

CASE

3

Who will be on the show?



视觉中国

SAMPLE

Case briefing

Chen Ming is working on a new talk show, Culture Focus, focusing on folk culture around the world. It will be broadcast all around the world. Samuel 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 to China on time for the shooting because of the visa problem. Faced with this dilemma, the manager, Mary Jones, asks Chen Ming to find another person who can be the guest of the show. Suppose you are Chen Ming, to solve the dilemma, you probably should:

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

Here is a video clip reenacting the scene of the dilemma. In the video, Mary elaborates on the dilemma and the requirements and Chen Ming is taking some notes ...



Video clip

1 Watch the video clip and complete the notes.

Tasks:

Requirements of the new guest:

1. Popularity: The guest should be a practitioner and have some 1) _____ in a particular art field.
2. 2) _____: The guest has to be communicative.
3. 3) _____: What can the guest bring to our show?

The introduction of the show should include:

basic information, 4) _____, and benefits provided by the show.

2 Suppose you were Chen Ming, who would you propose? Discuss in your groups and list the reasons.

UNIT 5

Propose a new guest

Starting up

The temporary substitution may happen in many industries and companies, due to the change of business plan and the partnership with other companies etc. In this dilemma, in order to find a way out, 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 to get information of a person? How to write a proposal email?

After learning this unit, you will be able to:

- Get information of a person from various sources
- Write supporting details: Facts and examples
- Choose appropriate language and style when writing a business email
- Use the subject line wisely when writing a business email
- Write a proposal email: Propose a new guest

Viewing

The following is an interview with Wang Zhiguo, a young Peking Opera artist. He has created a new type of show to promote the popularity of Peking Opera in younger generation, achieving a huge success. You have been considering whether he would be suitable for your talk show or not.



Video clip

1 Work in pairs and discuss the following question

When you listen to an interview with a person, what kind of information would you like to get?

2 Listen to the interview with Wang Zhiguo and complete the factfile. Take notes if necessary.

FACTFILE	
1	Age when he entered the opera school
2	Role in Peking Opera he studied
3	Age when he got the appreciation
4	The creation of his new stage show
5	The effect of his new stage show

Work in pairs and check your answers.

3 Work in pairs and present a short summary of Wang Zhiguo based on the factfile in Activity 2. The summary should include the requirements Mary mentioned. You may use the words and expressions below for reference.

CULTURE NOTES

Yu School

a branch of Peking Opera. It is named after the artist, *Yu Shuyan*, which specializes in the role of Laosheng.

VOCABULARY

attribute v. 归因于

cassette n. 磁带, 盒式录音带

The Wenzhao Pass n. 京剧《文昭关》

circumstance n. 状况; 境遇

unconventional adj. 非传统的; 不依惯例的

lure v. 吸引

Reading

The following is a passage about Christine Lee, a legendary ballerina. Suppose you are going to invite a guest to talk about Russian folk dance on the show. Read and decide whether she is suitable.

1 Work in pairs.

Suppose you are going to read an introduction of a person. What kind of information do you expect?

2 Read the personal introduction of Christine Lee.



Christine Lee

- ¹ Christine Lee, a Chinese-Russian ballerina, modern dancer, and so-called pioneer of new style of modern dance, firmly popped up into the public eye recently as a judge in a dance competition show.
- ² Christine, born in August 1970 in China and grew up in Russia, was the youngest child in her family. When she was only six years old, she saw the revolutionary ballet, *The Swan Lake*, which was her first dance show she had ever seen. The footlights became tractor beams. From then on, she had a close affinity with dance. At age of 18, she was enrolled in National Dance Academy to study ballet. Through her unremitting 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 such as Limon, Cunningham, and Graham. She then traveled and performed in Europe, and taught modern dance in Rome from 1995 to 1998, followed by a world tour. She also created a new style of modern dance by combining ballet, which also got 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 deeply realized the gap between Russia and the Western countries on the popularity of modern dance. As a result, she decided to return back to Russia in 2000 for the development of her new style of modern dance in Russia. At that time, she was 30.



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

CULTURE NOTES

Modern dance

a style of free and expressive theatrical dancing not bound by the classical rules of ballet. It was primarily arising out of Germany and the United States in the late 19th and early 20th centuries.

VOCABULARY

ballerina n. 芭蕾舞女演员

pop up v. 突然出现

tractor beam n. 牵引光束

affinity n. 密切关系

enroll v. 登记; 加入

unremitting adj. 坚持不懈的

successively adv. 先后; 接连着

- 3** Read the passage and complete the form. Work in pairs and check your answers.

ABOUT CHRISTINE LEE

Personal information

Birth date & place: in 1) _____ 1970 in China and grew up in Russia

Education background

At the age of 18, she studied ballet in 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 National Dance Academy.

She successively appeared in not only

4) _____ but also the dance competition to make her new style of modern dance became familiar with the public.

Achievements

During her college years, she won the championship in national dance competition.

When she was in Europe, she created a new style of modern dance by combining

5) _____.

In 2016, she was planning to establish her own modern dance company.

- 4** Work in pairs and discuss whether Christine Lee is suitable for the show. Then share ideas in the class.




Preparing for the structure

After getting information, you may have made your decision on who you would like to propose to Mary. When proposing a person, what should be mentioned? The following activities can help you get familiar with the basic structure of a proposal email.

Structure of a proposal email

- 1 Suppose you would like to propose Wang Zhiguo for the show. Work in pairs and discuss what should be mentioned in the email. Take notes if necessary.
- 2 Here is a basic structure for proposing a person in an email. Label each part in the sample email.



To: Mary Jones

Subject:

Hi Mary

A State your purpose

B Introduce the person

C State the reasons

D Restate your purpose and ask for confirmation

I'm writing to propose anew guest for our talk show.

He is Wang Zhiguo, a young Peking Opera artist in China. In order to promote Peking Opera, he has created a new type of show by combining Peking Opera with other traditional art forms, cross talks and storytelling, which has made a hit.

Wang is well versed in Chinese traditional art form, Peking Opera. At an early age, he studied in National Academy of Chinese Theatre Arts to receive professional training on the role of Laosheng. Because of his perfect performance in "Wenzhao Pass", he also won appreciation by an elderly Peking Opera master.

He is striving to popularize the traditional art form, which fits the aim of the show. He has held three performances in Chang'an Grand Theater and all the 1,500 tickets were sold out. He has also attended TV or Internet shows to promote the popularity of the traditional art form among younger generation.

What's more, he has great appeal to younger generation. All the shows he attended before had the highest audience ratings among others over the same period. His attendance may attract more audience to our talk show, and will gain considerable publicity for our company.

As mentioned above, I propose Wang Zhiguo to be the guest for our talk show. I am expecting your decision.

Regards
Chen Ming

Sharpening the skills

After getting information, you may have made your decision on who you would like to propose to Mary. When proposing a person, what should be mentioned? The following activities can help you get familiar with the basic structure of a proposal email.

Write supporting details: Figures and examples

1 When stating reasons, facts and examples are important as the supporting details. Work in pairs. Discuss and choose the appropriate supporting details for the following sentences.

- 1 Wang Zhiguo is well versed in Chinese traditional art form, Peking Opera.
 - A He was familiar with Peking Opera at an early age.
 - B At an early age, he studied in National Academy of Chinese Theatre Arts to receive professional training on the role of Laosheng.
 - C He won appreciation for his perfect performance in “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 the new type of stage show. And all the 1,500 tickets of his performance were sold out.
 - B He held performances and attended TV or Internet shows to promote the popularity of the traditional art form among younger generation.
 - C He senses the big challenges the traditional art form is faced with.
- 3 Wang Zhiguo has great appeal to younger generation.
 - A All the shows he attended before had the highest audience ratings among others over the same period.
 - B He has attended other TV or Internet shows.
 - C His new stage show got a huge success.

2 When stating reasons, facts and examples are important as the supporting details. Work in pairs. Discuss and choose the appropriate supporting details for the following sentences.

- 1 Christine Lee is a famous artist in modern dance field.
- 2 She fits the aim of our talk show.
- 3 She has great appeal to the public.

Work in pairs and check your answers.

SAMPLE

SKILLS

The reasons stated in a proposal email are essential as they have great effect on whether your proposal will be approved or not. The following two types of detailed information are frequently used.

Figures

Figures convey information in numerical form. They are direct and convincing. In the sample email, "...all the 1,500 tickets were sold out" illustrates that he is striving to popularize Peking Opera.

Examples

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

Choose proper language and style: Semi-formal style

3 Two types of language and style can be used in a business email: formal and semi-formal. Reread the sample email. Work in pairs and discuss the following questions:

- 1 What is the style of the sample email?
- 2 What are the words and expressions used to show its style? Underline them.
- 3 Is the style of the sample email appropriate? Why?

SKILLS

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

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

Here are some examples of expressions commonly used in business emails, while those in the right column 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 such time as
when
due to the fact that
because

Useful expressions in a semi-formal business email

Hi ...
I'm writing to ...
Hope to hear from you.
Best wishes / Regards

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 principles.

Use subject line wisely

1 Work in pairs and discuss the following question

When you listen to an interview with a person, what kind of information would you like to get?

2 What is a good subject line? Work in pairs. Read the following subject lines and decide which one is good. Explain the reasons.

1 Subject: Does the interview result come out? Thanks.

2 Subject: Updating the project progress.

3 Subject: Meeting

3 How to write an effective subject line? Work in pairs and write the subject line based on the situations given below.

1 Subject: _____

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

2 Subject: _____

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

3 Subject: _____

Situation: You are the project manager. Your manager asks you for 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 send 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 of a famous film artist. You are responsible for reporting the information. So you need to send an email to your colleagues about the arrangement of the searching work.

STRATEGIES

A subject line has two functions: grab your attention, and summarize 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 immediately irritate the addressee, who is forced to open the email to figure out what it's about.

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. Place the most important words at the beginning

It is estimated that approximately 50% of emails are read on mobile phones. Since you don't know how much of the subject will be viewable from a smart phone, 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

From “Getting info”, you have learned how to get information of a person by listening for specific information and reading with the help of a personal information worksheet. You have also studied a basic structure of writing a proposal email. From “Exploring”, you have learned how to state your reasons, how to choose language and style in accordance with a certain occasion, and how to write an effective subject line.

Now it is time for you to find a way out of the Dilemma 3. The first thing is to propose a new guest to your manager, Mary Jones.

To help you complete the project, we suggest that you take the following steps.

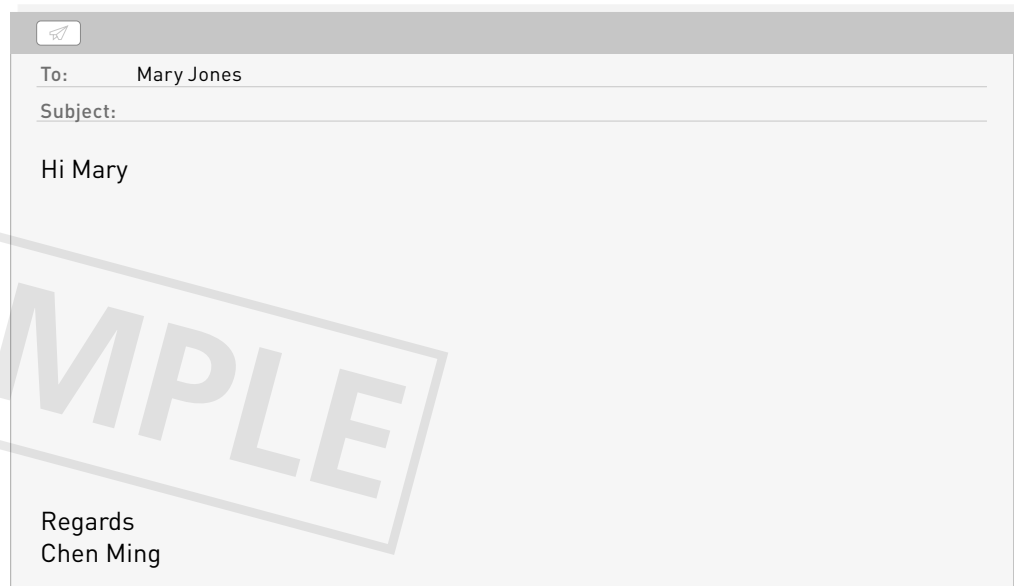
Step 1 Decide on the person

Work in pairs. Choose one person you would like to propose based on the information provided in “Getting info”. You may also list 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 back to “Exploring” for reference.



A sample email template is shown in a light gray box. It features a small envelope icon in the top left corner. The 'To:' field is filled with 'Mary Jones'. The 'Subject:' field is empty. The body of the email contains the text 'Hi Mary'. At the bottom, it says 'Regards' followed by 'Chen Ming' on the next line. A large, semi-transparent 'SAMPLE' watermark is overlaid diagonally across the entire email content area.

Step 3 Write it up

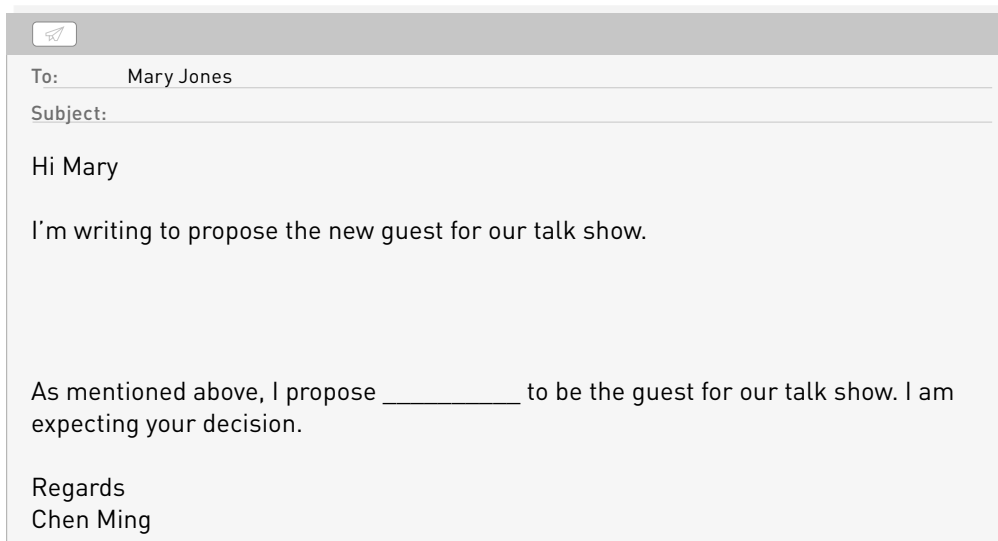
Work in pairs. Choose one person you would like to propose based on the information provided in “Getting info”. You may also list another person that is suitable for the show.

Information card-Wang Zhiguo

- Peking Opera artist
- Get professional training of *Laosheng*
- Win appreciation from an elderly Peking Opera master in college year
- Create a new stage show and get a huge hit
- All 1,500 tickets are sold out
- Raise young people’s awareness of Peking Opera

Information card-Christine Lee

- Ballerina, pioneer of new style of modern dance
- Win a championship in the national dance competition
- Study modern dance in New York
- Create a new style of modern dance
- 100,000 DVDs are sold out
- Decide to return back to Russia to teach her new style of modern dance
- Prepare for establishing her modern dance company



The image shows a screenshot of an email composition window. At the top left, there is a small icon of an envelope. Below it, the 'To:' field is filled with 'Mary Jones'. The 'Subject:' field is empty. The main body of the email contains the following text: 'Hi Mary', 'I'm writing to propose the new guest for our talk show.', a blank line, and 'As mentioned above, I propose _____ to be the guest for our talk show. I am expecting your decision.' At the bottom, it says 'Regards' followed by 'Chen Ming'.

Step 4 Revise and reflect

Now, you have finished writing the proposal email. Before sending to Mary, you'd better revise and reflect on your writing based on the following questions.

- 1 Are all the requirements Mary put forth met in your email?
- 2 Have you provided enough evidence for your reasons?
- 3 Are the language and style in your email appropriate?
- 4 Have you used a subject line wisely to make the communication more effective?

Looking beyond

For better preparation for the show, Chen Ming has searched for some information about folk cultures in different countries. Folk dance, as one of the traditional folk culture forms, is usually associated with social activities, and in some regions, it is even involved in cultural education. How many types of folk dance are you familiar with? What are their features? Read the following passage to find out more about folk dance around the world.

1 Match the different folk dance forms in the right column with their corresponding countries in the left column based on your knowledge. Then share your answers with your partners.

COUNTRY	FOLK DANCE FORM
1 China	A Bollywood dance
2 Russia	B Samba
3 Brazil	C Dragon Dance
4 Austria	D Salsa
5 Argentina	E Ballet
6 Cuba	F Tango
7 Japan	G Kabuki dance
8 India	H Viennese Waltz
9 the United States	I Modern Dance
10 the Middle East	J Belly Dance

VOCABULARY

contra dancing n. 对舞

square dancing n. 方块舞

patio n. 庭院; 露台

improvise v. 即兴表演

befit v. 适合于

stomp v. 跺脚

integral adj. 完整的; 构成整体所必需的

etiquette n. 礼仪

myriad adj. 无数的, 极大量的

shoulder blade n. 肩胛

predate v. 在日期上早于 (先于)

2 Read the following text.

FOLK DANCE FROM AROUND THE WORLD

¹ 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

² A few famous folk dances from North America include contra dancing, square dancing and clogging, in addition to the dances of Native Americans. In contra dancing, lines of couples follow the instructions of a caller who chooses from between 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 dancing, square dancing has couples dancing to the instructions of a caller, but with square dancing, four couples begin the dance facing one another in a square. Clogging is most well-known through the Appalachian region and is the official state dance of North Carolina and Kentucky. Team clogging routines are intensely choreographed.



LATIN AMERICA

⁶ As might be expected, folk dance in Latin America derives from the region's Spanish roots, although African influence manifests itself 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 scattered formation on the dance floor, often an outdoor patio, but the partners never touched. The dances required about 2 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

⁷ 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 history of traditional Chinese folk dances as ethnic minorities become smaller and cultural forms are lost. As with China, Russian folk dances stem from the multitude of ethnicities in the vast country. Many people think of the knee bending and foot stomping that is characteristic of Eastern Slavic dance styles, but other dance traditions have also emerged among the Turkic, Uralic, Mongolic and Caucasian peoples.

AFRICA

⁸ 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 that nation.

2 Read the text and complete the table below.

Region	Features of folk dance
North America	<p>Contra dancing Lines of couples follow the instructions of a caller. The dance goes for 1) _____ beats.</p> <p>Square dancing 2) _____ begin the dance facing one another in a square. 3) _____ Most well-known through the Appalachian region Official state dance of North Carolina and Kentucky</p>
Latin America	<p>It derives from the region's Spanish roots. It can be 4) _____ while 5) _____ for dances to improvise.</p>
Asia	<p>6) _____ is known for its Bhangra, Garba and baladi dances. In China, 7) _____ are under way to preserve the history of traditional Chinese folk dance.</p>
Africa	<p>Eskista It is a traditional Ethiopian dance for 8) _____ . It focuses on 9) _____ , bouncing the shoulders and contracting the chest.</p>

SAMPLE