

# 国际人才 英语教程

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global

初 级 Elementary

样 章

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Building up	Carrying out	Looking beyond
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# MASS MEDIA

GTV, founded in 2000, is a multinational television broadcasting company. Major activities of GTV include free television broadcasting, program production, program licensing and distribution, digital media business and publication. GTV currently runs several free television channels and is one of the largest commercial program production companies in the world.



### Chen Ming



The new management trainee at GTV. He needs to work in different program groups during his first year to get familiar with the business and do some basic work, such as client reception, business contact, business trip arrangements and meeting participation, etc.



### Anne Megan



The manager of the financial program group and the travel program group. She is mainly in charge of the program production and free television broadcasting.



### Mary Jones



The manager of the technology and culture program groups. She is mainly in charge of the program production and free television broadcasting.



CASE

3

# Who will be on the show?

SAMPLE



# Case briefing

Chen Ming is working on the talk show — “Culture Focus”, focusing on folk culture around the world. It will be broadcast all around the world. David Johnson, a famous American TV host, has confirmed to be the guest talking about American folk culture. However, it turns out that he cannot come on time because of the visa problem.

In this case, Mary asks Chen Ming to find another person who can be the guest of the show. Suppose you are Chen Ming. You probably should:

- propose a new guest
- introduce the show to the new guest

Here is a video clip showing the scene of the case. In the video, Mary is elaborating on the requirements and Chen Ming is taking some notes.



Video clip

## 1 Watch the video clip and complete Chen Ming’s notes.

### Tasks:

- Propose a new guest
- Introduce the show to the new guest

### Requirements for the new guest:

- 1) \_\_\_\_\_: The guest should be a practitioner and have some accomplishments in a particular art field.
- 2 Appropriateness: The guest has to be communicative.
- 3 What 2) \_\_\_\_\_ the guest can bring to the show.

### The introduction of the show should include:

Basic information, 3) \_\_\_\_\_ and benefits provided by the show.

## 2 Work in pairs and discuss the following questions.

- 1 Who would you like to propose? Explain the reasons.
- 2 How would you introduce the show to the new guest?



## UNIT 5

# Propose a new guest

### Starting up

Proposing someone may happen in many circumstances, like proposing new team members for a project, proposing a new mentor and proposing a new business partner, etc. In this case, the first thing Chen Ming should do is to propose a new guest for the show according to Mary's requirements. Suppose you are Chen Ming. How would you get information about a person and write a proposal email?

After learning this unit, you will be able to:

- get information about a person from various sources
- acquire the structure of a proposal email
- write supporting details: facts and examples
- choose appropriate language style when writing a business email
- write an effective subject line
- write a proposal email: propose a new guest

# Taking in

## Viewing

To propose a new guest to Mary, Chen Ming has found several alternatives. The following video clip is an interview with Wang Zhiguo, a young Peking opera artist. Chen Ming has been considering whether he is suitable for the talk show or not. Watch the interview and get the general information about him.



Video clip

### 1 Work in pairs and discuss the following question.

When you watch an interview with a person, what kind of information do you expect to get?

### 2 Watch the interview with Wang Zhiguo and complete the factfile. Take notes if necessary.

FACTFILE	
1	Age when he entered the opera school
2	Role he studied in Peking opera
3	Age when he won the appreciation
4	Other traditional art forms combined in his new stage show
5	Effect of his new stage show

Work in pairs and check your answers.

### 3 Work in pairs and make a short summary of Wang Zhiguo based on the factfile in "Activity 2". The summary should include the requirements Mary mentioned in "Case briefing".

## CULTURE NOTES

### Yu School

It is a branch of Peking opera. It is named after the artist Yu Shuyan, who specializes in the role of *laosheng*.

## VOCABULARY

**cassette** /kə'set/ *n.* [C] 磁带; 盒式录音带

**favorable** /'fɛv(ə)rəbl/ *a.* 前景乐观的

**unconventional** /,ʌnkən'venʃn(ə)l/ *a.* 非常规的

**rating** /'reɪtɪŋ/ *n.* [pl.] (电视节目的) 收视率

**Wenzhao Pass** 《文昭关》(京剧传统剧目名)

## Reading

Apart from Wang Zhiguo, Chen Ming has found another person who might be suitable for the show. The following is the life story of Christine Lee, a legendary ballerina. Read her life story and get the basic information about her.

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**1** Work in pairs and discuss the following question.

What kind of information do you expect to read when you read the life story of a person?

**2** Read the life story of Christine Lee.

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**Christine Lee**

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Christine Lee, a Chinese-Russian ballerina, modern dancer, and so-called pioneer of a new style of modern dance, appeared in the public eye recently as a judge in a dance competition show.

Christine, the youngest child in her family, was born in August 1970 and grew up in Russia. When she was only six years old, she saw the revolutionary ballet, *The Swan Lake*, which was the first dance show she had ever seen. From then on, she had a close relationship with dance. At the age of 18, she was enrolled in the National Dance Academy to study ballet. Through her efforts during her study, she won the championship in the national dance competition. At that time, she was only 20. After graduation from college, in 1990, she went to New York to study modern dance for four years, studying under modern dance pioneers. She then traveled and performed in Europe, and taught modern dance in Rome from 1995 to 1998. Then she began a world tour. She also created a new style of modern dance by combining it with ballet, which also got a huge hit when she performed in Europe. One hundred thousand DVDs of her performance video were sold out once being issued. The overseas experiences made her have a greater understanding of the gap between Russia and other countries on the popularity of modern dance. As a result, she decided to return to Russia in 2000 to develop her new style of modern dance in Russia. At that time, she was 30.





She was back to the National Dance Academy as a modern dance teacher to teach her new style of modern dance. Apart from that, she appeared in not only talk shows as the guest talking about her new style of modern dance, but also dance competition shows as the judge selecting younger dancers. Gradually, Christine and her new style of modern dance began to be widely known. In 2016, to further promote her new style of modern dance, she left the college and prepared to establish her own modern dance company. On the road to her dream, she never stopped.

#### VOCABULARY

**ballerina** /ˌbæləˈri:nə/ *n.* [C] 芭蕾舞女演员

**3** Complete the profile of Christine Lee by filling in the blanks.

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**ABOUT CHRISTINE LEE**

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**Personal information**

Birth date & place: born in 1) \_\_\_\_\_ 1970  
grew up in Russia

**Educational background**

- At the age of 18, she studied ballet at the National Dance Academy.
- In 1990, she studied 2) \_\_\_\_\_ in New York.

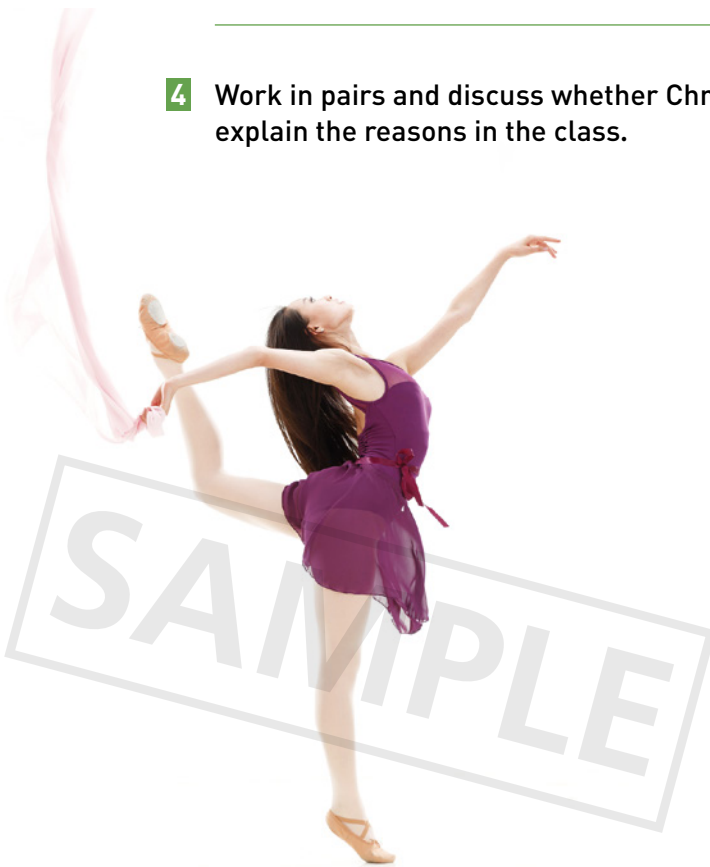
**Career life / Professional life**

- From 1995 to 1998, she 3) \_\_\_\_\_ in Europe, and taught modern dance in Rome.
- At the age of 30, she went back to Russia teaching her new style of modern dance in the National Dance Academy.
- She appeared in not only 4) \_\_\_\_\_ but also dance competition shows to make her new style of modern dance become familiar to the public.
- In 2016, she left the college and prepared to establish her own modern dance company.

**Achievements**

- During her college years, she won the championship in the national dance competition.
  - She created a new style of modern dance by combining it with 5) \_\_\_\_\_, which got a huge hit when she performed in Europe.
- 

**4** Work in pairs and discuss whether Christine Lee is suitable for the show. Then explain the reasons in the class.



## Preparing for the structure

After getting information about a prospective candidate, Chen Ming may have made his decision on who he would like to propose to Mary. When proposing a person, what should be mentioned? The following sample is a proposal email about Wang Zhiguo. Complete the following activities to get familiar with the basic structure of a proposal email.

### Structure of a proposal email

**1** Work in pairs and discuss the following question.

What would you mention in the email if you propose Wang Zhiguo for the show?

**2** The following is a proposal email about Wang Zhiguo. Work in pairs and label each part with its purpose in the box.

To: Mary Jones  
Subject: Proposal for the new guest

Hi Mary

- A Introduce the person
- B Restate your purpose and ask for confirmation
- C State your reasons
- D State your purpose

1) \_\_\_ I'm writing to propose a new guest for our talk show.

2) \_\_\_ I suggest we choose Wang Zhiguo, a young Peking opera artist in China. In order to promote Peking opera, he created a new stage show by combining Peking opera with other traditional art forms — cross talk and storytelling. It was a huge hit.

3) \_\_\_ Wang Zhiguo is well-versed in the traditional Chinese art form, Peking opera. At an early age, he studied at the National Academy of Theater Arts to receive professional training in the role of *laosheng*. Because of his perfect performance of *Wenzhao Pass*, he won appreciation by an elderly Peking opera master.

He is striving to popularize the traditional art form, which fits the aim of the show. The new stage show he created is an example. He also attended TV and Internet shows to promote his new stage show and Peking opera.

What's more, he has great appeal for the public. He held three performances of his new stage show in the Grand Theater and all the 15,000 tickets were sold out. In addition, all the shows he attended had the highest audience ratings among others over the same time period. His attendance may attract a wider audience to our talk show.

4) \_\_\_ As mentioned above, I propose Wang Zhiguo to be the guest for our show. I look forward to your decision.

Regards  
Chen Ming



# Sharpening the skills

Chen Ming has got the basic knowledge about how to write a proposal email. However, while writing, he may still have some difficulties, like how to write supporting details, and how to choose appropriate language style. Complete the following activities to learn more skills in writing a proposal email.

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## Write supporting details: figures and examples

- 1** Work in pairs and choose the appropriate supporting details for the following statements.
  - 1 Wang Zhiguo is well-versed in the traditional Chinese art form, Peking opera.
    - A He was familiar with Peking opera at an early age.
    - B At an early age, he studied at the National Academy of Theater Arts to receive professional training in the role of *laosheng*.
    - C He won appreciation for his perfect performance of *Wenzhao Pass* by an elderly Peking opera master.
  - 2 Wang Zhiguo is striving to popularize the traditional art form, which fits the aim of the show.
    - A He created a new stage show.
    - B He attended TV and Internet shows to promote his new stage show and Peking opera.
    - C He senses the big challenges the traditional art form is faced with.
  - 3 Wang Zhiguo has great appeal for the public.
    - A All the TV and Internet shows he attended had the highest audience ratings among others over the same time period.
    - B He attended other TV and Internet shows.
    - C All the 15,000 tickets for his performances were sold out.
- 2** If you propose Christine Lee for the new guest, how would you support your proposal? Work in pairs and discuss supporting details for the following statements based on the information you've got in "Reading".
  - 1 Christine Lee is a famous artist in the modern dance field.
  - 2 What she is doing fits the aim of our talk show.
  - 3 She has great appeal for the public.

SAMPLE

## SKILLS

Supporting details in a proposal email are essential as they can make your proposal more convincing. The following two types of supporting details are frequently used.

### Figures

Figures convey information in numerical form. They are direct and convincing. In the sample email, "He held three performances of his new stage show in the Grand Theater and all the 15,000 tickets were sold out." illustrates that he has great appeal for the public.

### Examples

Examples are ways of illustrating your point for a better understanding. In the sample email, the example of Wang Zhiguo having got appreciation from an elderly master illustrates his achievement in Peking opera.

## Choose proper language style

**Work in pairs. Read the sample email in "Preparing for the structure" again and discuss the following questions.**

- 1 What is the style of the sample email, formal or semi-formal?
- 2 What words and expressions are used to show its style? Underline them.
- 3 Is the style of the sample email appropriate? Why or why not?

## SKILLS

When you are writing a business email, the choice of language style is based on the relations between you and the addressee. Usually semi-formal style is used in the day-to-day interaction with colleagues.

When writing a semi-formal email, you should:

- get to the point
- choose common words and expressions
- avoid jargon unless it is familiar to your addressee
- be concise and explicit

The following are some expressions commonly used in business emails. Those on the right side of the arrows are preferable for semi-formal style.

You wrote to me in relation to ...	→ You wrote to me about ...
Should you require further assistance ...	→ If you need more help ...
at the time that	→ when
due to the fact that	→ because

Sometimes it is difficult to know if the email needs to be formal or semi-formal. It is a good idea to copy the email style of the person who writes to you.

# Developing the strategies

When writing a proposal email, one may ignore the subject line. An email with a blank subject line is likely to be overlooked or rejected as “spam”. A proper subject line will tell the addressee what the email is about. How to write an effective email subject line? Complete the following activities and find out the strategy.

---

## Write an effective subject line

**1** Work in pairs and discuss the following question.

Do you write the subject line when you write an email? Why or why not?

**2** Work in pairs. Read the following subject lines and decide which one is the best. Explain the reasons.

A Subject: Have the interview results come out? Thanks.

B Subject: Updating the project’s progress

C Subject: Meeting

**3** Work in pairs and write the subject lines based on the situations given below.

1 Subject: \_\_\_\_\_

Situation: You attended a job interview for the secretary of the department manager last week. Now you are going to write an email to the HR staff asking whether you have been recruited or not.

2 Subject: \_\_\_\_\_

Situation: You are the customer service representative. The service hotline number has been changed. So you need to notify the new service hotline number to all customers.

3 Subject: \_\_\_\_\_

Situation: You are the project manager. Your manager asks about the progress of the project. So you need to send the newly updated project progress to your manager.

4 Subject: \_\_\_\_\_

Situation: The pre-booked meeting time and venue has been changed. Your manager asks you to notify the new time and place to all the people who will participate in the meeting.

5 Subject: \_\_\_\_\_

Situation: Your manager asks you and your colleagues to search for information about a famous movie artist. You are the team leader and responsible for the report. So you need to send an email to your colleagues about the arrangements for the task.

SAMPLE

## STRATEGIES

A subject line has two functions: getting your attention and summarizing the message. Then you can decide whether to read it or not. A good email subject line can make the communication more effective and efficient. How to write an effective email subject line? Here are some principles:

### 1 Don't keep it blank

A blank subject line is one of the biggest mistakes you can make. An email with a blank subject line will likely get deleted, lost or easily rejected as "spam".

### 2 Be clear and specific about the topic of the email

You should summarize exactly what the email is about in the subject line so that the addressee can prioritize the email's importance without having to open it.

### 3 Keep it short and place the most important words at the beginning

Many people get accustomed to reading emails on cell phones. Since you don't know how much of the subject will be viewable on a smartphone, it's important to put the most important information at the beginning.

### 4 Eliminate filler words

With such precious space, don't waste it with unnecessary words like "hello", "nice to meet you" and "thanks", which can easily be included in the email's body.



# Carrying out

## Biz practice

### WRITE A PROPOSAL EMAIL: PROPOSE A NEW GUEST

In “Taking in”, Chen Ming has learned how to get information about a person. In “Building up”, he also has studied the basic structure of a proposal email, how to write supporting details, how to choose appropriate language style in accordance with a certain occasion, and how to write an effective subject line.

Now, Chen Ming is going to write the proposal email to Mary.

Suppose you are Chen Ming. The following steps may help you with the project.

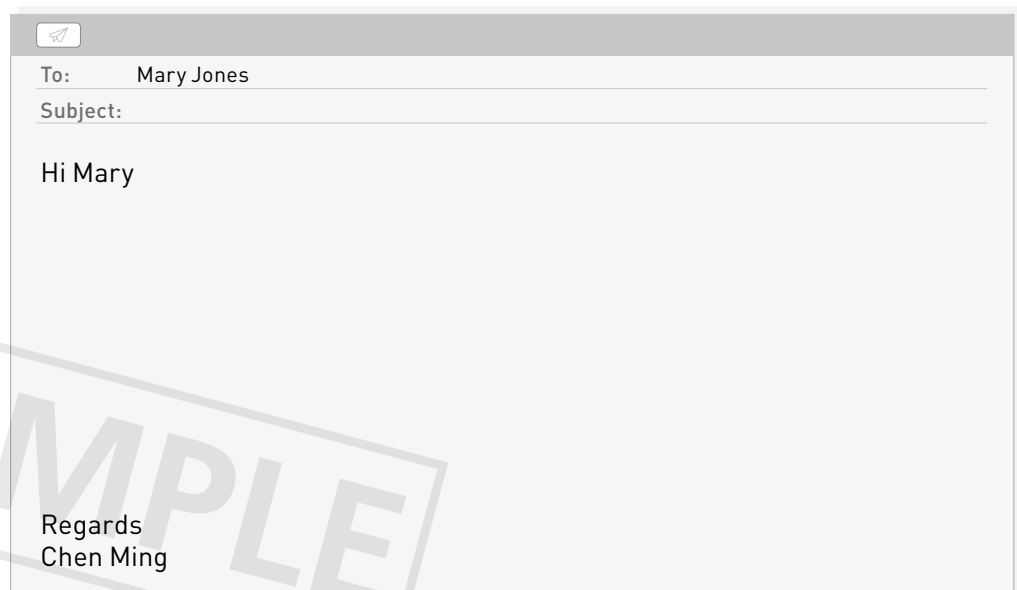
#### Step 1 Decide on the person

Choose one person you would like to propose based on the information provided in “Taking in”. You can also propose another person that is suitable for the show.

- Wang Zhiguo
- Christine Lee
- Other \_\_\_\_\_

#### Step 2 Organize the proposal email and write an outline

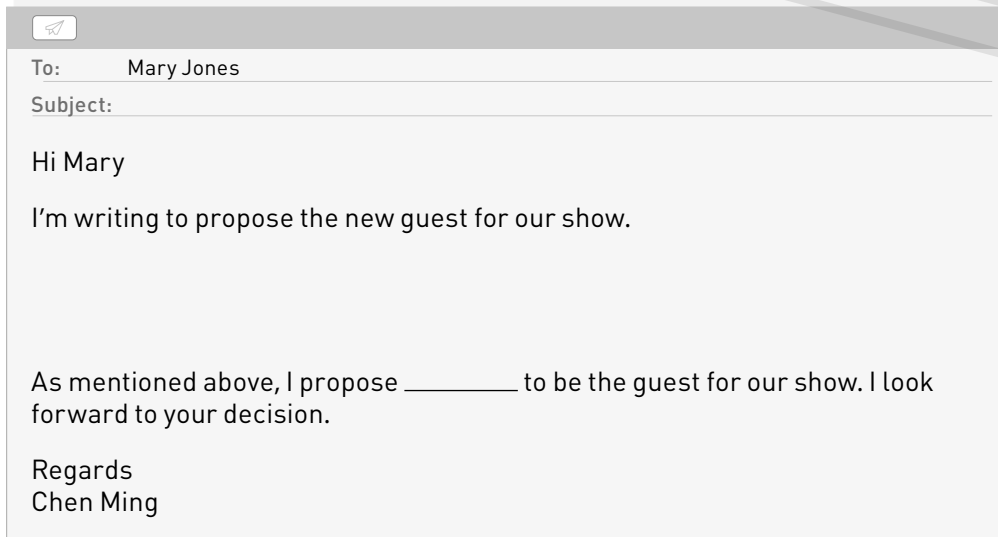
After deciding on the person, you should start planning your email and writing an outline. You may refer to “Preparing for the structure” for reference.




The image shows a sample email interface. At the top, there is a small icon of an envelope. Below it, the recipient is listed as "To: Mary Jones". The subject line is labeled "Subject:". The body of the email contains the text "Hi Mary". At the bottom, the sender is listed as "Regards Chen Ming". A large, semi-transparent "SAMPLE" watermark is overlaid diagonally across the entire email content area.

### Step 3 Write it up

Write the proposal email to propose the new guest that you think is suitable for the show. The beginning and ending of the email have been provided. You are about to write the subject line and the body part. Pay attention to the subject line writing and make sure your points are sufficiently supported. The language style needs to be appropriate for the communicative situation.



 To: Mary Jones

Subject:

Hi Mary

I'm writing to propose the new guest for our show.

As mentioned above, I propose \_\_\_\_\_ to be the guest for our show. I look forward to your decision.

Regards  
Chen Ming

---

### Step 4 Revise and reflect

Now, you've finished writing the proposal email. Before sending it to Mary, you may revise and reflect on your writing based on the following questions.

- 1 Have all Mary's requirements been met in your email?
- 2 Have you provided enough figures or examples to support your proposal?
- 3 Is the language style in your email appropriate?
- 4 Have you used a subject line to make the communication more effective?

# Looking beyond

To better prepare for the show, Chen Ming has searched for some information about folk culture in different countries. Folk dance, one of the traditional folk culture forms, is usually associated with social activities, and in some regions, it is even involved in cultural education. Read the following passage to find out more about folk dance around the world.

- 1** Work in pairs and match the different folk dance forms in the right column with their corresponding countries in the left column. Then share your answers in the class.

Countries	Folk dance forms
1 China	A Samba
2 Russia	B Dragon dance
3 Brazil	C Salsa
4 Austria	D Ballet
5 Argentina	E Tango
6 Cuba	F Kabuki dance
7 Japan	G Viennese waltz

- 2** Read the passage about folk dance around the world.

## FOLK DANCE AROUND THE WORLD

- <sup>1</sup> Folk dance is a form of dance developed by a group of people that reflects the traditional life of a certain country or region.

### NORTH AMERICA

- <sup>2</sup> A few famous folk dances from North America include contra dance and square dance, in addition to the dances of Native Americans. In contra dance, lines of couples follow the instructions of a caller who chooses from 6 and 12 short dance sequences. The dance goes for 64 beats while the dancers make their moves and change partners as they progress down the line. Like contra dance, square dance has couples dancing to the instructions of a caller, but with square dancing, four couples begin the dance facing one another in a square.

### LATIN AMERICA

- <sup>3</sup> As might be expected, folk dance in Latin America derives from the region's Spanish roots, although African influence is strong as well. Many of Latin America's traditional dances came from the fandango and the seguidilla, highly popular 18th-century forms. In these couple dances, partners were arranged in a scattered formation on

SAMPLE





the dance floor, often an outdoor patio, but the partners never touched. The dances required about two feet of distance between them. Eye contact, however, was encouraged. Latin American folk dances can be highly structured while allowing room for dancers to improvise.

#### ASIA

- <sup>4</sup> The list of folk dances associated with Asian countries is long indeed, befitting the continent's rich history and diversity of cultures. India is known for its bhangra, garba and baladi dances. In China, steps are under way to preserve the traditional Chinese folk dances, such as the court dance and the dragon dance.

#### AFRICA

- <sup>5</sup> Perhaps on no other continent is dance as integral to the culture as it is in Africa. Dances can involve a method of education, teaching morals and etiquette, as well as welcoming or celebrating members of the community. Among the myriad examples, one interesting

folk dance from Africa is Eskista, a traditional Ethiopian dance for both men and women. The dance focuses on rolling the shoulder blades, bouncing the shoulders and contracting the chest. Because of its technical nature, Eskista is considered one of the most complex traditional dance forms in Africa.

#### VOCABULARY

- contra dance 对舞  
 square dance 方块舞  
 fandango /fæn'dæŋgəʊ/ *n.* [C] 方丹戈舞  
 seguidilla /,segi'di:ljə/ *n.* [C] 塞格第亚舞  
 patio /'pætiəʊ/ *n.* [C] 庭院; 露台  
 improvise /'ɪmprə,vəɪz/ *v.* 即兴表演  
 befit /br'fɪt/ *vt.* 适合  
 integral /'ɪntɪgrəl/ *a.* 必需的; 不可缺少的  
 etiquette /'etɪket/ *n.* [U] 礼仪  
 myriad /'mɪriəd/ *a.* 无数的; 极大量的  
 shoulder blade 肩胛骨

**3** Complete the missing information in the table.

<b>North America</b>	<b>Contra dance</b> <ul style="list-style-type: none"><li>• Lines of couples follow the instructions of a caller.</li><li>• The dance goes for 1) _____ beats.</li></ul> <b>Square dance</b> <ul style="list-style-type: none"><li>• Couples dance to the instructions of a caller.</li><li>• 2) _____ begin the dance facing one another in a square.</li></ul>
<b>Latin America</b>	<ul style="list-style-type: none"><li>• Folk dance derives from the region's Spanish roots.</li><li>• Latin American folk dances can be 3) _____ while allowing room for dancers to improvise.</li></ul>
<b>Asia</b>	<ul style="list-style-type: none"><li>• 4) _____ is known for its bhangra, garba and baladi dances.</li><li>• In China, steps are under way to preserve the traditional Chinese folk dances.</li></ul>
<b>Africa</b>	<b>Eskista</b> <ul style="list-style-type: none"><li>• It is a traditional Ethiopian dance for 5) _____.</li><li>• It focuses on 6) _____, bouncing the shoulders and contracting the chest.</li></ul>

SAMPLE

# Introduce the show to the new guest

## Starting up

The skill of giving an introduction is frequently used in various business settings, such as introducing a new plan, a new product or new colleagues. In this case, after the decision has been made, Chen Ming is asked to make a phone call and introduce the show to the new guest. Suppose you are Chen Ming. How would you introduce the show?

After learning this unit, you will be able to:

- get information about the show from various sources
- acquire the structure of a program introduction
- use persuasive techniques in a program introduction
- choose an appropriate communication approach
- draft the program introduction



## Viewing



Video clip

After Chen Ming proposed a new guest, Mary made her decision. The following video clip is a conversation between Chen Ming and Mary, in which Mary tells Chen Ming about her decision and Chen Ming asks for confirmation and clarification on how to introduce the show to the new guest. Watch the conversation and get to know what to introduce to the guest.

### VOCABULARY

**arouse** /ə'raʊz/ vt. 引起兴趣 / 期望等

**in line with** 符合; 与...一致

#### 1 Work in pairs and discuss the following question.

What kind of program information do you think should be confirmed with Mary? Choose possible items and explain the reasons.

- |                                    |  |
|------------------------------------|--|
| <input type="checkbox"/> budget    | <input type="checkbox"/> host                  |
| <input type="checkbox"/> history   | <input type="checkbox"/> prospect              |
| <input type="checkbox"/> procedure | <input type="checkbox"/> specific arrangements |
| <input type="checkbox"/> aims      | <input type="checkbox"/> benefits              |

#### 2 Watch the conversation between Chen Ming and Mary and answer the following questions by filling in the blanks.

1 What should Chen Ming mention in the first place when introducing the show?

First, he should present some 1) \_\_\_\_\_ about the show. He should present some 2) \_\_\_\_\_ to get the guest's attention and arouse his interest, like the scale, development, audience ratings and 3) \_\_\_\_\_ of the show.

2 What are the convincing facts Chen Ming should tell the guest?

He should tell him that the show has been 4) \_\_\_\_\_ since it started and has been nominated for this year's Popular Show Awards. It has received 5) \_\_\_\_\_ and has enjoyed 6) \_\_\_\_\_ among the audience.

3 What should Chen Ming tell the guest in terms of the aims of the show?

He should tell the guest that the show focuses on introducing 7) \_\_\_\_\_ around the world. It promotes 8) \_\_\_\_\_ of the unique cultural heritage.

4 What should Chen Ming tell the guest as to the benefits provided by the show?

He should tell the guest that it can help promote his new stage show and his presence can help to 9) \_\_\_\_\_ of the traditional Chinese folk art. It will be a 10) \_\_\_\_\_ for both of them.

**3** Watch the conversation again and fill in the blanks with the expressions in the box. Pay attention to the language patterns of asking for and giving confirmation and clarification.

- A Here's my understanding. Correct me if I'm wrong
- B That's not exactly what I mean
- C Going back to what you just said
- D Not exactly
- E Should I tell him



**Asking for confirmation and clarification**

**Chen Ming:** OK. 1) \_\_\_\_, you mean generally telling him what the show is?

**Chen Ming:** OK. 2) \_\_\_\_. I should tell him our show focuses on introducing folk culture around the world ...

**Chen Ming:** 3) \_\_\_\_ that our show has become a model in the industry in terms of audience ratings and viewer feedback?

**Giving confirmation and clarification**

**Mary Jones:** 4) \_\_\_\_. I mean that several things should be mentioned.

**Mary Jones:** 5) \_\_\_\_. You should present some convincing facts to get his attention ...

**Mary Jones:** That's exactly what I mean.



## Reading

Before giving an introduction of the show, Chen Ming needs to get a thorough understanding of the show. The following passage is the excerpt of the program planning scheme of “Culture Focus”. It contains the program overview and other details of the show. Read the program planning scheme and get useful information for the introduction.

### 1 Work in pairs and discuss the following question.

What kind of information do you expect to find in the program planning scheme for the introduction? Choose possible items and explain the reasons.

- program overview
- pre-production
- pre-show meeting
- content parts
- post-show meeting

### 2 Read the excerpt of the program planning scheme of “Culture Focus”.



## Program planning scheme of “Culture Focus” (excerpt)

**Program overview** “Culture Focus” is an in-depth talk show featuring folk culture with celebrities around the world. With the aim of introducing different folk culture forms and deepening people’s understanding, the show started on February 17th, 2017 and is produced by GTV. The program airs on Thursdays at 10:00 p.m. The show opens with an opening section, then moves on to the introduction of the guest and the topic and the guest speaker’s topical presentation. It concludes with a guest interview and musical performance. Typically, the show’s host conducts interviews behind a desk, while the guest sits on a couch. It also features a band which generally performs cover songs for the audience during commercial breaks and occasionally plays the background music during the show.

### VOCABULARY

scheme /ski:m/ n. [C] 计划; 方案

excerpt /'eksɜ:pt/ n. [C] 节选

anecdote /'æni:k,dəʊt/ n. [C] 轶事; 奇闻

stay tuned 继续收看





### Pre-production

- Formally invite the guest and introduce the show.
- Conduct a pre-interview before recording in which we call the guest to go over stories, anecdotes and current events, etc. The guest is required to come on the show with at least one interesting personal story about folk culture.
- Producer decides which stories are best and decides on the order of them.

### Pre-show meeting

A brief meeting with all of the staff members to finalize the plan for the show by checking updated information and to bring up anything that may happen before recording.

### Content parts

#### Opening section

Engage the audience within the first three minutes with a wonderful opening.

#### Host: Introduce the guest and the topic

- Present the content in an interesting way. Make sure the audience stays tuned.
- The introduction should be thought-provoking and get the audience's attention. It should introduce both the subject and the guest in such a way that makes people want to know more.

#### Guest speaker's topical presentation: Introduce the topic

Visual aids: video clips and pictures

#### Guest interview and musical performance

- Interaction between the host and the guest
- Interaction between the audience and the guest

### Post-show meeting

A brief review of the show to look at what content the audience enjoyed.

### 3 Complete the summary of the show by filling in the blanks.

As an in-depth talk show, "Culture Focus" features folk culture with celebrities around the world. It has the aim of 1) \_\_\_\_\_ different folk culture forms and 2) \_\_\_\_\_ people's understanding. In the pre-production stage, the production group will formally 3) \_\_\_\_\_ and introduce the show. Also, a pre-interview will be conducted and the producer will decide on the 4) \_\_\_\_\_ of the stories. Then, a brief meeting will be arranged right before recording to 5) \_\_\_\_\_. As for the content, four parts are planned in each show, including the 6) \_\_\_\_\_, the introduction of the guest and the topic, the guest speaker's 7) \_\_\_\_\_, and the guest interview and the 8) \_\_\_\_\_. Finally, a post-show meeting would provide 9) \_\_\_\_\_ of what content the audience enjoyed.



## Preparing for the structure

After getting information about the show, Chen Ming needs to contact the new guest and introduce the show to him. What should be mentioned? How should the information be organized? The following sample is an introduction of another show found in GTV's website. Complete the following activities to get familiar with the structure of a program introduction.

### Structure of a program introduction

**1** Work in pairs and discuss the following question.

What should be mentioned in a program introduction?

**2** The following introduction is about another program. Work in pairs and label each part with its purpose in the box.

<p>A Introduce the show's aims                      B Offer appreciation and ask for confirmation on the invitation                      C Introduce the basic information about the show                      D Introduce yourself and send an invitation                      E Introduce the benefits provided by the show</p>	
1) ___	Hello! This is Gerald from GTV. We'd like to invite you to be the guest for our show, "Business Today".
2) ___	"Business Today" is a weekly Internet talk show featuring entrepreneurial experience sharing. We have been in existence for over six years. Each week, entrepreneurs from different fields are invited to our show sharing their stories, anecdotes and experience. We've got a huge hit and had the highest audience ratings among the shows broadcast over the same time period.
3) ___	We aim to greatly raise the profile of start-up businesses and encourage young people to strengthen their resolve and strive to make their dreams come true.
4) ___	As our show has the highest audience ratings and has quite a great influence among young people, you and your business would generate enormous publicity. Your stories of building your business would be quickly spread out.
5) ___	Your participation would be greatly appreciated not only by the audience but also by us. We would be honored if you decide to join our show. We can together make some contributions to helping the young people. Please do not hesitate to ask me if you have any questions.

## Sharpening the skills

Chen Ming has got the basic structure of how to introduce a show. In practice, the introduction intends to persuade someone to take a certain action. Therefore, Chen Ming may need to use persuasive language to make his introduction more convincing. Complete the following activities to learn the use of persuasive techniques in a program introduction.

### Use persuasive techniques in a program introduction

- 1** Work in pairs and discuss what persuasive techniques are used in the program introduction in “Preparing for the structure”.
- 2** The following are some techniques that can be used when you want to persuade people in communication. Work in pairs and match the techniques with their corresponding functions.

Techniques	Functions
1 Using colorful language, like adjectives	A To include the person in the same group
2 Using evidence, like facts, figures, etc.	B To create a memorable image and to catch interest
3 Using inclusive language, like “we”, “our”, “us”, etc.	C To provide rational scientific proof as the basis for points of view
4 Using rhetorical questions	D To help lead people to a particular conclusion
5 Using reasons and logic	E To show the mood or feeling of the language
6 Using different tones	F To link ideas and develop arguments supporting points of view

**3** Work in pairs and rewrite the following sentences using the persuasive techniques.

- 1 It's time to stand up and show support for our culture.
- 2 Your participation would be appreciated by the viewers.
- 3 Your participation would add value to the program.
- 4 You can make some contributions to the industry.
- 5 Ethnic traditions should be protected.



**SKILLS**

Using persuasive techniques is an essential skill in business communication. The ability to be persuasive and effective in achieving communication goals requires you to use some techniques that help you to be convincing. When you're reading persuasive language or expressing yourself persuasively, you need to think carefully about what techniques are used to make the other person accept a particular point of view. For a detailed explanation, you can refer to those techniques in "Activity 2".



**SAMPLE**

# Developing the strategies

There are two different communication approaches: direct approach and indirect approach, which Chen Ming can use when he introduces the show. Each communication approach is appropriate for certain situations. Complete the following activities and find out the strategy.

## Choose an appropriate communication approach

- 1** Work in pairs. Read the following two versions of the program introduction and choose one that you prefer and explain the reasons. Then decide which communication approach is used, direct or indirect.

**Version 1** Hello! This is Gerald from GTV. We'd like to invite you to be the guest for our show, "Business Today".

**Version 2** Hello! This is Gerald from GTV. Allow me to introduce our talk show, "Business Today" first ... We hope you can consider coming to our show as a guest speaker.

- 2** Work in pairs. Read the following features of the direct approach and the indirect approach and put them into the corresponding columns below.

### Features of the direct approach and the indirect approach

- A** It involves stating important points quickly, usually in the beginning of a message.
- B** It delays important points until after they have been explained.
- C** It is often used when the message you are delivering is likely to please your audience.
- D** It is often used when you have to refuse, reject, or deny a request or send a message that you believe may make your audience uncomfortable or angry.
- E** Whether the message is positive or neutral, it states the main idea of the message immediately.
- F** It begins by offering positive or neutral information that relates to the issue or person being addressed.

Direct approach	Indirect approach

## STRATEGIES

When you use the direct approach, the main idea (such as a recommendation, conclusion, or request) comes on the “top”, followed by evidence. This is a deductive argument. It is used when your audience is neutral or positive about your message. This “up-front” arrangement is by far the most popular and convenient for business. It saves time and makes the rest of the report easier to follow.

In the indirect approach, evidence is presented first, leading therefore to a main idea. This is an inductive argument. It is preferable if your audience may be displeased with or may resist what you have to say.





## Biz practice

### DRAFT THE PROGRAM INTRODUCTION: INTRODUCE THE SHOW TO THE NEW GUEST

In “Taking in”, Chen Ming has known what he should present in his program introduction, and he has got a thorough understanding of what the show is about. In “Building up”, he has learned the structure of a program introduction, the use of persuasive techniques in a program introduction, and how to choose an appropriate communication approach while making the introduction.

Now, Chen Ming is going to draft the program introduction before making the phone call.

Suppose you are Chen Ming. The following steps may help you with the project.

#### Step 1 Think of important points

Before drafting the introduction of the show, the first thing you need to do is to think about what important points you should pay attention to when getting information about the show. Make a list of the important points.

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#### Step 2 Get information

Review the program planning scheme in “Reading” and the conversation in “Viewing”. Try to get enough information for your introduction. Take notes if necessary.

---

#### Step 3 Organize your introduction

Once you’ve got enough information, the next step is to consider how to organize your introduction in a clear and coherent structure. You may refer to “Preparing for the structure” for reference.

**Step 4 Draft your introduction**

After organizing your thoughts, you can begin to write your script. Make sure you write in a way that you can say them easily as it is an oral introduction. Try to apply the skills and strategies you've learned in "Sharpening the skills" and "Developing the strategies".

---

**Step 5 Revise and reflect**

Now, you've finished drafting the introduction of the show. Before making the phone call to Wang Zhiguo, you may revise and reflect on your introduction based on the following questions.

- 1 Has all the important information been mentioned in your introduction?
- 2 Have you organized your introduction in a clear and logical way?
- 3 Have you used persuasive techniques in your introduction?
- 4 Have you chosen an appropriate communication approach for your introduction?

SAMPLE

# Looking beyond

To make a better introduction of the show, Chen Ming wants to have a deeper understanding of folk culture and pop culture. He has searched for some information about their differences. Read the following passage to find out about the differences.

- 1 Work in pairs and discuss which type of culture the following pictures belong to. Then write the letters in the table.



Folk culture	
Pop culture	

2 Read the characteristics of folk culture and pop culture.

# Characteristics of FOLK CULTURE and POP CULTURE

Category	Folk culture
Location	Covers small isolated communities.
Origin	Has a hearth, but no recorded reason for where, when, or how a tradition is formed.
Way of spreading	Spread with the relocation of people.
People	Unique and easy to distinguish from people from other places.
Clothing and fashion	Passed down from generation to generation.
Music	<ul style="list-style-type: none"><li>• Tells a story or conveys information about life.</li><li>• Probably has no recorded writer.</li></ul>
Food	Unique and related to what can be grown in the local environment.
Housing	<ul style="list-style-type: none"><li>• Materials are restricted to the local environment.</li><li>• Distinctive design and limited styles.</li><li>• Adapted to the local environment.</li><li>• Probably influenced by religions.</li><li>• Probably built by the home owner.</li></ul>

## VOCABULARY

multiple /'mʌltɪpl/ *a.* 多部分的; 多种的

hearth /hɑ:θ/ *n.* [C] 壁炉边 (用作“家庭生活”的象征)

distinguish /dɪ'stɪŋɡwɪʃ/ *v.* 区分; 辨别

bland /blænd/ *a.* 清淡的

## Pop culture

Covers a large area and multiple communities or societies.

Almost always has a documented beginning, event, or people that started a tradition.

Spread based on social levels.

In the same sorts of activities and occupations.

- Change constantly.
- Influenced by media and celebrities.
- Created for entertainment.
- High degree of professional expertise.
- Probably focuses on love.
- Multiple sources of ingredients.
- Different kinds of ingredients.
- Tends to be blander.
- Have many styles.
- Created in mass, and less connected to local building materials and local environmental conditions.
- Designed and built by professionals.



**3** Decide whether the following statements are true (T) or false (F).

- 1 Folk culture has a documented beginning and event.
- 2 Pop culture is spread with the relocation of people.
- 3 In folk culture, music usually tells a story about life.
- 4 In folk culture, materials in housing are restricted to the local environment.



