

揭阳职业技术学院



教案

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专业： 石油化工技术、电子信息工程技术、网络营销与直播电商

班级： 石化 251、石化（3+）251、电子 251、电子（订单）251、网络电商 251、网络电商（3+）251、网络电商（订单）251

学期授课计划时数： 36 课时

| Chapter | Unit 1 Starting a Business |
|--|---|
| Teaching Objective | <ol style="list-style-type: none"> 1. To talk about starting a business 2. To learn how to run a company 3. To learn some skills and methods to start a business 4. To learn to write Notes and Telephone Messages 5. To review Passive Voice 6. To learn and appreciate Chinese cultures |
| Ideological and Moral Objective | <ol style="list-style-type: none"> 1. To know the story about how the great Chinese company Da-Jiang was founded 2. To help Ss understand the importance of spirit and determination for starting business. 3. To foster students' value of entrepreneurial spirit, innovation and creativity, strategic thinking and planning, teamwork, social responsibility, determination and persistence, national pride and global competitiveness. |
| Teaching Focus | <ol style="list-style-type: none"> 1. Insight into Culture & Let's Come to Workplace 2. Let's Watch: To understand the playlet and learn the language about starting a business 3. Let's Read: Comprehension of the Text; Key words and expressions 4. Let's Write: Notes and Telephone Messages 5. Let's review: Passive Voice 6. Workbook |
| Teaching Difficulty | <ol style="list-style-type: none"> 1. Get students to learn the topic and do the syndicate activities in the class; 2. Get students to master the key language points and grammatical structures in the texts; 3. Get students to conduct a series of reading, listening, speaking and translating activities related to the theme of the unit; |
| Teaching Duration | 9 lessons |
| Teaching Method | Task-Based Language Teaching |
| Assignment | Speaking, listening, reading, writing practice |

Teaching Procedures:

Insight into Culture: *DJI Technology* (Ideological and Moral Teaching)

Task 1

Talk about the given topic with your neighbor. You can use the word bank for reference.

Answer Key (Open)

Task 2

Discuss the following questions with your partner and share your answers with your class.

Questions and Answers

1. Do you like flying drones? Which brand is your favorite?
 - Yes, I like flying drones because I like to have a bird’s eye view of the scenery from the drone camera, and I can take many wonderful pictures. I like Da-Jiang drones a lot. It is professional and of high quality.
2. Can you say something about Da Jiang’s performance?
 - Yes. Da Jiang is a leading company in UAV (unmanned aerial vehicles) manufacturing and designing. The company has developed from a small firm into the No 1 commercial UAV manufacturer in the world, taking about 70% of the world market share.
3. How was Da Jiang founded?
 - Frank Wang founded it with several of his classmates in 2006, when they had very little money and could not hire more people or rent a large office. There were less than 10 employees at that time, crowded in a small office in Shenzhen. However, Wang was determined, diligent, and ambitious. He built his first drone in a dorm room. With his continuous innovation, Frank Wang has successfully made Da Jiang products world-famous.
4. What can we learn from Wang’s story?
 - I think it is his determination and persistence. Wang loved flying objects since he was young, and he kept his passion and went after his dream. He has great determination so that he could be tough enough to overcome the difficulties he has met in starting his business and finally achieved great success.
5. How should we get prepared now if we want to start a business in future?
 - I think, first, we should study well and be professional; second, we should develop our ability and take part in more practice; last but not the least, we should keep training ourselves and build a strong will to confront all kinds of difficulties, and always have a dream.

Culture Spot: *Success Stories* (Ideological and Moral Teaching)

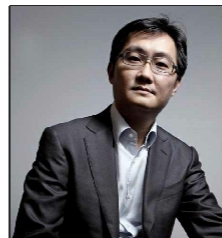
Task1: In the current Chinese economy, there appear many successful business giants who grew out of small businesses they ever started. They have made great contribution to the rapid development of Chinese economy. Here are the business profiles of the four success founders. Please match the business leaders with their profiles by supplying the missing information.



Ma Yun



Ren Zhengfei



Ma Huateng



Li Yanhong

1. _____ is the founder of Alibaba Group, and also the first Chinese mainland entrepreneur to feature on the cover of *Forbes* (《福布斯》). He has been named a Global Leader and the richest man in Asia.
2. _____ is currently chairman and CEO of the Board of Directors of Tencent Holdings. He had experience of more than 10 years in the telecommunications and Internet

industries before the founding of Tencent. In 2018, he was honored by *Time* (《时代周刊》) as “the 2018 Most Influential Person in the World”.

As the founder and President of Huawei, _____ was named “one of the 50 most Influential Business leaders in China 2020” by *Fortune* (《财富》) in April 2020. His theory and practice of “crisis management” in enterprises have a wide influence both at home and abroad.

4. As the founder, chairman and CEO of Baidu, _____ is fully responsible for the strategic planning and operation management of Baidu. Before he founded Baidu, he was already one of the world’s top search engine engineer.

Step 1 Let’s Come to Workplace

Let’s Come to Workplace is designed to warm up students for starting a business

Task 1 Work in pairs. Discuss about the following business leaders on the topics of the questions below. (T encourage Ss to talk about the business leaders and guide them to the point.)

Who are they?

What are their major businesses?

How did they start their business?

How much wealth do they have?

What characteristics did they share in starting up their business?



Ma Yun, founder of Alibaba Group



Bill Gates, founder of Microsoft



Ma Huateng, Chairman and CEO of Tencent



Elon Musk, CEO of SpaceX and Tesla

1. Ma Yun is the founder of Alibaba Group which provides an online trading platform for e-commerce, including B2B trading, online retail, third-party payment and cloud computing services. He is now worth about \$66.7 billion.

2. Ma Huateng is the founder, chairman and CEO of Tencent which provides Internet service, including QQ, WeChat, QQ space, Tencent video, etc. He is now worth about \$59.1 billion.

3. Bill Gates is the founder of Microsoft which provides a wide range of computer software services. He is now worth about \$98 billion.

4. Elon Musk (埃隆·马斯克) is the CEO of SpaceX (太空探索技术公司) and Tesla (特斯拉), and the chairman of SolarCity (太阳城公司). He is now worth about \$84 billion.

What characteristics did they share in starting up their businesses?

They are all successful businessmen who established their own business from startups on a very small scale with only a few partners and friends.

Task 2 Now discuss the questions below and then report to your class. (lead students to the topic of starting a business.)

1. Do you dream to start a business of your own after graduation?
2. Why or why not?
3. If you start up a business, what business will you do?
4. What business form will you take? A sole trader, a partnership or a franchise chain store?
5. What do you think are the possible steps to set up a business?

Reference:

1. Yes, I want to start up a business.
2. Because starting a business is a quite challenging job, and I like challenge.
3. Perhaps I'll open an online shop to sell something. I like selling things.
4. Maybe I like to be a sole trader as I think I am very independent and I like to do business all by myself.
5. I think, first of all, I should have a good idea about the business, and then I need to do some market research. If my idea proves to be feasible, I will make a business plan, get the money for the business, hire some people, rent the office and start my business.

Step 2. Let's Watch: I want to start my own business.

This part T presents a video playlet for students to better understand the topic of the unit and the language about it.

2.1 Understanding the playlet

2.1.1 Watch the video for the first time and answer the questions.

- Question 1. What business does the girl want to do?
Question 2. What's the first step the consultant suggests the girl do?
Question 3. What's the girl's biggest concern?

2.1.2 Watch the video for the second time and answer the questions.

- Question 4. What are the two ways to start a business with just a little money?
Question 5. What does SWOT stand for?
Question 6. What should a business plan include?

2.1.3 Language Focus

Watch the video again and complete the following statements with the words or phrases given below.

1. I would appreciate it if you could give me some advice.
2. Can you give me some ideas?
3. It's necessary to do a market survey.
4. You can make a questionnaire to collect information about the needs of your target consumers.
5. You can make a SWOT analysis of your business.
6. I suggest you make a business plan after you do the SWOT analysis.

Script of the Playlet

Situation: Cherry is about to graduate. She is thinking about starting her business, so she visits a consultant at the Students' Employment Guidance Center and asks for some advice.

Cherry: Thanks for meeting me for coffee. I know you're busy, but I would appreciate it if you could give me some advice.

Consultant: Of course. I'm always happy to help. What can I do for you?

Cherry: Thanks. I want to start my own business, but I don't know how to make it happen.

Consultant: What business do you want to do?

Cherry: I'm interested in fashion.

Consultant: Good. Do you want to open a clothes shop?

Cherry: Yes. That's what I'm thinking about. Can you give me some ideas?

Consultant: First of all, I think you should have some idea about the market. It's necessary to do a market survey.

Cherry: A market survey? How can I do that?

Consultant: You should get some information about consumers' needs and retailers' operations.

Cherry: Yes. It's very important to get this information, but how can I get it?

Consultant: You can make a questionnaire to collect information about the needs of your target consumers. For clothing retailers, you need to pay a visit to them to understand their business and the market.

Cherry: Great idea. What should I do next?

Consultant: After your market survey, you'll have some idea about the business and market. Then you can make a SWOT analysis of your business. That means you should analyze the strengths, weaknesses, opportunities and threats of your business. It is a useful and necessary tool for planning a business.

Cherry: Yes, that sounds really helpful. But my biggest concern is that I don't have much money.

Consultant: Everybody thinks a business needs money from the start. In fact, it's entirely possible to start and grow a business with almost no personal financial investment if you know the right way.

Cherry: How can I do that?

Consultant: Well, you have two main ways of starting a business with a small amount of money: lowering your costs or raising capital from outside sources, like friends and family, crowdfunding, angel investors, government grants and loans, bank loans, and so on.

Cherry: Then how can I attract investment from outside sources?

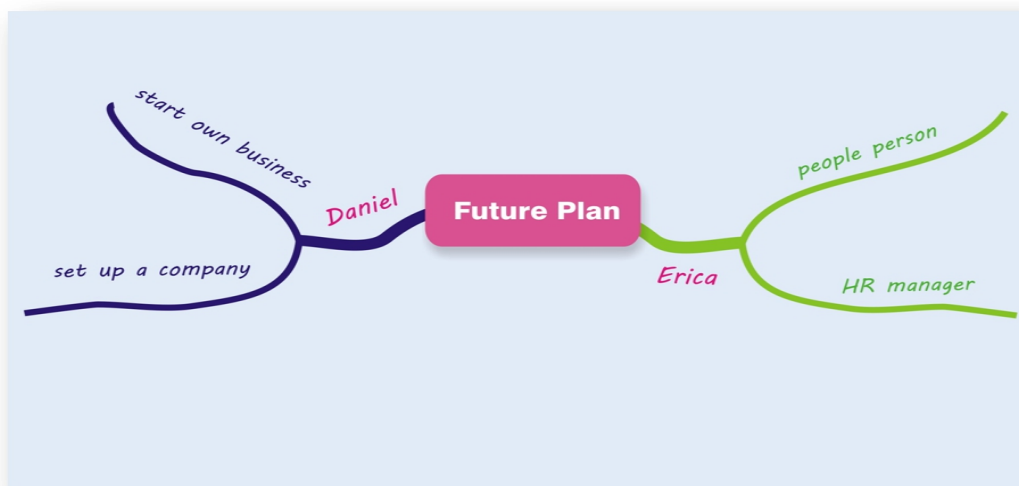
Consultant: I suggest you make a business plan after you do the SWOT analysis. With an elaborate plan, you can find a business partner or attract investment more easily.

Cherry: Wonderful! Can you tell me what a business plan should include?

Consultant: A business plan should include your business model, estimated sales and costs, and the income you expect.

Cherry: Great! With a business plan, not only can I manage my business, but I can also attract investment. **Consultant:** Exactly.

Cherry: Thank you very much for your wonderful advice. **Consultant:** My pleasure. I wish you success.



Step 3 Let's Read

*** Teaching Tips ***

1. Lead-in: A good lead-in to the text is of primary importance. So a good performance of the beginning section Let's Come to Workplace would help set up the situation and pave the way for the text, and it is a half success in teaching the Text if a lead-in is properly done, as the saying goes, "A good beginning is half done."
2. The Outline and Comprehension Questions: The outline presented before the text is intended for students to grasp the main idea of the Text. T should not just simply ask Ss to fill in the blanks in the outline, instead T should ask the comprehension question about each blank and write down the key points of Ss' answers on the blackboard. These key points might be the possible answers to the outline blanks. If this is properly done, Ss will have a good motivation to learn the text.
3. Language Points: T invites questions concerning the language points in the text and draws Ss' attention to some key words and expressions.

3.1 New words, phrases and expressions

| | | | | |
|------------------|-----------------|----|--|----------|
| fashion | / ' fæʃn/ | n. | a style that is popular at a particular time | 时尚; 时装 |
| jewelry | / ' dʒu:əlri/ | n. | objects worn on your clothes or body that are usually made from valuable metals, such as gold and silver | 珠宝, 首饰 |
| accessory | / ək ' sesəri/ | n. | something added to clothing that has a decorative purpose | 装饰品, 配饰 |
| turnover | / ' tɜ:n, əʊvə/ | n. | the amount of business that a company does in a period of time | 营业额, 成交量 |
| profit | / ' prɒfɪt/ | n. | money that is earned in trade or business after paying the costs of producing and selling goods and services | 利润, 盈利 |

| | | | | |
|--------------------|-----------------|-------------|--|------------|
| wealthy | /'welθi/ | <i>adj.</i> | rich | 富有的, 有钱的 |
| independent | /,ɪndɪ'pendənt/ | <i>adj.</i> | not influenced or controlled in any way by other people, events, or things | 独立的, 自立的 |
| veteran | /'vetərən/ | <i>adj.</i> | having been involved in a particular activity for a long time | 资深的, 经验丰富的 |
| dash | /dæʃ/ | <i>v.</i> | to go somewhere quickly | 猛冲, 疾奔 |
| brand-new | /'brænd 'nju:/ | <i>adj.</i> | completely new, especially not yet used | 全新的, 崭新的 |
| revision | /rɪ'vɪʒn/ | <i>n.</i> | study of work you have done, in order to prepare for an exam | 复习 |

Phrases and Expressions

| | | |
|------------------------|--|--------|
| run one's own business | to start one's personal business | 自己做生意 |
| deal in | to manage and sell something | 经营; 经销 |
| profit margin | the ratio gross profits divided by net sales | 利润率 |

3.2 Outline of the text

Skim the Text for the main ideas and fill in the blanks with the key words given in the box.

Young Millionaire Back in Time for School

Reuben Singh: a student and a young millionaire ①

His business: jewelry and accessories ②

The reasons for his success:

1. girls like accessories
2. business with a good turnover
3. business with a very high profit margin His family background: born into a wealthy family ③

His daily timetable:

getting up at 5:00 a.m.

work hours: about 7 hours

study hours: about 10 hours ④

His hobbies: business and politics ⑤

...

3.3 Understanding and Language Points

Language Points

1. He also runs his own business, Reuben Singh Holdings, which deals in fashion jewelry and accessories.

run: to be in control of something 经营; 管理; 开办

e.g. He's been running his own company since he left school. 他毕业后就一直在经营自己的公司。

deal in: to manage and sell something 经营; 经销

e.g. They mainly deal in rare books. 他们主要经营珍本图书。

Structure Analysis: “which deals in fashionable jewelers and accessories” is an attributive clause which modifies the antecedent “Reuben Singh Holdings”.

Translation: 同时，他还经营着自己的生意——鲁本·辛格控股公司，该公司主要经营时尚珠宝和配饰。

2. It's also a business with a good turnover and a very high profit margin.

turnover: the amount of business that a company does in a period of time 营业额，成交量

e.g. The business has an annual turnover of £50,000.

这家公司的年营业额达 5 万英镑。

Translation: 这也是一个有很大销量和很高利润的生意。

3. At 14 he made his first independent business trip.

independent: not influenced or controlled in any way by other people, events, or things 独立的，自立的

e.g. Children should be encouraged to be independent thinkers. 应该鼓励孩子独立思考。

Translation: 14 岁时他便第一次独自出差。

4. Now, at 18, he is almost a veteran businessman.

veteran: having been involved in a particular activity for a long time 资深的，经验丰富的

e.g. She's also a veteran campaigner for human rights. 她还是一位经验丰富的人权活动家。

Translation: 现在，18 岁的他几乎是一位老练的商人。

5. He works until 8:30a.m., then dashes to school for class in his brand-new Jaguar sports car.

dash: to go somewhere quickly 猛冲，疾奔

e.g. We dashed for the train, but it was already pulling away from the platform. 我们向火车冲去，但火车已经驶离站台了。

brand-new: completely new, especially not yet used 全新的，崭新的

e.g. How can he afford to buy himself a brand-new car?

他怎么买得起全新的汽车？ T

Translation: 他一直工作到 8:30，然后开着他全新的捷豹跑车赶去学校上课。

6. Then it is time for at least three hours of revision.

time for something.: a particular point when something happens 是做...事情的时候了

e.g. They said they would call us when it was time for dinner.

他们说一到吃晚饭的时间就给 我们打电话。

Translation: 然后便是不少于三小时的复习时间。

Translation of the Text

鲁本·辛格--百万富翁重返校

18 岁的鲁本·辛格在曼彻斯特的威廉休姆文法学校攻读高级证书。同时，他还经营着自己的生意——鲁本·辛格控股公司，该公司主要经营时尚珠宝和配饰。他身价近 1000 万 英镑。他说成功的秘诀很简单：女孩子们没有足够的钱每天都出去买新衣服。通过使用配饰 可以改变他们衣服的样子。这也是一个有很高营业额和利润的生意。鲁本·辛格出生于英国柴郡一个富裕的家庭。12 岁的时候就在他父母的公司开始学习做 生意。14 岁时他便第一次独自出差。现在，18 岁的他几乎是一位老练的商人。他仍然直接 与制造商打交道。一年要去远东旅行九到十次，几乎每周都去米兰和巴塞罗那。他每天 5 点起床，7 点开始工作，一直到 8:30，然后开着他全新的捷豹跑车赶去学校上课。在下午 3:30 放学之后，他回到办公室再工作到晚上 9 点。然后进行至少三个小时的复习。当谈及爱好问题时，他说，“我的朋友们都有自己的爱好，主要是足球；我也有自己的 爱好，那就是商业和政治。”

3.4 Understand the Text

Task 1 Work with your partner and answer the following questions according to the Text.

1. Who is Reuben Singh?
– Reuben Singh is a student and also a young millionaire.
2. What business does Reuben Singh deal in?
– Reuben Singh deals in fashion jewelry and accessories.
3. Why can Reuben Singh start learning business at a young age?
– He was born into a wealthy / rich family.
4. How many hours does Reuben Singh work and study a day?
– He works for about 7 hours and studies about 10 hours a day.
5. What are Reuben Singh's hobbies?
– His hobbies are business and politics. / He likes business and politics.

Task 2 Choose the best answers to the following questions.

- [d] 1. Which of the following statements is NOT true about Reuben Singh?
- a. He studies at William Hulme Grammar School.
 - b. He runs his own business.
 - c. He sells jewelry and accessories.
 - d. He has 10 million pounds.
- [b] 2. The following are the reasons for Reuben Singh's success except that _____.
- a. accessories are popular among girls
 - b. jewelry never loses money
 - c. the business has a very high profit margin
 - d. the business has a good turnover
- [c] 3. What is the meaning of the underlined word in "Now, at 18, he is almost a veteran businessman"?
- a. Famous.
 - b. Young.
 - c. Experienced.
 - d. Clever.
- [d] 4. When did Reuben Singh start to learn business?
- a. At 16.
 - b. At 18.
 - c. At 14.
 - d. At 12.
- [b] 5. The article is mainly about _____.
- a. how a student succeeded
 - b. how a student studies and runs his business
 - c. how to learn about business
 - d. how to become a young millionaire

3.5 Use the Right Word

I. Fill in each blank with a proper word from the word bank in its proper form and give its definition in the bracket. The first one is done as an example.

1. Matters of pollution and the environment concern us all. [A3]
2. She makes a big profit from selling waste material to textile companies. [B1]
3. The group has expressed concern about reports of political violence. [A1]
4. Farmers are profiting from the new legislation. [B3]
5. It concerns me that he hasn't been in contact. [A2]
6. There's no profit to be gained from endlessly discussing whose fault it was. [B2]

II. Choose the best answer to complete each of the sentences.

- [c] The company has an annual _____ of £50,000.
a. wealthy b. profits c. Turnover d. incomes
- [d] 2. They mainly _____ rare books.
a. deal with b. Deal c. deal out d. deal in
- [c] 3. He became rich after selling his house at a huge _____.
a. probability b. problem c. profit d. Loss
- [a] 4. Grandma's very _____ and does all her own shopping and cooking.
a. independent b. dependent c. strong d. happy
- [a] 5. We _____ for the train, but it was already pulling away from the platform.
a. dashed b. dash c. rush d. run

3.6 Tell China's Stories Well (Ideological and Moral Education Part)

Translate the Chinese into English in the following text from the Report to the 20th CCP National Congress.

Reference Answers

Enhancing China's Innovation Capacity

To meet China's strategic needs, we will concentrate resources on original and pioneering scientific and technological research to achieve breakthroughs in core technologies in key fields. In order to enhance China's innovation capacity, we will move faster to launch a number of major national projects that are of strategic, big-picture, and long-term importance. We will strengthen basic research, prioritize original innovation, and encourage researchers to engage in free exploration.

Expressions for Reference

core technologies 核心技术

innovation capacity 创新能力

original innovation 原始创新

增强自主创新能力

以国家战略需求为导向，集聚力量进行原创性引领性科技攻关，坚决打赢关键核心技术攻坚战。加快实施一批具有战略性全局性前瞻性的国家重大科技项目，增强自主创新能力。加强基础研究，突出原创，鼓励自由探索。

Step 4 Let's Write

Notes and Telephone Messages

T should, first of all, instruct Ss in observing the samples and ask Ss to sum up what they have learned about the format and style of writing, and then instruct Ss in writing practice. This unit is focused on writing Notes and Telephone Messages. T should instruct Ss how to do these writings on the basis of their fully understanding of the samples.

Writing Tips

Telephone messages are the notes taken by other people for the persons who are away. They consist of two kinds: one is formal—telephone message card, and the other is informal—telephone message note.

Tips for taking effective phone messages:

1. Make sure to include important details, such as the caller's name, company and telephone number, with area code.
2. Tag along with the name of the giver and his / her company name.
3. The time of the call is one of the essential components of an accurate and effective phone message.
4. Make a note whether the message is urgent or not. Useful Expressions and Sentence Patterns

Different Types of Notes

* Appointments

1. Could we see each other for about an hour on Tuesday afternoon at 3 o'clock?
2. Shall we discuss your paper at 9 tomorrow morning?
3. Could you please appoint a time and leave a message for me with Ms. Lin in the department office?

* Apologies

1. I'm sorry I couldn't make our 3 o'clock appointment.
2. I would like to express my apologies for not being able to go to your Wedding Anniversary.
3. Do please forgive me.

* Informal Invitations

1. Would you like to come to my birthday party next Monday evening?
2. Would it be possible for you to join us?
3. We should be very glad if you could come to dinner with us.

* Requests

1. Could I have a copy of your report?
2. Please let me know if you need further information.
3. Would you please let us have the information about your meeting?

* Thanks

1. Thank you very much for...
2. I'm writing to thank you for...
3. It was very kind of you to..

Answer Key to Exercises

Comprehension of the Samples

Answer the following questions about the sample notes and telephone messages.

1. For Sample 1, which version is better? Why?
– Shirley’s notes are better. They are clear and concise. Fanny’s notes are also very clear, but a bit too long and too detailed. It takes you longer to write and read.
2. For Sample 2, who is the telephone caller? And who is the message taker?
– Mr. Smith is the caller, and Jane is the message taker.
3. What does Mark ask Alice to do in his note? – Mark asks Alice to print the contract and fax it to Mr. Strong.

Complete the Sentences

Complete the following sentences with the words or phrases given in the box.

1. The boss rang in to say he’ll meet you at 4:30.
2. The reception is postponed to next Friday evening.
3. Meet me at tea break and update me on the new products rollout.
4. Mark is desperately hunting for you; give him a ring ASAP.
5. Tom called and left a message for you.
6. Book the conference for Friday morning and inform everyone.

Task 1

Read the memo below and rewrite it as a personal note from Frank to Lisa.

Lisa,

We will have a meeting on Tuesday 28 July to discuss the training schedule. Please prepare your proposal by 25 July. Can you give everyone a copy before the meeting?

Frank

Task 2

Lily is the receptionist of a company. Today is Sep.10, 2020. She took a telephone message for Keith, the Project Manager. Read the Chinese information below and write a note in English. S

Sep. 10, 2020

Keith,

Mr. Wu called to say he is going to Shanghai on business tomorrow. His appointment with you on tomorrow morning has to be cancelled. He will contact you for another appointment when he is back.

Lily

Step 5 Let’s Review

Passive Voice

* Teaching Tips

1. The purpose of the section Let's Review is to review the grammar. This part is based on the cognitive approach. The inductive method is recommended in teaching this part.
2. Students are encouraged to do the exercises first, and then to draw some basic rules from the exercises they have done. T should guide Ss in this practice. Ss are more likely to have a better grasp of the grammar rules they have discovered and concluded by themselves.
3. This grammar review presents the exercises and basic rules concerning Passive Voice, including
 - a) Passive Voice in the Present Tense;
 - b) Passive Voice in the Past Tense;
 - c) Passive Voice in the Future Tense.

Answer Key

I. Passive Voice in the Present Tense

Task 1

A. Put the verbs in brackets in the right tense and voice.

1. You are invited (invite) to give us a speech in English.
2. They are being interrogated (interrogate) by the police now.
3. I am given (give) a lot of work to do.
4. My sister has been sent (send) to work in Tibet already.
5. Jack is known (know) to be an honest man.
6. The road is being repaired (repair) at present.
7. The matter has been settled (settle) already.
8. The boy is called (call) Little Tiger.
9. The proposal is being considered (consider) now.
10. She hasn't been told (not tell) about it yet.

B Categorize the above sentences according to different passive voices.

| Tenses | Passive Voices (Verb Form) | Examples (from the above sentences) |
|-----------------------------------|--------------------------------|--|
| The Present Indefinite (一般现在时) | is am are } + done | |
| The Present Continuous (现在进行时) | is am are } + being done | |
| The Present Perfect (现在完成时) | have has } + been done | |

II. Passive Voice in the Past Tense

Task 2

A. Put the verbs in brackets in the right tense and voice.

1. He was born (bear) in Shanghai in 1985.
2. A party was being held (hold) when I came in.

3. He said that the meeting had been postponed (postpone).
4. The room was being decorated (decorate) then.
5. I couldn't go to the party because I hadn't been invited (not invite).
6. They were pleased (please) when they heard these words.
7. The book was written (write) by Dickens.
8. By the end of last year, nearly a million cars had been produced (produce) in that auto factory.
9. We were glad that she had been awarded (award) a gold medal.
10. They were given (give) a warm send-off at the airport yesterday.

B Categorize the above sentences according to different passive voices.

| Tenses | Passive Voices (Verb Form) | Examples (from the above sentences) |
|--------------------------------|-------------------------------|--|
| The Past Indefinite (一般过去时) | was / were + done | |
| The Past Continuous (过去进行时) | was / were + being done | |
| The Past Perfect (过去完成时) | had + been done | |

III. Passive Voice in the Future Tense

Task 3

A. Put the verbs in brackets in the right tense and voice.

1. When will the project be completed (complete)?
2. I didn't expect that I would be asked (ask) to speak.
3. Shall I be allowed (allow) to go with you?
4. The result will not be announced (not announce) until 6 o'clock.
5. I hope their work will have been done (do) by midday tomorrow.
6. We were afraid that we wouldn't be admitted (not admit) to enter the hall.
7. By the end of this year, the shopping mall will have been constructed (construct).
8. They told me that I would be informed (inform) the result of the interview three days later.

B Categorize the above sentences according to different passive voices.

| Tenses | Passive Voices (Verb Form) | Examples (from the above sentences) |
|----------------------------------|--|--|
| The Future Indefinite (一般将来时) | 1. will / shall + be done 2. is / am / are going to + be done | |
| The Future Perfect (将来完成时) | will / shall + have been done | |
| The Past Future (过去将来时) | 1. would + be done 2. was / were going to + be done | |

Homework: Relative vocabulary and grammar exercises

| | |
|---------|------------------------------------|
| Chapter | Unit 2 Trade Fairs and Exhibitions |
|---------|------------------------------------|

| | |
|-----------------------------------|---|
| <p>Teaching Objective</p> | <ol style="list-style-type: none"> 1. To listen to and talk about Trade Fairs and Exhibitions; 2. To learn how companies benefit from trade shows; 3. To learn to write Inquiry and Quotation; 4. To review Noun Clauses; 5. To make and respond to an Apology; 6. To understand negation; 7. To understand customer service; <p>Ideological and Moral Objective</p> <ol style="list-style-type: none"> 8. Instill the appreciation for the cultural heritage and national pride through the history of the Palace Museum. 9. Let students learn China's values on politics, economy, culture and ideology through English study and translation. |
| <p>Teaching Focus</p> | <ol style="list-style-type: none"> 1. To master the knowledge of Trade Fairs and Exhibitions; 2. To encourage Students to complete their tasks as a team and present their project. 3. To master the key words and expressions of this unit. 4. To master grammar: Noun Clauses and writing task: Inquiry and quotation |
| <p>Teaching Difficulty</p> | <ol style="list-style-type: none"> 1. Get Students to learn the topic and do the syndicate activities in the class; 2. Get Students to master the key language points and grammatical structures in the texts; 3. Get Students to conduct a series of reading, listening, speaking and translating activities related to the theme of the unit; |
| <p>Teaching Duration</p> | <p>9 lessons</p> |
| <p>Teaching Method</p> | <p>Task-Based Language Teaching</p> |
| <p>Assignment</p> | <p>Speaking, listening, reading, writing practice</p> |

Teaching Procedures:

Step1. Ideological and Moral Teaching

Insight into Culture: The Palace Museum

Task 1

Talk about the given topic with your neighbor. You can use the word bank for reference.

Answer Key (Open)

Task 2

Discuss the following questions with your partner and share your answers with your class.

Questions and Answers

1. Do you often visit museums? Which museum do you like best, and why?
 - Yes, I like visiting museums a lot. Among the museums, I like the Palace Museum most. It is a national museum in the Forbidden City in Beijing. There are rich collections of paintings, ceramics, seals, and sculptures. Every time I go there, I spend a long time looking at those paintings closely.
2. What had the Palace Museum been used for before it became a national museum?
 - It used to be the royal palace where the king or queen lived and worked with their royal family and other people of high social rank.
3. Why is the Palace Museum so popular both at home and abroad?
 - First, it has a long history of more than 600 years, dating from the Ming and Qing dynasties; second, it has huge collections of more than 1.8 million pieces of art; and third, the Chinese civilization is one of the oldest civilizations in the world, and many foreigners admire ancient Chinese civilization.
4. Why do people like to visit museums?
 - By visiting museums people can admire historical objects and works of art, and learn about civilization of the past. Museums help people learn about human culture and history.
5. What's the difference between a museum and a trade fair?
 - A museum is a place where you can see interesting objects or works of art and learn things about the past, while a trade fair or an exhibition is where you can look at products, especially new products that can be purchased.

Culture Spot: Chinese clothing culture

Task 1: A wide variety of exhibits are displayed annually at Chinese trade fairs and exhibitions. Among those exhibits, Chinese clothing is always eye-catching. The following four pictures are representatives of Chinese clothing, please fill proper styles in the blanks according to the reference.

Reference: Cheongsam (qipao), Chinese tunic suit (Zhongshan Zhuang), Han Fu, New Tang suit



Task 2: Chinese clothing usually contains its unique history and culture. Please complete the form according to the information available.

| Chinese clothing | History | Suitable for Men / Women | Cultural annotations |
|-------------------|--|--------------------------|--|
| Han Fu | The full name of Han Fu is “traditional costume of Han nationality”. Its history can be traced back to the pre-Qin Period. | ① Men and women | It can reflect the Chinese etiquette culture. |
| Cheongsam (qipao) | Formed in 1920s, it has become popular at home and abroad since 1980s. Its handiwork was listed as one of the national intangible cultural heritage in 2011. | ② Women only | It can show the physical beauty and elegance of Chinese women. |

| Chinese clothing | History | Suitable for Men / Women | Cultural annotations |
|---------------------------------------|--|--------------------------|---|
| Chinese tunic suit (Zhongshan Zhuang) | Named after Dr. Sun Yat-sen in the Republic of China (1911), the suit became popular among ordinary people since 1950s. It was adopted as the national formal dress in 2016. | ③ Men only | The four pockets on the front represent: “courtesy, justice, integrity and sense of shame” (礼义廉耻). |
| New Tang suit | As a modern Chinese clothing, it combines the characteristics of mandarin jacket with Western tailoring. | ④ Men and women | It refers to the clothing worn by 20 Chinese and foreign leaders of APEC meeting in Shanghai in 2001. |

Step2. Let’s Watch: Welcome to our booth

This part presents a video playlet for students to better understand the topic of the unit and the language about it.

2.1 Understanding the playlet

2.1.1 Watch the video for the first time and answer the questions.

Question1. Where does the conversation take place?

Question2. What products does Miss Liu sell?

Question3. What will Mr. Brown do at the end of the discussion?

2.1.2 Watch the video for the second time and answer the questions.

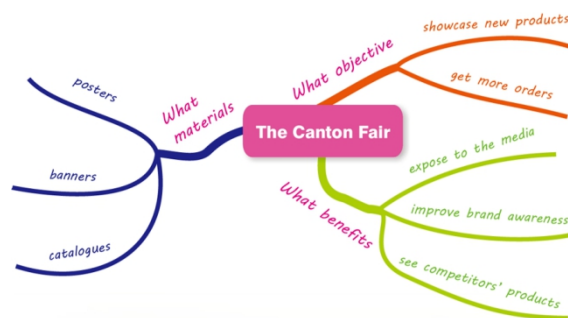
Question4. On what basis does Miss Liu offer her price?

Question5. What discount does Miss Liu agree to give in the end?

Question6. What payment terms does Mr. Brown choose?

2.1.3 Watch the video again and complete the following statements with the words or phrases given below.

- We _____ china tableware.
- This china plate is one of our _____.
- Can you possibly _____ your price by 10%?
- We offer the _____ compared with other exhibitors.
- I would _____ if you order more than 1000 dozens.
- We would like to _____ an irrevocable, confirmed L/C.



Step 3 Let's Read

3.1 New words, phrases and expressions

3.2 Outline of the text

Popcorn, Not a Good Trade Show Idea!

About the popcorn story:

Activity: – set an old-fashioned popcorn machine
 – handed out **free popcorn** ①

Happening: – full of popcorn smell
 – **crowded with** ② people wanting free popcorn

Effect: poor as no one was interested in the **exhibitor's product** ③
 Exhibitor's product: financial **product or service** ④

The lesson from the popcorn story:

– hand out cool giveaways
 – draw **right visitors** ⑤

3.3 Text: The background knowledge of trade show

3.4 Understanding and Language Points

3.4.1. one of the exhibitors had an old-fashioned popcorn machine in their booth space, handing out free bags of delicious, hot buttered popcorn.

hand out: to give something to each person in a group or place 分发, 发放

e.g. They stood on the street corner handing out leaflets.

他们站在街角发放宣传单。

Structure Analysis: “handing out free bags of delicious, hot buttered popcorn” is a present participle phrase used as an adverbial to supplement what the exhibitor is doing.

3.4.2. I was actually surprised that the exhibitor was permitted to make and serve it, since a lot of trade show venues (including home shows) don't let exhibitors hand out food or drinks at their trade show booths.

surprised: having the feeling that you get when something unexpected happens 意外的, 惊讶的

e.g. We were very surprised at the result. 这个结果让我们觉得很意外。

permit: to allow someone to do something, or to allow something to happen 允许, 准许

e.g. She permitted herself a single bar of chocolate a week. 她允许自己每周吃一块巧克力。

Structure Analysis: “since a lot of trade show venues ... at their trade show booths” is an adverbial clause of reason introduced by “since”.

3.4.3. In any event, the popcorn booth had a huge crowd, with lots of people wanting free popcorn.

in any event: whatever happens 不管怎样，无论如何

e.g. I might go home next month, but in any event, I'll be home for Christmas.

我也许下个月回家，但无论如何，我会在家过圣诞节的。

Structure Analysis: “with lots of people wanting free popcorn” is a prepositional phrase used as an object complement of “a huge crowd”.

3.4.4. The lesson here is that you need to promote your trade show booth and draw a crowd, but you want to draw a crowd of qualified prospects, not hungry or greedy people just looking for a free handout.

draw: to attract attention or interest 吸引，引起（兴趣、注意）

e.g. He's an excellent speaker who always draws a crowd.

他很擅长演讲，总能吸引大批的听众。

a crowd of: a large group of people who have come together 一大群

e.g. A crowd of reporters was hammering on the door.

一群记者正在砰砰地拍打着大门

prospect: a possible or likely customer 潜在客户

e.g. She's been on the phone all day calling various new prospects.

她整天都在打电话给各种新的潜在客户。

Structure Analysis: “looking for a free handout” is a present participle phrase used as a postpositive attribute, modifying “hungry or greedy people”.

3.5 Understand the Text

Task 1: Work with your partner and answer the following questions according to the Text.

1. What did the “popcorn booth” do to attract visitors?
2. What happened during the popcorn promotion activity?
3. What was the effect of the popcorn promotion?
4. What was the exhibitor's product?
5. What lesson can we learn from the “popcorn booth” story?

Task 2:

1. Why did the exhibitor hand out free popcorn?
 - a. To attract visitors.
 - b. To sell popcorn.
 - c. To entertain visitors.
 - d. To thank visitors.
2. The author was surprised that _____.
 - a. the popcorn's aroma was amazing
 - b. the exhibitor was allowed to make and serve popcorn
 - c. many exhibitors handed out food and drinks
 - d. the popcorn booth had a large crowd
3. What's the meaning of the underlined word in “Unfortunately, I didn't see anyone interested in what the booth was exhibiting”?
 - a. Showing.
 - b. Doing.
 - c. Making.
 - d. Selling.
4. Which of the following statements is True?

- a. A lot of people were waiting for free food or drinks in the booth.
 - b. No one was interested in what the booth was exhibiting.
 - c. The exhibitor's products were popcorn.
 - d. A huge crowd of visitors were buying the delicious popcorn.
5. Who are the right visitors according to the writer?
- a. The visitors who really like popcorn.
 - b. The visitors who have bought your products.
 - c. The visitors who like shopping.
 - d. The visitors who can be turned into customers.

3.6 Use the Right Word

Word Bank

discount *n. v.*

A1 *n.* a reduction in the usual price 减价; 折扣

A2 *v.* to reduce the price of something 减价, 打折

A3 *v.* to think or say that something is not important or not true 低估; 认为...不重要

order *n. v.*

B1 *n.* a request to make, supply, or deliver food or goods 点菜; 订货

B2 *n.* the way in which a set of things is arranged or done, so that it is clear which thing is first, second, third etc. 顺序, 次序

B3 *n.* an instruction given by someone in a position of authority 指示; 指令; 命令

B4 *v.* to ask for something to be made, supplied, or delivered 订购, 订制, 订货

Task 1: Fill in each blank with a proper word from the word bank in its proper form and give its definition in the bracket. The first one is done as an example.

0. The children lined up in order of height.
孩子们按照身高顺序排列成队。
1. You may place your _____ by telephone or on the Internet.
你可以通过电话或网上订购。
2. They usually give you a _____ if you buy multiple copies.
你如果多买几本, 他们通常会给你打折。
3. There are no shirts left in this size but we could _____ one for you.
这个尺寸的衬衫没有了, 不过我们可以给您订购一件。
4. We cannot _____ the possibility of further strikes.
我们不能低估再次发生罢工的可能性。
5. The road was closed all day by _____ of the police.
按照警方的命令, 这条路全天封闭。
6. Tour prices are being _____ as much as 33%.
旅行团价格打了 6.7 折之多。

Task 2: Choose the best answer to complete each of the sentences.

1. The teacher asked her to _____ the worksheets to every student.

- a. hand out b. hand in c. hand down d. hand over
2. It's _____ that the managing director is only 23.
a. amazed b. interesting c. amazing d. surprised
3. I might go home next month, but _____, I'll be home for Christmas.
a. in a word b. in addition c. in all d. in any event
4. _____ about 15,000 people attended the concert.
a. A couple of b. A crowd of c. A bit of d. A kind of
5. People were not _____ to enter the area during the investigation.
a. promised b. permit c. permitted d. allow

3.7 Tell China's Stories Well (Ideological and Moral Teaching)

Translate the Chinese into English in the following text from the Report to the 20th CCP National Congress.

Reference Answers

Better Telling China's Stories

We will stay firmly rooted in Chinese culture. We will collect and refine the defining symbols and best elements of Chinese culture and showcase them to the world. We will accelerate the development of China's discourse and narrative systems, better tell China's stories, make China's voice heard, and present a China that is credible, appealing, and respectable.

Expressions for Reference

the defining symbols 标识性符号

best elements of Chinese culture 中华文化精髓

China's discourse and narrative systems 中国话语和中国叙事体系

a China that is credible, appealing, and respectable 可信、可爱、可敬的中国形象

讲好中国故事

坚守中华文化立场，提炼展示中华文明的精神标识和文化精髓，加快构建中国话语和中国叙事体系，讲好中国故事、传播好中国声音，展现可信、可爱、可敬的中国形象。

Step 4 Let's Write

- 4.1. Read the samples and answer the following questions about the above schedules
- 4.2 Complete the Sentences: Complete the following sentences with the words and phrases given in the box.
- 4.3 Learn some useful expressions and sentences patterns.

Writing Tips

Inquiry (询盘) and quotation (报盘) are necessary steps in business transactions. Here are some tips for writing inquiry and quotation letters.

Inquiry

1. Bring up the subject by telling how you noticed their products;
2. Say you are interested in their products;
3. Ask for the information about the products, mainly the price and terms of payment;
4. Tell the seller about your market potential or your company's ability to resell their products to draw their attention to you;
5. Express your wish to have a favorable quotation from the seller.

Writing Tips

Quotation

1. Thank the buyer for their inquiry;
2. Offer your price and send your catalogue and price list and other information about your product;
3. Tell the buyer you have quoted a favorable price to them;
4. Express your wish to take their order soon.

Task 1



Robert Kissinger, Purchasing Manager of Kennedy Leather Fashion Co., Ltd. is interested in Polo's new products. He is writing an inquiry letter to Peter Chan, Sales Manager of Polo Guangzhou Co., Ltd. Now you are required to complete the letter with the sentences given below.

- They look really fashionable.
- I've seen your catalogue of new products listed as "Polo Fashion Bags 2020" on the Internet.
- I hope we can get a favorable quotation from you.
- We are very interested in them. How about the sales?
- If we place an order, what discount can you give us?
- Are they selling well?

To: Peter Chan
Fm: Robert Kissinger
Date: 2020-10-25
Subject: **Inquiry about Polo Fashion Bags 2020**

Dear Mr. Chan,

I've seen the catalogue of your new products listed as "Polo Fashion Bags 2020" on the Internet. They look very beautiful. We are very interested in them. How about the sales? Are they selling well? If we place an order, what discount can you give us? I hope we can get a favorable quotation from you.

I'm looking forward to your reply.

Yours truly,
Robert Kissinger
Purchasing Manager
Kennedy Leather Fashion Co., Ltd.

Task 2



Peter Chan responds very quickly to Robert Kissinger's inquiry letter. Now you are required to complete the quotation letter with the expressions or statements given below.

- *we will allow you a 20% discount*
- *With reference to a quotation*
- *We hope you will place the order soon*
- *Please note this offer is subject to*
- *Thank you for your inquiry of 25 Oct. 2020*

To: Robert Kissinger
Fm: Peter Chan
Date: 2020-10-26
Subject: **Quotation for Polo Fashion Bags 2020**

Dear Mr. Kissinger,

Thank you for your inquiry of 25 Oct. 2020 about our new products listed as “Polo Fashion Bag 2020”. We launched these new products only a month ago. Many customers have placed repeated orders. I believe they will also sell very well in your market.

With reference to a quotation ②, we will offer you a very favorable price as you are our old customer and we have had a long-term cooperation. On your first order for the new products, **we will allow you a 20% discount** ③ off our catalogue price. We accept your usual payment terms of D/P at sight (即期付款交单).

The prices for our top 3 products are quoted to you as below:

| Product Number | Quantity | Unit Price |
|----------------|----------|------------|
| P2011A | 500 | US \$45 |
| P2011E | 500 | US \$40 |
| P2011H | 500 | US \$55 |

Please note this offer is subject to ④ your order by October 31.

We hope you will place the order soon ⑤, and we assure you that the shipment will be made in three days after receiving your order.

We're looking forward to your reply.

Sincerely yours,

Peter Chan

Sales Manager

Polo Guangzhou Co., Ltd.

Task 3



The following is an order letter written by Whitney Johnson. You are required to complete it according to the Chinese given in the brackets.

To: John Woo

Fm: Whitney Johnson

Date: October 28, 2020

Subject: **Order for Haier Air Conditioners** (No. 20110169)

Dear Mr. Woo,

I'd like to inform you that we have accepted your offer and decided to place the following order with you on the terms and conditions as agreed. ←

Product: Haier Air Conditioners

Description: Exactly the same as Sample 103

Quantity _____ ① (数量): 100 sets

Unit Price _____ ② (单价): US \$805

Amount: US \$80,500

Shipment: **Arrival by 30 November** _____ ③ (11月30日前到达)

Payment terms / Terms of payment④ (付款方式): Draft at 30 d/s under an irrevocable L/C

Remarks: Certificate of quality and shipment samples to be sent by air mail prior to shipment

Yours faithfully,

Whitney Johnson

Step 5 Let's Review

Modal verbs

Task 1

Fill in the blanks with proper modal verbs.

- I **can** see my cousin over there, but I **can** not see if he is alone.
- Can / May** I help you?
- They asked him if he **would** go abroad.
- She **could** speak Spanish when she was six.
- The light is on. He **must** be in the office.

6. You ought to be out in the fresh air.
7. —Must I come over tonight? —No, you needn't.
8. It couldn't have rained, for the ground is dry.
9. People shouldn't ill-treat animals.
10. She dare not go through the woods alone.
11. You mustn't make so much noise at the hospital.
12. Will / Would you pass me the ball, please?
13. Shall we go now?
14. Only club members may buy drinks at the bar.
15. You must hurry or you'll miss the flight.

Categorize the above sentences according to the usage of the modal verbs and supply required examples.

| Modal Verbs | | |
|----------------|---|--|
| Usage | Classification of Modal Verbs | Examples (from the above sentences) |
| 表示能力、体力、技能等 | can could (can的过去式) | 1, 4 |
| 表示许可 | may (最正式, 语气更婉转) might (比may更客气) can (非正式) could (比can更客气) | 2, 14 |
| 表示意愿、诺言、请求、建议等 | will would (will的过去式, 语气更客气) | 3, 12 |

| Modal Verbs | | |
|------------------------|--|-------|
| 表示必要性 | must needn't (must的否定式) | 7, 15 |
| 表示禁止 | mustn't | 11 |
| 表示应该 | should ought to (语气比should强) | 6, 9 |
| 表示征求意见 (用于第一人称); 命令、警告 | shall | 13 |
| 表示敢做某事 | dare | 10 |
| 表示猜测 | must (用于肯定句, 可能性最大) can (用于否定句或疑问句, 过去时用could) may (用于肯定句, 表示理论上的可能) might (用于肯定句, 可能性最小) | 5, 8 |

Perfect Tense of Modal Verbs

Task 2

Fill in the blanks with proper forms of modal verbs.

1. You should have come (come) to the class at 8 o'clock.
2. I could have finished (finish) the paper. But I'm late for the exam.
3. You needn't have brought (bring) me flowers. How kind of you!
4. You must have had (have) a good sleep last night. You look energetic.
5. You shouldn't have told (tell) her the bad news.
6. He went to Australia two weeks ago. You couldn't have seen (see) him in the street yesterday.

Arrange the answer to the above questions in the corresponding columns.

| Meaning \ Questions | 本能够 (做某事) | 本应当 (做某事) | 本不该 (做某事) | 想必做过 (表示猜测) | 想必没做 (表示猜测) | 本不必 (做某事) |
|---------------------|--------------------------------|----------------------------------|--|--------------------------|-------------------------------|---------------------------------|
| 1 | | s h o u l d have come | | | | |
| 2 | could have finished | | | | | |
| 3 | | | | | | needn't have brought |
| 4 | | | | must have had | | |
| 5 | | | s h o u l d n ' t have told | | | |
| 6 | | | | | couldn't have seen | |

Summary and Exercises:

1. Trade Fair preparation Plan
2. The exercises about Modal verbs.

| Chapter | Unit 3 Sales Channels |
|----------------------------|--|
| Teaching Objective | <ol style="list-style-type: none"> 1. To cultivate ideological literacy: innovation and entrepreneurship, strategic planning and adaptability, utilizing modern technology, application in contemporary business practices. (Ideological and moral objective) (思政目标); 2. To talk about sales channels; 3. To learn about direct sales and indirect sales; 4. To learn how to make distribution models; 5. To learn to write Business Reports To review Subjunctive Mood (1) |
| Teaching Focus | <ol style="list-style-type: none"> 1. To talk about sales channels ; 2. To understand the playlet and learn the language about sales channels; 3. To learn the basic sentences on the given topic ; 4. To talk about sales channels ; 5. To comprehend of the Text and to learn some new key words and expressions 6. Making distribution models 7. To learn Business Report 8. To understand the subjunctive mood(1) |
| Teaching Difficulty | <ol style="list-style-type: none"> 1. Get Students to learn the topic and do the syndicate activities in the class; 2. Get Students to master the key language points and grammatical structures in the texts; 3. Get Students to conduct a series of reading, listening, speaking and translating activities related to the theme of the unit; |
| Teaching Duration | 9 lessons |
| Teaching Method | Task-Based Language Teaching |
| Assignment | Speaking, listening, reading, writing practice |

Teaching Procedures:

Insight into Culture: Livestream Ecommerce (Ideological and Moral Teaching)

Task 1

Talk about the given topic with your neighbor. You can use the word bank for reference.

Answer Key (Open)

Task 2

Discuss the following questions with your partner and share your answers with your class.

Questions and Answers

1. What is livestream ecommerce?
 - Livestream Ecommerce is a business model in which retailers, influencers, or celebrities sell products and services via online video streaming where the presenter demonstrates and discusses the offering and answers audience questions in real-time.
2. Can you name some popular Chinese influencers? What goods are they good at selling?
 - Yes. I know about many popular Chinese influencers. For example, Li Jiaqi is very successful at selling cosmetics, and Dong Yuhui is quite famous for selling farm products.
3. Where did livestream ecommerce originate?
 - It originated in China. In recent years it has been surging dramatically. This trend is spreading beyond China, to the United States and other countries.
4. According to Forbes, what is the annual sales volume of this industry?
 - It is estimated to earn \$60 billion annually.
5. What should a company prepare if it wants to sell its products via livestream channel?
 - Before selling any products, the company has to make a detailed plan, such as choosing the right platform, a proper influencer, and product promotion resources. The influencer should be very familiar with the products so that he or she can present the products in the best way and answer the viewers' questions perfectly.

Step 1. Let's Watch: Could you tell me about sales channels?

Understanding the Playlet

Watch the video twice. Each time you are required to answer three questions.

| | | |
|------------------------------|-----------------------|----------------------------------|
| sales channels | a larger order | wholesalers and retailers |
| improve their service | costs | set up a store |

The 1st Viewing

1. What is Nancy planning to do?

She is planning to start her business and set up a store.

2. What are Nancy and Mark talking about?

They are talking about sales channels.

3. Normally how do manufacturers sell their products to the final consumers?

They do it through wholesalers and retailers.

Word Tips

manufacturer *n.* 制造商

wholesaler *n.* 批发商

retailer *n.* 零售商

purchase *v.* 购买

The 2nd Viewing

4. Why don't retailers purchase from the manufacturer directly?

Because the manufacturer usually requires a larger order.

5. In which way does the wholesaler benefit the manufacturer?

The manufacturer can save a lot of costs.

6. How can the retailers cope with the difficulties caused by e-business?

To make a better use of sales channels and improve their service.

 Language Focus

Watch the video again and complete the following statements with the words or phrases given below.

purchase goods

make a better use of

wholesale price

place orders with

open a shop

available to

1. I'm planning to start my own business and open a shop.

2. They make your goods and services available to the final consumers.

3. Wholesalers purchase goods from manufacturers.

4. The price they sell at must be the wholesale price, right?

5. Most retailers place orders with wholesalers.

6. The retailers have to make a better use of sales channels and improve their service.

Script of the Playlet

Situation: Mark is an experienced retailer. Nancy is planning to start her own business and set up a store. Now, Nancy is consulting Mark about sales channels.

Nancy: Good morning, Mark.

Mark: Good morning, Nancy. What are you doing these days?

Nancy: I'm planning to start my own business and open a shop. But I'm confused about sales channels. Could you tell me something about them?

Mark: Certainly. Sales channels play a key role in a business because they make your goods and services available to the final consumers.

Nancy: Right, but how does a manufacturer sell its products to the final consumers?

Mark: Normally the manufacturer sells to the final consumers through wholesalers and retailers. Wholesalers purchase goods from manufacturers and then resell them, often to retailers. Retailers sell goods to the final consumers.

Nancy: So, a wholesaler is a middleman. And the price he sells at must be the wholesale price, right?

Mark: Exactly. Although the wholesale price is higher than the factory price, most retailers place orders with wholesalers.

Nancy: Why don't you purchase from the manufacturer directly?

Mark: Retailers may wish to get lower prices from manufacturers, but this would surely be very time-consuming. By channeling orders through a wholesaler, the retailer needs to contact only one source for most of his goods. Also, by selling a lot of goods to one distributor, the manufacturer can save transport costs, storage costs and administration costs.

Nancy: Yes, I got it. The wholesaler performs important functions for both manufacturers and retailers.

Mark: Besides, the manufacturer usually requires a larger order. If you don't want to stock large quantities of goods, you'd better obtain your goods from wholesalers.

Nancy: Right. By the way, what's the impact of e-business on physical stores?

Mark: Good question. E-business really has a very strong impact on traditional stores. Many consumers go shopping online. That's why many retailers, especially small stores, have a hard time.

Nancy: Then how can the retailers cope with this situation?

Mark: The retailers have to make a better use of sales channels and improve their service.

Nancy: Yes. That makes sense. Thank you, Mark. I have learned a lot from you.

Mark: You are welcome.

Step 2 Let's Read

2.1 New words, phrases and expressions

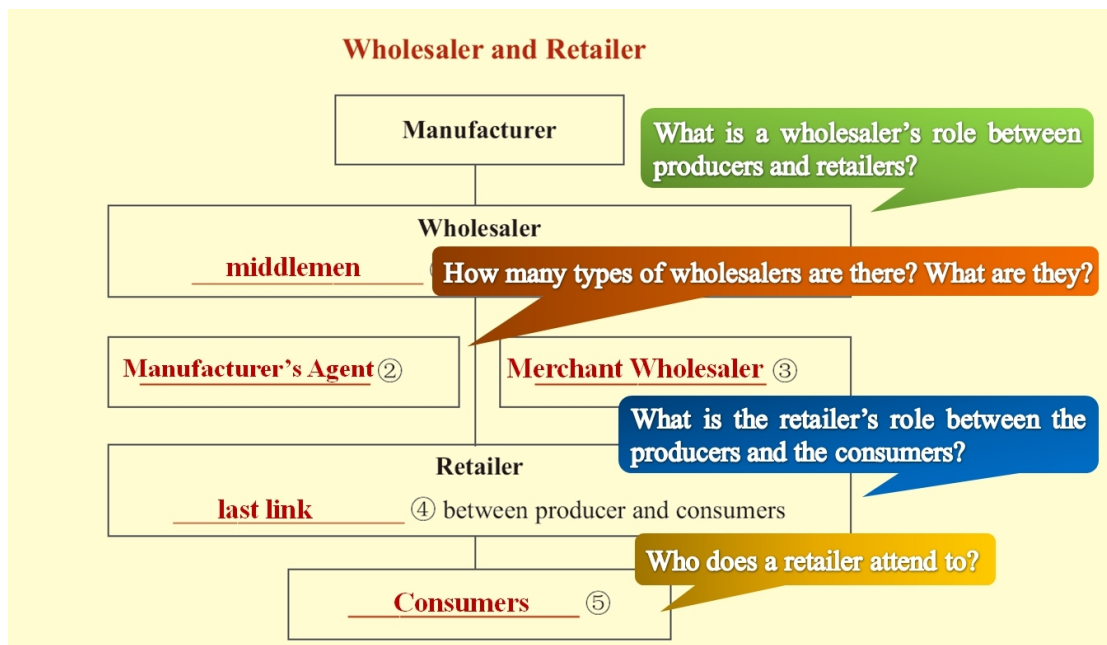
| | | | | |
|---------------------|---------------|-------------|---|-------------|
| middleman | /ˈmɪdl,mæn/ | <i>n.</i> | a person or company that buys things from producers and sells them to customers at a profit | 中间商 |
| industrial | /ɪnˈdʌstriəl/ | <i>adj.</i> | relating to industry | 工业的; 产业的 |
| professional | /prəˈfeʃnəl/ | <i>adj.</i> | relating to work that needs special training or education | 职业的; 专业的 |
| merchant | /ˈmɜ:tʃnt/ | <i>n.</i> | a person or business that buys and sells goods | 商人 |
| link | /ˈlɪŋk/ | <i>n.</i> | a connection made between two or more people or things | 联系; 关联 |

| | | | | |
|---------------------|------------------|-----------|---|--------|
| distribution | /ˌdɪstrɪˈbjʊːʃn/ | <i>n.</i> | the process of giving things out to several people, or spreading or supplying something | 分发; 分销 |
| consumption | /kənˈsʌmpʃn/ | <i>n.</i> | the act of using, eating, or drinking something | 消费; 消耗 |
| attend | /əˈtend/ | <i>v.</i> | to look after someone | 照料; 服侍 |

Phrases and Expressions


| | | |
|----------------------|--|--------|
| manufacturer's agent | a person who acts for or represents a company that produces goods in large numbers | 厂家代理商 |
| engage in | to take part in a particular activity | 从事; 参加 |
| retail trade | business relating to retail | 零售业 |





2.2 Outline of the text



2.3 Text: Wholesaler and Retailer

Wholesaler and Retailer

Wholesalers are **middlemen** between the producers and retailers. They generally sell goods to the retailers, **industrial** consumers and **professional** users. There are two types of wholesalers like manufacturer's agents and **merchant** wholesalers. The manufacturer's agents and merchant wholesalers sell goods in small quantities to the retailers who serve the final consumers. 

A retailer is the last **link** in the channel of distribution between the producers and the consumers. 
A business **engaging** in selling goods for personal **consumption** is known as retail trade. 
The retailers have close contact with the customers or consumers because they **attend** to them personally. 
 Retail is an age-old business, and is found in every area of the world. 



2.4 Understanding and Language Points

2.4.1. 1. The manufacturer's **agents** and merchant wholesalers sell goods **in small quantities** to the retailers who serve the final consumers.

agent: a person who acts for or represents another 代理人; 代理商

e.g. Please contact our agent in Spain for further information.

如需更多信息, 请联系本公司在西班牙的代理。

in small quantities: in small amounts 小批量

e.g. We don't sell coal in small quantities. 我们不售小批量的煤。

Structure Analysis: "who serve the final consumers" is an attributive clause which modifies the antecedent "retailers".

Translation: 厂家代理商和商业批发商小批量出售商品给零售商, 而零售商为最终端的消费者服务。

2.4.2. A retailer is the last **link** in the **channel** of distribution between the producers and the consumers.

link: a connection made between two or more people or things 联系; 关联

e.g. There's a direct link between diet and heart disease.

日常饮食与心脏病有直接的关系。

channel: a method used for communicating information or for sending or receiving something (传送或接收)渠道, 途径

e.g. The insurer sells its products through a variety of distribution channels.

保险公司通过各种渠道销售其产品。

Translation: 零售商是生产商和消费者之间在分销渠道上的最后一个环节。

2.4.3. A business **engaging in** selling goods for personal consumption is **known as** retail trade.

engage in: to take part in something 从事; 参与

e.g. They also engage in various kinds of sideline production.

他们也从事各种副业生产。

be known as: be regarded / named as 被认为是, 被称为

e.g. The village was known as Garden Mill. 这个村庄被称为花园磨坊。

Structure Analysis: “*engaging in selling goods for personal consumption*” is a present participle phrase used as a postpositive attribute, modifying “*a business*”.

Translation: 从事销售商品供个人消费的企业称为零售业。

2.4.4. The retailers have close **contact** with the customers or consumers because they **attend** to them personally.

contact: communication with someone 联系, 联络, 交往

e.g. I've been busy at home and have hardly had any contact with the outside world.

我一直都在家里忙乎, 和外面的世界几乎没有什么联系。

attend: to look after someone 照料; 服侍

e.g. I could attend to the patients if necessary. 如果有必要,我可以来照顾病人。

Translation: 零售商与顾客或消费者有密切的接触, 他们亲自照料顾客或消费者。

Translation of the Text

批发商和零售商

批发商是一种生产商和零售商之间的中间商。他们通常出售商品给零售商、行业消费者和专业用户。有两种类型的批发商, 如厂家代理商和商业批发商, 他们小批量出售商品给零售商, 而零售商为最终端的消费者服务。

零售商是生产商和消费者之间在分销渠道上的最后一个环节。从事销售商品供个人消费的企业称为零售业。零售商与顾客或消费者有密切的接触, 他们亲自照料顾客或消费者。零售业是一项历史悠久的业务, 在世界各地到处都能见到。

2.5 Understand the Text

Task 1: Work with your partner and answer the following questions according to the Text.

1. What is a wholesaler's role between producers and retailers?

The wholesaler is a middleman between the producers and retailers.

2. How many types of wholesalers are there? What are they?

There are two types of wholesalers. They are manufacturer's agents and merchant wholesalers.

3. Whom do wholesalers sell goods to?

Wholesalers generally sell goods to the retailers, industrial consumers and professional users.

4. What is the retailer's role between the producers and the consumers?

A retailer is the last link in the channel of distribution between the producers and the consumers.

5. Who does a retailer attend to?

A retailer attends to consumers.

Task 2: Choose the best answer to the following questions.

1. A wholesaler is a middleman between the _____.
a. producers and consumers
b. producers and retailers
c. retailers and consumers
d. producers and customers
2. Wholesalers sell goods to the following people except _____.
a. retailers
b. industrial consumers
c. professional users
d. manufacturer agents
3. Which of the following statements is NOT true about manufacturer's agents and merchant wholesalers?
a. They are the middlemen between the producers and retailers.
b. They sell goods to the retailers and industrial consumers.
c. They are the two types of wholesalers.
d. They sell goods in large quantities to the retailers.
4. What does a retail trade engage in?
a. Selling goods for personal consumption.
b. Buying goods from consumers.
c. Manufacturing goods for customers.
d. Selling goods to wholesalers.
5. The main idea of the text is about _____.
a. how wholesalers sell goods to retailers
b. the wholesalers and retailers
c. the difference between producers and middlemen
d. how retailers service the final consumers

2.6 Use the Right Word

Word Bank

benefit *n. v.*

A1 *n.* a helpful or good effect, or something intended to help 利益, 好处; 优势

A2 *n.* the money given by the government to people who need financial help 补助金, 救济金

A3 *v.* to be helped by something or to help someone 得益, 受惠; 使受益; 对...有帮助

channel *n. v.*

B1 *n.* a television station and the programmes that it broadcasts 电视台; 频道

B2 *n.* a method used for communicating information or for sending or receiving something (传送或接收) 渠道, 途径

B3 *v.* to direct something into a particular place or situation 引导; 把...导入, 将...引入

Task 1. Fill in each blank with a proper word from the word bank in its proper form and give its definition in the bracket. The first one is done as an example.

0. I've had the benefit of a good education. [A1]
我得益于受过良好教育。
1. She turned to another **channel** to watch football. [B1]
她换到另一个频道看足球赛。
2. He's on **benefit** at the moment. [A2]
他目前靠救济金生活。
3. A lot of money **has been channeled** into research in that particular field. [B3]
大笔经费已投入到了那个领域的研究中。
4. The new regulations will be of **benefit** to everyone concerned. [A1]
新规章将使所有相关人员受益。
5. We can reach these markets through our existing distribution **channels**. [B2]
我们可以通过现有的分销渠道进入这些市场。
6. How can we **benefit** those who most need our help? [A3]
我们如何帮助那些最需要帮助的人?

Task 2: Choose the best answer to complete each of the sentences.

1. He's one of the highest-earning _____ golfers in the world.
a. professor b. profession c. profitable **d. professional**
2. She _____ by a 24-hour nursing staff.
a. cares for **b. is attended** c. is looking after d. took care of
3. You can lower the price by cutting out the _____ and buying directly from the factory.
a. retailer b. producer **c. middleman** d. customer
4. The two governments have agreed to _____ a comprehensive dialogue to resolve the problem.
a. engage in b. engage on c. engage at d. engage with
5. We need to cut down on our fuel _____ by having fewer cars on the road.
a. consume b. consumer **c. consumption** d. consumable

5.7 Tell China's Stories Well (Ideological and Moral Teaching)

Translate the Chinese into English in the following text from the Report to the 20th CCP National Congress.

Reference Answers

Improving the System of Institutions

We will improve the system of institutions through which the people run the country. We will encourage the people's orderly participation in political affairs and guarantee their ability to engage in democratic elections, consultations, decision-making, management, and oversight in accordance with the law. We will inspire the people's motivation, initiative, and creativity, so as to consolidate and develop a lively, stable, and united political atmosphere.

Expressions for Reference

the system of institutions 制度体系

democratic elections 民主选举

united political atmosphere 团结的政治局面

健全制度体系

我们要健全人民当家作主制度体系，扩大人民有序政治参与，保证人民依法实行民主选举、民主协商、民主决策、民主管理、民主监督，发挥人民群众积极性、主动性、创造性，巩固和发展生动活泼、安定团结的政治局面。

Step 3 Let's Write

Sample

Situation: Wendy works in China for TESCO, Britain's leading retailer. Her company is planning to invest in a local retail market. She has been asked to assess the local purchasing power. Here is her report on the subject.

Work in pairs and study the above sample. Tell what sections a business report is normally composed of and write their subheadings in the form below.

Composition of a Business Report

| | |
|-----------------|----|
| Business Report | 1. |
| | 2. |
| | 3. |
| | 4. |

Writing Tips

1. Determine the purpose of the report.
2. Determine the audience of the report.
3. Gather your information.
4. Structure your report in an outline.
5. Determine what to say in which part.
6. Use proper expressions and sentence patterns.
7. Be concise and keep it to the point.
8. Take the time to check and revise.

Complete the Sentences

Complete the following sentences with the words or phrases given in the box.

| | | |
|--|---------------------------------------|----------------------------------|
| purpose In conclusion | recommended includes | discuss suggest |
|--|---------------------------------------|----------------------------------|

1. In this report, we will **discuss** the sales results of our promotion last month, and the impact it will have on the sales of this month.
2. The **purpose** of this report is to summarize the achievements we've made as well as the setbacks we've experienced in the past year.
3. This report **includes** our analysis of our market survey, our conclusions and our recommendations.

4. **In conclusion**, this company is not a suitable supplier for large orders at the present time.
5. The findings **suggest** that, for the most part, there is considerable similarity between the two companies.
6. It is **recommended** that we purchase a company in East China rather than establish a new one in West China.

Useful Expressions and Sentence Patterns

1. The aim / purpose of this report is to...
2. This report aims to...
3. This report sets out to...
4. It was found that...
5. The graph / survey / statistics...clearly show(s) that...
6. From the survey / graph we find that...
7. It was concluded / decided / agreed / felt that...
8. No conclusions were reached regarding the issue.
9. In conclusion / On balance, ...
10. We would recommend that...
11. It is recommended / proposed / suggested that...
12. Furthermore / Moreover / In addition, ...

Task 2

Put the above expressions and sentence patterns into proper sections or functions.

| Sections of a Report | Expressions and Sentence Patterns |
|----------------------|---|
| Introduction | The aim / purpose of this report is to... This report aims to... This report sets out to... |
| Findings | It was found that... The graph / survey / statistics...clearly show(s) that... From the survey / graph we find that... |
| Conclusion | It was concluded / decided /agreed /felt that... No conclusions were reached regarding the issue. In conclusion / On balance, ... |

| Sections of a Report | Expressions and Sentence Patterns |
|-----------------------|--|
| Recommendation | We would recommend that... It is recommended / proposed / suggested that... |
| Adding ideas | Furthermore / Moreover / In addition, ... |

Task 2

The following paragraphs are taken from the business report given below, but they are not in the right order. You are required to restore the report by putting the following paragraphs in the right place.

- a. The aim of this report is to assess whether Sunshine Technologies Co. (STC) would be a suitable supplier of electrical goods for us.
- b. It is recommended that we remain in contact with STC and reconsider a supply contract once the factory modernization is completed.
- c. At present, STC would not be suitable for large orders requiring quick delivery.
- d. However, the out-of-date machinery means a long delivery time of up to three months. This situation may change when their planned modernization takes place next year.

Report on Sunshine Technologies Co. As a Supplier

Introduction

The aim of this report is to assess whether Sunshine Technologies Co. (STC) would be a suitable supplier of electrical goods for us. [a]

Findings

A recent visit to the company showed that its facilities are quite old, which results in a rather limited production capacity. Despite this, STC produces a wide range of high-quality electrical products including flatscreen TVs, remote controls, DVD players, printers, USB memory sticks.

However, the out-of-date machinery means a long delivery time of up to three months. This situation may change when their planned modernization takes place next year. [d]

Conclusion

At present, STC would not be suitable for large orders requiring quick delivery. [c]

Recommendations

It is recommended that we remain in contact with STC and reconsider a supply contract once the factory modernization is completed. [b]

Step 4

Let's Review

Subjunctive Mood (1)

Task 1



Fill in the blanks with the proper form of the verb given in the brackets.

1. If I were (be) you, I should make full use of time.
2. If he had worked (work) carefully enough, he would not have been injured.
3. If I were to do the job, I would do (do) it in a different way.

4. Tom might not have made such a serious mistake if he had followed (follow) your advice.
5. If I lived near my office, I would walk (walk) to work.
6. If I were to have (have) another chance, I would love you for ten thousand years.
7. What would you have done (do) if you had been in my position?
8. If someone should call (call) you a fool, what would you do?
9. Had we made adequate preparations, we might have succeeded (succeed).
10. I would have met you at the airport if I had known (know) you were coming.

Task 2



Categorize the above sentences according to different forms of the verb.

| Subjunctive Mood in Unreal Conditional Clauses | | | |
|--|---------------------------|---|--|
| Usage | Verb Forms in Sub-clauses | Verb Forms in Main Clauses | Examples (from the above sentences) |
| 与现在事实相反 | were / 动词一般过去时 | would / should / could / might + do | 1, 5 |
| 与过去事实相反 | had + 过去分词 | would / should / could / might + have done | 2, 4, 7, 9, 10 |
| 与将来事实相反 | should / were to + 动词原形 | would / should / could / might + do | 3, 6, 8 |

| Chapter | Unit 4 Customer Service |
|----------------------------|--|
| Teaching Objective | <ol style="list-style-type: none"> 1. Guide students to concern Culture Spot--Chinese Painting and Calligraphy. To increase students' pride in Chinese culture. (Ideological and Moral Objective) (思政目标) 2. Let students learn about traditional Chinese Painting and Chinese calligraphy through reading exercise. Let the students know about traditional Chinese Painting and Chinese calligraphy in English. (Ideological and Moral Objective) (思政目标) 3. Let students talk about customer service. 4. Let students learn how to handle customers' complaints. 5. Get students to learn to write Complaint Letters & Replies to Complaints. 6. Get students to review Subjunctive Mood (2). |
| Teaching Focus | <ol style="list-style-type: none"> 1. To learn different kinds of customer service and talk about customer service. 2. To understand the playlet and learn the language about customer service. 3. To learn the Basic Sentences for the given topic. |
| Teaching Difficulty | <ol style="list-style-type: none"> 1. Sentence patterns to talk about customer service. 2. Enable students to make up dialogues for particular situations. 3. Enable students to master the language points. 4. Make sure students can argue for or against an issue. |
| Teaching Duration | 9 lessons |
| Teaching Method | Lecture method; Discussions and Practices |
| Assignment | Let's Write: Complaint Letters & Replies to Complaints: Task1 and Task 2. |

Teaching Procedures:

Step 1 Brief summary of the unit

Topics:

- Chinese Painting and Calligraphy
- Different Kinds of Customer Service
- A Story of a Customer Complaint
- How to Handle Customer's Complaints
- Complaint Letters & Replies to Complaints

Skills:

- Making up dialogues for particular situations
- Arguing up or against an issue
- Learn how to handle customers' complaints
- Speaking: Role-play: Talk about customer service.

- Writing: Complaint Letters & Replies to Complaints
- Project: Teamwork--How to Handle Customer's Complaints

Grammar:

- Subjunctive Mood (2)

Step 2 Warming up (Ideological and Moral Teaching)

2.1 Insight into Culture: Zhang Liang and Huangshi Gong

Task 1

Talk about the given topic with your neighbor. You can use the word bank for reference.

Answer Key (Open)

Task 2

Discuss the following questions with your partner and share your answers with your class.

Questions and Answers

1. Who was Zhang Liang? What do you know about him?
 - Zhang Liang was an outstanding strategist. He was the adviser to Liu Bang, Emperor Gaozu, and he helped Liu Bang create the Han Dynasty.
2. What did the old man ask Zhang Liang to do with his shoe? And how did Zhang respond?
 - The old man threw his shoe down the bridge on purpose and asked Zhang Liang to pick it up, and then he asked Zhang Liang to put it on for him. Zhang Liang did as the old man told him to.
3. What happened at Zhang Liang's three appointments with the old man?
 - The old man asked Zhang Liang to meet him on the bridge after five days, but Zhang Liang was late for the first two appointments. The old man was angry with him, but allowed him a third appointment. In order to keep the third appointment, Zhang didn't go to bed and went to the bridge at midnight, waiting until the old man came. This made the old man happy.
4. What caused Zhang Liang's success? And what lesson can we learn from it?
 - Zhang Liang got the old man's trust, and was given the valuable book *The Art of War of Taigong*, which helped him become a strategist and the adviser of Liu Bang. The lesson of Zhang Liang's success is that one should have patience and persistence in order to succeed.
5. What should we learn from Zhang Liang about treating our customers?
 - The customer is our God. We should always be patient with our customers and persistently offer our best service to them.

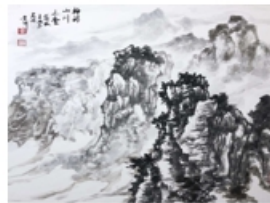
2.2 Culture Spot--Chinese Painting and Calligraphy

Ⓐ Chinese painting and calligraphy (书法) boasts a long history, and profound connotation (寓意). Not only does it record the ancients' rich life, but also leave us with exquisite works of art and great spiritual wealth. Here are six pieces of works that are representatives of Chinese painting and calligraphy. Please supply proper styles of the works in the blanks according to the reference given.

Reference:
 landscape painting (山水画) figure painting (人物画)
 bird-and-flower painting (花鸟画) running script (行书)
 regular script (楷书) cursive script (草书)



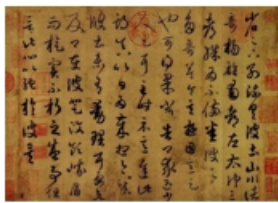
1. regular script



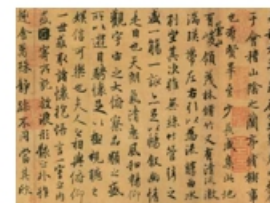
2. landscape painting



3. figure painting



4. cursive script



5. running script



6. bird-and-flower painting

Ⓑ Match the style of the calligraphy and painting with its characteristic.

| Categories | Styles | Characteristics |
|------------------|----------------------------|--|
| Chinese Painting | 1 Bird-and-flower painting | A Mountains and natural scenery are the main subject. |
| | 2 Figure painting | B The painting is to describe birds and flowers. The famous "four gentlemen in flowers" are plum blossom (梅), orchid (兰), bamboo (竹), and chrysanthemum (菊). |
| | 3 Landscape painting | C The painting focuses on depicting (描画) the actions and forms of the characters (人物). |

| Categories | Styles | Characteristics | |
|---------------------|------------------|-----------------|--|
| Chinese Calligraphy | 4 Running script | D | Written in a casual (随性的) way, it is beautiful in shape, but sometimes hard to recognize. |
| | 5 Cursive script | E | It is square in shape and straight in strokes (笔画), thus can be called a model among Chinese calligraphy. |
| | 6 Regular script | F | It's easy to write and read for it's a combination with the casualness of cursive script and the norm of regular script. "The first script" is known as <i>The Orchid Pavilion</i> (《兰亭集序》) written by the calligrapher Wang Xizhi (王羲之) in Eastern Jin Dynasty. |

2.3 Reading

Passage 1

Read the following passage and complete the information by filling in the blanks (*in not more than 3 words*) in the table below.

Traditional Chinese Painting

The art of traditional Chinese painting dates back about six thousand years to the Neolithic Period (新石器时代). Colored pottery (陶器) painted with animals, fish, deer, and frogs excavated (发掘) in the 1920s indicate that during this time, the Chinese had already started to use brushes to paint.



Traditional Chinese painting is highly regarded throughout the world for its theory, expression, and techniques. According to the means of expression, Chinese painting can be divided into two categories: xieyi and gongbi. The xieyi style is characterized by exaggerated (夸张) forms and freehand (徒手画) brushwork. The gongbi school is characterized by close attention to detail and fine brushwork. Traditional Chinese painting combines, in a single picture, elements of poetry, calligraphy (书法), painting, and seal engraving (篆刻).



Since the turn of the century, China has experienced many political, economic, and cultural changes, and the art of painting is no exception. While traditional Chinese painting still occupies an important place in the life of the modern Chinese, many painters now desire to express their experience and views of these new times. By combining new modes of expression with traditional Chinese painting techniques, they are opening up a vast (广阔的), new world of artistic expression.



Traditional Chinese Painting

Origin:

six thousand

1. dates back about / 6000 years ① to the Neolithic Period;
2. the Chinese already started to use brushes ② to paint during that time.

Two Categories:

1. Xieyi: characterized by exaggerated forms and freehand brushwork ③
2. Gongbi: characterized by close attention to detail and fine brushwork ④

Changes and Development:

1. experienced many political, economic, and cultural changes;
2. combined new modes of expression with traditional Chinese painting techniques ⑤



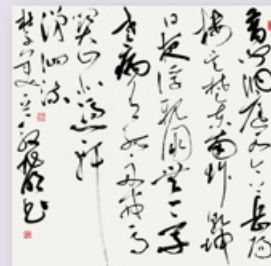
Passage 2

Read the following passage and choose the best answer to the questions or unfinished statements given below.

Chinese Calligraphy

In China calligraphy occupies a distinguished (卓越的) position in the field of traditional art. It is not only a means of communication, but also a means of expressing a person's inner world in an aesthetic sense (美感).

Ancient people paid great attention to calligraphy. It was the essential whereby a candidate (应试者) could



manifest (证明) his literary talent in the Imperial Examination (科举考试), for it gave a first impression to the examiners. Children of high officials (达官贵人) had to learn and try to write a good hand; even emperors themselves were good at calligraphy, for example, the versatile (多才多艺的) Emperor Qianlong in the Qing Dynasty has left us many examples of his handwriting on steles (石柱) in temples and palaces.



To practice calligraphy requires the basic tools of “four treasures of study” (文房四宝) (writing brush, ink stick, paper, and ink slab) (笔、墨、纸、砚) as well as much concentration on guiding the soft writing brush charged with fluid ink, and writing on the paper where the ink will diffuse (扩散) quickly. Once the brush movement hesitates, a black mark is created, so speed, strength and agility (灵活) is the essence of fine artwork. When writing, many calligraphers will forget all worries and even themselves, combining all thoughts in the beauty of their art.



3. Who paid great attention to calligraphy in ancient time?
 - A. Candidates in the Imperial Examination.
 - B. Children of high officials.
 - C. Emperors.
 - D. All of the above.
4. Which of the following tool does NOT belong to “four treasures of study”?
 - A. seal
 - B. writing brush
 - C. paper
 - D. ink stick
5. When writing, many calligraphers will _____.
 - A. feel amazed and excited
 - B. forget all worries and even themselves
 - C. remember the old days
 - D. think of the hard time he has experienced

1. Chinese Calligraphy occupies a distinguished position in the field of _____.
 - A. modern art
 - B. western art
 - C. traditional art
 - D. architectural art
2. How could a candidate manifest his literary talent in the Imperial Examination?
 - A. Through his appearance.
 - B. Through his voice.
 - C. Through his painting.
 - D. Through his calligraphy

Step 3 Let's Are you satisfied with our after-sales service?

3.1 Understanding the Playlet: Watch the video twice. Each time you are required to answer three questions.

| | | |
|--------------------|-----------------|------------|
| her water purifier | replace it | 270 yuan |
| Good Water Company | amount of water | impurities |

The 1st Viewing

1. Who is David?

He is a technician from the Good Water Company.

2. Why does David visit Mrs. Brown?

He comes to offer regular maintenance of her water purifier.

3. What's wrong with the filter of the purifier?

It's filled up with impurities.

The 2nd Viewing

4. What does David advise Mrs. Brown to do with the filter?

He advises her to replace it.

5. What determines the service life of the filter?

The quality and amount of water used.

6. How much do you think David will charge Mrs. Brown for the new filter?

He will charge her 270 yuan.

3.2 Language Focus: Watch the video again and complete the following statements with the words or phrases given below.

| | | |
|-----------------------|--------------|----------------------------|
| replace | offer | satisfaction survey |
| satisfied with | build | advice |

1. I called you two days ago to offer you regular maintenance.

2. I would advise you to replace it with a new one.

3. Mrs. Brown, here is a customer satisfaction survey.

4. I'm very satisfied with your service.

5. Do you have any advice on our products or services?

6. I suggest you build a WeChat service platform.



Script

Situation: Mrs. Brown bought a household water purifier from the Good Water Company last year. David, the technician of the company, has come to perform annual regular maintenance today.

David: Hello, are you Mrs. Brown? I'm David, technician from the Good Water Company. I called you two days ago to offer you regular maintenance of your water purifier.

Mrs. Brown: Yes. Hello, David. Please come in.

[After examination]

David: Mrs. Brown, I've examined your water purifier and found the filter filled up with impurities. I would advise you to replace it with a new one.

Mrs. Brown: Really? I bought it just one year ago.

David: Please look at the water. There are some impurities in it. You know, the service life of filter materials mostly depends on the water quality and the amount of water you use. If the water quality is poor or the purifier is overused, the service life will be shortened.



Mrs. Brown: I expected it to be used for at least two years.

David: Generally speaking, filters should be replaced after every 6000 liters of water, or after 6 months, to ensure good water quality.

Mrs. Brown: Ok. So how much does it cost?

David: It's 300 yuan for the filter replacement.

Mrs. Brown: That's expensive. Could you give me a discount?

David: Do you have a membership card of our company?

Mrs. Brown: Yes, I do. Should I show it to you? I need some time to look for it.

David: Don't worry about it. I can check it in our customer management system.

Mrs. Brown: That sounds good.

David: Yeah, I found it. You are our member and I will give you a 10% discount for the replacement.

Mrs. Brown: Great. I like your customer management system.

David: Thank you. I'm replacing it for you now...

[After filter replacement]

David: Ok. It's done. Now, let's get some water and see how it looks.

Mrs. Brown: Yes. It looks much better. Thank you.

David: It's my pleasure. Mrs. Brown, here is a customer satisfaction survey. In order to improve our company's products and services, would you mind answering some questions?

Mrs. Brown: No problem.

David: Ok. The first question is: What do you think about our water purifier?

Mrs. Brown: It's good.

David: Are you satisfied with our after-sales service?

Mrs. Brown: Yes. I'm very satisfied with your service. Besides, I think your company has a convenient and efficient customer management system.

David: Thank you. Then the last question is: Do you have any advice on our products or services? If you do, please tell me.

Mrs. Brown: Emm, I have an idea. I suggest you build a WeChat service platform. I think it will be convenient for you and your customers.

David: That's a good idea. I will write it down. Thank you very much for your opinion and cooperation, Mrs. Brown.

Mrs. Brown: You are welcome.

Step4 Let's Read

Skim the Text for the main ideas and fill in the blanks with the key words given in the box.

an engineer

took less time

vapor lock

vanilla ice cream

continuous visits

A Story of a Customer Complaint

What the complaint was: What was the customer's complaint?

The customer couldn't start his car whenever he bought **vanilla ice cream** ① from the store.

How to solve the problem: How did the President of the company respond to the complaint?


What did the engineer do to solve the complaint? What did the engineer notice during his visits?

An engineer ② to handle the complaint.

- The engineer paid **continuous visits** ③ to the customer.
- The engineer noticed the customer **took less time** ④ to buy vanilla than any other flavor.

What was the real problem?

- The problem was that there was something wrong with the **vapor lock** ⑤.



4.1 Language Points

1. This is a real story, experienced by customer care at General Motors.

experience: If you experience something, it happens to you, or you feel it. 经历; 体会到

e.g. We experienced a lot of difficulty in selling our house. 我们卖房子几经周折。

Structure Analysis: “experienced by customer care at General Motors” is a past participle phrase used as an adverbial to supplement what the story about.

Translation: 这是一个真实的故事, 是美国通用汽车公司客服部所亲历的故事。

2. The President of the company was skeptical about the letter, but he sent an engineer to meet the man just after dinnertime at the ice cream store.

president: the person who has the highest position in an organization or institution 总裁, 董事长

e.g. She's a friend of the president of the bank. 她是银行总裁的朋友。

be skeptical about sth: to have doubts about something 对...怀疑

e.g. Many experts are skeptical about his claims. 很多专家对他的主张持怀疑态度。

Translation: 公司总裁对此感到疑惑, 但还是派了一位工程师在晚饭后去那家卖冰淇淋的商店约见了那位顾客。

3. The engineer wondered and arranged to continue his visits so as to solve the problem.

arrange: to plan, prepare for, or organize something 安排; 准备

e.g. They arranged to have dinner the following month.

他们约在下个月共进晚餐。

so as to do sth: in order to do something 以便; 为了...

e.g. He noted every detail so as to fix the scene in his mind.

他注意到了每一个细节以便牢记这个场面。

Translation: 工程师很好奇, 他安排时间继续访问该顾客, 以便找到问题的答案。

4. When the driver returned to the car quickly, the vapor lock did not cool in time for the car to re-start.

cool: to become or cause something to become slightly colder 使冷却; 使变凉
e.g. Leave the cake to cool for an hour before cutting it. 把蛋糕冷却 1 小时后再切。
Structure Analysis: “When the driver returned to the car quickly” is an adverbial clause of time introduced by “when” .
Translation: 当顾客较快返回车内时, 发动机的气封还未及时冷却, 汽车也就无法重新发动。

4.2 Translation of the Text

一个关于顾客投诉的故事

这是一个真实的故事, 是美国通用汽车公司客服部所亲历的故事。

顾客投诉信写道: “也许我所说的听上去会觉得不可思议吧! 事情是这样的, 我家有饭后吃甜品的习惯, 每次我买完香草冰淇淋从商店回到汽车上, 就没法发动汽车, 而买其他口味的冰淇淋就可以。我真的搞不懂这是为什么。”
公司总裁对此感到疑惑, 但还是派了一位工程师在晚饭后去那家卖冰淇淋的商店约见了那位顾客。第一天晚上他们一起买了巧克力口味的冰淇淋, 汽车发动没有问题。第二天晚上他们买了草莓味的, 汽车也照常发动了。然而第三晚他们买了香草味的, 汽车却没法发动。

工程师很好奇, 他安排时间继续访问该顾客, 以便找到问题的答案。于是, 他开始记录每天的购买冰淇淋的时间、汽车所用汽油的型号, 以及驱车往返所花的时间等相关信息。他后来发现, 该顾客购买香草冰淇淋时使用的比购买其他口味冰淇淋的时间要短, 因为此类冰淇淋就在店面前面, 而其他口味的冰淇淋则放在店铺的后面, 因而购买时花费的时间更长。

对于机修工来说, 这个问题的答案已经显而易见了: 当顾客较快返回车内时, 发动机的气封还未及时冷却, 汽车也就无法重新发动。

4.3 Understand Your Text

4.3.1 Task 1 Work with your partner and answer the following questions according to the Text.

1. What was the customer's complaint?

The customer complained that he couldn't start his car when he bought vanilla ice cream, but the car started just fine when he bought any other flavor.

2. How did the President of the company respond to the complaint?

The President of this company was skeptical about this complaint, but he sent an engineer to meet the customer and handle the complaint.

3. What did the engineer do to solve the complaint?

The engineer made continuous visits to the customer, observed the issue and took notes: time of day, type of gas used, time to drive back and forth etc.

4. What did the engineer notice during his visits?

He noticed that the customer took less time to buy vanilla than any other flavor.

5. What was the real problem?

The problem was with the vapor lock: when the customer returned to his car quickly, it did not cool in time for the car to re-start.

4.3.2 Task 2 Choose the best answer to the following questions.

1. What did the customer complain?
a. He couldn't start his car occasionally. b. The President didn't reply to him.
c. He couldn't buy vanilla ice cream. d. The engineer didn't visit him.
2. How did the President handle the complaint?
a. He visited the customer directly. b. He called the customer.
c. He sent an engineer to visit the customer. d. He wrote a letter to the customer.
3. The engineer took down the following information except the _____.
a. time of day b. type of gas used
c. time to drive back and forth d. distance of driving
4. The underline word in "The answer then became obvious to the engineer" means _____.
a. unclear b. easy c. clear d. difficult
5. Which of the following statements is NOT true?
a. The customer took less time to buy vanilla than any other flavor.
b. The vanilla ice cream was kept at the front of the store.
c. There was something wrong with the vapor lock.
d. It took less time to get any other flavors.

4.4 Use the Right Word

4.4.1 Fill in each blank with a proper word from the word bank in its proper form and give its definition in the bracket. The first one is done as an example.

Word Bank

deal n. v.
A1 n. an agreement or an arrangement, especially in business 协议, 交易
A2 n. a large amount 许多; 大量
A3 v. to take action to do something, especially to solve a problem 应对, 处理

notice v. n.
B1 v. to see or become conscious of something or someone 看到; 注意到; 感觉到
B2 n. attention 注意; 关注; 在意
B3 n. a board, piece of paper, etc. containing information or instructions 告示, 公告牌, 警示牌

0. I'll make a deal with you – you wash the car and I'll let you use it tonight. [A1]
你把车洗了，今晚就让你用。
1. She's used to dealing with difficult customers. [A3]
她已经习惯了与难缠的顾客打交道。
2. I noticed a crack in the ceiling. [B1]
我注意到天花板上有一条裂缝。
3. They still need a great deal more money to finish the project. [A2]
他们仍然需要更多的资金才能完成那个项目。
4. I asked him to drive more slowly, but he didn't take any notice. [B2]
我让他慢点开车，但他根本不在意。
5. The unions and management have made a two-year pay and productivity deal. [A1]
工会和管理层签订了一份为期两年的工资与生产效率协议。
6. There was a large notice on the wall saying "No Parking". [B3]
墙上有一张很大的公告牌写着“禁止停车”。

4.4.2 Choose the best answer to complete each of the sentences.

1. She _____ that she never had any time to herself.
a. complained b. complains c. is complaining d. has complained
2. She's a friend of the _____ of the bank who has great power.
a. professor b. president c. presidency d. personnel
3. He was sad because he _____ in his attempt to break the record.
a. lost b. succeed c. defeated d. failed
4. I _____ if you could give me some information about places to visit in the area.
a. wonder b. want c. think d. know
5. The meeting has been _____ for Wednesday.
a. planning b. done c. arranged d. decided

4.5 Tell China's Stories Well (Ideological and Moral Teaching)

Translate the Chinese into English in the following text from the Report to the 20th CCP National Congress.

Reference Answers

Promoting Common Prosperity

The system of income distribution is the foundational system for promoting common prosperity. We will ensure more pay for more work and encourage people to achieve prosperity through hard work. We will promote equality of opportunity, increase the incomes of low-income earners, and expand the size of the middle-income group.

Expressions for Reference

the foundational system 基本制度

common prosperity 共同富裕

to achieve prosperity through hard work 勤劳致富

equality of opportunity 机会公平

促进共同富裕

分配制度是促进共同富裕的基础性制度。坚持多劳多得，鼓励勤劳致富，促进机会公平，增加低收入者收入，扩大中等收入群体。

Step 5 Let's Write: Complaint Letters & Replies to Complaints

Sample 1 A Letter of Complaint

Situation: Sunny Lee delivered the goods ordered by Chen Xin, Purchasing Manager of the Elegance Clothing Company. But three months later, she still hasn't received the payment. The following is a complaint letter written by Sunny Lee to Chen Xin.

Fm: Sunny Lee
To: Chen Xin
Date: June 10, 2020
Subject: Payment

Dear Mr. Chen,

It is over three months since we delivered your order, but unfortunately we still have not received your payment. I hereby have to remind that your credit term is 30 days. Therefore, we demand you pay us immediately. Unless we receive your payment within 7 days, we will take legal actions.

Sunny Lee
Sales Manager of Evergreen Co., Ltd.



Sample 2 Reply to a Complaint

Situation: The following is the letter written by Chen Xin in reply to the above complaint.

To: Sunny Lee
Fm: Chen Xin
Date: June 11, 2020
Subject: Apology for Delayed Payment

Dear Miss Lee,

Thank you for your letter dated June 10 about the delayed payment.



Please accept our apologies for the delayed payment. The reason is that our company has a lot of outstanding credits which are affecting our cash flow. Fortunately we have made some progress in collecting our A/R (accounts receivable 应收账款). I have discussed our payment plan with our Financial Department. We confirm that we will pay you next week.

With apologies once again.

Yours sincerely,
Chen Xin
Purchasing Manager of Elegance Clothing Company

Answer the following questions about the above samples.

1. What did Sunny complain about?

She complained about the delay of the payment.

2. What did Sunny demand?

She demanded that the payment should be made within 7 days.

3. How did Chen Xin reply to Sunny Lee?

He wrote to express his apology and promise to make the payment the next week.

Complete the Sentences

Complete the following sentences with the words or phrases given in the box.

| | | |
|------------|---------------|--------------------|
| concerning | caused | in connection with |
| regret | apologize for | Unfortunately |

1. I am writing to in connection with the delay of the goods we ordered on June 12.
2. Unfortunately, we have not received the printers we ordered two weeks ago.
3. We regret to inform you that we were not satisfied with your service.
4. Thank you for your letter concerning the delay of your order.
5. We sincerely apologize for the delay of your order.
6. We hope this has not caused you any inconvenience.



Useful Expressions and Sentence Patterns

Letter of Complaint:

1. I am writing with regard to / with reference to / in connection with...
2. I am writing to express my concern / dissatisfaction about...
3. Unfortunately, we have not received the photocopiers we ordered.
4. We regret to inform you that we were not at all satisfied with your service.
5. We would appreciate it if you could send a replacement.
6. Please make sure that these errors won't happen again.

Reply to Complaint:

1. Thank you for your letter of ... regarding / concerning / in connection with ...
2. We sincerely apologize for ...
3. Please accept our apologies for ...
5. As a result of our investigation, we found that ...

Task 1



Fiona Stockton, a purchasing manager, ordered a batch of (一批) apples, but the apples were not up to the standard expected. Please complete the following complaint letter by putting the following sentences in the correct order.

- *Could you please replace them with apples of the right quality?*
- *I'm writing to tell you that your latest shipment of apples is not up to the standard we expected from you.*
- *Looking forward to your early reply.*
- *Many of them are bruised (擦伤), and more than half are covered with little spots.*
- *I would be grateful if you could look into the matter.*



September 26, 2020

Dear Mr. Lee,

I'm writing to tell you that your latest shipment of apples is not up to the standard we expected from you. Many of them are bruised, and more than half are covered with little spots. I would be grateful if you could look into the matter. Could you please replace them with apples of the right quality?

Looking forward to your early reply.

Yours faithfully,

Fiona Stockton

Purchasing Manager

Task 2



Imagine you are Louis Wright. You received a letter of complaint on October 26 from Ralph Green about an error in the delivery of their order. Write a letter in reply to Ralph's complaint by using the clues given below.

1. Express your thanks for the complaint letter.
2. Make an apology for the mistake: *You are so sorry that the shirts supplied were not the same as the sample.*
3. Reasons for the mistake: *due to your mistake in the course of packing the shipment.*
4. Promise compensation: *You will replace them with shirts of the right quality within 3 days, and will offer a 3% discount on their next order.*
5. Close the letter: *with apologies again.*



October 27, 2020

Dear Mr. Green,

Thank you for your letter dated October 26 about your Order No. 2639/L.

We sincerely apologize for the error made by our company in supplying you with products which are not the same as the sample. This is due to our mistake in the course of packing the shipment. We assure you that we will replace them with right products within 3 days. And to express our apology, we will offer you a 3% discount on your next order with us.

With apologies once again.

Yours truly ,

Louis Wright



Step 6 Let's Review

Subjunctive Mood (2)

Task

A Fill in the blanks with the proper form of the verb given in the brackets.

1. He looked as if he had known (know) Millie for years.
2. It is highly desirable that a new chairman be elected (elect) for the committee.
3. He demanded that she should pay (pay) the money right away.
4. How I wish it were not (be not) raining!
5. It's surprising that they should pass (pass) the time like that.
6. They watched him closely in case he should escape (escape).
7. I would rather that you told (tell) her than I did.
8. It is high time that you made up (make up) your mind.
9. If only you hadn't told (tell) him what I said! Everything would have been all right.
10. It is required that every employee should come (come) in the uniform before 8:30 a.m.

B Categorize the above sentences according to different forms of the verb.

| Usage | Verb Forms in Sub-clauses | Examples | Examples (from the above sentences) |
|--|---------------------------|---|-------------------------------------|
| 在表“建议、要求、命令、愿望、坚持”的词后的从句中： 表建议：suggest / suggestion, advise / advice / advisable, recommend / recommendation, propose / proposal 表要求：ask, require, request, demand, petition, urge 表命令：order, command 表愿望：desire / desirable 表坚持：insist | (should) + do | The boss insisted that Mr. Cooper (should) give up his experiment. I make a suggestion that he (should) call on the director a week later. | 2, 3, 10 |

| Usage | Verb Forms in Sub-clauses | Examples | Examples (from the above sentences) |
|---|---|---|-------------------------------------|
| It is + important / necessary / strange / surprising / natural / a pity / a shame / no wonder + that 从句 | (should) + do | It is important that he (should) work hard. It is a pity that she (should) fail the exam. | 5 |
| lest, for fear that, in case 引导的从句 | (should) + do | He put his coat on for fear that he (should) catch a cold. | 6 |
| wish, would rather, as if, if only 引导的从句 | 一般过去时： 表示现在或将来的情况 过去完成时： 表示过去的情况 | I wish I were young again. I would rather they came tomorrow. He talks as if they had been old friends. | 1, 4, 7, 9 |
| It's (high) time + 从句 | 一般过去时 | It is time we went to bed. | 8 |

Homework: Revision

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