty Advertising Specialty advertising is a form of sales promotion designed to increase public recognition of a company's name. A company can have its name put on a variety of items, such as caps, glassware, gym bags, jackets, key chains, and pens. The value of specialty advertising varies depending on how long the items used in the effort last. Most companies are successful in achieving their goals for increasing public recognition and sales through these efforts.

Supplementary Activity:

Debate: World's Fairs, to stay or to fade away?

World's fairs have been among the most formative influences in shaping the tone and texture of modern times. They have filled museums with their exhibits and left vast urban parks in their wake. They have introduced millions of people to technologies that range from the telephone and television to the airplane and computer. But at the beginning of the twenty-first century, especially in the wake of the billion-dollar loss sustained by the 2000 Hannover Exposition, many critics have suggested that, since world's fairs can no longer compete in a world dominated by television, theme parks, and the Internet, the end of the era of world's fairs is in sight. Will so powerful a medium as World's Fairs fade away or will it simply stay? Debate the issue with your classmates and make a note of arguments of both sides.

Pros	Cons

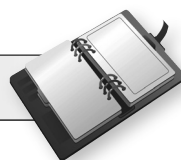
6. 阅读 II Cloze

- Blank 1 此处选 b. universal。固定搭配, 见“背景知识” 2. Universal Expositions.
- Blank 5 此处选 a. theme。这里 theme 的意思是“主题(a unifying idea that is a recurrent element in a literary or artistic work)”。许多世界博览会都有一个主题贯彻其中, 如 2005 年日本世博会的主题是“Nature’s Wisdom”; 而 2010 年 Shanghai 世博会围绕的主题是“Better City, Better Life”。
- Blank 7 此处选 d. on。decide on, 固定搭配, 意思是“决定, 选定(reach a decision about something)”。亦作 decide upon。如:
- ✧ We’ve decide on/ upon Paris for our next holiday.
我们已经决定下次度假去巴黎。
 - ✧ They decided on/ upon a lecture series to educate the public.
他们决定举办系列讲座以教育公众。
- Blank 9 此处选 a. involved。这里 involve 的意思是“牵涉, 涉及(of a situation or action) to have as the people or things taking part)”。如:
- ✧ The accident involved a bus and a lorry.
这起事故涉及一辆公共汽车和一辆卡车。
 - ✧ It was a big police operation involving over a hundred officers.
这是一次有上百名警员参与的大规模警方行动。
- Blank 10 此处选 a. link。link 可以解释为“两个部分之间的连接物(something which connects two other parts)”。这里的 a high-speed rail link 指“一条高速铁路线”。
- Blank 12 此处选 b. house。opera house, 固定搭配, 指“歌剧院(a theater designed chiefly for the performance of operas)”。
- Christopher Columbus 克里斯托弗·哥伦布, 意大利航海家, 据传于 1492 年发现北美洲。

Christopher Columbus sailed from Spain across the Atlantic Ocean in 1492, landing in the “new world” of the Americas and gaining lasting fame. Columbus sailed west in search of a sea passage to India and his mission was twofold: open trade routes for exploitation and bring the word of Jesus Christ to the uninitiated. He sailed with three ships in 1492 and made landfall somewhere in the Bahamas. He made three more voyages in the following

years, always believing that he had reached Asia, and his success opened the door for Spain to conquer the Americas. Columbus has long been known as the man who “discovered” America, and the second Monday in October is celebrated as Columbus Day in the United States.

Key (练习答案)



>>>>>> Reading I

I.	exhibition (<i>n.</i>)	exhibit (<i>v.</i>)
	(commodities / international / trade) fair	hold
	display	open
	presentation	attend
	show	visit
	exposition	participate in
	showroom	present
	exhibition hall / center / stand	put on display

Exercises

- II. 1. b 2. d 3. d 4. c 5. d
- III. 1. emotive 2. niche 3. relevant 4. demonstration 5. issue
6. interactive 7. grab 8. individuality 9. jungle 10. theatrical
11. outback 12. prop
- IV. 1. was being turned upside down 2. outlay 3. to break through
4. to pull in 5. would be executed 6. has been reinforced
7. standing out 8. Putting together 9. clone

10. niche

11. complete with

12. calls for

13. reassurance

14. dressing up

15. cut through

V. 1. to break through

2. stands out

3. to put together

4. calls for

5. pulling in

Post-reading

	Advantages	Disadvantages
Exhibitions	Offering a face-to-face contact of the market; conveying marketing messages that are intuitive and all-encompassing; Creating an emotive effect in the viewer of being involving and fun; Allowing a detailed product demonstration — letting people to see, hear and feel the product;	When surrounded by other stands all competing for attention, it's more and more difficult to grab potential buyers' attention; A comparatively small number of people will visit exhibitions; There is a strict limit to time and space for exhibitions;
TV advertising	Well-designed commercials, smartly taking advantage of people's weaknesses — hero worship, ambition, desire for authority, romance, beauty, social acceptance, friendship, an easy life, etc., are very attractive and persuasive; Reaching a very big audience; Watching TV doesn't need much imagination or deep thinking. Thus, even an illiterate person can get the information directly and understand the meaning conveyed by commercials quite easily;	The advertising cost is very expensive, especially during the prime time; Since there is too much exaggeration in TV ads, nowadays, consumers tend to suspect the reliability of TV ads, which will give some negative effects on the products advertised; TV viewers usually associate advertisements with the products themselves, so if the advertisements are ill-designed, it is quite natural for viewers to think the products are of poor quality as well; Viewers may find it very annoying if a TV program is interrupted by ads too often, and sometimes they will direct their dissatisfaction and annoyance to the products being advertised;
Sampling	Allowing people to see, feel, hear, smell, or taste on the spot; Instant feedback and constructive suggestions; Attractive to consumers who are easily lured by small favors;	People may feel the pressure to buy after trying out; Limited by time and space; More manpower needed.
<i>Others:</i> <ul style="list-style-type: none"> ● To establish monopoly chain stores; ● To send the publicity materials to people through mail or fax; ● To peddle door to door. 		

>>>>>> Reading II

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

III. 1. a 2. c 3. b 4. b 5. c 6. a 7. b 8. d 9. c 10. a 11. a

IV. 1. During general election, the topics voters discuss about center on the economic policies of the president-to-be.

2. Without an effective distribution network, the sales of products from our company can only be confined to coastal regions.

3. Your department spent more last year than all the other departments put together.

4. A lot of so-called new products are simply the old products dressed up in new packages.

5. The decisions made by the board of directors should be executed through the cooperation of the entire staff of the company.

6. It is estimated that the scheme requires an initial outlay of \$10,000,000, which can not be afforded by our company.

7. To enlarge exportation, we must break through the net of trade restrictions.

8. Though ordinary in appearance, he stood out among all the students of this school by his excellent academic performance.

9. Supermarkets can pull in more customers by offering services such as free parking and door-to-door delivery.

10. The current economic situation calls for immediate measures from the related governmental departments.

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

11. d 12. b 13. c 14. d 15. a

>>>>>> Extended activities

A. Function and Structure

I. 1. A: Excuse me...

B: Yes?

A: Could you please tell me how far it is to the National Arts Center?

B: Yes. Walk down this street for two blocks to the traffic lights.

A: Two blocks to the traffic lights. And then?

- B: Then turn left and you'll be on Queens Street. There's a big hotel on the corner and the National Arts Center is right there. You can't miss it.
- A: Turn left at Queens Street and look for the Center beside the big hotel.
- B: Right.
- A: Is it far to walk?
- B: No. It's only a ten-minute walk from here.
- A: Thank you very much for your help.
- B: You're welcome.
2. A: Excuse me, sir. Could you show me the way to the Grand Theater?
- B: The Grand Theater? Let me see. Ah, yes. It's on Market Street.
- A: But where is Market street?
- B: Go straight down this road until you come to the traffic lights. Then turn right.
- A: That's Market street?
- B: Yes. But you've got to go along the street for about three blocks until you see a big fountain.
- A: Yes. And...
- B: And the Theater is behind the fountain.
- A: I see. Go straight to the traffic lights, then turn right to Market Street, walk three blocks and the Theater is behind a fountain.
- B: You've got it.
- A: Thanks a lot, sir.
- B: You're welcome. Have a good day.
3. A: Excuse me, but how can I get to the station?
- B: Turn left at the second light and then go straight for two blocks.
- A: Will it take me long to get there?
- B: No. It's not far at all, only a ten-minute walk.
- A: Thank you very much.
- B: Don't mention it.
4. A: Sorry to trouble you, but I'm looking for a post office. Do you happen to know one?
- B: Go three blocks and make a right. It's right there.
- A: Should I take the bus?
- B: No. It'll take about five minutes to walk.
- A: Thank you very much.
- B: Any time.

5. A: Pardon me, but how can I get to Newton Street?
 B: Keep going straight for two blocks, then turn right on Curie Street and you'll run right into it.
 A: Is it too far to walk?
 B: No. It's only a little way.
 A: Thanks.
 B: You're welcome. Have a nice day.
6. A: Excuse me. Would you mind telling me if this is the right way to City Hall?
 B: I'm afraid you have taken the wrong way.
 A: I'm a stranger here, you see. Could you tell me how I can get there?
 B: Yes. Go to the next corner and turn left onto Main Street. Walk three blocks to Fairy Avenue and turn right. Walk two more blocks and you'll see City Hall on the left.
 A: I'm sorry, but I didn't quite follow you. Could you please repeat that?
 B: Okay. First, go to the next corner and turn left onto Main Street.
 A: Uh-huh, I see.
 B: Then, walk three blocks to Fairy Avenue and turn right. Are you with me so far?
 A: Yes, I'm following you.
 B: Then walk two more blocks and you'll see City Hall on the left. Have you got all that?
 A: Yes. Now I've got it. Thanks a lot.
7. A: Excuse me, would you please tell me how far the People's Park is from here?
 B: Oh, sorry. I'm new around here myself. You'd better ask the policeman over there. I'm sure he'll give you all the information you want.
 A: Thank you all the same.

B. Special Use

Group I	1. d	2. a	3. h	4. g	5. j	6. i	7. e	8. c	9. b	10. f
Group II	1. b	2. a	3. e	4. f	5. c	6. h	7. d	8. g	9. j	10. i
Group III	1. j	2. i	3. a	4. h	5. g	6. f	7. b	8. d	9. e	10. c
Group IV	1. c	2. e	3. h	4. b	5. i	6. a	7. d	8. j	9. f	10. g

C. Practical Reading

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

D. Additional Vocabulary

1-d; 2-m; 3-r; 4-h; 5-v; 6-j; 7-x; 8-n; 9-i; 10-y;
11-o; 12-e; 13-s; 14-f; 15-b; 16-p; 17-l; 18-w; 19-q; 20-a;
21-k; 22-u; 23-g; 24-t; 25-c

F. Humor Time

1. picture 2. clock

Appendix

WORD STUDY

Unit 1

compete

effect

favor

rate

edge

Unit 2

bid

signal

implement

connect

generate

Unit 3

cover

stuff

attach

panic

irritate

Unit 4

regard

consider

credit

decrease

guard

Unit 5

link

discount

load

challenge

design

Unit 6

accelerate

negotiate

potential

fuel

function

Unit 7

intend

contrast

leave

restrict

estimate

Unit 8

tolerate

disturb

parallel

embody

frustrate

Unit 9

apologize

obey

preserve

exclude

adopt

Unit 10

convey

seek

deliver

stimulate

worth

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